

# **CHALLENGES OF TOURISM DEVELOPMENT IN INLAY LAKE, MYANMAR**



**SAW KHAING**

**ID: 17172012**

BRAC Institute of Governance and Development (BIGD), BRAC University  
Dhaka, Bangladesh

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MA in Governance and Development (MAGD 8<sup>th</sup> Batch)  
BRAC University, Dhaka, Bangladesh  
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**SAW KHAING**

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BRAC Institute of Governance and Development (BIGD), BRAC University  
Dhaka, Bangladesh

## **Supervisor**

**Shanawez Hossain, Ph.D.**

Research Fellow & Head

Urban, Climate Change and Environment (UCCE) Cluster

**BRAC Institute of Governance and Development (BIGD)**

**BRAC University**

**BIGD, BRAC University**  
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**February 2018**

## **CERTIFICATE**

**Shanawez Hossain, Ph.D.**

**Supervisor**

Research Fellow & Head

Urban, Climate Change and Environment (UCCE) Cluster

BRAC Institute of Governance and Development (BIGD)

BRAC University

## DECLARATION

I hereby declare that the dissertation entitled “**Challenges of Tourism Development in Inlay Lake, Myanmar**” submitted to the BRAC Institute of Governance and Development, BRAC University for the degree of Master of Governance and Development is exclusively my own and original work. No part of it in any form, has been submitted to any other University or Institute for any degree, diploma or for other similar purposes.

**Saw Khaing**

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## ABSTRACT

Tourism in the Inlay Lake Region celebrates the diverse, vibrant and beautiful cultural heritage landscape and peoples that make this such a unique place to visit. Where possible tourism should be low impact, targeting a market that appreciates regional cultures and the natural environment, and who wish to play a part in its sustainable development.

The major objective of this study is to understand the challenges for development of tourism sector in Inlay Lake. This study have used the same set of questions used for the study 'Tourism Survey Report: Result and Analysis' conducted in March 2014: from a comprehensive visitor and interview method.

This dissertation is organized with five chapters. The study found that waste management, transportation and high prices are the challenges for the development of tourism sector in Inlay Lake. The biggest problem that still have are waste management and transportation. According to the survey, waste and transportation sectors are most disliked fact both local tourists and international tourists faced. Government should try to solve these problems as soon as possible for Inlay Lake Area. It seems there is not so much changes in these sectors within last three years.

## ABBREVIATIONS

ADB	Asian Development Bank
ASEAN	Association of Southeast Asian Nations
CIT	Community Involvement in Tourism
DMP	Destination Management Plan for the Inlay Lake Region 2014-2019
EIA	Environmental Impact Assessment
FESR	Framework for Economic and Social Reforms
GDP	Gross Domestic Product
IDD	Institute for International Development
MIC	Myanmar Investment Commission
MoECAF	Ministry of Environmental Conservation and Forestry
MoHT	Ministry of Hotel and Tourism
MTF	Myanmar Tourism Federation
MTMP	Myanmar Tourism Master Plan 2013-2020
SLORC	State Law and Order Restoration Council
SPSS	Statistical Packages for the Social Sciences
UNDP	United Nations Development Programme
UNWTO	World Tourism Organization
WTTC	World Travel and Tourism Council

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## **CHAPTER - 1**

### **INTRODUCTION**

#### **1.1 Background**

Tourism is a travel for recreation, leisure, family or business purposes, usually for a limited duration. Tourism can be domestic or international. Nowadays, tourism is one of the major sources of income for many countries. There is no consensus concerning the definition of tourism; its definition varies source by source, person by person.

According to the World Travel and Tourism Council (WTTC), tourism is one of the world's largest economic sectors, Travel and Tourism creates jobs, drives export, and generates prosperity across the world (WTTC, 2017). Many related sectors, such as hotel industry, restaurant business, travel agencies etc, could be improved by promoting tourism sector. Tourism is commonly believed to trigger a positive spill-over effect on other sectors of the economy. For example, improving Travel and Tourism sector has positive effect to Transpiration than improving Hotel or Transpiration has positive relation to Travel and Tourism sector (WTTC, 2015).

The annual research of WTTC showed that the total contribution of Travel and Tourism sector was 10.2% of global GDP in 2016. For the ASEAN countries, the direct contribution of Travel & Tourism to GDP in 2016 was USD119.7bn (4.7% of GDP). This is forecasted to rise by 7.3% to USD128.4bn in 2017. This primarily reflects the economic activity generated by industries such as hotels, travel agents, airlines and other passenger transportation services (excluding commuter services). But also includes, for example, the activities of the restaurant and leisure industries directly supported by tourists. (WTTC, 2017)

Tourism is one of Myanmar's most important sectors, with tremendous potential to contribute to greater business opportunities and balancing social and economic development if properly managed and developed. The government needs to support and move forward with constructive engagement to integrate domestic and international tourism into national economic policy and develop linkages between tourism and other economic sectors to maximize benefits. (Destination Management Plan for the Inlay Lake Region [DMP], 2014, p.16)

#### **1.2 Problem Statement**

The Inlay Lake Region is a flagship destination of Myanmar with home to outstanding landscape, cultural and natural heritage values, diverse communities and stunning nature.



It is home to an established tourism industry, in some cases dating back to colonial times. It is however a region that is experiencing rapid change both in the visitor economy and culturally as Myanmar develops rapidly developing resulting from recent political changes.

The region is an area with some significant difficulties that face the sustainable development of the visitor economy, as infrastructure, planning authorities and human resources are lacking to ensure development of the destination in a way that is competitive and attractive to visit.

It must be recognized that the Inlay Lake Region as a destination competes on the international scale. Steps must be taken to ensure the region develops as a Competitive and Sustainable Destination that is a great place to live, work and visit. (DMP, 2014, p.60 )

### **1.3 Research Objectives**

With this background the overarching objective of this study is to understand the nature of tourists visiting the Lake and what factors encourage or discourage to visit the area. Thus, this study has three main objectives as outlined below:

- a) To collect demographic data about international and domestic tourists visiting Inlay Lake.
- b) To provide an overview of domestic and international tourism demand for Inlay Lake, including travel motivations, destinations visited, preferred accommodation and mode of transportation, information sources used, length of stay, as well as satisfaction levels of visitors.
- c) To understand the challenges for development on tourism sector in Inlay Lake.

### **1.4 Research Questions**

The research will be carried out with a view to answering the following questions:

- a) What are the characteristics of the tourists visiting the Inlay Lake?
- b) What are the challenges related to development of tourism in Inlay Lake?

### **1.5 Scope and limitation**

The main scope of this study is to understand the determining factors related to tourism promotion in Inlay Lake in Myanmar. Thus, this study intends to contribute to the economy

of Myanmar as tourism is considered as one of the main sources of GDP growth in Myanmar and the Lake is a popular tourist destination.

However, it is worth to mention that the study has some limitations and the main limitations are related to shortage of time and resource. Thus, limitations of the research are outlined as follows:

- The research is limited to the governmental organizations whom are implementing the tourism sector in Inlay Lake.
- The development of the framework is based on only the questionnaire survey and the findings are limited to the tourism of Inlay area only so it cannot be generalize for other areas of Myanmar.

## **1.6 Research Methodology**

In general, research methodology is the way of achieving the research objectives. It primarily focuses on the methods, tools and techniques of data collection. The instruments for gathering data also fall within the definition of methodology of a research (Aminuzzaman: 1991). Research methodology provides the methods and techniques of collecting data along with the rationale of selection of the study area.

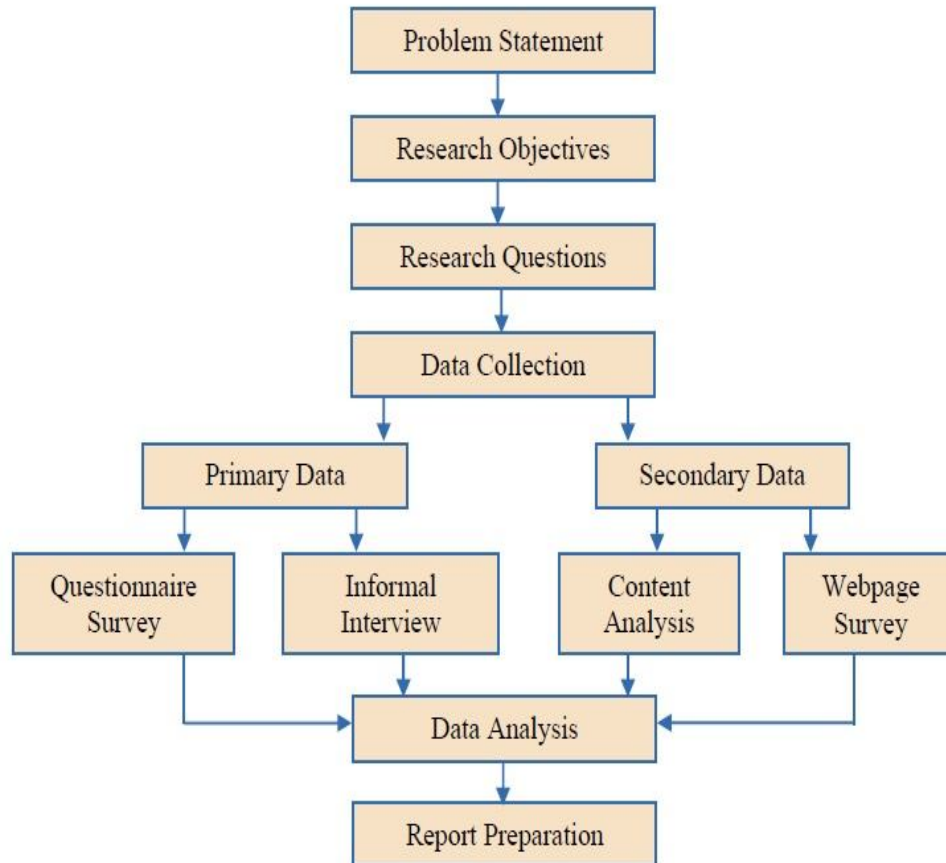
## **1.7 Methods**

In this research, the following methods are used:

- **Content Analysis:** Content Analysis includes collecting data from all relevant books, documents, articles, journals, published and unpublished research works and online articles that are found to be available.
- **Interview:** Telephone, web, email, and chatting interview methods are used to collect data for this study. The main objective of the interview method is to collect information about the perception of the domestic tourism and township administration.
- **Questionnaire Survey:** The research site included the pier in Nyaungshwe for example, popular restaurants, monasteries and shops around Inlay lake, and the centre of town in Nyaungshwe. Mostly domestic tourists were interviewed in Inlay

Lake, while internationals were mostly found in Inlay, Nyaungshwe and Heho airport. The overall design the study followed is shown in the figure (1.1 ) below:

**Figure (1.1) Overview of the Research Design and Its Components**



### 1.8 Sources of Data

The data have been collected for this study from both primary and secondary sources in Inlay and Nyaungshwe Township. Secondary data were gathered from the existing literatures such as books, newspaper reports, previous research works, seminar papers, reports etc. Primary data are collected through interview and questionnaire survey from domestic and international tourism and local Administration.

### 1.9 Data Collection Techniques

Data were collected through interview and questionnaire survey method. In total 25 international, 25 national tourists and 5 officials were interviewed. In-depth interview of 5 people has been conducted through semi-structured questionnaire. Two sets of questionnaire

have been used to collect primary data, one for the domestic and international tourists and the other for the town Administrator.

### 1.10 Sampling and sample size

The random sampling is being used to choose the respondents for the purpose of the questionnaire survey. A total 55 ( fifty five ) respondents has been selected from the three strata. Following table (1.1) gives an overview of the respondents.

**Table (1.1) Composition of the Respondents**

Study Area	Stratum	Number of Respondents
Inlay and Nyaungshwe Township (Tourism and Administrator)	Township Administrator	5
	Domestic Tourism	25
	International Tourism	25
Total		55

The collected data have been validated through cross checking with each other and with the secondary data sources.

### 1.11 Data Analysis Technique

The data were collected from both primary and secondary sources and then consolidated, processed and analyzed by using various statistical tools and techniques. In this study Statistical Packages for the Social Sciences (SPSS), MS-Word and MS-Excel are mainly used to process and analyze the data.

### 1.12 About Inlay Lake

Inlay Lake is located 900m above sea level, 660km North of Yangon. Situated between two mountain ranges over 1500m, the Lake belongs to Nyaungshwe Township. Nyaungshwe is the gateway to the various sites on the lake itself, being home to an estimated 160,000 people and 444 villages. In addition to Bamar and Shan, the significant ethnic groups include Danu, Innthar, Pa-O, Tanngyo, Palaung, Nepali and Indian.

Inlay Lake varies in size with season, being between 110 and 170 square kilometers in size, including marshes. The UNDP Myanmar Information Unit shows 102 villages in the marsh area, with 12 villages directly over water. It is located within the Indo-Burma Biodiversity

hot spot and is considered among one of the 34 richest and most threatened wildlife habitats on the planet. The lake has been a designated Wildlife Sanctuary since 1985 and is a designated ASEAN Heritage Area (DMP, 2014, p.22).

### **1.13 Organization of the Study**

This study is structured with five chapters. The first chapter explains the study background, problem statement and its justification. It specifies the research objectives, research questions with the scope, and limitations of the study. This chapter also covers the research methodology that contains the brief description, method, source of data, data collection, sampling and size, data validation, and data analysis along with the test of reliability and correlation analysis of the variables. Then this chapter ends with the organization of the report. The second chapter reviews an overview of tourism sector, the third chapter explains research findings and analysis, the fourth chapter concludes with summary of findings and analysis on research. The final chapter five includes the conclusion and recommendation of the research.

## CHAPTER - 2

### LITERATURE REVIEW AND OVERVIEW OF TOURISM SECTOR IN MYANMAR

The international tourism revenue is increasing annually around the world due to the increase of interest in such kind of tourism, whether be it for leisure, business, and others. According to World Travel and Tourism Council (WTTC, 2016), tourism industry generated 9.8% of global GDP in 2015. “The business of business is business” said Milton Friedman (1970). According to these words we can say that a business activity can expand the opportunities in other related area of economy. Business activities create employment, technology transfers, building the capacity of human capital and generate tax revenues for governments. We can promote peace, stability of economic growth, reduce unemployment, protect the environment, promote regional socio economic development and promote cultural awareness by improving the tourism industry.

#### **2.1 What is Tourism and who are Tourists?**

Tourism is travel for recreational, leisure or business purpose. "Tourism is the sum of the phenomena and relationships arising from the travel and stay of non-residents in so far as they do not lead to permanent residence and are not connected with any earning activity"<sup>1</sup>. “Tourism is the business of transport, care, feeding, and entertainment of the tourist”<sup>2</sup>. People who travel to and stay in places outside their usual environment for more than twenty four hours and not more than one consecutive year for leisure, business and other purpose can be called as tourists. Tourism is an industry which aims in enhancing social and geographical mobility of the human by performing a verity of functions to fulfill various human motives with a view to earning profit<sup>3</sup>.

#### **2.2 What is the visitor Economy?**

The Visitor Economy<sup>4</sup> includes both the direct and indirect contributions to the tourism economy: for example, hotels, restaurants and tourist excursions are clearly direct

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<sup>1</sup> Singh, Ecotourism, 2010, p.3, <https://books.google.com.mm/books?isbn=938002696X>

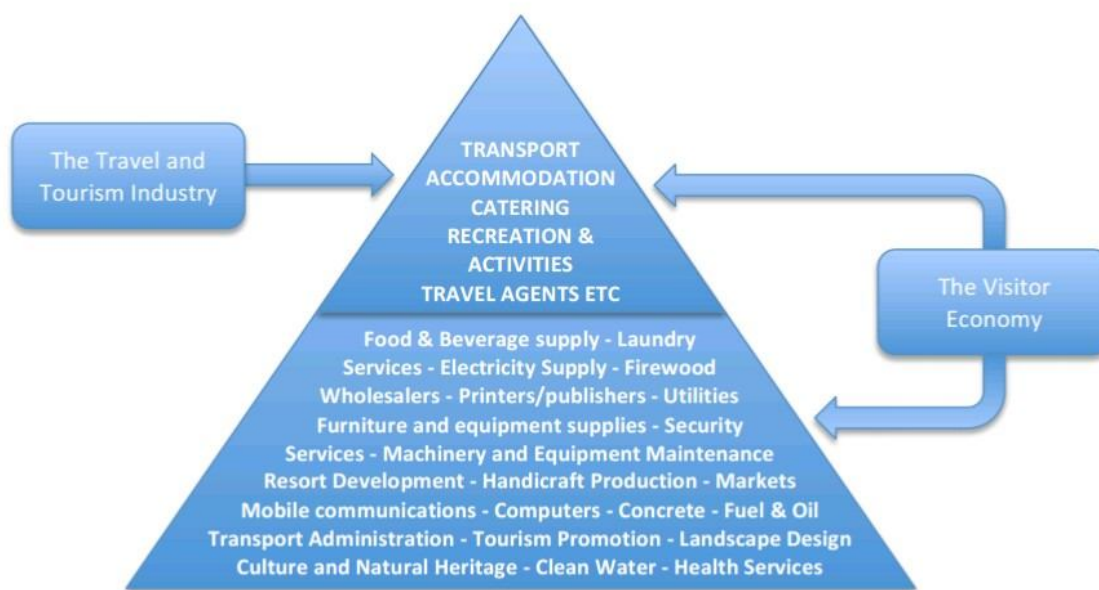
<sup>2</sup> Anindya, Tourist resort at Mongla Khulna, 2013, p.7

<sup>3</sup> Anindya, Tourist resort at Mongla Khulna, 2013, p.7

<sup>4</sup>The **visitor economy** is central to the investment attraction, regional and rural development, trade, infrastructure investment, skills and job creation initiatives undertaken to benefit all Victorians.

tourism activities, however they form only part of the visitor experience, which indirectly includes food production, processing and transport; vehicle maintenance, human resource development as well as infrastructure and so on figure (2.1). The indirect economy will certainly include agriculturalists and fishers who are the shapers of the Inlay Regional Landscape, but may not benefit directly from tourism.

