

**YANGON UNIVERSITY OF ECONOMICS  
DEPARTMENT OF MANAGEMENT STUDIES  
MBA PROGRAMME**

**THE EFFECT OF SOCIO-CULTURAL, ENVIRONMENTAL  
AND ECONOMIC FACTORS ON QUALITY OF LIFE AND  
COMMUNITY SUPPORT FOR FUTURE TOURISM  
DEVELOPMENT IN MINNANTHU VILLAGE IN BAGAN**

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EMBA II – 21  
EMBA 19<sup>th</sup> BATCH**

**MAY, 2024**

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**ACADEMIC YEAR (2022-2024)**

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“This thesis is submitted to the Board of Examiners in partial fulfillment of the requirements for the degree of Master of Business Administration (MBA).”

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# ACCEPTANCE

This is to certify that the thesis entitled “**The Effect of Socio-cultural, Environmental and Economic Factors on Quality of Life and Community Support for Future Tourism Development in Minnanthu Village in Bagan**” has been accepted by the Examination Board for awarding for the Master of Business Administration (EMBA).

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**MAY, 2024**

## **ABSTRACT**

This paper aims to analyze the effect of socio-cultural, environmental and economic factors on quality of life and to examine the effect of quality of life on local community support for future tourism development in Minnanthu Village. There are 120 villagers who are staying in Minnanthu village in Bagan. The sample size is 92 villagers out of 120 villagers by using Yamane formula. Simple random sampling method is applied to select 92 villagers out of 120 villagers. Both personal interview and questionnaire survey methods are applied to collect data from 92 villagers by using structured questionnaire. In-depth interview method with some villagers is applied to collect information about the quality of life of Minnanthu village. The secondary data are gathered from websites, related previous research papers, text books, reports, records and documents relating to tourism industry. To analyse the data, descriptive statistics and linear regression analysis are used in this study. This study found that socio-cultural benefit, environmental benefit and economic benefit have a positive and significant effect on quality of life. The quality of life has significant and positive effect on community support for future tourism development in Minnanthu village. This study also specifies the local community's positive perception towards the development of future's tourism. The findings revealed that tourism's economic and social rewards enhance the residents' living standards rather than environmental.

## **ACKNOWLEDGEMENTS**

Firstly, I would like to respectfully express my regard and gratitude to Professor Dr. Tin Tin Htwe, Rector of Yangon University of Economics, for giving me an opportunity to submit thesis for EMBA degree.

Secondly, I would like to express my great appreciation to Professor Dr. Thin Nwe Oo, Programme Director and Head of Department, Department of Management Studies, Yangon University of Economics, who gave the permission to complete this research topic as partial fulfillment of Master of Business Administration.

Thirdly, I would like to show my sincere regard and grateful to my supervisor, Professor Dr. Hla Hla Mon, for her close supervision, advice, feedback, encouragement and kind support to complete this thesis. Without having her valuable guideline, this thesis would not be successfully finished.

I would also like to give my special thanks to Professor Dr. Than Thuzar, Professor Dr. Khin Thet Htwe, Professor Dr. Myint Myint May, Associate Professor Dr. Kay Thi Soe, Associate Professor Dr. May Win Kyaw, teachers from Department of Management Studies, Yangon University of Economics, for their suggestions, advices and thoughtful comments for their valuable lecturers and guidance during my academic career.

In addition, I would like to special thanks to all our professors, lectures and visiting lectures that are effort in knowledge sharing of MBA program me during academic years.

Furthermore, I would like to thank to each answerers of the questionnaires for their favor and kind participation to complete this thesis.

Finally, I would like to express my gratitude to my family, colleagues and classmates from EMBA 19th Batch for their willingly support, continuous contribution and inspiration accorded to me during the study.

**May Thet Lwin**

**EMBA II - 21**

**19<sup>th</sup> Batch**

**2022 -2024**

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## **LIST OF ABBREVIATIONS**

ECB	Economic Benefits
ECC	Economic Costs
EVB	Environmental Benefits
EVC	Environmental Costs
QoL	Quality of Life
SCB	Socio-cultural Benefits
SCC	Socio-cultural Costs

# CHAPTER 1

## INTRODUCTION

Local communities are significantly affected by tourism in both positive and negative social, cultural, and economic effects. Tourism development may have both benefits and cost implications to the local community which will consequently improve local community quality of life. However, a destination may experience a variety of economic, sociocultural, and environmental effects as tourism develops. Although tourism development brings benefits to the well-developed destinations there is still the potential towards negative impact (Andriotis, 2000). According to Bowers (2016), tourism development has not only contributed to the positive outcomes but also potentially presented negative consequences to local communities where it transpires.

At its most fundamental level, tourism development can be defined as the process of developing strategies and plans to develop tourism in a particular destination (Angelkova et al., 2012). Tourism has played a critical role in sustainable development in many countries and regions around the world. In developing countries, tourism development has been used as an important strategy for increasing economic growth, alleviating poverty, creating jobs, and improving food security. The quality of life of communities take advantage of tourism by creating employment opportunities, attracting more investment, raising living standards and local services, expanding recreational options, and maintaining a healthy environment.

In tourism literature, quality of life has gained popularity over the years. It is most often explained as an output of tourism development, tourism impacts on a community, residents of an area and also as a result of travel experience/vacation (Franzidis & Yau, 2018). The term "quality of life" describes a person's general state of happiness and contentment with a range of elements of their life, such as their social connections, physical and mental health, and the surroundings (Nafi & Ahmed, 2017). Quality of life is deeply intertwined with its socio-cultural, environmental, and economic dynamics and is intricately woven with socio-cultural elements, where communal ties and age-old practices form the backbone of residents' identity (Croes, 2014).

Socio-cultural factors, environmental factors, and economic factors affect on quality of life. Local communities benefit from tourism in a number of ways, including

increased employment possibilities, investment, local services and living standards, recreational options, and improved environmental quality. According to Bello et al. (2017), socio-cultural consequences are the social and cultural transformations or influences brought about by interactions between various cultures or groups. Socio-cultural effects arise when tourism brings changes in value behavior, threatening indigenous identity. Community structures, family dynamics, customs, rituals, and morals are all subject to frequent change.

García et al. (2015) stated that a socio-cultural benefit is defined as the positive impact of an action, event, or policy on a community's social and cultural characteristics. These benefits frequently include stronger social cohesiveness, a higher quality of life, the preservation and promotion of cultural heritage, increased community involvement, and greater social equality. Socio-cultural benefits contribute to the overall well-being and resilience of societies by fostering a sense of belonging, mutual respect, and cultural diversity. The benefits of socio-cultural include employment, improvement of infrastructure, transfer of knowledge into a country, and improvement to the economy. Moreover, most of the benefits of socio-culture include increasing cross-cultural interaction; understanding, maintaining and keeping local culture, arts, crafts and traditions; empowering host communities; and strengthening cultural values.

However, there are some socio-cultural costs are destroying traditional culture and transforming host behavior. Socio-cultural cost refers to the negative effects of tourism operations on the local society and culture (Kala, 2008). These costs may include the loss of traditional customs, disturbance of social systems, and harm to historical places or natural environments. When tourists rush an area, it can cause overpopulation, pollution, and changes in local traditions. These effects may disrupt connections between tourists and locals, reducing the destination's authenticity and charm. Managing socio-cultural expenses is critical for sustainable tourism development because it ensures that communities profit from tourism while protecting their cultural heritage and way of life.

In addition to socio-cultural influences, environmental factors exert a significant impact on the quality of life. Environmental effects mean the beneficial as well as the detrimental effects of any development on the physical, biological, or social systems within which such development occurs (Hair et al., 2011). An environmental effect occurs when something, whether natural or man-made, alters the physical, chemical, or biological components of the environment. This can be hazardous to the plants, animals, and humans who dwell in that area. Tourism revenue is frequently used to improve local infrastructure,

as well as to manage and conserve the natural treasures that attract visitors. Better infrastructure and services improve the environment. They focus around the consumption and management of resources.

Jackson (2008) stated that environmental benefit means the positive environmental effect of environmental services, practices or other ecological influences attained by specific actions, minus the negative environmental impacts caused by those actions. On the one hand, as tourists flock to clean beaches, quiet woods, and picturesque landscapes, they may develop a stronger respect for nature and conservation. This appreciation may result in increased support for national parks, wildlife conservation, and the preservation of cultural heritage places. Extensive damage to the environment caused by recreation and tourism, including despoiling of coastlines by construction of tourist facilities; pollution of the sea; loss of historic buildings to make way for tourist facilities; loss of agricultural land for airport development, etc. Environmental costs are the damage or deterioration caused to ecosystems and the health of living species, which frequently has long-term ecological effects and necessitates remedial or mitigation activities. Environmental cost is defined as the negative effect that an activity, project, or policy has on the natural environment. Pollution, resource depletion, habitat damage, biodiversity loss, and climate change are all potential costs (Karim, 2017).

Economic factors also shape the quality of life. Jurowski et al. (2006) stated that economic effects refers to the outcomes or influences of different economic events on the functioning of an economy, encompassing metrics like GDP expansion, employment rates, inflation, and distribution of income. The economic effects of tourism encompass improved tax revenue, personal income growth, enhanced living standards, and the creation of additional employment. Tourism increases economic activity. The influx of tourists increases local businesses demand for services and products, resulting in job creation, increased revenue, and poverty reduction. Direct benefits include those created by tourism-related activities such as accommodation, transport, and attractions.

Economic benefits are the beneficial financial consequences or advantages that individuals, corporations, or economies enjoy. These advantages may include increased income, higher employment rates, a higher standard of life, increased productivity, and overall economic growth (Ritchie, 1988). Economic advantages are frequently assessed in terms of monetary gains, cost savings, or value creation, and they arise from a variety of activities such as investments, inventions, regulations, and market developments. The term "economic cost" describes the entire cost of all resources used in the production of goods

or services, including opportunity costs of resources like time or capital that could have been used elsewhere as well as explicit costs which means direct, out-of-pocket expenses like wages and materials (Tosun, 2002). It depicts the actual cost of selecting a particular course of action, taking into account both visible and invisible costs.

According to Lee and Jan (2019), measuring the effect of tourism on the quality of life of local residents can help tourism planners to achieve tourism development goals. Manohar (2016) discussed that community support for future tourism development refers to the collective approval and endorsement of local inhabitants and stakeholders for planned tourism projects and activities. This support is critical for tourism's long-term success, ensuring that development aligns with the community's values, needs, and interests while also promoting positive economic, social, and environmental consequences.

According to Nagy and Segui (2020), tourism development is a various side construct that involves economic, social, environmental, and cultural aspects. It also has an impact on the local community of a destination. Tourism development may have both benefits and cost implications to the local community which will consequently improve local community quality of life. However, the increase of tourism may have a variety of economic, socio-cultural, and environmental effects for a destination. Although tourism development benefits well-developed destinations, there is still the potential of negative effects (Acha-Anyi & Ndolose, 2022). According to Hrubcova et al. (2016), most of the tourism impact studies on tourism development has not only contributed to the positive outcomes but also potentially presented negative consequences to local communities where it transpires.

Minnanthu village, nestled within the historic expanse of Bagan in Myanmar, presents a captivating blend of cultural heritage, natural splendor, and economic significance (Telfer, 2002). Situated amidst the breathtaking landscape adorned with ancient temples and pagodas, Minnanthu has long been a center of cultural and spiritual significance, drawing visitors from far and wide. This picturesque village, adorned with ancient temples and pagodas, serves as a magnet for visitors seeking to immerse themselves in Myanmar's rich tapestry of traditions and customs (Gursoy et al. 2017). This village offers a glimpse into the vibrant tapestry of Myanmar's past and present. The influx of tourists to Bagan presents both opportunities and challenges for the local community. Therefore, this study investigates how socio-cultural factors, environmental factors, and economic factors affect on the quality of life and community support for future tourism development in Minnanthu village.

