

# The Myanmar JOURNAL

Macroeconomic model of institutional reforms' influence on economic growth of Myanmar through Economics Freedom Index [Khin Thu Thu Thein](#)

A Cluster Analysis of Households' Sanitation Facilities in Sagaing Region, Myanmar [Cho Cho Win](#)

Factors Affecting Transportation Activities of Private Trucking Industry in Mandalay [Khin Thet Htwe](#)

Factors Associated with Early Childhood Development in Myanmar [Aye Aye Htwe](#)

The Relationship between Education Expenditure and Economic Growth in Myanmar (1989-90 to 2018-19) [Aye Aye Nyein](#)

Forecasting of the Epidemiology of Tuberculosis in Myanmar (1994-2018) [Khet Khet Hnin · Thet Mar Lwin](#)

Foreign Direct Investment, Trade Openness Impacts on Economic Growth in Myanmar [Wut Hmone Phoo](#)

Organizational Factors affecting Job Satisfaction of Medical Doctors at Public Hospitals in Yangon [Theingi Nwe](#)

Factors Influencing Export Performance of Fishery Industry in Myanmar [Aye Thu Htun](#)

Role of Tourism on Poverty Reduction: A Case Study of Bagan Archeological Zone in Myanmar [Hlaing Hlaing Moe, Win Thri Aung, Hnin Hnin Aung and Khin Myat Noe Wai](#)

The Impact of Long-Term and Short-Term External Debt on Economic Growth in Myanmar [Naw Htee Mue Loe Htoo](#)

The Effect of Foreign Direct Investment on China's Economy [Nu Nu Lwin](#)

The Growth of International Tourist Arrivals in Myanmar [Sandar](#)

Effect of Organizational Support on Job Satisfaction of Employees during Covid-19 Pandemic in Myanmar [SU HLAING OO](#)

A Study on the Well-being of Elders in Yangon Region with Special Reference to Social Protection [Thu Zar Lin](#)

Factors Influencing Employee Engagement: A Study of the Yangon University of Economics [Yan Yan Myo Naing · Mar Lar Oo](#)

An Analysis of Willingness to Pay for Water Quality Conservation in the Taung Thaman Lake [Yin Myo Oo](#)

Analysis of Factors Influencing Child Mortality in Rural Area of Myanmar [Win Naing · Ei Thu Zar Htun](#)

POVERTY STATUS OF EVER MARRIED WOMAN AGED (15-49) YEARS IN MYANMAR [Tin Tin Mya, May Thu San and Thida Swe](#)

The Impact of Covid-19 on Tourist Arrivals in Myanmar: An Intervention Time-Series Analysis [Mya Thandar](#)

Internal Corporate Social Responsibility of Good Brothers' Company Limited [Cho Cho Thin](#)

Using Time Series Facebook Prophet Model on Coronavirus Disease Outbreak in Myanmar [Lwin Chan Phyo](#)

A Study on Digital Inclusion under the 4th Industrial Revolution: Focusing on the Cases of the United States and the European Union [Shinwon Kang](#)

## Letter from the Editor-in-Chief

Myanmar and Korea have many similarities and are complementary relationship. Therefore, we believe that research exchange will expand mutual understanding between Myanmar and Korea, and will be the cornerstone for mutual development.

KOMYRA and YUE have co-published The Myanmar Journal since August 2014. So far, many scholars have published numerous papers through the journal, and We are sure that this journal has helped many people understand Myanmar and Korea more clearly and closely.

The Myanmar Journal covers various issues in Myanmar and Korea. It covers various topics that can promote bilateral development and mutual understanding, not limited to specific topics such as economy, industry, society, education, welfare, culture, energy, engineering, healthcare, and agriculture.

We hope that this journal will continue to promote understanding of the current status and potential capabilities of Myanmar and South Korea and promote in-depth international exchange and cooperation.

We would like to express our deepest gratitude to the editorial board and YUE and KOMYRA for their valuable support in The Myanmar Journal publication.

February 28, 2022

Youngjun Choi *yj choi*

Editor-in-Chief of THE MYANMAR JOURNAL  
Vice-President of KOMYRA  
Email: yjchoi@khu.ac.kr  
Office: +82-2-961-0485  
Web address: [komyra.com/doc/scope.php](http://komyra.com/doc/scope.php)

## **EDITORIAL BOARD**

### **EDITOR-IN-CHIEF (Yangon University of Economics)**

Prof. Mya Thandar, Ph.D. (YUE, Myanmar)

### **EDITOR-IN-CHIEF (Korea Myanmar Research Association)**

Prof. Youngjun Choi, Ph.D. (KHU, Korea)

### **ASSOCIATE EDITOR-IN-CHIEF**

Hyejin Park (KOMYRA, USA)

Nu Nu Lwin (YUE, Myanmar)

Jiyeon Chun, Ph.D. (SCNU, Korea)

Shinwon Kang, Ph.D. (SCNU, Korea)

