

Visitor Management at the Bagan Heritage Site

An evaluation of the current status with related recommendations



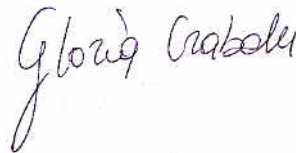
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Master Thesis
Tourism Destination Management
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Master Thesis

"I HEREBY DECLARE THAT THIS THESIS IS WHOLLY THE WORK OF GLORIA CRABOLU. ANY OTHER CONTRIBUTORS OR SOURCES HAVE EITHER BEEN REFERENCED IN THE PRESCRIBED MANNER OR ARE LISTED IN THE ACKNOWLEDGEMENTS TOGETHER WITH THE NATURE AND THE SCOPE OF THEIR CONTRIBUTION".



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Executive Summary

Bagan, representing one of the most popular destinations in Myanmar, is facing a sharp increase in tourist arrivals since the country opened up to the outside world in 2011. Despite the economic benefits gained by tourism, the site is already facing damage which is harming both the conservation of the site and the visitors' experience.

The aim of this master thesis is to shed light on the current tourism management status and the negative impacts caused by tourism at the Bagan Heritage Site so to give recommendations on how to minimise these and ensure visitors a positive experience.

A mix-method approach was applied to achieve the main goal of the thesis and research was conducted throughout a period of five months, from July to November 2015. Being an explorative research the main findings were obtained throughout a period of three weeks spent in Bagan (September 2015). The field research was characterised by the participation of two workshops related to the tourism development in Bagan; 11 interviews with stakeholders of the tourism industry; a survey of 88 visitors (84 internationals and 4 domestics); and personal observations which helped to understand and contextualise the findings resulted from the other research methods and at the same time document the negative impacts by inspecting the area.

Recommendations are given for each specific aspect analysed by the researcher. Tailor-made recommendations have been formulated in order to be easily and thus efficiently implemented by the stakeholders involved.

While this research has been conducted, an open approach has been utilised regarding the research focus of the study, which could be adjusted at any moment during the research process in order to reduce the delimitations set.

KEYWORDS: Tourism; Tourism impact; Visitor Management; Visitor Experience; Heritage sites; Bagan; Myanmar.

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Abbreviations

ASEAN: Association of South-East Asian Nations

AZ: Ancient Zone

BEDC: Burma Economic Development Corporation

BHS: Bagan Heritage Site

CSR: Corporate Social Responsibility

DOA: Department of Archaeology

DOAdm: Department of Administration

FIT: Free Independent Traveller

GDP: Gross Domestic Product

HA: Hoteliers Association

ICT: Information and Communication Technology

IFC: Irrawaddy Flotilla Company

ILO: International Labour Organisation

IPA: Importance - Performance Analysis

JICA: Japan International Cooperation Agency

LAC: Limits of Acceptable Change

MMK: Myanmar Kyat

MOC: Ministry of Culture

MOHT: Ministry of Hotels and Tourism

MTMP: Myanmar Tourism Master Plan

MZ: Ancient Monument Zone

NLD: National League of Democracy

PAOT: People at one time

PPCHRL: Protection and Preservation of Cultural Heritage Regions Law

PZ: Preservation Zone

RTD: Regional Tourism Development Plan

SLORC: State Law and Order Restaurant Council

SPDC: State Peace and Development Council

TGA: Tour Guides Association

TIC: Tourist Information Centre

TIS: Tourist Information Service

TMP:

TOMM: Tourism Optimisation Management

UNESCO: United Nations Educational Scientific Cultural Organization

UNWTO: United Nations World Tourism Organisation

USD: United States Dollars

VAMP: Visitor Activity Management Process

VAs: Visitor Attractions

VERP: Visitor Experience Resource Protection

VIM: Visitor Impact Management

VMP: Visitor Management Plan

WHS: World Heritage Site

WTTC: World Travel and Tourism Council

1. Introduction

1.1. Background of the study

Tourism is one of the world's largest industries supporting 277 million jobs and generating 9.8 % of the world GDP (WTTC). According to the UNWTO figures in 2014, cultural tourism accounts for 37% of global tourism and it is forecast to increase 15% each year. In the last few years, in Myanmar, tourism has become a key contributor to the economy. In particular, since 2011, year in which Myanmar opened its doors to the outside world, tourists' arrivals have grown dramatically: from less than 1 million in 2011, to 3.5 million in 2014 (MOHT, 2015). Tourism development is also considered one of the first priorities by the current government. In fact, the Ministry of Hotels and Tourism (MOHT) in the tourism master plan 2013-2020 declaims as follows:

“While tourism is identified as a key economic activity under private sector development, expansion of Myanmar’s tourism industry will contribute to—and benefit from—reforms in all priority areas.”

In fact, tourism cannot be considered as a single and separate industry, but it is a multi-faceted system which generates jobs and opportunities in the different domestic industries, such as agriculture, transport and other services.

In addition, the recent general elections held in Myanmar on 2015, November 9th, have resulted with the democratic party, the National League of Democracy (NLD) closing in on Myanmar poll landslide. This is forecasted to bring more stability in the country and improve its image internationally. It will also affect the tourism sector as the country will be more acquainted worldwide and tourists will feel more secure in visiting it. Thus, the already growing figures will continue to increase either with the same or sharper growth path.

Furthermore, the Asian development bank estimates inserted in the MTMP 2013-2020 project three different growth scenarios for the tourism market in Myanmar (see Table 1). However, considering the recent political events, it will probably move either in the mid-range or high expectations with the conservative scenario being unlikely to happen.

Growth Scenario	Conservative		Mid-range		High	
	2015	2020	2015	2020	2015	2020
International arrivals	1,528,020	2,815,279	1,829,943	3,680,669	3,009,663	7,489,006
Average daily expenditure (\$)	150	170	150	170	150	170
Average length of stay (days)	8.00	8.00	8.00	8.00	8.00	8.00
Total visitor expenditure (\$ billions)	1.83	3.82	2.19	5.00	3.61	10.18

Table 1 Growth Scenarios

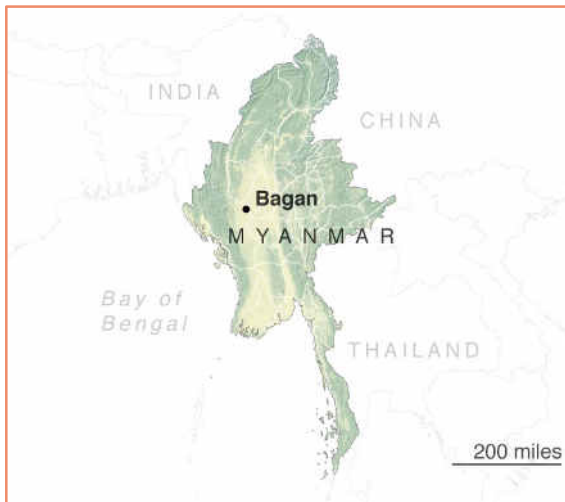


Figure 1 Map of Myanmar with Bagan

Bagan, situated at the centre of the country, is one of the six flagship tourism destinations recognised in the MTMP 2013-2020 (Bagan, Inle Lake, Yangon, Mandalay, Ngapali and Kyaiktiyo). Bagan is in fact one of the most attractive tourism destinations in Myanmar as it is home for more than 2,000 ancient Pagodas. Therefore, the destination is also experiencing the sudden tourist's flow that is affecting Myanmar. According to the Ministry of Culture more than 30% of the national tourist arrivals visited Bagan (Kyaw, 2015).

Such a magnitude in development leads to some stress factors. In fact, the increasing number of tourists is starting to show its drawbacks. Hundreds of visitors climb the most popular pagodas to enjoy the sunrise and sunset, threatening thus their conservation. While the site had remained nearly intact for centuries (until the earthquake in 1975), after the restoration works some pagodas are starting to fall apart (NBC, 2015). If continued in this way, tourism could represent the "next earthquake" which may irreparably damage the site. However, tourism also represents the main sector in which the Bagan's economy relies on as being located in a dry zone, the terrain is not fertile enough for agriculture. Hence, a sustainable balance needs to be found. All these problems may also affect the experience of visitors, turning it into a negative one rather than a positive one.

Proper management can reduce these impacts as well as give incentives for conservation and ensure at the same time a positive experience to visitors (Ceballos-Lascurain, 1996). Therefore, actions regarding visitor management need to be taken in order to minimise these negative impacts and at the same time ensuring visitors a positive and unforgettable experience. Thus, the purpose of this thesis is to shed light on the current tourism management status of the site as well as on the negative impacts caused by the tourism industry in order to provide help in a form of recommendations to minimise these.

1.2. Problem definition and research questions

The focus of this master thesis has been conceptualised in one main research goal which has been broken down as follows into four research questions:

“To understand the current tourism management status and analyse the negative impacts caused by tourism at the Bagan Heritage Site in order to give recommendations on effective visitor management measures to be implemented to minimise these negative impacts and ensure a positive visitors’ experience”

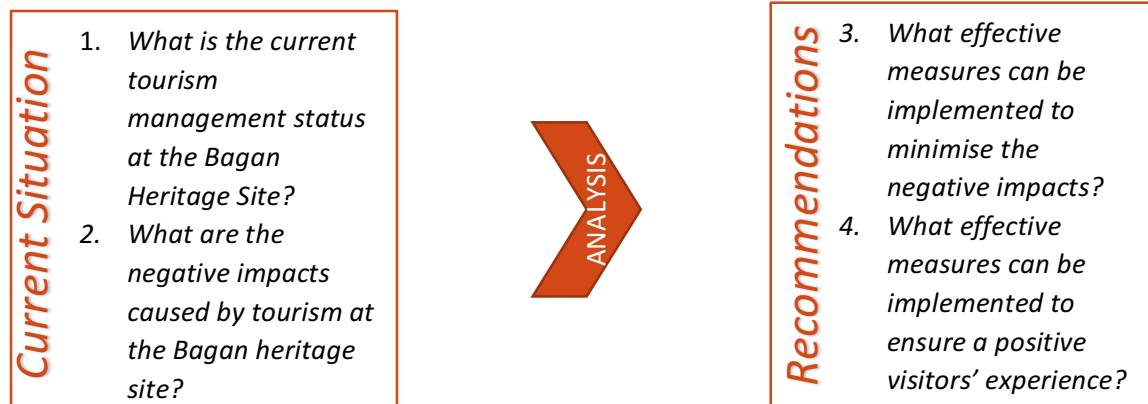


Figure 2 Research Questions Overview

As can be seen above, the researcher has first analysed the current situation at the Bagan Heritage site, which was necessary to give recommendations in a later stage as for the final goal of this master thesis.

To answer the first two research questions a set of sub-questions have been developed to facilitate the researcher in the achievement of the final goal. As regards the first research question of which objective is to get a deep understanding of the tourism current situation in Bagan, six sub-questions have been developed:

1. What is the legal status of the site?
2. Is there a zoning system applied to the site?
3. Which bodies are involved in the management of the site?
4. What is the status of the current tourism infrastructure at the site?
5. How is revenue generated and used?
6. Is there a monitoring system applied to visitors?

For the second research question of which objective is to analyse the possible negative impacts caused by the tourism industry in the Bagan area, five sub-questions have been developed:

1. Is the BHS facing a problem related to over-crowding? Is this perceived by the stakeholders of the BHS?
2. Is the BHS facing a problem related to wear and tear? Is this perceived by the stakeholders of the BHS?

3. Is the BHS facing a problem related to traffic? Is this perceived by the stakeholders of the BHS?
4. Is the BHS facing a problem related to the local community? Is this perceived by the stakeholders of the BHS?
5. Is the BHS facing other negative impacts from tourism?

Finally, the last two research questions are answered based on the outcome of the current situation, thus no sub-questions have been developed. These are instead combined when answers are given as final recommendations are supposed to both minimise the negative impacts and ensure visitors a positive experience. The strategies chosen to accomplish each objective can be seen in the methodology section.

1.3. Thesis structure

The structure of this thesis consists of seven chapters. The first chapter gives an overview picture of the background information and problem that is facing Bagan. The second chapter presents a theoretical background including the main concepts of visitor management, carrying capacity, visitor's experience and visitor's satisfaction as well as an overview of the visitor management frameworks existent in the literature. Following, the Myanmar tourism context is analysed in which a historical background and the present situation is provided. In this chapter, an overview of the research area of the Bagan Heritage Site is also given. The fourth chapter is dedicated to the description of the methodology utilised in order to achieve the final research goal. It explains the research approach and the mixed research methods (interviews, survey, observations and workshops) implemented. In addition, data reliability and validity are also discussed in this section as well as the limitation of the study. The fifth chapter focuses on the empirical findings. However, in order to follow a logic and smooth flow in the structure, recommendations are also given in this chapter for each problem that has been found. The sixth chapter summarises the overall recommendations and finally, the seventh chapter closes the study with the conclusions.

2. Theoretical background

2.1. Visitor management at visitor attractions.

It is important to first identify what is meant by visitor and visitor attraction. As per the UNWTO definition, a visitor is an excursionist whose trip does not include an overnight stay, contrarily to a tourist who stays overnight. For this study, the word visitor attraction (VA) has been preferred to the word tourist attraction to emphasise the characteristic of the daily visitor, hence excluding from the study the management of the overnight facilities. Although visitor management is a discipline which also includes the management of tourists, only the visitor characteristic of the tourists visiting Bagan will be taken, thus only the moment spent at visiting the Temples, Monasteries and Pagodas at the archaeological site will be analysed.

According to the definition of Pearce (1991, p.46), a visitor attraction is “a named site with a specific human or natural feature which is the focus of visitor and management attention”. There are different classifications of VAs, but as per the scope of this thesis, only the heritage VAs are examined. Considered by Boyd (2000), as the majority of the total VAs supply, heritage VAs are defined as “those containing an aspect of historical interpretation” (Leask, 2009, p. 156). As mentioned in Section 3.2., the Bagan Archaeological site dates back to the 11th century AD, thus bringing it in this category. As heritage has a critical point for tourism, so does the Bagan archaeological site. In fact, considered one of the main destinations in Myanmar, this attraction is thought to contribute enormously to the tourism GDP of Myanmar. However, this can only be assumed due to the fact that at the moment there is no tourism satellite accounting system as yet, although it is part of the planned projects included in the Myanmar tourism master plan 2013-2020. Hence, as heritage is critical to tourism because it represents an economic capital, on the other hand, tourism to heritage has a more complicated relation as it may hinder or promote its conservation (Henderson, 2009). It is also the case for the Bagan heritage site whom conservation is hindered by tourism.

There is an interdependent relation between visitors and a visitor attraction (Ling Kuo, 2003). Visitors go to a VA to experience the site, and in order to safeguard this interest the site is given protection. There is scarce evidence of the connection between the increasing visitor arrivals at a site and its physical damage (Cleere, 1989), however at the same time it is improbable that continual visits to a heritage site do not provoke negative impacts (McArthur and Hall, 1996). Brian Garrod, in the book *Managing Visitor Attractions* (2003), following the scheme of the English Tourist Board gives an overview of different types of visitor impacts which are overcrowding, wear and tear, traffic-related problems and impacts on local community. A brief description of each visitor impact is set out below, which possibly can be considered as affecting the Bagan Heritage Site:

- **Overcrowding:** is mainly related to the carrying capacity of the site in terms of both physical (by damaging the site) and psychological (the one felt by the visitor to guarantee a positive experience).
- **Wear and Tear:** is mainly related to visitors' misbehaviour. Example of this category are trampling, handling, graffiti, stealing etc.

- **Traffic-related problems:** are related to traffic congestion, pollution and vibration damage to buildings. It includes traffic caused by cars, coaches but also by plane.
- **Impact on local community:** is related to the unkindness of visitors who treat local people without due respect or who use local people as part of the attraction.

To sum up visitor management in heritage attractions is an important tool not only to physically preserve the site, but also to ensure a positive experience to visitors and to preserve local community culture from tourism. It relates in fact to the notion of carrying capacity at heritage sites, which is defined as “the number of people visiting the site without causing irreversible damage to its natural and built environment and without decreasing the quality of the experience gained by the visitors” (Agnew & Demas, 2013, p. 35). Hence, this definition does not restrict the concept in avoiding the negative impacts, but it is also enlarged to realising positive ones by enhancing visitor experience (Schouten, 2005). In this way, visitors can positively enjoy the authenticity of the place and the local community without physically and socially harming the place (Schouten, 2005). A wider description of the carrying capacity concept is given in Section 2.2., in which the psychological carrying capacity will be further explained as point of analysis of this research.

2.2. Carrying capacity

The concept of carrying capacity has been introduced in 1960 as pressure on rural recreation resources increased (Patmore, 1983). The basic assumption is that there is a direct relationship between the number of visitors and the size of the (negative) impact caused (Schouten, 2005). For this reason, the carrying capacity calculates the limit number of visitors in which such impacts can be avoided or minimised. The carrying capacity is therefore defined as:

“The number of visitors that an area can receive during a given period (year, month, week, day), or the number of visitors present at the same time, without causing unwanted and unplanned impacts on the area’s resources, which would jeopardise sustainable development” (Schouten, 2005, p.40).

Five types of carrying capacity are derived from tourism namely physical, psychological, biological, economic and social carrying capacity.

The physical carrying capacity is related to the amount of suitable land available for facilities, and also includes the limited capacity of the facilities, for instance, parking spaces, or bed spaces in accommodation. It is a straightforward measure of all types of capacity, and can be used for planning and management, for example, by limiting parking spaces at sensitive areas (Cooper, et al., 1998). In monumental areas it refers to the number of people a monument can carry without this being irreparably damaged or ruined.

The biological carrying capacity refers to the level of tolerance the ecosystem possesses in a destination. Such capacity is exceeded when damage or disturbance on the resources becomes unacceptable. It includes the changes of habits in wildlife and the alteration of flora and fauna habitat (Cooper, et al., 1998).

The social carrying capacity derived from the notions of community-based tourism planning and sustainability. It attempts to define the limits of local tolerance for tourism (Cooper, et al., 1998).

The economic carrying capacity refers more to the minimum number of tourists a destination should attract in order to ensure positive impacts and guarantee tourism development (Schouten, 2005).

The psychological carrying capacity refers to the maximum number of people tourists can accept in order to have a high quality experience. Sometimes it also refers to the minimum number of people tourists would expect so as to have a positive experience (Schouten, 2005). This is more related to the minimum number of customers which a certain facility (restaurant, hotel) needs to have so as to ensure people do not feel uncomfortable. It is difficult to calculate as it deals with different types of tourists and aspects of their personality.

Diverse actions exist in literature on how to ensure the carrying capacity and minimise negative impacts on heritage sites. All these actions can be categorised in two main groups: direct (hard) and indirect (soft) measures (McCool & Christensen, 1996). Direct measures include regulations, limitations on activities and usage such as prohibition on photographing, climbing etc. (McCool & Christensen, 1996). The main characteristic is that these measures are taken by enforcement. By contrast, indirect actions are implemented by educating and informing visitors, for example about the possible consequences of their misbehaviours (McCool & Christensen, 1996). While indirect actions are advocated by some managers because they give more freedom to visitors and do not affect their experience (Martin et al., 2009), they are criticised by some others as they may be ineffective due to the unawareness of visitors (Manning, 2011). In order to take the positive features of both, some sites implement both the direct actions and the indirect ones in order to ensure that some rules are respected but at the same time visitors are educated and informed (Pedersen, 2002).

2.3. Visitor experience

There are various and contradictory definitions of visitor experience in the literature. For example, Boorstin (1964) and MacCannell (1979) although giving different definitions of it, they both believe that there is a single type of visitor experience for all tourists, regardless their personality or cultural background (Li, 2000). On the other hand, Cohen (1979) introduces five modes of tourism experience based on the person's background and his/her belonging to a centre. As such, he identifies the Recreational Mode, the Diversionary Mode, the Experiential Mode, the Experimental Mode and the Existential Mode. Although these categorisations can all

be applied to heritage tourists, there are also specific definitions of visitor experience at heritage sites. In particular, Timothy (1996) identifies four levels of tourism heritage experience: world, national, personal and local (see Figure 3). These four levels can overlap between each other. For example, a certain attraction can be viewed as personal for a person and as world heritage for another one. Similarly, this can happen for the local and national heritage. It is curious to observe that visitors at the Bagan heritage site may be connected to it at a world, personal, local and national level. In fact, it can be assumed that international tourists may consider the site as world heritage whereas those being of Buddhist faith can view it as personal heritage. At the same time, domestic tourists from nearby regions can consider it as a local heritage experience whereas, from the majority of the Myanmar people it is part of their national identity, thus being considered a national heritage experience.



Figure 3 Four levels of tourism heritage experience (Timothy, 1996)

Considering that this study can be object of future research, the point of this brief introduction is that the experience felt by visitors at the Bagan heritage site (be at a world, personal, national or local level) may be negatively affected by the possible negative impacts caused by tourism mentioned earlier. There is a significant amount of research about unexpected or undesirable factors influencing the visitor experience. However, these studies only focused on recreational

settings (eg. Schuster et al. 2003, Miller & McCool 2003, Schneider & Stanis, 2007). These factors are identified as “stressors” (Schneider & Stanis, 2007), “hassles” (Schuster et al. 2003) and “detractors” (Miller & McCool 2003) and are defined as those factors which may diminish the quality of the experience. The extent to which these factors are perceived as causers of stress depends on the setting environment, such as visitor’s personality and natural and human attributes of the area (Miller & McCool 2003). However, it has to be said that it is not on the scope of this study to examine the taxonomy of visitors at the Bagan Heritage Site even though visitors’ characteristics have been analysed in the survey implemented in this study. Hence, the possible detractors identified are not analysed in conjunction to visitor’s characteristics, but are instead identified in conjunction with the negative impacts caused by tourism and the extent to which they affect the quality of visitors’ experience.

As mentioned in Section 2.1., overcrowding is considered to be one of the negative aspects caused by tourism. It does not only contribute to the deterioration of the site but it does also affect the visitors’ experience. Numerous studies have been conducted already on the effect of crowding to the visitors’ experience as it is of major concern for managers (Kuss et al., 1990). The problem of crowding in this case is always referred to as “perceived crowding” as it is not simply related to the objective density of people present in an area (e.g. Pagodas), relevant instead for the physical carrying capacity, but it is related to the personal perception of the visitor (it answers the question: What does “too many people in an area” mean to visitors?)

which obviously varies from person to person (Kuss et al., 1990). This relates to the psychological carrying capacity which has been analysed in this research.

While there are already numerous studies on the fact that crowding has an effect not only on conservation values but also on visitor experience values, there have not yet been any studies on the possible effects of the other three possible negative impacts from tourism mentioned earlier (wear and tear, traffic-related problems, impacts on the local community) to the quality of the visitor experience (can these impacts be considered detractors and thus causers of stress?). Hence, this will be analysed for the Bagan heritage site.