## **1.1 Rationale of the Study**

Tourism is critical to the growth of many economies across the world. Tourism is very important for countries as it brings lots of money into a country, but tourism can have both positive and negative social, economic and environmental effects on a country. Tourism boosts jobs, strengthens the local economy, contributes to local infrastructure development and can help to conserve the natural environment and cultural assets and traditions, and to reduce poverty and inequality. Tourists frequently develop greater regard for the lifestyle of the people living in the region they are visiting. Increased tourism also leads to local communities improving their skills and improving their social status.

Tourism contributes to improved water quality and greater protection of nature and local natural resources in a lot of destinations. It can generate more resources for investing in environmental infrastructure and services. Tourism's effect on the social-cultural environment of a country is profound and complex. It has the potential to promote cross-cultural understanding, boost economies, and preserve cultural heritage. However, it can also cause to cultural erosion, social disturbances, and damage to the environment.

Socio-cultural factors, environmental factors, and economic factors relating to quality of life play the critical roles of tourism development. While tourism can stimulate economic growth, create employment opportunities, and contribute to infrastructure development, it can also lead to environmental degradation, cultural commodification, and socio-economic inequalities if not managed properly. Therefore, investigating the socio-cultural, environmental, and economic dimensions of tourism development in Minnanthu Village is critical for devising effective strategies to maximize the benefits of tourism while minimizing its negative effects.

Understanding the quality of life of local residents in Minnanthu Village is important as it directly influences their well-being, satisfaction, and sense of belonging to the community. Moreover, assessing community support for future tourism development in Minnanthu Village is essential for ensuring the sustainability and inclusivity of tourism initiatives. Community engagement and participation are integral to the success of tourism planning and management processes, as local residents are key stakeholders with valuable knowledge, resources, and perspectives. By exploring the factors that influence community support for tourism development, including perceived benefits, concerns, and aspirations, this study seeks to inform policymakers, planners, and other stakeholders about the



importance of involving local communities in decision-making processes and fostering collaborative partnerships for sustainable tourism development.

The study of the effect of socio-cultural, environmental, and economic factors on the quality of life and community support for future tourism development in Minnanthu Village, Bagan, is significant for several reasons. It addresses critical issues related to sustainable tourism development, cultural preservation, community well-being, and participatory governance, with implications for policy formulation, planning practices, and community development strategies. By examining these interrelated factors within the specific context of Minnanthu Village, this paper contributes to the broader discourse on tourism sustainability and provides valuable insights into the complex interactions between tourism, society, and the environment.

## **1.2 Objectives of the Study**

The objectives of the study are as follows:

- (1) To analyze the effect of socio-cultural, environmental and economic factors on quality of life in Minnanthu Village; and
- (2) To examine the effect of quality of life on local community support for future tourism development in Minnanthu Village.

## **1.3 Scope and Method of the Study**

This study focuses on the effect of socio-cultural, environmental and economic factors on quality of life and local community support for future tourism development in Minnanthu Village. There are 120 villagers who are staying in Minnanthu village in Bagan. The sample size is 92 villagers out of 120 villagers by using Yamane (1974) formula. Simple random sampling method is applied to select 92 villagers out of 120 villagers. Both personal interview and questionnaire survey methods are applied to collect the data from 92 villagers by using structured questionnaire. In-depth interview method with some villagers who worked within tourism industry is applied to collect information about the quality of life of Minnanthu village.

Most of the questions are designed with 5-points Likert scale type. To analyse the data, descriptive statistics and linear regression analysis are used in this study. The

secondary data are gathered from websites, related previous research papers, text books, reports, records and documents relating to tourism industry.

#### **1.4 Organization of the Study**

The study is organized into five chapters. Chapter 1 includes an introduction which includes rationale of the study, objectives of the study, scope and method of the study and organization of the study. Chapter 2 consists of the concepts of quality of life, antecedents of quality of life, community support for future tourism development, previous studies and conceptual framework of the study. Chapter 3 describes the profile of Minnanthu village, quality of life of Minnanthu village, profile of respondents and reliability test. Chapter 4 presents villager perception on socio-cultural, environmental, economic factors, quality of life and community support for future tourism development, analysis on the effect of socio-cultural, environmental and economic factors on quality of life and analysis on the effect of quality of life on community support for future tourism development in Minnanthu village. Finally, Chapter 5 reviews conclusions drawn from the research findings and discussions, along with suggestions and recommendations and needs for future research.

## **CHAPTER 2**

### **THEORETICAL BACKGROUND**

This chapter consists of the concepts of quality of life including socio-cultural, environmental and economic factors and community support for future tourism development. The previous studies and conceptual framework of the study are included in this chapter.

#### **2.1 Quality of Life**

According to Lee (2013), a lot of researchers in the social sciences field have adopted the concept of quality of life (QoL) in their studies. QoL embodies a comprehensive concept that extends beyond mere material wealth or economic prosperity. Furthermore, Kim et al. (2013) said that the concept of QoL is concerned with understanding people's perceived satisfaction with the circumstances in which the people's lives. QoL is an issue that is often discussed by social researchers as it can negatively affect someone's life. QoL research examines the ways in which factors in the social environment contribute or detract from the improvement of the lives of people (Ohe & Kurihara, 2013). Other than that, QoL research focusses on how tourism development affects individual or family life satisfaction. QoL refers to the overall well-being and satisfaction experienced by individuals or communities across various aspects of their lives (Almeida-García, 2016).

QoL encompasses physical health, mental and emotional well-being, social relationships, economic prosperity, environmental conditions, and personal fulfillment (Haralambopoulos & Pizma, 1996). At its core, QoL reflects the extent to which individuals can lead meaningful, fulfilling lives with a sense of purpose and contentment. Physical health is the foundation of quality of life, empowering individuals to embrace each day with vitality and resilience. Prioritizing regular exercise, balanced nutrition, and adequate rest cultivates a robust body capable of embracing life's challenges and pleasures alike. Tourism enhances the QoL of communities by providing employment opportunities, increasing investment, improving standards of living and local services, and increasing recreational activities and environmental quality. However, tourism also creates some negative impacts on communities, such as increasing the prices of goods and services and the cost of living, creating social problems, causing traffic congestion and environmental

pollution, and disrupting traditional culture. Studies on the impacts of tourism have long been focused on residents' QoL, which is affected by the development of the tourism industry. Factors created by tourism may have positive or negative impacts on the quality of life of local residents. Quality of life is closely related to the level of economic development and expectations of people from their lives. In its most general sense, life quality refers to the general life situation in both individual and societal terms. Campbell et al. (1976) stated that quality of life is defined as an individual's subjective sense of well-being as a consequence of their entire life experiences.

Puczko and Smith (2011) underlined the importance of the relationship between tourism and life quality, and state that life quality involves a sense of satisfaction about life, which is determined by the mental impulse of the individual who is analyzing their life. Tourism plays an important role in the process of constructing an individual's ideas, which are based on objective factors. The literature on tourism analyses quality of life in two ways. The first category of studies focuses on the relationship between tourism activities and tourists' life qualities. These works presume that tourists participate in touristic activities and visit touristic sites in order to increase their life qualities in mental and physical terms (Griffin & Stacey, 2011). The second category of works investigates the changes in life quality of local communities living in touristic locations as a result of tourism interactions. Tourism contributes significantly to citizens' social lives by giving possibilities for social engagement, personal growth, and personal identity formation. Participating in touristic activities offers both direct and indirect benefits, including improved health and happiness, increased life expectancy and self-esteem, and higher life satisfaction (Sarı & Özdemir, 2014).

The theory of QoL serves as a comprehensive framework for understanding the intricate dynamics shaping individuals' well-being within the context of tourism development. QoL is a concept that influences various aspects of well-being and satisfaction. Achieving a high quality of life requires attention to physical health, mental and emotional well-being, social connections, economic security, environmental conditions, and personal fulfillment. By addressing these aspects comprehensively, individuals and communities can enhance their overall well-being and enjoy a higher quality of life.

## **2.2 Antecedents of Quality of Life**

Socio-cultural, environmental, and economic factors influence on quality of life and community support for future tourism endeavors. Understanding and addressing these

effects are crucial for fostering sustainable tourism practices that enhance community well-being and garner long-term support for future development initiatives (Jones & Brown, 2019).

### **2.2.1 Socio-cultural Effects**

Socio-cultural effects are the effects of socioeconomic and cultural elements on individuals, communities, and groups. These effects include a diverse set of factors, such as norms, values, practices, traditions, and social structures (Nejati et al., 2014). They influence behavior, attitudes, and lifestyles, and can be found in fields such as education, health, economics, and politics. Socio-cultural impacts are critical in comprehending how culture and society influence and are influenced by human activities and interactions. Socio-cultural factors are vital in shaping individuals' perceptions of QoL, with dynamics such as cultural preservation and social cohesion being critical determinants (Yong, 2021). However, socio-cultural dynamics such as cultural preservation, social cohesion, and inclusivity are critical determinants of QoL. As tourism continues to grow, preserving cultural authenticity while accommodating the influx of visitors becomes a delicate balance essential for maintaining community cohesion and individual well-being.

Socio-cultural factors encompass a broad spectrum of elements including but not limited to traditions, customs, cultural practices, social norms, and community identity (Choi & Sirakaya, 2005). These factors not only define the unique character of a destination but also shape residents' perceptions, attitudes, and behaviors towards tourism development initiatives (Alam & Paramati, 2016). Socio-cultural changes, such as cultural commodification and shifts in social dynamics, intersect with environmental concerns like habitat degradation and pollution, alongside economic benefits such as job creation and revenue generation (Travis, 1984). Socio-cultural factors can divide socio-cultural benefits (SCB) and Socio-cultural Costs (SCC).

#### **(a) Socio-cultural Benefits**

Socio-cultural benefits (SCB) play a crucial role in enhancing the QoL within communities affected by tourism development (Adam et al., 2019). Tourism is not merely an economic endeavor; it also serves as a mechanism for cultural exchange, community empowerment, and social cohesion (Karim, 2017). SCB refers to the positive effects that tourism can have on the social and cultural aspects of a destination (Zaei & Zaei, 2013). These benefits encompass a wide range of factors, including preservation of cultural

heritage, promotion of local traditions and customs, enhancement of community identity, and fostering of intercultural understanding and tolerance (Kala, 2008).

Tourism can serve as a catalyst for cultural preservation and revitalization. Through tourism activities such as cultural performances, handicraft demonstrations, and heritage tours, communities can show their traditions and generate income from cultural assets. Tourism often fosters cross-cultural exchange and understanding, breaking down stereotypes and promoting empathy and respect for diversity. Moreover, tourism can contribute to the development of social infrastructure, including healthcare facilities, education programs, and recreational amenities, thereby improving the overall quality of life for residents.

According to Zaei & Zaei (2013), local residents can interact with people who have different backgrounds and lifestyles, leading to better lifestyles and practices from tourists. Achieving socio-cultural benefits requires a holistic approach to tourism planning and management. This involves engaging with local communities to understand their needs, aspirations, and concerns, as well as integrating their perspectives into decision-making processes. Moreover, responsible tourism practices, such as minimizing environmental impacts, respecting local customs and traditions, and promoting fair labor practices, are essential for fostering positive socio-cultural outcomes.

#### **(b) Socio-cultural Costs**

The concept of Socio-cultural costs (SCC) is crucial in understanding the complex interplay between tourism and society, as it sheds light on the often-overlooked consequences of tourism development beyond economic benefits. The concept of SCC in tourism development highlights the importance of considering the broader social and cultural implications of tourism beyond economic gains (Davidson & Sahli, 2015). SCC in the context of tourism development refer to the negative effects on the social and cultural fabric of a destination resulting from the influx of tourists and the associated development activities (Nkemngu, 2015). These costs encompass a wide range of factors including changes in traditional lifestyles, erosion of local cultural values, displacement of indigenous communities, and the degradation of cultural heritage sites (Meimand et al., 2017).

