A STUDY OF TOURISM DEVELOPMENT AND PROSPECTS FOR THE FUTURE OF MRAUK-U, RAKHINE STATE, MYANMAR

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Abstract

Research Title: A study of Tourism development and prospects for the future of

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This research is about the tourism development and perspective for the future of Mrauk-U, Rakhine State, where is one of the most interesting places with full of tourists or visitors, in Myanmar such as Bagan, Inlay and Yangon. People said that it was second Angor wat in Southeast Asian because of plentiful of Buddha images and hundreds of ancient temples with stones that is showing how it was great in the past time as an independent country like empire as well as remains of the royal palace located in the center of town at present that is why it was full of historical sites and archeological zone of Rakhine State, Myanmar. Nowadays, it is a higher tourist's visit place area in Myanmar although we have to promote to development for the tourism.

Tourism development in Mrauk-U, Rakhine State, Myanmar is behind the modern tourism development countries until now and so it needs to do more, every part of factors or objectives. Without tourist attraction, transportation, accommodation, tourism development is impossible. Mrauk-U, former capital city of Rakhine State is one of the highest tourist attraction area and full of historical heritages, multi-cultural with ethnic groups such as Chin, Myo, Dinet, Thet, Khami ethnic group and Rakhine lives together as a familiar. Mrauk U is not industrial with factories but local people work in the farm, rice fields and so it is an agricultural area that is why, Mrauk-U is clean and green that protection environment for the tourism development in Myanmar.

This document research paper describes three hypotheses of two objectives with independent variables which make tourism development in Mrauk-U, that are tourist attractions, transportations, and accommodation. Each one has four questionnaires for the survey in the study field of tourism development in Mrauk-U, Rakhine State, Myanmar. The results found the number of visitors is higher and higher in recent years, however lower than other tourism developed countries, and it pointed out a direction we have to look develop tourism in Mrauk-U, Rakhine State, Myanmar. Most of the visitors are from Asian countries were Thai and was 19.13 % of all according to 2017 frequency table of the respondents' visitors by nationality.

The researcher for this survey had used the methods of quantitative. The primary data of this research was collected from visitors of Mrauk-U using the questionnaires, the secondary sources of this research were collected from books, magazines, journals, government and organizations reports and the relevant of legal internet websites.

The results of the samples showed that distribution of gender was 145 Male, most of them were between 26 and 35 years. The highest level of the occupation of the travelers were business owners with monthly income between $ 2500 and 5000 and most of tourists from Asian countries that 51.6 % respondents, especially Thailand and China. Most of the tourists from domestic and international were highly educated.

There are so many tourist attractions in Mrauk-U, such as ancient Buddhist temples, pagodas, historical sites, archaeological zones, royal palace, long wall of the city gates and human zoo of the local Chin women who had tattooed faces for beauty that tourist were very interested. In Myanmar, there are two places full of travelers related to Buddhism sites are Bagan and Mrauk-U but Mrauk-U had more Buddha images and temples according to motto of Burmese.

Nearly all participants and visitors met in Mrauk-U who were nationals or foreigners were excited about the arts, craft of the stone wall in Shitthaung, Kothaung and Htuk kan thein pagodas.
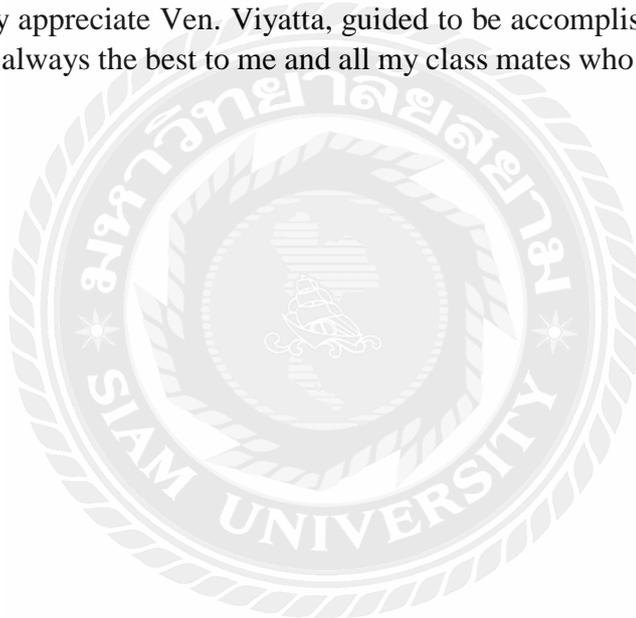
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      Rakhine State, Myanmar

Keywords: Economic development, Tourism sector, prospective for the future, Mrauk U,

      Rakhine State.

Factors: Tourism can make economic development in Mrauk Oo, Rakhine State, Myanmar.

Chapter 1

Introduction

Travel and Tourism is an important economic activity in most countries around the world. As well as its direct economic impact, the industry has significant indirect and induced impacts. The direct contribution of Travel and Tourism to GDP reflects the "internal" spending on Travel and Tourism. The direct contribution of Travel and Tourism to GDP is calculated to be consistent with the output, as expressed in National accounting. Travel and Tourism not only be contribution for the Myanmar economic but also gave so many jobs and opportunities. Leisure travel spending generated 60.1% of direct Travel and Tourism GDP in 2016 (MMK 2,636.5bn) compared with 39.9% for business travel spending (MMK 1,749.9bn). Business travel spending is expected to grow by 5.4% in 2017 to MMK (Myanmar Kyats) 1,843.9bn, and rise by 8.7% pa to MMK 4,251.7bn Leisure travel spending is expected to grow by 2.4% in 2017 to MMK 2,699.1bn, and rise by 6.3% pa to MMK 4,963.0bn in 2027. (Scowsill, 2017)

Myanmar has recently seen an unprecedented growth in international tourist arrivals. Visitor numbers surpassed the over one million (2,907,207) in 2016 and over 3 million (3,443,133) arrivals per year in 2017. However arrival statistics do not distinguish accurately between types of visitor and some in Myanmar tourism industry question the 3 million figure and consider more accurate trends could be taken from analyzing foreign visitors to the Shwedagon, Bagan and Mrauk Oo. The total number of foreign tourists visiting between 2013 and 2020 is projected to be at least 20.4 million, and 29.2 million domestic tourists. The government of Myanmar wants the country to become a prime tourism destination and tourism bears a significant potential for economic and human development. At the global level, the travel and tourism sector contributes to 9.5% of the GDP, and one out of 11 jobs on the planet is linked to tourism. Tourism impacts on society in many different ways: this labor-intensive sector provides employment and revenues, necessitates infrastructure development and construction of hotels and recreational areas, and entails interaction between the local populations and visitors, both foreign and domestic. As witnessed in many countries, including in South East Asia, the effects of large-scale tourism can have dramatic effects on society. (Noakes, Rogers, Sardaña, Huang and Win, 2017)

Mrauk Oo is one of the places in where many tourist attractions such as historical sites, archeological and plentiful of interesting culture and tradition in Myanmar. It was an

independent country in the past and Mrauk Oo was a capital city at that time but now under the centralization of the government policy, it was difficult to be development that's why we need to make tourism development sector in Mrauk Oo, Rakhine State, Myanmar.

1.1 Research Background

The heart of the Rakhine State, Mrauk U was the capital city of Arakan before it defeated under the colonial of Burma in 1784 and stood as an independent country with its dignity over 354 years. King Min Saw Mon established Mrauk U kingdom, which is located around the Bay of Bengal and connected with Kaladan River, in 1430. Mrauk U was strategically by the river and one of the main business was traded other neighbor countries. Mrauk U area was expeditions to the Chittagong to the West and Pegu to the East during the king Min Bin, he was the most powerful king in Mrauk U history in the middle of the fifteenth century. Over 354 years later, Mrauk U was weaker and conquered by the Burma. Mrauk U period was great power full political development and business in Arakan history, and many foreigners traded their goods in Mrauk U. (Reynolds, J, 2008)

During the World War two Mrauk Oo was controlled by British colonial. So Mrauk U was full of historical heritages, farmer capital city of Arakan and it was tourist attraction. Mrauk U was located very beautifully among the valley and hill and between the Lay Mro River and Kalandan River. In the past time, founded a city near the river was custom of the king because it was very easy to trade by the river one country to another so Arakan king Min Ba had a big and powerful navy to protect their country. Mrauk U was located among the hill because it was difficult to fight strategically by the enemies. Nowadays, Mrauk U was very good transportation by river and highway road from Yangon to Sittwe, the capital city of Rakhine State. From Mrauk U to Sittwe took two hours and forty two minutes by bus (141.2 km). sittwe, directly connected with India, was the main important city during the British colonial and it was third biggest and population city at that time. Mrauk U was near the Kyauk Taw town where the lord Buddha landed with five hundred followers and the great Mahamuni Buddha image was located between Mrauk U and Kyauk Taw town.

It was a site of holy pilgrimage and good image of the Mrauk U, Rakhine State. So Mrauk U was cosmopolitan city in the globalization and it has many attraction such as historical heritages, religious site, tourist's attraction place, best accommodation with 5 stars hotels, and good transportation place in Rakhine State, Myanmar. Therefore, Mrauk U was the place where full of travelers with foreigners, local people and the person who come from the whole country in the summer. Especially, in the summer, most of travelers who come to Mrauk U for the pilgrimage because it had many historical religious sides such as Mahamuni Buddha image, Shaitthaung or Ran-aung-zeya temple built by king Thiri Thuriya Sandar Maha Dhamma Raza, popularly known as Mong Bar Gri in 1535 A.D and Koe-thoung Temple built by King Tikkha (the son of king Mong Bar Gri, donor of Shaitthoung temple) in 1553 A.D and other interesting places such as old royal palace and museum of Mrauk U.

So Mrauk U was one of the most tourist and local interested places in Myanmar and historical heritage site such as Bagan in Myanmar. Behind the Bagan, Mrauk U was not popular but the head of minister for religious affairs and culture, Thura U Aung Ko reported that the ministry of religious affairs and culture is making arrangements for putting Mrauk-U, an ancient city in Rakhine State, on the tentative list of 2018 UNESCO cultural heritage sites (The global new light of Myanmar). So we hoped that Mrauk U would be on the tentative list of 2018 UNESCO cultural heritage sites and protected by the UNESCO.

1.2 Significance of the Study

Mrauk U, an ancient city in Rakhine State, was plenty of historical site such as Bagan in Myanmar, Angor wat in Cambodia and Ayutthaya in Thailand. But Bagan, Angor wat and Ayutthaya were protected by the UNESCO, Mrauk U was making arrangement by the ministry of religious affairs and culture. Dynasties of Mrauk U kingdom were decorated their country with many pagodas, Buddha images and temples which was result of their victory as an independent country.

Actually, Mrauk U had more pagodas, Buddha images and temples than Bagan in Myanmar but thieves, who search treasures and antiques, torn apart, they are treasures hunters and natural disaster destroyed so many times so some of them are disappear and some are broken. So many tourist attraction of destination in Mrauk U area for a good ecotourism and tourists can do many activities such as Rakhine traditional wrestling show, and boat races during the festival of the famous pagodas. So Mrauk U was a good enough place to do a tourism development and after that I can hope prospect for the future.

 Mrauk U was the city of the economic, environmental and social change was in the air. It was changing day by day to modernize an ancient city of Rakhine State (Arakan) was proved to improve with tourism. Mrauk U so call "Myo Hung" and it was historical heritage city was under the formed in the British colonial during the World War Two and it became modern city with mutual culture for all religion and business. In Mrauk U, many pagodas, and Royal palace of Mrauk U dynasties, were full of people in the summer and Shittaung Pagoda and Kothaung temple were famous for the Buddhist religious sides.

1.3 Research Problems

The problems of the Research of tourism development and prospective for the future of Mrauk U in Rakhine State, Myanmar were a little different from other developing countries because Mrauk U, Rakhine State was not perfect of the basic equipment of hotel's facilities such as facilities, involving mechanical, electrical, thermal engineering, construction etc. (Liu, 2013). Sometimes, it took long time for booking a room in a hotel and accommodation was higher price than other ASEAN countries, even though weak in services. The tax of paying to the government was higher than neighbor tourism countries such as Thailand, Cambodia and

Lao. Myanmar was a not peaceful country, the longest record civil war with ethnic groups and religious problem including western of Myanmar, Rakhine State. That's why, some of the places of Northern part of Myanmar, Shan state and Kachin state and Western of Myanmar Rakhine state were not suitable places to visit for the tourists' even locaters.

Military government did not do tourism business and they did not welcome foreigners too last ten years ago. Especially for the visa, it was very difficult to get permit for the entry visa during the former military government but in 2004, Burmese authorities introduced an electronic visa and in May 2010 it became possible to acquire a visa (arrival visa) directly upon arrival at Ragoon (Yangon) and Mandalay airports but not allowed anywhere else. (Birmanie, I., 2011). Many Southeast Asian countries was trying to get tourist's attraction with their natural resources, natural beauty, creation for tourist attractions, archeological sites, cultural heritages, and modern skyscraper and building including Myanmar. So Mrauk U, Rakhine state was also included that Myanmar tourism development industrial building as a national priority and tourism sector because it's very beautiful land with mountains and rivers, full of historical background, the heart of Arakan people, cultural heritage sites and archeological area of ancient city Mrauk U periods, Rakhine state, Myanmar.

