



**A study of effects on tourism satisfaction in
Inle Lake, Myanmar**

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Abstract

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The study focused on one of Lakes in Myanmar which is a heritage site and known as a floating village. The lake is the second largest, a major source of hydropower and included in the top 10 most popular tourist destinations in Myanmar. The lake is named Inle Lake, and is well known for its unique biodiversity and culture. There have been problems between local peoples and hotel industry growth that causes damage to water quality and ecosystem which rapidly affects tourist satisfaction in Inle Lake. The objective of the study was to find the factors affecting tourist satisfaction in Inle Lake and what types of factors that are current challenges for local peoples. The research aimed to examine tourists' and visitors' needs and wants and to scrutinize the benefits for local peoples by expanding tourism industry. Documentary research format has been used for this study. To solve the current problems between business owners and local peoples, the researcher suggested that Inle Lake should be protected by improving local peoples' and business owners' knowledge about the area. This paper offers solutions to the problems between local peoples and business owners and a guide to improve tourism industry in Inle Lake.

Keywords: Demographic: Sustainable tourism: Tourism satisfaction: Inle Lake

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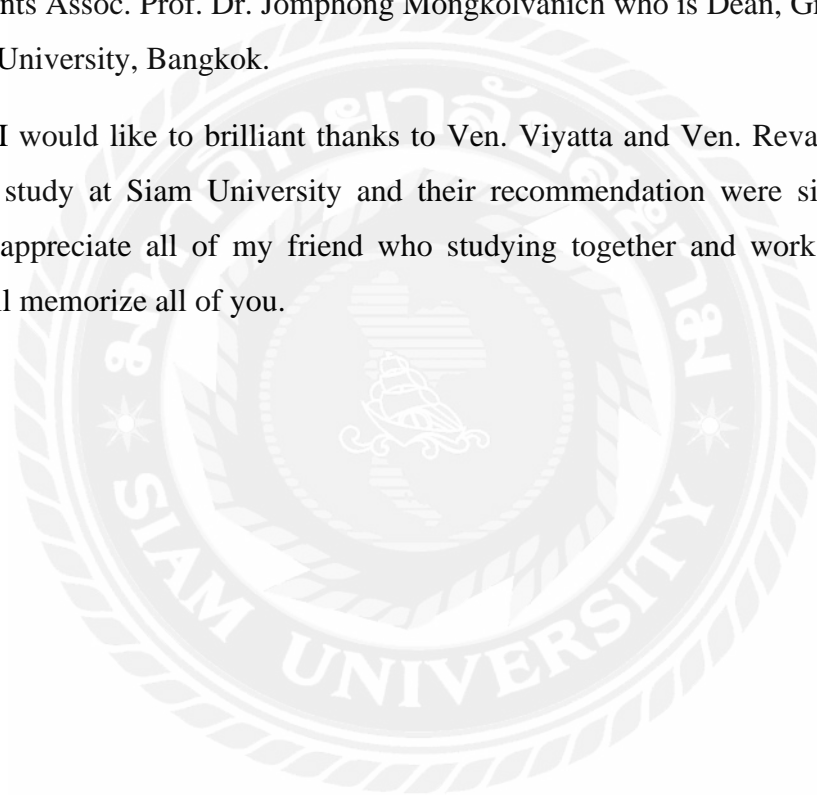


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1.1 Introduction

In 2015, 72.9% of the Asia-Pacific's direct travel and tourism GDP was generated from domestic travel and tourism spending and it was recorded as 80.3% for South Asia region (WTTC). Myanmar received a record one million visitors in 2012 after opening up democracy country and the race is to construct and hotels and expand the limited facilities available to tourists (Paris, 2014) almost a 30 percent increase from the year before. Inle Lake sees 77,000 domestic tourists and another 91,000 from overseas (Wendle, 2014), Inle Lake was one of the most tourist attractions in Myanmar.

This lake is known as “floating Villages” where whole communities exist on stilts above the water and cafes serve tourist tomato salads harvested right off the floating gardens of the lake. According to the header of Inle lake organization, they focused on the environment and economic issues connected with lake because over 77,000 people are living around the Inle Lake and they live in small villages along the shore. They have progressively become the main ethnic group on the lake, from a demographic, but also the economic point of view (Robinee, 2000).

