

**YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF APPLIED ECONOMICS
MASTER OF PUBLIC ADMINISTRATION PROGRAMME**

**EFFECTS OF TOURISM ON SUSTAINABLE LIVELIHOODS IN
A HERITAGE TOWN, BAGAN**

**PYI PHYOE LIN
EMPA – 55 (18th BATCH)**

OCTOBER, 2022

**YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF APPLIED ECONOMICS
MASTER OF PUBLIC ADMINISTRATION PROGRAMME**

**EFFECTS OF TOURISM ON SUSTAINABLE LIVELIHOODS IN
A HERITAGE TOWN, BAGAN**

A thesis submitted as a partial fulfillment of the requirements for the
degree of Master of Public Administration

Supervised by:

U Than Htun Lay
Associate Professor
Department of Applied Economics
Yangon University of Economics

Presented by:

Mg Pyi Phyo Lin
EMPA – 55
EMPA 18th Batch
2019 -2022

October, 2022

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF APPLIED ECONOMICS
MASTER OF PUBLIC ADMINISTRATION PROGRAMME

This is to certify that this thesis entitled, **“EFFECTS OF TOURISM ON SUSTAINABLE LIVELIHOODS IN A HERITAGE TOWN, BAGAN”**, submitted as the requirements for the Degree of Master of Public Administration has been accepted by the Board of Examiners.

BOARD OF EXAMINERS

Dr. Khin Thida Nyein

(Chairperson)

Pro-Rector

Yangon University of Economics

Dr. Kyaw Min Htun

(External Examiner)

Pro-Rector (Retired)

Yangon University of Economics

Dr. Su Su Myat

(Examiner)

Professor/Head

Department of Applied Economics

Yangon University of Economics

Daw N Khum Ja Ra

(Examiner)

Associate Professor

Department of Applied Economics

Yangon University of Economics

U Than Htun Lay

Associate Professor

Associate Professor

Department of Applied Economics

Yangon University of Economics

October, 2022

ABSTRACT

Tourism has the potential to contribute to economic growth and job creation. The tourist resources in Bagan are abundant and diversified, and they are dispersed across the city. If these natural resources are used effectively to attract visitors, tourism creates a significant amount of livelihood opportunities and stable income for residents. The objective of the study is to examine the effects of tourism on the sustainable livelihoods of residents in Bagan. To get the primary data, the survey data gathered in Bagan with a total of 150 sample sizes are questioned by using a simple random sampling method. The questionnaire survey gathered data from respondents which featured a five-point Likert scale design. The findings indicate that the study's highest value is the economic effect and then followed by the environmental effect. Then, social effect lead-in before the human resource development effect and the lowest factor is the institutional effect. The results showed that the residents thought tourism improved family standards of living, boosted household income, and provided jobs. Tourism stimulates the economy while creating thousands of employment, enhancing a country's infrastructure, and promoting intercultural understanding. According to the results, the recommendations are that local authorities should collaborate well with all tourism institutions and motivate residents to participate in tourism sustainable activities. Local government should consider providing various jobs created by tourism for the residents, including those for tour guides and hotel workers for the community's members' livelihoods. Lastly, the residents need to improve their living standards and participate in environmental sustainability.

ACKNOWLEDGEMENT

First and foremost, I would like to express my sincere thanks to the honorable Professor Dr. Tin Tin Htwe, Rector of Yangon University of Economics for permission to study in the Program of Executive Master of Public Administration at charming University.

My sincere thanks to Dr. Khin Thida Nyein (Pro-Reactor) of Yangon University of Economics, Dr. Tin Tin Wai (Pro-Reactor) of Yangon University of Economics and Professor Dr. Kyaw Min Htun, Pro-Reactor (Retd.) of Yangon University of Economics.

Furthermore, I am very grateful to Professor Dr. Su Su Myat, Programme Director, Professor and Head of the Department of Applied Economics, Yangon University of Economics as well as other outstanding professors, and board fellowships for approval to write the dissertation, and instructions and supervision to research the literature and theory to create the ideal thesis.

Then, I would like to express special appreciation to my supervisor, U Than Htun Lay, Associate Professor, Department of Applied Economics of the Yangon University of Economics for giving me the strength, knowledge, ability, and opportunity to undertake this research study and to persevere and complete it adequately.

In the journey towards this degree, I have found good teachers, friends, inspiration and a pillar of support in my studying at the Yangon University of Economics. I would also like to express my gratitude to my classmates from EMPA (18th). Their support, encouragement, and credible ideas have been great contributors to the completion of the thesis.

Finally, I have great pleasure in acknowledging my gratitude to my parents for being there at times when I required motivation, encouraging, and propelling me in my studying.

Mg Pyi Phyo Lin
EMPA -55
EMPA (18th) Batch

CONTENTS

	Page
ABSTRACT	i
ACKNOWLEDGEMENT	ii
CONTENTS	iii
LIST OF TABLES	v
LIST OF ABBREVIATIONS	vi
CHAPTER I INTRODUCTION	1
1.1 Rationale of the Study	1
1.2 Objective of the Study	2
1.3 Method of Study	2
1.4 Scope and Limitation of the Study	2
1.5 Organization of the Study	3
CHAPTER II LITERATURE REVIEW	4
2.1 The Concept of Sustainable Tourism	4
2.2 Tourism Sustainability and Local Community	5
2.3 Tourism and Sustainable Development	6
2.4 Sustainable Tourism Livelihoods	7
2.5 Benefits of Tourism Sustainability	14
2.6 Reviews on Previous Studies	15
CHAPTER III OVERVIEW OF MYANMAR TOURISM SECTOR	18
3.1 Tourism Sector in Myanmar	18
3.2 Tourism Sector Contribution to GDP	19
3.3 Tourist Arrivals and Tourism Revenues	20
3.4 Current Tourism Situation of Bagan	24
3.5 Tourism Activities of Bagan	25

CHAPTER IV SURVEY ANALYSIS	28
4.1 Survey Profile	28
4.2 Survey Design	29
4.3 Survey Results	29
CHAPTER V CONCLUSION	40
5.1 Findings	40
5.2 Recommendations	42
REFERENCES	
APPENDIX	

LIST OF TABLES

Table	Description	Page
3.1	Yearly Comparative of Contribution to GDP	19
3.2	Tourist Arrivals and Tourism Revenues in Myanmar (2012-2021)	21
3.3	Number of Tour Companies in Myanmar (2012-2021)	22
3.4	Number of Tour Guides, Hotels and Rooms in Myanmar (2012-2021)	23
3.5	Number of Visitors Arrival in Bagan (2017-2021)	25
4.1	Number of Respondents	28
4.2	Demographic Characteristics of Respondents	30
4.3	Descriptive Analysis of Economic Development	32
4.4	Descriptive Analysis of Social Development	33
4.5	Descriptive Analysis of Environmental Development	34
4.6	Descriptive Analysis of Human Development	35
4.7	Descriptive Analysis of Institutional Development	36
4.8	Tourism effects on Sustainable Livelihoods	37

LIST OF ABBREVIATIONS

COVID-19	Corona Virous Disease - 2019
DMOs	Destination Management Organizations
MOHT	Ministry of Hotels and Tourism
M	Mean
SD	Standard Deviation
SPSS	Statistical Package for the Social Sciences

CHAPTER I

INTRODUCTION

1.1 Rationale of the Study

Myanmar is a country in Southeast Asia that shares borders with Bangladesh, India, Laos, Thailand, China, as well as the Bay of Bengal and the Andaman Sea in the east, west, and south, respectively. The country's paddy fields, which are crucial to the economy, are located in the fertile interior plains and the Ayeyarwaddy River delta. Islands and white sandy beaches may be found all over the north and southwestern coasts. One of the last Asian nations to be made known to tourists is Myanmar. The inhabitants of this enchanting land, which is situated between India, China, and Thailand, have created a culture that has endured occupation by absorbing the best aspects of those around them and developing with own unique blaze. Visitors visiting Myanmar have a lot to learn about and take in, including pure natural areas, golden pagodas, and artifacts from a definite past.

Sustainable tourism is a development strategy centered on sustainable livelihoods that can be seen as the issue of sustainability of the lifestyle of residents. Although some studies apply a livelihoods approach in the context of tourism, the relationship between tourism and sustainable livelihoods is still not fully understood, even though many people in poor countries rely on tourism for their livelihoods. The connection between tourism and sustainable livelihoods is absent both in theory and in practice, although it is promoted as a mechanism for sustainable development and as a form of sustainable tourism that ideologically and theoretically aligns with the fundamental principles of sustainable livelihoods Aid, (2013). Therefore, tourism sector requires a different approach to sustainable livelihoods than other more traditional livelihood strategies (Aid, 2013).

Sustainable livelihood represents an effort to move beyond the traditional definitions and techniques of reducing poverty. A range of scales, including the individual and community, can be used to analyze the state (such as health or well-being) of human systems. Rural places typically have a poor quality of life. The

residents must have access to clean water, a sewage system, and adequate rural roadways. The basic social infrastructure, such as healthcare and education systems, is significantly less developed than in urban regions. Community-based tourism has gained popularity in community participation and locals directly benefit from it. It makes sense that the people who are directly involved, their families, and their community should initially benefit from the local resources that promote tourism Baniya et al., (2018). The majority of Bagan people have lost their jobs as a consequence of COVID-19, which has also decreased their income from tourism. The impact on residents' livelihoods is the effect, and the development of tourism on residents' living quality to maintain a sustainable approach in Bagan must be taken into account.

1.2 Objective of the Study

The objective of the study is to examine the effects of tourism on the sustainable livelihoods of residents in Bagan.

1.3 Method of Study

In the study, the descriptive method is applied to the primary data collected from respondents who reside in Bagan and the participants are residents of Bagan. The secondary data and information were collected from academic articles, research studies, publication journals, websites, tourism statistics brochures, and pamphlets from the Ministry of Hotels and Tourism and other related previous studies. To get the primary data, the survey data gathered in Bagan with a total of 150 sample sizes are questioned by using a simple random sampling method. The questionnaire survey gathered data from respondents which featured a five-point Likert scale design. Moreover, the complete data set were analyzed in the Statistical Package for the Social Sciences SPSS -22 software. The survey period is September 2022.

