

ABSTRACT

The aim of this study was to understand the tourists' perspective status at the Bagan related to heritage Site such as temples, pagodas and nature beauty based on satisfaction, experience and memory ensure visitors as positive perspective. Bagan, representing one of the most popular destinations in Myanmar, is in fact facing a sharp increase in tourist arrivals since the country opened up to the outside world in 2011. Due to the fast changing environment and the recent political events, such figures are expected to rise even more enormously.

This research project examined tourists' perspective of Bagan region as a tourist destination. By questioning 270 domestic and international tourists about their travel habits, this project constituted the first research of its kind in the region. The objectives of the project were to provide a profile of international and domestic tourists, to study their travel satisfaction, experience and memory destinations visited preferred accommodation and mode of transportation, information sources used average length of stay, and satisfaction levels.

Future sustainable tourism management will require catering for both domestic and international needs. The sample showed an almost equal distribution of gender, with one quarter of participants being relatively young 25-35 years. The largest group of foreigners was retired, followed by Photographer, Journalist, Office worker, Teacher and Government officer. Europeans made up more than 60% of all international respondents. Most domestic and international tourists were highly educated.

In terms of travel parties, more than half of Myanmar people visited the region as part of a group tour, while only one third of foreigners traveled in a group tour. Nearly one quarter of all internationals visited the region as a couple, while only 1% of Myanmar nationals visited the area with their partners. Almost all international visitors visited in Bagan heritage site. Myanmar nationals, in contrast, spread themselves much more widely across the region than their foreign counterparts.

The main motivation for visiting Bagan for foreigners was cultural experience. Most tourists get satisfaction about sightseeing to temples and pagodas. The most tourists get the best experience are hot air balloon over the Bagan. The most tourists of the best memory are taking photography about Bagan heritage site such as temples and pagodas. Most of international

tourists visited the temples, stupas and pagodas in the region, followed by a guided book tour of Bagan and visiting the markets.

Nearly all participants, whether they were Myanmar nationals or foreigners, were generally quite happy with what was on offer in the region. Almost all respondents indicated they would recommend the destination to their peers. When asked what they enjoyed most about the Bagan area.

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Overview for the Republic of the Union of Myanmar

➤ Short History of Myanmar

The British Empire made Burma, which is an independent kingdom previously, a province of India in 1886 and far-reaching changes to the country's make up. The livelihood brought social, economic, culture and administrative changes to the once-feudal society.

At the outbreak of the Second World War, Aung San seized the opportunity to bring about Burmese independence. He and 29 others, known as the Thirty Comrades, let Burma to undergo military training in Japan. With the help of the Japanese, he formed a Burmese military force namely the Burma Independence Army. Later, he became skeptical about the promise, which is true independence of Burma, made by the Japanese. He played a crucial part and led the Burmese National Army in a revolt against the Japanese occupiers. Unfortunately, General Aung San and several members of his cabinet were gunned down by a gang of armed paramilitaries of former Prime Minister U Saw on 19 July (six months before Burma attained independence). But Burma was finally granted independence on 4 January 1948 at 4:20 am.

Geography

Myanmar is located in South-eastern Asia, bordering the Andaman Sea and the Bay of Bengal, between Bangladesh and Thailand. Myanmar covers an area of about 675,000 Square Kilometers (over 260,000 Square miles). The border countries are Bangladesh, China, India, Lao and Thailand. The capital is Nay Pyi Taw, the largest city is Yangon and an important trade center is Mandalay located in central Myanmar. The country is divided into two classifications as Lower Myanmar and Upper Myanmar. Lower Myanmar is comprised of coastal areas with thick tropical forests that have valuable trees in them such as teak forests, oil-bearing and timber trees with Upper Myanmar making up the interior parts of the country.

Myanmar is plenty of minerals. Petroleum is found east of the Ayeyarwaddy in the Dry Zone, Tin and tungsten are mined in east of Myanmar such as Mawchi mines, Bawdwin mines so on. Gems as notably rubies and sapphires are found near Mogok. Since 13th century, Myanmar has exported jade from the Hunkawng valley in the north to China.

Myanmar's exports are gas, wood products, pulses, fish, rice, clothing, jade, gemstones. The chief imports are fabric, petroleum products, fertilizers, plastics, machinery, transportation equipment, construction materials, crude oil, food products and edible oil. Myanmar's chief trade partners are Thailand, China, Singapore and India. The developing economy of Myanmar depressed by political turmoil and began to recover in the 1980s with increased private activity and foreign investment but efforts to liberalize the economy stalled in the late 1990s amid new political turmoil and did not resume until the 2010s.

In 2012/2013s, the economy started to grow at 6.5 percent with the main drivers of growth such as gas production, service, construction, foreign investment and strong commodity exports. And those years the budget deficit declined to 3.7 percent of GDP from 4.6 percent in 2011/2012. In 2013s and 2014, the budget provided for increased spending on social sectors, although the defense budget remains high. The nominal exchange has been depreciation in July 2013 and the current account deficit increased to 4.4 percent of GDP in 2012/13 from 2.4 percent in 2011/12 according to import liberalization and lifting of some exchange restrictions.

Wealth of Buddhist temples in Myanmar has boosted in the increasingly important tourism industry, which is the most obvious area of any future foreign investment.

Culture

Culture of Myanmar is totally differed from the western interpretation of life and politeness. It is fascinating, gentle and very spiritually alive. Official language of Myanmar is Burmese or Myanmar. The elderly folk and people, who live in the large towns, is spoken English. Myanmar has many languages and dialects among the 135 different national races. Our major races are Kachin, Kayah, Kayin, Chin, Mon, Bama, Rakhine and Shan. The population of Myanmar is estimated 54 million according to population pyramids of the world form and Bamar is the majority race with 70% of the total population in Myanmar.

80% of the population is embraced Theravada Buddhism and in Myanmar has freedom of worship for other religions are such as Christianity, Islam, Hinduism and Animism.

Political

A military junta suppressed almost all dissent and wielded absolute power in the face of international condemnation and sanctions from 1962 to 2011. After 20 years, the junta changed from military rule to a civilian democracy. Daw Aung San Suu kyi, who is the president of the

opposition party (National League for Democracy- NLD), had won a landslide in the previous multi-party election in 1990 but was not allowed to be governed.

In 2011 to 2015 President Thein Sein, who served as a general and prime minister under the junta, led a nominally civilian government controlled the whole country. Now new president U Htin Kyaw from the NLD party, won new election in October 2015, is leading to Myanmar under the constant of Daw Aung San Suu kyi.

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