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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.

August 30, 2022

Youngjun Choi *yj choi*

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## **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)).

## **A study on problems and solutions of Ecotourism**

***Gwon Osung***

*Juenju Na. Univ. of Ed.*

**ABSTRACT** : The purpose of this study is to examine the concept of ecotourism, to examine the characteristics of ecotourism in terms of nature, economy and social culture, and to examine the importance of residents' participation. there are two major negative impacts of the living Environment. (1) Air pollution by the smoke of factory and automobile fuel. (2) Water pollution in lakes, rivers, and seas from domestic wastewater and oil spills from vessels. If ecotourism development is not well planned or executed incorrectly, it may cause ecological destruction. The natural environment problems of ecotourism sites have a great influence on the perception and interest of the natural environment, and it is important to help the individual to form a desirable perception and attitude toward the natural environment. When tourism is developed and tourism development is in progress, the development of infrastructure such as accommodation, convenience facilities, and recreational facilities is basically carried out on the destruction of the natural environment. Residents are passive or improvised in responding to suddenly entering external forces, which results in the deterioration of their local communities and the loss of traditional culture. The success or failure of tourism depends on the participation and cooperation of local residents in the promotion and progress of ecotourism development. In order to have sociocultural sustainability, the satisfaction of local residents with tourism was the most important indicator. The economic satisfaction of local residents with ecotourism directly affects local tourism support. The active participation of local residents in ecotourism plays an important role not only in the conservation of the natural environment of the community, but also in maintaining the identity of the community, improving the image and providing a quality tourism experience. Resident participation is defined as the actual involvement of local residents in the process of actual participation of residents, including planning, policy implementation, decision making on business participation, and business promotion, while promoting decisions or plans that may affect the residents. Participation factors include participation in the organization of ecotourism,

recommendation of participation in ecotourism, communication of positive experiences of ecotourism, cooperation in development, and comment on ecotourism development. As a method of resident participation, participation in NGOs, suggestions for problems/ improvements, participation in volunteers, referendums, in local residents' autonomous organizations, dialogue with public officials, suggestions of information and opinions to local governments, etc.

**Key words :** *Ecotourism, Myanmar, social culture, residents' participation*

## **I. Introduction**

Increasing interest in the tourism industry at home and abroad and investment in tourism development have been steadily increasing due to the strengthening of regional activation through tourism development. As the tourism industry develops, economic conditions such as the development of the national economy, national trade and market expansion, foreign currency import and investment increase are created. Accordingly, it is very important for regional tourism development not only to compete in the tourism industry between regions, but also to develop the local economy and to commercialize the local culture and resources of the region.

In the first century, as globalization accelerates, the number of international tourists is expected to increase to 1.6 billion by 2020 (Ahn Jong-ryang, 2001). Sightseeing is to take leisure time from the tourist's point of view from the tourist's mood and daily life. From the point of view of tourist destinations, it is to generate local incomes by satisfying the needs of tourists (Tetewe, 2015). In addition, tourism contributes to enhancing the image of a country, and it is very meaningful to spread the culture, history, and landscape unique to the country.

According to the World Tourism Organization (WTO, 2014), the number of international tourists increased by 4.4% (48 million) in 2014 compared to 2013, to 1.137 million. In Asia and the Pacific, the number of international tourists increased by 5% (13 million) in 2014 to 263 million, and every year it is expected to increase by 4.9% to 535 million by 2030. Therefore, more tourists will want to travel to Southeast Asian countries in the future.

The number of foreign tourists in Myanmar was around 700,000 in 2000. Since the launch of the new government in April 2011, more than 810,000 international tourists have flowed into Myanmar in 2011, 1.05 million in 2012, 1.20 million in 2013, 308 million in 2014, and 4.6 million in 2015. Foreign tourist visits are expected to increase further (Myanmar Ministry of Hotel & Tourism MOHT, 2015).

The concept of tourism changes slightly depending on the times, but the modern concept of tourism, where the environmental problem is more serious, is a smokeless industry. The Myanmar government also designated tourism development as a priority development area in carrying out political, diplomatic, social and economic reforms. In particular, the government plans to take a leap forward in 2013-2020 to revitalize the tourism industry (Kongsasana, 2014). The main objectives of the strategic plans presented in the master plan were presented in six categories. The subsections include a plan to make local residents or citizens aware of the benefits and damages of the social and natural environment arising from the tourism industry.