Besides the demographic growth, the tourism soar modifies the socio-economical profile in many areas (Win, 2007). The village of the lake does benefit from tourism employment and people buying things, but there is pollution from these boats and the lake is very shallow (Craven, 2014).). Inle Lake is one of the main sightseeing attractions within Myanmar (IID, 2014) and in recent year, the lake has witnessed an increased in tourism pressure, bring additional management challenges to the sanctuary (Sett & Lui, 2014). However, human wellbeing is emerging as a global priority, and it is also becoming a priority research area in Myanmar (Carinale et al., 2015)

Inle Lake pronounced INLE KAN and formed more than 1.5 million years ago (Bertland and Rangin, 2003) situate in the Nyaung Shwe Township, Taung Gyi district of Shan State, part of Shan Hill in Myanmar, is positioned within southern Shan Plateau in central Shan State, an extensive region criss-crossed by streams and the mighty Salween River. Inle Lake is second largest lake in Myanmar after Indawghi with an estimated surface area of 44.9 square miles (116 Km²) but area has decreased significantly from 271 km² in 1934 to 163.3 km² in 2007 (Land Record et al., 2007) and In 2014, satellite images gave a total length, of 25, 4 Km² among which has decreased because of floating gardens expansion,

The lake is one of the highest at an elevation of 2,900 feet (880 m). Sometimes the feet depends on the season and during the dry season, the average water depth is 7 feet (2.1 m), with the deepest point being 12 feet (3.7 m) and during the rainy season this can increase by 5 feet (1.5 m) (ISSN 2014). The intensive cropping practices in the surrounding catchments have also changed the forest cover and other land cover types; agricultural land floating gardens have significantly increased (Thiha 2001; Htwe et al. 2015).

Inle Lake known as a Floating village because floating gardens, which are based on hydroponic cultivation, plant from families gramineae and cyperaceae, from tightly interwoven beds of running stems, root, rhizomes, and hair-like roots (ICMOD 2017). The amount and quality of water could easily impact on possible crop yields as well as a direct impact on human health (Burkhard et al. 20115). The Lake is also known as a wildlife sanctuary and there is a valuable experience for visitors and is to see thousands of water-birds such as the spectacular Pheasant-tailed Jacana (Min Htet Min 2017).

1.2 Problem to be Investigate of research

Inle Lake is one of the biggest producers for Tomato and 60% of household's ranked tomato as very important and local communities in this village depend on more on agricultural farming and livestock rearing. Tomato farming has faced serious economic hurdles, for two main reasons that expenses dedicated to fertilizers have increased because of their more massive use, but also because of the low rate of the Burmese kyat on the currency market importing chemical products has therefore become very expensive (Oo et al., 2010), on other hand they can't grow the tomato because of increasing tourism and travelling. The garden in Inle Lake is a good source of vegetables and is an essential tourist destination in Myanmar (MoHT, 2013).

According to Martin (2015), Inle Lake is facing difficulties that are all the more serious as the sector has been commercial and integrated into high spatial scales and In Inle Lake is increasing population and daily labor but job opportunities are a scarcity for older people because most of the people are fishermen in Inle Lake. Okamoto has interviewed 48 fishermen, among them 34 (i.e. 70%) set up adaptation strategies. Among them, 22, i.e. 65% chose to increase their daily working time, from an average 11 hours to 16. Some of them even ended up working 22 hours a day (Okamoto, 2012). They can't support their families even they work 23 hours a day and not enough to preserve the families' standards of living, and most people are lack of education.

According to the Irrawaddy official source, Inle Lake is only 70 km², less than the half of the 163 km² it spanned three years before. The amount and quality of water could easily impact on possible crop yields as well as a direct impact on human health and in dry season reduced water level in the lake has affected the boat rowing and traveling (Burkhard et al., 2015).

- The increasing of tourism is impacting of resident economic Tomato farming
- Does local people occupation effect on tourism and traveling?
- Inle Lake will disappear after the next 30 years or it because of tourism, local people.

1.3 Objective of the research

Marcuseen (2011) said that satisfaction with tourism product is fundamental for tourism given the strong relation between satisfaction and future customer behavior a satisfied consumer will repeat visit or disseminate a positive word of mouth to other. This research aims to evaluate all aspect tourism satisfaction and analysis factors impact on tourism satisfaction also explore the relation between demographic and tourism satisfaction in Inle Lake. According to IDE (2007) data source income distribution in the lake and community involved, agricultural activities of income are 50%, small scale production/ manufacturing 30%, local business 10%, trading 7%, fisheries 3%.