**Figure (2.1): The Travel and Tourism Industry and the Visitor Economy**



The Visitor Economy also includes the broad business environment, the cultural, social and natural heritage of the Inlay Lake Region, maintaining a sense of place for local residents, delivering good customer service and communicating clear messages about the destination. (DMP, 2014, p.12)

### 2.3 Who are the Tourists?

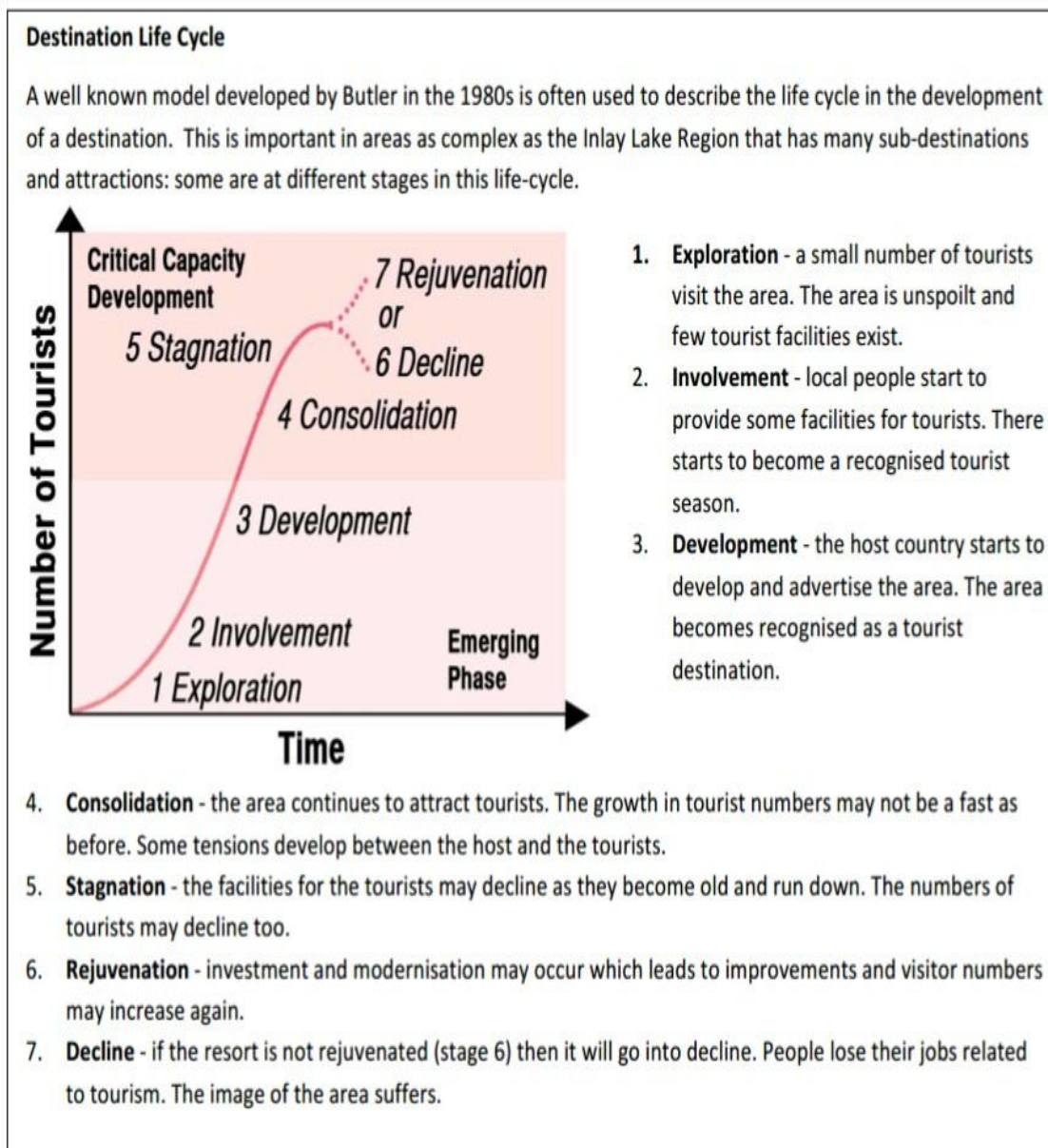
The words "tourism" and "tourists" mean different things to different people. The World Tourism Organization (UNWTO) (<http://media.unwto.org/en/content/understanding-tourism-basic-glossary>, 2014) provides the following statement:

Tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. These people are called visitors (which may be either tourists or

excursionists; residents or non-residents) and tourism has to do with their activities, some of which imply tourism expenditure.

This includes "leisure" travellers or holidaymakers as well as business travellers, those on religious pilgrimages and people visiting friends and family, as they all use parts of the tourism industry and visitor economy (DMP, 2014, p.13).

**Figure (2.2) Destination Life Cycle**



Source: DMP, 2014



## **2.4 Legal Framework for Destination Management**

This dissertation has foundations with and links specifically to the following tourism planning laws, strategies and policies. As part of the national planning and rapid development context of Myanmar it is important to include a summary of these within this plan. A brief overview of tourism related laws and institutions of Myanmar are given below:

### **2.4.1 Tourism law 1993 and Hotel and Tourism Law 1993**

Myanmar's first Tourism Law was passed in 1990 by the State Law and Order Restoration Council (SLORC) and was overruled by the passing of the Myanmar Hotel and Tourism Law 1993, and is still in effect today, although at time of writing a new Tourism law is in the drafting stage<sup>5</sup>. The need for a new law was prioritized in the Myanmar Tourism Master Plan (see below).

The objectives of the law are:

- Systematic development of the hotel and tourism industry.
- Enable tourists to observe Myanmar's cultural heritage and natural scenic beauty.
- Prevent destruction and damage of cultural heritage and natural scenic beauty.
- Contribute to international friendship and understanding.
- Develop technical knowledge and understanding.
- Provide security and satisfaction for tourists.

The current law sets out rules, regulations and systematic procedures for licensing businesses and developing tourism. It sets out the basic principles of how the tourism industry should operate, including the prevention of infringement of the sovereignty and security of the State and the betterment of the interests of Myanmar and its citizens.

The Hotels and Tourism Law 1993 lists the process of a business wishes to operate in the tourism industry. The definitions of the businesses are detailed in the Notification No. 36/90, dated 31<sup>st</sup> December 1990.

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<sup>5</sup> <http://www.myanmartourism.org>, 2017

## 2.4.2 Myanmar Foreign Investment Law 2017

The Union Government of Myanmar is aimed creating a more investment friendly climate and encouraging greater cooperation between local and foreign business with changes to relevant laws. The Myanmar Investment Law was promulgated on 18th November, 2016 and Myanmar Investment Rules was promulgated on 30th March 2017. This positive legal environment came into force on 1st April 2017. One of the key considerations of the new Investment Law is to streamline the procedures and make everything more simplified for foreign investors. The Myanmar Investment Law is intended to simplify the rules and regulations for investment and bring Myanmar more in line with international standard.

To do business in Myanmar, the companies have to register in accordance with the new Myanmar Companies Law (2017), drafted with the assistance of Asian Development Bank (ADB). Recently, the new Myanmar Companies Law was enacted by the Parliament on 6th December 2017. The new Company Law provide simplify requirement for small and family-owned business, improve corporate governance standard, facilitate increased transparency, and remove outdated regulation. The new Law also allows foreign investors to hold up to 35% of share in local firm.

A total of 1410 foreign enterprises in 12 sectors from 49 countries were permitted with the total pledge amount of US\$ 74831.75 million up to the end of November, 2017. Among the investment in 12 sectors of the economy from 49 countries, the leading sector is oil & gas accounting for 29.95%, with power accounting for 27.68%, and manufacturing accounting for 12.42% of the total permitted amount of foreign investment<sup>6</sup>.

The new Law has some unique characteristics. They are:

- Encouraging responsible business,
- Supporting investors to do businesses simply through transparent, simplified and quick procedures,
- Focusing on supervision of the Myanmar Investment Commission (MIC) rather than entry process,
- Not requiring an MIC permit for every investment project,
- Allowing the long term leasing of land and buildings,
- Providing a guarantee not to expropriate investments directly or indirectly,

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<sup>6</sup> Directorate of Investment and Company Administration report, December 2017, at <http://www.dica.gov.mm>, 2017

- Setting up more comprehensive provisions for transfer of funds,
- Offering income tax exemptions according to the zones and promoted areas,
- Reducing the development gap between the States and Regions by power delegation,
- Protecting investments by preparing the law in accordance with the regional and international agreements, and
- Setting up a grievance system.

### **2.4.3 The Myanmar Investment Commission**

The Myanmar Investment Commission (MIC) was reestablished in According to notification no. 57/2017 of Union Government of the Republic of the Union of Myanmar on 6 June 2017 as a 13 member committee to review economic proposals. The MIC has the discretion to set minimum investment amounts, dependant on the nature of the business activity, with the approval of the Union Government (<http://www.dica.gov.mm>, 2017).

The Myanmar Investment Commission (MIC) is a government-appointed body which is responsible for verifying and approving investment proposals and regularly issues notifications about sector-specific developments. The new Myanmar Investment Law changes the role of the MIC with fewer investment proposals requiring formal MIC approval and a new Endorsement process – whereby proposals are fast-tracked by being ‘endorsed’ by the MIC – now available to investors. The MIC is comprised of representatives and experts from government ministries, departments and governmental and non-governmental bodies. It has been formed under Myanmar Investment Law.

Objectives of MIC are as follows:

- ❖ To protect investors according to the new investment law promulgated by Union Hluttaw (Parliament)
- ❖ To safeguard environmental conservation
- ❖ To deeply emphasize on social impact
- ❖ To practise accounting and auditing in accordance with international standard in financial matters including transparency and accountability
- ❖ To create job opportunities
- ❖ To abide existing labour law

- ❖ To support corporate social responsibilities
- ❖ To transfer technology

#### **2.4.4 Framework for Economic and Social Reforms**

The 2012 Myanmar Framework for Economic and Social Reforms (FESR) (<http://www.burmalibrary.org/docs14/NLM2012-12-28.pdf>, 2014), prioritizes the tourism sector (amongst others), “that will allow Myanmar to become a modern, developed and democratic nation by 2030”.

#### **2.4.5 Myanmar Responsible Tourism Strategy**

The Myanmar Responsible Tourism Policy ([www.hss.de/fileadmin/media](http://www.hss.de/fileadmin/media), 2014) was published on 27 September 2012, focusing on Responsible Tourism as a means of ‘maximizing economic, social and environmental benefits and minimizing costs to destinations’. It suggests economic growth, environmental sustainability and social justice as the three approaches to achieve sustainable development.

"We intend to use tourism to make Myanmar a better place to live in – to provide more employment and greater business opportunities for all our people, to contribute to the conservation of our natural and cultural heritage and to share with us our rich cultural diversity. We warmly welcome those who appreciate and enjoy our heritage, our way of life and who travel with respect" (Responsible Tourism Policy, 2012, p.6).

This vision comprises nine action points, which form the overall aim of the policy:

1. Tourism as a national priority sector
  2. Broad based local social economic development
  3. Maintenance of cultural diversity and authenticity
  4. Conservation and enhancement of the environment
  5. Competition based on product richness, diversity and quality – not just price
  6. Ensure health, safety and security of visitors to Myanmar
  7. Institutional strengthening to manage tourism
  8. Developing a well trained and rewarded workforce
  9. Minimization of unethical practices
- The Responsible Tourism Strategy outlines key roles of sectors:  
Public sector will regulate and facilitate the process of preparing suitable

responsible tourism development frameworks.

- Local Authorities will work with local tourism stakeholders in activating action points of national policy at local level.
- Private sector will guide the promotion and development of responsible tourism, focusing on the economic sustainability of tourism in Myanmar in a way that satisfies visitor experiences.
- Communities are expected to be the beneficiaries of responsible tourism through their integration and involvement in local tourism development.
- Non-governmental and civil society organisations are to encourage responsible tourism development in both the private and public sectors whilst generating greater community engagement.
- Conservation organizations will develop and manage state conservation land for tourism.
- Responsible tourism is a way for ensuring equal employment conditions for women, thus enhancing the socio-economic situation of families and community life.

#### **2.4.6 Myanmar Policy on Community Involvement in Tourism**

The Myanmar Policy on Community Involvement in Tourism (CIT)<sup>7</sup> was launched in 2013, drafted as ‘a means to create wealth for local communities’ that ‘encompasses all ethnic groups in Myanmar’ and is ‘sensitive to local cultures and beliefs of all people’. The aim of the CIT Policy is to ‘enable a significant number of local community members to gradually gain substantial control over the development and management of tourism activities in their region’ (DMP, 2014, p.17), meaning that a large proportion of funds invested in tourism remains in the local economy, and that local communities have some say in the decisions being made in their areas.

Key objectives include strengthening the institutional environment and civil societies, capacity building for community related activities in tourism, developing safeguards, systems and procedures to strengthen community planning and management, encouraging local entrepreneurship through micro and local enterprises, diversifying and developing high quality products and services at community level, and monitoring

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<sup>7</sup> Available from Hanns Seidel Stiftung Myanmar, at <http://www.hss.de/fileadmin/suedostasien/myanmar/downloads/130501-Policy-on-Community-Involvement-in-Tourism-Myanmar.pdf>

positive and adverse impacts of community involvement in tourism

#### **2.4.7 Myanmar Tourism Master Plan**

The Myanmar Tourism Master Plan (MTMP) (2013) refers to the Responsible Tourism Policy and builds heavily upon it. The goal is to maximize tourism's contribution to national employment and income generation and to ensure that the social and economic benefits of tourism are distributed equitably. The objectives are:

- Strengthen the institutional environment.
- Build human resource capacity and promote service quality.
- Strengthen safeguards for destination planning & management.
- Develop quality products and services.
- Improve connectivity and tourism related infrastructure.
- Build the image, position and brand of Tourism Myanmar.

The implementation of the Master plan will follow the themes of gender equality, environmental sustainability, partnerships, innovative financing, regional cooperation, ensuring access for disabled people, consultation and participation. It sets out a vision for sustainable tourism development and includes strategic programs, priority projects and activities along a time-line. It is specifically states:

“The government of Myanmar aims to balance its objectives for economic growth with the well-being of host communities and minimize negative impacts to the country's social, cultural and environmental fabric” (DMP, 2014, p.17).

#### **2.4.8 Myanmar Environmental Conservation Law**

The Myanmar Environmental Law covers various aspects of land development related issues. Particular interest to this dissertation is the under development Environmental Impact Assessment (EIA) Procedures which will set out a clear legal requirement for new constructions that will include hotels and related tourism developments.

The objectives of this Law are as follows:

- a) to enable to implement the Myanmar National Environmental Policy;
- b) to enable to lay down the basic principles and give guidance for systematic integration of the matters of environmental conservation in the sustainable development process;
- c) to enable to emerge a healthy and clean environment and to enable to conserve natural and cultural heritage for the benefit of present and future generations;

- d) to reclaim ecosystems as may be possible which are starting to degenerate and disappear;
- e) to enable to manage and implement for decrease and loss of natural resources and for enabling the sustainable use beneficially;
- f) to enable to implement for promoting public awareness and cooperation in educational programmes for dissemination of environmental perception;
- g) to enable to promote international, regional and bilateral cooperation in the matters of environmental conservation;
- h) to enable to cooperate with Government departments, Government organizations, international organizations, non-government organizations and individuals in matters of environmental conservation.

## **2.5 Institutional Framework for Destination Management**

### **2.5.1 The Ministry of Hotels and Tourism**

The Ministry of Hotels and Tourism (MoHT) is the lead Ministry in charge of investment in the accommodation sectors and tourist service sectors. MoHT coordinates with relevant government departments, Ministries and organizations to set licenses, duties and taxes related to the hotel and tourism industry. Its mandate is to guide the development of tourism in Myanmar. Key objectives and functions include:

1. Implement systematic development of Myanmar's tourism industry.
2. Encourage national and international investment in the tourism industry.
3. Develop opportunities for wide participation of private entrepreneurs in tourism.
4. Promote Myanmar as a world-renowned tourist destination.
5. Determine hotel and tourism zones.
6. Coordinate with relevant government departments and organizations to form and define the functions of tourism and hotel supervisory bodies in states, regions, districts and towns.
7. Upgrade quality, standards and technical skills of the tourism industry.
8. Create jobs and raise standards of living through tourism development.
9. Cooperate with Association of Southeast Asian Nations (ASEAN) and other countries in tourism.

### **2.5.3 Myanmar Tourism Federation**

The Myanmar Tourism Federation (MTF) was formed in 2012 through the amalgamation of 10 tourism related associations. Its mission is to promote Myanmar as a tourist destination, help in the process of sustainable tourism development, welcome and assist investors and develop human resources for tourism-related industries. The steering committee is an amalgamation of all related tourism associations with ties to government.

### **2.5.4 Other Ministries**

The visitor economy covers Ministries outside the jurisdiction of the Ministry of Hotels and Tourism. These include: Ministry of Natural Resources and Environmental Conservation (for land and conservation issues), Ministry of Agriculture, Livestock and Irrigation (food production etc), Ministry of Home Affairs (security), Ministry of Religious Affairs and Culture (antiquities management), Ministry of Social Welfare, Relief and Resettlement (employment and welfare), Ministry of Agriculture, Livestock and Irrigation (food production), Ministry of Health (medical provision).

Additionally the Inlay Lake Wildlife Sanctuary (under Ministry of Natural Resources and Environmental Conservation) has a significant role of managing conservation issues on Inlay Lake.

## **2.6 Tourism Context**

Travel and tourism are among the most dynamic and resilient economic activities in Southeast Asia. Over the last three decades, international arrivals to ASEAN countries increased an average 7.3% per year, rising from 21.8 million in 1992 to 89.5 million in 2012, a historic high. The travel and tourism industry contributes 11.1% to regional GDP (\$255.1 billion) and sustains a total of 25.4 million jobs (8.8% of total employment) across a wide range of economic sectors. The UNWTO forecasts 540 million international arrivals and 30% of global market share by 2030<sup>8</sup>.