2.4. Tourist satisfaction

It is important to introduce this chapter saying that tourism is a system, made of several sub-sectors interdependent among each other (Middleton & Clark, 2001). When considering tourists' experience, a lot of variable come to place influencing the overall experience of tourists. It can be said that the overall tourist's experience is a function of satisfactions of the single elements composing a tourism product (Oliver, 1993). Hence, single elements such as transportation, facilities present at the attractions, hotels, restaurants etc. compose the overall tourist's experience. These elements can be controlled by tourism managers at a certain extent, however, there are also other elements/factors coming from the external environment which cannot be controlled or monitored. These are part of the social factors such as human interactions with the surrounding which can come both from locals or other tourists (Fuchs and Weiermair, 2003). To summarise, many variables of different nature (functional, contextual and environmental) create the overall experience of tourists.

For this reason, assessing tourists' experience has always been a challenge for tourism managers. For this study, the overall tourists' experience is not assessed, but instead only the satisfaction of single elements/factors is analysed. Such elements have been chosen systematically after a preliminary study of the destination and which are relevant in terms of visitor management.

The tool utilised to assess such satisfaction is the Importance – performance analysis (IPA) tool which is explained further in the following section.

2.5. The Importance – Performance Analysis (IPA)

The importance – performance analysis (IPA) tool is widely implemented in marketing for the measurement of customers' quality perception within a company (Ennew et al., 1993) and only recently applied as a tool for tourism destination management. For these applications, it provides a significant support to policy-makers to analyse the state of health of the tourism destination but also to define the main areas of interventions (Hudson and Shepherd, 1998). In particular, Hudson and Shepherd (1998) argued that in tourism destinations in which tourism research is rather little, the IPA is a powerful tool for tourism destination planners.

In destination management, IPA involves assessing different aspects of the destination in terms of tourists' perceptions of performance and of the importance of these performances. Such features are represented in a 2x2 grid (see Figure 4), thus forming four quadrants. Each quadrant provides managers with a different suggestion or action that should be taken.

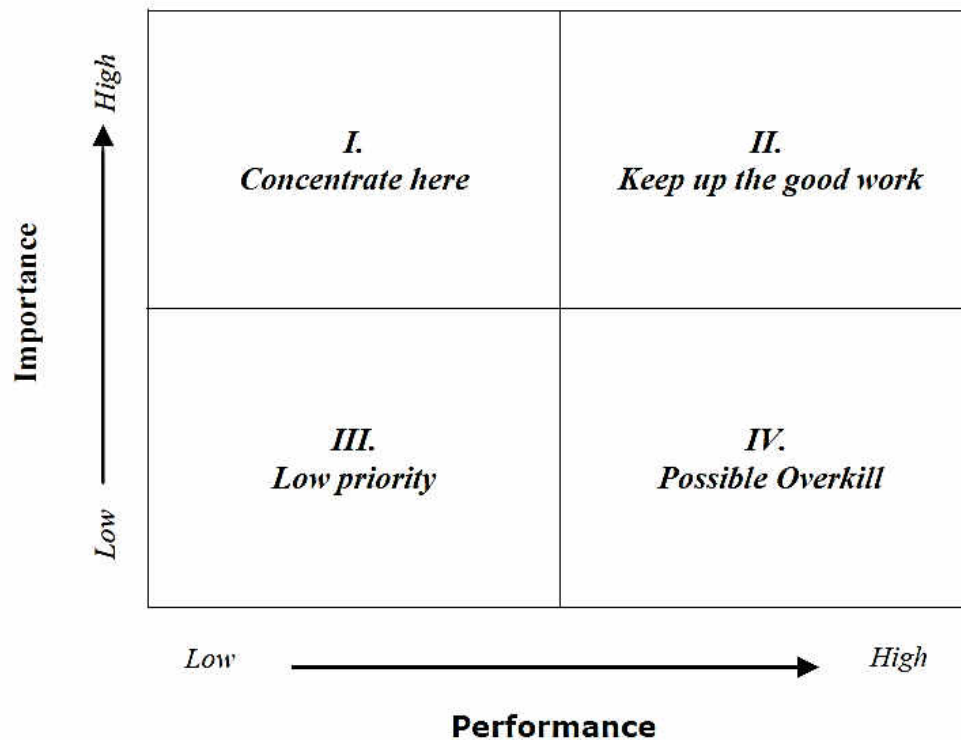


Figure 4 Importance Performance Analysis grid

In particular

- QUADRANT 1: in this area are located all the features in which poor performance and high importance are given. Therefore, it suggests managers to “Concentrate here” and thus give high priority in intervention for improvement
- QUADRANT 2: in this area are located all the features in which excellent performance and high importance are given. These factors represent opportunities for gaining or maintaining competitive advantage and for this reason the quadrant is named “Keep up the good work”
- QUADRANT 3: this area is for those factors in which low importance and performance are given. It suggests managers that additional efforts for these attributes is not necessary. For this reason, the quadrant is called “Low Priority”.
- QUADRANT 4: Finally, here are positioned all those elements in which excellent performance but low importance are given. It means that managers should think of employing these resources elsewhere. The quadrant is named “Possible Overkill”.

2.6. A successful Visitor Management Plan: not an easy task

Visitor management plans are implemented to find a compromise between those concerned about the negative impacts, both physically and socially, caused by tourism and those whose wishes are to maximise the economic benefits of tourism for the destination (Greed, 2002). A VMP can be created either ex novo or by implementing an already existent management framework. While the former cannot be replicated to other sites due to its individuality as it focuses on the specific characteristics of the site, the latter representing a general structure can be implemented by any site. As can be observed in Table 2, there are already several

Management Framework	Year	Inventor
LAC: Limits of Acceptable Change	1985	US forest Service
VAMP: Visitor Activity Management Process	1985	Environment Canada and Park Service
VIM: Visitor Impact Management	1990	US National Park Service
VERP: Visitor Experience Resource Protection	1993	US National Park Service
TOMM: Tourism Optimization Management Model	2005	Australia Kangaroo Island

Table 2 An overview of existing Management Frameworks

frameworks existent in the literature on how to manage visitor attractions. These have been all created for National Parks, but can also be applied for cultural heritage sites (Arnberger & Eder, n.d). It is important to observe that these frameworks do not only focus on the management of visitors but they have a broader perspective, involving the management of the whole visitor attraction. In particular, the economic contexts (Miller & Twining-Ward, 2005). Nevertheless, the main objective is the same, to ensure visitors a good experience and at the same time to protect the natural/cultural environment. Farrel and Merion (2002), created a diagram summarising the steps of LAC, VIM and VERP frameworks which are considered to be the most popular ones (see Figure 5). It consists in a process which specifies the desirable conditions, sets appropriate indicators for establishing such conditions, implements management actions to be taken in order to achieve the main goal and adopts monitoring schemes to detect and correct actions in case of discrepancies between real and desired conditions. Such frameworks, if implemented correctly can lead to a successful visitor management plan. Taking into consideration a broader spectrum of variables such as different causes of impacts and thus different management actions, the likelihood to successfully minimise such impacts and ensure a positive visitor experience is higher (Borrie at all, 1998). However, it has to be said that while these frameworks are broadly applied in developed countries, it cannot be said the same for the underdeveloped ones. This fact is mainly due to the expensiveness and complexity of these frameworks (Farrel & Merion, 2002).

For example, the only step of selecting the right indicators needed to specify the desirable conditions represents a task which requires high scientific knowledge that, if not implemented correctly will compromise the success of the whole process. Limited financial resources and scarce skilled personnel are in fact the main constraints underdeveloped countries have to deal with, reason why they opt for the implementation of an ad hoc framework.

This in fact will consider such limitations, hence developing a framework which can be adopted given the minimal funds available and the skills local people can offer (Farrel & Merion, 2002). However, reality shows that in some cases no framework or visitor management plan is implemented, leading to an overconsumption of the resources by the tourism industry.

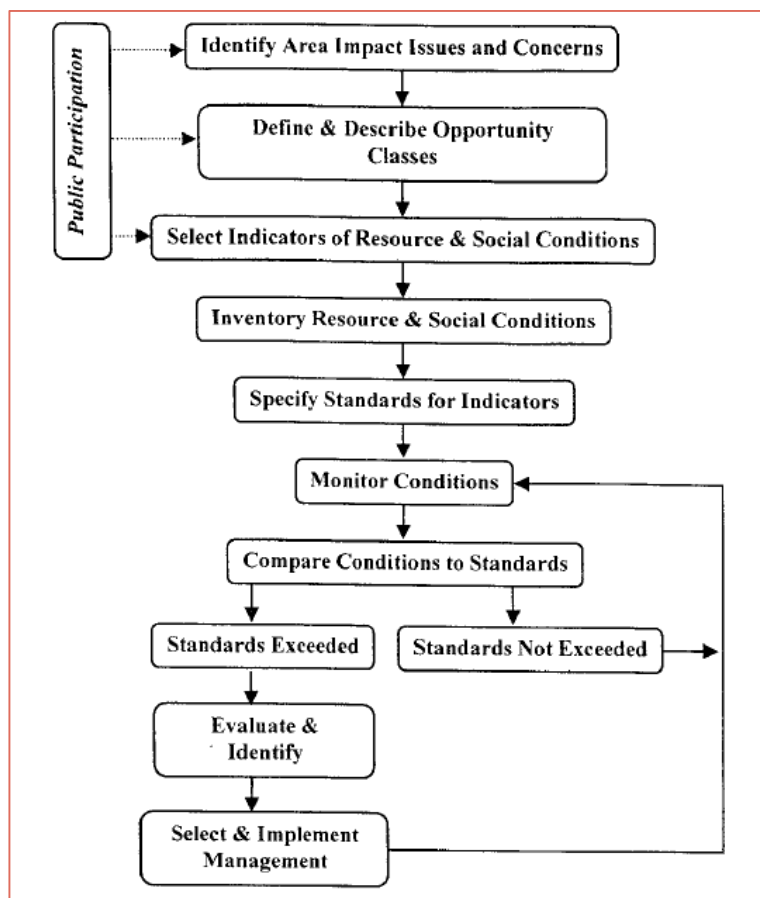


Figure 5 LAC, VIM and VERP common steps (Farrel and Merion, 2002)

2.6.1. Zoning as a visitor management tool

Zoning is a successful tool implemented in destination management to ensure that the development plan and standards are implemented (Inskeep, 1991). When speaking of a tourism destination, zoning is used to diminish or prevent negative impacts coming from tourism (Schouten, 2005). It is not only a visitor management tool but it embraces a more holistic perspective in order to ensure a sustainable development of the destination. The objective of zoning is to define which activities, infrastructure, accommodation and facilities could be located in the area within the framework of sustainable tourism development (Schouten, 2005). This will avoid negative impacts such as:

- Disintegration of the environment due to excessive development and intensified use;
- Pollution of surface water, air and problems with waste control;
- Traffic congestion and congestion of pedestrian areas;
- Insufficient capacity of facilities and services, as water, electricity supply, toilets, catering;
- Changes in the traditional land use, diminishing of open space, inhabitants who leave the cities and their expensive houses and land sell to speculative trade, loss of cohesion in the community;
- Damage to archaeological and historical sites due to over exploitation;
- Tension between the community and visitors about the overuse of public facilities;

- Social problems as crime, vandalism, and prostitution.

However, Zoning if not implemented carefully can bring its disadvantages, especially in the adjacent area of two different types of zones where tourism congestion can show its drawbacks (Kuo, 2003). Therefore, conducting impact assessments of any planned development in a tourism destination is always advised before taking any action.

3. Context analysis

This Chapter focuses on the analysis of the Myanmar context. Hence, a historical background on how the tourism industry first developed in the country is provided to then analyse the present tourism situation. Finally, a section of the research area is dedicated in which the characteristics of the BHS are explained.

3.1. Tourism in Myanmar

3.1.1. How it began: Historical background

In order to better understand the Myanmar current situation as a tourism destination it is important to first give a historical insight on how tourism started to develop in the country.

The history of tourism in Myanmar can be fragmented into four different chronological periods: the period of high colonialism in South-East Asia (1870-1940); the parliamentary democracy period (1948-1962); the socialist period (1962-1988); and the market-oriented period.

Tourism in Myanmar, at that time Burma, started in 1865 when a fleet brought by the British government was bought by a Scottish entrepreneur to set up an upmarket river transport business called The Irrawaddy Flotilla Company (IFC) (Hitchcock, Michael et al, 2009). The 1920s represented the peak period, when thousands of Dutch tourists were travelling to Bali and IFC carried 9 million passengers a year being the largest riverboat company of the world. After Burma got independence from the British colonisers, the IFC went under the Government Inland Water Transport Board of the Union of Burma (Ko Ko Thett, 2012).

In 1948, with the starting of the independence period, tourism changed its development direction. In that period Burma was characterised by a capitalist driven economy, thus there were numerous private travel agencies as well as privately owned hotels in the major cities. A Tourist Information Service (TIS), under the branch of the Union of Burma Airways, was formed to promote and facilitate tourism. One of the decisions which encouraged tourism growth was to issue entry visas with the length of a month (Kyaw Oo, 2008). Despite these facilitator programs, tourism in that period still represented an insignificant part of the Burmese economy, due to the post-war conditions in western countries but also to institutional instabilities. Then in 1958 after a series of insurgencies the current premier handed the state power over the military. This represented the starting point of the socialist period which officially started in 1962. During these four years the TIS was converted into Tourist Burma and incorporated under Burma Economic Development Corporation (BEDC) and entry visa duration was reduced to 24 hours.

In 1964, the nationalisation program in accordance with the Burmese Way to Socialism was undertaken, and every tourism business, such as hotels and tour operators were nationalised and administered by the Ministry of Trade which also controlled Tourist Burma (Tucker & Shelby, 2001). In 1978, the TIS and Tourist Burma were combined to form the Hotel and Tourism Corporation always under the Ministry of Trade. Throughout this period tourism development was not encouraged as priority was given to the protection of national culture and traditions from foreign influences (Kyaw Oo, 2008). Paradoxically, at the end this period will reveal itself as beneficial for the current tourism growth as culture and traditions represent one of the most appealing features of the country.

In 1988, after a nationwide uprising the socialist regime was replaced by the military junta. After the uprising tourist arrivals dropped dramatically and the attempts of the junta to commercialise the economy were not successful due to their inexperience and influence from the previous regime (Ko Ko Thett, 2012). In the 1990s the junta recognised the opportunities and benefits of the tourism sector, and decided to set tourism development as a priority in their national development agenda. As a consequence, in 1992 the Ministry of Hotels and Tourism was nominated and in 1993 the Myanmar Tourism Law was promulgated, foreign investments were encouraged, border crossing points were opened and visa duration was extended to one month (Kyaw Oo, 2008). One of the drastic measures taken by the government of that time (SLORC - State Law and Order Restoration Council renamed as SPDC - State Peace and Development Council) was to displace and relocate over 200 thousand people in new areas all over the country. One of these cases was indeed in the Bagan Archaeological Zone where residents were forced to move with no compensation from the currently known Old Bagan to New Bagan. In 1996, a Visit Myanmar campaign was launched to boost tourist arrivals and reach a target of half a million visitors, however only 20% of this target was reached. The reasons behind this brings to the anti- tourism campaign launched by Aung San Suu Kyi as well as by international organisations against the military junta affirming that tourists coming to Myanmar would only bring benefits to the people of the junta and not to the country itself (Ko Ko Thett, 2012).

After the general elections in 2010, several reforms have been made to encourage development in the country and subsequently international opinions have been revised and sanctions removed. As it is shown in the following chapter this has influenced substantially the tourism sector bringing a boost in tourist arrivals.

3.1.2. Present situation

This chapter focuses on the tourism current situation in Myanmar. Now that a historical background has been given, it will be easier to understand the different figures presented on this chapter.

Over the last decades Myanmar has missed out on the economic development seen by the rest of the world and thus also by its neighbouring countries. This also affected the tourism sector. As shown in Figure 6 Myanmar still represents the country hosting the least number of tourists (ASEAN statistics, 2013) with 900,000 in 2013 against the 26 million of Thailand.

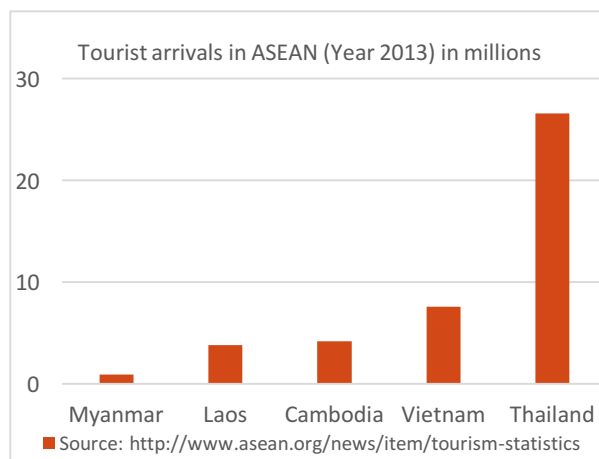


Figure 6 Tourist arrivals in ASEAN (2013)

However, as the political climate continues to evolve and particularly since the general elections of 2010, economic development is experiencing a substantial growth, with the tourism sector included. Hence, although Myanmar still represents the tail-end among its neighbouring countries when it comes to tourist arrivals, observing the latest figures (Figure 7 and 8) the



Figure 7 Tourist arrivals in Myanmar

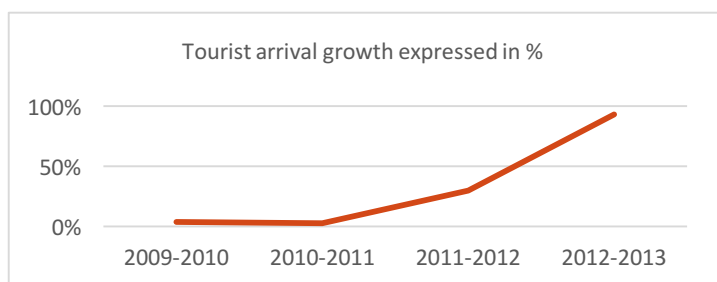


Figure 8 Tourist arrivals growth

country has experienced an unforeseen growth. According to the statistics provided by the MOHT (2015), tourist numbers almost doubled from 2012 to 2013 and nearly tripled in 2014.

This has also been observed in the GDP of the country. The total contribution (direct, indirect and induced) of Travel & Tourism to GDP was MMK 3,025.6 billion, USD 2.4 billion (accounting for 4.8% of the national GDP) in 2014, and it is forecast to rise by 6.7% in 2015, and by 8.4% in 2025, accounting for the 6.1% of the national GDP (WTTC, 2015).

Even though this positive forecast, low-income countries, such as Myanmar, generally do not completely enjoy the benefits of

tourism for the rest of the economy. These countries are characterised by lower indirect effects than in more developed ones which are contrarily more successful in generating spill-overs from tourism for the rest of the economy (Lejarraga and Walkenhorst, 2010).

It has to be said that rapid growths do not always represent a positive factor in developing countries such as Myanmar. In a country which has been closed to the outside world for decades and which is thus lacking in infrastructure and skilled human resources, experiencing this rapid growth has not been easy, especially meeting the national tourism development policies of the MOHT which is to develop tourism responsively.

3.1.3. Tourism Policy framework

Tourism development is and has been considered one of the top priorities by the government. While in the '90s the tourism development mission was to accommodate as many tourists as possible with the Visit Myanmar Campaign, the current government has launched a number of tourism sector specific policies which are based on a responsible development. In September 2012 a Responsible Tourism policy was launched, followed by the Policy on Community Involvement in Tourism in May 2013 and the MTMP 2013-2020 in June 2013. In Table 3 an overview of the three policies is given, with common objectives/aims/strategic programs inserted in the same columns. It can be seen that Objective 3 and Strategic Program 3 of the Community Involvement in Tourism and the Myanmar tourism master plan 2013-2020 respectively are not inserted in the Responsible Tourism policy. Nevertheless, these can be covered by each Aim. Furthermore, strategic program 5 and 6 are only included in the MTMP 2013-2020 as they envisage a broader spectrum related to tourism development.

Aim 1: Tourism is a national priority	Aim 2: Broad based local social-economic development	Aim 3: Maintain cultural diversity and authenticity	Aim 4: Conservation and enhancement of the environment	Aim 5: Compete on product richness, diversity and quality – not just price	Aim 6: Ensure health, safety and security of our visitors	Aim 7: Institutional strengthening to manage tourism	Aim 8: A well trained and rewarded workforce	Aim 9: Minimising unethical practices
	Objective 4: Encouraging local entrepreneurship through micro and local enterprises			Objective 5: Diversifying and developing quality products and services at community level		Objective 1: Strengthening the institutional environment and civil societies	Objective 2: Capacity building or community related activities in tourism	Objective 6: Monitoring positive and adverse impacts of community involvement in tourism
Objective 3: Developing Safeguards, Systems and Procedures to Strengthen Community Planning and Management in Tourism								
				Strategic Programme 4: Develop quality products and services		Strategic Programme 1: Strengthen the institutional environment	Strategic Programme 2: Build human resource capacity and promote service quality	
Strategic Programme 3: Strengthen safeguards and procedures for destination planning and management								
Strategic Programme 5: Improve connectivity and tourism-related infrastructure								
Strategic Programme 6: Build the image, position, and brand of Tourism Myanmar								

Table 3 Overview of the tourism policies in Myanmar

	Responsible tourism policy 2012
	Policy on community involvement in tourism 2013
	Myanmar tourism master plan 2013-2020

3.2. Case study: The Bagan Heritage Site

Bagan is situated in the central part of Myanmar, on the east bank of the Ayeyarwaddy River (see Figure 9). Dating back to the 10th century AD, Bagan represented the capital city of the first Myanmar Kingdom (Unesco, n.d). Thanks to King Anawrahta (1044-1077) and his devotion to the Theravada ideas, the Buddhism religion took roots within the Bagan population, and probably as a consequence the King embarked a construction program of Pagodas and other religious structures in an area that today covers 26 square miles (42 sq. Km). During its golden age (from 10th to 13th century), around 13,000 Buddhist monuments were constructed (Asian Historical Architecture).

