



**A STUDY OF TOURISM DEVELOPMENT IN A HISTORICAL
PLACE OF MYANMAR , BAGAN .**

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Abstract

Title - A study of tourism development in a historical place of Myanmar , Bagan .

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Abstract

This article aims to explore tourism development in Bagan based on general information particularly transportation , accommodation and attraction . The article will present projects for tourism development in the areas. The arrival of International visitors to Bagan which can directly contribute national income generation and employments . Its generated 338,500 job national wide during 2013 (1.2% of total employment and MMK 849. 6bn (1.6 % of GDP). Although service and facilities are weak ,transportation and accommodation are currently upgrading in Bagan and expected to have enough soon . The Survey result show that most of visitors satisfied with attraction and activities in Bagan . Tourism development is national priority for Myanmar government . Presently for tourism development master plan being implemented with corporation of government of Norway and Asian development Bank . Tourism development in Bagan a three year project (JICA) Japan International Corporation Agency is jointly implemented with

Myanmar government since 2013 . These projects set up strategy direction and preparation for tourism development in Myanmar. As a result of research The strong demand to visit Myanmar and current trends suggest that visitor arrivals will increase to rise sharply . Research survey result show that the satisfaction of services and facilities of transportation ,accommodation in Bagan are 25% 34% each . After training human resource management team for tourism development in Bagan , expected to provide more facilities and services in 2016 -onward . Statistic of International Tourist arrivals to Bagan were 230,129 till December 2014 -most arrival visitors by nationality – Thailand (1st) ,Japan (2nd) . Tourism directly associate poverty reduction and socio economic progress through employment and income generation . According to survey result show that most of the visitors satisfied with attraction and activities in Bagan , transportation , accommodation are lack satisfied .Transportation and accommodation are still need to improve including facilities and services . Moreover , to sustain tourism development need to set-up rules and laws , train local people and let them know to benefit from its so that they can preserve and protect existing sites .

Although there are some weakness and threat in Myanmar such as lack of trained human resources , insufficient public service , infrastructure ,and financial system , having outstanding historic , natural and cultural heritage with renowned friendliness of Myanmar people ,Bagan has potential to become one of the top 10 tourism attraction places if government and tourism development put enough funds into rehabilitating the historical pagodas ,protecting the environment , promoting the Bagan ‘ image more , encouraging foreign and future investors .

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Chapater 1

1.1 Introduction

Research Background

Tourism is a key driver for socio-economic progress and major players in international commerce ,at the same time its represents one of the main income sources of the country .

(www2.unwto.org, why-tourism,n.d)

Myanmar, officially use the term “ The republic of union of Myanmar ” covering total land area of 676577 sq. km and the country stretches over 2090 km from north to south and over 925 km east to west .It has a 2832 km long coast line on the Indian ocean, is a nation trying tourism development .

(Strategic tourism planning for splendid bagan , 2012)

For the development of tourism, many factor involve such as environmental factors ,socio economic factors , historical and cultural factors , religious factors and other factors , are influencing the grow of tourism .

(Articles junction blogspot.com , five main factors influencing growth , 2013)

Although there are a number of factors involved to develop tourism, general information , transportation , accommodation , attraction factors will be examined because it is the main factors out of them , that affected tourism development .Regarding this factors, transportation accessibility is most important one . All tourists centers must be easily accessible by various mode of transportation ,and places of tourist’s interest also must be capable enough to provide good accommodation catering facilities . The reason why researcher choose this historical place of Bagan, despite there many destination in Myanmar ,because most of the tourists attract to places of historical significance , having a legacy of rich cultural heritage .People love and enjoy exploring destination where there are famous ancient monuments.

(Articles junction blogspot.com , five main factors influencing growth , 2013)

Bagan is one of the richest archaeological sites in Asia . The age of Bagan was from AD 407 to AD 1369 located in eastern bank of the Ayeyarwaddy river in central Myanmar . Containing over 2000 well preserved pagodas and temples of the 11th 13th century . Ministry of hotel and tourism in Myanmar, has been implementing with corporation of other countries by instructing strategic directions for development of tourism which are as follow ---

Strategic Directions for Development of Tourism

Focusing on quality tourism and minimizing negative impacts of tourism ;

Improving the standard of accommodation;

Improving the standard of tourist transportation;

Providing the necessary assistance to tourist for their safety and security;

Upgrading the existing tourist destinations and attractions seeking for the new ones.

According to ministry of Hotel Tourism report say that during 2013 -2014 international visitor arrive 2. 8 Million in 2014 arrival of visitors 3.8 million , and expect to arrive during 2015 -2016 , 4.5 million . 90% of all arrival tourists visited to Bagan .

(Ministry of hotels and tourism , Myanmar tourism statistic 2014)

Now a day, Bagan is not only a tourism destination but also a commercial places for investment . According to the ministry of hotels and tourism, 31 foreign investment hotels have been permitted to open in six region including Bagan and Mandalay . For the benefit of nation and its people, the ministry of hotels and tourism has closely collaborate with international stakeholders the government of Norway ,and Asian development bank to develop Myanmar tourism master plan . The goal of this master plan is to maximize tourism's contribution to national employment and income generation while ensuring that the social and economic benefits of tourism are distributed equitably .

Government of Myanmar recognizes that transportation accommodation critically influence tourism development potential . Compared with other Asian countries , Myanmar transportation sectors is under - develop for a country of its size ,population and potential . With highly demand of accommodation in Bagan , Bagan hotel zone project has been implementing in Bagan Nyaung Oo . Planing areas of hotel zone project is about 1260 Acres and the estimated cost for project is 165 million USD .

Expect to have enough and standard accommodation , transportation will facilitate soon with increasing of daily tourists arriving Bagan .

(Myanmar tourism master plan 2013 – 2020)

1.2 Research problems

Authority and hotels tourism association are not provide any type of datas such as statistic relating transportation , accommodation ,and sense of attraction . The datas collection are difficulty part of this research , researcher depend mostly on local people's commends and publications , articles , questioners, to those who connected with this factors . It rarely to get initiate affords who has done previously with respect of tourism development in Bagan .

1.3 The problems to be investigated

There are a number of factors that,a travel and tourism development , three main things will be investigated relating general information about tourism development in bagan the factors of transportation whether it can accessible all mode of transportation or not and how much its improve ,what future plant is, also tourist satisfied with transportation , accommodation whether capable place of tourist's interest or can provide good accommodation with facilities for visitors or not ,and historic attraction whether it is can be really attracted visitors because it is affecting to the development of tourism business being interested by many tourists .Regarding attraction , there will be include

additional factors such as ancient temple , pagodas and monuments , bagan arts and lacquer ware , life style special festival and events etc. .

1.4 The objective of the study

This study aims to provide the finding which may be developed as a guideline for government sectors of ministry of hotel tourism in Myanmar , and travel companies , hotels industry including private sectors of local residences to sustain tourism development in the areas of historical places .

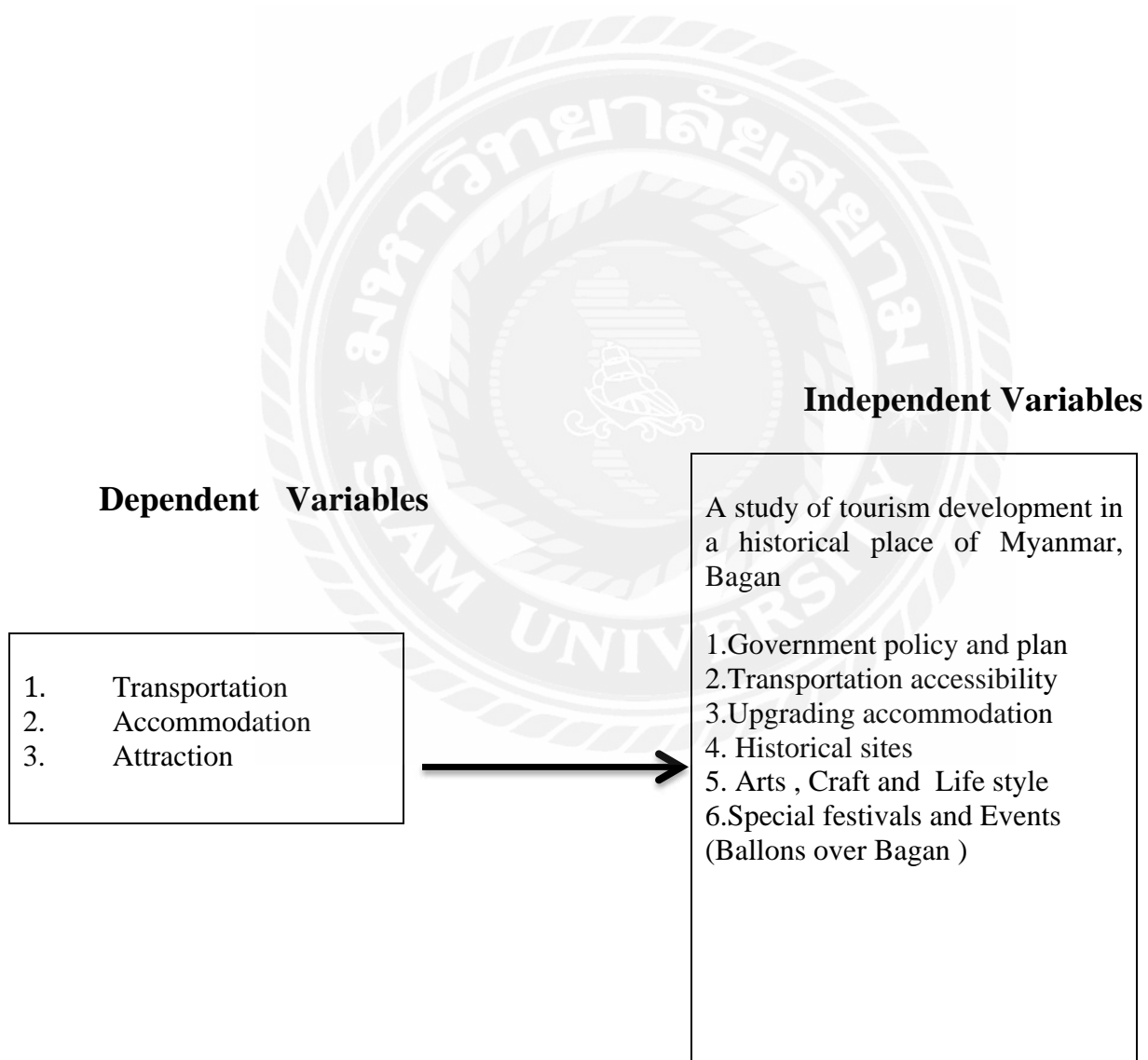
1.5 Scope of Study

The researcher designs this research to be analyze with government sector and private sector of travel agency , and hotels industries , local community and survey research by instructed survey questioner to collect data which focuses on tourism development based on in historical place of Myanmar , Bagan relating general information about tourism development, transportation , accommodation , and attractions . Although there are a number of tourism attraction places in Myanmar , researcher investigation will focus on only Bagan based on general information , transportation , accommodation , tourism attraction . The information in this research , will use from 2009 to 2015 and publications , articles, datas from ministry of hotel tourism in Myanmar , and other relating books, publications , personal investigation relating this subject will be included .