1.4 Scope and Limitation of the Study

The study area is in Bagan, specifically in Shwezigone Pagoda, Bupaya, Ananda Temple, Alodawpyi Pagoda, Government Offices and other popular tourist destinations. The scope focuses on only the residents who have stayed in Bagan for more than three years. The data were collected from the resident's perceptions of the effects of tourism on the sustainable livelihoods of local people. The study has time

limitations in that the response to the questionnaire of local people and the duration of data collection had limited effects on some outcomes.

1.5 Organization of the Study

This study composes of five chapters. Chapter I includes the rationale of the study, objectives of the study, method of study, scope and limitations of the study and organization of the study. Chapter II involves a literature review relating to the research such as the concept of the tourism sector in Myanmar and the context of this study. Continuously, Chapter III involves the tourism sector in Myanmar and an overview of the tourism situation and activities in Bagan. Chapter IV comprises the analysis of the effects of tourism on sustainable livelihoods and the consequence and interpretation of the research. Chapter V includes the conclusion in which findings and recommendations are presented.

CHAPTER II

LITERATURE REVIEW

2.1 The Concept of Sustainable Tourism

Today's tourism industry has made it abundantly evident that focusing on the rural economy as the foundational sector is essential to achieving development. Since most of the world's impoverished people reside in rural areas, decisions about sustainable urbanization should take all levels of activity and location into account, mainly in developing nations. The quality of life in local communities, including the economic, social, and environmental capital quality that encourages residents to create and recreate excellent lives, is one of the solutions. The paths taken in sustainable development must be such that they generate equitable chances for both current and following generations, and this must be done in conjunction with the growth of human capital, as well as of economic, social, and environmental resources (Mehdi et al., 2018).

Tourism rarely happens in isolation. It competes for the use of scarce resources, like land, water, labor, energy, and waste assimilation capacity, with other potential uses of those resources and even with the uses which demand that the resources not to be consumed, like nature preservation, or lightly used, such as protected areas, both of which are primarily natural or built. There is a wealth of information on the positive and negative effects of tourism in the extensive literature on its economic, environmental, and socio-cultural effects. Considering a perspective that recognizes that it is unlikely that tourism would be the only operator of resources and that it should be balanced with other current and future activities, tourism may help promote sustainable development (Tao & Wall, 2009).

Sustainable tourism is to provide livelihood benefits to local populations and protect local cultures and environments while developing economically viable industries. Successful development implementation and management depend on the integration and evaluation of alleviating poverty from the host community's

perspective, which may be accomplished most effectively through an integrated assessment of the host communities' livelihood requirements and wants (Aid, 2013).

2.2 Tourism Sustainability and Local Community

The real benefits of tourism are only realized if the local communities in these tourist destinations perceive that the activities regarding tourism initiatives create favorable destination sustainability and improve quality of life. Therefore, tourism influences local communities' perception of sustainability and, in turn, their perception of quality of life (Mathew & Sreejesh, 2017). Conceptual and operational flaws have hampered the implementation of sustainable development, as well as its outgrowth, sustainable tourism. An approach to sustainable living is presented as being more practical, particularly in the circumstance when communities and individuals typically rely on a variety of activities rather than specific occupations to support themselves. New tourist initiatives in a town must enhance rather than replace already existing activities (Tao & Wall, 2009).

The host communities, who are significant tourism stakeholders, and their way of life are essential to the region's economic growth and tourism sustainability. A holistic and sustainable livelihood approach is based on five key features: livelihood assets (economic, social, human, physical and natural). As a rural livelihood choice, tourism needs to be understood in comparison with other traditional rural livelihoods. Tourism is a livelihood opportunity and its distinctiveness can be observed from the angle of production-consumption (Matiku et al., 2021).

The terms commitment, participation, integration, and even empowerment are interchangeable when referring to community involvement in the tourism sector. The key to sustainable tourism growth is ensuring the locals' involvements in all facets of tourism in a region. The needs and preferences of the local population should guide the development of tourism. The tourism sector depends on the assistance, cooperation, and goodwill of locals. Understanding how locals view the effects of tourism and how they contribute to it is essential for the success and sustainability of any sort of tourism development. Additionally, since not all locals can participate in decision-making directly, recognized community representatives are chosen to make choices about the growth of tourism (Long, 2012).

2.3 Tourism and Sustainable Development

Sustainable tourism is defined as all forms of activities, management and development of tourism that preserve natural, economic and social integrity, and guarantee the maintenance of natural and cultural resources. All forms of tourism in all types of destinations, including mass tourism and many specialist tourism segments, benefit from sustainable tourism development principles and management techniques.

As a result, maintaining vital ecological processes, assisting in the preservation of natural heritage and biodiversity, and protecting environmental resources are fundamental requirements for implementing sustainable tourism. These requirements also include contributing to intercultural understanding and tolerance, preserving host communities' social and cultural authenticity, safeguarding their built and living cultural heritage, respecting their traditional values, distributing socioeconomic benefits equally among all participants, ensuring long-term economic operations, which includes stable employment, income-earning opportunities, social services to host communities, and assisting in the reduction of poverty. These all are important considerations (UNEP, 2004).

Sustainable tourism development is the needs of present tourists and meets host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to the management of all resources in such a way that economic, social, and aesthetic needs can be fulfilled while maintaining and protecting cultural integrity, necessary biological diversity, ecological processes, and life support systems (Dangi & Jamal, 2016).

Sustainable development usually brings good encouragement such as providing job opportunities for community members by increasing economic growth, protecting tourism sites, creating environmental awareness, and improving the living standards of the community through the existence of sustainable tourism and environmental quality. Based on this concept, it is believed that if host residents are likely to benefit from such exchanges without involving impossible costs, they are likely to support and contribute to the development plan. Alternatively, if the host residents relating with the development have to incur more costs than benefits, then they are likely to oppose it (Agric, 2015).

2.4 Sustainable Tourism Livelihoods

Livelihood security refers to the certainty of maintaining a given way of life, including access to the required resources, and possession of the right skills and capabilities to provide oneself and one's dependents with sufficient monetary and food resources to meet essential needs (Brown, 2006). A livelihood comprises the capabilities, assets (including both material and social resources) and activities required for a means of living. A livelihood is sustainable when it can cope with and recover from stresses and shocks and maintain or enhance its capabilities and assets, while not undermining the natural resource base.

The development of livelihoods offers local communities several important benefits, such as increased wealth for consumption and investment, reduced risk of dependence on one source of income, support for adaptive responses to stresses and shocks (such as changing seasons, economic crisis, and environmental variation), and reduced ecological harm on sensitive ecosystems. Livelihood development is related to tackling the root causes of poverty in a local community, such as lack of access to jobs and income, low levels of human resources, and lack of income diversification (Peralta et al., 2016).

The sustainable livelihoods approach to development focuses on the real lives of people while addressing concerns unique to a given community that could have otherwise gone unnoticed. Adaptive techniques based on involvement, empowerment, modern knowledge, technology, financial services, and improvement in governmental policies are used to achieve sustainable livelihood goals. Sustainable livelihood strategies typically concentrate on the local population's current capital in five capital-based assets: natural, financial, physical, human, and cultural. Tourism in the context of sustainable livelihoods needs to be treated differently from other productive sectors that make up a livelihood, such as agrarian development, because of the socio-cultural and ideological disparities between people who want to grow tourism, tourists, and their local counterparts in host destinations (Aid, 2013).

The sustainable livelihoods approach takes into account the assets and strengths present in an underprivileged society as well as the possibility of utilizing these assets and strengths to meet the locals' unmet needs. This strategy tries to increase local capability, reducing the need for outside aid. In the 1980s and 1990s, as development models moved their emphasis from economic expansion to well-being and sustainability, the concept of sustainable livelihoods arose (Brown, 2006). The

study analyzed and measured the five main indicators of the tourism effects on the sustainable livelihoods of local people with economic development, social development, environmental development, human development and institutional development that decided the results of the study.

2.4.1 Economic Effect

To attain job creation and poverty alleviation depends on the level of participation and the agreed management system of the local authority. A properly enabled and participating practice in tourism development may be supported by the local communities, then it can ensure the success of economic development in future. Local economic growth has been attained with a smaller amount of effort where community involvement was practiced.

Despite the belief that any economic growth in the tourism industry should be viewed as a matter of quality rather than just quantity, they relate the concept of sustainability with economics (McDonald, 2006). Therefore, tourism is regarded as one of the suitable alternatives to generate employment and raise the income of the local people. Searching for new approaches and diversifying activities to boost livelihood is one of the demands. A complex system including institutional, social, economic, and environmental components is the concept of livelihood. The capacities, resources (warehouses, resources, and access to resources), and activities (jobs) required to make a living are referred to as sustainable livelihoods.

Livelihoods are referred to as sustainable if they can improve or maintain capabilities and assets, be economically efficient, be ecologically safe, ensure that livelihood activities do not deplete ecosystems' natural resources, and provide sustainable livelihood opportunities. They should also be sustained for the next generation and to generate net benefits for others' livelihoods at the local or national level and in the short or long term. As a result, along with other tourism-related activities, tourism can play a significant role in enhancing the quality of life for locals and raising their income levels (Mehdi et al., 2018).

According to the Tourism Organization, the main strategy is to increase visitors and industry earnings while also extending the infrastructure of the cruise lines and hotels. This is done in the interest of economic growth and wealth accumulation. To create a distinctive tourism brand that will foster economic growth, productivity, and competitiveness, tourism development is concentrating on the

market acceptability of innovative tourism services and how community tourism may assist product differentiation. Quality of life, shared values, environmental preservation, and community well-being are at best subordinated in national tourism policies that pay little more than lip service to the various principles of inclusivity, integrity, equity, and sustainability (Peterson, 2020). Tourism creates the diversity of jobs including tourist guides, bell boys, receptionists, room attendance, taxi drivers, waiters, and local product sellers and vendors. The economy benefitted from the fact that there were so many tourists who could spend money on destinations. Opportunities for both business and investment have developed in the hospitality, entertainment, culinary, culture, activities, and attractions categories. In turn, the investment contribute to the growth of the economy overall and the creation of jobs.

