

YANGON UNIVERSITY OF ECONOMICS

MASTER OF ECONOMICS

ECONOMIC CONTRIBUTION OF TOURISM IN MYANMAR

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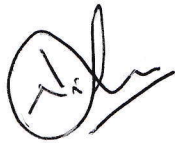
YANGON UNIVERSITY OF ECONOMICS

DEPARTMENT OF ECONOMICS

ECONOMIC CONTRIBUTION OF TOURISM IN MYANMAR

A thesis submitted to Yangon University of Economics in partial fulfillment of the requirements for the degree of Master of Economics, M.Econ (Economics) Degree.

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ABSTRACT

Myanmar, strategically located in Southeast Asia, is currently experiencing rapid growth in international tourist arrivals and tourism receipts. It has become an emerging tourist destination for international travelers keen to experience Myanmar's abundant wealth of cultural and natural heritage, genuine hospitality, and spiritual values. As the global tourism industry grows at an ever-faster pace, traditional vacation destinations become less important oversaturated; more and more people are looking for exotic, unique and unspoiled destinations, offering pristine nature and culturally rich experience. Tourism is the smokeless industry sector for the development of country. Tourism is an economic activity in most countries around the world. As it is important to study tourism industry since it is not only a service industry but also hospitality industry in the world. The major objectives of this research paper is describe to understand the tourism contribution to gross domestic product (GDP) and employment. It is mainly used income and employment. This study uses the descriptive method of analysis and base on the secondary data emphasizing on the period from 2007 to 2017. The research finding shows that Myanmar tourism industry is increased tourism income (or) GDP and employments opportunities during the study period. So, tourism income and GDP are growing year by year. There are (1605) licensed hotels and hotels/guests house with the rooms of (64578). Travel and tourism generated (804000) jobs directly with (2.7%) of total employment. The total contribution of tourism to GDP was MMK 12,008.0bn with (6.6% of GDP). The development of human resource in hotel and tourism industry has been increased. The numbers of licensed tour company have been improved. The number of tourist guides also increased of the study period. For the development of the tourism sector, it is required a cooperation partnership between stakeholders and government.

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LIST OF ABBREVIATIONS

CSO	-	Central Statistical Organization
DOHT	-	Directorate of Hotels and Tourism
GDP	-	Gross domestic Product
MOHT	-	Ministry of Hotels and Tourism
MTE	-	Myanmar Tourism Enterprises
MTF	-	Myanmar Tourism Federation
SLORC	-	State Law and Order Restoration Council
SPDC	-	State Peace and Development Council
VFR	-	Visited for relative
WTO	-	World Travel Organization
WTTC	-	World Travel and Tourism Council

CHAPTER I

Introduction

1.1 Rationale of the Study

Tourism is the smokeless industry sector for the development of a country. Travel and tourism is an economic activity in most countries around the world. Tourism is a tool for developing countries in order to raise local development and the reduction of poverty. It is one of the world's largest export earner and biggest industry. Thus, tourism is an economic activity of huge global business.

According to the annual research of the World Travel and Tourism Council, travel and tourism is an important economic activity in most countries around the world (WTTC). The tourists spending becomes employee salary and wage as well as the related goods and services industry's income. On the other point of view, tourism promotes the developing of nation's infrastructure such as literacy and culture, traditional sports, recreation, shopping mall, the heritage places and buildings and so on. The most important view of Tourism Sector directly contributes to the nation's development and employment. Tourism effect on both the micro and macro level of a nation. The economic impact can be studied with the following analysis; economic effect analysis, fiscal effect, financial analysis, demand analysis, benefit cost analysis and case of environment. The benefit creates income and employment.

Tourism is one of the most crucial sectors where the country has vast potential and comparative advantage. Government of Myanmar is likely to make major commitments to develop the tourism sector in the future by choosing master plans.

Myanmar new government started with reducing rural poverty, tourism can be a part of development strategy in the rural development, in environmental conservation development and generating national income. From tourism industry, it filled up country income that will raise economic growth in the country. Economic growth is one of the key factors for poverty reduction and poverty is a major cause of environmental degradation. Tourism have advantage for development in some of the developing countries. It has been one of the fastest-growing economic sectors. The importance of tourism is reducing poverty and linking countries through tolerance and solidarity as they marked world tourism. Today, at a time of global economic uncertainty tourism's ability

to generate socio-economic opportunities and help reduce the gap between rich and poor. Tourism offers a wonderful connecting thread between visitors and host community.

Tourism sector plays an important role for the economic development of Myanmar. The more tourists come to this country, the more business opportunities can be created. It brings about employment opportunities of local people and the earning from tourism business contribute to the economy of the state. In addition, more hotels, tour companies and transport business can be extended to get the required of service for them and create more jobs opportunities for unemployment.

Therefore, this study try to share the economic contribution of tourism to GDP and Employment in Myanmar.

1.2 Objective of the Study

The main objective of the study is to measure the economic impacts and contribution of travel and tourism in Myanmar economy in terms of its contribution to the gross domestic product (GDP) and employment. This study aims to focus on the development trend of tourism in Myanmar.

1.3 Method of Study

This thesis paper is based on descriptive method. Literature review and theoretical aspects are collected from various books, research papers on tourism sector and relevant internet web –site. Secondary data from Ministry of hotels and tourism (MOHT), Myanmar tourism federation (MTF), Central Statistical Organization (CSO) and especially world travel and tourism council (WTTC) are used.

The data was retrieved from secondary data sources; thus there is a possibility that it could be biased and limited to the nature of secondary data. However, the benefit is that this type of data is cheaper and faster to gather than primary data.

1.4 Scope and Limitations of the Study

This thesis paper was studied from 2007 to 2017 when the economic contribution of tourism to GDP in Myanmar with main focus on income and employment.

1.5 Organization of the Study

There are five chapters in this thesis. The first chapter provides introduction including rationale background information, objective, method, scope and organization of

the study. In the second chapter, it contains literature reviews. The third chapter presented tourism industry in Myanmar. The fourth chapter described the tourism contribution to GDP and employment. Finally, findings and suggestion are presented in chapter five.

CHAPTER II

Literature Review

2.1 Tourism and Development

Tourism is defined as the activities of person travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purpose not related to the exercise of an activity remunerated from with the place visited by the World Tourism Organization. The tourism industry is experiencing annual growth rates like never before with people spending millions of dollars on experiencing their dream vacation. Subsequently, as the global tourism industry is growing at an increasing pace, traditional vacation spots are becoming oversaturated, and people more and more looking for innovative or exotic alternatives to visit and brag about. Tourism wants to experience unique and unspoiled destinations and cultures. The description of tourism focused on the characteristics of visitors on the conditions in which they travelled and stayed, the purpose of visit, etc.

According to the World Tourism Organization, there are three different forms of tourism such as, eco-tourism, culture tourism, health tourism, nature tourism, urban tourism, adventure tourism, farm tourism, industrial tourism, sport tourism, technical tourism and religion tourism. Study the tourism sector is becoming a great strategy of economic development in the country.

Measuring and understanding the effects of tourism development is not easy. The contribution of tourism activities have both positive and negative dimensions and effects. However, there are some beneficial and harmful effects that we need to know to decide whether we should promote or banish this type of business. Obviously, the economy of the country to be visited becomes stronger as more visitors spend money in that area, more jobs are created for local people. Similarly new roads, hotels, resorts and parks are building up to facilitate tourists. These are the measurements that have positive outlook on local area.

But on the other hand, the arrival of tourists is grow and masses of tourists are visiting to those area or destinations, the more danger emerges of harming not only the environment but also the local culture, habits and values. While on the one hand, tourism has the potential to raise the local population's income, economy and standard of living,

on the other hand, it can bring along undesirable consequences like severe environmental damages, prostitution, drug abuse, or social and cultural break down.

Tourism is the world's largest and tastiest growing industry and can be defined as the totality of the relationship and phenomenon arising from travel and education purpose of people. World tourism is a main source of income to developing countries. When tourists come to these countries, they usually spend foreign currency. This foreign exchange may help to increase development in the country and by their acceleration of economic growth. Income from tourism in the form foreign exchange earnings are added to the national income and this leads to improvements of infrastructure, public services, building of hospitals, schools and even hotels which will in turn bring more tourists and thus increase the national income to a further extent.

The principle of the tourism development plan elements involved infrastructure projects, facilities projects, service promotion projects and visitor attraction projects. The development implications include economic, environmental and social development plans. The principle means of securing implementation consists of financing, investment, incentives, marketing, promotion, tourism information system, tourism awareness programs and human resources development programs. The structure of physical plan element can be conducted with various form of structure such as regional, destination area and site scale forms.