### **Journal Managing EDITOR**

Kyuyoung Cho (KOMYRA, Timebee, Korea)

### **Sector EDITOR**

Communication and Energy sector EDITOR, Shinwon Kang (SCNU, Korea)

Economic & Management sector EDITOR, John Walsh (SIU RC, Thailand)

Food Engineering sector EDITOR, Jiyeon Chun (SCNU, Korea)

International Law sector, Jeremy Sarkin (University of South Africa, South Africa)

Social Welfare sector EDITOR, Shinsook Lee & Sunghee Kim (SCNU, Korea)

Statistics & Survey statistics sector EDITOR, Jungwha Do (ReLab, Korea)

Technology Management sector EDITOR, Taeho Park (SJSU, USA)

Tourism and Leisure sector EDITOR, Osung Gwon (JNUE, Korea)

Trade & Education sector EDITOR, Youngjun Choi (KHU, Korea)

Language, Literature & Culture Sector EDITOR, Santosh Kumar Ranjan (JNU, India)

Business and Industry sector EDITOR, Myint Moe Chit (U of Nottingham, Malaysia)

Tax accounting sector EDITOR, Hyunwoo Cho (SCNU, Korea)

### **ADVISORY BOARD**

Prof. Taeho Park, Ph.D. (SJSU, USA)

Prof. Tun Aung, Ph.D. (Meiktila University of Economics, Myanmar)

## **INFORMATION ABOUT The Myanmar Journal**

The Myanmar Journal (ISSN 2383-6563) is the official international journal co-published by Yangon University of Economics (YUE) and Korea Myanmar Research Institute (KOMYRA).

This journal aims to promote the mutual cooperation and development of Myanmar and Korea through intensive researches in the entire field of society, economy, culture, and industry.

It will cover all general academic and industrial issues, and share ideas, problems and solution for development of Myanmar.

Articles for publication will be on-line released twice a year at the end of February and August every year on the Myanmar Journal webpage ([http://www.komyra.com/bbs/board.php?bo\\_table=articles](http://www.komyra.com/bbs/board.php?bo_table=articles)).

## The Growth of International Tourist Arrivals in Myanmar

*Sandar\**

*Yangon University of Economics*

**ABSTRACT** : Myanmar possesses an abundance of natural and cultural heritage tourism assets. Moreover, the government of Myanmar is transforming its political and economic system to achieve economic growth, poverty reduction, and raise the standard of living for Myanmar people. Myanmar has a great potential to cope with different types of tourism. It has a long history of its colonial past. This has made Myanmar a well-known historic tourist destination. Myanmar has experienced a high rate of growth in international tourist arrivals since 2011. The tourism industry has expanded and achieved its potential since 2011 because Myanmar has implemented multi-sector reforms towards a market economy, encouraged private sector participation, and invested in infrastructure. The objectives of this research paper are to analyse the trend and growth of the tourism sector in Myanmar and to explore the opportunities for tourism-related business in Myanmar. This study will apply the descriptive and exploratory methods of analysis based on secondary data to facilitate study objectives and the study periods are from 2009 to 2019. Myanmar is blessed with a large number of tourist attractions, and hence there is great potential growth for the tourist industry. Growth in the tourist industry stands to benefit Myanmar, where one of the major priorities is to acquire more foreign currency reserves. Tourism is an area of future growth worthy of the Myanmar economy.

**Key words** : *International tourist arrival, Growth of tourism sector, Tourism-related businesses, Tourism industry, Tourism destinations*

---

\* Dr., Associate Professor, Economics Department, Yangon University of Economics

## **I. Introduction**

Tourism supports a wide range of benefits, consisting of economic benefits for countries that attract a large number of local and international visitors, because of the money they spend not only on their actual stay but also on local businesses. Moreover, it also supports a large number of jobs in transportation services and the hospitality industry, among others. The Myanmar tourism sector has great potential to promote relationships between nation-states or businesses to create opportunities for entertainment and recreation and to increase foreign earnings. It can also open up cultural exchange opportunities, while for tourists, it can lead to improved happiness, well-being and education.

### **1. Rationale of the Study**

Tourism is one of the world's largest and rapidly growing industries. In the 21st century, the global economy is driven by three major industries, including technology, telecommunications, and tourism. Tourism is the collection of activities, services, and industries that deliver a travel experience, including attractions, transportation, accommodations, eating and drinking establishments, retail shops, entertainment, and other hospitality services provided for individuals or groups travelling away from home. The most important economic feature of activities related to the tourism sector is that they contribute to three high-priority goals of developing countries: the generation of income, employment, and foreign-exchange earnings. In this respect, the tourism sector can play an important role as a driving force of economic development. The impact this industry can have in the different stages of economic development depends on the specific characteristics of each country. Given the complexity of tourism consumption, its economic impact is felt widely in other production sectors, contributing in each case toward achieving the aims of accelerated development.