Rapid tourism growth can lead to overcrowding, increased noise pollution, and strain on local infrastructure, resulting in decreased satisfaction and well-being among residents. Furthermore, the commodification of culture for tourist consumption can lead to the distortion or trivialization of authentic cultural practices, undermining the identity and

sense of belonging of local communities. The influx of tourists can exacerbate social inequalities by driving up the cost of living and creating employment opportunities that prioritize temporary and low-wage jobs over sustainable livelihoods for residents.

Stakeholder involvement is essential in identifying and mitigating potential negative impacts of tourism development, as local residents, indigenous communities, and cultural heritage stakeholders possess valuable knowledge and insights about their own contexts. Sustainable tourism planning strategies, such as carrying capacity assessments, zoning regulations, and community-based tourism initiatives, can help manage tourism growth in a way that minimizes adverse socio-cultural effects while maximizing benefits for local communities.

Andereck et al. (2005) found that tourism exposes the local community to western culture which may clash deeply with traditional community values. According to Kala (2008), poor planning and management of growth and development would lead to the loss of local identity and culture. Other social impacts derived from tourism development on the local community are drugs, alcohol, increases in criminal activities, and prostitution (Bornioli et al., 2022). Pramanik and Ingkadijaya (2018) identified that an increase in tourism development causes overcrowding and traffic congestion.

### **2.2.2 Environmental Effects**

Tourism can have an enormous impact on land, air and water (Afthanorhan et al., 2017). For instance, this can lead to natural habitat loss, and increased air and water pollution. Swarbrooke (1999) defined the environmental factors in tourism as the physical environment of the destination area, wildlife, infrastructures, and natural resources. The pristine landscapes, including its forests, rivers, and coastlines, are invaluable assets for both residents and tourists alike. However, rapid tourism development poses environmental challenges such as habitat destruction, pollution, and resource depletion, which can degrade both the natural environment and residents' QoL. Environmental effects split into environmental benefits and environmental costs.

#### **(a) Environmental Benefits**

Environmental benefits (EVB) in the context of tourism development encompass a board approach that integrates principles of sustainability, conservation, and responsible

resource management to enhance the quality of life for both residents and visitors by (Hanafiah & Hemdi, 2014). This approach acknowledges the intricate relationship between tourism activities and the environment, recognizing that effective management of natural resources and ecosystems not only preserves the integrity of destinations but also contributes to the overall well-being of communities. Studies have demonstrated that destinations adopting EVB principles often experience enhanced attractiveness to visitors seeking authentic experiences, thereby bolstering tourism revenue and local livelihoods.

Moreover, practices such as eco-friendly infrastructure development, wildlife conservation efforts, and community-based tourism initiatives have been shown to promote environmental stewardship and cultural preservation, fostering a sense of pride and ownership among residents. However, the practical implementation of EVB in tourism development requires collaboration among various stakeholders, including governments, local communities, businesses, and non-profit organizations (Karim, 2017). Effective governance structures, regulatory frameworks, and public-private partnerships are essential for ensuring that EVB principles are integrated into tourism policies and practices at both the local and global levels.

Tourism may motivate to protect the natural area and environmentally critical area. According to Choi and Sirakaya (2005), the advantages of tourism are made upon a number of pillars, and the development of tourism must preserve countries histories and heritages, it should increase social and personal prosperity while preventing degradation of the environment.

EVB greatly enhances the quality of life for individuals and communities alike. By fostering clean air and water, EVB supports human health, reducing the prevalence of respiratory diseases and ensuring access to safe drinking water. Furthermore, preserving natural habitats and biodiversity through EVB initiatives allows for recreational opportunities such as hiking, birdwatching, and eco-tourism, which contribute to mental well-being and overall happiness. Additionally, EVB initiatives often lead to the creation of green spaces within urban areas, providing havens for relaxation and socialization, thereby enhancing community cohesion and reducing stress. Overall, prioritizing environmental benefits directly translates into improved quality of life, fostering healthier, happier, and more sustainable communities.



## **(b) Environmental Costs**

Incorporating environmental costs (EVC) principles into tourism development entails conducting comprehensive environmental impact assessments, engaging in stakeholder consultations, and formulating holistic strategies that balance economic growth with environmental conservation. Environmental Costs (EVC) refer to the comprehensive assessment of the environmental effect incurred during various developmental activities, particularly in the context of tourism. These environmental costs not only compromise the integrity of local ecosystems but also have profound implications for the well-being of communities reliant on tourism.

By accounting for the environmental costs associated with tourism activities, policymakers, businesses, and local communities can adopt proactive measures to mitigate negative impacts and promote responsible tourism practices. This involves implementing eco-friendly infrastructure, enforcing stringent regulations, promoting sustainable tourism initiatives, and fostering environmental education and awareness among tourists and stakeholders.

By addressing environmental costs and prioritizing responsible tourism practices, stakeholders can enhance the quality of life for residents, preserve natural ecosystems, and foster sustainable tourism development that benefits both people and the planet.

If the positive effect of tourism on the economy can easily be seen, then the negative effect on the environment is certainly the most obvious (Karim, 2017). However, inexorable threats to the environment are often inevitable in tourism, in particular, where the development and benefit of the tourism industry are at the expense of physical (infrastructure) and other social effects (Mohamad et al., 2016). Nair and Songan (2016) stated that environmental issues such as natural resources are one of the important components in developing a unique tourism product. Generally, tourism development can have an enormous effect on land, air and water (Sunlu, 2003). This can lead to natural habitat loss, and increased air and water pollution.

Environmental effects at one tourism destination include noise, pollution and crowding (Jackson, 2008). Hanafiah and Hemdi (2014) argued that tourism can cause environmental pollution (air, water and land) to the village and also stated that tourist's littering at villages has destroyed the beauty of the villages. Suntikul et al. (2016) also claimed that tourism development can also contribute to pollution by damaging natural resources at one destination. Marzuki (2012) stated that the higher the number of tourists

who come visiting a destination, the more the natural environment will be destroyed by the tourists.

### **2.2.3 Economic Effects**

The economic effects on quality of life in future tourism development posit that sustainable economic growth driven by tourism can enhance living standards in destination communities (Rogerson, 2014). Research indicates that tourism's economic contributions can generate employment opportunities, boost local businesses, and stimulate infrastructure development, thereby improving residents' livelihoods and overall well-being (Adam et al., 2019). Tourism's economic effect is repeatedly assessed to identify its role in economic progress and development (Comerio & Strozzi, 2019).

#### **(a) Economic Benefits**

Economic benefits (ECB) refer to the gains or advantages that people, businesses or communities derive from different economic activities such as manufacturing, consumption, and trading (Lee, 2013). ECB are vital in shaping the quality of life within communities, particularly in the context of future tourism development (Ap, 1992). Economic benefits associated with tourism can also generate revenue streams for local communities, fostering economic growth, infrastructure development, and job creation, which can enhance the overall quality of life. Many tourist-based communities and countries around the world depend upon tourism as an economic instrument to increase income, improve infrastructure, generate jobs, and public revenue (Franzidis and Yau, 2018).

In some communities, tourism is an effective and strong way to reduce poverty (Croes, 2014). Additionally, a tourism creates opportunities to sell local products to outsiders and creates employment opportunities (Lee, 2013). According to Haralambopoulos and Pizma (1996), they discovered that locals who were directly or indirectly reliant on tourism for their means of living were more welcoming than those who did not depend on it. For that reason, residents prioritize tourism development because it is linked to economic importance (Akis et al., 1996). Youth, women, and people with lower educational qualifications primarily support tourism because they rely on tourism for income and employment. People with higher educational qualifications and older people are concerned about tourism growth because they care about the actual development without any link to personal gain (Nguyen, 2022).

Local economies are affected by the direct and indirect effects of travelers' expenditures (Baiburiev et al., 2018). Improving the local residents' earnings, increasing their living standards, and generating new job opportunities increase quality of life (Choi & Sirakaya, 2006). Tourism increases employment opportunities at the regional level as well, especially in the lodging and foodservice industries, and a large portion of them is unskilled labor; hence, educational institutions of tourism have the responsibility to create a qualified workforce to meet the industry requirement (Kronenberg & Fuchs, 2021). Governments and tourism stakeholders can adopt policies and strategies to manage ECC effectively, such as implementing carrying capacity limits, promoting responsible tourism behavior, diversifying tourism offerings to reduce reliance on mass tourism, and investing in infrastructure that enhances the visitor experience without compromising local livelihoods or the environment.

**(b) Economic Costs**

Economic costs (ECC) refer to any explicit costs like materials and wages as well as any implicit costs like opportunity cost that go into creating a commodity or service (Wasudawan, & Ab-Rahim, 2017). ECC encompasses various factors such as the expenses incurred by tourists, the cost of infrastructure development, environmental degradation, and socio-economic implications within the destination. High economic costs affect on the quality of life in tourism destinations (Lee & Johnson, 2020). Excessive tourism expenditures may strain local resources, leading to overcrowding, pollution, and degradation of natural and cultural heritage sites. This can diminish the quality of life for residents by eroding their sense of place, exacerbating traffic congestion, and increasing the cost of living.

Tourism contributes negative impacts towards economic growth which include increased costs of living and inflation of property values (Wasudawan & Ab-Rahim, 2017). On the other hand, tourism development also raises negative impacts such as increased prices of goods and services (Adam et al., 2019). This includes the monetary costs and benefits which result from the development and use of tourist facilities and services such as investment, employment, income, foreign exchange, and increase of prices (Suntikel et al., 2016).

Abdul Ghani et al. (2013) also stated that the economic cost of tourism development is an increase in house and land prices. The local community experienced rising land costs, resulting in competition with international investors interested in purchasing land. ECC are

vital in shaping the quality of life for future tourism development. ECC encompasses various factors such as the expenses incurred by tourists, the cost of infrastructure development, environmental degradation, and socio-economic implications within the destination. The incoming flow of tourists may have a negative influence if tourism is regarded an economic growth method and the tourists' incoming discharge is ignored, resulting in the rise of mass tourism, which is not eco-friendly (Castilho et al., 2021). Local landowners and business owners benefit from tourism development, while the local community suffers from increasing daily expenses.

### **2.3 Community Support for Future Tourism Development**

Community support for future tourism development is defined as the active participation and endorsement of local citizens, businesses, and organisations in the planning, implementation, and sustainability of tourism activities in their area (Franzidis & Yau, 2018). This support frequently includes many forms of participation, such as community involvement, collaboration with tourism authorities, and the promotion of responsible tourism practices. Community support influences the trajectory of future tourist development and its impact on the quality of life for local citizens (Rojulai et al., 2018). The philosophy underpinning community support for future tourism development emphasises the significance of stakeholder participation, empowerment, and shared responsibility in ensuring that tourist benefits are spread equitably and negative impacts are minimised (Mathieson & Wall, 1982). Community-supported tourism initiatives have been found to enhance residents' sense of place attachment, cultural identity, and pride in their heritage, thereby contributing to overall well-being (Brunt & Courtney, 1999). Tourism development helps the community in the villages to improve their standard of living and well-being. Kala (2008) affirmed that tourism has been responsible for the conservation and preservation of historical, cultural sites and local crafts.

Fostering community support for future tourism development requires a participatory approach that involves meaningful engagement, capacity building, and mutual benefit-sharing (Alim et al., 2021). This involves establishing platforms for dialogue and collaboration among local residents, businesses, government agencies, and tourism stakeholders to co-create sustainable tourism strategies that prioritize community needs and aspirations (Lo & Janta, 2020). Furthermore, investing in education, skills training, and infrastructure development can enhance the capacity of communities to actively participate in and benefit from tourism development initiatives (Lee et al., 2016).