1.4 The Objective of this Study

The objective of this study was to identify the factors that might effect to the tourism industry which make tourism development and to get satisfaction with services of the international tourist and satisfaction of services of transportation in Tourism industry in Mrauk U, an ancient city of the Rakhine State (Arakan), Myanmar and the country will develop with tourism. This research document provided what tourism needed to make development in cultural heritage sites of Mrauk U, in Rakhine State and Myanmar government did with master plan for the tourism as a national priority sector, social and economic development, maintain cultural diversities and authenticity, natural environment and ensure the health safety and security of visitors. (Tourism master plan, 2013-2020). Every nation had their beauty of dignity, identity and image and Mrauk U, ancient city of Rakhine State was also one of the most interesting places in Myanmar with cultural heritage, archeological sites, historical richness, and diversity of the ethnic group such as Rakhine, Kami, Marama, That, Daina, Kaman, Myo and other brother ethnic group were living in Rakhine state such as Burma and Chin. Mrauk U was central point of the tourism development in Rakhine State because of its dignity, identity and image.

Rakhine people were majority in Mrauk U and other ethnic group like Chin and Burmese also live lovely together. That's why ministry of religious affairs and culture were trying to put UNESCO record. And so Mrauk U was one of the most tourist attraction places in Myanmar and we have to development of tourism sector in this area and educated to the locals for the tourism industrial. On the other hand, we have to protect our environment, and make economic with tourism and build higher social culture with globalization.

1.5 Scope of Study

This study dedicated to the tourism development in Mrauk U, an ancient city of Rakhine (Arakan) Rakhine State, Myanmar and also attraction of the Mrauk U. Mrauk U, former capital city of Arakan that was with attraction and aims to be top of the tourism development place in Myanmar and in Asian with natural resources, historical and cultural heritages were interested with geographically and political too. Myanmar is living between the world biggest countries Chana and India and so in Rakhine State is close to India geographically, but most of foreign investment of the Rakhine State was China so it was also one of the most interesting reason why we needed to develop with tourism industrial in our regions. It was lived under the colonial for the so many years so it is cosmopolitan city for the tourism too. Mrauk U was full of heritages' history of the religious. There were plentiful of religious building such as temples for the Buddhism.

1.6 Conceptual Framework

Figure 1. Conceptual Framework
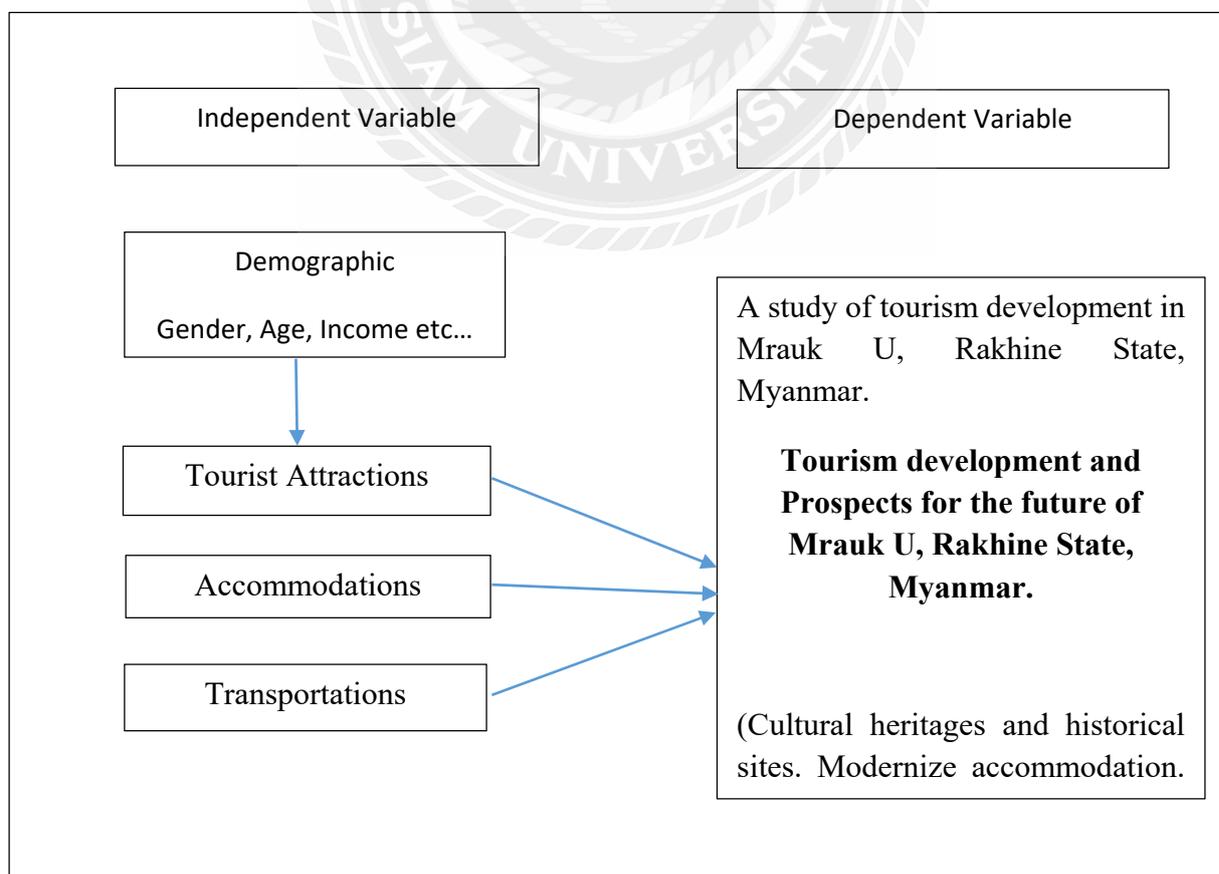
There are many kinds of reason why tourists came to Mrauk U, Rakhine State, Myanmar, some were only visiting for the place where they had never been but some are coming of their other aims. Business people come for their work and some are for the education, some come to pay homage to the Buddha images such as Shittaung Pagoda, some come to study of archaeological sites and cultural heritages and some came to observe the culture of living people in Mrauk U, Rakhine State, Myanmar. Culture means language, religion, cuisine, social habits, music and arts. (Chokriensukchai, K., 2017). It provided tourist attraction.

1.7 Hypothesis of the Study

H1: There are relationship between tourist attraction and tourist development of Mrauk U.

H2: There are relationship between accommodation and tourist development of Mrauk U.

H3: There are relationship between transportation and tourist development of Mrauk U.

1.8 Definition of terms

In this conceptual framework, there are three variables combined such as tourist attractions, accommodation and transportation for the part of Independent Variable (IV) and the part of Dependent variable (DV) is "tourist development of Mrauk U, Rakhine State, Myanmar and under the title of dependent variable, there are cultural heritages and historical sites such as royal palace and pagodas, Buddha image and temples. Modernize accommodation, upgrading hotels, guest houses and shelters for the tourists. Accessibilities of transportations such as ships, cars, trains and aero planes".

Tourist Attraction: Mrauk U, former capital city of Arakan, was full of so many tourist attractions with nation history, culture and traditions. It can make to interest tourists and created economic benefits and job opportunities and it is related with tourism. Actually, Mrauk U was an interesting and diverse multicultural place in Myanmar, composed with seven races were gathered with major ethnic group Rakhine, namely Rakhine, Kamui, Thet, Dainat, Myo, Kaman and Marama. Each one of them has its remarkable dignity. On the other hand, another ethnic group, Chin was living together with local people. The most interesting in Mrauk U was archeological sites and cultural heritages. Actually, Myanmar is an interesting and diverse multicultural country composed with 135 races were gathered with eight major ethnic group, namely Kachin, Kaya, Kayin, Chin, Bamar, Mon, Rakhine and Shan. Each one of them has its remarkable dignity. (Facchinetti, S., 2014)

Accommodation: as spread of tourism business such as social, cultural and economic phenomenon. The place where has attraction of the tourism needed accommodation and food. The accommodation is the base of the tourism development. (Poudel, S., 2013). The government and some business men planned to improve the standard of accommodation for

the development of tourism in Mrauk U, ancient city of Arakan, Rakhine State, Myanmar too to development their country in business.

Transportation: transportation was the bridge of the tourism development between tourists and local peoples. It took tourists to the area which was attraction for the tourist. The world is like a village called globalization because of transportation. In the past times, many hundreds years ago, people was very difficult to visit one after another because they had not good transportation such as car, trains and aero planes. The visitors need good service and transportation to go around Mrauk U, Rakhine State, Myanmar. (Kovacic, M & Milosevic, T., 2016)

Tourist development of Mrauk U, Rakhine State, Myanmar: Mrauk U, former capital city of Arakan, was development of the economic and tourist zone with its dignity and an independent country over three hundred years ago in which many attractions and tourists come to trip with their goals. Mrauk U was one of the most popular city in Myanmar with pagodas, Buddha images and temples of the antiques and it was a museum of the Rakhine State, and green land, many places to visit such as Shittaung Pagoda, Kotaung and Mahamuni Buddha image for the religion size. That's why tourist come to visit with their goals of Mrauk U. Now the world's less developed countries try to get attain of business success with tourism as a tool for the development. Most of the organizations even the World Bank, UN agencies and other NGOs and some countries hope that tourism can bring the successful of business for human beings. (Dolezal, C., & Trupp, A., 2015).

Chapter 2

2.1 Literature Review and Theoretical back ground

In this literature reviews, there were five variables that were combined such as tourism development. They were tourist attractions, transportation, accommodation for the variable site, and on the other hand, "tourism development of Mrauk U, ancient city of Arakan, Rakhine State Myanmar". Actually for the tourism development, there were many factors such as government policy of the tourism, political factor, security factor for the visitors, services and information factor.

Figure-3: Mrauk U, capital city of Arakan
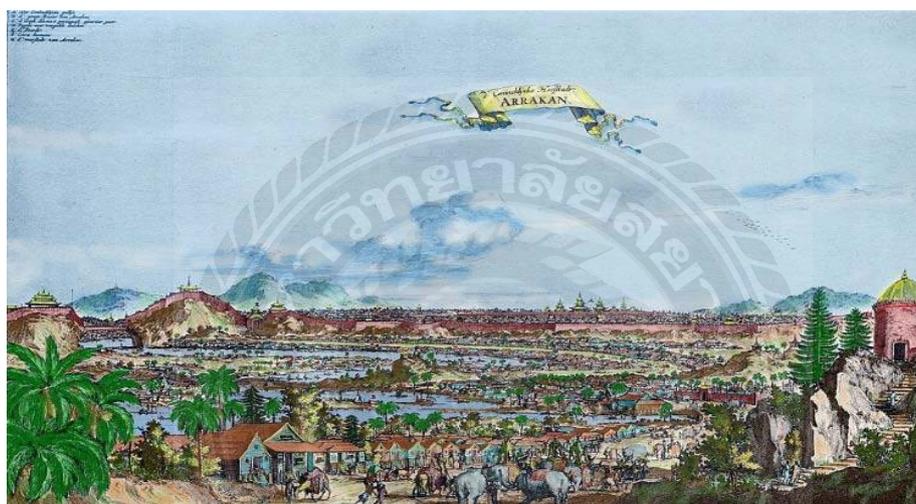
Resource: https://en.wikipedia.org/wiki/Mrauk_U

Myanmar tourism development aimed to be better economic, social and environmental benefit and better place for the visitors in Myanmar. They had three objectives that were economic growth, environmental sustainability and social justice. It had vision, aims or mission and action points. First of them creating a better place, more employment, and greater business opportunities for the locaters and on the other hand, protected our natural and cultural heritage. Secondly, vision effected to mission to get attain our aim. Finally, the action points leaded Myanmar Responsible Tourism Policy. (Hausler, N. Mrs., Munz, A. Mr., Aye, K.K.D., Zar, Y., W., P. U., Kasuske, D.,Ms., 2012)

All countries that push their countries with tourism development needed policy what they have plan or policy how to serve or welcome to the tourist who entered their countries. Myanmar had also big policy for the tourist as the policy of development tourism as follow.

1. Tourism was a national priority sector in Myanmar. It intended to develop domestic and international tourism as the local government and civilization economic policy to attain between tourism and other economic sectors to maximize profits. To develop tourism in Myanmar, mechanisms combined with the public sector and cooperate with many stakeholders of tourism sector such as private sector, local communities and civil society.
2. Broad based local social-economic development, share profits in the community, motivate local entrepreneurship and civil society for their lives. Especially for the youth and woman and reduce poverty in Myanmar.

3. Maintain cultural diversity and authenticity, showing our national identity for the tourist who enter to visit in Myanmar and tourism provide to development of the cultural heritage and living cultures. In Yangon, there were many historical heritages and it was attraction of the visitors too.