### **2. Objectives of the Study**

This study is conducted with two main objectives:

- (i) To analyze the trend and growth of international tourist arrivals in Myanmar.
- (ii) To explore the opportunities of tourism related industries in Myanmar

### **3. Method of the Study**

The theoretical concepts given in the literature are reviewed to understand the theory of tourism and the contribution of tourism to the economy. The study applied the descriptive and exploratory methods of analysis based on secondary data to facilitate study objectives. The study periods are from 2008 to 2018.

## **II. Literature Reviews**

### **1. Tourism Definition**

One of the earliest definitions is tourists as "people on temporary trips away from home who also spend money derived from their home area and not from the place being visited" (Ogilvie, 1933; Shaw & Williams, 1994). People who are visiting a particular place for sightseeing, visiting friends and relatives, taking a vacation, and having a good time. They might spend their leisure time engaging in various sports, sunbathing, talking, singing, taking rides, touring, reading, or simply enjoying the environment. Moreover, tourism defines people who are participating in a convention, a business conference, or some other kind of business or professional activity, as well as those who are taking a study tour under an expert guide or doing some kind of scientific research or study. UNWTO defined "tourism" as comprising the activities of people traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes (UNTO,1993).

### **2. Types and Categories of Tourism**

There are two types of tourism which are domestic and international. Tourism can be divided into several categories. Depending on your purpose of travel. And then further World Tourism Organization divided following the categories.

**Cultural Tourism:** Cultural Tourism is with a traveller's engagement with a country or region's culture, most importantly it focuses on the lifestyle of the people, their history, their art, their religion(S) and the other elements that help to shape their life.

**Nature Tourism:** Referred to as responsible travel to natural areas, which conserves the environment and improves the welfare of the local people. It is tourism based on the natural attractions of a specific area. Some examples include birdwatching, photography, camping, hiking, hunting, fishing, and visiting parks. These

experiential tourists are interested in a diversity of natural and cultural resources. They want what is real and they want to be immersed in a rich natural, cultural or historical experience. Nature-based tourism provides incentives for local communities and landowners to conserve wildlife habitats upon the industry depends it promotes conservation by increased value on remaining natural areas.

Recreational Tourism: People who travel to relax, and have fun.

Pleasure Tourism: Some people travel for their happiness and satisfaction.

Religious Tourism: Referred to as faith Tourism. It is a type of tourism where people travel individually or in a group for pilgrimage or leisure (fellowship) purposes. Normally these types of people travel to places like Mecca, Buddh Gaya, and Holy Land.

Medical Tourism: Medical Tourism refers to people traveling to a country other than their own to obtain medical treatment. Medical Tourism most often is for medical checkups take medical treatment and surgeries. People with rare conditions may travel to countries where the treatment is better understood. Health Tourism is a term for travel that focuses on medical treatments and the use of healthcare services.

Adventure Tourism: Adventure Tourism is nice tourism involving the exploration of travel with a certain degree of risk and it may also require special skills and physical exertion. Adventure tourists may have the motivation to achieve mental states characterized as rush or flow, resulting from stepping outside their comfort zone.

Tourism is an industry with enormous economic impacts. It is also an industry that has many economic, social and cultural or physical consequences. Tourism like many other industries is often used as a national or regional development tool. In general, tourism development within a host community often has an impact on the community both in positive and negative ways. These impacts have been well documented and are usually classified as economic, cultural impacts.

### **3. Contribution of Tourism to Economy**

Tourism is one of the world's largest and rapidly growing industries. In the 21st century, global economy is driven by three major industries includes technology, telecommunication and tourism. Tourism is the collection of activities, services and industries that deliver a travel experience including attractions, transportations, accommodations, eating and drinking establishments of retail shops, entertainment, business and other hospitality services provided for individuals or groups of travelling away from home.

The most important economic feature of activities related to the tourism sector is that they contribute to three high-priority goals of developing countries: the



generation of income, employment, and foreign-exchange earnings. In this respect, the tourism sector can play an important role as a driving force of economic development. The impact this industry can have in the different stages of economic development depends on the specific characteristics of each country. Given the complexity of tourism consumption, its economic impact is felt widely in other production sectors, contributing in each case toward achieving the aims of accelerated development.

Three primary factors influence the level of nature and tourism demand: overall tourism growth, the growth in specialty travel, and increasing awareness of and concern for the environment. Each of these factors is in turn influenced by a number of elements. Overall tourism, for instance, is expected to continue to grow more rapidly than world economic output as a result of factors such as population growth, rising incomes and employment, shorter work weeks in many parts of the world, and the increasing integration of the world's economies and societies. The rapid growth of specialty travel is fueled by some of the same factors, but there are a number of additional explanations: the boom in outdoor recreation and the new interest in health and fitness, for example. Environmentalism is another of the elements that have changed people's attitudes about how they should spend their vacations (Bigné, E., Sánchez, M. I. & Sánchez, J. 2001).

