

ABSTRACT

Research Title : An Analysis of Economic, Legal and Technological Factors Affecting Hotel Occupancy Rates in Mandalay, Myanmar

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The objective of this study is to academically find out the correlations between economic factors and hotel occupancy rate, legal factors and hotel occupancy rates, and lastly technological factors and hotel occupancy rates, which are unfavorably causing the hotel and tourism industries not to grow in Mandalay, Myanmar. As all known that after undergoing historic political and economic changes in 2010, Myanmar, so called Burma became an apple of eyes for foreign investors, especially for the foreign visitors who had been in long waiting to see a forgotten country in several decades with plenty of untouched cultural and historical heritage zones like in Yangon, Bago, Shan State, Kachin State, Rakhine State, and especially Mandalay which is lifeblood of Myanmar national chronicles.

As a reciprocating of switching old fashions to modern systems in economic, legal and technological factors, Myanmar has highly potential in hospitality industry, but it is also extremely delicate in un-sequenced restyling. To bring those hypotheses to light, this academic work is

presented using the qualitative based tool supported by quantitative analysis with certain questionnaires to collect the data for this work. As an academic way, the research questionnaires were distributed to 200 respondents from different hotels in Mandalay especially to those who were staffs and performing their duties and responsibilities in operating hours (9:00 am to 5:00 pm) from Monday to Friday over three months of course time. The research question was designed in likert scale from strongly disagree to strongly agree choices. To analyze the data collected from respondents, the researcher has used SPSS statistical software to find out the correlation between independent and depend variable with the help of Pearson and spearman correlation testing. The questionnaire was pre tested with sample size of 30 respondents' to check the reliability and significant level of survey questions through Cronbach's reliability test.

As a result, it was found out that overall correlation relationship between economic factors including all the factors accompanied with hotel occupancy rates was .756** which is stronger than moderate, then the correlation relationship between legal factors and hotel occupancy rates was .819** which is very strong positive relationship, and finally correlation relationship between technological factors with hotel occupancy was .779** which is stronger than moderate as well. This shows that there is positive correlation between independent and dependent variables, indicating that economic factors, legal factors, and technological factors are major concerned to grow hotel occupancy rates in Mandalay, Myanmar.

As an outcome, this research will provide recommendation to government sector, ministry of tourism and hospitality sector, different

hotels in Mandalay in order to improve tourism and hospitality condition not only in Mandalay but as a whole in Myanmar.

Keywords: Economic factors, legal factors, technological factors, hotel occupancy rates.