2.4.2 Social Effect

Tourism helps the program that protects cultural heritage and natural environment by creating employment, increasing income levels, diversifying economic activities, increasing the level of social awareness and establishing broad social relations between the host and guest communities, and by preventing involuntary migration and optimization using useful land use management for sustainable development (Mehdi et al., 2018). The socio-culture indicators of tourism involves infrastructure such as transportation, quality of goods and services, buildings, health care centres, schools, public buildings, communication systems, electricity supply, support for pure water system, necessary facilities and socioeconomic status, health and education levels of residents, increased income and job creation, intercultural appreciation with visitors, strengthening of cultural pride heritage of locals. Local communities must receive profits and other tangible benefits (potable water, roads, healthcare, and clinics) from the tourism development. The extent to which people and households have access to diverse resources, opportunities, and services is another key aspect of this concept. Social connections also have an impact on this. Access also denotes the capacity to engage in and make use of social and public (Mehdi et al., 2018).

Tourism has various social benefits. These include sustaining the region's culture and heritage, creating community partnerships, providing social services, promoting new culture and art, reviving customs and art forms, and conserving historical sites. Some tourist sites include infrastructure specially designed for

residents and these facilities encourage community cohesion. The types of social connections that take place between the visitor and the host are equally important as the volume of tourism. The three main consequences at the local level are the monetization of culture, the demonstration effect, and the cultural integration of a different cultural background.

2.4.3 Environmental Effect

Tourism development not only stimulates the local economy but also provides incentives for the protection and conservation of natural resources of heritage sites. The protection of natural areas, production of revenue, education and local participation and capacity building are benefits of tourism development. Tourism has contributed to the resolution of many of the conflicts associated with relaxations between resource exploitation and resource conservation. Furthermore, it is understood that true tourism can be sustainable, benefiting from natural resources which can continue to be appreciated and respected for generations to come. It is important to have environmentally responsible travel and visitation without interruption of natural areas and to adore and raise the value of nature. So, this promotes conservation and requires the active involvement of local community populations.

Environmental sustainability is the accountability of all those involved in tourism. Most of the impact of tourism is the result of actions taken by private sector enterprises and tourists themselves. However, there is a clear need for the government to take a leading role if truly significant progress is to be achieved in making tourism more sustainable in environmental development (UNEP & WTO, 2005). Tourism can revive the economy of local communities by participating in job creation and income generation, and can also contribute to strengthening local culture and changing the preservation of the environment or the reconstruction of the natural and man-made environment (Mehdi et al., 2018).

An essential component of a destination's tourism industry's sustained development is waste management. Destinations must measure waste output and manage its treatment because the wasteful and inefficient use of resources can cause pollution and other adverse effects of tourism.

Heritage serves as a source of identity and is important for empowering local communities and allows vulnerable groups to participate fully in social and cultural

life. It can also offer considered trying options for resolving problems and preventing issues in the first place. Visitors or residents must stop writing on the walls, take part in the regular clean-up campaigns, participate in the "Adopt a Heritage" program and educate people about the significance of these monuments.

The best way to protect heritage sites is to share with others on how to preserve them well. A nation's natural history and cultural heritage are extremely valuable and special. It is an identity to introduce to the entire world.

Bagan is a place that has been designated a World Heritage Site because of its natural beauty. Aesthetic value can be defined by the formal qualities of the natural features and processes, such as colour, shape, pattern, complexity, size, pitch, timbre, rhythm, volume, image quality, surface quality, etc. As a result, it completely depends on the area's integrity.

2.4.4 Human Resource Development Effect

The success of achieving sustainable tourism is achieved if attention is directed towards the human resource development needs of tourists, tourism experts and communities (McDonald, 2006). People who lack education or have low levels of education are thus excluded from activities that are appropriate and call for a specific level of education. The developing plans and strategies are contributed to better human resources and education systems, improving new knowledge and information, which are very important for tourism sustainability. The direct focus on the relationship between resources and the practical choices that people might make for alternative income-generating activities is the most significant aspect of this definition. As a result, those who lack education or have low levels of education—which imply that human capital is lacking access to activities that are appropriate for and call for a particular level of education (Mehdi et al., 2018). The degree to which people and households have access to diverse resources, opportunities, and services is another crucial aspect of this concept. The idea of how people live in various locations forms the basis of the sustainable living philosophy. The capacity, resources, and pursuits required to support one's way of life are referred to as one's livelihood in a simple description (Chambers & Conway, 2010).

The phrase "advanced in-person education" refers to education or training that is a level of secondary education, but it excludes technical instruction given to a member to enable that member to carry out a particular course, workshops, and short-

term training programs. Educational tourism is one of the forms of tourism and is a way to give the best education to students or tourism participants in learning and enhancing knowledge. The growing popularity of attaining knowledge and technical competencies from the world's best destinations has increased education tourism.

The human resource development program provides training for community members and residents who are interested in tourism education involved various training programs. The Ministry of Hotels and Tourism (MOHT) provide training such as room attendance, waiting for staff, bell service staff, understanding tourism hospitality course, Do's and Don'ts for tourists applied to workshop, training the trainers for guest service course for a total of (1563) participants from 2017 to 2019. Moreover, MOHT gives English Language Courses and Foundation Courses for the Japanese Language to (81) participants in 2018-2019. The residents are willing to join the training and workshop provided by MOHT. In 2020 and 2021, the MOHT was unable to provide new training courses for the residents.

The effectiveness to generate community participation in tourism depends heavily on tourism awareness. The perspectives of tourism in the community can also be influenced by awareness. Therefore, community participation in tourism is built on tourism awareness and conceptions.

The tourism industry is made up of numerous diverse businesses and economic activities, making it quite complicated. It can be explained in terms of the products and services that visitors use, with a tourist being an individual who travels or visits a location for a variety of purposes. This range of activities includes taxi service, passenger transportation, lodging, dining establishments, food services, as well as cultural, recreational, and entertainment activities. The majority of these sectors offer services to both tourists and locals; in many cases, tourism accounts for a significant portion of the activity, particularly when it comes to lodging, the services of travel agencies and tour operators, as well as passenger transportation by sea, coast, and air. There are many different kinds of skills to develop in a variety of sectors (europa.eu).

2.4.5 Institutional Effect

The previous study of people's livelihoods concentrated on two distinct groups of people: the locals and their means of subsistence; and the local administrative bodies, their policies, and the implementation of those policies related to people's

livelihoods. The latter, as previously assumed, may pose serious risks and have a considerable impact on people's ability to pursue their livelihoods (Srijuntrapun et al., 2018). Community participation in tourism is ensuring to meet the tourism development and the demand for local development. Furthermore, tourism creates community benefits and the rules of tour and industry's operation as well as reasonable financial source attainment, to promote the quality of the resources and environment of communities. To ensure that all sectors connected to a natural resource are taken into account and that government and non-government organizations adopt those values into policies, tourism planning and policy development must take a holistic approach (McDonald, 2006). Sustainable livelihood approaches recognize the importance of institutional sustainability in addition to social, economic, and environmental factors as well as an institution's crucial interpersonal processes such as communication, public involvement, regulations, and government systems (Matiku et al., 2021). To conclude, the sustainability of tourism is crucial to concentrate on building relationships with locals and public and private organizations.

Tourism is comprised of transportation, accommodation, food and beverage, recreation and entertainment, and travel services. According to MOHT, Myanmar Tourism Federation is comprised of the following (11) associations;

- 1) Myanmar Hoteliers Association
- 2) Myanmar Travel Association
- 3) Myanmar Hospitality Professionals Association
- 4) Myanmar Restaurants Association
- 5) Myanmar Tourism Transport Association
- 6) Myanmar Souvenir Shops Association
- 7) Myanmar Domestic Tour Operators Association
- 8) Myanmar Tourist Healthcare Association
- 9) Myanmar Tourist Guide Association
- 10) Myanmar Human Resource Development Association
- 11) Myanmar Marketing Committee

These associations and tourism-related institutions such as the Ministry of Transport and Communications, Ministry of Labour, Immigration and Population, Ministry of Foreign Affairs, Ministry of Religious Affairs and Culture, Ministry of Education, etc. need to collaborate in every tourism activity. For the tourism

development plan in Bagan, all related institutions, tourism stakeholders such as the public sector, private sector, visitors and residents need to participate actively (MOHT, 2015).

In tourist destinations, destination management organizations (DMOs) is the key player in tourism sector. They are there to promote a tourism destination, attract tourists, and boost the local economy. DMOs are in charge of everything, including attracting big sporting events and advertising community events.

Tourism activity generally combines physical activity or adventure, cultural exchange or interaction, and engagement with nature. Local community participation in DMOs is a very important role. Also, the community members and residents need to participate in every tourism development activity in Bagan. The decision-making of central government, local authority, community members and tourism stakeholders is imperative in cultural tourism destination as Bagan.

2.5 Benefits of Tourism Sustainability

A top priority industry for the country is tourism. It is required to develop connections between the tourism industry and other economic sectors to maximize benefits, and to include both domestic and international tourism in national economic policy. Systems should be enhanced for collaboration between the public sector and the various tourism industry stakeholders (private sector, local communities and civil society)(Ministry of Hotels and Tourism, 2013). According to UNWTO, "Tourism that takes full account of its current and future economic, social and environmental impacts, addressing the needs of visitors, the industry, the environment and host communities".

Sustainable tourism should make the best use of the environmental resources that are an essential component of the development of the tourism industry; preserve vital ecological processes, help preserve the cultural legacy and biodiversity of the natural world, uphold the traditional values of the host communities, respect their sociocultural authenticity, save their built and living cultural heritage, and encourage intercultural tolerance, and make sure that long-term, sustainable economic operations are carried out that provide fair socioeconomic advantages to all parties involved, such as secure employment, chances for income production, social services for host communities, and a decline in poverty.

All essential stakeholders must participate in the development of sustainable tourism and the community's livelihoods development with knowledge, and there must be strong political leadership to promote widespread engagement and consensus building. A continuous process, achieving sustainable tourism needs ongoing impact monitoring and the introduction of essential preventive and/or corrective actions as needed. In addition to increasing visitors' understanding of sustainability issues and encouraging sustainable tourism practices among them, sustainable tourism should maintain a high level of visitor satisfaction and guarantee that visitors have a meaningful experience.

Sustainable tourism development considers not only particular the aspects and characteristics of the environmental issues or economic factors, but also the experiences of residents and visitors. The sustainability of tourism is to be maintained and it is carried out by residents who tend to support tourism development. If community quality of life is ensured, then the increase in the living standard of the host community should be the major consideration in the process of tourism development (Gondos, 2014).

