



**The Effect of Digital Marketing to Tourist Sector
in Myanmar**

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in Myanmar

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Abstract

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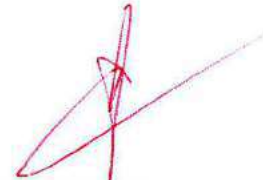
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This research aims are to development of digital marketing is a necessary part of the tourist industry, which is an essential sector to accelerate a country 's economic growth. The purpose of this study was to analyse the effect development of the digital marketing industry in Myanmar with a special reference of tourists, and show that the internet has become a major force pushing growth in the tourism sector in many countries. A suitable dispersion of information and communication technology (ICT) services can facilitate visibility. It also supports leverage the use of social media for promotion and customer gaining purposes. Focuses on the Network Use component, pertaining to the effect of the quality of the Internet connection available to lodges, and its association with the following dimensions: customer service: the availability of information and communication technology services to guests, such as internet connectivity and availability on digital market in the neighbourhood; digital marketing: the use of social media, keeping records of guests and analysing collective data to extract business insights, and business-to-business online booking. After the sweeping condition of colonial times and the early days of freedom, the military junta closed the country from 1962 to 1988, by using a severe visa policy.

From 1988 to 2010 a new military rule began to open the country to attract foreign currencies and restore the image of the country on the international stage through a proactive policy and by organizing a Visit Myanmar Year in 1996.

Keywords: Digital marketing, Tourist Sector, Myanmar



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5.1 CHAPTER 1: Introduction

5.1.1 Research Background

The tourist sector is one of the business sectors in the world. However, the degrading effects of tourism can become a big concern and people necessity to act on the issue quickly (Al-Badi, Tarhini, & Al-Sawaei, 2017). Tourism is often stated to be one of the most important socio-economic sectors of our time, considered as having the effect of digital marketing among the least developed countries and as a tool for poverty alleviation. Indeed, tourism is considered as effective digital marketing of tourist and has long been recognized as a growth industry. However, the connection between tourism and marketing is still an important area of research. Internationally, Tourism creates one in eleven jobs directly or indirectly, accounts for as much as 10% of the world's gross domestic product and 6% of the global exports are generated by international tourism (Hrubcovaa, Loster, Obergruber, 2015).

The concept of the effectiveness of digital marketing to the tourism sector is having the aim of reducing the negative effects of tourism activities (Su, 2016). Myanmar has become almost as a desirable and politically approach to tourism development. People are interested in the experience of Myanmar's abundant wealth of cultural, natural heritage and local generosity (Soe, 2018). Coming to Myanmar can be a very unique experience to the modern tourist in traveling of something new and different. After Myanmar opened up the economy in 2012, Myanmar has become a popular choice for tourists (LiZhifei, 2017). The country's natural beauty of people, culture, and heritage make Myanmar one of the popular tourist destinations in South East Asia as established by Lonely Planet's Best Travel list in 2017 (Thitsar, 2017).

In few other countries than Myanmar have political context and tourism been so closely linked for more than fifty years. After the open situation of colonial times and the early days of independence, the military junta closed the country from 1962 to 1988, by using a severe visa policy. Despite its moderate success, this event was the starting point of tourism in the country, with the

construction of basic infrastructure, often motivated by opaque strategies and money laundering (Michalon, 2017).

Because Myanmar is a beautiful country with a long history, diverse cultural resources, and natural wildlife, Myanmar has exceptional advantages to develop the tourism industry. Myanmar ranks as the second-largest country in the ASEAN and has an abundance of natural tourism assets. Its northern parts closely connect with the snow-capped Greater Himalaya, with original forests, Mountain and the Shan Hills and the Shwedagon Pagoda is the most popular and well-known pagoda in Myanmar, which has already become one of the main tourist destinations in Yangon. Besides, in Bagan, tourists can find more than 2,000 pagodas, which have a history of nearly 700 years (LiZhifei, 2017). Such a large-scale ancient pagoda is extremely rare not only in Southeast Asia but also in the world. While southern borders of Myanmar extend to the Indian Ocean, with 2,832 km of coastline and beautiful seaside resorts (Hongmin, 2017).