4. Conservation and enhancement of the environment, took responsibility to protect our nature. Nature gave us for the living place, food, and so we have to protect it back from the broken down. In Myanmar, there were many natural resources such as gas, oil, ruby, gold, tank and other resources that were sustainable of the country. Beside the tourism development, it made us benefits of our lives.

5. Competed on product richness, diversity and quality- not just price. From the tourism development, people watch out acknowledgement of locaters and got experience that mean Myanmar traditional character. Tourism development sector planed for responsible of tourists and sustainable tourism development.

6. Ensure health safety and security of our visitor. Warmly welcome to Myanmar and we had to take care of foreigners and served with high standards for the health, safety and security during the time of living in Myanmar.

7. Institutional strengthening to manage tourism. We intend to transfer from the local level to globalization. Therefore, stakeholders and entrepreneur understood that to affect how to useful management of tourism to build a nation with tourism industrial.

8. A well trained and rewarded workforce. In a work place, trained well for the services and gave reward for the person who did his or her duty during the worktime that force to be better in working situation and on the other hand, establishing of the capacity building of a person through of his or her professional life style and education of work area.

9. Minimizing unethical practices. Ethic is the foundation of the developing of our nation not only a person. That is why we have to care about it. Ethical standards can be security of a person and it make good community.

These all are nine policies of tourism develop in Myanmar in current situation. (Hausler, N. Mrs., Munz, A. Mr., Aye, K.K.D., Zar, Y., W., P. U., Kasuske, D.,Ms., 2012)

Every tourist wanted to visit safety place for their trip. Safety of the tourist was responsible of government and it was taking to the world's foremost advocate of responsible tourism. Responsibility tourism mean sustainable development of tourism which provided economic and environmental profits. Myanmar ministry of hotel tourism had a good plan to create better place in which better profitable for the tourism. (Thett, K.K., 2012)

Safety was one of the services of tourism industry and it was one of priorities of responsibility too. In government plan, there were previous priority such as construction and transport which were the keys of tourism development. Safety of the tourist was target of Myanmar tourism federation, tourism destinations and Ministry of Construction and Ministry of Transport also took duty on that occasion. In tourism development, Ministry of health, Ministry of Information, Hotel and Ministry Construction combined for the safety and security. (Hausler, N. Mrs., Munz, A. Mr., Aye, K.K.D., Zar, Y., W., P. U., Kasuske, D.,Ms., 2012). Myanmar Construction proverb was "safety was first". Myanmar government policy and civilization welcome foreigners and protect them for them. It was one of the sustainable of Myanmar. Every traveler wanted to be safety plan for their trip, in Myanmar's attitude based on Buddhism and they abstained from stealing that's why secured in Myanmar. Tourists must

be feel secured from robbery, burglary and snatch at Mrauk U destination. It was the government policy for the tourism and supported to the Mrauk U tourism development too.

2. 2 Tourist attractions

Mrauk U, former capital city of Rakhine State, was full of so many tourist attraction with nation history, culture and traditions. It could make to interest tourist and created economic benefits and job opportunities and it was related with tourism. Actually, Myanmar was an interesting and diverse multicultural country composed with 135 races were gathered with eight major ethnic group, namely Kachin, Kaya, Kayin, Chin, Bamar, Mon, Rakhine and Shan. Each one of them has its remarkable dignity. (Facchinetti, S., 2014)

Tourist attractions make up one of the primary benefits of the tourism system and it could provide to tourism of motivating and channelling tourist activity. Satisfaction of the tourist was depend on tourist attraction that was the most important part of the destination of trips. For the any kind of reason, holiday or weekend trip, tourist attraction places in which with leisure activities, and visitor satisfaction, such as park, amusement and good environment were needed. (Nowacki, M, 2013). In Mrauk U, there were so many tourist attraction places such as Shit-Taung pagoda, Shit-Taung means 80,000. It was built by King Min Bin in 1535-1536. He was one of powerful king in Arakan history because of his victory and conquest of Bangal. Koe-Thaung, which means 90,000 Buddha images, pagoda was built between 1554-1556 by King Tikkha, the son of the King Min Bin who was donor of the Shit-Taung pagoda and so many Buddha images and pagodas built by the stones.

Figure-4. Distribution of historical monuments in Mrauk-U

Source: http://www.dpsmap.com, February 2008

For the Buddhist religion side, to "make merit" (Kusala in pali words) was a Buddhist concept. They believed that doing a good deed or thought, good thing will come back to them (go to heaven) in next life. (Rhoden, F, T., 2014)

Tourist attraction was difficult to define exactly. But here were two kind of definitions of tourist attraction. They were physical or culture of a particular place in which individual travellers or tourists perceive involving their luxury and positive or favourable attributes places where can make a party or other activities what customer or tourist needed. Rakhine State was the places where many natural resources and Ngapali beach was one of the most famous in Southeast Asian.

Historical sites also could make tourist development of attraction. For example, Ayuttaya, Royal historical site in Thailand and Angkor wat in Cambodia were most tourist attraction places in south East Asian. But historical development of tourist attractions faces confused of the two reasons. One of them was "Attraction". It was very difficult to decide as an attraction place which was attracted with the people who come and visited amount. (Kruczek, Z. 2002). In Myanmar, Mrauk U, ancient city of Arakan was also historical sites liked Ayuttaya in Thailand, Angkor wat in Cambodia and Bagan in Myanmar too.

Myanmar was good relationship with Thailand in which tourism was one of the largest industries in Southeast Asian (Sharafuddin, A, M., 2015) current situation. It was one of the attractions why tourist come to a border country Myanmar. Thailand and Myanmar had interesting history. Between the 16th and 18th centuries, they were wars for four times between two countries. From 20th century and early 21st century, there were had conflicts too. Neighboring minor case conflicts was depend on current situation and historical issues like other neighbouring country where had dispute concerning with border situation. But now, both of countries built good relationship with diplomacy like other developing country. (Saechau, E., Nge, E., Phrombun, T., Htun, H., & Mouton, K., 2015). However now ASEAN was rising for tourist attraction. Southeast Asian tourism need to experience to be higher levels of choosing to visit. (Trupp, A. & Dolezal, C., 2015).

2.3 Transportation

The visitors needed good service and transportation to go around Mrauk U destinations. (Kovacic, M & Milosevic, T., 2016). In globalization age, transportation was essential thing that we had to use to travel such as car, train, aeroplane and boat or ship. Transportation made higher civilization community and comfortable. We could save our time because of good transportation.

When we talked about tourism, the transportation was not avoidable and it was importantly sustainable in tourism development sectors between "transportation as a directed, desirable process and transportation associated with the effects of inadvertently crossing thresholds". (Aall, C., 2014). Tourism was taking from somewhere to another place, do not stay in a place without movement, cannot had a good chance with profit. Tourism was a journey, which was not aimed at carrying out an economic activity. (Kovacic, M., & Milosevic, T., 2016) The world economic was changing all the time and Asian also. Government of Myanmar (GOM) also know that transportation infrastructure could create tourism development potential. But now, Myanmar's transport sector was very lower to compare other

ASEAN countries, it was not enough with population and potential. That was why Ministry of Transportation (MOT) planned to prepare a transport master plan as follows:

1. Harmonize future transport planning with the new State Constitution.
2. Integrate plans of different transport subsectors.
3. Pursue new opportunities to connect with other countries.
4. Promote domestic connectivity and multimodal transport networks.
5. Promote greater private sector participation.
6. Identify technical, financial and human resources to implement the plan. (Myanmar Tourism Master Plan, 2013)

Mrauk U, former capital city of Arakan, was one of the longest transportation cities from Yangon in Myanmar but now there were many ways to be reached. The best way to come from Sittwe, the capital city of Rakhine State at present, to Mrauk U five hours by cars and two hours by speed boats with water way in Kalandan River.

Actually, the Ministry of Transportation of Myanmar intended good transportation planning rather than vision. On the other hand, Transportation connectivity make easier urban life and gave new opportunities. (Chin, H., 2013). In South-East Asian, Singapore was the highest tourism development because of their good transportation systems. Singapore had better plan for the future to overcome even though its rate was behind Tokyo at present. (Lee, D., & Palliyani, S., 2017). The plan of the transport policies, network and facilities provided the framework of transportation. It had good transport strategies, policies and programs by the LTA in support of the concept plans. (Dotson, E., & Barter, P., 2013)

Figure- 5: Mrauk Map by boats

Source: Wikitravel the free travel guide (https://wikitravel.org/en/File:MapMraukU.png)

2.4 Accommodation

As spread of tourism business such as social, cultural and economic phenomenon. The place where had attraction of the tourism needed accommodation and food. The accommodation is the base of the tourism development. (Poudel, S., 2013). The government planned to improve the standard of accommodation for the development of tourism in Mrauk U, historical and archaeological sites, Rakhine State, Myanmar too to development their country in business.

Figure- 6: Accommodation in Mrauk U and Rakhine State
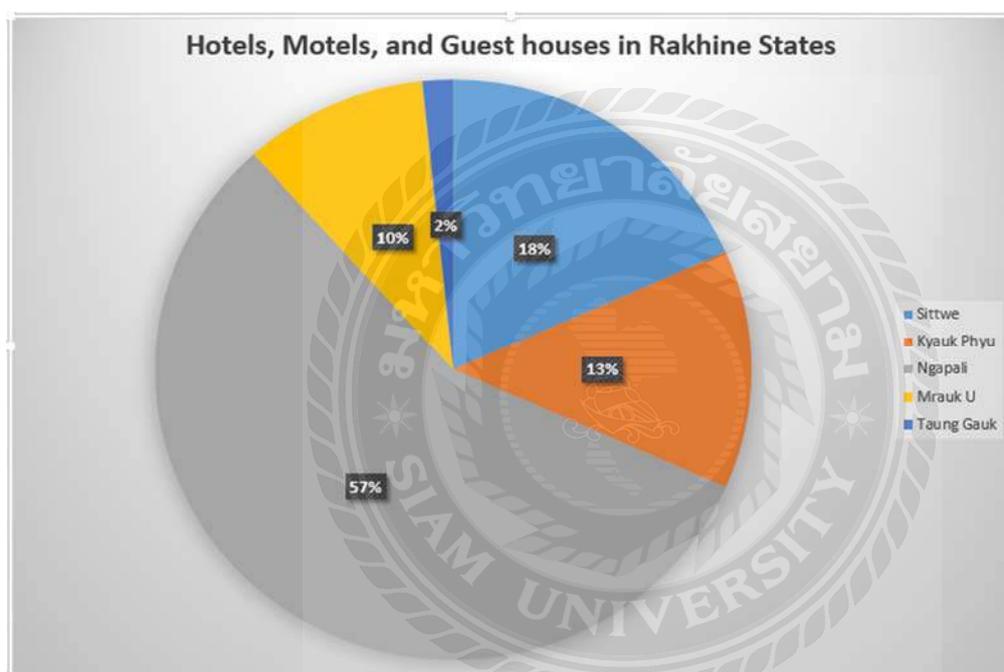
Source: Myanmar Tourism Statistics 2017

According to Myanmar Tourism Statistics 2017, Mrauk U had 6 hotels, motels and guest houses, 152 rooms for the tourists. It was lower than Napali beach and other area where tourists arrived. There are 6 hotels in Mrauk U, most of them were private and eight guests with 87 rooms in them, 57 rooms were single rooms and 30 rooms were double rooms.

Accommodation was a foundation of tourism industry and it made tourism development. The location where tourists requested to stay needed to place or accommodation during their travel. There were several size and type of accommodation in relation to location and services in the travel. The services of accommodation facilities were based on their targeted customer groups. Travelling would not be complete without accommodation. When tourists make their journey with their travelling purpose, they needed accommodation facilities to rest and refresh along their travel. That was why we needed accommodation for the travelling. (Poudel, S., 2013). There were so many kinds of accommodation but in them hotel was most favorite than others. The hotel industry got a lot of profit from accommodation and it made economic growth and stability and community developments, such as beautiful buildings,

offices and entertainment facilities which improved business and leisure travelers. (Tsai, H., Song, H. & Wong, F. K. K., 2008) private accommodation also useful for the tourists. They could stay comfortably and settle down by own hospitality for the simple reason. Private accommodation was more suitable for the short trip. (Portolan, A., 2012). Nowadays, in the tourism field, there were so many competition such as services and accommodation. Every country had five star hotels for accommodation and not only were the staffs trained well to be familiar with tourists or customer but also locations throughout the hotel. The staffs of hotel must to be familiar with the local area and sightseeing spots. (Gumaste, R., Bhagwat, R. & Thakkar, P., 2015). In accommodation, there were not only facilities of factors but also natural beautiful like sea, sightseeing and the familiar of the local people and society of their locations.