Not all tourism receipts are retained within the economy. In fact, there is an outflow of foreign exchange for some of the goods and services consumed by visitors, as well as for capital goods invested in tourism and for payments abroad. Import needs depend on the level of development and the degree of diversification of a country's economy. These needs are also dependent on the availability of substitutes for imported products and on the qualitative level of the tourist supply in each country.

Tourism is a major contributor to employment creation particularly for women, youth, migrant workers, rural communities and indigenous peoples and has numerous linkages with other sectors. As a consequence, tourism can lead to the reduction of poverty and to the promotion of socio-economic development and decent work. However, if tourism does not respect local cultures and is uncontrolled, unsustainable or not socially accountable, it can also have a negative impact on local communities, their heritage and environment, exacerbating inequalities (World Travel and Tourism Council Annual Report, 2018).

### III. Growth of International Tourist Arrival in Myanmar

#### 1. Total International Tourist Arrival in Myanmar

Myanmar is 676,577 square kilometers in areas and has a variety of landscape, biological and plant species and natural resources, as well as diverse races and cultures. Myanmar has a great potential to cope with different types of tourism. Myanmar had a long history of its colonial past. This has made Myanmar a well-known historic tourist destination. When Myanmar culture is closely interrelated with religion, pagodas, stupas, and religious traditions with a diverse range of ethnic groups create a perfect cultural tourism destination. Myanmar's land, species, and ethnic diversity are also welcome to many visitors seeking eco-tourism. Even though Myanmar has a long coastline of beautiful beaches, it was not well developed. In addition, there are many tourism resources with a diverse culture (MOHT, 2012)

Major tourist destinations in Myanmar include Yangon; the Shwedagon Pagodas and the remaining colonial buildings, Bagan, Mandalay and Mrauk U which are famous for cultural heritage destinations with tourism resources such as pagodas, temples and palace, Inlay lake; natural landscape on the lake, Kyaik-hti-yo which, Golden Rock and a pagoda at the summit of 1100 meter and they are Buddhist pilgrimage sites for Myanmar people. The beach resorts which located along the Bay of Bengal are Ngapali, Chaung Tha and Ngwe Saung and Myeik, Mergui Archipelago and Kawthaung are known as beaches and sports resorts in Myanmar (JICA, 2018).

Table 1. Number and Percentage of International Tourist Arrival in Myanmar (2008 to 2018)

Year	Number of International Tourists	% of Growth Rate
2008	731230	-
2009	762547	4.28%
2010	791505	3.79%
2011	816369	3.14%
2012	1058995	29.72%
2013	2044307	93.04%
2014	3081412	50.73%
2015	4681020	51.91%
2016	2907207	-37.89%
2017	3443133	18%
2018	3551428	3.15%

Source: MOHT, Tourism Statistics (2008 to 2018)

According to table (1), the international tourist arrival was 0.73 million in 2008 and 0.82 million with 3.14% growth rate in 2011 and 1.06 million with 29.72% growth rate in 2012. Then international tourist arrival continued to rise rapidly to 3.08 million with 50.73% growth rate in 2014. Moreover, the number of international tourist arrivals reached to 4.68 million with 51.91% growth rate in 2015. But compare to neighboring countries these numbers remain relatively low because of Myanmar's previous isolation, however, the numbers gain different perspectives.

The SLORC government recognized tourism is tended to support the economy of Myanmar and tourism sector depends on the political and stability of the economy. Government reforms are necessary to provide the development of the tourism industry. The tourism industry has been expanded and achieved the potential gain from 2012 to 2015 because Myanmar has implemented the political and economic reforms towards a market economy, encouragement of private sector participation and an increase in investment in infrastructure. More foreigners including politicians, businessmen, tourists, and people from INGOs started to visit Myanmar after various reforms in 2011. This can cause many activities related to tourism development such as the reconstruction of Yangon International Airport, also the construction of additions to airports, increased in the number of commercial airplanes, a growing number of tour buses and construction of hotels, offices, restaurants and shopping centers (YSX, 2019). There is a growing number of business opportunities in the area of tourism and the industry contributes to economic growth in Myanmar.

Moreover, international visitors' arrivals dropped to 2.9 million in 2016 from 4.6 million in 2015 and growth rate (-37.89%) which was caused by change in method of visitors counting: namely, the number of day trip foreign visitors entering from the border gates was excluded for foreign visitor data from 2016 (JICA, 2018). The number of international tourists began to increase 3.4 million in 2017 and 3.5 million in 2018 but these numbers did not reach the number of international tourist arrival in 2015 because Myanmar had suffered the political event concerning with Rohingya conflicts in the northern part of Rakhine throughout 2018 (Hlaing Hlaing Moe, 2019). Table (2) shows international tourist arrival by points of entry in Myanmar.

