

Development of ecotourism in third world countries

Bachelor Thesis Proposal for Obtaining the BBA Degree in
Tourism, Hotel Management and Operations

Submitted to Eva Aileen Jungwirth-Edelmann, MA

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Affidavit

I hereby affirm that this Bachelor's Thesis represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed.

The thesis was not submitted in the same or in a substantially similar version, not even partially, to another examination board and was not published elsewhere.

1.01.2019

Date

Abstract

Topic: Development of ecotourism in third world countries

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Content: Tourism industry plays an important role in any country's development, it helps countries to increase its economic growth, attracts more visitors, boosts foreign investments etc. However, tourism development brings negative impacts on country's environment, such as soil erosion, air and water pollution, deforestation and many others. However, ecotourism is the solution for these negative impacts.

The aim of this research is the development of ecotourism in third world countries, such as Thailand, India and Myanmar. The reason, behind this research, is that Thailand, India and Myanmar mostly developed, due to the development of tourism sector. However, countries should take care about the environment because natural resources are scarce.

After completing the secondary data research, which for this thesis was extensive literature review, the researcher chose mixed research method, expert interviews and computer-based questionnaires, in order to conduct the research and analyze the findings.

Experts provided various responses to the questionnaire's questions. The main findings of this research were that tourism development helps countries to develop. However, since it brings environmental deterioration, Thailand, India and Myanmar implement more ecotourism stays and activities, in order to preserve environment.

Supervisor: Eva Aileen Jungwirth-Edelmann, MA

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1. Introduction

How would you describe the world nowadays? High-tech technology, scientific discoveries, improving education systems, fresh water supply for the world population, increased employment rate, higher quality of life, travels to various parts of the world and many other aspects. Most of the third world countries use tourism to boost their economy and wellbeing, however, tourism brings negative effects as well. This thesis researches the positive and negative impacts of tourism on third world countries as well as the probability for these countries to consider ecotourism.

1.1 Motivation and cognitive interest

People travel around the world for various reasons, such as leisure, business, sport, health, religion and many more. Countries have to adapt to the newest tourism trends, in order to attract more tourists, which increases the country's wellbeing.

Balaguet and Cantavella-Jorda emphasized the point that tourism represents a powerful source of a country's income (Balaguer & Cantavella-Jorda, 2002). Additionally, Archer and Brian explained tourism as a tool to boost the country's economy, employment rates, GDP and foreign investments (Archer & Brian, 1995). As a consequence, it is the reason why countries tend to do everything possible to increase the numbers of tourists visiting each year. One can say that tourism is a great tool to improve the country's abundance; however, there are other opinions on that. The tourism industry also deteriorates countries from the inside, more specifically due to rising numbers of visitors, air and water pollution increases, deforestation takes place on a large scale, in order to provide further accommodation sites. According to Sunlu, tourism absorbs more natural resources than the environment can restore. A few factors named by are: water shortages, pollution levels urban and rural, deforestation and exploitation of nature's resources (Sunlu, 2003). Thereby, the tourism sector is destroying natural sites, agricultural lands, cultural and religious places. As an example of the cultural deterioration and how it can be commercialized, Bishop and Robinson underlined, that tourists can nowadays purchase Buddha icons and statues, for very little money without even knowing the real meaning of it. In many temples in Thailand, Buddha the protector, "... has to be protected from the tourists, which is done by placing a cage around the statues (Bishop & Robinson, 1998,

p.5).” The tourism sector has to review its actions before it is too late and the natural resources are destroyed.

This thesis’s goal is to highlight how the tourism sector has developed in third world and developing countries and which outcomes it brought upon countries. More specifically the impact of the tourism industry on the environment and cultural aspects will be researched and the benefits of eco-tourism will be investigated.

The data comparison will be conducted, in which the following three countries will be compared: Thailand, India and Myanmar. In the case of Thailand and India, where the tourism industry is further developed, the impact on the environment and culture will be investigated. Furthermore, relatively new environmental programs connected to ecotourism, which are being implemented will be researched. In the case of Myanmar, which is only at the beginning of developing its tourism sector, will be investigated in terms of ecologically friendly tourism.

1.2 Outline of thesis: Aim, research questions, hypothesis and limitations

In order to conduct the research, the researcher chose the main aim of the thesis to focus on the development of ecotourism in third world countries. Along with the main aim, secondary aims came. The researcher identified the following secondary aims for the thesis: identification of impacts, which tourism sector brings upon countries and the role of ecotourism in third world countries. Identification of impacts of tourism sector plays an important role, due to the fact that tourism helps third world countries to develop and it cannot be eliminated. Another secondary aim is identified as the economic importance of tourism for third world countries and its negative and positive impact on the environment. Finally, three third world countries: Thailand, India and Myanmar will be compared in a way that the researcher will identify the impact of tourism on their environments and culture.

The following research questions have been defined:

- What are tourism and ecotourism?
- What is the impact of ecotourism on the environment?
- What are the third world countries?

- What impact does tourism have on third world countries?
- How did the tourism sector help Thailand, India, and Myanmar to expand?
- How well is ecotourism developed in Thailand, India, and Myanmar?
- What is the impact of tourism on the environment of Thailand, India, and Myanmar?
- What type of ecotourism has been developed in Thailand, India, and Myanmar?

Hypothesis: Tourism has a negative impact on the environment of third world countries but ecotourism can help these countries to restore natural resources.

Limitations: This thesis has the following limitation, considering the research part. As one can see, that study is examining ecotourism practices in Thailand, India and Myanmar, however, the researcher herself is located in Vienna, Austria, therefore, data collection is limited, due to the location. Not less important to mention is the time limitation, which mean that the researcher has a finite amount of time, during which, the research has to be conducted, which influenced the number of the respondents. Once it comes to the online questionnaire itself, which the researcher used to collect answers from experts, some of the questions have grammatical mistakes, as well as two questions, repeat themselves.

1.3 Outline of thesis

In Chapter 1, the researcher describes her motivation and cognitive interest; aim, research questions, hypothesis and thesis's limitations. Once it comes to Chapter 2, the researcher defines the secondary data, which one can see in the literature review section. In there, the researcher explains the following: ecotourism, development of ecotourism in third world countries, comparison of Thailand, India and Myanmar. As for Chapter 3, the researcher explains the methodology, such as, which research method was chosen, the target sample as well as its size, the questionnaire methodology and introduces the experts. Chapter 4 is focused on summarizing and interpreting interviews, which were collected with help of questionnaires. After completing these activities, the researcher will check the findings with the literature review, which was previously carried out.

Chapter 5's aim is to drive the conclusion of the thesis. There, the reader could review the main findings of the thesis, as well as see whether the hypothesis was proven or not.

2. Literature Review

In order to discuss the problems of the prosperity of tourism in third world countries and the importance of tourism role in countries' development. Moreover, it is exceedingly essential to understand the role of ecotourism in third world countries. To start off the following terms have to be reviewed: tourism and its types; the impact of tourism on environment and culture; ecotourism; developing ecotourism in third world countries; third world countries.

2.1 Ecotourism

In order, to conduct the research, it is important to have a close look at such a term as ecotourism and understand its importance in the tourism world.

Over many centuries, the reason for a person to travel was to learn and observe something new about another nation, culture or country or to establish economic connections with a country.

2.1.1 Defining Tourism

McIntosh, Goeldner and Ritchie explained tourism as a movement somewhere outside of the residence due to the various reasons, such as leisure, health, religion, business meetings, sport and education (McIntosh, Goeldner & Ritchie, 1995). Not less important to mention is that as go2HR explained it, tourism is a flexible and dynamic industry, which has to adapt to the fast-changing needs and wants of its customers (go2HR n.d).” As mentioned above: the key to success is the customer’s satisfaction of his needs and wants, makes attraction operators, tourism destinations and other tourism industries to do everything possible in order to attract more visitors, which would result in a monetary benefit. Hundt states that international tourism turned into the most essential economic corporations worldwide (Hundt, 1996). Caroline, De Brine, Lehr and Wilde explained an important fact that tourism influences each country, and has a considerable influence on the developing economies (Caroline, De Brine, Lehr, & Wilde, 2007). Hindley, Smith and Mihalič once said that countries come to the help of tourism, in order to improve their comparative advantages as well as the use of tourism gives the destinations the opportunity to tie tourist money into various aspects, such as local economy, creation of jobs,

enhancement of the government tax and generation of the foreign exchange (Hindley & Smith, 1984; Mihalič 2002).

Tourism has a vast number of subgroups and the table №1: *Types of Tourism* demonstrates them.

Type of tourism	Definition
Adventure tourism	Type of tourism, which is popular among those, who are looking for exciting activities. (ex: rock climbing)
Birth tourism	Traveling to another country, in order to give a birth to a kid there.
Business tourism	Traveling to another place due to the business meeting, conference, training etc.
Culinary tourism	Traveling outside of your residence to another region/city/country, in order to taste local food.
Cultural tourism	Type of tourism, in which tourists visit cultural places of the specific place.
Dark tourism	Tourism, in which one visits places of dark past. (ex: Auschwitz)
Disaster tourism	Traveling to the places, which faced a disaster. (ex: tsunami at Patong beach, Phuket, Thailand)
Doom tourism	Visiting the places, which are under the threat. (ex: watch glaciers melt)
Drug tourism	Traveling to places, in order to purchase and consume drugs (ex: Amsterdam)
Ecotourism	Tourism, which attracts visitors with the beauty of nature, preservation of the environment and culture.
Genealogy tourism	One visits various countries, where his/her ancestors lived.
LGBT tourism	Visiting the “gay capitals” of the world. (ex: San Francisco, Berlin)
Medical tourism	Traveling to another city/country for medical purposes.
Nautical tourism	Merging holidays with in-water activities.
Religious tourism	Type of tourism, where one visits various countries due to the religious reason.
Sex tourism	Traveling to another destination, in order to purchase sex.
Slum tourism	Traveling to the places, where people live in poverty.
Space tourism	Traveling to space.

Sports tourism	Tourism, in which one travels to another destination due to the athletic reasons.
Virtual tourism	Traveling to various places through technology.
War tourism	Traveling to the former/current war cities or countries. (ex: Volgograd, Iraq).
Wellness tourism	Type of tourism, in which one travels due to the recreational reasons.

Table №1: Types of Tourism

Source: Vacayholics, 2018

One can see from the table №1 *Types of Tourism*, that there are various types of tourism for different needs and wants, which means that there is a specific type of tourism for a specific market segment.

2.1.2 Defining Ecotourism

Destinations are interested in attracting as many tourists as possible, in order to benefit from them. Economic growth plays a big and important role in a country's development. Even though tourism brings the various advantages to the countries, which were listed above, it also has disadvantages, which have a negative influence on the environment and culture. Therefore, countries consider eco-tourism, in order to reduce the damage. Ceballos and Lascurain, described ecotourism as the environmentally responsible type of tourism, which focuses mainly on enlightening travelers to visit the least popularized areas, mostly natural, in order to acknowledge the importance of nature and its enhancement, and help the local populations to benefit because of the touristic socioeconomic activities (Ceballos – Lascurain, 1996).

As it was mentioned above, ecotourism is considered as an environment-friendly type of tourism, which main goal is to acknowledge the significance of nature and its preservation because of the touristic socioeconomic activities (Ceballos – Lascurain, 1996).