1.6 Conceptual Framework

There are three independent variables in this research ,transportations , accommodations , attraction .And seven dependent variables , government policies , transportation accessibility , upgrading accommodation , ancient pagodas ,temples and monuments ,

bagan arts and craft , lacquer ware ,life style ,special festivals and events ,ballons over bagan ,decent restaurants , with different kind of foods .



1.7 Research Hypothesis

Tourism business impacts directly to the national income generation and employment . Its is a dynamic for socio- economic progress . For the development of tourism , attraction , transportation , and accommodation are essential . Researcher analysis how much improve tourist visiting to Bagan based on survey whether they are satisfy about tourism attraction , transportation ,and accommodation . The money that they use for service and facilities are satisfy or not .

1.8 Research Significant

This research study was anticipated to yield at least three useful significant as follow --

- 1.To provide guideline for hotel tourism industries to succeed in tourism development .
- 2.To highlight key tourism development factors specially focus on transportation , accommodation , touristic attraction .
3. Finding from this paper will support market environment and potential market for development of tourism business .

CHAPATER 2

REVIEW LITERATURE

Tourism development involved many factors such as political factor security factor and attraction factor further more ,adequate infrastructures , transportation ,accommodation are also crucial . According to statistic of ministry of hotel and tourism , before 2010 military period there were many problems that is why , international visitor unwilling to visit to Myanmar instead of Myanmar ,they visited other country such Thailand , Philippine and Cambodia .As a result of remarkable reform , international visitors rapidly increase . By realizing this , government of Myanmar set up tourism development plan corporation with Norway , Asian development bank and JICA . Tourism development master plan set up in 2013 and the project period is from 2013 to 2020 .This plan included transportation master plan and upgrading accommodation , hotel zone areas .**The goal of this master plan is to maximize tourism's contribution to national employment and income generation while ensuring that the social and economic benefits of tourism are distributed equitably.** It is national wide tourism development plan, for the regional tourism development, government of Myanmar implement corporation with Japan International Corporation Agency (JICA) in Bagan regional tourism development project .

The program aim to develop tourism management , infrastructure development and human resources development in Bagan . The current activities of JICA's expert team is establishing a Bagan tourism website, building tourism information centers and constructing view points and tourism routes.

2.1 Management Theory

Tourism includes both holiday and business traveller as well as persons traveling for others purposes . Planning must be carried out for all these type of tourists , all of whom require facilities and services and spend money in the local area .

There are several influencing trends in tourism that local authorities should be aware of in their planning of tourism . A basic trend is that more tourists wish to participate in recreation ,sports and adventure and learn about the history , culture and natural environment of areas they visit .

Local authorities must be understand major trend of tourism in order to plan for tourism development . An important trend is to develop tourism in an areas in part to promote conservation of the natural environment , historic places and cultural traditions . Over all tourism development management , government is still being responsible at all level .

To improve tourism in Bagan , currently Japan International Corporation Agency (JICA) jointly work with ministry of Hotel and Tourism , Myanmar . Firstly training local people tourism development management program in the region . and building necessary infrastructure for tourism development . Its is included upgrading transportation , accommodation service and facilities .

According to Henry Fayol management has 14 principles which are as follow ---

- 1 .**Specialization of labor**. Specializing encourages continuous improvement in skills and the development of improvements in methods .
2. **Authority** . The right to give orders and the power to exact obedience .
3. **Discipline** . No slacking , bending of rules .
- 4.**Unity of command** . Each employee has one and only one boss .
- 5.**Unity of direction** . A single mind generates a single plan and all play their in that plan.
6. Subordination of Individual Interests . When at work ,only work things should be pursud or thought about .
7. **Remuneration** . Employees receive fair payment for services , not what the company can get away with .
8. **Centralization** .Consolidation of management functions .
Decisions are made from the top .
9. **Scalar Chain (Line of authority)** . Formal Chain of command running from top to botteom of the organization ,like military .
10. Order . All materials and personnel havea prescribed place, and they must remain there.

11. **Equity** . Equality of treatment (but no necessarily identical treatment)
 12. **Personnel Tenure** . Limited turnover of personnel . Life time employment for good workers .
 - 13 . **Initiative** . Thinking out a plan and do what it takes to make it happened .
 14. **Esprit de corps** . Harmony , cohesion among personnel .
- Among them , th most important elements are specialization , unity of command , scalar chain , and coordination by managers .

Specialization

A principle of work allocation and specialization in order to concentrate activities to enable specialization of skills and understandings , more work focus and efficiency .

Unity of command

The idea is that an employee should receive instruction from one superior only . This generalization still holds –even where we are involved with team and matrix structures which involved reporting to more than one boss – or being accountable to several clients . The basic concern is that tension and dilemmas arise where we report to two or more bosses . One boss may want X , the other Y and the subordinate is caught between the devil and the deep blue sea .

Scalar Chain / Line of authority

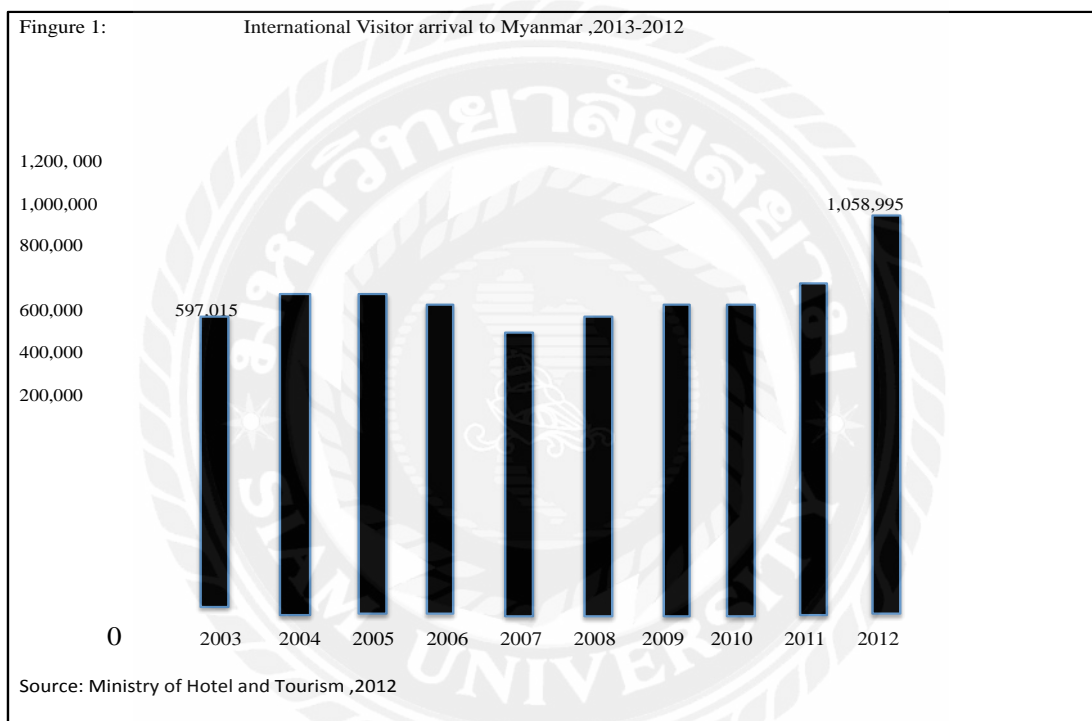
The scalar chainof command reporting relationships from top executive to the ordinary shop operative or driver needs to be sensible . clear and understood .

2.2 Tourism in Bagan

Bagan is a rich cultural heritage in southeast Asia .. It is a heart of Myanmar people . Since olden day Bagan was attracted by many local pilgrim around the Myanmar . Due to political situation , International visitors avoid to travel Myanmar . As a result of remarkable reform ,between 2011 and 2012 visitors arrival increased 29.7% . It was

first time receiving international visitors over 1 million in Myanmar history .Figure 1 show that

Figure 1 :



2014 visitor arrival by Nationality in Bagan - Nyaung Oo

Table . 1

| o. | Month | U.S.A | French | Germany | U.K | Russia | Japan | Malaysia | Thailand | China | India | Other | Total | |
|----|-----------|-------|--------|---------|------|--------|-------|----------|----------|-------|-------|--------|--------|--|
| 1 | January | 2095 | 1161 | 952 | 1320 | 305 | 1059 | 184 | 1216 | 790 | 256 | 20331 | 29669 | |
| 2 | Febuary | 2201 | 1521 | 1261 | 1299 | 149 | 1252 | 218 | 1674 | 966 | 262 | 19244 | 30047 | |
| 3 | March | 1117 | 949 | 966 | 649 | 87 | 696 | 89 | 972 | 446 | 138 | 13741 | 19850 | |
| 4 | April | 592 | 459 | 744 | 675 | 74 | 403 | 61 | 498 | 414 | 87 | 6011 | 10018 | |
| 5 | May | 391 | 369 | 185 | 266 | 27 | 517 | 64 | 723 | 265 | 73 | 5904 | 8784 | |
| 5 | June | 384 | 137 | 164 | 148 | 21 | 362 | 61 | 493 | 304 | 102 | 4501 | 6677 | |
| 7 | July | 468 | 199 | 148 | 326 | 29 | 409 | 91 | 433 | 207 | 68 | 8488 | 10866 | |
| 3 | August | 361 | 318 | 199 | 309 | 9 | 846 | 62 | 438 | 232 | 78 | 10087 | 12939 | |
| 9 | September | 475 | 136 | 180 | 287 | 3 | 680 | 143 | 340 | 344 | 92 | 7235 | 9915 | |
| 0 | Octomber | 1320 | 794 | 758 | 658 | 74 | 510 | 85 | 1623 | 694 | 107 | 15165 | 21788 | |
| 1 | November | 1684 | 1084 | 1277 | 1325 | 150 | 773 | 149 | 1532 | 811 | 95 | 26605 | 35485 | |
| 2 | December | 1760 | 1083 | 963 | 1151 | 59 | 924 | 246 | 1382 | 783 | 178 | 5562 | 34091 | |
| | Total | 12848 | 8210 | 7797 | 8413 | 987 | 8431 | 1453 | 11324 | 6256 | 1536 | 162874 | 230129 | |

Till December 2014 -most arrival visitor by nationality- USA (1st), Thailand (2nd), Japan (3rd)

The survey result show that most of the visitors used the mode of transportation by flight when they tour to Bagan . Total arrival visitors to Bagan were 230129 people in 2014 , among them 118537 person used Air transportation of flight , 47848 people visited by boat and 63744 people visited by car .