Table 2. International Tourists' Arrivals by Points of Entry in Myanmar (2008 to 2018)

Point of Entry Year	Yangon	Mandalay / Bagan	Naypyidaw	Mawlamyine / Myeik Tachileik	Borders	Total
2008	187766	5553	-	-	537911	731230
2009	234417	8861	-	-	519269	762547
2010	297246	13442	-	-	480817	791505

2011	364743	20912	5521	-	425193	816369
2012	559610	32521	1250	-	465614	1058995
2013	817699	69596	11842	1024	1144146	2044307
2014	1022081	90011	19261	271	1949788	3081412
2015	1180682	107066	13835	-	3379437	4681020
2016	1080144	128387	16224	47841	1634611	2907207
2017	1146069	157860	17077	41942	2080185	3443133
2018	1158747	169852	16242	53257	2153330	3551428

Source: MOHT, Myanmar Tourism Statistics (2008 to 2018)

International tourists enter into Myanmar through the different gate ways. The major gate ways or entrances are Yangon and Mandalay Airports. Yangon is a commercial city with international sea port and airport and international tourists visit religious structure and colonial buildings. Also, Mandalay is the business centre in upper Myanmar. Also, it has much cultural heritage after Bagan. Nay Pyi Taw international airport was officially opened in 2011 and it receives the domestic flights across the country and international flight to Bangkok and Kumin. Mawlamyine is the third gate way opened in 2013 and visitors can enter from it using Nok Air airline between Mawlamyine and Mae Sot in Thailand.

According to Table (2), the largest numbers of international tourists come through borders. It has official borders from China, Thailand and India for international tourists to travel overland from neighbouring countries to Myanmar. The common checkpoints are the eastern borders of Myanmar, receiving tourists from Thailand and China. The international tourists' arrivals by cross border routes increased from 0.54 million in 2008 and increased 2.15 million in 2018. 32.63% of international tourists' arrival from Yangon, 4.78 % from Mandalay/Bagan, 0.46 % from Naypyitaw, 1.5% from Mawlamyine/Myeik and Tachileik and 60.63% were from border crossing in 2018. The international tourists' arrival increases annually and many arrives Myanmar, using the borders entrances. Almost all are traders who come for business crossing the border and returning the same day. Their tourism expenditure is very low per day and duration of length is short. Table (3) shows number of international tourists by region from 2008 to 2018.

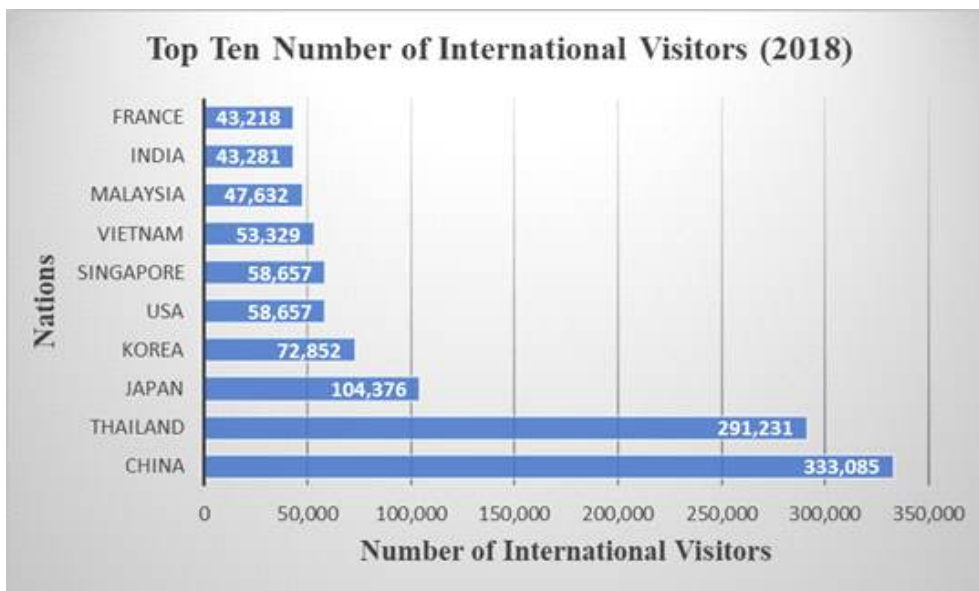
Table 3. International Tourists Arrival to Myanmar by Region (2008 to 2018)

Region \ Year	Asia (%)	West Europe (%)	North America (%)	Oceania (%)	East Europe (%)	Middle East (%)	Africa (%)	Others America (%)
2008	66.4%	19.2%	7.9%	3.1%	1.9%	0.7%	0.3%	0.5%
2009	66.2%	20%	7.2%	3.3%	1.9%	0.6%	0.3%	0.5%
2010	68.4%	19.3%	6.1%	2.8%	2%	0.7%	0.3%	0.5%
2011	66.4%	20.7%	6.5%	0.6%	2%	0.7%	0.3%	0.6%
2012	64.1%	22%	7.4%	3.5%	1.5%	.6%	.3%	.6%
2013	70%	17.6%	7%	3.1%	1.1%	.4%	.3%	.5%
2014	71.4%	16.5%	6.6%	3%	1.2%	0.4%	0.3%	0.6%
2015	72.1%	16.1%	6.4%	2.7%	1.2%	0.4%	0.3%	0.7%
2016	67.9%	18.7%	7.2%	3.1%	1.4%	0.6%	0.3%	0.9%
2017	70%	17.6%	6.4%	2.8%	1.5%	0.9%	0.4%	1.9%
2018	76.3%	13.1%	5.4%	2.3%	1.3%	0.4%	0.3%	0.8%

