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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*

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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).

Local Residents' Attitudes to Tourism Development in Min Kun, Sagaing Township, Sagaing Region

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ABSTRACT : Tourism development depends on local residents' attitudes because residents are key stakeholders in critical decision-making for tourism development in community. This study is tourism development in Min Kun, Sagaing in which is abundance of natural scenery and tourist attracted area in Myanmar. Therefore, the objective of the study is to analyze the local residents' attitudes to tourism development and the relationship of positive and negative effect of economic, culture, environment and social impact and tourism development in Min Kun. This study analyzed on primary data of 335 local residents are collected by ways of personal interview among local community in Min Kun area by using stratified random sampling method and secondary data published from Ministry of Hotel & Tourism. According to the respective objectives of the study, descriptive method, correlation analysis and multiple regression analysis were employed. Positive impact of economic, culture, social and environment and negative impact of environment have statistically significant in tourism development. The study suggests that tourism development in Min Kun area should be supported for community development and employment opportunities for local people with systematic plan of environmental protection.

Key words : *Tourism Development, Residents' Attitudes, Economic Impacts, Environmental Impacts, Social Impacts, Cultural Impacts*

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I. Introduction

Tourism is not only an economic activity vital to national development, but also an important medium of cultural changes among nations of the world. It can play an important role as a means of social education and social mobilization in the country itself, as a compelling force for fostering better understanding among nations of the world, for developing closer cultural and business relations and as a significant factor contributing to world peace.

The impact of tourism has been increasingly realized because of its social, economic, environmental, cultural, political and aesthetic implications. Tourism has no longer to be an adventure to be undertaken by a few. Recent phenomenal increase in tourists' traffic all over the world testify that it is an activity to be enjoyed by common masses. Economic Impact of tourism can be studied in relation to its contribution to increase in national income, foreign exchange earnings, employment, return on investment, conservation of resources, etc.

Interest in tourism in various countries has been generated due to its potential to increase the income level of people. The foreign tourists spend a lot of money on holiday trips which has a multiplier effect on the income of the local people. However, this multiplier effect is curved by the leakage in the economy particularly by the import content of this industry. It is generally observed that the multiplier effect of tourism both in respect of income and employment is very high. In recent years, therefore, the importance of tourism as a tool of economic development has been appreciated.

(Ap and Crompton, 1998) concluded that "for tourism to thrive in an area tourism's needs support from the area's residents". It is important that residents have the tourism knowledge and positive attitudes toward the tourism industry for the success of a tourism destination. The residents' attitudes towards tourism development can be increased by improving both tangible and intangible benefits that the populations accept from involving directly in decision-making processes. The local community attitude towards tourism is one of important indicators for tourism development.

Min Kun is one of the maximum travelers' points of interested places in Myanmar. Tourists could make an experience to Min Kun, Sagaing Region to look at one of the most popular pagodas within the world: Min Kun Pahto Taw Gyi Pagoda, Mya Thein Tan (Hsinbyume) pagoda and Min Kun Bell. In the areas with sturdy cultural attitudes, people mind-set in the direction of tourism development is probably effective or bad depending on local lifestyle. This paper examines even help Min Kun's future tourism improvement plans by means of establishing a higher

expertise of the residents' attitudes and information of the tourism industry. The purpose of this study is to analyze the effect of tourism improvement influences, tourism elegance and tourism development support coverage at the resident's attitudes in Min Kun, Sagaing Township, Sagaing Region.

1. Objectives of the Study

The objectives of the study are:

- (I) to analyze the relationship between positive and negative factors of economic, social, culture and environment and tourism development
- (II) to examine local residents' attitudes to tourism development in Min Kun, Sagaing Township.

2. Material and Method

This paper is conducted tourism development based on residents' attitudes of Min Kun, Sagaing township, Sagaing Region. Not only primary data but also secondary data were applied in this study. Stratified random sampling method, correlation and multiple regression analysis were used in this study. In May, 2021, the households which are selected 335 households from five village of 1919 households by using stratified random sampling method. The secondary data was obtained from Ministry of Hotel and Tourism, Sagaing.