Till December 2013 total visitors arrival to Bagan were 170796 people , among them

96507 person arrived by flight , 40528 people used transportation by boat and 33761 people used by car .

Table 3 : Show that International visitors arrival to Bagan in 2014 and 2013 were as follow by using various mode of transportation ----

Table . 2

International Visitors arrival to Bagan in 2014 and 2013

| No | Month | By Car | | By Boat | | By Flight | | Total | |
|-------|-----------|--------|-------|---------|-------|-----------|--------|--------|--------|
| | | 2013 | 2014 | 2013 | 2014 | 2013 | 2014 | 2013 | 2014 |
| 1. | January | 4748 | 5550 | 7364 | 7989 | 15971 | 16130 | 28083 | 29669 |
| 2. | February | 4832 | 5461 | 7554 | 8050 | 16723 | 16536 | 29109 | 30047 |
| 3. | March | 3445 | 3897 | 5960 | 4742 | 13145 | 11211 | 22550 | 19850 |
| 4. | April | 2041 | 2678 | 1571 | 876 | 5660 | 6464 | 9272 | 10018 |
| 5. | May | 1899 | 3978 | 458 | 167 | 4138 | 4639 | 6495 | 8784 |
| 6. | June | 1580 | 3291 | 138 | 164 | 2852 | 3222 | 4570 | 6677 |
| 7. | July | 2571 | 5257 | 895 | 1117 | 4053 | 4492 | 7519 | 10866 |
| 8. | August | 3003 | 5630 | 1991 | 1914 | 5167 | 5395 | 10161 | 12939 |
| 9. | September | 1735 | 3741 | 1155 | 1508 | 4463 | 4666 | 7353 | 9915 |
| 10. | October | 3274 | 6245 | 4413 | 4245 | 9887 | 11298 | 17574 | 21788 |
| 11. | November | 4633 | 8675 | 9029 | 10274 | 14448 | 16536 | 28110 | 35485 |
| 12. | December | 16370 | 9341 | 4666 | 6802 | 5321 | 17948 | 26357 | 34091 |
| Total | | 33761 | 63744 | 40528 | 47848 | 96507 | 118537 | 170796 | 230129 |

Although international visitors wait up 205 election in October , after NLD National Lead for Democracy party wins in election , during December first week international visitors

reach to Myanmar 4.2 million .According to the Ministry of Hotel and Tourism in Myanmar mention it is reach amount of visitors arrival more than they excerpt .

Post -election tourism boom

According to industry experts, tourism is picking up speed after the elections.Tourists from the United States of American, United Kingdom and Australian tourists are found to be increasingly frequent visitors according to Lin Myat Htun, CEO of Maing Fong Travels & Tour.

“Normally October marks the tourist open season but things slowed down since the election was held. Most foreign visitors are American, English and Australians.”

It seems that hotel and tourism ministry’s expectations of further developing the industry will be fulfilled with 4.7 million visitors coming into Myanmar in 2015 and even more are expected to make landfall.Most locals are also actively traveling out of the country; mainly to Thailand after the implementation of arrival on visa system which facilitated travel between the two neighboring countries.

(elevenmyanmar.com)

List of tourism- related operators in Bagan .

- 1 .Myanmar hoteller association .
- 2.Myanmar travel association .
- 3.Myanmar tourist guide association.
- 4.Myanmar restaurant association .
- 5.Myanmar souvenir enter preneurs association .

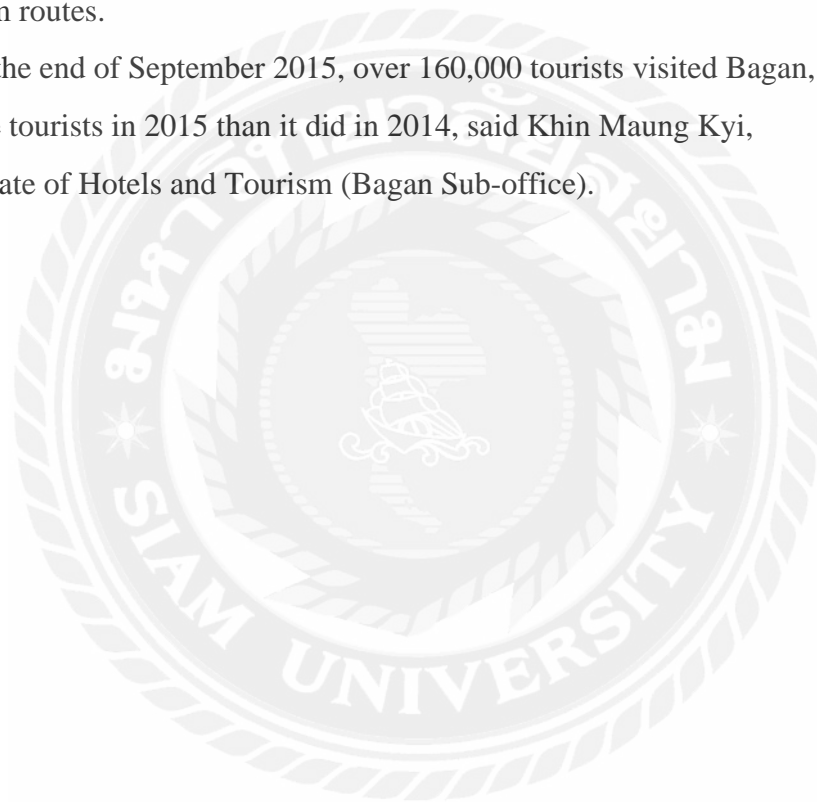
Register tour guide in Bagan The total of register tour guide in Bagan is (232), including (107)tourist guide is regional tour guide in Bagan .

(elevenmyanmar.com ,bagan region tourism development project ,nd)

According to the Director of Hotel and Tourism (Bagan Sub-office) up to 16 initial projects will be implemented under the Bagan Region Tourism Development Project .

The projects will be included under three categories which are development of Tourism management , infrastructure development and human resource development . The current activities of JICA's expert team is establishing a Bagan tourism website, building tourism information centers and constructing view points and tourism routes.

From January 2015 to the end of September 2015, over 160,000 tourists visited Bagan, and the area is expected to see more tourists in 2015 than it did in 2014, said Khin Maung Kyi, director of the Directorate of Hotels and Tourism (Bagan Sub-office).



Total arrival of tourism in Bagan during 2014 was 230,129 till December 2014- most arrival visitors by nationality –USA(1st), Thailand (2nd), Japan (3rd).

Total arrival visitors to Bagan during 2013 were 170796 . Most arrival visitors by nationality –Thailand (1st) , Japan (2nd) .

According to figures compiled by ministry of Hotels and tourism more than 125,000 international visitors arrive to Bagan in 2011 and increase more than 77500 visitors first six month from Januar 2012 to June 2012 .

Government of Myanmar recognize that transportation infrastructure critically influences tourism development potential .Therefore, The ministry of transport (MOT)intends to prepare transport master plan to harmonize future transport planning with the new state constitution , intergrate plans of different transport subsectors and promote domestic connectivity and multimodal transport network

2.3 Government Policy

Implementing the policies and guidelines laid down by the Government in a timely manner;

Developing and encouraging national and international investment opportunities in the industry;

Developing opportunities for the wider participation of the public, private and people in the industry

Cooperating with regional organizations and neighboring countries in tourism activities such as marketing and promotion, human resource development, connectivity programs, infrastructure development, facilitation of travel and product development

Promoting the country's image and profile in the international and regional tourism fairs, shows and exhibitions;

Organizing domestic tourism events to attract more international tourists;

Organizing workshops, seminars, exhibitions, conferences and trainings to upgrade the quality, standards and technical skills of the tourism personnel involved in the industry;

2.4 Facilities

Mode of transportation to Bagan

The tourism development depends on mutual cooperation of various sectors such as transportation, accommodation, attraction and organization for example travel agents, shopping centers, car rentals or food stores, government policies, which deliver tourism products and services and general tourist experiences.

(Mr Bian Yan, The factors that attract international tourists to visit Chaing Mai, 2011).

Mode of transportation to Bagan is easily accessible with other tourist destination such as Taung Gyi Inlay, Mandalay and Nga Pa Li beach with bus, air and Train. If compare with the before 2010, the road condition is critically improve. It is connected with Naypyidaw express high way before 2010 it was take almost 12 hour to reach Bagan from Yangon. Now only eight hour drive can be reached to Bagan. Observation found that most of the international visitors take flight from Yangon to Bagan and some of them take coach express bus arranged by travel agents. FIT foreign independent traveler take local transportation which is running two time a day. Day time and night time.

Regarding Government policy about road condition most of respondents are at medium happiness of 176 persons or 44.75%, much happiness of 155 persons or 38.75%, and least happiness of 11 persons or 2,75% respectively.