Digital Marketing encourages and affects companies to innovate with new processes, goods, and services, which ultimately enhance their competitiveness in local and global markets (Ferracane, 2020). The digital marketing participation of farmers is both a cause and a consequence of economic development. It is a major pathway for rural people in assuring better income and improving food security (Nyein Kyaw, Ahn & Lee, 2018). The tourist sector makes digital marketing has several effects on the government in Myanmar, and the tourists are also can visited in comfortably. The internet has become a major force propelling the growth in the tourism sector in many countries including Myanmar. As the internet understands its 18th year of introduction in Myanmar, the travel and tourism industry has changed in many ways. Several publications on the digital tourism landscape explored different facets of the economic, social and disruptive impact of information and communication technology, on non-manufacturing sectors including travel and tourism, excellent papers on this stream of work. Nowadays, the internet and digital marketing have arguably become the major foundation for information to marketing, particularly information for the tourism industry. Social media and other online communication platforms are generating

enormous influence on the demand in the travel and tourism industry. Because of the expansive growing of the internet and the increasing adoption of smartphones, the availability of the internet anytime and anywhere has a profound impact on travelers' information search and planning behavior. The World Tourism Organization UNWTO, in its report in 2015, reported that the number of international tourists to Myanmar increased by 6 percent in 2014, the highest evolution rate in SEA. According to the WTTC's report, Travel and Tourism Economic Impact (2017), the direct and indirect contribution to GDP had reached 3.5 and 3.8 percent, respectively. The contribution of travel and tourism to GDP is forecasted to continue to rise through 2025 (Aye Myat, Sharkasi, Rajasekera, 2018).

The main purpose of this research was to examine and analyze factors that affective of digital marketing to the tourism sector in Myanmar; the first section focuses on the introduction of research background and the second literature review of the tourism industry in Myanmar, concluded in the conclusion and discussion section.

5.1.2 Research Problems

The problems of this research are, there are many rational reasons such as government has not that much money for marketing, Tourists are afraid because of the political situation, and because of the economy in Myanmar are not developed, and however, for its easy liquidity, the government set strict rules and regulations aiming to protect to the national economy (Tobias, John & Shin, 2018). Myanmar faces significant infrastructural challenges. The government of Myanmar recognizes that businesses require improved infrastructure, and the 2018 MSDP emphasizes, in particular, electricity, roads, and ports. To be fair, states and regions currently spend large portions of their budgets on infrastructure, often focusing on physical infrastructures such as roads and bridges. Myanmar becomes one of the world's first fully digital nations (Kapur, 2017). The consumer market in Myanmar has essentially bypassed the development stages seen in other

economies and moved straight to digital and mobile, creating huge potential for internet-enabled businesses. The more technology advances, the more it's integrated into our daily lives. The benefit of the new digital wave in Myanmar is that it is creating new markets for local and international companies around the region. However, government limits on digital marketing performance aiming to protect tourist failure. It is needed to study how stakeholders are viewing upon the Myanmar government's supports on rules and regulations at digital transforming to assist in the development of more digitalized products and services to the tourism sector in Myanmar (Mann, 2019).

The Myanmar case is particularly instructive for analyzing this curious admixture of enabling and restricting forms of labor regulation given its present political conjuncture straddling iconically authoritarian and liberal forms of government. When the National League for Democracy, led by Aung San Suu Kyi, took office in Myanmar in February 2016, the power was taken by many observers, at home and abroad, as the culmination of a historic transition from authoritarian to democratic rule. Given that Suu Kyi had for years advocated 'rule of law' as the centerpiece of democratic governance, her party's electoral victory at the close of 2015 promised a shift away from the arbitrary, and often coercive, practices of state agents, which had marked the preceding era, and toward a more neutral legal regulation of Social conflict (Campbell, n,d).

After a row of democratic reforms, the lifting of many international sanctions and significant progress on the way to democracy - in spite of some backslides - and just one month before elections that would yield a tremendous victory of the democratic party, Myanmar remained associated with a "bad regime", a "tyranny" that must be visited in a specifically cautious and responsible way. Therefore, tourism in Burma cannot ignore the political context within which it is developed (Michalon, 2017).

Recent efforts to develop the tourism sector have included both policy reforms and investments in the payment Infrastructure (Sun, 2017). Globalization has created further challenges for the survival of effective of digital marketing throughout the developing countries of the world,

as mass-produced goods are typically cheaper and faster to churn out; thereby making it difficult for traditional artisans to compete in the local, tourist and export markets (Vlahek, 2018).