II. Literature Review

1. Residents' Attitudes

"Attitudes are intellectual, emotional, and behavioral responses to events, things, and persons which people can learn over time" (Fridgen, 1991, p. 43) as cited by Latkova, 2008). The Oxford definition of attitude can be considered relevant to that used in literature about residents' attitudes toward tourism. Consistent with this definition, (Allport, 1996, p. 24) defined attitude as "a state of mind of the individual toward a value". Residents' attitudes have three parts: (1) what the person knows or believes about the topic, (2) how the person feels about the topic or how it is valued, and (3) the likelihood that the individual will take action based on the attitude.

2. Economic Impact of Tourism

Tourism plays a vital role in the economic, social, environmental and cultural development of many countries. The main positive outcomes of tourism include economic benefits such as tax revenues, job creation, or diversification of local economies (Gusory, Chi and Dyer, 2010). At the same time, the negative impacts of tourism often outweigh its benefits due to social, cultural, and environmental issues (Garau-Vadell, 2019); (Dodds, 2019). At the same time, there are several potential pathways of the positive impacts of tourism activities on local residents. Tourism activities involve interactions between tourists and residents, leading to positive emotions for both (Eusébio et al., 2016).

Tourism can bring many economic benefits to host communities, although tourism can also bring economic cost (Swarbrooke, 1999). Potential positive economic impacts of tourism help to gain support from various stakeholders. Some economic benefits include employment, increased income levels, diversification of local economy, increased local government revenue, and a contribution to the local economy from the multiplier effect, help keeping local business viable, and stimulate inward investment (Andereck, Valentine, Knopf, & Vogt, 2005) and (Swarbrooke, 1999).

3. Social Impact of Tourism

The social aspect of sustainable tourism typically does not receive the same amount of attention as the other aspects of tourism. Sometimes this can be attributed to the fact that socio-cultural impacts usually occur slowly over time and are intangible, although social impacts are usually lasting, and not always correctable (Swarbrooke, 1999). The presence of tourism in a host community will "affect people's habits, daily routines, social lives, beliefs, and values" (Dogan, 1989, p. 217). The tourism industry's social impacts on destination areas contribute to both positive and negative changes to residents' way of life (Mathieson and Wall, 1982). From a social perspective, positive impacts of tourism include an increase in recreational facilities, more entertainment options, and improved police and fire protection, all of which benefit residents. Negative impacts may include an increase in crime rate, pollution, crowding, and traffic congestion (Kreag, 2001).

4. Cultural Impact of Tourism

Similar to the other dimensions of sustainability, the presence of tourism can offer positive as well as negative impacts. The level of positive and negative impacts varies

depending on the cultural structure of the host community and the level of tourism development. (Dogan, 1989) stated that some of the major negative impacts can include a decline in cultural traditions, rise of materialism, increase in crime rates, social conflicts, and crowding. Major draws for tourists are the cultural traditions of the host community. The cultural traditions sometimes motivate tourist to visit third world countries, which are often at the greatest risk for negative cultural impacts. In some cases, the presence of mass tourism requires host communities to replicate their traditional ceremonies beyond the normal level, creating a loss in authenticity (Dogan, 1989).