The community support for future tourism development holds the potential to enhance the quality of life for residents by fostering inclusive growth, preserving cultural heritage, and protecting the environment (Ap, 1992). By embracing a collaborative and participatory approach to tourism planning and management, communities can harness the benefits of tourism while safeguarding their socio-cultural identity and natural assets for future generations (Lee & Back, 2006). Simultaneously, the development of tourism significantly reduces the share of vulnerable employment, which designates an enhanced scenario of their socioeconomic life by increasing employment opportunities and generating revenue (Scarlett, 2021). The local community believes that the development of tourism boosts the regional economy as they are generating different job openings and increasing their income (Bello et al., 2017). Tourism development within a community would improve the overall infrastructure and remove some barriers to the launch of new small businesses (Acha-Anyi & Ndolose, 2022).

## **2.4 Previous Studies**

There are various studies relating to the effects of tourism development on local community's quality of life. These previous studies provide foundation of knowledge on this study.

One of the chosen review papers by Kim et al. (2013) is "How does tourism in a community impact the quality of life of community residents?" in USA. The objective of this study was to test a theoretical model that links community residents' perceptions of tourism impact (economic, social, cultural, and environmental) with residents' satisfaction with particular life domains (material well-being, community well-being, emotional well-being, and health and safety well-being) and overall life satisfaction. This study aims to identify the local community perceptions towards the impact of tourism development on their quality of life in Perhentian Island. The research examined the relationship between the impacts of tourism development towards the local community's quality of life (QOL). The findings emphasized the importance of sustainable tourism practices that combine economic growth with social and environmental factors in order to improve the overall well-being of local communities.

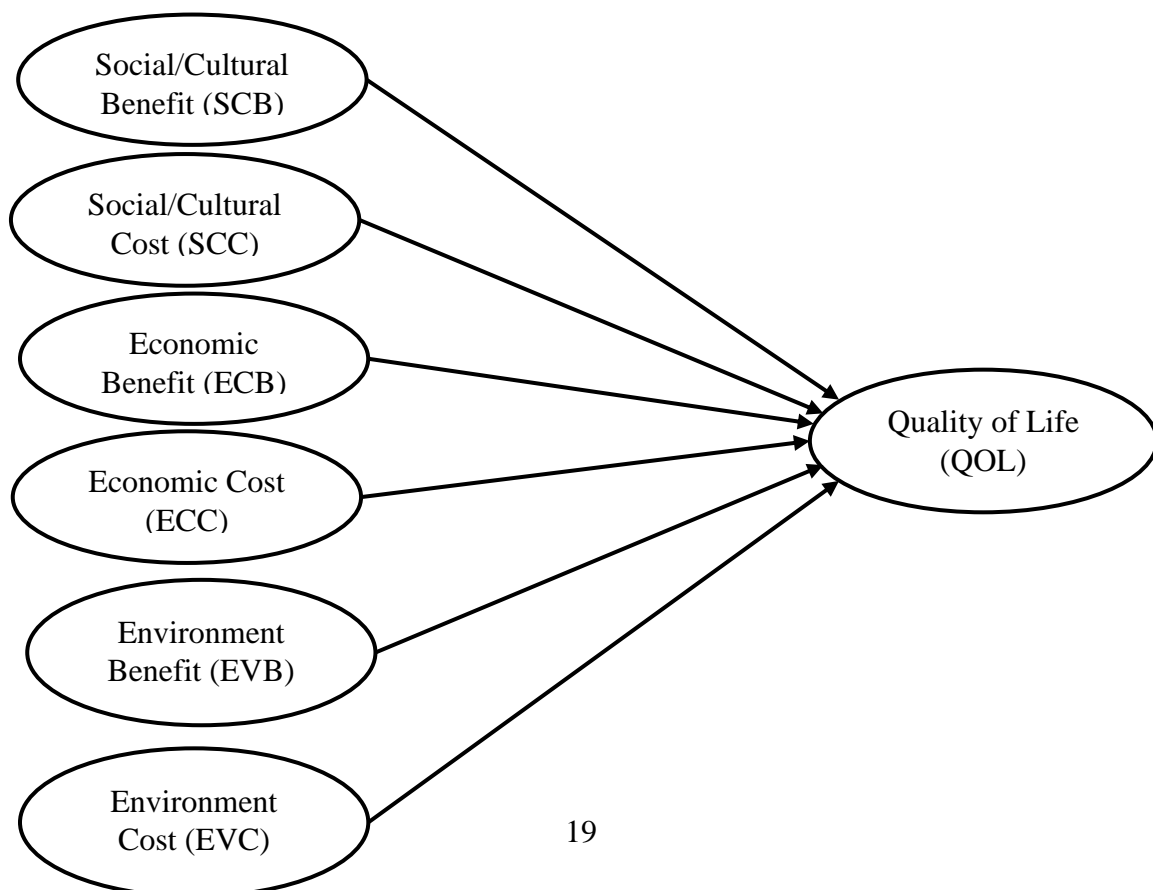
Another review paper by Rivera et al. (2016) is "Tourism development and happiness: A residents' perspective" in United State. The study aimed the empirical relationship between tourism development and happiness from the perspective of locals in a small island destination. The findings reveal that tourism development and happiness are

positively correlated but the association between these variables is slim and not exclusive. Furthermore, the structural equation model reveals that the large impact of non-income factors, such as social comparisons, matters to happiness.

Another one of the review paper is “Impact of Tourism Development on the Quality of Life, Perhentian Island, Malaysia” conducted by Nordin et al., (2020). The purpose of this research was to identify the perceptions of the local community toward tourism development impacts on Perhentian Island. Tourism development may have both benefits and cost implications to the local community which will consequently improve local community quality of life. The conceptual framework of Nordin et al. (2020) is shown in Figure (2.1).

The research examined the local community’s perceptions of social-cultural impacts, economic impacts, and environmental impacts of tourism development. The research also examined the relationship between the impacts of tourism development on the local community’s quality of life (QOL). This research was conducted using a quantitative approach by obtaining responses from 272 local community respondents on Perhentian Island. A household survey based on purposive sampling techniques was conducted to select a suitable sample.

**Figure (2.1) Conceptual Framework of Nordin et al.**

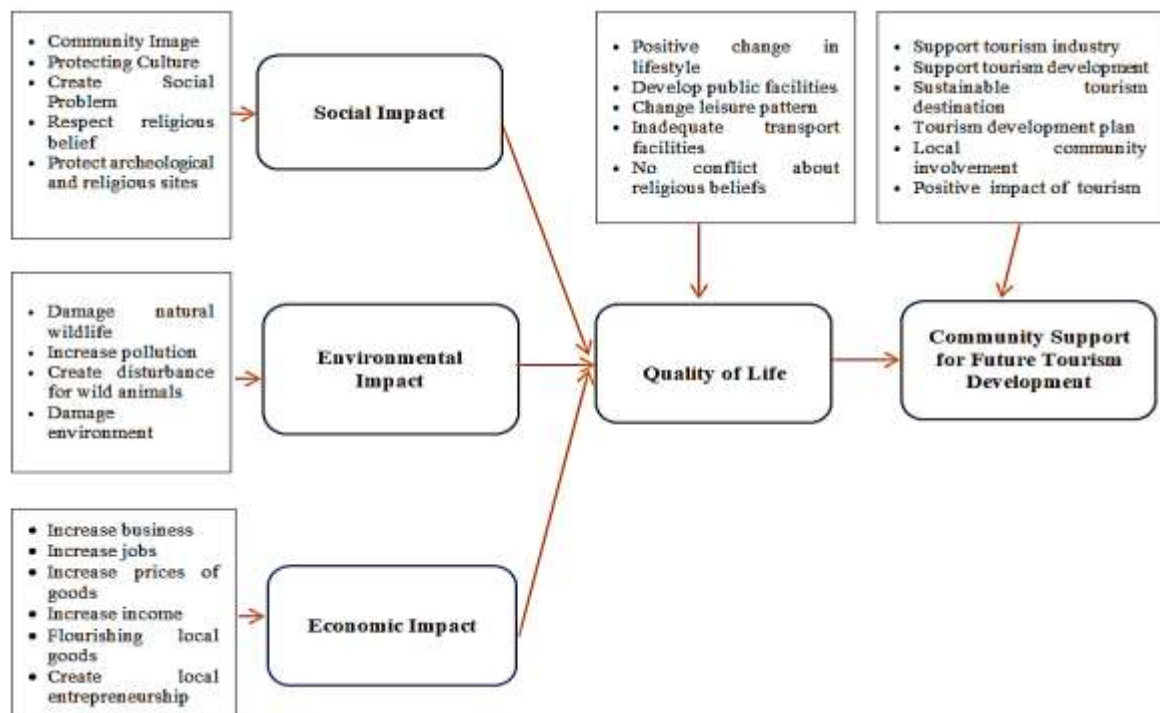


Source: Nordin et al. (2020)

The findings of the study revealed that the positive impacts of tourism development outweighed the negative impact. Based on local community perceptions, they believed that tourism development improved their quality of life. This study also found the impact of social-cultural benefit, economic benefits, economic cost, and environmental benefits had a significant relationship with quality of life. The findings of this study were important for planners and developers in planning strategic and sustainable tourism development on tourism destinations.

Another review paper is “Local Community Perception about Tourism Impact and Community Support for Future Tourism Development: A Study on Sylhet, Bangladesh” studied by Halim et al. (2022). The aim of this paper was to assess the local community perception about tourism’s impact and their support for future tourism development. To conduct this study, a conceptual framework was developed. Additionally, data were collected from 330 respondents, of which the valid response rate is 78.57%.

**Figure (2.2) Conceptual Framework of Halim et al.**



Source: Halim et al. (2022)

The findings showed a positive relationship among social, economic, and environmental factors and it also influences the quality of life of the local community. This study also specified the local community’s positive perception towards the development of

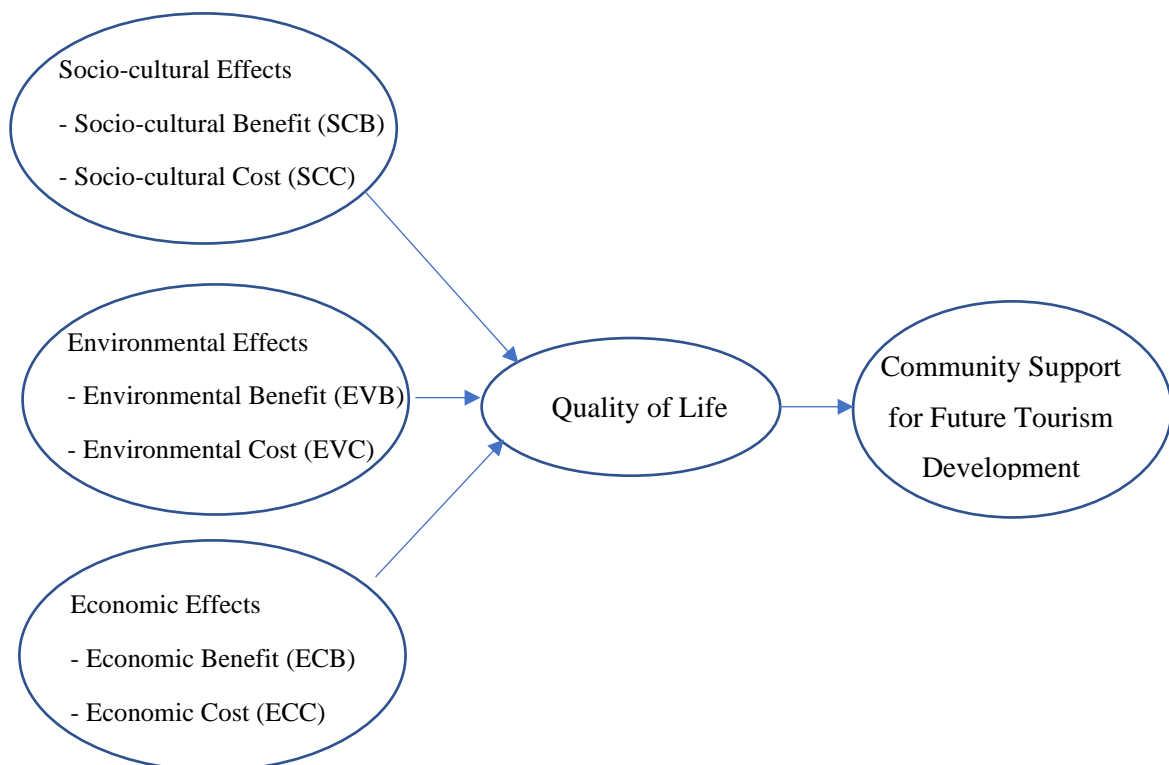
future's tourism. This study would make a significant theoretical and practical contribution to the development of community-based tourism in Bangladesh.