The surge in tourists can have many positive and negative effects. Recently, environmental problems have become a big issue in the world. In the tourism industry, ecotourism, which takes into account environmental issues rather than conventional mass tourism, is beginning to become a type of tourism (Oh, Young-Jun, 2005).

However, despite the global interest in ecotourism, ecotourism is not well preserved. This could be due to the lack of efforts by local residents to protect tourists, the lack of awareness of environmental protection, and the lack of eco-tourism protection policies of local governments (Lee Pyun, 2010).

Major tourist destinations such as Bagan, Inle Lake, and Chaik Tiyo in Myanmar began to have negative effects on the tourism industry in the natural environment and sociocultural aspects (Myanmar Center for Responsible Business MCRB, 2015). For sustainable tourism of ecotourism sites, it is important to minimize the destruction of environmental mechanisms in natural ecological areas. Therefore, ecotourism sites should provide tourists with an opportunity to enjoy nature and culture while having a willingness to preserve the natural environment (Kim Ji-hye, 2014).

According to Uhm Seo-ho (2000), ecotourism has the meaning of sustainable tourism, and it is a form of tourism that can be destroyed if not managed well. In the 2002 Quebec Declaration on Ecotourism, under the auspices of the United Nations, ecotourism should be sustainable tourism, taking into account its environmental, economic and sociocultural impacts. It should contribute substantially to the preservation of natural and cultural heritage. Ecotourism should involve local and indigenous communities in the planning, development and implementation of tourism. To contribute to their well-being, visitors should be provided with commentary on the natural and cultural heritage of the area they visit (Kim Hee-soon, 2011).

Mass tourism has hired employees to provide services. However, ecotourism plays an important role as a local employee who directly provides tourist services (Son Eun-ho and Park Deok-Byung, 2010). Kim Dong-suk (2005) defined nature tourism as a "active participation activity" that simply uses natural resources in the wild,

including habitats and landscapes. On the other hand, ecotourism explained the difference that tourism is an "active participation activity" that contributes to the conservation of nature, economy and culture of ecotourism sites. Compared to natural tourism, ecotourism is more concerned with cultural experiences and traditions. Stakeholders of ecotourism sites are all important to local governments, businessmen, local residents and tourists. When communities and residents actively participate in ecotourism and play a meaningful role, various benefits can be obtained from ecotourism (Kim Dong-suk, 2005).

The purpose of this study is to examine the concept of ecotourism, to examine the characteristics of ecotourism in terms of nature, economy and social culture, and to examine the importance of residents' participation.

## **II. Main subject**

### **1. Ecotourism concept**

Ecotourism aims at three incongruous goals: conservation of resources, community development and the educational experience of tourists. Many stakeholders are intertwined, including natural environment groups, local residents, tour operators, tourists, and the government (Kim, Sung-jin, 2003). The term ecotourism was used by the three Baroque-La Scue lanes in 1983. Emphasis is placed on elements such as awareness of the natural environment and community considerations by providing opportunities for natural environment education in natural areas that are not damaged (Gilbert, 1997).

Kim Seong-il (2003) proposes four positive effects of ecotourism. First, ecotourism can generate more economic benefits than other activities using economic resources. Second, it can benefit the local economy while maintaining biodiversity. Third, economic benefits can serve as a stimulus for designating protected areas.

Finally, ecotourists can contribute to the conservation and management of ecotourism sites through systems such as admission fees and funds. World Federation of Nature Conservation(IUCN) (1996) and Myanmar Ministry of Hotel and Tourism (2014) define ecotourism as follows. Tours that contribute to nature conservation and provide socio-economic benefits to local residents in order to enjoy and enjoy nature (including past and current cultural resources).

The World Tourism Association defines ecotourism as a responsible trip to natural areas that preserves the natural environment and promotes the well-being of local residents. Australia was defined in 1994 as a natural tourism that includes ecological



education and commentary and is ecologically sustainable. China designated 1999 as the year of ecotourism and defined it as tourism that understands nature and culture and enables local residents to obtain economic benefits through conservation of natural resources (Lee Seung-ju, Lee Hyun-sook, Seo Jong-cheol, 2012).