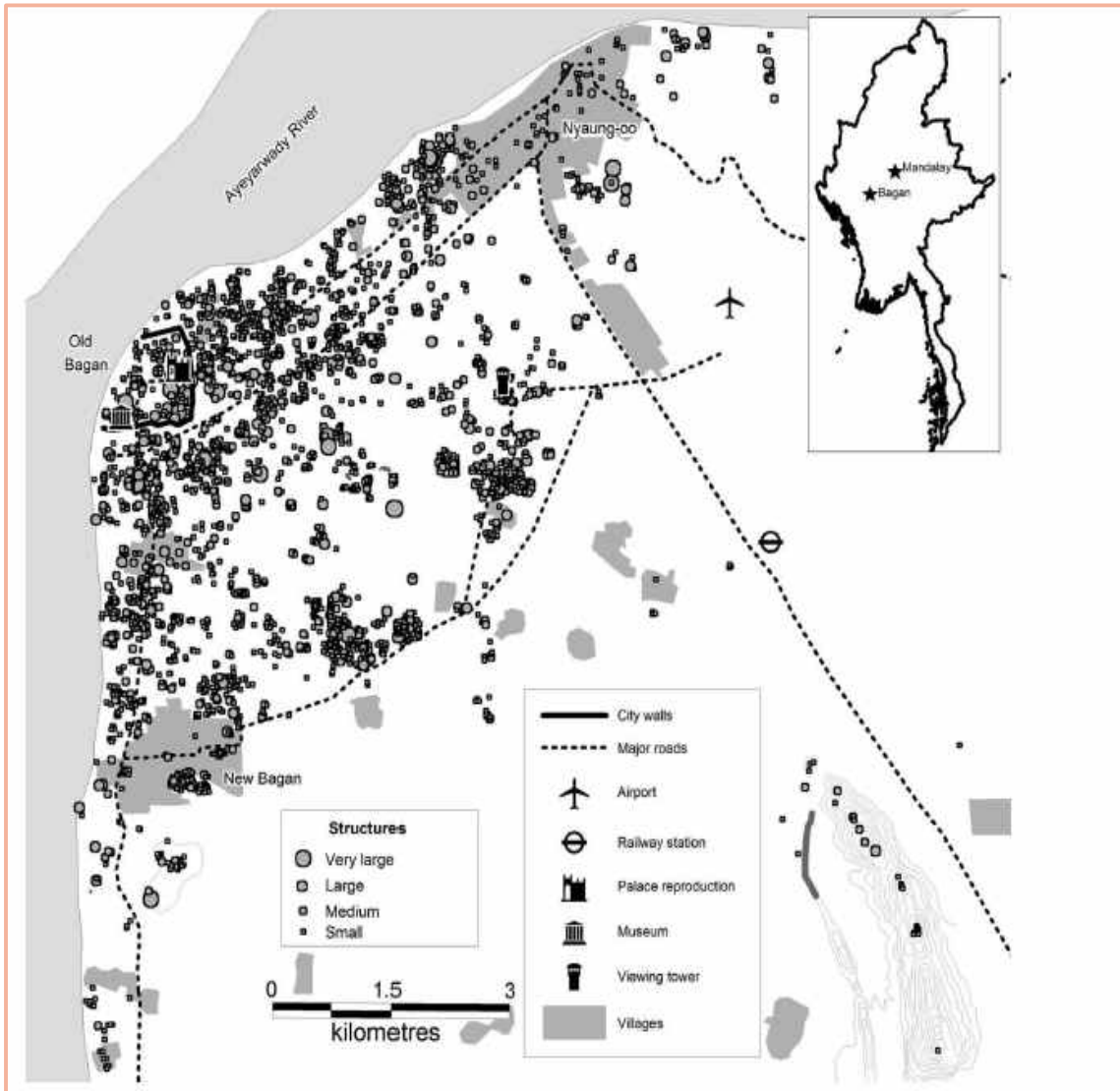


Figure 9 Map of Bagan with insert on location within Myanmar

Today only 2,800 buildings remain, according to the inventory of Monuments at Pagan (Pichard, 1992-2002). Pichard, in fact, was tasked by the UNESCO to create an inventory book with every single building present at the site. The buildings were categorised by size (small, medium and large) and by their architectural characteristics:

Temples: buildings used for meditation and other Buddhist rituals (Aung-Thwin, 2005). They can have one or four entrances and are defined for having “an accessible interior space” (Hudson, 2008) (see Figure 10).

Stupa: known also as Pagoda, is a pyramidal reliquary having thus a hemispheric body (Hudson, 2008) (see

Figure 11).

Monasteries: made of wood, and unlike stupas and temples which are made of brick, monasteries are around 500 years old. They were places of residence for monks, hence the maintenance and renovation was not carried with the same care of temples and stupas which were places of devotion. For this reason, many of them fell into decay (Fiala, n.d.) (see Figure 12).



Figure 10 Sulamani Temple



Figure 11 Shwezigon Pagoda



Figure 12 Nat Taung Kyaung Monastery

Bagan remained a religious centre for pilgrimage, but with time the site started to deteriorate, due to carelessness, earthquakes and weather conditions (Aung-Thwin, 1985). In 1901 the area was recognised as an Archaeological Site, starting thus a process of conservation (Yang, 2014). Lately, in 1994 a museum was opened close to the Ananda Temple (situated east of Bagan's walled centre), being the first museum in Myanmar, at that time known as Burma. The official restoration work started in 1931 in which also murals, statues and artworks were repaired (Yang, 2014). The most disastrous event was the earthquake in 1975, with Magnitude 6.5, where many historical structures such as stupas and temples were destroyed (Tint Lwin Swe, 2011). After the earthquake, the archaeological site became of international importance with different countries sending funds and expertise to help for the reconstruction of the damaged buildings. By 1988, the Burmese government and the United Nations agencies together repaired 150 monuments (Nyunt Han 1989).

The importance of Bagan as a tourism attraction was recognized in 1992 with the creation of the Ministry of Hotel and Tourism and in 1993 with the promulgation of the Myanmar Tourism Law. In fact, the government, always reluctant towards the tourism industry, started to recognize its potential from this time on (Henderson, 2003). In 1996, Bagan was inserted in the World UNESCO tentative list (UNESCO, n.d), but after previous assessment UNESCO did not inscribe the site into the World Heritage list. This refusal was due to the construction of a two-way road and a golf course by the government at that time (Yang, 2014). From this year the government started a campaign to collect funds in order to reconstruct some of Bagan's archaeological buildings still ruined from the earthquake and from abandonment reasons. Although the UNESCO offered and suggested a manual and a procedure on how to renovate these buildings, the government did not follow them. As a consequence, the UNESCO considered it as "a Disney-style fantasy version of one of the world's great religious and historical sites", accusing them of the usage of "wrong materials to build wrongly shaped structures on top of magnificent ancient stupas" (Hudson, 2008). The Culture Minister Win Sein, at that time said that the reason for this was to satisfy the donors and to make the buildings last longer. In addition, he said that in cases like this there is a need of a compromise since Myanmar is a Buddhist country and by the act of restoring Buddhist buildings people believe that they can get merits for their life (Yang, 2014). Furthermore, he claimed that the tradition of gilding with gold leafs the surface of Buddha monuments must be kept as part of a Myanmar tradition, although it is not allowed by the international guidelines.

4. Methodology

This chapter describes the process implemented by the author to conduct this research. First, the research approach utilised by the author will be explained followed by the methods implemented during the research process. Validity and reliability measurements are also exposed in this chapter. Finally, a section is dedicated to the limitations faced during the research.

4.1. Research Approach

To answer the research questions, an exploratory, inductive and empirical approach was implemented. Since little research has been conducted in this area of study an exploratory approach has been implemented which as per definition, it aims to give a better understanding of the problem in subject (Saunders et al., 2007). The inductive approach has been chosen because although theory has been used as a base for this study, new concepts have been produced as an outcome of the analysed data gathered during the field-research (Finn et al., 2000). Furthermore, the research can be described as empirical as the data which has been collected, has also been analysed in order to create knowledge which can be put into reality (Bryman, 2012). Exploratory and inductive approaches are usually associated with qualitative data (Finn et al., 2000); hence, also for this thesis qualitative data represents the backbone of the study. Nevertheless, a quantitative approach has also been implemented to overlap gaps of information which cannot be provided by using only a qualitative approach.

4.2. Research Methods

In order to maximise the outcome and increase the validity of the research, different research methods were utilised throughout a period of five months (July – November 2015). While secondary data techniques were implemented during the whole research period, primary data techniques were only utilised during three weeks in the month of September. This paragraph provides information on each research technique implemented.

4.2.1. Desk research

According to Bryman (2012), this technique comprehends the analysis of different types of sources: academic documents, personal documents, official documents from public and private entities, mass-media outputs and virtual outputs such as internet. Desk research has been used during the whole research process. In fact, it has been implemented prior to going to the field in order to get a deeper insight about the topic, during the field by analysing documents received by different stakeholders of the area and after the field research in order to adapt the literature gathered to the findings. As such, secondary sources at the preliminary stage have been composed by:

- academic articles and thesis of similar studies and of Bagan Heritage Site;
- books about heritage and visitor management;
- Reports from UNESCO, development agencies and INGOs of projects run in Myanmar;
- Official reports by the Myanmar Tourism Federation and MOHT;
- Articles from Myanmar and International Newspapers;
- Websites about Myanmar and specifically Bagan.

Secondary data was analyzed qualitatively through a document analysis which is defined by Botterill & Platenkamp (2012, p. 60) as “the exploration of the social world through physical, embodied text [...]”. This analysis complemented the content analysis and added evidence to the survey and interview analyses.

4.2.2. Interviews

Interviews were conducted to provide essential qualitative information and in particular a deep insight on the current management situation and negative impacts caused by tourism at the BHS. These were conducted in a semi-structured way, thus a set of questions were designed in advance and adapted to the individual interviewee's background as well as organization background gained during desk research. Using the semi-structured form, the interview guide enabled modification throughout the process, ensuring adaptability to the situation and person being interviewed and thus reducing possible interview fatigue in more formal settings so as to maximise the outcome (Bunce & Pomeroy, 2003). Furthermore, using this method gave the opportunity to focus on topics the interviewee sees more relevant and has more knowledge about. In addition, the interviewer adapted the questions' order or added new questions by following up the interviewee's response (Bryman & Bell, 2011). This allowed more probing for clarification and elaboration (Finn et al., 2000).

Interviews were conducted in English and lasted between 20 to 45 minutes. When allowed by the interviewee, interviews were recorded and transcribed; in the other case notes were taken. This allowed the researcher to "highly alert to what has been said, following up interesting points made prompting and probing when necessary" (Bryman, 2012, p. 482). During interviews, the observation method has been utilised simultaneously. Hence, the response tone, body gestures and other symbols have been noted down. This allowed the researcher to contextualise the interviewees' responses also based on their position within the Bagan context.

The initial objective was to interview at least one representative of each stakeholder group, related directly or indirectly to the management of the site. However, due to some stakeholders' time unavailability or language barrier, this was not achieved. Nevertheless 11 out of 13 planned interviews have been conducted (see Table 4).

In order to ensure privacy of opinion among interviewees, the interviewees' names are not provided nor are specific interviewees' quotations.

Organisation	Role of interviewee	Date
Department of Archaeology	Deputy director	14-09-2015
Bagan Lovers	Associate	11-09-2015
Department of Administration	Deputy Director	09-09-2015
NAGATA Co. Ltd	Manager	18-09-2015
JICA	Team leader	08-09-2015
UNESCO	Consultant	18-09-2015
Bagan Archaeological Trust	Joint Secretary	17-09-2015
Hotelier Association (Bagan Zone)	Chairman	16-09-2015
Tour guides Association (Bagan Zone)	Chairman	08-09-2015
	Associate	14-09-2015
UNIDO	Project Assistant	09-09-2015
Established Hotel in Bagan	General Manager	15-09-2015
Go pa ka (religious entity in charge of the conservation of certain pagodas)	Representative	Not achieved
Restaurant Association	Representative	Not achieved

Table 4 List of interviews

Interviews were analysed using the coding technique. In a first step, the coding for the analysis was defined. The main topics for coding included the negative impacts caused by tourism at the BHS, context about Bagan, current management tools and regulations present at the BHS, stakeholder interrelations in this regard. These main coding points were further divided into categories according to key topics identified during the secondary and primary research. Thus, the coding was continuously adapted based on new insights gained. At a latter stage, an analysis of these categories was conducted where the different points of view were compared and contrasted and main findings to answer the main research question could be derived (Botterill & Platenkamp, 2012).

4.2.3. Observations

Myanmar is a destination in which context has imperative importance when conducting research. Therefore, observations represented a key technique for the validity of this research. Both participant and non-participant observation techniques were implemented.

Participant observation entails the relatively prolonged immersion of the observer in a social setting so as to observe the behaviour of members of that setting (Bryman, 2012). This technique was implemented to observe visitors' experience by experiencing heritage experience with them. The researcher involved herself in conversations with visitors, visited the BHS with visitors in order to better understand their experience and which possible features were negatively impacting the site and the visitors' experience. In addition, participant observations were also used to get a deep insight on the context of the research area. Hence, the researcher involved herself in conversations with locals and participated in cultural events. This method was particularly useful when interviewing the stakeholders of the area. In fact, by understanding the context of the research area, the data gathered through the interviews was analysed in conjunction to this research method thus creating more valuable information.

In social research, non-participant observation entails the observation of a social setting in which the observer does not immerse him/herself in the setting or rarely participate in what is happening (Bryman, 2012). The researcher also utilised this method when observing static settings, such as the inspection of the area. In this setting, data was collected by taking field notes and photographs. Most popular and less popular pagodas were inspected and notes were taken by describing the surrounding, its negative features if in place (waste, graffiti etc) and the visitor management infrastructure present in the area. This was accompanied by photographs. Non-participant observations were also used to observe the behaviour of visitors, and in particular to see whether or not they respected the code of conduct and dress-code showed through banners located on the site.

4.2.4. Survey

While the interviews gave perspective insight into the supply side of the stakeholder group, a survey of 16 questions (see Section 1 of the Appendix) was administrated to visitors to analyse the perspective on the demand side. This technique was implemented to touch different aspects of visitor management as well as get a taxonomy of the sample. Both international and domestic visitors were aimed to be captured in order to analyse possible differences in satisfaction, importance given to certain attributes as well as taxonomy. Therefore the questionnaire was translated also in Burmese. 200 questionnaires were printed, half in English and half in Burmese and distributed at the reception of hotels, guest houses and hostels in order to ensure a varied sample in terms of type of visitors. The front office staff was asked to administer the survey prior to the moment of the guests' checkout so as to ensure that guests entirely visited the BHS. However, during this process, the researcher realised that a significant low response rate was going to be reached, hence this approach was modified by administering the survey to the visitors directly by the researcher.

The survey was administered throughout a period from the 20th to the 27th of September 2015 and a total response rate of 44% was reached with 88 completed surveys. Only 4 surveys from the domestic market (84 internationals) were completed. According to local scholars' opinion this was mainly due to the complexity of the survey in which certain questions can be fully understood only after reaching a certain level of education. Therefore, a valid comparison between international and domestic visitors was not possible.

The questionnaire mainly had closed questions and only 2 out of 16 open questions. Data was first inserted on an Excel sheet and then secondly analysed using both Excel and Tableau. The closed questions were analysed quantitatively by calculating the absolute and relative frequency. When the Likert Scale was implemented (Q 11, 12 and 13) also the mean score was calculated. The open ended questions were analysed with a word frequency approach, then clustered by themes and integrated to the interview analysis document. A complete overview of the survey results can be seen in the Section 1 of the Appendix.

4.2.5. Workshops

Two workshops were also used to increase researcher knowledge about the area and thus increase validity.

The first workshop was in Bagan in 2015, September 3rd held by the International Labour Organisation (ILO) on "Participatory Tourism Value Chain Analysis in Bagan". This workshop was used to gain the first insight about the destination and problems caused by tourism wherein overcrowding was mentioned. It was also particularly helpful for networking and getting significant contacts which were used for interviews.

The second workshop was in Nay Pyi Taw from September 30th to October 2nd held by the Myanmar Centre for Responsible Business (MCRB) on "Approaches to Responsible Tourism and Human Rights in Myanmar". A morning session was dedicated to Bagan in which problems caused by tourism were discussed, and a particular focus on land speculation was given.

4.3. Validity and reliability

According to Bailey (2007), validity and reliability are important criterion for research quality assessment.

Validity is defined as the degree to which the research methods utilised are correct and trustworthy (Bryman, 2012). During the data collection process the validity was reached by interviewing significant stakeholders who hence had a deep understanding of the BHS. Furthermore, the survey was distributed in different types of accommodations so as to obtain a varied sample. As regards to the observations, these were considered essential for the validity of the research, considering the high contextual setting of Bagan and the position of certain people interviewed. Taking into consideration the analysis process, validity was reached by implementing the triangulation technique. During this process a cross-checking of the findings derived from both quantitative and qualitative research is possible (Deacon et al. 1998). In fact, a variety of research methods (observations, survey, interviews, workshops) was implemented so to ensure trustworthiness of the research findings and credibility of the researcher (Decrop, 1999). For example, the negative impacts mentioned by the interviewees were cross-checked with the researcher's personal observations as well as the visitors' opinion through the survey.

Reliability is defined as the degree to which a study can be replicated (Bryman, 2012). Due to the high contextual setting and the incredibly fast changing environment of Bagan and generally of Myanmar this criterion is difficult to be met, and thus does not represent a priority for this study. In fact, a replicability of the present research might yield different results if the same methods are applied at a different time.

4.4. Limitations

During the research process, some limitations were found which thus need to be acknowledged.

As a first limitation, the period within which the field research was conducted (September) is within the low season. Therefore, the researcher could not entirely observe the negative impacts caused by tourism, such as for example over-crowding. This was only visible at certain pagodas and at peak times. The same can be said for the traffic-related problems. This limited also the findings of the survey as visitors could only experience such problems at a minimised extent compared to those coming in the high season. A longer research period covering the whole year and therefore including both the low- and high season would have given a more complete and more trustworthy picture on the topic researched.

Although the questionnaire was aimed to capture both international and domestic visitors, this could not be achieved. A pilot test should have been implemented, especially for the Burmese version, to see the reasons behind the so low respondent rate. However, given the time constraint this was not possible. Furthermore, only the English version was available for international visitors. However, the Myanmar market is composed mainly by Chinese and Thai tourists (MOHT, 2014), who generally do not speak or understand English at an extent to be able to complete the questionnaire. Consequently, only a small percentage of them could be captured.

As regards the interviews, the semi-structure technique was sometimes challenging for the researcher and difficult to keep the research objectives in focus. Furthermore, given the position of some interviewees as well as the researcher's position, certain information was not revealed, limiting thus the research findings.

5. Findings and related recommendations

5.1. Legal Status of the site

The Bagan Heritage Site (BHS) is public owned and officially managed by the Department of Archaeology (DOA), under the Ministry of Culture (MOC). Thus, the DOA has a strong power within Bagan boundaries as its role is to ensure the sustainability of the monuments which are considered the most important resource of the area.

There is no law or regulation to manage tourism destinations in Myanmar and currently there is no master plan for the management of the BHS, hence not even a visitor management plan. The only law attributable to the site is “The Protection and Preservation of Cultural Heritage Regions Law” (PPCHRL) enacted in 1998 and amended in 2009 (see Figure 13).

This law includes a number of objectives which are listed below:

- “implement the protection and preservation policy with respect to the perpetuation of cultural heritage that has existed for many years;
- protect and preserve the cultural heritage regions and the cultural heritage therein so as not to deteriorate due to natural disaster or man-made destruction;
- uplift hereditary pride and cause dynamism of patriotic spirit of citizens’ heritage therein so as not to deteriorate due to natural disaster or man-made destruction;
- promote public awareness and will as to the high value of the protection and preservation of the cultural heritage regions;
- protect the cultural heritage regions from destruction;
- and carry out protection and preservation of the cultural heritage regions in conformity with the International Convention approved by the State” (PPCHRL, page 4-5, 1998).

This law is used as a base for all the permissions in regards to tourism and infrastructure development in the BHS. However, to better understand the functioning of this law, it is important to first give an insight on the zoning system applied in the area.

5.2. Zoning system in the BHS

Following the PPCHRL, the Bagan Heritage Site has been divided into three zones. The table below gives an overview of the three zones present at the BHS, whereas Figure 14 illustrates where these are located.

Name of the Zone	Area	Description of the area	Law overview
Ancient Monument Zone (MZ)	2,610	Zone where monuments are concentrated	Area in which further development is highly prohibited
Ancient Zone (AZ)	3,140	Zone with monuments and buffer zones	Area in which development is allowed only when following certain criteria
Protected and Preservation Zone (PZ)	5,460	Buffer Zone	No restriction for further development (Permission to be asked)

Table 5 Overview of the Zoning system in Bagan.

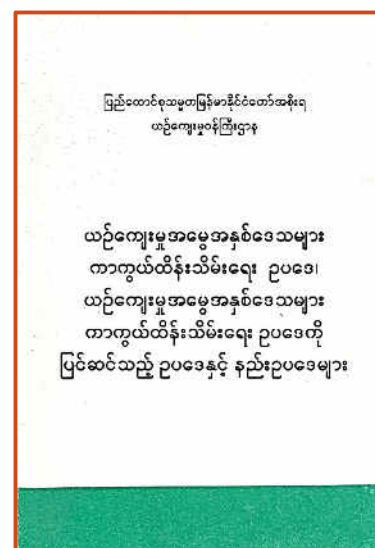


Figure 13 PPCHRL cover page

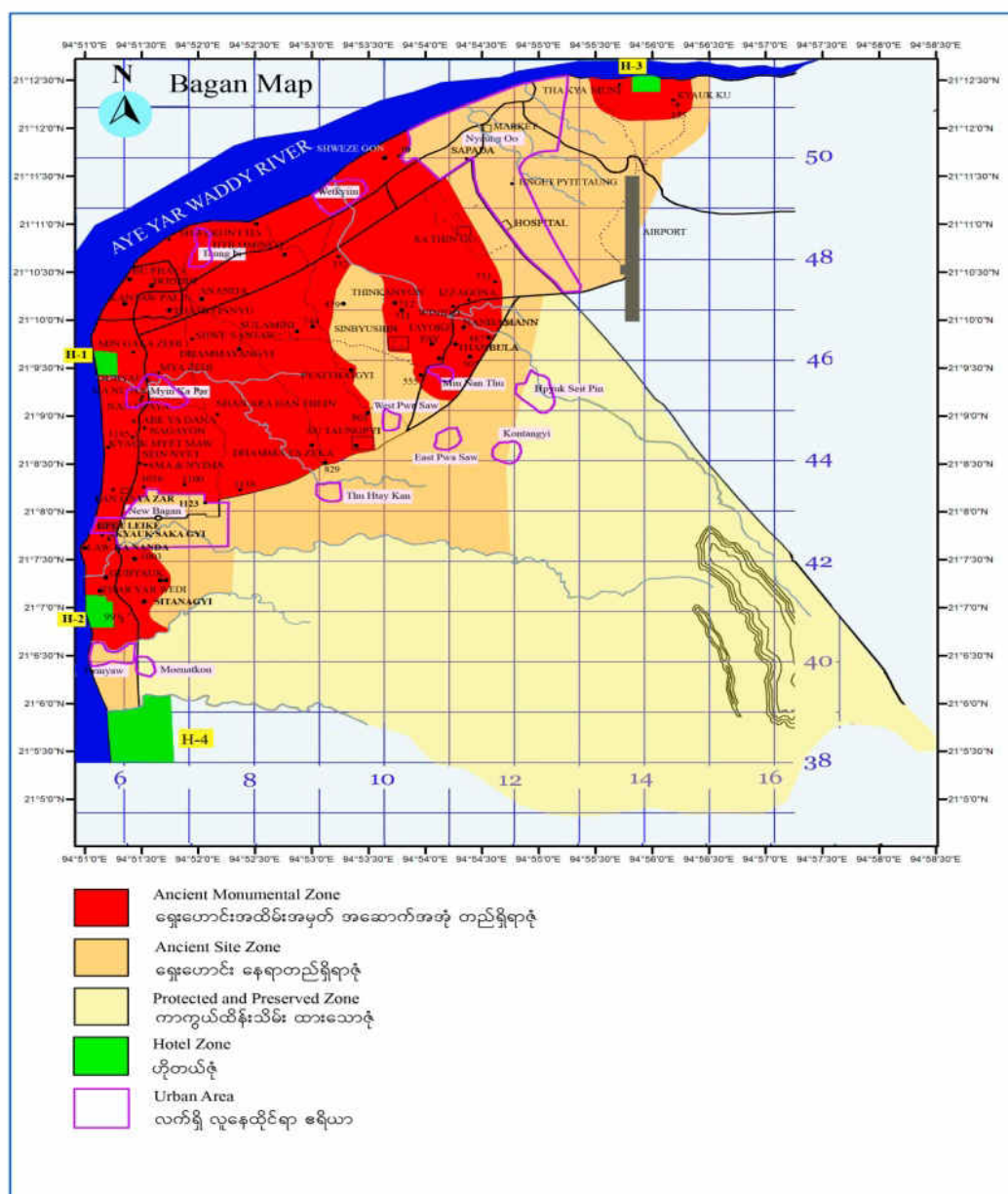


Figure 14 Zoning Map of Bagan

Each request of development (new buildings, extension of existing ones, renovations) has to be scrutinised by the Department of Administration (DOAdm) and obtain the approval by the Department of Archaeology (DOA). It has to be said that the final decision is taken by the Ministry of Culture in the Nay Pyi Taw headquarter. Finally, the approval is received based on the following criteria:

- whether it can cause obstruction of the view of the Archaeological Zone or not;
- whether it is clear of the ancient monument or ancient site or not;
- whether it can obstruct the surrounding natural landscape or not;
- whether it can undermine the grandeur of the ancient monument or not;
- whether it can affect the security of the monuments or not; and
- whether it can cause environmental pollution or not (PPCHRL, page 12-13, 1998).