5.1.3 Objective of the study

This research purposes to analyze the effective of digital marketing to tourist industry in Myanmar, and is as follows:

- To identify the effective of digital marketing to tourist sector in Myanmar.
- To identify countries tourism development in order to accelerate Myanmar tourism sector.
- To examine the effective and opportunities of tourism development in Myanmar.

5.1.4 Scope of the study

The study emphasized the requirements for the effects of tourism development in digital marketing. And also study the nature and practices of tourists who were visited and departed from Myanmar entry point. The scope of the study is based on the tourism trends from 2015 to 2020 and it will focus the inbound tourists from abroad (Soe, 2019).

5.1.5 Research Significance

The more technology advances, the more it's integrated into our daily lives. The benefit of the new digital wave in Myanmar is that it is creating new markets for local and international tourist sector companies around the region. The use of a Core digital marketing software solution in Myanmar in the year 2017 started to encourage the digital consumers in the digital era with some light on the desires of today's digital consumer (Mann, 2019). Reviewing comments and material

posted by travelers has become one of the most essential online digital marketing for future travelers, and deemed crucial in future travelers' planning and decision making (Bae, 2017).

From a practical standpoint, understanding how digital marketing the social media to reach out to customers to eventually achieve higher customer acquisition rates can serve as a critical foundation for the travel and tourism business; it helps, for example, to identify and develop effective marketing communication strategies. Furthermore, in many effects or developing countries, preferring factory and service industry work that often includes shorter apprenticeships and better wages (Kim, Shin & Yang, 2017).

Digital marketing Businesses benefit from property-rights institutions that protect them from state expropriation of land, capital, or intellectual property. Tourism has great potential for growth in Myanmar. This research recommends ways to achieve and sustain a competitive advantage for the lodging sector, which is vital for tourism. Though considerable research exists on tourism and the recent advances of the tourist sector in Myanmar, the country's readiness for the actual usage of the internet for the development of tourism has not been specifically addressed. This paper explores this with compelling research findings useful for policymakers as well as digital marketing in the tourism sector (Aye Myat, Sharkasi, ets, 2018).

Digital store marketing is still used over 50% by most of Myanmar people in Myanmar, but after the foreign tourist sector has come into the convenience of digital store marketing, convenience digital markets are less. Some of them changed as a modern convenience market. Nevertheless, this documentary research will be the benefits when creating the digital marketing suitable modern society and tourist sector. Most digital marketing in Myanmar doesn't have cleanliness to be interested in by customers, and they can't do a good relationship with customers. By thinking of those data above, how important technology is, in the future, people will be with technology for everything. Besides, how much technology is vital in business or daily life could be known in this documentary research (Pandita, 2019).

5.2 CHAPTER 2: Literature Review

5.2.1 Digital Marketing

The contribution of technology to changing the boundaries of the firm was studied in the early twentieth century. Technology has changed the way or business and affected work dynamics immensely during the last century. Business processes of global multinational industries were outsourced to companies in developing countries with the Internet facilitating the transfer of large amounts of data from one location to another. Employment in the tourist sector (agriculture) was declined during the last 5 years in Myanmar while in secondary (manufacturing) and tertiary sectors (services) was increased (Galpaya, 2018). Digital marketing specific definition is reported, such as ownership of a website, keeping computerized records of guests and analyzing accumulated guests' data for business insights (Michalon, 2017).

Digital marketing readiness to support the tourist industry in Myanmar by focusing on the tourist sector and digital "Network Use" component of the "quality of the Internet connection available to lodges, and its association with the following dimensions: digital customer service: such as internet connectivity and availability of digital marketing; the use of social media, keeping records of tourist guests and analyzing aggregate data to extract business insights; and online business-to-business booking: the use of online booking via intermediary websites like Expedia, Booking.com and Agoda.com. The central aim of this paper is to investigate digital marketing readiness in Myanmar to support the tourist sector. The Digital Age, ICT has used for the way consumers plan, purchase, and share experiences about tourism products and services. According to the Boston Consulting Group, more than 95% of travelers use digital resources for travel planning and consumption, and to share information during and after a trip. More specifically, it focuses on identifying associations between the effect of the "quality of Internet connection," a digital marketing, and the following dimensions (Bae, 2017):