World tourism can help to eradicate the widening gap between developed and developing countries and ensure the steady acceleration of economic and social development, in particular of developing countries. Most of the under-developed and developing in South East Asia and the Middle East. But these countries have a great potential for tourism as there are many places of historical and archaeological interests, which attract tourists. It should be noted that tourism is a vital and important industry in developing countries. This is so because developing countries are characterized as poor nations who rely more on income from their primary sector. Tourism tends to monopolize economics, making them more vulnerable. The industry is vulnerable to economic crises and disasters.

2.2 Economic Effects of Tourism

The main objective of economic effect assessment is to determine the effects of particular activities and development in a defined geographic area on income, wealth and

employment. Effect assessment may be conducted for a period of a one year, common seasons, or for a particular short-term events. The outcome of the appraisal indicates the benefit and cost, or benefit-cost ratio of the tourism activity to the economic well-being of the residents. The economic effect of tourism activity is usually conducted through studying employment, income, business activity and government activity.

Tourism has a variety of economic effects. Tourists contribute to sale, profits, jobs, tax revenue, and income. The most direct effects occur within the primary tourism sectors such as lodging, restaurants, transportation, amusements, and recreation center. Through secondary effects, tourism affects most sector of the economy. An economic contribute analysis of tourism activity normally focuses on changes in sales, income, and employment in a region resulting from tourism activity. Tourism industries are labor and income intensive, translating a high proportion of sale into income and corresponding jobs. The tourism industry buys goods and services from other business and pays out most of the revenue in income as wages and salaries to its employees.

According to the Multiplier effects, the increase in direct sales can produce an expansion in total sales. These secondary sales create additional income and employments resulting in a total effect on the region of more income and more jobs. There are several other categories of economic effects that are not typically covered in economic effects assessments, at least not directly such as changes in prices where tourism can sometimes inflate the cost of housing and retail prices in the area, frequently on a seasonal basis.

Then, changes in the quality and quantity of goods and services for tourism may lead to wider way of goods and services available in an area. Another is changes in property and other taxes where the taxes to cover the cost of local service may be higher or lower in the pressure of tourism activity. In some case, locals may be taxed more heavily to cover the costs and revenues are addressed more fully in a fiscal effect analysis.

2.3 Other Effects of Tourism

Other effects include social and cultural effects and environmental effects.

2.3.1 Social and Cultural Effects

The social and cultural effect of tourism can result in changes to pattern of behavior, lifestyle and the quality of life of the inhabitants or local people. Societies and culture are all different. Different countries have different societies and cultures so it

makes travel exciting the opportunity to see how other people live their lifestyle and relate to their environment. Often a community will embrace tourism without realizing the impact it can place on the community's culture and society.

Tourism, like all business ventures can have an impact on communities and may be positive or negative, and sometime both. Travel and Tourism can significantly impact and contribute a community and its inhabitants including of employment, business opportunities, facilities and amenities, infrastructure development eg, Hotels, roads, resorts and population growth. Tourism development has been encouraged by government without consideration of the effects on the local people. Although tourism brings with it employment and job creation, attracting an increase in potential employees from outside a region at the peak of the tourists season, with unemployment outside this period. The attraction of working in tourism may also mean that surrounding rural areas lose necessary workers with traditional skills to enterprises, at the expense of agricultural activities needed to support communities. When an area becomes a popular tourist destination, price rise and expensive tourist zones develop. This is because foreign tourists usually have a higher expectation of accommodation standards and a higher spending potential which leads to operators raising prices. Local residents are also faced with higher prices for food, transport, clothing, rents and so on.

Tourism has often had the effect of modifying or even destroying the moral and cultural characteristics of a society. This may occur where young people from these cultures seek to copy or obtain items the more affluent visitor possess. Some may no longer choose dress in traditional clothing or behave in the community-accepted manner, nor observe the customs of their society or practice the skills passed through the generations of elders. The sales of traditional arts and crafts as souvenir item and the presentation of cultural displays such as dance and song for payment may be seen as trivializing the culture. However tourism also brings benefit to societies, including insight into different cultures and increased understanding of the ways in which people living.

2.3.2 The Environmental Effect of Tourism

Travel and tourism play a crucial role in economic development at community, global, national and regional levels by using natural resources and environments. The reinvestment should aim at enhancing the quality of the resources and building the management capacity at various levels. It is a positive or direct relationship between

tourism and environment. The environment impact and contribute on travel and tourism including resource use, consumption, waste, pollution and transportation. The tourism industry must modify and enhance at beaches, mountains, rivers, forests, diverse flora and fauna by using environmental resources. Tourism and environment are interrelated and interdependent in various ways both provide a sustainable economic base for development.

In order to increase the tourism industry and to increase the tourist arrivals, tourism managers and planners use these indicators for environmental sustainability. The ecological aspects of environments become tourist destinations are life-life-creating natural networks by using tourism resource. There are five categories of ecosystem; (1) coastal and marine, (2) fresh water (3) grasslands and (4) forests and (5) man-made ecosystem based on agriculture and aquaculture.

2.4 Types of Tourism

Tourism is basically travelling to another destination for the purpose of recreation, leisure, or business. A person who travels to a destination and stays outside of where they usually live for more than 24 hours but less than one year is recognized as a tourists by the World Tourism Organization.

The types of tourism depend on the reason of travel. Travel can be to destinations that are domestic or international. Domestic tourism is the tourism of resident visitors within the economic territory of the country. Inbound and outbound tourism both describe types of international tourism. Inbound tourism is the tourism of non- resident visitors within the economic territory of the country. Outbound tourism is the tourism of resident visitors outside the economic territory of the country. International tourism is of visitors, both resident and non-resident within the economic territory of the country of reference. National tourism is the tourism of residents visitor within and outside of the economic territory of the country.

An international tourist crosses the country the boundaries of many countries, uses different currencies, faces different languages and meets different types of cultures and people. International tourism involves longer distances although crossing small countries or travelling in the neighborhood of international borders may involve short distances. Domestic tourism is concerned with travelling within the country. It does not need a passport and visa or conversion of one currency into another. Domestic tourism has

greater scope in countries of large dimensions such as India, compared to smaller countries. From a geographical viewpoint, domestic tourism may range from local excursion, regional trips to national level travels.

On the basic purpose at tour or the motives of tourists, tourism has three types (1) common interest tourism (2) holiday tourism and (3) business tourism the purpose of visiting and visited person in common. Visited friends and relatives tourism puts very low pressure on the provision of tourist facilities at the destination. Holiday tourism is the most popular type. A good weather favorable for sightseeing, touring, recreation and going round different cultural sites are sought after by incoming tourists of this category. Business tourists travel to boost their business, often fairs and conferences pertaining to commerce or professions. They combine business with recreation using some facilities as provided for holiday tourists.

These types of tourism categories are useful way to start looking at where tourists go why they go there, and what they do while on vacation. However, it is important to note that these categories are not always as clear cut as they suggest as travelers will engage in variety of active ties while on vacation. Today, the tourism industry after many specialized form of tourism in order to meet the increasing diverse and the unique requests of a demanding public. People want to be able to choose from a variety of options based on their needs and desires. Pleasure tourism is to improve the physical or spiritual condition of individuals. Business tourism is to complete a business transaction or attend a business meeting or conference. Nature tourism is to enjoy a natural setting or wildlife including ecotourism. Culture tourism is to experience the history, folklore and culture of people. Social tourism is to travel that involves the company of others, such as tour bus travel and family visits. Sports tourism is to experience a sport or sporting events. Religious tourism is involved visiting a place of spiritual significance. Recreation is to escape daily duty or life such as going to beach, climbing a mountain or learning a new language. Adventure tourism involves challenges and adventure such as trekking through a tropical rainforest or rock climbing. It should be noted that there are no strict delineations when tourists go on their trips. These kind of tourism often overlap thus it's not unusual for travelers to experience more than one types of tourism in one vacation.

CHAPTER III

Tourism Industry in Myanmar

3.1 Historical Background of Tourism in Myanmar

Myanmar is situated in Southeast Asia and is bordered on the north and northeast by China in the east and southeast by Laos and Thailand on the south by the Andaman Sea and the Bag of Bengal and on the west by Bangladesh and India. The largest country in mainland Southeast Asia with a population over 50 million,. Myanmar is blessed with a diversity of terrain that ranges from ice-capped mountains in the north, to pagoda-filled plains in the center to miles of pristine beaches along the Southern Coast. The total land area of Myanmar is 261,228 square miles, with a variety of natural resources, plants and animals. Myanmar has a rich cultural heritage and natural resources for tourists to enjoy.