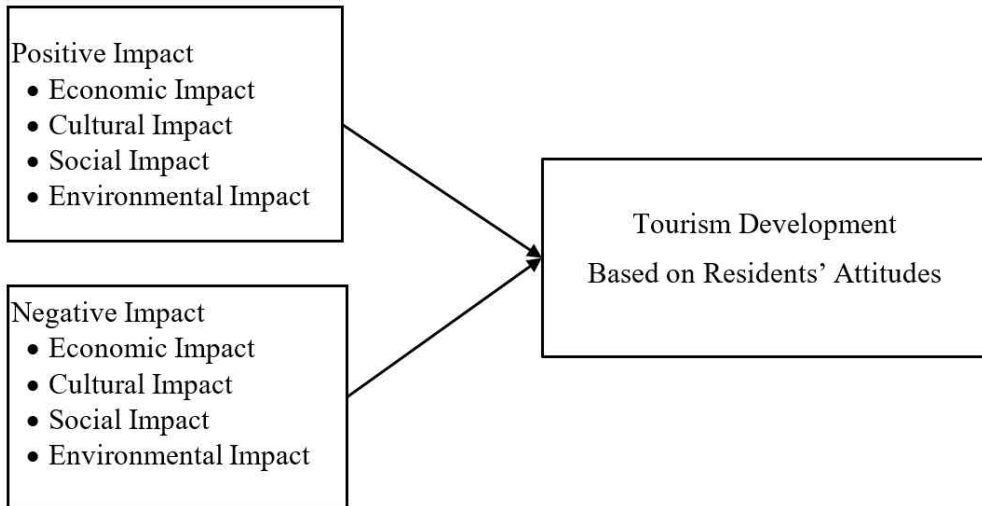
5. Environmental Impact of Tourism

Tourism can result in both positive and negative impacts on the environment. As more tourists are introduced to a host community, the chances of inducing stress on the local environment increases (Murphy, 1985) Negative impacts can include water pollution, air pollution, noise pollution, visual pollution, ecological disruption, and the creation of environmental hazards (Inskeep, 1991, p. 339) offers a broad definition of the environment as comprising "all the natural and cultural surroundings of people".. This offers a great starting point. However, it does not clarify that environment includes both natural and built components (Inskeep, 1991) Sometimes tourism can even improve environmental quality by giving incentives to clean-up and create access points to natural attractions (Inskeep, 1991) Positive environmental impacts may include conservation through financial incentive, and increased awareness of environmental issues (Swarbrooke, 1999).

6. Conceptual Framework

As above literature, in order to analyze the causal connection between positive and negative attitudes, and manage an overall assessment of tourism development in the structural model is constructed. The total 60 items consist of the study with socio-demographic items. This questionnaire utilized a 7-point of Likert scale in determining respondent opinion (1 = very strongly disagree, 2= strongly disagree, 3 = disagree, 4 = undecided, 5 = agree, and 6 = strongly agree, 7= very strongly agree) (Afthanorhan, Awang & Fazella, 2017). This paper study Min Kun area in terms of obtaining data on resident perception towards tourism development. This paper was analyzed multiple regression with its assumptions.

Figure 1. Conceptual Framework

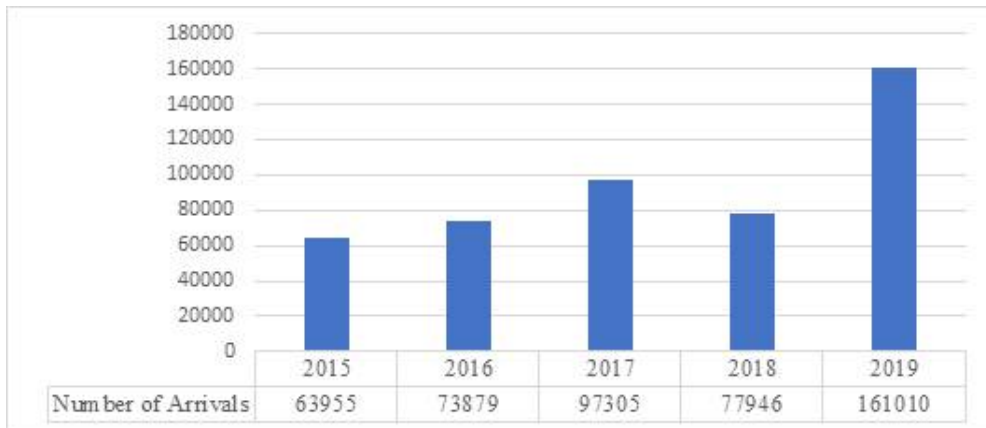


III. Tourism Development in Sagaing

The number of domestic tourists and international tourists entering Monywa, Kalay, Sagaing, Katha and Shwebo sites in the Sagaing Region during the 2018-2019 fiscal years has increased according to the report prepared by the Directorate Hotels and Tourism, Sagaing Region.