Tourism will help to provide an excellent job for the people as well as large industries may dominate, can bring huge infrastructure development but simultaneously land can be spoiled, help to improve the local economy but it can also commercialize the human relationship, help to explore the cultural heritage, wildlife, forest, nature but due to overutilization it can be loosed (Parag et al., 2017). The target of this research to find out how a tourist can support resident economic and educations, to guide the way to improve their physical presence in destinations.

- Aim to research how tourism can help local people framing.
- How to make improve their education and social and to create more opportunities to consider with the tourist industry.

-The purpose of the research is to justify relationship resident economic and tourism and how the factors impact on each other.

1.4 The scope of research

In the spa tourism organization, tourists and employees are referred to cooperation during the realization of the service, and the success of this interaction depends largely on the capabilities, knowledge and skills of employees in the provision of services (Peric et al., 2015). The income distribution along with the township, illustrates that agriculture, especially tomatoes, account for more than half of the income of the lake households.

According to Milman & Pizam description tourism destination image as consisting of three components: the product, for instance the quality of the attraction: the second one as the behavior and attitude of destination hosts; and thirdly the environment weather, scenery, and facilities. The Inle carp (*Cyprinus carpio intha*) is a cultural character of the Intha community, this fish species, local-ly known as nga-phein has been an important food for this community until recently (IDE, 2012).

Recently, numerous environmental reports have been emerging with reference to Inle Lake from different organizations, such as, Asian Development bank (ADB) (2006); Burma Environment Working Group (BEWG) (2012), Institute of Developing Economic (IDE) (2012), United Nations Educational, Scientific and Cultural Organization (UNESCO) (2008), United Nations Development Program (UNDP) (2012).

- The study of areas to compare with the development tourism industry and to analysis how to rise the Inle lake tourism industry.
- To analysis the marketing of Inle Lake and market research is possible of a new job in Inle Lake.
- Research income of resident and daily activities, and examine opportunities for them.

1.5 Significance of research

The vital of research to evaluate all aspect tourism satisfaction and analysis factors impact on tourism satisfaction also explore the relation between demographic and tourism satisfaction in Inle Lake. Satisfaction with tourism product is fundamental for tourism given the strong relation between satisfaction and future customer behavior-a satisfied consumer will repeat visit or disseminate a positive word of mouth to other (Marcussen, 2011).

Inle has different languages and different cultural but they are unity and all live in the same wood and woven bamboo houses. Inle's natural scenery and cultural diversity have lured in tourists since the hippy trail year. At present, the bulk of tourist expenditure goes to accommodation providers, and people who lack the capacity to participate directly in the tourism industry reap little benefit from it (MCRB, 2015). Not surprisingly, the present tourism boom is increasingly considered as a threat rather than an opportunity, "the natural beauty of inle diverse tourism, not the other way around" (Linn, 2015).

According to Hayle, (2014) instruction, tourism has not ended an end in itself. The role of the community-based tourism projects is to seek opportunities for vertical and horizontal linkages within a community. Local people and tourists need to help each other to protect their tourism industry and to visit there too. The study of research to protect the heritage of Inle Lake cultural with sustainable tourism and tourist; traveler also.

-To justify the important of cultural and demographic and consideration of the factors impact on the tourism industry in Inle Lake.

- Rationalize of tourism satisfaction in Inle Lake.

-Guide of research to associate tourists and Inthar people and strong relationships build up to them.

2: Literature Review

2.1 Demographic

Demographic process is responsible for population growth in some federal states and a decrease in others and ageing of the population also varies in different regions that demographic differences will become greater in the future (BBR, 2009). Demographic impacts directly on tourist demand (volume and structure) and the tourism labour market (number of workers and their qualifications) and has an indirect effect on jobs within the tourism industry and tourism services (type and quality of sector-specific and enhancing infrastructure) (Grimm et al., 2009). Population volume would have no noteworthy impact on quantitative demand for holidays but the age structure is particularly relevant to the demand for holidays (Lohmann, 2009).

Socio-demographic characteristic.

Individuals' personal characteristics are also inputs that influence their perception of places and tourist attractions (Trinh et al., 2016). There is agreement that differences exist in the individual's image of museums depending on the individuals' socio-demographic characteristics, image will differ depending on visitors gender (Brida et al., 2013) and personal past experience may be much more important than information obtained from external sources (Chiappa et al., 2014), as individuals tend to place more weight on their own past experience (Hennessey et al., 2012). The tourist's socio-economic characteristic such as occupation are the factors that influence the perceptions of places what could be further reflected on the level of tourist's satisfaction (Beerli, 2003).

