



**SUSTAINABLE TOURISM OPERATION APPROACH OF
INLE LAKE, MYANMAR**

THIDA AUNG

**MASTER OF BUSINESS ADMINISTRATION
IN
TOURISM MANAGEMENT**

**SCHOOL OF MANAGEMENT
MAE FAH LUANG UNIVERSITY**

2015

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2015

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ABSTRACT

This study aimed to: explore tourism contexts of Inle Lake; examine the perceived tourism impacts on Inle Lake in the aspects of environment, socio- culture and economic ; and examine stakeholder's involvement in tourism operation of Inle Lake. In this study, researcher used mixed research methods including qualitative and quantitative methods and target to three specific tourism stakeholders. They are from government sector, private sector and local sector including 3 ministries, 5 private companies and representative of 70 are houses who play a vital role in Inle Lake tourism operation. Questionnaire survey was employed to 150 respondents whereas in- dept interview was directed to 10 stakeholders. After that, descriptive analysis was used for data analysis using computer program. The findings of this study show that, Inle Lake is apart from accessibility, it is qualified to be successful destination. In aspect of perceived tourism impacts on Inle Lake, the study show that , it is currently facing with negative impacts of overcrowded, vision pollution, deforestation, water pollution and noise pollution. Moreover, local people are changing on using machine boats instead of traditional rowing boats and all of stakeholders gain more income benefit. In aspect of stakeholder's involvement in tourism operation at Inle lake, this study require collaboration and participation of all tourism stakeholders in sustainable tourism practice in multi

dimensions of environmental and socio- cultural conservation, economic generation and distribution ,and human resources development on sustainable tourism operation skills.

Keywords: Sustainable Tourism Operation/Approach/Inle Lake



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CHAPTER 1

INTRODUCTION

1.1 Background of the Research

Inle Lake is the second biggest lake (Figure 1.1) in Myanmar that located in Taunggyi District, Shan State (Figure 1.2). It was designated as one of the Earth's 200 most valuable eco-regions in 1998 and also ASEAN Heritage Site in 2004(MOHT,2014). Moreover, it was appreciated as UNESCO's "Biosphere Reserve" in 2015. It is famous for leg-rowers who cannot be seen anywhere else and many ethnic groups in this area attract to the tourists by their authentic culture. Most of visitors including international tourists and domestic tourists come to see thousands of sea birds and visit to Phaung Daw Oo Pagoda's (Figure 1.3) Festival that is hold in October. In this festival, "Traditional Boat Race" (Figure 1.4) is very famous in the world and the main attraction to come to Inle Lake. International tourists and domestic tourists come nearly over 100000 people of each in every year, so minimum visitors are over 200000 people annually and at least 250000 visitors arrived in 2013 – 2014 season (MOHT, 2014).

Inle Lake is currently facing with rapidly development of tourism, increasing population and cultivation of the farm. It is suffering negative impacts of the environment by over ecological carrying capacity. There are many problems caused by unsustainable cultivation practices, cutting trees on the hills surrounding the lake, lumber removing, sewage and waste water flowing into the lake, overuse of pesticide, using low quality machine boat and too much floating garden agriculture developments (Htwe et al., 2015)

If tourism stakeholders in Inle Lake, who ignore to the damages of Inle Lake environment and capacity, it will lose its life in near future and tourism industry will be also declined. At that time, local people will lose income and their economic will be broken. Because of these factors, it is important to conserve and sustain the environment of Inle Lake.

Sustainable tourism refers to the environment, socio-culture and economic aspects of tourism development, and a suitable balance must be established between these three dimensions to guarantee for long-term sustainability; moreover, to achieve the sustainability, it requires, stakeholders' participation and fairness of delivery income. (UNEP & UNWTO, 2005)

As Inle Lake is one of Myanmar's top 4 tourist destinations, tourism development causes many problems and it is needed to know what they are in order to search for the solution. To overcome these problems and maintain the uniqueness of ecosystem, sustainable operation is highly required among tourism stakeholders in the aspect of government sector, private sector and local people sector. Therefore, to search for the solutions, this study examined tourism operation in multi dimensions of tourism contexts, tourism impacts on environment, socio-culture and economic and stakeholder's involvement. Tourism contexts are important to be assessed to understand environmental, socio-cultural and economic impacts that actual fact what is happening in addition to triple bottom of sustainable tourism; besides, stakeholder's involvement is critical to implement sustainable tourism operation. Although there are some study of sustainable tourism by using these measurements, but they did not use these three combination of measurements. Thus, the objectives of this study are to explore tourism contexts of Inle Lake, to investigate tourism impacts of environment, socio culture and economic, and to examine stakeholder's involvement in tourism operation at Inle Lake. This study aims to propose the sustainable tourism operation approach for each stakeholder at Inle Lake.

1.2 Research Objectives

This study aims to:

- 1.2.1 Explore tourism contexts of Inle Lake.
- 1.2.2 Examine perceived tourism impacts on Inle Lake in the aspect of environment, socio culture and economic.
- 1.2.3. Examine stakeholder's involvement in tourism operation at Inle Lake.

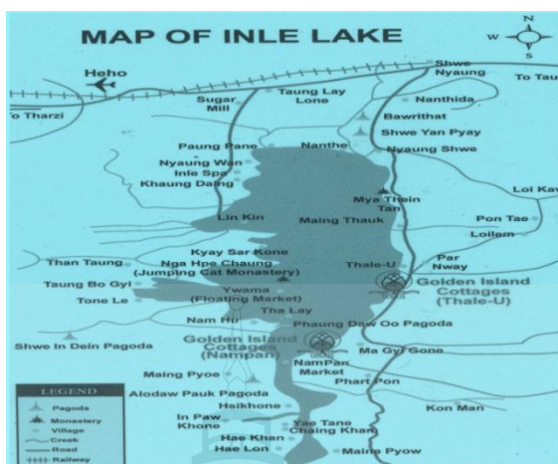


Figure 1.1 Research Area

Source Map of Inle Lake (n.d.)

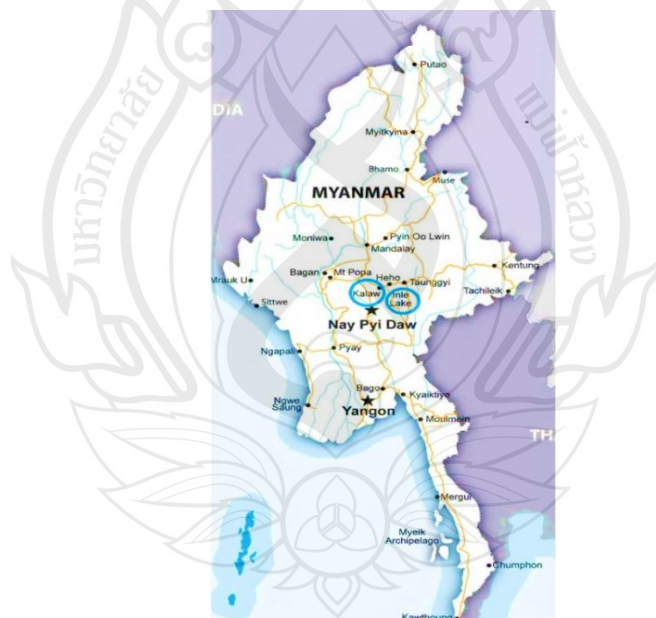


Figure 1.2 Inle Lake's Location in Myanmar Map

Source Inle Lake's Location in Myanmar Map (n.d.)



Figure 1.3 Phaung Daw Oo Pagoda in Inle Lake

Source Phaung Daw Oo Pagoda in Inle Lake (n.d.)



Figure 1.4 Traditional Boat Race in Phaung Daw Oo Pagoda Festival

Source Traditional Boat Race in Phaung Daw Oo Pagoda Festival (n.d.)

1.3 Definitions of the Terms Used in This Study

1.3.1 Perceived Impact on Environment means the way in which tourism stakeholders perceive and feel whether there are both positive or negative impacts in environmental condition of clean water/water pollution, quietly/noise pollution, clear vision/ vision pollution, green environment/deforestation, climate changing and soil erosion basing on their experience.

1.3.2 Perceived Impact on Socio-Culture means the way in which tourism stakeholders perceive and feel whether there are both positive or negative impacts in socio - culture of local people by positive or negative in the aspects of traditional way of life style, food, costume, value system, behavior, and indigenous identity basing on their experience.

1.3.3 Perceived Impact on Economic means the way in which tourism stakeholders perceive and feel whether there are both positive or negative impacts in economic condition by positive or negative aspect on cost of living/more income than before, displacement of farm for hotel buildings/improvement of tourism infrastructure, job opportunities/unempowerment in higher status of job opportunities.

1.3.4 Tourism Stakeholders means the people who involve in tourism industry of Inle Lake including government sector (Ministry of Hotels & tourism and Ministry of Agriculture, Ministry of Environmental Conservation and Forest) , private sector (Tour Operators, Hotels, Restaurants, Transportation Organizations). For locals sector, local people are farmers, silk weavers, traditional handy-craft producers, boat men, fishermen, carriers and local communities are NGO for traditional handy-craft producers, Association of boat men, The Inle Speaks Community Skills Development Center.

1.3.5 Sustainable Tourism Operation means the way to operate tourism by involving local people and other stakeholders whereas focus on conservation of environment of Inle Lake, socio-culture of local people and income and economic distribution to the locals.

1.3.6 Sustainable Tourism means conservation of natural resources and socio - culture, economic contribution and people participation in tourism industry.

1.3.7 People Participation means people take part in all stakeholders of decision making, planning, implementation, evaluation, monitoring and problem solving of tourism operation.

1.4 Scope of the Study

This study focus on tourism contexts of Inle Lake, perceived tourism impacts on Inle Lake in the aspect of environment, socio- culture and economic and stakeholder's involvement in tourism operation of Inle Lake.

1.4.1 Scope of the Area

Inle Lake

1.4.2 Scope of the Population

There are five major respondents of population in this study and they are as follows:

1.4.2.1 Government sector are including Director to other rank staff from Ministry of Hotels & Tourism, Agriculture and Forestry Department.

1.4.2.2 Private sector are including Asia Wings Transportation and Travel Services, Bright Hotel, Shwe Intha Floating Resort, Inle Lake Travel Company, and Maw Land Hotel.

1.4.2.3 Local people sector are the people include leg rowers, carriers, sellers, fishermen, weavers, taxi drivers, cultivators and their wives and adults.

1.4.2.4 Local communities are including NGO for traditional handy-craft producers, Association of boat men, The Inle Speaks Community Skills Development Center.

1.4.2.5 Visitors are also international tourists and domestics tourists.

1.4.3 Scope of the Contents

The scope of contents of this study includes tourism contexts of Inle Lake, perceived tourism impacts on Inle Lake in the aspects of environment, socio culture and economic and stakeholder's involvement in tourism operation at Inle Lake.



CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

To achieve the objectives of this study, various concepts and related literature were visited using as theoretical framework and based line information for discussion in subsequence chapters, they are as follows.

1. Sustainable Tourism Concept and Its Operation
2. Components of Tourist Destination
3. Perceived Tourism Impacts and
4. Stakeholder's Involvement in Sustainable Tourism Operation.

2.2 Sustainable Tourism Concept and Its Operation

UNEP&UNWTO, (2005) explained the concept of sustainable tourism that “Conservation of natural biodiversity that is to limit over using ecological resources, maintain to the authentic cultural heritage and traditional life style of host communities and contribution to poverty alleviation including job opportunities and socio – economic benefits are distributed fairly to host communities”.

UNEP &UNWTO, (2005) stated the components of sustainable tourism as indicators of sustainable tourism operation as follows:

- 2.2.1 Conservation of biodiversity
- 2.2.2 Respection of socio–cultural authenticity of host communities
- 2.2.3 Fair distribution of economic benefits among stakeholders
- 2.2.4 Stakeholders participation

2.2.5 Education and tourism awareness on natural and socio-cultural conservation

In a tourist destination, conservation of biodiversity is collection of natural resources that can be used as environment to attract the tourists; moreover, socio-cultural authenticity of host community is also tourist attraction because different location has different culture and different life style. Fair distribution of economic benefits in tourist destination is very important to stay and stand long term for all of tourism stakeholders. If all of tourism stakeholders get fair economic benefits, they will satisfy tourism operation and be interested in sustainable tourism.

Tourism industry depends on the demand of visitors and supply of destination. Sustainability is a link between these two factors to flow continuously for the long term. People, planet, and profit are fundamental requirements of sustainable tourism institution. Sustainability can be divided into ecological development and economical development, which need to clear the threat and continuously survive the growth in the tourism sector (McKercher, 1993). Sustainable tourism is seen as an answer key issues. It generates in sustainable tourism of Inle Lake and its measurement factors are the critical issues in situated tourist destination. UNEP & UNWTO, (2005) stated that “Sustainable tourism is a set of principles, not a type of tourism, it can be applied to any tourism type or destination type, including concentrated mass tourism destinations.”

Sustainable tourism development guidelines are concerning with all kinds of tourist destinations, and principles refer to the environment, socio-cultural and economic aspects of tourist destination otherwise it is concerned with the benefits of tourists and host communities.

Although sustainable tourism can guarantee for economic development, it is not sure in other factors development such as socio-culture and environment (UNWTO, 2002). Mass tourism practices are needed to adjust with characteristic of sustainable tourism because tourism can bring multiple economic benefits (Budeanu, 2005). Tourism industry cannot stand alone because it comprises many components including airline, hotel, transportation, accommodation, recreation, entertainment, destination, restaurant, museum, shopping and so on which results in

economic benefits. Each of them is an important part, and they need to provide equal effort to achieve the sustainability of tourism industry.

Among them, researcher chose conservation of biodiversity, respect socio-cultural authenticity of host communities, fair distribution of economic benefits and stakeholder's participation as key indicators to measure perceived tourism impacts on environment, socio- culture, and economic and stakeholder's involvement to evaluate the existing operation approach of sustainable tourism in Inle Lake.

2.3 Components of Tourist Destination

According to Sitikarn (2014), components of tourist destination comprised of:

- 2.3.1 Attraction
- 2.3.2 Accommodation
- 2.3.3 Activities
- 2.3.4 Accessibility
- 2.3.5 Amenities
- 2.3.6 Ancillary Services

The details of each component are as follows.

2.3.1 Attraction

Attraction includes natural attraction and artificial attraction which need to be developed to attract the visitors for various reasons such as education, recreation are aesthetic needs and so on. Authentic culture and natural environment are potential of tourist attractions as well as essential parts of the destination. Without potential attraction, no one wants to visit and it cannot be developed as tourist destination. Tourist attraction consists of natural attraction, cultural attraction and unique attraction. Environment is the most important attraction and tourism products in a destination that is also needed to be safety (Brown, David, Stange & Jennifer, 2010). Attractions provide tourist satisfaction concern with enjoyable and pleasurable for their leisure time. They provide appropriate facilities and services to fill visitor's interest, needs and

wants. In the experience of (Barisic, Petra; Blazeovic, Zrinka, 2014) found tourist destination needs physical and social attraction.

