

Chapter 2: Literary reviews

2.1 Country Information

The Myanmar is formally known as Burma. The area of the country is 676,577 square kilometers. Total population about 51 million according to 2014 census. The major ethnic groups are Burma, Shan, Kayin, Mon, Kachin, Chin, Kayah and other minorities. Tourist destinations in Myanmar can travel all year around. Mountainous region in northern and northeastern have cool temperature and hot and dry in central part of the country during monsoon season. Major language is Burmese and several ethnic groups' languages and English also spoken as second or third language. More than 80 percent of the country is Buddhism and there are Hindus, Christians, Muslims and animists. The local currency is the "Kyat".

2.1.1 Tourism Expenditure

in USD

Year	2011	2012	2013	2014	2015
Tourist Expenditure	329 Million	534 Million	926 Million	1789 Million	2122 Million
Average Expenditure per Person Per Day	120	135	145	170	171
Average Length of Stay	8	7	7	9	9

2.1.2 Tourist Arrivals

Name of Entry Points	2011	2012	2013	2014	2015
Yangon	364,743	559,610	817,699	1,022,081	1,180,682
Mandalay	20,912	32,521	69,596	90,011	107,066
Mawlamyine/Myeik			1,024	271	
Nay Pyi Taw	5,521	1,250	11,842	19,261	13,835
Border Gateways	425,193	465,614	1,144,146	1,949,788	3,379,437
Total	816,369	1,058,995	2,044,307	3,081,412	4,681,020

2.2 Definitions

There are many Definition of Tourism that defined by several source and person. According to United Nation World Tourism Organization (UNWTO) tourism was defined as "Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for at least one night but not more than one consecutive year for leisure, business and other purposes."

2.2.1 Tourism and Economic Development

Tourism is one of the major sector of Economy of Myanmar. Tourism industry is not only the source of revenue and employment in the tourism sector, but also one of the major factor to develop country's infrastructure and other related sector, such as, increasing governments spending, along with regional and local authorities, private business sector and others with an concern in economic development. Jobs generated by tourism are spread across the economy in retail, construction, manufacturing and telecommunications, as well as directly in tourism companies. Tourism sector is different from other goods that are exported or imported because that is not physically packaged, produced, transported, or received like other products.

2.2.2 Tourism industry and the Government

Hall (2000) said that government have fully aware that long-term possible tourism is not only for generate income, but also as promote of international peace and friendliness. Tourism is often used by government to facilitate development and preserve culture and historical heritage. Consistent with Hall (2005), government has seven tasks in tourism development: planning, coordination, stimulation, rule and regulation, social tourism, entrepreneurship and public concentration protection roles. Generally, economic factors were the major reasons for governments to get involved in tourism. Government is the major player in the political process of tourism development (Bramwell, 2011) and has usually accepted a more interventionist method in tourism development than in other areas (Ruhanen, 2013). Government controls the tourism sector through official ministries, government agency, legislatures, and different programs and budget initiatives (Elliot, 1997), and intervenes in tourism for political, economic and environmental reasons (Nyaupane, Timothy, 2010). Thus, many countries are hard to take funding on the proportional advantage that they have in the tourism sector. The proportional advantage for tourism might help developing country in gain of foreign exchange quickly and easily when compare to another products (Debbage, 1998).

2.2.3 Direct Contribution

Direct contribution by Tourism industry in economy is considered to be reliable with the output, as stated in tourism-representative sectors such as airlines, airports, travel agents, hotels and leisure and relaxation services that deal straightly with tourists. The direct contribution of Tourism industry to country's economy is considered from total internal expenditure by 'exclude' the acquisitions complete by the different tourism activities. These portion are constant with the explanation of Tourism in nation's economy, stated in the 2008 Tourism Satellite Account: Recommended Methodological Framework (TSA: RMF 2008). The direct contribution of Tourism sector to country's economy show that 'interior' expending on Tourism sector (whole expenditure inside a certain country on Tourism industry via citizens and non-citizens for commercial and holiday purposes) together with government 'specific' using - using by government on Tourism sector services directly related to visitors, such as recreational (eg. national parks) or cultural (eg. museums).

2.2.4 Total Contribution

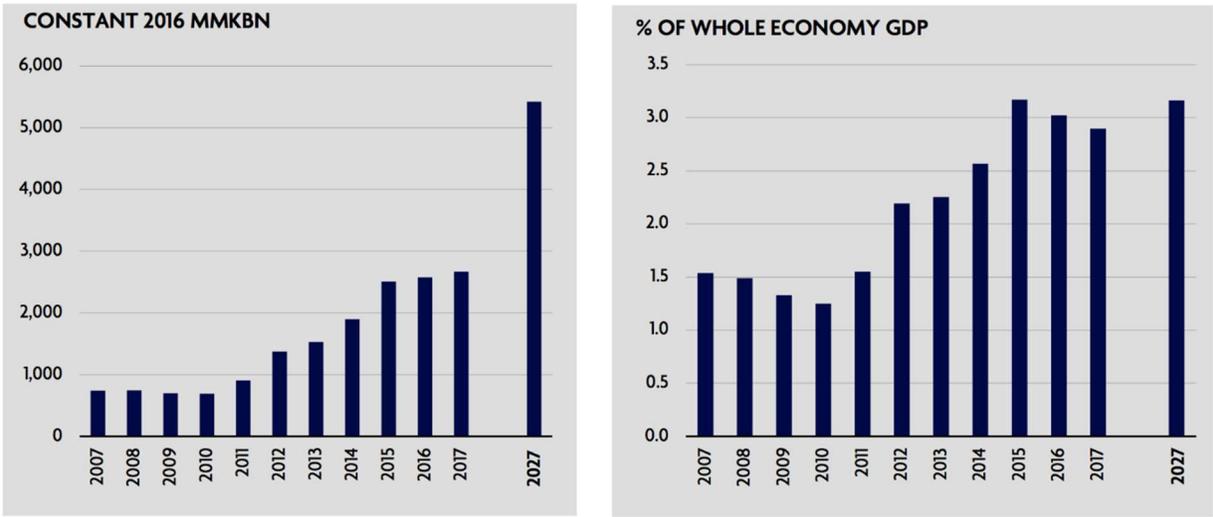
Total contribution of Travel industry consist of ‘comprehensive effects’ (ie the incidental and persuaded impacts) on the economy. The ‘indirect’ contribution consist of the economy and employments supported by:

- Government 'cooperative' expenditure, which supports Tourism action in various altered ways as it is completed on behalf of the ‘community at large’ – eg. tourism marketing and promotion, administration, aviation, services industry, hotel and resort services, health care services, etc;
- Tourism sector investment expenditure – an significant part of both present and imminent movement that includes investment movement such as construction of new hotels and purchase of new aircraft;
- Domestic acquisitions of goods and services by the sectors dealing directly with tourists - including, for example, consumptions of food, fuel and catering services by airlines, cleaning services by hotels, and IT services by travel agents.

The ‘convinced’ contribution measures the GDP and jobs creation by the spending hired by the Tourism industry directly or indirectly.

According to World Travelling and Tourism Council, 2017, the direct contribution of Travel & Tourism to Myanmar Economy in 2016 was MMK 2,577.6 billion (3.0% of GDP). This is prediction to increase through 3.5% to MMK 2,668.2 billion in 2017. This principally show that the economic action made by activities such as airlines, travel agents, hotels and other passenger transportation services. But it also contains, the activities of the leisure and restaurant businesses that directly held by tourists as the figures described below;

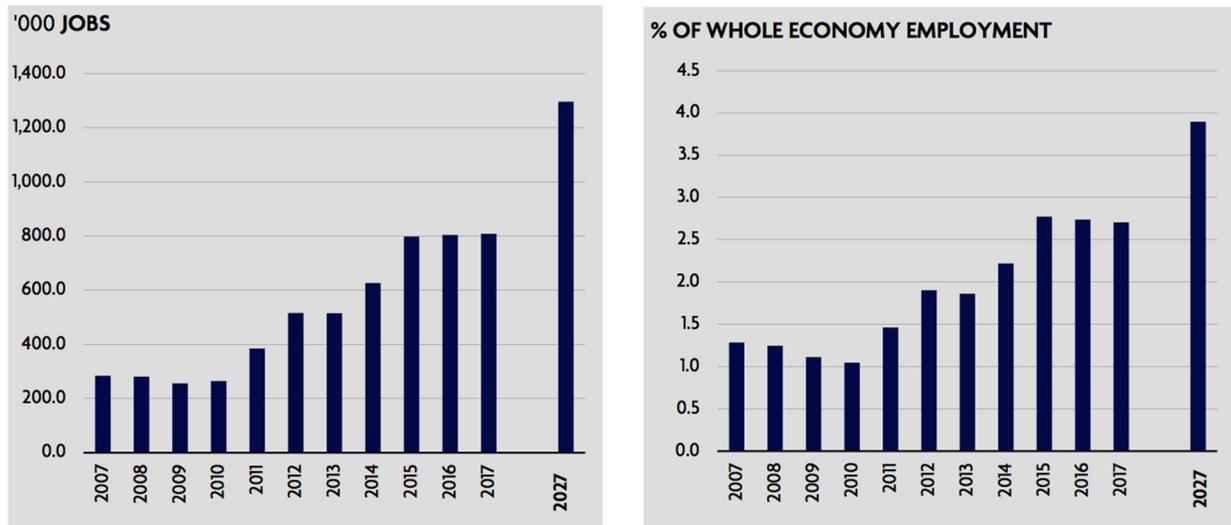
Table 1: Direct Contribution of Travel & Tourism to GDP



Source: World Travelling and Tourism Council, 2017

As for job creation, Tourism industry created 804,000 employments straightly in 2016 (2.7% of total jobs employed) and this is estimated to grow by 0.5% in 2017 to 808,500 (2.7% of total jobs employed). The total contribution of Tourism industry to jobs created (including effects from investment) was 1,662,000 of total employment in 2016 (5.7% of total hire). This is projection to decrease by 0.9% in 2017 to 1,647,000 jobs (5.5% of total hire). This is contains employ by airlines, travel agents, hotels and transport services. It also includes, the actions of the leisure and restaurant businesses that directly related by tourists as table described below.

Table 2: Direct Contribution of Travel & Tourism to Employment



Source: World Travelling and Tourism Council, 2017

2.2.5 Environmental Sustainable and Tourism

The various factor defined in the environmental sustainable and tourism development or sustainability discussion are certainly moved to the theory of environmental sustainable tourism. The absence by any general explanation has directed to a numerous implications and applications. Through sustainable development, there is the self-determination toward appliance variable 'shades of green' in potential sustainable tourism. Since the light green method that embraces tourism development and fulfillment the principal purpose to the darker green in the protective opinion and idea of carrying abilities feature highly (Hunter, 1997). The stance assumed has main inferences as it will direct the method to implementation and hence the outcome.

The goals of sustainable tourism as define in figure tell to several types of tourism carrying capability. The figure especially implement that no single characteristic should be permitted to rule tourism policy-making and decision-taking. The interactions between different types of sustainable tourism, showing one perception on the tourism-environment 'balancing act' essential to achieve sustainability.