Age-demographic:

Baloglu and McCleary (2000) found that some place differed depending on the visitor's age and an individual's age influenced the perceived image of various tourist destinations. According to the Travel Industry Association of American nearly 25% of US travelers take a vacation on their own. The average solo vacationer is 42 years of age, 25% have a professional or managerial occupation, 53% are male and 47% female, and 38% have graduated from university (Yeoman 2010). Youth travelers are travelling more frequently to wider range of destinations, looking for more culture and social experiences, interested more in outdoor and sports activities, music-related events, and social environmental impacts of travel, increasing their use of the internet for

travel information and booking, spending their holidays focused on personal indulgence, shopping, and fine dining (Moscardo et al., 2010).

Behavior-demographic:

Positive perceptions of the environment can result in customer's satisfaction with the service provider followed by positive behaviors, such as the likelihood to recommend the service provider to others (Ryu et al., 2012). In order to deliver the best possible service to customer and have an effective restaurant operation, employees across various departments (service, kitchen, and back office) and hierarchical positions (frontline employee, supervisors and managers) need to not only possess technical and professional skills, but also the ability to demonstrate essential social skills, as good communication among employee is vital for operational and financial success of restaurants (Brien et al., 2015).

2.2 Sustainable of tourism

World Tourism Organization defines sustainable tourism as tourism that takes full of its current and future economic, social and environment impacts, addressing the needs of visitors, the industry, and the environment, host communities (UNWTO 2017). The millennium Development Goals (MDGs) aimed to eradicate poverty through income growth (UN, 2015a), and the recently launched UN Sustainable Development Goals explicitly link global economic transformation to sustainable development (UN 2015b).

Sustainability becomes a key challenge in developing quality tourism products without negatively affecting the natural and cultural environment that maintains and takes care of them (Kunasekaran et al., 2017). Sustainable tourism development is not only a concept debated but also need to protect the natural, social and cultural richness that constitutes the common heritage of humanity and the satisfaction of the needs of the tourist and local population has led to the emergence of sustainable forms of tourism (Sustainable tourism, EC, 2017).

The concept of sustainable tourism development has six dimensions: social, economic, ecologic, culture, political and spatial. Some of those goals are reducing poverty, economic development of a touristic locality, natural resource conservation, and the conservation of cultural heritage, among others (Macedo et al., 2012). In recent years, tourists have shown a growing awareness of the environmental, social and cultural impact that tourism can have. Tourists have also shown

higher levels of commitment to sustainability and are willing to pay more to visit a more sustainable tourism destination (Fernandez 2016).

The resident attitude literature has frequently used social exchange theory to identify residents' perceptions of the positive and negative environmental, social, and economic impacts of tourism as predictors of support for tourism (Garcia et al., 2015). The social pillar of sustainability is essentially about awareness, equity, participation, and social cohesion (Murphy 2012). Tourism is considered a priority sector for balance social and economic development. For this purpose, the Myanmar Ministry for Hotels and tourism has formulated a tourism master plan and community involvement policy (MoHT, 2013). The present tourism boom is increasingly considered as a threat rather than an opportunity; the natural beauty of Inle drives tourism, not the other way around (Linn, 2015).

Culture tourism development contributes to improving the quality of life of a resident at destinations when cultural assets and attractions become integrated into a sustainable development paradigm (Cros 2015). The travelers are seeking opportunities to dwell in the landscape, as a way to learn and connect with place and culture (Tucker 2016). The set of cultural tourists includes a larger presence of women and younger visitors, with higher levels of income and studies, larger stay duration of the vocational time, notably higher levels of total spending, higher levels of trip satisfaction, and higher presence of first visitors from overseas origin countries (Carrillo et al., 2017). People take holidays to experience; connect to other cultures. In doing so, one can gain cultural knowledge, insights into another culture's view-points and even sharing how other's meanings are constructed and their significance to those concerned (Taylor et al., 2014).

