A STUDY OF ECONOMICS, POLITICAL AND ENVIROMENT FACTORS AFFECTING TOURISM DEVELOPMENT IN MYANMAR
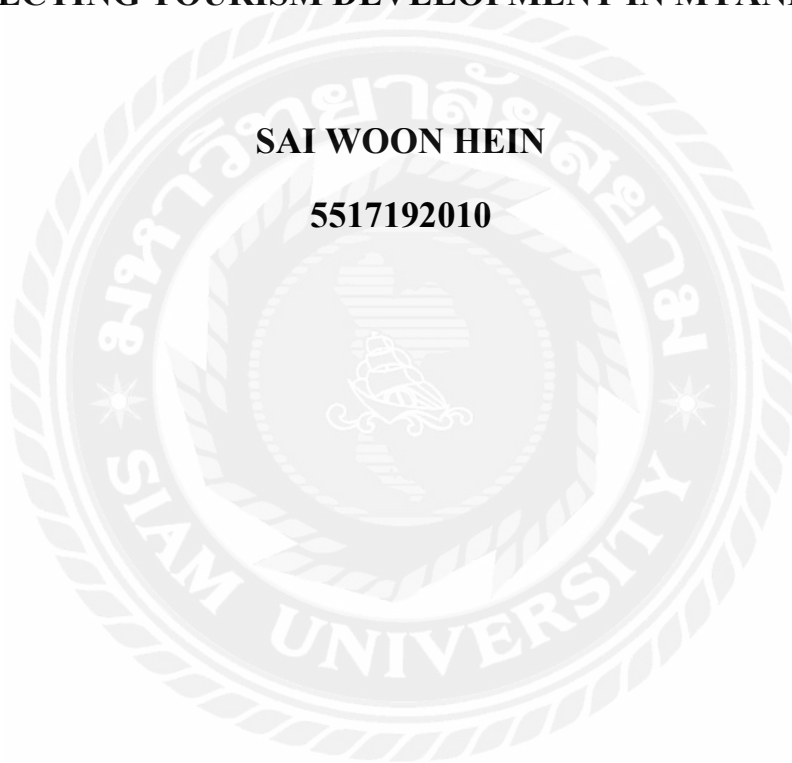
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SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENT FOR THE DEGREE OF MASTER IN BUSINESS ADMINISTRAION (INTERNATIONAL PROGRAM) SIAM UNIVERSITY, BANGKOK, THAILAND

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Independences Study Title	**A Study of Economic, Political and Environmental Factors Affecting Tourism Development in Myanmar**
Graduate Student	**Mr. Sai Woon Hein**
Degree	**Master of Business Administration**
Major	**International Business Management**

This Independent Study has been approved to be partial fulfillment the requirements for

the Degree of Master of Business Administration in International Business Management

Approved by advisor on:..

(Dr. Vijit Supinit)

Date:.............../.......................July.....15., 2017

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ABSTRACT

Research Title	: A Study of Economic, Political and Environmental Factors Affecting Tourism Development in Myanmar
Researcher	: Mr. Sai Woon Hein
Major	: IBM (International Business Management)
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Date	: .... July 15, 2017 ....

Tourism industry is one of the main contributors in countries economic growth as it adds revenues to the national income which is directly proportional to overall GDP growth. People nowadays travelling at different places with so much ease, travelling has become very relaxing and interesting. In Myanmar, there are various places to visit but most favorite among tourists is the holy Shwedagon Pagoda in Yangon, archaeological sites of Bagan, beaches of Nagpali and the famous fishing communities of Inle Lake. Myanmar is now at the forefront trying to encourage foreign tourists to explore different places but there are certain major pitfalls which are stopping them to do so. This study was designed to identify the critical factors which are lacking in tourism promotion or development in Myanmar and the major factors are such as economic factors, political factors and environment factors

This study obtained some important information regarding the level of economic, political and sustainability factors and which particular factor contributed maximum affection to Myanmar in lacking tourism development or promotion. This study was also deigned to present how these factors are interrelated with tourism industry and its advancement.

The main findings of this research paper explain about three hypotheses firstly the correlation between economical factors and tourism development then the correlation between political factors and tourism development and lastly the correlation between environment factors and tourism development along with significant testing and reliability testing of scale.

In a nutshell, this study will help the Myanmar government and ministry of tourism to develop and improve tourism industry through some important recommendations such as development of infrastructure, improvement in banking system, transportation, and education, telecommunication, and health, increase in FDI, business development

Acknowledgement

This independent study research "**A Study of Economic, Political and Environmental Factors Affecting Tourism Development in Myanmar**" has been done as a fulfillment of my IMBA graduation. First and foremost I would like to extend my sincerest gratitude to my Advisor Dean of IMBA of Siam University Dr. VIJIT SUPINIT, who has supported me throughout my research work and his experience, knowledge allowing me to complete my research work. I attribute the level of my Master degree to his encouragement and effort and without his supervision and guidance it wouldn't be possible. One simply could not wish for better and friendlier supervisor. I am also thankful to him regarding his regular assistance in order to rectify the mistakes for carefully reading and commenting on countless revision of this manuscript.

I would like to thanks to my friends who helped me stay focused throughout this process. I am deeply indebted to the efforts for coordinating and providing me with right information and relevant data related to my topic. Most importantly, it wouldn't have been possible without the love and support of my family. This research study is completely dedicated to them.

Thanking you!

Sai Woon Hein

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Chapter 5: Summary and Discussion

Chapter 1: Introduction

As we know that Myanmar is separated from world economic market and the economic development of this country is very slow and sluggish due to the factor of lack of economic development, political uncertain situations and environmental concerns as environmental situation is much degraded in Myanmar because cutting down of trees are increasing and increasing on a large scale, plantation of trees getting slower and increasing the widening gap. Water and marine ecosystem is also facing serious problems as it's getting too much pressure from south East Asian countries also water and air pollution problems need serious attention from as government should tackle these issues rapidly. Political system in Myanmar still in danger zone as after independence from Britain there are so many minorities groups are trying to create and form their own system which is creating a chaotic situation for the people of Myanmar. Economic condition is not hidden from anyone as country economy is tumbling and getting broken with the help of absence of policy and framework, infrastructure and road system is absolutely worse many areas have poor power facilities. The interesting part is that Myanmar has huge and varied natural resources and there are so many areas where Myanmar can explore and can bring enormous amount of tourist into the country so that the tourism industry can be boomed and developed.

1.1 Importance of subject

The main purpose in order to this research paper is found out why the tourism development is not happening as greater speed in comparison to other Asian countries. This paper will touch the intricacies of economic factors, political factors and environmental factors that affecting the Myanmar as whole but major

contribution to any country is its tourism industry and due to poor economy, war like situation, drug problems, poor road and land facilities, less develop infrastructure, environmental issues is causing Myanmar to lose its tourist. This paper will identify the major issues and challenges in all major factors and provide recommendation in the later part of this research paper.