As can be seen in Figure 13 Hotel zones and Urban zones are also established in the BHS. As observed by the researcher the hotel areas are currently located in Nyaung U (Urban Zone), New Bagan (Urban Zone)

and Old Bagan, thus outside the official hotel zones. Furthermore, it is contradictory to see that Hotel Zones 1, 2 and 3 are located inside the MZ in which any kind of development is strictly prohibited. This contradiction has been confirmed after having inspected these areas and observed that development is still at its first phase (see Figure 15).

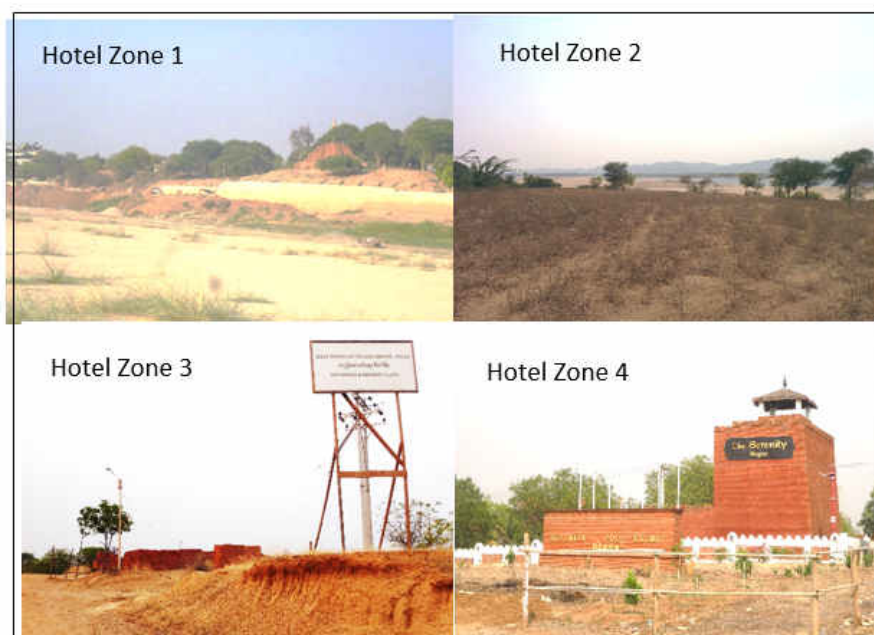


Figure 15 Hotel Zones in Bagan

Furthermore, according to interviews, new hotel construction permissions have been denied in New Bagan (Urban Zone) which is part of the AZ as in fact hotel developments are only allowed within the boundaries of the hotel zones.

Beside this, according to the JICA Detailed Planning Survey on Establishment of the Pilot Model for Regional Tourism Development in the Republic of the Union of Myanmar (2014), urban development has been well controlled and

guided to east and south directions in Nyaung U and south direction in New Bagan. Nevertheless, the fast growing population has led to uncontrolled urban development in the river side and west of Nyaung U (DOA, 2015). In this regard, no action has been taken yet.

In addition, in the Bagan Heritage Site no tourism zoning has been implemented as yet. Infrastructure facilities such as public toilets, tourism information centre, itineraries are set up without any planning or impact assessment system.

In conclusion, it seems that tourism developers do not make a clear distinction between hotel zones and zoning. While Zoning is essential when developing a tourism destination, it is not necessarily achieved by establishing Hotel Zones. A detailed explanation of the Zoning concept in tourism is given in Section 2.6.1..

If tourism policy makers want to move tourism development at a certain distance from the BHS, it needs to be done by strategically planning in advance. In order to make an area attractive to tourists and in order to make it become a tourist destination the 4 As defined as Attraction, Accommodation, Amenity and Accessibility have to be present (Cooper et al., 1998). However, at the moment only the accommodation component has been planned by establishing hotel zones in the south (hotel zone 4) and east (hotel zone 3) of the BHS. The attraction component is at the moment only the BHS which is not easily reachable. Tourists are also interested in the local culture, thus they would prefer living in the urban areas (Nyaung-U and New Bagan) where they will be in touch with the local community. As the status quo, no locals live in the new hotel zones. Therefore, it will not be appealing to tourists which will be willing to pay a frivolous amount to stay there compared to the accommodations located in the urban areas. In order to make it attractive, more amenities should be developed (restaurants, transportation facilities etc) and the local communities should be encouraged to move to these areas and set up living there. By using the word “encouraged” it

excludes the dislocation of local people by force as it has been done in the past. Other indirect ways are possible such as selling land at convenient prices, ensure a good transportation to the major towns (Nyaung U and New Bagan) etc.

Furthermore, a less strict interpretation of the PPCHRL is recommended. In order to make the local community benefit from tourism, already existing buildings or private houses located in the urban area should be allowed to change their intended use into tourist accommodation such as guest houses.

5.3. Management of the site

Although the official body in charge to manage the BHS is the DOA, during the studies more entities have been found taking actions in regards to the BHS management. Mainly, three different departments are doing activities directly or indirectly related to tourism development and particularly to visitor management. These three organisations are: JICA (Japan International Cooperation Agency) under the MOHT; UNESCO under the MOC; and at a lesser extent NAGATA Co., Ltd. in collaboration with the DOAdm (see Figure 16).

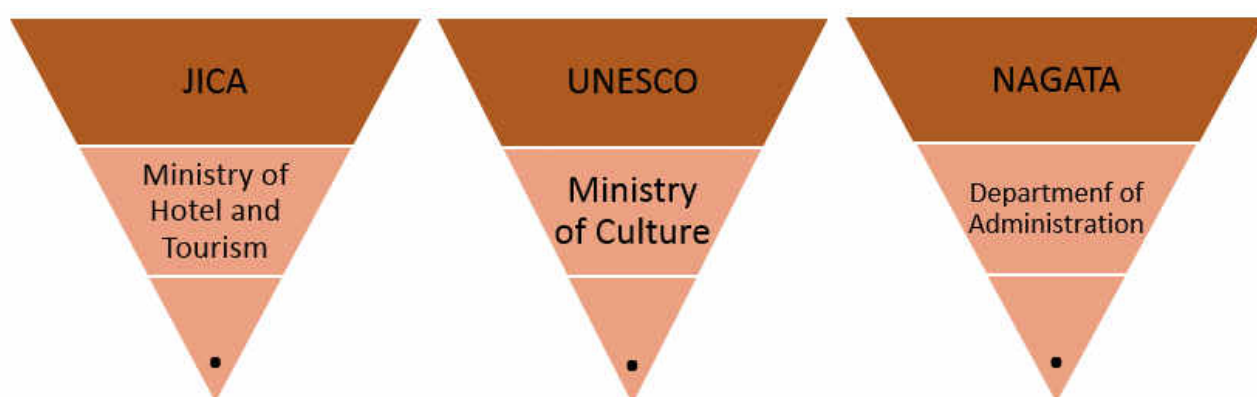


Figure 16 Main entities involved in the tourism management of Bagan

JICA is a governmental agency that at the moment is financing a project in Bagan for the creation of a regional tourism development plan (RTDP). The project has already started in 2014 and it will end in 2017 with the finalization of the RTDP. Specifically, the project only embraces the planning process, thus not including the implementation phase. It is divided in 3 main areas:

- **Output 1: *Tourism management and administration*** – it includes six pilot projects which are the development of community based tourism (CBT), creation of a website, production of promotional materials, organisation of tourism events, media planning and improvement of transport management systems.
- **Output 2: *Tourism infrastructure*** – it encompasses six pilot projects which are the enrichment of cultural landscape, development of a Tourist Information Centre (TIC), Development of viewing points, Development of tourist routes, improvement of public signage system and development of a guideline for outdoor advertisement.
- **Output 3: *Tourism human resources*** – it comprehends four pilot projects which are hotel & front office training, Food & Beverage service training, licenced tour guides training and public awareness campaigns.

Having started in 2014, some pilot projects have been already executed. As regards to output 1 the first

two projects have started; for output 2 some suggestions have been made already and in regards to output 3 all the three pilot projects have been completed.

The entire JICA project is under supervision of the MOHT, thus JICA only responds to this ministry. According to interviews and personal observations other ministries are not informed about any progress of this project and during the joint coordination committees (JCC) held in Nay Pyi Taw only the MOHT is invited.

UNESCO is working on the development of a master plan for the conservation of the Bagan Heritage Site. The final goal is to enlist Bagan as a UNESCO world heritage site (WHS). They are currently formulating a general framework to be implemented in the process. One of the main undergoing activities is mapping the entire area of Bagan. A similar work has been conducted in the past by Pierre Pichard (UNESCO) in which all the monuments were recorded in terms of exact position, description and status. This old study will be updated by the current project in which also the exact boundaries of towns (Nyaung U and New Bagan) and villages are considered. Another important activity, not started yet, will be to calculate the physical carrying capacity of the monuments, which if taken into consideration will shape the distribution of tourists given the overcrowding problem that certain pagodas are already facing.

The development of a master plan is coordinated under the Ministry of Culture and thus the Department of Archaeology is deeply involved. UNESCO has indirectly a powerful position in the tourism development of Bagan. Considering that, the MOC is responsible on taking the final decision in regards to issuing development permissions within the BHS area and considering that they highly want BHS to be enlisted as a UNESCO WHS, the MOC will carefully listen on UNESCO suggestions and advice, hence leading UNESCO to have a powerful position in regards to the overall development of the area. According to interviews, UNESCO has always invited all the stakeholders of the area to its seminars and workshops, thus considering other departments besides the MOC. However, it was often the case that representatives of other ministries and organisations did not participate.

NAGATA Co., Ltd. is a Japanese company of advertising. It is well established in the Japanese market and recently has been trying to expand its market in Myanmar. Part of its mission and corporate social responsibility (CSR) strategy is to contribute solving regional problems through advertising. In Bagan, the company is involved in the “Plastic Campaign” run by the DOAdm and particularly by the director Mr Tin Htoo Maung. This campaign started in 2014 to increase public awareness among locals as well as to find sustainable ways to handle waste and plastic in Bagan. For this project, NAGATA donated 200 litterbins as



Figure 17 NAGATA litter bins



Figure 18 NAGATA banner map

well as 40 banner maps located in the most popular pagodas and attractions of the BHS.

In regards to the creation of the maps and litterbins, NAGATA did not collaborate with any stakeholder of the Bagan area. Maps were created by following the “Google Earth” map, while litterbins were the same utilised in the urban area of Mandalay for a similar project (see Figures 17 and 18).

Overall it can be said that these three organisations are and will shape in different extents the tourism development of the area as well as the management of visitors. These three projects are strictly interconnected with each other, nevertheless cooperation is inexistent. The shape of Figure 16 has been chosen strategically as to be similar to a “silos”. Silos is a type of organizational structure in which within an organization the different departments specialise in executing their own task but are reluctant in collaborating with other functions. This type of structure was commonly used in the 20th century, but nowadays has become outdated. This change has come especially after realising the importance of collaboration among the different departments, as it creates efficiency, efficacy and sustainability (Wilhelm, 2013).

Comparing the destination of Bagan to an organization and the bodies mentioned above to the different departments, the author has observed that they are also implementing a Silos structure. NAGATA should have consulted JICA and UNESCO in the creation of the maps as the former is commissioned in creating a tourist map and the latter is involved in geographically mapping the whole area. It can be said the same for the litterbins donated as these are part of the infrastructure needed for tourists (JICA), but also it is quite important that these are aesthetically in alignment with the surroundings (see Section 5.5.6.). In addition, it is extremely important that JICA and UNESCO cooperate between each other. These two bodies are executing highly inter-related projects. In particular, if the common objective is to enlist Bagan as a WHS, tourism development should be planned in accordance to such goal. However, as resulted from the interviews, this high inter-relation was unrecognised by most of the interviewees. When people were asked about these two interconnected projects, most of the time, they replied by specifying that these two bodies were doing different activities: JICA a project related to tourism development whereas UNESCO a project related to the conservation of the site. Therefore, it is extremely important to raise awareness among stakeholders about this interconnectedness so to create a RTD plan which will also be implemented. As to the status quo, JICA and UNESCO are following opposite directions, as if the only aim of the MOHT is tourism development and the one of the MOC is conservation of the site. Following this direction, there is a risk that by the end of the JICA project, in which a RTD plan will be formulated, it will not be approved by the MOC which is the body taking the final decision for issuing permissions in regards to development requests within the BHS.

5.4. Zone fee and monitoring system

Revenue is generated through a Zone fee entry card of MMK 25,000 (USD 20) – USD 10 until 2012 and USD 15 until 2014 - collected at the entry points of the BHS: Airport, gateways near the bus station and ferry. Only international tourists must pay the entrance fee as domestic tourists can enter free of charge. The entry card has a validity of five days and enables tourists to visit every monument at the BHS. There are also checkpoints at two popular pagodas namely Shwe San Daw Pagoda and Hti Lon Min Lo Pagoda (see Figure 19). This has been set up to check whether every tourist has bought the entry card. It is in fact common among tourists to avoid paying the entrance fee, by arriving to Bagan at specific hours of the day when check officers are not present. However, considering that checking points inside the monumental

area are only two, some well-prepared tourists avoid visiting these. This has also been confirmed by the survey where 19% of the surveyed sample did not buy the zone fee entry card (see Figure 20).

Furthermore, the regulation in regards to the payment of the entrance fee is not clear. In particular, it is not clear who must buy the zone fee entry card, whether it is only addressed to foreigners with tourist visa or also to those with business visa. This unclearness comes when the regulation is applied

differently at the check points. While at the entry check points of the BHS the regulation is applied only to foreigners holding a tourist visa, at the Pagodas check points also foreigners holding a business visa are required to pay. At the Pagoda checkpoints an information flyer is distributed (see Section 3 of the Appendix) in which the entrance fee is addressed to all visitors without any specification. A clarification on this matter has to be given prior to visitors arriving at Bagan in order to avoid misunderstanding and disappointments among visitors.

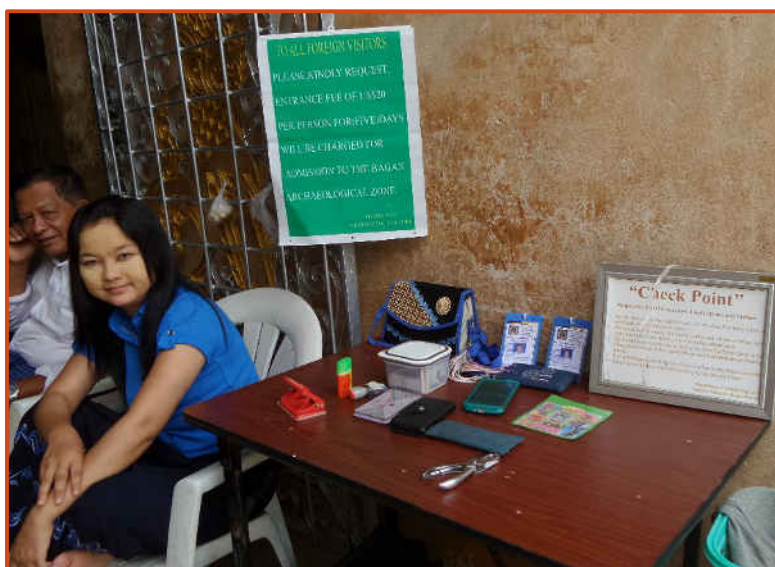


Figure 19 Check point at Hti Lon Min Lo Pagoda

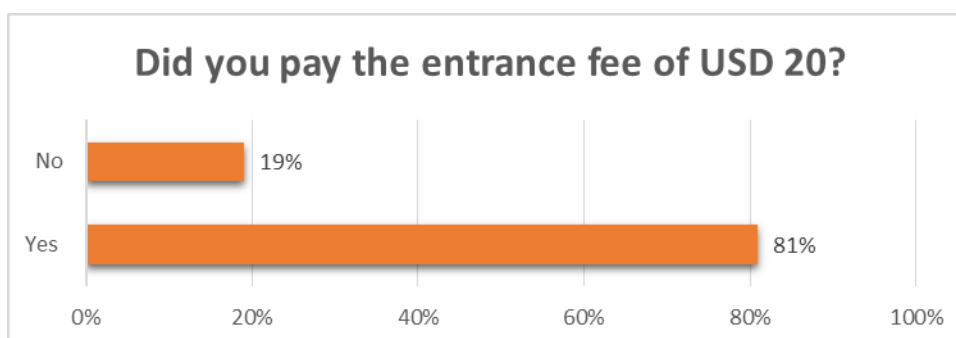


Figure 20 Survey results on entrance fee payment

The revenue generated by the entrance fee goes to the national budget and is melted with the revenue generated by other regions. This revenue is then distributed over the country instead of going directly to the

Department of Archaeology of Bagan. According to the DOA, approximately MMK 450 million (USD 350,000) has been received for the current year. Money that also needs to be spent for the working staff. Hence, only a small percentage is designated to the preservation of the site. Recently the DOA made a claim to the government that at least 10% of the total revenue should be allocated for the preservation of the monuments. However, this proposal has not been approved. As a consequence, the general feeling of the interviewees is that revenue is not distributed equally and fairly. In addition, considering the findings of the survey, also the respondents are concerned on how the revenue generated by the entrance fee is spent and distributed. Generally, the majority of the respondents considered themselves a heritage responsible tourist (82%), hence caring on how such revenue is spent and whether or not it benefits the local economy. In particular, the 83% is willing to pay more if it is guaranteed that the money goes on preservation, while the 92% will have a better experience if the destination preserves its cultural heritage (see Figure 21).

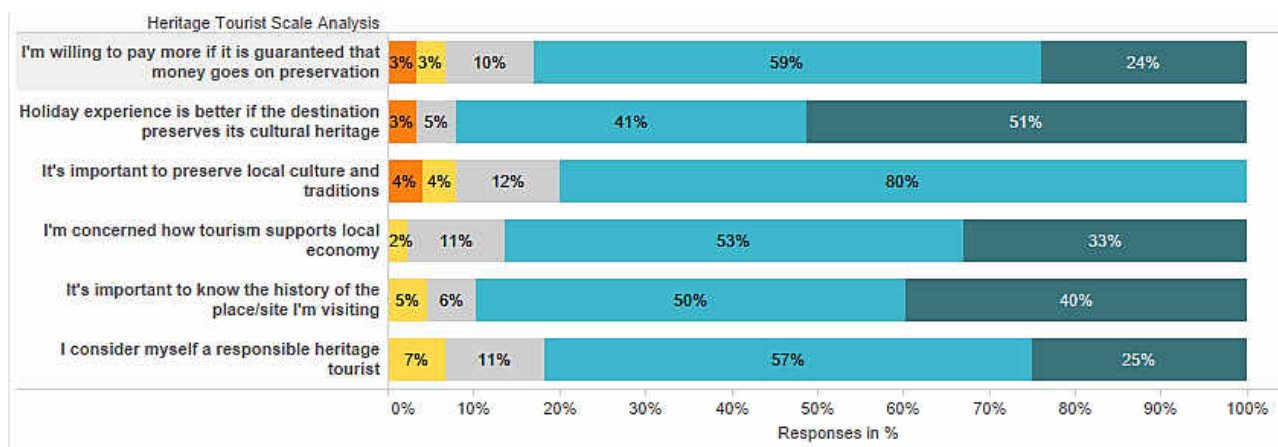


Figure 21 Survey Results on Heritage Tourist Scale Analysis

International visitors are monitored through the zone fee system. The DOA knows the number of foreign tourists coming to Bagan by registering the number of tickets sold. On the other hand, considering that domestic tourists are exempted from paying the Zone fee entry card, these are not monitored and the figures are only based on estimations.

Table 6 shows the number of international visitors collected by the DOA. These figures also illustrate the significant growth in number of tourist arrivals calling for urgent measures to be taken in order to preserve the site and ensure visitors a positive experience.

According to interviews as well as personal observations, domestic tourists also represent a significant number at the BHS. Therefore, there is also a need to monitor these. The only monitoring system available for domestic tourists is at the archaeological museum located in Old Bagan. However, it can be said that only a small amount of tourists decides to visit this attraction, hence, the figures cannot be considered representative. The researcher's suggestion would be issuing a free of charge entry card to domestic tourists. In this way domestic tourists would be still exempted from paying the zone fee but at the same time the DOA will be able to record figures. The same suggestion is proposed for foreigners holding a business visa. In case these are exempt from payment, they will not be monitored by the current system. Hence, a free of charge entry card should also be issued to this type of visitors.

