

Chapter IV:
DATA ANALYZING AND RESULTS

To analyze all data result truly accumulated from respondents of 4 prominent hotels of Mandalay, to which the total 200 questionnaires were proportionally distributed for this research as described in the previous chapter three about detail research method and procedure, it was found out that 69.0% respondents (138 persons in figure) were male and the rest 31.0% respondents (62 persons in figure) were female. The scale of performance to survey questions was totally 100% and there was nobody absent to answer the questionnaires as the outcome tables described below;

4.1 Part 1: Personal details of respondents

Gender

The total number of gender percentage is 100.0% and in this 31.0% are female and 69.0% are male's. In this chart male percentage are too high compare to female as table below;

Table 4.1
Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	138	69.0	69.0	69.0
Female	62	31.0	31.0	100.0
Total	200	100.0	100.0	

Age

In age group, the total number of age percentage was 100.0% and the percentage is valid 18-25 are 26.5% and 26-30 are 36.0% And 31-50 are 35.5% and 51 or alder are only 2.0%. As compare to all the percentage there is a minimum difference between 26-30 or 31-50 and the highest percent in this chart are in between 26-30 which is 36.0% as outcome table below.

Table 4.2
Age Group

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 18-25	54	26.5	26.5	26.5
26-30	72	36.0	36.0	62.5
31-50	71	35.5	35.5	98.0
51 or older	4	2.0	2.0	100.0
Total	200	100.0	100.0	

Nationality

To analyze the nationality of respondents, the total number of percentage in nationality is 100.0% and the highest percent is Chinese i.e. 53.0% and the lowest percent in this chart is American's 1.5%. It has a very huge difference in between Chinese or American as result in the following chart.

Table 4.3
Nationality

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Chinese	107	53.0	53.0	53.5
UK	11	5.5	5.5	59.0
Thai	24	12.0	12.0	71.0
American	3	1.5	1.5	72.5

Others	55	27.5	27.5	100.0
Total	200	100.0	100.0	

Purpose of Visit

In purpose of visit, the total percentage is 100.0% and the highest percent 43.5% in meeting family or friends and the lowest percentage in other are 7.0%. The minimum differences in between business and meeting are 12.0% and 10.0%.

Table 4.4

Purpose of visit

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Investment	55	27.5	27.5	27.5
Meeting family or friends	87	43.5	43.5	71.0
Business	24	12.0	12.0	83.0
Meetings	20	10.0	10.0	93.0
Others	14	7.0	7.0	100.0
Total	200	100.0	100.0	

Salary Range

In the salary range, the total number of salary percent is 100.0% and among them, the highest range in salary 20,000-50,000USD are 39.5% percent and the lowest range in salary more than 100,000 USD are only 8.5% percent as the following table.

Table 4.5

Salary range

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Below 20,000USD	30	15.0	15.0	15.0

20,000-50,000 USD	79	39.5	39.5	54.5
50,000- 100,000	74	37.0	37.0	91.5
More than 100,000 USD	17	8.5	8.5	100.0
Total	200	100.0	100.0	

Occupation

To analyze the occupation of respondents, the total percentage is 100.0% and the highest percentage of occupation is employ which is 42.0% and the lowest percent is government official, only 6.5%. In the following occupational chart, there are a lot of percentage differences in government official, student and others.

Table 4.6
Occupation

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Government official	13	6.5	6.5	6.5
Owner of business/ company	54	27.0	27.0	33.5
Employee	84	42.0	42.0	75.5
Student	26	13.0	13.0	88.5
Others	23	11.5	11.5	100.0
Total	200	100.0	100.0	

Number of Times Visit

In the number of visiting time analysis, it was found out that the highest percentage is 2 visit times which is 53.5% and the lowest one is more than 4 times visit, which has only 5.5%. of the total number of percentage 100.0 as the following table.

Table 4.7
Number of times visit

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Time	46	23.0	23.0	23.0
2 Times	107	53.5	53.5	76.5
3 Times	21	10.5	10.5	87.0
4 Times	15	7.5	7.5	94.5
More than 4 times	11	5.5	5.5	100.0
Total	200	100.0	100.0	

4.2 Part 2: General Statements on Economic factors

Question 1: I feel that the Mandalay needs much improvement in developing roads.

Total percentage of this question is 100.0%, out of which, the number of respondents who are in agree is 31.5%, in disagree is only 2.0%, in strongly agree is 24.5%, and it has only 3.5% who are strongly disagree on this statement as table below;

Table 4.8: Question 1

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	7	3.5	3.5	3.5
Disagree	4	2.0	2.0	5.5
Neutral	77	38.5	38.5	44.0
Agree	63	31.5	31.5	75.5
Strongly agree	49	24.5	24.5	100.0
Total	200	100.0	100.0	

Question 2: I feel that the Mandalay needs to provide 24-hour money exchange services with positive exchange rate.