2.3.2 Accommodation

Accommodation includes all kinds of lodgings that offer to visitors such as hotel, motel, guest house, inn, apartment, farm stay, home stay. Accommodation is one factor of destination's components and if tourists satisfy to accommodation, they will spend longer time in their hotel. It is concerning with hospitality of hotel's staffs. Some accommodations can offer, local people's life style, history and traditional culture of destination, so tourists can perceive good experience by beautiful attractions. But some accommodations offer inadequate and poor quality units, so unprofessional conductor creates bad image of accommodations (Portolan, 2010); moreover, the types of accommodation depend on location.

2.3.3 Activities

Tourism activities are correlated with environment impacts and can be divided into recreational, cultural, natural and sport. There are many kinds of tourism activities including sports activities, theme park, adventure, shopping, night life, game view, safaris, golf, cycling, horse riding, flying, diving, rafting, and skiing. Visitors' experiences depend on their interest and selected activities (Brown et al., 2010).

2.3.4 Accessibility

Transportation is an important factor for accessibility to evaluate the destination because it is one ability for tourists to choose the specific destination. Accessibility is main infrastructure in tourist destination and it is needed suitable accesses both to the destination and within the destination because it is key factor to come to tourist destination. It includes road, airport and harbor by land, air and sea. Although attraction is good, accessibility is difficult to come, visitors cannot come to the destination. Accessibility should not have any barrier or problem to come to the destination (Portolan, 2010).

2.3.5 Amenities

Amenities mean comfort and it contributes to convenience. It included infrastructure facilities such as restaurant, coffee shop, public toilet, post office, bank, recreation center, souvenir shop, spas, internet café, beauty saloon, car parking, and clinic. Amenities also provide to assets of tourist's destination and destination's success depends on its inside or outside of amenities. Certain types of natural amenities are clearly related to the distribution of income (Marcouiller, Kim, & Deller, 2004).

2.3.6 Ancillary Services

Ancillary Services are other services that often required during the trip including safety, security, information, upgrade, and miscellaneous services. For example, travel insurance, pack/event ticket, car insurance, car hire, money foreign exchange, and tour guide. They are opportunities to promote customer's money spending and aim to get profit and competitiveness. (ABTA, the Travel Association).

2.4 Perceived Tourism Impacts

There are two kinds of impacts and they are actual impact and perceived impact. Perceived impact is people's experience and assessments to others and may be positive experience or negative experience (Cohen et al., 2015). Tourism industry depends on positive impact of destination, so it is necessary to be positive attitude (Haralambopoulos, N; Pizam, A, 1996).

2.4.1 Environmental Impact

The environment comprises both natural resources and manmade infrastructures. Environment impacts come from several behaviors of people (Anderson et al., 2015). People's behaviors and the impacts of the environment are similar input and output system. In their investigation, (Malik, Mohammad Imran; Bhat, M. Sultan, 2015) defined that the environment of destination is negatively influenced by increasing of tourism, whereas the growth of tourism also depends on the quality

and characteristics of the environment. Tourism stakeholders need to participate and collaborate to be equal balance between environment and human life's profit. Wheeler, (1992) noted that destination can be maintained by controlling the volume of tourists. If the destination is weak in environment, a greater degree of substitution can be added by human-made capital and natural (Pezzey, 1989). The Organization for Economic Corporation and Development (OECD, 1980) recognized that

“Maintaining environment is essential, and its activities can generate degradation or improvement of the environment.”

The damaging environment can be avoided by controlling over ecological carrying capacity, cutting tree, quitting rubbish, and reducing pollution. Environmental carrying capacity is intangible and it comprises both qualitative and quantitative features. As the destination is pull factor in tourism, it is needed to contribute the attraction. In eco- tourism, competitive advantage is a unique feature of destination and the integrity of eco- system cannot be substituted. Sustainable tourism cannot ignore the environment and based on the green environment that reduces using energy, water and producing waste to control the negative impact. In sustainable tourism, green environment is a unique asset, and tourism stakeholders need to be interested in cultivation green environment, making green consumers and sharing knowledge of green initiatives (Kilipirisa & Zardava , 2012). Anderson et al. (2015) stated their experience on negative environmental impact that outcomes from several reasons and multi- level of tourism stakeholders need to collaborate to achieve the environmental objectives. Although economic benefits can be taken, environment degradation is caused by tourism activity (Michailidou et al., 2016). Due to the rapidly development of tourism, trees are cut down and removed for tourism infrastructure development which increases direct impacts of environment including deforestation, erosion and sediment transportation (Doiron & Weissenberger, 2014).

2.4.2 Socio- Cultural Impact

Globalization and modernization views are related to tourism industry. Tourism demonstrates changing individual behavior, the value system, collective life style, creative expressions and traditional ceremony (Pizam & Milman, 1984). The traditional way of the relationship among the family members and organization of family

structure are changed due to the tourism development (Haralambopoulos, Nicholas; Pizam, Abraham; 1996).Deery (2012) found that the characteristic of socio-cultural impact in the destination are culture changing, increasing crime, begging and gambling, improving migrants that concerned with tourism industry development. Reducing socio – culture impacts is related to the narrow difference of wealth, job and entrepreneurial opportunities, staff training, culture changing, the contribution of health and education in the local community (Buckley & Vasconcellos, 2013). According to (Terrero, 2014)'s experience, cultural impact focus on changing in community's social relationship and society's norm and standard. Tourism development encourage local people to commit crime and social changing by immigration.

2.4.3 Economic Impact

There is a good chance to get the job opportunities from the tourism industry, and entrepreneurs can also invest in tourism business; moreover, Small and Medium Enterprises (SMEs) concerning with tourism industry also have the chances to do innovation for visitors. Tourism contributes the economic diversification, profitability, and employment opportunities to many countries (Fun et al., 2014).However, MacNaught (1982) argued that although uncontrolled tourism development can provide business opportunities, it may be available a large number of unskilled workers by low status. Although tourism provides job opportunities and improves livelihood, some local people who not concern with tourism industry face higher price because of tourism, so they are very difficult to live in the destination area. According to (Baud-Bovy & Lawson, 1977), tourism development affects the size of local population and slow down migration, on the other hand, it results displace agriculture and migration to tourism area. In this regard, while it results in economic benefits in the destination, environment, and socio-cultural impacts are perceived as a negative view. Antonakakis et al.,(2015) fond that economic impact in tourism is not stable over time because tourism development depends on multi-structure.

2.5 Local People Participation in Sustainable Tourism Operation

Sustainable Tourism Operation means the way to operate tourism by involving local people and other stakeholders whereas focus on conservation of environment of Inle Lake, socio–culture of local people and income and economic distribution to the local. Tourism industry cannot achieve without local people participation because their interest, their awareness and their education can take tourist's satisfaction and maintain the destination image. In this study, local people include leg rowers, carriers, sellers, fishermen, weavers, taxi drivers, cultivators and their wives and adults. They are key performers in a tourist destination, and they can lead negative impact or positive impact (Fun et al., 2014). According to Sitikarn (2008), to achieve sustainability, local people are required to participate in all process of tourism development including decision making, planning, implementation, evaluation, monitoring and problem solving.

All of local people need to participate to prevent the negative impact of tourism in the aspect of environmental, social and ensure that tourism development takes good experience for tourists and benefits for local people. Moreover, they involve in tourism operation to get economic benefits and they also have power to control tourism development. Local people's perception and attitude are also essential to achieve the sustainable tourism because if they do not satisfy to the tourism operation, they can destroy and disturb to the tourism processes. Therefore, it is important to get fair benefit between the stakeholders by doing tourism operation. Local people should be shared not only the benefit of tourism operation but also the knowledge about the value of destination. Local people are host communities and they can improve and respond to tourism operation sustainability by their identities. As visitors and local people's behavior over time, not only environment suffers the damage but also different social cultures effect to the local people (Coccossis et al., 2001). Local people can involve the following tourism processes.

2.5.1 Decision Making

Local people can provide accommodation and make the decision to encourage the slow, and control the growth of tourism that is within the capacity of the host area without damage to its culture or the natural environment (Kilipirisa et al., 2012). So local people can participate in decision making that need to take tourism development, benefits for environment and well beings of local. There are many benefits can be taken by local people involvement in decision making because it can built trust, common understanding, avoiding conflict, deliver the stakeholder's responsibility (Pita et al., 2010).

2.5.2 Planning

As local people sector, there are many ways to involve in tourism, and their effort contribute to achieve the tourism development policies and project in the aspect of government and non-government organization (NGO) (Jamal & Getz,1995). Government can set up tourism development policies and project including destination management, human resources development, waste management for short - term or long- term. In these cases, local people can participate and acquire the knowledge and experience that also offer job opportunities according to their status (Joanna, 2014).

2.5.3 Implementation

Local people can participate to achieve the sustainable tourism development. Tourist satisfaction is also one aspect to achieve the sustainable tourism, so government need to conduct human resources development courses for the services quality and conservation environment as a result, they can take customer's satisfaction by tourism awareness and education. Local people's participation is empowerment in implementation of government's plan and project (Joanna, 2014).

2.5.4 Evaluation

The more they value tourism industry, local people's attitudes become better and deliver the best quality services. If they are interested in tourism they will participate innovation of tourism products and activities. They need to value and

maintain the identities of destination and as well as they can assess their destination (Botero et al.,2015).

2.5.5 Monitoring

Monitoring is important in tourism industry and it is the core of promotion to sustain the tourism. Local people can take part in monitoring of tourism impact and tourists to maintain the environment and protect the damage by tourists. Destination needs to do monitoring suitable quantities of visitors and demand information to assess. In the most of Western countries' destinations, safety and security services for tourists out weight than Eastern countries (Botero et al., 2015).

2.5.6 Problem Solving

Local people need to participate when the problem is complex and cannot be solved by only single organization. They need to help and collaborate with another tourism stakeholders to solve the problem and to achieve the tourism operation. (Bramwell, B; Sharman, A, 1999).

2.6 Stakeholders' Roles

Freeman (1983) stated stakeholder are any group or individual who can affect or is affected by the achievement of an organization's objectives. So tourism stakeholders means the people who involve in tourism industry of Inle Lake. Moreover, (Wang et al.,2010) divided stakeholders into investors, employees, suppliers and relevant community. In this study, researcher only focuses on government sector, private sector, local sector including local people and local communities as tourism stakeholders. Local people's participations have already been stated separately and researcher will discuss only government sector, private sector and local communities in this section. Government sector include (Ministry of Hotels & tourism , Ministry of Agriculture, Ministry of Environmental Conservation and Forest), and private sector are (Tour Operators, Hotels, Restaurants, Transportation Organizations). For locals sector, local people are farmers, silk weavers, traditional handy-craft producers, boat men, fishermen, carriers and local communities are NGO for traditional handy-craft

Producers, Association of boat men, The Inle Speaks Community Skills Development Center. Sustainable tourism depends on the participation of stakeholders. The lack of stakeholder's collaboration causes negative impacts for destination and surrounding communities. All stakeholders need to understand the concept of sustainable tourism and improve the frontiers of their knowledge (Bramwell, 2015). Kilipiris et al., (2012) reported that government sector, private sector and local people sector, can participate decision making that results in benefits for environment and community. Although over ecological carrying capacity effects the environment, most of stakeholders priority only their benefits but they cannot get benefits for the long term because it can damage the environment.

2.6.1 Government Sector

The government is the most powerful and the main informer in the tourism operation, so they have to inform about the safety of destination to tourists in time (Imran et al., 2013). They have to set up policy and planning that is suitable and take the benefits from the tourism operation as well as to maintain the cultural heritage and natural resources of tourist destination. Moreover, they put rules and regulations to follow all of stakeholders. For example, "Do" and "Don't" announcement, and "Assist to Travelers". Government is a key driver in sustainable tourism development and used to contribute many tourism activities and events. Local authority need latest information to make decision and to provide appropriate rules and regulations. According to the destination's significant impacts, they need to establish environmental policy because to prevent the damage of destination. Moreover, lack of government's leadership and weakness of local authority's rules and regulations can improve damage of destination's environment, so (Bulter, 1999) confirmed that lack of regulation is related to the degradation of sensitive environment in mass tourism. While the government is strongly leading in the tourism business, private and public sector should follow actively. Government's policy can preserve the authentic culture and natural resources which are potential of tourist's attractions and take the benefits from sustainable tourism. The decision maker needs to choose effective implementation policy including destination management to develop sustainable tourism. (Ingelmo, 2013). Salgado et al., (2015) supported that if the industry has effective management, it ensures

both profitable and sustainable. Buckley (2012) recommended that regulation is a key driver in sustainable tourism management and local authority's performance need to satisfy and flexible with local people.

2.6.2 Private Sector

Tourism has many processes to finish the operation where private sector participate as logistic and supply chain management to provide the customer's needs and wants, so their active participation is a strength of sustainable tourism. The private sector plays a vital role to produce potential impact in the shade of tourism products, services, and destination. All of private sectors need to use "Green Based System" to reduce waste, electricity, water and cultivate the "Green Environment" as a marketing tool (Kilipiris et al., 2012). They are barriers to develop the performance of tourism operation that include lack of facilities and professional staffs as well as different from affluent market (Kent et al., 2012).

2.6.3 Local Community

Local communities are NGO for traditional handy-craft producers, Association of boat men, the Inle Speaks Community Skills Development Center .They are organized by local people and they participate in tourism activities. Wheeler, (1992) stated most of local communities can control in decision making and they can execute to get benefits from tourism. It needs harmony between visitors, destination and local communities in the tourism business. Williams & Lawson, (2001) noted community-based tourism enhance local people participation and promote their economic, social and their authentic culture. There are many limitations to participate in tourism activities for local community because they have different type of people and their different position. (Koch,1997; Timothy, 1999; Tosun, 2000; Scheyvens, 2002).