	2010	2011	2012	2013	2014	2015
	<i>Number of tourists</i>	<i>Number of tourists</i>	<i>Number of tourists</i>	<i>Number of tourists</i>	<i>Number of tourists</i>	<i>Number of tourists</i>
January		13237	19997	12850	29064	35194
February		13939	19231	-	29736	36779
March		10000	15621	-	19949	25508
April	3621	4760	7751	9272	9728	11876
May	2229	3372	4745	6495	8533	9044
June	1585	2238	3654	4570	6292	10301
July	3483	4210	6504	7519	10328	12257
August	5255	6349	9691	10161	12673	
September	3287	3723	6524	7353	9230	
October	6592	9459	16466	17574	20827	

November	11339	16101	27732	28110	34658	
December	10721	15133	24972	25569	32215	
Total	48112	102521	162888	129473	223233	140959

Table 6 International tourist arrivals in Bagan (DOA, 2015)

5.5. Tourism Infrastructure at the BHS

This chapter analyses the current infrastructure available at the BHS and provides recommendations for improvement. Recommendations are given in regards to how to improve the existing infrastructure as well as the implementation of new visitor management tools.

5.5.1. Maps

Currently there are three maps available in Bagan: one paper map provided by the government, one by a lacquerware shop also in a form of paper map and the other one by NAGATA Co., Ltd. through banners located in strategic areas. Each map will be further analysed so to give recommendation for a future more effective map.

The government map can only be found at the Tourism Information Centre in New Bagan. In the past, it cost 1000 MMK (0.80 \$), but now people can get it for free (see Section 2 of the Appendix). Among the maps available in the market, this map is the most accurate, however given the fact that it can only be found at the TIC, most tourists do not know about it and utilise the one offered by a lacquerware shop which is present in most of the accommodation providers. Being highly accurate, according to the author observations, every road and small path as well as pagodas are inserted, so that tourists do not lose their way.

However, given the growing number of independent travellers, more information should be inserted in the map. For instance, this map does not contain any recommended itinerary or brief explanation of the most important relics. Information which turns out to be effective in terms of visitor management if tourists are to be spread out only in certain areas of the site (Zoning). On the other hand, unnecessary information is inserted in this map such as instructions on how to get a visa, and indications on how to get to Bagan from Yangon and Mandalay. This information should be given in different platforms such as online websites or TIC located in other destinations in regards to “How to get to Bagan”. Furthermore, it does not provide any information on “What to do” and “Who to contact” in case of emergency. Especially in low season it is quite common to see visitors alone exploring empty and unsupervised pagodas, thus is highly advisable to insert such information in the map which sometimes is the only piece of information tourists have when sightseeing.

The private map is offered by the Bagan House lacquerware shop as a marketing tool and can be found in most of the accommodation providers of the area (see Section 2 in the Appendix). It is free of charge and compared to the government map is less accurate: only the most popular pagodas and attractions are inserted as well as only the main roads. As a consequence, and given that this map is the most used among visitors, it is quite common for them to get lost. According to opinions and suggestions provided by visitors in the survey, a considerable amount of them wrote that there is a need to improve maps. Especially when arriving at small pagodas, not located on the map, it is quite difficult to find the way for the main road. In addition, like the previous map, this one also does not contain any information about suggested itineraries.

However, it indirectly conveys tourists to follow similar routes as only a few amount of pagodas are inserted.

The NAGATA map is offered through banners located in most visited areas by tourists (see Figure 17). This tool is quite useful to tourists as it shows the exact location of where they are (“You are here” sign) and where the most popular monuments are located. However, here only the main roads and paths are also inserted and comparing those with the ones inserted in the private map it is shown to be slightly different. This brings confusion to tourists leading them to get easily lost.

Overall, it can be said that the mapping system offered to tourists is not efficient and brings confusion among tourists. One single map should be implemented having such characteristics:

- Detailed reproduction of the area with all the roads, dirty paths, pagodas and attractions available;
- Different suggested routes (What to do in Bagan): it should be considered that the average length of stay for tourists in Bagan is 3 nights, thus three suggested itineraries should be inserted in the map. This will include not only a visit to most popular monuments but also to other attractions available so to ease crowding pressure at pagodas and distribute tourists in other areas;
- A brief description of Bagan and its heritage site;
- Information on what to do and who to contact in case of emergency: locate where the tourist police and hospital are;
- Information about the festivals celebrated in the area;
- Pagodas where to enjoy sunrise and sunset;
- Location of public toilets.

5.5.2. Public Toilets

At the moment there are only three public toilets and all located in Old Bagan close to pagodas. A fee of MMK 200 (USD 0.15) is collected for maintenance and management costs. However, these are not easily visible and only few signs are present. Therefore, visitors have to go to nearby restaurants or back to their accommodation when in need of a toilet.

When visitors were asked to rate how important it is for them to have a public toilet in the site as well as their



Figure 22 Public Toilets at the BHS

level satisfaction, the average rate was 3,6 out of 5 of a Likert scale for the importance and 2,8 for the satisfaction (see Figure 31). In fact, taking into consideration the analysis importance-performance shown in Figure 31, the public toilets are one of the elements in which tourism developers and managers should concentrate on. Existing toilets should be more visible and some more should be located within the area. However, it is important to remember that toilets, being a type of construction, may harm the surrounding of the area, hence an impact assessment is necessary to decide the best location where to be positioned.

5.5.3. Direction Signs

Direction signs are used to help tourists to orientate themselves and help them in finding the way to the monuments. In BHS direction signs are positioned in few locations to give direction only to the major monuments. In addition, most of them are set only in Burmese language, making it impossible to be understood by international tourists (see Figure 24). Furthermore, they only provide information about the location of the monument and do not give any information about the distance. It is really helpful for tourists to know how far the monument is from a specific direction sign. Therefore, it is highly recommended to also insert the distance information in terms of miles or Kilometres, but also in terms of time needed to get to the interested attraction (e.g. 5 mins by e-bike and 15 mins on foot).

It also has to be said that the material used and the aesthetic appearance is assessed positively by the author as in align with the surroundings.

Locals have also created their own direction signs for tourists in pagodas yet not popular and well-known (see Figure 23). This happens when locals live close to pagodas and sell some souvenirs in there. Therefore, it can be assessed as a marketing tool used by locals to acquire more clients.



Figure 23 Direction Sign created by locals



Figure 24 Typical direction sign at the BHS

5.5.4. Code of conduct Signs

These signs are considered direct (hard) measures among the visitor management tools and are used to guide the behaviour of tourists. In BHS are set at the entrance of monuments and sometimes also inside. The most common code of conduct sign can be seen in Figure 25 in the first image and gives information about the dress code. It is located in most monuments, however not in all of them. Furthermore, it happens that in some pagodas there is no guard who supervises the area, thus leading tourists to not respect the dress code. However, according to personal observations, the dress code is also not respected when there are locals inside the monuments as most of the times they do not complain against foreign visitors. This has been explained by some interviewees saying that it is due to local culture not to be rude to foreigners and thus close an eye when these circumstances happen. When the sign depicted in the first image of Figure 25 is not present, other small and old signs can be seen (image 3 of Figure 25), however these are not very visible and hidden by some bushes. As regards to signs for the prohibition of taking photos (see images 4 and 7 of Figure 25), these are located in only few monuments where frescos are still in good conditions. However, according to the author's observations there are some small stupas in which frescos are also in



Figure 25 Code of Conduct signs

good conditions but where photo restriction signs are not in place. In these cases, locals encourage tourists in taking photos as signs are not in place, without being aware of the possible damage this can cause to the high value paintings.

Taking into consideration the sign depicted in the fifth image of Figure 25, it prohibits people in climbing pagodas. However, it is contradictory to observe that such sign is located in two popular pagodas promoted for the view visible from the top and therefore for sunset and sunrise: the Shwe San Daw and Bullethi Pagodas. Pagodas in which climbing is prohibited are generally closed with locks thus avoiding people to enter. In this case, it is not clear whether the real aim of the DOA and thus the MOC is to prohibit tourists to climb every pagoda, hence eliminating one of the most popular tourist attractions in the BHS. A similar prohibition sign is seen at Sulamani temple and is illustrated in the second image of Figure 25. This temple has stairs in different locations, however this sign is only located in one of the locations, thus allowing people to climb where the sign is not in place even when the willingness of tourists is to respect the rules.

In addition, considering the analysis importance performance of Figure 31, the signage for tourists is placed in the middle between the quadrants “Concentrate here” and “Keep up the good work”. It means that the importance is high but the performance is in the middle (3 out of 5).

Overall it can be said that a revision of the rule of conducts signs is needed. In particular, there is a need to:

- Analyse and thus decide which monuments are to be available to tourists and accordingly set up the right signage for them;
- Uniform these signs so that a single type of sign is set up in each monument;
- Position them in strategic areas so to make them visible to tourists.

5.5.5. Explanation banners

Explanation banners are located in front of the main temples and monuments but sometimes also inside. Most of them are written in Myanmar language so not understandable for international tourists. However only few give an explanation of the related pagoda and its history, and from those few, only a small percentage is written also in English. Most of them in fact provide information of the donors who helped in restoring the monument (see Figure 27). In addition, it has been observed that these explanation banners are in bad conditions. Looking at Figure 26, the plate is not entirely readable and does not catch tourists’ attention. Considering that the number of independent tourists is growing, and that most of them prefer not to hire a tour guide, this type of infrastructure is extremely important to provide information about the history of the place and also ensure them a positive experience. However, if considering only international tourists, at the current situation explanation banners are nearly inexistent.

To confirm this is the analysis importance performance of Figure 31 in which explanation banners are rated as the type of infrastructure tourists are least satisfied with. In fact, tourists rated it 3.7 out of 5 for importance and 2.7 for satisfaction. Positioned in the first quadrant, shows that tourism destination managers should indeed take action and improve such infrastructure. In particular, explanation banners should:

- Be located in most popular temples and pagodas;
- Be attractive so to catch the attention of tourists, thus pictures should also be inserted;
- Be available in both Myanmar and English language. Other important and growing markets should also be considered such as for example Chinese;
- Made with a material and shape that does not disturb the surroundings.

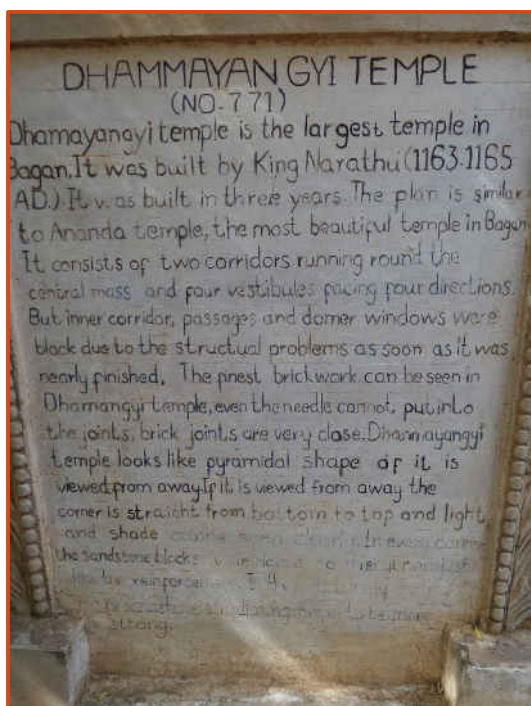


Figure 26 Explanation banner at the Dhammayangyi Temple



Figure 27 Banner giving information about a donor who helped in the restoration of a Pagoda

5.5.6. Litter bins

As mentioned earlier, litterbins have been donated by NAGATA Co., Ltd. to improve the waste problem at the BHS. 200 litterbins have been located in most trafficked areas of the site. Some other bins are also present in other pagodas. However, this is not enough, as there are still monuments without such facilities. This encourages people to throw waste inside or in the surroundings of ancient monuments. Waste problem is being minimised by the plastic waste campaign run by the department of administration, in which once a week garbage is collected by volunteers and burned.

It also has to be said that the donated bins are the same located in Mandalay for a similar project. While Mandalay is an urban area, the aesthetic factor of such bins is not important. On the other hand, in the BHS being characterised by ancient monuments, it is significantly important that items and facilities are designed in align and not in contrast with the surroundings. It cannot be said so for these litterbins characterised by a bright red or blue colour (see Figure 17).

In addition, looking at the importance/performance analysis shown in Figure 30, litterbins are positioned in the first quadrant namely "Concentrate here". This means that the surveyed sample considers litterbins an important facility to ensure them a positive experience (3.8 out of 5) but they are not satisfied about it (2.8 out of 5).

In order to improve this type of facility, managers should:

- Place litterbins at every temple or pagodas
- Create litter bins that match with the surroundings. A suggestion would be to place bamboo made bins. This will also help the local economy as it is quite common to see such containers in Myanmar (see Figure 28).



Figure 28 Bamboo litter bin

5.5.7. Means of transportation

The available means of transportation in Bagan are cars, bicycles, electronic bikes (e-bikes) and horse carts. Bicycles and e-bikes are the most commonly used especially among FIT. These are also easily available at hotels and towns (Nyaung-U and New Bagan). Furthermore, this has been positively assessed by the author due to their environmentally friendliness characteristic. However, the absence of lights during night time make the place dangerous and the risk to have accidents is higher, especially when tourists are returning to their hotels after sunset. In addition, people do not need any requirement to drive the e-bikes, hence, also unexperienced tourists are allowed to rent them, making it dangerous for the tourists themselves and those around them.

Therefore, the road infrastructure should be improved by placing some night lights as well as e-bike renters should first check the level of experience of tourists before letting them rent e-bikes.

5.5.8. Tourist Police

There are three tourist police stations at the BHS: Old Bagan, New Bagan and Nyaung-U. This type of police was established in 2013 under the jurisdiction of the Minister of Home Affairs after a crime to a foreign tourist that happened in Bagan. Their role is to offer protection to foreign tourists and transportation to hospitals in the event of accidents. They also offer support for electric bike charging or flat tire.

At the entrance of their offices there is a sign namely “May I help you” (see Figure 29) making the researcher presume that police officers speak the lingua franca language, English. However, after participant observations, it has been noticed that their level of English is significantly low making communication extremely difficult.

Therefore, it can be said that English training courses are recommended in order to provide a better service to tourists and thus ensure a smoothly process in case of emergency.

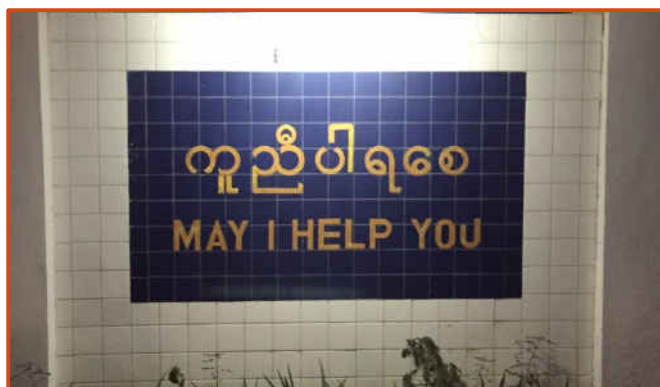


Figure 29 "May I help you" sign located at the Tourist Police Office

5.5.9. Tourist Information Centre (TIC)

The tourist information centre (TIC) is located in New Bagan. This facility offers tourists governmental maps, information about most popular pagodas and other attractions at the BHS as well as any other kind of tourism related information needed by tourists.

This facility is rarely used due to its position which is not easily visible and reachable for those staying at Nyaung-U and Old Bagan. While usually TICs are not interesting facilities for package tourists, these are commonly used by FIT. Therefore, due to the increase of such type of visitors, a revision of such facility is highly recommended.

Observing the importance performance analysis shown in Figure 30, the TIC is positioned in the first

quadrant namely “Concentrate here”, meaning that also according to the supply side this service needs to be improved.

Based on interviews a suggestion has been already made by the JICA team. One of the proposal JICA is suggesting is to create a Tourism Information Centre in the area of the Ananda temple (see Figure 30). This TIC will not only be an information centre for tourists but also a tourism headquarter where foreigners can meet locals and where locals can sell their souvenirs. It will also be used as a training headquarter. This will be a significant structure also in size and close to the toilets area.

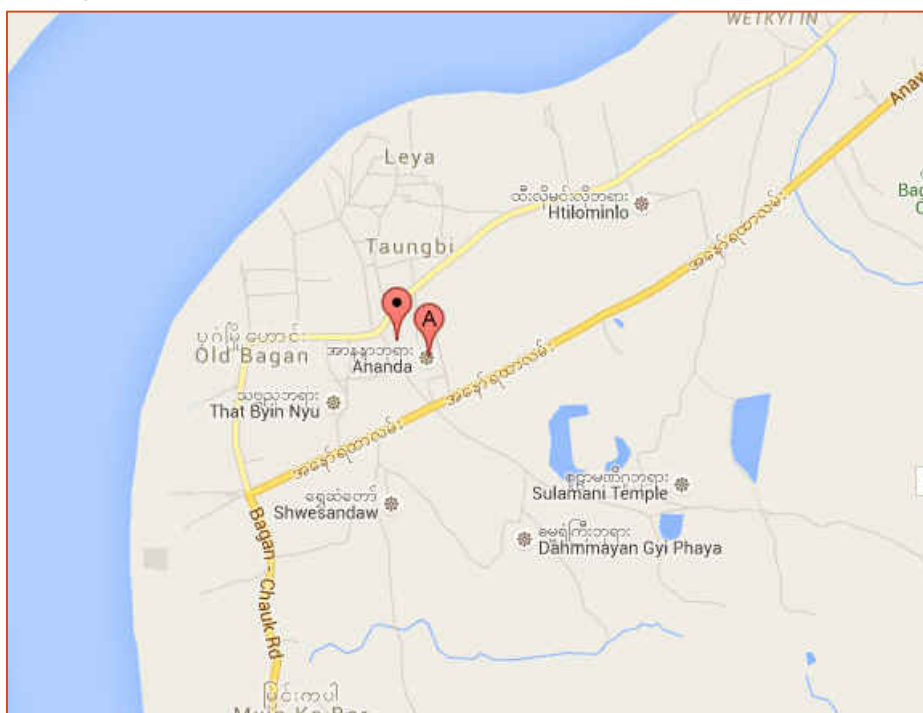


Figure 30 Location of the proposed TIC

As results from the interviews, there have been discrepancies in opinions in regards to this suggestion. The proposed location is inside the Monument Zone where any type of development is not allowed according to the “Protection and Preservation of Cultural Heritage Regions” law. All the interviewees are aware that an effective tourism information centre is needed, however it has to be developed in a way that it does not have an impact to the site and the landscape of Bagan. Therefore, an impact assessment is needed before planning such important investments. Considering that traffic-related problems inside the site are already recognised (see Section 5.7.4.), the proposed TIC will worsen such problem as a significant amount of people are estimated to concentrate in this area if a new TIC is to be built there.

A suggestion given by the author is to consider empty buildings around the area, such as monasteries. Monks should be consulted whether they would allow or not such change of use of their buildings. In this way, the impact caused to the site would be lower and monks would also benefit from it.

5.5.10. Analysis importance – performance of the tourism infrastructure in BHS

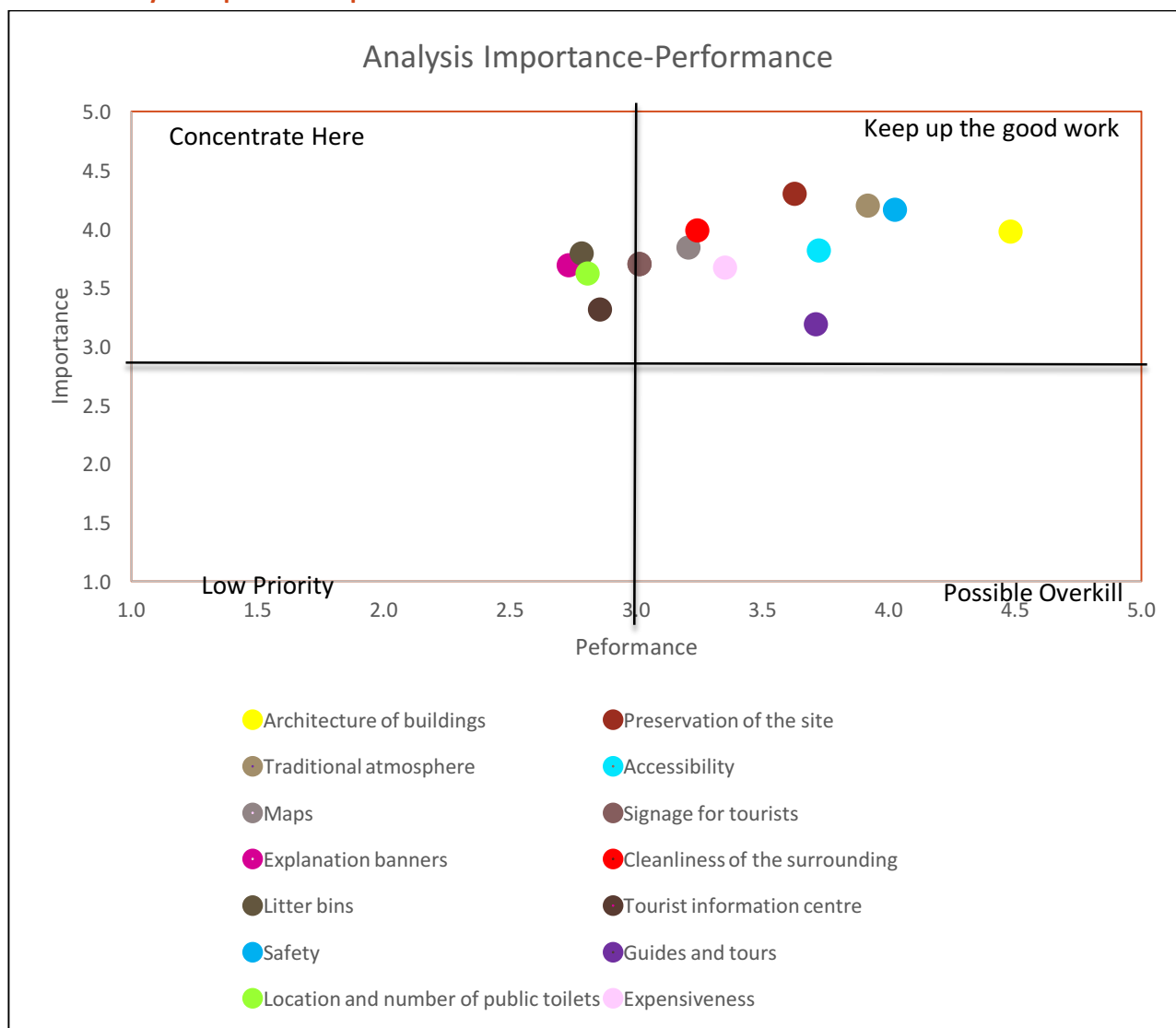


Figure 31 Analysis Importance Performance at the BHS

The importance – performance analysis (IPA) has been conducted based on 14 attributes. These attributes have been chosen based on previous similar studies at cultural heritage sites, such as the one of Huh et al. (2006), but also on the characteristics of the BHS. Visitors were asked to rate on a 1 to 5 Likert Scale the importance and the performance of each attribute. Then after having calculated the mean score, each attribute was positioned in the above 2x2 grid as per the IPA (see Section 2.5.).