Source: MOHT, Myanmar Tourism Statistics (2008 to 2018)

Table (3) shows international tourists' arrival to Myanmar during 2008 to 2018, 64% to 76% of total international tourists came from Asia; around 13% to 22% of total international tourists came from West Europe and about 5% to 8% of total international tourists came from North America. Concerning international tourists' arrival to Myanmar during 2008 to 2018, Asia is the largest of tourist arrivals, West Europe is the second largest of tourist arrivals and North America is the third largest among the regions. The most tourists come from Asia; many tourists coming to Myanmar are Asians because Myanmar government has implemented new regulations making tourists to easily enter into Myanmar. Particularly, visa-free entry was given to South Korea, Hong Kong, Macau and other Southeast Asian countries. Therefore, it likes to extend tourism market for Europe and America. Stakeholders of tourism sector have to emphasis on the tourism promotion for international tourists from those countries. The following figure shows top ten international tourist by nations in 2018.

Figure 1. Top Ten International Visitors by Nations in 2018



Source: MOHT, Myanmar Tourism Statistics (2018)

According to Figure (1), the majority of top ten international tourists were people from China, Thailand, Japan, Korea, USA, Singapore, Vietnam, Malaysia, India and France. Regarding the data of the international tourists by country in 2008, the largest number of international tourists (333,085) from China and many Chinese people preferred to foreign trips and the second largest number (291,231) was from Thailand because the Asian tourism market has grown today. Among the Asian visitors, people from China came to visit the most because of business purposes and people from Thailand also visited Myanmar because of easy access to airlines and only an hour plane trip. Japan is the third country after China and Thailand because of Japan's aid policy and aid programs in various fields to Myanmar. International tourists are satisfied with tourism-related activities: sightseeing "cultural and natural heritage sites", the beauty of sunset and sun-rise, visiting places by either horse cart or e-bike and riding hot air balloons trips over Bagan.

## IV. Opportunities of Tourism Related Business in Myanmar

### 1. Development of Tourism Business in Myanmar

Tourism sector supports the positive impacts on local businesses and thus it also

encourages poverty reduction in Myanmar. In popular tourists' destinations, tourism has led to contribute economic opportunities for local communities with more demand for local goods and services. Growth in the number of the international tourists is bringing the positive changes to the structure of Myanmar's tourism industry. Tourism businesses in Myanmar are hotels, tour companies, tour guides and tourism transportation services and so on. Table (4) shows the licensed tour company from 2008 to 2018 in Myanmar.

Table 4. Licensed Tour Company (2008 to 2018)

Year	Foreign Company		JVC		Local Company		Total	
	No	%	No	%	No	%	No	%
2008	1	0.14	16	2.26	692	97.60	709	100
2009	1	0.17	16	2.71	574	97.12	591	100
2010	1	0.15	17	2.58	667	97.27	685	100
2011	1	0.13	15	1.98	743	97.89	759	100
2012	1	0.10	17	1.66	1008	98.25	1026	100
2013	1	0.08	25	1.85	1324	98.07	1350	100
2014	1	0.06	33	2.03	1589	97.91	1623	100
2015	1	0.06	39	2.00	1906	97.94	1946	100
2016	1	0.04	42	1.71	2410	98.25	2453	100
2017	1	0.04	40	1.54	2552	98.42	2593	100
2018	1	0.04	41	1.51	2670	98.45	2712	100

Source: MOHT, Myanmar Tourism Statistics (2008 to 2018)

The different types of tour company are foreign company, JV company and local company and most local tour companies are small and medium enterprises. The increasing number of licensed tour company showed that the private sector participation has grown after national reforms in 2011. Thus, the number of licensed tour company had increased from 692 in 2008 to 743 in 2011. Because the number of international tourists has increased year by year and it led to an increase number of tour companies in Myanmar. After 2011, Myanmar opened its economy to the rest of the world with transactional reforms and the number of licensed tour company totaled 1026 in 2012 to 2712 in 2018. In 2018, the total number of tour companies licensed by MOHT increased by 3.82 times from the base year of 2008 (Table-4). The major increase was seen in the number of new local company commencing licensed operations (285% increase). Over the ten-year period, there had also been 2.5 times in the number of joint venture companies receiving a tour company license. Between 2008 to 2018, just one foreign company was listed as a licensed tour company.