Bringing it to the point, Honey has mentioned that that eco-tourism develops the moral efficiency towards the environment and the welfare of local people (Honey, 1999). Ecotourism is known to have various subtypes such as:

- **Green tourism** was described by Cairngorms National Park as tourism, which goal is to minimize the negative impact of the tourism industry as well as

preserve the environment, local residents, businesses and visitors (Cairngorns National Park, n.d).

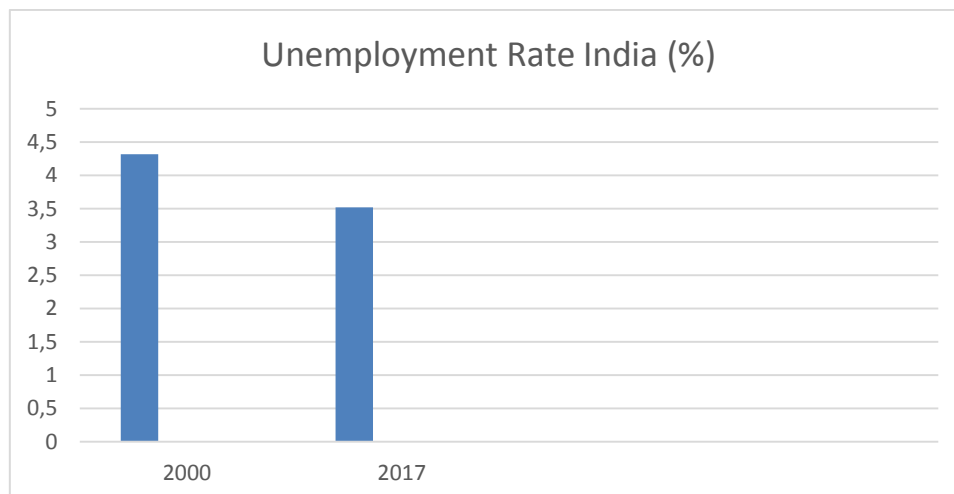
- **Cultural tourism** is mentioned by Silberberg as the type of tourism, in which the historical and cultural sides are highly appreciated by travellers (Silberberg, 1995).
- **Ethical tourism** is another subtype of ecotourism. Three of its main goals are social, economic and environmental equity. Not less important to mention is that ethical tourism also consists of needs of tourism's stakeholders, who in their turn should take responsibility for their behaviour and actions (Weeden, 2001).
- **Sustainable tourism** is considered to be one of the "way outs", which deals with the consequences of mass tourism. It underlines that tourism should not only satisfy the tourists' needs but as well as the needs of the locals and the environment (Weeden, 2001).

Many third world countries try boosting their economy by implementing various techniques, mostly by developing the tourism sector. However, along with economic development, which is highly demanded in third world countries, tourism is used as a powerful tool, in order to develop the well-being of a country.

2.1.3 Impact of tourism on the environment and culture

As it was mentioned above, tourism plays an important role in country's development. Balaguer and Cantavella-Jorda refer to tourism as one of the types of exports, due to the fact that it affects the balance of payments through foreign exchange earnings as well as it has a positive influence over the national economy (Balaguer & Cantavella-Jorda, 2002). One can see that a country's economy can benefit because of the tourism sector. Kim, Chen and Jang underline that hence the Taiwanese government saw the connection between economic development and tourism expansion. Its' main goal became to promote Taiwanese tourism internationally, so that Doubling Tourist Arrivals Plan (DTAP) came to life in 2002, and its main aim was to help to fortify Taiwanese economy (Kim, Chen & Jang, 2005).

As it was mentioned above, the tourism sector helps India not only to develop country's economy but also to decrease the unemployment rate. As YCharts underlines, in the year 2000 in India, the unemployment rate was 4.32%, however, in 2017 it decreased down to 3.52%. The graph below illustrates the decline in the unemployment rate in India.



Graph №1: Unemployment Rate India

Source: YCharts, 2018

Shiji underlines that due to the tourism industry, the total GDP increased by 2.2 % as well as the employment rate, which increased by 8.7% (Shiji, 2015). One can see that due to the tourism development, the unemployment rate tend to decrease, due to the fact that the demand on various services is higher and more labor force is required.

Not less important to mention is that the tourism sector also has influence over the country's imports and exports. Shan and Willson ran empirical research based on the Chinese tourism sector and its relation to trades. They state in their work that tourism development in the host country leads to the boost the import demand of goods and services. As an example, they provide foreign investments in tourism facilities as well as demand for the imported materials. However, tourism development not only influences imports but exports as well. Export earnings tend to grow because of service accounts of balance payments (Shan & Willson, 2001).

Before ecotourism is discussed in this thesis, one should understand the impact of tourism on the environment. Water shortages happen because of the swimming pools and golf courses on the hotels areas; pollution levels are increased due to the high number of touristic buses and airplanes; closure of Maya Bay (beach from the movie "The Beach") because of the littering (the Sun, 2018); sewage pollution is taking place because some of the properties do not install proper sewage systems, so that wastes end up in rivers, lakes, seas or oceans (Sunlu, 2003). Disadvantages of the tourism

sector, which are listed above, are a small “drop in the ocean”; more disadvantages are discussed further below.

2.2 Developing ecotourism in third world countries

There are 195 countries, which are located on the surface of Earth and could be categorized into three types: first world countries, second world countries, and third world countries.

As One World Nations Online reports there are countries, which faced a strong development throughout the centuries, would it be technological development, economic development, environmental development or other types of development (One Nations Online, 2018). According to the countries description by One World Online, first world countries are considered as most developed ones.

- First world countries are the countries, which are in the North Atlantic Treaty Organization nations, such as the United States, countries of Western Europe and Japan (Greene, 1980).
- Second world countries are the countries, which could be explained as the countries, which compose the Warsaw Pact nations. For instance, second world countries are in Eastern Europe and the former USSR (Greene, 1980).
- Third world countries are the countries are the postcolonial or developing countries (Russo, & Torres, 1991).

Figure №1 *First, Second and Third World Countries* demonstrates the location of the first, second and third world. One can see that the first world countries are Belgium, Spain, Netherlands, Turkey, Israel, France, Iceland, Canada, Germany, Italy, Norway, Turkey, Greece, Denmark, Portugal, UK, Luxembourg, Japan, Australia, Israel, South Korea and New Zealand. For the representation of the second world countries, one can think of Estonia, Armenia, Bosnia and Herzegovina, Croatia, Czech Republic, Georgia, Hungary, Kazakhstan, Latvia, Montenegro, Russia, Serbia, Ukraine, Moldova, Turkmenistan, China, North Korea, Angola, Benin, Albania, Yugoslavia and others (One World Nations Online, 2018). Figure №1 demonstrates the location of the first, second and third world countries. As for the third world countries, one can refer to Nepal, Vietnam, Myanmar, India, Maldives, Somalia, Thailand, Gambia, Mali, Ethiopia, Haiti, Bangladesh, Pakistan, Kenya etc (One World Nations Online, 2018).



Figure №1: First, Second and Third World Countries

Source: One World Nations Online, 2018

2.2.1 Third world countries

According to Russo and Torres, third world countries are the countries are the postcolonial or developing countries. Third world countries are located in Africa, Asia, and Latin America. The third world itself consists of countries, which are colonized, neo-colonized and decolonized and have a deformed political and economic structure, due to the colonial process (Russo, & Torres, 1991).

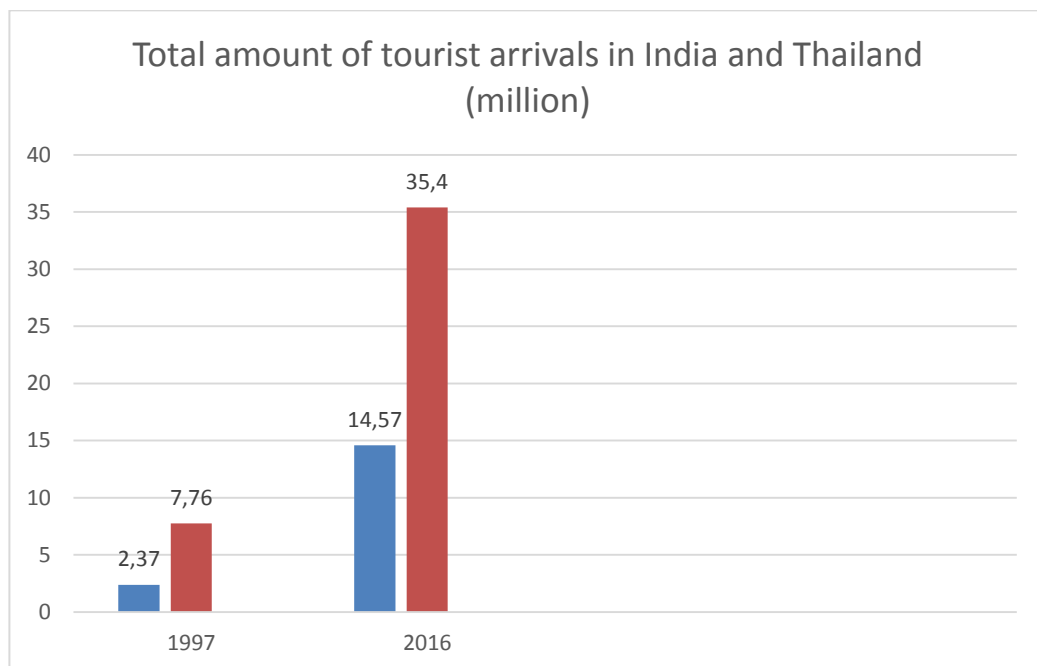
2.2.2 The rise in tourism numbers

As it was mentioned above, countries use numerous amount of tools, in order to boost their economy level, and one of the most used ones is tourism. Due to the tourism tool, countries become hosts to the big numbers of tourists and due to their arrivals, countries receive monetary compensations, such as international tourism revenue. In order, to get a deeper insight into tourism development, one should see the comparison of tourist arrivals data.

Chancharat provides valuable data in his article, which could give a broad overview of how tourist arrivals in Thailand changed throughout the years. As he stated in this work, Thailand has always been a great travel destination for business travelers and tourists from neighboring countries. Throughout the years, the number of tourist arrivals to Thailand drastically increased as well as the international tourism revenue

(Chancharat, 2011); the graph below is demonstrating how the tourist arrivals had changed throughout the years.

India also faced a strong increase in tourist arrivals. According to the Ministry of Tourism, Government of India, there is a drastic change in tourist arrivals, which results in the increase in six times between the years 1997 and 2016. The following results are demonstrated in Graph №2.