1.2 Problem statement

This paper will analyze the economic, political and environment issues and problems as Myanmar in which the tourism development is slow and sluggish tourism industries and reducing the tourist arrivals among different cities in Myanmar. This paper will further examine the different factors of economic, political and environment which are causing the tourism development slow and not progressive in Myanmar.

1.3 Research question

a) What are the economic factors which are causing the non- development of tourism industries in Myanmar?

b) What political factors which are causing the non-performance and development of tourism industries in Myanmar?

c) What environmental factors which are causing the non-performance and development of tourism industries in Myanmar?

1.4 Research objectives

a) An inquest of the relationship between economic factors and tourism development in Myanmar?

b) An inquest of the relationship between political factors and tourism development in Myanmar?

c) An inquest of the relationship between environmental factors and tourism industries in Myanmar?

1.5 Conceptual framework
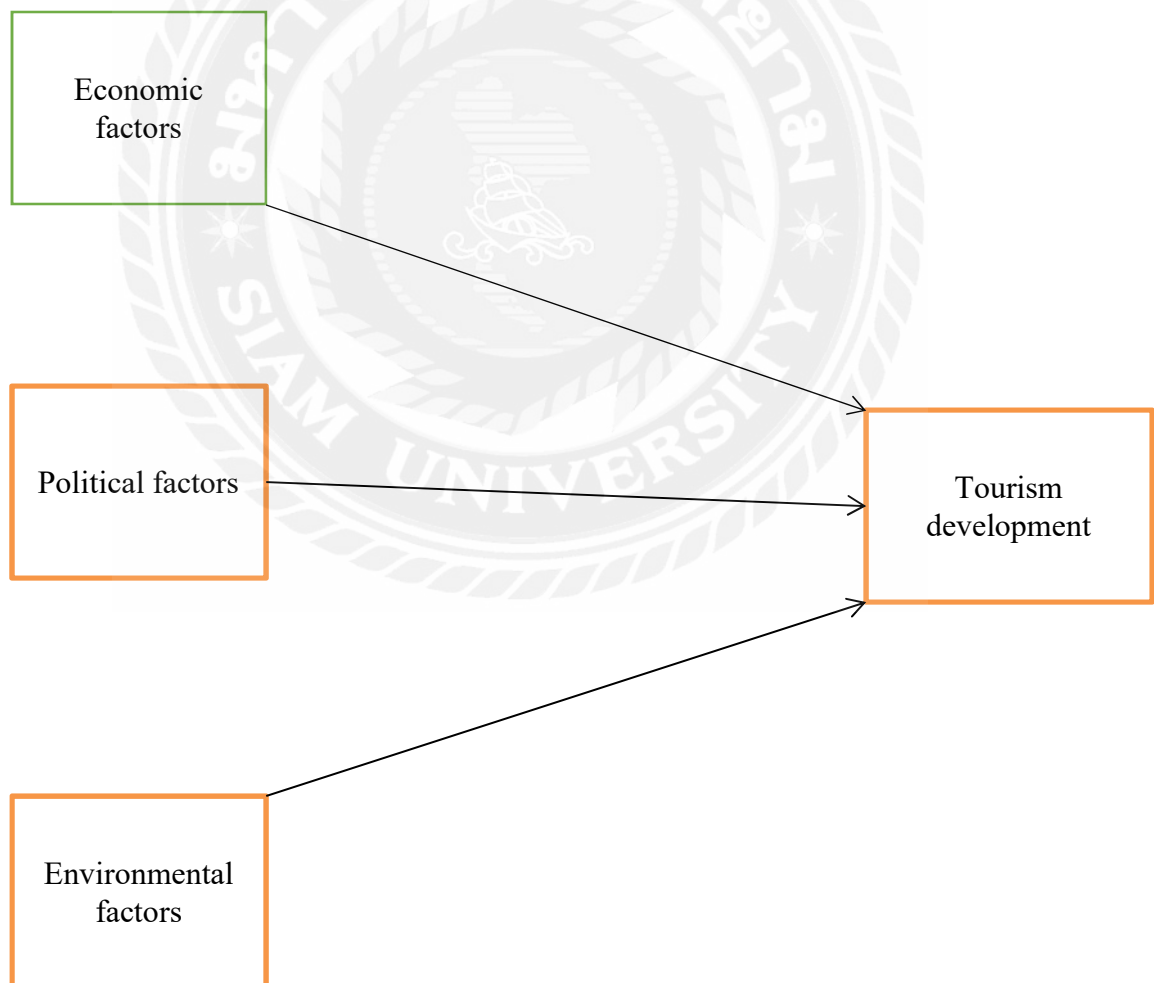
1.6 Hypotheses

This research paper consists of the pairs of hypotheses as first pair of this study paper describes correlation between economic factors as independent variable and tourism development as dependent variable. The second pair describes the correlation between political factors as independent variable and tourism development as dependent variable. The last pair describes the correlation between technological factors as independent variable and tourism development as dependent variable.

First set:

H0: It has proved that there is no significant correlation between economic factors and tourism development.

H1: It has proved that there is a significant correlation between economic factors and tourism development.

Second set:

H0: It has proved that there is no significant correlation between political factors and tourism development.

H1: It has proved that there is a significant correlation between political factors and tourism development.

Third set:

H0: It has proved that there is no significant correlation between environmental factors and tourism development.

H1: It has proved that there is a positive correlation between environmental factors and tourism development.

Chapter 2: Literary reviews

2.1 Country Information

The Myanmar is formally known as Burma. The area of the country is 676,577 square kilometers. Total population about 51 million according to 2014 census. The major ethnic groups are Burma, Shan, Kayin, Mon, Kachin, Chin, Kayah and other minorities. Tourist destinations in Myanmar can travel all year around. Mountainous region in northern and northeastern have cool temperature and hot and dry in central part of the country during monsoon season. Major language is Burmese and several ethnic groups' languages and English also spoken as second or third language. More than 80 percent of the country is Buddhism and there are Hindus, Christians, Muslims and animists. The local currency is the "Kyat".