In figure 1, the number of international tourist arrivals in Sagaing is dramatically increased from 63955 in 2015 to 97305 in 2017. After that, the number of tourist arrivals is decreased to 77946 in 2018. In 2019, there was a slower rise in numbers of tourist arrivals in Sagaing and then stopped in 2020 due to the coronavirus.

Figure 2. Tourist Arrival in Sagaing



Sources: Ministry of Hotel & Tourism in Sagaing

Table 1. Income from Tourism in Sagaing

Year	Income (US dollars)
2016	163,308
2017	158,186
2018	187,635
2019	183,636
2020	82,319

Sources: Ministry of Hotel & Tourism in Sagaing

The table1 shows the tourism income in Sagaing from 2016 to 2020. Tourism income is reduced from 163,308 dollars in 2016 to 158,186 dollars in 2017. After that, there was a rise in numbers of tourist arrivals in Sagaing to 2019 is 183,636 dollars and then reduced in 2020 is 82,319 dollars due to the coronavirus.

IV. Analysis of Residents' Attitudes for Tourism Development

1. Descriptive Analysis

The following table show that the total residents of Min Kun is 6132 and total number of households is 1919 in 2021.

Table 2. Min Kun Population 2021

Village Names	No. of Households	No. of Residents	Sample Size
Min Kun	392	1244	68
Htan Myint	536	2046	95
Ywar Thit	521	1376	90
Than Phyu Chaung	120	401	20
Sin Ywar	350	1065	62
Total	1919	6132	335

Source: Survey Data, 2021

2. Respondents Profile

Demographic profile of the respondents from Min Kun are presented in this section. The following section contains the demographic results, including: gender, age, family numbers, occupation and level of Education.

Table 3. Demographic Profile of Respondents

Variables	Number of Responses	%
Gender		
Male	140	58.2
Female	195	41.8
Age		
15-26	38	11.3
27-38	94	28.1
39-50	114	34.0
51-64	78	23.3
65-75	11	3.3
Family Numbers		
1-3	94	28.1
4-7	212	63.3
8-12	29	8.7
Occupation		
Day-labour	165	49.3
Government employee	12	3.6

Private sector employee	23	6.8
Own Business	95	28.4
Dependent Persons	11	3.3
Gift Shop	29	8.6
Education		
Illiterate	11	3.3
Monastic	42	12.5
Primary	73	21.8
Middle	68	20.3
High	89	26.6
University	52	15.5
Total	335	100.0

Source: Survey Data, 2021

The table 3 expresses the demographic situations of local residents in Min Kun. According to the data, the number of male respondents is 140 and it represents 58.2%. The number of female respondents is 195 and it represents 41.8%.

And then, the population of selected age-groups of local residents in the studied area is shown in the table 3. Among the selected age-groups, the total population of working age (i.e., age-group between 15 and 64 years old) is 320 (95.5%). Therefore, the proportion of working age-group is larger than that of dependents in this study area. As a result, it can be concluded that the volume of labor force in the studied area is high.

In this paper, the number of family including 4-7 members is the largest size with 212 (63.3%) households. The number of family including 1-3 members is the second largest size with 94 (28.1%) households. It can be found that the suitable family numbers in this area.

In this paper, the occupation of households is also studied to estimate the attitude for tourism development of local residents. In current research, over half of all households 165 have day- labour and its percentage is 49.3%. After that, own business which have 95 respondents is the second highest number and its percentage is 28.4%. And then, the local respondents of households 11(3.3%) is dependent persons in the study area. As a result, it is found that day- labour are highest in this area.