2.5 Tourism development of Mrauk U

Mrauk U, former capital city of Arakan, was the economic and tourist zone in which many attractions and tourists come to trip with their goals, especially package tour. In Mrauk U, there were many places to visit such as Shittaung pagoda, Kothaung pagoda, and Htauk Kan Thein pagodas for the religion size and it was multiculturalism for all. That's why tourist come to visit with their goals of Mrauk U. Now the world's less developed countries try to get attain of business success with tourism as a tool for the development. Most of the organizations even the World Bank, UN agencies and other NGOs and some countries hope that tourism can bring the successful of business for human beings. (Dolezal, C., & Trupp, A., 2015).

Figure-7: A map of Mrauk U
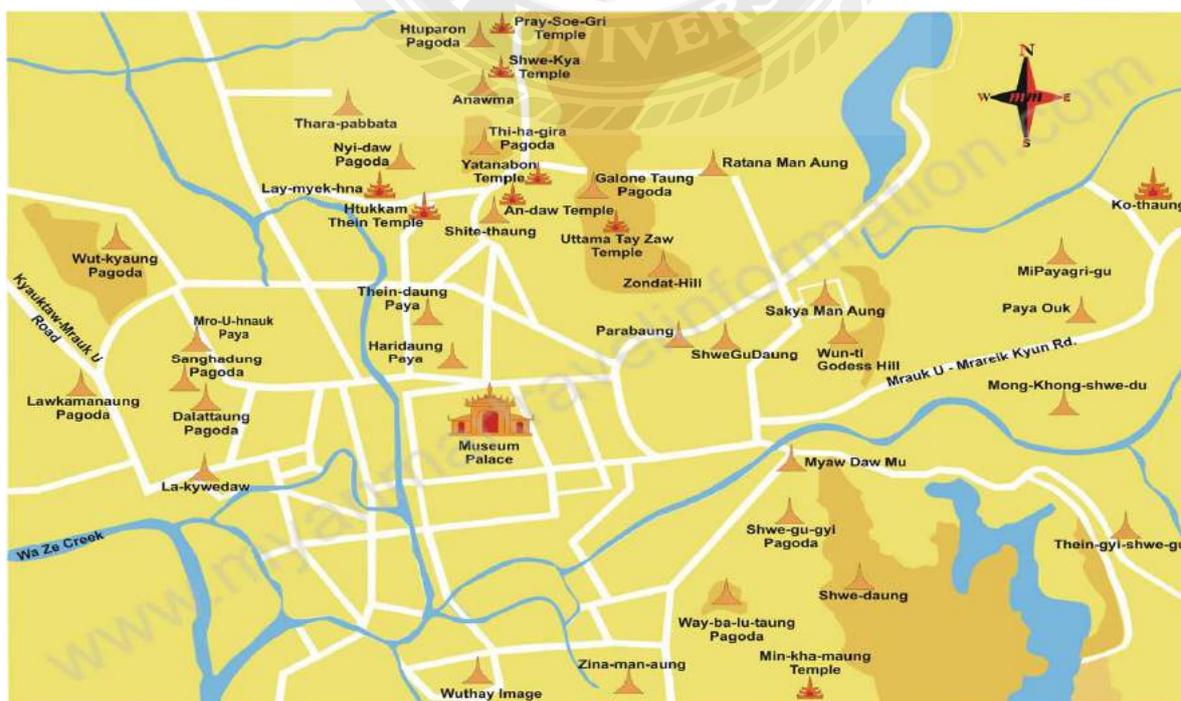
Source: Myanmartravelinformation.com

Myanmar was moving forward now with Democracy government started from 2010 after free from military government. At the end of 2010, civilian could vote for their president even though they could not believe totally view and one of military leader's U thein Sein became a President which was a few significant steps towards democracy and economic door was open for Myanmar in Asian. (Michalon, M., 2017). Myanmar's tangible cultural heritage was one of the richest and most diverse in the Southeast Asian region. It was more than Thailand and Cambodia. (Facchinetti, S., 2014) which was one of the reason what could make tourist development of Mrauk U, Rakhine State, Myanmar and it could make employment opportunities and rising tourism industry and it good potential to earn tourist economic. (Alleya., Brown & Simpson., 2015) Mrauk U was most suitable for the tourist to visit place in Myanmar. There were many historical place, religious sites, archeological buildings and multicultural people. Especially for the religion. Religious tourism was one kind of special interest tourism, in which not only pilgrims but also non-religious tourists come to visit. (Gurung, K, R., 2016)

2.6 Present Tourism to Rakhine

Tourism based on cultural, historical and archaeological attractions in Rakhine State, Myanmar. There are most of the towns attracted such as Mrauk-U, Sittwe, the capital city of Rakhine State at present time, Ngapali beach in Thandwe, Kyaukphyu, Kyauktaw, Punnagyun, Myinbya, Taungup, Yanbye, and Gwa. Mrauk-U, ancient city of Arakan, was the most tourist attraction point in Rakhine State as well as Ngapali beach, one of the best beaches in Southeast Asian countries, in Thandwe and other so many tourist attraction near Mrauk-U environs were Dhannawaddy, Vesali, and Launggret which were old capital cities of Rakhine. (Win, M, Mr., 2008). Although Mrauk U was the highest tourists visited place in Rakhine State, it was still lower tourist arrivals then other famous place such Bagan in Myanmar. In 2016, Bagan recorded 280,000 international visitors while Mrauk-U served for the 4,000 international tourists. It was only one percentage of the tourist arrival of statistics in 2016. Some the Buddha images, Pagoda and temple from Mrauk-U and Bagan were similar because of residential areas. The different thing between Mrauk-U and Bagan was architecture. Mrauk-U, a town surrounded by hills in northern Rakhine State, was known as the 'Stone City' because the pagodas from Mrauk-U were made of stones. In Bagan, the Buddha images, temples and pagodas were made of bricks although older than Mrauk-U. So we have to upgrade Mrauk-U area with tourism development and protected of the land of Buddha.

2.7 Tourism Development Strategy for Mrauk-U

Under the centralization of the government policy, as a state had few power of political policy and difficult to get permit of the tourist guides and tourism was not effect on the local society that was a barrier of the development of tourism in Mrauk U, Rakhine State. Tourism development means not only profit for the business man, it means local community development, protected the nature and planet, and social responsible for the local. So government needed to reduce tax of stake holder was supported to development of the tourists. The solution of the problem was loan budget for the individual tourists and change of visa

restrictions for the foreigners. Prepared modernize international standard level accommodation and security and services for the tourists.

2.8 Prospective for the future of Mrauk U, Rakhine State, Myanmar

Mrauk U was green and very beautiful land and many opportunities with tourism. Although tourist facilities and transportation difficulties related to tourist arrival at the moment, it will be better in the future because Myanmar government had Master plan for the hotel and tourism developments. And after that for the tourism development, it was needed high way comfortable and safety road from Sittwe, the capital city of Rakhine State, to Mrauk-U, and good transportation systems such as speed boats for the water ways and 24 hours serviced by car and then, one of the most important thing was domestic airline from Mrauk U to Yangon and Sittwe. However, enough electricity, road for the transportation and communication were needed to be upgraded for local visitors and international tourists. (Win, M, Mr., 2008). Tourism development will make Mrauk-U as a green land and get fresh air protected environment and social development as well as local economic growth up.

2.9 Past Research

Myanmar economic, Gross Domestic Product (GDP), was growing rate according to the international monetary fund (IMF) from \$2.79 billion in 1990 to \$35.22 billion in 2010. (Morley, I., 2012). Myanmar government was making development of more growing up rate GDP with tourism so Myanmar welcomes tourists from around the world and will continue to facilitate smooth and efficient access to the country. (Tourism master plan, 2013-2020). Nowadays, people were more travelling because of globalization, the world was smaller and smaller. So Myanmar was also suitable place for a trip. There were so many intention places in Mrauk U, an ancient city of Arakan. Travel intention meant the place where was good environment and the locaters were very familiars for a trip, visit. (Saechau, E., Nge, E., Phrombun, T., Htun, H., & Mouton, K., (2015). Southeast Asia countries combined as a one state the purposes of promote sustainable development. (Bakker, S., Major, M., Mejia, A. & Banomyong, R., 2017). Every country was trying to do better accommodation and transportation for the Tourism development and Myanmar in which could promote for the tourism in Mrauk-U, Myanmar too. Southeast Asian tourism appears to be an increasing and need to experience greater levels of decision-making and power in order for tourism to compare organization in the world. (Trupp, A. & Dolezal, C., 2015)

Chapter 3

3. Methodology

This chapter explains the overview of research methodology and provides comprehensive explanations of research processes. It comprises a review of research methodology and statement of research methodology utilities. It presents a discussion of the research methodology which focused on identifying the factors of tourism development and prospective for the future of Maruk U, Rakhine State, Myanmar.

Methodology is a system that can solve the problem of the research systematically and understood of the studying with scientifically. Several of the research problem cannot be solved only with the research method and techniques and so we have to know that methodology too. Researcher must know methodology in the study field and how to contribute his research with systematically like a carpenter who build a house. (Kothari, C.R., 2004)

3.1 Type of Research Methodology

There are many type of research methods, in them, quantitative and qualitative are popular in research field of the study. Quantitative research is founded on the measurement of quantity, amount or numbers. It is related to situation that can be described in terms of quantity. It is studied about the frequency of the human nature of the phenomena and searching for that why people do it or how many usually do it. The purpose of the quantitative is revealed of the people wish, motives and desires and after that reassurance of the different.

Qualitative research is searching about the hiding motives of human behavior. In this research, motives of the human behavior is many way of people such as like or dislike. That is why we have to search from the experimental psychologists of the human nature what related with qualitative. (Kothari, C.R., 2004)

This research is a qualitative research with survey method, observing from the visitors in Mrauk U area.

3.2 Research Design

Research design is role and purpose of the research and the result of this chapter will give information for the chapter 4 and so it is main point what I study about the tourism development and prospective for the future of Mrauk-U, Rakhine state, Myanmar. This research design contributed why people come to visit to Mrauk-U and what we need to prepare for the prospective in the future.

This research design is characterized by asking (engaging, semi-test, trial, survey, and met systematic) questions that correlation of the people under the conceptual frame work what is reliability of the data collected and analyzed. The samples are 250 visitors who are visiting in Mrauk-U area, most of them are foreigners and some are different part of Myanmar and it is about 250 of randomly questions were asked as sample of this research.

3.3 Data collection

This is data collection of the research what involved gathering and measuring information on targeted variables in an established system, which than enables on to answer relevant questions and evaluate outcomes. The questionnaires were distributed to the tourists in Mrauk-U, an archaeologically important town in northern Rakhine State as well as the capital of Mrauk-U Township, a sub region of the Mrauk-U District where is one of the most tourist attraction places in Myanmar. There are two parts of the questionnaires such as demographic characteristics and tourists satisfaction with attraction, transportation, and accommodation and prospective in the future. The procedure of the data collection was followed by the sample, and used survey method, interview with the people who come to visit and semi-meeting with local and focus gathering information what can provide for the data collection.

3.4 Sampling Design

3.4.1 Population and sample

In statistics the term "**population**" takes on a slightly different meaning. The "**population**" in statistics includes all members of a defined group that we are studying or collecting information on for data driven decisions. A part of the **population** is called a **sample**.

A well-defined population and sample is an essential in the process of the sample design. Veal in 2005 has defined the term population as "the total of category of subject that is the focus of attention in particular research project". Population can be assumed that in such an inquiry when all the items are covered no elements of chance is left and obtained the highest accuracy. (Kumar, 2008). Sampling design is a subset of the population that is selected for the purpose of study. For 32 example, 100 samples out of 2000. An effective sample must represent the element of the population in the most precise manner (Babbie, 2010).

3.4.2 Sampling Technique

Sample design is a method by which the sample is selected from a population. Sample design can be classified into two categories: probability and nonprobability sampling design (Martin, 1996). Probability sampling enables researches to estimate the amount of error of the sample represented toward the population, while the nonprobability sampling lacks in such capability (Malhotra, 2002). Probability sampling techniques are categories into four types of probability sampling technique. Simple Random Sampling uses unbiased device such as computer or an advance calculator to assign numbers according to the amount of the population, and then select each number at random to form a sample without creating any subsets.

3.4.3 Sample Size

Sample sizes are most significant to the study, as the smaller size can affect the result of individual research. However, the effect will be different, as it's depend on individual selection for the methodology methods. For instance, the qualitative research design and techniques to support the smaller range of sample size, a range of 6-10 sample size is recommended for these methodology methods. (Miles & Huberman,1994; Creswell, 2007).

An appropriate sample size for a qualitative study is one that adequately answers the research question. In practice, the number of required subjects usually becomes obvious as the study progresses, as new categories, themes or explanations stop emerging from the data i.e. data saturation. (Martin, 1996).