(Chiapin, Shutin & Charles, 2018) stated that the local people participating and being involved in tourism are essential and aimed at tourism sustainability. Consequently, the understanding of residents' perceptions can enable the tourism industry and government leaders to design advantageous strategies heading for community development, which improving the livelihood of residents and raise residents' standard of living in host communities. Some scholars suggested that the measurements of residents' satisfaction with their life in the community may better reflect their actual community life and the community levels have directly affected to help for community development.

2.6 Reviews on Previous Studies

The following concepts were organized concerning the literature review on tourism and sustainable rural livelihoods to offer the appropriate approach to performing this study.

Mehdi et al., (2018) stated that the effects of tourism on sustainable rural livelihoods in Iran include seven factors such as economic capital, institutional capital, human development, economic development, social development, environmental development, and institutional development based on the items of these elements.

The study results found that the highest impact of tourism in this regard belongs to the social development index and the lowest impact is related to the human development index.

Pratiwi et al., (2019) mentioned that the Tourism Activities Development is based on a Sustainable Livelihood Approach in Indonesia. This study explores sustainable livelihood like human capital, natural capital, social capital, physical capital, as well as financial capital in tourist villages in Purwakarta Regency is a potential asset possessed by every village to achieve adequate livelihoods. The study found that special attention is needed to maintain environmental cleanliness and preservation for environmental development and control the consequences of tourism activities to ensure the sustainability of tourism resources.

Aristia Arini et al., (2020) studies on Sustainable Livelihood Tourism of Thematic Kampung in Malang City, Indonesia which applied items such as Social capital, human capital, natural capital, financial capital and institutional capital. The results showed that Kampung Putih is located far from the other three Thematic Kampung so despite having a fairly active community organization, it has never received assistance from agencies or private institutions in tourism management.

Tao & Wall, (2009) studied the links between tourism and other livelihood strategies of the aboriginal community in Taiwan. An approach to sustainable livelihoods is presented as being more practical, particularly in the circumstance when communities and individuals typically rely on a variety of activities rather than specific occupations to support themselves. The finding describes that a sustainable livelihoods strategy is the roadmap and compared to progress, livelihood is a far more concrete idea that is simpler to comprehend and put to use in Taiwan.

Mukhtar (2019) described the sustainability of tourism in which the small-scale tourism-related SMEs, personal improvement of SME owner-manager, and livelihood development of local communities are the independent and dependent variables of livelihood development in tourism destinations in Pakistan. This study also says that there is no a significant impact of owner-manager improvement on overall society. The effect on the individual improvement of the business people is not so satisfactory.

The sustainable livelihood strategy was established in the 1980s as a fresh approach to lowering community poverty and boosting the local economy. It has become extremely challenging to achieve the objectives of sustainable tourism

development with a balance in the use of natural resources, providing environmental services, securing a livelihood, and growing both tourism products and local economic activity. Based on the concept of suitability, this thesis selected five factors such as economic effect, social effect, environmental effect, human resources development effect and institutional effect to give the study's appropriate results.

CHAPTER III

OVERVIEW OF MYANMAR TOURISM SECTOR

3.1 Tourism Sector in Myanmar

The abundance of ecosystem diversity in Myanmar ranges from the mangrove forests and tropical coral reefs of the Myeik Archipelago to the deep coniferous forests and alpine habitats of the Himalayas. A wide range of flora and animals, including rare and endemic species, can be found in Myanmar's amazing wealth of natural environments. Protected areas of tourism are expanding along with visitor arrivals, which are rising quickly. The need for tourism is currently rapidly increasing in Myanmar (Tourism & Forest, 2015). Three international airports and six international land borders help compensate for the nine international entry points in and around Myanmar.

Myanmar has been rendered immobile by the global COVID-19 outbreak, with tourism suffering the worst there. To minimize the effects and boost demand for travel, tourism businesses and authorities must take smart action. The recovery of the tourist sector in Myanmar mostly depends on the support of tax relaxation, the provision of a stimulus package, the implementation of training programs, and the creation of employment prospects for tourism-related small and medium enterprises.

The products and places mentioned for tourism development are increased depending on market research and the readiness of additional places in Myanmar. The government of Myanmar is concentrating on encouraging industry practices and promoting the accessibility of high-quality tourism goods and services because Myanmar is a year-round destination with a geographically diverse product base. The degree to which specialized or niche market products (such as adventure travel, community-based travel, volunteer travel, cruise travel, meditation travel, and MICE travel) are produced To expand the tourism market, Myanmar welcomes visitors from all over the world and is keep reviewing its visa requirements to ensure easy and quick entry by following the instruction of COVID-19.

3.2 Tourism Sector Contribution to GDP

Since tourism is measured to have a beneficial influence as a mechanism of economic activity in the country, it can contribute to the growth of a country's GDP. The development of small to medium-sized businesses, the reduction of unemployment, and an increase in local revenues are all benefits that the tourist industry can bring to the local economy. These benefits are used by the government to further the region's development and bring about prosperity. However, the tourism sector has a proven record of fostering rapid economic expansion by creating jobs, raising incomes and increasing livelihoods, and boosting other production determinants. One of the promising industries is tourism, which has the potential to boost economic growth, enhance human welfare, and well-being, end poverty and unemployment, protect the environment and natural resources, foster love for the country, strengthen national identity and harmony, and strengthen international relations. The following table details the annual comparative GDP contribution of Myanmar's tourist industry;

Table (3.1) Yearly Comparative of Contribution to GDP

Sr. No	Year	GDP (\$ billion)	Tourism Revenue (\$ billion)	Contribution to GDP (%)
1	2012	59.94	0.534	0.89
2	2013	60.27	0.926	1.54
3	2014	65.54	1.789	2.73
4	2015	59.69	2.122	3.56
5	2016	63.26	2.197	3.47
6	2017	66.72	1.969	2.95
7	2018	71.21	1.651	2.32
8	2019	68.70	2.870	4.18
9	2020	78.93	0.544	0.69
10	2021	65.07	0.030	0.05

Source: Ministry of Hotels and Tourism

The GDP of Myanmar in 2021 was \$65.07 billion, a 17.56% decrease from 2020. Myanmar's GDP increased by 14.89% from 2019 to \$78.93 billion in 2020. The GDP of Myanmar for 2019 was \$68.70 billion, up 2.31% from 2018. When the contribution of the tourism industry to the GDP is examined, it is found that it contributed 0.53% of the GDP, which accounts for the 0.534 billion dollars in 2012 that international visitors expended. In 2012, the GDP for the entire nation was 59.94 billion dollars. At that time, Myanmar's tourism industry is rapidly growing. The biggest direct contribution from travel and tourism to GDP over the past 10 years (from 2012 to 2019) was 4.18%, with tourism expenditures totalling 2.870 billion dollars in 2019. Tourism revenue is drastically declining not just in Myanmar but also globally because of COVID-19's suffering in 2020. The GDP that tourism contributes to is about 0.05%. Due to pandemics and other unpredictable conditions, Myanmar is currently experiencing difficulties in strengthening its national economy, including the tourism industry.

3.3 Tourist Arrivals and Tourism Revenues

Arrivals of tourists refer to the number of international visitors who arrive during a given year in a given country and who are staying at least one night. The indication covers non-resident citizens of this target country but does not include foreign nationals who reside there. The cost of purchasing consumable products and services, as well as valuables for one's personal use or to give away, in preparation for and during vacations is referred to as tourist expenditure. Visitors' expenses as well as those that are covered or repaid by third parties are both included. The following tables are describing the yearly comparative tourist arrival, tourism expenditure, tourism companies, tour guides and hotel rooms in Myanmar;

Table (3.2) Tourist Arrivals and Tourism Revenues (2012-2021)

Sr. No	Year	Tourist Arrivals	Tourism Revenues (Million US\$)	Average Expenditure Per Day (US\$)	Average Length of Stays
1	2012	1,058,995	534	135	7
2	2013	2,044,307	926	145	7
3	2014	3,081,412	1789	170	9
4	2015	4,681,020	2122	171	9
5	2016	2,907,207	2197.15	154	11
6	2017	3,443,133	1969	153	9
7	2018	3,551,428	1651	122	9
8	2019	4,364,101	2818.753	108	6
9	2020	903,343	544.613	108	6
10	2021	130,947	30.231	108	6

Source: (MOHT Statistics, 2021)

According to the Ministry of Hotels and Tourism, the total tourist arrivals significantly increased from (1,058,995) to (4,364,101) from 2012 to 2019 and tourism revenues also rather increased from US\$ (534) million to US\$ (2818.613) million. On average, the length of stay had seven nights in 2012 and had fallen to six nights in 2019. If compared to 2012, the average expenditure had decreased from US\$135 to US\$ 108 per person a day. In particular, due to COVID – 19, there are many limitations for travel restrictions to travel within or outside of the country, dramatically reduced visitor arrivals in 2021 compared to 2019.

Table (3.3) Number of Tour Companies in Myanmar (2012-2021)

Sr. No	Year	Local Company	J.V Company	Foreign Company	Total	Outbound Local Company
1	2012	1008	17	1	1026	-
2	2013	1324	25	1	1350	-
3	2014	1589	33	1	1623	-
4	2015	1906	39	1	1946	-
5	2016	2410	42	1	2453	410
6	2017	2552	40	1	2593	429
7	2018	2670	41	1	2712	553
8	2019	3145	42	1	3188	724
9	2020	3331	40	1	3372	793
10	2021	3375	39	1	3375	802

Source: (MOHT Statistics, 2021)

Table (3.3) described that the number of licensed tour companies particularly increased from 1008 companies in 2012 to 3375 companies in 2020. There are 3375 licensed local tour companies, 39 joint venture companies and 1 foreign company in 2021. There are 802 outbound companies and the entrepreneurs need to register first for a license for a local tour company if they want to start an outbound local business.