2.1.1 Tourism Expenditure

in USD

Year	2011	2012	2013	2014	2015
Tourist Expenditure	329 Million	534 Million	926 Million	1789 Million	2122 Million
Average Expenditure per Person Per Day	120	135	145	170	171
Average Length of Stay	8	7	7	9	9

2.1.2 Tourist Arrivals

Name of Entry Points	2011	2012	2013	2014	2015
Yangon	364,743	559,610	817,699	1,022,081	1,180,682
Mandalay	20,912	32,521	69,596	90,011	107,066
Mawlamyine/Myeik			1,024	271	
Nay Pyi Taw	5,521	1,250	11,842	19,261	13,835
Border Gateways	425,193	465,614	1,144,146	1,949,788	3,379,437
Total	816,369	1,058,995	2,044,307	3,081,412	4,681,020

2.2 Definitions

There are many Definition of Tourism that defined by several source and person. According to United Nation World Tourism Organization (UNWTO) tourism was defined as "Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for at least one night but not more than one consecutive year for leisure, business and other purposes."

2.2.1 Tourism and Economic Development

Tourism is one of the major sector of Economy of Myanmar. Tourism industry is not only the source of revenue and employment in the tourism sector, but also one of the major factor to develop country's infrastructure and other related sector, such as, increasing governments spending, along with regional and local authorities, private business sector and others with an concern in economic development. Jobs generated by tourism are spread across the economy in retail, construction, manufacturing and telecommunications, as well as directly in tourism companies. Tourism sector is different from other goods that are exported or imported because that is not physically packaged, produced, transported, or received like other products.

2.2.2 Tourism industry and the Government

Hall (2000) said that government have fully aware that long-term possible tourism is not only for generate income, but also as promote of international peace and friendliness. Tourism is often used by government to facilitate development and preserve culture and historical heritage. Consistent with Hall (2005), government has seven tasks in tourism development: planning, coordination, stimulation, rule and regulation, social tourism, entrepreneurship and public concentration protection roles. Generally, economic factors were the major reasons for governments to get involved in tourism. Government is the major player in the political process of tourism development (Bramwell, 2011) and has usually accepted a more interventionist method in tourism development than in other areas (Ruhanen, 2013). Government controls the tourism sector through official ministries, government agency, legislatures, and different programs and budget initiatives (Elliot, 1997), and intervenes in tourism for political, economic and environmental reasons (Nyaupane, Timothy, 2010). Thus, many countries are hard to take funding on the proportional advantage that they have in the tourism sector. The proportional advantage for tourism might help developing country in gain of foreign exchange quickly and easily when compare to another products (Debbage, 1998).

2.2.3 Direct Contribution

Direct contribution by Tourism industry in economy is considered to be reliable with the output, as stated in tourism-representative sectors such as airlines, airports, travel agents, hotels and leisure and relaxation services that deal straightly with tourists. The direct contribution of Tourism industry to country's economy is considered from total internal expenditure by 'exclude' the acquisitions complete by the different tourism activities. These portion are constant with the explanation of Tourism in nation's economy, stated in the 2008 Tourism Satellite Account: Recommended Methodological Framework (TSA: RMF 2008). The direct contribution of Tourism sector to country's economy show that 'interior' expending on Tourism sector (whole expenditure inside a certain country on Tourism industry via citizens and non-citizens for commercial and holiday purposes) together with government 'specific' using - using by government on Tourism sector services directly related to visitors, such as recreational (eg. national parks) or cultural (eg. museums).

2.2.4 Total Contribution

Total contribution of Travel industry consist of 'comprehensive effects' (ie the incidental and persuaded impacts) on the economy. The 'indirect' contribution consist of the economy and employments supported by:

- Government 'cooperative' expenditure, which supports Tourism action in various altered ways as it is completed on behalf of the 'community at large' – eg. tourism marketing and promotion, administration, aviation, services industry, hotel and resort services, health care services, etc;
- Tourism sector investment expenditure – an significant part of both present and imminent movement that includes investment movement such as construction of new hotels and purchase of new aircraft;
- Domestic acquisitions of goods and services by the sectors dealing directly with tourists - including, for example, consumptions of food, fuel and catering services by airlines, cleaning services by hotels, and IT services by travel agents.

The 'convinced' contribution measures the GDP and jobs creation by the spending hired by the Tourism industry directly or indirectly.

According to World Travelling and Tourism Council, 2017, the direct contribution of Travel & Tourism to Myanmar Economy in 2016 was MMK 2,577.6 billion (3.0% of GDP). This is prediction to increase through 3.5% to MMK 2,668.2 billion in 2017. This principally show that the economic action made by activities such as airlines, travel agents, hotels and other passenger transportation services. But it also contains, the activities of the leisure and restaurant businesses that directly held by tourists as the figures described below;

Table 1: Direct Contribution of Travel & Tourism to GDP
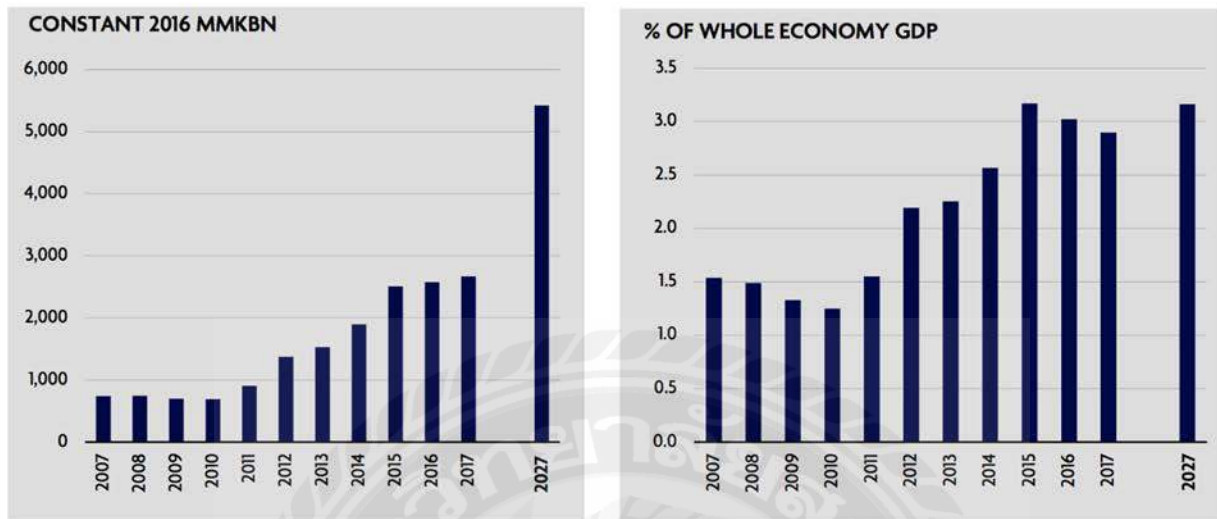
Source: World Travelling and Tourism Council, 2017

As for job creation, Tourism industry created 804,000 employments straightly in 2016 (2.7% of total jobs employed) and this is estimated to grow by 0.5% in 2017 to 808,500 (2.7% of total jobs employed). The total contribution of Tourism industry to jobs created (including effects from investment) was 1,662,000 of total employment in 2016 (5.7% of total hire). This is projection to decrease by 0.9% in 2017 to 1,647,000 jobs (5.5% of total hire). This is contains employ by airlines, travel agents, hotels and transport services. It also includes, the actions of the leisure and restaurant businesses that directly related by tourists as table described below.