3.4.4 Data Analysis

Data analysis is another important factor to understand (Aaker et al., 1998). Firstly, the researcher can get information and insights by analyzing raw data. Secondly, it can help researcher to interpret and understand related analysis. Finally, Techniques of analysis data or handle of data are important and can result in constructively researcher's objectives. Ever studies conducted by the researcher are unique of its own kind and data are analysis as per individual researcher need or the studies conducted. However, all the data will be analysis will involve in editing the data and coding of the data. Which will be a combination of one or more data analysis will be techniques and will have to concern with presenting the results effectively. Zikmund (2003) defined editing as the "process of making data ready for coding and transfer to data storage". Editing is aimed to ensure the data are completeness, consistency, and reliability. The role of the editing process is to identify omissions, ambiguities, and errors in the responses. It should be conducted in the field by the interviewer and field supervisor, as well as by the analyst, just prior to data analysis (Asker, 1997). Careful editing makes the coding job easier. 34 Coding is defined as the "process of identifying and classifying each answer with a numerical score or other character symbol" (Zikmund, 2003). After finishing data preparation, the data analysis firstly requires analyzing and measuring each question by using tabulation. Tabulation simple by counting the case and categorized the case into various categories. Aim at the data cleaning in identifying the omissions, ambiguity and errors made by respondent measured as an interval or ratio; they are transformed to nominally scaled variables for the purpose of crosstabulation.

3.5 Research Questions

The research questions below are to be examined through study:

1. How the demographics characteristics are relationship between tourism developments of Mrauk-U, Rakhine State, Myanmar?
2. How the tourist attractions are relationship between tourism developments of Mrauk-U, Rakhine State, Myanmar?
3. How the accommodations are relationship between tourism developments of Mrauk-U, Rakhine State, Myanmar?
4. How the transportations are relationship between tourism developments of Mrauk-U, Rakhine State, Myanmar?

Figure: 4

Question Framework

Demographic

Gender, age, monthly…

Tourist attractions

Accommodations

Transportations

Tourism development and prospective for the future of Mrauk-U, Rakhine State, Myanmar.
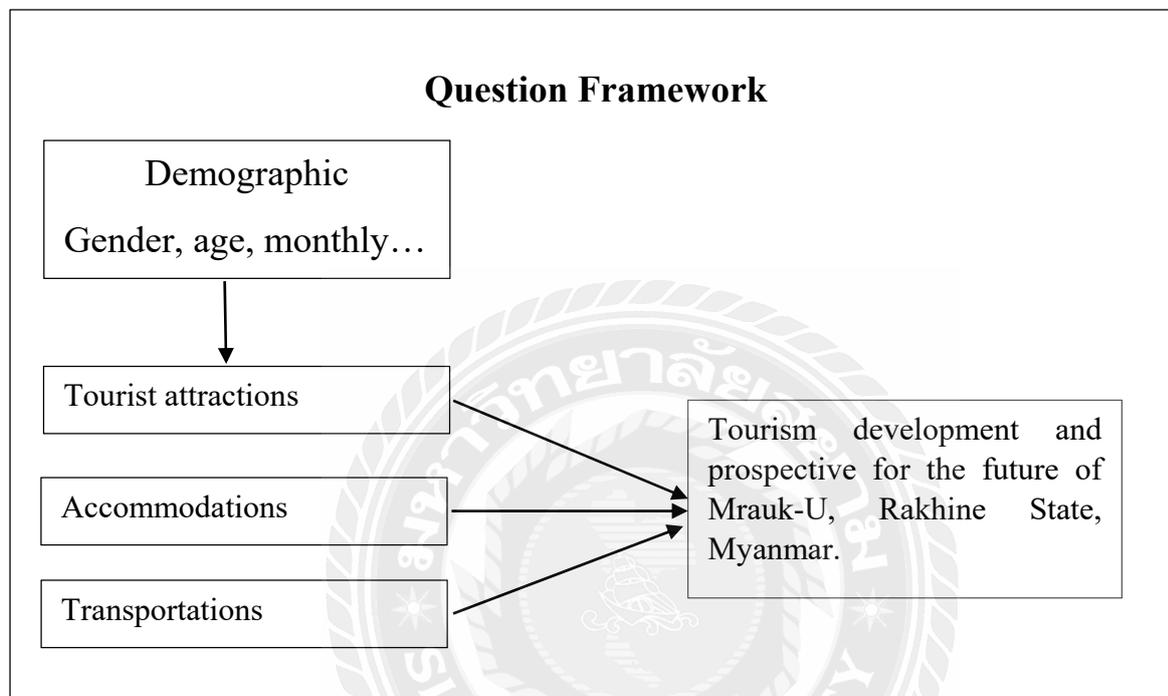
3.6 Sample Size

The researcher used the Yamane (2009) formula to calculate the sample size for this study: n=N/ (1+N (e2) Where n represents the sample size, Population size is represented capital N and e2 Represent the level of precision (± 5%, or at the 95 % confidence level). The sample size, calculates method for this research as follows: N = 710/ (1+710 (0.05²)), Therefore n = 250 so the researchers take 250 respondents as sample size for this study.

3.7 Coding Structure

Coding structure is useful in processing the data and analyzing the data and interpreted the data to generate an interpretation to analyze the data to research questions. Zikmund, (1997) defined "the process of identifying and classifying each answer with a numerical score or other symbol" and the coding sample are collected as follows; 1means Excellence, 2 Good, 3 means Fair,4 poor, and 5 No idea.

Tourism development and prospective for the future of Mrauk-U, Rakhine State, Myanmar and its area were asked to rate the level of agreements based on a five point of the Likert rating scale with providing the various statements regarding to the factors what we need

for the tourism developments are tourist attractions, accommodations and transportations. The coding structures that will be used in the questionnaire of this research are as follows:

Targets' approach:

(1)Strongly satisfied, (2) Satisfied, (3) General, (4) Dissatisfied and (5) strongly dissatisfied.

Tourist attractions, accommodations and transportations:

(1) Strongly satisfied, (2) Satisfied, (3) General, (4) Dissatisfied and (5) strongly dissatisfied.

Overall satisfaction of tourist attractions, accommodations and transportations:

      1= Yes

      2 = No

Gender: 1 = Male, and 2 = Female

Age structure (years): (A) less than 18, (B) 19-25, (C) 26-35 (D) 36-45 (E) over 45.

Monthly income: (A) Less than 1000 USD, (B) 1000-1500 USD, (C) 1500-2500 USD, (D) 2500-5000 USD, (E) over 5000 USD.

Occupation: (A) Student, (B) Employer, (C) Business man, (D) Retired person (E) Others

Education: (A) Undergraduate, (B) Graduated, (C) PhD, (D) Others

This study will employ the SPSS software, as the software benefits the researcher as it easy to use and appropriate in handling data (Gaur, 2006); therefore, the SPSS software will be employed in this study.

Chapter 4

Finding

4.1 Research findings

This research in Chapter 4 describes the analysis of data and report the results that researcher has found how the responses were responded calculating by Statistical Package for Social Sciences (SPSS) software, in line with gender, age, occupation, income, marital status, education level and tourist attractions, accommodations, and transportations for the tourism development and prospective in the future of Mrauk-U, Rakhine State, Myanmar.

First of all, the researcher uses descriptive statistical tests to analysis frequency of demographics concerning with tourist who come to visit in Mrauk-U, Rakhine State, Myanmar and the frequency analysis was determined by distribution of the respondents of tourism development and prospective in the future of Mrauk-U, Rakhine State, Myanmar.

Second, the researcher analyzes the frequency of independent variable hypotheses such as tourist attractions, accommodations, and transportations and dependent variable of tourism development in Mrauk-U, Rakhine State, Myanmar.

Thirdly, the researcher describes the correlation statistical test to study **Mean** and **Std. Deviation** on implication the purpose of tourism development and prospective in the future of Mrauk-U, Rakhine State, Myanmar dealing with tourist attractions, accommodations, and transportations.

Finally, the researcher mentions both frequency and **one simple T-test** to analyze the **Mean** and **Standard Deviation** of how overall satisfaction of tourism development and prospective in the future of Mrauk-U, Rakhine State, Myanmar dealing with tourist attractions, accommodations, and transportations.

4.2 Descriptive Analysis

According to respondents' demographic background, data analysis describes in terms of gender, age, occupation, income, education level, marital status and the independent variable of three hypotheses, and dependent variable of the tourism development of Mrauk-U, Rakhine State, Myanmar.

Table: 1 Frequency table of the gender respondents

Gender		Frequency	Percent	Valid percent	Cumulative percent
Valid	Male	145	57.5	58.0	58.0
	Female	105	41.7	42.0	100.0
	Total	250	99.2	100.0	

According to table 1, frequency table of the gender respondents, 710 tourists' questionnaires approached, and 250 tourists participated in this research. As result of

frequency, 145 respondents is 57.5% in the percent that was male and 105 frequency respondents was 41.7% that was female respondents, and so in the tourists who come to Mrauk-U, Rakhine State, percentage of the male respondents were more than female.

Table: 2 Frequency table of Age respondents

Age		Frequency	Percent	Valid percent	Cumulative percent
	Less than 18	25	9.9	10.0	10.0
	19-25	50	19.8	20.0	30.0
Valid	26-35	80	31.7	32.0	62.0
	36-45	50	19.8	20.0	82.0
	Over 45	45	31.7	18.0	100.0
	Total	250	99.2	100.0	

Table 2, frequency table of age respondent's show that frequency and percent of the tourists who come to Mrauk-U. As the list of the age, there were five kinds of level, first of them was less than 18 years old with 25 of frequency and 9.9 percent. Second, between 19 and 25 years old with 50 of frequency or 19.8 percent of the table. Third, between 26 and 35 years old what the highest frequency and 31.7 percent of the table was. Fourth, between 36 and 45 years old with 50 of frequency and 19.8 of the percent in the table and finally over 45 years old tourists with frequency of 45 and 31.7 percent in the table. These were participated in this survey in Mrauk-U area of Rakhine State, Myanmar.

Table: 3 Frequency table of monthly income respondents

	Income	Frequency	Percent	Valid percent	Cumulative percent
	Less than 1000 USD	70	27.8	28.0	28.0
	1000-1500 USD	50	19.8	20.0	48.0
Valid	1500-2500 USD	75	29.8	30.0	78.0
	2500-5000 USD	50	19.8	20.0	98.0
	Over 5000 USD	5	2.0	2.0	100.0
	Total	250	99.2	100.0	

Table 3, frequency table of monthly income respondents, revealed that the different kinds of monthly income of tourists. There were five kinds of income of the visitors. Starting from less than 1000 $ with 70 frequency or 27.8 percent of the table and monthly income between 1000 - 1500 was 50 frequency or 19.8 percent of the table and between 1500-2500 monthly income visitors were the highest rank of the table with 75 frequency or 29.8 percent. The visitors who get between 2500-5000 monthly income were 50 frequency or 19.8 percent of the table and the person who get over 5000 $ for the monthly income was only five frequency or 2.0 percent of the table.

Table: 4 Frequency table of occupation respondents

	Occupation	Frequency	Percent	Valid percent	Cumulative percent
Valid	Student	60	23.8	24.0	24.0
	Employer	65	25.8	26.0	50.0
	Business man	70	27.8	28.0	78.0
	Retired person	45	17.9	18.0	96.0
	Other	10	4.0	4.0	100.0
	Total	250	99.2	100.0	

Table 4, frequency table of occupation respondents, described that occupation of the visitors who come to Mrauk-U destination of tourist area. The student of the 60 frequency or 23.8 percent, employer was 65 frequency or 25.8 percent, business man was 70 frequency or 27.8 percent of the table that was the highest level of the table, retired person was 45 frequency or 17.9 percent, and other 10 frequency or 4.0 percent of the table. It was the result of the table 4, in this chapter.

Table: 5 Frequency table of country respondents

	Country	Frequency	Percent	Valid percent	Cumulative percent
Valid	Asian	130	51.6	52.0	52.0
	America	20	7.9	8.0	60.0
	Europe	75	29.8	30.0	90.0
	Africa	20	7.9	8.0	98.0
	Other	5	2.0	2.0	100.0
	Total	250	99.2	100.0	

According to table 5, frequency table of country respondents, most of people visited in Mrauk-U, Rakhine State, Myanmar were from Asian countries. 130 people with frequency and it was 51.6 percentage of the table, second Europe with 75 frequency or 29.8 percent, third visitors from America and Africa were each 20 in frequency and 7.9 percent and after that 5 visitors frequency or 2.0 percent from other places. It was shown where visitors come to Mrauk-U, Rakhine State, Myanmar.

Table: 6 Frequency table of education respondents

	Education Level	Frequency	Percent	Valid percent	Cumulative percent
	Undergraduate	70	27.8	28.0	28.0
	Graduated	140	55.6	56.0	84.0
Valid	PhD	25	9.9	10.0	94.0
	Other	15	6.0	6.0	100.0
	Total	250	99.2	100.0	

Table 6, frequency table of education respondents, described the education level of visitors in Mrauk-U. 70 frequency or 27.8 visitors were undergraduate and 140 frequency or 55.6 visitors were graduated and after that 25 people or 9.9 percent were PhD and other level of education were 15 frequency or 6.0 percent of the table.