Table (3.4) Number of Tour Guides, Hotels and Rooms in Myanmar (2012-2021)

Sr. No	Year	Licensed Tour Guide	Regional Tour Guide	Number of Hotel	Number of Room
1	2012	3353	-	787	28291
2	2013	3667	-	923	34834
3	2014	3776	1855	1106	43243
4	2015	3775	1070	1279	49946
5	2016	4010	2939	1432	56429
6	2017	4371	3449	1590	63978
7	2018	4407	3662	1704	68167
8	2019	4855	4177	1984	79855
9	2020	5042	4403	2204	89732
10	2021	5035	4400	2269	92076

Source: (MOHT Statistics, 2021)

According to Table (3.4), there are 5035 language tour guides and 4400 regional guides licensed and issued by the Ministry of Hotels and Tourism for the year 2021. Tourism creates significant employment in the informal sector. Also, a total of 2269 hotels and lodging houses with room 92076 took licensed in 2021. The number of Licensed Tour Guide, Regional Tour Guide, Hotel, and Room are rapidly raised from 2012 to 2021 in Myanmar.

Compared to 2020, there was a 4% increase in global tourism in 2021 from 415 million to 400 million. According to UNWTO's preliminary estimates, however, foreign tourist arrivals (overnight visitors) were still 72% below the pre-pandemic year of 2019. This comes after 2020, which was the worst tourism year ever with a 73% decline in international arrivals. The spread of COVID – 19 has also affected the tourism industry obviously and caused by 86 % drop in international tourist arrivals in 2021 compared to 2020 in Myanmar. However, the GDP of the nation benefits directly or indirectly from tourism revenue.

3.4 Current Tourism Situation of Bagan

Bagan is a brilliant sample of the living Buddhist beliefs and traditions of merit-making, expressed through the remarkable number of surviving stupas, temples, and monasteries, supported by continuing religious traditions and activities. The truthfulness of Bagan is based on the ability of the eight components to take the outstanding universal value such as the material evidence of the landscape, archaeological sites, monuments, inscriptions, sculptures, murals, cloth paintings and the overall setting; the continuing intangible heritage and cultural practices; and the management of pressures on the state of conservation. The Buddhist sites and areas are the evidence of practices of merit-making common in. Besides, the influences well-known in the Bagan period with the scale and diversity of expressions, and continuing traditions make Bagan extraordinary.

The core of Bagan's economy is tourism. The tourism infrastructure in the Bagan region is still quite underdeveloped by worldwide standards as a result of boycotts against the former military administration. There are several family-run guesthouses and a few hotels of a certain standard in the city. The lacquerware business in Burma, which is centred on Bagan, is heavily reliant on visitor demand. A large portion of the lacquerware is bound for global markets and souvenir shops in Yangon. Additionally, the production of lacquerware itself becomes a popular tourist attraction.

One of the top destinations for tourists in the nation is the ancient city of Bagan, which is situated in the Mandalay region. From the ninth until the thirteenth century, the city served as the nation's capital. It served as the seat of the Pagan kingdom, which brought together the territories that make up modern-day Myanmar. The biggest draw of the nation and one of Southeast Asia's richest ancient sites is the Bagan Archaeological Zone. The temples of Bagan leave one in awe; they are located on the eastern bank of the Ayeyarwady River. There are over 2000 pagodas and historic monuments spread throughout Bagan.

The monuments are situated between the riverbank and the Turintaung range. Bagan has a lot more to offer, even if its historical structures are its most well-known draw. Visitors can go to surrounding communities and observe people weaving cotton. Bagan is renowned for its old crafts, particularly lacquer. It is renowned for producing palm sugar, processing oil, and painting murals. More than 3,500 historic Buddhist temples, pagodas, and other religious structures make up Bagan, which is part of the

larger Bagan Archaeological Zone and spans around 16 square miles. The majority of the structures were built while Bagan was a royal city, between 800 and 1,000 years ago. History reveals that Bagan was the first-ever capital of Myanmar. Currently, it boasts around 2000 ancient temples and pagodas. The below table is the visitors' arrival at Bagan.

Table (3.5) Number of Visitors Arrival in Bagan (2017-2021)

Sr. No	Year	Local Visitor	Tourist	Total
1	2017	280121	300441	580562
2	2018	237044	253070	490114
3	2019	164920	478118	643038
4	2020	39696	97179	136875
5	2021	34825	291	35115

Source: (MOHT Statistics, 2021)

According to Table (3.5), the Ministry of Hotels and Tourism, the total local visitor arrivals improved from (580562) to (643038) from 2017 to 2019. Due to COVID-19, the visitors arrival decreased from (136875) to (35115) from 2020 to 2021. If compared to 2020, the arrival declined by 74 %. The highest visitor arriving in Bagan in 2019 accounted for local visitors (164920) and tourists (478118) with a total of (643038) reached in Bagan.

3.5 Tourism Activities of Bagan

Tourists may have a thorough cultural experience in Bagan. It has a 1904-opened archaeological museum where visitors can learn about Bagan's lengthy history. The museum has artefacts from Bagan's over 1500 years of history, including Buddha statues and terra cotta pieces. Tourists can also enjoy the culture in Bagan. Cotton thread production and weaving are well known in the East Bagan communities of Pwa Saw and Minnanthu. Visitors to these locations can buy things as well as observe craftspeople at work. The traditional skill of Bagan lacquer ware is one that tourists should explore. The vibrant goods produced are excellent souvenirs of your trip to Bagan. Production of palm sugar and sesame and peanut oils is also a source of fame

for Bagan. Visitors can travel by day to Sale Town, which is 55 miles from Bagan, or Zee O Village, which is located 30 miles from Bagan.

The Ayeyarwady River, Myanmar's longest and most significant river is one of the greatest ways to view the country. Visitors can take a nice and soothing river trip. Tourists may choose from a variety of options, including luxury river cruises and traditional riverboats. In addition, one can travel while observing the natural beauty by taking a river cruise from Mandalay to Bagan. Using boats, visitors can travel from Bagan to locations like Mt. Sagaing, Pokokku, Myingyan, and other well-known cities. Day tours to various areas are also offered by Bagan. An evening river ride is available for visitors who want to take in Bagan's natural beauty.

The top terrace of the Bagan observation tower, where one can see temples practically to the horizon, is one of the best vantage locations in Bagan. Another fantastic option to take in the expansive vista is to take a balloon trip over the temples. Additional tourist attractions in Bagan include the following:

Oil production: The primary crops grown in Central Myanmar include peanut and sesame seed plants. The ingredient is used to create sesame and peanut oil. The seeds are put through an ox-powered paddle press, or oil press. At the base of the wooden mortar, there is a tiny hole where the oil emerges. It's interesting to see and understand the process.

Toddy palm: Toddy palm trees are famous for growing in central Myanmar. Long ladders are used to scale the toddy palm tree to access the sweet sap. The sap is then boiled for a further two hours until it thickens and turns into a paste. The finished result is a tasty and beneficial replacement for sugar. While visiting any local village, tourists may see this process in action and sample the delectable result.

Nanmyint tower: The best place to view a panoramic view of all the Bagan temples is from this tower. The tower's height offers a vantage point from which it is possible to see temples in all directions. From this tower, visitors may see the sunset or sunrise, providing them with a once-in-a-lifetime experience.

Cotton waving: The manufacturing of cotton and cotton-related items is well known in central Myanmar. The Bagan villages of Pwa Saw and Minnanthu are well known for their cotton weaving and thread production. Machines first turn raw cotton into cotton thread, which is then used to weave clothing on an old-fashioned wooden loom. Visitors can go to these villages, observe artists at work, and purchase some traditional cotton clothing from Myanmar.

Tharabar Gate: The most prominent remaining gate of Bagan's 12 Gates is the Tharabar Gate, also called the Saraba Gate. East of the historic city is where it is. It contains two brick-walled shrines that are situated across from one another.

Elephant camp: Located 20 minutes by electric bike and 15 minutes by automobile from Nyaung U town. Apart from going to ancient temples, Palin Elephant Camp is the greatest spot to experience it. In the camp, there are 8 elephants.

Zee O village: A 30-minute journey southeast of Bagan brings one to Zee O Village, which is renowned for its giant 1,000-year-old tamarind tree, numerous wood fossils, and the remains of prehistoric blacksmithing workshops. The locals held that the brother and sister guardian spirits were responsible for protecting Zee O Village (Nats). Tourists can observe the traditional cooking oil-producing process and the creation of palm sugar while out for a morning stroll.

CHAPTER IV

SURVEY ANALYSIS

4.1 Survey Profile

Bagan is renowned for its ancient monuments and is home to almost 2000 structures from various eras. The most significant historical landmark in Myanmar is magnificent. Bagan, which has a history spanning more than 1500 years, is proof of cultural exploits done before the invention of any kind of technology. Around 50,000 to 200,000 individuals are thought to have lived in Bagan during its peak population. Until the tourism sector took up in the 1990s, only a small number of peasants called Old Bagan home. A substantial population has been drawn to the region by the growth of tourism. Many people live in either Bagan. Bamars make up the majority of the local population. The data was collected from Bagan, especially those who live near Shwezigone Pagoda, Ananda Temple, Bupaya Pagoda, Alodawpyi Pagoda and some government offices to measure sustainable livelihoods from tourism. There are 150 respondents were surveyed with the set of described questionnaires by using a simple random sampling method.

Table (4.1) Number of Respondents

Sr No.	Location	Respondents	Description
1	Shwezigone Pagoda	44	Vendors and others
2	Ananda Temple	25	Vendors and others
3	Bupaya Pagoda	34	Vendors and others
4	Alodawpyi Pagoda	26	Vendors and others
5	Government Offices	21	Government Staff
	Total	150	

Source: Survey Data, 2022

The respondents' locations in Bagan are Shwezigone Pagoda, Ananda Temple, Bupaya Pagoda, Alodawpyi Pagoda and some government offices in New Bagan. The

most of respondents are vendors and work in tourism-related businesses including tour guides and restaurants in Bagan.

4.2 Survey Design

In this study, the quantitative method was applied by survey questionnaire design. The two sections include surveying variables, collecting empirical data and demographic characteristics of the respondents. With the help of the described questionnaires, the 150 participants were polled by using a simple random sampling method. The questionnaires had two sections, including one with a profile of the respondents and another with the dimension of the study. The questionnaires created closed-ended questions intending to get solicit responses based on the Likert-type scale whose values ranged from 1-5 on the rating scale, where 1 was ranked Strongly disagree, 2 was Disagree, 3 was neutral, 4 agreed and 5 Strongly agree. The respondents were answered to respond to each of the statements given by choosing answers based on the five-point Likert scale. To determine the answers of respondents on the questionnaires of this research, the English language was used for the survey.