Table 2: Direct Contribution of Travel & Tourism to Employment
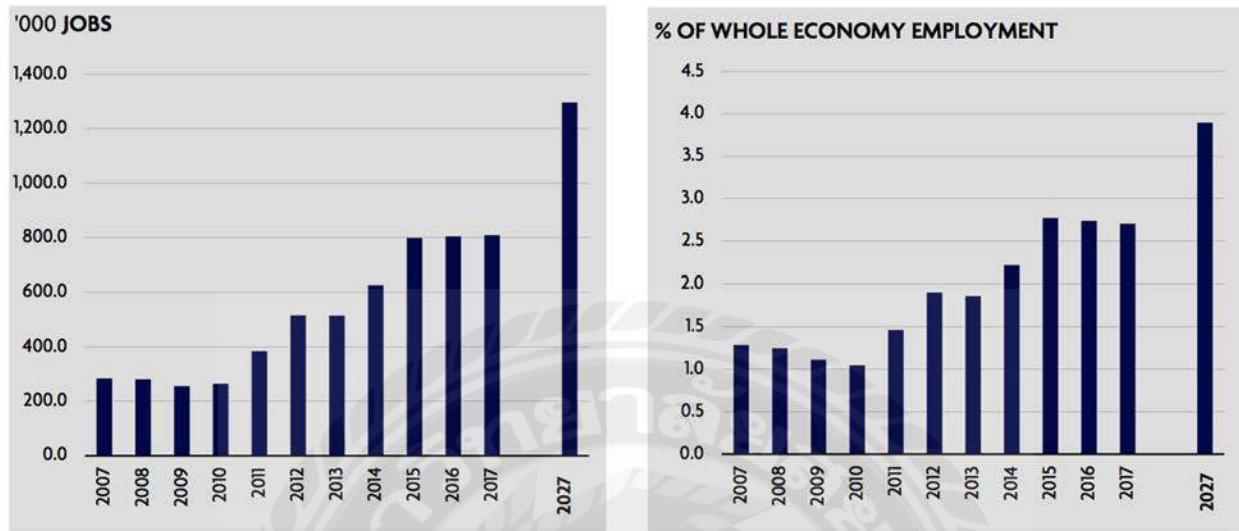
Source: World Travelling and Tourism Council, 2017

2.2.5 Environmental Sustainable and Tourism

The various factor defined in the environmental sustainable and tourism development or sustainability discussion are certainly moved to the theory of environmental sustainable tourism. The absence by any general explanation has directed to a numerous implications and applications. Through sustainable development, there is the self-determination toward appliance variable 'shades of green' in potential sustainable tourism. Since the light green method that embraces tourism development and fulfillment the principal purpose to the darker green in the protective opinion and idea of carrying abilities feature highly (Hunter, 1997). The stance assumed has main inferences as it will direct the method to implementation and hence the outcome.

The goals of sustainable tourism as define in figure tell to several types of tourism carrying capability. The figure especially implement that no single characteristic should be permitted to rule tourism policy-making and decision-taking. The interactions between different types of sustainable tourism, showing one perception on the tourism-environment 'balancing act' essential to achieve sustainability.

Chapter 3: Methodology

3.1 Research method

The selection of research method in this paper was done on the basis of detail study and investigation of literature review in the previous chapter touching all major points of economic, political and sustainability factor which are causing tourism development to decline in Myanmar and after that second step to find the quantitative technique and adopt for this study which will be an ideal for this research paper with the help of SPSS system and the next step is to gather and secure the information and data from the tourism colleges and universities in Myanmar. The final step is to put all the collected data from the respondent to put in the SPSS software to find the relationship between dependent variables and independent variables but before putting all the respondents in to the software we need to do the pretesting of at least 30 respondents to check whether there is any reliability in the scale and this can be achieved with the help Cronbach's reliability test of 30 respondents.

The questionnaire will carry 30 questions including the personal details of age, salary, nationalities, occupation, gender and number of times visited in Mandalay and followed by the questions based on the economic situation, political factors, environmental factors and tourism development in Myanmar.

The total number of questionnaire are 200 which will be distributed to four different places such as tourism training school and universities in Myanmar with 50 each and the response will be collected in normal operating hours of Monday to Friday between 7:00 am to 5:00 pm.

3.2 Places to collect data

1) Triumph Hotel Mandalay

Hotel no 1, 26th B, Road

Between 55th and 56th street

Aung Myay Tharzan Township

Mandalay 11221

Myanmar

100 copies

2) Royal city hotel

Between 76th and 77th street,

130 27th St, Mandalay, Myanmar

100 copies

3.3 Research framework

This research framework is divided into four parts. First part explains personal details of respondents as second part explains about the economic factors which consist of socio economic background, currency exchange, labor etc. The third part explains about the legal factors and the fourth part explains about the technological factors which covers telecommunication and internet areas. The last part includes the reason of low occupancy rates.

3.4 Sample Size

According to Jackson in 2008 suggested that a researcher can use a simple random sampling technique for selecting a sample that has an equal chance to be selected. It was estimated that both hotels in Mandalay had about 600-700 persons al together of monthly customers. Therefore, this amount of customers was considered as population of the research.

In determining the sample size for both hotels, there are several methods, however, selecting sample size in this research was based on the guidance of Naumann & Giel (1995) that present an appropriate sample size requirements regarding to population size shown in table. The sample size for this study was 200. Sample size requirements (95%Confidence, Error= +5%):

Population size	Require No. of Respondents
100	80
200	132
300	169
400	197
500	218
1,000	278
1,500	306
2,000	323
2,500	334
3,000	341
5,000	357

10,000	370
20,000	377

Source: Naumann and Giel (1995)

3.5 Data analysis procedure

In this research paper the first part will measure the reliability of economic factors, the second part will measure the legal factors, third part will measure the technological factors and last part will measure the hotel occupancy rates

The question will be based on likert scale in which strongly disagree will carry 1 point and strongly agree will carry 5 points.

RELIABILITY TEST FACTOR   CRONBACH'S ALPHA 30 COPIES

Economic factors	0.710
Legal factors	0.819
Technological factors	0.797
Hotel occupancy rates	0.759

After the reliability test we need to find out the correlation between hypotheses with the help of Pearson correlation which will be shown in the next chapter.