Tourism in Myanmar is seasonal, with a high season in the dry season and low season in rainy. Low season is considered as April to September, high season October to March.

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<sup>8</sup> Destination Management Plan for the Inlay Lake Region 2014-2019, p.19



### **2.6.1 Visitor Profiles**

In 2012 visitors from Asia comprised 64% of arrivals by air, followed by Western Europe (22%), North America (7.4%), and Oceania (3.4%). Of the visitors entering Myanmar on a border pass through land gateways, most were citizens of Thailand who stayed less than one day. MoHT estimates that the overall average length of stay in 2012 was 7 days (MTMP, 2013).

A survey (DMP-2014) conducted during the compilation of the Myanmar Tourism Master Plan found that typical respondents were older than 35 years of age (70%) and university-educated (78%). Most were travelling independently (67%), either alone or in small groups, and average length of stay for this cohort was 13.8 nights, although the research was biased toward European travellers. Asian visitors stayed an average of 6.3 nights.

Average daily expenditure was around \$100 (excluding accommodation). Activities and tours accounted for the most spending (43%), followed by shopping (23%) and meals (7%). The average tourist spent \$129 per night for accommodation; 77% percent were on their first trip to Myanmar with 9.3% were on their second visit.

### **2.6.2 Tourism Distribution in Myanmar**

International tourism is based mostly around the "hot 4" destinations of Yangon, Mandalay, Bagan and the Inlay Lake Region. As of 2013 95% of arrivals by air visited Yangon, 53% visited Mandalay, 28% visited Bagan and 17% visited Inlay Lake. Other destinations were less than 5% ( MTMP, 2013). The situation is developing rapidly as new destinations open up and become more accessible, and this market share of these flagship destinations may fall.

Distribution of domestic tourism is less well understood as data is limited. It is however clear that the domestic market is growing rapidly and developing: the bulk of the market is currently based around religious pilgrimages, though more people are experiencing true leisure tourism. Road trips from Yangon and other urban areas are becoming more common as Myanmar people begin to discover their country.

### **2.6.3 Employment**

Tourism is a lab of Myanmar's intensive industry, and has great potential for job creation and poverty reduction in the Inlay Lake Region as well as Myanmar as a

whole. The WTTC estimates direct and indirect tourism made up 2.8% of total jobs in Myanmar, directly supporting 300,000 jobs (1.1% of total employment) in 2012. This is expected to rise to 366,000 jobs in 2022 (WTTC, 2013).

## CHAPTER - 3

### CURRENT SITUATION OF INLAY LAKE AREA

#### 3.1 Key Assets

Key tourism and visitor economy assets of the Inlay Lake area include:

##### 3.1.1 Nyaungshwe Township & Inlay Lake

**Figure (3.1) Map of Inlay Lake**

<p><b>Population:</b> 172,469: 6% Urban 94% rural</p>	<p><b>Area (Township):</b> 1,449 km<sup>2</sup> (550 square miles)</p>	
<p><b>Current Sub-Destination Development:</b> Development &amp; Consolidation (Inlay Lake Region), some Exploration and Involvement to the south of the township.</p>		
<p><b>Main Ethnic Groups:</b> Innثار, Shan, Pa-O, Danu &amp; Bamar</p>		
<p><b>Geography:</b> Mostly flat plain between two mountain ranges with Inlay and Samkar lakes in between.</p>		
<p><b>Key Tourism Assets:</b></p> <ul style="list-style-type: none"> <li>• Inlay Lake:</li> <li>• Indien Pagoda Complex</li> <li>• Floating Gardens</li> <li>• Rotating 5 day market</li> <li>• Nga Hpe Kyaung Monastery</li> <li>• Phaung Daw Oo Pagoda</li> <li>• Bird Sanctuary</li> <li>• Ywama, Nampan &amp; other villages</li> <li>• Nyaungshwe facilities</li> <li>• Red Mountain Winery</li> </ul>	<p><b>Key Tourism Activities:</b></p> <ul style="list-style-type: none"> <li>• Exploring Inlay and other lakes by boat</li> <li>• Cycling around lakeshores and villages</li> <li>• Shopping and interaction in ethnic markets</li> <li>• On-lake accommodation</li> <li>• Souvenir shopping in artisan shops on-lake</li> <li>• Religious pilgrimages</li> </ul>	

Source: DMP, 2014

Nyaungshwe Township is home to Inlay Lake and is the focus of tourism activities in the region. The main gateway to Inlay Lake and the region is the market town of Nyaungshwe, located by a canal 3.5 km from the northern end of the lake. It exudes a traveller vibe by offering a variety of accommodation choices, food options and is developing rapidly as a tourism service town. It is a historic town, being the seat of a former Sawbwa or Chieftain of the Nyaungshwe principality. It hosts a number of heritage buildings and traditional architecture.

Nyaungshwe and Inlay Lake combined currently have 42 hotels and guesthouses. Construction in Nyaungshwe is planned or being undertaken for 15-20 new guesthouses

and hotels at time of writing (www.myanmar-tourism.org, 2017).

Nyaungshwe town is the independent traveler getaway at the north of Inlay Lake, whereas the lake itself offers more high-end, luxury type hotels built on stilts over the water or by the lake shore. Along the lakeshore 6 new hotels have received construction permission, while a new Hotel Zone at the southern end of the lake is expected to bring at least 14 new high-end hotels, with potential for up to 87 in total.

The typical itinerary of a visitor to Inlay Lake includes a boat trip, where fishermen, markets, floating gardens and villages, pagodas, handicraft and local produce factories are visited. Visitors can go to the local winery for a wine tasting, or hire a bicycle and explore the area; they can learn about lake culture at the Inthar Heritage House and visit the many restaurants scattered across the lake.

**Figure (3.2) Selected resorts and features on Inlay Lake**



Source: DMP-2014

Inlay Lake is the region's key attraction. Most of the higher standard accommodation is located here and it is assumed that all visitors to the region will visit the lake at some point during their stay.

Some of the key resorts and villages are shown on both maps. One of the key activities on the lake is taking a boat trip to visit pagodas, villages and artisan craft shops.

The lake is used as an access point or hub for the wider region. The town of Nyaungshwe has developed as the tourism service centre.

Samkar Lake to the south is largely undeveloped compared to Inlay Lake, though is emerging as a destination, with longer north-south boat trips becoming part of the tourist itinerary. Samkar Lake (which itself is fed by Inlay Lake) supplies Law Pi Ta Dam, 20 km from Loikaw and produces a quarter of the total hydroelectric power in Myanmar.

**3.1.2 Inlay Lake:** the heart of the region: taking a boat trip on Inlay Lake is simply stunning with its over-lake villages and "floating gardens", and is an essential part of the region's visitor experience. The lake also has a good range of higher end accommodation.

The region is home to two lake systems: the well known Inlay Lake to the north, and the lesser visited Samkar Lake to the south. Both are relatively shallow lake systems with average maximum depths of 6 metres (20 feet) in the wet season, 3.6 metres (12 feet) in the dry.

Both lie at approximately 884 metres (2950 feet) altitude in an elongated, flat-bottomed valley bordered by parallel mountain ranges up to 1500 m (5000 feet)( DMP-2014).

**3.1.3 Samkar Lake:** the much larger lake to the south of Inlay is largely undeveloped for tourism though has seen a small but growing number of visitors. The lake is different as it lacks floating villages and the culture of Inlay Lake, but nonetheless is beautiful, surrounded by mountain ranges.

Samkar Lake is part of the Law Pi Ta Dam and hydroelectric station, providing up to 30% of Myanmar's electricity. Inlay Lake is thus a feeder lake to the hydroelectric system, with Inlay's water levels controlled by a weir at its outfall.

**3.1.4 The cultural diversity of the region:** Considered to be a highlight of any trip to Myanmar, the "Land of Festivals", the cultural diversity of Shan State, as well as its

breadth, mean that it is a hot spot for both ethnic and Buddhist celebrations, many of which are intertwined. Most notable are, Shan State Day in January, Kakku Pagoda Festival and Pindaya Cave Festival in March, the impressive Phaung Daw Oo Pagoda Festival and food offering ceremonies in Inthein in October and Taunggyi's stunning Hot Air Balloon Festival in November.

The Phaung Daw Oo Pagoda Festival is Inlay Lake's most prominent celebration, during which four out of the five Buddha Images from the pagoda are conveyed around 14 villages on the lake by a royal barge towed by the boats of leg-rowers. A spectacular sight as hundreds of boats follow the procession, the 18-day long event also includes boat races that are fascinating due to the unique style of leg rowing. Most festivals are determined by the lunar calendar so dates change yearly.

No visit to Inlay Lake (or Shan State) is complete without exploring at least a few of its ethnic and tribal customs. There is a wealth of indigenous traditions in the area that have been developed and upheld with great passion. Some like Shan cuisine are found all over the region and even elsewhere in the country. Mostly made from natural, locally-grown produce, be sure to try dishes like Shan khao swe, htamin jin, lahpet, mala hin and myae oh meeshay. Tasting the authentic charm of Inlay Lake is by no means limited to food.

Inlay is a feast for all the senses and perhaps the most memorable sight is watching Inthar fishermen single-foot paddling and retrieving their catches in their conical nets. Taking home a souvenir or two from this unique place is a must. Certain villages on and around Inlay Lake specialise in particular handicrafts such as Phaw Kone Village (silk and lotus weaving), Kyaut Taing (pottery), Ywa-ma (gold and silver wares), Se-khong (blacksmiths) so explore, admire and purchase to help sustain these genuine practices ([www.tourism.gov.mm](http://www.tourism.gov.mm), 2017).

**3.1.5 5day markets:** village markets take place every 5 days in a variety of villages throughout the region. These markets have existed for centuries and are when ethnic minorities from the region come to sell their products, and form an important day in a village's weekly calendar. Some of the markets have become significant tourism attractions, with large areas of them devoted to tourist souvenirs, however their essence remains. Key market locations include Nampan, Indien, Ywam, Maing Tahuk, Thaug Tho, and Kyauk Taung villages that surround Inlay Lake as well as Nyaungshwe and Kalaw Towns and villages surrounding Samkar Lake.

**3.1.6 Nga Phe Chaung Kyaung Monastery:** This is a beautiful wooden monastery built on stilts around 200 years ago over the Inle Lake. It is considered the oldest and largest monastery in Inle Lake region. It is set among floating gardens and well worth a visit, especially if you're on the way to or back from the Phaung Daw Oo Pagoda.

This attractive wooden monastery houses an impressive collection of Buddha images respectively in Shan, Tibetan, Bagan and Inwa style. The tall, mosaic-decorated pedestals and cases built for the images showcasing Shan and Northern Thai Buddhist art have a history of more than 100 years.

Locally known as Jumping Cat Monastery, Nga Phe Chaung Monastery is best known for the cats that were trained to jump through hoops. After the death of the head monk, the trained cats have all since died or retired, and the new head monk doesn't think it proper for monks to train cats to perform tricks for tourists. However, it is still possible to see some jumping cats ([www.indochinaodysseytours.com/myanmar](http://www.indochinaodysseytours.com/myanmar), 2017 ).

**3.1.7 Phaung Daw U Pagoda:** The pagoda houses five small gilded images of Buddha, which have been covered in gold leaf to the point that their original forms cannot be seen. The gold-leaf application to such excess is relatively recent. Old photographs hanging on the monastery walls show some of the images in a more pristine form. It is reported that some gold has been removed on occasion to reduce its mass. Although the monastery is open to all for veneration, only men are permitted to place gold leaf on the images. Another part of the ritual for pilgrims is to place a small robe or thingan around the images, and to take the robe back to their houses and place it on their own altar as a token of respect for the Buddha and his teachings.

The images are of differing sizes, range from about nine to eighteen inches tall. Being essentially solid gold, the images are extremely heavy. It is believed that the Buddha images were brought to Inlay Lake by King Alaungsithu ([www.wikipedia.org](http://www.wikipedia.org), 2017 )

**3.1.8 Indien Village and Pagoda:** a popular day visit location and developing artistic scene, home to markets and the terminus of many trekking routes. Indien is a small village West of Inle Lake, known for its market and two groups of ancient pagodas. The village is reached by boat through the Inn Thein creek, a long narrow canal. The scenic 8 kilometer

boat ride from Inle Lake can be made in the rainy season and winter only, in the summer season the water level is too low.

Indein is one of the villages that host the Inle “5 day market”, the market that is held in a five day rotating cycle in five villages around the lake. The Pa-Oh people who live in the surrounding hills sell their crops here.

The village is best known for its many ancient pagodas in many shapes and sizes and in various states of preservation. While some have been restored, others are in their original crumbling state.

Around Indein village are two groups of ancient pagodas, Nyaung Ohak and Shwe Inn Thein. The first site near the boat landing is Nyaung Ohak, which translates to “group of banyan trees”. Most of the pagodas here have not been restored and are in various states of repair; some are well preserved, while others have plants and trees growing out of them. Many pagodas are decorated with sculptings of celestial beings or mythological animals as Naga serpents and Chintthes. Some enshrine images of the Buddha.

From Nyaung Ohak a climb leads to the second group of pagodas named Shwe Inn Thein located on top of a hill. A 700 meter covered walkway leads up to the pagodas. The walkway is lined with stalls where vendors sell Shan shoulder bags, longyis, shirts and other items.

The site is believed to date back to the days of the Indian emperor Ashoka, who sent out monks in the 3rd century BC across Asia to spread Buddhism. Centuries later two Kings of the Bagan empire, Narapatisithu and Anawrahta built pagodas at the site. The site contains hundreds of pagodas, collectively known as the Shwe Inn Thein pagodas. Most are from the 17th and 18th century; the earliest one with an inscription dates to the 14th century.

The hti, a top element shaped like an ornamental umbrella is missing at many of the unrestored stupas. A number of stupas have been restored by donors, both Burmese and foreign.

At the center of the Shwe Inn Thein group is the shrine of the Inn Thein Buddha image. The shrine that is believed to have been built by King Ashoka houses a golden Buddha image in the meditation mudra. From the top of the hill visitors have great views of Indein village and the surrounding area ([www.renown-travel.com/burma](http://www.renown-travel.com/burma), 2017).



**3.1.9 Samkar Pagodas:** a series of semi-submerged pagodas flooded when the water level rose after construction of the Loi Pyi Ta Hydroelectric Plant. Locals say that 500 years ago, Samkar was an important center of Shan culture, with a palace, white elephant compound, plentiful pagodas and nine monasteries, all but one of the latter now in ruin. A school now sits where the Shan palace was once located, and across the road is a pagoda fronted by two frangipani trees, called samkar in the Pa-O language. Legend says that a Shan prince once carved a Buddha image from one of the tree branches and enshrined it in the pagoda, thus giving the town its name.

Visitors to the village can spend time exploring the old monasteries, wandering among the village's stone houses, visiting the market and mingling with the Pa-O residents. Most of the women still wear attractive traditional dress on a daily basis – indigo blouses reaching down to mid-thigh, with matching longyi underneath, the dark fabric offset with brightly colored, turban-style headdresses.

After leaving the village, the boat pilot and guide take visitors through an area that long ago consisted of rice fields but is now a shallow lake thanks to a dam built in the early 1960s. There is a stilted Pa-O village here, and in one area old pagodas that were originally built on dry land now rise out of the water ([www.latefornowhere.wordpress.com](http://www.latefornowhere.wordpress.com), 2017).

**3.1.10 Kekku:** The Kakku pagodas is a pagoda complex in the hills overlooking the valley South East of Inle Lake. The remote site, only recently opened to visitors, is located in Pa-Oh territory, a people related to the Karen.

Due to its isolated location it takes considerable effort to get there. A scenic ride through the hills over small winding roads with Pa-Oh villages, houses of wood and bamboo and fields with crops as onions and garlic leads to the group of pagodas.

Some 2,500 pagodas, most of similar shape and size, are found in long rows closely put together in a square field.

At the center is the 40 meters high main stupa, surrounded by mostly well preserved smaller ones. Most still have the hti, a top element shaped like an ornamental umbrella. The centuries old pagodas are made from brick and plastered with stucco, a lot of which has crumbled off. Some of them have trees and bushes growing out of them.

Many stupas are adorned with well preserved sculptures carved in stucco, some of which still show their original colors. A number of pagodas enshrine images of the Buddha.

Most stupas date from the 17th and 18th centuries. Some have been restored, not always skillfully, which takes away from the authenticity of the site. The Kakku site may date back to as early as the 3rd century BC, when the Indian emperor Ashoka built a great number of pagodas and monasteries across South East Asia.

The largest Kakku pagoda is believed to have been built by Alaungsithu, King of the Bagan empire in the 12th century. Alaungsithu was a devout Buddhist who travelled extensively in his Kingdom and built pagodas and Buddhist monuments across his empire to make merit and spread Buddhism. During the course of the centuries, many more pagodas were added ([www.renown-travel.com](http://www.renown-travel.com), 2017).

**3.1.11 Handicrafts:** the Inlay Lake Region is renowned for a range of beautiful handicrafts and artisan products produced directly on the lake and in the surrounding hills. These include high quality lotus thread weaving, handmade mulberry bark paper umbrellas, colourful minority fabrics, silver jewellery, wood carvings, tobacco products and metalwork.

### **3.2 Climate**

Overall the region has a very favourable climate for tourism: in the height of the hot dry season temperatures rarely exceed 30 degrees, and the whole region is much cooler than the hot plains of the south. The rainy season is also favourable, with cooler temperatures in the 20s during day time, with rains only lasting 1-2 hours. The rainy season is approximately from May through to October, with peak rains from June to August, even during these times it rarely rains all day ([www.weather2travel.com](http://www.weather2travel.com), 2014).

The dry season is clearly shown in November through to March, with fairly constant temperatures year round, ranging from 25 to 32 degrees Celsius.

Even during the high rainfall months of June, July and August, up to 4 hours of sunshine is typical: rainfall is concentrated into monsoon-like showers as opposed to all day long rain.

The region has been identified as being at risk from climate change, although specific details have not been fully researched. As for the rest of Myanmar, this may include rising temperatures and reduced rainfall in the Inlay Lake Region, thus affecting agricultural production, water availability and water levels in the lakes. This would of course have significant implications for lake-based tourism.