Current transportation to Bagan are ---

1. Bagan International Airport.
2. Daily flights between Yangoon and Bagan.
3. Regular express coach service and express trains.
4. A double-decker steamer service and luxury Cruise "Road to Mandalay" between Mandalay and Bagan

There are three main modes of transportation from Yangon and Mandalay to Bagan .

By car : take highway (Yangon Nay Pyi Daw Road) distance of (696) Kilometres or
-9-10 hours . There are three options for transportation to Bagan ;

1. public transportation .
2. Private or arranged by travel agents car
3. Government trains .

| | |
|---|--------------------------------------|
| <ol style="list-style-type: none">1 .Daily flights between Yangoon and Bagan2. Regular express coach service and express trains .3. A double –decker steamer service and luxury Curise “ Road to Mandalay”between Mandalay and Bagan. | <p>Bagan International Airport .</p> |
|---|--------------------------------------|



According to Myawady Dially news of Myanmar , there are some international flights will fly directly to Mandalay upper Myanmar because of their people interestingly increase to visit to Mandalay . The country which are going to open new air rode ,are China, Germany , France , China (Taipe) . This new transportation will start early February two day in a week . Arrival of International visitors enter to Myanmar from border gate also Mae sot –Myawaddy rote , Tarchilake – Mae sai and China border in very .

(Myawady Dially news , 28,January 2016)

Transportation to Bagan currently access easily to other tourism destination , but according to survey result show that facilities and service are weak . Government of Myanmar recognize that and planning for the development of transportation , accommodation sectors . As result of this , recently transportation rates have specify in the Bagan region .

| No | Itenerary | Saloon | High Ace | Seater 24 | Seater 45 |
|----|---------------------------------|--------|----------|--------------|--------------|
| 1 | 1Mile | 2000 | 3000 | 10000 | 15000 |
| 2 | Additional per mile | 1000 | 1500 | 3000 | 5000 |
| 3 | Half day | 22000 | 32000 | 54000 | 86000 |
| 4 | Full day | 35000 | 45000 | 54000 | 138000 |
| 5 | Airport-thiripyit saya Hotel | 7000 | 12000 | 20000 | 30000 |
| 6 | Airport –Aye Yar Hotel | 7000 | 12000 | 20000 | 30000 |
| 7 | Airpor-Aureum Hotel | 5000 | 8000 | 15000 | 30000 |
| 8 | Airpor-Thazin gerdan Hotel | 7000 | 12000 | 20000 | 30000 |
| 9 | Airport –Old Bagan | 6000 | 12000 | 20000 | 30000 |
| 10 | Airport-New Bagan | 7000 | 12000 | 20000 | 30000 |
| 11 | Airport-Nyaung O | 5000 | 10000 | 18000 | 30000 |
| 12 | Bagan –Popa | 50000 | 73000 | 130000 | 209000 |
| 13 | Bagan –Sale | 67000 | 90000 | 162000 | 240000 |
| 14 | | 143000 | 170000 | 336000 | 506000 |

| | | | | | |
|----|------------------|--------|--------|--------|--------|
| 15 | Bagan –Mandalay | 154000 | 182000 | 352000 | 550000 |
| 16 | Bagan –Kalaw | 163000 | 21000 | 365000 | 570000 |
| | Bagan –Taung Gyi | | | | |

The cost are changeable according with situation .

Accommodation in Bagan

Bagan Currently has 78 hotels and guest houses with a total of 2,565 rooms. In 2012 there were (75) Hotels and Lodging houses with (2196) rooms ,three hotels ,369 rooms improved but accommodations were still insufficient in the region for high season . Although some five- star properties offer facilities and services comparable with the best hotel in region ,more need to be done to improve standards in a middle and lower at the ends of market . With highly demand of accommodation in Bagan , Bagan hotel zone project has been implementing in Bagan Nyaung Oo . Planing areas of hotel zone project is about 1260 Acres and the estimated cost for project is 165 million USD . Expect to have enough and standard accommodation , transportation will facilitate soon with increasing of daily tourists arriving Bagan.

Based on information of Ministry of Hotel an tourism in Myanmar , more and more accommodation have been established in Bagan . the number of accommodation in Bagan is higher then that of other province .

Historic Attraction

Although there are a number of factors that, from a travel and tourism perspective , contribute to an understanding of what an attraction is . An attraction should:

- a .) be permanent (permanently established or regularly repeated).
- b.) be enjoyable , entertaining and /or educational

c.) attract visitors .

d.) be effectively managed to meet all stakeholders ' needs .

Historic attractions in Bagan are Ancient Pagodas , Temple and Monument , and Bagan Arts .

Developing attraction

Managing attractions for travel and tourism is not only about managing existing attractions . As destination seek to remain competitive ,or to develop a tourism industry , developing new attractions is also an important function in terms of both the attraction itself and its broader objectives . In developing a new attraction , there are five developmental stages:

1. Conceptual stage: the idea is measured against available resources, likely demand, etc .
2. Project design : costing design, etc .
3. Feasibility study : including research into potential demand , appropriate locations and an environmental audit .
4. Development of the attraction : building the attraction and associated infrastructure ,provision of additional services such as refreshments and retail .
5. Managing the customer experience: the actual operation of the attraction .

The importance of Tourist Satisfaction

Satisfying consumers in tourism is important for at least three main reasons (Swarbrooke and Horner, 2007):

1. It leads to positive word – of – mouth recommendation of the product to friends and relatives , which in turn , attracts new customers.
2. Creating a repeat customers by satisfying them with their first use of the product brings a steady source of income without the need for extra marketing expenditure.

- Dealing with complaints is expensive , time- consuming and bad for organization' reputation . Furthermore, it can add direct costs through compensation payments .

| | | |
|--|--|--|
| <p>The tourism product</p> <ul style="list-style-type: none"> -Tangible element -Service element -Role of intermediaries and agents | <p>The tourism product</p> <ul style="list-style-type: none"> -Perception of the tourist experience -Tourist attitude and expectation -Uncountrollable factors, such as strikes | <p>The outcome</p> <ul style="list-style-type: none"> -Tourist -Sastisfaction -Partial tourist satisfaction -Tourist dissatisfaction |
|--|--|--|

Sereeratana (1998) explained that satisfaction is performed after a buying decision has been made or services have been received . In terms of consumers, expectations, there are comparison results between the perception of service operation and the effectiveness of products and services . If consumers' expectations are not met , they are dissatisfied and will see satisfaction elsewhere (Sangkaworn and Mujtaba, 2010) .However , if consumers perceive the services as satisfactory to their expectation , they will be satisfied ; and service that are provided beyond their expectation result in high satisfaction .

Chaipanya (1998) stated the following measurement tools for determining satisfaction :

- Survey questionnaire based on opinions toward various satisfaction factors using multiple choice or open-ended questions .
- Interviewing that is specifically directed to measurer toward satisfaction based on technical question design and true data.
- Observation to measure a person's behavior based on performance , speaking and manner.

Johnson, Anderson et al., (1995) have distinguished between two different general conceptualizations of satisfaction : transaction –specific , satisfaction and cumulative satisfaction . The former is concerned with “ satisfaction as an individual ,transaction –specific measure or evaluation of a particular product or service experience “ (Johnson , Anderson et al . 1995: 699) .

Cumulative satisfaction ,on the other hand ,is “ a cumulative , abstract construct that describes customer’s total consumption experience with a product or service “ ((Johnson , Anderson et al . 1995: 699)

As a customer’s overall evaluation of the purchase or consumption experience , cumulative satisfaction is the most relevant conceptualization when the focus is on the tourist’s evaluation of their overall experience at a destination . This is sometimes referred to as market level satisfaction .

Attraction factors

Historical site

Bagan formerly know as **Pagan** is an ancient city located in the upper Myanmar , Mandalay division . From the 9th to 13th centuries, the city was the capital of Bagan kingdom , the first kingdom to unify the regions that would later constitute modern Myanmar. During the kingdom's height between the 11th and 13th centuries, over 10,000 Buddhist temples, pagodas and monasteries were constructed in the Bagan plains alone, of which the remains of over 2200 temples and pagodas still survive to the present day.

The **Bagan Archaeological Zone** is a main draw for the country’s tourism industries . It is seen by many as equal in attraction to AngkorWat in Cambodia Ayuddaya in Thailand .

(wikipedia)

The Art and Architecture of Bagan

Many temples of Bagan are illustrated with paintings on the interior and decorative stucco work on the exterior, as a work of merit. The murals were painted on a dry surface; they are not frescos where paint is applied on wet cement. In a few temples, the

Zatar or horoscope can be seen somewhere in a corner. Horoscopes are made on a person's birth but here, they mark the 'birth' of the temple.

Through these pictures with captions in Pali, Old Mon or Bamar the ancient pilgrims could also study the faith. The themes are on the 550 Jataka Tales, the lives Buddha went through before he attained enlightenment as well as the biography of his life as Prince Siddhartha, his enlightenment as the Lord Buddha Gautama and his death.

It is one of the most effective ways of spreading Buddhism. Even today the tradition continues with a different type of presentation. Many pagodas have walkways with series of panels or framed canvases hung close to the ceiling illustrating the Jataka Tales of the previous 550 lives of Buddha or scenes from his life, or the legend of how the particular pagoda came to be built and by whom.

Bagan Festivals & and Events

Thadingyut Full Moon Day Festival

Tadingyut Full Moon Day Festival depends on the Lunar Calendar of the Myanmar Years. This year the Tadingyut Full Moon Day falls on the 6th of October, Friday.

The history of Tadingyut Full Moon Day Festival was said to be the welcoming of Buddha from heaven after the three months of preaching Dhamma. People from the earth welcome back the lord with colorful candle lightings. From that time on Tadingyut was celebrated as a special day for the Buddhists.

In Bagan, like any other part in Myanmar, the candle light festival at every pagodas can be witnessed. There are special offerings and donations at such a time.