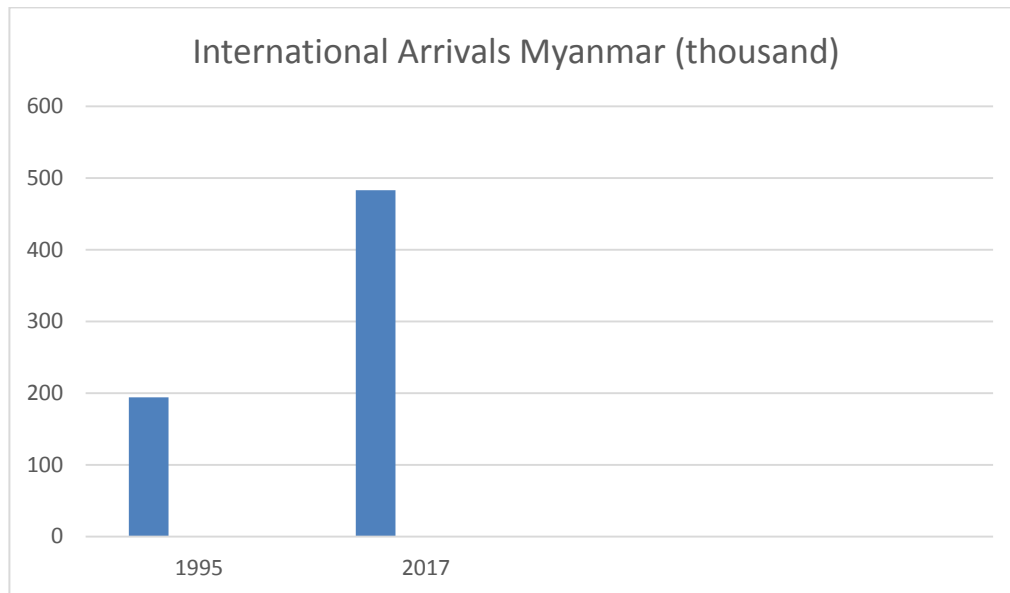
Graph №2: Total Amount of Tourist Arrivals in India

Source: Ministry of Tourism, Government of India, 1997-2011; India Tourism Statistics, 2017;

As Ministry of Tourism, Government of India reports, total arrivals in India in 1997 resulted in 2.37 million tourist arrivals, however after the development of tourism sector, in 2016, India became a host for 14.57 million of tourists from all over the world. One can see that in 1998, 7,76 million of tourists came in Thailand (Chancharat, 2011), however, after 19 years, the amount of tourists arrivals in Thailand increased in more than 5 times, resulting in 35,381,210 tourists (Ministry of Tourism and Sports, 2017).

Tourism is a good factor to boost the country's economy, create more job opportunities, and create more foreign investment opportunities and the Myanmar government chose this opportunity to improve the wellbeing of the

country. Graph №3: *International Arrivals Myanmar* shows the increase in international arrivals.



Graph №3: *International Arrivals Myanmar*

Source: Myanmar Business Today, 2018

The graph above demonstrates the findings of Myanmar Business Today. As it reports, in 1995, 194,000 visitors came to Myanmar, whereas in 2017 the number of visitors reached 483,784 (Myanmar Business Today, 2018), which demonstrated steady growth in the international arrivals to Myanmar.

2.3 Comparison of Thailand, India, and Myanmar

Thailand, India, and Myanmar remain in the status of the developing countries due for the further mentioned data. According to the CIA Fact Book:

- Thailand is taking the fourth rank worldwide due to its unemployment rate and is on the 16th place in the comparison of deaths caused by HIV/AIDS. Food or waterborne diseases, such as diarrhea are common in Thailand, along with vector borne diseases: dengue fever, Japanese encephalitis and malaria. Only 4.1% of GDP have the education. Moreover, Thailand has high air pollution along with water pollution, deforestation, illegal wildlife hunting and soil erosion.

- India has about 2.1 million people living with HIV/AIDS, which makes India a third country compared to the countries worldwide. Not less important to mention is that India has a very high degree of risk of major infectious diseases such as: hepatitis A and E, dengue fever, malaria, and rabies. Only 3.8% of Indian GDP are educated, however, has a low unemployment rate, which results in 10.1%. Not less important to mention is that the Indian environment suffers from overgrazing, deforestation, air and water pollution, increasing population and a finite amount of resources.
- Myanmar is struggling with education because only 0.8% of GDP have education, which makes Myanmar a 172nd country compared to other education wise and has a ratio of 1.6% of unemployment rate. 220,000 Myanmar people are living with AIDS/HIV and Myanmar is highly exposed to such diseases as bacterial and protozoal diarrhea, hepatitis A, dengue fever, Japanese encephalitis, malaria, leptospirosis, and rabies. Unfortunately, Myanmar environment also struggles with deforestation, pollution of air, water and soil as well as the excessive usage of natural resources.

Central Intelligence Agency the World Fact Book, 2018

As it is mentioned above, one can say that India, Thailand, and Myanmar collide with the description of the third world countries and could be counted as those.

In order, to gain deeper insight into the development of Thailand, India and Myanmar, one should use the comparison of statistics of tourism of those countries, so that one could see the differences in development.

Thailand, India and Myanmar have been developing over the years due to the tourism sector. These countries have experienced growth in a number of indexes, such as GDP, imports and exports, tourist arrivals, tourist expenditures, and many others. Table №2: *Comparison of Thailand, India, and Myanmar* shows the performance indicators of countries due to the developing tourism sector and foreign development.

	Thailand	India	Myanmar	Sources
GDP	403.6 billion \$	477.042 million \$	75.7 billion \$	Central Intelligence Agency the World Fact Book, 2018; Countryeconomy.com, 2017; GlobalFinance, 04.06.2018;
Tourist arrivals	35,381,210	10,000,000	483,784	Ministry of Tourism,n.d.; ThGlobalFinance, 04.06.2018;
Exports	\$228.2 billion\$	299.3 billion \$	10.07 billion \$	Myanmar Business Today, 2018 Central Intelligence Agency the World Fact Book, 2018;

Table № 2: Comparison of Thailand, India and Myanmar

2.3.1 Development of tourism in Thailand, India and Myanmar

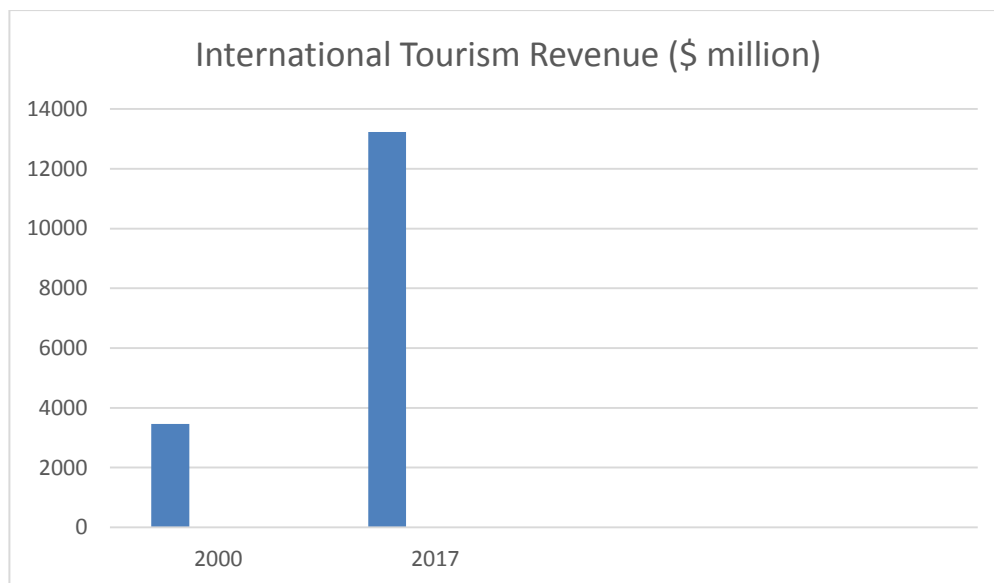
The amount of tourist arrivals is not the only indicator, which increased throughout the years. International tourism revenue in Thailand also had faced big and positive changes (Chancharat, 2011). The graph beneath is displaying the changes.



Graph №4: International Tourism Revenue in Thailand
Source: Chancharat, 2011; Tourism Authority of Thailand, 2017

One can see that in 1998, international tourism revenue added up to 242,177 million \$ (Chancharat, 2011). After 19 years, international tourism revenue shows that tourists spent over 50 billion \$ in 2017 (Tourism Authority of Thailand, 2017).

Not less important to mention is that India's international tourism revenue also increased throughout the years. As Bhava underlines, there was a severe increase in between years 2000 and 2017, one can see the growth, which is demonstrated in a graph below (Bhava, 2017).



Graph №5: International Tourism Revenue in India

Source: Ministry of Tourism, Government of India, 2017

According to Ministry of Tourism, Government of India, in 2000, international tourism revenue in India resulted in 3460 million \$, however in 2017 international tourism revenue in India emerged all way up to 13230 million \$ (Ministry of Tourism, Government of India).

As Ceic reveals, Myanmar experienced a tremendous increase in international tourism revenue from the year 2006 up to 2017 (Ceic, 2018). Graph №6 demonstrates the increase.



Graph №6: *International Tourism Revenue in Myanmar*
Source: Ceic, 2018

According to the graph above, one can see a colossal growth in international tourism revenue in Myanmar. As Ceic underlines, in 2006, international tourism revenue was equal to 164 \$ million, however, in 2017 this number grew in twelve times, which results in revenue of 1969 \$ million (Ceic, 2018).

2.3.2 Eco-tourism in Thailand, India, and Myanmar

Statistical data of Thailand

Thailand shares the land borders with Laos, Malaysia, Cambodia, and Myanmar, with the country’s capital Bangkok, and is a popular destination for the visitors from the neighboring countries. The map below demonstrates the geographical location of Thailand.



Figure №2: *Geographical location of Thailand*

Source: Lonely Planet, 2018

As it was mentioned above, Thailand became a beloved destination for various tourism sectors. One of the reasons for this is climate; Thailand attracts visitors with its warm sea, hot spring and summer days and warm rainy autumn. The table below is exhibiting the statistics of Thailand.

Total Area	513,120 sq km
Border Countries	Malaysia, Burma, Cambodia, Laos
Capital	Bangkok
Climate	Tropical
Population	68,414,135
Religions	Buddhist, Muslim Christian
Airports	101
Waterways	4,000 km
Currency	Bath; THB; ฿

Table №3: *Statistics of Thailand*

Central Intelligence Agency the World Fact book, 2018

As the Kingdom of the Netherlands reports, the strong growth rates make Thai market extremely appealing for the foreign investors and investments in the hotel industry. In the period 2017 – 2020, the total number of hotel rooms is expected to grow with of 5.4% per year and the number of hotels and establishments to rise to 15.571 (Kingdom of the Netherlands, 2017).

Statistical data of India

India is located in Southern Asia and shares its borders with the following countries: Pakistan, Bangladesh, China, Nepal, Bhutan and Myanmar. The map below demonstrates the geographical location of India.



Figure №3: Map of India

Source: CIA, 2018

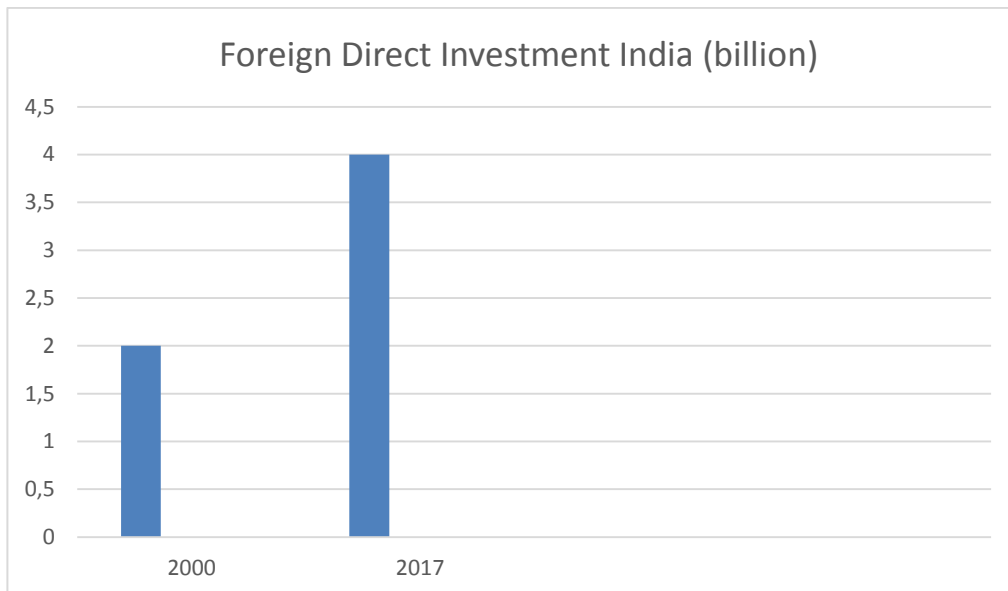
India attracts tourists with its warm tropical climate, Indian ocean beaches and forests, mountains and plains. The table below demonstrates various statistics of India.