The first striking feature that can be noticed from the table is that all the 14 attributes were rated to have high importance. The attributes with the lowest importance is “Guides and Tours” explained by the taxonomy of the sample mostly represented by FIT. FIT are in fact a type of travellers who usually do not require the tour guide service.

“Architecture of the buildings”, “Traditional atmosphere” and “safety” are rated as the attributes visitors are most satisfied with. Considering that visitors gave also a high importance rate for these attributes, managers should emphasise these when promoting the BHS.

Moving on the left hand side of the quadrant, it can be noticed that attributes related with infrastructure facilities are those in which visitors are less satisfied. Although “Maps” and “Cleanliness of the surrounding”

are positioned in the 2nd Quadrant, they are on the left hand side of it, meaning that managers should monitor these carefully as visitors are not excellently satisfied.

In quadrant 1 are located those features in which visitors are not satisfied but consider them important. In this area only infrastructure related attributes are present. In particular, the “Tourist Information Centre”, “Explanation Banners”, “litter bins” and “location and number of public toilets” can be found in this quadrant. A reason for this is explained on the previous sections, in which also interviews and personal observations confirmed these to be critical areas that need a revision.

5.6. New visitor management tools: Virtual Reality on mobile devices for the BHS

Since there is an increasing usage of Information and Communication Technologies (ICT) in tourism, also the BHS should take advantage and make use of these. The researcher recommends to make use of Virtual Reality applications. These applications offer a real reconstruction of the surroundings which may refer to a single object, building or landscape and it becomes very effective in case of archaeological ruins (Lytras and Miltiadis, 2010). In fact, in this case it allows to compare the original state of the monument in the device and the real state in the reality. Furthermore, it also gives historical information about the monument. There have already been successful applications of this type of tool in other ancient sites such as the archaeological park of Lokroi in Southern Italy (see Figure 32) in which visitors place the camera of their device in front of the ruined monument and then visualise the reconstruction of the same.



Figure 32 Mobile application for the archaeological park of Lokroi

These types of tools are particularly implemented by FITs who are rapidly growing in Myanmar. In fact, they generally do not make use of tourist guides and thus visit the site without having historical knowledge of it. However, by using this mobile application and due to it being interactive visitors will be encouraged to understand and know more about the historical perspective of the monuments. It will also enhance their experience as it will provide a more engaging touristic and educational experience for visitors (Lytras and Miltiadis, 2010). At the BHS, a similar application would be very effective, in which a reconstruction of ruined pagodas and walls is provided. In addition, information will be provided on each specific monument (or walls) by clicking on it.

5.7. Negative Impacts

This sub-chapter analyses the negative impacts caused by tourism. The findings are based on interviews, survey and personal observations. As regards the majority of interviewees' opinion Bagan is yet not facing any negative impact from tourism. Only after the interviewer mentioned different possible negative impacts, interviewees confirmed the presence of some of these.

5.7.1. Over-crowding

According to the statistics of the DOA, tourists have flocked to Bagan since the Myanmar opening up of 2010 (see Table 6). This has caused over-crowding at most popular pagodas, especially after closing several pagodas up in recent years. The pagoda which is most suffering this problem is the Shwe San Daw, where hundreds of people climb it at sunrise at sunset time. This has caused worries among scholars and people of the DOA as it could be damaged irreparably. All the interviewees in fact recognise this issue and therefore different suggestions have been already proposed by different development agencies, INGOs and other stakeholders, but as yet none of them has been approved. These are explained below:

Viewing terraces: they have been proposed by the hotelier association, JICA but also by the International Labour Organization (ILO) during their study on the rapid tourism value chain in Bagan. It consists in building viewing terraces in strategic areas, 5-6 metres high and at least 200 feet far from pagodas. Tourists will thus enjoy the view of the BHS without having to climb pagodas.

Opening up more pagodas: Due to their poor conditions, certain pagodas have been recently closed to avoid people going inside and further damaging them. However, considering that the increasing number of tourists cannot be accommodated in the few opened pagodas, this idea consists of opening more pagodas to the public so to ease crowding pressure and distribute tourists among the whole area. This has been proposed by the UNESCO.

Creating a queue at the Shwe San Daw Pagoda: the queueing system is widely utilised among the visitor management tools. It has been also proposed as a solution for the BHS. This suggestion consists of letting roughly 200 people enter the pagoda per time for a certain amount of time.

Possible solutions	Strengths	Weaknesses
Viewing Terraces	It will avoid people climbing and thus damaging the pagodas.	It is against the PPCHR law. There is a high risk that the impact on the site will be significant. The experience given to tourists will not be as equal as it is now.
Opening up more pagodas	It will ease over-crowding pressure of most crowded pagodas and also ensure tourists a positive experience.	If not well-monitored, there is a high risk that it will damage more pagodas.
Queueing system	It will respect the physical and social carrying capacity of the Pagoda. This will bring benefits for both the preservation of the monuments and at a certain extent ensuring visitors a positive experience.	Pagodas suffer from over-crowding only during sunrise and sunset time. In this way, only one group of visitors will be able to enjoy such scenes.

Table 7 Strengths and Weaknesses of proposed solutions for overcrowding

Table 7 provides an overview of the strengths and weaknesses of each already proposed solution afore mentioned. Given the strong weaknesses, other remedies are proposed by the author:

- Promote other pagodas for sunset and sunrise

The BHS comprehends 3,122 monuments of which only one is highly promoted for sunset and sunrise (Shwe San Daw Pagoda), followed by the Bullethi pagoda which is only slightly promoted. After having inspected the area, the author observed that there are pagodas, opened to public, offering a good view of the surroundings and which hence could be promoted to visitors for sunset and sunrise. These could be inserted in the tourist map so that visitors are informed about good spots for sunrise and sunset and the crowding problem will be at a certain extent diminished. According to the author, good spots for sunrise and sunset are:

- Shwe San Daw Pagoda
- Bullethi Pagoda
- Pagoda n. 1774
- Shwe Leik Too Pagoda
- Soe- Min Gyi Pagoda
- Kya-mar pat Temple
- Pagoda n. 2068
- Shwe-nan-yin-taw complex

-Promote other attractions

This action is also aimed to distribute visitors throughout the area, but also to distribute the spin-off generated by tourism. There are several attractions available in Bagan besides temples and pagodas. These include a visit to:

- Villages
- Mount Popa
- Lacquerware workshops
- Riverside
- Market in Nyaung-U
- Cruise

As resulted from the survey, only the 57% was aware about other attractions beside pagodas in the Bagan area. The attractions mostly mentioned were Mt. Popa (48%), Lacquerware workshops (32%) and River cruises (22%). Villages were only mentioned by the 6% of the aware visitors and the market in Nyaung U only by the 10% (see full results in Section 1 of the Appendix). Therefore, much promotion should be given about these alternative tourism products.

5.7.2. An estimation of the Psychological Carrying Capacity

The psychological carrying capacity was attempted to be estimated through the survey. This was done by showing visitors six simulated photos (computer modified) of a range of people at one time (PAOT) at an iconic location for sunrise and sunset, the Shwesandaw Pagoda (see survey in Section 1 of the Appendix). Respondents rated each photo on a scale of -2 (very unacceptable) to +2 (very acceptable). During the analysis the average acceptability ratings were inserted in a graph to form an acceptability curve (see Figure 33). The point at which the curve intersects the level 0 was considered a standard of quality or the minimum acceptable condition for PAOT so to ensure them a positive experience. This point is reached between picture 3 (depicting roughly 40 PAOT) and picture 4 (depicting roughly 100 PAOT). Therefore, it

can be concluded that the psychological carrying capacity at the Shwesandaw Pagoda is roughly 60-80 PAOT. However, it has to be said that pictures only portray one side out of four of the monument, thus not representing the total psychological carrying capacity of the monument. Nevertheless, this represents an important result which should be considered by tourism planners and developers when deciding on strategies to solve or minimise the over-crowding problem. If a study of physical carrying capacity is to be done by UNESCO, results of the psychological carrying capacity should be considered as well so to ensure both the preservation of the site and a high quality experience to visitors.

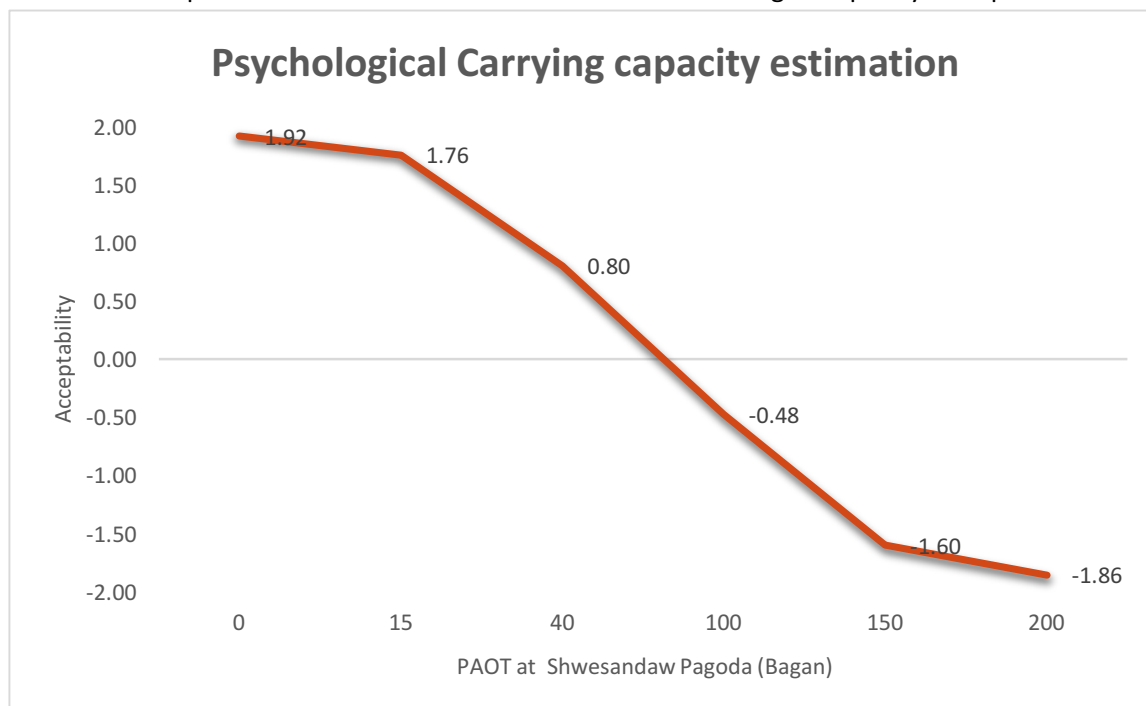


Figure 33 Psychological carrying capacity at the Shwesandaw Pagoda

5.7.3. Wear and Tear

Wear and Tear is related to the misbehaviour of tourists at the archaeological area. According to the interviewees' opinion at the BHS wear and tear misbehaviour includes: tourists not respecting dress-code, climbing where is not permitted and drinking alcohol at temples. Graffiti instead are included from personal observations. Each of these actions are analysed separately in the following paragraphs.

- Tourists not respecting dress code: although dress-code signage is present at most popular pagodas (see Section 5.5.5), sometimes occurs that tourists do not follow such instructions (see Figure 35). It has also been confirmed by the surveyed sample in which 50% of them ticked the "experienced" box (see Figure 40). This occurs especially among international travellers and not domestic ones. Following the dress code is a way to respect Buddhism religion and thus Buddha, hence explaining the reason why this only happens among foreign tourists. In addition, this only occurs among tourists not hiring a tour guide as one of their role is also to prevent this happening. As per a tour guide interview, due to Myanmar culture it is also common among locals not to complain when they see tourists not respecting dress-code.
- Climbing: This action has been reported both among locals and among domestic and foreign visitors. Although in some pagodas there is signage prohibiting people to climb and given the fact that there are several pagodas which are not supervised, rules are often not respected. In particular, this is encouraged when visitors see locals not respecting such rules (see Figure 34). It considerably damages these ancient monuments which are of a fragile status.



Figure 34 Local climbing a Pagoda



Figure 35 Foreign visitors not respecting the dress code

- Drinking alcohol: this action has been reported especially at night times and at not so popular pagodas. According to interviews, foreign tourists decide to admire the sunset accompanied by bottles of beer. When supervision is not guaranteed at pagodas, this can be easily done without being caught. The author also found several bottles of beer at the entrance of an ancient pagoda south of New Bagan (see Figure 37). This can be considered a significant negative impact from tourism as it hits the local culture beliefs and traditions. It has been confirmed by a local tour guide interview: *"The Buddhism religion does not accept that. I consider this action as if they are slapping Buddha in his face!"*.
- Graffiti: as per the interviews results, graffiti has not been named by the interviewees neither when the author mentioned it to them. However, after the inspection of the area, writings and drawings have been found at pagodas and photographed to report them (some of them are illustrated in Figure 36).



Figure 36 Graffiti at the BHS



Figure 37 Bottles of beer at a Pagoda

Such problems are reflecting inefficiency in applying visitor management at the site. According to the DOA there is insufficient staff to supervise every single pagoda on the site. However, such limitations can be overcome by involving the local community. As resulted from the participant observations, in most pagodas there are locals selling souvenirs such as sand paintings, and most of the time they show you the interior and give you a short explanation in exchange of buying something from them. According to several local sellers, they need to pay every year a fee of MMK 18,000 (USD 14) to the DOA in order to be allowed to sell at pagodas. In order to overcome the lack of human resources, the DOA could “employ” these people for monitoring and supervising the pagodas in exchange of letting them sell souvenirs without having to pay the fee. This will indirectly increase cultural public awareness among locals.

5.7.4. Traffic related problems



Figure 38 Parking lot at the Shwesandaw Pagoda

The traffic-related problem has been mentioned by all the interviewees. This is particularly felt in areas close to popular pagodas such as Shwe San Daw (see Figure 38) where lots of buses park 5 metres far from the pagoda, Law Ka Nan da Temple, Yadana temple which is very close to the main street and also Paya Thone Zu group. However, this has not been felt by tourists and only the 22% of the respondents experienced it (see Figure 40). Although the problem is acknowledged by the stakeholders of the area, no action has been implemented as well as no suggestion has been proposed.

However, it can be said that the future TIC, nearby Ananda temple, proposed by JICA will only worsen this problem. This problem affects significantly the preservation of the monuments due to the continue vibrations caused by the vehicles.

Means of transportation causing minimal vibrations should be more promoted such as bicycles and e-bikes. Parking areas should be located farther from the monuments, therefore, new parking lots should be defined.

5.7.5. Impact on local community

Tourism generally brings economic benefits to the local community. This is also what is happening in Bagan and accordingly to interviews findings explaining also why the major part of the local community see tourists positively. However, such economic benefits can lead to youth disregarding school in order to work in low-skilled tourism jobs. According to interviews and personal observations, this is also happening in Bagan. As resulted from the interviews, this depends on the personality of the young person but at a major extent on the education of her/his parents. Due to the low level of education of the majority of the population in Bagan, the importance of education is under-estimated. These people mainly think to their present living and not their future, therefore preferring to send their children to work and have immediate economic benefits rather than offering them a better education.



Figure 39 Kid offering tour guide service at the BHS

For this reason, it is common to see at temples kids selling souvenirs (postcards, drawing etc) but also doing tour guides at extremely cheap prices (see Figure 39).

Another serious negative impact on local community is child sex. Although yet not booming, according to some interviews, it is starting to be seen also in Bagan. A problem that if not managed promptly can become a plague like in other popular destinations of South-East Asia.

Recommendations on this matter are always challenging to give. It goes beyond the practices of visitor management and touch delicate topics such as the respect of Human Rights. Education is in fact part of the human rights fundamental and in this case it is not respected among the community living at the Bagan Heritage site. Being a problem that is not only affecting Bagan but also other areas of Myanmar, it has also been remarked during the workshop on “Human Rights and Responsible Tourism in Myanmar”, however no possible solution has been recommended. It is a problem that cannot be solved in a short-term time, but it can only be alleviated gradually. Therefore, public awareness is of imperative importance and thus public awareness campaigns should be run and addressed to both the local community and tourists. The local community should be made aware on the importance of education and its advantages. On the other hand, visitors should be discouraged in buying souvenirs from kids or hiring them as tour guides. This would be part of the soft measures of visitor management and could be implemented by tour guides and also accommodation providers.

Although the local community sees tourism and thus tourists in a positive light, it cannot be said the same for the opinion tourists have on locals in Bagan. Even though the Figure 40 shows that only the 22% of the respondents experienced the unkindness of locals to tourists, this has been one of the most frequent comments made by the surveyed sample in the open question “Are there any specific ways in which the site could be improved to make the visit more enjoyable?”. According to these comments and to participant observations, tourism has at a certain extent negatively impacted the authenticity of locals, feature considered one of the main reasons for tourists to come to Myanmar. When visiting pagodas, it happens that tourists are harassed by locals trying to sell souvenirs, ruining thus their daily experience. In

some cases, this is done by playing with tourists' feelings and making them feel sorry for their unfortunate conditions, thus psychologically "forcing" them to buy something. It seems that most locals in Bagan are trying to get advantage of tourism only from an economic perspective, no matter in what way.

Also in this case public awareness is recommended. Locals should be aware of other benefits tourism can bring beside the economic one. Other benefits such as intercultural interaction and an opportunity to practice their English skills should be promoted. Furthermore, locals should be educated on the way to sell souvenirs, making them aware that the current "strategy" utilised could harm visitors' experience, which in the long term could turn in less tourists coming to the site.

5.7.6. Importance – experience analysis

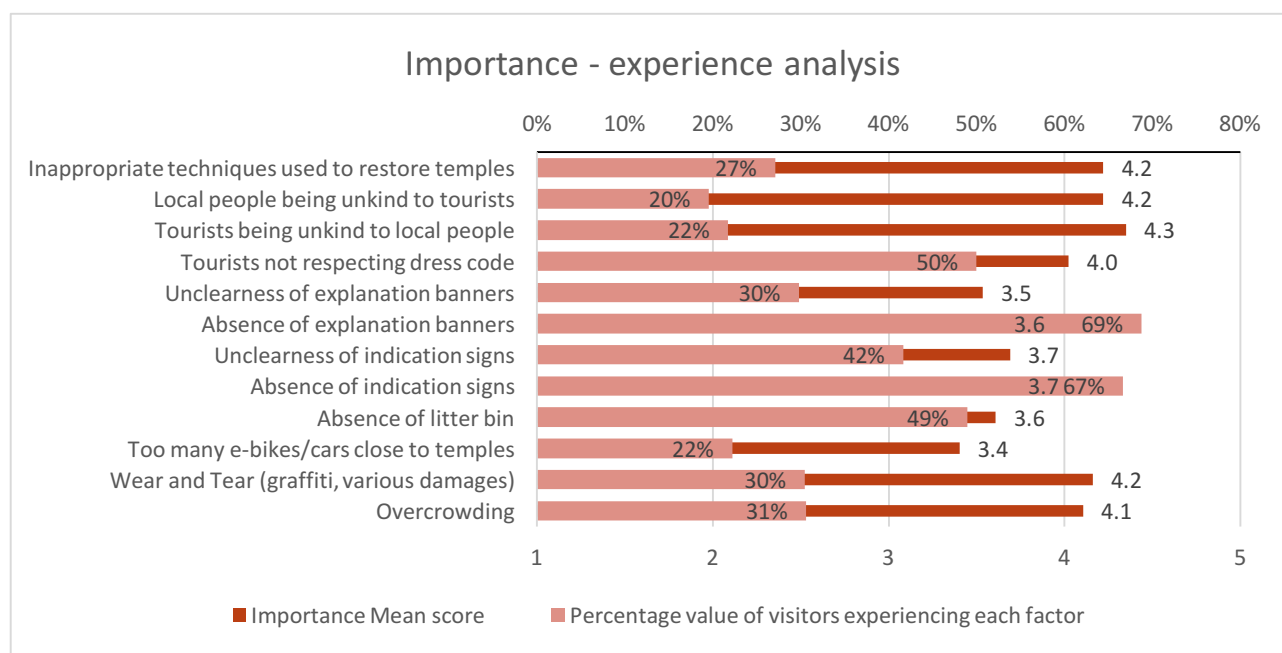


Figure 40 Importance - experience analysis

Figure 40 shows the results from the survey in regards to the importance – experience analysis. Various negative impacts from tourism as well as possible inefficient tourism infrastructures were mentioned to visitors. Such features were chosen, as possibly affecting Bagan, prior the start of the field research and they were based on the desk research. Respondents had to rate the importance of each attribute from a five point Likert scale with 1 being “non important” and 5 being “very important”. Furthermore, they had to tick a box in case they experienced such attribute at the BHS. In the analysis process the mean score was calculated for the importance section and the percentage frequency was calculated for the experience section.

Although some features of the graph have been already mentioned in the previous paragraphs, in this section a broader analysis is given. As can be observed, all the attributes were considered highly important with the least important being “unclearness of explanation banners” (3.5) and the most important being “tourists being unkind to local people” (4.3).

Only three attributes have been experienced by 50% or more of the surveyed sample. These include tourists not respecting the dress code (50%), the absence of explanation banners (69%) and indication signs (67%). The last two resulted also from the IPA having a negative performance, together with the absence of

litter bins which was experienced by the 49% of the respondents (see Section 5.5.10.). Although the other attributes were experienced only by a low percentage of the respondents, they were observed as affecting the BHS by the researcher's personal observations. Therefore, all attributes should be taken into consideration by the destination managers. Suggestions for each feature are given in the previous paragraphs separately.

6. Recommendations

Recommendations have been designed only after getting a deep understanding of the current situation at the BHS. After having gained such knowledge the researcher considered worthwhile not to follow any existing visitor management framework previously explained in Section 2.6.. As previously mentioned, such frameworks required a high scientific knowledge for them to be successful. The only aim of the researcher is to give recommendations which can be easily and successfully implemented by the government and development partners. Therefore, *ad hoc* recommendations are provided which are aimed at specific infrastructure present and non at the site and issues that the BHS is facing.

Recommendations have already been provided separately in the previous chapters for each of the infrastructure and issues analysed. In this chapter, a summary of all these recommendations is given and shown in Table 8.