## 2.5 Conceptual Framework of the Study

Based on the literature review, the following conceptual framework is developed based on two research papers. The relationship between socio-cultural effects, environmental effects, economic effects and quality of life is adapted from (Nordin et al., 2020). The relationship between quality of life and community support for future tourism development is also developed from Halim et al (2022). The conceptual framework of the study is shown in Figure (2.3).

There are eight variables in this study socio-cultural benefit, socio-cultural cost, environmental benefit, environmental cost, economic benefit, economic cost, quality of life and community support for future tourism development.

**Figure (2.3) Conceptual Framework of the Study**



Source: Own Compilation (2024)

Firstly, the study focuses on the effect of socio-cultural, environmental, and economic factors, associate with benefits and costs on the quality of life. Socio-cultural,



environmental, and economic factors are independent variables and quality of life is dependent variable.

Secondly, the study focuses on the effect of quality of life on community support for future tourism development. Quality of life is independent variable and, community support for future tourism development is dependent variable.

## **CHAPTER 3**

### **PROFILE AND QUALITY OF LIFE IN MINNANTHU VILLAGE**

The profile of Minnanthu Village and quality of life in Minnanthu Village are presented in this chapter. Moreover, this chapter consists of profile of respondents and reliability tests.

#### **3.1 Profile of Minnanthu Village**

Minnanthu Village, situated within the historic expanse of Bagan in Myanmar, emerges as a place of cultural richness, environmental serenity, and economic potentiality. This beautiful village serves as a testament to Myanmar's enduring heritage, offering a window into a world where tradition, spirituality, and modernity intersect harmoniously. As a focal point within the Bagan Archaeological Zone, Minnanthu Village encapsulates the essence of Myanmar's cultural tapestry, drawing visitors from across the globe to experience its timeless charm and palpable sense of history.

At the heart of Minnanthu Village lies a vibrant community deeply entrenched in the teachings of Theravada Buddhism. Monasteries and pagodas punctuate the landscape, serving not only as places of worship but also as hubs of communal activity and spiritual devotion. The rhythms of daily life resonate with the echoes of ancient traditions, as villagers partake in age-old customs such as almsgiving and meditation, fostering a sense of unity and collective identity. This strong sense of community cohesion forms the bedrock of Minnanthu Village's socio-cultural fabric, imbuing it with a warmth and hospitality that leaves a lasting impression on all who venture within its bounds.

Beyond its cultural allure, Minnanthu Village boasts an environment of unparalleled natural beauty. Lush greenery, punctuated by the iconic silhouettes of ancient temples and stupas, stretches as far as the eye can see, creating a landscape of breathtaking splendor. The village serves as a gateway to the wonders of the Bagan Archaeological Zone, inviting travelers to embark on journeys of exploration and discovery amidst the ruins of a bygone era. Amidst this idyllic setting, the importance of environmental stewardship and sustainable practices becomes increasingly apparent, as efforts to preserve the integrity of the land and its ecosystems gain momentum.

Economically, Minnanthu Village stands at the cusp of transformative change, fueled by the growing interest of tourists seeking authentic cultural experiences. The influx

of visitors presents both opportunities and challenges for the local community, as entrepreneurial ventures and tourism-related initiatives gain momentum. From artisanal crafts to culinary delights, the village showcases the diverse talents and entrepreneurial spirit of its residents, offering a glimpse into the economic potentiality that lies within its midst. However, the delicate balance between economic progress and cultural preservation necessitates careful consideration and community engagement to ensure that future development endeavors are rooted in principles of sustainability, inclusivity, and respect for the unique identity of Minnanthu Village.

### **3.2 Quality of Life in Minnanthu Village**

The quality of life in Minnanthu village is influenced by an intricate relationship of socio-cultural effects, environmental effect, and economic effect, each with its own set of benefits and costs.

#### **(a) Socio-cultural Effects**

The quality of life in Minnanthu village is deeply influenced by socio-cultural factors, which bring both benefits and costs. The village is celebrated for its abundant cultural legacy, evident in its ancient temples, traditional festivities, and skilled craftsmanship. This heritage fosters a profound sense of identity and unity among the villagers, fostering a cohesive community that cherishes its historical heritage and cultural traditions. Residents actively participate in traditional rituals and events, not only to preserve their cultural legacy but also to strengthen social ties and support networks. These socio-cultural activities contribute to a vibrant community life where cultural heritage is honored, and knowledge is passed down through generations. Furthermore, the preservation of cultural traditions attracts a significant influx of tourists, facilitating cultural exchange and bolstering the villagers' pride in their heritage.

Nevertheless, the development in tourism presents challenges that can cost these socio-cultural benefits. One significant concern is the risk of cultural dilution. As Minnanthu becomes more accessible and popular among tourists, traditional customs and values may be diluted by external influences. Villagers might modify or commercialize their traditions to cater to tourist preferences, compromising authenticity and weakening cultural integrity. This phenomenon can create a cultural divide, particularly among the youth, who may prioritize modern or foreign practices over traditional ones. Additionally,

the commercialization of culture can trivialize sacred rituals, reducing them to mere tourist attractions devoid of their original significance.

Another socio-cultural challenge is the potential commodification of culture. With the village increasingly reliant on tourism for economic stability, there's a tendency to market cultural experiences in ways that may distort their true essence. This may result in a superficial portrayal of the village's heritage, where cultural activities are staged for tourist consumption rather than practiced for their intrinsic value. Such commodification risks stripping cultural traditions of their deeper meanings, transforming them into transactional encounters that undermine the community's cultural fabric over time.

In conclusion, while the socio-cultural effect on Minnanthu village brings considerable benefits such as cultural preservation, community cohesion, and economic opportunities through tourism, it also entails costs. These include the threat of cultural dilution, social disparities, overcrowding, and cultural commodification. Achieving a balance between these benefits and costs necessitates careful management and a dedication to preserving the village's cultural authenticity and integrity. Sustainable tourism strategies and community-led initiatives are essential in mitigating adverse effects and ensuring that Minnanthu's socio-cultural dynamics continue to enhance the residents' quality of life.

#### **(b) Environmental Effects**

Minnanthu Village epitomizes the delicate balance between human habitation and the natural environment. The quality of life in Minnanthu is closely linked to its environmental conditions, which shape both the opportunities and challenges faced by its inhabitants. The village, surrounded by lush greenery and tranquil surroundings, enjoys the benefits of clean air, fertile land, and abundant biodiversity, which strongly support to the well-being of its residents.

The fertile land in Minnanthu supports agriculture, which is the foundation of the local economy and provides a living for many locals. The fertile soil, supported by the region's natural ecosystems, produces plenty of crops like rice, vegetables, and fruits. This abundance not only assures food security for the locals, but also creates economic opportunities through trade and commerce, raising their standard of living.

Furthermore, Minnanthu's natural beauty which can be seen by its natural resources and lush landscapes fosters a feeling of environmental connection among its residents. In addition to offering the villagers leisure options, the verdant forests, winding rivers, and breathtaking mountains also serve as inspiration and a source of spiritual nutrition. Because

of the inherent worth of nature, Minnanthu's residents enjoy a higher standard of living and a stronger feeling of cultural identity.

Although these various benefits, the environmental effects on Minnanthu's quality of life come with costs and challenges. As an instance, the community is at risk from disasters such as floods, landslides, and drought, which can destroy homes, farmlands, and infrastructure, interrupting livelihoods and generating economic hardship for its residents. Furthermore, deforestation and irresponsible land use practices pose long-term dangers to the region's ecological balance, threatening its ability to sustain human occupancy.

Furthermore, Minnanthu's natural resources are expected to be under increased stress as a result of population and economic development, which could result in biodiversity loss and environmental deterioration. Adopting sustainable techniques that minimize the detrimental effects of growth on the environment while optimizing the advantages for the local community is crucial for both citizens and policymakers. This proposes a comprehensive plan that combines economic development with environmental preservation to guarantee that future generations can continue to live in Minnanthu Village in harmony with the natural environment and enjoy a high quality of life.

**(c) Economic Effects**

The increase of tourists in Minnanthu Village has had an important effect on the way of life and attitudes of the locals. The increased contact between villagers and tourists, which promotes a more hospitable and diverse society, is one of the most noticeable developments. The locals benefit greatly from this cultural exchange by having a more expansive perspective and more confidence. Moreover, the growth of necessary public services like gas, electricity, and security has been boosted by tourism. The presence of tourists necessitates dependable infrastructure, which enhances daily life and safety standards for the local community.

Tourism has a significant economic influence in Minnanthu Village, notably through increasing employment opportunities. The arrival of tourists boosts the hotel, restaurant and service industries, employing an important portion of the local population. This employment increase affects a variety of industries, including transportation, guides, souvenir shops, retail, and entertainment, resulting in a diverse work market. Furthermore, tourism creates opportunities for local companies to develop, ranging from small craft stores to local cuisine restaurants, allowing residents to benefit from the regular inflow of tourists.

An additional significant increase in local household incomes is one of the tourism's economic consequences. Locals see an improvement in their financial situation as a result of increasing job possibilities and opportunities for business. Furthermore, the presence of foreign investors who recognize the potential in Minnanthu Village brings in capital, fostering business expansions and infrastructural developments. As more residents of the community discover ways to generate a steady income from tourism-related initiatives, this infusion of capital contributes to the reduction of poverty.

However, the economic growth driven by tourism is not without costs. One of the most important issues is the rising expense of life in Minnanthu Village. As tourism grows, this increases the demand for goods and services, which frequently leads to price rises. This can make ordinary life more expensive for locals who do not benefit from the tourism industry. Similarly, increased real estate demand from investors drives up property and rental costs, making housing less accessible for the local people.

In conclusion the quality of life in Minnanthu Village is affected by a combination of economic, health, educational, infrastructure, social, and environmental factors. While low resources and infrastructure may provide challenges, strong community relationships and cultural richness may contribute to create a supportive atmosphere. Improving access to healthcare, education, and long-term economic opportunities, as well as infrastructure and environmental management, has the potential to greatly improve the quality of life in Minnanthu Village.

### 3.3 Profile of Respondents

In this study, 92 villagers out of 120 villagers are surveyed to analyze socio-cultural benefit, socio-cultural cost, environmental benefit, environmental cost, economic benefit, economic cost, quality of life and community support for future tourism development. Profile of respondents includes demographic factors such as gender, age group, education level, marital status, occupation and length of residence. Table 3.1 shows the demographic characteristics of the respondents.

**Table (3.1) Demographic Profile of Respondents**

<b>Sr. No.</b>	<b>Demographics</b>		<b>No. of Respondents</b>	<b>Percentage</b>
	<b>Total Respondents</b>		<b>92</b>	<b>100.00</b>
1	Gender	Male	30	32.61

		Female	62	67.39
2	Marital Status	Single	38	41.3
		Married	54	58.7
3	Age (year)	Under 20 years	3	3.26
		21 - 30 years	9	9.78
		31 - 40 years	12	13.04
		41 - 50 years	23	25.00
		Above 50 years	45	48.92
4	Education	Undergraduate	25	27.17
		Graduate	56	60.86
		Master degree	5	5.44
		Others (Diploma, PhD)	6	6.53
5	Occupation	Farmer	20	21.74
		Self-employed / Entrepreneur	11	11.96
		Government employee	15	16.31
		Service Industry(e.g., hotels, restaurants, transportations,...)	30	32.61
		Homemaker	12	13.05
		Unemployed	4	4.35
6	Length of Residence	Less than 1 year	15	16.31
		1 year - 5 years	23	25.00
		6 years - 10 years	28	30.44
		More than 10 years	26	28.25

Source: Survey Data (2024)

Each characteristic has been analyzed in terms of absolute value and percentage, and the summary of the demographic characteristics of respondents.