### 3.3 Tourism on the Lakes

International tourism to Inlay Lake has its origin in the early 1970s when the first trips were organised. Back then most visitors stayed overnight in Taunggyi due to the limited 1 week tourist visas available at the time and the lack of tourism infrastructure, visiting the lake as a day trip. The bulk of the tourism facilities and infrastructure began in earnest after the 1996 "Visit Myanmar Year", where the first resorts were constructed on the lake itself and guesthouses catering to foreigners opened in Nyaungshwe (DMP-2014).

Inlay Lake is home to the Innthar ethnic group, famous for their unique leg-rowing techniques on the lake. The Innthar people have been living on and around Inlay Lake for many hundreds of years, developing a unique culture that relies on the lake's ecosystem. Samkar lake to the south is much less visited and populated. Of the estimated 110,000 international visits to Inlay Lake in 2012, perhaps only 4,000 visited Samkar Lake. Inlay Lake is indeed the heart of the region, being by far the main focal point of tourism activities ( DMP, 2014, p.26 ).

### 3.4 The Inlay Lake Wildlife Sanctuary and Other Conservation Zones

The Department of Forestry began conservation efforts in the Inlay Lake area in 1937. In 1985 247.45 square miles (640 square kilometres) of lakeshore and surrounding areas were designated as the "Inlay Lake Wildlife Sanctuary Area" for the conservation and protection of biodiversity.

The Administration Office of the Inlay Lake Sanctuary was set up in Nyaung Shwe in 1990 and is responsible for conservation of the environment and biodiversity, the protection of migrating birds and educational activities in cooperation with the local population.

Beginning in 2000, five- year plans were implemented until 2010 for the conservation of forests, land and water resources, wildlife and birds.

The watershed area of the Inlay Lake covers 2,166.80 square miles (5,611 square kilometres), with the following designated for conservation:

- Reserves: 8 covering 203.693 square miles (528 km<sup>2</sup>)
- Protected forests outside reserves: 7 covering 99.057 square miles (256 km<sup>2</sup>)

- Nature conservation areas: 3 covering 238.524 square miles (616 km<sup>2</sup>)
- Nature area (Inlay Lake Sanctuary): 1 covering 247.450 square miles (640 km<sup>2</sup>)
- **Total:** **19 covering 815.724 square miles (2,110 km<sup>2</sup>)**

Source: DMP 2014

### 3.5 Craft Production on Inlay Lake and the Region

Craft production is central to the Inlay Lake region experience. Many artisan products have been produced on and around the lake for centuries, products including highly regarded lotus thread textiles, silver jewellery, wood carvings, "cheroot" tobacco products, metalwork and the sale of minority products. On a typical lake tour, visitors are taken to workshops and souvenir stalls where production of such products can be viewed.

The reality is that craft production is leaving Inlay Lake. Salaries for craft producers are low, and complex skills are required by craftspeople. These skills are being lost as fewer young people enter the business: many souvenir shops and workshops admit that many products now come from elsewhere in Myanmar or China. Many Padaung people (renown for the neck rings worn by women) have recently migrated to Inlay Lake and sell crafts and images of themselves in souvenir shops.

Not all visitors make a purchase however, and this has developed a competitive system of commissions to tour guides and boat operators, sometimes adding up to 50% of the purchase price: boat drivers rely on commissions to supplement their low incomes.

Craft production takes place throughout the region: crafts are often sold at localised 5-day markets, though some small scale boutiques and craft stalls have been set up close to attractions in Pindaya and Kekku for example. Pindaya is renowned locally for paper umbrella production (which are still used as "living" products within the region as well as sold as souvenirs. There is significant potential to upgrade many products to a higher standard to increase salability as souvenirs and food products.

### 3.6 Inlay Lake Hotel Zone

With the rapid expansion of tourism in the region over preceding years, there was

considerable concern at State and Union Level over hotel capacity and construction space both on Inlay Lake itself and in the hub town of Nyaungshwe. Thus a hotel zone was considered by authorities to meet the need for new hotel construction in the region for the foreseeable future.

The Ministry of Environmental Conservation and Forestry (MoECAF) made a submission on 12 February 2012 to the President's Office for guidance concerning the applications for permission for the construction of hotels by companies and organisations in the Inlay Lake area under a proposal from the Ministry of Hotels and Tourism. The President gave the following guidance:

- a) Further business activity including hotels should not be allowed in the lakeshore areas, to ensure the sustainability of Inlay Lake for many years to come.
- b) Such activities can be permitted in areas that are outside the lake area but oversee its natural beauty, and have good access to the lake without negatively affecting the natural springs, streams and aquifers subject to a pledge to contribute to conservation efforts in some way.
- c) Hotels can only be within permitted in zones.

MoECAF identified 622 acres to the east of Inlay Lake as a possible zone where hotel construction can be allowed in accordance with the guidance from the President: the zone was established mid 2012 under the following criteria:

- a) Land should be leased to the Ministry of Hotels and Tourism by the Ministry of Environmental Conservation and Forestry.
- b) The initial land lease period should be 30 years, with the possibility of extension.
- c) The 622-acre hotel zone should be implemented as soon as possible.
- d) The Inlay Lake Hotel Zone Establishment Committee should be set up to address disputes.
- e) The land lease rate should be coordinated and a reasonable rate determined.
- f) A fund should be set up for the sustainability and conservation of the watershed areas of Inlay Lake.
- g) A separate fund should be set up for the greening of the hotel zone.
- h) A fund should be set up to handle Payment for Environmental Services (PES) and Ecosystem Services in promoting business enterprises in

accordance with the Environmental Conservation Law.

- i) Waste management systems should be established to minimize impact on the environment.

**Figure (3.3) Inlay lake hotel zone master plan**



Source: DMP-2014

### 3.7 Infrastructure

#### 3.7.1 Transport

The Region's **transportation infrastructure**, the key factor influencing tourism growth, is under-developed for a region of its size, population and potential. In Myanmar, currently about 130,000 km of roads of all types exist, of which only 20% are paved. In comparison, road density ASEAN-wide is five times higher than in Myanmar according to the ADB. This has two consequences for tourism in Shan State: first, road travel between destinations is time-consuming and second, road quality in and around the destinations is inadequate, restricting visitor movement (DMP-2014).

Regional **roads** are in a variety of conditions and are currently being upgraded and sealed; however the majority of roads are unsealed tracks, especially at village level. Many sealed roads lack proper drainage and may not be considered all-weather with frequent damage in the rainy season. The region's main access road links via Kalaw with the main Yangon --- Nay Pyi Taw --- Mandalay highway and links with Eastern Shan State and Thailand.

The region is served by the domestic **airport** at Heho. in 2013 the airport handled over 95,000 arrivals: on a typical day in March 2014 there were 18 arrival/departures (36

aircraft movements). The airfield itself is 2,500 x 30 metres which is capable of handling mid-sized jet aircraft, however aircraft standing area is limited and there is no taxiway ([www.mcit.gov.mm](http://www.mcit.gov.mm), 2017).

The **rail network** comprises three lines: The main branch line linking with the Yangon --- Mandalay mainline from Thazi junction through to Shwenyaung junction (just north of Nyaung Shwe) and on to Yaksauk in the north. This is a historic line built in the early 1900s by mostly Nepalese labour during colonial times (of which communities remain in the region) and features many interesting features such as switchbacks and passing loops. There is a branch line linking from Aungban Junction near Kalaw to Loikaw on the western side of the lakes, and another line linking Taunggyi to Hsihseng Township on the eastern side: this line links with the pagoda complex at Kekku. At least three services per day in both directions link with the mainline, each sub-branch line having only one return service daily. Lines, although regularly maintained, are in poor condition making trains slow and very bumpy, they do offer a potential for sustainable long-term travel in the region, as well as heritage rail options ([www.mcit.gov.mm](http://www.mcit.gov.mm),2017).

Regarding **water transport**, there are about 30,000 boats of all types on Inlay and Samkar lakes, of which around 6,000 are used for tourism purposes. These are virtually all open-topped wooden canoe style powered by adapted diesel engines. Boats designated for tourism purposes have a maximum capacity of 6 passengers.

### 3.7.2 Water

Tourists typically have higher demands for water consumption than local residents worldwide. Increases in tourism will of course increase demands for water for bathing and drinking as well as systems for dealing with wastewater.

Currently most water used by the accommodation sector comes from on-site wells. Increases in water consumption will undoubtedly have impacts on the water table and may affect the region's natural systems. In the hill areas lack of water during dry season has been noted as a significant issue already, increases in tourism will undoubtedly require improved approaches to water management.

**Wastewater** is mostly treated on-site by hotels with septic systems. Some larger hotels employ high level technologies, others use basic soak-away systems. Improved

wastewater management systems will be required throughout the region.

### 3.7.3 Electricity

The **electricity demand** in Southern Shan State is by far outstripping supply, with daily electricity outages being common, and associated problems with low voltage and brown-outs. Less than 30% of the total Myanmar population has access to electricity despite the country's abundant resources. In comparison, the Inlay region is relatively well connected as the lake is the main water supplier to the Law Pi Ta hydropower dam and the thermal power station at Kalaw. The Kalaw facility burns lignite with a high sulphur content: this may contribute to the region's haze (DMP-2014).

Many accommodation facilities possess a generator. The impact of an increased number of hotels and other tourism related businesses will also increase the demand for electricity, adding more pressure on existing supply and increasing carbon emissions.

Currently much more electricity as well as transmission and distribution upgrades are urgently needed, as are approaches to smart energy usage. The planned capacity additions will likely be inadequate for increased tourism demand.

### 3.7.4 Communications

Many visitors use mobile services, smart phones and **internet technology for communication** to access tourism information when travelling. However the ability to do so in Myanmar is limited: only relatively little internet exists beyond the urban centres, although this is slowly changing.

All tourist destinations have internet cafes, and some guesthouses and hotels offer WiFi connections, although connection speeds are slow. The region will likely be one of the first to benefit from improved technology due to its high density population.

As has been seen in other countries, mobile and internet coverage will likely improve rapidly, with "leapfrogging" developments possible: for example mobile phone based banking could be the way many people within the region first experience a banking service. Tourism Apps, internet marketing and so on is a significant opportunity. Now is the time to plan for such internet and mobile growth, as the region is at a communications competitive disadvantage.



### **3.7.5 Solid Waste Management**

Currently there are limited facilities to deal with tourist related solid waste such as processing and recycling facilities. Much of the waste generated is transferred either for landfill or small scale burning. A waste action plan is thus a priority.

### **3.7.6 Operational Environment**

The operating environment for hotels is less than optimal. The main challenges faced by hoteliers consist of weak surrounding infrastructure, frequent power outages and water shortages. ICT infrastructure is lacking. The combination of these factors has led to customer complaints and higher operational costs for hotels. It is likely that the situation will only worsen with the growth of the tourism industry as an increasing number of hotels put further strain on the weak infrastructure.

Hotels have also placed considerable strain on an already fragile ecosystem. The building of new hotels and the renovation of existing demands a considerable amount of hardwood: much of this is sourced locally, where deforestation is already an issue. Water scarcity is another serious concern, especially in the dry season.

Staff capacity is another challenge faced by hoteliers. Most hotel staff have little or no formal training, and the quality of private trainings institutes is questionable. There is also little incentive for hotels to invest in training their staff as turnover is high. Although turnover is high across the board, large locally-owned hotels tend to retain more staff. They also have a higher percentage of trained staff and higher staff to room ratio than the other two hotel categories. Despite the growing tourism market, most turnover was not due to competition for staff between hotels; the most common reason for staff turnover cited by hoteliers was staff leaving to work in other industries.

## **3.8 Food**

The region offers restaurant services to suit different tastes and budgets. Shan cuisine is well-known and loved throughout the country and beyond. Despite this Shan cuisine is still largely unknown and undervalued internationally. There is much unrealised potential to market Inlay region as a destination with outstanding food, and there is plenty of potential to do so with organic and sustainable products in the future. To meet the demands of cosmopolitan visitors, restaurants and other service facilities would greatly benefit from interventions to improve quality and choice as well as health and

hygiene standards, plus development of the cuisine.

The Inlay Lake Region produces a diverse range of vegetables and is renowned nationally for fertile and productive soils. Much of this produce is utilised within the tourism related value chain. Some food is of course sourced from outside the region, however a significant proportion is from elsewhere in Myanmar which highlights the importance of regional tourism to the national economy.

### **3.9 Handicrafts**

Visitors have a wide variety of souvenirs to choose from. Unique handicrafts on offer include locally spun and woven textiles. Of particular interest are the special Lotus products from Inlay Lake, which are beginning to receive attention in the international fashion world. Naturally-made paper products such as lamp shades from Pindaya, silverware, lacquer-ware, shoulder bags, marionettes, or ethnic ware are also available. Loikaw offers some good local fabric patterns and materials. Many retail outlets in the destinations offer a wide range of local and imported products (CSO-Shan, 2017).

### **3.10 Tour Guides**

At time of writing there are less than 4,000 officially licensed tour guides in Myanmar, thus the peak season typically experiences a shortage of trained guides. In Shan State there is a hierarchy of official tour guides: Licensed guides mostly work with tour operators and accompany tour groups for the entire duration of their stay. Regional tour guides provide regional guiding services (e.g. Shan State) and tour conductors provide a basic service at township level to assist the licensed guides. In addition there are numerous unofficial and unlicensed tour guides of various capacity that form the bulk of the informal FIT guiding industry.

### **3.11 Visitation**

For the 12 months July 2013 to end of June 2014 a total of 110,245 international arrivals were recorded in Inlay Lake and Nyaungshwe by the Taunggyi based Department of Hotels and Tourism. This is based upon recorded hotel registrations, which is compulsory. Due to lack of data it is assumed this is a representative figure to the Inlay Lake Region: the assumption being visitors to Kalaw, Pindaya, Kekku and so on stay at least one night in Nyaungshwe or Inlay Lake (DMP, 2014).

The data for domestic arrivals are unreliable as they are often not recorded and a

considerable part of the market includes overnight stays in monasteries

For the year 2012, the Institute for International Development (IID) estimated at least 100,000 international visitors and at least the same amount of domestic visitors arrived in the Inlay Region.

However latest 12 month data for the period July 2013 to end of June 2014 recorded just over 110,000 international arrivals: the Inlay Lake Zone fee calculated just over 90,000 for the same period ( DMP-2014).

Private sector operators within the region and countrywide confirm that 2012 was a peak year with lesser numbers since: 2012 was also signified by a higher than normal peak season during December and January, where Nyaungshwe was at capacity with tourists resorting to sleeping in monasteries. Actual days where capacity was overloaded may have in reality been few --- although remembered.

This may also suggest that the market share of the Inlay Lake Region is decreasing: international arrivals of 110,000 would suggest only 5.3 of all arrivals and 12.2% of air arrivals visited Inlay Lake, a decline from the 17% market share in 2012( DTM, 2014).

A more conservative estimate of 10% year-on-year growth, international arrivals would be well over 200,000 international visitors by 2020 ( DTM, 2014).

Numbers for domestic tourism are not reliable enough to estimate volume or develop meaningful trend models. Interviews with private sector suggested that domestic tourists would roughly make up double the number of international tourists.

There are very few long term data sources on visitor numbers, the urgent need to collect reliable statistics needs began with this project to provide data for a more robust forecast.

### **3.12 Environmental Assessment and Issues**

Inlay Lake is under major threat – the lake could become an ecological catastrophe with turbid water, nuisance algae, polluted air, no native water plants, no native fish, very little open water, extensive water hyacinth mats and nuisance snails.

There are already many signs that the balance is tipping towards catastrophe, with waste, polluted water and declining ecosystem health.

Without a healthy lake, local communities will not thrive and the attraction of the Inlay Lake region as a tourism destination will decline. Action can be taken now to ensure more open water, clean water, clean air, healthy water plants and healthy fish stocks, so that local communities and tourism development will thrive.

## CHAPTER - 4

### RESEARCH FINDINGS AND ANALYSIS

#### 4.1 Profile of Respondents Gender

##### 4.1.1 Gender

The sample showed an almost equal distribution of gender. Of the 50 respondent 48% were male and 52% female. The gender distribution among domestics was slightly tilted towards women, with 56% of Myanmar respondents being female and 44% being male. Among the internationals the ratio was 52% male and 48% female.

##### 4.1.2 Age Distribution

In total 50 questionnaires were identified as usable. Of these, 2 people did not answer the age question, resulting in n=48 for Question 19.