Total Area	3,287,263 sq
Border Countries	Bhutan, Myanmar, Pakistan, Bangladesh, China, Nepal
Capital	New Delhi
Climate	Tropical monsoon, temperate
Population	1,296,836,042
Religions	Hindu, Sikh, Christian, Muslim
Airports	346
Waterways	14,500 km
Currency	Rupee; INR; ₹

Table №4: Statistics of India

Source: CIA, 2018

Hindley and Smith stated that like any other country, India is using tourism, in order to boost its economy, increase the foreign investments, and raise employment (Hindley & Smith, 1984; Mihalič 2002). The graph below demonstrates the significant growth in foreign investments.



Graph №7: Foreign Direct Investments in India

Source: Government of India, 2018

In Graph №7: *Foreign Direct Investments in India* one can see the reports of Government of India; in 2000, foreign direct investments constituted 2378.68 \$ million and in 2017, FDI resulted in 43478.27 \$ million (Government of India, 2018).

However, tourism does not bring only beneficial factors. “Tourism may have a positive economic impact on the balance of payments, on employment, and on gross income and production, but it may also have negative effects, particularly on the environment (Creaco and Querini, 2003).” As the demand increases, more resources have to be used. More and more tourists are coming to visit India, which means that more construction works have to take place, in order to provide various types of accommodations for different tastes and preferences.

India and Thailand have gained their market recognition and are one of the most popular vacation destinations for people from all around the world. Myanmar is not

as developed in terms of tourism as Thailand and India are however; it is already facing some major environmental issues.

Statistical data of Myanmar

Myanmar, which was previously known as Burma, is located in Southeastern Asia and shares its land borders with India, Bangladesh, Laos, Thailand, and China. Figure №4 demonstrates the geographical location of Myanmar.



Figure №4: Geographical location of Myanmar

Source: CIA, 2018

Myanmar is a very diverse country with a diverse nature, which attracts tourists; it has virgin and undeveloped beaches, numerous amounts of islands, mountains plains and friendly locals. Table №5 illustrates statistics of Myanmar.

Total Area	676,578 sq km
Border Countries	China, India, Bangladesh, Thailand, Laos
Capital	Rangoon
Climate	Tropical monsoon;
Population	55,622,506

Religions	Buddhist; Muslim; Hindu; Christianity
Airports	64
Waterways	12,800 km
Currency	Burmese kyat; MMK; K;

Table №5: Statistics of Myanmar

Source: CIA, 2018

As facts and details underline, Myanmar is still the undeveloped country, even though it is on its development path. Most of the citizens of Myanmar cannot afford an automobile purchase, which results in an insignificant amount of vehicles (Facts and Details, 2013).

2.3.3 Environmental Impact of Tourism in Thailand, India, and Myanmar

As it was mentioned before, one can see that tourism not only positively influences countries' economic and political wellbeing but also brings disadvantages with it. Unfortunately, Thailand, India, and Myanmar could not avoid disadvantages either. As Sunlu underlines, tourism becomes more harmful for the environment when the amount of visitors is higher than the environmental capacity to provide enough resources, in order to satisfy their needs. When the amount of tourists exceeds the environmental capacity and environmental ability to restore its resources, tourism can bring different negative aspects and the most common are: increased air pollution, loss of the natural habitat, soil erosion, endangered or extinct species and other factors (Sunlu, 2003).

Thailand

Due to the high number of tourists in the country, the Thai environment is under danger. There are various subtypes of tourism, and all of them bring their impact on Thai people and ecology.

As Environmental Health Perspectives says in its article, already in 2011 air pollution outpaced both annual and 24-hr national standards. Nevertheless, air pollution is not the only environmental issue (Environmental Health Perspectives, 2011). Cheevaporn

and Menasveta, discussed water pollution in their work; In Thailand, most of the natural waterways serve as sewerage for domestic and industrial wastewater. Untreated wastewater discharged directly and indirectly into the waterways is the most serious problem of the country. It pollutes the water, causes the deaths of marine creatures and is an excellent environment for the diseases (Cheevaporn & Menasveta, 2003). However, by seeing how much the environment gets deteriorated by tourism development, Thailand has created a program for the pollution control. As Cheevaporn and Menasveta, stated in their work, Thailand has implemented a program of marine pollution control (Cheevaporn & Menasveta, 2003).

Hirsch noted in his work that deforestation cannot be explained by only one factor. One of the reasons is the expansion of the agricultural economy via an increase in the area under cultivation, mostly at the expense of forest. Another reason is the accessibility, as Thailand receives more and more visitors every year, it tries to increase the accessibility, by building more roads by the destruction of forests (Hirsch, 1987).

Cohen described in his work how harmful to the environment excursions could be. Klang Amphawa is a tiny town with lamphu trees, which are the habitat to thousands of fireflies. During the weekends Klang Amphawa is converted into a popular destination of thousands of tourists. At night guests are transported on boats to the places, where they can enjoy the firefly sighting. Not less important to mention is that due to the high number of tourist arrivals, the “floating” market is also happening during the weekends, in order to satisfy tourists. However, there were the adversaries to these excursions, due to the fact that, tourists would disturb the night’s calmness and lives of the citizens of Klang Amphawa. This was the reason why the opponents cut down a fair amount of lamphu trees to show their protest (Cohen, 2009). However, Thailand is facing other disadvantages, which were brought with the tourism development. One can see them, demonstrated below:

- **Sex tourism.** Sex tourism is a big issue in Thailand, in terms of health and ethical question. According to Enloe, sex tourism is assigned to travelers, who travel to other destinations in order to receive sexual service (Enloe, 1989). Not less important to mention is that as Bishop and Robinson mentioned in their work, the age of the “sexual” employees can be underage, while his/her partner could be twice as old. Not less important to mention is that virginity

is a highly valued “feature” due to the fact that it means that the girl is young and according to some Asian customs, “deflowering a virgin increases virility”; which are the reasons why customers are willing to pay way more than the usual price (Bishop & Robinson, 1998).

- **Health.** As for the health part, because of the sex trade, AIDS entered the country. “Transmission of AIDS was, at first, mainly via the sex trade and among drug users, and by 1997 there were an estimated 800,000 people in Thailand infected with HIV, the vast majority being commercial sex workers and their clients (UNAIDS, 1997)”. Bishops stated that after the test program, which was run by the Public Health Ministry, 200,000 to 400,000 Thais are infected with HIV viruses (Bishop & Robinson, 1998). According to Central Intelligence Agency the World Fact book, number of people, who are living with HIV/AIDS, equals to 450,000 (2016), and puts Thailand on the 16th place on the worldwide HIV rank (Central Intelligence Agency the World Fact book, 2018).
- **Animals in tourism.** Equally important is to mention animal abuse due to the increasing number of tourists. As Marken explained in his work, there is only 3700 wild elephants in Thailand’s national parks and sanctuaries. Rest of the elephants turned into the unusual experience for the tourists by driving them on their backs and performing tricks. If no law appears, which could protect elephants, there is a high percent chance that elephants will stop their existence on the Thai land (Marken, 2015). Cohen reported that animals’ habitats are getting destroyed, which leads to the threat of extinction. Not less important to mention, is that the zoos do not provide all of the required characteristics, in order to maintain a comfortable and not harmful stay of the animal. PATA Zoo is a bright example, which is located in Thonburi, Thailand, due to the fact that it has poor conditions for the animals, which are kept in there Cohen, E. (2009).

India

The increase in tourists makes the hotel industry grow bigger, which results in the construction of all sorts of accommodations. As a matter of fact, as Cheevaporn and Menasveta note in their work, a sewage system should be constructed and installed, due to the regulations but many of the hotels neglect these regulations, especially the resort hotels, which are located on the seaside, lake or a coastal area and construct their sewage outfall straight into the water, which results in the water pollution (Cheevaporn & Menasveta, 2003). NUMBEO reports that Indian’s pollution rate is 75.89 (NUMBEO, 2018). The Times of India underlines that in year 2015, New Delhi got the pollution level of 268 $\mu\text{g}/\text{m}^3$, which is 4.5 times higher than the National Ambient Air Quality Standards (NAAQS) annual limit set. Moreover, from October to February 2015, air pollution level reached 500 $\mu\text{g}/\text{m}^3$ (The Times of India, 2017).

These horrifying results show that air pollution in India is at a dangerous level and with more tourists coming it becomes worse due to the increased number of transportation vehicles.

Since international tourist arrivals in India are increasing, culture and traditions of India are jeopardized as well. As Pratheep, mentioned in his work, one of the most negative effects tourism brought on Indian culture was the transformation and devaluation of religion, further, the more tourists visit a place, the higher chance it is for the place to lose its identity (Pratheep, 2016). Hence, there is an enormous demand on customs and cultural events, Indians set the cultural events at such time, so that the time would be more suitable for tourists, which makes the traditions and customs lose its real and true value. Not less important to mention is the growing numbers of tourists, who come to India for the religious and cultural experience, create the experience economy. Pine and Gilmore, stated that in the experience economy, experiences drive the economy and therefore produce much of the base demand for various goods and services, which pushes the industries to forget about their own beliefs and moral values as well as the country's, in order to generate more profit (Pine and Gilmore, 1999). As it was discussed above, India endures damages from the development of tourism industry as Strategic Government Advisory, 2017 reports, in order to prevent the further cultural and environmental deterioration, the Ministry of Tourism launched the Sustainable Tourism Criteria, which is the environmental control program (Strategic Government Advisory, 2017). However, it is the matter of time when India's environment and culture could fully recover from the damage.

When it comes to Myanmar, NUMBEO reports that it is already ranked to be the first country with the highest air pollution index in the world (NUMBEO, 2018). One can see that even by having a small increase in tourist arrivals as well as transportation vehicles, air pollution index is one of the highest, which means that Myanmar has to take a close look to its air pollution and do everything, in order to decrease pollution level. As is it underlined by facts and details, Myanmar is a very biodiverse country; it is a haven for 1,300 bird species, 35 extinct species, 18 endemic threatened mammals as well as to various mammals, such as the leaf deer, saola, the Annamite striped rabbit and many others (Facts and Details, 2013). Such a wide variety of threatened

animals found their home in Myanmar, however, more of the animals, which were listed above, might go extinct due to the environmental issues, which Myanmar is facing nowadays. According to IndexMundi, Myanmar is facing environmental issues, such as:

- Deforestation;
- Lack of fresh water;
- Acid rains

IndexMundi, 2018

2.3.4 What the countries are doing to counteract the destruction

Even though countries care about their economic wellbeing, they also have to consider environmental aspects, due to the fact that the environmental resources are scarce. It is known to be important that every country has its' own way of dealing with tourism impacts.