According to the breakdown of the gender of 92 respondents, most of the respondents are female 67.39% and the rest respondents are male 32.61% which mean female are higher than respond male in this analysis. For the marital status, most of the respondents are married with 60.46% and 39.54% of respondents are single.

For the age groups of respondents, the major age group of respondents were above 50 years old and it represents 48.92% of total respondents, 3.26% of respondents are in the age group under 20 years, 9.78% of respondents are in the age group between 21 to 30 years, 13.04% of respondents are in the age group between 31 and 40 years and 25.00% of respondents are in the age group between 41 and 50 years.

As for the education level, most of the respondents are graduate level which is 60.87%, undergraduate respondents (27.17%), master degree respondents (5.44%) and others (diploma, PhD) respondents (6.53%), that means respondents are not lower level educated background.

Regarding to occupation, most of the respondents are from service industry(e.g., hospitality, tourism) which is 32.61%, (21.74%) total respondents are from farmers, (11.96%) are from Self-employed / Entrepreneur respondents, (16.31%) are from government employee respondents, (13.05%) are from Homemaker respondents and (4.35%) are from Unemployed respondents

In terms of length of residence, most of the respondents who lived in Minnanthu village within 6 years - 10 years which are 30.44%, the respondents who lived less than 1 year are 16.31%, the respondents who lived within 1 year - 5 years are 25.00% and the respondents who lived more than 10 year are 28.25%.

It can be concluded that the majority of respondents are female and old adults. Most are educated and they are working in hospitality industry such as restaurants, hotels and transportation. They lived within 6-10 years in Minnanthu Village.

### 3.4 Reliability Test

Reliability Analysis is an attempt to identify the true score of a set of items. Cronbach's Alpha is a reliability test developed by (Cronbach, 1951). Reliability is determined by Cronbach's alpha coefficient, a popular criterion for measuring reliability and determining the internal consistency of an instrument. Theoretically, Cronbach's alpha should fall within the range of 0.0 to 1.0, with scores of 0.70 and higher considered acceptable. Table (3.2) presented the reliability of the study and Cronbach's alpha values indicating the internal consistency of the questionnaire.

**Table (3.2) Reliability Test**

Category	Cronbach's Alpha	Numbers of items	Interpretation
Socio-cultural Benefit	0.785	5	Acceptable
Socio-cultural Cost	0.819	5	Good
Environmental Benefit	0.817	5	Good
Environmental Cost	0.776	5	Acceptable



Economic Benefit	0.777	5	Acceptable
Economic Cost	0.749	5	Acceptable
Quality of Life	0.892	5	Good
Community support for Future Tourism Development	0.758	5	Acceptable

Source: Survey Data (2024)

According to Table (3.2), the outcome from the reliability test for each variable is higher than 0.70, indicating that all variables in this questionnaire have achieved consistency and stability.

## **CHAPTER 4**

### **ANALYSIS ON EFFECT OF SOCIO-CULTURAL, ENVIRONMENTAL AND ECONOMIC FACTORS ON QUALITY OF LIFE AND COMMUNITY SUPPORT FOR FUTURE TOURISM DEVELOPMENT IN MINNANTHU VILLAGE**

This chapter presents three sections and the first one is the mean scores of socio-cultural factors, environmental factors and economic factors, quality of life and community support for future tourism development and the second part is the analysis on the effect of socio-cultural factors (social-cultural benefit and socio-cultural cost), environmental factor (environmental benefit and environmental cost) and economic factors (economic benefit and economic cost) on quality of life in Minnanthu Village. The last section is the analysis on the effect of quality of life on community support for future tourism development in Minnanthu Village.

#### **4.1 Villager Perception on Socio-cultural, Environmental, Economic Factors, Quality of Life, and Community Support for Future Tourism Development**

In this section, the effects of socio-cultural, environmental, economic factors on quality of life in Minnanthu village is analyzed. To make the perception on the socio-cultural factors, it is based on six factors called socio-cultural benefit, socio-cultural cost, environmental benefit, environmental cost, economic benefit, economic cost. Five -point Likert scale with 1 for Strongly Disagree, 2 for Disagree, 3 for Neutral, 4 for Agree and 5 for Strongly Agree is used in this study. According to Best's classification (1977), the mean scale of 1.00-1.80 means strongly disagree, 1.81-2.60 means disagree, 2.61-3.40 means neutral, 3.41-4.20 mean agree, and 4.21-5.00 means strongly agree level.

##### **4.1.1 Socio-cultural Effects**

Socio-cultural effects are crucial in determining behaviors, beliefs, values, norms and practices within a social group or community and also a vital in shaping individuals' perception of quality of life.

##### **(a) Socio-cultural Benefits**

There are five survey questions to measure socio-cultural benefit in Minnanthu Village. The mean scores are presented for each question and summarized in the following Table (4.1).

**Table (4.1) Socio-cultural Benefits**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Meeting with tourist was a precious moment	4.22	0.510
2	Making upgrade public infrastructure	4.33	0.516
3	Giving incentives to preserve historical building and places	4.30	0.526
4	Encouraging to conserve culture and local handcraft	4.20	0.512
5	Showing proper respect to the religious sites.	4.11	0.564
	<b>Overall Mean</b>	<b>4.23</b>	

Source: Survey Data (2024)

According to the result shown in Table (4.1), most of the mean values of the statements are between 4.21 and 5.00 and the overall mean value is 4.23. It shows that most of the respondents strongly agree with meeting with tourist was a precious moment, making upgrade public infrastructure and giving incentives to preserve historical building and places. Some mean values are between 3.41 and 4.20. It can be concluded that the respondents agree with encouraging to conserve culture and local handicraft and showing proper respect to the religious sites.

Because they can learn different culture and other countries languages which can provide their education skills and also tourism can develop the village's public infrastructure. Minnanthu village has existed since the last 9<sup>th</sup> century and their infrastructure are not suitable for use. Tourism also supports to maintain historical building and places by giving incentives. Tourists have their own religious beliefs and practices and understand the importance of respecting places of worship, whether or not it is in line with their own beliefs.

**(b) Socio-cultural Costs**

There are five survey questions to measure socio-cultural cost in Minnanthu Village. The mean scores are presented for each question and summarized in the following Table (4.2).

**Table (4.2) Socio-cultural Costs**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Increasing social problem such as crime, drunk, gambling, drug and prostitution	4.12	0.552
2	Making conflict in local tradition	4.07	0.551
3	Causing local community discomfort	4.13	0.497
4	Leading to changes the traditional cultural practices.	4.10	0.421
5	Having faced challenges in preserving their traditional lifestyles for local communities due to tourism.	4.07	0.509
	<b>Overall Mean</b>	<b>4.10</b>	

Source: Survey Data (2024)

According to the survey results shown in Table (4.2), all of the mean values of the statements are between 3.41 and 4.20 and the overall mean value is 4.10. It can be said that the respondents agree with increasing social problem such as crime, drunk, gambling, drug and prostitution, making conflict in local tradition, causing local community discomfort, leading to changes the traditional cultural practices and having faced challenges in preserving their traditional lifestyles for local communities due to tourism at the socio-cultural cost factors in Minnanthu village.

Because drunk, gambling, drug and prostitution cases are increased according to the different cultural norms and behaviors between tourists and villagers. Most tourists are come from western countries and it can happen conflict among local people, discomfort local community and can change local traditional culture. The respondents are faced challenges in preserving their traditional lifestyles because of distinct social culture.

#### **4.1.2 Environmental Effects**

Villagers' perspectives of the environmental implications of future tourism development include concerns about natural resource deterioration and the need for sustainable practices. They are aware that tourism might cause pollution and resource depletion, lowering their quality of life. Effective environmental management and

sustainability education are critical for securing community support and ensuring that tourism development is compatible with ecological preservation.

**(a) Environmental Benefits**

There are five survey questions to measure environmental benefit in Minnanthu Village. The mean scores are presented for each question and summarized in the following Table (4.3).

**Table (4.3) Environmental Benefit (EVB)**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Giving incentive to preserve natural resources	4.13	0.497
2	Increasing awareness of local community to nature	4.15	0.553
3	Conducting more environmental protection policies by the local authorities due to tourism.	4.12	0.552
4	Being better planned to be more beautiful and clean the local landscape thanks to the development of tourism	4.04	0.694
5	Promoting awareness and appreciation of natural environments due to tourism activities such as hiking and birdwatching	4.14	0.526
	<b>Overall Mean</b>	<b>4.12</b>	

Source: Survey Data (2024)

According to the survey results of the Table (4.3), all of the mean values of the environmental benefit statements are between 3.41 and 4.20 and the overall mean value is 4.12. It can be said that the respondents are agree with giving incentive to preserve natural resources, increasing awareness of local community to nature, conducting more environmental protection policies by the local authorities due to tourism, being better planned to be more beautiful and clean the local landscape thanks to the development of tourism and promoting awareness and appreciation of natural environments due to tourism activities such as hiking and birdwatching in the environmental benefit factors in Minnanthu village.

Because they can maintain natural resources with income from tourism and it can provide to increase awareness of local community to nature. Local authorities have established environmental protection policies to maintain pleasant environment like

cleaning the landscape and building sustainable transportation along with the development of tourism. Additionally, the respondents agreed that hiking mountain, birding watching, balloon riding which are corresponding natural activities promote the knowledge of awareness and appreciation of natural environments of Minnanthu village.

**(b) Environmental Cost**

There are five questions to measure environmental cost in Minnanthu Village. The mean scores are presented for each question and summarized in the following Table (4.4).

**Table (4.4) Environmental Costs**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Increasing amount of garbage at a tourist destination	4.17	0.483
2	Damaging natural landscape	4.16	0.560
3	Causing potential degradation of cultural heritage sites	4.09	0.567
4	Affecting negatively the recreational facilities and entertainment because of tourism	4.09	0.567
5	Destroying the environment by the construction of tourist facilities	4.13	0.497
	<b>Overall Mean</b>	<b>4.13</b>	

Source: Survey Data (2024)

According to the survey results of the Table (4.4), all of the mean values of the environmental cost statements are between 3.41 and 4.20 and the overall mean value is 4.13. It can be concluded that the respondents agreed with increasing amount of garbage at a tourist destination, damaging natural landscape, causing potential degradation of cultural heritage sites, affecting negatively the recreational facilities and entertainment because of tourism and destroying the environment by the construction of tourist facilities in the environmental cost factors in Minnanthu village.

Because the influx of tourism make increased amount of garbage like water bottle, food container and plastic bags at ancient temples and landscapes. The footfall around the historical sites make damage at natural landscape and cause potential erosion of cultural heritage sites. Overcrowding tourism make overexploitation and depletion of natural resources such as water, forests and recreational areas. This overexploitation can degrade the environment, reduce the attractiveness of recreational facilities and disrupt the natural

habitats of Minnanthu village. The construction for tourism development can have enormous effect ecosystems and contribute to the decline of biodiversity. This can also lead to increased environmental pollution (air, land and water) and also destroyed the beauty of village.

#### 4.1.3 Economic Effects

The economic effects of tourism can be significant. The positive perceptions of tourism among villagers frequently result in increased support for local development projects, improving income through job creation and broader opportunities for business.

##### (a) Economic Benefits

There are five survey questions to measure economic benefit in Minnanthu Village. The mean scores are presented for each question and summarized in the following Table (4.5).

