

## **Abstract**

Title: The Survey of Factors Attracting Tourism to Inle Lake in Myanmar

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For Myanmar, a developing country, a concise analysis of the economic impact of tourism is important to guide the policy intended, to develop tourism and augment its benefits on the national economy. Travel & Tourism industry has had a higher and higher growth and has linked to development and encompasses a growing number of new destinations. It has been as a key driver for socio-economic progress and has brought up the economy for many countries. The revenue from tourism equals or even surpasses that of oil exports, food products, entertainments or automobiles. It has generated one of the major income sources by ways of generating revenues, job creation, enhancement of education and professionalism, increased public pride, public revenue, sales, profits, income, foreign direct investment (FDI), and foreign exchange earnings.

Myanmar is bestowed with natural, cultural and historical resources bordering with India, Bangladesh, China, Laos and Thailand, but it has halted economic growth by several reasons over fifty years. In November 2010, Myanmar held a general election, produced a new government and made a new beginning. The new political and international climate provided Myanmar to get new opportunities to join the global and regional economy.

Tourism sector in Myanmar, has experienced sustained growth over the last few years and has brought benefits surprisingly and Inle Lake is one of the amazing tourist attractions in Myanmar and famous for the floating villages, gardens and the distinctive way of life of the local people, with their living societies based entirely on the water. The lake measures 22 km long by 10 km wide, and locates in a valley between two mountain ranges, tourists feel like a different world to the rest of Myanmar.

This research work aims to contribute to the possible impacts on the improvements of Inle Lake tourist destination and purpose of this study is to (1) identify the factors that attract tourist to visit Inle Lake, (2) explore what mode of transportation they preferred to use when

visiting Inle Lake, (3) determine what kind of accommodation they most frequently stayed at in the Inle Region. To fulfil all above objectives, this research has planned, such as Literature Review, the used Research Methodology, Result and Findings that are produced by research methodology, and Conclusions and Recommendation accordance with the finding result.

This study is proceed with the survey of respondent and literature review and all the collected data is analyzed by package of Statistical Package for social science (SPSS) and given validation. The procedures for collecting survey of questionnaire consists of demographics, attractive factors, transportation, accommodation, and other comments, are distributed to 100 Myanmar students at MCU, and the results of this survey study are mentioned below.

The majority of respondents are female at 52.1%, 20-30 years old at 44.8%, 31-40 years old at 41.7%, single at 51.0%, married at 39.6%, college degrees holder at 50% and graduate degree or higher levels are at 41%, managerial or commercial rank at 35.4%, most of respondents earn \$3000 at 42.7%.

Minority of respondents are male at 47.9%, 41-50 years old at 13.5%, widowed and divorced/ separated are at 3.1%, high schools level are 8.3%, professional administrative rank at 16.7%, personal /clerical labors workers at 15.6%, and they earn \$3000 to 6000 at 27.1%, over 6000-9000 at 22.9% and over 9000 at 7%.

According to the tables of frequency and percentage of the main factors that attract international tourists to visit Inle Lake is at 46.9%, Phaung Daw Oo Pagoda is at 4.2%, floating garden is at 19.8%, Indein is at 11.5%, Nga Hpe Kyaung monastery is at 4.2% and that feedback specifies most of visitors are attracted by Inle Lake and some come to Phaung Daw Oo Pagoda and Indein.

Among them, first time tourists are 32.3%, second times are 34.4%, third time tourists are 21.9%, fourth time are 6.3%, fifth time tourist are 3.1% and others are 2.1%. Some tourists got information about Inle Lake from travel agency at 22.9%, from internet informations at 47.9%, from family and friends at 20.8%, from newspapers at 3.1 and some heard about Inle Lake from TV/ radio at 5.2 %.

Regarding transportation, the survey of questionnaires are: most of visitors got by car at 63.5%, by air at 29.2% and some came by way of train at 7.3%. The statistic states that most of visitors choose their mode of transportation by means of comfortable at 47.9%, convenient at 24.0%, low-cost at 17.7% and to be secure at 10.4%. Related to tourists' satisfactoriness

regarding transportation and the answers are satisfied at 64.6% and somewhat satisfied at 35.4%.

With respect to accommodation, the result are: tourist mostly stayed at hotel at 51.0%, and average guests stayed at guest-house at 25.0% and apartment/Bungalow at 24.0%, and their reasons that enforce to book accommodation at percentage are such as comfortable places at 47.9%, convenient places at 26.0%, to reduce cost at 20% and prefer to get clean rooms at 5.2%. According to the table of tourists' satisfaction towards accommodation services in Inle Lake tourism industry, 65.6% of respondents were satisfied with the services of accommodation and 34.4% of respondents mentioned somewhat satisfied.

The answer of visitors' length of stay at Inle Lake are; majority of respondents 72.9 percent planned to stay 1-6 days and only 27.1 percent of respondents answered Non-stay. That means majority of visitors do not leave urgently and stay there 1-6 days and experience breathtaking view of the floating villages, gardens, the life style of local people, mesmerizing one leg-rowing boats, beautiful ancient temples, and pagodas, bird migration and etc.

Researcher comments are related to government and tour companies and suggests them to obey the concept of sustainable tourism development. Inle Lake locates far away from capital cities and faces insufficient support from government and tour companies. That is why, government should allocate large proportion of federal funds to Inle Lake tourism sector, should try and emphasis into the educating and training local people and construction of essential tourist facilities, such as hotels, highways, and access roads, transportations, communications, visitor attractions, festivals, and special events. They should plan to establish quality police protection and crime control, maintaining attractive, functional, and clean and limit pollution, and retain their marketability and popularity. Tour companies should determine and draw schemes and procedures to integrate sustainable development issues as a part of the core management function and to identify as necessary actions for the benefit of all beings. For further research, there are plenty of research topic, such as government's projects in Inle Lake, CSR (corporate social responsibility) in Inle Lake for tour companies, supply and demand related to Inle Lake tourism industry. Such kind of research fields are waiting for scholars and will nourish lives, communities, environment and carry out welfares as well as maximize profit margins.