

CHAPTER V

DISCUSSION AND CONCLUSION

5.1 Overview on research outcomes

Lastly in this chapter, to come up with the literature reviews discussed in the chapter two and the single table of research outcomes described in the chapter four, it was clear that Mandalay need adapt its economic system, legal system, and technological system to relevant with current global hotel and tourism norms and culture. As research outcomes and comments of respondents, it was learned that there were so many obstacles to develop hotel occupancy rates in Mandalay. The respondents mentioned that land price, electricity, technology, transportation, skilled labor and mainly unstable policy and regulations are the most crucial limitations disturbing hotel occupancy rates not to grow Mandalay hospitality industry.

As outcomes of this research, 70.5% of respondents strongly agreed and commented that land price in Mandalay is extremely expensive. For example, land price in Mandalay city remote area is started from minimum 800 USD per square meter and industrial zone like Myothar Industrial Park which has very low level facility and 58 kilometers away from Mandalay city quoted 30 – 35 USD/Sq.m for low land and 60 – 65 USD/Sq.m for potential land close to river size. In this situation, hoteliers have no option to increase the room rate to get the dividend within specific investment time frame. In consequentially, the more hotel price is increasing in Mandalay, the less hotel occupancy rate will be there.

Regarding to the infrastructure, 46% of the respondents strongly agreed that Mandalay needs to develop the infrastructure for the business, for example, one of the respondents commented that 1970s model machineries for the business operations are still popular in Mandalay. Furthermore, 85% of respondents gave their personal opinion that Mandalay should have stable power supply and reduce the blackout percentage for the business operations.

Respectively, 48% respondents strongly agreed to support good public transportation system, 56% of respondents pointed out to develop well trained staffs in the hospitality industry, and 65% respondents strongly agreed to have proper framework to do business in Mandalay. Above all, nearly 87% of respondents gave their personal comments that Mandalay need to amend or improve existing old function laws and regulation which have been using since British colony government time to until today, like The Burma Companies Act, 1914, and the other dictatorship policy set up by former military junta for their property and personal security.

5.2 Relationship between economic factors and hotel occupancy rates

To discuss about the correlations of hypothesis which is the detail outcomes of this research work as the following table described about the correlations of economic factors and hotel occupancy rate, it has achieved that overall correlation relationship between economic factors including all the factors accompanied with hotel occupancy rates was .756** which is stronger than moderate. It has no doubt that there is significant relationship between two variables, economic factors and hotel occupancy rates in

Mandalay. Thus it rejects null hypothesis and accepts alternative hypothesis as outcome table described below;

Table 5.1: Correlations 1

		Economic factors	Hotel occupancy
Economic factors	Pearson Correlation	1	.756**
	Sig. (2-tailed)		.000
	N	200	200
Hotel occupancy	Pearson Correlation	.756**	1
	Sig. (2-tailed)	.000	
	N	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

H1: As this outcome table 5.1, it was admitted that that there is a positive correlation between economic factors and hotel occupancy rates.

5.3 Relationship between legal factors and hotel occupancy rates

In this following table 5.2, legal factors are an independent factor while hotel occupancy rates are a dependent factor. As the research outcome, it was achieved that overall correlation relationship between legal factors including all the factors accompanied with hotel occupancy rates was .819** which is very strong positive relationship. This outcome shows that there is significant relationship between two variables, legal factors and hotel occupancy rates in Mandalay. Thus null hypothesis was rejected and the research accepts the alternative hypothesis.

Table 5.2: Correlations 2

		Legal factors	Hotel occupancy
Legal factors	Pearson Correlation	1	.819**
	Sig. (2-tailed)		.000
	N	200	200
Hotel occupancy	Pearson Correlation	.819**	1
	Sig. (2-tailed)	.000	
	N	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

H1: As this outcome table 5.2, it was approved that there is a positive correlation between legal factors and hotel occupancy rates.

5.4 Relationship between technological factors and hotel occupancy rates

In this final correlation table 5.3, technological factor is an independent factor while hotel occupancy rates are a dependent factor. According to the research outcomes, it was achieved that overall correlation relationship between technological factors with hotel occupancy was .779** which is stronger than moderate. This table also shows that there is significant relationship between two variables, technological factors and hotel occupancy rates in Mandalay. Thus null hypothesis was rejected and the research accepts alternative hypothesis.