There is no record of when the tourism industry started in Myanmar .However, it could well be said that the Strand Hotel, the first hotel built in this country in the year 1901, might well have received the first tourists. They were the Kanbawza Hotel, the Tourist's Tavern Hotel, the Burma Railways Hotel, the Orient Hotel and the Green Hotel. The next step in the development of this industry was setting up of the Trade Corporation (travel and Tourism Cooperation) by the ministry of trade on December 20, 1965. By 1988 found more tourists visiting and more hotels were built to meet their needs and the number of hotels increased to 505 with 14709 rooms.

The History of tourism in Myanmar can be divided into four parts ;

1. The pre- 1962 Period
2. The Period between the years 1962 and 1978
3. The Period from 1978 to 1988
4. The period from 1988 to 2012

In The Pre-1962 Period, there were two types of hotels; those owned by a board and those owned by private individuals. And a representative organization named Tourist Burma was set up under the Burma Economic Development cooperation (BECD) which were privately operated travel agencies such as Tharawaddy Maung Maung, Mandalay Tour and Mercury. At that time tourist visa were valid for one month. But in the Revolutionary Council (1962), the validity of entry visas was reduced to just 24 hours. This result cut drastically reduced the number of tourists in tour agencies halting

operations. In 1964, Tourist Burma of BEDC was taken over by Trade Corporation in accordance with the Nationalization Law.

The tourism industry is dependent on the transportation industry. Therefore, in 1971 Tourist Information Service was set up in coordination with Myanmar Airways Corporation. Then in 1978, the Trade Council deciding to have TIS operate under one ministry instead of two, amalgamated the Tourist information Service and Tourist Burma and moved it to the Hotel and tourism corporation under the ministry of Trade. Myanmar follows the market oriented economic system and has taken reform measure that are conducive to the development of the private sector and attract foreign investment.

Tourism in Myanmar has been developed mainly by the government, but many private enterprises do exist, catering to a wide range of tourists.

Since 1992, the government has encouraged tourism in the country. In 2010, 791,505 foreign tourists visited Myanmar, with 295,174 foreign tourists entering the country via Yangon International Airport. In 2012, more than 1 million foreign tourists visited Myanmar and that figure is expected to rise to around 1.5 million in 2013. In 2013, the number of foreign arrivals reached more than 2.04 million, counting both air and overland arrivals.

Tourism has been promoted by advocacy groups as a method of providing economic benefit to Myanmar civilians, and to avoid isolating the country from the rest of the world. Voices for Myanmar, a pro-democracy advocate group, states, "Myanmar believe small-scale, responsible tourism can create more benefits than harm. So long as tourists are fully aware of the situation and take steps to maximize their positive impact and minimize the negatives, Myanmar people feel their visit can be beneficial overall. Responsible tourists can help Myanmar primarily by bringing money to local communities and small businesses, and by raising awareness of the situation worldwide. Regardless, a majority of advocacy groups discourage tourism. The junta's forced labour programmes were focused around tourist destinations which have been heavily criticised for their human rights records. A former Burmese tourism minister estimated that 12% of the government revenues are derived from tourism, with the tourism industry contributing \$182 million USD (2007) to the government's annual budget.

The state Law and Order Restoration Council (SLORC); precursor to the state peace and development Council (SPDC), aiming for the perpetuity of the nation and the

non-disintegration of the Union, adopted new policies. Under the changed circumstances, tourism industry reverted to private ownership. Authorities opined that if the tourism industry developed under private management it would help the state economy and so framed rules and regulations for the transfer of this industry to the private sector.

Myanmar, strategically located in Southeast Asia, is currently experiencing rapid growth in international tourist arrivals and tourism receipts. It has become an emerging tourist destination for international travelers keen to experience Myanmar's abundant wealth of cultural and natural heritage, genuine hospitality, and spiritual values. It is located between the two most populous nations in the world – China and India.

3.2 Economic Contribution of Tourism

Travel and tourism is an important economic activity in most countries around the world. As well as its direct economic impact, the industry has significant indirect and induced impacts. WTTC recognizes that travel and tourism's total contribution is much greater, and aims to capture its indirect and induced impacts through its annual research. The government of Myanmar could also provide to improve tourism sector by different ways. Tourism in Myanmar is slowly developing sector. Although Myanmar possesses great tourist potential and attractions in many fields, much of the industry remains to be developed. The economic contribute to tourism by three ways. These are the direct contribution, indirect contribution, and induced contribution. Finally, the total of the this contribution to GDP and employment of the country.

(a) Direct Contribution

The direct contribution of travel and tourism to GDP reflects the internal spending on travel and tourism (total spending within a particular country on travel and tourism by residents and non-residents for business and leisure purposes) as well as government individual spending – spending by government on travel and tourism services directly linked to visitors, such as cultural (eg museums) or recreational (eg national parks).

The direct contribution of travel and tourism to GDP is calculated to be consistent with the output, as expressed in National Accounting tourism-characteristic such as hotels, airlines, airports, travel agents and leisure and recreation services that deal directly with tourists. The direct contribution of travel and tourism to GDP is calculated from total internal spending by netting out made by the different tourism sectors.

(b) Indirect Contribution

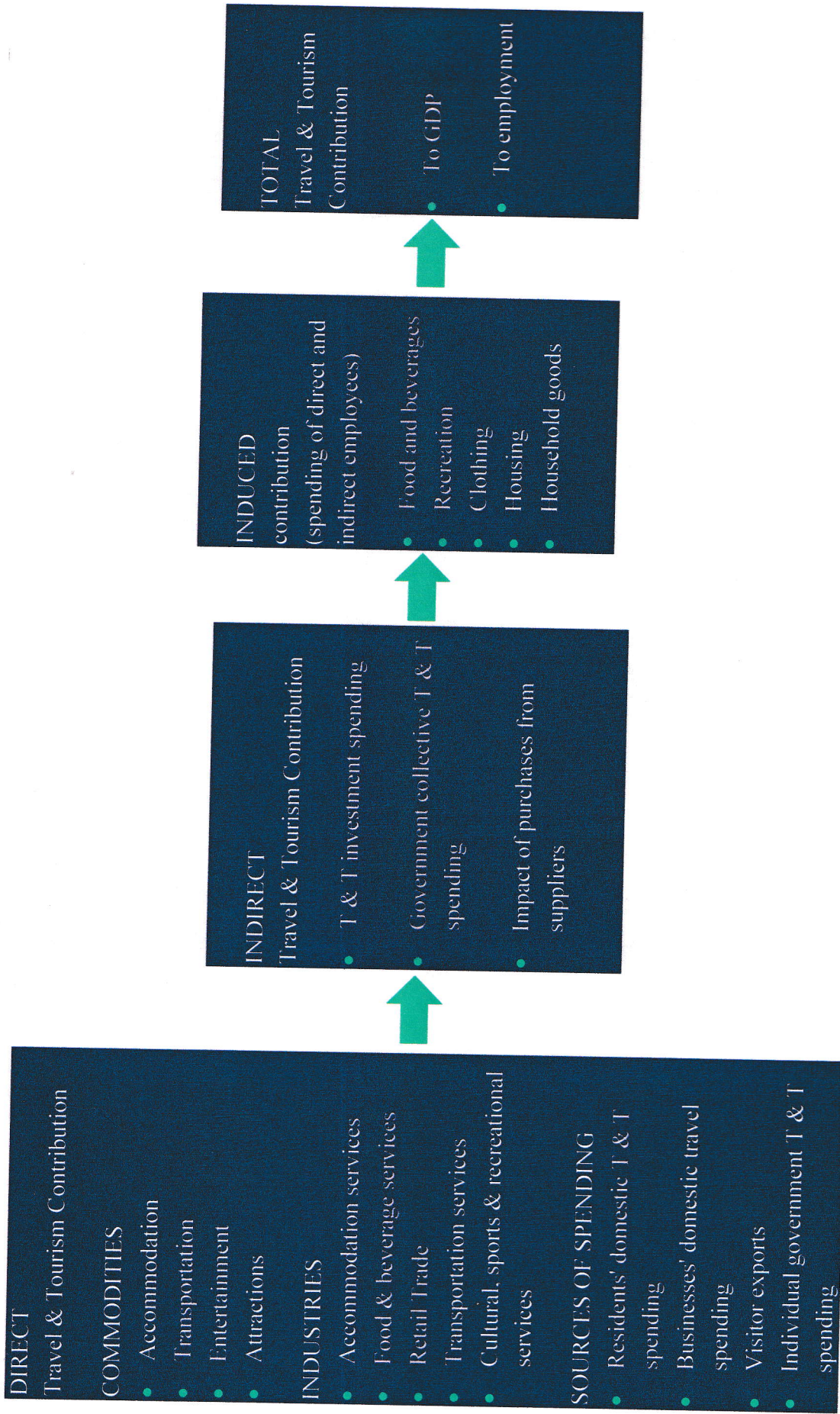
The total contribution of travel and tourism includes its wider impacts (ie the indirect and induced impacts) on the economy. The indirect contribution includes the GDP and jobs supported by;

Travel and tourism investment spending – an important aspect of both current and future activity that includes investment activity such as the purchase of new air craft and construction of new hotels.