Ecotourism is the tourism resources of local culture and natural scenery, wild animals and plants, through an unpolluted natural environment. It is tourism that minimizes the negative impacts on tourist attractions' natural environment and local culture by seeing, learning, and experiencing (Lee Pyun, 2010, p. 8; Kiper, 2013). According to the definitions of Tak Hye-kyung (2009) and Haroon (2001), eco-tourism has the meaning of conserving the natural environment, raising tourists' awareness of the environment, and providing economic benefits to local residents. Eco-tourism is sustainable tourism, and means tourism that can be continuously established as a tourist destination while taking into consideration the economic benefits of local residents and the experience of tourists under the principle of preservation of the natural environment (Um Soho, 2000). According to the Ministry of Environment (2000), ecotourism means actively participating in conservation and development with a sense of ownership through the improvement of the quality of life and delegation of resources of local residents living in the site.

Ecotourism is tourism that provides economic benefits to social groups and local stakeholders, creates jobs, raises incomes, and recognizes the natural environment for the purpose of preserving the natural environment (World Tourism Organization, 2002). It also includes components of sustainable tourism, similar to rural, cultural and natural tourism (Pasape et al., 2015). Even if they return to an existing tourist destination, they will be able to understand the unique cultural traditions of the area and the necessity of preserving the natural environment, and to be responsible for the destruction of the natural environment by carelessness. It is to help local residents understand the economic benefits expected from nature conservation (Jin-Hee Cho et al., 2004).

The International Ecotourism Society (1991) states that ecotourism creates economic opportunities where the conservation of natural resources can be a benefit to the local population, while at the same time trying to understand the natural and cultural history of the environment without breaking the ecological balance. Defined as a meaningful journey to leave. The United Nations Environment Program (UNEP) (2002) and Meladze (2014) define ecotourism as a responsible tourism that preserves local residents' convenience and preserves the natural environment. Park Seok-hee (2000) defines ecotourism as tourism that minimizes the negative effects of tourism by visiting the attractions of the ecosystems of natural and cultural traditions in natural regions. Cho Jin-hee (2006) defines active contributions to the conservation of nature and cultural environment of tourist sites and raises participants' awareness of

environmental issues, including educational elements.

Ecotourism is a type of sustainable tourism that contributes to the conservation and development of nature, the economy and culture. In ecotourism areas where local residents live, it is important to establish policies to raise the awareness and participation of residents in ecotourism.

## **2. Characteristics of Ecotourism**

Ecotourism seeks to satisfy and develop both tourists, tourists, and tourist attractions. Ecotourism should provide tourists with high quality travel experiences and improve the quality of life for local communities. The tourist natural environment should be able to achieve more systematic management and conservation effects. In sustainable tourism development, such as ecotourism, the participation of local residents who have been neglected in tourism planning or development process is more important. The failure to bring out the common sense of participation of local residents has the premise that the sustainability of tourism will not be guaranteed in the end due to the confusion of local identity and lack of natural environment awareness (Schroeder & Jones, 2012).

The involvement of local residents is necessary because the conservation of resources is impossible without the cooperation of the residents. Most tourist spots are newly introduced due to the influx of tourists, the destruction of village landscapes caused by indiscriminate canteens and restaurants, the violation of residents' lives, and the treatment of living water (Moon Ok Pyo, 1998; Kurtaslan & Demirel, 2011). Motivational factors for natural environment behavior, including recycling, participation in natural environment events, donations to natural environment groups, purchases of products that are safe for the environment, progressive natural environment support campaigns, and encouraging the protection of the natural environment for friends and relatives was analyzed (Yeon Kwang-ho, 2011). Influence of many tourists and reckless actions of tourists can lead to exceeding ecosystem capacity, including destruction of the natural environment (Romita, 2006). Ecological destruction arises from various pollutions such as noise, air pollution, garbage, soil pollution and water pollution (Kim Soo-ji, 2013; Ștefănică, Gurmeza & Cuza, 2010).