Table 3 also shows the education level of respondents. First, according to the study, the number of uneducated residents is 11 (3.3%). Secondly, 42 (12.5%) have studied at Monastic education level. Thirdly, 73 (21.8%) have completed primary education. And then, 68 (20.3%) and 89 (26.6%) have completed secondary education. Finally, 52 respondents, 15.5% have finished graduate level.

3. Reliability Test

After conducting the survey, reliability and validity test were performed. Cronbach's alpha test is most commonly used to assess the internal consistency of a survey questionnaire that is made up of multiple Likert-type scales and items. The reliability coefficient indicates how well items in a set are positively correlated to one another. Since the reliability coefficient is above the recommended value of 0.6, the instruments can be considered sufficiently reliable.

Table 4. Results from Reliability Test

Factors	No. of Items	Cronbach's Alpha Reliability Coefficient
Positive Economic Impact	7	0.701
Positive Cultural Impact	7	0.841
Positive Social Impact	7	0.651
Positive Environmental Impact	7	0.868
Negative Economic Impact	7	0.666
Negative Cultural Impact	5	0.793
Negative Social Impact	7	0.800
Negative Environmental Impact	6	0.745
Residents' Attitudes	7	0.755
Total Items	60	0.888

Source: Survey Data, 2021

The results of the reliability and validity test for each factor in this study are presented in Table 4. The results of reliability test are presented in Table 4. The results indicate the consistency and validity of factors in the analysis. Since most of the reliability coefficients of questionnaire factors are greater than the recommended value of 0.6. So, the instruments can be considered sufficiently reliable valid for the analysis.

4. Analysis of the Relationship between Residents' Attitudes and Tourism Development

The following table 5 show the analysis of the relationship between residents' attitude and tourism development.

Table 5. Analysis of the Relationship between Residents' Attitudes and Tourism Development

No.	Variables	Pearson Correlations Coefficient	Significance Level
1	Positive Economic Impact	0.354**	0.000
2	Positive Cultural Impact	0.504**	0.000
3	Positive Social Impact	0.454**	0.000
4	Positive Environmental Impact	0.373**	0.000
5	Negative Economic Impact	0.160**	0.003
6	Negative Cultural Impact	-0.010	0.853
7	Negative Social Impact	-0.061	0.264
8	Negative Environmental Impact	-0.044	0.427

Source: Survey Data, 2021

** Correlation is significant at the 0.01 level (2-tailed)

Table 5 demonstrates the correlation coefficient for dependent variable i.e., tourism development base on attitude of residents' and independent variables i.e., positive and negative impact of economic, culture, social and environment impact. Pearson correlation coefficients illustrate that there is positive relation between tourism development and positive and negative economic impact, positive cultural impact, positive social impact and positive environmental impact. There is also negative relationship between negative cultural impact, negative social impact and negative environmental impact. Correlation coefficient between tourism development and positive cultural impact is 0.504 at 1% the significant level. The correlation coefficient between tourism development and positive social impact is 0.454 at 1% the significant level. Correlation coefficient between tourism development and negative economic impact is 0.160 at 1% the significant level. The negative correlation coefficient between tourism development and negative impact of culture, social and environment impact is not significant.

The result shows that there is fair and direct positive relationship between tourism development base on resident attitude and positive impact of economic, culture, social and environment.

5. Multiple Regression Analysis

The multiple regression models show the relationship among the residents' perceptions on economic impacts, cultural impacts, and environmental impacts to tourism development in Min Kun area.