2.7 Conceptual Framework for Sustainable Tourism

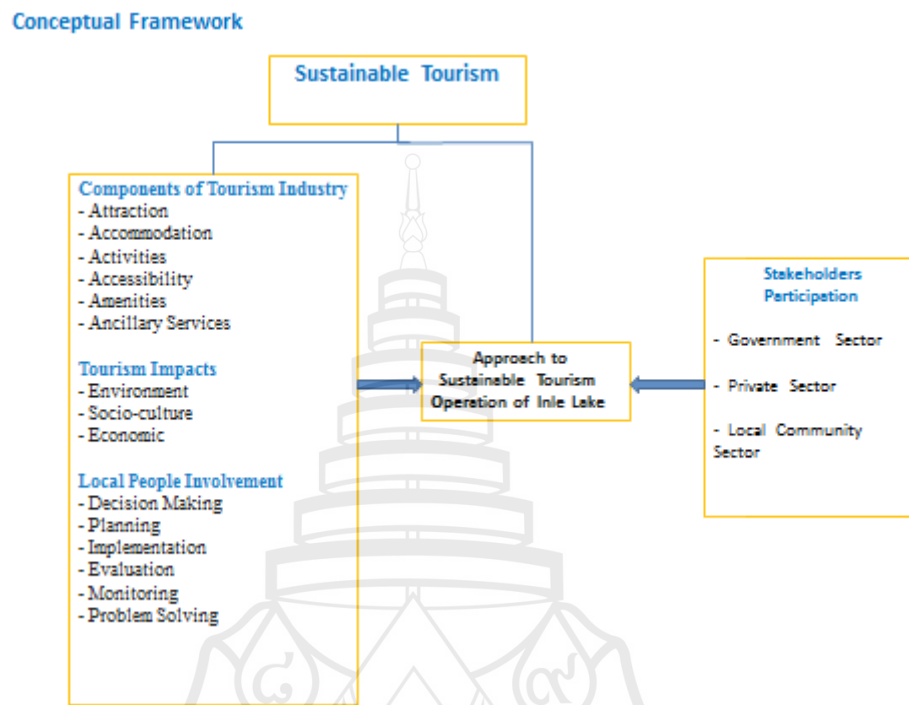


Figure 2.1 Conceptual Framework of This Study

Tourism industry is the largest income services in Myanmar and it can provide much country's economy, so Inle Lake's tourism operation needs to be sustainability. In this study, researcher examined to tourism contexts of Inle Lake , tourism impacts on environment, socio-culture, economic and tourism stakeholder's involvement as measurements to approach the sustainable tourism operation of Inle Lake by participation of government sector, private sector and local sector. Tourism contexts are important to the success of destination and researcher investigated what it is happening in current situation. Environment, socio-culture and economic impacts are triple bottom of sustainable tourism and researcher examined their impacts where they are positive or negative as a consequence of tourism development. Moreover, stakeholder's involvement is critical to implement the sustainable tourism operation, finally, researcher explored their roles in tourism operation at Inle Lake.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

This study adopted mix research methods of both qualitative and quantitative approaches for data collection, basing on the objectives of the study. It is explained below.

3.2 Objective 1: To explore tourism contexts of Inle Lake

To achieve the objective 1, the secondary data sources are used including tourism contexts in aspect of attraction, accommodation, activities, accessibility, amenities, and ancillary services. This data was obtained from websites, books and related journals and was used as based line information to set up conceptual framework and questionnaire forms.

3.3 Objective 2: To examine perceived tourism impacts on Inle Lake in the aspect of environment, socio- culture and economic

To achieve objective 2, the secondary data sources are used to examine perceived tourism impacts on Inle Lake in the aspect of environment, socio- culture and economic by searching information in websites, books and related journals in addition to, primary data collection included in-depth interview and questionnaire survey.

For the primary data, in aspect of in- dept interview, researcher did interview to 5 international tourists and 5 domestic tourists who visited to Inle Lake. Researcher asked them about the current situation of tourism impacts on Inle Lake tourism operation by

electronic communication (Viber). Then, the data were analyzed by descriptive method.

Before collecting data, researcher developed the in-depth interview guide and questionnaire form using data obtained from literature review on sustainable tourism issues. Questionnaire is written by English at the first, then researcher translated it from English to Myanmar language. The questionnaire consists two parts. The first part is respondent's biography. The second part is characteristics of sustainable tourism. This part has six categories including environmental impact, socio-cultural impact, economic impact, government sector participation, private sector participation and local people sector participation that based on sustainable tourism concept and its operation and the statements must be reliable and validity. The researcher did pretest questionnaire with 15 sample of respondents to see whether they understand each question or not. The results show that many wordings need to be corrected. So respondents will understand the question and can answer easily. The researcher collected the data from 3 Ministries, 5 Private Organizations and representative of 70 Houses. In total of 150 respondents who are representative of tourism stakeholders, including 19 from government sector, 47 from private sector and 84 from local sector. In aspect of government sector, respondents are between other ranks and Director from Ministry of Hotels & tourism, Agriculture and Forest, private sectors are from Asian Wings transportation & Travel Services, Shwe Minthar Floating Resort, Bright Hotel, The Maw Land Hotel, Inle Lake Tour Company and local people sector are leg rowers, carriers, sellers, fishermen, weavers, taxi drivers, cultivators and their wives and adults as primary data to evaluate the participation of specific tourism stakeholders. Both the qualitative interview and quantitative questionnaires based on sustainable tourism theory. The analysis of obtained data from questionnaire survey were using content analysis and descriptive analysis including percentage and mean value by computer program. To analyze the situation of sustainable tourism operation at Inle Lake, Myanmar. The five-point Likert scale ranging from "strongly disagree" to "strongly agree" was employed. Then, the data were analyzed by descriptive method.

3.4 Objective 3: To examine stakeholder's involvement in tourism operation of Inle Lake

To achieve objective 3, the secondary data sources were used to examine stakeholder's involvement in the aspect of government sector, private sector, local people sector and local community sector. The obtained data come from website, book and related journals. This data was used as a framework to conduct an interview guide.

For the primary data, researcher did interview to 5 international tourists and 5 domestic tourists about the current situation of stakeholder's involvement in tourism operation at Inle Lake by electronic communication (Viber).

Before collecting data, researcher developed the in-depth interview guide and questionnaire form using data obtained from literature review on sustainable tourism issues. Questionnaire is written by English at the first, then researcher translated it from English to Myanmar language. The questionnaire consists two parts. The first part is respondent's biography. The second part is characteristics of sustainable tourism. This part has six categories including environmental impact, socio-cultural impact, economic impact, government sector participation, private sector participation and local people sector participation that based on sustainable tourism concept and its operation and the statements must be reliable and validity. The researcher did pretest questionnaire with 15 sample of respondents to see whether they understand each question or not. The results show that many wordings need to be corrected. So respondents will understand the question and can answer easily. The researcher collected the data from 3 Ministries, 5.

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CHAPTER 4

DATA ANALYSIS AND RESEARCH FINDINGS

4.1 Introduction

The findings of this study are explained according to the objectives of this study as follows.

- 1 .Tourism Contexts of Inle Lake
- 2 .Perceived Tourism Impacts
- 3 .Stakeholder's Involvement in Tourism Operation of Inle Lake

4.2 Tourism Contexts of Inle Lake

The findings related to tourism contexts of Inle Lake are classified according to destination's components, including attraction, accommodation, activities, accessibilities, amenities, and ancillary services.

4.2.1 Attraction

MOHT (2014) stated that Inle Lake was recognized as ASEAN heritage site in 2004 and it was also UNESCO's "Biosphere Reserve" in 2015. Not only Inle Lake is one of Myanmar's top four tourist destinations (Figure 4.1) but also it is a treasure of Myanmar. It is the second biggest lake in Myanmar and covered with hilly and plateau. It is located in the heart of the Shan Plateau, Nyaung Shwe township, Taunggyi District, Myanmar. It is not only a beautiful sight to enjoy, but also home to the many diverse ethnic groups who attract the tourists by their authentic culture and their economic depend on tourism. It is a beautiful highland lake, 900 meters above sea level and far 660 km from Yangon. Nyaung Shwe comprises 444 villages and Bamar, Shan, Danu, Innthar, Pa--O, Taungyo, and Palaung are major national races in this area. The estimated surface

area of Inle Lake is 44.9 square miles [116 km²] during the dry season. It is deep maximum 6 meters (20 feet) in the wet season, and 3.6 meters (12 feet) in the dry season. It looks like a separate region of Myanmar and the truly unique of Inle Lake is leg-rowers who cannot be seen anywhere else and they live on and around the lake for many hundreds of years (MOHT, 2014). The daily life of communities based entirely on the water and there are 20 species of snails, 9 species of native fish which are found nowhere else in the world, 345 species of forest and sea birds, 184 species of orchids, 94 species of butter flies, 3 species of turtles and 59 species of fish. Moreover, floating garden beds are used to form by local Intha people . In Inle Lake, Ywama is the largest village and each of its two-story houses has own landing dock. A “floating market” is used to hold in every five days and local people sell their regional products that is very significant and attract to tourists; moreover, Phaung Daw Oo Pagoda Festival in the lake is very famous for traditional boat race, so both international tourists and domestic tourists come to visit. The attraction of destination based on natural environment and cultural heritage for eco-tourism. Inle Lake provides not only a large quantity of agricultural products to Shan State and Southern Myanmar but also the major source of the Law Pi Ta hydroelectric power plant, that is the biggest in Myanmar and also delivers to Shan State, Mandalay Region and Southern Myanmar. As it is a historic city and there are many historical buildings and traditional architectures. In Inle Lake, Lotus woven textiles are special products and they are starting to take attention in the international fashion world.

4.2.2 Accommodation

Currently there are (61) hotels and accommodations in Inle Lake and their standards are as follows:

Table 4.1 Name of Hotels & Accommodations in Inle Lake (Nyaung Shwe)

No.	★	★★	★★★	★★★★	★★★★★
1	Lady Princess Hotel	Hotel Amanzing	Golden Empress Hotel	Novotel	Pristine Lotus Spa Resort
2	Gold Star Hotel	Inle Lotus Hotel	Cassiopeia Hotel	Inle Lake Villa	Sanctum Inle Resort
3	Bright Hotel	Inle Apex Hotel	The White Avenue Hotel	Myat Min Villa	
4	Nanda Wunn Hotel	Yar Pyae Hotel	View Point Lodge & Fine Quisines	Inle Resort & Spa	
5	Aung Mingalar Hotel	Royal Luxury Hotel	Teak Wood Hotel	Ananta Inle	
6	Joy Hotel	Inle Palace Hotel	Sandalwood Hotel	Inle Lake View Resort & Spa	
7	Primose Hotel	The Manor Hotel	Royal Inle Hotel		
8	Mingalar Inn	Hotel Brilliant	The Grand Nyaung Shwe Hotel		
9	Aquarius Inn	Manaw Thu Kha Hotel			
10	Queen Inn	81 Hotel Inle			
11	NK the Little Inn	Hupin Hotel			
12	Inle Inn	Lady Princess Hotel			
13	Motel Album	Grand House Hotel			
14	Richland Motel	Paradise Inle Resort			
15	Inle Star Motel	May Haw Nan Villa			
20		Emerald Moon Hotel			
21		Royal Nay Pyi Taw Hotel			
22		Golden Dream Hotel			
23		Thanakha Hotel			

Table 4.1 (continued)

No.	★	★★	★★★	★★★★	★★★★★
24					
25					
26					
27					
28					
29					
30					

Source Statistics of Ministry of Hotels & Tourism, Myanmar, Destination Management Plan (MOHT, 2014)

According to the (Table 4.1), most of accommodations are 2 stars hotels and five stars hotels are the least.

4.2.3 Activities

As Inle Lake is eco- tourism site, there are many ancient heritage buildings, pagodas and sea birds in this area. So tourists can learn Shan traditional culture and heritage .Moreover, they can observe natural activity for boat riding around the lake to see floating gardens and to get new experience of bird watching by watching thousands of diverse sea birds. They are very significant and attract to visitors and for cultural activity including visiting of cats jumping monastery which was built last 200 years ago, heritage buildings, pagodas to do worship, and human activities are shopping at 5 days market and eating the traditional Shan foods.

4.2.4 Accessibility

The most convenient way to go to Inle Lake is to fly from Yangon to Heho, which is the nearest airport to the lake. There are daily flights from Yangon to Heho which take about an hour. If we want to fly from Mandalay to Heho, it takes only 20 minutes. (Figure 4.2) In Inle Lake, there is no road, no car and far away from the airport. The daily life of local people in Inle Lake concerned with water and they only use boat. There are many kinds of boats about 3000 in Inle Lake and their capacity is maximum 6 tourists for each boat.

4.2.5 Amenities

The meaning of amenities is comfort services and they provide to fill the needs of tourists while they are far away from home. In Inle Lake, these services including Information Counter, Public Toilets, Restaurant, Bank, Recreation Center, Souvenir Shop, Spas, Internet Café, Beauty Saloon, Car Parking, Clinic and tourists police for safety and security are providing to the visitors.

4.2.6 Ancillary Services

As Inle Lake is one of Myanmar's top 4 tourist destinations, there are some ancillary services and they are, car hire, money foreign exchange, tour guide, and carriers to support tourist's special needs.

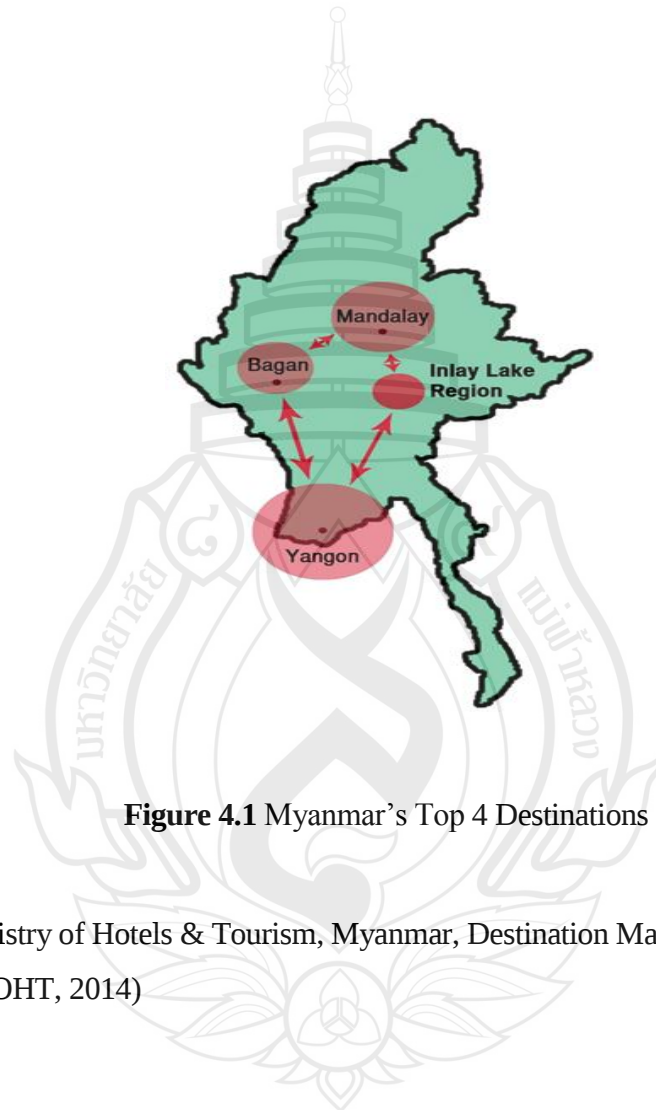


Figure 4.1 Myanmar's Top 4 Destinations

Source Ministry of Hotels & Tourism, Myanmar, Destination Management Plan (MOHT, 2014)

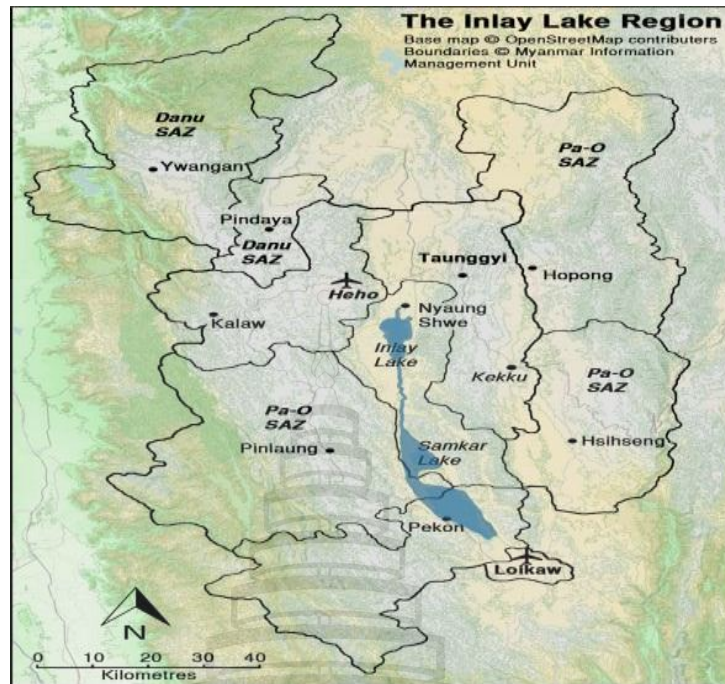


Figure 4.2 Inle Lake Map and Its Surrounding Area

Source Ministry of Hotels & Tourism, Myanmar, Destination Management Plan (MOHT, 2014)

4.3 Perceived Tourism Impacts

The findings are classified to data from in-depth interview and questionnaire survey.

