

# The Survey of Factors Attracting Tourism to Inle Lake in Myanmar

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**Abstract:** This research work mainly focused on possible impacts on the improvements of Inle Lake tourist destination in Myanmar and was conducted to (1) identify the factors that attract tourist to visit Inle Lake, (2) explore what mode of transportation they preferred to use when visiting Inle Lake, (3) determine what kind of accommodation they most frequently stayed at in the Inle Region. To accomplish all above objectives, this research has planned, such as Literature Review, the used Research Methodology, Result and Findings that are produced by research methodology, and Conclusions and Recommendation accordance with the finding results.

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

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

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

Regarding transportation, the survey results of questionnaires are: most of visitors got by car at 63.5%, by air at 29.2% and some came by way of train at 7.3%. The statistic states that most of visitors choose their mode of transportation by means of comfortable at 47.9%, convenient at 24.0%, low-cost at 17.7% and to be secure at 10.4%. Related to tourists' satisfactoriness regarding transportation and the answers are satisfied at 64.6% and somewhat satisfied at 35.4%.

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

**Keywords:** Attracting factors, Transportation, Accommodation at Inle Lake in Myanmar.

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## I. INTRODUCTION

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

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

Tourism sector in Myanmar, has experienced sustained growth over the last few years and has brought benefits surprisingly and Inle Lake is one of the amazing tourist attractions in Myanmar and famous for the floating villages, gardens and the distinctive way of life of the local people, with their living societies based entirely on the water. This lake is well-known because its floating villages, gardens and markets, stupas galore, monasteries along with traditional hand-woven textiles and the unique way of life of the local people with their functioning communities based entirely on the water-logged area.

More concisely, the Lake is Myanmar's first designated place of World Network of Biosphere Reserves and an amazing freshwater lake and bears floating villages and gardens. It locates in the Nyaungshwe Township of Taunggyi District of Shan State, portion of Shan Hills in Myanmar. It is the second largest lake in Myanmar with an estimated surface area of 44.9 square miles (116 km<sup>2</sup>), and one of the highest at an elevation of 2,900 feet (880 m). In summer, the average water depth is 7 feet (2.1 m) with the deepest point being 12 feet (3.7 m), whereas during the rainy season this can increase by 5 feet (1.5 m). The watershed area for the lake lies to a large extent to the north and west of the lake. The lake drains through the Nam Pilu or Balu Chaung on its southern end hills.

The lake contains a number of endemic species and over twenty species of snails and nine species of fish are found nowhere else in the world. Some of these, like the silver-blue scaleless Sawbwa barb, the crossbanded dwarf danio, and the Lake Inle danio, are of minor commercial importance for the aquarium trade. In November, December and January, it hosts approximately 20,000 brown and black head migratory seagulls as well. The Lake is also known as a wildlife sanctuary and there is a valuable experience for visitors and that is to see thousands of water-birds such as the spectacular Pheasant-tailed Jacana. Most of birds are found there and birds seem either as migration or breeding land in Inle Lake.

This study will explore the factors that attract tourists to visit Inle Lake, which is a different world from the rest of Myanmar and if most of the tourists would like to visit this place during their time in Myanmar. This study aims to discover what main factors attract tourists to visit Inle Lake as a tourist destination, to determine what mode of transportation they prefer to use to come to Inle Lake and what mode of local transportations they used mostly in Inle Lake or either number of transportation in Inle Lake has met tourists' demands or not, and to identify what kind of accommodation they frequently stayed at in the Inle Lake tourism industry.

This research work will help readers to add the existing knowledge of main reasons that catch domestic and international tourist to pay visit Inle Lake whilst clarification of visitors' preference of transportation and accommodation. It also will contribute to the participants the present functions and future trends of Inle Lake tourism industry and can be made as useful tool to their works. It aims to be relevant to the area of discussion, sizeable and scalable based on the objectives and practical application for the participants.

## II. LITERATURE REVIEW

As component parts of the trade, to operate the tourism industry, **Burns and Holden** (1995) state the three main sectors as: (1) Attractions: tourists visit a geographical area alike historical, natural wonders, exhibitions, sporting events, congresses, catering or entertainment etc, (2) Transportation: bringing people from one place to another by different modes (air, sea, road and rail) and (3) Accommodation: giving people a place to stay such as hotels, motels, and guesthouses.

The visitors pay a visit attraction of tourism destinations, which includes a cultural, natural, historical village, town, or city, a district or a region, and island, a country, or a continent. These destinations can be clarified by major elements, such as:

- a) Accessibility, which is a function of distance from tourism markets, and external transport and communications, which enable a product to be reached.
- b) Amenities (e.g., catering, entertainment, internal transport, and communication, which enable the tourist to move around during his or her stay).