Ecotourism has grown a lot in countries, which makes it a common tool for dealing with the consequences of the tourism sector. Little by little Thailand started implementing the aspects of ecotourism and environmental control. As Kontogeorgopoulos underlines, Phuket is one of the most developed provinces in Thailand and has highly crowded beaches, high-rise hotels, high air pollution, and water shortages. The idea that Phuket could be "destroyed" led to the development of various authentic and ecotourism tours. As a bright example, one could look at *Sea Canoe*, which was established by John Gray and his two Thai partners. The main purpose of *Sea Canoe* is the promotion of marine ecotourism to the mass, by organizing day trips to Ao Phangna, where tourists can enjoy tremendous Thai caves as well as day trips to some small islands. Figure №5 illustrates the location of Phangna province as well as small islands nearby such as Ko Yao Yai, Ko Yao Noi and others, which are also a popular destination among tourists. The figure below illustrates the location of various Thai provinces.

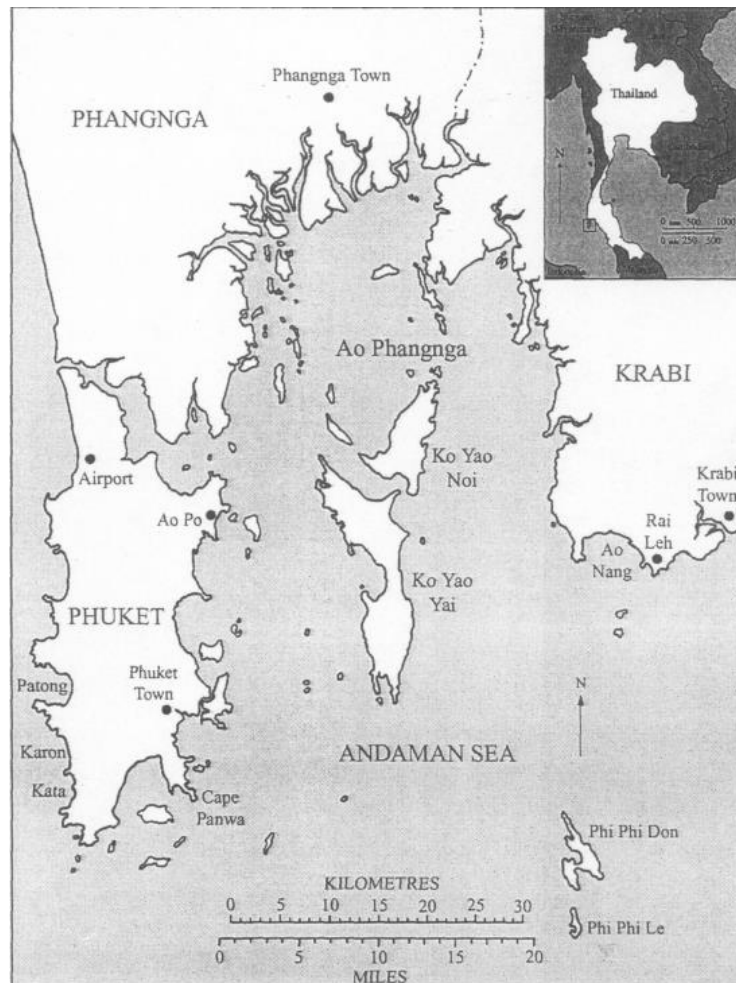


Figure №5: *The provinces of Thailand*

Source: Kontogeorgopoulos, 2005

Not less important to mention is that the *Sea Canoe* program was so successful that it received a number of awards, such as Gold Environment Award from the Pacific Asia Travel Association (PATA) (Kontogeorgopoulos, 2005).

India did not become an exception in terms of the implementation of ecotourism practices. Garrod and Wilson discuss in their work the preservation of marine parks and its importance. Marine parks are very essential for the environment, due to the fact that they become hosts for endangered species. The National Institute of Oceanography (NIO) in Goa made a proposal of the establishment of the marine park at Malvan, already in 1979. NIO's proposal was based on such facts as that the marine resources are highly disturbed by people. Another reason was that the marine resources were exploited by fishermen, who were living in fishing villages on the coast

of Malvan (Garrod & Wilson, 2003). Figure №6 demonstrates the location of Malvan marine park.

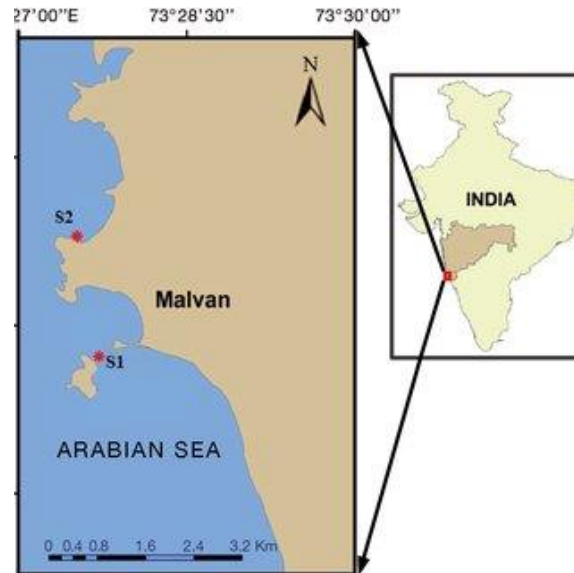


Figure №6: Malvan Marine Park

Source: ResearchGate, 2016

According to the figure above, one can see the location of Malvan Marine Park, which is situated between points S1 and S2.

Moreover, ecotourism is becoming more and more popular in India. Karmakar says that ecotourism is flourishing in East and West Bengal. The figure below demonstrate the location of West Bengal.



Figure №7: West Bengal

Source: WBIIIDC, n.d.

East Bengal is located in Pakistani province, which nowadays is Bangladesh (Cultural India, n.d). The figure below exhibits the location of Bangladesh.

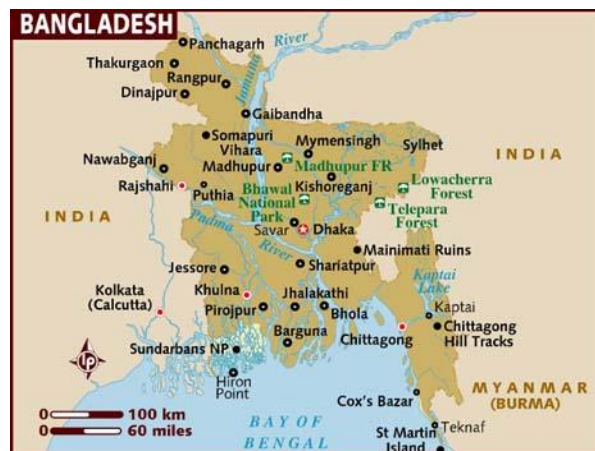


Figure №8: Geographical location of Bangladesh

Source: LonelyPlanet, 2018

Ecotourism is flourishing in such locations as Sandakphu, Lataguri, Kunjnagar, Mongpong, Rasikbeel, Jaldapara, Rajabhatkhawa, Kulik, Rupam Valley, Rasomati beel, Tekunia, Dakshin Khairbari, Kalimpong and in Red Panda Camp of Neora Valley National Park (Karmakar, 2010). The table below demonstrates growth in ecotourists arrivals.

Year	Kunajnagar	Lava	Lataguri	Rasikbeel	Mongpong	Kulik	Total no. of Eco tourists
2001-02	13854	18903	13576	1738	11560	1189	60820
2002-03	14080	20411	14225	2328	13281	1231	65556
2003-04	14350	20948	16579	1851	15382	1303	70413
2004-05	16065	23104	19791	1251	16530	1376	78117
2005-06	18530	24321	23514	1248	20105	1577	89295
2006-07	17340	25602	27730	1343	15356	1650	89021
2007-08	20121	21567	37631	2089	12209	1756	95373
Percentage growth rate of tourist inflow from 2001 to 08	45.24%	14.09%	177.19%	20.20%	5.61%	47.69%	56.81%

Table №6: *Tourists in eco-destinations of India*

Source: Karmakar, 2010

In order to continue developing the tourism industry in Myanmar but without cultural or environmental deterioration, the Myanmar Master Tourism Plan was created. Eleven states that in 2012, the Myanmar Master Tourism Plan was introduced and which goal is to attract 7.48 million visitors by 2020 (Eleven, 2015). Republic of the Union of Myanmar Responsible Tourism Policy homepage represents the nine aims of the Myanmar Master Tourism Plan, which are:

- tourism is a national priority sector;
- broad-based local social-economic development;
- maintain cultural diversity and authenticity;
- conservation and enhancement of the environment;
- compete on product richness, diversity, and quality – not just price;
- ensure health, safety and security of our visitors;
- institutional strengthening to manage tourism;
- well trained and rewarded workforce;
- minimizing unethical practices

Republic of the Union of Myanmar Responsible Tourism Policy n.d

It seems like a perfectly structured plan, where the government cares not only about the well-being of its people and country but also the environment. However, the Myanmar Master Tourism Plan has an inconsistency. Conservation and enhancement of the environment have six different aspects and each of them has its own priority. Table №7 demonstrates all of the action points, including their priority status.

Action Points	Priority
Ensure the tourism sector manages the use of energy more effectively.	High
Train local guides to enable visitors to appreciate natural heritage and protected areas.	High
Ensure the tourism sector improves waste management and reduces waste and over-consumption.	Medium
Monitor water supplies and where necessary, take pre-emptive action to reduce consumption.	Medium
Support the establishment and improvement of the management of protected areas – terrestrial and marine	Medium
Create awareness about the value of natural resources among the local people and visitors.	Low

Table №7: Conservation and Enhancement of the environment

Source: Republic of the Union of Myanmar Responsible Tourism Policy n.d

It is highly important to create awareness about the importance of natural resources among the locals and visitors, due to the fact that all of the natural resources are scarce. As it was demonstrated in the example with Thailand, due to not valuing the natural sources, the industrial and sewage water goes directly into the natural waterways. As for India, deforestation is a big issue, due to the fact that locals need the land to expand their agricultural fields and build roads for better accessibility, which could be experienced by visitors.

One can see that even the Myanmar Master Tourism Plan has inconsistencies, concerning the conservation and enhancement of the environmental aspect; even though its main focus is to preserve and make sure that the environment will not be damaged due to the growth of the tourism industry. One environmental aspect cannot be prioritized more than another, because the environment fully depends on the wellbeing of all of its aspects and once one goes wrong, the entire ecosystem is damaged.

One can see that Thailand, India, and Myanmar started working on the development of ecotourism a long time ago, however, there is more to be done because the destruction rate is enormous.

3 Methodology

For this research, the research problem was found, while the preliminary literature review was conducted.

The following section is going to describe how the thesis was structured. The table below demonstrates the format.

Step 1.	<ul style="list-style-type: none"> • Determination of topic and aim • Structure of the research questions and hypothesis
Step 2.	<ul style="list-style-type: none"> • Literature Review
Step 3.	<ul style="list-style-type: none"> • Formation of the survey • Collection of the responses
Step 4.	<ul style="list-style-type: none"> • Analysis and transformation of the responses into the valuable information
Step 5.	<ul style="list-style-type: none"> • Conclusion of thesis

Table №8: *Structure of thesis*

The research problem was found, while the preliminary literature review was conducted. The formation of the survey assisted the researcher a more structured collection of the expert responses. In order, to gain valuable insight into the topic of ecotourism in third world countries, the analysis and transformation of the responses into valuable information were conducted.