4.3.1 Findings from in-depth interview show international tourists and domestic tourists perceived environment impacts of Inle Lake are as follows:

The perception of international tourists are:

“When I arrived in Summer, I saw the difference from TV program. I think hotels are on a lot of water before I arrived. When I reached it is opposite with my thinking because there is a little water around the hotel. Lower water level threatens the beauty of tourist spot. Although there is less amount of water, the view of lake is

amazing and I can do breath taking. Rubbish destroys Inle Lake's beauty and floating gardens which are really worse to see. Noise pollution is also happened because of poor quality engine boats." (Tom, Richard, Susan) (Figure 4.3)

According to above international tourists' perception, Inle Lake is facing with water shortage, vision pollution, noise pollution, and water pollution.

The perception of domestic tourists are:

"Due to the host community's participation, some negative aspects including water level of Inle Lake is decreasing (Figure 4.4) and visitors face difficulties to get around the lake and to the pagoda. Moreover, it is too much floating gardens and very crowded (Figure 4.5). The lake is full of rubbish and I am not happy with this situation because the level of water become lower and dirty. It is not as natural as before, but it is still one of the best places to visit. Inle lake has changed a lot from the previous time. The worst is getting much land than earlier days and the houses that should be built on the water like the olden days." (Aung, Tin, Soe)

According to above domestic tourists' perception, Inle Lake is facing with environment impact by water shortage, over consumption of resources, and waste management.

4.3.2 Findings from in-depth interview shows international tourists and domestic tourists perceived socio- culture impacts of Inle Lake are as follows:

The perception of international tourists are:

"I hope leg-rower but I found motor boat. I got a little disappointment because I think what is the beauty of famous lake without leg-rowers. May be we can feel the nature, even though most of tourists want to see legs-rowers. I think people lived in the lake should use the boats rowing by legs instead of using motor boat all the time. Rowing by legs is their culture and they should keep it. Tourists expect some things to see that if they cannot find, they will disappoint. Local people need to maintain the traditional customs." (David, Shin)

According to above international tourists' perception, local people in Inle Lake are changing socio-culture on rowing boat because in olden days, they row the boats by their legs, now they use more engine boats most of the time.

The perception of domestic tourists are:

“Rowing boat by legs are very rare and local people use more engine boats that is changing their traditional way of life.”(Hla, Khine)

According to above domestic tourists’ perception, local people in Inle Lake are starting to change their ways of life on rowing boat.

4.3.3 Findings from in-depth interview shows international tourists and domestic tourists perceived economic impacts of Inle Lake are as follows:

The perception of international tourists are:

“As a tourist destination, Hotel’s fees are very expensive.” (Susan,Shin)

According to International tourists’ perception, higher price is negative economic impact in Inle Lake.

The perception of domestic tourists are:

“When tourism industry improve, traditional products can be sold by innovation and local people earn more than before; moreover, they can maintain Myanmar’s traditional way of architecture.” (Aung, Soe)

According to above domestic tourists’ perception local people in Inle Lake get benefits from tourism industry.



Figure 4.3 Noise Pollution by Engine Boat in Inle Lake

Source Noise Pollution by Engine Boat in Inle Lake (n.d.)



Figure 4.4 Water Shortage of Inle Lake in Summer

Source Water Shortage of Inle Lake in Summer (n.d.)



Figure 4.5 Over Crowded in Inle Lake

Source Over crowded in Inle Lake (n.d.)

According to the questionnaire survey, the findings reveal as perceived tourism impacts on environment, socio culture and economic as follows:

4.3.4 Perceived Tourism Impacts on Natural Environment

The findings of stakeholder's perception for the environment impacts of tourism development which are displayed in Table 4.2 to Table 4.5.

Table 4.2 Government Sector's Perception on Environmental Impact at Inle Lake

No.	Issues	Government Sector Agreement %					Mean
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
1	Contributes to healthy environments				15.8	84.2	4.84
2	No air pollution		5.3		15.8	78.9	4.68
3	Over crowded				21.1	78.9	4.79
4	Vision pollution			15.8	21.0	63.2	4.47
5	Deforestation			78.9	15.8	5.3	3.26
6	Noise Pollution		5.2	84.2	5.3	5.3	3.11
7	Water pollution			78.9	21.1		3.21

From Table 4.2, the findings show that 84.2% of government sector strongly agree with statement "Tourism contribute to healthy environment" ($\bar{x} = 4.84$). 78.9% of government sector strongly agree with statement "The air is fresh and no pollution in Inle Lake." ($\bar{x} = 4.68$) and "overcrowded in Inle Lake" ($\bar{x} = 4.79$). 63.2% of government sector strongly agree with statement "vision pollution." ($\bar{x} = 4.47$). 78.9% of government sector are neutral for statement "Deforestation" ($\bar{x} = 3.26$) and "water pollution" ($\bar{x} = 3.21$). 84.2% of government sector are neutral for statement "noise pollution." ($\bar{x} = 3.11$).

Table 4.3 Private Sector's Perception on Environmental Impact at Inle Lake

No.	Issues	Private Sector Agreement %					Mean
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
1	No air pollution		2.1	12.8	25.5	59.6	4.43
2	Contributes to healthy environment		2.1	14.9	44.7	38.3	4.19
3	Over Crowded		2.1	12.8	34.0	51.1	4.34
4	Vision pollution	4.3	2.1	14.9	48.9	29.8	3.98
5	Deforestation	2.1	12.8	40.4	23.4	21.3	3.49
6	Noise pollution		4.3	46.8	34.0	14.9	3.60
7	Water pollution	17.0	14.9	46.8	12.8	8.5	2.81

From Table 4.3, the findings show that 59.6 % of private sector strongly agree with statement “The air is fresh and no pollution. In Inle Lake” ($\bar{x} = 4.43$). 44.7% of private sector agree with statement “Tourism contribute to healthy environment.” ($\bar{x} = 4.19$). 51.1% of private sector strongly agree with statement “overcrowded’ ($\bar{x} = 4.34$). 48.9 % of private sector agree with statement “vision pollution” ($\bar{x} = 3.98$). 40.4% of private sector are neutral for “deforestation” ($\bar{x} = 3.49$). 46.8% of private sector are neutral for statement “noise pollution.” ($\bar{x} = 3.60$) and “water pollution.” ($\bar{x} = 2.81$).

Table 4.4 Local People's Perception on Environmental Impact at Inle Lake

No.	Issues	Local People Sector Agreement %					Mean
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
1	No air pollution		4.8	19.0	41.7	34.5	4.06
2	Contributes to healthy environment	3.6	3.6	14.3	46.4	32.1	4.00
3	Over crowded	2.4	1.1	17.9	29.8	48.8	4.21
4	Vision pollution	8.3	6.0	25.0	33.3	27.4	3.65
5	Deforestation	7.1	7.1	38.2	27.4	20.2	3.46
6	Noise pollution	7.1	4.8	34.5	35.7	17.9	3.52
7	Water pollution	6.0	23.8	39.3	19.0	11.9	3.07

From Table 4.4, the findings show that 41.7% of local people sector agree with statement “The air is fresh and no pollution in Inle Lake” ($\bar{x} = 4.06$). 46.4 % of local people agree with statement “Tourism contributes to healthy environment.” ($\bar{x} = 4.00$). 48.8% of local people sector strongly agree with statement “overcrowded.” ($\bar{x} = 4.21$).

33.3% of local people agree with “vision pollution ” ($\bar{x} = 3.65$). 38.2% of local people sector are neutral for statement “deforestation” ($\bar{x} = 3.46$). 35.7% of local people agree with statement “noise pollution” ($\bar{x} = 3.52$). 39.3% of local people sector are neutral for statement “water pollution” ($\bar{x} = 3.07$).

Table 4.5 Comparison of Perceived Impact on Environment among Stakeholders

No.	Environment Impact	Government Sector (Mean)	Private Sector (Mean)	Local People Sector (Mean)
1	Contributes to healthy environments	4.84	4.19	4.00
2	No air pollution	4.68	4.43	4.06
3	Over crowded	4.79	4.34	4.21
4	Vision pollution	4.47	3.98	3.65
5	Deforestation	3.26	3.49	3.46
6	Noise Pollution	3.11	3.60	3.52
7	Water Pollution	3.21	2.81	3.07

Note. 1=strongly disagree, 2=disagree, 3=neutral, 4= agree, 5= strongly agree

To compare stakeholder’s perception , data in Table 4.5 show that government sector perceived the highest mean value for the statement “Tourism contributes to healthy environments.” ($\bar{x} = 4.84$), In the comparison of three stakeholder’s perception, the mean value of government sector is the highest for the statement “The air is fresh and no pollution in Inle Lake.” ($\bar{x} = 4.68$) To compare three stakeholder’s perception, the mean value of government sector is the highest for the statement “overcrowded in Inle Lake.” ($\bar{x} = 4.79$) Government sector perceived the highest mean value for the statement “vision pollution ” ($\bar{x} = 4.47$) The highest mean value of private sector perceived to the statement “deforestation”. ($\bar{x} = 3.49$) Private sector perceived the highest mean value for the statement “noise pollution ” ($\bar{x} = 3.60$) In the comparison of three stakeholder’s perception, the mean value of government sector is the highest for the statement “ water pollution”($\bar{x} = 3.21$).

4.3.5 Perceived Tourism Impacts on Socio–Culture

The findings of stakeholder's perception for the socio- culture impacts of tourism development which are displayed in Table 4.6 to Table 4.9.

Table 4.6 Government Sector's Perception on Socio–Culture Impact at Inle Lake

No.	Issues	Government Sector Agreement %					Mean
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
1	Facilitate intercultural exchange.			5.3	15.8	78.9	4.74
2	Reducing social inequality			15.8	15.8	68.4	4.53
3	Honest and friendly local people				36.8	63.2	4.63
4	Respect cultural heritage			5.3	42.1	52.6	4.47
5	Only wear traditional costume			10.6	36.8	52.6	4.42
6	Promotes local cultures		5.3		52.6	42.1	4.32
7	Changing life style			21.0	73.7	5.3	3.84

From Table 4.6, the findings show that 78.9% of government sector strongly agree with statement “Tourism facilitate intercultural exchange.” ($\bar{x} = 4.74$). 68.4% of government sector strongly agree with “Tourism contributes to reducing social inequality.”($\bar{x} = 4.53$). 63.2% of government sector strongly agree with statement “Local people are honest and friendly” ($\bar{x} = 4.63$).52.6% of government sector strongly agree with statements “Local people respect to cultural heritage.” ($\bar{x} = 4.47$) and “Local people only wear traditional costume.”($\bar{x} = 4.42$).52.6% of government sector agree with statement “Tourism promotes respect of local culture.” ($\bar{x} = 4.32$).73.7% of government sector agree with statement “In Inle Lake, local people are changing their life styles.”($\bar{x} = 3.84$).

Table 4.7 Private Sector's Perception on Socio–Culture Impact at Inle Lake

No.	Issues	Private Sector Agreement %					Mean
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
1	Facilitate intercultural exchange.			12.8	12.8	74.4	4.62
2	Promotes local culture	2.2		10.6	34.0	53.2	4.36
3	Respect cultural heritage			8.5	40.4	51.1	4.43
4	Honest and friendly local people	4.3		8.5	36.2	51.0	4.30
5	Reducing social inequality	4.3	2.1	10.6	44.7	38.3	4.11
6	Only wear traditional costume	2.2	12.8	25.5	34.0	25.5	3.68
7	Changing life style	2.1	4.3	14.9	55.3	23.4	3.94

From Table 4.7, the findings show that 74.4% of private sector strongly agree with statement “Tourism facilities intercultural exchange.” ($\bar{x} = 4.62$). 53.2% of private sector strongly agree with statement “Tourism promote respect of local culture.” ($\bar{x}=4.36$). 51.1% of private sector strongly agree with statement “Local people respect to cultural heritage.” ($\bar{x} = 4.43$). 51.0% of private sector strongly agree with “Local people are honest and friendly.” ($\bar{x}=4.30$). 44.7% of private sector agree with statement “Tourism contributes to reducing social inequality.” ($\bar{x} = 4.11$). 34.0% of private sector agree with statement “Local people only wear their traditional costume.” ($\bar{x} = 3.68$). 55.3% of private sector agree with statement “Local people are changing their life styles.” ($\bar{x} = 3.94$).

Table 4.8 Local People Sector's Perception on Socio–Culture Impact at Inle Lake

No.	Issues	Local People Sector Agreement %					Mean
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
1	Facilitate intercultural exchange.	4.8		14.3	36.9	44.0	4.15
2	Respect cultural heritage	1.1	1.2	17.9	39.3	40.5	4.17
3	Honest and friendly local people	1.1		17.9	41.7	39.3	4.18
4	Promotes local culture	2.4		19.0	40.5	38.1	4.12
5	Reducing social inequality	8.3	9.5	34.5	33.3	14.4	3.36
6	Only wear traditional costume	1.2	11.9	38.1	35.7	13.1	3.48
7	Changing life style	4.8	7.1	25.0	35.7	27.4	3.74

From Table 4.8, the findings show that 44.0% of local people strongly agree with statement “Tourism facilitates intercultural exchange.” ($\bar{x} = 4.15$). The 40.5% of local people sector strongly agree with statement “Tourism respects cultural heritage.” ($\bar{x} = 4.17$). 41.7% of local people sector agree with statement “Local people are very honest and friendly.” ($\bar{x} = 4.18$). 40.5 % of local people sector agree with statement “Tourism promotes respect of local culture.” ($\bar{x} = 4.12$). 34.5% of local people are neutral for statement “Tourism contributes to reducing social inequality.” ($\bar{x} = 3.36$). 38.1% of local people sector are neutral for statement “Local people only wear their traditional costume.” ($\bar{x} = 3.48$). 35.7% of local people sector agree with “Local people are changing of their life styles” ($\bar{x} = 3.74$).