Table 5.3: Correlations 3

		Technological factors	Hotel occupancy
Technological factors	Pearson Correlation	1	.779**
	Sig. (2-tailed)		.000
	N	200	200
Hotel occupancy	Pearson Correlation	.779**	1
	Sig. (2-tailed)	.000	
	N	200	200

** . Correlation is significant at the 0.01 level (2-tailed).

H1: As this outcome table 5.3, it shows that there is a positive correlation between technological factors and hotel occupancy rates.

5.5 Limitations

While conducting and collecting the data information for this research work, there were many limitations suffered the researcher as follows;

- The first limitation was to collect proper and valid information from the respondents visiting and staying at hotels in Mandalay. It was not because of respondents' unwilling to participate the questionnaires but because of hotel operators who were very scare to touch with such an academic questionnaire.
- The second constraints in this research paper was getting approval from hotels staffs and getting information from customers as staff authority at various occasions didn't allow to seek for information as

it was invading the privacy of information and confidentiality. As experience, some of the hotel strongly refused to allow distributing the questionnaires to their guests.

- The third limitation in this state was to collect and look for research work done in this field as it was very limited.
- The fourth limitation was that Mandalay has very limited visitors. As mentioned in the chapter three, it has average only 3,000 visitors per month. Consequently, it was very difficult to implement research information within specific time frame. On account of that, the questionnaire sample size was restricted to 200 only.
- Finally, the limitation of technology was meant to this research a lot as Mandalay government and hoteliers do not have reliable internet website. They have zero activity to update the market, even the Ministry of Hotel and Tourism absented to update the information on their official website since one and half years go.

5.6 Conclusion

This research paper will be beneficial for researchers and other officials to look into some serious concerns in Mandalay and try to improve it so that there will be a booming hotel and tourism business. As a matter of fact, with a crucial political reforms initiated from November 2010 and the personal influence of Myanmar political idol, the relationship between Myanmar and other global countries has been improved in very positive way. Along side with those positive changes and openness which helps to reconnect with Myanmar and other parts of the world, the researcher has no

doubt that the practice of economic, legal and technological factors will be improved in hospitality industry if the management body and policy maker are ready to adapt their un-sequenced policy to practicable and sustainable policy. As a requital of having practical policy, more visitors will come in large numbers to political and cultural center of Myanmar, Mandalay and that will assist Mandalay to increase hotel occupancy rates consistently.

Moreover, the major areas in economic factors such as infrastructure, stability of electricity supply, quality of accommodation, roads, transportation system should need to be much improved. In legal factors, old function rules and regulations are need to be updated, nay, much improved in land price regulation, foreign company expansion process, and permission for international airlines to start their route to Mandalay.

Lastly, the technological factors such as update information for tourism sector, convenience visa process, improvement in telecommunication and internet facilities, electronic banking system and giving tourism awareness information are much needed to be improved as because if all these factors improve, the hotel occupancy rates will definitely improve and at the same time it will give more employment opportunities, stronger currency exchange, local sense of security and safe place for all to visit Mandalay.

These above factors will also increase the chance to boost up the volunteer tourism, ecotourism and cultural tourism as well and it will also pave the way to Mandalay to promote its local culture, foods and products to the global society in effective manner.

5.7 Recommendation for future research

As of much limitation describe above, this research work could provide only general information about hotel occupancy rates in Mandalay, correlating with current economic factors, legal factors and technological factors as variables. If further researcher could discover more different variables such as economic sustainability, political sustainability, environment sustainability and tourism development, it would be more beneficial for the improvement of society.

Moreover, future researcher should also look for some other remote areas like Kachin State, Chin State, Shan State and Rakhine State to investigate about hotel and tourism industries in Myanmar which provide the hotel and tourism industries to take advantage and improve the standard and hotel occupancy rates in different remote areas.

Furthermore, it would be more reliable if the sample size of questionnaires could be distributed in large number and covered in large picture with bigger population and demographic structure.