Pyartho (Jenuerary)

1. Ananda Temple Festival in Bagan
2. Nhtet Pyit Taung Pagoda Festival in Bagan
3. Pakhan Ko Gyi Kyaw Festival in Shwe Gu Ni Village
- 4 . Water Festival
5. Myanmar New Year

. Kason Fullmoon Day (May)

6. Shinbinsagyo Pagoda Ceremony in Salay

. Waso Fullmoon Day

7. Lawkananda Pagoda Festival in Bagan

8 .Myazedi Pagoda Festival in Myinkaba Village

Wa Gaung Fullmoon Day (July)

9. Manuha Pagoda Festival in Myinkaba Village

10. Tadingyut Candle Light Festival

Tadingyut Fullmoon Day Festival

11. Shwezigon Pagoda Festival

Tazaungdaing Fullmoon Day Festival (December)

12. Ahlodawpyae Pagoda Festival in Bagan

13. New Year Festival

Handicraft

Bagan is well known for lacquer ware product .There are plenty of lacquer ware work shop and shop to visit in Bagan . There are three type of lacquer ware in Bagan which are :

1. Relief molded (Thayoe Pan Yun)
2. Incised (Ka Nyit Yun)
3. With real gold leaf (Shwe Zawa Yun)

In Myanmar, the origins of the lacquer seems to come from Bagan about 12th - 13th century. One of the oldest lacquers was indeed discovered in the pagoda Mingalazedi, one of the built last with Bagan (at the 13th century). Always it is that it is in Bagan that the manufacture of the lacquers acquired its letters of nobility. The raw material used to

manufacture the objects is the bamboo. The bamboos used to make the inner part of the lacquerware come from the forests of the Chin State and which is transported by boat until Bagan. The bamboo then is cut out, softened, worked to give the shape of the desired object: bowls, dishes, vases, cuts, plates, various boxes, most famous being the box for betel leaves and nuts. The craftsman draws up the bamboo on forms. In certain cases one uses also the hair of horse. Any horsecart or taxi driver will be happy to bring you to the lacquerware shop of your choice because they will get a commission when you buy lacquerware products.

Baloons over Bagan

Seeing hot-air balloons flying over Bagan is one of the iconic images of Myanmar / Burma. The massive scale of the over 3000 temples on the Bagan plain mean that you can only truly witness the scale of it all from the air, and a slowly floating over is the best way of doing it. For years, there has been only one company providing the experience. The experience of flying in a hot air balloon can be magical. Visitors express that it's nothing like flying in a plane, and more like floating in the breeze. There are essentially no sounds, other than the odd blast from the burners, or the clicking of camera shutters. As the balloon lifts off from the ground, you'll be asked to sit down for the launch, and shortly after you'll be given the OK to stand. The winds are fairly predictable, and your flight will last about 45 min or so. The basket is very stable, and doesn't sway at all.

Tourism Development in Bagan

To develop the city as an international destination , the Bagan region tourism development Council was organized to advocate the importance of tourism for private sector development . They enhance tourism facilities by establishing new places and Bagan Museum . Bagan continuous to provide livelihood and employment to the residents .It also ensures that the valuses and traditions that made them flourish for

centuries will be passed on to future generations . Traditional and tourism related industries continues to fuel the economy of Bagan that has grown tremendously in terms of income . The business boom of the hotels /resorts industry often begins at the early part of November and in June . Bagan is experiencing a tremendous growth of business establishments like hotels and recreational activities . Resort are also established to serve as alternative accommodations as well as for recreation of vacationers . As a business enterprise and providing a wide variety of products and services , the hotels and resort industry has gained stability in the society .

Defination of Terms

There are many definitions of tourism in use today , the World Tourism Orgnization , the affiliate of the United Nations serving as a global forum for tourism policy and issues , is working to standardize tourism terminology and classification through the world . Such standardization will permit comparisons across studies , encourage the accumulation of knowledge about tourism activities , and assist those beginning to study tourism in defining their terms . These standards have been adopted by th United Nations Statistical Commission as well (Frechtling , 1996:2.3) .

In the process of encouraging uniformity in tourism data collection and improving world knowledge about tourism behavior and consequences , the following World Tourism Orgnization definitions are observed .

The **visitor** is foundation unit in the Un/ WTO structure and is defined as any person travelling to a place to other than that of his or her usual environment for less than 12 months and whose main purpose of the trip is other than the exercise of an activity remunerated from within the place visited .

Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for no more than one consecutive year for leisure , business and other purpose .

Tourists are visitors who stay at least one night in a collective or private accommodation an a place visited .

The same –day visitor is a visitor who does not spend the night in a collective or private accommodation in the place viited . This includes cruise passengers who disembark in a

country but spend their nights on board ship .

Tourism expenditure is the total consumption expenditure made by a visitor on behalf of a visitor for and during his or her trip and stay at a destination .

The **Tourism industry** is the set of enterprises , establishments and other organizations one of whose principle activities is to provide goods and /or service to tourists .

Tourist receipts or tourism receipts is receipt in form of direct or indirect currency payments made by tourists from abroad to cover the cost of goods and services excluding expenses of international transportation . The calculation of tourist or tourism receipts is made by multiplying the total number of international tourists by the average length of stay and by the average expenditure per person per day .

A tourism destination (Kandampully,mok and A . Sparks ,2001) is a geographical area or , as Burkart and Medlik (1981) noted , a geographical unit visted by a tourist , which may be a village , town ,or city , district or a region ,and island , a country ,or a continent .

Attractions (Kandampully,mok and A . Sparks ,2001) refer to that may be site attractions (e.g ., scenic , historical , natural wonders) or event attractions (e.g., exhibitions , sporting events ,congresses) .

A tourist is a person who temporarily travels outside of this or her usual environment.

A domestic tourist is one whose itinerary is confined to their usual country of residence .

An international tourist is a person who travels beyond their usual country of residence .

Bagan cultural tourism product is defined as the handicraft made by the Bagan local artisan producing related cultural products , such as lacquer ware , or woodcarving ,etc and is also represented by the performaning arts such as Bagan dance or folk music .

According to WTO , tourism is generally divided into the following categories :

1. Domestic Tourism : residents of a country visiting destination in the own country .
2. Inbound Tourism : Visits to a country by non-residents
3. Outbound Tourism : residents of a country visiting destination in other countries :
4. Internal Tourism : the combination of domestic tourism and inbound tourism .

5. National Tourism : the combination of domestic and outbound tourism :

6. International Tourism : the combination of inbound and outbound tourism .

Swarbrooke and Horner (2007) stated that tourism is defined as a short –term movement of people to areas some distance from their normal place of residence in order to indulge in pleasurable activities . It is the sum of phenomena and relationships arising from the interaction amount tourists , business suppliers , host governments , host communities , origin governments , universities , community colleges ,and non –governmental organizations throughout the process of attracting , transporting , hosting and managing of the tourists and other visitors (Weave and Lawton, 2002) .

Uherek stated that tourism can also be defined as a services industry with three main foci:
a.) Transport : bringing people from one place to another b.)Accommodation : giving people a place to stay c.) Services: offering goods and manpower in order to fulfill the wishes of the travelers .

Sharpley(2006:P.45-46) stated that whatever the mode of transport , all transport systems are made up of a number of elements . These contribute in different ways to different systems but , importantly , they are interconnected and , therefore, the performance of the system is dependent upon each element. These elements are :

- a.) The way : this can be natural and free (air, sea) or constructed (road, rail, canals). The nature of the way is related to flexibility , congestion and so on (though travel is subject to a variety of regulations).
- b.) The vehicle: this is the actual unit on which people travel such as trains , ships or aircraft . Related to this is the idea of motive power (except in the case of bicycle travel) that determines speed and cost travel , but also has implications in terms of sustainable development .
- c.) The terminal : this provides access to the vehicle and commonly acts as an interchange between modes of transport . Sometimes , the terminal is the potentially weakest element of the system, as in the limited capacity of many major airports .
- d.) Control and communication systems: all modes of transport are more or less

subject to control such as air traffic control or railway signaling . Road travel is also , of course , subject to control (speed limits , traffic lights ,and so on). The purpose of control systems is both efficiency and safety . Communication systems also facilitate transport , whether simple information screens at terminals or sophisticated in –car satellite directional systems .

- e.) Management and staff : the efficient operation of most transport systems is dependent upon an enormous variety of roles , from senior or management to more direct service roles, such as check –in at an airport .

Kandampully , Mok , and A . Sparks (2001) stated that services are provided in every sector of the economy : in retailing , wholesaling , transportation , telecommunication , finances , health , education , and many other sectors , including tourism , hospitality , and leisure .

The tourism services offering can be viewed at several levels :