3.1 Aim

The aim of the following research is to investigate eco-tourism development in third world countries. Because it would break the mold of the bachelor thesis, the researcher will focus on the following three countries: Thailand, India, and Myanmar.

3.2 Research Design

In order to conduct the research, a research method should be chosen, in turn, to gather as much information as possible. There is a wide range of research types such as applied research, basic research, normal and revolutionary researches, quantitative and qualitative methods. As Rajasekar explained, quantitative research is a type of research, which is:

- Having its results based on the measurements and appear as a set of numbers;
- Investigating *what, where* and *when* of decision-making;
- Conclusive

Rajasekar, 2013

When it comes to qualitative research characteristics, Rajasekar explains it the following way:

- It is descriptive and non-numerical;
- It is exploratory;
- Its' aim is the gather meaningful insight, analyze the feelings and describe a situation

Rajasekar, 2013

This study will be conducted, using the mixed method. According to Tashakkor, the mixed method consists of the elements of quantitative research and qualitative research (Tashakkor, 1998). The researcher chose this method for the following reasons: the interviewees are asked to provide their answers to the open-ended questions, gathers a deep insight into one's opinion, boosts up the generalizability of results, as well as gather some numerical insights.

According to the mixed method theory, the researcher will set up questionnaires, which will be distributed on the Internet platform, such as electronic mail, in order to collect responses. It is especially important to choose the right type of the questionnaire, due to the fact that, hence, various data from different countries will be obtained, it would demonstrate, what importance for different nationalities, the environment and culture bring.

As it is reported by Research Methodology, there are two types of questionnaires: quantitative and qualitative. Quantitative questionnaires consist of graphs, bars and other types of questions, in order to obtain numerical answers. However, as for the qualitative questionnaires, they consist of the open-ended questions, in order to collect a meaningful insight. Hence, for a standard business dissertation the sufficient amount of questions in the questionnaire is 25 – 40 questions, the researcher came up with 23 questions. Moreover, there are various ways of the questionnaire distribution, such as:

- Computer questionnaire: respondent are asked to complete a questionnaire, which is sent online;
- Telephone questionnaire: the researcher visits the respondents' houses and workplaces, to collect responses;
- Mail questionnaire: the researcher sends questionnaires to the respondents via post;

Research Methodology, 2018

For this research, the computer questionnaire was chosen, due to the location of the respondents and their time zone.

Not less important to mention, is that there are various types of questions, which questionnaire can consist of. As it is said by Government of Canada, there are:

- Close-ended questions
- Likert type scales;
- Close-ended questions;
- Multiple choice questions;
- Rank order comparison
- Open-ended questions;

The researcher chose the following types of questions: open-ended questions because these types of questions ask the participants to provide their own opinion about a specific situation and multiple choice questions, which demand the respondent to choose one of the offered answers (Government of Canada, 2018). One can see that in the literature review part, the researcher provided many topics to demonstrate various perspectives; this served to be the reason that questions were based on the literature review.

According to Taylor, 2016, who referred to Brewer, Hunter and Patton, the qualitative method consists of interviewing participants, observation of them and other methods, which could deliver descriptive data (Taylor, 2016,). With regard to the qualitative research, the researcher has conducted extensive literature research, a case study on Thailand, India, and Myanmar, and expert interviews to cross-check the data gathered from the survey. "Conducting expert interviews can serve to shorten time-consuming data gathering processes, particularly if the experts are seen as "crystallization points" for practical insider knowledge and are interviewed as surrogates for a wider circle of players (Bogner, Littig & Menz, 2009, p.2)."

Once it comes to the research design, it was formed the following way. The researcher chose such countries as Thailand, India, and Myanmar to represent the third world countries along with the following factors. First, on the example of these countries, the researcher looked closer into the current development of the tourism sector in third world countries. Moreover, the researcher got an insight into the various challenges, which countries' environment and culture are facing, such as sex tourism, animal abuse, and the population's health issues along with cultural deterioration. However, apart from that, a meaningful acumen was reached into different ecotourism practices and policies, which countries implement, in order to balance down the deterioration, which the tourism sector brings; for instance: Sea Canoe Program in Thailand, Marine Preservation Park at Malvan in India, ecotourism practices in West Bengal and Myanmar Master Tourism Plan.

3.3 Unit of analysis

In order to conduct the analysis, various processes were made. In order to conduct the research, the researcher had to identify the unit of analysis. As it is reported by Social Research Methods, there are five types of unit analysis:

- Individuals
- Groups
- Social Interactions (arrests, divorces)
- Artifacts (articles, books)
- Geographical Unit (state, town)

Web Center of Social Research Methods, n.d.

For this research, individuals are the unit of analysis, due to the fact that individuals are the experts in various ecotourism fields and with their help; the researcher is able to gain a deeper insight into the ecotourism development of third world countries.

3.4 Participants

In order to get a deeper insight into the ecotourism practices in countries, expert interviews with different experts in various fields. To collect the responses from the experts, the researcher created a survey with 23 questions, which helped the researcher to gather primary information. The researcher sent 35 emails to the various respondents, who represented different companies and organizations, such

as the Pollution Department of India, Thailand and Myanmar; the Forest Department of Thailand and India; Turtle Sanctuary in Thailand; Elephant Sanctuary in India; Bird Watching parks in India and Myanmar; Lonely Planet representative in Thailand, India and Myanmar and many others. The researcher got seven responses from them.

3.5 Selection criteria

There was a selection criteria, due to the fact that the researcher sent out the emails to every representative, she could find online, who works in the ecotourism field, in order to obtain various perspectives.

Due to what was mentioned above, the interviews were conducted on the online platform with the help of questionnaires. All of the questionnaires consist of the same 23 questions. With the help of the questionnaire, the researcher gathered soft information, such as gender, age highest educational level and current position in the organization of the participants. However, apart from that the experts were asked to express their personal opinion about different topics, for instance, they were asked to:

- Indicate how has tourism development assisted the development of their country;
- State one advantage and one disadvantage, which their organization faced, during the tourism development;
- Indicate personal opinion about how important it is to look after the natural resources;
- Illustrate what their organization, city and country do to be environmentally friendly;

3.6 Reflections concerning the questionnaire

For the survey, the researcher came up with 23 various questions, which were the same for all of the respondents, and which served him a purpose to collect soft and hard information from the participants. As for the soft information, participants had to indicate their age, gender, the, highest level of education along with the length of their work at the organization. As for the hard information, participants had to indicate their personal opinion about tourism, ecotourism, and many other aspects. The section below is demonstrating the evaluation of the questionnaire.

3.7 Evaluation and Interpretation of the Questionnaire

Question	Reflection
<p><i>“What is your gender?” “How old are you?”</i></p> <p><i>“What is your highest educational level?” “What is your current position in the organization?”</i></p> <p><i>“How long have you been working for the company?”</i></p>	<p>These questions were asked, in order to gather personal data and objective measure, which is not influenced by the personal opinion of the respondents. Question about the current position of the participants is aimed on assuring that the participant works in the ecotourism field.</p>
<p><i>“How has tourism development assisted the development of your organization, city, and country?”</i></p>	<p>This question’s aim was to understand personal opinion about the development of the tourism sector and its influence on one’s organization, city or country.</p>
<p><i>“How much has international arrivals increased in the past 10 years?”</i></p>	<p>The researcher aimed to gather some deeper insight into the boost of the tourist arrivals.</p>
<p><i>“Could you state one advantage and one disadvantage, which your organization faced due to the tourism development?” “Could you state one advantage and one disadvantage, which your city faced due to the tourism development?” “Could you state one advantage and one disadvantage, which your country faced due to the tourism development?”</i></p>	<p>These questions’ aim was to drive the participants to the expression of their personal opinion about how their organization, city and country benefits from the development of tourism factor, as well as how tourism factor deteriorates and causes troubles to their organization, city, and country, due to the fact that there is a difference in development.</p>
<p><i>“Are you aware of ecotourism?” “How important you think it is to look after the environment?” “Do you think it is important to look after the natural resources in your country?”</i></p>	<p>These questions were focused on understanding personal opinion about the importance of ecotourism in one’s life.</p>
<p><i>“What does your organization do to be environmentally friendly?” “What does your city do to be environmentally friendly?” “What does your country do to be environmentally friendly?” “What does your city do to be environment friendly?” “What does your country do to be environment friendly?”</i></p>	<p>These questions helped participants to express their personal opinion about what their organization, city and country do, in order to help environmental preservation. It is important to see the difference in between development, due to the fact that the city might be doing</p>

	ecotourism practices, however, the entire country does not and vice versa.
<i>“Do you think that development of tourism sector has impacted your country negatively or positively?”</i>	Participants had an opportunity to express their opinion about positive or negative development of their country, due to the tourism sector, due to the fact that the researcher’s opinion could be biased.
<i>“If you are of the opinion that tourism development has affected your country negatively, how long would it take to recover from its affects?”</i>	This question asked participants to indicate their thoughts on how many years will it take their country to fully recover the negative aspects of tourism development.
<i>“How well is ecotourism developed in your city?”</i> <i>“How well is ecotourism developed in your country?”</i>	There are many secondary data sources, where authors spoke how well ecotourism is developed in the before-mentioned countries, however, these questions gave participants a chance to express their personal point of view, on how well is ecotourism developed.
<i>“Do you have a positive example of ecotourism in your country that you would like to share?”</i>	Participants had to indicate a positive and most, in their opinion, successful example of ecotourism practice in their country.

Table №9: Purpose of the Questionnaire

4 Evaluation and Interpretation of questionnaires

4.1 Participants

In order to conduct the research, the researcher had to contact various representatives of ecotourism boards. Since the questionnaire is anonymous, the researcher did not collect any names, however, he collected all of the information, which was mentioned above.

In order, to introduce participants, the following table shows statistical data of the participants: gender, age, position in the organization and location (Thailand, India or Myanmar). The table below represents the findings.

Participant no.	Gender	Age	Current position	Years of work in the organization
1	Male	55-64	Deputy Director and Head, Myanmar Seed Bank, Department of Agricultural Research, Ministry of Agriculture, Livestock and Irrigation, Myanmar	10+ years
2	Male	35-44	Founder and Managing Partner of GoingWild LLP; Bird Watching Tour Operator from India, Nepal and Bhutan	6-9 years
3	Male	25-34	Managing Partner	6-9 years
4	Female	25-34	Staff Officer, Nature and Wildlife Conservation Division, Myanmar	6-9 years
5	Female	45-54	100 Turtles Marine Waste Project, Thailand	2-5 years
6	Male	35-44	Trash Hero Organization Manager Assistant, Bangkok, Thailand	2-5 years
7	Male	45-54	Karnataka Ecotourism Development Board (KEDB), India	2-5 years

Table №10: Participants

According to the table above, one can see that the age structure is that most people, who are 35 years old and above are working in the ecotourism field. Two participants were from Thailand, the other two were from India, and another two were from Myanmar. All of the participants were experts in various ecotourism fields. 42.9% of the participants worked for their organizations for 6-9 years, 14.3% worked for 2-5 years and those, who worked for 10 and more years in the organization, resulted in 42.9% as well.

However, one of the participants did not state the country of his/her origin, nor his/her position in the organization, therefore, the researcher cannot analyze this participant's answers due to the fact that she does not know whether the participant is an expert in ecotourism field.

4.2 Summary and interpretation of questionnaires

As it was mentioned above, participants were anonymously asked to respond to 23 questions, which helped the researcher to gather soft information about the participants along with obtaining a deeper insight into the ecotourism topic. The table below illustrates questions and participants' responds.