Table 4.9 Comparison of perceived Impact on Socio–Culture among Stakeholders

No.	Socio-Culture Impact	Government Sector (Mean)	Private Sector (Mean)	Local People Sector (Mean)
1	Facilitate intercultural exchange.	4.74	4.62	4.15
2	Reducing social inequality	4.53	4.11	3.36
3	Honest and friendly local people	4.63	4.30	4.18
4	Respect cultural heritage	4.47	4.43	4.17
5	Only wear traditional costume	4.42	3.68	3.48
6	Promotes local cultures	4.32	4.36	4.12
7	Changing life style	3.84	3.94	3.74

Note. 1=strongly disagree, 2=disagree, 3=neutral, 4= agree, 5= strongly agree

To compare stakeholder’s perception data in Table 4.9 show that the mean value of government is the highest for the statements “Tourism facilitates intercultural exchange.” ($\bar{x} = 4.74$), “Tourism contributes to reducing social inequality.” ($\bar{x} = 4.53$), “Local people are very honest and friendly.” ($\bar{x} = 4.63$), “Local people respect to cultural heritage.” ($\bar{x} = 4.47$) and “Local people only wear their traditional costume.” ($\bar{x} = 4.42$). The mean value of private sector is the highest for the statement “Tourism promotes respect of local cultures.” ($\bar{x} = 4.36$), and “In Inle Lake, local people are changing of their life styles.” ($\bar{x} = 3.94$)

4.3.6 Perceived Tourism Impacts on Economic

The findings of stakeholder's perception for the economic impacts of tourism development which are displayed in are displayed in Table 4.10 to Table 4.13.

Table 4.10 Government Sector's Perception on Economic Impact at Inle Lake

No.	Issues	Government Sector Agreement %					Mean
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
1	Get many job opportunities				26.3	73.7	4.74
2	Profitable sector			10.5	21.1	68.4	4.58
3	Enable local ownership			10.5	26.3	63.2	4.53
4	Economic viability			15.8	21.0	63.2	4.47
5	Provides economic return			10.5	31.6	57.9	4.47
6	Private sector do investment			21.1	26.3	52.6	4.32
7	Get profit from selling regional products			5.3	63.2	31.6	4.26
8	Earn money from tourism			5.3	68.4	26.3	4.21
9	Government earn			26.3	47.4	26.3	4.00
10	Uses local goods and services.	5.3		21.0	57.9	15.8	3.79
11	Public infrastructure is improving		10.5	63.2	10.5	15.8	3.32

From Table 4.10, the findings show that 73.7 % of government sector strongly agree with statement "Local people in Inle Lake get many job opportunities from tourism industry." ($\bar{x}$ = 4.74). 68.4% of government sector strongly agree with statement "Tourism is profitable sector." ($\bar{x}$ = 4.58). Moreover, 63.2% of government sector strongly agree with statements "Tourism enable local ownership." ($\bar{x}$ = 4.53) and "Tourism contributes to economic viability." ($\bar{x}$ = 4.47). 57.9% of government sector strongly agree with statement "Tourism provides economic return to communities." ($\bar{x}$ = 4.47). 52.6% of government sector strongly agree with statement "Many private sectors do investment in Inle Lake tourism industry." ($\bar{x}$ = 4.32). 63.2% of government sector agree with statement "Local people get profit from selling their regional products to tourists." ($\bar{x}$ = 4.26), 68.4% of government sector agree with statement "Local people earn money from tourism industry.", ($\bar{x}$ = 4.21). 47.4% of government sector agree with

statement “ In Inle Lake, government earn a lot of income from tourism industry.” and ($\bar{x} = 4.00$). 57.9% of government sector agree with statement “Tourism uses local goods and services.” ($\bar{x} = 3.79$). 63.2% of government sector are neutral for statement “Public infrastructure is improving in Inle Lake.” ($\bar{x} = 3.32$).

Table 4.11 Private Sector’s Perception on Economic Impact at Inle Lake

No.	Issues	Private Sector Agreement %					Mean
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
1	Get profit from selling regional products			21.3	29.8	48.9	4.28
2	Get many job opportunities		2.1	14.9	36.2	46.8	4.28
3	Profitable sector		2.1	21.3	29.8	46.8	4.21
4	Private sector do investment			19.1	36.2	44.7	4.26
5	Economic viability			21.3	36.1	42.6	4.21
6	Provides economic return			14.8	42.6	42.6	4.28
7	Enables local ownership			17.0	42.6	40.4	4.23
8	Earn money from tourism			21.3	40.4	38.3	4.17
9	Government earn	2.1	4.3	25.5	42.6	25.5	3.85
10	Uses local goods and services.		4.3	21.3	55.3	19.1	3.89
11	Public infrastructure is improving		10.6	31.9	44.7	12.8	3.60

From Table 4.11, the findings show that 48.9% of private sector strongly agree with statement “Local people get profits from selling their regional products to tourists .” ($\bar{x} = 4.28$). 46.8% of private sector strongly agree with statement “Local people in Inle Lake get many job opportunities from tourism industry.” ($\bar{x} = 4.28$) and “Tourism is profitable sector.” ($\bar{x} = 4.21$). 44.7% of private sector strongly agree with statement “Many private sectors do investment in Inle Lake tourism industry.” ($\bar{x} = 4.26$). 42.6% of private sector strongly agree with statements “Tourism contributes to economic viability.” ($\bar{x} = 4.21$) and “Tourism provides economic return to communities.” ($\bar{x} = 4.28$). Moreover, 42.6% of private sector agree with statements “Tourism enables local ownership.” ($\bar{x} = 4.23$) and “In Inle Lake, government earn a lot of income from tourism industry.” ($\bar{x} = 3.85$). 40.4% of private sector agree with statement “Local people earn money from tourism.”, ($\bar{x} = 4.17$). 55.3% of private sector agree with statement

“Tourism uses local goods and services.” ($\bar{x} = 3.89$). 44.7% of private sector agree with statement “Public infrastructure is improving in Inle Lake.” ($\bar{x} = 3.60$).

Table 4.12 Local People Sector’s Perception on Economic Impact at Inle Lake

No.	Issues	Local people Sector Agreement %					Mean
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
1	Earn money from tourism	2.4	6.0	20.2	45.2	26.2	3.87
2	Get profit from Selling regional products	4.7	1.2	26.2	42.9	25.0	3.86
3	Get many job opportunities	1.2	3.6	27.4	44.0	23.8	3.86
4	Private sector do investment	1.2	7.1	25.0	42.9	23.8	3.81
5	Government earn	2.4	3.6	33.3	36.9	23.8	3.76
6	Profitable sector	1.2	2.4	25.0	48.8	22.6	3.89
7	Economic viability	1.2	4.8	25.0	48.8	20.2	3.82
8	Enables local ownership	1.2	8.3	26.2	44.0	20.2	3.74
9	Uses local goods and services.	2.4	10.7	33.3	35.7	17.9	3.79
10	Provides economic return	1.2	3.6	39.3	42.9	13.1	3.63
11	Public infrastructure is improving	8.4	9.5	34.5	34.5	13.1	3.35

From Table 4.12 , the findings show that 45.2% of local people sector agree with statement “Local people earn money from tourism industry.” ($\bar{x} = 3.87$). 42.9% of local people sector agree with statements “Local people get profits from selling their regional products to tourists.” ($\bar{x} = 3.86$), “Many private sectors do investment in Inle Lake tourism industry.” ($\bar{x} = 3.81$) and “Tourism provides economic return to communities.” ($\bar{x} = 3.63$). From Table 4, the findings show that 45.2% of local people sector agree with statement “Local people earn money from tourism industry.” ($\bar{x} = 3.87$). 42.9% of local people sector agree with statements “Local people get profits from selling their regional products to tourists.” ($\bar{x} = 3.86$), “Many private sectors do investment in Inle Lake tourism industry.” ($\bar{x} = 3.81$) and “Tourism provides economic return to communities.” ($\bar{x} = 3.63$). 44.0% of local people sector agree with statement “Local people in Inle Lake get many job opportunities from tourism industry.” ($\bar{x} = 3.86$). 36.9% of local people sector agree with statement “In Inle Lake, government earn a lot of income from tourism industry” ($\bar{x} = 3.76$). 48.8% of local people sector agree with statements “Tourism is profitable sector.” ($\bar{x} = 3.89$) and “Tourism contributes to economic viability.” ($\bar{x} = 3.82$).

44.0% of local people sector agree with statement “Tourism enables local ownership.” ($\bar{x} = 3.74$). 35.7% of local people sector agree with statement “Tourism uses local goods and services.” ($\bar{x} = 3.79$). 34.5% of local people sector agree and neutral for statement “Public infrastructure is improving in Inle Lake.” ($\bar{x} = 3.35$).

Table 4.13 Comparison of Perceived Impact on Economic among Stakeholders

No.	Economic Impact	Government Sector (Mean)	Private Sector (Mean)	Local People Sector (Mean)
1	Get many job opportunities	4.74	4.74	3.86
2	Profitable sector	4.58	4.58	3.89
3	Enables local ownership	4.53	4.53	3.74
4	Economic viability	4.47	4.47	3.82
5	Provides economic return	4.47	4.47	3.63
6	Private sector do investment	4.32	4.32	3.81
7	Get profit from selling regional products	4.26	4.26	3.86
8	Earn money from tourism	4.21	4.21	3.87
9	Government earns	4.00	4.00	3.76
10	Uses local goods and services.	3.79	3.79	3.79
11	Public Infrastructure is improving	3.32	3.32	3.35

Note. 1=strongly disagree, 2=disagree, 3=neutral, 4= agree, 5= strongly agree

To compare stakeholder’s perception, data in Table 4.13 show that government sector and private sector perceived the same highest mean value for the statements “Local people in Inle Lake get many job opportunities from the tourism.” ($\bar{x} = 4.74$). , “Tourism is profitable sector.” ($\bar{x} = 4.58$), “Tourism enables local ownership.” ($\bar{x} = 4.53$), “Tourism contributes to economic viability, “Tourism provides economic return back to communities.” ($\bar{x} = 4.47$), “Many private sectors do investment in Inle Lake tourism industry.” ($\bar{x} = 4.32$), “Local people get profit from selling their regional products to tourists.” ($\bar{x} = 4.26$), “Local people earn money from tourism industry.” ($\bar{x} = 4.21$), and “In Inle Lake, government earn a lot of income from tourism industry.” ($\bar{x} = 4.00$) The mean values of three stakeholders are same for statement “Tourism uses local goods and

services.” ($\bar{x} = 3.79$) The highest mean value of local people sector perceived for statement “Public infrastructure is improving in Inle Lake.” ($\bar{x} = 3.35$).

4.4 Stakeholder’s Involvement in Tourism Operation of Inle Lake

To approach the sustainable tourism operation of Inle Lake, researcher collected the data from tourism stakeholders of Inle Lake to examine their perception to stakeholder’s involvement in Inle Lake tourism operation. According to the questionnaire survey, the findings intends to the objective 3 that is to examine stakeholder’s involvement in tourism operation of Inle Lake.

4.4.1 Government Sector Involvement

4.4.1.1 Government Sector Involvement by Stakeholders’ Perception

Table 4.14 Government Sector’s Perception on Government Sector Involvement in Tourism Operation at Inle Lake

No.	Issues	Government Sector Agreement %					Mean
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
1	Invites Private sectors		5.3	10.5	21.0	63.2	4.42
2	Actively promote about Inle Lake		10.5	10.5	15.8	63.2	4.32
3	Share knowledge		10.5	10.5	15.8	63.2	4.32
4	Integrated resource management			21.0	31.6	47.4	4.26
5	Collaborate with stakeholders		5.3	5.3	47.4	42.0	4.26
6	Maintain the environment	5.2	5.3	47.4	26.3	15.8	3.42
7	Provide tourism infrastructure		10.5	73.7	5.3	10.5	3.16

From Table 4.14, the findings show that 63.2% of government sector strongly agree with statements “Government invite to private sectors to participate in Inle Lake tourism industry.” ($\bar{x} = 4.42$), “Government actively promote to tourists about Inle Lake tourist destination.” and “Government share tourism knowledge to the local community and other stakeholders.” ($\bar{x} = 4.32$). 47.4% of government sector strongly agree with statement “Tourism practices integrated resources management.” ($\bar{x} = 4.26$). 47.4% of government sector agree with statement “Government always collaborate with other

tourism stakeholders for sustainable tourism development.” ($\bar{x} = 4.26$). 47.4% of government sector are neutral for statement “Government maintain well the environment of Inle Lake tourist destination.”($\bar{x} = 3.42$).73.7% of government are neutral for statement “Government provides quality tourism infrastructure in Inle Lake.” ($\bar{x} = 3.16$)

Table 4.15 Private Sector’s Perception on Government Sector Involvement in Tourism Operation at Inle Lake

No.	Issues	Private Sector Agreement %					Mean
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
1	Invites Private sectors	2.0	4.3	21.3	36.2	36.2	4.00
2	Share knowledge	2.1	8.5	23.4	36.2	29.8	3.83
3	Actively promote about Inle Lake	2.1	6.4	38.3	23.4	29.8	3.72
4	Integrated resource management	4.3	12.8	19.1	38.3	25.5	3.68
5	Collaborate with stakeholders	4.2	4.3	25.5	42.6	23.4	3.77
6	Maintain the environment	8.5	17.0	25.5	34.0	14.9	3.30
7	Provide tourism infrastructure	6.4	14.9	36.1	27.7	14.9	3.30

From Table 4.15, the findings show that 36.2% of private sector strongly agree and agree with statement “Government invite to private sectors to participate in Inle Lake tourism industry” ($\bar{x} = 4.00$). 36.2% of private sector agree with statement “Government share tourism knowledge to local community and other stakeholders.”($\bar{x} = 3.83$). 38.3% of private sector are neutral for statement “Government actively promote to tourist about Inle Lake tourist destination.” ($\bar{x} = 3.72$). 38.3% of private sector agree with statement “Tourism practices integrated resources management.” ($\bar{x} = 3.68$). 42.6% of private sector agree with statement “Government always collaborate with other stakeholders for sustainable tourism development.” ($\bar{x} = 3.77$). 34.0% of private sector agree with statement “Government maintain well the environment. of Inle Lake.” ($\bar{x} = 3.30$). 36.1% of private sector are neutral for statement “Government provides quality tourism infrastructures in Inle Lake.”($\bar{x} = 3.30$).