Natural environment refers to the ecology of nature, including air pollution, soil, plants, rivers, lakes, oceans, climate, and other living things on Earth. There are two major negative impacts of the living environment. (1) Air pollution by the smoke of factory and automobile fuel. (2) Water pollution in lakes, rivers, and seas from domestic wastewater and oil spills from vessels (Kim Jae-min, Kyoung-hoe Kim, 2005; Wang et al., 2014).

Ecotourism has potential as an effective tool for sustainable tourism development. However, if ecotourism development is not well planned or executed incorrectly, it may cause ecological destruction (Lee Jae-hyuk and Lee Hee-won, 2012). The purpose of ecotourism is to provide a sustainable tourism environment that benefits the community and allows tourists to enjoy without adversely affecting the region. Ecotourism providers are important stakeholders for the easy realization of sustainable tourism (Jaini, Anuar & Daim, 2012).

The Ecotourism Association of Australia (1992) emphasized the economic and educational effects of ecotourism by saying that ecotourism can actually generate benefits and can play a pre-educative role in education and conservation for the maintenance of natural environmental values. The natural environment problems of ecotourism sites have a great influence on the perception and interest of the natural environment, and it is important to help the individual to form a desirable perception and attitude toward the natural environment (Kang, Young-ae et al., 2012).

### **3. Characteristics of Ecotourism Sites**

Ecotourism is a type of sustainable tourism that implies natural, economic and social environmental sustainability within the conceptual framework of ecosystem conservation.(Honey, 2008; Kim Sang Tae, Yu Kwang Min, Kim Nam Jo, 2012). The positive aspects of ecotourism are: (1) ecotourism contributes to the preservation of the natural environment, (2) ecotourism contributes to the development of the community, and (3) ecotourism provides visitors with opportunities for living natural environment education. (Joong-hyun Cho and Yong-geun Kim, 2014). The tourism attraction should be based on nature, but can include linked cultural resources and influences, educational learning effects should be encouraged and it must be human-centered in social and cultural aspects(Kim Hee-soon, 2011).

Ecotourism is mostly associated with environmentally friendly tourism, ecology, cultural tourism, educational tourism, sustainable tourism and community involvement (Ministry of Environment, 2002). Residents' co-operation with ecotourism contributes positively to the ecological, economic and social context of the tourist destination. Community participation, natural environment conservation, economic development, and educational effects can be brought about (Seo Jung-ho, 2011). In order for ecotourism to become a leading industry, it is necessary to empower local residents. Local residents have the authority to decide what type of tourism facilities and tourism development programs are needed in their area. Authority is needed on how to distribute the costs and benefits of tourism(Ingelmo, 2013 and The Institute of International Development IID, 2012).

The Ministry of Environment (2002) stated that ecotourism is not just about

'natural tourism', which enjoys beautiful natural landscapes, or allowing local communities to benefit from tourism. It is a journey that contributes to the preservation of local nature and culture, improves the quality of life of local residents, and makes participants feel the importance of environment through ecological education and commentary. Since the Industrial Revolution, global industrialization and development-oriented economic growth have made human life convenient and enjoyable. On the other hand, it leads to the unrestricted use of natural resources, and the revitalization of tourism in the region has also led to problems such as natural environment destruction, air pollution, water pollution and housing, water and sewage, transportation, housing, and waste disposal. (Jo Jin Hee, 2006; Kiper, 2013; Reimann et al., 2011).

In ecotourism, it is important to preserve the natural environment, to enhance the awareness of the natural environment of tourists, to enhance the environmental awareness of local residents, and to guarantee and increase the natural, environmental, economic and social benefits of local residents( Sungil Kim et al., 2006; Xie et al., 2014; Picard, 2015; Jitpakdee & Thapa, 2012). There are many studies that look at the positive and negative aspects of ecotourism. The tourism industry is divided into three categories: natural environmental impact, economic impact and sociocultural impact(Hunt et al., 2014; Schroederr, 2012; Jamslang Hisikbayar, 2015). First, the natural environmental impacts include increased interest in protecting plants and animals, development of waste disposal facilities, damage to tourism resource sites, damage to natural landscapes, destruction of local ecosystems, and increased soil and water pollution. Second, economic impacts led to increased employment of local residents, revitalization of the local economy, increased income of local residents, increased local tax revenues, improved public services, and increased living costs. Third, factors such as the formation of residents' education, the discovery of traditional culture and cultural assets, the improvement of cultural and welfare facilities, the destruction of local culture, the increase of crime, and the increase of traffic weight were derived.