**Figure (4.1): Combined Age Distribution of All Respondents, n = 48**

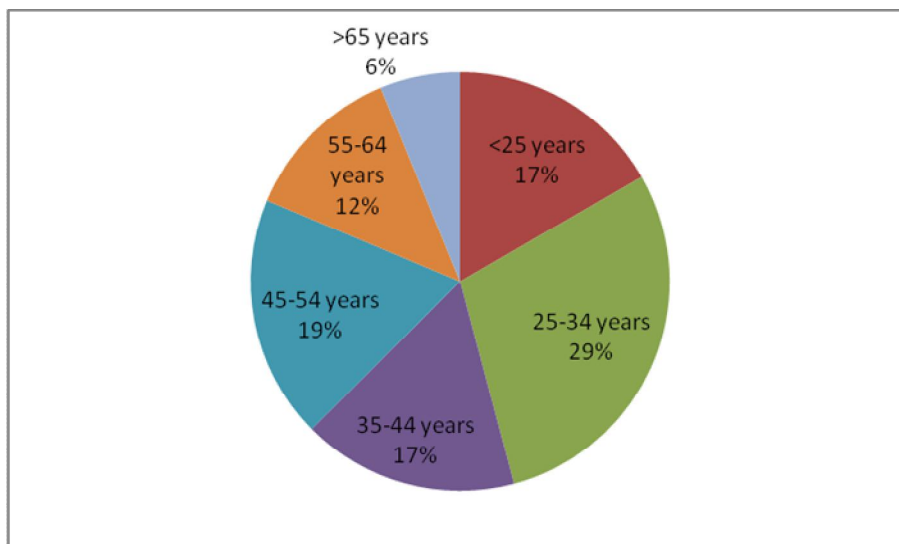
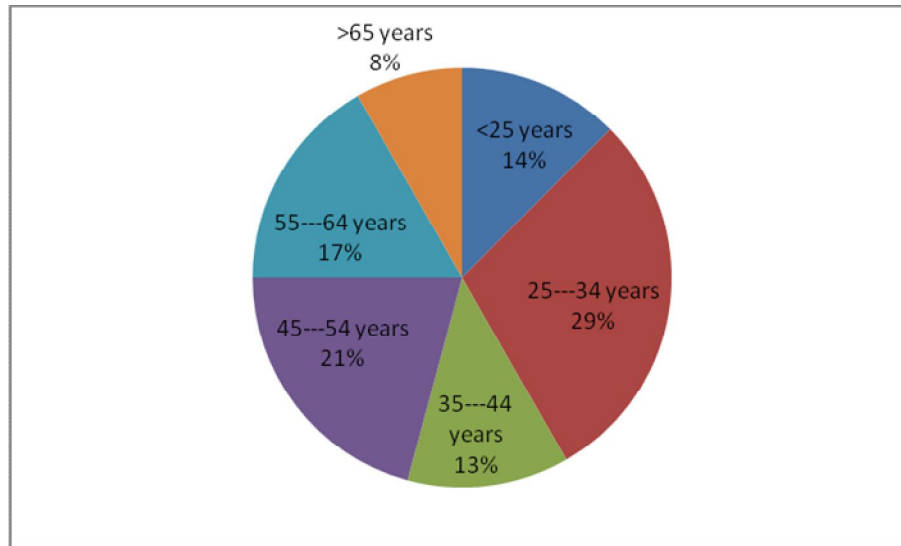


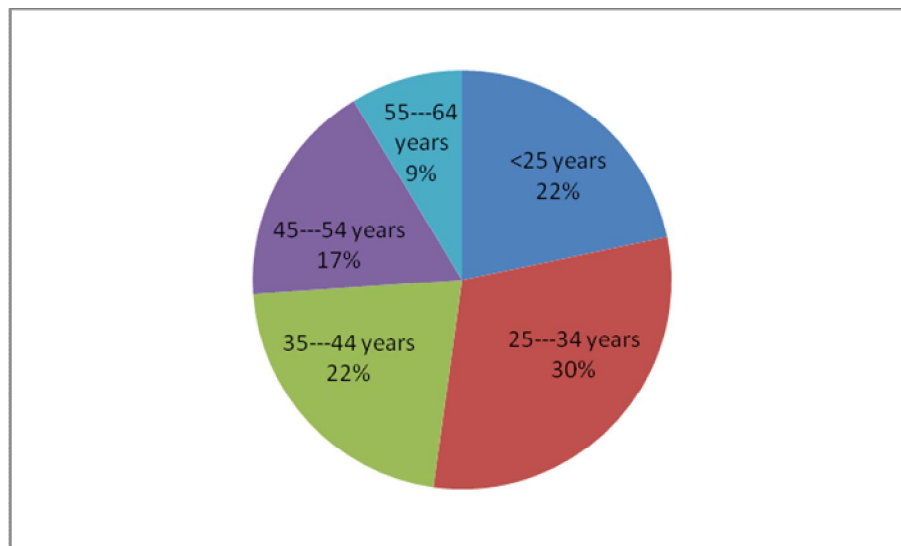
Figure (4.1) shows the age distribution of all respondents, including both Myanmar and International. As can be seen in Figure (4.2), most of the participants were relatively young with the 25-34 year group making up more than one quarter of total tourists visiting Inlay region.

**Figure (4.2): Age Distribution International, n=24**



When examining the age groups in more detail as in Figure (4.2) and Figure (4.3), we can see that Myanmar nationals are relatively young compared with international visitors, who were on average older. Nearly 25% of all international visitors were 55 years and older.

**Figure (4.3): Age Distribution Domestic, n=24**



The demographic results in relation to age show that targeted marketing campaigns for certain age groups could be useful, as well as development of tourist activities that cater for the younger generation of domestic visitors and the older generation of international visitors.

### 4.1.3 Profession

Respondents were asked to state their profession in Question 21. This question was designed to better understand the socio-economic background of tourists visiting the area, in order to better target future sustainable development and marketing campaigns.

**Figure (4.4): Professions of domestic tourists, n=25**

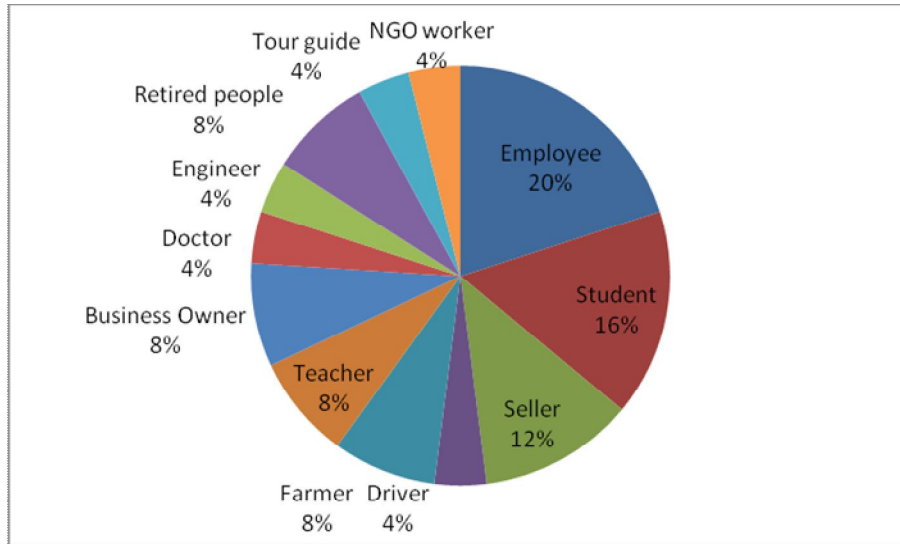


Figure (4.4) reveals the professions of domestic tourists. Of all 25 Myanmar nationals who answered this question, 20% were employees, 16% were students, 12% were sellers, 8% were farmers, 8% were teachers, 8% were business owner and 8% were retired people. Others driver, doctor engineer, tourist guide and NGO worker were 4% all together.

**Figure (4.5): Professions of international tourists, n=25**

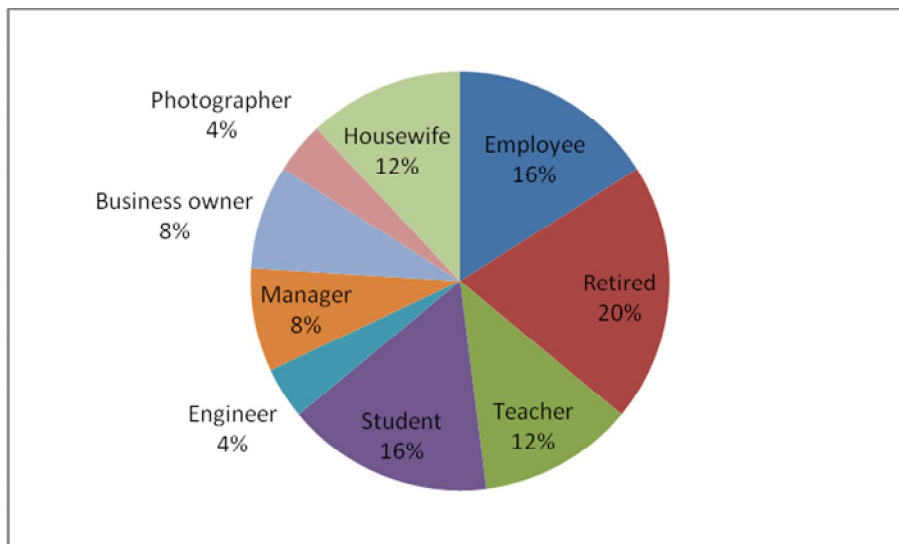
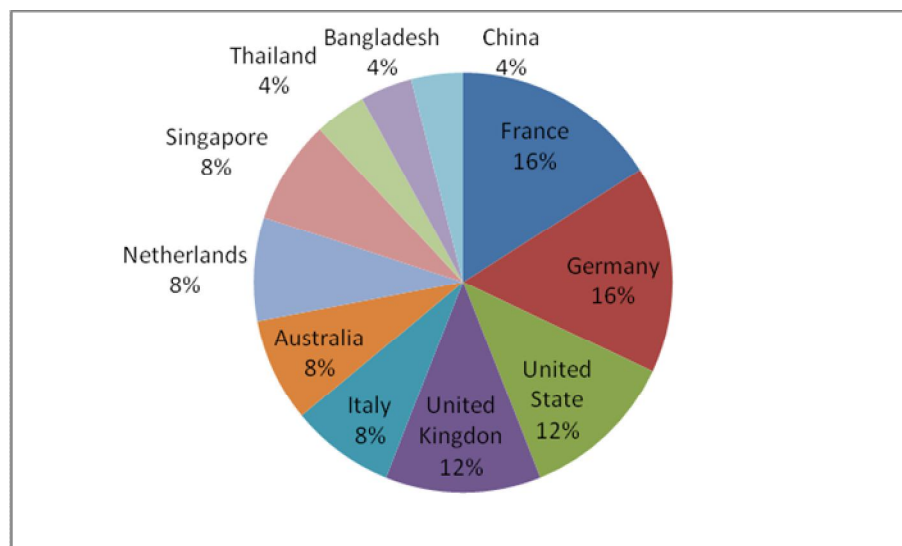


Figure (4.5) shows the professions of international tourists, with some interesting results. Unlike domestic tourists the biggest groups of international travellers were those who were retired, making up 20% of all international visitors. This also corresponds to the age distribution of international visitors. The next most stated profession was employee (16%), teacher (12%), student (16%), engineer (4%), manager (8%), Business owner (8%), Photographer (4%) and Housewife (12%).

#### 4.1.4 Country of residence

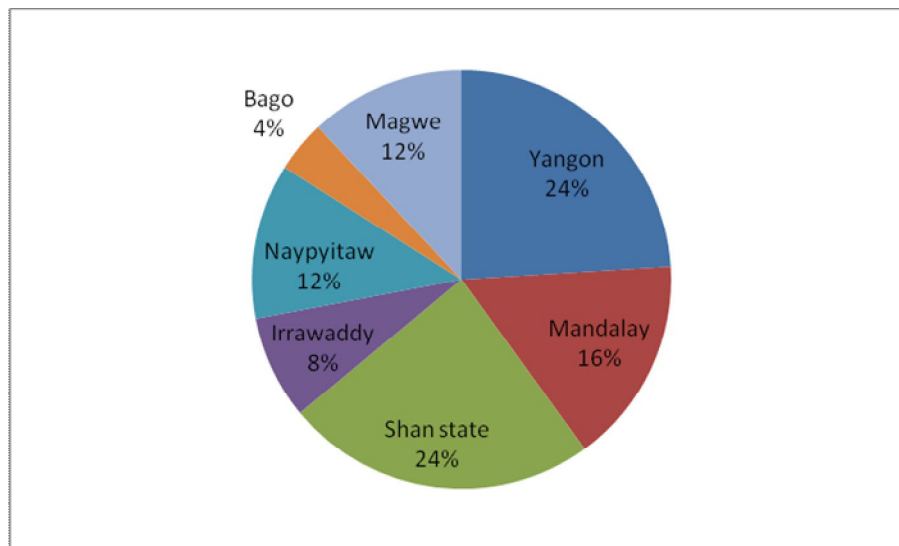
Respondents were asked to indicate their country of residence in question 22. This question was not only designed to see where people came from, but it also provided for a good variable in later analysis. The data shows among international tourists came from France (16%), Germany (16%), US (12%), UK (12%), Italy (8%), Australia (8%), Netherlands (8%), Singapore (8%), Thailand (4%), Bangladesh (4%) and China (4%).

**Figure (4.6): Residence of international tourists, n=25**



This is contrary to MoHT statistics, which state that Europeans make up about 30% of visitors to Myanmar. North America follows with 16%, Asia with 13% and Australia with 6%. Only 1% of international visitors came from South America, 0.7% from the Middle East and 0.3% from Africa.

**Figure (4.7): Residence of domestic tourists, n=25**



Analysis for the domestic tourists shows most tourists came from Yangon (24%), Mandalay (16%), Shan State (24%), Irrawaddy (8%), Naypyitaw (12%), Bago (4%) and Magwe (12%).

#### **4.1.5 Highest level of education**

The last question of the questionnaire asked respondents to indicate their highest level of completed education. This question was intended to provide better socio-cultural background about tourists.

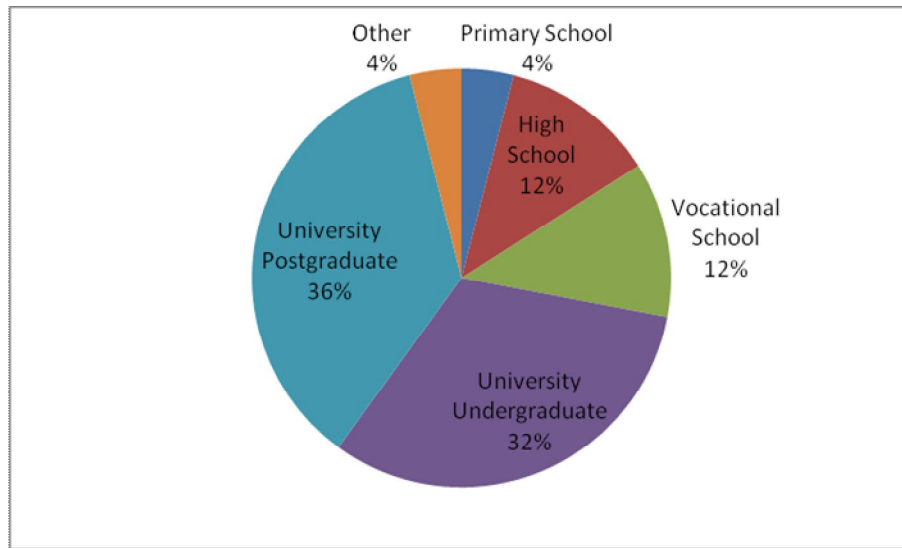
These questions were also included to have deeper analytical context regarding variables such as transport and accommodation choices, activities partaken, or satisfaction levels. According to trends and patterns of international tourism, it is clear that the better educated the visitors are, the more likely they are to require a certain standard of sustainability if they are to enjoy the tourist destination and recommend it to their peers. The data on educational background also reveals whether tourists are an elite group, or whether they represent the wider population.

The results to this question are very interesting: most international tourists visiting Myanmar are highly educated. Indeed, 68% of all respondents stated they had obtained at least one university degree, with 36% of all internationals even holding a postgraduate degree (Figure 4.8). 12% of foreigners had completed high school as their highest qualification, followed by 12% holding a vocational degree. This shows that international tourists who visit Inlay area are highly educated. This could mean that are experienced

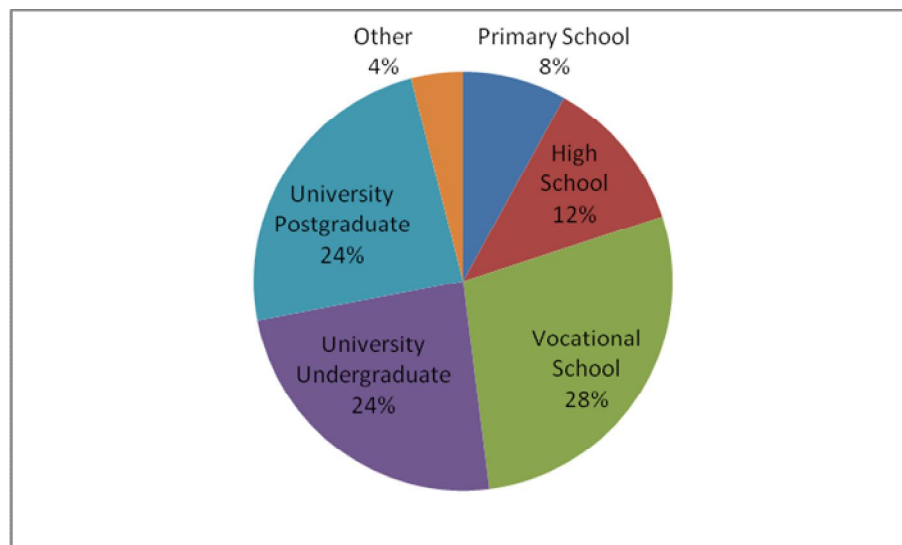


travellers, requiring a certain standard and value for money, with a willingness to partake in unique activities. It also means that international tourists are likely to support sustainable tourism development.

**Figure (4.8): Highest level of education, International, n=25**



**Figure (4.9): Highest level of education, Domestic, n=25**



Myanmar domestic tourists visiting Inlay Lake, university postgraduate degree 24%, University Undergraduate 24%, vocational degree 28%, and 12% had completed high

school as the highest educational qualification (Figure 4.9). Only 8% of Myanmar tourists had completed primary school. Other educational achievements mentioned by 4% of domestic travellers were monastic school education. This result does not reflect the wider population of Myanmar, where educational levels are relatively low. Statistically it is therefore safe to say that the Myanmar nationals who travel around Myanmar are likely to represent an elite group of highly educated people.