**Table (4.5) Economic Benefits**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Increasing employment opportunity	4.07	0.626
2	Opening the business opportunity to local community	4.20	0.474
3	Increasing local community household income	4.14	0.526
4	Increasing foreign investor	4.18	0.512
5	Decreasing poverty in local community	4.14	0.639
	<b>Overall Mean</b>	<b>4.15</b>	

Source: Survey Data (2024)

According to the survey results of the Table (4.5), all of the mean values of the environmental cost statements are between 3.41 and 4.20 and the overall mean value is 4.15. It can be concluded that the respondents agree with increasing employment opportunity, opening the business opportunity to local community, increasing local community household income, increasing foreign investor and decreasing poverty in local community in the economic benefit factors in Minnanthu village.

Because tourism can make to increase employment opportunities for villagers to get income from accommodation, restaurants, selling handicraft and taking photograph. The

development of tourism industry can open macroeconomics opportunities for local community and increase the revenue of local community household. The growth of tourism can create a conducive environment for foreign investment by expanding market opportunities and decrease poverty in local community.

**(b) Economic Costs**

There are five questions to measure economic cost in Minnanthu Village. The mean scores are presented for each question and summarized in the following Table (4.6).

**Table (4.6) Economic Cost**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Increasing cost of living	4.35	0.563
2	Increasing price of real estate and houses	4.13	0.650
3	Increasing product and service prices	4.24	0.429
4	Increasing a community’s tax revenue	4.11	0.479
5	Facing challenges local businesses such as increased competition and rising prices due to tourism.	4.13	0.450
	<b>Overall Mean</b>	<b>4.19</b>	

Source: Survey Data (2024)

According to the survey results of the Table (4.6), most of the mean values are between 3.41 and 4.20 and the overall mean value is 4.19. It can be said that most of the respondents are agree with increasing price of real estate and houses, increasing a community’s tax revenue and facing challenges local businesses such as increased competition and rising prices due to tourism. Some mean values are between 4.21 and 5.00. It can be concluded that the respondents strongly agree with increasing cost of living and increasing product and service prices.

Because the local and foreign investors are highly interest to open their business properties such as the hotels and restaurants in Minnanthu village. The villagers are also faced challenges with larger businesses which have great financial resources than villagers and have competition with local small businesses.

**4.1.4 Quality of Life**



There are structured survey questions to measure quality of life in Minnanthu Village. The mean scores are presented for each question and summarized in the following Table (4.7).

**Table (4.7) Quality of Life**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Having positively changed the characteristics of the local people because of tourism.	4.25	0.505
2	Getting all public facilities like electricity, gas, security for the local community because of tourism	4.14	0.526
3	Changing the pattern of spending leisure time of the local community because of tourism	4.11	0.654
4	Having not enough to transport facilities for them in seasonal time because of high flow of tourists	4.11	0.431
5	Being no contradiction between tourism and religious beliefs.	4.11	0.637
	<b>Overall Mean</b>	<b>4.14</b>	

Source: Survey Data (2024)

According to the survey results of the Table (4.7), most of the mean values of the environmental cost statements are between 3.41 and 4.20 and the overall mean value is 4.14. It can be said that most of the respondents agree that the local community gets all public facilities like electricity, gas, security because of tourism, tourism changes the pattern of spending leisure time of the local community, High flow of tourists in seasonal time have not enough to transport facilities for them and there is no contradiction between tourism and religious beliefs. Some mean values are between 4.21 and 5.00. It can be showed that the respondents strongly agree that the characteristics of the local people have positively changed because of tourism in the quality of life factors in Minnanthu village.

Because the villagers improve other languages like English, Thailand and Chinese because of tourism and the villagers spend their free time by studying languages and tradition culture. Additionally, the high flow of tourists in seasonal time have not enough to transport facilities for local people and there is no contradiction between tourism and religious beliefs. Tourism can improve economic activities and it can contribute high quality of life in Minnanthu village. The village is positively changed along with the tourism and public facilities (electricity, gas and security).

#### **4.1.5 Community Support for Future Tourism Development**

There are five survey questions to measure community support for future tourism development in Minnanthu Village. The mean scores are presented for each question and summarized in the following Table (4.8).

**Table (4.8) Community Support for Future Tourism Development**

<b>Sr. No.</b>	<b>Description</b>	<b>Mean</b>	<b>Standard Deviation</b>
1	Supporting tourism industry and tourism industry should be actively developed in community.	4.13	0.539
2	Supporting new tourism attraction and facility development that will attract more tourists in community.	4.12	0.531
3	Being sustainable for the future of Bagan as a tourism destination	4.30	0.508
4	Being essential to develop plans to manage the growth of tourism for long term benefits.	4.29	0.565
5	Designating authorities will involve the local community in future tourism planning.	4.18	0.662
	<b>Overall Mean</b>	<b>4.21</b>	

Source: Survey Data (2024)

According to the survey results of the Table (4.8), most of the mean values are between 3.41 and 4.20 and the overall mean value is 4.21 which can be said that most of the respondents agree with supporting tourism industry and tourism industry should be actively developed in community, supporting new tourism attraction and facility development that will attract more tourists in community and designating authorities will involve the local community in future tourism planning. Some mean values are between 4.21 and 5.00. It can be said that the respondents strongly agree with being sustainable for the future of Bagan as a tourism destination and being essential to develop plans to manage the growth of tourism for long term benefits in the community support for future tourism development factors in Minnanthu village.

Because the tourism industry and development is the lifeblood of income that benefit the local community and preserves the environment and it need to support tourism industry development actively. The development of tourism is helping the community to improve their standard of living and well-being. Community support for future tourism development in Minnanthu Village is essential for creating a sustainable and inclusive tourism industry that benefits both residents and visitors for a long time. The local

authorities will involve the local community for future tourism planning in Minnanthu village.

#### 4.2 Analysis on the Effect of Socio-cultural, Environmental and Economic Factors on Quality of Life in Minnanthu Village

To analyze the effect of socio-cultural, environmental and economic factors on quality of life in Minnanthu Village, a multiple linear regression analysis is conducted by surveying 92 respondents from village. Socio-cultural benefit, socio-cultural cost, environmental benefit, environmental cost, economic benefit and economic cost are used as independent variables. Quality of life is used as dependent variable. Based on the answers from respondents, the results are shown in the following Table (4.9).

**Table (4.9) Effect of Socio-cultural, Environmental and Economic Factors on Quality of Life**

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	1.645	0.353		4.658	0.000	
Socio-cultural Benefit	0.350***	0.092	0.411	3.782	0.000	1.982
Socio-cultural Cost	-0.188	0.130	-0.219	-1.442	0.153	3.883
Environmental Benefit	0.238**	0.100	0.309	2.368	0.020	2.865
Environmental Cost	-0.035	0.123	-0.041	-0.286	0.776	3.487
Economic Benefit	0.210**	0.101	0.258	2.089	0.040	2.555
Economic Cost	0.094	0.080	0.105	1.182	0.240	1.314
R	0.703					
R Square	0.494					
Adjusted R Square	0.458					
F Value	13.833***					
Durbin-Watson	1.513					

Source: Survey Data (2024)

Note: \*\*\*Significant at 1% level; \*\* Significant at 5% level; \* Significant at 10% level

According to Table (4.9), the results of regression analysis provide that there is a significant relationship between socio-cultural effects, environmental effects, economic effects and quality of life. The model can explain 45.8% about the variance of the independent variables (socio-cultural benefit, socio-cultural cost, environmental benefit, environmental cost, economic benefit and economic cost) and dependent variable (quality of life) because adjusted R square is 0.458. The F-value of 13.833 further confirms the overall significance of the model. Socio-cultural benefits, environmental benefits and economic benefits have positive and significant effect on QoL.

Socio-cultural benefit has a positive and significant effect on quality of life at 1% significant level. This indicates that tourism can contribute to the development of social infrastructure, including healthcare facilities, education programs and recreational amenities for residents. Socio-cultural benefit can increase the living standards of Minnanthu Village. There are numerous ancient temples and precious wall painting in Minnanthu Village and they are one of the reasons to attract worldwide tourists. The influx of tourism can create cultural events, festivals, and communal activities and they can foster a strong sense of living standards among villagers.

Based on the regression results, environmental benefit has a positive and significant effect on quality of life at 5% significant level. This indicates that the villagers have well awareness of environmental benefit along with increasing their knowledge. Environmental benefit supports human health, reducing the prevalence of respiratory diseases and ensuring access to safe drinking water and also support in recreational opportunities which contribute to mental well-being and mental happiness. The local people follow up an eco-friendly infrastructure development, wildlife conservation efforts and community-based tourism practices. Therefore, prioritizing environmental benefits directly effect to improve the quality of life healthier, happier and more sustainable communities.

Furthermore, economic benefit has a positive and significant effect on quality of life at 5% significant level. This shows that the influx of tourism creates employment opportunities and provide to get more income for Minnanthu Village. Economic benefit typically involves investment in infrastructure such as roads, bridges, schools, hospitals and utilities. Access to reliable transport, healthcare, education and basic amenities improves the quality of life by improving mobility, health outcomes and overall living conditions.

It concluded that the socio-cultural benefit, environmental benefit and economic benefit can provide physical health, mental and emotional well-being, social relationships, economic prosperity, environmental conditions and personal fulfillment. According to the analysis outcome, the positive relationship indicates that the increase in socio-cultural benefit, environmental benefit and economic benefit leads to improve quality of life in Minnanthu villagers.

#### 4.3 Analysis on the Effect of Quality of Life on Community Support for Future Tourism Development in Minnanthu Village

To analyze the effect of quality of life on community support for future tourism development in Minnanthu Village, a multiple linear regression analysis is conducted by surveying 92 respondents from village. Quality of life is used as independent variables. Community support for future tourism development is used as dependent variables. Based on the answers from respondents, the results are shown in the following Table (4.10).

**Table (4.10) Effect of Quality of Life on Community Support for Future Tourism Development**

Variables	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	Beta			
(Constant)	1.200	0.372		3.224	0.002	
Quality of Life	0.725***	0.090	0.649	8.100	0.000	1.000
R	0.649 <sup>a</sup>					
R Square	0.422					
Adjusted R Square	0.415					
F Value	65.611***					
Durbin-Watson	1.686					

Source: Survey Data (2024)

According to Table (4.10), the results of regression analysis provide that there is a significant relationship between quality of life and community support for future tourism development. The model can explain 42.2% about the variance of the independent variables

(quality of life) and dependent variable (community support for future tourism development) because adjusted R square is 0.415. The F-value of 65.611 further confirms the overall significance of the model. The analysis revealed that quality of life has positive and significant effect on community support for future tourism development at the 1% significant level.

The result shows that the increase in quality of life, the increase in community support for future tourism development which will be community-supported tourism initiatives provides to contribute overall well-being. The development of tourism industry provides employee opportunities, revenue, education and training, infrastructure development and environmental development for Minnanthu village. Community support for future tourism development improves the quality of life for local people by promoting inclusive growth, preserving cultural heritage and protecting the environment in Minnanthu village.

## **CHAPTER 5**

### **CONCLUSION**

This chapter represents with three sections. One section is findings and discussions, the second section is suggestions and recommendations, and the last section is needs for further research.

#### **5.1 Findings and Discussions**

This study is to analyze the effect of socio-cultural, environmental and economic factors on quality of life in Minnanthu village and to analyze the effect of quality of life on community support for future tourism development in Minnanthu Village. To achieve these objectives, structured questionnaires are distributed to 92 villagers in Minnanthu Village.

According to demographic profile, most of the respondents are females, married, and those aged above 50 years old. Educationally, there's a significant presence of graduate-level respondents. Occupationally, the service industry and farming sectors are most represented. Residence-wise, a notable portion has lived in Minnanthu village for 6 to 10 years.