Government collective spending which helps travel and tourism activity in many different ways as it is made on behalf of the community at large .for example tourism marketing and promotion, aviation, administration, security services, resort area security services, resort area sanitation services, etc;

Domestic purchases of goods and services by the sectors dealing directly with tourists- including, for example purchase of food and cleaning services by hotels, of fuel and catering services by airlines, and IT services by travel agents. The induced contribution measures the GDP and jobs supported by the spending of those who are directly or indirectly employed by the travel and tourism industry.

Figure (3.1) Economic Contribution of Tourism



Source: World Travel & Tourism Council (WTTC)

3.3 Direct, Indirect and Induced Effect of Tourism Spending or Expenditure

3.3.1 Direct Effect of Tourism Spending

Travelers pay directly to Airlines, coaches, rental cars, train, cruise lines, travel agents, hotels, convention centers, restaurants, shopping centers, sports areas, entertainment, theater, recreation etc.

3.3.2 Indirect Effect of Tourism Spending

These are supplied by outside goods and services such as marketing and public relation, cleaning and maintenance, energy providers, catering and food production, design and print etc.

Both the direct and indirect effect of tourism spending create Jobs which pay salaries, wages, profits, and taxes for the development of the country.

3.3.3 Induced Effect of Tourism Spending

Which pay in to infrastructure, agriculture, technology, real estate, communications, education, banks, healthcare and more. Therefore, when a tourist come to the country, he or she must spend and consume this country's domestic goods and services.

3.4 Economic Effect of Tourism in Myanmar

There can be a variety of impacts on the economy because of the processes of tourism industry. Some of them are economic impact, social impact, cultural impact and environmental impact. Studies of the economic impacts of tourism tend to emphasize the positive benefits of tourism. On the other hand, environmental, social and cultural impact studies tend to focus more on negative impact of tourism. In this section, the study is focused on economic benefits of tourism.

Indirect benefits are generated by the circulation of tourism expenditures in the destination country through domestic inter-business transactions. Indirect benefits can be generated from the investment and spending by the business that benefit directly from tourism expenditures. The direct business receipts, when re-funneled as investments or used to purchase other goods and services from domestic suppliers, stimulate income and employment in other sectors.

In addition, tourism spending within the destination area can create induced benefits. As income levels rise due to the direct and indirect effects of change in the level of tourism expenditures, some of the additional personal income is spent within the destination. This result is induced benefits, such as local income and jobs in the local goods and services sector. Hence, the spending by tourists at the destination can create direct benefits in tourism- related services and sectors such as accommodation, hospitality, attractions, events and transportation. This spending can also create a significant amount of indirect and induced benefits in other sector such as agriculture, construction and manufacturing.

Table (3.1) Economic Contribution of Tourism: Real 2016 Prices

Myanmar (MMKbn)	2011	2012	2013	2014	2015	2016	2017
1 Visitors spending	325.3	576.8	1053.0	1792.9	2676.2	2752.1	2849.4
2 Domestic expenditure (includes government individual spending)	1236.4	1771.0	1561.5	1448.8	1598.0	1634.3	1693.7
3 Internal tourism consumption (=1+2)	1561.7	2347.7	2614.5	3241.7	4272.1	4386.3	4543.0
4 Purchases by tourism providers including imported goods (supply chain)	-656.0	-972.1	-1082.5	-1344.0	-1765.5	-1808.7	-1874.9
5 Direct contribution of Travel & Tourism to GDP (=3+4)	905.7	1375.6	1532.0	1897.7	2508.7	2577.6	2668.2
6 Other final impacts (indirect & induced) Domestic supply chain	609.4	925.5	1030.8	1276.9	1687.9	1734.3	1795.2
7 Capital investment	121.6	130.9	142.4	148.7	152.2	162.3	176.7
8 Government collective spending	32.7	34.4	37.1	38.3	39.0	40.5	43.0
9 Imported goods from indirect spending	-30.9	-30.6	-42.4	-48.1	-70.0	-73.5	-77.8
10 Induced	473.0	697.7	749.7	901.4	1130.8	1165.4	1215.7
11 Total contribution of Travel & Tourism to GDP (=5+6+7+8+9+10)	2111.4	3133.5	3449.6	4214.9	5450.6	5606.7	5820.9
12 Employment Impacts (‘000) Direct contribution of Travel & Tourism to employment	384.7	516.1	515.5	626.6	798.5	804.2	808.5
13 Total contribution of Travel & Tourism to employment	908.2	1203.3	1197.1	1378.5	1683.1	1662.2	1646.8
14 Other Indicators Expenditure on outbound travel	27.2	48.7	35.9	97.4	156.8	193.0	225.9

Source: World Travel & Tourism Council (WTTC)

According to the table (3.1), visitors expense in goods and services that are made in one country and transmitted to foreigners. It can be shipped, sent by email, or hand-carried in personal language on a plane. It is produced domestically and sold to someone from a foreign country, it is an export. For example, tourism products and services are considered exports, even though they are sold to foreigners who are visiting here. If an overseas friend sends you money to buy a pair of jeans and mail it to them, that's an export. Table (3.1) shows visitor exports is 325.3 kyat billion in 2011 and is 2752.1 kyat billion in 2016. According to the table (3.1), visitors exports increased year by year of the study period.

International tourism consumption comprises the consumption of both resident and non-resident visitors within the economic territory of the country of reference and that provided by residents. It is the sum of domestic tourism consumption and inbound tourism consumption. Internal tourism consumption is 1561.7 kyat billion in 2011 and is 4386.3 kyat billion in 2016. Purchasing by tourism providers shows minus because provider expenditure may not be income for country.

Table (3.1) shows Myanmar's travel and tourism contribution to GDP increased dramatically from 2011 to the highest point in 2017. Direct contribution of travel and tourism to GDP is over 905.7 kyat million in 2011 and then increase to 2577.6 kyat billion in 2016. Myanmar has the potential for tourism development as Myanmar possess abundant natural and cultural resource.

3.5 Types of Tourism Sector in Myanmar

In Myanmar, there are so many terms in current use within the tourism sector. These are the types of tourism sector for local and international; adventure tourism, agritourism, community based tourism, creative tourism, cruise tourism, culinary tourism, culinary tourism, culinary tourism, cultural tourism, ecotourism, educational tourism, heritage tourism, high-end tourism, home stay, incentive tourism, mass tourism, MICE tourism, nature based tourism, pilgrimage tourism, rural tourism, urban tourism, volunteer tourism, wellness tourism and wildlife tourism.

There are many destinations of **ecotourism** in Myanmar for international tourists. These are (1) national botanical garden (2) Alaungdaw Kathapa national park (3) Hlawga wildlife park (4) Inlay lake (wet land) sanctuary (5) Khakaborazi national park (6) Meinmahlakyun wildlife sanctuary (7) Moeyingyi wetland sanctuary (8) Nat ma taung

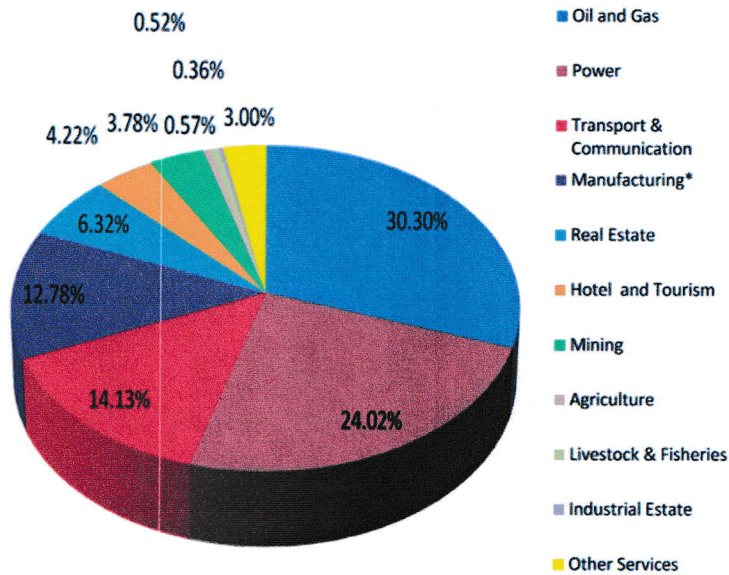
national park (9) Popa mountain park (10) Myaing hay wun elephant camp (11) Chatthin wildlife sanctuary (12) Htamanthi wildlife sanctuary (13) Myimoletkat nature reserve (14) Sein ye forest camp (15) Shwesettaw wildlife park (16) Yangon zoological garden.