3.6 RESEARCH STRUCTURE

INTRODUCTION AND
BACKGROUND STUDY

↓

LITERATURE REVIEW

↓

RESEARCH
METHODOLOGY

↓

SURVEY

↓

DATA FINDINGS AND
ANALYSIS

↓

CONCLUSION AND
DISCUSSION
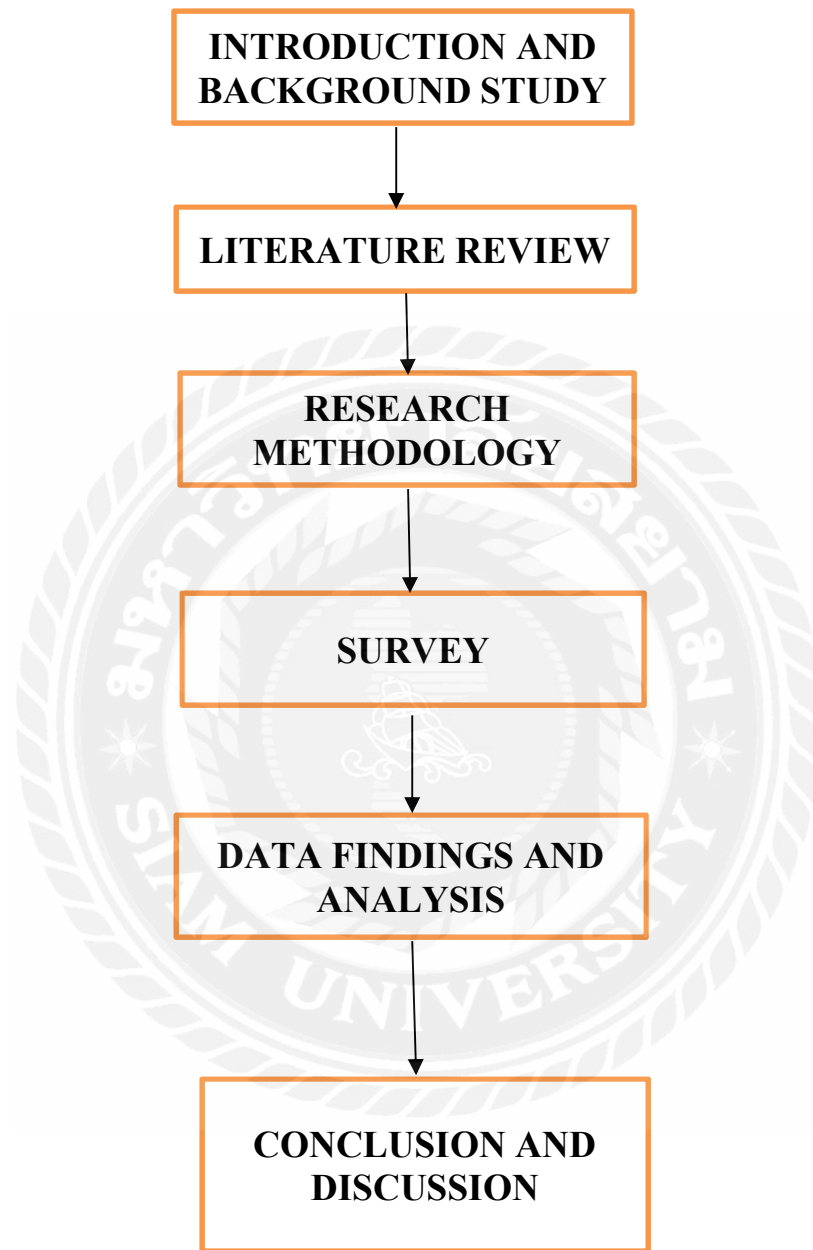
Chapter 4: Data findings and results

1. SEX

Statistics

Sex

N	Valid	200
	Missing	0

Sex

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	150	75.0	75.0	75.0
	Female	50	25.0	25.0	100.0
	Total	200	100.0	100.0	

The total number of sex percentage is 100.0 and in this 25% are female and 75% are male's. In this chart it shows that the male percentage of respondents is too high compared to female.

2. AGE

In years

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25	44	22.0	22.0	22.0
	26-30	72	36.0	36.0	58.0
	31-50	71	35.5	35.5	93.5
	50 or older	13	6.5	6.50	100.0
	Total	200	100.0	100.0	

Total number of age percentage in terms of years is 100.0 and the percentage is valid 18-25 are 22.0 and 26-30 are 36.0 And 31-50 are 35.5 and 50 or alder are 6.5 as compare to all the percentage as we can see that from the chart above that there is a minimum difference in between 26-30 or 31-50 and the highest percent in this chart are in between 26-30 which is 36.0.

3. NATIONALITY

Nationality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Chinese	110	55.0	55	55
	UK	15	7.5	7.5	62.5
	European	20	10	10.0	72.5
	German	5	2.5	2.5	75
	Others	50	25	25.0	100.0
	Total	200	100.0	100.0	

In this chart the total number of percentage in nationality is 100.0 and the highest percent Chinese i.e. 55.0 and the lowest percent in this chart are German's with 5 and it shows that there is in this chart a very huge difference in between Chinese or German.

4. PURPOSE OF VISIT

Purpose of visit

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Investment	60	30.0	30.0	30.0
	Meeting family or friends	40	20.0	20.0	50.0
	Business	24	12.0	12.0	62.0
	Meetings	46	23.0	23.0	85.0
	Others	12	15.0	15.0	100.0
	Total	200	100.0	100.0	

In purpose of visit the total percentage is 100.0 and the highest percent is investment as it shows 30.0 percent followed by meetings and then family or friends and the lowest percentage in other are 15.0.

5. SALARY RANGE

Salary range

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below 20,000USD	30	15.0	15.0	15.0
	20,000-50,000 USD	79	39.5	39.5	54.5
	50,000- 100,000	74	37.0	37.0	91.5
	More than 100,000 USD	17	8.5	8.5	100.0
	Total	200	100.0	100.0	

In this chart the highest salary range in 20,000-50,000USD are 39.5 percent and the lowest salary range is more than 100,000 USD are 8.5 percent. And the total number of salary percent i.e. 100.0.

6. OCCUPATION

Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Government official	13	6.5	6.5	6.5
	Owner of business/company	54	27.0	27.0	33.5
	Employee	84	42.0	42.0	75.5
	Student	26	13.0	13.0	88.5
	Other	23	11.5	11.5	100.0
	Total	200	100.0	100.0	

In occupation chart the total percentage is 100.0 and the highest percentage of employ are 42.0 and the lowest percent in government are 6.5 percent .In occupational chart a lot of percentage difference in government official, student and other.