Total percentage of this question is 100.0%, out of which, the number of respondents who are in strongly agree is 64.0%, in strongly disagree are only

1.0% with this statement, and in neutral is 7.5% who do not agree and/or do not disagree with this question.

Table 4.9: Question 2

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	2	1.0	1.0	1.0
Disagree	9	4.5	4.5	5.5
Neutral	15	7.5	7.5	13.0
Agree	46	23.0	23.0	36.0
Strongly agree	128	64.0	64.0	100.0
Total	200	100.0	100.0	

Question 3: I feel that the Mandalay needs to solve the Civil war as earliest.

Total percentage of this question is 100.0%, out of which, the number of respondents who are in strongly agree is 58.5%, in strongly disagree with this statement is only 2.0%, and in neutral is 9.0% who do not agree and/or do not disagree with this question.

Table 4.10: Question 3

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	4	2.0	2.0	2.0
Disagree	12	6.0	6.0	8.0
Neutral	18	9.0	9.0	17.0
Agree	49	24.5	24.5	41.5
Strongly agree	117	58.5	58.5	100.0
Total	200	100.0	100.0	

Question 4: I feel that the Mandalay needs good infrastructure for the hotel and tourism business.

Total percentage of this question is 100.0%, out of which, the number of respondents who are in strongly agree is 46.0%, in strongly disagree with this statement is 4.5%, and in neutral is 11.0% who do not agree and/or do not disagree with this question.

Table 4.11: Question 4

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	9	4.5	4.5	4.5
Disagree	12	6.0	6.0	10.5
Neutral	22	11.0	11.0	21.5
Agree	65	32.5	32.5	54.0
Strongly agree	92	46.0	46.0	100.0
Total	200	100.0	100.0	

Question 5: I feel that the Mandalay needs to provide more well trained hotel staffs and employment opportunities.

Total percentage of this question is 100.0%, out of which, the number of respondents who are in strongly agree is 56.0%, in strongly disagree with this statement is only 0.5%, and in neutral is 9.5% who do not agree and/or do not disagree with this question.

Table 4.12: Question 5

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	1	.5	.5	.5
Disagree	5	2.5	2.5	3.0
Neutral	19	9.5	9.5	12.5
Agree	63	31.5	31.5	44.0
Strongly agree	112	56.0	56.0	100.0
Total	200	100.0	100.0	

Question 6: I feel that the Mandalay needs to introduce more airlines services and international standard facilities and operation system.

Total percentage of this question is 100.0%, out of which, the number of respondents who are in strongly agree with this statement is 53.5%, in strongly disagree is only 3.5%, and in neutral is 11.0% who do not agree and/or do not disagree with this question.

Table 4.13: Question 6

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	7	3.5	3.5	3.5
Disagree	12	6.0	6.0	9.5
Neutral	22	11.0	11.0	20.5
Agree	52	26.0	26.0	46.5
Strongly agree	107	53.5	53.5	100.0
Total	200	100.0	100.0	

Question 7: I feel that the Mandalay needs to promote its national heritage zones and ancient Buddhist institutions to have highly tourist attractions.

Total percentage of this question is 100.0%, out of which, the number of respondents who are in strongly agree with this statement is 38.0%, in strongly disagree is 7.0%, and in neutral is 5.0% who do not agree and/or do not disagree with this question.

Table 4.14: Question 7

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	14	7.0	7.0	7.0
Disagree	7	3.5	3.5	10.5
Neutral	10	5.0	5.0	15.5

Agree	93	46.5	46.5	62.0
Strongly agree	76	38.0	38.0	100.0
Total	200	100.0	100.0	

Question 8: I feel that the Mandalay needs to be more competitive hotel prices.

Total percentage of this question is 100.0%, out of which, the number of respondents who are in strongly agree with this statement is 48.0%, in strongly disagree is only 4.0%, and in neutral is 13.0% who do not agree and/or do not disagree with this question.

Table 4.15: Question 8

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	8	4.0	4.0	4.0
Disagree	10	5.0	5.0	9.0
Neutral	26	13.0	13.0	22.0
Agree	60	30.0	30.0	52.0
Strongly agree	96	48.0	48.0	100.0
Total	200	100.0	100.0	

4.3 Part 3: General Statements on Legal factors

Question 9: I feel that the Mandalay needs incentives in tax relief, tax benefits for new business and encouragement in FDI.