CHAPTER IV

Contribution of Tourism to GDP and Employment in Myanmar

4.1 Sector Wide Contribution of GDP and Employment

Figure (4.1) Sector Wide Contribution of GDP and Employment



EXISTING ENTERPRISES Hotel and Tourism Sector

- No. of Invest.- 54
- Amount - \$2628.216
- Percentage - 4.22%

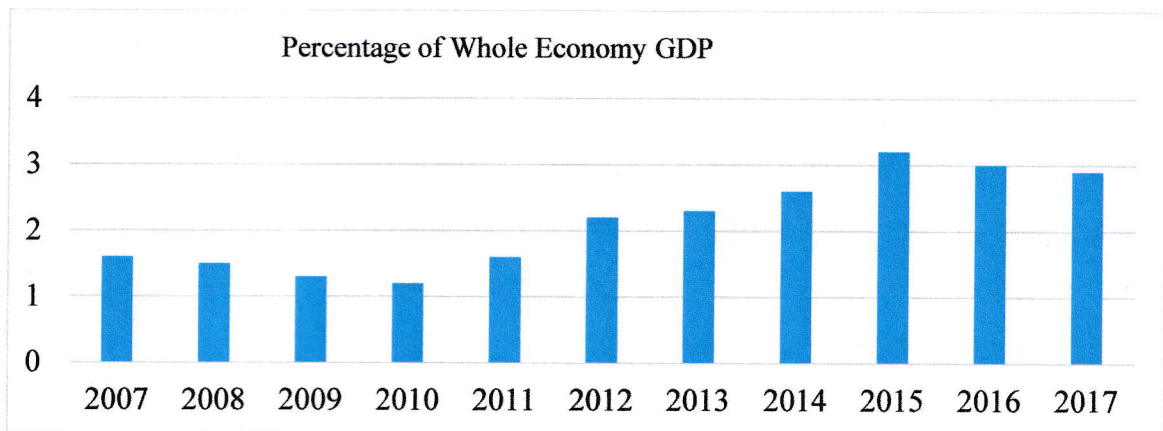
Source: Myanmar Tourism Federation (MTF)

According to the figure, it shows the various sector that contribute to the total GDP and Employment of the country by the percentage. These sectors are oil and gas, power, transport and communication, manufacturing, real estate, hotel and tourism, mining, agriculture, livestock and fisheries, industrial estate and other services. For the economic growth of the country, it has five sectors. There are primary sector (raw materials sector), secondary sector (manufacturing sector or industrial sector), tertiary sector (service sector), quaternary sector (decision making). In the figure oil and gas is the most significant sector that contributes to GDP and employment. However, Tourism sector was decreased relative with other sector such as Oil and gas, power, transport and communication, manufacturing and real estate. It was contributed by the percentage of 4.22% and amount is \$2628.216. The number of investment in existing enterprise of tourism sector is 54. It was decreased comparing with other economic sector of the country.

4.2 Total Contribution to GDP

The direct contribution of travel and tourism to GDP in 2016 was MMK2,577.6bn (3.0% of GDP) and rise 3.5% of GDP in 2017. This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). But it also includes, for examples, the activities of the restaurant and leisure industries directly supported by tourists.

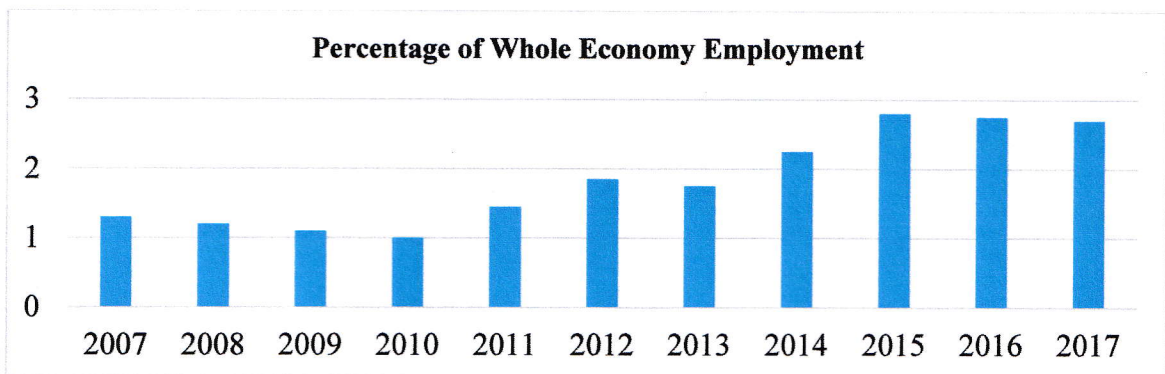
Figure (4.2) Total Contribution to GDP



Source: Myanmar Tourism Federation (MTF)

According to figure (4.1), the percentage of tourism sector was decreased slightly from 2007 to 2010 because of unstable economy, civil wars of ethnic groups. However, it was increased dramatically in the year of 2011 to 2015 due to the effect of transaction of Government.

Figure (4.3) Total Contribution to Employment



Source: Myanmar Tourism Federation (MTF)

The total contribution of travel and tourism to GDP (including wider effects from investment, the supply chain and induced income impacts) was MMK5,606.7bn (6.6% of GDP) and grew by 3.8% to MMK5,820bn (6.3% of GDP) in 2017.

Travel and tourism generated 804,000 jobs directly in 2016 (2.7% of total employment). This includes employment by hotels, travel agents, airlines and other passenger transportation services.

4.3 Measuring of Tourism Income in MOHT

The income from Myanmar tourism business is acquired in hard currency and fulfills the foreign exchange requirement of the state. When a tourist visiting Myanmar is taken and tour, the method of calculating selling price shall be discussed. By studying the methods of calculating the price on trip, the net income of Myanmar tourism business, the charge acquired by the Hotels, the income of transporters, zone entrance fees and the income of tourist guide can respectively be seen. When calculating the price of package tour by Myanmar tourism enterprise, the transport of tourist from/to the airport, to/from the Hotel, sightseeing charges(taxi fees), hotel room charges(the air fair, railway, car and ship to the tourist zone within a country). When a tourist to attraction of tourist zone, he must pay zone fees, tourist guide fees and other permission are calculated for a trip. The package tour rate id designated by adding the profit percentage for Myanmar tourism, enterprise into the above expenses.

4.4 Measuring of Tourism Expenses in MOHT

The international tourist visiting to Myanmar and then go to the tourist zone, they spend various kinds of expenses. These include for the boarding, transport fees, accommodation, sightseeing in city of a country, entertainment, purchase of souvenir and recreational charges etc. These expense become direct income into the concerns respective business enterprises. According to the statistics acquired from Myanmar Hotel and Tourism Enterprise each expense for air transport, road transport zone entrance fees, the service fees for ministry of MTE and accommodation and boarding accurately shown in table 4.1.

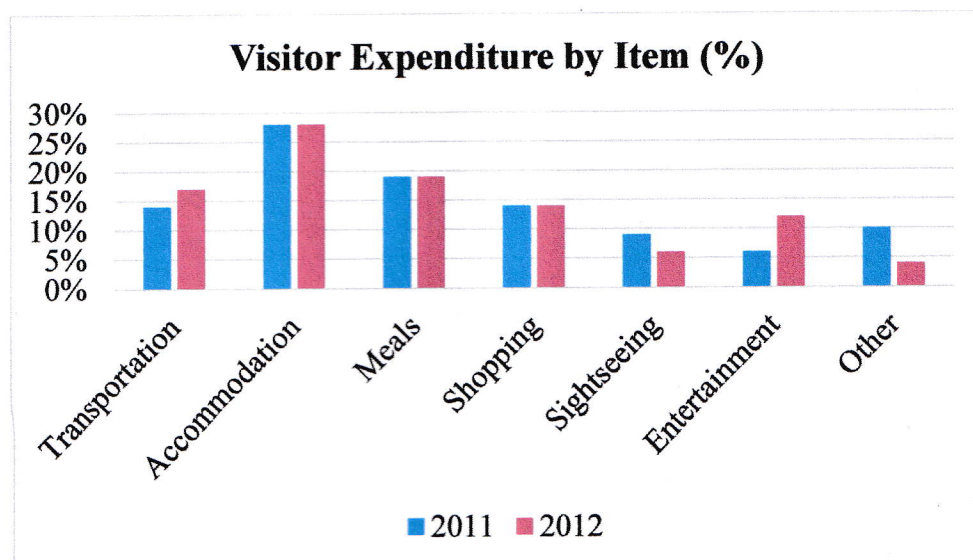
Table (4.1) Percentage of Visitor Expenditure by Item

Visitor Expenditure by Item (%)

Year	2011	2012
Transportation	14%	17%
Accommodation	28%	28%
Meals	19%	19%
Shopping	14%	14%
Sightseeing	9%	6%
Entertainment	6%	12%
Other	10%	4%

Source: Ministry of hotels and tourism

Figure (4.4) Percentage of Visitor Expenditure by Item



Source : Ministry of Hotels and Tourism(MOHT)

Figure 4.3 shows the percentage of visitors expenditure by the item of transportation, accommodation, meals, shopping, sightseeing, entertainment and other. Every visitor spends more for accommodation. The government must build new international standard hotels to get more income and the satisfaction for tourist. Spending in meals and transportation are not gap too much. By spending on these items, it increased the tourism income to GDP and employment.