7. NUMBER OF TIMES VISIT

Number of times visit

	Frequency	Percent	Valid Percent	Cumulative Percent

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Time	46	23.0	23.0	23.0
	2 Times	107	53.5	53.5	76.5
	3 Times	21	10.5	10.5	87.0
	4 Times	15	7.5	7.5	94.5
	More than 4 times	11	5.5	5.5	100.0
	Total	200	100.0	100.0	

In this chart total number of percentage are 100.0 percent and 53.5 percent who visit 2 times .and the lowest percentage 5.5 who visit more than 4 times.

8. QUESTION 1

I feel that the Myanmar needs little improvement in developing roads and transport systems.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	7	3.5	3.5	3.5
	Disagree	4	2.0	2.0	5.5
	Neutral	77	38.5	38.5	44.0
	Agree	63	31.5	31.5	75.5
	Strongly agree	49	24.5	24.5	100.0
	Total	200	100.0	100.0	

In this question number of responds who agree 31.5 percent and 3.5 are disagree about this and 24.5 percent who strongly agree with this question and 3.5 percent who strongly disagree in this question.

9. QUESTION 2

I feel that the Myanmar needs little improvement in visa process.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	2	1.0	1.0	1.0
	Disagree	9	4.5	4.5	5.5
	Neutral	15	7.5	7.5	13.0
	Agree	46	23.0	23.0	36.0
	Strongly agree	128	64.0	64.0	100.0
	Total	200	100.0	100.0	

In this question respondents 64.0 are strongly agree with this and 1.0 are strongly disagree with this and 7.5 percent are neutral they don't agree with this and they don't disagree with this

10. QUESTION

I feel that the Myanmar needs positive exchange rates.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	4	2.0	2.0	2.0
	Disagree	12	6.0	6.0	8.0
	Neutral	18	9.0	9.0	17.0
	Agree	49	24.5	24.5	41.5
	Strongly agree	117	58.5	58.5	100.0
	Total	200	100.0	100.0	

Yes, 58.5 percent who strongly agree with this and 2.0 percent who strongly disagree with this question and 9.0 percent who neutral about this.

11. QUESTION 4

I feel that the Myanmar needs good infrastructure system

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	9	4.5	4.5	4.5
	Disagree	12	6.0	6.0	10.5
	Neutral	22	11.0	11.0	21.5
	Agree	65	32.5	32.5	54.0
	Strongly agree	92	46.0	46.0	100.0
	Total	200	100.0	100.0	

Yes, 46.0 percent who strongly agree with this quote and 4.5 percent who strongly disagree with this and 11.0 are neutral they do not agreed or disagreed in this chart.

12. QUESTION 5

I feel that the Myanmar needs to solve the Civil war as earliest

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	1	.5	.5	.5
	Disagree	5	2.5	2.5	3.0
	Neutral	19	9.5	9.5	12.5

		Frequency	Percent	Valid Percent	Cumulative Percent
	Agree	63	31.5	31.5	44.0
	Strongly agree	112	56.0	56.0	100.0
	Total	200	100.0	100.0	

Yes, 56.0 people who strongly agree with this and .5 percent who strongly about this equations and 9.5 percent who neutral in this chart and the total percentage of this chart is 100 percent.

13. QUESTION 6

I feel that the Myanmar needs proper framework of opening a business

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	7	3.5	3.5	3.5
	Disagree	12	6.0	6.0	9.5
	Neutral	22	11.0	11.0	20.5
	Agree	52	2.0	26.0	46.5
	Strongly agree	107	53.5	53.5	100.0
	Total	200	100.0	100.0	

Yes, 53.5 who strongly agree with this and 3.5 who strongly disagree with this and 11.0 percent who are neutral they don't agree or disagree about this question.

14. QUESTION 7

I feel that the Myanmar needs new investment law

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	14	7.0	7.0	7.0
	Disagree	7	3.5	3.5	10.5
	Neutral	10	5.0	5.0	15.5
	Agree	93	46.5	46.5	62.0
	Strongly agree	76	38.0	38.0	100.0
	Total	200	100.0	100.0	

Yes, 38.0 who strongly agree with this and 7.0 who strongly disagree with this and 5.0 percent who are neutral they don't agree or disagree about this question.

15. QUESTION 8

I feel that the Myanmar needs encouragement in FDI

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	8	4.0	4.0	4.0
	Disagree	10	5.0	5.0	9.0
	Neutral	26	13.0	13.0	22.0
	Agree	60	30.0	30.0	52.0

		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly agree	96	48.0	48.0	100.0
	Total	200	100.0	100.0	

Yes, 48.0 who strongly agree with this and 4.0 who strongly disagree with this and 13.0 percent who are neutral they don't agree or disagree about this question.

16. QUESTION 9

I feel that the Myanmar needs tax benefits for new business

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	1.5	1.5	1.5
	Neutral	19	9.5	9.5	11.0
	Agree	73	36.5	36.5	47.5
	Strongly agree	105	52.5	52.5	100.0
	Total	200	100.0	100.0	

Yes, 52.5 who strongly agree with this and 1.5 who strongly disagree with this and 9.5 percent who are neutral they don't agree or disagree about this question.

17. QUESTION 10

I feel that the Myanmar needs new hotel licensing regulation

		Frequency	Percent	Valid Percent	Cumulative Percent

Valid		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	8	4.0	4.0	4.0
	Disagree	13	6.5	6.5	10.5
	Neutral	21	10.5	10.5	21.0
	Agree	53	26.5	26.5	47.5
	Strongly agree	105	52.5	52.5	100.0
	Total	200	100.0	100.0	

Yes, 52.5 who strongly agree with this and 4.0 who strongly disagree with this and 10.5 percent who are neutral they don't agree or disagree about this question.

18. QUESTION 11

I feel that the Myanmar needs to provide more employment opportunities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	4	2.0	2.0	2.0
	Neutral	18	9.0	9.0	11.0
	Agree	37	18.5	18.5	29.5
	Strongly agree	141	70.5	70.5	100.0
	Total	200	100.0	100.0	

Yes, 70.5 who strongly agree with this and 2.0 who strongly disagree with this and 9.0 percent who are neutral they don't agree or disagree about this question.

19. QUESTION 12

I feel that the Myanmar needs to provide incentives in tax relief

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	11	5.5	5.5	5.5
	Disagree	7	3.5	3.5	9.0
	Neutral	13	6.5	6.5	15.5
	Agree	31	15.5	15.5	31.0
	Strongly agree	138	69.0	69.0	100.0
	Total	200	100.0	100.0	

Yes, 69.0 who strongly agree with this and 5.5 who strongly disagree with this and 6.5 percent who are neutral they don't agree or disagree about this question.