Table 8 Summary of the recommendations given

General strand of Recommendation	Specific strand of Recommendation	Recommendation: What should be done
Government, Development Agencies and other bodies activities	Collaboration and consultation	<ul style="list-style-type: none"> - Urgent collaboration among bodies involved directly and indirectly with the tourism development in the area is needed. In particular, between the MOHT and MOC under JICA and UNESCO. Other external bodies such as NAGATA should also collaborate and inform others prior the implementation of projects.
Government regulations	Policy and Zoning	<ul style="list-style-type: none"> - The hotel zones 3 and 4 should be revised so as to become more attractive to tourists (all the 4 As should be provided). The local community should be encouraged to move in such areas; - Existing buildings or private houses located in the urban areas should be allowed to change their intended use into tourist accommodation such as guest houses.
	Entrance Fee and monitoring system	<ul style="list-style-type: none"> - A clarification on whom must pay the ticket has to be provided (Business Visa holder); - A free of charge entry card to domestic tourists should be provided so as to be monitored. This system should also be implemented to Business Visa holders in case they do not need to pay the entrance fee.
Visitor	Tourist Map	<ul style="list-style-type: none"> - Detailed reproduction of the area with all the

Management Infrastructure		<p>roads, dirty paths, pagodas and attractions available;</p> <ul style="list-style-type: none"> - Different suggested routes (What to do in Bagan); - A brief description of Bagan and its heritage site; - Information on what to do and whom to contact in case of emergency; - Information about the festivals celebrated in the area; - Pagodas where to enjoy sunrise and sunset.
	Toilets	<ul style="list-style-type: none"> - Make toilets more visible by locating signage in strategic areas - New public toilets are recommended. However, an impact assessment is advised in order to decide the right location.
	Direction Signs	<ul style="list-style-type: none"> - They should be inserted in more locations; - All direction signs should be translated in English; - They should include mile/km and time distance information.
	Rule of Conduct Signs	<ul style="list-style-type: none"> - Position these signs in a larger number of pagodas; - Uniform these signs so that a single type of sign is set up in each monument; - Position them in strategic areas so to make them visible to tourists
	Explanation Banners	<ul style="list-style-type: none"> - Be located in most popular temples and pagodas; - Be attractive so to catch the attention of tourists, thus pictures should also be inserted; - Be available in both Myanmar and English language. Other important and growing markets should also be considered such as for example Chinese; - Made with a material and shape that do not disturb the surroundings (impact assessment)
	Litter Bins	<ul style="list-style-type: none"> - Place litterbins at every temple or pagodas and other trafficked areas; - Create litter bins that match with the surroundings such as those made of Bamboo.
	Transportation	<ul style="list-style-type: none"> - Place night lights at most congested roads - E-bike renters should make sure the person who is renting is confident in using the vehicle.
	Tourist Information Centre	<ul style="list-style-type: none"> - The new TIC should not be located close to Ananda Temple. - Empty buildings should be taken into consideration (e.g. monasteries)
	Tourist Police	<ul style="list-style-type: none"> - English training
	Virtual Reality Application	<ul style="list-style-type: none"> - Mobile application to provide a virtual reconstruction of ruined buildings and historical information
Negative impacts	Over-crowding	<ul style="list-style-type: none"> - Promote other pagodas for sunset and sunrise (Shwe San Daw Pagoda, Bullethi Pagoda, Pagoda n. 1774, Shwe Leik Too Pagoda, Soe- Min Gyi Pagoda, Kya-mar pat Temple, Pagoda n. 2068, Shwe-nan-yin-taw complex)

		<ul style="list-style-type: none"> - Promote other attractions beside pagodas (Villages, Mount Popa, Lacquerware workshops, Riverside, Market in Nyaung-U, Cruise) - Take into consideration the psychological carrying capacity at the Shwesandaw Pagoda (roughly 60-80 PAOT).
	Wear and Tear	<ul style="list-style-type: none"> - Involve the local souvenir sellers for monitoring the Pagodas.
	Traffic related problems	<ul style="list-style-type: none"> - Parking areas should be located farther from the monuments - New parking lots should be defined prior to an impact assessment study - Promote e-bikes and bicycles also among the local community
	Child labour	<ul style="list-style-type: none"> - Public awareness campaigns should be run and addressed to both the local community and tourists. The local community should be made aware on the importance of education and its advantages. On the other hand, visitors should be discouraged in buying souvenirs from kids or hiring them as tour guides.
	Unkindness of locals to tourists	<ul style="list-style-type: none"> - Public awareness seminars should be run to educate locals about the benefits of tourism beside the economic one (e.g. intercultural, practice English skills). Locals should also be educated on the way to sell souvenirs, making them aware that the current “strategy” utilised could harm visitors’ experience, which in the long term could turn in less tourists coming to the site.

7. Conclusions

The aim of this master thesis was to understand the tourism current management status at the Bagan Heritage Site together with the negative impacts caused by tourism so to give recommendations on how to minimise such impacts and ensure visitors a positive experience. Bagan, representing one of the most popular destinations in Myanmar, is in fact facing a sharp increase in tourist arrivals since the country opened up to the outside world in 2011. Due to the fast changing environment and the recent political events, such figures are expected to rise even more enormously. This represents a challenge for the sustainable tourism development of the site. Magnitude in developments in fact leads to some stress factors which Bagan is seen to be already facing. Factors which harm both the conservation of the site and the experience of visitors. Such factors have been analysed by the researcher together with the status quo of the tourism management in the area so as to give recommendations which can be easily implemented by the government and development agencies already involved in the tourism development.

Recommendations were given for each specific aspect analysed by the researcher namely the visitor management related activities run by the government, development agencies and other actors which included the need of collaboration and consultation; the government regulations including the revision of policies and zoning as well as the entrance fee and monitoring system; the current visitor management infrastructure consisting on recommendations about tourist map, public toilets, direction signs, rule of conduct signs, explanation banners, litter bins, means of transportation, tourist information centre, tourist police and virtual reality application; and finally the negative impacts caused by tourism which comprehended overcrowding, wear and tear, traffic related problems, child labour and unkindness of locals to tourists. In addition, no existing framework was utilised by the author in formulating such recommendations as considered to be not effective for the context of Bagan. Instead, tailor-made recommendations were formulated which can be easily and thus efficiently implemented by the stakeholders involved.

Although the current study has important yielding findings which the researcher hopes will be implemented by the stakeholders involved, it does not cover all the aspects involved in the visitor management framework. This study can be considered preliminary and thus opens the doors for future research. It is in fact important to analyse the type of tourists coming and visiting the BHS and in particular it would be interesting and helpful for the destination managers to investigate on the motivations pulling tourists to visit Bagan. Although an attempt to investigate more on the domestic market has been made by the researcher, this has unfortunately not been achieved. Therefore, future research should give a focus on this yet mysterious market. Furthermore, it has to be said that not only the number of tourists are growing at the BHS but so are those of the local population. Immigration, which is likely derived from the increasing job opportunities available in Bagan from tourism, is in fact becoming a phenomenon which could be of the same magnitude as the one of tourist arrivals. No monitoring system is yet in place and the actual number of the Bagan population is unclear. Therefore, researchers could study this phenomenon as possibly threatening the conservation of the ancient site.

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9. Appendix

Section 1: Survey

English Version



Hi there,

I'm a master student from a Dutch University, conducting tourism research for my thesis in collaboration with the Myanmar Tourism Federation. I would like to make you some questions about the Bagan Heritage Site. Your contribution would be of great help for improving the management of this wonderful site. Don't worry, the data collected will be analyzed anonymously. Thank you in advance for your help 😊

What kind of tourist are you?

- Are you an ☐ international or ☐ domestic tourist?
- Which of the following best describes your travel party?
☐ alone ☐ couple ☐ family members ☐ friends and relatives ☐ organised groups
☐ other (please specify _____)
- What is the main purpose of your visit?
☐ Leisure, recreation and holiday ☐ Business and professional ☐ Religion/pilgrimages ☐ Other _____
- If international tourist, is Bagan one of the main reasons for coming to Myanmar? ☐ Yes ☐ No
- Is this your first visit? ☐ Yes ☐ No
- Have you ever been to a cultural/heritage site except this trip in the past 3 years? ☐ Yes ☐ No
- Please, indicate the extent to which you agree with the following expressions.

	Strongly disagree	Disagree	Undecided	Agree	Strongly agree
I'm willing to pay more if it's guaranteed that money goes on preservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Holiday experience is better if the destination preserves its cultural heritage	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's important to respect local culture and traditions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I'm concerned how tourism support local economy	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It's important to know the history of the place/site I'm visiting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I consider myself a responsible heritage tourist	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

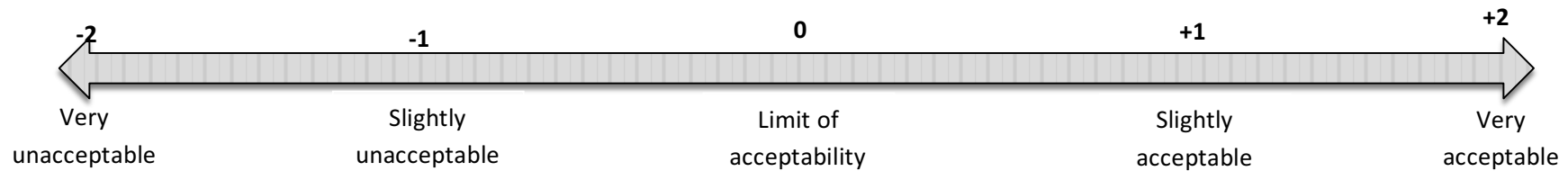
Bagan Heritage Site

- Did you pay the entrance fee of USD 20 before entering Bagan? ☐ Yes ☐ No
- Did someone check whether you had the ticket in any of the temples? ☐ Yes ☐ No
 - If Yes, please tell in how many temples: _____ temple(s)
- Are you aware of other attractions beside pagodas in the Bagan area? ☐ Yes ☐ No
 -If Yes, please name them _____
 -If Yes, have you been at least in one of them? ☐ Yes ☐ No

11. Please, indicate how satisfied you were with the following facilities/services when visiting the **Bagan Heritage Site** and then say how important they are for you to ensure a positive experience

	How satisfied are you?					How important is this for you?				
	Very satisfied	Satisfied	Neutral	Dissatisfied	Very Dissatisfied	Not important	Somewhat important	Neutral	Quite important	Extremely important
Architecture of buildings	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Preservation of the site	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Traditional atmosphere	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Accessibility	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Maps	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Signage for tourists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Explanation banners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cleanliness of the surrounding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Litter bins	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Tourist information centre	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Guides and tours	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Location and number of public toilets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Expensiveness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Please observe these pictures. Each of them has a different level of crowding. Following the graph below, please give a number below each picture according to your level of acceptability thinking on how a temple should be in order to ensure you a positive experience. For example, if you think that a picture shows the temple is too crowded then you may give a -2 for very unacceptable or -1 for slightly unacceptable.



13. Please indicate how important the following are in influencing your experience when visiting the **Bagan Heritage Site**. Then Tick in case you have experienced them.

	Not important	Somewhat important	Neutral	Quite important	Extremely important	PLEASE, tick if you have experienced it
Overcrowding	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Wear and Tear (graffiti, various damages)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Too many e-bikes/cars close to temples	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Absence of litter bin	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Absence of indication signs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Unclearness of indication signs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Absence of explanation banners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Unclearness of explanation banners	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Tourists not respecting dress code	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Tourists being unkind to local people	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Local people being unkind to tourists	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
Inappropriate techniques used to restore temples	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

14. How likely are you to recommend visiting the **Bagan Heritage Site** to someone else?

☐ Very likely ☐ Likely ☐ Unlikely ☐ Very unlikely ☐ Don't know

15. If you answered *Unlikely* or *Very unlikely*, please explain further in this space:

16. Are there any specific ways in which the site could be improved to make the visit more enjoyable?

General information

Are you: ☐ Female ☐ Male

What is your age range? ☐ 15-24 ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ ≥65

What is your highest level of education? ☐ Up to and including primary school ☐ High school
☐ Under-graduate ☐ Post graduate

Thank you very much!



မင်္ဂလာပါရှင်!

ကျမကဒတ်ချ်တက္ကသိုလ်ကမဟာတန်းတက်နေတဲ့ကျောင်းသူတစ်ဦးပါ။ခရီးသွားလုပ်ငန်းဆိုင်ရာ စီမံခန့်ခွဲမှု က်တွေကို မြန်မာနိုင်ငံခရီးသွားလုပ်ငန်းအဖွဲ့ချုပ်ရဲ့ပူးပေါင်းဆောင်ရွက်မှုနဲ့အတူ သုတေသန စာတမ်းပြုစုနေတာဖြစ်ပါတယ်ရှင်။

အဆင်ပြေမယ်ဆိုရင် အခုပုဂံရှေးဟောင်းယဉ်ကျေးမှုနယ်မြေအကြောင်းလေးအနည်းငယ်မေးပါရစေရှင်။

လူကြီးမင်းတို့ရဲ့အကြံဉာဏ်မျှဝေမှုတွေက ဒီဒေသဖွံ့ဖြိုးတိုးတက်ဖို့အတွက်များစွာအထောက်အကူပြုစေမှာ ဖြစ်ပါတယ်ရှင်။ အကြံဉာဏ်တွေကိုလွတ်လပ်စွာပြောပေးလို့ရပါတယ်ရှင်။ လူကြီးမင်းတို့ရဲ့အမည်ကိုဖော်ပြ ပေးဖို့မလိုပါဘူးရှင်။ ကျေးဇူးအများကြီးတင်ပါတယ်ရှင်။

➔ဘယ်လိုခရီးသွားမျိုးလဲ (အမှန်ဖြစ်ပေးပါ)

၁။ ဒီကို အခုဘယ်သူတွေနဲ့လာတာလဲ ?

- ☐တစ်ကိုယ်တော် ☐စုံတွဲလိုက် ☐ မိသားစုဝင်တွေနဲ့ ☐ သူငယ်ချင်း/ဆွေမျိုးတွေနဲ့
☐ဘုရားဖူးအဖွဲ့နဲ့ ☐အခြား ကျေးဇူးပြု၍ဖော်ပြပေးပါ

၂။ ဒီကို လာတဲ့အဓိက ရည်ရွယ်ချက်လေးသိပါရစေ?

- ☐အပန်းဖြေ / အနားယူ / အားလပ်ရက် ☐စီးပွားရေးကိစ္စနဲ့ / အလုပ်ကိစ္စနဲ့
☐ဘုရားဖူးသက်သက် ☐အခြား (ဖော်ပြပေးပါ)

၃။ ပထမဆုံး အကြိမ်လာတာလာရှင် ?

- ☐ ဟုတ်တယ် ☐ မဟုတ်ဘူး

၄။ လွန်ခဲ့သော (၃) နှစ်အတွင်းကရောအခြားဒီလိုရှေးဟောင်းယဉ်ကျေးမှုနယ်မြေတွေကိုရောက်ဖူးလား ?

- ☐ရောက်ဖူးတယ် ☐မရောက်ဖူးဘူး

၅။ အောက်ဖော်ပြပါအချက်များအပေါ် လူကြီးမင်း၏သဘောထားအမြင်ကို ပြောပြပေးပါ။

	လုံးဝ သဘောမ တူ	သဘော တူ	မဆုံးဖြတ် တတ်ဘူး	သဘော မ တူဘူး	အပြည့်ဝ သဘော တူ
အာမခံလေးပေးနိုင်ရင်ကျွန်တော် ကျွန်မ ဒီဒေသမှာပေးရတဲ့ဝင်ကြေးတွေကယဉ်ကျေးမှု အမွေအနှစ်တွေကိုမူလတန်းဖိုးမပျက်စေဘဲ ထိန်းသိမ်းဖို့အတွက်ပဲသုံးမယ်လို့ အာမခံပေး နိုင်ရင် ကျွန်တော် ကျွန်မတို့ယခုထက်ပိုပေးရ မယ်ဆိုရင်တောင်းပေးချင်ပါတယ်။	○	○	○	○	○
ဒီဒေသကယဉ်ကျေးမှုအမွေအနှစ်တွေကိုမူလတန်းဖိုးမပျက် ဘဲထိန်းသိမ်းထားနိုင်မယ်ဆိုရင်လာရတဲ့အားလပ်ရက် ခရီးစဉ်တွေကပိုမိုကောင်းမွန်အကျိုးရှိစေမှာပါ။	○	○	○	○	○
ဒေသဆိုင်ရာယဉ်ကျေးမှုနဲ့လေ့ထုံးထမ်းစဉ်လာတွေကို လေးစားတန်ဖိုးထားတတ်ဖို့ရေးကြီးပါတယ်။	○	○	○	○	○
ခရီးသွားလုပ်ငန်းကဒီဒေသရဲ့စီးပွားရေးကိုဘယ်လိုအ ထောက်အကူပြုပေးနိုင်သလဲဆိုတာစိတ်ဝင်စားတယ်။	○	○	○	○	○
ကိုယ်သွားရောက်လည်ပတ်နေတဲ့နေရာရဲ့သမိုင်းကြောင်း ကို သိဖို့ကအရေးကြီးပါတယ်။	○	○	○	○	○
ကျွန်တော် ကျွန်မ ကိုယ်တိုင်လည်းဒီယဉ်ကျေးမှုအမွေ အနှစ်တွေကိုမြတ်နိုးထိန်းသိမ်းဖို့တာဝန်ရှိတယ်လို့ ယုံကြည်တယ်။	○	○	○	○	○

ပုဂံရှေးဟောင်း ယဉ်ကျေးမှုနယ်မြေဆိုင်ရာမေးခွန်းများ

ဒီပုဂံဒေသမှာ စေတီပုထိုးတွေအပြင်တခြားစိတ်ဝင်စားစရာကောင်းတဲ့နေရာတွေအဖြစ်သတိထားမိတာရှိလား ?

☐ရှိတယ် ☐ မရှိဘူး

- အကယ်၍ ရှိတယ်ဆိုရင်ပြောပြပေးပါ။
- အဲဒီနေရာတွေထဲကအနည်းဆုံးတစ်နေရာကိုရောက်ဖူးလား ?

☐ ရောက်ဖူးတယ်

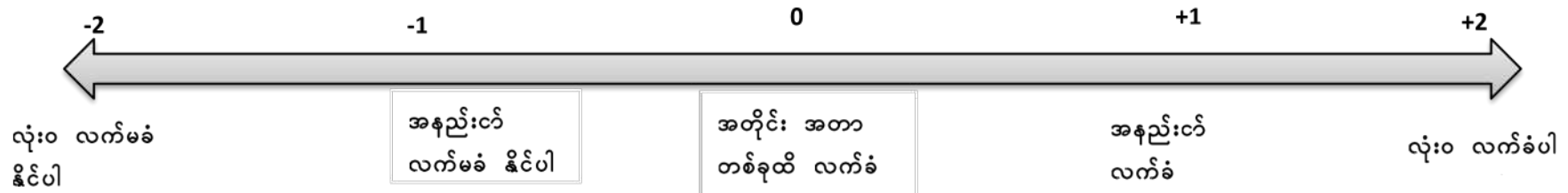
☐ မရောက်ဖူးသေးဘူး

ပုဂံရှေးဟောင်းယဉ်ကျေးမှုနယ်မြေအတွင်းမှာရှိတဲ့အောက်ဖော်ပြပါပုံပိုးမှုအင်္ဂါရပ်တွေ ဝန်ဆောင်မှုတွေကိုသင်ဘယ်လောက်နှစ်သက်လည်းဖော်ပြပါ။ ပြီးတော့အဲဒါတွေထဲက သင့်အတွက်ဘယ်လောက်အရေးကြီးပါဘဲဆိုတာကျေးဇူးပြု၍ပြောပြပေးပါ။ (အမှန်ဖြစ်ပေးပါ)

[illegible]

[illegible]

ကျေးဇူးပြု၍အောက်ဖော်ပြပါပုံများကိုလေ့လာပါ။ ပုံတစ်ပုံချင်းစီတိုင်းမှာ မတူညီတဲ့လူစုလူဝေးတွေကိုတွေ့ရမှာပဲ။ ပုံမှာပြထားတဲ့မျှားအနေအထားမှာ သင်အကြံပြုချင်သောမှတ်ချက်ကိုရေးပေးပါ။ ဥပမာ ပုံ (၁) ကသင်လုံးဝလက်ခံနိုင်တဲ့အနေအထားဆိုရင် ပုံ (၁) အောက်မှာ +2 လို့ရေးပေးပါ။ ပုံတိုင်းမှာ သင်၏သဘောထားအမြင်ကိုဖော်ပြပေးပါ။



ပုဂံရှေးဟောင်းယဉ်ကျေးမှုနယ်မြေအတွင်းလေ့လာလည်ပတ်စဉ်အတွင်းအောက်ဖော်ပြပါအချက်များ သင်၏ခရီးသွား

အတွေ့အကြုံကိုလွှမ်းမိုးနေခြင်းဖြစ်ပါသလား? အကယ်၍ရှိခဲ့တယ်ဆိုရင်ဖော်ပြပေးပါ။

	အရေးမ ကြီး	နဲ့နဲ့အ ရေ ကြီး	ကြားနေ	တော်အ ရေ ကြီး	လုံးဝအ ရေ ကြီး	မှတ်ချက်
လူစည်ကားရှုပ်ထွေးလွန်းခြင်း	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
အပျက်အဆီးများ ဥပမာနံရံပေါ်မှအပျော်တန်း ရေးခြစ်ထားသောစာများ၊အရုပ်များ	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
ဘုရားအနီးနားမှာ တွေ ကားတွေများလွန်းနေခြင်း	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
အမှိုက်ပုံးမရှိခြင်း	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
လမ်းညွှန်း၊အမှတ်အသားပြ ဆိုင်းဘုတ်မရှိခြင်း	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
လမ်းညွှန်၊အမှတ်သားပြဆိုင်းဘုတ် များအရှင်းလင်းခြင်း	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
အကြောင်းအရာကိုရှင်းပြပေးသော စာတမ်းများမရှိခြင်း	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	
အကြောင်းအရာကိုရှင်းပြပေးသောစ ာတမ်းများမှအကြောင်းအရာများမ သဲကွဲခြင်း	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	

ဧည့်သည်များလိုက်နာရမည့်စည်းမျဉ်းများကိုမလိုက်နာခြင်း (ဥပမာ - ဝတ်စားဆင်ယင်မှု၊ ဖိနပ်စီးခြင်း၊ ဘုရားပေါ်ဘီယာသောက်ခြင်း)	○ ○ ○ ○ ○	
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ဧည့်သည်များမှဒေသခံများအပေါ်တွင် မခြေမငံဆက်ခံခြင်း	○ ○ ○ ○ ○	
ဒေသခံများကဧည့်သည်များအပေါ်တွင်မခြေမငံဆက်ဆံခြင်း	○ ○ ○ ○ ○	
ဘုရားကိုပြုပြင်ထိန်းသိမ်းရာမှာ မသင့်တော်၊ မမှန်ကန်သောနည်းများအသုံးပြုထားခြင်း (ဥပမာ - အုတ်အသစ်များအစားထိုးခြင်း၊ ပန်းပုရုပ်များအသစ်ပြင်ဆင်ခြင်း)	○ ○ ○ ○ ○	

ပုဂံရှေးဟောင်းယဉ်ကျေးမှုနယ်မြေကိုသွားရောက်လည်ပတ်ဖို့ တစ်စုံတစ်ယောက်ကိုဘယ်လိုအကြံပြုချင်လဲ ?