4.5 Tourism income and Gross Domestic Product (GDP) in Myanmar

Tourism is an invisible export sector of the country and it can generate foreign exchange earnings. Although Myanmar foreign exchange income from tourism has been lower than other economic sector of the country, foreign exchange earnings from international tourism had been steadily growing between the period of 2007 and 2015 then a little slowly in the year of 2016-2017.

Gross domestic product (GDP) is the total value of all final goods and services produced in an economy during a year. GDP generate by visitor consumption is the most comprehensive aggregate illustrating the economic relevance of tourism. There is an increasing consensus on the importance of tourism as strategic sector in the national economy. It provides as essential contribution to the economic well-being. The tourism income and GDP of Myanmar between 2007 and 2016 can be seen in Table (4.2).

Table (4.2) Tourism Income and Gross Domestic Product (GDP) in Myanmar

No	Year	Tourism Income (US\$ million)	GDP (Kyat million)
1	2007	182	16852758
2	2008	165	23336113
3	2009	196	29233288
4	2010	254	33894039
5	2011	319	39846694
6	2012	534	44733285
7	2013	537	45682263
8	2014	526	41867842
9	2015	557	48097842
10	2016	548	45974322
11	2017	542	45864432

Source: Ministry of Hotels and Tourism

As shown in table (4.2) Tourism income fluctuated during 2007 and 2011 with the increasing slightly year by year. In the beginning of 2012, the tourism income and GDP increased dramatically because of the transactions of the government. More tourists came to visits, expend their money for accommodations, service and invest in this country. So, GDP annually increased as shown in table. It is clear that 2015 was significant year for tourism development in Myanmar because of increasing GDP as well as income. After the visit year, GDP increased year by year. Thus many tourists came to Myanmar so

tourism income also increased in this obvious year. As tourism income increased GDP because of tourism income effect of it.

4.6 Employment Opportunities of Tourism Industry

The employment is one the most important issues in a country such as Myanmar where unemployment increases day by day. Since tourism sector is labor augmented sector, it is relatively more effective in creating jobs than other sector. Consumption expenditures of tourists provide direct or indirect employment in this sector. Consequently, tourism affects total employment in a country via the general employment effects on the economy.

The service factor is very important in tourism sector which is also known as hospitality sector. Tourism facilities benefit from manpower greatly both in producing product and in presenting them. Tourism, due to its labor intensive production by nature, is a sector creating a great deal of employment facilities. Any spending by a tourist allows this sector directly and allows other sector which supply input to tourism sector indirectly to create employment facility.

Tourism sector create employment included construction, hotel/motel/guest-house, restaurants, tour companies, tour guides and tourist transportation. The employment effect of tourism goes beyond employment in sector in which tourist directly spend, their money, such as hotels, airlines and restaurants.

4.6.1 Employment in Tour Business Companies in Myanmar

To achieve the sustainable development of tourism industry, maintain existing skillful workforce and upgrading tourism related training are essential. The tour business with respective license tour business companies shown in table (4.3).

Table (4.3) Licensed Tour Business Companies in Myanmar

No	Category	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
1	Foreign Company	1	1	1	1	1	1	1	1	1	1	1
2	J.V Company	16	16	16	17	15	17	25	33	39	39	40
3	Local Company	750	692	574	640	743	1008	1324	1589	1906	2364	2552
	Total	767	709	591	658	759	1026	1350	1623	1946	2404	2593

Source: Myanmar Tourism Statistics Bulletin (2007-2017)

Table 4.3 shows the number of licensed tour companies from year 2007-20017. Most of the local tour companies are small and medium enterprises. These data show that the private companies participation in tourism industry has increased after year 2009. J.V company was also increased little year by year. However, foreign companies did not change anymore in my study period. The only one foreign company is named KOMY Tour Company which operated in Myanmar for a decade and invested by Korea. Myanmar has been going through a transformation from the military to civilian rule since 2011, coupled with a series of social and economic reforms. This brought a huge growth in tourism sector, from 759 licensed tour company in 2011 to 2593 in 2017. Thus, why the reasons of increasing in licensed tour companies dramatically.

4.6.2 Employment in Hotel/Motel/Guest-houses

The role of hotel is the most crucial of service industry type of business. The tourism business with respective licensed hotel/motel/guest-house is shown in Table (4.4)

Table (4.4) Licensed Hotels/Motels/Guest-houses in Myanmar

No	Category	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
1	Number of Hotel/ Motels/ Guest-house	607	621	631	670	731	787	923	1106	1279	1453	1605
2	Number of Rooms	19567	20357	20942	23373	25002	28291	34834	43243	49946	53622	64578

Source: Myanmar Tourism Statistics Bulletin (2007-2017)

According to table (4.4) shows the number of hotels/motels/guest-house increased year by year during the study period. There were 607 hotels/motels/guest-houses with the rooms of 19567 rooms in 2007, increasing to 1605 hotels/motels/guest-house with the 64578 rooms. It's a huge changes in industry sector. Therefore, the study found that more job opportunities were created by hotel business.

4.6.3 Employment in Tour Guides

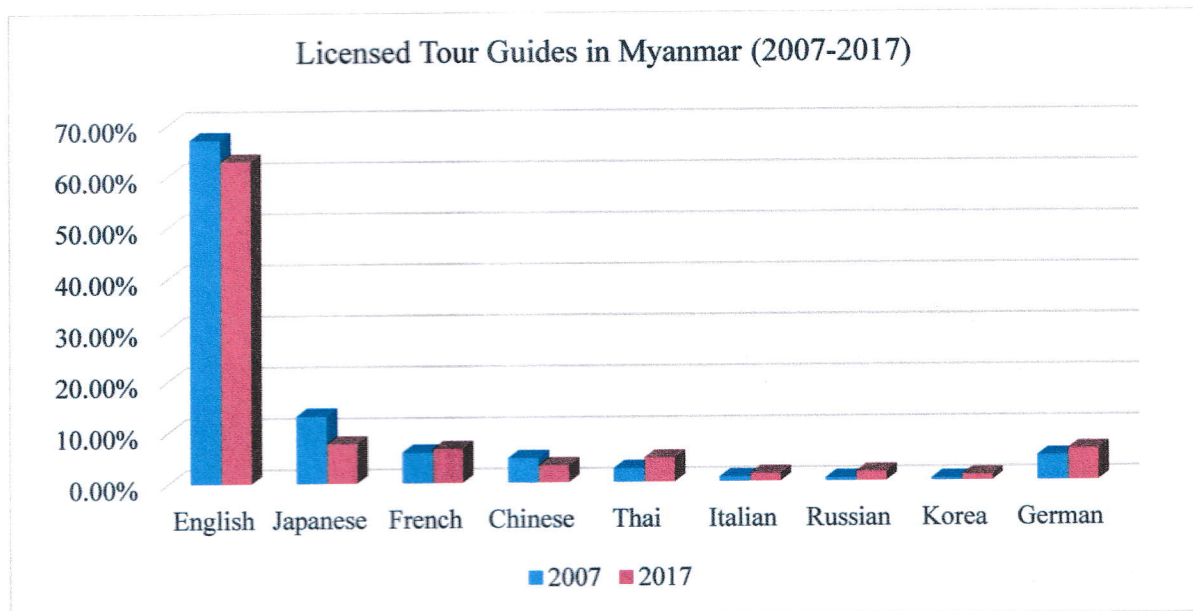
The skillful labor and human resource development become important because of labor-intensive type of business. The tourism business with respective licensed tour guides is describe in table (4.5)