4.3 Survey Results

The study was analyzed using descriptive statistical analysis, and employed with SPSS 23 software. Descriptive analysis is run out with the dependent variables and independent variables to make the mean average, which would be an excellent descriptive metric to measure average values. By employing an appropriate approach that both analyses were acceptable and possible for this research, the study examined the effect of tourism sustainable livelihoods of residents by using possible factors such as economic development, social development, environmental development, human development, and institutional development.

4.3.1 Demographic Characteristics of Respondents

The demographic factors such as gender, age, education level, occupation, income and residing years of respondents are included in this section. According to the condition of the local people, the situation of the demographic characteristics was examined with frequency analysis as the below table.

Table (4.2) Demographic Characteristics of Respondents

No.	Description	Category	Frequency	Percentage (%)
1	Gender	Male	67	44.7
		Female	83	55.3
		Total	150	100.00
2	Age Groups	18-25 years	24	16.0
		26- 45 years	75	50.0
		46-60 years	42	28.0
		61 years and above	9	6.0
		Total	150	100.00
3	Level of Education	Primary School	19	12.7
		High School	76	50.7
		Undergraduate	26	17.3
		Graduate	29	19.3
		Total	150	100.00
4	Occupation	Tour guide	19	12.7
		Government staff	21	24.0
		Hotel and restaurant	15	10.0
		Transportation	15	10.0
		Tourism-related business	19	12.6
		Vendor	61	40.7
		Total	150	100.00
5	Income (Monthly)	Less than 100,000	9	6.0
		100,001-200,000	51	34.0
		200,001-300,000	47	31.3
		300,001-400,000	31	20.7
		Above 400,000	12	8.0
		Total	150	100.00
6	Residing years in Bagan	2-5 years	24	16.0
		6-10 years	41	27.3
		More than 10 years	85	56.7
		Total	150	100.00

Source: Survey Data, 2022

Table (4.2) shows that each of the characters is conducted the condition of the response on the questionnaire form. The female respondents are more than male respondents in gender groups. The female respondents lead (55.3%) and the rest (44.7 %) are accounted for male respondents. Most quantities of female respondents are vendors who sell local products near the pagoda.

To the result of the age section, the majority of respondents are aged between 26-40 years old, accounting for (50%). The remaining answer parts of the ages of respondents are between (18-25) years means (16%), and between (46-60) years has (28%) and (6 %) of respondents are over 61 years old and above respectively. Due to the local community middle, and age-level groups are practically working in tourism-related businesses in Bagan.

According to the outcome of education level, most of the respondents are in high school, accounting for (50.7%), followed by undergraduate level accounting for (17.3%), a graduate degree with (19.3%) and a primary school level (12.7%) respectively. Most of the respondents had a weak literacy rate so the survey results can support some parts of the outcomes on the questionnaire form.

Occupation is categorized into six groups such as tour guide, government staff, hotel and receptionist, transportation, tourism-related business and vendor. According to the results, 40.7% indicates vendors, then government staff with 24 %, tourism-related business accounted for 12.6 % and followed by a tour guide with 12.7 %. Category hotel and restaurant and transportation groups stated that 10.0 % respectively. These results indicate vendor group is the majority of the study.

Regarding the respondent's income level, there are five groups: Less than 10,000Kyats, 100,001-200,000 Kyats, 200,001-300,000 Kyats, 300,001-400,000 and above 400,000 Kyats per month. The majority income level group is the respondents who get Kyats 100,001-200,000 Kyats with 34 % and the minority group is less than 100,000 which accounts for 6 %, 200,001-300,000 Kyats which accounts for 31.3%, Kyats 300,001-400,000 stated for 20.7 % and above 400,00 had 8 % in the income of residents.

The respondents are classified by residing years. It is divided into four groups: less than a year, 2-5 years, 6-10 years and more than 10 years. According to the results, it is found that more than 10 years residing respondents are accounted for 56.7 %, then 6-10 years residing people 27.3% and 2-5 stayed in Bagan accounted for 16 % in the study.

4.3.2 Descriptive Analysis of Sustainable Livelihoods

The study used descriptive statistical analysis to determine the mean value and standard deviation value for all variables, including economic effect, social effect, environmental effect, human resource development effect, and institutional effect. The standard deviation and mean are the size of the dominant trend. For the study of the descriptive SPSS analysis, Mean (M) and Standard Deviation (SD) is the measure of inconsistency employed. The outcomes of this study's descriptive analysis were presented in the tables that followed.

Table (4.3) Descriptive Analysis of Economic Effect

Sr. No.	Description	Mean	Std. Deviation
1	Increase in the diversity of jobs	4.21	.783
2	Increase in price of local products	4.00	.819
3	Increase the price of services	3.83	.968
4	Improve family income	4.01	.823
5	Tourism effects on job creation	4.35	.663
	Overall Mean Value	4.08	

Source: Survey Data, 2022

Table (4.3) shows that the result of descriptive analysis with mean and standard deviation value of the five statements of the economic effect of tourism towards sustainable livelihoods was such as "tourism increase in diversity of jobs" with (M= 4.21, SD= .783), the item of 'tourism increase in the price of local products' was answered with (M= 4.00, SD= .819), the third item of 'tourism increase the price of services with (M= 3.83, SD= .968), the next item was 'tourism improve in family income' with (M= 4.01, SD= .823), the fifth statement of "tourism effects in job creation." with (M= 4.35, SD= .663) it is the maximum mean value in all indicators. The overall mean values for all items are 4.08. According to the result, tourism mainly affects job creation in hotels, restaurants, nightclubs, taxis, souvenir sales, and the provision of goods and services required by tourist-related enterprises all directly and indirectly providing jobs for residents in Bagan. The fact that there were so many tourists who could spend money on tourist attractions helped the economy. The categories of hospitality, entertainment, gastronomy, cultural, activities, and

attractions have opened up opportunities for both business and investment. The investment eventually helped the economy as a whole thrive and brought about job creation for locals.

Table (4.4) Descriptive Analysis of Social Effect

Sr. No.	Description	Mean	Std. Deviation
1	Increase in values of local customs	3.48	1.165
2	Increase in recreation facilities	3.24	1.179
3	Increase in communication among stakeholders	3.93	.783
4	Effects on the promotion of social relations	4.30	.766
5	Unity among local people	4.04	.529
	Overall Mean Value	3.78	

Source: Survey Data, 2022

Table (4.4) shows that the result of descriptive analysis with mean and standard deviation values of the five statements of the social effect of tourism towards sustainable livelihoods was such as "Increase in values of local customs" with (M= 3.48, SD= 1.165), the item of "Increase in recreation facilities" was answered with (M= 3.24, SD= 1.179), the third item of "Increase in communication among stakeholders" with (M= 3.93, SD= .783), the next item was 'Effects on the promotion of social relations with (M= 4.30, SD= .766) is the high value in all items, the fifth statement of "Unity among local people" with (M= 4.04, SD= .529). The overall mean values for all items are 3.78. Tourism promotion is important for social development activities. Tourism has multiple social benefits that show it has favorable social effects. These might include protecting the region's culture and heritage, steadily building communities, administering social services, commercializing and promoting art and culture, uplifting traditions, and safeguarding historical sites. The social effect is a representation of the ease with which households employ formal and informal social networks to promote economic sustainability. Social asset demonstrates how families connect with other groups in their social setting. The frequency of monthly community meetings, the number of neighborly relationships,

and the confidence people have in local authorities are the factors used to quantify social assets.

Table (4.5) Descriptive Analysis of Environmental Effect

Sr. No.	Description	Mean	Std. Deviation
1	Environmental conservation by local people	3.97	.590
2	Increase in aesthetic views	4.28	.493
3	Increase waste management system	3.25	1.226
4	Decline in quality of natural resources	3.64	1.113
5	Maintaining world heritage sites	4.45	.499
	Overall Mean Value	3.92	

Source: Survey Data, 2022

Table (4.5) illustrates that the result of descriptive analysis with mean and standard deviation values of the five statements of the environmental effect of tourism towards sustainable livelihoods was such as "Environmental conservation by local people" with (M= 3.97, SD= .590), the item of "Increase in aesthetic views" was answered with (M= 4.28, SD= .493), the third item of "Increase waste management system" with (M= 3.25, SD= 1.226), the next item was 'Decline in quality of natural resources with (M= 3.64, SD= 1.113), the fifth statement of "Maintaining world heritage sites" with (M= 4.45, SD= .499) it is the maximum mean value in all items. The overall mean values for all items are 3.92. Due to the world heritage site, the residents have awareness of preserving tourism sites and environmental conservation more than other destinations in Myanmar. The residents must involve in the waste management operation process as reducing pollution issues, and decreasing other negative effects of tourism. The destinations must measure waste output and manage its disposal. Visitors and locals must refrain from grafting the walls, participate in regular cleanup operations, and make people aware of the historic importance of these monuments.

Table (4.6) Descriptive Analysis of Human Resource Development Effect

Sr. No.	Description	Mean	Std. Deviation
1	Advance person education	3.13	.924
2	Proving training for community members	3.09	.925
3	Increase tourism awareness	4.15	.910
4	Increase skill development	4.20	.941
5	Interest in tourism education	3.54	1.174
	Overall Mean Value	3.62	

Source: Survey Data, 2022

Table (4.6) indicates that the result of descriptive analysis with mean and standard deviation values of the five statements of human resource development effect of tourism towards sustainable livelihoods was such as "Advanced in-person education" with (M= 3.13, SD= .924), the item of "Proving training for community members" was answered with (M= 3.09, SD= .925), the third item of "Increase tourism awareness" with (M= 4.15, SD= .910), the next item was "Increase skill development" with (M= 4.20, SD= .941), it is the maximum mean value in all indicators, lastly, the fifth statement of "Interest in tourism education" with (M= 3.54, SD= 1.174). The overall mean values for all items are 3.62. The strategy for the development of a sustainable tourism industry depends on human resource development. It has been noted that the demand for more educated and specialized individuals has increased over time, changing the supply and demand patterns of human resources for the travel sector especially to increase skill development labour in tourism. The Ministry of Hotels and Tourism (MOHT) offers training in areas such as room attendance, bell service employees, waiting for staff, understanding tourism hospitality, Do's and Don'ts for Tourist Applied to Workshop. Tourism awareness is crucial for generating community participation in the industry. The quality of human resources is influenced by the poor educational attainment of household members, whereas support work requires skills. Because they are their primary occupation, skill competencies can assist economic operations. Moreover, the sort of skills and knowledge are impacted by education level.