- Digital marketing: leveraging social media for marketing purposes, and storing data and conducting analysis for business insights.
- customer service: availability of Information and Communication Technology services to guests; such as the availability of internet connection and an ATM in the vicinity and availability;

Digital marketing Of the association with leveraging data for analytics shows that digital marketing that is more likely to report internet speed problem, is 2.75 times more likely to conduct data analysis for business insights than those that do not. Regarding the use of social media for marketing purposes, we could not find a significant association between reporting an internet speed problem and leveraging social media for promotion. The next investigation is performed to identify possible association by considering the dependent variable to be a binary variable of “reporting no Internet service problems” to draw further insights on the use of social media in the tourist industry in Myanmar (Baller, Dutta, & Lanvin, 2016). Customer service regarding the customer service dimension, represented in the ability to provide ICT services like internet connection and digital marketing availability to guests, one sees that hotels experiencing problems with internet speed connectivity (poor internet service quality) are more likely to be located, with a higher likelihood of not being able to provide internet service to their visitors (Brandt, Bendler, & Neumann, 2017). People are increasingly moving online and becoming more digital marketing than ever. This digitalization is forcing many sectors to undergo extensive transformations. One sector facing several changes to its traditional business is the digital sector. The digital sector has responded to the rapid technology development by the tourist sector, generating a new kind of added value for the customers. Thereby, digital marketing services have a huge potential to bring more tourist people into it. Furthermore, when tourists are using digital marketing services they have a greater opportunity to start and expand businesses (Stephanie & Karlsson, 2019).

5.2.2 Tourist Sector in Myanmar

Myanmar's tourism sector barely developed before 2011, first as a result of restrictive visas and limited destination/transport options. In 2011, the government of the Republic of the Union of Myanmar initiated political, social and economic reforms. In 2013, the government announced a much longer list of permitted areas for tourists to visit without, and in some cases with, prior permission. Since the tourism industry has a high potential for Myanmar, the Ministry of Tourism formulated systematically drawn Myanmar Tourism Master Plan (2013-2020). Tourism is a very important industry in one's national economy, not only in developing countries but in developed countries. Tourism or sustainable tourism cannot be considered in isolation because tourism means industry and it is like an intangible factor with human beings or said to be tourists. The clients or tourists are involved or engaged in the tourism industry, first, they have to meet with the transportation sector, and then tourist guide sector, pass to service, food, and beverage sector, retail, and shopping sector and end up with transportation sector to be at home (Win, 2019). The vision of smart tourism rests on the abilities of businesses operating in the tourism industry to not only collect enormous amounts of data but to intelligently store, process, combine and analyze data to design tourism offerings. The results of the analysis indicated a high potential for adopting digital marketing to achieve smart tourism despite the perceived low quality of internet connectivity. Leveraging data to achieve business innovation in the tourism sector in Myanmar is in its early phase but seems promising (Dandison, & Karjaluoto, 2017). Tourism growth is driven mainly by improved physical connectivity with regional and global markets, facilitative tourist visa policies, rapid advances in information and communication technology (ICT), and the rising affluence of developing in Myanmar (Tun, 2019). Although often underplayed, colonial tourism was alive and well: hardly had the Third Anglo Burmese War been decided in favor of the British, with their famous flotilla of steamboats up the Irrawaddy in November 1885, than up-scale transport made an appearance". As soon as 1898, Murray's editions released India, Burma and Ceylon guidebooks, which were re-edited twenty times until 1965, and which reveal a wide range of destinations

throughout the country. After the 1948 independence, troubles and turmoil probably affected tourism, even though the analysis of guidebooks does not allow the conclusion that there was a severe drop in tourists. Although Myanmar had a visible impact in terms of touristic infrastructure, it failed to reach its target of 500,000 tourists: but only 251,000 people came to the “Golden Land”. The main cause identified was the tourism boycott, which thoroughly pervaded the whole question of tourism in Myanmar (Michalon, 2017).