Table (4.5) Licensed Tour Guides in Myanmar

No	Language	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
1	English	3005	3182	3021	2598	1931	2058	2187	2296	2349	2586	2815
2	Japanese	586	598	548	484	343	350	403	384	352	335	342
3	French	265	283	293	280	231	246	277	282	278	272	295
4	Chinese	211	214	203	171	125	139	132	131	123	124	146
5	Thai	117	122	114	108	106	108	132	138	150	163	206
6	Italian	37	38	48	44	43	48	264	68	64	63	65
7	Russian	25	26	37	36	35	40	64	69	66	70	77
8	Korea	17	20	22	20	21	24	29	30	26	30	46
9	German	214	217	241	235	219	230	264	268	261	261	271
	Total	4477	4700	4527	3976	3054	3243	3752	3666	3669	3904	4263

Source: Myanmar Tourism Statistics Bulletin (2007-2017)

Figure (4.5) Percentage of Licensed Tour Guides in Myanmar (2007-2017)



Source: Table (4.5)

According to the table (4.5) shows the number of licensed tour guides by specialized language. In the above table, it can be seen that the highest number is 4700 tour guides in 2008 and the lowest is 3054 in 2011. And it can be noted that the majority of tour guides specialized in English language. Here, the number of Italian, Russian and Korea tour guides was fewer than 80 but it increased a little year by year. Thailand tour

guides increased year by year because the largest number of Thailand visitors arrival. According to the DOHT procedure, licensed tour must be extended their tour licenses once in two years. In 2011, the number of tour guides who did not extend their license increased dramatically. As a result, the number of licensed tour guides became the lowest in 2011. Among the tour guides, there are a lot more English speaking guides than others as English is an international language. Most of English speaking guides perform as other languages speaking guides.

4.6.4 Employment in Tourist Transportation

Transportation also plays a vital role in domestic trip for tourists in Myanmar. Table (4.6) shows licensed tourist transportation.

Table (4.6) Licensed Tourist Transportation in Myanmar

No	Type of Transport	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017
1	Coach (26-50 seater)	117	88	76	73	63	61	62	129	208	297	360
2	Mini Bus (21 to 25 seater)	34	27	29	38	27	27	24	30	60	86	139
3	Hace/Townace (5-12 seater)					13	16	25	80	135	347	454
4	Saloon/Van (4 seater)	74	37	36	21	19	23	17	31	69	118	243
5	Motor Boat	238	52	29	34	12	22	19	24	30	368	1277
6	Boat	12	12	16	10	17	17	19	24	30	35	44
7	Yacht	32	30	30	34	26	31	15	21	21	19	14
8	Hot Air Balloon	1	1	1	1	1	1	1	2	3	3	3
	Total	508	247	217	211	178	198	182	341	556	1273	2534

Source: Myanmar Tourism Statistics Bulletin (2007-2017)

According to the table (5.6), it can be seen that the large type of coach was widely used during the studied period although it showed a slight fluctuation during this period. On the hand, the number of medium size transport vehicles such as mini-bus, motor boat, saloon/van and yacht were not significantly used. Some vehicles are owned by the ministry of hotels and tourism and some are owned by the private business. These trends show that the number of tourist transport business has decreased from 2008 to 2013. One of the reasons is due to the imperfect licensed rules and regulation system. According to the rule, all vehicles in tourism transportation business had to apply for specific licensed to distinguish form the ordinary ones. However, as there were not enough vehicles with that specific license for the increasing of tourist arrivals, other ordinary vehicles must be

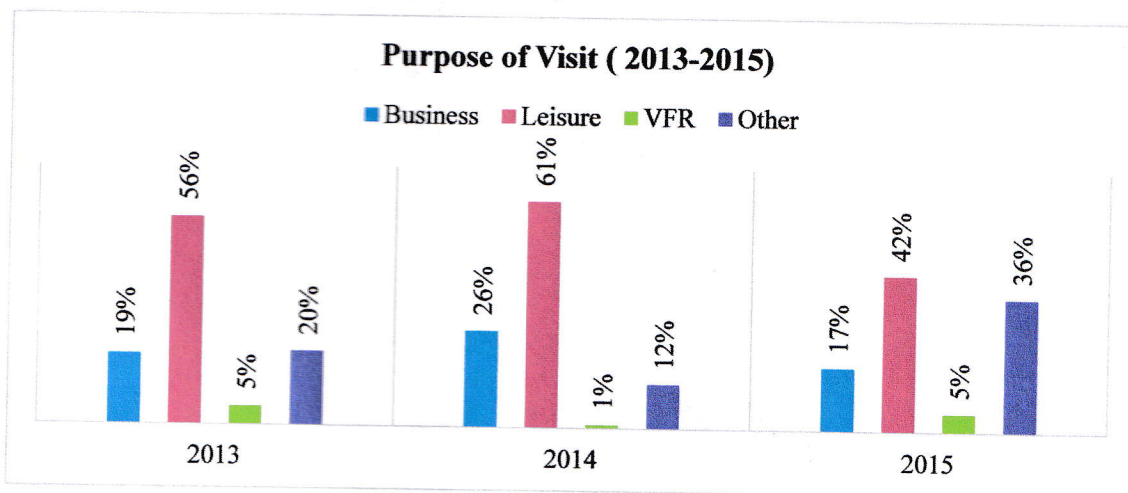
utilized for the convenience of the tourists. Thus, the vehicles with new licensed (blue plate) seemed to pay extra tax than ordinary ones and it caused the vehicle owner to discontinue for the further extension for special license. In 2014 and 2015, a number of licenses transportation were increased with the increase of international tourist arrivals.

Table (4.7) Purpose of Visit (2013-2015)

Types of tourism	2013	2014	2015
Business	19%	26%	17%
Leisure	56%	61%	42%
VFR	5%	1%	5%

Source: Myanmar tourism federation (2013-2015)

Figure (4.6) Purpose of Visit (2013-2015)



Source: Table (4.7)

According to the table and figure show the percentage of the purposes that the visitor arrived to the country. They visit for business, leisure, visit for relatives (VFR) and other purpose respectively. The percentage of visited for leisure is the highest percentage in 2013 because there are a lots of beautifully beaches, mountains for hiking of the ecotourism, plenty of culture and natural resources and the second is visit for business. Moreover, it also increased in VFR and other similarly in 2013/14. But, a little decrease in 2015 because of decreasing number of the tourist arrival.

Table (4.8) The Number of Visitors by Nationality

Visitors by Nationality (2012-2017)

No	Country	2012		2013		2014		2015		2016		2017	
		No. of visitors	Percentage	No. of visitors	Percentage	No. of visitors	Percentage	No. of visitors	Percentage	No. of visitors	Percentage	No. of visitors	Percentage
	ASIA	380404	64.11	630399	70.03	807806	71.39	938487	72.1	864523	67.94	953801	69.98
1	THAILAND	94342	15.9	139770	15.53	198229	17.52	204539	15.71	243443	19.13	273889	20.1
2	CHINA	70805	11.93	90550	10.06	125609	11.1	147977	11.37	183886	14.45	212642	15.6
3	JAPAN	47690	8.04	68761	7.64	83434	7.37	90312	6.94	100784	7.92	101484	7.45
4	KOREA	34805	5.87	54934	6.1	58472	5.17	63715	4.9	64397	5.06	65829	4.83
5	MALAYSIA	30499	5.14	39758	4.42	46534	4.11	40852	3.14	43931	3.45	47010	3.45
6	SINGAPORE	26296	4.43	39140	4.35	47692	4.21	45125	3.47	50198	3.94	61859	4.54
7	TAIWAN	22060	3.72	30699	3.41	32664	2.89	31735	2.44	36118	2.84	36499	2.68
8	INDIA	16868	2.84	21042	2.34	32306	2.85	34628	2.66	38537	3.03	41623	3.05
9	HONGKONG	4826	0.81	7874	0.87	8522	0.75	4237	0.33	-	-	-	-
10	BANGLADESH	1737	0.29	1981	0.22	3654	0.34	2913	0.22	-	-	-	-
11	PHILIPPINE	-	-	-	-	-	-	-	-	16421	1.3	18143	1.33
12	VIETNAM	-	-	-	-	-	-	-	-	48869	3.84	58919	4.32
13	OTHERS	30476	5.14	135890	15.1	170690	15.08	272454	20.93	37939	2.98	35904	2.63

Source: (1) Ministry of hotels and tourism (MOHT)

(2) Myanmar tourism federation (MTF)

Table(4.8) shows the number of visitor by nationality from Asia. In Asia, Thailand is the most largest visitors arrival to Myanmar year by year during the study period and follow with the series of China, Japan, Korea, Malaysia and so on. It was increased dramatically of the number of Thailand visitors from 380404 visitors in the year of 2012 to 953801 visitors in the year of 2017. This country is not too far by locations, same cultures and religions and visa free for two weeks respectively. There are so many immigrants of Myanmar employees in Thailand too. According to the data of MOHT and MTF, in West Europe French is the second highly visitors arrival to Myanmar and it also increased from 70805 numbers of visitors in 2007 to 212642 numbers of visitors in 2017.

