

CHAPTER I

1.1 Introduction

Myanmar, officially the Republic of the Union of Myanmar, also known as Burma is a sovereign state in Southeast Asia bordered by Bangladesh, India, China, Laos, and Thailand. Myanmar is the second largest countries in Southeast Asia with the total land area of 676,578 square kilometers and 1920 kilometers of coastline close to Andaman Sea and Bay of Bengal (*Ho Mei Leng*), and the largest country in mainland of Southeast Asia, spanning 936 km from east to west and 2,051 km from north to south (*OECD (2013), Multi-dimensional Review of Myanmar*).

In the list of World Panorama, Myanmar is recognized as the “Land of Golden Pagodas”, which has various tourist attraction places and national heritage zones in such as Yangon, Mandalay, Bago, Shan State, Rakhine State, and mainly Mandalay region which is not only the lifeblood of Myanmar civilization and but also the center of numerous Buddhist institutions, where the collections of paintings, manuscripts, art objects and inscriptions are housed in various monasteries and museums (*UNESCO*), is the most highlighted tourist attractions.

In Mandalay, the major national heritage zones highlighted for visitors are Mandalay Grand Palace, where reminds the visitors of the last days of Myanmar King and the first day of British colony to upper Myanmar, Mandalay Hill and historic ancient Pagodas and Temples founded by Myanmar Kings throughout Mandalay, and next to Sagaing, Amarapura, Inwa, and Ancient City Bagan, just 180 kilometers away from Mandalay, which is the capital city of the first Myanmar Kingdom and one of the 20th of the world’s most beautiful World Heritage Sites (*Sarah Reid, CNN*), nay, the most venerable place in Myanmar, but although Mandalay

owns such an amazing treasure things endorsing to visitors, it is still facing decrease in the amount of hotel occupancy rates. This paper will elucidate the hotel industry in Mandalay as a good solution tool to enlarge hotel occupancy rates.

1.2. Subject

The main intention to do this research is to find out the reason for decrease in hotel occupancy rates in Mandalay despite of ample amount of travelling places, indicating economic situation, legal situation and technological factors; such as junta government policies, violation of human rights, visa bans, military leaders from globe entry restriction, poor wireless connectivity, cashless transaction, limitation in FDI investment, large number of black marketing trading, poor monetary and fiscal stability, low level of living standards, lack of government planning, high trade deficit, poor roads and transport facilities, inefficient infrastructure. According to Ministry of hotels and tourism, Myanmar (June 2015), the total number of hotels and guesthouses in Mandalay is 241 with 8468 rooms and most of the times these rooms are fully booked by US, European, Japanese and Singaporean guests for their conference one after the other, but in the reality, the Mandalay has only 3,000 visitors per month. This paper will point out such a make-up report by indicating the actual factors.

1.3. Purpose of Statement

This paper will examine the economic, legal and technological situation in Mandalay, Myanmar which is affecting hotel and tourism industries and reducing the hotel occupancy rates among different hotels in Mandalay, and moreover, the paper will further examine the different

factors of economic, legal and technological which are causing the hotel and tourism industries less growth in Mandalay, Myanmar.

1.4 Research question

RQ 1. What are the economic factors which are affecting the decrease in hotel occupancy rates in tourism and hotel industries in Mandalay, Myanmar?

RQ 2. What legal factors which are affecting the decrease in hotel occupancy rates in tourism and hotel industries in Mandalay, Myanmar?

RQ 3. What technological factors which are affecting the decrease in hotel occupancy rates in tourism and hotel industries in Mandalay, Myanmar?

1.5. Research objectives

(a) To probe into the relationship between economic factors and hotel occupancy rates in tourism and hotel industries in Mandalay, Myanmar?

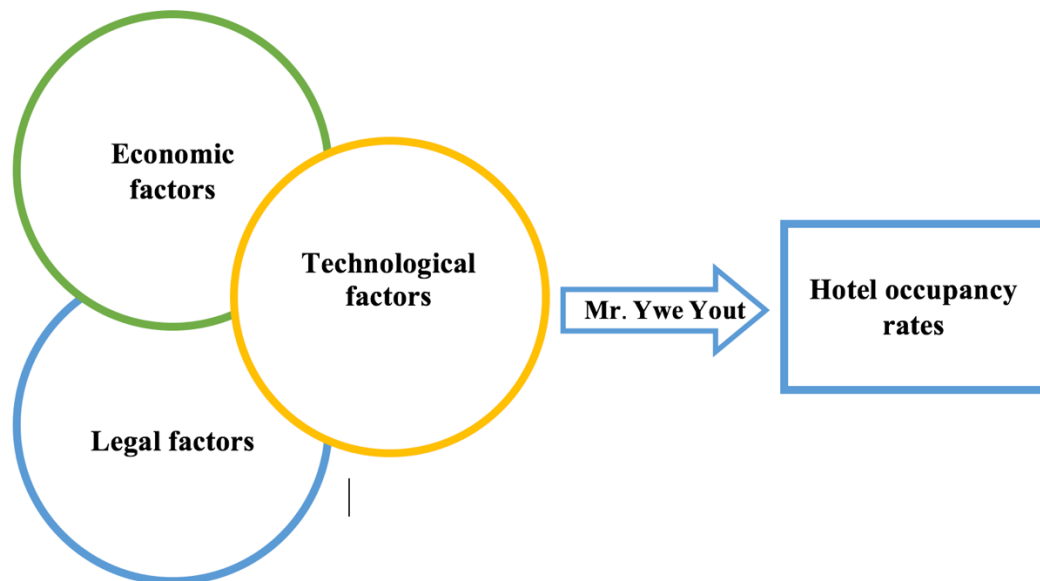
(b) To probe into the relationship between legal factors and hotel occupancy rates in tourism and hotel industries in Mandalay, Myanmar?

(c) To probe into the relationship between technological factors and hotel occupancy rates in hotel and tourism industries in Mandalay, Myanmar.

1.6. Conceptual framework

The conceptual framework is divided into three parts as first set describes correlation between economic factors as independent variable and hotel occupancy rates as dependent variable. The second set describes correlation between legal factors as independent variable and hotel occupancy rates as dependent variable. The last set describes correlation between technological factors as independent variable and hotel occupancy rates as dependent variable.

Figure 1. Conceptual framework



1.7 Hypotheses of research

There are three sets of hypotheses in this research paper as first set describes correlation between economic factors as independent variable and hotel occupancy rates as dependent variable. The second set describes correlation between legal factors as independent variable and hotel occupancy rates as dependent variable. The last set describes correlation

between technological factors as independent variable and hotel occupancy rates as dependent variable.

First set:

H0: It shows that there is no positive correlation between economic factors and hotel occupancy rates.

H1: It shows that there is a positive correlation between economic factors and hotel occupancy rates.

Second set:

H0: It shows that there is no positive correlation between legal factors and hotel occupancy rates.

H1: It shows that there is a positive correlation between legal factors and hotel occupancy rates.

Third set:

H0: It shows that there is no positive correlation between technological factors and hotel occupancy rates.

H1: It shows that there is a positive correlation between technological factors and hotel occupancy rates.