5.2.2.1 Definition of Tourist

The first attempts to formally define tourism was in 1937 and defined as an “international tourist” means that anyone visiting a country other than someone usual residence for more than 24 hours, excluding workers, migrants, commuters, students and travelers who did not stop while en route through a country on their way to other countries. However, the tourist business was terminated due to being the outbreak of World War II. In the year 1950, the International Union of Official Travel Organizations (IUOTO) came into the strength of the 1937 definition and included students on study tours as “tourist”. IUOTO also defined two new terms as “international excursionist” and “transit travelers”. For the two terms, international excursionist means an individual visiting another country for pleasure for less than 24 hours. Tourist means a visitor who stays overnight and same-day visitor refers to a visitor who does not stay overnight. The phrase “tourism industry” is used in any contribution of tourism to a nation’s economy. The World Travel and Tourism Council is frequently used as claiming tourism is “the world’s largest industry”; policymakers, analysts and scholars often speak of the size of tourism compared to that of other industries. They also defined a “tourism commodity”: it is any good or service for which a significant portion of demand comes from persons engaged in tourism as consumers, it is sometimes called “tourism characteristic products”. The fundamental concepts of tourism: Tourism is a set of activities engaged between persons shortly away from their environment but it is not more than one-year duration. It purposes to be leisure, business, religious, health, and personal affairs but excluding

the long-term change of residence. Tourism is defined as the following categories: Domestic tourism and International tourism. Domestic Tourism means that it is involved in the residence of one country traveling within the country. An example of domestic tourism is local people to go to the beaches and some attractive destinations. They are never cross the international border to stay overnight because they do not have a visa, passport and foreign exchange. They especially travel during the holidays. International Tourism means tourists who are traveling to foreign countries. The tourists' cross international borders with passport, visas and foreign exchanges. International tourists may find the local culture strange and new because he or she only has a basic idea about the traditions, etiquettes, and rules of the country. Some gestures may be considered rude in a particular region or a certain way of dressing for the tourist especially in the Southeast Asian countries. International tourists may face some uncomfortable situations. International tourism can be further categorized into two types as inbound tourism and outbound tourism (Win, 2019).

5.2.2.2. Infrastructure

The providing sector is development of basic infrastructure through the construction of roads, port and airport facilities and the provision of financial services from which the economy as a whole can benefit. It also based on whether the development of tourism is directed by a national strategy comprising policy, regulatory and institutional frameworks with sufficient incentives to stimulate the development of supply capacity in national markets. Quality environmental infrastructure and services to support the collection, treatment, and storage of solid waste and wastewater; availability of piped clean water supply; and access to reliable electricity are equally important for tourism competitiveness. Myanmar all good progress in the improvement of air transport infrastructure in gateway cities, building extending highways and expanding access to public utilities in major urban areas. However, infrastructure improvements and service delivery in secondary destinations are unable to provide completely with demand, mainly due to funding and

capacity constraints for construction and maintenance, low population density in rural areas, and limited decentralized planning (Tun, 2019).

5.2.2.3. Government Policy

The tourism sector strategies of Myanmar focus on Infrastructure and service quality improvements to increase tourism expenditure, maximize income and employment generation from tourism and linked industries, and reduce the negative social and environmental impacts of tourism. The regulatory and business environment for tourism is strongly influenced by laws and policies on immigration, transport, construction, and labor. Recognizing that the private sector is an important role as investors and destination marketers, Myanmar's national tourism organizations interrelate strategic planning and policy dialogue with other government agencies and private enterprises through national tourism sector advisory boards, sector working groups, and industry associations. Myanmar welcomes tourists from around the world and will continue to facilitate smooth and efficient access to the country. Importantly, the value of tourism creates precedence over simply increasing the volume of international visitors. The government of Myanmar closely evaluates the expansion of the sector and encourages forms of quality tourism that are consistent with national, state, and regional development objectives. Myanmar has fully adopted the ASEAN Framework Agreement on Visa Exemption, introduced a tourist visa on arrival services for 26 countries and permits electronic tourist visas for more than 100 countries (Michalon, 2017).