2.3 Satisfaction of tourism

The satisfaction of tourist is an important in the tourism industry (Perbensen et al., 2017) and tourists were not highly satisfied with the peripheral service attributes, and tourist was highly satisfied with the core service attributes (Song 2015). Tourist satisfaction is based on real experiences and their perception of the quality of the provided service. The quality of services consists of two dimensions: technical and functional quality, whereby technical quality refers to what the customer actually receives from the service provided, whereas the functional quality refers to the ways in which the customer receives the services (Dinic 2014).

Cecile Maunier (2013) examines that the delivery of good core services alone cannot guarantee customer satisfaction and that overall satisfaction and repurchase intention are differentially influenced by the various service encounters experienced in a chain of service activities. Hence, destination marketers need to examine the entire tourism experience and not only the core service suppliers (Xu 2010).

Hosany and Gilbert (2010) demonstrated that experience is an important factor in tourists' decisions. Clearly, consumption experience in tourism is often complex, resulting from the individual's interactions with one or many services as well as with environmental and public elements (Maunier et al., 2013). Tourists' satisfaction with their experience in a particular destination encompasses all activities tourists participate in while staying at a destination (Yu et al., 2006). According to Kim et al., (2012) research, tourism experiences have been found to be composed of hedonism, novelty, and local culture, refreshment, meaningfulness, involvement, and knowledge dimensions.

Service quality is the highest impact on customer satisfaction (Markovic et al., 2013). In the context of the hotel industry, service quality is defined as confirmation to requirements while satisfying customer expectations (Mbuthia et al., 2013). Service Quality was defined using technical and functional dimensions that emphasizes on gaps between expectations and actual service delivery when defining service quality, and this is the most widely used model until now (Minh et al., 2015).

The quality of employee performance in the tourism industry depends primarily on their job satisfaction. Employees who are not sufficiently professional and dissatisfied can have a long-term negative impact on the quality of services and products (Vrtiprah et al., 2012). Jung and Yoon also found that employee satisfaction has a positive impact on the quality of the service, which directly affects tourist satisfaction with the quality of provided services. Tourists and employees are referred to mutual cooperation during the realization of the service, and the success of this interaction depends largely on the capacities, knowledge and skills of employees in the provision of services (Peric et al., 2015).

3. Past research

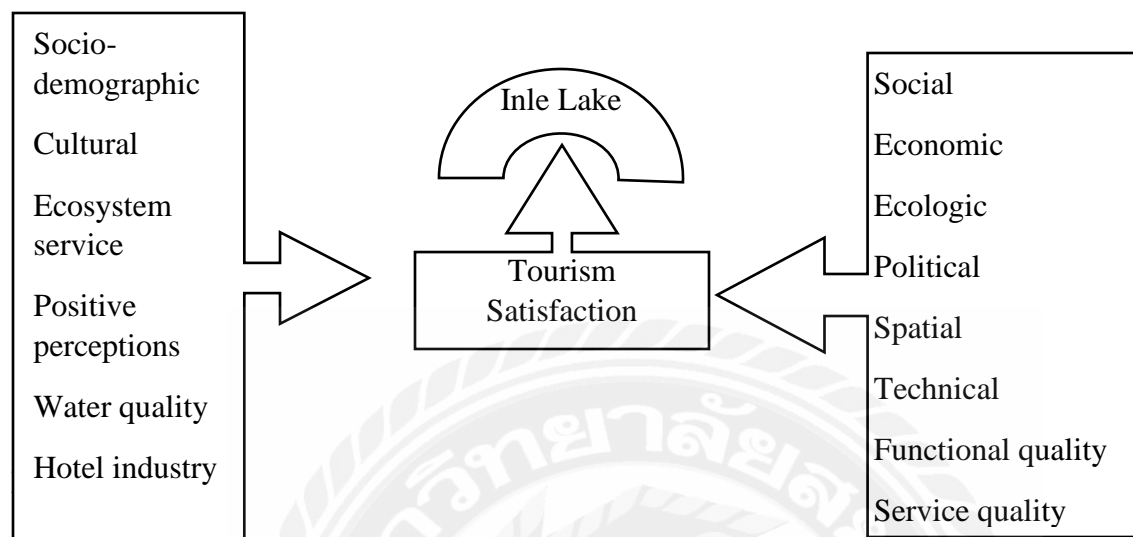
Khaing (2018) was examining the sustainability standards and measures of hotel industry in Inle Lake and the research has established evidence of focus towards different aspects of sustainability, which include social sustainability, environment sustainability, security and infra-structural development, and traditions culture and globalization.