20. QUESTION 13

I feel that the Myanmar needs to provide no lease agreement for business operation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	9	4.5	4.5	4.5
	Disagree	10	5.0	5.0	9.5
	Neutral	11	5.5	5.5	15.0
	Agree	40	20.0	20.0	35.0
	Strongly agree	130	65.0	65.0	100.0
	Total	200	100.0	100.0	

Yes, 65.0 who strongly agree with this and 4.5 who strongly disagree with this and 5.5 percent who are neutral they don't agree or disagree about this question.

21. QUESTION 14

I feel that the Myanmar needs to improve ecosystem intregrity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	8	4.0	4.0	4.0
	Disagree	13	6.5	6.5	10.5
	Neutral	21	10.5	10.5	21.0
	Agree	47	23.5	23.5	44.5
	Strongly agree	111	55.5	55.5	100.0
	Total	200	100.0	100.0	

Yes, 55.5 who strongly agree with this and 4.0 who strongly disagree with this and 10.5 percent who are neutral they don't agree or disagree about this question.

22. QUESTION 15

I feel that the Myanmar should reach out to carrying capacity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	3	1.5	1.5	1.5
	Neutral	26	13.0	13.0	14.5

		Frequency	Percent	Valid Percent	Cumulative Percent
	Agree	34	17.0	17.0	31.5
	Strongly agree	137	68.5	68.5	100.0
	Total	200	100.0	100.0	

Yes, 68.5 who strongly agree with this and 1.5 who strongly disagree with this and 13.0 percent who are neutral they don't agree or disagree about this question.

23. QUESTION 16

I feel that the Myanmar needs to improve Bio-diversity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	8	4.0	4.0	4.0
	Disagree	5	2.5	2.5	6.5
	Neutral	27	13.5	13.5	20.0
	Agree	27	13.5	13.5	33.5
	Strongly agree	133	66.5	66.5	100.0
	Total	200	100.0	100.0	

Yes, 66.5 who strongly agree with this and 4.0 who strongly disagree with this and 13.5 percent who are neutral they don't agree or disagree about this question.

24. QUESTION 17

I feel that the Myanmar should educate people for environmental planning

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	5	2.5	2.5	2.5
	Disagree	3	1.5	1.5	4.0
	Neutral	19	9.5	9.5	13.5
	Agree	52	26.0	26.0	39.5
	Strongly agree	121	60.5	60.5	100.0
	Total	200	100.0	100.0	

Yes, 60.5 who strongly agree with this and 2.5 who strongly disagree with this and 9.5 percent who are neutral they don't agree or disagree about this question

25. QUESTION 18

I feel that the Myanmar needs to adapt more environmental laws

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	9	4.5	4.5	4.5
	Disagree	5	2.5	2.5	7.0
	Neutral	17	8.5	8.5	15.5

		Frequency	Percent	Valid Percent	Cumulative Percent
	Agree	42	21.0	21.0	36.5
	Strongly agree	127	63.5	63.5	100.0
	Total	200	100.0	100.0	

Yes, 63.5 who strongly agree with this and 4.5 who strongly disagree with this and 8.5 percent who are neutral they don't agree or disagree about this question

26. QUESTION 19

I feel that the Myanmar needs to introduce one stop environmental protection council

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	16	8.0	8.0	8.0
	Neutral	18	9.0	9.0	17.0
	Agree	70	35.0	35.0	52.0
	Strongly agree	96	48.0	48.0	100.0
	Total	200	100.0	100.0	

Yes, 48.0 who strongly agree with this and 8.0 who strongly disagree with this and 9.0 percent who are neutral they don't agree or disagree about this question

27. QUESTION 20

I feel that the Myanmar needs to establish land conservation and development facilities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	5	2.5	2.5	2.5
	Disagree	5	2.5	2.5	5.0
	Neutral	20	10.0	10.0	15.0
	Agree	99	49.5	49.5	64.5
	Strongly agree	71	35.5	35.5	100.0
	Total	200	100.0	100.0	

Yes, 35.5 who strongly agree with this and 2.5 who strongly disagree with this and 10.0 percent who are neutral they don't agree or disagree about this question

28. QUESTION 21

I feel that the Myanmar needs to provide more human capital

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	6	3.0	3.0	3.0
	Disagree	8	4.0	4.0	7.0
	Neutral	22	11.0	11.0	18.0
	Agree	48	24.0	24.0	42.0

		Frequency	Percent	Valid Percent	Cumulative Percent
	Strongly agree	116	58.0	58.0	100.0
	Total	200	100.0	100.0	

Yes, 58.0 who strongly agree with this and 3.0 who strongly disagree with this and 11.1 percent who are neutral they don't agree or disagree about this question

29. QUESTION 22

I feel that the Myanmar needs to stop using forced labor policy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	10	5.0	5.0	5.0
	Disagree	12	6.0	6.0	11.0
	Neutral	10	5.0	5.0	16.0
	Agree	53	26.5	26.5	42.5
	Strongly agree	115	57.5	57.5	100.0
	Total	200	100.0	100.0	

Yes, 57.5 who strongly agree with this and 5.0 who strongly disagree with this and 6.0 percent who are neutral they don't agree or disagree about this question

30. QUESTION 23

I feel that the Myanmar government should stop using dictatorship policy

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly disagree	13	6.5	6.5	6.5
	Disagree	13	6.5	6.5	13.0
	Neutral	17	8.5	8.5	21.5
	Agree	88	44.0	44.0	65.5
	Strongly agree	69	34.5	34.5	100.0
	Total	200	100.0	100.0	

Yes, 34.5 who strongly agree with this and 6.5 who strongly disagree with this and 8.5 percent who are neutral they don't agree or disagree about this question.

Chapter 5

5.1 Relationship between economic factors and tourism development

Correlations

		Economic factors	Tourism development
Economic factors	Pearson Correlation	1	.746**
	Sig. (2-tailed)		.000
	N	200	200
Tourism development	Pearson Correlation	.746**	1
	Sig. (2-tailed)	.000	
	N	200	200

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

In this correlation, economic factor is an independent factor while tourism development is a dependent factor. Here we achieved that overall correlation relationship between economic factors including all the factors accompanied with tourism development was .746** which is stronger than moderate. This shows there is significant relationship between two variables. Thus we reject null hypothesis and accept alternative hypothesis.

H1: It has proved that there is a positive correlation between economic factors and tourism development.

5.2 Relationship between political factors and tourism development

Correlations

		political factors	Tourism development
Political factors	Pearson Correlation	1	.719**
	Sig. (2-tailed)		.000
	N	200	200
Tourism development	Pearson Correlation	.719**	1
	Sig. (2-tailed)	.000	
	N	200	200

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

In this correlation, political factor is an independent factor while tourism development is a dependent factor. Here we achieved that overall correlation relationship between political factors including all the factors accompanied with tourism development was .756** which is stronger than moderate. This shows there is significant relationship between two variables. Thus we reject null hypothesis and accept alternative hypothesis.