5.2.3 Past Research:

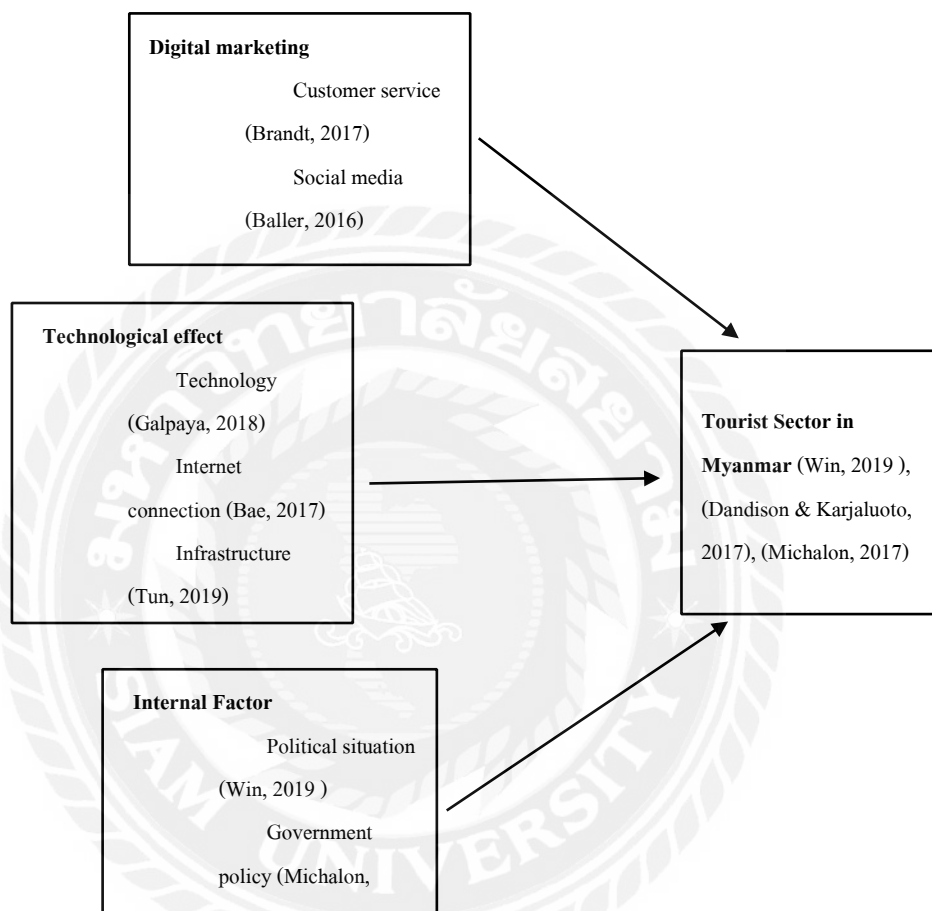
From the same report, it was found that the countries which had the highest increase in mobile penetration between 2014 and 2017 were Myanmar. Although mobile phone and internet adoption are continuously increasing in emerging economies, they are still far behind the advanced

economies. For example, in advanced economies, the majority of mobile devices are smartphones, whereas in developing countries it is still a minority. The increased use of mobile service and internet users has indeed multiple advantages and enables emerging economies to join the journey toward a digital society (Demirguc, Klapper, Singer, Ansar, & Hess, 2017).

To make ready digital marketing development strategy is to maintain sustainable use of natural resources. They believed that tourism sectors are likely to be as other digital marketing sectors in general, namely, tourism of digital marketing is the ability to create new jobs at a time when major operators are downsizing; tourism of digital marketing is improving to industrial relations and working environment; tourism is most diversified and flexible structure; digital are stimulating competition in the market, it is leading to active enterprise culture and they have creativity, startups, and entrepreneur for new products. In the tourism market, there will be a higher level of integration. Tourism should be a match of different quality levels of the tourism sector. Tourism often has severe limitations such as, in the market delivering quality, price policy, costs-control, and readjustment ability. For these reasons, the stakeholders are formulating the digital marketing development strategy has to inclusive and to cope with marketing challenges, reach the goal and get broad policy direction among tourism of digital marketing in Myanmar (Win, 2019).

5.3 CHAPTER 3: Findings

5.3.1 Conceptual Framework Model



5.3.2 Model used as a guideline for this research

In Myanmar, there are many types of digital marketing, but digital in the tourism industry is running and operating differently from other marketing. The tourism industry is a complex industry that is in various types of marketing.