Table 5. Licensed Tour Guides (2008 to 2018)

Year	Number of Licensed Tour Guides
2008	4712
2009	4527
2010	4077
2011	3160
2012	3353
2013	3667
2014	3776
2015	3775
2016	4010
2017	4371
2018	4407

Source: MOHT, Myanmar Tourism Statistics (2008 to 2018)

The World Federation of Tourist Guide Associations (WFTGA) defines a "tourist guide" as "a person who guides visitors in the language of their choice and interprets the cultural and natural heritage of an area which person normally possesses an area-specific qualification usually issued and/or recognized by the appropriate authority" (Noakes et al., 2017). The number of licensed tour guides decreased in 2009 because tour guides were rechecked. At that time, most of the tour guides who achieved the license did not serve as real tour guides. Also, after 2010, the number of licensed tour guides has decreased due to cancellation of their license extension (Win Min Than, 2017). The number of licensed tour guides started to increase from 2013 to 2018 because of an increase international tourist arrival for these periods in Myanmar. Almost 45.4% of licensed tourist guides were regional tourist guides in 2018. Moreover, English speaking guides (63.08%) are the maximum numbers of guides, and then Japanese speaking guides (7.8%) are second largest numbers and French speaking guides (6.56%) are third largest numbers of national tourist guides serving the Myanmar tourism market in 2018.

Table 6. Number of Hotels (Nationwide) (2008 to 2018)

Year	Hotels/Motels/Guest Houses	Rooms
2008	621	20357
2009	631	20942
2010	713	24234
2011	731	25002
2012	787	28291
2013	923	34834



2014	1106	43243
2015	1279	49946
2016	1432	56429
2017	1590	63978
2018	1704	68167

Source: MOHT, Myanmar Tourism Statistics (2008 to 2018)

Table (6) shows the number of accommodations (hotels, motels and guest house) in 2008 to 2018. The number of hotels, motels and guest house rose from 621 in 2008 to 731 in 2011. The growth of international tourist arrival has increased since 2011 because of the transactional reforms in Myanmar. Thus, the demand for hotels was needed to fulfill the requirements of tourism development. From 2011 onwards visitor numbers began to increase dramatically and during high season there was a hotel room shortage. The hotel situation in Myanmar has since then improved because many new hotels have been built. Thus, the numbers of hotels were from 787 in 2012 to 1704 in 2018 and hotels rooms were from 28291 in 2012 to 68167 in 2018. The most popular tourist destinations in Myanmar are Yangon, Mandalay, Inle lake and Bagan which Myanmar investors have built many new hotels during last eight years. Many hotels have been opened in Mandalay, Bagan and Inle lake and the hotel shortage could be solved completely. The construction of new hotels in Yangon are because it is the biggest commercial city, business conferences and business tours with neighboring countries and as for Mandalay, it is the second major commercial center and it has a lot of religious buildings, pagodas and one of the cultural heritage sites in Myanmar. Furthermore, Inle is increasing in popularity especially amongst European and American tourists as destination for ecotourism and trekking. The hotel construction of new hotel in Bagan is lower than other popular tourist destinations because of development regulations which restrict the construction of new hotels. The emerging of new hotels construction has encouraged growth in foreign direct investment in hotels and other tourism related facilities which provide foreign investors to take business opportunities in tourism sector.

Though Myanmar tourism industry has gained the growth of international tourist arrival since the national reforms in 2011, all stakeholders concerning tourism sector need to encourage and support the infrastructure development in all aspects to meet international standards. The following table (7) shows foreign investment in hotels and commercial complexes in Myanmar from 2008 to 2018.

Table 7. Foreign Investment in Hotels and Commercial Complexes  
(2008 to 2018)

Year	Hotels/Apartments (Projects)	Investment in US \$ million
2008	35	1120.92
2009	37	1151.17
2010	36	1144.42
2011	36	1144.42
2012	36	1416.92
2013	39	1917.15
2014	46	2557.56
2015	48	2678.38
2016	56	3084.43
2017	64	4370.97
2018	68	4428.87

Source: MOHT, Myanmar Tourism Statistics (2008 to 2018)

In a comparison of foreign direct investment in hotels and composite facilities (buildings and structures which shopping centers, offices, and residences) in 2008 and 2018, it can be seen that the major growth of 3.95 times to a total of 4428.87 million dollars. Foreign direct investment in hotels and composite facilities has increased, but infrastructure in tourism industry needs to improve international standards. In 2018, 4428.87 US \$ millions of foreign direct investments has developed the 68 projects of the tourism related businesses including 12466 hotel rooms across the country. Moreover, foreign investment could contribute the domestic investment, technology, skill, job opportunities and income of local people in Myanmar. The sources of foreign investment in hotels & commercial complexes are Singapore, Thailand, Japan, Hong Kong, Malaysia, British, Vietnam, United Kingdom, UAE and Luxembourg. Foreign direct investment in a large-scale residence (Golden City) including commercial facilities and office buildings which have been developed in the Yankin Township of Yangon. Japan has devoted its investment in a composite facility in downtown Yangon called Yoma Central including commercial facilities, office buildings and a luxury hotel. Vietnam has invested the HAGL Myanmar Center in the Bahan Township of Yangon while Korea also has invested the Lotte Hotel & Resort in the Hlaing Township of Yangon. The HAGL Myanmar Center involves the Melia Hotel and the Myanmar Plaza commercial facility (YSX, 2018).