- c) Attractions, which may be site attractions (e.g., scenic, historical, natural, cultural wonders) or event attractions (e.g., exhibitions, business shows, sporting events, congresses or conferences).
- d) Activities (e.g., outdoor and indoor recreation activities).
- e) Accommodations.

Tourism destination considered as perspective of the product by **Murphy** (1993) and he states “Resources and created facilities of a destination combine to produce an amalgam of activities and functions called a tourism product”. He refers which would include: The natural and cultural environment of the destination and Place (location) and host community. His concept demonstrates key difference between a manufactured product and the destination product: the consumer has to travel to the destination in order to consume the product rather than sampling and purchasing it in a retail outlet and ‘consuming’ (which includes using) it home.

All kinds of destinations require different unique points, services, amenities, accommodations, catering, and proper transport infrastructure as well as clean, green and safe. These things must be permanent, enjoyable, entertaining or educational, attract tourists and benefits of participants. In short, the tourist product can be interpreted as triangular shaped: from the tourist viewpoint through an experience; from a business viewpoint through the selling of time and space; and from a destination viewpoint incorporating characteristics of place and the host community as integral parts of the selling point of the destination.

Despite above interpretation is appropriated by their rational ways, but **Burns and Holden** (1995) might not wish to fully accept their definitions. They give their reason as including places and people into the tourist product might be dangerous and putting destinations into the marketplace as products for consumption might bring more negative than positive, almost as though a framework is being established for the destination to pass into the decline stage of product lifecycle. Offering service can plays vital important role in all business world, whether in retailing, wholesaling, transportation, accommodation, telecommunication, education, finances, and health, including travel and tourism, hospitality and leisure activities. In tourism industry, there are several stages of service offering:

- a) The core service: it can be the main purpose of service purchase (e.g., food and beverage, accommodation).
- b) The expected service: it can be the expectation of quality products and service, such as organic, fresh food and drinks, quick-service, clean environment, comfortable bed, relaxing waiting area, clean lavatories, on-time delivery.
- c) The augmented product: it can be tangible support services, added value in terms of reliability and responsiveness, price options, and promotions etc.
- d) The potential product: it can be future service offerings such as all potential added features and benefits that might be of use of visitors.

**Medlik and Middleton** (1973) state that the tourism product is different from other product. They define the following definition ‘As far as the tourist is concerned, the product covers the complete experience from the time he leaves home to the time he returns to it’. They mention tourist experience is one approach to a product concept, highlighting its intangibility. The experience will affect tourist and their friends about the destination and the quality of the services such as the airline and hotel and making decision whether to return to that destination again. This definition also demonstrates the magnitude of variables that can affect the tourist experience. Weather, pollution, hospitality, value for money, safety: many nouns have adjectives both positive and negative applied to them to describe experiences as tourists. They use the term, holiday purchase and consumption of services and experiences that can be run over a time continuum at a particular location.

**Stephen J. Page** (2009) states that the transport forms the vital link between tourists and destinations. He mentions such as “the pursuit of tourism through the ages has stimulated a steady growth in the range of destinations visited and has been characterized by a growing impact upon different countries and places. This is directly related to changes in transport technology and its affordability, or diffusion of tourism from a travelling elite initially to a wider mass market”. He continues to illustrate the interrelationships between transport and tourism where four main elements exist: the tourist, the relationship between transport and the tourist experience, the effect of transport problems on the tourist’s perception and the tourist’s requirement for safe, reliable and efficient modes of transport.

**Lamb and Davidson (1996:264-5)** also writes the important of quality of the transportation in tourism industry. They say as following “the purchaser of the tourism product (the tourist) must experience the trip to access the product, the quality of the transportation experience becomes an important aspect of the tourist experience and, therefore a key criterion that enters into destination choice. Poor service, scheduling problems, and/ or long delays associated with a transportation service, for example, can seriously affect a traveler’s perceptions and levels of enjoyment with respect to a trip. Tourists require safe, comfortable, affordable, and efficient intermodal transportation networks that enable precious vacation periods to be enjoyed to their maximum potential”.

In this conjecture, **Richard Sharpley (2006)** states that the combination of a number of elements, the modes of transport are made up as followings:

- a) The ways: it can be natural (air or sea), man-made or constructed (rail, canals, road, street, bridges) and so on.
- b) The vehicle: it can be planes, trains, cars, motorcycle or ships, boats, yachts etc.
- c) The terminal: it provides access to the vehicle and commonly acts as an interchange between modes of transport.
- d) Control and communication systems: to be efficiency and safety, most of modes of transport are controlled such as air traffic control, signaling, speed limits, traffic lights, and so on. Communication systems facilitate transport, whether simple information screens at terminals or sophisticated in-car satellite directional systems.
- e) Management and staff: to be efficiency, all operation of transport systems need to be well-managed and directed by officers and managers.