In other studies, First, due to natural environmental impacts, such as landscape cleanup and development, public transportation improvement, road maintenance, garbage increase, landscape destruction, damage to revolving plants, destruction of ecosystems, ruins of sites, destruction of animal habitats, Second, the economic impact of creating jobs, increasing income, raising living standards, revitalizing local industries, raising prices, Third, it is categorized into the change of traditional way of life, the increase of crime, and the inconvenience of living due to the exposure of daily life due to socio-cultural influence(Hyun Young Jung, 2001 ; Picard, 2015 ; Cunha, 2010 ; Sandbrook, 2009). In more another study, natural environmental impacts included natural degradation, water pollution, noise, traffic congestion,

recycling participation, waste disposal facility development, and natural landscape degradation. Economic impacts include job creation, revitalization of local industries in addition to tourism, improved public facilities and services, higher prices, higher incomes and increased living costs. In terms of sociocultural environment, factors such as the development of play facilities, the formation of resident education, the improvement of service provision mindset, the disturbance of privacy, the increase of crime, the deterioration of traditional culture and the deterioration of traditional industry were mentioned. (Han Sang-gyeom, 2004 ; Jitpakde, 2012),

Along with the positive changes in the activation of ecotourism, the surge in tourists causes inconveniences and conflicts, such as conflict of interests with tourists (Lee Myung-gu, 2010; Yang, 2013; Ingelmo, 2013). When tourism is developed and tourism development is in progress, the development of infrastructure such as accommodation, convenience facilities, and recreational facilities is basically carried out on the destruction of the natural environment. The opening of roads and parking lots, the construction of condos, hotels, and golf courses, and the expansion of electricity, sewage and waste treatment plants, in most cases will harm the green space with additional or new facilities. Residents are passive or improvised in responding to suddenly entering external forces, which results in the deterioration of their local communities and the loss of traditional culture. Local residents live in people's homes before being tourist destinations, but in famous tourist destinations, residents are seen to be crowded into neighboring groups. (Yu Woo Ik, 2005 ; Kurtaslan & Demirel, 2011). Weak industrial infrastructure limits high-quality professional jobs. Most of the income from tourism is taken by foreign capital, and the residents are turned into small merchants and laborers who do hard work. The success or failure of tourism depends on the participation and cooperation of local residents in the promotion and progress of ecotourism development. (Kim Wook Lim, Seung Hwan Kim, 2011). Local residents are often adding difficulties to the local economy by increasing the burden of social costs from attracting tourists. Interest in the tourism industry is high, but local governments are not allowed to develop independently, and local finances are insufficient to provide tourism facilities, resulting in the attraction of private capital.

#### **4. Resident Satisfaction**

In the study of Han Sang-gyeom (2004), the satisfaction level of local residents was classified into natural environmental factors, economic factors, and socio-cultural factors, and the characteristic factors were derived through the analysis of the types of detailed variables. Among them, the economic satisfaction factor was the highest. In addition to the need for cooperation and participation of local residents,

ecotourism and sustainable tourism development have a positive impact on local residents. These factors influence local residents' attitudes to support, satisfaction, loyalty, and willingness to participate in local tourism (Song Ki-hyun, 2010; Xie et al., 2014). Ecotourism can meet both goals: creating social and economic benefits for the community and preserving the natural environment. Achieve the purpose of preserving the local cultural natural environment and promoting the welfare of the local community of the residents (Moon Chang-hyun, 2007; Nunkoo, 2011). With regard to revitalization of local tourism, it is necessary to measure the current status and needs of residents in relation to their values and goals. Substantial information on residents' expectations, in normative and value terms, is needed to assess and determine specific policy content.

Without the support and cooperation of the residents, the promotion of the project is difficult.

The effect will also not be enough. Checking the expectations and satisfaction of residents as basic information for revitalizing tourism in the region has great significance in determining the tourism policy and direction of the region (Um Hong-sik, 2003). In order to have sociocultural sustainability, the satisfaction of local residents with tourism was the most important indicator(Choi, Kyung Ji, 2015). The economic satisfaction of local residents with ecotourism directly affects local tourism support(Lee Hwan-bong, 2007 ; Woo Eun-ju, 2014; Wang et al., 2014).