H1: It has proved that there is a positive correlation between political factors and tourism development.

5.3 Relationship between environmental factors and tourism development

Correlations

		Environmental factors	Tourism development
Environmental factors	Pearson Correlation	1	.789**
	Sig. (2-tailed)		.000
	N	200	200
	Pearson Correlation	.789**	1

Tourism development	Sig. (2-tailed)	.000	
	N	200	200

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

In this correlation, environmental factor is an independent factor while tourism development is a dependent factor. Here we achieved that overall correlation relationship between political factors including all the factors accompanied with tourism development was .756** which is stronger than moderate. This shows there is significant relationship between two variables. Thus we reject null hypothesis and accept alternative hypothesis.

H1: It has proved that there is a positive correlation between environmental factors and tourism development.

5.4 LIMITATIONS

While conducting this research, researcher had suffered many limitations such as follows

- The first limitation was to collect proper and valid information from the respondent from both hotels in Mandalay.
- The second constraints in this research paper was getting approval from hotels staffs from both places and getting information from customer as staff authority at various occasions didn't allow to seek for information as it was invading the privacy of information and confidentiality
- The third limitation in this state was to collect and look for research work done in this field as it was very limited.
- The sample size was restricted to 200 only.

5.5 Contribution

This research paper will be beneficial for researchers and other officials to look into the some serious concerns in Myanmar and try to improve it so that there will be a booming tourism business. As a matter of fact with a new political reforms initiated from November 2010, the Myanmar idol has been released from the house arrest the relation between Myanmar and other countries has been improved. So if the economic, political and environmental factors will improved the tourists will come in large numbers in Myanmar and that will increase tourism development.

The major areas in economic factors should need to be improved such as infrastructure, roads, transportation system. In legal factors the areas need to be improved such as ease in foreign company expansion process and permission for international airlines to start their route to Mandalay. The political and environmental factors such as improvement in civil war conditions and establishment of eco-tourism and biodiversity need to be improved as because if all these factors will improve the tourism development rates will improve and at the same time it will give more employment opportunities, stronger currency exchange, local sense of security and safe place for all to visit,

These above factors will also increase the chance to boost up the volunteer tourism, ecotourism and cultural tourism as well and it will also help the local products by giving the chance to promote.

5.6 Recommendation for future research

This research paper only provides information only about two hotels based in Yangon, Myanmar. It explains about economic situation, political factors and environmental factors as variables. So for future research it would be beneficial for the betterment of society to discover more different variables apart from economic situation, legal factors and technological factors such as economic sustainability, political sustainability, environment sustainability and tourism development

Future researcher should also look form some other remote areas to investigate about hotel and tourism industries in Myanmar which provide the hotel and tourism industries to take advantage and improve the standard and hotel occupancy rates in different remote areas.

It's also be advisable if the sample size of research should be large in number and covers larger picture with bigger population and demographic structure.

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Annex 1

<div align="center">

QUESTIONNAIRE

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Dear Respondents,

There is no right and wrong answers. Rest assured that your answers to this survey-questionnaire will be treated with confidentiality. This survey result will be analysis for the title of "**A Study of Economic, Political and Environmental Factor Affecting Tourism Development in Myanmar**" and it helps to fulfil the requirements for the Master of Business Administration Program, Siam University, Bangkok, Thailand.

Part A: Demographic

1. Are you a Male or Female?

   ☐ Male
   ☐ Female

2. Age

   ☐ 18-25
   ☐ 26-30
   ☐ 31-50
   ☐ 50 or older

3. Nationality

   ☐ Chinese
   ☐ United Kingdom
   ☐ European Union
   ☐ German
   ☐ Others

4. Purpose of visit

    ☐ Investment
    ☐ Meeting family or friends
    ☐ Business
    ☐ Meetings
    ☐ Others

5. Salary range

    ☐ Below 20,000 USD
    ☐ 20.000 – 50,000 USD
    ☐ 50,000 – 100,000 USD
    ☐ More than 100,000 USD

6. Occupation

    ☐ Government official
    ☐ Owner of business/company
    ☐ Employee
    ☐ Student
    ☐ Other

7. Number of times visit

    ☐ 1 Time
    ☐ 2 Times
    ☐ 3 Times
    ☐ 4 Times
    ☐ More than 4 Times

Part B: Economy Factors

8. Myanmar needs little improvement in developing roads and transport systems

☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly agree

9. Myanmar needs little improvement in visa process

☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly agree

10. Myanmar needs positive exchange rates

☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly agree

11. Myanmar needs good infrastructure system

☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly agree

Part C: Political Factors

12. Myanmar needs to solve the Civil war as earliest

       ☐ Strongly disagree
       ☐ Disagree
       ☐ Neutral
       ☐ Agree
       ☐ Strongly agree

13. Myanmar needs proper framework of opening a business

       ☐ Strongly disagree
       ☐ Disagree
       ☐ Neutral
       ☐ Agree
       ☐ Strongly agree

14. Myanmar needs new investment law

       ☐ Strongly disagree
       ☐ Disagree
       ☐ Neutral
       ☐ Agree
       ☐ Strongly agree

15. Myanmar needs encouragement in FDI

       ☐ Strongly disagree
       ☐ Disagree
       ☐ Neutral

☐ Agree
☐ Strongly agree

16. Myanmar needs tax benefits for new business

☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly agree

17. Myanmar needs new hotel licensing regulation

☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly agree

18. Myanmar needs to provide more employment opportunities

☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly agree

19. Myanmar needs to provide incentives in tax relief

☐ Strongly disagree
☐ Disagree

☐ Neutral
☐ Agree
☐ Strongly agree

20. Myanmar needs to provide no lease agreement for business operation

☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly agree

21. Myanmar needs to improve ecosystem intregrity

☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly agree

22. Myanmar should reach out to carrying capacity

☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly agree

Part D: Environmental Factors

23. Myanmar needs to improve Bio-diversity

☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly agree

24. Myanmar should educate people for environmental planning

☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly agree

25. Myanmar needs to adapt more environmental laws

☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly agree

26. Myanmar needs to introduce one stop environmental protection council

☐ Strongly disagree
☐ Disagree
☐ Neutral
☐ Agree
☐ Strongly agree

27. Myanmar needs to establish land conservation and development facilities

☐ Strongly disagree
☐ Disagree

- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

28. Mandalay needs to provide more human capital

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

29. Myanmar needs to stop using forced labor policy

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

30. Myanmar government should stop using dictatorship policy

- ☐ Strongly disagree
- ☐ Disagree
- ☐ Neutral
- ☐ Agree
- ☐ Strongly agree

Thanks You