Min (2017) researched the survey of factors attracting tourism to Inle lake in Myanmar and identified the factors of tourism at Inle Lake consider with attraction factors, transportation, and accommodations and explore the factor which respects to demographic and travel behavior characteristics, and emphasize the identification of demographic and the differences of the respondent.

Lwin et., al (2012) research Environmental Management of the Inle Lake in Myanmar and reveal by the conservation and management of Inle Lake and its catchment, water quality will improve, which will positively affect the domestic water supply for the floating village and eutrophication of the lake will reduce. Tourism will be more blooming in these areas due to improvement in the living standard of local people.

Karki et al., (2018) research, impact of land use land cover change on ecosystem services: a comparative analysis on observed data and people's perception in Inle Lake and they got a result that the local communities are exploring adaptive measure to tackle the challenges and show that the local communities living in Inle Lake and its surrounding catchment have high dependence on the ES supplied by forest, agro-ecosystem, seasonal and perennial water bodies. United Nations Development Programme (UNDP, 2012) analyzed Gender at Inn-that, Pa-O, Danu and Taung-yoe villages around Inle lake and they were using qualitative participatory rural appraisal (PRA) techniques, was conducted; female and male villagers, of ages between 18 and 55 years, from lower social group residing at the 16 project village for the past 10 years, participated in the qualitative survey.

4. Finding of style



Explanation

Cultural and tourism

Inle lake is home to four ethnic groups; the Inthar, Pa-Oo Danu and Shan and interrelations between these groups are shaped by a complex history of armed conflicts, cease-fires, and peace agreements (ICIMOD and MID, 2014). The cultural activities of particular people located in a certain region usually affect the hotel industry and tourism (Wageningen, 2015). The physical heritage, cultural expressions and biological environment of Myanmar are attracting more tourists every year (UNESCO, 2008). Inle's natural scenery and cultural diversity have lured in tourists since the hippy trail years and the Inthas however still hold to some of the practices and even commemorate the traditional festival (Bhijitendjik & Tschunkert, 2016). Inle Lake is a large part of Myanmar and Inle Lake celebrate Phaung Daw U pagoda festival held in September every year and participate a large flow of international, national and regional visitors.

Eco-system and tourism satisfaction

Karhi (2018) find that the local communities living in Inle Lake and its surrounding catchments have a high dependence on the ES supplied by forest, agro-ecosystem and they also showed a strong upstream-downstream linkages in terms of trade-off among the communities living at different eco-systems. Ecosystem services refer to tangible and intangible benefits (goods and services), which can be categorized as: provisioning, regulatory, cultural, and supporting services provided to society by natural and human-modified ecosystems (Millennium Ecosystem Assessment 2003). The food and freshwater production and water purification were the top 3 services offered by Inle Lake ecosystem (MA 2005). LULCC (2014) are shown that in Inle Lake, community awareness of the ecosystems' role in regulatory services is inspiring compared to similar studies conducted in Bhutan (ICIMOD and RSPN 2014) and in Nepal (ICIMOD and MoFC 2014). Ingelmo et al., (2013) find that local communities value these ecosystems as important sources of cultural significance and as a source of economic development through recreational activity and it could explain Inle Lake's importance on national tourism-development agendas.

Water quality

The amount and quality of water could easily impact on possible crop yields as well as a direct impact on human health (Burkhard et al., 2015). Lwin et al., (2012) find that population growth coupled with sewage, solid waste generation and deforestation, poor sanitation and improper management of wastes, livestock breeding and industrial effluents have serious impacts on the lake water quality resulting in deterioration of human health, fish species, recreational use and, ultimately, lake eutrophication and in-lake activities have a serious impact on the trophic state of the lake as compared to outside-lake activities, the floating villages, floating gardens and tourist have more impact than outside lake activities on the lake catchment. It is environment effects on tourism satisfaction in Inle Lake, especially the catchment is part of Inle Lake and water quality will improve, will positively affect the environment or domestic water supply for the floating villages and gardens if government or organization monitor this complication. Akaishi et al., (2006) mentioned that in dry season reduced the water level in the Inle Lake has affected the boat rowing and travelling. Mon et al., (2012) reports that plantations have been encouraged by the local government for local, commercial, and industrial use and for watershed protection.