Total percentage of this question is 100.0%, out of which, the number of respondents who are in strongly agree with this statement is 52.5%, in strongly disagree is only 1.5%, and in neutral is 9.5% who do not agree and/or do not disagree with this question.

Table 4.16: Question 9

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	3	1.5	1.5	1.5
Neutral	19	9.5	9.5	11.0
Agree	73	36.5	36.5	47.5
Strongly agree	105	52.5	52.5	100.0
Total	200	100.0	100.0	

Question 10: I feel that the Mandalay needs certain hotel licensing rules and regulations.

Total percentage of this question is 100.0%, out of which, the number of respondents who are in strongly agree with this statement is 52.5%, in strongly disagree is 4.0%, and in neutral is 10.5% who do not agree and/or do not disagree with this question.

Table 4.17: Question 10

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	8	4.0	4.0	4.0
Disagree	13	6.5	6.5	10.5
Neutral	21	10.5	10.5	21.0
Agree	53	26.5	26.5	47.5
Strongly agree	105	52.5	52.5	100.0
Total	200	100.0	100.0	

Question 11: I feel that the Mandalay needs to practice reasonable land price and certain land lease regulations for hotel business operation.

Total percentage of this question is 100.0%, out of which, the number of respondents who are in strongly agree with this statement is 70.5%, in strongly disagree is only 2.0%, and in neutral who do not agree and/or do not disagree with this question is 9.0%.

Table 4.18: Question 11

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	4	2.0	2.0	2.0
Disagree	9	4.5	4.5	6.5
Neutral	11	5.5	5.5	12.0
Agree	35	17.5	17.5	29.5
Strongly agree	141	70.5	70.5	100.0
Total	200	100.0	100.0	

Question 12: I feel that the Mandalay government should stop using dictatorship policy.

Total percentage of this question is 100.0%, out of which, the number of respondents who are in strongly agree with this statement is 69.0%, in strongly disagree is 5.5%, and in neutral who do not agree and/or do not disagree with this question is 6.5%.

Table 4.19: Question 12

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	11	5.5	5.5	5.5
Disagree	7	3.5	3.5	9.0
Neutral	13	6.5	6.5	15.5
Agree	31	15.5	15.5	31.0
Strongly agree	138	69.0	69.0	100.0
Total	200	100.0	100.0	

Question 13: I feel that the Mandalay needs proper framework of opening a business.

Total percentage of this question is 100.0%, out of which, the number of respondents who are in strongly agree with this statement is 65.0%, in

strongly disagree is 4.5%, and in neutral who do not agree and/or do not disagree with this question is 5.5%.

Table 4.20: Question 13

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	9	4.5	4.5	4.5
Disagree	10	5.0	5.0	9.5
Neutral	11	5.5	5.5	15.0
Agree	40	20.0	20.0	35.0
Strongly agree	130	65.0	65.0	100.0
Total	200	100.0	100.0	

Question 14: **I feel that the Mandalay regional government should have certain long term strategic plan for hotel and tourism development.**

Total percentage of this question is 100.0%, out of which, the number of respondents who are in strongly agree with this statement is 55.0%, in strongly disagree is 4.0%, and in neutral who do not agree and/or do not disagree with this question is 10.5%.

Table 4.21: Question 14

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	8	4.0	4.0	4.0
Disagree	13	6.5	6.5	10.5
Neutral	21	10.5	10.5	21.0
Agree	47	23.5	23.5	44.5
Strongly agree	111	55.5	55.5	100.0
Total	200	100.0	100.0	

Question 15: **I feel that the Mandalay needs standard star rating system and quality control policy to hotels.**

Total percentage of this question is 100.0%, out of which, the number of respondents who are in strongly agree with this statement is 68.5%, in strongly disagree is only 1.5%, and in neutral who do not agree and/or do not disagree with this question is 9.5%.

Table 4.22: Question 15

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	3	1.5	1.5	1.5
Disagree	6	3.0	3.0	4.5
Neutral	19	9.5	9.5	14.0
Agree	34	17.0	17.0	31.5
Strongly agree	137	68.5	68.5	100.0
Total	200	100.0	100.0	

Question 16: **I feel that the Mandalay should not practice hotel price discrimination between foreigners and locals.**

Total percentage of this question is 100.0%, out of which, the number of respondents who are in strongly agree with this statement is 66.5%, in strongly disagree is 4.0%, and in neutral who do not agree and/or do not disagree with this question is 13.5%.