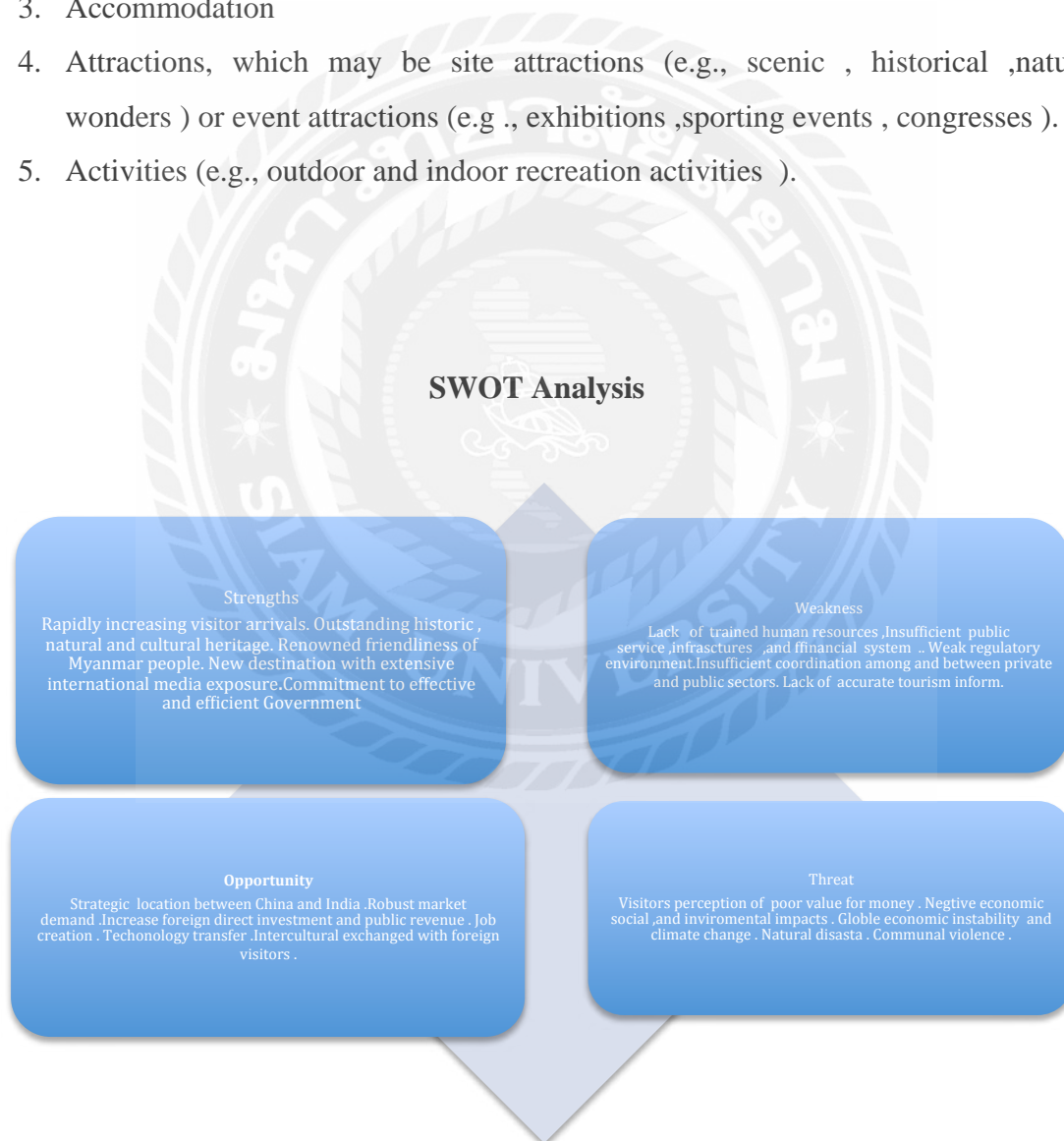
1. The core (basic) service , which consists of the basic service and the tangible support service(e.g., accommodation), which is main reason for the service purchase .
2. The expected (actual) service, which consists of the basic service and tangible support service (e.g., accommodation services plus a comfortable baed, transportation service plus a relaxing waiting area , prompt in flight service , good quality meals, clean lavatories ,and on-time arrival).
3. The augmented product, which consists of the basic service , tangible support services , and added value in terms of reliability and responsiveness , service quality , price options and supply of free travel brochures .
4. The potential product, which consists of future service offerings such as all potential added features and benefits that might be of use to travelers (i.e.everything that professionally can be done to the product).

The tourist's experiences and satisfaction with services depend on mutual cooperation of various sectors (e.g., transportation , accommodation ,attractions) and organizations (e.g., travel agents , shopping centers , car rentals ,or food stores) which deliver tourism product and services and generate tourist experiences .

According to Kandampully, Mok, and A . tourism product is often referred to as tourism destination . However, a tourism destination is a geographical areas . This geographical unit offers a number of different tourism products for purchase and consumption .

The major components of the tourism destination are :

1. Accessibility ,which is a function of distance from tourism markets , and external transport and communications, which enable a product to be reached .
2. Amenities (e.g., catering ,entertainment , internal transport , and communication , which enable the tourist to move around during his or he stay) .
3. Accommodation
4. Attractions, which may be site attractions (e.g., scenic , historical ,natural wonders) or event attractions (e.g ., exhibitions ,sporting events , congresses) .
5. Activities (e.g., outdoor and indoor recreation activities) .



Related Research

In November - December 2012, a survey of 400 departing visitors (mostly at Yangon International Airport) determined that the primary purpose of travel to Myanmar was for a holiday (77%).The typical respondent was older than 35 years of age (70%)and University -educated (78%).Most were traveling independently (67%) either alone or in small group ,and average length of stay for his cohort was 13.8 night .This is likely due to the survey's bias toward European visitors , who formed 58% of the sample size and stay an average 15.1 night .In comparison, Asian visitors accounted for 19% of the simple and stayed an average of 6.3 nights .

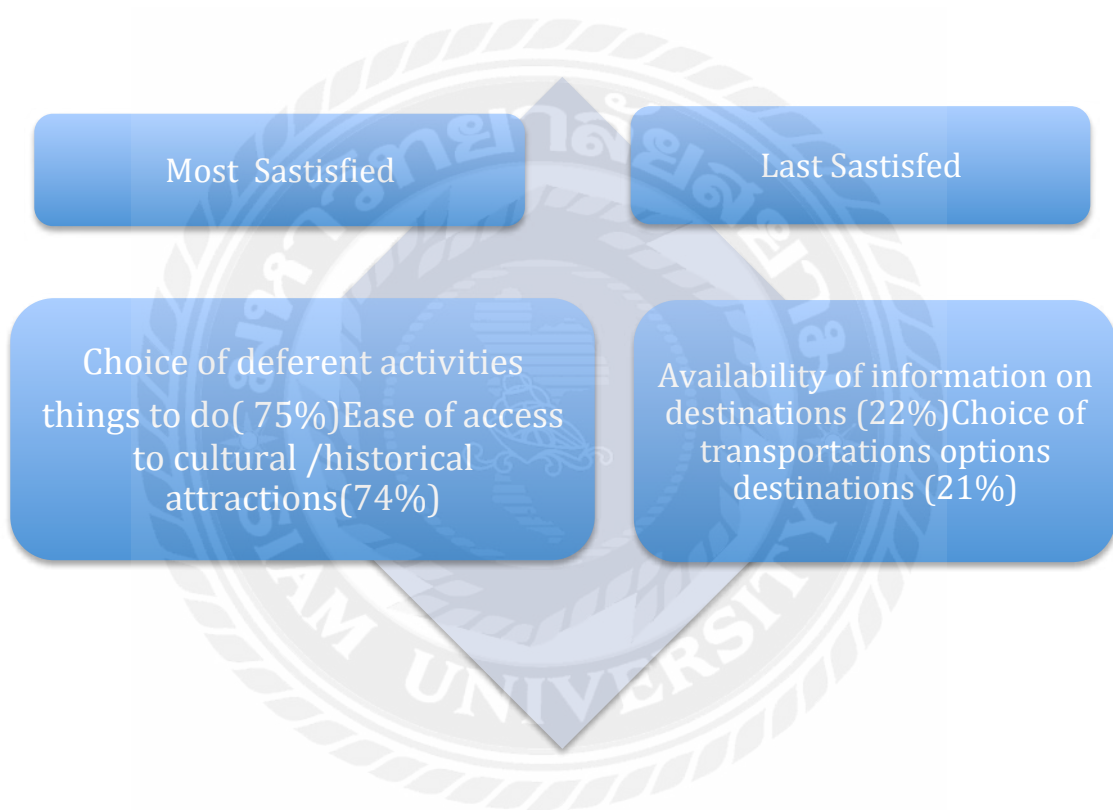
In the Bagan region , length of stay for European visitors 3.4days on the other hand , for Asian visitors stay 2-3 days .Across total sample, averages daily expenditure was around \$100 (excluding accommodation).Activities and tour accounted for the most spending (43%),followed by shopping (23%)and meals (7%).The averages tours spend \$125 per night for accommodation 25% of respondents spend between \$200 and \$299 per night for a Hotel in Yangon and Bagan .Seventy -seven percent were on their first trip to Bagan, 9.3 percent on their second visit and 3.3 % had visited more than ten time .About 98% wanted to learn more about Myanmar 'culture and history , 90% sough to sample Myanmar' cuisine ,and 83 % expressed interest in visiting protest areas .Prior to visiting , the main source of information about Myanmar was the internet(27%) ; (20%) of visitor used guidebooks and (13%) relied on word of mouth .

Target Market

According to the research report done by Myanmar Ministry of Hotel and Tourism (MHT) , USA , Thailand , Japan, China tourists are the top ones on the list of the number of tourists in Bagan each year . Based on the statistic that mentioned on above , it would be wise , If USA, Thailand , Japan nationality tourists are going to target .It is can not be denied among other nationalities tourist , Thailand , Japan USA , China tourists are know as cultural and religious tourists and they are keen on experiencing difficult cultures , and world heritage sites in the country , explore the experience of the

diverse way of life other people , reflecting all the social customs, religious traditions and ancient architecture .

Visitors experience



Chapter 3

Methodology

This research is a qualitative research . Descriptive research using survey method . The survey method this research used questionnaires distribution to respondents in order to collected primary data from the sample of visitors . The following methodology is used in this research .

3.1 Hypothesis

3.2 Population and Sampling

3.3 Tools of the Research

3.4 Data collection

3.5 Data Analysis

1.1 Hypothesis

- 1 .People with different gender have different satisfaction in using transportation ,accommodation and attraction .
- 1 .Peoplee with different age have different satisfaction in using transportation ,accommodation and attraction .
- 2 People with different occupation have different satisfaction in using transportation ,accommodation and attraction
- 3 People with different income have different satisfaction in using using transportation ,accommodation and attraction .
- 4 People with different education level have different satisfaction in using transportation ,accommodation and attraction .
- 5 People with different marital status have different satisfaction in using transportation ,accommodation and attraction

1.2 Population and Sampling

Population is tourists who travel to Bagan from Yangon . Since there are no finite number ,so the researcher uses ready- Made Table to define sampling size as follows

$$n = \frac{N}{1+N(e)^2}$$

When n= Sample size

N= Population size

e= The error of sampling

This study allows the error of sampling on 0.05 so; the sample size shows as follows ;

$$n = \frac{1,110,704}{1+1,110,704(0.05)^2}$$

$$n = \frac{1,110,704}{1+ 1,110,704(0.0025)}$$

$$n = 400$$

From calculating above , it could be concluded that the totals of sample size is 400 people .

3.3 Tool of the Research

This study will use a set of questionnaire as a tool of study. The questionnaire will be divided into 3 parts .

Part 1 is the personal information of the informant consists of gender , age , occupation , income , education ,marital status .They are check –list questions of total 6 questions .