☐ အရမ်းနှစ်သက်ပါတယ် ☐ နှစ်သက်ပါတယ် ☐ မနှစ်သက်ပါ ☐ လုံးဝမနှစ်သက်ပါ ☐ မပြောပြတတ်ပါ

အကယ်၍ သင်က အရမ်းနှစ်သက်တယ် (သို့) လုံးဝမနှစ်သက်ဘူးလို့ အကြံပြုရင် ဘာလို့လဲဆိုတာ ကျေးဇူးပြု၍ ဖော်ပြပေးပါ။

ဒီဒေသကို ပိုမို စိတ်ဝင်စားဖွယ်၊ နှစ်သက်ဖွယ်ဖြစ်စေဖို့ ဘယ်လိုနည်းလမ်းတွေသုံးပြီး

အဆင့်မြှင့်တင်သင့်တယ်လို့ ယူဆမိပါသလဲ ?

ယျေဘူရ သတင်းအချက်အလက် (အမှန် ခြစ်ပေးပါ)

သင်က : ☐ အမျိုးသမီး ☐ အမျိုးသား

သင့်အသက်က ? ☐ 15-24 ☐ 25-34 ☐ 35-44
☐ 45-54 ☐ 55-64 ☐ ≥65
 သင့်ရဲ့ပညာရေးက ? ☐ မူလတန်း ☐ အထက်တန်း ☐ ဘွဲ့ရ ☐ ဘွဲ့မရသေးတော့သို့လ်တက်ဆဲ

ကျေးဇူးအများကြီးတင်ပါတယ်ရှင်!!

ယခုစစ်တမ်းကောက်ယူထားတဲ့ သုတေသနနဲ့ပတ်သက်ပြီး စိတ်ဝင်စားလို့သိချင်တာရှိရင် ဒီအီးမေးလ်ကို ဆက်သွယ်မေးမြန်းအကြံပြုနိုင်ပါတယ်ရှင်။

cgloria@hotmail.it

Survey results

Type of Visitor by nationality			
#1	Domestic	International	Tot
	4	84	88
	5%	95%	100%

Type of Visitor by travel party							
#2	Alone	Couple	Family members	Friends & Relatives	Organized groups	Others	Tot
	25	21	8	19	15	0	88
	28%	24%	9%	22%	17%	0%	100%

Type of visitor by purpose of visit					
#3	Leisure	Business	Religion/Pilgrimage	Education	Tot
	70	9	3	6	88
	80%	10%	3%	7%	7%

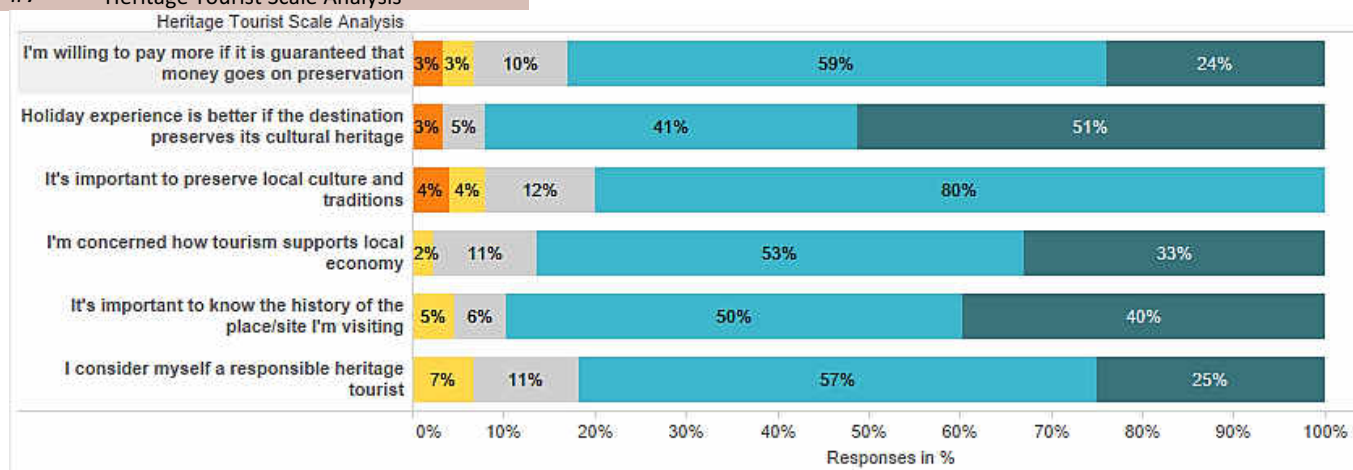
Is Bagan the main reason for coming to Myanmar?			
#4	Yes	No	Tot
	56	28	84
	67%	33%	100%

only internationals

Is this your first visit to Bagan?			
#5	Yes	No	Tot
	80	8	88
	91%	10%	100%

Have you been to a cultural heritage site except this trip in the past 3 years?			
#6	Yes	No	Tot
	75	13	88
	85%	15%	100%

#7 Heritage Tourist Scale Analysis



Did you pay the entrance fee?			
#8	Yes	No	Tot
	68	16	84
	81%	19%	100%

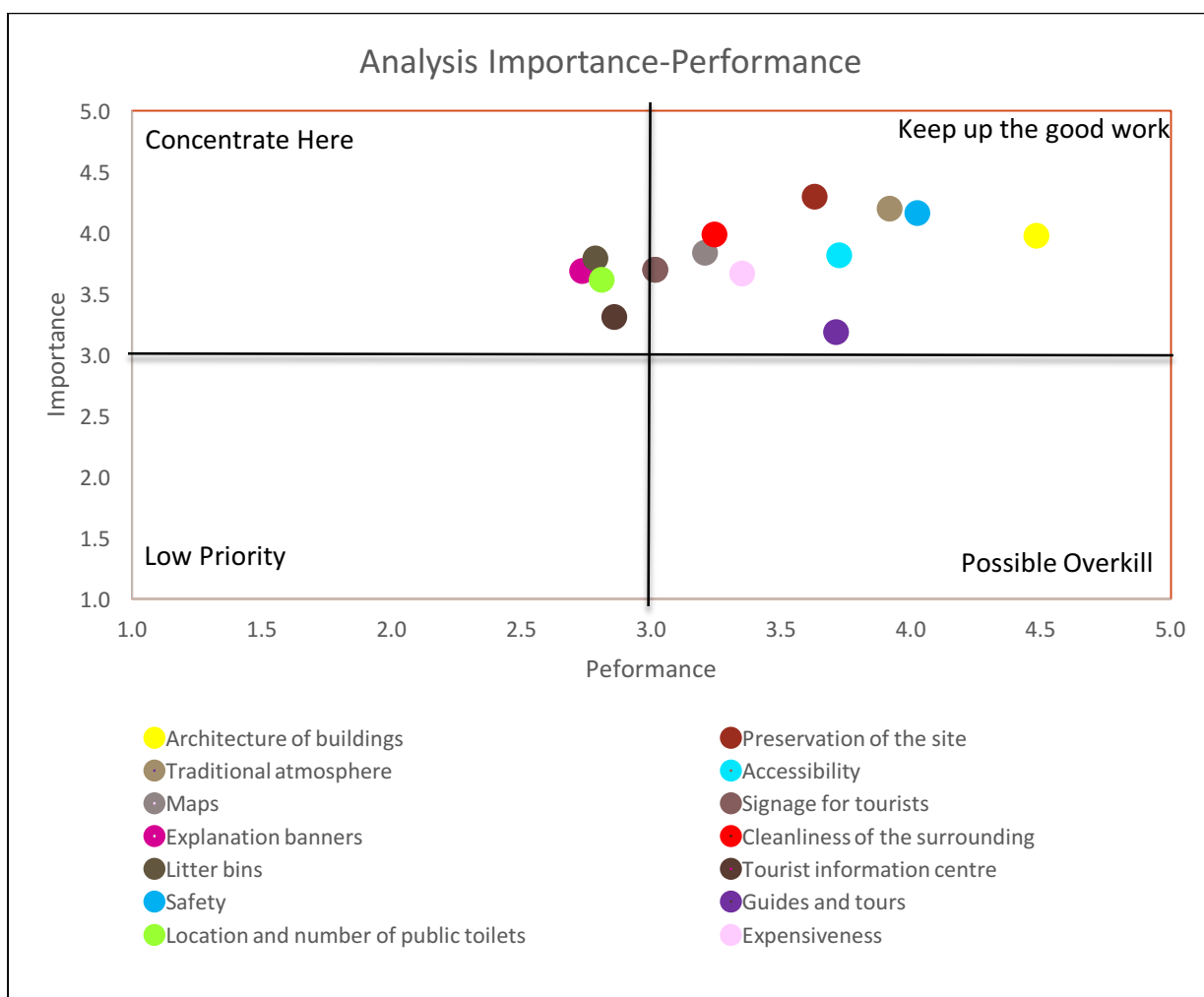
Did somebody check?			
#9	Yes	No	Tot
	30	54	84
	36%	64%	100%

Are you aware of other attractions?			
#10	Yes	No	Tot
	50	38	88
	57%	43%	100%

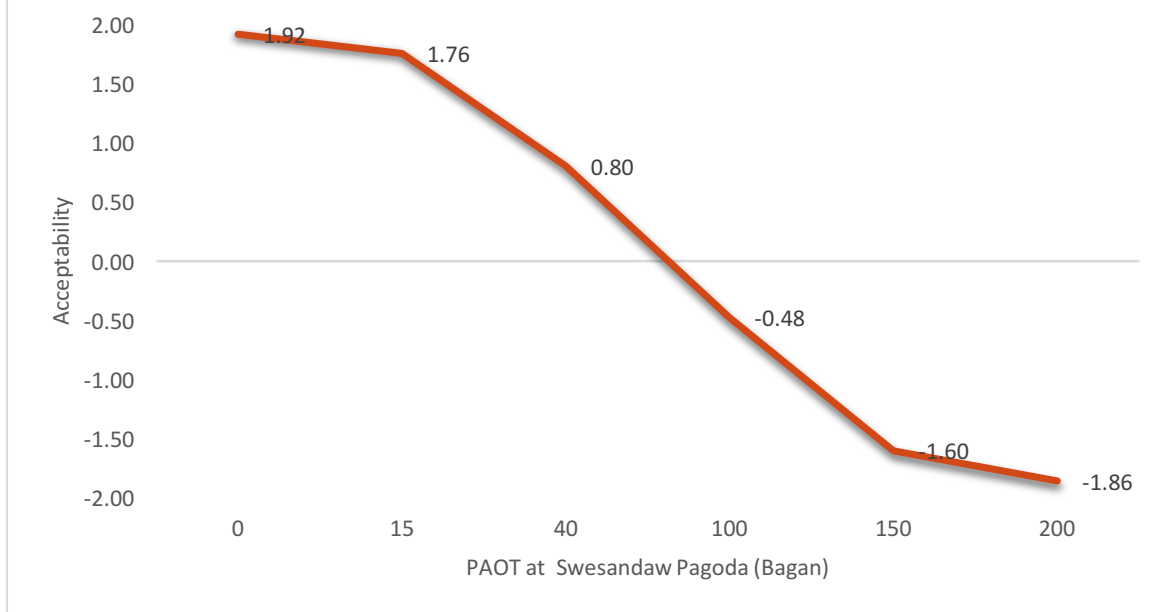
#10b	Name of the attractions		
	Mt Popa	24	48%
	Lacquerware	16	32%
	Cruise	11	22%
	market	5	10%
	Sand Painting	4	8%

Villages	3	6%
Balloons over Bagan	3	6%
monasteries	2	4%

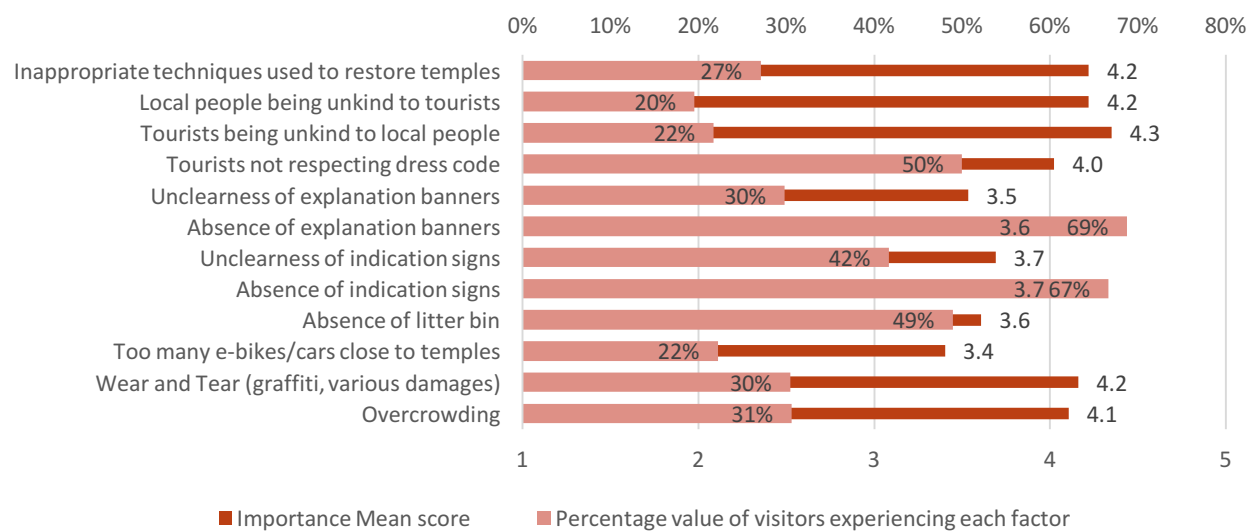
Have you been at least in one of them?			
#10c	Yes	No	Tot
	37	13	50
	74%	26%	100%



Psychological Carrying capacity estimation



Importance - experience analysis



How likely are you to recommend Bagan?						
#14	Very Likely	Likely	Unlikely	Very Unlikely	I don't Know	TOT
	67	18	0	1	2	88
	76%	20%	0%	1%	2%	100%

# Gender	Female	Male	Tot
	46	42	88
	52%	48%	100%

#Age	15-24	25-34	35-44	45-54	55-64	65 and over	Tot
	20	42	14	4	7	1	88
	23%	48%	16%	5%	8%	1%	100%

#Level of Education	Primary school	High School	Under-graduate	Post-graduate	Tot
	1	12	24	51	88
	1%	14%	27%	58%	100%

Section 2: Tourist Maps at the BHS

Private Map: Bagan House Lacquerware shop



Section 3: Other tourist information

PAYING FOR ENTRANCE FEE

You would like to visit in Bagan cultural heritage region, firstly you have to pay entrance fee 20 US\$ or 20 Euro unit per person for five days.

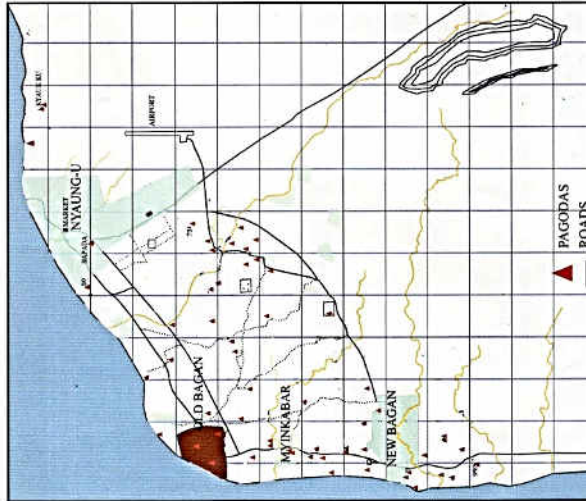
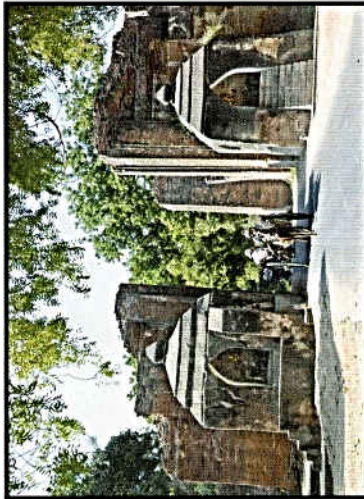
Available places to buy entrance fee ticket in Bagan are as follow:

- Nyaung Oo Airport
- Ticket sale center - 1 (gateway of Nyaung Oo from the side of Kyaukpadaung)
- Ticket sale center - 2 (gateway of Nyaung Oo from the side of Myingyan)
- Ticket sale center - 3 (near Nyaung Oo Jetty)
- Ticket sale center - 4 (Ayeeyar boat Jetty)
- Ticket sale center - 5 (outside of New Bagan)
- Bagan branch office (in old Bagan city)

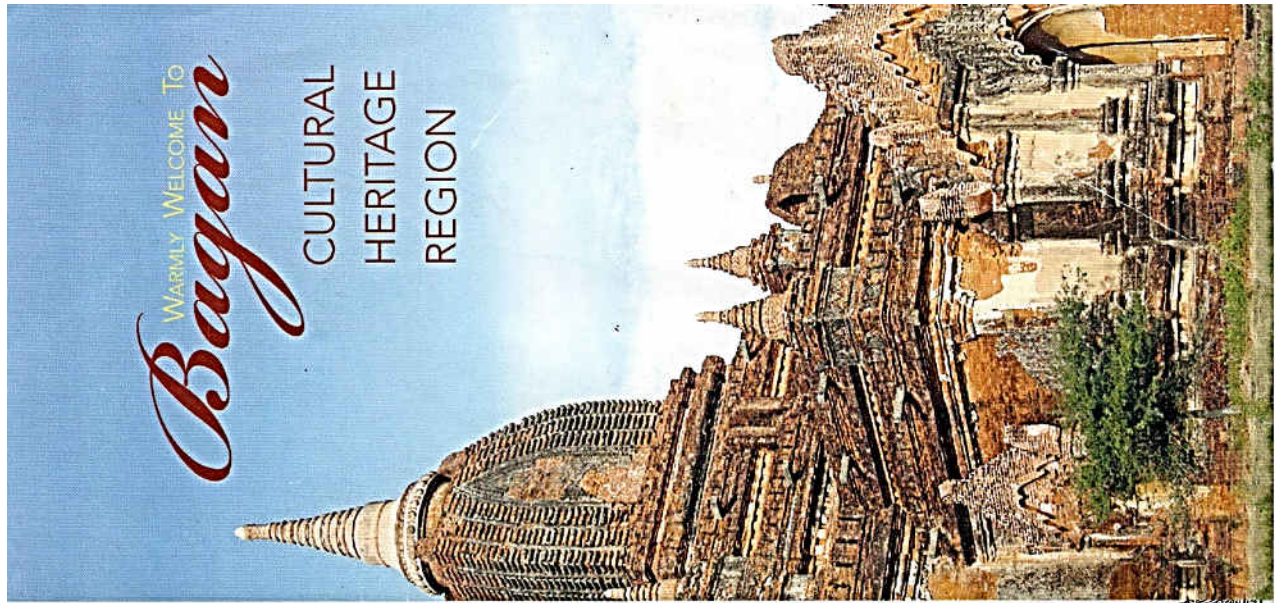


Request for Travel Companies, Tourist guides and visitors

- We are carrying out the regular checks for the Zone Fee Entry Cards at the check point of important places.
- We would like to request the tourist guides and visitors to bring your Zone Fee Entry Cards during your visit in the cultural zone.
- We would like to request you to show your Zone Fee Entry Cards at the check point whenever the responsible persons from Department making checks.



The Map Of Bagan



WARMLY WELCOME TO
Bagan
CULTURAL
HERITAGE
REGION

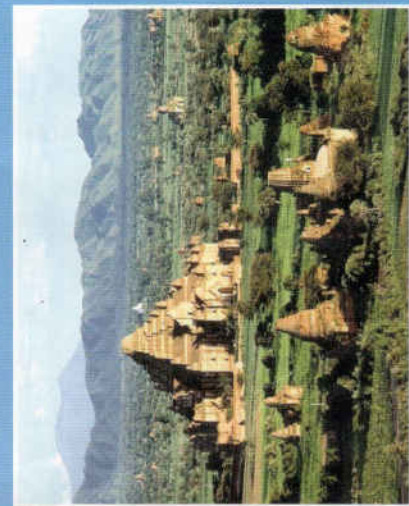
INTRODUCTION OF BAGAN

Bagan is situated in the bend made by the Ayeyarwady River, Nyaung U District, Mandalay Division, in the central part of Myanmar.

According to the inscription from Bagan Period, the literary name of Bagan was *Avimaddana-Pura* which means 'crushing of enemies'. Bagan was derived from *Pyu-gama*. It was changed to *Pyu-gan* and then to *Pugam*. Later, it has been pronounced Bagan. At the time it was also called *Paukan*.

The Bagan dynasty was inaugurated with King *Thamudarit*. There were altogether 55 kings who ruled in Bagan. Amount of them, king *Anawrahta* is the founder of the first Myanmar empire. Beside he laid the foundation for the establishment of Theravada Buddhism in Myanmar by the spiritual leadership of *Maha Thera Shin Arahana*. Bagan was such an ancient city that thrived from 1 to 13 century A.D. covering 1300 years.

Now, there are 4 palace sites in Bagan region, by the names of *Yon-hlut-kyun*, *Thiripyitsaya*, *Tampawaddy* and wall city of *Bagan*.



THE OTHER PLACES TO STUDY IN OLD BAGAN

Bagan Archaeological Museum



Open Hours	9:30 AM to 4:30 PM
Closing Days	Monday and Gazetted holiday
Entrance fee	Kyats 5000 per person

Bagan Golden Palace

There are eight buildings on the palace platform. There are as follow:

- (1) Southern entrance hall
- (2) Zaytawun hall
- (3) Zaytawun connection passage
- (4) Northern entrance hall
- (5) Pynsathada hall (great audience hall)
- (6) Thihathana hall
- (7) Eastern entrance hall
- (8) Beiktheik hall (consecration hall)

Open Hours - 3:30 AM to 9:00 PM (Daily).

Entrance fee - 5 US\$ per person



Bagan area encompassed is stretch of 20 square miles about 4440 ancient monuments and buildings were situated in this area. At present, a total of 3122 ancient buildings are already recorded in which are included such buildings of pagodas, stupas, temples, ordination halls, monasteries and learning caves. Inside as well as outside of these building are still existing remains art of work from Bagan period such as mural paintings, stone carving, stucco carving, glaze relief plaque, terracotta and architectural design of Bagan period.