According to UN-WTO report in 2015, slightly over half of all overnight visitors travelled to their destination by air (54%), while the remainder travelled by surface transport (46%)—whether by road (39%), rail (2%) or water (5%). That states the trend over time has been for air transport to grow at a somewhat faster pace than surface transport, thus the share of air transport is gradually increasing. Tourist accommodation product and hospitality services consumed by tourists play very important role in tourism industry. It provides the base from which tourists can engage in the process of staying at a destination. It is an element of the wider hospitality sector that is used by tourists. Accommodation has emerged as the focal point for the hosting of guests and visitors through the ages: a guest pays a fee in return for a specified service and grade of accommodation, and associated services such as food and beverages.

Nowadays, more specially, hotels provide a base for business travel, meetings and conferences and these are also lucrative, high-yielding business, with rooms being hired for meetings, and functions being provided along with entertainment. Both business travelers and leisure travelers spend more than when they are at home and hotels also add value to the experience by providing ancillary services and products. **Stephen J. Page (2009)** mentions that accommodation is only one component of the hospitality sector and he suggests as the following typology of establishments providing hospitality services: hotels, restaurants, cafes and catering places, night clubs and licensed clubs, take-away food bars, public houses, canteens, camping and caravanning sites, holiday camps, short-stay tourist accommodation, university and higher-education accommodation provision, catering services to educational establishments, contract caterers.

### III. RESEARCH METHODOLOGY

The researcher employs the research methods to solve the research problems and to find new facts and theory. That is why, authors such as, Walliman (2005), Saunders, Lewis & Thornhill (2009) stated that the research means not only gathering data or presenting facts without purpose, but purposely collected and systematically interpreted and there can be found intentionally guiding the enquiry. Sekaran & Bougie (2010) also add to that definition as finding those solutions has many plans, procedures and steps. Moreover, Cooper & Schindler (2006) detailed research processes as forming research proposal, design, collecting and analyzing data, finding results and drawing conclusions, research ethic as well.

Doing research in any cases, researchers considerate on the tone of research and logical approaches such as deduction and induction. The approaches are defined as deduction runs from general to specific and induction comes from specific to common by Decoo (1996). Rothchild (2006) explained deduction means generalization of particulars fact whilst induction takes place unknown particulars which get from gathered known facts.

Accordingly the researcher's topic and preferences, the approaches are chosen whether qualitative or quantitative. Quantitative approach applies when to calculate the quantity whilst qualitative method used to discover why those quantities engage in such things. Both methods are also taken when researcher wants to quantify primary data and introduces to individuals experience along with containing qualitative data, discussion of results.

Sekaran & Bougie (2010) defined that the quantitative research relies on deduction and Saunders et al., (2009) said that the quantitative technique plays giving simple descriptive of the variables contained, building statistical relationship among variables through complex statistical modelling. This methods is used to explain, predict data and to get probability sampling and needs larger sample sizes as compared to qualitative methods (Cooper & Schindler, 2006).

Sekaran & Bougie (2010) stated that the qualitative design uses inductive reasoning and sets for in depth-understanding of human behavior and the cause of that behavior. This method aims to get deeper interpretive research (Cooper & Schindler 2006) and found in social sciences and market research (Denzin & Lincoln, 2005). Its object is to find out human behavior, to adopts typical research designs, uses non-probability samplings, relies on smaller samples (Cooper & Schindler, 2006) and tests the different data collection and analyses techniques as compared with quantitative research (Neuman, 2005). Saunders et al., (2009) mentioned that to used mixed methods approach; combination both quantitative and qualitative methods for certain research problems and research objectives.

This research is processed the survey of questionnaires and literature review and collected data is analyzed by package of Statistical Package for social science (SPSS) and taken out result and validation. The collected data and gathered information from those methods mainly dealt with what the main factors that attract international tourist to visit Inle Lake, what kinds of transportation visitors mostly used, what mode of accommodations they stay at, and what their satisfaction toward service of Inle Lake tourism sector.

#### IV. FINDING RESULTS

In order to provide accurate and truthful data, researcher collects primary and secondary data and questionnaires are sent to 100 sample size and 96 respondents come out from them between July-November in 2016. The collected data; 96 respondents are analyzed by statistical package for the social sciences (SPSS) version 21 and then calculates the frequency, percentage, mean, mode and standard deviation.

From these studies, first part will emphasize the identification of demographics and the differences of respondents. The survey of questionnaires and collected data states that majority of respondents are female at 52.1%, 20-30 years old at 44.8%, 31-40 years old at 41.7%, single at 51.0%, married at 39.6%, college degrees holder at 50% and graduate degree or higher levels are at 41%, managerial or commercial rank at 35.4%, most of respondents earn \$3000 at 42.7%.

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

Second part is set to emphasize the attractive factors in Inle Lake tourism industry, the mode of transportation and the kind of accommodation that most of visitors chosen and that important elements are directly linked to this objective study.