Table 8. Tourism Receipts, Average Expenditure per Tourist per Day and Average Length of Stay (2008 to 2018)

Year	Tourism Receipts US\$ Million	Average Expenditure per Tourist per Day (US\$)	Average length of Stay (Days)
2008	165	95	9
2009	196	95	8.5
2010	254	102	8
2011	319	120	8
2012	534	135	7
2013	926	145	7
2014	1789	170	9
2015	2122	171	9
2016	2197	154	11
2017	1969	153	9
2018	1651	122	9

Source: MOHT, Myanmar Tourism Statistics (2008 to 2018)

Table (8) shows the total tourism receipts US \$ million, average expenditure per tourist per day (US \$) and average length of stay (days). The tourism receipts increased from 2008 (165) US \$ million to 2197 US \$ million in 2016, except for 2017 and 2018. An increase in tourism receipts is because of an increase in average length of stay, an increase average expenditure per tourist per day and an increase international tourist arrival. From 2007 to 2008, tourism receipts declined because of Rohingya conflict of northern Rakhine State in Myanmar.

## V. CONCLUSION

The growth of international tourist arrival has been occurred in Myanmar after the multi-sector transformation in 2011. International tourist arrival has increased 4.8 times in 2018 compare to 2008. 64% to 76% of total international tourist came from Asia and 13% to 22% of international tourist came from West Europe. Among the Asian visitors, the maximum number of international tourist arrival was from China because Chinese people prefer to visit foreign trips and also, they had business purposes in Myanmar. Second largest number of tourists was from Thailand because it is one of the neighbouring countries of Myanmar. Also, it has a lot of airlines between Myanmar and Thailand and it takes only an hour plane trip. Japan is the third largest tourist arrival after China and Thailand due to Japan aid programs in various fields for development in Myanmar. A growth trend of tourism has also

brought an increase in tourism related business opportunities in Myanmar. The number of tour companies, tour guides, hotel facilities is growing with an increasing amount of domestic expenditures of foreigners for tourism development. Furthermore, tourism development can attract foreign direct investment in hotels and composite facilities such as buildings, shopping centres, offices and residences. In the business environment, the tourism industry has improved year by year and the people who involved the tourism related businesses is growing day by day. When tourism development has occurred in Myanmar, it can contribute national economy, such as providing GDP, job creation, foreign exchange earnings, income for local people and improving the standard of living for Myanmar people. But it needs to consider the sustainable tourism development is essential for tourism industry. Thus, cooperation among the stakeholders concerning tourism industry for avoiding over-use and mis-use of tourism resources and protect and maintain the valuable natural and cultural heritage resources in Myanmar.

## REFERENCES

1. Bigné, E., Sánchez, M. I. & Sánchez, J. (2001). Tourism image, evaluation variables and after purchase behaviour: Inter-relationship. *Tourism Management*, 22(6), 607–616.
2. United Nation World Tourism Organization (UNWTO). (1993). *Tourism Satellite Account, Recommended Methodological Frameworks*.
3. Ogilvie, F. W., (1933). "The tourist movement". London: P.S. King.
4. World Travel and Tourism Council WTTC (2018), *Travel & Tourism Economic Impact 2018 Myanmar*. London, ([www.wttc.org](http://www.wttc.org)) (4.5.2021)
5. Ministry of Hotel and Tourism (2018), *Myanmar Tourism Statistics (2008 to 2018)*
6. Yangon Stock Exchange (YSX), (2019). *Myanmar Tourism Sector*.
7. Ministry of Hotel and Tourism. (2012). *Myanmar Responsible Tourism policy*.
8. Japan International Cooperation Agency (JICA). (2018). *Project for Establishment of the Pilot Model for Regional Tourism Development in the Republic of the Union of Myanmar*.
9. Hlaing Hlaing Moe. (2019). *MODELLING RESIDENTS'SUPPORT FOR TOURISM DEVELOPMENT WITH SPECIAL REFERENCE TO BAGAN-NYAUNG OO AREA, MYANMAR* (Doctoral dissertation, Yangon University of Economics).
10. Noakes, S., et al. (2017). *Skills for Trade and Economic Diversification: Tourist Guides Sector, Myanmar*. (2017)
11. Win Min Than. (2017). *Sustainable Tourism Development in Inle Region and Satisfaction of Residence*, Unpublished Doctoral Dissertation, Yangon University of Economics, Myanmar.

# The Myanmar JOURNAL

– Volume 9 Number 1 February 2022

28 February 2022

Yangon University of Economics (Myanmar)  
Korea Myanmar Research Association (Korea)  
2014~, Semiannual  
ISSN : 2383-6563(Online)

Co-published with **Yangon University of Economics (YUE)** and  
**Korea Myanmar Research Association (KOMYRA)**  
<http://www.komyra.com/doc/submission.php>