Part 2 is the comments about the factors related to travel's satisfaction consists of government policy , transportation - accommodation , service , facilities , and tourism activities . They are rating scale ranging from least satisfaction ,less satisfaction , satisfaction ,more satisfaction and most satisfaction of total 12 questions .

Part 3 is the level of travel's satisfaction .They are rating scale ranging from least satisfaction ,less satisfaction ,satisfaction , more satisfaction and most satisfaction of total 5 questions .

The tool is calibrated by suing a pretest method and use the Cronbach method to calibrate the tools if the result is more 0.70 ,means that the questions is reliable .

3.4 Data collection

Data collection will be done by distributing a set of questionnaire to tourists at Yagoon International Airport , Bagan International Airport , Bus terminal , Train Terminal .

3.5 Data Analysis

Data will be analyzed by computer program using frequency, percentage, Chi-square and Gamma with the confident level of 0.05

Data collection , the research distributed the questionnaire to the sampling group and asked them to answer properly in the questionnaire . The research has checked the

completeness of the questionnaire and made a serial number for each questionnaire before inserting all data into SPSS program .Data Analysis , the research used SPSS program to analyze the data and used Frequency ,percentile ,Chi-square and Gamma to analyze the data , test Hypotheses and write a research report .



CHAPATER 4

Results and Discussion

In the independent study on the topic of “ A study of tourism development in a historical place of Myanmar , Bagan ” the researcher had collected the data gained from 400 questioners which had sent to the 400 sample size in the areas of Bagan and Yangon between March -May ,year 2016 .And , the researcher will bring the result to discuss as followings :

4.1 Demographics:

Table 4.1 :Frequency and percentage of Gender

| Gender | Frequency | Percent |
|--------|-----------|---------|
| Male | 214 | 53.5 |
| Female | 186 | 46.5 |
| Total | 400 | 100 |

Based on table 4.1 the majority of sample international tourists who visited Bagan were female (214 people) at 53.5% followed by 186 males at 46.5%

Table 4.2 : Frequency and percentage of Age

| Age | Frequency | Percent |
|----------|-----------|---------|
| Under 20 | 27 | 6.75 |
| 20-30 | 169 | 42.25 |
| 31-40 | 115 | 28.75 |
| 41-50 | 60 | 15.0 |
| Over 50 | 29 | 7.25 |
| Total | 400 | 100 |
| | | |

Based on table 4.2 the majority of respondents or 169 respondents (42.25%) are between 20-30 years old , 115 or 28.75% of respondents are between 31-40 years old ,60 or 15.0% of respondents are between 41-50 years old , then it is followed by 29 or 7.25% of respondents who are over 50 years old and 27 or 6.75% of respondents who are under 20 years old .

Table 4.3 Frequency and percentage of Marital status

| Marital Status | Frequency | Percent |
|---------------------|-----------|---------|
| Single | 209 | 52.25 |
| Married | 129 | 32.25 |
| Windowed | 13 | 3.25 |
| Divorced/ separated | 41 | 10.25 |
| Total | 400 | 100 |

With respect to marital status (table4.3) , the majority or 209 respondents (52.25%) were single. 129 respondents or 32.25% of total respondents were married , Then , it was followed by 41 divorced or separated respondents (10.25%) and 13 windowed respondents (3.25%)

Table 4.4 : Frequency and percentage of Education

| Education | Frequency | Percent |
|---------------------------|-----------|---------|
| Elementary school | 6 | 1.5 |
| High school | 108 | 27.0 |
| College degree | 201 | 50.75 |
| Graduate degree or higher | 82 | 20.5 |

| | | |
|---------|-----|------|
| Missing | 3 | 0.75 |
| Total | 400 | 100 |

As shown in the table 4.4 above, 201 respondents or 50.75% of total respondents were holding college degree ranked by number one and 108 respondents (27.0%) were holding high school degree. Then it was followed by 82 respondents or 20.5% of total respondents who were holding graduate degree or higher, 6 respondents (1.5%) who had finished elementary school, and 3 respondents or 0.75% of total respondents who did not show their education level.

Table 4.5 : Frequency and percentage of Occupation

| Occupation | Frequency | Percent |
|--|-----------|---------|
| Professional | 75 | 18.75 |
| Administrative/ managerial | 63 | 15.75 |
| Commercial/personnel/clerical | 111 | 27.75 |
| Laborers/ production and service workers | 73 | 18.25 |
| Other | 78 | 19.5 |
| Total | 400 | 100 |

Based on table 4.5, the majority or 111 respondents are commercial or personnel or clerical (27.75%) then, 75 respondents or 18.75% of total respondents are professional, 73 respondents or 18.25% of total respondents are laborers or production and service workers, 63 respondents or 15.75% of total respondents are administrative or managerial, and 78 respondents or 19.5% of total respondents are other occupations that included 26 of students, 13 of teachers, 7 of artists, 4 of unemployed people, and 29 respondents who didn't specify their occupation.

Table 4.6 : Frequency and percentage of Income

| Monthly Income | Frequency | Percent |
|-------------------|-----------|---------|
| Less than \$3,000 | 141 | 28.5 |
| \$3,001 -6,000 | 114 | 25.25 |
| \$6,001-9,00 | 82 | 20.5 |
| \$9,001-12,000 | 43 | 10.75 |
| Over \$12,000 | 23 | 5.75 |
| Missing | 7 | 1.75 |
| Total | 400 | 100 |

With respect to income shown in the table 4.6, 141 respondents or 28.5% of total respondents earned less than 3,000 USD per month that is considered to be the majority of total respondents. 144 respondents or 25.25% of total respondents earned 3,001 - 6,000 USD per month that is ranked by second place. 82 respondents or 20.5% of total respondents earned 6,001 -9,000 USD per month. 43 respondents or 10.75% of total respondents earned 9,001 -12,000 USD per month. 23 respondents or 5.75% of total respondents earned more than 12,000 USD per month. Finally, 7 respondents or 1.75% of total respondents did not intend to show their income.

Attractive Factors and Other Factors

Table 4.7 : Frequency and percentage of the main factor that attract International tourists to visit Bagan.

| Main factors | Frequency | Percent |
|--------------------------|-----------|---------|
| Historical site | 121 | 30.25 |
| Art and Architecture | 318 | 79.5 |
| Festival and Event | 175 | 43.75 |
| Lacquer ware, Life style | 118 | 29.5 |

| | | |
|--------------------|-----|-------|
| Balloon over Bagan | 169 | 42.25 |
| Food | 135 | 33.75 |
| Other | 33 | 8.25 |

Note : Multiple choices ; total sample size = 400

According to frequency and percentage of the main factors that attract international tourists to visit Chiang Mai in table 4.7 (Response to Question 2.1), 318 respondents or 79.5% of total respondents were attracted to the historical site such as old city and temple, that ranked by the first place. 318 respondents or 79.5% of total respondents were attracted to art and architecture, that is ranked by the second place. 175 respondents or 43.75% of total respondents were attracted to festival and event, that is ranked by the third place. 118 respondents or 29.5% of total respondents were attracted to Lacquer ware, life style. 169 respondents or 42.25% of total respondents were attracted to Balloon over Bagan. 135 respondents or 33.75% of total respondents were attracted to Food. And, 33 respondents or 8.25% of total respondents were attracted to others.

Table 4.8 Frequency and percentage of Satisfaction toward accommodation service

| Satisfaction toward accommodation services | Frequency | Percent |
|--|-----------|---------|
| Satisfied | 237 | 59.25 |
| Somewhat satisfied | 131 | 32.75 |
| Not satisfied | 32 | 8.0 |
| Total | 400 | 100 |

With respect to International tourists' satisfaction towards local accommodation services show in the table 4.8 (Response to Question) 237 respondents or 59.25% of total respondents were satisfied with the service of accommodation service; 131 respondents or 32.75% of total respondents were somewhat satisfied and 32 respondents or 8.0% of total respondents were not satisfied.

Table 4.9 : Frequency and percentage of Satisfaction towards transportation service

| Satisfaction toward transportation service | Frequency | Percent |
|--|-----------|---------|
| Satisfied | 191 | 47.75 |
| Somewhat satisfied | 147 | 36.75 |
| Not satisfied | 62 | 15.5 |
| Total | 400 | 100 |

With respect to international tourists' satisfaction towards local transportation services shown in table 4.16 (response to Question 2.10), 191 respondents or 47.75 % of total (majority) of respondents were satisfied with the service local transportation .147 respondents or 36 .75% of total respondents were somewhat satisfied and 62 respondents or 15.5% of total respondents were not satisfied .

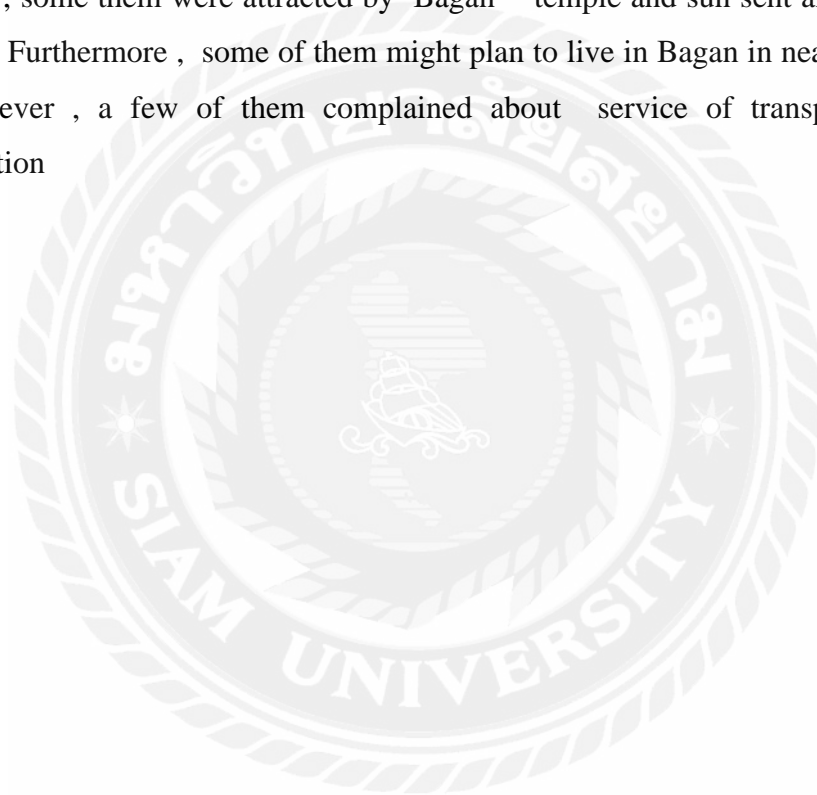
Table 4. 10 : Frequency and percentage of Days of planning to stay

| Days of planning to stay | Frequency | Percent |
|--------------------------|-----------|---------|
| Non-stay | 7 | 1.75 |
| 1-6 days | 279 | 69.75 |
| 1.3 weeks | 88 | 22.0 |
| More than 3 weeks | 26 | 6.5 |
| Total | 400 | 100 |

Based on table 4.10 (response to Question 2. 24) ,the majority or 69.75% of total respondents (279 respondents) planned to stay in Bagan between 1-6 days . 88 respondents or 22.0 % of total respondents planned to stay in Bagan between 1-3 weeks .26 respondents or 6.5 % of total respondents planned to stay in Bagan more than 3 weeks . And , 7 respondents or 1.75% of total respondent did not plan to stay .