Table 4.16 Local People Sector's Perception on Government Sector Involvement in Tourism Operation at Inle Lake

No.	Issues	Local People Sector Agreement %					Mean
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
1	Actively promote about Inle Lake	4.8	14.3	32.1	29.8	19.0	3.44
2	Invites Private sectors	7.1	15.5	38.1	25.0	14.3	3.24
3	Collaborate with stakeholders	2.4	14.3	36.9	32.1	14.3	3.42
4	Provide tourism infrastructure	11.9	22.6	29.8	22.6	13.1	3.02
5	Integrated resource management	7.1	15.5	39.3	25.0	13.1	3.21
6	Share knowledge	9.5	20.3	34.5	23.8	11.9	3.08
7	Maintain the environment	13.1	15.5	42.9	19.0	9.5	2.96

From Table 4.16, the findings show that 32.1% of local people sector are neutral for statement “Government actively promote to tourist about Inle Lake.”, ($\bar{x}$ =3.44). 38.1% of local people are neutral for statement “Government invite to private sector to participate in Inle Lake tourism industry.” ($\bar{x}$ =3.24). 36.9% of local people are neutral for statement “Government always collaborate with other tourism stakeholders for sustainable tourism development.” ($\bar{x}$ =3.42). 29.8% of local people sector are neutral for statement “Government provide quality tourism infrastructure in Inle Lake.” ($\bar{x}$ =3.02). 39.3% of local people sector are neutral for statement “Tourism practices integrated resources management.” ($\bar{x}$ =3.21). 34.5% of local people sector are neutral for” statement “Government share tourism knowledge to the local community and other stakeholders.” ($\bar{x}$ =3.08). 42.9% of local people sector are neutral for “Government maintain well the environment of Inle Lake.” ($\bar{x}$ = 2.96).

Table 4.17 Comparison of Stakeholders' Perception to Government Sector Involvement in Tourism Operation at Inle Lake

No.	Government Participation	Government Sector (Mean)	Private Sector (Mean)	Local People Sector (Mean)
1	Invites Private Sectors	4.42	4.00	3.24
2	Actively promote about Inle Lake	4.32	3.72	3.44
3	Share knowledge	4.32	3.83	3.08
4	Integrated resource management	4.26	3.68	3.21
5	Collaborate with stakeholders	4.26	3.77	3.42
6	Maintain the environment	3.42	3.30	2.96
7	Provide tourism infrastructure	3.16	3.30	3.02

Note. 1=strongly disagree,2=disagree,3=neutral, 4= agree, 5= strongly agree

To compare stakeholder's perception, data in Table 4.17 show that government sector perceived the highest mean value for the statement "Government invite to private sectors to participate in Inle Lake tourism industry." ($\bar{x} = 4.42$) The highest mean values of government sector are the same ($\bar{x} = 4.32$) for the statements "Government actively promote to the tourists about Inle Lake tourist destination." and "Government share tourism knowledge to the local community and other stakeholders." The mean values of government sector are the same ($\bar{x} = 4.26$) for the statements "Government practices integrated resources management." and "Government always collaborate with other tourism stakeholders." The highest mean value of government sector is ($\bar{x} = 3.42$) for statement "Government maintain well the environment of Inle Lake. The highest mean value of private sector is ($\bar{x} = 3.30$) for the statement "Government provide quality tourism infrastructures in Inle Lake."

4.4.1.2 Current Situation of Government Sector Involvement

At the time of 21-6-2011, they organized a committee to implement 5 year Action Plan (2010-11 to 2014-15) to conserve and restore Inle Lake. The relevant departments are as follows:

1. Forest Department (Environmental Conservation)
2. Department of Irrigation
3. Municipal of Nyaung Shwe Township

4. Settlements and Land Records Depart
5. Department of Agriculture
6. Department of Fisheries
7. Department of Meteorology and Hydrology
8. Department of Health
9. Department of Basic Education (Upper Myanmar)
10. Myanmar Hotels and Tourism Services
11. Department of Livestock & Breeding

Their goal and objectives are to ensure a balance approach between conservation and development of Inle Lake. The details are:

1. To conserve and protect Inle Lake with active participation of local communities and key stakeholders;
2. To implement remedial measurement to reduce environmental degradation and Improve the Inle Lake ecosystem;
3. To improve socio- economic conditions and protect livelihoods of local communities in the Inle Lake watershed;
4. To maintain the cultural values of communities living in the Inle Lake area; and
5. To establish effective monitoring and management systems for evaluating progress of conservation efforts.

There are five major activities which included in 5 year action plan are:

1. Watershed conservation, maintaining streams flow conditions and preserving area of open water body
2. Preventing soil erosion and sedimentation
3. Conducting activities for extension, capacity building and technical cooperation
4. Biodiversity conservation
5. Conducting activities to improve socio-economic status of local communities

In order to restore the Inle Lake eco - systems and its watershed, the 1st five year action plan for the sustainability of Inle Lake and environmental conservation has been implementing by Ministry of Environmental Conservation and Forestry and line

ministries closely participate collaboration with local government (Shan State), local communities and relevant stakeholders under the guidance of the National Committee for Inle Lake conservation. According to observation, although there were 11 committee members of 5 years Action Plan, only some organizations can implement their goals. They are as follows:

Table 4.18 Implementation of Five Year Action Plan

No.	Committee member Ministeries	Implementation Process
1	Environmental Conservation and Forest	Natural forest protection , regeneration and guard post, establishing forest plantation, nursery and agro-forestry plantation, Gully control and constructing check dums, farm soil and water conservation and conducting trainings , protecting natural springs, providing Fuel efficient stove and environmental awareness programs, Micro finance program to members of community forest user groups, farm soil conservation activities
2	Irrigation	Construction geotube barrier to enhance water storage in Inle Lake, monitoring water quality and discharge in the Inle Lake, removing sediments along the water ways, in the lake and stabilizing stream banks, removing old floating gardens and aquatic weeds

Table 4.18 (continued)

No	Committee member Ministries	Implementation Process
3	Settlements and Land Records	Boundary demarcation and measuring way points along water way, monitoring and controlling further expansion of floating gardens in Inle Lake
4	Agriculture	Composting, Earth warm farming to produce organic fertilizer, Supporting materials for organic farming , collecting aquatic weeds for organic farming, making contour bands at sloping land cultivation
5	Hotels & Tourism	Destination Management Plan (2013-2020)
6	Municipal of Nyaung Shwe Township	Water supply to villages
7	Fisheries	—
8	Meteorology and Hydrology	—
9	Health	—
10	Basic Education (Upper Myanmar)	—
11	Livestock & Breeding	—

Source Ministry of Hotels & Tourism, Myanmar, Destination management plan (2014)

The implementation of 5 year action plan by each of members are shown in Table 4.18. According to the meaning of Myanmar's Responsible Tourism strategy, it is maximising economic, social and environmental benefits and minimising costs to destinations'. It demonstrates that economic growth, environmental sustainability and social justice as the three approaches to achieve sustainable development (MOHT, 2012). Ministry of Hotels & Tourism is implementing Destination Management Plan (2013–

2020) that is included in Myanmar Tourism Master Plan for the Inlay Lake Region and the Surrounding Hill Areas Project as a partnership with Myanmar Institute for Integrated Development (MIID) and the International Centre for Integrated Mountain Development (ICIMOD) by funding from the European Union under the HIMALICA Programme and the Government of Luxembourg. Ministry of Environmental Conservation and Forestry also collaborate in implementing Inle Lake Conservation Five Year Action Plan (2010-11 to 2014-15) and (2015-16 to 2019-20) that is provided by technical support by the United Nations Development Programme (UNDP) and participate Shan State Government, key stakeholders from several line ministries, other relevant agencies and local Inle Lake communities.

The plan will also include monitoring and management systems to evaluate progress of conservation efforts. Previously, the United Nations Development Programme (UNDP) implemented a conservation project during 2012-2015 with the Myanmar government and financial support from the Norwegian government. The lake became the first United Nations Educational, Scientific and Cultural Organization (UNESCO)'s Biosphere Reserve of Myanmar in June, 2015.

According to the plan, Inle Lake's Authority and Ministry of Environmental Conservation and Forestry is planned financial support from the Norwegian government, various UN agencies including the UN Human Settlements Program, UNESCO, and UNDP have provided technical support for the Myanmar government.

Table 4.19 Government Sector Participation in Sustainable Tourism Operation

No.	Committee members	Decision Making	Planning	Implementation	Evaluation	Monitoring	Problem Solving
1	Environmental Conservation	√	√	√	√	√	√
2	Irrigation	√	√	√	√	√	√
3	Settlements and Land Records	√	√	√	√	√	√
4	Agriculture	√	√	√	√	√	√

Table 4.19 (continued)

No.	Committee members	Decision Making	Planning	Implementation	Evaluation	Monitoring	Problem Solving
5	Hotels & Tourism	√	√	√	√	√	√
6	Municipal of Nyaung Shwe	√	√	√	-	-	√
7	Fisheries	-	-	-	√	-	√
8	Meteorology and Hydrology	√	-	-	√	-	√
9	Health	√	-	-	√	√	√
10	Basic Education	√	-	-	-	-	√
11	Livestock & Breeding	√	-	-	√	-	√

Source Ministry of Hotels & Tourism, Myanmar ,Destination management Plan (2014)

Table 4.19 shows that the individual level of stakeholders in implementation of 5 Year Action Plan. According to the table, the data show only Environmental Conservation Department, Irrigation Department, Settlements and Land Records Department, Agriculture Department and Hotels and Tourism Department participate in 5 Year action Plan of Inle Lake environment conservation.

4.4.2. Private Sector Involvement

4.4.2.1 Private Sector Involvement by Stakeholders' Perception

Table 4.20 Government Sector's Perception on Private Sector Involvement in Tourism Operation at Inle Lake

No.	Issues	Government Sector Agreement %					Mean
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
1	Tourism encourage local entrepreneurs			52.6	36.8	10.6	3.58
2	Develop their abilities			52.6	36.8	10.6	3.58
3	Offer new products and services			21.0	73.7	5.3	3.84
4	Coordinate as partners			21.1	78.9		3.79
5	Focus on their brand image rather than public benefits	5.3		21.0	73.7		2.37
6	Provide quality services to tourists			31.6	68.4		3.68
7	Solve challenges			63.2	36.8		3.37
8	Make effort to protect environment		5.3	73.7	21.0		3.16

From Table 4.20, the findings show that 52.6 % of government sector are neutral and mean values are the same ($\bar{x} = 3.58$), for statements “Tourism encourages local entrepreneurs.” and “Private sectors make to develop their abilities for tourism industry.” 73.7% of government sector agree with statement “Private sector offer new products and services to tourists.” ($\bar{x} = 3.84$) and “Private sector focus on their brand image rather than public benefits.” ($\bar{x} = 2.37$). 78.9% of government sector agree with statement “Private sector coordinate as partners in Inle Lake tourism industry.” ($\bar{x} = 3.79$). 68.4% of government sector agree with statement “Private sectors provide quality services to tourists.” ($\bar{x} = 3.68$). 63.2% of government sector are neutral for statement “Private sectors solve challenges of rapidly development of tourism.” ($\bar{x} = 3.37$). 73.7% of government sector are neutral for the statement “Private sectors always make effort to protect environment of Inle lake.” ($\bar{x} = 3.16$).

Table 4.21 Private Sector's Perception on Private Sector Involvement in Tourism Operation at Inle Lake

No.	Issues	Private Sector Agreement %					Mean
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
1	Develop their abilities		4.3	29.8	42.6	23.4	3.85
2	Offer new products and services		12.8	19.1	48.9	19.1	3.74
3	Focus on their brand image rather than public benefits		12.8	25.5	44.7	17.0	2.34
4	Coordinate as partners		6.4	23.4	55.3	14.9	3.79
5	Solve challenges		4.3	42.6	38.3	14.9	3.64
6	Provide quality services to tourists		4.3	29.8	53.2	12.8	3.74
7	Encourage local entrepreneurs		10.6	29.8	46.8	12.8	3.62
8	Make effort to protect environment	2.1	12.8	40.4	34.0	10.6	3.38

From Table 4.21, the findings show that 42.6% of them agree with statement “Private sectors make to develop their abilities for tourism industry.”, ($\bar{x} = 3.85$). 48.9% of private sector agree with statement “Private sector offer new products and services to tourism.” ($\bar{x} = 3.74$). 44.7% of private sector agree for statement “Private sectors focus on their brand image rather than public benefits.” ($\bar{x} = 2.34$). 55.3% of private sector agree with statement “Private sector coordinate as partners in Inle Lake tourism industry.”, ($\bar{x} = 3.79$). 42.6% of private sector are neutral for statement “Private sectors solve challenges of rapidly development of Inle Lake’s tourism industry.”, ($\bar{x} = 3.64$). 53.2% of private sector agree with statement “Private sector provide quality services to tourists.” ($\bar{x} = 3.74$). 46.8% of private sector agree with statement “Tourism encourages local entrepreneurs.”, ($\bar{x} = 3.62$). 40.4% of private sector are neutral for statement “Private sectors always make effort to protect the environment of Inle Lake.” ($\bar{x} = 3.38$).

Table 4.22 Local People Sector's Perception on Private Sector Involvement in Tourism Operation at Inle Lake.

No.	Issues	Local People Sector Agreement %					Mean
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
1	Develop their abilities	6.0	7.1	32.1	39.3	15.5	3.51
2	Offer new products and services	6.0	11.9	40.5	33.3	8.3	3.26
3	Focus on their brand image rather than public benefits	11.9	33.3	33.3	14.3	7.2	2.71
4	Coordinate as partners	4.8	8.3	41.7	35.7	9.5	3.37
5	Solve challenges	2.4	13.1	45.2	29.8	9.5	3.31
6	Provide quality services to tourists	8.3	6.0	36.9	34.5	14.3	3.40
7	Encourage local entrepreneurs	7.2	8.3	35.7	34.5	14.3	3.40
8	Make effort to protect environment	14.3	15.5	38.1	21.4	10.7	2.99

From Table 4.22, the findings show that 39.3% of local people sector agree with statement "Private sectors make to develop their abilities for tourism industry.", ($\bar{x}$ = 3.51). 40.5 % of local people are neutral for statement "Private sector offer new products and services to tourists." ($\bar{x}$ = 3.26). 33.3% of local people are neutral and disagree for statement "Private sectors focus on their brand image rather than public benefits." ($\bar{x}$ = 2.71). 41.7% of local people sector are neutral for statement "Private sectors coordinate as partners in Inle Lake tourism Industry." ($\bar{x}$ = 3.37). 45.2% of local people sector are neutral for statement "Private sectors solve challenges of rapidly development of Inle Lake tourism industry." ($\bar{x}$ = 3.31). 36.9% of local people sector are neutral for statement "Private sectors provide quality services to tourists." ($\bar{x}$ = 3.40). 35.7% of local people sector are neutral for statement "Tourism encourages local entrepreneurs". ($\bar{x}$ = 3.40) 38.1% of local people sector are neutral for statement "Private sector always make effort to protect the environment of inle Lake." ($\bar{x}$ = 2.99).