#### 4.1.6 Average spending per day in the Area

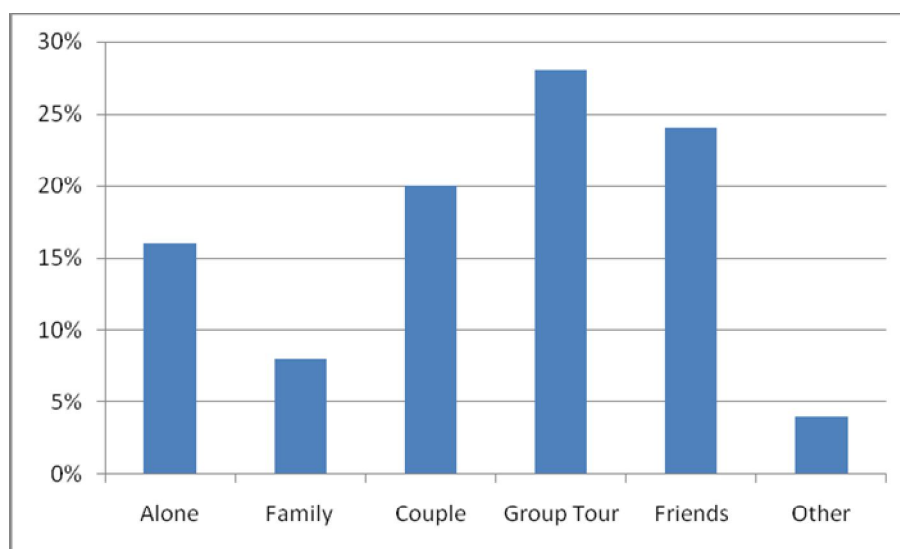
International tourists combined spent a total average of 87 USD per day. Of the 25 responses received by domestic tourists, the average expenditure totalled 29 USD per day for Myanmar nationals.

## 4.2 Domestic and international tourism demand for Inlay region

### 4.2.1 Type of Traveler

The first question focused on traveling parties. More precisely the focus was on whether the participants were travelling alone, independently with family, independently as a couple, on a group tour, independently with friends, or other. The purpose was to understand what type of traveller was most likely to visit the Inlay region (Figure 4.10).

**Figure (4.10): International Tourist Type**

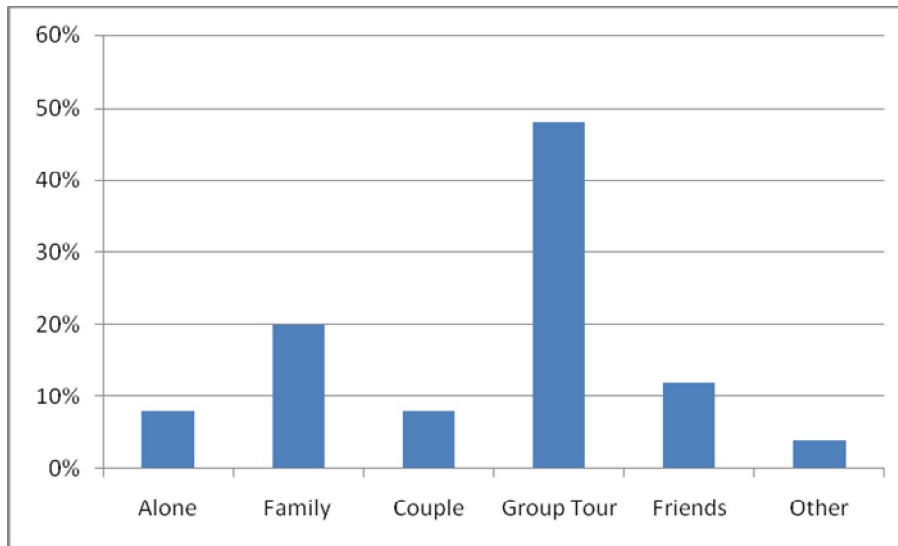


International tourists travel somewhat differently than their Myanmar counterparts. Figure (4.10) shows that 28% of foreigners travelled as part of a group tour, and 20% visited the

region as a couple. About 24% visited Inlay region with their friends, 8% with their families, and more than 16% of international respondents were traveling alone.

Figure (4.11) shows that 4% of domestic tourists rarely travel alone, 48% of all domestic tourists visited the region as part of a group tour, 20% visited with their families, 20% visited with their friends and only 2% of Myanmar nationals visited the region as a couple.

**Figure (4.11): Domestic Tourist Type**



#### 4.2.2 Transportation

The second question in the questionnaire asked participants to indicate the modes of transport used to arrive to the Inlay region, with options being plane, private car, public bus, tour bus, train or other.

**Figure (4.12): Modes of transport, International**

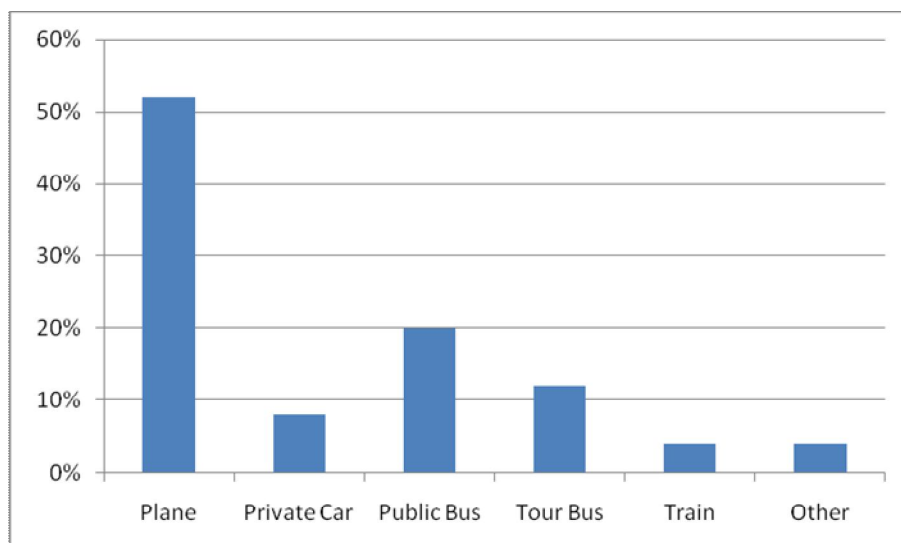
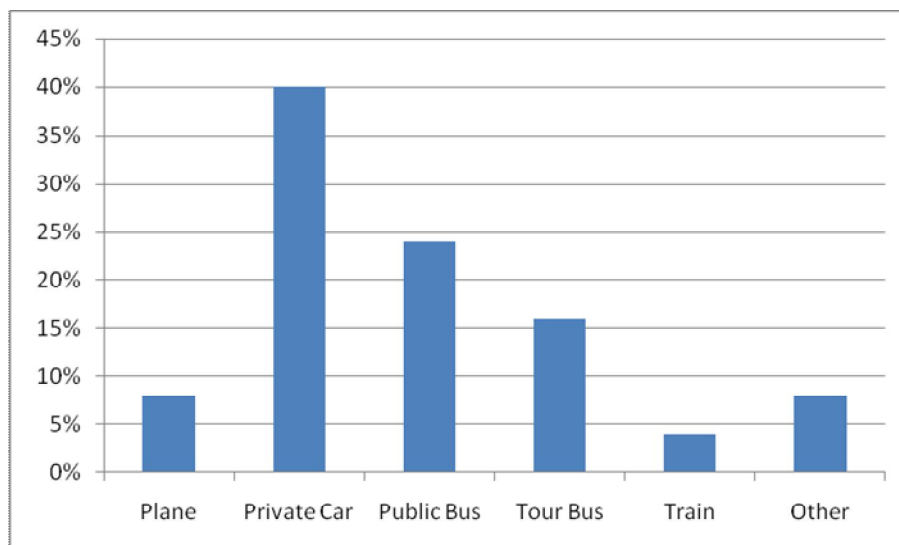


Figure (4.12) shows that an overwhelming 52% of all foreigners said they had arrived by plane to the Inlay area. The second most popular mode of transport was public bus (20%), followed by tour bus (12%) and private car (8%). Other (4%) modes of foreigner bicycle and (4%) train.

**Figure (4.13): Modes of transport, Domestic**



Domestic tourists used different types of transportation, with 40% arriving in a private car, 24% on a public bus, and 16% on a tour bus. Table shows that only 8% of domestic tourists had come by plane (Figure 4.13). Most 'other' types of transport (8%) used by Myanmar nationals were motorbikes and (4%) train. The results clearly illustrate foreigners' preferences, who seem to prefer comfort and short travel times. Most Myanmar nationals preferred to travel by private car.

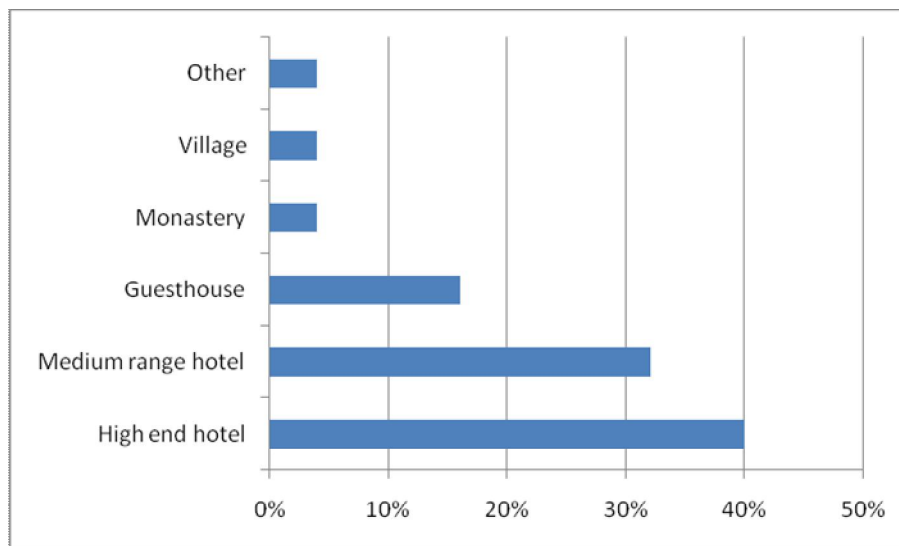
### 4.2.3 Type of Accommodation

The third question asked respondents what type of accommodation they chose when staying in the Inlay area. The results are compelling as they illustrate the different travel behaviours of Myanmar nationals and foreigners.

Figure shows that about 40% of international respondents preferred to stay in high-end hotels. This was followed by 32% staying in medium-range hotels, and 16% choosing guesthouses. While only 4% indicated they stayed in monasteries, 4% of foreigners stayed overnight in village accommodation, presumably as part of a trekking trip (Figure 4.14). The differences in accommodation preferences between Myanmar nationals and foreigners

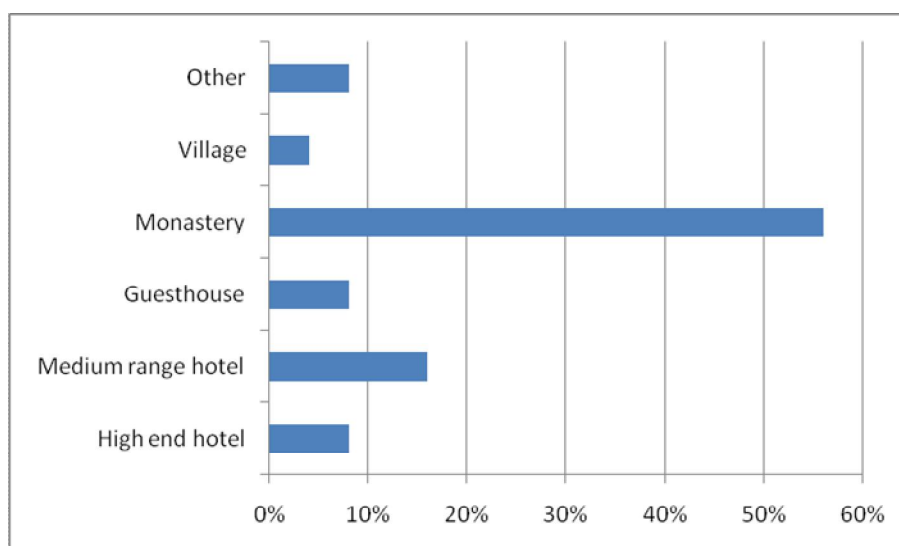
are clear: international tourists prefer higher quality and standards, and show willingness to pay for such, while nearly half of domestic tourists were traveling as part of a pilgrimage and preferred to stay in monasteries.

**Figure (4.14): Preferred type of accommodation, International**



Nearly (56%) stayed in monasteries overnight (Figure 4.15). About 16% stayed in medium range hotels, 8% in guesthouses and only 8% of Myanmar participants stayed in high-end hotels and 16% were Medium range hotel. Only 4% of domestic visitors stayed in village accommodation.

**Figure (4.15): Preferred type of accommodation, Domestic**



#### **4.2.4 Visiting other regions in Myanmar**

All of 25 answers from international tourists to this question, 84% said the Inlay region was part of a wider itinerary, with 16% visiting the area exclusively. All of 25 answers from domestic visitors, 64% visited Inlay as part of a journey of the country. About a third of domestic tourists (36%) stated they only visited the Inlay region. In total, 74% of all respondents visited Inlay as part of a wider tour of Myanmar. About 26% of all participants stated they were staying in Inlay region alone. Thus, most respondents visited Inlay as part of a wider trip of Myanmar. The data also points to the competitive edge of Inlay region as a tourist destination. The destination's tourism potential is noteworthy, with an impressive 26% of all respondents choosing to stay in the Inlay area exclusively and not visiting any other destinations in Myanmar.

#### **4.2.5 Other place in Myanmar for visiting**

Of the 15 international tourists who visited other regions in Myanmar, many mentioned the surrounding area: Inlay, Nyaungswhe, Heho, Pindaya and Kalaw were, when combined, the most mentioned. The most popular destination of international tourists was Bagan, a destination that was stated by 60% of international respondents. Yangon, Inlay and Mandalay were the next most visited destinations. 16% of international tourists went to Kalaw, and a growing number of foreigners are beginning to visit Kekku Pagoda complex via Taunggyi. Other popular destinations for international tourists were Ngapali in Rakhine State.

Of the 20 domestic visitors who stated they were visiting other areas in Myanmar, 24% visited Kakku. Overall it is observed that Kakku is a very popular tourism destination for Myanmar tourists, but is hardly known by internationals. Inlay Lake was the second most popular tourist destination in the area, with 20% of Myanmar tourists visiting. Pindaya area was more popular (12%) than Heho, which was visited by 8% of Myanmar tourists.

#### **4.2.6 Travel Itineraries of International Tourists to Myanmar**

When examining international traveler's itineraries in Myanmar more into detail, it becomes clear that nearly all foreigners travel along similar routes: Yangon, Bagan and Inlay lake (YBI), Yangon Bagan, Mandalay and Inlay lake (YBMI), or Yangon, Bagan and Heho (YBH). Increasingly Yangon, Bagan, Inlay and Ngapali (YBIN) are mentioned in chosen

itineraries. Thus, most international tourists currently visit the most accessible tourist destinations in Myanmar, and only few travel off the beaten path.

#### **4.2.7 Visiting other countries on this trip**

Of the 50 answers received to this question, 80% of all tourists (international and domestic combined) only visited Myanmar and no other country in a single trip. Of the 20 international visitors, 50% came to Myanmar as part of a wider tour, and 50% visited Myanmar exclusively. Only 8% of domestic tourists, or 2 people, stated they visited other countries.

#### **4.2.8 Visiting other countries**

Of the 5 international tourists who visited other countries on this trip, 40% travelled to Vietnam, 20% to Thailand, 20% visited Japan and 20% visited Korea. Of the 2 responses we received from Myanmar nationals to this question, Thailand and Singapore.

#### **4.2.9 Motivations for visiting Inlay region**

The study of travel motivations is essential to understand what tourists expect when they come to the destination. Focusing on domestic versus international tourists' motivations is particularly interesting in that it could reveal potential diverging desires and dissimilar notions between internationals and nationals about how to spend one's leisure time. Table 4.1 below shows main reasons of international tourists to visit Myanmar.

**Table (4.1): Main reason for visiting, International**

<b>Main reason for visiting</b>	<b>Percentage</b>	<b>n</b>
Relaxation	20%	5
Visiting Friends/ relatives	4%	1
Business	8%	2
Experiencing authenticity	28%	7
Pilgrimage/spiritual merit	-	-
Environmental experience	-	-
Shopping for local products	-	-
Cultural experience	40%	10
Other	-	-

Cultural experience was the main reason for 40% of foreigners to come to the Inlay region. Around 20% of visitors stated relaxation was their main motivation, which was closely followed by 28% of respondents who indicated that ‘experiencing authenticity’ was the prime reason for their visit to the area.

**Table (4.2): Main reason for visiting, Domestic**

<b>Main reason for visiting</b>	<b>Percentage</b>	<b>n</b>
Relaxation	12%	4
Visiting Friends/ relatives	4%	1
Business	12%	3
Experiencing authenticity	4%	1
Pilgrimage/spiritual merit	60%	15
Environmental experience	4%	1
Shopping for local products	-	-
Cultural experience	4%	1
Other	-	-

The travel motivations of domestic tourists are quite different to those of foreigners 60% of Myanmar nationals visited the Inlay region as part of a pilgrimage and in order to make spiritual merit (Table 4.2). This was followed by 12% who came to the area due to business. Relaxation was mentioned by 12% of Myanmar as the prime reason for their journey. Although motivations and expectations are quite different, future sustainable tourism management will require a catering for both, domestic and international needs.

#### **4.2.10 First visit to the area?**

Of all visitors combined, 70% came to Inlay area for the very first time. Myanmar nationals were more familiar with the region, with 60% stating they had been to the area before. Only 12% of foreigners had visited previously, making 88% of international respondents first time visitors to Inlay region. Three foreigners who had been in Inlay before visited for the third time on average. Of the 5 Myanmar nationals who had been in Inlay before, most had visited on average 5 times before. The returnee rate of visitors is thus very high, which is a good sign for any tourist destination in the world.



#### 4.2.11 Length of stay

Myanmar nationals stayed on average 2 days in Inlay Lake area, while international tourists remained for 3 days on average. Both datasets combined show that all tourists coming to the region stayed on average for 3.5 days.

#### 4.2.12 Local Tourist Attractions

Question nine was a multiple-response, category-type question that enquired about local destinations tourists. Among all international visitors travelled to Inlay Lake, 80% visited Nyaungshwe, and 76% went to Kalaw, the trekking capital of the region. Pindaya area was mentioned by 28% of foreigners (Table 4.3).