Table: 7 Frequency table of marital status respondents

	Marital status	Frequency	Percent	Valid percent	Cumulative percent
	Single	95	37.7	38.0	38.0
	Married	100	39.7	40.0	78.0
Valid	Divorced	50	19.8	20.0	98.0
	Other	5	2.0	2.0	100.0
	Total	250	99.2	100.0	

This table described that marital status of frequency respondents who participated in this research in Mrauk-U. There were four part of the table such as single, Married, divorced and other. 95 frequency or 37.7 percent of the visitors in Mrauk-U were single, and 100 frequency, 39.7 percent of the visitors in Mrauk-U were Married and 50 frequency or 19.8 percent of people were divorced and 5 frequency or 2.0 percent of the participators were other marital status.

Table: 8 Frequency table of historical sites in Mrauk-U with tourist attractions

	Historical sites	Frequency	Percent	Valid percent	Cumulative percent
	Strongly Satisfied	80	31.7	32.0	32.0
	Satisfied	80	31.7	32.0	64.0
Valid	General	80	31.7	32.0	96.0
	Dissatisfied	5	2.0	2.0	98.0
	Strongly dissatisfied	5	2.0	2.0	100.0
	Total	250	99.2	100.0	

This table, the frequency table of historical sites respondents, described 80 frequency or 31.7 percent of the table were strongly satisfied, and 80 frequency or 31.7 percent were satisfied, and 80 frequency or 31.7 percent were general. From this studied field, Mrauk-U area, Rakhine State, 5 frequency or 2.0 percent of the table were dissatisfied as well as 5 frequency or 2.0 percent of the visitors in Mrauk-U were strongly dissatisfied with historical sites in Mrauk-U for the tourist attractions.

Table: 9 Frequency table of arts, craft and life style with tourist attractions

Arts, craft and life style		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly Satisfied	75	29.8	30.0	30.0
	Satisfied	105	41.7	42.0	72.0
	General	60	23.8	24.0	96.0
	Dissatisfied	5	2.0	2.0	98.0
	Strongly dissatisfied	5	2.0	2.0	100.0
	Total	250	99.2	100.0	

The table 9 of frequency shows that arts, craft and life style with tourist attractions in Mrauk-U, Rakhine State, Myanmar. Tourist attractions dealing with arts, craft and life style with tourist attraction and so 75 frequency or 29.8 percent of the table were strongly satisfied with the historical sites with tourist attractions in Myauk-U and 105 frequency or 41.7 percent in the table were satisfied, and 60 frequency or 23.8 percent of the table were general, and 5 frequency or 2.0 percent of the dissatisfied and strongly dissatisfied of the table.

Table: 10 Frequency table of special festival and events with tourist attraction

Special festival and events		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly Satisfied	50	19.8	20.0	20.0
	Satisfied	110	43.7	44.0	64.0
	General	80	31.7	32.0	96.0
	Dissatisfied	5	2.0	2.0	98.0
	Strongly dissatisfied	5	2.0	2.0	100.0
	Total	250	99.2	100.0	

This table 10, frequency table of special festival and events that could be tourist attraction in Mrauk-U, Rakhine State. Dealing with the special festival and events that for tourist attraction in Mrauk-U were strongly satisfied 50 frequency or 19.8 percent of the table, and 110 frequency or 43.7 percent were satisfied, and 80 frequency or 31.7 percent were general, and 5 frequency or 2.0 percent of the table were dissatisfied and strongly dissatisfied of the studied field.

Table: 11 Frequency table of natural views with tourist attraction

	Natural views	Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly Satisfied	45	17.9	18.0	18.0
	Satisfied	120	47.6	48.0	66.0
	General	75	29.8	30.0	96.0
	Dissatisfied	5	2.0	2.0	98.0
	Strongly dissatisfied	5	2.0	2.0	100.0
	Total	250	99.2	100.0	

This table described of natural views what is tourist attraction in Mrauk-U, Rakhine State and the tourists' views of the table of frequency. 45 of the frequency or 17.9 % were strongly satisfied with the natural views in Mrauk-U, and most of the people who visited to Mrauk-U with 120 frequency or 47.6% of the table were satisfied, and after that 75 frequency or 29.8% were general and 5 frequency or 2.0% were dissatisfied and strongly dissatisfied too.

Table: 12 Frequency table of services of hotels in Mrauk-U

	Hotel services	Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly Satisfied	35	13.9	14.0	14.0
	Satisfied	65	25.8	26.0	40.0
	General	85	33.7	34.0	74.0
	Dissatisfied	35	13.9	14.0	88.0
	Strongly dissatisfied	30	11.9	12.0	100.0
	Total	250	99.2	100.0	

Frequency table of services in hotels in Mrauk-U described that how many people satisfied with their accommodation. 35 frequency or 13.9% of the table were strongly satisfied, and 65 frequency or 25.8 percent of the table were satisfied, and after that 85 frequency or 33.7% of the table were general and it was the highest level of feedback from people who come to visit in Mrauk-U. 35 frequency or 13.9% of the table were dissatisfied and 30 frequency or 11.9 % were strongly dissatisfied with services of hotels in Mrauk-U.

Table: 13 Frequency table of the price of accommodation in Mrauk-U

Price of accommodation		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly Satisfied	25	9.9	10.0	10.0
	Satisfied	75	29.8	30.0	40.0
	General	135	53.6	54.0	94.0
	Dissatisfied	10	4.0	4.0	98.0
	Strongly dissatisfied	5	2.0	2.0	100.0
	Total	250	99.2	100.0	

This table described how many people were like or dislike with their price of accommodation in Mrauk-U. The result of the studied field shows that 25 frequency or 9.9 % of the people who visited to Mrauk-U were strongly satisfied with the price of accommodation, and 75 frequency or 29.8 % were satisfied, and 135 frequency or 53.6 % were general and it was the highest level of the situation of this table and 10 frequency or 4.0 % were dissatisfied, and after that just only 5 frequency or 2.0 % of the people were strongly dissatisfied with the price of the accommodation in Mrauk-U.

Table: 14 Frequency table of the weather and environment in Mrauk-U

Weather and environment		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly Satisfied	35	13.9	14.0	14.0
	Satisfied	140	55.6	56.0	70.0
	General	60	23.8	24.0	94.0
	Dissatisfied	10	4.0	4.0	98.0
	Strongly dissatisfied	5	2.0	2.0	100.0
	Total	250	99.2	100.0	

This table 14, frequency table of the weather and environment in Mrauk-U explained that the people who visited in Mrauk-U like or dislike of the weather and environment in Mrauk-U. most of them were satisfied with the weather and environment in Mrauk-U, as the result of the frequency table, 35 frequency or 13.9 were strongly satisfied, and 140 frequency or 55.6 % were satisfied, and 60 frequency or 23.8% were general for the good point and after that on the other hand, 10 frequency or 4.0 % were dissatisfied and 5 frequency or 2.0 % were strongly dissatisfied with the weather and environment in Mrauk-U.

Table: 15 Frequency table of the infrastructure of the accommodation in Mrauk-U

Infrastructure of the accommodation		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly Satisfied	30	11.9	12.0	12.0
	Satisfied	115	45.6	46.0	58.0
	General	80	31.7	32.0	90.0
	Dissatisfied	20	7.9	8.0	98.0
	Strongly dissatisfied	5	2.0	2.0	100.0
	Total	250	99.2	100.0	

The table 15, frequency table shown that the infrastructure of the accommodation in Mrauk-U had good level of infrastructure dealing with accommodation in there. So many of tourist satisfied with infrastructure of the accommodation in Mrauk U. we had analysis from the studied field. The result of the table was such as 30 frequency or 11.9 % were strongly satisfied, and 115 frequency or 45.6 % were satisfied, and 80 frequency or 31.7 % were general, and 20 frequency or 7.9 % were dissatisfied, and 5 frequency or 2.0 % were strongly dissatisfied with infrastructure of the accommodation in Mrauk-U.

Table: 16 Frequency table of the taking by horse cart and bicycle in Mrauk-U

Taking by horse cart and bicycle		Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly Satisfied	30	11.9	12.0	12.0
	Satisfied	90	35.7	36.0	48.0
	General	95	37.7	38.0	86.0
	Dissatisfied	30	11.9	12.0	98.0
	Strongly dissatisfied	5	2.0	2.0	100.0
	Total	250	99.2	100.0	

Table 15 of frequency presented that taking by horse cart and bicycle in Mrauk-U dealing with transportation which support to development of the tourism. In this table, there were five situation that could choose for the visitors which one they like or dislike. First of all, 30 frequency or 11.9 % of the table were strongly satisfied with taking horse cart and bicycle in Mrauk-U, and secondly, 90 frequency or 35.7 % satisfied taking horse cart and bicycle dealing with transportation. Third, 95 frequency or 37.7 % were general. So most of the people were general in this table and after that, 30 frequency or 11.9 % were dissatisfied and finally, 5 frequency or 2.0 % were strongly dissatisfied taking horse cart and bicycle in Mrauk-u, dealing with transportation.

Table: 17 Frequency table of the safety and security with transportation in Mrauk-U

	Safety and security of transportation	Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly Satisfied	35	13.9	14.0	14.0
	Satisfied	115	45.6	46.0	60.0
	General	75	29.8	30.0	90.0
	Dissatisfied	10	4.0	4.0	94.0
	Strongly dissatisfied	15	6.0	6.0	100.0
	Total	250	99.2	100.0	

According to table 16 shown that how many people feeling about the safety and security with transportation in Mrauk-U dealing with transportation. The table described that most of the people who come to the Mrauk-U were satisfied and it would be explained as the result of the studied field. 35 frequency or 13.9 % of the table were strongly satisfied dealing with safety and security with transportation in Mrauk-U, and secondly 115 frequency or 45.6 % were satisfied, and after that 75 frequency or 29.8 frequency were general. So it was a good point because of so many of the people who visit to Mrauk-U were satisfied and a few percentage of the people who come to visit in Mrauk-U dissatisfied such as 10 frequency or 4.0 % of the people were dissatisfied and 15 frequency or 6.0 % strongly dissatisfied with safety and security transportation in Mrauk-U.

Table: 18 Frequency table of hiking in Mrauk-U

	Hiking in Mrauk-U	Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly Satisfied	45	17.9	18.0	18.0
	Satisfied	80	31.7	32.0	50.0
	General	95	37.7	38.0	88.0
	Dissatisfied	20	7.9	8.0	96.0
	Strongly dissatisfied	10	4.0	4.0	100.0
	Total	250	99.2	100.0	

The table 17, described that frequency, percent, valid percent, and cumulative percent of the hiking dealing with the transportation in Mrauk-U. 45 frequency or 17.9 % of the table were strongly satisfied, 80 frequency or 31.7 % were satisfied, and 95 frequency or 37.7 % were general and it was the highest level of the sample analysis of the table and 20 frequency or 7.9 % were dissatisfied, and 10 frequency or 4.0 % were strongly dissatisfied dealing with the hiking in Mrauk-U.

Table: 19 Frequency table of public transportation in Mrauk-U

	Public transportation	Frequency	Percent	Valid percent	Cumulative percent
Valid	Strongly Satisfied	20	7.9	8.0	8.0
	Satisfied	55	21.8	22.0	30.0
	General	110	43.7	44.0	74.0
	Dissatisfied	40	15.9	16.0	90.0
	Strongly dissatisfied	25	9.9	10.0	100.0
	Total	250	99.2	100.0	

Table 19 explained about the public transportation in Mrauk-U dealing with transportation. 20 frequency or 7.9 % were strongly satisfied, and 55 frequency or 21.8 % were satisfied, most of the people who come to visit in Mrauk-U were general, 110 frequency or 43.7 % of the table, and 40 frequency or 15.9 % were dissatisfied and 25 frequency or 9.9 % were strongly dissatisfied with public transportation in Mrauk-U.

Table: 20 Overall Satisfaction of tourist attraction in Mrauk U

	attraction	Frequency	Percent	Valid percent	Cumulative percent
Valid	Yes	120	47.6	48.0	48.0
	No	130	51.6	52.0	100.0
	Total	250	99.2	100.0	

The table 20 mentioned that tourist attraction overall satisfaction of attraction of the tourists were 120 frequency or 47.6 % of respondents and 130 of frequency or 51.6 % of respondents shown respectively, which means that most of the tourists dissatisfied with tourist attractions in Mrauk-U.

Table: 21 Overall Satisfaction of accommodation in Mrauk U

	accommodation	Frequency	Percent	Valid percent	Cumulative percent
Valid	Yes	115	45.6	46.0	46.0
	No	135	53.6	54.0	100.0
	Total	250	99.2	100.0	

The table 21 mentioned that overall satisfaction of accommodation of the tourists were 115 frequency or 45.6 % of respondents which means like for the accommodation and 135 of frequency or 53.6 % of respondents shown respectively, which means that most of the tourists

dissatisfied with accommodation in Mrauk-U. So we need to do more for the accommodation in there.