Most of the respondents strongly agree with socio-cultural benefits in Minnanthu Village because they know that upgrading public infrastructure and precious moment with meeting tourists are benefits for their quality of life. The locals can also gain valuable knowledge such as learning a foreign language and culture exchange by an interaction between locals and tourists, Most of the respondents agree with conserving culture and local handicraft and respecting to the religious sites.

Most of the respondents agree with socio-cultural costs in Minnanthu Village because tourism increased social problems such as crime, drunk behavior, gambling, drug abuse and prostitution. Local discomfort may emanate from crowdedness with tourists in Minnanthu Village.

Most of the respondents agree with environmental benefits in Minnanthu Village because the finding shows that tourism development gives an incentive to preserve natural resources. This result is that the government have given an incentive to conserve the natural resources and found that the government should change its priority from an increase in tourist arrivals and start to focus on conserving natural resources.

Most of the respondents agree with environmental costs in Minnanthu Village because they know that increasing amount of garbage and damaging natural landscape for their quality of life.

Most of the respondents agree with economic benefit in Minnanthu Village because the respondents know that opening the business opportunity to local community and increasing foreign investment for their quality of life.

Most of the respondents agree with economic costs in Minnanthu Village because the villager know that facing challenges local business such as increased competition and rising prices due to tourism and increasing price of real estate and houses. The respondents strongly agree with increasing cost of living and also product and service prices.

Most of the respondents agree with quality of life in Minnanthu Village because they know that local community gets all public facilities like electricity, gas, security and no contradiction between tourism and religious beliefs. The respondents also strongly agree with quality of life because the characteristics of the local people have positively changed because of tourism.

Most of the respondents agree with community support for future tourism development in Minnanthu Village because they know that supporting tourism industry which should be actively developed in my community and also supporting new tourism attraction and facility development that will attract more tourists in my community. The respondents also strongly agree with community support for future tourism development because they know that the future of Bagan as a tourism destination is sustainable for their quality of life.

According to the regression analysis, the socio-cultural benefit, environmental benefit and economic benefit have significant and positive effect on quality of life. The quality of life has significant and positive effect on community support for future tourism development in Minnanthu village. This finding indicates that the benefits provide to increase the revenue, environmental policies, taxes for government, living standards of Minnanthu village. The increase in quality of life can create the increase in community support for future tourism development.

## **5.2 Suggestions and Recommendations**

According to the survey results, it is found out that among six variables, socio-cultural benefit, environmental benefit and economic benefit have the positive effect on



quality of life. Therefore, the local authorities should focus much effort on socio-cultural benefit, environmental benefit and economic benefit.

According to the findings of this study, socio-cultural benefit, environmental benefit and economic benefit are strongly related to the quality of life. The local authorities should help in the development of traditional crafts, arts, and rituals by providing training workshops for younger generations to learn traditional skills from elders, establishing cultural centers and organizing cultural festivals or events that celebrate the village's unique traditions. The government should invest in infrastructure development by supporting shareholders and foreign investment. According to the findings of environmental benefits, the local authorities should provide sustainable tourism practices that minimize negative impacts on the environment and local culture by encouraging the use of eco-friendly accommodations and transportation options, and implementing regulations to limit overcrowding and damage to cultural sites.

The local upper people should support to improve the knowledge of environmental conservation by sharing the knowledge from environmental experts. As the economic benefit, the government should promote Minnanthu Village as a cultural tourism destination by highlighting its unique traditions, architecture, and local way of life. The authorities should need to attract the tourists by offering guided tours, cultural performances, and homestay experiences to attract visitors and generate revenue for local residents. The quality of life from Minnanthu village are dependent on socio-cultural benefit, environmental benefit and economic benefit from tourism.

Overall, this study emphasizes, the increase in socio-cultural benefit, environmental benefit and economic benefit provide to increase the quality of life as well as the increase in community support for future tourism development in Minnanthu village.

### **5.3 Needs for Further Research**

While this study analyzes insight into the beneficial effects of socio-cultural, environmental, and economic benefits on the quality of life in Minnanthu village, there are many opportunities for future research. Firstly, future research may focus on understanding the exact components of these benefits and how each contributes to enhancing the quality of life. Researchers can identify the most relevant elements and develop tailored interventions to improve community well-being by analyzing socio-cultural, environmental, and economic factors.

Additionally, the studies are needed to observe the long-term effects of improved quality of life on community support for tourism development. While the current findings suggest a positive correlation, understanding how this relationship evolves over time would provide a more comprehensive picture. This approach could assist to assess if the initial support for tourism development is maintained and causes lead to any changes in community attitudes.

Furthermore, broadening the scope of research to include comparative studies with other villages may provide a broader understanding of the dynamics at work. Such comparative assessments could reveal distinct or common patterns in how various communities respond to tourism development and its associated benefits. This would not only corroborate the findings from Minnanthu village, but would also provide useful insights for policymakers and stakeholders involved in tourist planning and development in a variety of contexts.

Finally, qualitative research approaches such as interviews and focus groups could enrich quantitative data by collecting the perspectives of the community members. Understanding people's personal insights and experiences can help us understand why they support or oppose tourist programme. This comprehensive strategy would ensure that future tourist development strategies are more inclusive and responsive to the community's aspirations and needs.

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# **APPENDIX A**

## **QUESTIONNAIRE**

**Dear Respondents,**

The below mentioned questionnaire is for research title “The Effect of Environmental Factors on Quality of Life and Community Support for Future Tourism Development”. Please tick your response for the following questions. Your time and effort to complete this survey will be appreciated. The information you provide will be kept confidential and will only be used for research purpose.

### **Part (A) Individual Factors**

#### **I. Demographic Factors**

##### **1. Gender:**

Male

Female

##### **2. Age:**

Under 20 years

21-30 years

31-40 years

41-50 years

Above 50 years



**3. Education Level:**

- No formal education
- Primary education
- Secondary education
- Bachelor's degree
- Master Degree

**4. Occupation:**

- Farmer
- Self-employed / Entrepreneur
- Government employee
- Homemaker
- Service Industry(e.g., hospitality, tourism)
- Unemployed

**5. Marital Status:**

- Single
- Married

**6. Length of Residence in Minnanthu Village:**

- Less than 1 year
- 1-5 years
- 6-10 years
- More than 10 years

**Instruction: Please choose one of the following numbers on each line according to the index.**

Index: 1 = strongly disagreed

2 = disagreed

3 = neutral

4 = agreed

5 = strongly agreed

Please rate your influencing rate over the following Perceived Value items.

**Part (B) Socio-cultural Factors**

**I. Socio-cultural Benefit ( SCB )**

No.	Particular	1	2	3	4	5
1	Meeting with tourist was a precious moment					
2	Tourism makes upgrade public infrastructure					
3	Tourism give incentives to preserve historical building and places					
4	Tourism encourage to conserve culture and local handcraft					
5	Tourists show proper respect to the religious sites.					

**II. Social-cultural Cost ( SCC )**

No.	Particular	1	2	3	4	5
1	Tourism increase social problem such as crime, drunk, gambling, drug and prostitution					
2	Tourism makes conflict in local tradition					
3	Tourism causes local community discomfort					
4	Tourism has led to changes the traditional cultural practices.					
5	Local communities have faced challenges in preserving their traditional lifestyles due to tourism.					

## Part ( C ) Environmental Factors

### I. Environmental Benefit ( EVB )

No.	Particular	1	2	3	4	5
1	Tourism give incentive to preserve natural resources					
2	Tourism increase awareness of local community to nature					
3	More environmental protection policies are conducted by the local authorities due to tourism.					
4	The local landscape is better planned to be more beautiful and cleaner thanks to the development of tourism					
5	Tourism activities, such as hiking and birdwatching, can promote awareness and appreciation of natural environments.					

### II. Environmental Cost ( EVC )

No.	Particular	1	2	3	4	5
1	Tourism increase amount of garbage at a tourist destination					
2	Tourism damage natural landscape					
3	Tourism cause potential degradation of cultural heritage sites					
4	Tourism negatively affects the recreational facilities and entertainment.					
5	The construction of tourist facilities destroy the environment.					

## Part (D) Economic Factors

### I. Economic Benefit ( ECB )

No.	Particular	1	2	3	4	5
1.	Tourism increase employment opportunity					
2.	Tourism open the business opportunity to local community					
3.	Tourism increase local community household income					
4.	Tourism increase foreign investor					
5.	Tourism decrease poverty in local community					

### II. Economic Cost ( ECC )

No.	Particular	1	2	3	4	5
1.	Tourism increase cost of living					
2.	Tourism increase price of real estate and houses					
3.	Tourism increase product and service prices					
4.	Tourism increases a community's tax revenue					
5.	Local businesses face challenges such as increased competition and rising prices due to tourism.					

## Part (E) Quality of Life

No.	Particular	1	2	3	4	5
1.	The characteristics of the local people have positively changed because of tourism.					
2.	Local community gets all public facilities like electricity, gas, security because of tourism.					
3.	Tourism changes the pattern of spending leisure time of the local community.					
4.	High flow of tourists in seasonal time have not enough to transport facilities for them.					
5.	There is no contradiction between tourism and religious beliefs.					

**Part (F) Community Support for Future Tourism Development**

No.	Particular	1	2	3	4	5
1.	I support tourism industry and tourism industry should be actively developed in my community.					
2.	I will support new tourism attraction and facility development that will attract more tourists in my community.					
3.	I think, the future of Bagan as a tourism destination is sustainable.					
4.	It is essential to develop plans to manage the growth of tourism for long term benefits.					
5.	I think designated authorities will involve the local community in future tourism planning.					

**APPENDIX B**  
**STATISTICAL OUTPUT**

**Regression Analysis Results of the Socio-cultural, Environmental and Economic Factors on Quality of Life in Minnanthu Village**

Model Summary										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	0.703 <sup>a</sup>	0.494	0.458	0.24430	0.494	13.833	6	85	0.000	1.513

a. Predictors: (Constant), Economic-cultural Cost, Socio-cultural Cost, Socio-cultural Benefit, Economic-cultural Benefit, Environmental Benefit, Environmental Cost

b. Dependent Variable: Quality of Life

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.953	6	0.826	13.833	0.000 <sup>b</sup>
	Residual	5.073	85	0.060		
	Total	10.026	91			

a. Dependent Variable: Quality of Life

b. Predictors: (Constant), Economic-cultural Cost, Socio-cultural Cost, Socio-cultural Benefit, Economic-cultural Benefit, Environmental Benefit, Environmental Cost

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.333	0.390		3.416	0.001		
	Socio-cultural Benefit	0.350	0.092	0.411	3.782	0.000	0.504	1.982
	Socio-cultural Cost	-0.188	0.130	-0.219	-1.442	0.153	0.258	3.883
	Environmental Benefit	0.238	0.100	0.309	2.368	0.020	0.349	2.865
	Environmental Cost	-0.035	0.123	-0.041	-0.286	0.776	0.287	3.487
	Economic-cultural Benefit	0.210	0.101	0.258	2.089	0.040	0.391	2.555
	Economic-cultural Cost	0.094	0.080	0.105	1.182	0.240	0.761	1.314

a. Dependent Variable: Quality of Life

**Regression Analysis Results of the Quality of Life on Community Support for Future Tourism Development in Minnanthu Village**

Model Summary										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	0.649 <sup>a</sup>	0.422	0.415	0.28361	0.422	65.611	1	90	0.000	1.686

a. Predictors: (Constant), Quality of Life

b. Dependent Variable: Community Support for Future Tourism Development

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5.277	1	5.277	65.611	0.000 <sup>b</sup>
	Residual	7.239	90	0.080		
	Total	12.516	91			

a. Dependent Variable: Community Support for Future Tourism Development

b. Predictors: (Constant), Quality of Life

Coefficients								
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.200	0.372		3.224	0.002		
	Quality of life	0.725	0.090	0.649	8.100	0.000	1.000	1.000

a. Dependent Variable: Community Support for Future Tourism Development