Countries' tourism development by secondary data and Myanmar Tourism Development by Digital marketing, there are major findings together with challenges and opportunities to improve Myanmar Tourism Sector. For Myanmar tourism developments which are Infrastructure, country policy, and regulations and the shortage of skilled laborers. Myanmar possesses many attractive tourist places, the most popular destinations and the very potential destinations in the country, but where haven't been positioned on a certain level as earning revenue for the country yet. It is difficult to access, poor infrastructure, lacking a well-maintained plan from natural disasters, sanitation and waste management control are the main challenges to promote the whole country tourist sites. So, digital marketing development by countrywide is still challenging to promote tourism development and digital business is required to provide usage of internet and mobile communication throughout the country. Myanmar is the lowest investment rank, only (0.1 billion) and competitiveness ranking for infrastructure is also the lowest values and rank. Myanmar still needs to develop digital marketing jobs and welcome to foreign direct investment for tourism infrastructure development (Tun, 2019).

Governmental Political in Myanmar un-stability is one of the challenges in tourism development as well. With an example of Myanmar, the western part of the Country, Southeast Shan State suffered internal conflict and that destination was stopped for any tourism activities. The unexpected natural disaster in the countries is one of the reasons to breakdown the tourism development. Refer to the respondents agreed that European Tour Market is a downtrend compared with the Asian Digital Market because of political affairs in Shan State. In tourist visa policies, it has seen much development in Myanmar but it is still on the low openness ranking in country new

electronic visa and expanded visa on arrival program. Electronic Visa policy is required to be accessible to tourists. Government policy and strategic direction for tourism development must be a high degree of tangibility and more connectivity to build up demanding tourism digital market. Myanmar needs openness to digital marketing with ASEAN and Global Tourism Digital Marketing (ADB., 2017).

Tourist Sector is a rapidly growing, place-dependent activity that offers huge opportunities to boost inclusive economic growth. A strong point to build on Myanmar's diverse tourism assets, excellent air, land, and water transport infrastructure, open visa policies, and private investment in employment-intensive subsectors. All of which create and sustain good jobs and generate income not only those but also include accommodations, food and beverage services, tour operations, and local entertainment. Developing Asia is expected to provide a continued stimulus for tourism growth into the foreseeable future. Policymakers in Myanmar need to recognize that strategically managed tourism can enhance inclusive economic growth by enabling rural and urban residents to access lifelong salaried employment in service sectors and provide digital marketing for lower-income producers. Tourism generates significant tax revenue that can be reinvested to support social development objectives, improve environmental management, and protect cultural heritage (Tun, 2019).

5.4 CHAPTER 4: Conclusion

5.4.1 Recommendation

To develop organization performance development the digital marketing: Most of the marketing needs to promote expand tourism marketing in Myanmar region as well as to find some new tourist-products region such as Community Based Tourism (CBT) and Community Involvement tourism (CIT) in order to develop rural and village areas.

Recommendations for the tourist sector are not too much, authorities try to promote regional tourism by the government, need to be checked and patrolled by the police every now and then. Not only by the police but also the concerning authorities examine for the illegal transportations in the region. For the recommendation on the tour operator segment, the local authorities to develop the region as well as to check taxes on not only the listed tour companies but also micro-sized ticketing agencies.

Social media's is as one of the reasons that make tourism destinations for nature and culture tourism should be marketed in order to gain a niche in the tourism market. Besides, digital marketing's tourism would be popular among travellers of various nation states. Therefore, the government should consider establishing the good qualities social media in the digital marketing in accounting system.

Ever since customer services development is very important in tourism sector in order to enhance the quality services, it is important to improvement the quality of customer services in the countries in the region. Professional training centres should be established for the region, and there should be a regional training centre, which can provide technical and advanced training for resource personnel.

Infrastructure and facilities should be development for tourism, especially for Myanmar, which is still at the nascent stage, should be enhanced by promoting other counties. Myanmar still needs a lot of investment in the infrastructural development in order to enhance the present level of ecotourism and adventure tourism, not only that but in Myanmar also should improvement in the customers' facilities, greater dissemination of tourist information, social media and greater availability of sports and recreation facilities should be considered as important factors.

Accommodation like customer services, internet connection, technology and tourism residences should be considered as first priority. On the other hand, promotion of shopping facilities such as traditional handicrafts, souvenirs and antiques shops which is can looking for on the digital marketing, social media, website and extra are absolutely necessary.

To develop the tourist whose arrival in Myanmar, the government administration should create some changes on visa procedure especially for visa on tourism arrival which does not exist at entry point directly and which usually takes some days ahead of entry date.



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