Table: 22 Overall Satisfaction of transportation in Mrauk U

Transportation		Frequency	Percent	Valid percent	Cumulative percent
Valid	Yes	140	55.6	56.0	56.0
	No	110	43.7	44.0	100.0
	Total	250	99.2	100.0	

The table 22, the last table of the overall satisfaction and it mentioned that satisfaction of transportation in Mrauk-U. 140 frequency or 55.6 % were satisfaction which means most of the tourists who visit to Mrauk-U were like for the transportation and 110 frequency or 43.7 % were answer no for the satisfaction of transportation in Mrauk-U which mean dislike but we have good most because of most people like the answers.

4.3 Data analysis

The results of table 23 described that descriptive statistics, **Mean (x) and Std. Deviation (SD)** of demographic of the tourist attraction for tourism development in Mrauk-U, Rakhine State, Myanmar. According to SPSS software's statistics dealing with geographic such as gender, age, monthly income, occupation, country, education, and marital status related to tourist attractions, accommodations and transportation dealing with tourism development in Mrauk-U, Rakhine State, Myanmar will describe as follow.

Table: 23 Descriptive Statistic & Correlations of Tourist attractions

Descriptive Statistics

Tourist Attractions	N	Mean	Std. Deviation
Historical sites	250	2.1000	.94529
Arts, Craft and Life Style	250	2.0400	.89532
Special festival and events	250	2.2200	.85705
Natural views	250	2.2200	.83329
Valid N (list wise)	250		

Describing of the table 23, tourist attractions in Mrauk-U, according to descriptive statistics were total sample size of 250 populations, historical sites were 2.1000 (x) and .94529 (SD), arts craft and life style were 2.0400 (x) and .89532 (SD), special festival and events were

2.2200 (x) and .85705 (SD), and finally results of the natural views 2.2200 (x) and .83329 (SD) respondents perceptively.

The Pearson's correlation analysis revealed that tourism development and prospective for the future in Mrauk-U, Rakhine State, Myanmar, concerning with tourist attractions (r = 1, p <.000), arts, craft and life style (r = .944**, p <.000), special festival and events (r = .939**, p<.000), natural views (r =.915, p<.000), were positively correlated with tourist attractions satisfaction of Mrauk-U, Rakhine State, Myanmar at the statistical significance level of 0.01. It means tourist attractions satisfaction including historical sites, arts, craft and life style, special festival and events, and natural views were relationship with tourism development and prospective for the future in Rakhine State, Myanmar.

Correlation

Tourist Attractions		Historical sites	Arts, Craft and life style	Special festival and events	Natural views
Historical sites	Pearson Correlation	1	.944**	.939**	.915**
	Sig. (2-tailed)		.000	.000	.000
	N	250	250	250	250
Arts, Craft and life Style	Pearson Correlation	.944**	1	.904**	.903
	Sig. (2-tailed)	.000		.000	.000
	N	250	250	250	250
Special festival And Events	Pearson Correlation	.939	.904**	1	.972
	Sig. (2-tailed)	.000	.000		.000
	N	250	250	250	250
Natural views	Pearson Correlation	.915**	.903**	.972**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	250	250	250	250

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

Table: 24 Descriptive Statistic & Correlations of Accommodations

Accommodations	N	Mean	Std. Deviation
Services in hotels of Mrauk-U	250	2.8400	1.19167
The price of accommodation in Mrauk-U	250	2.5800	.80386
Weather and environment in Mrauk-U	250	2.2400	.81551
Infrastructure of the accommodation in Mrauk-U	250	2.2400	.87560
Valid N (list wise)	250		

The tables 24 of accommodation of descriptive statistics and correlation were total sample size of 250 population. For the services in hotels of Mrauk-U was 2.8400 (x) and 1.19167 (SD), the price of accommodation in Mrauk-U was 2.5800 (x) and .80386 (SD), weather and environment in Mrauk-U was 2.2400 (x) and .81551 (SD), and infrastructure of the accommodation in Mrauk-U was 2.2400 (x) and .87560 (SD) respondents perceptively.

The Pearson's correlation analysis revealed that tourism development and perspective for the future in Mrauk-U, Rakhine State, Myanmar's services of hotels in Mrauk-U dealing with tourism development (r =1, p<.000), price of the accommodations (r = .873, p < .000), weather and environments (r = .887, p < .000), and infrastructure of the accommodations (r = .892, p< 000) were positively correlated with tourism development and perspective for the future of Mrauk-U at the statistical significance level of 0.01.

It means services of the hotels, price of the accommodation, weather and environment, and infrastructures of accommodation were significantly relationship with between accommodation and tourism development and perspective for the future in Mrauk-U, Rakhine State, Myanmar.

Correlation

Accommodations		Services of hotels	Price of the accommodations	Weather and environment	Infrastructure of the accommodation
Services of hotels	Pearson Correlation	1	.873**	.887**	.892**
	Sig. (2-tailed)		.000	.000	.000
	N	250	250	250	250
Price of the Accommodation	Pearson Correlation	.873**	1	.828**	.851**
	Sig. (2-tailed)	.000		.000	.000
	N	250	250	250	250
Weather and environment	Pearson Correlation	.887**	.828**	1	.899**
	Sig. (2-tailed)	.000	.000		.000
	N	250	250	250	250

		.892**	.851**	.899**	1
Infrastructure of the accommodation	Pearson Correlation				
	Sig. (2-tailed)	.000	.000	.000	
	N	250	250	250	250

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

Table: 25 Descriptive Statistic & Correlations of transportations

Transportations	N	Mean	Std. Deviation
Taking horse cart and bicycle in Mrauk-U	250	2.5600	.92185
Safety and security of transportation in Mrauk-U	250	2.4200	.98360
Hiking in Mrauk-U	250	2.4800	1.00680
Public transportations in Mrauk-U	250	2.9800	1.05072
Valid N (listwise)	250		

The table 25 of transportations of descriptive statistics and correlation were total sample size of 250 population. Transportation group - taking horse cart and bicycle in Mrauk-U was 2.5600 (x) and .92185 (SD), safety and security of transportation in Mrauk-U was 2.4200 (x) and .98360 (SD), hiking in Mrauk-U was 2.4800 (x) and 1.00680 (SD), and public transportations in Mrauk-U was 2.9800 (x) and 1.05072 (SD) respondents perceptively.

The Pearson's correlation analysis revealed that tourism development and perspective for the future in Mrauk-U, Rakhine State, Myanmar's satisfaction of transportation connection with transportation group – taking horse carts and bicycle in Mrauk-U (r =1, p < .000, and the Pearson's correlation analysis revealed that tourism development and perspective for the future in Mrauk-U, Rakhine State, Myanmar's satisfaction of transportation connection with transportation group – safety and security of transportation in Mrauk-U (r = .891, p < . 000), hiking in Mrauk-U, (r = .942, p < .000), public transportations in Mrauk-U (r = .882, p <.000) were positively correlated with tourism development and perspective for the future in Mrauk-U, Rakhine State, Myanmar at the statistical significance level of 0.01.

Correlation

Transportations		Taking horse cart and bicycle in Mrauk-U	Safety and security of transportation in Mrauk-U	Hiking in Mrauk-U	Public transportations in Mrauk-U
taking horse cart and bicycle in Mrauk-U	Pearson Correlation	1	.891**	.942**	.882**
	Sig. (2-tailed)		.000	.000	.000
	N	250	250	250	250
Safety and security Of transportation In Mrauk-U	Pearson Correlation	.891**	1	.911**	.882**
	Sig. (2-tailed)	.000		.000	.000
	N	250	250	250	250
Hiking in Mrauk-U	Pearson Correlation	.942**	.911**	1	.882**
	Sig. (2-tailed)	.000	.000		.000
	N	250	250	250	250
Public transportation in Mrauk- U	Pearson Correlation	.882**	.882	.882**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	250	250	250	250

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

4.4 Data Analysis of Overall Satisfactions of tourism development

Table: 26 Mean, Standard Deviation, and Correlation among Observed Variables

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
Satisfied with Mrauk-U Tourist Attractions	250	1.5200	.50060	.03166
Satisfied with Accommodation in Mrauk-U	250	1.5400	.49940	.03158
Satisfied with Transportations in Mrauk-U	250	1.4400	.49738	.03146

Referring to table 26, One-Sample Statistics was the result of regression analysis for independent variables and dependent variables for overall satisfactions dealing with tourist attractions, accommodation in Mrauk-U, and transportation in Mrauk-U, Rakhine Stake, Myanmar.

One-Sample Statistics analysis revealed that tourist attractions, Mean = 1.5200 and S. D= .50060, accommodations Mean =1.5400 and S. D=.49940, transportations Mean=1.4400 and SD=.49738.

One-Sample Test

Overall satisfaction of tourism development and perspective for the future	Test value - 0					
	t	df	Sig.(2-tailed)	Mean different	95% Confidence Interval of the Difference	
					Lower	Upper
Satisfied with Mrauk-U's tourist attractions	48.009	249	.000	1.52000	1.4576	1.5824
Satisfied with accommodations in Mrauk-U	48.758	249	.000	1.54000	1.4778	1.6022
Satisfied with transportations in Mrauk-U	45.776	249	.000	1.44000	1.3780	1.5020

According to one-sample Test, the results of overall satisfaction of tourism development and perspective for the future, and the people who come to visit Mrauk-U were most satisfy with accommodations in Mrauk-U was x = 48.76, p <.000 which means there is relationship between accommodations and tourism development. Second satisfy of tourist attractions was tourism development and perspective for the future x = 48.01, p <.000 which means there is relationship between tourist attractions and tourism development and perspective for the future in Mrauk-U. Third satisfy of tourism and perspective for the future in Mrauk-U connected with transportation was x = 45.78, p<.000 which means there is relationship between transportations and tourism development and perspective for the future of Mrauk-U.

Conclusion

The main objective of this research was to study whether relationship between tourist attractions, accommodation and transportation for the tourism development and perspective for the future of Mrauk-U, Rakhine State, Myanmar.

So regarding this research, this study have shown on how many tourists who come to Mrauk-U were satisfied significantly relationship with tourist attractions and tourism development and perspective for the future of Mrauk-U, how many tourists who come to Mrauk-U were satisfied significantly relationship with accommodation and tourism development and perspective for the future of Mrauk-U, and how many tourists who come to Mrauk-U were satisfied significantly relationship with transportation and tourism development and perspective for the future of Mrauk-U, Rakhine State, Myanmar. According to this finding in this chapter.

Chapter 5

Conclusion and Recommendation

5.1 Conclusion

In this chapter, researcher will conclude all chapter of tourism development and prospective for the future of Mrauk-U, Rakhine State, Myanmar, data collections from the chapter 4 and objectives of studies will also be presented again.

According to study about the development and perspective for the future of Mrauk-U, Rakhine State, Myanmar, we needed three objectives such as tourist attractions to visit, accommodation to stay and transportations to take one after another. After that the recommendation will be described the experience of the study about the tourist satisfaction dealing with the results of the survey.

The objectives of this research was to study about the tourism development and perspective for the future of Mrauk-U, Rakhine State, Myanmar. There are many natural resources in Mrauk-U such as historical sites, arts, craft and life style, special festival and events, and natural views for the tourist attractions. Services in hotels, price of the accommodations, weather and environment and infrastructure of the accommodations for the accommodation and taking by horse cart and bicycle around the city of Mrauk-U, safety and security of transportation, hiking mountains, and public transportation for the transportations to develop of tourism in Mrauk-U, Rakhine State, Myanmar.

The purposes of the study was to identify the tourism development and prospective for the future of Mrauk-U, Myanmar. Making tourism development in Mrauk-U, Myanmar was not only for Rakhine State but also provided to Myanmar. Tourism was one of the jobs that could not be industrial but made money, therefore, Myanmar Ministry of tourism planed for it to be better cleanliness and good transportations to Yangon with green land plan. In 2020, Ministry of Yangon government had plan to build sky train and underground train for the good transportation as a development country. In tourism, getting information so easily, services facilities were contributed for the tourists' satisfaction. In this research document described about the tourist attraction, transportation, accommodation, which were for the tourism development and prospective for the future of Mrauk-U and on the other hand, which was making tourist satisfaction in Mrauk-U, Myanmar too. First of all, we needed attraction places where everyone wanted to visit for the tourists so it would be a development place with tourism and after that we needed accommodation for the visitors. Not possible to get tourism development without shelter for the living. Transportation made comfortable for the trip and it was huge sector for the tourism development. Especially, the government policy was one of the most important things to make tourism development and safety which was every one hoped that to be happy with their trips.

5.2 theoretical viewpoint

As the theoretical perspective, researcher described a concept of tourism development theory to examine the contribution of tourist attractions dealing with satisfaction of tourist, accommodation and transportation which were connected with satisfactions of tourists who

come to Mrauk-U, Rakhine State, Myanmar. Mrauk-U is one of the places what the big sectors of the tourism development in Myanmar because of its dignity, culture and historical resources. Mrauk-U has many thousands of plentiful antiques temples and pagodas that related historical sites because it was an independent country and many of the kings was located as a capital city of Mrauk-U, that is why, some of the people said that Mrauk-U was a second Angor Wat in Southeast Asian.