According to the tables of frequency and percentage of the main factors that attract to tourists are: Inle Lake is at 46.9%, Phaung Daw Oo Pagoda is at 4.2%, floating garden is at 19.8%, Indein is at 11.5%, Nga Hpe Kyaung monastery is at 4.2% and that feedback specifies most of visitors are attracted by Inle Lake and some come to Phaung Daw Oo Pagoda and Indein. Among them, first time tourists are 32.3%, second times are 34.4%, third time tourists are 21.9%, fourth time are 6.3%, fifth time tourist are 3.1% and others are 2.1%. Some tourists got information about Inle Lake from travel agency at 22.9%, from internet informations at 47.9%, from family and friends at 20.8%, from newspapers at 3.1 and some heard about Inle Lake from TV/ radio at 5.2 %.

The result of transportation, which returned by respondents and the result are: most of visitors came by car at 63.5%, by air at 29.2% and some came by way of train at 7.3%. The statistic states that most of visitors choose their mode of transportation by means of comfortable at 47.9%, convenient at 24.0%, low-cost at 17.7% and to be secure at 10.4%. Related to tourists' satisfactoriness regarding transportation and the answers are satisfied at 64.6% and somewhat satisfied at 35.4%.



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

The visitors' length of stay at Inle Lake has also included in questionnaires and the answer are; majority of respondents 72.9 percent planned to stay 1-6 days and only 27.1 percent of respondents answered Non-stay. From this answer, visitors stay there 1-6days and sight-seeing and feeling breathtaking view of the floating villages, gardens, the life style of local people, mesmerizing one leg-rowing boats, beautiful ancient temples, and pagodas, bird migration and etc.

The statistics table, the result of independent variables tourists attractive place to Inle Lake is  $X=2.9167$  and  $SD=2.22742$ , tourists arrival times visiting to Inle Lake is  $X=2.1979$  and  $SD=1.17536$ , tourists transportation to Inle Lake is  $X=1.3542$  and  $SD=.48077$ , and accommodation for tourists staying at Inle Lake is  $1.7292$  and  $SD=.82692$  which mean 100% are strongly positive of survey at Inle Lake according to responded of tourists.

Descriptive Statistics			
	Mean	Std. Deviation	N
Which one is attractive place for you?	2.9167	2.22742	96
How often did you visit Inle Lake?	2.1979	1.17536	96
How was your transportation?	1.3542	.48077	96
Which accommodation did you stay?	1.7292	.82691	96

Correlations				
Control Variables			Which one is attractive place for you?	How often did you visit Inle Lake?
How was your transportation? & you?	Which one is attractive place for you?	Correlation	1.000	-.096
		Significance (2-tailed)	.	.358
		df	0	92
Which accommodation did you stay?	How often did you visit Inle Lake?	Correlation	-.096	1.000
		Significance (2-tailed)	.358	.
		df	92	0

\*Statistical significance at the 0.05 level

Regarding above analysis of correlation results, the Pearson's correlation analysis revealed that the attractive factors of tourists at Inle Lake were .358, the visitors arrival times of Inle Lake were also .358 at the statistical significance level of 0.01. So the transportation and accommodation that were significantly relation with Inle Lake and attractive factors.

## V. CONCLUSION AND RECOMMENDATION

In order to provide accurate and truthful data, researcher collects primary and secondary data and questionnaires are sent to 100 sample size and 96 respondents come out from them between July-November in 2016. The collected data; 96 respondents are analyzed by statistical package for the social sciences (SPSS) version 21 and then calculates the frequency, percentage, mean, mode and standard deviation.

In sum up, accordingly the research objectives, the following conclusion is drawn: (1) most of visitors are attracted by Inle Lake at 46.9% and some come to Phaung Daw Oo Pagoda 4.2% and Indein 11.5%, (2) most of visitors came by car at 63.5%, by air at 29.2% and some came by way of train at 7.3%, and (3) tourist frequently stayed at hotel at 51.0%, and average guests stayed at guest-house at 25.0% and apartment/Bungalow at 24.0%.

Researcher comments are related to government and tour companies and suggests them to obey the concept of sustainable tourism development. Inle Lake locates far away from capital cities and faces insufficient support from government and tour companies. That is why, government should allocate large proportion of federal funds to Inle Lake tourism sector,

should try and emphasis into the educating and training local people and construction of essential tourist facilities, such as hotels, highways, and access roads, transportations, communications, visitor attractions, festivals, and special events. They should plan to establish quality police protection and crime control, maintaining attractive, functional, and clean and limit pollution, and retain their marketability and popularity. Tour companies should determine and draw schemes and procedures to integrate sustainable development issues as a part of the core management function and to identify as necessary actions for the benefit of all beings.

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