Table (4.7) Descriptive Analysis of Institutional Effect

Sr. No.	Description	Mean	Std. Deviation
1	Participation in tourism decision making	3.15	1.126
2	Cooperation with tourism-related groups	3.07	1.013
3	Monitoring of central government	3.27	1.045
4	Participating in destination management organization	3.31	1.037
5	Need for tourism development activities	3.98	.773
	Overall Mean Value	3.36	

Source: Survey Data, 2022

Table (4.7) illustrates that the result of descriptive analysis with mean and standard deviation value of the five statements of institutional effect of tourism towards sustainable livelihoods was such as "participation in tourism decision making" with (M = 3.15, SD = 1.126), the item of "cooperation with tourism-related groups" was answered with (M = 3.07, SD = 1.013), the third item of "monitoring of central government" with (M = 3.27, SD = 1.045), the next item was "participating of destination management organization" with (M = 3.31, SD = 1.037), the fifth statement of "need for tourism development activities" with (M = 3.98, SD = .773) it is the maximum mean value in all indicators. The overall mean values for all items are 3.36. In the institutional effect, local community and encouraging locals to take part in sustainable tourism initiatives, a local government is especially necessary. Tourism activities typically involve a combination of natural areas, cultural interactions, and time spent in nature. Participation from the local community in DMOs is essential. Furthermore, residents of the community must take part in all activities that promote tourism in Bagan. In a destination for cultural tourism like Bagan, the decisions made by the central government, local authorities, residents, and tourist stakeholders are important.

4.3.3 Overall Mean Value of Tourism effects on Sustainable Livelihoods

The questionnaires for the effects of tourism on sustainable livelihoods are set by a five-point Likert scale to analyze the perception of residents on sustainable livelihood factors. The questionnaires were collected from 150 respondents in Bagan. In this study, the score is given as strongly disagree=1, disagree=2, neutral=3, agree=4, strongly agree=5. The mean value is calculated depending on the results of respondents' responses. The following table shows the results in a summary of the overall mean value of each factor on the sustainable livelihood of local people in Bagan.

Table (4.8) Tourism effects on Sustainable Livelihoods

Sr. No.	Description	Overall Mean
1	Economic Effect	4.08
2	Social Effect	3.78
3	Environmental Effect	3.92
4	Human Resource Development Effect	3.62
5	Institutional Effect	3.36

Source: Survey Data, 2022

According to the results of Table (4.8), the overall mean value factors affecting economic effect is 4.08 and the highest mean score among the five factors. The mean score for environmental effect is the second highest, at 3.92. Overall, the mean score for Social Effect is 3.78, while the average score for human resource development effect is 3.62. The institutional effect has the lowest mean score, with a value of 3.36, according to the findings. Finally, residents believe that economic effect is the most significant factor influencing sustainable livelihoods.

The overall mean value of the economic effect is 4.08 mean values which are equivalent to the agreement. It can be determined that respondents have a positive perception of tourism's effect on economic development in Bagan. This means that economic development is required to improve the living standard of residents. Tourism boosts the revenue of the economy, creates thousands of jobs, develops the infrastructure of a country, and plants a sense of cultural exchange between foreigners and citizens. Tourism is an important sector that influences the growth of a nation's

economy. The development of income and jobs are the primary advantages of tourism. It is a significant source of economic benefit for several communities and countries.

The overall mean value of the social effect is 3.78 values which are equivalent to agreeing on communication between the government and residents to promote and encourage stakeholders' participation in tourism planning. Nevertheless, tourism development is hard to implement to be successful in the sustainable livelihoods of households in this circumstance. Numerous social benefits of tourism indicate its positive social effects. The safeguarding of the area's culture and heritage, the development of community partnerships, the provision of social services, the promotion of new cultures and the arts, the resurrection of old cultures and art forms, and the preservation of historical landmarks are a few examples of these. Some tourist destinations have facilities that are specifically made for locals, and these amenities promote community unity.

The overall mean value in environmental effect is 3.92 values which are equivalent to strongly agree. It can be said that respondents agreed with tourism development effects on environmental conservation in world heritage sites in Bagan. The residents' participation is required in sustainable tourism development in Bagan. Aesthetic value is determined by the formal characteristics of natural features and processes, such as color, shape, pattern, image quality, surface quality, etc. Bagan is a location that has been designated a World Heritage Site because of its natural beauty. The natural history and cultural heritage of a country are incredibly important and unique. It is a brand that must be shared with the entire world. That is a reason the preserve the environmental conservation and reduces the negative impact of tourism by participating residents.

The overall mean of the human resource development effect is 3.62 values which are equivalent agree with the outcomes. It can be concluded that respondents agreed with human development. Most of the residents are enthusiastic to support tourism development. The residents' knowledge and skilled labour are very important for the tourism industry. It can be concluded that it is residents who are well-educated in tourism development. To provide tourists with the greatest education possible and to advance knowledge, education tourism is expanding the quickest in the globe. Education tourism has increased due to the growing appeal of acquiring information and technical skills from the best destinations. That is a way to develop human resources in the tourism industry.

The overall mean value of the institutional effect is 3.36 values which are equivalent of agreed on the results; the value of the institutional effect is the lowest point in this study. That means not only the local government is important but also other stakeholders are vital for sustainable tourism development in Bagan. Destination management organizations (DMOs) are designed to promote tourist sites, attract tourists, and increase the local economy for institutional development. Participation from the local community in DMOs is necessary. In a destination promoting cultural tourism like Bagan, the decisions made by the central government, local authorities, residents, and tourist stakeholders are important.

CHAPTER V

CONCLUSION

5.1 Findings

Bagan is full of various activities and all the destinations are easy to visit incessantly. That is one reason to gather data on residents' perceptions to measure sustainable livelihoods from tourism in Bagan. This understanding supports the fact that residents are pleased to stay in Bagan. The geographic study is focused on Bagan, especially tourist sites such as Shwezigone Pagoda, Bupaya, Ananda Temple, Alodawpyi Pagoda, government buildings, and other well-known tourist attractions. The scope was restricted to anyone who had lived in Bagan for more than three years. The information was gathered from locals' perceptions of how tourism affects their ability to sustain their way of life and community well-being from tourism. This research study concentrated on the economic effect, social effect, environmental effect, human resources development effect and institutional effect thoughtfulness of the extensive fields in a comprehensive approach in the results of this study.

According to the analysis result, in the gender groups, there are more female respondents than male respondents. Female respondents lead male respondents by a percentage of 55.3% to 44.7%. The majority of respondents (50%) are in the age range of 26 to 40. Middle-aged people are employed in tourism-related industries in Bagan. According to education level, high school students are the largest proportion of respondents (50.7%), followed by undergraduates (17.3%), most of the respondents had deprived literacy rates, in the survey findings. The data show that 40.7% of respondents identify as vendors, followed by government staff with 24%, tourism-related business with 12.6%, and tour guides with 12.7% and findings indicate that the vendors' group made up the bulk of the study. In terms of the respondents' income levels, the majority income level group consists of those who earn between 100,000 – 200,000 Kyats (34%), while the minority group comprises those who earn less than 100,000 Kyats (6%). Then, the respondents who have lived in the same place for more than 10 years made up about 56.7% of the total respondents, followed by those

who have lived there for 6-10 years (27.3%) and those who have lived in Bagan for 2-5 years is (16%) in the study.

The results show that the highest overall mean value of economic effect in this study is 4.08, with strongly agreeing values of 3.92 for environmental effect, 3.78 for social effect, 3.62 for human resource development effect, and 3.36 for institutional effect. According to the findings, the residents believed that tourism created jobs, increased household income, and raised family standards of life.

The economy is boosted by tourism which also generates thousands of jobs, improves a nation's infrastructure, and fosters cross-cultural understanding. It provides a major source of economic benefit to different communities and regions. Tourism has a positive social impact on many levels, ranging from the provision of social services to the promotion of new cultures and the arts. Some tourist destinations have facilities specifically made for locals, and these amenities promote community unity. Nevertheless, tourism development is hard to implement to be successful in the sustainable livelihoods of households. Moreover, environmental sustainability is better in the last three years because of decreased air pollution and reduced visitors. Nevertheless, the local government was silent regarding the enhancement of the program for the sustainable livelihoods of residents, but locals wished to participate in the government's awareness training and educational workshops for future tourism development and to be skilled persons in the tourism industry. The knowledge of locals and trained labor is crucial for the tourism sector. Due to the growing attraction to learning technical skills and capacity building from the greatest locations, education tourism has developed. The institutional effect value is at its lowest point. Other stakeholders are just as significant as the local government. Destination management organizations (DMOs) are needed to create to promote tourism destinations, attract visitors, and boost the local economy.

Effective solutions are needed to address the major issue to increase households' income. Through rural tourism, new methods are emerging to investigate livelihoods from many perspectives. Each community possesses human capital, natural capital, social capital, physical capital, and financial capital, all of which are necessary for sustainable livelihood. Residents are pursuing more effective livelihood strategies by making the best use of other resources in tourism by rising in human capital that knowledge and education have carried about. The impoverished may gain from an increase in employment opportunities and a rise in population income

generally. According to the results, tourism has a detrimental influence on environmental sustainability and is strongly tied to economic growth. The low quality of human capital in Bagan affects the limited knowledge and skills so people have limitations in getting high-income jobs. The sustainable livelihood measurement is the importance of the livelihoods of residents and directly affects the evaluation of the living standard of residents in Bagan.

5.2 Recommendations

It is required that policymakers make plans and strategies to improve the management strategies and to strengthen the development mechanisms for international and local arrivals to Bagan in post-COVID period. This will also help to tackle any surprises that could occur in the future. Additionally, innovative tourism ideas (such as locations, goods and services, and new business models) should be in place to help the industry to lessen the effects of the pandemic, to launch successful recovery efforts, and to support traveler visits to Bagan. The main recommendations of this study help to promote tourism and to improve the livelihoods of residents by making strategies and promoting the Bagan region, the study found the following recommendations:

Firstly, the recommendation for economic effect is that the local government should consider providing tourism-related jobs to the residents, including tour guides and hotel workers. The hospitality, entertainment, gastronomy, cultural, activities, and attractions have to be resumed for the community's members' livelihoods.