Table 4.23 Comparison of Stakeholders' Perception to Private Sector Involvement
in Tourism Operation at Inle Lake

No.	Private Sector Participation	Government Sector (Mean)	Private Sector (Mean)	Local People Sector (Mean)
1	Tourism encourage local entrepreneurs	3.58	3.62	3.40
2	Develop their abilities	3.58	3.85	3.51
3	Offer new products and services	3.84	3.74	3.26
4	Coordinate as partners	3.79	3.79	3.37
5	Focus on their brand image rather than public benefits	2.37	2.34	2.71
6	Provide quality services to tourists	3.68	3.74	3.40
7	Solve challenges	3.37	3.64	3.31
8	Make effort to protect environment	3.16	3.38	2.99

Note. 1=strongly disagree, 2=disagree, 3=neutral, 4= agree, 5= strongly agree

To compare stakeholder's perception, data in Table 4.23 show that private sector perceived the highest mean value for the statement "Tourism encourage local entrepreneurs". ($\bar{x} = 3.62$) The highest mean value of private sector perceived ($\bar{x} = 3.85$) for statement "Private sectors make to develop their abilities for tourism industry." The highest mean value of government sector is ($\bar{x} = 3.84$) for statement "Private sector offer new products and services to tourist." The mean value of government and private sector are same ($\bar{x} = 3.79$) for statement "Private sector coordinate as partners in Inle Lake tourism industry." Local people perceived the highest mean value ($\bar{x} = 2.71$) for the statement "Private sector focus on their brand image rather than public benefits." Private sector perceived the highest mean value ($\bar{x} = 3.74$) for statement "Private sector provide quality services to tourists..", "Private sector solve challenges of rapidly development of Inle Lake's tourism industry." ($\bar{x} = 3.64$) and ($\bar{x} = 3.38$) for statement "Private sectors always make effort to protect to environment of Inle lake."

4.4.2.2 Current Situation of Private Sector Involvement

Some private sectors are starting to implement the green economy system as a marketing tools to maintain the environment. So they are starting the system of reuse, reduce, and recycle and solar to get electric. Moreover, they collaborate with government sector and local people sector to develop sustainable tourism operation.

Table 4.24 Private Sector Participation in Sustainable Tourism Operation

No.	Categories	Transport Services	Hotel	Tour Company	Restaurant	Bank
1	Decision Making	√	√	√	√	√
2	Planning	-	-	-	-	-
3	Implementation	√	√	√	√	-
4	Evaluation	-	√	√	√	-
5	Monitoring	-	√	√	-	-
6	Problem Solving	√	√	√	√	√

Source Ministry of Hotels & Tourism, Myanmar (2014)

From Table 4.24, the findings show that private sector cannot participate in planning of sustainable tourism operation.

4.4.3 Local Sector Involvement

4.4.3.1 Local Sector Involvement by Stakeholders' perception

Table 4.25 Government Sector's Perception on Local People Sector Involvement in Tourism Operation at Inle Lake.

No.	Issues	Government Sector Agreement %					Mean
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
1	Collaborate with government and private		10.5	15.8	52.6	21.1	3.84
2	Learn and acquire the knowledge			42.1	42.1	15.8	3.74
3	Provide the quality services		5.3	15.8	68.4	10.5	3.84
4	Participate actively to develop the tourism		5.3	26.3	63.1	5.3	3.68
5	Care for environment			57.9	42.1		3.42
6	Consider only their benefits		5.3	57.9	36.8		2.68
7	Keep Inle Lake clean			78.9	21.1		3.21

From Table 4.25, the findings show that 52.6% of government sector agree with statement "Local people collaborate with government and private sector to succeed in tourism industry of Inle Lake." ($\bar{x} = 3.84$). 42.1% of government sector agree and neutral for statement "Local people sector learn and acquire the knowledge about the tourism industry." ($\bar{x} = 3.74$). 68.4% of government sector agree with statement "Local people provide quality services to tourists.", ($\bar{x} = 3.84$). 63.1% of government sector agree with statement "Local people participate actively to develop the tourism industry in Inle Lake." ($\bar{x} = 3.68$). 57.9% of government sector are neutral for statement "Local people care for environment of Inle Lake." ($\bar{x} = 3.42$) and "Local people consider only their benefits rather than public benefits." ($\bar{x} = 2.68$). 78.9% of government sector are neutral for statement "Local people keep Inle Lake clean." ($\bar{x} = 3.21$).

Table 4.26 Private Sector's Perception on Local People Sector Involvement in Tourism Operation at Inle Lake.

No.	Issues	Private Sector Agreement %					Mean
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
1	Collaborate with government and private		8.5	14.9	42.6	34.0	4.02
2	Participate actively to develop the tourism		4.3	31.9	34.0	29.8	3.89
3	Keep Inle Lake clean	4.3	6.4	38.3	25.5	25.5	3.62
4	Learn and acquire the knowledge		8.5	25.5	44.7	21.3	3.74
5	Provide the quality services		2.1	25.5	53.2	19.2	3.89
6	Care for environment		6.4	34.0	44.7	14.9	3.68
7	Consider only their benefits	4.3	2.1	51.1	31.9	10.6	2.57

From Table 4.26, the findings show that 42.6% of private sector agree with statement “Local people collaborate with government and private sector to succeed in tourism industry of Inle Lake.” ($\bar{x} = 4.02$). 34.0% of private sector agree with statement “Local people participate actively to develop the tourism industry in Inle Lake.” ($\bar{x} = 3.89$). 38.3% of private sector are neutral for statement “Local people keep Inle Lake clean.”, ($\bar{x} = 3.62$). 44.7% of private sector agree with statement “Local people learn and acquire the knowledge about the tourism industry.”, ($\bar{x} = 3.74$). 53.2% of private sector agree with statement “Local people provide the quality services to tourists.” ($\bar{x} = 3.89$). 44.7% of private sector agree with statement “Local people care for environment of Inle Lake.” ($\bar{x} = 3.68$). 51.1% of private sector are neutral for statement “Local people consider only their benefits rather than public benefits.” ($\bar{x} = 2.57$).

Table 4.27 Local People Sector's Perception on Local People Sector Involvement in Tourism Operation at Inle Lake

No.	Issues	Private Sector Agreement %					Mean
		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
1	Collaborate with Government and private	6.0	9.5	26.2	36.9	21.4	3.58
2	Participate actively to develop the tourism	1.2	2.4	29.8	45.2	21.4	3.83
3	Learn and acquire the knowledge	2.4	4.8	36.9	35.7	20.2	3.67
4	Care for environment	3.6	7.2	23.8	45.2	20.2	3.71
5	Provide quality services	6.0	7.2	32.1	35.7	19.0	3.55
6	Keep Inle Lake clean	4.8	6.0	33.2	39.3	16.7	3.57
7	Consider only their benefits	11.9	25.0	35.7	16.7	10.7	2.89

From Table 4.27, the findings show that 36.9% of private sector agree with statement "Local people collaborate with government and private sector to succeed in tourism industry of Inle Lake." ($\bar{x} = 3.58$). 45.2% of local people agree with statement "Local people participate actively to develop the tourism industry in Inle Lake." ($\bar{x} = 3.83$). 36.9% of local people are neutral for statement "Local people learn and acquire the knowledge about the tourism industry." ($\bar{x} = 3.67$). 45.2% of local people sector agree with statement "Local people care for environment of Inle Lake." ($\bar{x} = 3.71$). 35.7% of local people sector agree with statement "Local people provide quality services to the tourists." ($\bar{x} = 3.55$). 39.3% of local people sector agree with statement "Local people keep Inle Lake clean." ($\bar{x} = 3.57$). 35.7% of local people sector are neutral for statement "Local people consider only their benefits rather than public benefits." ($\bar{x} = 2.89$).

Table 4.28 Comparison of Stakeholder's Perception to Local Sector Involvement in Tourism Operation at Inle Lake

No.	Local People Sector Participation	Government Sector (Mean)	Private Sector (Mean)	Local People Sector (Mean)
1	Collaborate with Government and private	3.84	4.02	3.58
2	Learn and acquire the knowledge	3.74	3.79	3.67
3	Provide the quality services	3.84	3.89	3.55
4	Participate actively to develop the tourism	3.68	3.89	3.83
5	Care for environment	3.42	3.68	3.71
6	Consider only their benefits	2.68	2.57	2.89
7	Keep Inle Lake clean	3.21	3.62	3.57

Note. 1=strongly disagree, 2=disagree, 3=neutral, 4= agree, 5= strongly agree

To compare stakeholder's perception, data in Table 4.28 show that private sector perceived the highest mean value for the statement "Local people collaborate with government and private sector to succeed in tourism industry of Inle Lake." ($\bar{x} = 4.02$) The mean values of private sector are the highest for statement "Local people learn and acquire the knowledge about the tourism industry.", ($\bar{x} = 3.79$), Private sector perceived the highest mean value ($\bar{x} = 3.89$) for the statements "Local people provide quality services to the tourists" and "Local people participate actively to develop the tourism industry in Inle Lake." and "Local people keep clean Inle Lake." ($\bar{x} = 3.62$). The highest mean value of local people is ($\bar{x} = 3.71$) for "Local people care for environments of Inle Lake.", ($\bar{x} = 2.89$) for statement "Local people consider only their benefits rather than public benefits."

4.4.3.2 Current Situation of Local Sector Involvement

1. Local People's Participation in Tourism Operation of Inle Lake are as follows:

1) Decision Making

Although local people play a vital role in Inle Lake tourist destination. Most of local people are poor in tourism knowledge and education. So they cannot

participate in decision making of government plans such as the Destination Management Plan.

2) Planning

In Myanmar, most of plannings are only set up by government sector and if they need outside people, they used to invite private sector and local communities to coordinate. So local people in Inle Lake cannot participate in planning for Destination Management Action Plan (2010-11 to 2014-15) and (2015-16 to 2019-20) to conserve Inle Lake's environment.

3) Implementation

Local people are participating in implementation of Destination Management Action Plan (2010-11 to 2014-15) and (2015-16 to 2019-20) including using small scale and proper use by controlling of chemical fertilizer, controlling systematically and advanced method for natural water purification, construction rain water collecting tanks and infiltration wells at Inle Lake, sedimentation controlling, conservation the remaining natural forest, and establishing community forest by Forest Department because their man powers are very critical to implement and achieve these objectives.

4) Evaluation

Not only government are doing assessment the value of environment but also local people are measuring the value of Inle Lake environment because they understand the importance of environment in Inle Lake. So they also learn and acquire the knowledge how to conserve the environment from training, workshop that represent the Destination Management Plan.

5) Monitoring

Destination Management Plan has implemented since 5 years, in this case, it was included monitoring destination wheres local authority use manpower. As State Level they used Information, Communication and Digital Technology. Some local people participate as volunteers to monitored the negative impacts and safety of Inle Lake destination.

6) Problem Solving

Tourism industry is very wide, so it always faces challenges and sometimes problems outcome suddenly. When some cases cannot be solved by single organization, at that time, local people need to participate and help to solve the problems. Local Community's Involvement in Tourism Operation of Inle Lake are as follows:

In Inle Lake, local tourism related communities are actively participating to develop and achieve the tourism operation because they all get economic benefits from tourism operation. For example Inle Speaks Awareness Center was founded by based on Tour Guides Association, Nyaung Shwe as "Inle Speaks Community Skills Development Center" in 2014. Their vision is to support local communities in Inle area and to achieve a sustainable way of life in harmony with their environment. They focus on activities and programs in the aspect of Human Resource Development (HRD) and Environmental and Biodiversity Conservation (EBC). In this center, young adults and tour guides are the main participants. As they usually train the young adults for HRD, Ministry of Hotels & Tourism (MOHT) also encourages their working processes to use their manpower in doing EBC.

Some programs and activities of Inle Speaks Community Skills Development Center are as follows:

- A) Regional Conductors Training,
- B) English as Second Language (ESL) Courses,
- C) Basic Computing Courses,
- D) Entrepreneur and Basic business classes,
- E) Handy-man (Electirc, Plumbing) trainings,
- F) Festivals Clean Up activities,
- G) Occasional trash pick-up activities,
- H) Handing out free Nyaung Shwe Map copies to tourists
- I) Restaurant, Hospitality, Ship-owner, Tour Guiding...related Workshops
- J) Providing accommodation for some meeting/workshop

Developing quiet boats which aimed to reduce the noise pollution of the diesel engine boats.

They are working together with many associations including NGOs and Ministries especially with Ministry of Hotels & Tourism (MOHT) in implementation of Destination Management Plan (DMP) for environmental conservation. Besides, they collaborate with INGOs especially with Norwegian Organization, called partnership according to MOU with MOHT for Tourism Development in Inle Region. They also have future plan to be within 3 to 5 years.

1. 1500 young adults have skills and jobs to provide a sustainable life for themselves and their families.
2. Nyaung Shwe will be clean of trash and has adequate trash pickup and disposal.

Moreover, they will participate Community Involved Tourism (CIT) for the sustainable tourism. They are starting to implement responsible tourism to gain the sustainable tourism together with Ministry of Hotels & Tourism (MOHT) in the aspect of Destination Management Plan (DMP).

Table 4.29 Local Sector Participation in Sustainable Tourism Operation

No.	Categories	Local People	Local Community
1	Decision Making	-	√
2	Planning	-	-
3	Implementation	√	√
4	Evaluation	√	√
5	Monitoring	√	√
6	Problem Solving	√	√

Source Ministry of Hotels & Tourism, Myanmar, Destination Management Plan (2014)

According to Table 4.29, local people and communities can participate most of sustainable tourism operation sectors.

CHAPTER 5

CONCLUSION AND DISCUSSION

5.1 Introduction

This study aims to examine tourism stakeholders' approaches to sustainable tourism operation at Inle Lake, Myanmar. The result of this study is summarized according to the objectives of the study as follows.

1. Tourism contexts of Inle Lake
2. Perceived tourism impacts on Inle Lake in the aspect of environment , socio-culture and economic
3. Stakeholder's involvement in tourism operation at Inle Lake
4. Sustainable operation approach for tourism stakeholders

5.2 Tourism Contexts of Inle Lake

The results of the study discovered that Inle Lake is ASEAN Heritage Site and UNESCO's Biosphere Reserve, and it is rich in natural resources and cultural heritage; in addition to , home of colorful distinct ethnic groups. The unique attraction of Inle Lake is leg rowers where cannot be seen anywhere else. Moreover, it is the source of Myanmar's biggest hydro –electric power plant and also provides huge agricultural products for Shan State, Mandalay Region and Southern Myanmar. As this region has a long history of Shan Sawbwa (Kings), so there are many cultural heritage of Shan State and they attract to tourists. There are (61) hotels and their stages are from 1 to 5 Stars. Visitors can observe in natural activity, cultural activity and another activity. In Inle Lake, there is no road, no car and far away from airport and the most comfortable and nearest is Heho airport. There are about 3000 boats in

many kinds which are used for to carry the tourists. The amenities are to be comfort for the visitors, so restaurant, souvenir shop, recreation center, bank, internet café, public toilet, beauty saloon, spas, and clinic are providing to visitors in Inle Lake region. As it is Myanmar's top 4 tourist destination, they also provide tourist police, car hire, foreign Exchange, tour guide, and carrier for ancillary services".

5.3 Perceived Tourism Impacts on Inle Lake in the Aspect of Environment, Socio- Culture and Economic

5.3.1 Perceived Tourism Impacts on Natural Environment at Inle Lake

The findings of this study show that Inle Lake is currently facing with both positive and negative environmental impacts as follows.

Positive impacts include fresh air in Inle Lake and contribution of healthy environment.

Negative impacts is ranking from the most to least as overcrowded, vision pollution, deforestation, noise pollution and water pollution.