Table 6. Summary Results of Multiple Regression Model

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	1.054	0.426		2.473	0.014	
Positive Economic Impact	0.111**	0.055	0.109	2.041	0.042	1.427
Positive Cultural Impact	0.296***	0.063	0.284	4.699	0.000	1.837
Positive Social Impact	0.222***	0.056	0.240	3.993	0.000	1.817
Positive Environmental Impact	0.117**	0.046	0.136	2.554	0.011	1.436
Negative Economic Impact	0.005	0.049	0.005	0.106	0.916	1.183
Negative Cultural Impact	-0.041	0.034	-0.063	-1.206	0.229	1.369
Negative Social Impact	0.054	0.053	0.058	1.015	0.311	1.626
Negative Environmental Impact	0.146**	0.047	0.175	3.124	0.002	1.575
R2	0.354					
Adjusted R2	0.338					
F-Value	22.291***					

Source: Survey Data, 2021

Note: ***denotes significant at 1% level, ** denotes significant at 5% level, * denotes significant at 10% level

In Table 6, the value of F test, overall significance of the model, is highly significant at 1% level. The specified models explain that the variation of tourism development base on local residents is predicted by independent variables as the value of R² is 35.4%. Positive cultural impact and positive social impact are positive effect on tourism development at significant at 1% level. Positive economic impact and positive environmental impact and negative environmental impact are positive impact on tourism development at significant at 5% level. Negative environmental effects can encompass water pollutants, air pollution, noise pollution, visual pollutants in Min Kun area. According to result, there is no multicollinearity.

V. Finding and Conclusion

Min Kun area is one of the most attractive tourists' destinations in Myanmar. The study examines local residents attitude based on tourism development with an emphasis on the impacts of tourism development. Residents in Min Kun are asked to a survey questionnaire based on their perceptions of tourism development. A sample of 335 residents is used in the data analysis. Most of the respondents are Female. The proportion of working age is larger than that of dependents in study area. As a result, it can be concluded that the number of labour force in the studied area is high. The optimum family numbers and daily worker are highest in this area.

Concerning the residents' opinion on tourism development level of Min Kun Area, tourism development is in growth stage. Regarding the residents' opinion on the growth of Min Kun Area, this area is in rapid growth. According to the residents' opinion on tourist arrivals, the number of tourist arrivals is moderate. It is found that the development of Min Kun Area is rapid because tourism development of this area is in growth stage and tourist arrivals are moderate. Nowadays, there was a lack of tourist arrivals in Min Kun and then abrupt ending in 2020 due to coronavirus Pandemic. Therefore, the occupation of sellers related tourism of local residents is hard to employs.

The finding of the research is exactly reviewed according to the impact of economic, social, culture and environment. The result shows that there is a direct relationship between dependent variable of tourism development and independent variables of positive and negative impact of economic, culture, social and environment. It is found that tourism brings financial and economic benefits to local community in the ways of employment opportunities, growth in profits of development of small and medium size organizations, and environmental awareness. The findings are that economic benefits are evenly distributed among local community.

The most influencing positive factor is cultural impact, the second one is social impact, the third factor is economic impact and the last factor is environmental impact. Environmental impact is the most influence factors among negative impact on tourism development. It is also found that three factors of negative economic impact, negative cultural impact and negative social impact are not significant. It means that the negative effect is not related to the negative impact of tourist's arrival, including decline in cultural traditions, increase in crime rates, social conflicts in Min Kun area. On the other hands, negative cultural impact unavoidable happen, this issue is not only in Myanmar but also in other countries.

The negative environmental impacts can include tourists have crowded into

cultural heritage site, littering and noise, destroyed natural scenery and lands in Min Kun area. As a result, Min Kun areas is the positive attitudes is higher than the negative attitudes. Therefore, the positive impacts of tourism are vital issues to implement and encourage in socio-economic life of local residents. Furthermore, government policy makers and tourism planners should generate to achieve better quality of life for local residents' community.

1. Needs for Further Study

This paper examine particularly makes an ability of residents' attitudes to improvement in Min Kun, Sagaing Township, Sagaing Region. As a result, future studies should conduct surveys of residents in order to verify and extend the findings of this study. Further research should also explore the effects of tourism arrivals on residents in other destination place to reveal the similarities and differences between groups of tourism destinations. It should include other different variables can affect the residents' attitude on tourism development.

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