Question №6: How has tourism development, assisted the development of your organization/ city/ country?

Respondents number	Respondents answer
1	Ecotourism is more or less related to my work since I am working on plant genetic resources (PGRs) conservation and sustainable utilization, exploration and collection of PGRs and their wild relatives, Ethnobotanical survey, etc. Rural area in Myanmar is quite attractive to many tourists
2	Tourism Development should be done by the participation of local, domestic and international stakeholders. Every individual from all social strata plays important role. Be it a farmer, an wildlife photographer, a field biologist, tourism department and its beneficiaries etc. Participation of all makes a sustainable model and healthy atmosphere to work with.
3	Good
4	Tourism is a national priority sector. Tourism is an income generator for Myanmar as it helps to provide employment and enhance business opportunities.

5	Good. Many people visit us; More work opportunities
6	It attract many tourists; good for economy and people
7	more visitors come to us...

Table №11: Responses for question №6

From the table above, one can see that all of the respondents indicated that tourism development helped their organization, city or country to develop; many stated that tourism is a good tool for the economy and employment rate boost. For instance, respondents №4 and №5 indicated that tourism not only generates income but also provides employment. One can see the connection between the response №4 and №5 and what was previously stated by Shiji: due to the tourism industry, employment rate increased by 8.7% (Shiji, 2015). Not less important to mention is that respondent №4 mentioned that tourism is a national priority sector. One could recall the first aim of the Myanmar Master Tourism Plan, which says that tourism is a national priority sector (Republic of the Union of Myanmar Responsible Tourism Policy, n.d).

One can say that from the first glance it looks like all of the respondents are satisfied with the development of the tourism sector, however, one should have a closer look at the responses. From the table №10, respondent №1 worked the longest in his organization, which is more than 10 years. He provides the answer, which is related to ecotourism and the nature of its activities, such as sustainable utilization. By doing so, respondent №1 gives a small insight into tourism development and its consequences. Once it comes to respondent №2, who also worked in his organization for a long period of time, he emphasized that tourism development should be done within a sustainable model, in order to have successful and beneficial outcomes for everyone. As for respondent №4, she stated that tourism is a national priority sector. One may assume that this privilege is endorsed by the governmental authorities, without explaining the outcomes of it.

Question №7: How much has international arrivals increased in the past 10 years?

Respondents number	Respondent answer
1	I am not sure but you can visit Myanmar Tourism Pages.
2	By 2 times
3	I don't know
4	International arrivals was increasing, 10 times higher than the last ten years.
5	No idea
6	I do not know
7	I don't know...

Table №12: Responses for question №7

As for question №7, researcher aimed at gathering a deeper insight into the boost of international arrivals, however, only respondents №2 and №4 gave specific answers. Respondent №2, who works in India, stated that in the past 10 years, international arrivals increased by two times. Nonetheless, as it is mentioned above by Ministry of Tourism, Government of India, total arrivals in India in 1997 resulted in 2.37 million tourist arrivals, and in 2016, India became a host for 14.57 million tourists from all over the world (Ministry of Tourism, Government of India, 2017), which means that international tourist arrivals increased by six times. As for the respondent №4, who works in Myanmar, she indicated that international tourist arrivals increased by 10 times. However, Myanmar Business Today, reports other data. One could recall that in 1995, 194,000 visitors came to Myanmar, whereas in 2017 the number of visitors reached 483,784 (Myanmar Business Today, 2017), which illustrates the growth of international arrivals by two times.

Question №8: Could you state one advantage and one disadvantage, which your organization, city and country faced during the tourism development?

Respondents number	Respondent answer
1	Ecotourism can support to conserve nature. However, some tourists who not aware on genetic resources access and benefit sharing of Nagoya Protocol may bring back those resources to their home countries. o construction of hotels, buildings as urbanization may cause genetic erosion. price of local commodity may up.
2	all stake holders in tourism fraternity is earning money. Garbage management, uncontrolled usage of plastic in many ecologically fragile environments like Himalayas and Mangroves of Sundarbans. tourism models are not sustainable
3	More revenue but pressure on ecology
4	Rapid economic growth, infrastructure development, increased job and business opportunities, economic growth, foreign investment. But impact on the biodiversity/environment and environmental conservation.
5	Many tourists. development of cities. work places; high revenue. rude guests; a lot of waste for animals and cuntry
6	Many people come to see our city Bangkok. more awareness of trash problem; Disadvantage: more trash everywhere, it gets very dirty
7	our organization gots more people and attention, country gets more rich. environment is in bad situation...

Table №13: Responses for question №8

All of the respondents provided various advantages along with disadvantages, which their organization, city, and country faced during tourism development. All seven respondents indicated that due to tourism development, the environment is under a big danger, due to the lack of its conservation, such as poaching, underdeveloped waste management, not sustainable tourism models etc; and according to the literature review section: *Environmental Impact of Tourism in Thailand, Myanmar and India*, one can see the connection between the responses and the environmental issues, which were discussed in that section. Despite these facts, respondents also stated advantages.

Respondents №3, №4, №5 and №7 indicated that their countries experience economic growth, infrastructure development, foreign investments along with the awareness of ecological issues. According to the respondent №4, Myanmar is facing

rapid economic growth due to the tourism development and one could evoke what stated by Ceic previously. In 2006, international tourism revenue in Myanmar was equal to 164 \$ million, however, in 2017 revenue resulted in 1969 \$ million (Ceic, 2018). Therefore, one can see that tourism development does assist the development of a country.

Question №9: Are you aware of ecotourism?

Respondents number	Respondent answer
1	No
2	Yes
3	Yes
4	Yes
5	Yes
6	Yes
7	Yes

Table №14: Responses for question №9

For this question, all of the respondents indicated their awareness of ecotourism, except for the respondent №1, who indicated, that he is not aware of ecotourism, even though he is working for the eco-friendly organization; one might assume that the respondent responded negatively to the question, due to the language barrier.

Question №10: How important do you think it is to look after the environment?

Respondents number	Respondent answer
1	Very important
2	Very important
3	Very important

4	Very important
5	Very important
6	Very important
7	Very important

Table №15: Responses for question №10

The respondents were asked to provide a personal opinion about the importance of looking after the environment and all of them stated that it is very important. One could see that it is important to take care of the environment, otherwise, it results in different issues, for instance: air pollution. In October to February 2015, air pollution level reached 500 µg/m³ (The Times of India, 2017), which is a dangerous level of pollution, due the increasing number of tourists and transportation vehicles.

Question №11: Do you think it is it to look after the natural resources in your country?

Respondents number	Respondent answer
1	Very important
2	Very important
3	Very important
4	Very important
5	Very important
6	Very important
7	Very important

Table №16: Responses for question №11

All of the respondents provided a positive “very important” answer towards a question, which was asking to provide the importance of taking care of natural resources.

Question №12: What does your organization, city and country do to be environmentally friendly?

Respondents number	Respondent answer
1	PGRs work is supporting UN Sustainable Development Goals number 13 and 15. Nay Pyi Taw Council is doing a lot on environmentally friendly. Department of Environmental Conservation is well established. There is planting tree campaign annually. Department of Environmental Conservation is well established.
2	We are primarily in to Bird watching and Bird Photography and Tiger Photography tours in the Indian subcontinent. We also do awareness camps and school level activity drives. LED Lamp installation, trying to clean up city and its periphery. But plastic management is a real challenge to work with and lack of proper knowledgeable policy makers.
3	Organization try to minimize carbon footprint
4	Our department is mainly responsible for conserving the nature such as forest, protected areas, biodiversity. We are developing action plans, management plans and implement these plans to achieve national and international targets. We are encouraging quality tourism and eco-tourism rather than massive tourism. Control the use of vehicle in some ecotourism sites. My city (Mandalay) is targeting to become the green city by planting trees, public campaign for waste management etc. As a country, in tourism sector, we are encouraging eco-tourism rather than massive tourism. We also assess impact on the environment for all development projects.
5	we save turtles. we cleaned beaches from tourist waste so turtles can hatch and increase their population. Cities: conservation centers; eco centers, many programmes for young people to show that environment is important
6	My organization cleans our city from trash. There are other many environmentally friendly programs. different programmes to clean environment, help water animals and fishes and elephants
7	our organization makes different tours around jungles and forests (Hassan, Nagarhole). City: many ecotourism stays and activities... Country: creates ecotourism boards to help the environment...

Table №17: Responses for question №12

Respondents provided various answers, considering question above. Respondent №1 did not provide an answer about his organization, however, he stated that Nay Pyi Taw Council and Department of Environmental Conservation are well developed. Respondent №4 indicated that not only her organization is doing a lot to preserve the environment, but also Mandalay city is focused on becoming a green city and the promotion of ecotourism than massive tourism, is taken on a national level. This

illustrates that Myanmar is taking environmental issues on a serious level and as it was mentioned before by Republic of the Union of Myanmar Responsible Tourism Policy, the Myanmar Master Tourism Plan is already implemented and is aimed at environmental preservation (Republic of the Union of Myanmar Responsible Tourism Policy, n.d). Respondents №2 and №3 described their organizational activities, however, respondents №2 mentioned that plastic management is a big concern in India and there is an absence of policies to restrict its consumption or utilization, and one might assume that environmental problems are not taken into consideration on a national level. Once it comes to the respondent №3, he provided an answer, considering his organization but nothing related to his city nor country. As for the respondents №5 and №6, they indicated that cities in Thailand keep creating different environmental programs, in order to bring the awareness of ecological issues. One might recall the *Sea Canoe* ecotourism program, which was established already in 1989 (Kontogeorgopoulos, 2005), which shows that Thailand continues ecotourism practices.

Question №13: Do you think that development of tourism sector has impacted your country negatively or positively?

Respondents number	Respondent answer
1	Positively
2	Positively
3	Positively
4	Positively
5	Positively
6	Positively
7	Positively

Table №18: Responses for question №13

All of the respondents indicated that tourism development positively impacted their country, although all of them stated that tourism development brought environmental deterioration.

Question №14: If you are of opinion, that tourism development has affected your country negatively, how long would it take to recover from the affects?

Respondents number	Respondent answer
1	10+ years
2	10+ years
3	No negative effect
4	10+ years
5	No negative effect
6	5-9 years
7	10+ years

Table №19: Responses for question №14

Respondents of the opinion that it would take 10+ years for the environment to recover from tourism development effects amounted in 57.1%; 28.6% are of opinion that their country was not affected negatively by tourism development, and only one respondent indicated that it would take 5-9 years for the environment to recover. These responses show that that, apart from respondents №3 and №5, everyone is of the same opinion that it would take a long period of time for the natural resources to recover.

Question №15: How well is ecotourism developed in your city and country?

Respondents number	Respondent answer
1	In the developing stage
2	In the developing stage
3	Not developed at all
4	In the developing stage
5	In the developing stage
6	In the developing stage
7	In the developing stage

Table №20: Responses for question №15

Respondent №3 indicated that ecotourism is not developed at all in his city nor his country, however, other six respondents stated that ecotourism is in the developing stage, which demonstrates that Thailand, India, and Myanmar, consider ecotourism as an environment preservation tool.

Question №16: Do you have a positive example of ecotourism in your country that you would like to share?