5.3.2 Perceived Tourism Impacts on Socio- Culture at Inle Lake

The findings of this study show that Inle Lake is currently facing with both positive and negative socio- culture impacts as follows:

Positive impacts include facilitation of intercultural exchange, reducing social inequality, honest and friendly of local people, respecting cultural heritage, wearing of traditional costume, promotion of local culture.

Negative impact is local people are changing of their way of life style on rowing boats due to the tourism development and currently they are using many kinds of engine boats in most of the time.

5.3.3 Perceived Tourism Impacts on Economic at Inle Lake

The findings of this study show that Inle Lake is currently facing with only positive impacts in many job opportunities, enable local ownership, improvement of private sector's investment, getting profit, and using local good and services and improvement of public infrastructure.

5.4 Stakeholder's Involvement in Tourism Operation of Inle Lake

Tourism stakeholders have different roles in tourism operation at Inle Lake as follows:

5.4.1 Government Sector Involvement of Tourism Operation at Inle Lake

According to the findings, government sector only positively involve in tourism operation including facilitating policy to enhance investment any private sector, marketing, human resources management, collaboration with stakeholders, maintenance of environment and providing tourism infrastructure. Government sectors organized Inle Lake Environmental Conservation Committee for 5 year Action Plan (2010-11 to 2014-15) and (2015-16 to 2019-20) by 11 ministries with 5 objectives and 5 activities. Most of environment related committee members including Ministry of Hotels & Tourism participate in implementation of Action Plan to approach sustainable tourism in Inle Lake. Ministry of Hotels & Tourism is using Destination Management Plan as a tool to approach sustainable tourism operation. Now this ministry is also implementing community based tourism and enhance stakeholder's participation in seminars, group discussions, workshops, new product and services development, skill improvement and upgrading training courses to the local community and local people.

5.4.2 Private Sector Involvement of Tourism Operation at Inle Lake

The findings of this study show that private sector positively involve in tourism operation including improvement of their abilities, offering new products and quality services, coordination as partners in business venture, problem solving and

conservation environment. According to current situation, tourism related private sectors participate in most of sustainable tourism operation sectors at Inle Lake.

5.4.3 Local People Sector Involvement of Tourism Operation at Inle Lake

This study states that local people sector positively involve in tourism operation including collaboration with another tourism stakeholders, participation in training and workshop, providing quality services, and conservation environment. According to current situation, local people are poor in education, so they cannot participate in decision making and planning of sustainable tourism operation. However, they are participating in implementation, evaluation, monitoring, and problem solving of sustainable tourism operation.

5.4.4 Local Community Involvement of Tourism Operation at Inle Lake

At Inle Lake, local community, such as Inle Speaks Awareness Center is actively doing collaboration with another tourism stakeholders to develop the tourism industry because they can take economic benefits from it by various type of jobs. They also collaborate with another International Non –Government Organization (INGO) and encourage vocational courses for local people to enhance human resources development in the region. Apart from planning, local community are participating in decision making, implementation, evaluation, monitoring and problem solving of sustainable tourism operation sectors.

5.5 Sustainable Tourism Operation Approaches for Tourism Stakeholders

Based on the results of this study, the sustainable tourism operation approaches are designed to each stakeholder as follows.

5.5.1 Sustainable Tourism Operation Approach for Government Sector at Inle Lake

According to the role of government sector in Myanmar, to achieve

sustainable tourism operation of Inle Lake, the government should facilitate their roles in different functions as follows.

5.5.1.1 To promote conservation of the environmental issue at both Regional and State Levels and among tourism stakeholders.

5.5.1.2 To maintain the authentic culture of the local people by rules and regulation enforcement

5.5.1.3 To control balancing price and cost of living in the community

5.5.1.4. To Provide on updated information for tourists about the Inle Lake destination

5.5.1.5 To use Information, Communication, Digital and Technology to monitored the destination operation

5.5.1.6 Monitoring and observation the negative impact of tourism operation

5.5.1.7 Providing training courses for local people on tourism planning and development and sustainable tourism operation skills.

5.5.2 Sustainable Tourism Operation Approach for Private Sector

Based on the study, the private sector should facilitate their roles in different functions as follows.

5.5.2.1 Participation in conservation of environmental and socio-cultural issues

5.5.2.2 Enhancement on service quality

5.5.2.3 Enhancement on new tourism product

5.5.2.4 Balancing of pricing with quality product

5.5.3 Sustainable Tourism Operation Approach for Local People Sector

Based on the study, the local people sector should facilitate their roles in different functions as follows.

5.5.3.1 Participation in conservation of environmental and socio- cultural issues.

5.5.3.2 Participation in training courses on tourism planning as development and sustainable tourism operation skills.

5.5.4 Sustainable Tourism Operation Approach for Local Community Sector

Based on the study, the local community sector should facilitate their roles in participation of conservation environment and socio- cultural issues.

5.6 Conclusion and Discussion

The findings of this study show that Inle Lake is qualified to be successful destination and currently facing with negative impacts of overcrowded, vision pollution, deforestation, noise pollution and water pollution. Moreover, local people are changing on using machine boats instead of traditional rowing boats. Tourism industry based on environment and tourism stakeholder's participation on the success of sustainable tourism operation of Inle Lake. The results of this study require sustainable tourism practices by multi dimensions of environmental and socio- cultural conservation, economic generation and human resources development on sustainable tourism operation skills among the tourism communities that include government sector, private sector , local people sector and local community sector. Tourists perceived green tourism products, so stakeholders need to provide green environment. As government sector, although Forest Department, Irrigation Department, Settlements and Land Records Department, Agriculture Department, and Hotels & Tourism Department participate in implementation of 5Year Action Plan, Municipal of Nyaung Shwe, Fisheries Department, Meteorology and Hydrology and Health Department, Education Department and Livestock & Breeding Department need to participate in this action plan. The findings of this study confirmed the statements “Attraction is the most important thing in tourism products and it provides satisfaction concern with enjoyable and pleasurable to the tourists for their leisure time” (Brown , David C; Stange , Jennifer ;, 2010). “Some accommodations offer local people's life style, history and traditional culture of destination to tourists to perceive good experience” (Portolan , 2010),, “Visitors' experiences depend on their interest and selected activities” (Brown et al.,

2010)., “Accessibility is the main infrastructure in tourist destination that needs suitable accesses both to the destination and within the destination” (Portolan , 2010), “Ancillary services are opportunities to promote customer’s money spending and aim to get profit and competitiveness”(ABTA, the Travel Association). For the perceived tourism impacts, the findings of this study confirmed the statements “The environment of destination is negatively influenced by increasing of tourism, whereas the growth of tourism also depends on the quality and characteristics of the environment” (Malik, Mohammad Imran; Bhat, M. Sultan,2015)., “Cultural impact focuses on changing in community’s social relationship and society’s norm and standard”(Murphy, 1985). “ In the economic impacts, the findings of this study argued that although uncontrolled tourism development can provide business opportunities, it may be available a large number of unskilled workers by low status” (MacNaught,1982).For the stakeholder’s involvement, the findings of this study supported the statement “If the industry has effective management, it ensures both profitable and sustainable” (Salgado et al., 2015). The findings of this study recommended the statement “All of private sectors need to use “Green Based System” to reduce waste, electricity, water and cultivate the “Green Environment”as a marketing tool” (Kilipiris et al., 2012) . For the local people sector, the findings of this study supported the statement “Local people’s participation is empowerment in implementation of government plan and project” (Joanna, 2014). The findings of this study recommended the statement “Community–based tourism enhance local people participation and promote their economic, social and their authentic culture” (Williams & Lawson, 2001).

5.7 Suggestion and Future Research

To achieve sustainability of tourism operation in Inle Lake, it requires various participation and supports from each stakeholder who has different role and interest. Therefore, it is needed to promote collaboration among the tourism stakeholders. They are government sector, private sector , local people sector and local community . This study focused on perceived tourism impacts by evaluation the perception of government sector , private sector and local people sector toward tourism operation. Therefore, in the

future research, it is suggested to explore actual impacts of tourism operation that will require more time and efforts by the experts. This will provide holistic view and based line information for the tourism development for successful sustainable tourism operation at Inle Lake.





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APPENDIX A

INTERVIEW FOR INLE LAKE TOURIST DESTINATION

Name

Status

Sex

(1) Why did you go to Inle Lake?

(2) To go to Inle Lake, accessibility is easy or not?

(3) What do you feel in your mind in Inle lake?

(a) environment (clean or not)

(b) water, noise, vision pollution

(c) higher price or not

(4) What is its unique attraction?

(5) Do you think local people are helpful to international tourists?

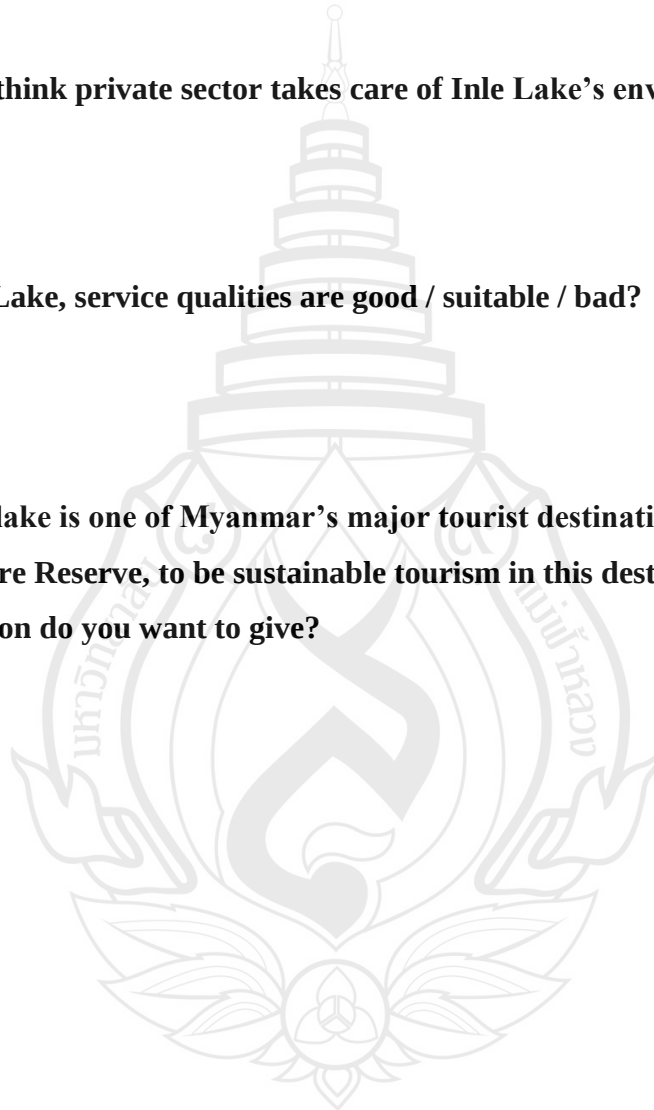
(6) Did you see leadership of Gov't activities in Inle Lake? What are they?

(7) Do you think local people has tourism awareness?

(8) Do you think private sector takes care of Inle Lake's environment? Why?

(9) In Inle Lake, service qualities are good / suitable / bad?

(10) As Inle lake is one of Myanmar's major tourist destinations and UNESCO's Biosphere Reserve, to be sustainable tourism in this destination, which suggestion do you want to give?



QUESTIONNAIRE

Instruction: Please mark the answers the best describe about yourself.

2- Age:

- 3- Country of origin:** 1. () Myanmar
2. () Others.....

1. () Primary school 2. () High school 3. () Diploma
4. () Bachelor degree 5. () Master degree 6. () Doctoral degree

1. () Less than USD 150 2. () USD 151–300 3. () USD 301 – 450
4. () USD 451–600 5. () More than USD 600

Note: 1USD = Myanmar 1000 Kyats

6- Respondent Types:

1. () Government Staff 2. () Private Sector
 3. () Local community

7- Which type of the business do you work in?

1. () Government sector
 2. () Hotel or Accommodation business
 3. () Restaurant business
 4. () Transportation service
 5. () Tour operator or guide
 6. () Travel agent
 7. () Local resident
 8. () Others

Questionnaires part (2)

Questionnaire Items						
State of the degree of whether you agree or disagree with the questionnaire items that describe the sustainable tourism progress in Inle Lake by choosing (ticking ✓) your response from one of the five Likert scale: 1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree						
Section A: Environment		1	2	3	4	5
1	The air is fresh and no pollution in Inle lake.					
2	The people are very crowded in Inle Lake.					
3	The water of Inle lake is dirty by rubbish.					
4	There are too Floating Gardens in Inle Lake.					
5	A lot of trees around the Inle Lake are cut down.					
6	In Inle Lake, engine boats are noisy.					
7	Tourism contributes to healthy environment.					
Section B: Socio Culture		1	2	3	4	5
1	Local people are very honest and friendly.					
2	In Inle Lake, local people are changing their life styles.					
3	Local people only wear their traditional costume.					
4	Local people respect to cultural heritage.					
5	Tourism contributes to reducing social inequality.					
6	Tourism facilitates intercultural exchange.					
7	Tourism promotes respect of local cultures.					

Section C: Economic		1	2	3	4	5
1	Local people in Inle Lake get many job opportunities from tourism industry.					
2	Local people get profit from selling their regional products to tourists.					
3	Many private sectors do investment in Inle Lake tourism industry.					
4	Local people earn money from tourism industry.					
5	In Inle Lake , Government earn a lot of income from tourism industry .					
6	Public infrastructure is improving in Inle Lake.					
7	Tourism is a profitable sector.					
8	Tourism contributes to economic viability.					
9	Tourism uses local goods and services.					
10	Tourism provides economic return to communities.					
11	Tourism enables local ownership.					
Section D: Government Sector		1	2	3	4	5
1	Government maintain well the environment of Inle Lake tourist destination.					
2	Government provide quality tourism infrastructures in Inle Lake .					
3	Government actively promote to tourists about Inle Lake tourist destination.					
4	Government share tourism knowledge to the local community and other stakeholders.					
5	Government invite to private sectors to participate in Inle Lake tourism industry .					
6	Government always collaborate with other tourism stakeholders for sustainable tourism development.					
7	Tourism practices integrated resource management.					
Section E: Private Sector		1	2	3	4	5
1	Private sectors always make effort to protect the environment of Inle Lake.					
2	Private sectors provide quality services to tourists.					
3	Private sectors solve challenges of rapidly development of Inle Lake's tourism industry.					
4	Private sectors focus on their brand image rather than public benefits .					
5	Private sectors coordinate as partners in Inle Lake tourism industry.					
6	Private sector offer new products and services to tourists.					
7	Private sectors make to develop their abilities for tourism industry.					
8	Tourism encourages local entrepreneurs.					
Section F : Local People Sector		1	2	3	4	5
1	Local people learn and acquire the knowledge about the tourism industry.					
2	Local people participate actively to develop the tourism industry in Inle Lake.					
3	Local people keep Inle Lake clean.					
4	Local people care for the environments of Inle lake.					
5	Local people consider only their benefits rather than public benefits. (-)					
6	Local people provide to tourists quality services.					
7	Local people collaborate with government and private sector to succeed in tourism industry of Inle Lake.					



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