The important recommendation for social effect is that the residents must protect the preservation of the neighbourhood's culture and heritage and must focus on the development of collaborations, welfare services, the promotion of new cultures and arts, revival of old cultures and art forms, and the preservation of historical landmarks of Bagan.

The next recommendation is for environmental effects. The residents need to be involved in the implementation of a free rubbish zone and the critical put into actions of sustainable tourism in Bagan. Without residents' participation, it will be difficult to create a boost in the development of tourism sustainability.

The recommendation for human resource development effect to provide the residents with awareness training, better education, basic mindfulness, and experiences related to tourism for the social development of residents. The education,

understanding, knowledge, skills help them to solve the difficulties and to ensure the authentic experiences of their community. Lacking involvement of residents might be difficult to implement sustainable tourism and sustainable livelihoods in the long term and for future generations. So, residents' involvement in tourism is the principal to success.

Lastly, in the recommendation for institutional effectiveness and practical implications, the local government needs to encourage residents to cooperate with the community and local authorities. Besides, local authorities and local people should be hand in hand in solving the difficulties. Mainly, local authority is essential to collaborate well with the local community and motivate residents to participate in tourism sustainable activities.

As a conclusion, all stakeholders' participation is important and crucial to reach tourism improvement in order to restore the normal conditions in Bagan which is before the COVID-19 pandemic. The role of institutional contributions such as local government in the tourism sector is very important because the governments facilitate the improvement of the local community and also help in sustaining culture, conserving the environment, land etc. The effective policy and law of the government should contribute to the development of the residents' livelihoods and the sustained economy of households in Bagan.

REFERENCES

- Aid, B. (2013). Sustainability Policy and Practice. *The International Journal of Sustainability Policy and Practice*, 9(4).
- Aristia Arini, A., Antariksa, & Turniningtyas, A. R. (2020). Livelihood Tourism of Thematic Kampung in Malang City. *International Research Journal of Advanced Engineering and Science*, 5(3), 115–119.
- Baniya, R., Shrestha, U., & Karn, M. (2018). Local and Community Well-Being through Community Based Tourism – A Study of Transformative Effect. *Journal of Tourism and Hospitality Education*, 8, 77–96. <https://doi.org/10.3126/jthe.v8i0.20012>
- Brown, G. (2006). Mapping Landscape Values and. *Tourism*, 113(November 2012), 101–113. <https://doi.org/10.1002/jtr>
- Mathew, P. V., & Sreejesh, S. (2017). Impact of responsible tourism on destination sustainability and quality of life of community in tourism destinations. *Journal of Hospitality and Tourism Management*, 31, 83–89. <https://doi.org/10.1016/j.jhtm.2016.10.001>
- Matiku, S. M., Zuwarimwe, J., & Tshipala, N. (2021). Sustainable tourism planning and management for sustainable livelihoods. *Development Southern Africa*, 38(4), 524–538. <https://doi.org/10.1080/0376835X.2020.1801386>
- Mcdonald, J. R. (2006). Understanding sustainable tourism development from a complex systems perspective: A case study of the Swan River, Western Australia. *The Grants Register 2022*, 376–377.
- Mehdi, H., Reza, B. H., & Mehdi, C. (2018). Journal of Research and Rural Planning. *Journal of Research and Rural Planning*, 6(4), 223–241.
- Ministry of Hotels and Tourism. (2013). *Policy on Community Involvement in Tourism (CIT)*. 48.
- Ministry of Hotels and Tourism. (2015). Handbook
- Mukhtar, R. (2019). Toward Socially Sustainable Tourism: The Impact of Tourism on SMEs And Livelihood Development At Tourism Destinations In Bahawalpur Pakistan. *Sustainable Business and Society in Emerging Economies*, 1(1), 43–54. <https://doi.org/10.26710/sbsee.v1i1.1005>

- Peralta-argomeda, J., Huamantincó-araujo, A., Luz Yolanda Toro Suarez, Pimentel, H. F., Quispe Phocco, R. F., Roldán-Pérez, G., Estudiantes, V. De, Gustavson, S. S., Cosme, L. A., Trama, F. A., Ayala R., A., Ambrosio, E. S., Vasquez, M., Luz Yolanda Toro Suarez, Cepeda, J. P., Pola, M., Zuleta, C., González, C., Luz Yolanda Toro Suarez, ... Villanueva, I. (2016).
- Peterson, R. R. (2020). Over the Caribbean Top: Community Well-Being and Over-Tourism in Small Island Tourism Economies. *International Journal of Community Well-Being*. <https://doi.org/10.1007/s42413-020-00094-3>
- Pratiwi, Y. P., Sutono, A., & Suherlan, H. (2019). Tourism Activities Development Based on Sustainable Livelihood Approach in The Tourism Villages of Purwakarta Regency. *Journal of Advances in Social Science and Humanities*, 5(2), 588–591. <https://doi.org/10.15520/jassh5240>
- Srijuntrapun, P., Fisher, D., & Rennie, H. G. (2018). Assessing the sustainability of tourism-related livelihoods in an urban World Heritage Site. *Journal of Heritage Tourism*, 13(5), 395–410. <https://doi.org/10.1080/1743873X.2017.1373779>
- Tao, T. C. H., & Wall, G. (2009). Tourism as a sustainable livelihood strategy. *Tourism Management*, 30(1), 90–98. <https://doi.org/10.1016/j.tourman.2008.03.009>
- United Nations Environmental Programme & World Tourism Organization, (2005). Making Tourism More Sustainable, A guide for Policy Maker.
- United Nations World Tourism Organization and United Nations Environmental Programme, (2004). Tourism and the Sustainable Development Goals Journey to 2030.

Website

- <https://www.unwto.org/news/tourism-grows-4-in-2021-but-remains-far-below-pre-pandemic-levels>
- <https://www.unwto.org/sustainable-development>
- <https://tourism.gov.mm/about-myanmar/>
- <https://www.google.com/search?q=increase+tourism+awareness>
- <https://www.google.com/search?q=advance+in+person+education>
- <https://www.cedefop.europa.eu/en/data-insights/skills-developments-and-trends-tourism-sector>

<https://www.google.com/search?q=destination+managementorganization++in+myanmar>

<https://www.google.com/search?q=increase+waste+management+system+in+tourism>

<https://www.google.com/search?q=increase+the+aesthetic+world+heritage+sites>

<https://www.google.com/search?q=social+effect+of+tourism>

<https://www.google.com/search?q=economic+benefit+in+tourism>

APPENDIX

Questionnaire Survey

Effects of Tourism on Sustainable Livelihoods in a Heritage Town, Bagan

Dear participants,

My name is Mg Pyi Phyoe Lin and I am a student of Executive Master of Public Administration at the Yangon University of Economics. Now I am researching "Effects of Tourism on Sustainable Livelihoods and Community Well-being in Heritage Town, Bagan". The purpose of this questionnaire is only to use for academic research and your response will help with my research. Please choice in each questionnaire item. The questionnaire takes five minutes to complete and please answer the questions. Highly appreciate your answers.

Part One: Profile of Respondents

- | | |
|------------------------|---|
| Q 1: Gender | <ul style="list-style-type: none">▪ Male▪ Female |
| Q 2: Age | <ul style="list-style-type: none">▪ 18-25 years▪ 26- 45 years▪ 46-60 years▪ 61 years and above |
| Q3: Level of Education | <ul style="list-style-type: none">▪ Primary School▪ High School▪ Undergraduate▪ Graduate |
| Q4: Occupation | <ul style="list-style-type: none">▪ Tour Guide▪ Government Staff▪ Hotel and Restaurant▪ Transportation▪ Tourism-related Business▪ Vendor |

Q5: Income (Per month)

- Less than 100,000
- 100,001-200,000
- 200,001-300,000
- 300,001-400,000
- Above 400,000

Q6: Residing year in Bagan

- Less than a year
- 2-5 years
- 6-10 years
- More than 10 years

Part Two: Dimensions of the Study

(a) Please rate the point to which you agree/disagree with the following: (1= Strongly disagreed, 2= Disagreed, 3= Neutral, 4= Agreed, 5= Strongly agreed).

No.	Items of Economic Effect	1	2	3	4	5
1	Increase in the diversity of jobs					
2	Increase in price of local products					
3	Increase the price of services					
4	Improve family income					
5	Tourism effects on job creation					

References (Pratiwi et al., 2019), (Mehdi et al., 2018)

(b) Please rate the point to which you agree/disagree with the following: (1= Strongly disagreed, 2= Disagreed, 3= Neutral, 4= Agreed, 5= Strongly agreed).

No.	Items of Social Effect	1	2	3	4	5
1	Increase in values of local customs					
2	Increase in recreation facilities					
3	Increase in communication among stakeholders					
4	Effects on the promotion of social relations					
5	Unity among local people					

References (Pratiwi et al., 2019), (Mehdi et al., 2018)

(c) Please rate the point to which you agree/disagree with the following: (1= Strongly disagreed, 2= Disagreed, 3= Neutral, 4= Agreed, 5= Strongly agreed).

No.	Items of Environmental Development	1	2	3	4	5
1	Environmental conservation by local people					
2	Increase in aesthetic views					
3	Increase waste management system					
4	Decline in quality of natural resources					
5	Maintaining world heritage sites					

References (Pratiwi et al., 2019), (Mehdi et al., 2018)

(d) Please rate the point to which you agree/disagree with the following (1= Strongly disagreed, 2= Disagreed, 3= Neutral, 4= Agreed, 5= Strongly agreed).

No.	Items of Human Resource Development Effect	1	2	3	4	5
1	Advanced in-person education					
2	Proving training for community members					
3	Increase tourism awareness					
4	Increase skill development					
5	Interest in tourism education					

References (Pratiwi et al., 2019), (Mehdi et al., 2018)

(e) Please rate the point to which you agree/disagree with the following: (1= Strongly disagreed, 2= Disagreed, 3= Neutral, 4= Agreed, 5= Strongly agreed).

No.	Items of Institutional Effect	1	2	3	4	5
1	Participation in tourism decision making					
2	Cooperation with tourism-related groups					
3	Monitoring of central government					
4	Participating in destination management organization					
5	Need for tourism development activities					

References (Pratiwi et al., 2019), (Mehdi et al., 2018)

“Thank you very much”