Table 4.23: Question 16

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	8	4.0	4.0	4.0
Disagree	5	2.5	2.5	6.5
Neutral	27	13.5	13.5	20.0
Agree	27	13.5	13.5	33.5

Strongly agree	133	66.5	66.5	100.0
Total	200	100.0	100.0	

4.4 Part 4: General Statements on Technological factors

Question 17: I feel that the Mandalay needs little improvement in visa process.

Total percentage of this question is 100.0%, out of which, the number of respondents who are in strongly agree with this statement is 60.5%, in strongly disagree is only 2.5%, and in neutral who do not agree and/or do not disagree with this question is 9.5%.

Table 4.24: Question 17

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	5	2.5	2.5	2.5
Disagree	3	1.5	1.5	4.0
Neutral	19	9.5	9.5	13.5
Agree	52	26.0	26.0	39.5
Strongly agree	121	60.5	60.5	100.0
Total	200	100.0	100.0	

Question 18: I feel that the Mandalay should improve the internet speed connectivity.

Total percentage of this question is 100.0%, out of which, the number of respondents who are in strongly agree with this statement is 63.5%, in strongly disagree is 4.5%, and in neutral who do not agree and/or do not disagree with this question is 8.5%.

Table 4.25: Question 18

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	9	4.5	4.5	4.5
Disagree	5	2.5	2.5	7.0
Neutral	17	8.5	8.5	15.5
Agree	42	21.0	21.0	36.5
Strongly agree	127	63.5	63.5	100.0
Total	200	100.0	100.0	

Question 19: I feel that the Mandalay needs good public transportation service and tourist information desks at any prominent areas.

Total percentage of this question is 100.0%, out of which, the number of respondents who are in strongly agree with this statement is 48.0%, in strongly disagree is only 3.0%, and in neutral who do not agree and/or do not disagree with this question is 9.0%.

Table 4.26: Question 19

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly Disagree	6	3.0	3.0	3.0
Disagree	10	5.0	5.0	8.0
Neutral	18	9.0	9.0	17.0
Agree	70	35.0	35.0	52.0
Strongly agree	96	48.0	48.0	100.0
Total	200	100.0	100.0	

Question 20: I feel that the Mandalay needs to improve telephone connection facilities.

Total percentage of this question is 100.0%, out of which, the number of respondents who are in strongly agree with this statement is 35.0%, in strongly disagree is only 2.5%, and in neutral who do not agree and/or do not disagree with this question is 10.0%.

Table 4.27: Question 20

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	5	2.5	2.5	2.5
Disagree	5	2.5	2.5	5.0
Neutral	20	10.0	10.0	15.0
Agree	99	49.5	49.5	64.5
Strongly agree	71	35.5	35.5	100.0
Total	200	100.0	100.0	

Question 21: I feel that the Mandalay should reach out to remote areas for telecommunication.

Total percentage of this question is 100.0%, out of which, the number of respondents who are in strongly agree with this statement is 58.0%, in strongly disagree is only 3.0%, and in neutral who do not agree and/or do not disagree with this question is 11.0%.

Table 4.28: Question 21

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	6	3.0	3.0	3.0
Disagree	8	4.0	4.0	7.0
Neutral	22	11.0	11.0	18.0
Agree	48	24.0	24.0	42.0
Strongly agree	116	58.0	58.0	100.0
Total	200	100.0	100.0	

Question 22: I feel that the Mandalay needs “Tourism Safety and Security Standards Division” to provide alert, advice and tourism-related information to help keep tourists safe.

Total percentage of this question is 100.0%, out of which, the number of respondents who are in strongly agree with this statement is 57.0%, in

strongly disagree is 5.0%, and in neutral who do not agree and/or do not disagree with this question is only 5.0%.

Table 4.29: Question 22

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	10	5.0	5.0	5.0
Disagree	12	6.0	6.0	11.0
Neutral	10	5.0	5.0	16.0
Agree	53	26.5	26.5	42.5
Strongly agree	115	57.5	57.5	100.0
Total	200	100.0	100.0	

Question 23: I feel that the Mandalay needs to develop electronic banking service and payment system.

Total percentage of this question is 100.0%, out of which, the number of respondents who are in strongly agree with this statement is 34.5%, in strongly disagree is 6.5%, and in neutral who do not agree and/or do not disagree with this question is 6.5%. There is only slightly different percentage between agree and strongly agree, 34.5% - 44.0% as the table below;

Table 4.30: Question 23

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Strongly disagree	13	6.5	6.5	6.5
Disagree	13	6.5	6.5	13.0
Neutral	17	8.5	8.5	21.5
Agree	88	44.0	44.0	65.5
Strongly agree	69	34.5	34.5	100.0
Total	200	100.0	100.0	