In conclusion, residents' satisfaction has the meaning of satisfying and recognizing the natural environment, economic environment, and social and cultural environment caused by the tourism impact of tourist attractions, including the process of tourism development or the development of stakeholders (government, tourism workers).

## **5. Resident participation**

In rural areas where ecotourism takes place, residents' participation is essential. It may vary depending on the regional characteristics and the type of agriculture. In general, however, commonalities can be found (Jeong Hyun-young, 2001). The study of ecotourism focuses on detailed strategies and establishments that actively involve residents. Residents have a close relationship with the area. Participate in the process of operating and managing ecotourism. Perform key missions for sustainable tourism. It is meaningful to understand, preserve and protect the value of ecological scenery through the education of local residents who organize ecotourism (Jeong Bong-seop, Yeo Jeong-tae, Kim Jae-ho, 2011; Park Min-young, 2011; Anup et al., 2015). Ecotourism consists of stakeholders such as tourists, local governments and local residents. The participation of local residents can help to recognize the preservation of the natural environment and the preservation of traditional culture. Economic

benefits include income and employment growth (Su et al., 2014).

The active participation of local residents in ecotourism plays an important role not only in the conservation of the natural environment of the community, but also in maintaining the identity of the community, improving the image and providing a quality tourism experience. The developed countries of ecotourism are Australia and Japan.

Local residents are actively participating through various policy support such as reducing the income of tourism, operating eco-guide using local residents, creating jobs, and developing development plans led by local residents.(Yunhwa Young and Dongseok Kim, 2008). Mu Mu Than (2007) noted that community involvement is of paramount importance in preserving the natural environment of the Inle region. The increase in tourists and the increase in population caused water pollution and garbage problems. The involvement of local residents is important. In order to enhance the attractiveness of the region and become a successful ecotourism site, it is important for local residents to participate in the development and management of ecotourism sites and knowledge and attitude about the natural environment(Zhang & Lei, 2012). Ecotourism, led by local residents, can establish ecotourism resource conservation strategies through the ecological knowledge of local residents and is effective in developing the ecological culture of the region. Benefits from community involvement and tourism are key elements of ecotourism.Community involvement is desirable and essential to the development of genuine ecotourism sites(Su et al. , 2014).

Resident participation can also be referred to as resident support. Residents participate in promoting their interests and reflecting their opinions in the whole process of policy, such as tourism development, which has a direct or indirect impact on the community. Resident participation methods include survey, discussion and presentation, preparation stage (development), goal setting stage, formation stage, evaluation stage, and participation in environmental education (Jeong Hyun-young, 2001; Sakata & Prideaux, 2012). Ecotourism is expressed as active participation that contributes to the preservation of the natural and cultural environment of the site. Participants learn skills to minimize negative impacts on the natural environment, including educational and commentary elements. Raise awareness of natural environmental problems (Ko, Dong-Wan, 2010). Resident participation is defined as the actual involvement of local residents in the process of actual participation of residents, including planning, policy implementation, decision making on business participation, and business promotion, while promoting decisions or plans that may affect the residents. (Bong-Seop Jung, 2009; Mallen et al., 2013). Participation factors include participation in the organization of ecotourism, recommendation of participation in ecotourism, communication of positive experiences of ecotourism,

cooperation in development, and comment on ecotourism development (Yang Seung-pi, 2012).

The success of tourism depends on the active participation of residents. For sustainable tourism to settle in the community, the cooperation of stakeholder groups is paramount (Nunkoo & Ramkissoon, 2011). When residents actively participate in ecotourism and play a meaningful role, they can actually benefit from it. Communities can also expect sustainable development of the region by providing tourists with their natural and cultural resources through ecotourism and reinvesting the benefits they secure in conserving local resources (Ministry of Environment, 2002; Sovero et al., 2012). Promoting resident participation (Sung Il Kim et al., 2006), (1) Discover and develop local attractions to enhance local image. (2) Active cooperation to provide a quality experience for tourists. (3) Active participation in the decision-making process related to site development and operation. (4) Encourage the employment of local residents in the operation of ecotourism. (5) Equal distribution of ecotourism benefits. (6) Return some of the benefits of ecotourism to conservation activities. (7) Development of facilities and programs for environmental commentary / education. (8) Development of facilities and program for resident guide education and training. Chung Bong-seop (2010) proposed the following as a method of participation. Participation in NGOs, suggestions for problems / improvements, participation in volunteers, participation in referendums, participation in local residents' autonomous organizations, dialogue with public officials, suggestions of information and opinions to local governments, etc.