The expectation of the researcher was that tourist attractions, accommodations and transportation in Mrauk-U region were directly relationship with tourism development and prospective for the future of Mrauk-U, Rakhine State, Myanmar. Tourism development in Mrauk-U was not only for locators but also a sector of Myanmar tourism development sectors of other developing places. And as we aspect as before, we found the results of the survey of tourism development and prospective for the future of Mrauk-U, Rakhine State, Myanmar.

5.3 Methodological viewpoint

As the result of the methodological viewpoint, it was survey research based on qualitative research method. The primary data of this research was collected from tourists who come to Mrauk-U, an ancient city of Rakhine State, Myanmar, using the questionnaires with demographic questions, dependent and independent for the tourism development and prospective for the future of Mrauk-U, Rakhine State, Myanmar. And after that some of the sources of this research were collected from books, magazines, journals, and websites and academy reports from educational level. Mrauk U, an ancient capital city of the Rakhine state as well as stood by an independent country over five hundred years was chosen as a research area because it was plentiful of tourist attraction sites, and good place to travel with beautiful natural views and it was the place where government planned for the tourism development such as Inlay lake in Shan State, Bagan in upper Burma. The researcher has collected the data from the study field of the Mrauk-U where over 80000 (eighty thousands) foreigners visited in a year. The questionnaires related to tourism development and perspective for the future of Mrauk-U, Rakhine were demographics characteristics, tourist attractions, accommodation and transportation which was collected from the population of 250 people who come to Mrauk-U, plentiful of antiques land in Rakhine State, Myanmar.

5.4 Summary of Findings

Findings from this research surveyed of 250 respondents of people, who visited Mrauk-U, relative to the demographic characteristics of tourism development and perspective for the future of Mrauk-U, Rakhine State, Myanmar and satisfaction of the tourist attractions, accommodations, and transportation were collected. The results of the collection, 57.5 % of male respondents, 41.7 % of female respondents and 9.9 % were less than 18 years old, and 19.8 % were between 36 and 45, it was the most percentage of the age who come to Mrauk-U. As the results of the survey, 29.8 % respondents were between 1500 and 2500 $ income, 27.8 % respondents were business man, 29.8 % respondents were from Europe, 55.6 % respondents were graduated, 39.7 % were married, 31.7 % were strongly satisfied, satisfied, and general with historical sites, 41.7 % respondents were satisfied with arts, craft and life style, 43.7 % were satisfied with special festival and events, 47.6 % were satisfied with natural views, 33.7

were general with hotel services, 53.6 % respondents were general with price of accommodations in Mrauk-U, 55.6 % were satisfied with weather and environment, 45.6 % were satisfied with infrastructure of the accommodation, 37.7 % were general with taking by horse cart and bicycle in Mrauk-U, 45.6 % were satisfied with safety and security of transportation, 37.7 % were general with hiking in Mrauk-U, 43.7 % were general with public transportation. It was selected the highest level of the tables of survey respondents and 47.6 % respondent results were yes with overall satisfaction of tourist attractions, 45.6 % were yes with overall satisfaction of accommodations, and 55.6 % were yes for the overall satisfaction of transportations in Mrauk-U.

Beside the descriptive statistics and correlations, one-sample statistics analysis also described about the tourism development and perspective for the future of Mrauk-U, Rakhine State, Myanmar as follows:

Satisfied with Mrauk-U tourist attractions with Mean = 1.5200 and S.D = .50060, satisfied with accommodation in Mrauk-U with Mean = 1.5400 and S.D = .49940, satisfied with transportation in Mrauk-U with Mean = 1.4400 and S.D = .49738.

5.5 Finding of Hypotheses Testing

Studying the objectives of this research, there were three mean hypotheses represented and tested. Descriptive statistics analysis, correlate bivariate analysis and one-sample T-test analysis were performed for hypothesis testing of this research.

The Pearson's correlation analysis revealed that tourism development and perspectives for the future of Mrauk-U's historical sites for the tourist attraction (r=1, p <.000), arts, craft and life style in Mrauk-U connected with tourist attractions (r = .944, P <.000), special festival and events in Mrauk-U connected with tourist attractions (r = .939, P <.000), and natural views in Mrauk-U connected with tourist attractions (r = .915, P <. 000) were positively correlated with tourism development and perspective for the future of Mrauk-U, Rakhine State, Myanmar.

The accommodation group, services in hotels of Mrauk-U (r = 1, p <. 000), the price of the accommodation in Mrauk-U (r = .873, p <.000), weather and environment in Mrauk-U (r = .887, p <.000), infrastructure of the accommodations in Mrauk-U (r = .892, p <.000) were positively correlated with tourism development and perspectives for the future of Mrauk-U, Rakhine State, Myanmar.

The transportation group, taking by horse cart and bicycle in Mrauk-U (r = 1, p <.000), safety and security of the transportation in Mrauk-U (r = .891, p <.000), hiking in Mrauk-U (r = .942, p <.000), public transportation in Mrauk-U (r = .882, p <.000) were positively correlated with tourism development and perspectives for the future of Mrauk-U, Rakhine State, Myanmar. That's why they mean tourist attractions, accommodation, and transportation were significantly relationship with between satisfaction and tourism development and perspective for the future of Mrauk-U, Rakhine State, Myanmar.

After that, One-Sample T-Test, the results of this research, tourist attraction in Mrauk-U was x = 48.01, p <.000 which mean there was relationship between tourist attractions and tourism development and perspective for the future of Mrauk-U. Next one was satisfied with accommodation in Mrauk-U was x = 48.76, p <.000 which mean there was relationship

between accommodation and tourism development in Mrauk-U and after that transportation was x = 45.78, p<.000 which mean there was positively relationship between transportation and tourism development and perspectives for the future of Mrauk-U, Rakhine State, Myanmar.

5.6 Recommendations

I hoped that this documentary research pointed out and support to develop tourism in Mrauk-U, Rakhine State, Myanmar. According to the result of this study revealed that three factors or objectives such as tourist attraction, transportation, and accommodation, which connected with the tourism development and prospective for the future of Mrauk-U, Rakhine State Myanmar. Transportation was one of the most important parts for the tourism development of Mrauk-U at present time because of the political policy of Myanmar government. Myanmar government policy, especially Prime minister of Rakhine State government did to be green and clean of ancient city of Mrauk-U region as a garden and good transportation but on the other hand, only in Mrauk-U had good transportation was not enough for the tourism development sector in Rakhine State. The result of finding, tourists who came to Mrauk-U was more and higher by the recent years but still needed more tourist attraction places, transportations, and accommodation as modern tourism developing countries. This documentary research will be contributed the sector of tourism development and supported to the tourists who come to Mrauk-U, Rakhine State, Myanmar.

Myanmar had good tourism policy to make tourism develop in Myanmar so Ministry of hotel and tourism department had to fill the systematic development of hotel and tourism industry and for the accommodation needed international and national standard hotels and gust house and clean, safety, comfortable and high speed transportation and needed to improve the other tourism related facilities and services including tour guides, tourist security and information. Especially, if we wanted to make tourism development in Mrauk-U, Rakhine State, Myanmar, we had to watch current famous and development countries with tourism and after that ought to upgrade the existing tourist destinations and develop new destinations. For the tourism development, it was not perfect by owned country and so hoped to be developing and encouraging national and international investment opportunities in the hotels and tourism industries. Therefore Myanmar Ministry of hotel and tourism welcomed the businessman who would be invested in it. And on the other hand, without innovation and entrepreneurs, tourism development could not follow the current development countries with tourism and so needed to develop opportunities for wider participation of the private entrepreneurs in the hotels and tourism industry.

The last things that we had to do emergency at present situation were promoting and marketing Myanmar tourism products to international tourism markets with synergies of public private partnerships. Foreign investments in hotels tourism in Myanmar was very low with compare another development countries with tourism. Myanmar government policy was not attracted for the foreign investors until now. Singapore was the highest level accepted foreign invested in tourism and Vietnam and Thailand were stood under the Singapore form the South East Asian countries. (Myint, H., 2013) Myanmar was a beautiful country with natural beauty and wealthy with natural resources, archaeological buildings, diversity of ethnic groups with their tradition. Diversity was incredibly contributed to develop a nation like USA but in

Myanmar, ethnic armed groups and Myanmar or Burmese army were the longest fighting recorded in the world therefore the people between all ethnic groups could not see the true of the lovely of tradition dance, dress and food. All ethnic group, including Burma, civil and government had to do for the peace first. Without peace, could not build development country with tourism. Although Myanmar had so many tourist attraction places, high speed and comfortable transportation, good accommodation, great policy for the development of tourism and took full responsibility for the safety, still it had to face many challenges. What we faced for the tourism development were skill full labours in construction and tourism professionals. Needed influent staffs who can speak foreign languages and capacity building and trained to be an educated well in tourism.

The recommendations were described as the perspective of researcher concerning with it's the demographics characteristics and the three hypotheses of independent variable and the objectives of research. Moreover, the recommendations of a dependent variable of tourism development and prospective for the future of Mrauk-U, Rakhine State, Myanmar was described as follows:

The majority of the demographic characteristics of tourism development and perspective for the future of Mrauk-U, Rakhine State, Myanmar were 57.5 % of male, 31.7% of between 26 and 35 years old, 29.8 % income was between 1500 and 2500, 27.8 % of the people were business man, 51.6 % people who come to Mrauk-U were from Asian countries, 55.6 % of graduated, 39.7 % of married respondents were majorly presented in this research.

5.7 Limitation of the Study

For this study of the research, I had a short time of the study field and did correctly as the instruction of the adviser about the tourism development and perspective for the future of Mrauk-U, Rakhine State, Myanmar. In this research method was qualitative with independent and dependent variable as well as demonstrative with possible hypotheses. The inhabitants sample acquired by the survey instrument displayed a few difficulties because of inadequate data. This impediment came about because of a one-time estimation for information accumulation, a restricted survey, and the planning of review.

Researcher did not utilize longitudinal information (the information gathered at various point in time) be that as it may, took care of a cross sectional information (the information gathered at one point in time). Moreover, visitors who come to Mrauk-U had deficiency, such knowledges of survey, had a similarity of expectation or perception of respondents. Therefore, many of them has provide a same opinion of answers for this survey.

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Appendix

Please choose only one

1. **Gender**
   A. Male ☐
   B. Female ☐

2. **Age**
   A. Less than 18 ☐
   B. Between 19 and 25 ☐
   C. Between 26 and 35 ☐
   D. Between 36 and 45 ☐
   E. Over 45 ☐

3. **Monthly Income**
   A. Less than 1000 USD ☐
   B. Between 1000 and 1500 ☐
   C. Between 1500 and 2500 ☐
   D. Between 2500 and 5000 ☐
   E. Over 5000 ☐

4. **What is your occupation?**
   A. Student ☐
   B. Employer ☐
   C. Business man ☐
   D. Retired person ☐
   E. Others ☐

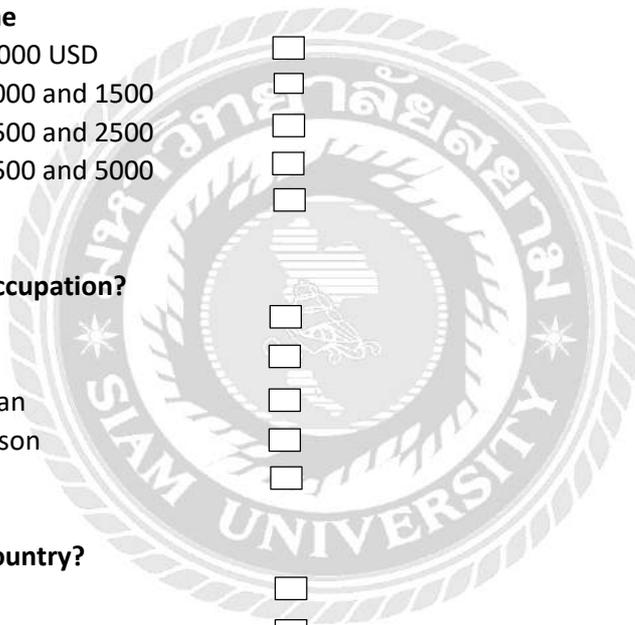5. **What is your country?**
   A. Asian ☐
   B. America ☐
   C. Europe ☐
   D. Africa ☐
   E. Others ☐

6. **What is your education level?**
   A. Undergraduate ☐
   B. Graduated ☐
   C. PhD ☐
   D. Other ☐

7. **What is your marital status?**
   A. Single ☐
   B. Married ☐
   C. Divorced ☐
   D. Others ☐

Please stick only one

Attraction	Strongly Satisfied	Satisfied	General	Dissatisfied	Strongly dissatisfied
Historical sites in Mrauk-U					
Arts, Craft and life style					
Special festival and events					
Natural views					
Accommodation					
Services of hotels in Mrauk-U					
The price of the accommodation in Mrauk-U					
weather and Environment in Mrauk-U					
Infrastructure of the accommodation					
Transportation					
Taking by horse cart and bicycle in Mrauk U					
Safety and security of transportation					
Hiking in Mrauk-U					
public transportation in Mrauk-U					