**Table (4.3): Most popular attractions in the area, (International tourists)**

Popular attractions in the area	Percentage	n
Inile Lake	100%	25
Nyaungshwe	80%	20
Samkar Lake	12%	3
Pindaya	28%	7
KaLaw	76%	19
Kakku	8%	2
Taunggyi	12%	3
Htan Sam Cave	8%	2
Other	8%	2

Domestic tourists who visited Inlay Lake, 92% of them travelled to Nyaungshwe and Taunggyi, 76% visit Pindaya. Given Myanmar tourists' main travel motivation of spiritual merit, these destinations are very famous due to their Buddhist heritage. Overall it can be said that international tourists visit the well-known destinations, while domestic tourists visit more destinations that are not part of any Western guidebook. Table 4.4 shows most popular area to domestic tourists.

**Table (4.4): Most popular attractions in the area, Domestic**

Popular attractions in the area	Percentage	n
Inile Lake	100%	25
Nyaungshwe	92%	24
Samkar Lake	12%	3
Pindaya	76%	19
KaLaw	72%	18

Kakku	80%	20
Taunggyi	92%	23
Htan Sam Cave	60%	15
Other (please specify)	12%	3

#### 4.2.13 What activities did tourists take part in?

This multiple-response, category question was aimed at gauging tourists' deeper interests in the destination. About 84% of all international tourists visited the pagodas. This is not surprising given that Myanmar is known for its magnificent Pagodas. The next most popular activity for foreigners was a guided boat tour and visiting the markets and doing some shopping. About 40% of all foreigners visited ethnic minorities, 12% went cycling around, 20% of all tourists from overseas went trekking, and 12% went bird watching (Table 4.5).

**Table (4.5): International tourist activities**

International tourist activities	Percentage	n
Visiting Pagodas	84%	21
Guided boat tour	76%	19
Trekkings	20%	5
Visiting the markets, shopping	76%	19
Birdwatching	12%	3
Cycling	12%	3
Visiting ethnic minorities	40%	10
Other	8%	2

All of Myanmar nationals are visiting pagodas when traveling. About 40% of domestics took part in guided boat tours in Inlay Lake, 40% visited the markets for shopping, 4% went trekking and 12% visited ethnic minorities. About 4% took part in bird-watching activities, and 8% went cycling (Table 4.6).

**Table (4.6): Domestic tourist activities**

Domestic tourist activities	Percentage	n
Visiting Pagodas	100%	25
Guided boat tour	40%	10
Trekkings	4%	1
Visiting the markets, shopping	40%	10
Birdwatching	4%	1
Cycling	8%	2
Visiting ethnic minorities	12%	3
Other	4%	1

#### 4.2.14 Information sources used

To understand how tourists found out about Inlay region as a tourist destination, a multiple response-type question about sources of information was included. Sources of information provide important data about the ‘movers and shakers’ who form the image of a tourist destination.

**Table (4.7): Information sources of international**

Information sources	Percentage	n
Tour operator	44%	11
Guidebook	40%	10
TV	4%	1
Newspaper	8%	2
Magazines	16%	4
Internet	36%	9
Travel brochure	8%	2
Radio	4%	1
Hotel/guesthouse	8%	2
Word of mouth	36%	9
Other	12%	3

About 44% of all International tourists considered tour operators, 40% source information about Guidebook, word of mouth and the internet are the next important sources of information, as mentioned by 36% of foreigners, Radio 4% and TV 4%.

**Table (4.8): Information sources of domestic**

Information sources	Percentage	n
Tour operator	40%	10
Guidebook	8%	2
TV	20%	5
Newspaper	16%	4
Magazines	8%	2
Internet	12%	3
Travel brochure	4%	1
Radio	4%	1
Hotel/guesthouse	8%	2
Word of mouth	64%	16
Other	8%	2

About 64% of all Myanmar domestic came to Inlay because of word of mouth. This finding is consistent with empirical research that shows word of mouth being one of the most

powerful influence factors of tourists. The second most mentioned source was tour operator with 40% responses, followed by TV with 20% and newspapers with 16%.

#### 4.2.15 Agree or Disagree?

**Table (4.9): Level of Agreement, International and Domestic combined**

Statement	Agree	Neither/ Nor	Disagree	Don't know	n
Cultural, historic and natural attractions are easily accessible.	78%	12%	8%	2%	50
There are many transport options to the surrounding destinations.	54%	18%	6%	22%	50
Hotels and guesthouses offer good value for money.	50%	18.75%	12.5%	18.75%	32
To experience the unique environment is the main reason of my visit.	75%	15%	5%	5%	40
I like learning about ethnic minorities and their traditions.	80%	15%	2.5%	2.5%	40
I'm satisfied with service and food offered In the local restaurants.	82.2%	11.1%	4.4%	2.2%	45
I feel safe visiting this area.	92%	4%	2%	2%	50
The local travel agencies offer good value for money.	43.5%	26.1%	8.7%	21.7%	46
The tour guides are good.	55.9%	11.8%	2.9%	29.4%	34
There are many opportunities to engage with the local people.	52%	26%	12%	10%	50
The local ethnic handicrafts and textiles are high quality.	56.5%	21.7%	8.7%	13%	46
I have enjoyed hiking and trekking in the area	34.1%	6.8%	4.5%	54.5%	44
Tourism should contribute to the conservation of the region.	80%	10%	4%	6%	50
I will recommend to my friends to visit this area.	88%	8%	2%	2%	50

Level of Agreement (International and Domestic) provides the summary of all combined results. In the table, the two categories which show general agreement have been grouped together (1 plus 2) and stand against the disagreement categories (4 plus 5), which have also

been grouped together. The middle is formed by ‘neither agree nor disagree’. Displaying the results in this way better illustrates the overall tendency of the response. The data revealed an overwhelming positive response. All statements were positively weighted by nearly all participants, whether they were Myanmar national or international. The most encouraging result is the final statement: 88% of all respondents will recommend to their friends to visit Inlay, thereby increasing positive word-of mouth about the region and 34.1% of all visiting were enjoyed hiking and trekking in the area.

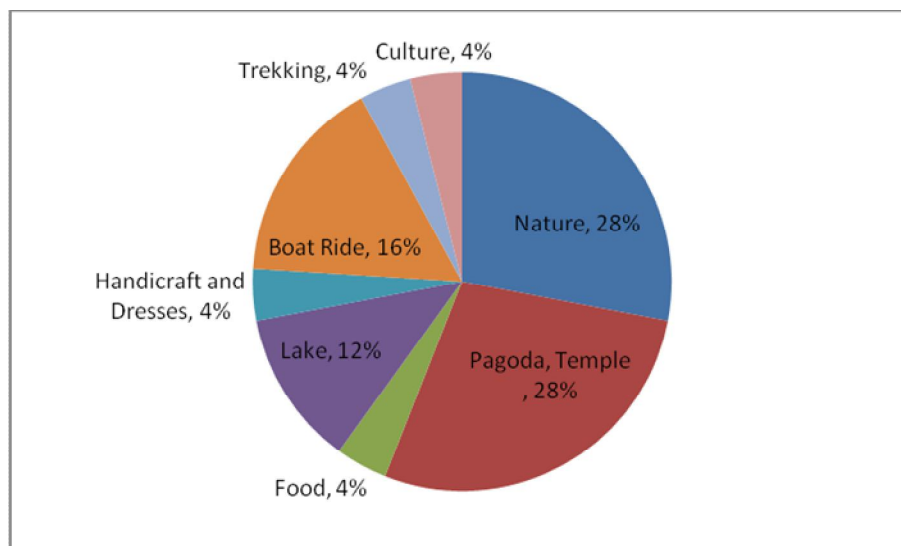
### 4.3 Satisfaction levels

This section of the questionnaire aims to understand levels of satisfaction about tourism related aspects of Inlay region, including tourism infrastructure, tourism activities and tourist products on offer.

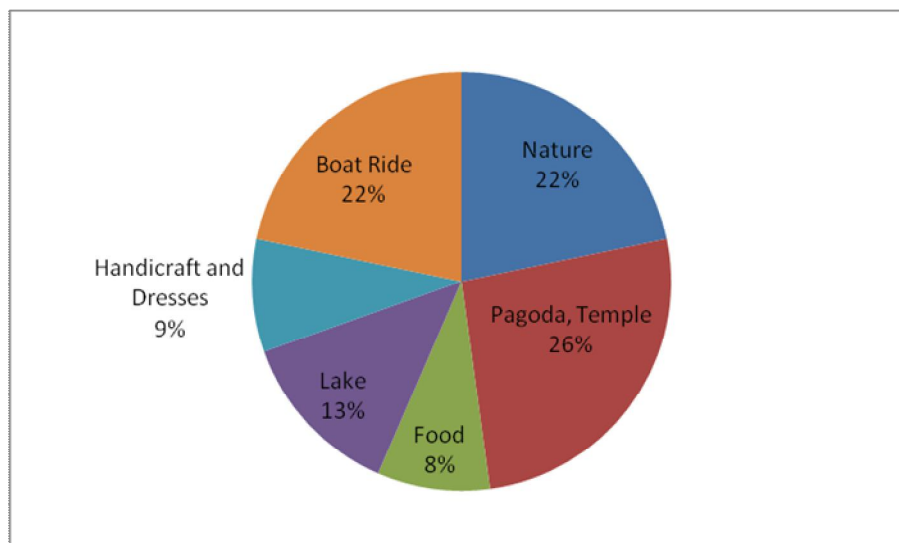
#### 4.3.1 Enjoyed most about the area

Internationals gave the same response about what they enjoyed most and above all in the Inlay area. About (28%) of all foreigner were enjoyed both nature and pagoda, Temple. This was followed by the boat ride (16%) and the lake itself (12%), culture (4%) and trekking (4%), the local food (4%) were the final aspects mentioned as very enjoyable experiences for foreigners (Figure 4.16).

**Figure (4.16): Enjoyed most about the area, International**



**Figure (4.17): Enjoyed most about the area, Domestic**

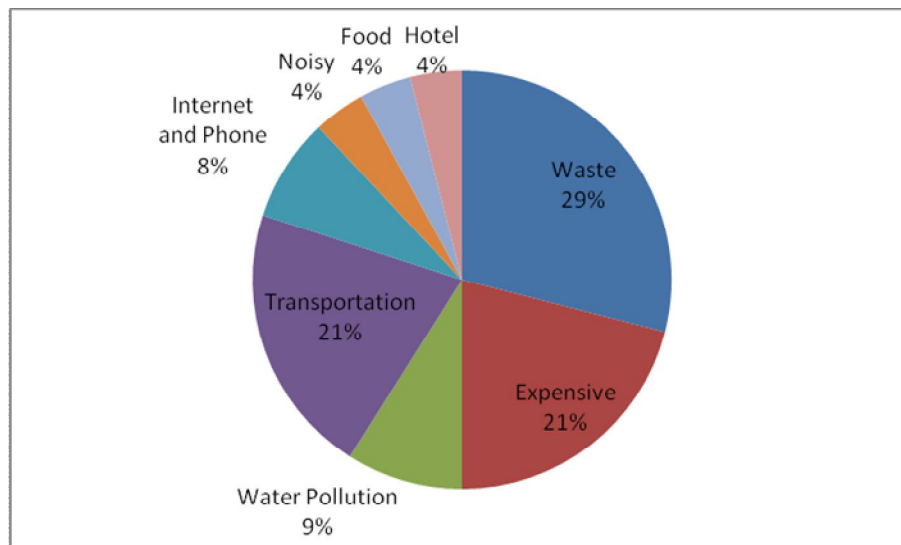


When asked what they enjoyed most about the Inlay area, 26% of all domestic tourists answered Pagoda and Temple (Figure 4.17). This was followed by nature with 20% of responses, boat riding with 20%, and ‘the lake’ with 12%, Shan food with 8%, culture 8%, handicraft and dresses 8%.

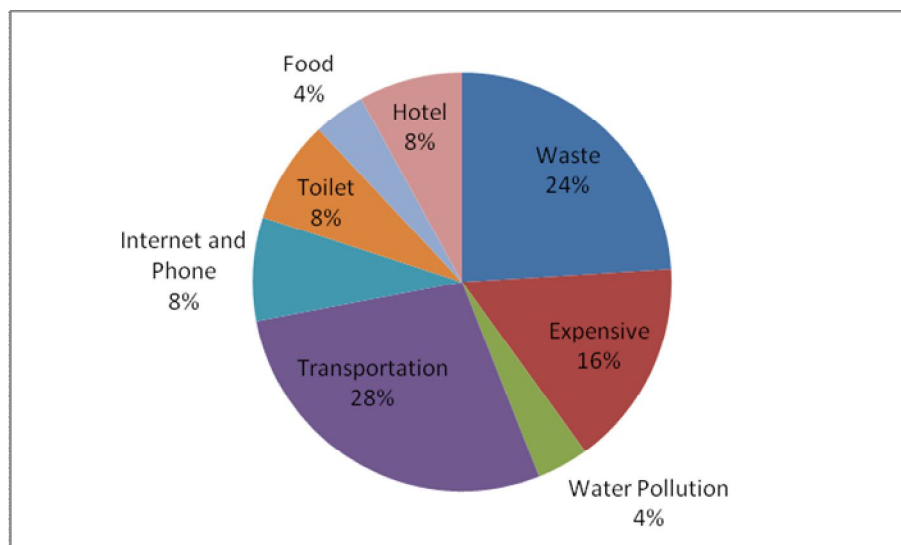
#### **4.3.2 Disliked most about this area**

For international tourists visitors the three most disliked aspects were waste (29%), high prices (21%) and transportation (21%) of the Inlay region (Figure 4.18). For domestic visitors the three most disliked aspects were transportation (28%), waste (24%) and high prices (16%) (Figure 4.19). In total, both 8% of international responses mentioned water pollution and Internet and phone. About three mentions of domestic visitors were internet and phone (8%), hotel (8%) and toilet (8%).

**Figure (4.18): Disliked most about the area, International**



**Figure (4.19): Disliked most about the area, Domestic**



### 4.3.3 Satisfaction with existing tourism infrastructure

Satisfaction with existing tourism infrastructure aimed to elicit information about respondents' satisfaction levels about nine different kinds of variables: roads, the construction of new hotels and guesthouses, telecommunications and internet, train service, waste management, accessible tourism information about Inlay region, trekking routes, the

range of tourist activities available, and the range of tourism products available. Respondents were invited to indicate their level of satisfaction with each item.

In the table, the two categories which show general agreement have been grouped together (1 plus 2) and stand against the disagreement categories (4 plus 5), which have also been grouped together. The middle is formed by ‘neither agree nor disagree’.

**Table (4.10): Satisfaction with existing International tourism**

Statement	Agree	Neither/ Nor	Disagree	Don't know	n
Roads	32%	36%	28%	4%	25
Construction of new hotels and guesthouses	34.8%	17.4%	26.1%	21.7%	23
Telecommunications and Internet	28%	8%	52%	12%	25
Train Services	8%	12%	8%	72%	25
Waste management	12%	8%	52%	28%	25
Access to Tourism Information	34.8%	21.7%	30.4%	13%	23
Trekking routes	8%	4%	16%	60%	25
Range of tourist activities available	58.3%	20.8%	8.3%	12.5%	24
Range of products available	52%	20%	20%	8%	25

The most satisfaction was the range of tourist activities available in the area from international 58.3% and the second most satisfaction was the range of products available 52%. About 52% of all international tourist were not satisfaction both waste management and telecommunications and internet.

**Table (4.11): Satisfaction with existing Domestic tourism**

Statement	Agree	Neither/ Nor	Disagree	Don't know	n
Roads	52%	20%	20%	8%	25
Construction of new hotels and guesthouses	30%	20%	5%	45%	20



Telecommunications and Internet	20%	20%	36%	24%	25
Train Services	13%	13%	8.7%	65.2%	23
Rubbish management	20%	16%	40%	24%	25
Access to Tourism Information	39.1%	21.7%	17.4%	21.7%	23
Trekking routes	26.1%	8.7%	8.7%	56.5%	23
Range of tourist activities available	39.1%	17.4%	13%	30.4%	23
Range of products available	54.2%	29.1%	4.2%	12.5%	24

The most satisfaction was the range of products available in the area from domestic 54.2% and the second most satisfaction was the road 52%. About 40% of all international tourists were not satisfaction waste management and 36% telecommunications and internet.

#### 4.3.4 Suggestions for new activities

A lack of swimming facilities and designated areas in the lake for swimming was mentioned by 3 people. Another two tourists liked canoes and kayaks, the lack of a tourist information centre in the area was lamented by one person respondents and another 2 people need the cheaper guesthouse (table 4.12).

**Table (4.12): Suggestions for new activities, International**

Activities	n
Cheaper Guesthouse	2
Swimming	3
Information Center	1
Canoes and Kayaks	2

**Table (4.13): Suggestions for new activities, Domestic**

Activities	n
Cheaper Guesthouse	2
Internet and Phone	3
Public Transport	2
Public Toilet	3

Of the 10 suggestions received from Myanmar nationals, 3 suggested internet and phone connection because internet connection was lose for some time. Lack of public toilets was mentioned by 3 people and 2 mentioned an improvement of public transport and better roads for more destinations to be reached easier. Of the 2 people who called for reduced prices of guesthouses. The reduction of prices would make traveling affordable to a wider range of domestic tourists.

#### **4.3.5 Suggestions for new products**

The final question was similar to above, but related specifically to products that respondents would have liked to purchase but were not available. Again the aim was for tourists to identify potential overseen opportunities.

Of the 6 international tourist suggestions for new product, 3 suggested local products. Organic products, Cheese and Chocolate were mentioned as missing by a people respectively.

Four of Myanmar nationals' people were particularly pointing to the missed opportunity of purchasing traditional dress. Local food was perceived as scarce by 2 participants, while a supermarket was called for by 2 respondents.

#### **4.4 Summary of Findings**

Domestic tourists are relatively young compared with international visitors. Nearly 25% of all international visitors were 55 years and older. Most of them are retired and highly educated. For domestic tourists, most of them are employee and students. So tourist activities target to middle age and older generation should be implemented.

Europeans make up about 30% of visitors to Myanmar. It seems most Europeans are interested in Myanmar's history, heritage sites and natural attractions. Most domestic tourists are from Shan and Yangon is second. Both international and domestic tourists come to Inlay Lake with group tour are the highest rate. And then come with friends is second highest for international tourist and come with family is second highest for domestic tourists.