Hotel industries are big challenges for local people in Inle Lake

Hotel industry expansion drives globalization in the least developed countries by moving capital, knowledge, and people across borders (Niewiadomski, 2014). Inle Lake had 52 operational hotels in November 2014 but not all hotels are formally registered and twenty-two hotels operated around the lake and 30 hotels in Nyaungshwe. Land was grabbed from local people without proper advance notice and room for negotiation and then sold to powerful domestic investors at inflated process (Potma, 2016) and Mahtani & Paddock, (2015) also found that (ex)-army officers in all levels of government including cabinet ministers and their business conglomerates hold tremendous investment capital, and dominate economic sectors vital to the hotel industry such as airlines, airports, banking, food companies and real estate also they own key import licenses and a lot of lands. It has a conflict between local people and business men because they lack planning, collaboration and dissemination of lessons learned (Uelkes 2015). Local people also think that tourism is destroying Inle Lake and, what are they going to take all the water from for the rooms, for the gardens, for the people to bath? Uelkes (2015) found that there are so many NGOs operating around the lake that an overview of their activities is urgently required and the government also controls project implementation (Potma, 2016), which affects the authority of NGOs.

5. Conclusion and Recommendation

As a result of research Inle Lake increased in agricultural activities because the floating garden agriculture is a highly important economic activity for the local community. Intha communities along with other ethnic group traditionally live in stilt house in and around the lake. Their primary livelihood depends on aquaculture, fishing and floating garden agriculture. Ethnic and cultural diversity, scenic beauty, and famous pagodas attract large and ever-increasing numbers of tourist, both domestic and international (Sett and Liu 2014). Inle Lake's ongoing reclamation and rehabilitation programs and projects also the ongoing practice of free seedling distribution has brought some change to communities. The designation of the Inle Lake as Biosphere Reserve offers new opportunities to achieve long-term environmental stability and sustainable development in the region and the objectives of Biosphere Reserve included to conserve the Inle Lake with active participation of local communities and stakeholders and to protect InLe lake ecosystem and, to find the remedial measures for the causes of environmental degradation. They demonstrate practical approaches to protecting the natural environment while sustaining local livelihoods and ensuring the continued healthy growth of the local economy and they recognize that economies require quality environment and that conservation is important both (Khurtsia 2015). This project is a good news for local people who worry about Inle Lake will disappear in the future.

Study results show that an increase in the number of population, which leads to increased demand on tourism. Ecosystem and planned management activities often lead to a sustainable extraction of goods and services, improving of the ecosystem further. An elasticity between increases and decreases in the agro-ecosystem is due to forest land, which has been converted into agricultural land. Such activities in relation to population growth demand more land and irrigated water for farming. This ultimately leads to less availability of water for irrigation resulting to less productivity. The study also showed a strong upstream-downstream linkages in terms of trade-off among the communities living at different ecosystems.

The study reiterated that Inle is recently facing a conflict of water quality and hotel industries and increase of population and decrease of job opportunities but it is not big effects on tourists and visitors because it just misunderstand with local people and business owners. Hotels are springing up around the lake at an alarming rate, and increasing numbers of loud, diesel-driven

longboats- the only forms of tourist transportation- change across the Lake with no concern for noise, water or air pollution or the effect on the fish upon which the villages rely (UNDP 2015). UNDP has partnered with Inthar literature, Culture and Regional Development Association, an indigenous community-based organization, to establish an Environmental Education Center. The objective of the Centre is to educate the population about the environment and the importance of sustainable use of resources and the Centre was ready to open its doors to the public. The Center is training tourist guides on the importance of the lake's protection in order to be able to influence the understanding and behaviors of visitors from afar. Now they just need trust each other. Government and NGOs also should discuss or negotiate with local people what they want to do in their land and what kinds of benefit local people will get from this project. It is big challenges for residents and business owners, Tourism also will make improve local people living standards and society. Hotel industries will help local people who have not a job and will support to improve their education and they can be good employees.

Decreased water levels and quality have reduced the number of fish in Inle Lake. Water levels have also impacted the major means of transportation in the area, as certain depths are required for boat-rowing. While the alternative of road transportation has recently become viable, this does not help the communities living in floating garden and on Inle Lake itself because heavy rainfall tends to increase the landslide rate, further impacting the lake and the communities. The leeching of chemical fertilizer into Inle Lake has caused an algae bloom and eutrophication, reducing the quality of water and impacting aquatic life. PRA combined with the loop analysis served as an initial framework which guided additional data generation through RS-GIS, water survey, and field observations.

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