Respondents number	Respondent answer
1	Home stay program in poor farmer family in rural is one of the examples.
2	In Sikkim and in Nagaland, they ecotourism implementation are the best models
3	Help Tourism
4	Natmataung National Park, ecotourism sites, is a positive example of ecotourism in Myanmar. People usually visit Natmataung for hiking and cultural experiences. Tour companies are arranging tour packages which include hiking and cultural tour. Local community are involve as hiking guide and demonstrating cultural traditions. Local people are

	also working at hotels. Local people also get income from selling handicrafts and foods.
5	our organization save turtles
6	Our organization is a positive example.
7	ecofriendly stays without harming environment, bird watching, jungle tours...

Table №20: Responses for question №16

The table above represents the examples of ecotourism practices in countries of the participants. Respondent №1 stated that there is a homestay program in rural areas in Myanmar, and respondent №4 reported that Natmataung is an ecotourism spot, which is based on hiking and introducing tourists to Myanmar culture, where the local community is taking care of it. This is a brilliant example of the action point №2 in the Myanmar Master Tourism Plan, which was mentioned above and it says that local guides should help visitors to appreciate the natural heritage and protected areas (Republic of the Union of Myanmar Responsible Tourism Policy, n.d). Respondent №2 stated two eco-friendly regions and respondent №7 provided jungle tours and eco-friendly stays as the example of ecotourism practices. One might recall various eco-friendly camps and regions, such as the *Red Panda Camp*, which were mentioned above by Karmakar. This illustrates that although, as it was mentioned by respondent №2, India did not create proper waste management policies, it still takes ecotourism seriously and helps it to flourish. Respondents №5 and №6 provided their organizations as positive ecotourism examples.

5 Conclusion

This thesis was focused on gathering a deeper insight into tourism development in third world countries, along with identification of tourism development's impacts on the following countries: Thailand, India, and Myanmar.

The researcher has created computer-based questionnaires, which were sent to the experts in the ecotourism field, in order to gather meaningful insight as well as to prove the validity of the early-established hypothesis. One might recall that hypothesis stated that *tourism has a negative impact on the environment of third world countries but ecotourism can help these countries to restore natural resources*. In order to prove or reject the hypothesis validity, one must recall the responses, which were given by the experts from Thailand, India, and Myanmar.

All of the respondents provided various answers to the set questions. The validity of responses were checked with help of literature review section, where the researcher provided examples of tourism and ecotourism related topics.

The respondents indicated that tourism development assisted their organization, city, and country to prosper in various ways, such as economic development, decreasing unemployment rate, increasing foreign investments, a growing number of international visitors and many others. However, apart from prosperity, tourism development brought different disadvantages in Thailand, India, and Myanmar. The respondents indicated that soil erosion appeared, due to the increased construction works, tourism models are not sustainable, countries have poor waste management system or do not have it at all and dreadful conservation of natural resources. However, Thailand, India, and Myanmar became hosts to various ecotourism practices and activities, along with eco-centers. This indicates countries' realization of the importance of conservation of natural resources.

One can agree with the first part of the hypothesis, which states that *tourism has a negative impact on the environment of third world countries*, such as air and water pollution; soil erosion; deforestation; a growing number of infected people; sex tourism etc. Once it comes to the second part of the hypothesis, which claims that *ecotourism can help these countries to restore natural resources*, the researcher

cannot give a specific answer, due to the various reasons. Certainly, ecotourism helps Thailand, India, and Myanmar to preserve their environment and save it from further deterioration. However, to research the effects of ecotourism on the environment in third world countries, considering the restoration of natural resources, one should wait for 10 or more years, in order to see the effects of ecotourism's practices implementation.

One can see that tourism development brought both: positive and negative aspects of Thailand, India, and Myanmar. From what was stated above, one could conclude that certainly, the development of tourism sector assisted countries with a colossal advancement in various sectors, for instance: economical, employment and many others. However, when implementing such a far-reaching tool, one should plan, consider and try to eliminate the consequences, which is in this case: environmental issues. In order to eliminate the consequences, various environment preservation policies should be created and implemented, environment conservation law should be passed out so that during the country's development, people and environment would not be hurt.

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Appendices

Question	Participant №1	Participant №2	Participant №3	Participant №4	Participant №5	Participant №6	Participant №7
What is your gender?	Male	Male	Male	Female	Female	Male	Male
How old are you?	55-64	35-44	25-34	25-34	45-54	35-44	45-54
What is your highest educational degree?	Graduate Degree	Graduate Degree	Graduate Degree	Graduate Degree	Graduate Degree	Graduate Degree	Graduate Degree
What is your current position in the organization?	Deputy Director and Head, Myanmar Seed Bank, Department of Agricultural Research, Ministry of Agriculture, Livestock and Irrigation, Myanmar	Founder and Managing Partner of GoingWild LLP; Bird Watching Tour Operator from India, Nepal and Bhutan	Managing Partner	Staff Officer, Nature and Wildlife Conservation Division, Myanmar	100 Turtles Marine Waste Project, Thailand	Trash Hero Organization Manager Assistant, Bangkok, Thailand	Karnataka Ecotourism Development Board (KEDB), India
How long have you been working for the company?	10+ years	6-9 years	6-9 years	6-9 years	2-5 years	2-5 years	2-5 years
How has tourism development, assisted the development of your organization/city/country?	Ecotourism is more or less related to my work since I am working on plant genetic resources (PGRs) conservation and sustainable utilization, exploration and collection of PGRs and their wild relatives, Ethnobotanical survey, etc. Rural area in Myanmar is quite attractive to many tourists.	Tourism Development should be done by the participation of local, domestic and international stakeholders. Every individual from all social strata plays important role. Be it a farmer, a wildlife photographer, a field biologist, tourism department and its beneficiaries etc. Participation of all makes a sustainable model and healthy	Good	Tourism is a national priority sector. Tourism is an income generator for Myanmar as it helps to provide employment and enhance business opportunities.	Good. Many people visit us; More work opportunities ;	It attract many tourists; good for economy and people.	more visitors come to us...

		atmosphere to work with.					
How much has international arrivals increased in the past 10 years?	I am not sure but you can visit Myanmar Tourism Pages.	By 2 times	I don't know	International arrivals was increasing, 10 times higher than the last ten years.	No idea	I do not know	I don't know...
Could you state one advantage and one disadvantage, which your organization faced during the tourism development?	Ecotourism can support to conserve nature. However, some tourists who not aware on genetic resources access and benefit sharing of Nagoya Protocol may bring back those resources to their home countries.	Garbage management, uncontrolled usage of plastic in many ecologically fragile environments like Himalayas and Mangroves of Sundarbans.	More revenue is an advantage and pressure on ecology is a disadvantage	Advantage - rapid economic growth, infrastructure development. Disadvantage - impact on the biodiversity /environment	+: many tourists. development of cities. -: a lot of waste for animals and country	Advantage: more awareness of trash problem; Disadvantage: more trash everywhere	our organization gets more people and attention.
Could you state one advantage and one disadvantage, which your city faced during the tourism development?	Ecotour may encourage conservation of natural and genetic resources. However construction of hotels, buildings as urbanization may cause genetic erosion.	Advantage is all stake holders in tourism fraternity is earning money. Disadvantage - tourism models are not sustainable	Revenue increase is advantage and ecological pressure is disadvantage	Advantage - increased job and business opportunities, disadvantage - impact on the environment and heritage (because of irresponsible tourists)	+: work places; city development; -:waste; rude guests	Many people come to see our city Bangkok. Disadvantage: it gets very dirty	good: more people... bad: environment is in bad situation...
Could you state one advantage and one disadvantage, which your country faced during the tourism development?	Ecotourism is smokeless industry but price of local commodity may up.	Same as mentioned in previous answer	Revenue increase is an advantage and ecological pressure is a disadvantage	Advantage- economic growth, foreign investment. Disadvantage - impact on the environmental	+: high revenue -:all ecological problems	Country became more beautiful and developed but it gets more dirty.	good: country gets more rich...

				conservation			
Are you aware of ecotourism?	No	Yes	Yes	Yes	Yes	Yes	Yes
How important do you think it is to look after the environment?	Very Important	Very Important	Very Important	Very Important	Very Important	Very Important	Very Important
Do you think it is important to look after the natural resources in your country?	Very Important	Very Important	Very Important	Very Important	Very Important	Very Important	Very Important
What does your organization do to be environmentally friendly?	PGRs work is supporting UN Sustainable Development Goals number 13 and 15.	We are primarily in to Bird watching and Bird Photography and Tiger Photography tours in the Indian subcontinent. We also do awareness camps and school level activity drives.	Try to minimize carbon footprint	Our department is mainly responsible for conserving the nature such as forest, protected areas, biodiversity. We are developing action plans, management plans and implement these plans to achieve national and international targets.	we save turtles. we cleaned beaches from tourist waste so turtles can hatch and increase their population	My organization cleans our city from trash.	our organization makes different tours around jungles and forests (Hassan, Nagarhole)
What does your city do to be environmentally friendly?	Nay Pyi Taw Council is doing a lot on environmentally friendly.	Nothing much, plastic management is a big issue	Nothing I guess	My city (Mandalay) is targeting to become the green city by planting trees, public campaign for waste management etc.	conservation centers	There are other many environmentally friendly programs.	many ecotourism stays and activities...
What does your country do to be environmentally friendly?	Department of Environmental Conservation is well established.	Politically influenced; some sector they are very active and remote parts are neglected.	Absolutely nothing	As a country, in tourism sector, we are encouraging eco-tourism	Our organization :Marine EcoPrograms	different programmes to clean environment, help water animals and	creates ecotourism boards to help the environment...

		Lack of proper knowledgeable policy makers.		rather than massive tourism. We also assess impact on the environment for all development projects.		fishes and elephants	
What does your city do to be environment friendly?	There is planting tree campaign annually	LED Lamp installation, trying to clean up city and its periphery. But plastic management is a real challenge to work with	Nothing	My city, Mandalay, is targeting to become a green city by planting trees, using recycle products etc	volonteering cleans of areas	Before	answered before..
What does your country do to be environment friendly?	Department of Environmental Conservation is well established.	As mentioned before	Nothing	We are encouraging quality tourism and eco-tourism rather than massive tourism. We also control the use of vehicle in some ecotourism sites.	eco centers; many programmes for young people to show that environment is important	Before	answered before...
Do you think that development of tourism sector has impacted your country negatively or positively?	Positively	Positively	Positively	Positively	Positively	Positively	Positively
If you are of opinion, that tourism development has affected your country negatively, how long would it take to recover from the affects?	10+ years	10+ years	No negative affect	10+ years	No negative affect	5-9 years	10+ years
How well is ecotourism developed in your city?	In the developing stage	In the developing stage	Not developed	In the developing stage	In the developing stage	In the developing stage	In the developing stage
How well is ecotourism developed in your country?	In the developing stage	In the developing stage	Not developed	In the developing stage	In the developing stage	In the developing stage	In the developing stage

<p>Do you have a positive example of ecotourism in your country that you would like to share?</p>	<p>Home stay program in poor farmer family in rural is one of the examples.</p>	<p>In Sikkim and in Nagaland, they ecotourism implementation are the best models</p>	<p>Help Tourism</p>	<p>Natmataung National Park, ecotourism sites, is a positive example of ecotourism in Myanmar. People usually visit Natmataung for hiking and cultural experiences . Tour companies are arranging tour packages which include hiking and cultural tour. Local community are involve as hiking guide and demonstrating cultural traditions. Local people are also working at hotels. Local people also get income from selling handicrafts and foods.</p>	<p>our organization save turtles</p>	<p>Our organization is a positive example.</p>	<p>ecofriendly stays without harming environment, bird watching, jungle tours...</p>
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