The total percentage of the number of Asia visitor arrivals also increased with the percentage of 64.11 % in 2012 to 69.98 % in 2017 comparing with world where Thailand is 20.1%, China (15.6%), Japan (7.45%), Korea (4.83%) respectively. Others means Cambodia, Laos and so on which involves 2.63 % of Asia Countries. According to the data of MOHT, the percentage of visitor arrivals was 17.56% in West Europe, 6.39% in North America, 2.76 % in Oceania, 1.48% in East Europe. The number of visitor increased year by year during the study period.

CHAPTER V

Conclusion

5.1 Findings

Travel and tourism is an important economic activity in most countries around the world. Tourism plays an important role in economic development at community, regional, national and global levels by using natural resources and environment with natural heritages, cultures and so on. The nature of tourism industry is a service industry. It can create with the benefits of income and employment generating opportunities. Tourism is a global industry with special economic significance to developing countries.

Tourism income is important because of related to develop country. Travel and tourism income increased GDP because of the tourism income contributes on GDP. There are many kinds of business directly related with tourism sector such as accommodation services, food and beverage services, retail trade, transportation services, cultural sports and recreational services. Due to the procedure of Myanmar tourism law, the tourism business with respective licenses issued by Directorate of Hotels and Tourism increased year by year. Among the licensed tour companies, there has been only one foreign tour company during the period.

Tourism related business are also vital and these sectors include hotels/ motels/ guest-houses and restaurants business. Hotel facilities also support for the development of the tourism industry. According to the relationship between the types of ownership and the level of service facilities provided by the hotels, foreign investment is necessary for hotel business to gain technology transfer, service practices and experiences in order to catch up international hotel standard and qualities.

In fact, licensed tour guides are also important for the development of tourism industry of a nation. It can be seen that the number of licensed tour guides by specialized language is increased in 2008 and decreased in 2011. The reason for large drop immediately is related to license extending problems. According to DOHT procedure, licensed tour guide must extend their licenses once in two years. In 2011 and 2012, the number of tour guides who did not extend their licenses increased dramatically. As a result, the number of licensed tour guides became the lowest in 2011 and 2012.

Licensed tourism transportation vehicles are supported the facilities for tourism development. Coach a 926-50 seater), mini bus (21-25seater), saloon van, motor boat are

increasing quickly in the year of 2016 and 2016 because of more tourists arrivals in these year. All vehicle decreased in the between of 2008 and 2013 and then increased after 2015.

There are some drawbacks in Myanmar tourist industry. Even though there is no manpower shortage because of many graduates coming out from educational institutions, there would be necessary to support sufficient skilled and semi-skilled labors in Myanmar.

5.2 Suggestions

Myanmar, strategically located in Southeast Asia, is currently expiring rapid growth in international tourist arrivals and tourism receipts. It has become an emerging tourists destination for international travelers keen to experience Myanmar's abundant wealth of cultural and natural heritage, genuine hospitality and spiritual values.

Tourism sector is a service industry sector. It need to facilitate and to be skillful of labor to advance in accommodation services, Transportation services, Retail trade, food and beverage services, cultural, sports and recreational services. The quality of tourist guides is also important for the developing of this industry. So, the tourist guides must be skillful, well trained, hospitalized to visitors.

The Government needs to promote to build international standard hotel/motel/guesthouse for the satisfying international tourist to relax for accommodation. And then, it also needs to provide a good transportation system for new destinations. Moreover, it should support to develop the cost line, natural beaches, mountain hiking, and so on.

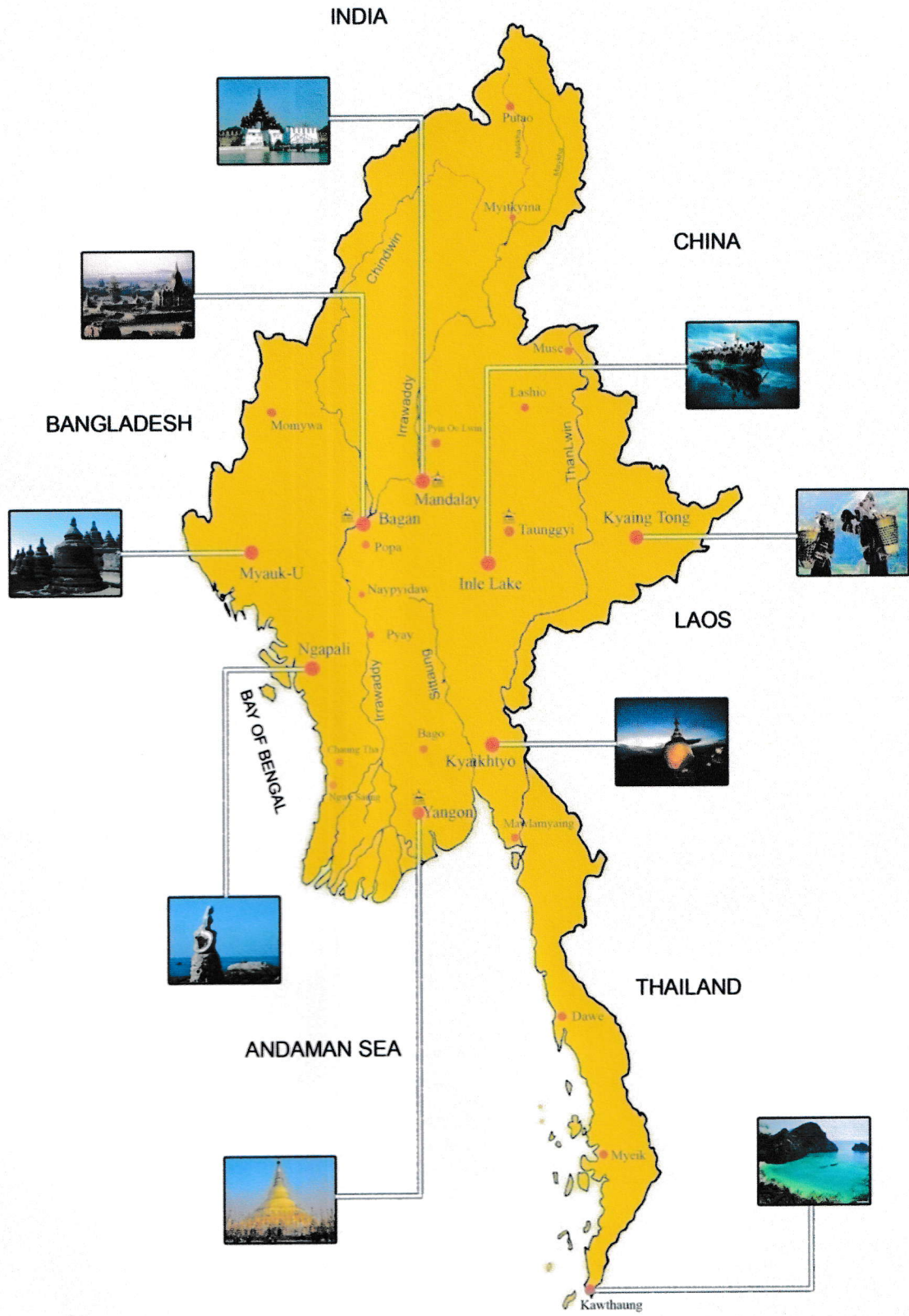
Tourism in Myanmar is slowly developing sector. Although Myanmar possesses great tourist potential and attractions in many fields, much of the industry remains to be developed. This is primarily due to the political situations. However, after transferring power to the Civilian Government, the tourism sector found an increased in Tourism arrival and in 2012, tourists arrivals surpassed the one million for the first time. As a result of the remarkable reforms and diligent endeavors of the new government, Myanmar has gained a new momentum of success and has significantly strengthened friendly relation with the international community. The Ministry of Hotels and Tourism announce to maximize tourism's contribution to national development and income generation while ensuring the social and economic benefits of tourism are distributed equitably.

For the development of the tourism sector, it is required a cooperation partnership between stakeholders and government.

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Map and Background of Myanmar



Source: Sri Asia Tourism Service Co., Ltd