



**Survey on: “An Analysis of Economic, Legal and Technological Factors Affecting Hotel Occupancy Rates in Mandalay, Myanmar”**

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This research work is to be partially fulfilled the requirement for the degree of Master of Business Administration instituted at **Siam University, Bangkok, Thailand.**

**Supervisor: DR. VIJIT SUPINIT**

(Dean of Faculty of Master of Business Administration, Siam University)

**Dear Visitor,**

At present I’m conducting the data regarding the title of “An Analysis of Economic, Legal and Technological factors affecting Hotel Occupancy Rates in Mandalay, Myanmar” for academic purpose which will be evaluated for my MBA thesis at Graduate School of Business, Siam University. The questionnaires are arranged to analyze the related factors in academic way which can contribute the positive changes to Mandalay’s hotel occupancy rates and hospitality industry.

Accordingly, please kindly let me have your feedback by answering per questionnaires categorized in the next page. I guarantee that this academic survey research will not be related to other business purpose, nor included any personal data of respondents.

**Criticism and feedback are highly welcome.**

## Part 1: Personal details of respondents

1. **Name of the respondent:** .....
  
2. **Gender:**  
 Male             Female
  
3. **Age:**  
 18 - 25             26 - 30             31 - 50     51 or older
  
4. **Nationality:** .....
  
5. **Purpose of visit:**  
 Investment  
 Meeting family or friends  
 Business  
 Tour  
 Others
  
6. **Salary Range:**  
 Below 20,000 USD  
 20,000 – 50,000 USD  
 50,000 – 100,000 USD  
 More than 100,000 USD

**7. Occupation:**

- Government official
- Owner of business/company
- Employee
- Student
- Other

**8. Number of times visit**

- 1 Time
- 2 Times
- 3 Times
- 4 Times
- More than 4 times

**Part 2: General Statements on Economic factors**

**9.** I feel that the Mandalay needs much improvement in developing roads.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly agree

**10.** I feel that the Mandalay needs to provide 24-hour money exchange services with positive exchange rate.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly agree

**11.** I feel that the Mandalay needs to solve the Civil war as earliest.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly agree

**13.** I feel that the Mandalay needs to provide more well trained hotel staffs and employment opportunities.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly agree

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

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly agree

**12.** I feel that the Mandalay needs good infrastructure for the hotel and tourism business.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly agree

**14.** I feel that the Mandalay needs to introduce more airlines services and international standard facilities and operation system.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly agree

**16.** I feel that the Mandalay needs to be more competitive hotel prices.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly agree

### Part 3: General Statements on Legal factors

**17.** I feel that the Mandalay needs incentives in tax relief, tax benefits for new business and encouragement in FDI

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly agree

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

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly agree

**21.** I feel that the Mandalay needs proper framework of opening a business.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly agree

**18.** I feel that the Mandalay needs certain hotel licensing rules and regulations.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly agree

**20.** I feel that the Mandalay government should stop using dictatorship policy.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly agree

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

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly agree

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

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly agree

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

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly agree

#### **Part 4: General Statements on Technological factors**

**25.** I feel that the Mandalay needs little improvement in visa process.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly agree

**26.** I feel that the Mandalay should improve the internet speed connectivity.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly agree

**27.** I feel that the Mandalay needs good public transportation service and tourist information desks at any prominent areas.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly agree

**28.** I feel that the Mandalay needs to improve telephone connection facilities.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly agree

**29.** I feel that the Mandalay should reach out to remote areas for telecommunication.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly agree

**30.** 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.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly agree

**31.** I feel that the Mandalay needs to develop electronic banking service and payment system.

- Strongly Disagree
- Disagree
- Neutral
- Agree
- Strongly agree

**Additional comments**

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**Deeply thank you for your kind participation!**

**Mr. Ywe Yout**  
**(MBA student, Siam University)**