Other comments

This section is to ask international tourist to add any comments with respect to this survey (Questionnaire) .According to perspectives of international tourist having commented on this survey , we can conclude that most of international tourists were very satisfied with visiting to Bagan as a tourist destination . Most of them regarded about ‘ ‘ Baganis beautiful and wonderful place, people in Bagan are friendly and helpful , and they love Bagan . Then , a number of them were amazed about Pagoda festival event . After that , some of them commented to have more advertisement concerned abut Bagan . Moreover , some them were attracted by Bagan ‘ temple and sun sent and planned to visit again . Furthermore , some of them might plan to live in Bagan in near future , and so on However , a few of them complained about service of transportation and accommodation



CHAPATER 5

Conclusions and Recommendations

1.1 Conclusions

This research looked for the main factors that tourism development in Bagan, based on general information, attractions, mode of transportation to Bagan, accommodation. When International visitors used transportation to Bagan, various forms of transportation met their demands, except service and facilities, the kind of accommodation they frequently stayed at in Bagan, and their satisfaction towards the service of the Bagan tourism industry.

In this research, the researcher used a questionnaire survey to collect the data from 400 international tourists who came to visit Bagan including local Myanmar people.

For the conclusions here, the researcher, firstly, divides respondents into 2 groups: (1) major group that refer to the group of respondents with the highest percentage, and (2) minor group which includes the number of respondents next to major group and other. Moreover, the researcher will show the percentage of total respondents in order to be compared. Then, the researcher will conclude the international tourists' recommendations with respect to this study and will conclude the most important factors that directly relate to responding research objective. Finally, the researcher will give some recommendations for the future researches.

For the recommendations that international tourists want to add with respect of this survey, we can conclude that most of international tourists were very satisfied with visiting Bagan as a tourist destination. Most of them regarded that "Bagan is a beautiful and wonderful place, people in Bagan are friendly and helpful, and they love Bagan. Then a number of them were amazed about meditation temple. Some of them recommended there needs to be more advertisements about Bagan. Some of them were

attracted by Bagan , it is beautiful places and fresh air and planned to visit again . Some of them might plan to live in Bagan in the near future ,and so on . However , few of them complained about sellers ,they rushed to buying customers.

1.2 Recommendations for future researches

In this research , the researcher used a questionnaire survey with both single choice and multiple choices , and brought the result to analyze . The results were divided into the comparison of frequency and percentage . Based on this research , the most of international tourists who came to Bagan were older than 35 year of age (70%) (28.75 percent) and University –educated .Most of were traveling independently either alone or in small group . Most of them were attracted to the temples and the old city , festival and traditions . Moreover , the majority of them used the services of hotels and guesthouses for accommodation, train and air for regional transportation, and rent car for local transportation. More than that , the popular reasons for having used each service of them were convenient and comfortable .In addition , 28.5% of respondents earned less than 3,000 USD per month ; 25.25 % of them earned 3,001 – 6,000 USD per month ; 20.5 % of them earned 6,001- 9,000 USD per month , and so on . However , few of respondents had complained about regional transportation and some of respondents were not satisfied with services of Bagan tourism .

By knowing information like this , the researchers should consider international tourists ' perspective on eco-tourism and cultural tourism as well as their behavior on expenditure on goods or services ,and their expectation for direction of Bagan tourism industry . Future research may do specific research related to the problems of each mode of services of Bagan tourism industry such as transportation services , accommodation services ,information services and further to behavior of the native people in tourist areas . In my opinion , future research like this might help local people to provide local products or goods and services to meet their demands , it may also help Bagan tourism industry into right direction with its tourist program . Along with this , it will impress more and more international tourists and encourage them to come and visit Bagan once

again . The expected result for the future research would be used to help to increase both the locals ' income as well as the nationa income , and quality of native life .



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Questionnaire

**Title : A study of tourism development in a historical place of
Myanmar , Bagan .**

Questionnaire description

This is a questionnaire I am doing for my Independent Study on ‘ A study of tourism development in a historical place of Myanmar , Bagan .

‘ for MBA program at Siam University in Thailand .

This question is used only for a part of the academic study at Siam University , not for any commercial purpose or negative way. Your participation in this research is confidential . Only the researcher will have access to your information .Your individual response will not be released . Only research summaries and correlation will be reported .

There are three sections in the questionnaire:

The first section is to ask about general information of International tourists (demographics) .

The second section is to ask about attractive factors , transportation , accommodation and other factors related to this research . In this section. Questions consist of both single choice and multiple choices .

The third section is to ask international tourists to give comment with respect to this survey .

Thanks you for taking your valuable time to complete this questionnaire .

Khemavamsa , Kyaw Myint

Questionnaire

Section 1: Demographics :

Please complete the following questions and indicate your preference where appropriate by placing a check mark in the box [] That best describes your current situation.

| | | | |
|----------------|---|------------------------------|--|
| Gender | Male | [<input type="checkbox"/>] | |
| | Female | [<input type="checkbox"/>] | |
| Age | Under 20 | [<input type="checkbox"/>] | |
| | 20- 30 | [<input type="checkbox"/>] | |
| | 31- 40 | [<input type="checkbox"/>] | |
| | 41- 50 | [<input type="checkbox"/>] | |
| | Over 51 | [<input type="checkbox"/>] | |
| Marital Status | Married | [<input type="checkbox"/>] | |
| | Single | [<input type="checkbox"/>] | |
| | Widowed | [<input type="checkbox"/>] | |
| | Divorced/ Separated | [<input type="checkbox"/>] | |
| Education | Elementary School | [<input type="checkbox"/>] | |
| | High School | [<input type="checkbox"/>] | |
| | College degree | [<input type="checkbox"/>] | |
| | Graduate degree or higher | [<input type="checkbox"/>] | |
| Occupation | Professional | [<input type="checkbox"/>] | |
| | Administrative / Managerial | [<input type="checkbox"/>] | |
| | Commercial / Personnel / Clerical | [<input type="checkbox"/>] | |
| | Laborers / production and Service workers | [<input type="checkbox"/>] | |

| | | | |
|----------------|--------------------|-----|--|
| Monthly Income | Less than \$ 3,000 | [] | |
| | \$ 3,001- 6,000 | [] | |
| | \$6,001- 9,000 | [] | |
| | \$ 9,001 – 12,000 | [] | |
| | Over \$ 12,000 | [] | |

Section 2 : A study of tourism development in a historical place of Myanmar , Bagan .

Section 2 : Attractive factors and Other factors

Please mark the appropriate answer with \checkmark in the box ()

2.1 What is /are the main factor /factors that attracts / attract you to visit Bagan ?

(You may anser more than one factor .)

- () Historical sites
- () Arts , Craft and Life Style
- () Special festivals and Events
- () Ballons over Bagan

Other (Specify) -----

2.2 How many time have you visited Bagan ?

- () First time
- () 2 times
- () 3 times
- () 4 times
- () 5 times or more

2.3 Where did you get tourst information about Bagan ?

(You may answer more than ore answer .)

- () Travel agency
- () Internet

- Family/Friends
- News papers /magazines
- Travel brochures
- Travel guides
- TV
- Radio
- Tourism Board
- Fairs
- Other (specify) -----

2.4 Are there enough tourist information channels for you ?

(please measure your satisfaction)

- Satisfied
- Somewhat satisfied
- Not satisfied

2.6 How did you arrive in Bagan ?

- By car
- By bus
- By air
- By train
- By boat
- Other (specify) -----

2.5 Why did you decide to use this mode of transportation ?

(you may choose more than one answer .)

- Low-cost
- Comfortable
- Safe
- Convenient
- Other (specify) -----

2.6 What kinds of local transportation do you use mostly in Bagan ?

- Rental Car
- Motorcycle (haired)
- Bike(hired)
- Line Bus
- Other (Specify)

2.7 Do you think the number of local transportation have met your demand ?

(Please measure your satisfaction)

- Satisfied
- Somewhat satisfied
- Not satisfied

2.8 How do you think about local transportation services in general ?

(Please measure your satisfaction)

- Satisfied
- Somewhat satisfied
- Not satisfied

2.11 What kinds of accommodation do you most frequently stay at Bagan ?

(Please may choose more than one answer .)

- Hotel
- Guesthouse

- Apartment? Bungalow
- Resort
- Friends or relatives 'house
- Other (specify) -----

2.9 What is the main reason that you stay at this kind / these kinds of accommodation ?

(You may choose more than one answer .)

- Low-cost

- Comfortable
- Lean
- Convenient
- Other (Specify)-----

2.10 How do you think about accommodation services in general ?
(Please measure your satisfaction)

- Satisfied
- Somewhat satisfied
- Not satisfied

2.11 How long are you planning to stay in Bagan ?

- Non -stay
- 1-6 days
- 1-3 weeks
- More than one weeks

Section 3 : Other comment

Is there any comment you would like to add with respect to this survey (questionnaire).?

Thank you for taking your valuable time to complete this questionnaire .



BIOGRAPHY

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