In summary, resident participation intention can also be referred to as resident support. Participate in or provide opinions and problems in the plans of the stakeholders (government, tourism workers) who promote tourism development. Directly participate in guiding and educating tourists.

### **III. Conclusion**

The ecotourism is defined that contribute to nature conservation and provide socio-economic benefits to local residents in order to enjoy and enjoy nature. Many stakeholders are intertwined, including natural environment groups, local residents, tour operators, tourists, and the government. It is sustainable tourism, and means tourism that can be continuously established as a tourist destination while taking into consideration the economic benefits of local residents and the experience of tourists under the principle of preservation of the natural environment. The ecotourism creates economic opportunities where the conservation of natural resources can be a benefit to the local population, while at the same time trying to understand the



natural and cultural history of the environment without breaking the ecological balance. In ecotourism areas where local residents live, it is important to establish policies to raise the awareness and participation of residents in ecotourism. Ecotourism seeks to satisfy and develop both tourists, tourists, and tourist attractions. The failure to bring out the common sense of participation of local residents has the premise that the sustainability of tourism will not be guaranteed in the end due to the confusion of local identity and lack of natural environment awareness. Influence of many tourists and reckless actions of tourists can lead to exceeding ecosystem capacity, including destruction of the natural environment. There are two major negative impacts of the living environment. (1) Air pollution by the smoke of factory and automobile fuel. (2) Water pollution in lakes, rivers, and seas from domestic wastewater and oil spills from vessels. If ecotourism development is not well planned or executed incorrectly, it may cause ecological destruction. The natural environment problems of ecotourism sites have a great influence on the perception and interest of the natural environment, and it is important to help the individual to form a desirable perception and attitude toward the natural environment.

Ecotourism is a type of sustainable tourism that implies natural, economic and social environmental sustainability within the conceptual framework of ecosystem conservation. Residents' co-operation with ecotourism contributes positively to the ecological, economic and social context of the tourist destination. In ecotourism, it is important to preserve the natural environment, to enhance the awareness of the natural environment of tourists, to enhance the environmental awareness of local residents, and to guarantee and increase the natural, environmental, economic and social benefits of local residents. When tourism is developed and tourism development is in progress, the development of infrastructure such as accommodation, convenience facilities, and recreational facilities is basically carried out on the destruction of the natural environment. Residents are passive or improvised in responding to suddenly entering external forces, which results in the deterioration of their local communities and the loss of traditional culture. The success or failure of tourism depends on the participation and cooperation of local residents in the promotion and progress of ecotourism development.

The satisfaction level of local residents was classified into natural environmental factors, economic factors, and socio-cultural factors. The economic satisfaction factor was the highest. Without the support and cooperation of the residents, the promotion of the project is difficult. In order to have sociocultural sustainability, the satisfaction of local residents with tourism was the most important indicator. The economic satisfaction of local residents with ecotourism directly affects local tourism support.

The active participation of local residents in ecotourism plays an important role not only in the conservation of the natural environment of the community, but also

in maintaining the identity of the community, improving the image and providing a quality tourism experience. Resident participation is defined as the actual involvement of local residents in the process of actual participation of residents, including planning, policy implementation, decision making on business participation, and business promotion, while promoting decisions or plans that may affect the residents. Participation factors include participation in the organization of ecotourism, recommendation of participation in ecotourism, communication of positive experiences of ecotourism, cooperation in development, and comment on ecotourism development. As a method of resident participation, participation in NGOs, suggestions for problems/ improvements, participation in volunteers, referendums, in local residents' autonomous organizations, dialogue with public officials, suggestions of information and opinions to local governments, etc.

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