The average expenditure per day was 27 USD for domestic and 87 USD for internationals.

There is a surge of demand during the peak season. This has resulted in significant price increases without a corresponding rise in service or standards and a perception of low value for money within the accommodation sector.

In transportation sector, most tourists use air line for comfort and short travel time. The other take tour bus, local high way bus and train. Domestic tourist used different type of transportation; mostly private car. International tourists of 40% want to stay high end hotels whereas many domestic travelers want to stay in monastery, 4% of both international and domestic travelers want to stay in village accommodations.

Cultural experiences were the main reason for 40% of foreigners to come to the Inlay Lake area. Domestic tourists are quite different to those of foreigners, 60% of Myanmar nationals visited to Inlay Lake area as part of a pilgrimage and in order to make spiritual merit. So foreigners mainly come to Inlay Lake area for cultural experiences and relaxation whereas domestic visitors are come for religious and believing.

Domestic tourists mostly visited the Buddhist's heritage site, main travel motivation of spiritual merit. International tourists visit the well-known destinations. Besides Inlay Lake, Nyaungshwe and Kalaw are most popular tourist attractions area. For domestic travelers, Nyaungshwe, Taunggyi and Kakku are most popular. Tour operator and guidebook are main information sources for international travelers. For domestic travelers, word of mouth is the main information source.

For international visitors, the three most dislike aspects were waste, transportation and high prices of the Inlay Lake area. Internet and phone and water pollution are followed by above three things. But for domestic travelers, transportation is the most dislike aspects and then waste management is followed.

As suggested new activities international tourists wants Swimming, Canoes and Kayaks. For domestic travelers, Public toilet, Internet and Phone are suggested.

## **CHAPTER - 5**

### **CONCLUSION AND RECOMMENDATION**

This chapter intends to present an overall conclusion and recommendations of the study. In the conclusion part the results are analyzed in line with the variables incorporated in the analytical framework and then in the second part recommendations are made herewith to draw the attention of the policy makers. This study has three main objectives. These are:

- a) To collect demographic data about international and domestic tourists visiting Inlay Lake.
- b) To provide an overview of domestic and international tourism demand for Inlay Lake, including travel motivations, destinations visited, preferred accommodation and mode of transportation, information sources used, length of stay, as well as satisfaction levels of visitors.
- c) To understand the challenges for development on tourism sector in Inlay Lake.

#### **5.1 The main finding**

The main reason of disliking this area by international tourists is mainly waste management failure and other disliked factors are transportation system and high prices of commodities. The domestic tourists main disliked factors include transportation system and waste management. So, both international and domestic tourists do not like waste management system, transportation system and high prices of commodities in Inlay Lake area.

#### **5.2 Conclusion**

Together with Myanmar's abundance of outstanding cultural and natural tourism assets, ongoing reforms have fueled a surge in international visitors. While the increase in international visitors is a positive result of the Government's reform process, rapid tourism growth is presenting the country with many social and environmental challenges. Inlay Lake area is of national importance to the tourism industry in Myanmar and is home to potentially vulnerable communities.

The objectives of the thesis were to provide a profile of international and domestic tourists visiting the Inlay Lake area, to study their travel motivations, destinations visited, preferred accommodation and mode of transportation, information sources used, average length of stay, dislike of this area and satisfaction levels. By discussing the similarities and differences between international and domestic tourists visiting the Inlay region, their

preferences can be better included in tourism development sector. Future sustainable tourism management will require catering for both domestic and international needs.

The findings obtained from analysis of responses from both international tourists and domestic tourist sides are cross verified to have a common understanding of the challenges of tourism sector in Inlay Lake region. In the study waste management, transportation system and high prices are taken into consideration for verifying the dependent on challenges of tourism sector.

The most dislike aspects of international tourists is waste management. According to the survey, waste, transportation and high prices are top 3 most dislike factors and then water pollution, internet and phone follows. As mentioned above, most international tourists who come to Inlay Lake regions are highly educated so they concern about waste management. Therefore authorities should find a convenient way for sustainable waste management system as soon as possible. Otherwise, it will damage the image of Inlay Lake.

Using plastic bags is also a major problem for this region. Ways of reducing the use of these and using environment friendly alternatives must be investigated. Currently there are limited facilities to deal with tourist related solid waste such as processing and recycling facilities. Much of the waste generated is transferred either for landfill or small scale burning. A waste action plan is thus a priority.

Regional roads are in a variety of conditions and are currently being upgraded and sealed; however the majority of roads are unsealed tracks, especially at village level. This has two consequences for tourism are road travel between destinations is time-consuming and road quality in and around the destinations is inadequate, restricting visitor movement. Boat traffic is growing rapidly in Inlay Lake and requires improved management for a world-class destination. Current technology is old, polluting and noisy.

There is a surge of demand during the peak season; this has resulted in significant price increases without a corresponding rise in service or standards and a perception of low value for money within the accommodation sector. A commonly heard complaint amongst international tourists is that hotels in Myanmar offer poor value for money and domestic tourists is that boat riding is high price.

The biggest assets to wider area are the natural environment and the cultural heritage of the people who live here. These are both vulnerable, if they are damaged by rapid, unmanaged increases in tourism and other impacts.

### **5.3 Recommendation**

The following recommendations are made herewith based on the major findings of the study.

#### **5.3.1 Waste Management**

First Priority actions to manage sustainable tourism include the introduce waste management for communities throughout the watershed, and particularly for floating and riparian villages, following the international principles of ‘avoid, reduce, re-use, recycle’. In waste management, the main problem is using plastic things. Plastic can harmful to the environment seriously, so government should set the master plan for replacing plastic bags with cloth bags or biodegradable bags and recycling plastics into other products. Organic wastes can recycle into compost for reuse in agriculture.

#### **5.3.2 Transportation**

A detailed integrated transport and infrastructure upgrade plan is required for the region; road, rail, air and regional bus service are the key components. Feasibility studies should be conducted into improving the quality of road construction to improve ride quality, durability and strength. The government should upgrade the quay according to international standard.

#### **5.3.3 Expensive**

During festival seasons, hotel room rate and boat riding fees are highest and the service is not as good as the prices. The government should organize the control team for hotel room rate and boat riding fees to control the stable price during festival seasons.

#### **5.3.4 Nature and Culture**

The natural environment must be maintained and repaired where necessary: a productive and sustainable environment is paramount to the sustainability of tourism and indeed the viability of the region.

The distinct and diverse heritage of the region, the landscape, traditions, ways of life, buildings, religious practices and buildings, handicrafts, food, clothing and so on must not only be protected but actively celebrated.

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## WEBSITE VISIT

Website Links	Visited Date
<a href="https://data.opendevelopmentmekong.net/.../DMP-Inlay-Region---Environmental-Ass...">https://data.opendevelopmentmekong.net/.../DMP-Inlay-Region---Environmental-Ass...</a>	(23-11-2017)
<a href="https://en.wikipedia.org/wiki/SPSS">https://en.wikipedia.org/wiki/SPSS</a>	(24-11-2017)
<a href="http://www.ibde.org/.../114-when-the-business-of-business-became-everybodys-business.html">www.ibde.org/.../114-when-the-business-of-business-became-everybodys-business.html</a>	(24-11-2017)
<a href="http://www.utecgestionht.blogspot.com/2017/02/unit-2-tourism-impacts.html">www.utecgestionht.blogspot.com/2017/02/unit-2-tourism-impacts.html</a>	(26-11-2017)
<a href="http://media.unwto.org/en/content/understanding-tourism-basic-glossary">http://media.unwto.org/en/content/understanding-tourism-basic-glossary</a>	(26-11-2017)
<a href="http://www.myanmar-tourism.org">http://www.myanmar-tourism.org</a>	(25-11-2017)
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<a href="http://www.hss.de/fileadmin/media">www.hss.de/fileadmin/media</a>	(25-11-2017)
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<a href="http://www.renown-travel.com/burma">www.renown-travel.com/burma</a>	(22-12-2017)
<a href="http://www.latefornowhere.wordpress.com">www.latefornowhere.wordpress.com</a>	(25-12-2017)
<a href="http://www.weather2travel.com">www.weather2travel.com</a>	(25-12-2017)
<a href="http://www.mcit.gov.mm">www.mcit.gov.mm</a>	(30-12-2017)
<a href="https://www.dica.gov.mm/en">https://www.dica.gov.mm/en</a>	(30-12-2017)
<a href="http://www.president-office.gov.mm/">http://www.president-office.gov.mm/</a>	(30-12-2017)
<a href="http://www.moi.gov.mm/">http://www.moi.gov.mm/</a>	(30-12-2017)
<a href="http://www.moecaf.gov.mm/">http://www.moecaf.gov.mm/</a>	(31-12-2017)
<a href="http://www.mopf.gov.mm/">http://www.mopf.gov.mm/</a>	( 5-1-2018 )

- <http://www.mmsis.gov.mm/> ( 5-1-2018 )
- <https://web.facebook.com/Inlay-News-223923847994931/> (10-2-2018)
- <https://frontiermyanmar.net/en/hotel-policy-is-broken-heres-how-to-fix-it> (31-12-2017)
- <https://www.wttc.org/-/media/files/reports/.../regions%202016/world2016.pdf> (31-12-2017)
- [https://economicdevelopment.vic.gov.au/\\_\\_data/.../Visitor\\_Economy\\_Strategy.pdf](https://economicdevelopment.vic.gov.au/__data/.../Visitor_Economy_Strategy.pdf) (26-2-2018)
- <http://www.hss.de/fileadmin/suedostasien/myanmar/downloads/130501-Policy-on-Community-Involvement-in-Tourism-Myanmar.pdf> (31-12-2017)

## REQUEST LETTER FOR INTERVIEWER

### Challenges for Development on Tourism Sector in Inlay Lake, Myanmar

Survey Questionnaire for Tourism Sector

Date.....

Dear Participant

I am Saw Khaing, I am attending a Master of Arts in Governance and Development Course (MAGD) at BRAC University in Bangladesh. I am Deputy Director from Union Minister's Office, Ministry of Planning and Finance in Myanmar. In the course of fulfilling my thesis requirement for the Master Degree, I am conducting this survey.

The Title of my study at BRAC University in Dhaka, Bangladesh is “**Challenges for Development on Tourism Sector in Inlay Lake, Myanmar**”. The study is focused on the importance of Tourism sector for development. Even though this study is a part of academic activity of the MAGD program, this study will be useful for the successful implementation of tourism in any of developing countries and it will be especially beneficial to review the tourism sector development in Myanmar.

I choose you as one of the respondents to fill the survey questionnaire, to share your experiences. This questionnaire has been designed to collect information from government officials. It will take 15 minutes to fill the questionnaire. I hope you will enjoy in filling this questionnaire and ready to response the questions.

Anything you fill in the survey questionnaire is strictly confidential. Nothing you say will be personally attributed in any reports that result from this survey. All reports will be written in a manner that no individual comment can be attributed to a particular person. **The survey questionnaire will be used only for this study and will not be used for other purposes.** I would like to request you to participate in the survey.

For further information or clarification on any of the questions in the survey questionnaire or the whole research study, please contact me at: Ministry of Planning and Finance, Building (No,1), Nay Pyi Taw, Myanmar. Tel: +959798350095, mrsawkhaing@gmail.com.

Sincerely

Saw Khaing

Deputy Director

Student of MAGD 6, BRAC University

Dhaka, Bangladesh

Tel: +959798350095

**Questionnaire for Domestic and International Tourism**  
**(Topic: Challenges for Development on Tourism Sector in Inlay Lake)**

[Note: The answers given to these questions will be used for academic research only]

[Your sincere cooperation will add a lot of value to the research]

1. In Inlay area, are you travelling (Please tick ONE)
  - Alone (independently)
  - Independently as a couple
  - Independently with friends (# People -----)
  - Independently with family (# People -----)
  - On a group tour (# People -----)
  - Other (please specify)-----)
  
2. How did you arrive here? (Please tick ONE)
  - By Plane
  - By Public Bus
  - By Train
  - By Private Car
  - By Tour Bus
  - Other (please specify)-----)
  
3. What type of accommodation did you use? (Please tick all that apply)
  - High-end Hotel
  - Medium-range Hotel
  - Guesthouse
  - Monastery
  - Village accommodation
  - Other (please specify)----- )
  
- 4a. Are you visiting other regions in Myanmar on this trip?
  - Yes
  - No
  
- 4b. If NO go to Q5, if YES where else are you visiting in Myanmar?  
 -----

5a. Are you visiting other countries on this trip?

- Yes
- No

5b. If NO go to Q6, if YES what other countries are you visiting on this trip?

-----

6. What are your main reason for visiting this area on this trip? (Please tick ONE)

- Relaxation
- Visiting friends/relatives
- Business
- Experiencing authenticity
- Pilgrimage/spiritual merit
- Environmental experience
- Shopping for local products
- Cultural experience
- Other9 (please specify)-----

7a. Is this your first visit to this area?

- Yes
- No

7b. If YES, go to Question 8. If NO, how many times have you been before? -----Times

8. How long are you staying in this area on this trip? ----- Nights

9. Where have you been or intend to travel in this area? (Tick all that apply)

- Inile Lake
- Nyaungshwe
- Samkar Lake
- Pindaya
- KaLaw
- Kakku
- Taunggyi

- Htan Sam Cave
- Other (please specify)

10. What are the activities you took part in when visiting this area? (Tick all that apply)

- Visiting Pagodas
- Guided boat tour
- Trekkings
- Visiting the markets, shopping
- Birdwatching
- Cycling
- Visiting ethnic minorities
- Other (please specify)-----

11. How did you find out about this area? (Tick all that apply)

- Tour operator
- Guidebook
- TV
- Newspaper
- Magazines
- Internet
- Travel brochure
- Radio
- Hotel/guesthouse
- Word of mouth
- Other -----

12. Please tell us whether you agree or disagree with the following statements.

(Circle ONE: 1= Completely Agree, 2= Agree, 3= Neither Agree nor Disagree, 4= Disagree, 5= Completely Disagree, 0 Don't Know)

1. Cultural, historic and natural attractions are easily accessible.	1	2	3	4	5	0
2. There are many transport options to the surrounding destinations.	1	2	3	4	5	0
3. Hotels and guesthouses offer good value for money.	1	2	3	4	5	0
4. To experience the unique environment is the main reason of my visit.	1	2	3	4	5	0
5. I like learning about ethnic minorities and their traditions.	1	2	3	4	5	0
6. I'm satisfied with service and food offered in the local restaurants.	1	2	3	4	5	0
7. I feel safe visiting this area.	1	2	3	4	5	0
8. The local travel agencies offer good value for money.	1	2	3	4	5	0

9. The tour guides are good.	1	2	3	4	5	0
10. There are many opportunities to engage with the local people.	1	2	3	4	5	0
11. The local ethnic handicrafts and textiles are high quality.	1	2	3	4	5	0
12. I have enjoyed hiking and trekking in the area	1	2	3	4	5	0
13. Tourism should contribute to the conservation of the region.	1	2	3	4	5	0
14. I will recommend to my friends to visit this area.	1	2	3	4	5	0

13. What are the two things you enjoyed most about this area?

1. ....
2. ....

14. What are the two things you disliked most about this area?

1. ....
2. ....

15. How satisfied or unsatisfied are you with the following? (1. Very Satisfied, 2. Satisfied, 3= Neither Satisfied Nor Unsatisfied, 4= Unsatisfied, 5= Very Unsatisfied, 0= Don't Know)

Roads	1	2	3	4	5	0
Construction of new hotels and guesthouses	1	2	3	4	5	0
Telecommunications and Internet	1	2	3	4	5	0
Train Services	1	2	3	4	5	0
Rubbish management	1	2	3	4	5	0
Access to Tourism Information	1	2	3	4	5	0
Trekking routes	1	2	3	4	5	0
Range of tourist activities available	1	2	3	4	5	0
Range of products available	1	2	3	4	5	0

16a. Is there anything you would have liked to do that was not available in this area?

- Yes
- No

16b. If NO go to Q17a, If YES, please tell us what you would have liked to do in this area.

-----

17a. Is there anything you would have like to buy that was not available?

- Yes
- No

17b. If NO go to Q18, if YES please tell us what you would have liked to buy.

-----

18. What is your estimated average spending per day in this area?

US\$/ MMK -----

19. What is your age?

- <25 years
- 25-34 years
- 35-44 years
- 45.54years
- 55.64years
- >65 years

20. What is your gender

- Male
- Female

21. What is your profession? -----

22. Where do you currently reside? Country -----

23. What is your Nationality? -----



24. What is the highest level of education that you completed?

- Grade School/ Primary School
- High School
- Vocational/ Trade/ Technical School, College or institute
- University Undergraduate
- University Postgraduate
- Other -----

(Thank you very much for participating in this survey.)

**Questionnaire for Town Administrator**  
**(Topic: Challenges for Development on Tourism Sector in Inlay Lake)**

[Note: The answers given to these questions will be used for academic research only]

[Your sincere cooperation will add a lot of value to the research]

I. Name .....

II. Sex :

- Male
- Female

III. Profession: .....

IV. State/Region: .....

District : .....

City : .....

Ward : .....

Village : .....

1. Do you know about the causes of the challenges for development on tourism sector in Inlay Lake?

- Yes
- No

2. What are the causes of the challenges for development on tourism sector in Inlay Lake?

- Roads
- Construction of new hotels and guesthouses
- Telecommunications and Internet
- Train Services
- Rubbish management
- Access to Tourism Information

- Trekking routes
- Range of tourist activities available
- Range of products available
- Transportation

3. What sort of measures have the government taken to control this challenges?

- Legal action
- Awareness /Motivation
- Provide assistance
- Other

4. Is it good enough to control the challenges?

- Yes
- No

5. How can we improve the challenges situation of this lake?

- Legal action
- Awareness/motivation
- Provide assistance
- Other

6. Do you know any legal action taken against any industries or any persons for challenges?

- Yes
- No

7. Is any NGO/or other organization working on this issue?

- Yes
- No

8. Please make over all comments on this issue (challenges):