UNIVERSITY OF GOTHENBURG
SCHOOL OF BUSINESS, ECONOMICS AND LAW

Tourism Development in Burma

How new tourist destinations are developed and in what way the establishments affect the host countries.

Department of Business Administration
International Business
Bachelor thesis
Spring 2013
Authors Linnéa Hörmander 900122
Karolina Edman 890303
Tutor: Ramsin Yakob

Abstract

The tourism industry is one of the fastest growing industries in the world, which employs millions of people globally. The number of trips that are for the purpose of leisure and holiday is the most rapidly growing segment and this therefore emphasizes the importance of travel agencies. This study was conducted to provide the reader with information regarding how the identification of new tourist destination is performed. Furthermore, once a suitable location, that fulfils all the set requirements, have been found, how should the travel agencies establish themselves in order to attract their selected target group. In addition, the thesis also aims at providing the reader with information regarding how this establishment could be conducted in the best way possible the travel agencies, the tourists and the local population. To communicate a deeper understanding a case example of Burma illustrates how a possible establishment could affect a developing country. A qualitative method was used where interviews were conducted and relevant information was gathered. This information was analyzed by utilizing theories such as for example the social exchange theory. This led to a result where the use of a contractor would be best suited for an investigation of Burma as a suitable destination. Furthermore, the concept of all-inclusive would be appropriate since Burma does not fulfil the set regulations that are required from the travel agencies. However, to maximize the positive impacts the local population need to be involved in the planning process as well as in the operation of the facilities. The possible leakages will be minimized through the use of locally produced goods and the enclave tourism will be kept at a minimum since the interaction between residents and tourists will be facilitated.

Abbreviations

ASEAN - Association of Southeast Asian Nations

CEO - Chief Executive Officer

CSR - Corporate Social Responsibility

EU - European Union

GDP - Gross Domestic Product

HDI - Human Development Index

NLD - National League for Democracy

OECD - Organisation for Economic Co-operation & Development

SLORC - State Law and Order Restoration Council

UN - United Nations

UNEP - United Nations Environment Programme

UNWTO - United Nations World Tourism Organisation

USD - United States Dollar

Table of Contents

1. Introduction

How is the decision of determining new tourist destinations developed and what impact might these establishments have on the chosen destination? This report will focus on the potential of Burma as a new tourist establishment.

1.1 Background

The tourism business is a large industry, which is continuously evolving and differentiating. According to the United Nations World Tourism Organisation (UNWTO, 2012) the tourist arrivals during 2011 grew with 4 % compared to previous years. The statistics of UNWTO (2011a) also states that the industry will continue to grow and is estimated to reach above 1,8 billion visitors in 2030, making it one of the largest future industries. The concept of mass tourism evolved after World War II and was due to the economic development of the society. The concept was created from the increased opportunities for paid leisure time in combination with raised living standards and lower transportation costs (López-Bravo Palomino, L, 2003). According to Sezgin & Yolal (2012) travel agencies were created in order to meet the new increased demand that originated from mass tourism, which highlights the importance of travel agencies. During the last twenty years a trend of increased spending on tourism can be identified from the Nordic countries (UNWTO, 2004). One form of tourism that has increased in popularity is the all-inclusive concept that has grown significantly during the last decades (The Telegraph, 27 December, 2012; Daily Mail Reporter, 16 August, 2011). The growing demand for tourism is followed by a higher awareness of how tourism affects the host countries. This indicates that the importance of creating sustainable establishments increases which is further discussed by Mowforth & Munt (2007). These impacts need to be taken under consideration when travel agencies identify new tourist destinations. One country of interest that lately has sprung up as a candidate for tourism establishments is Burma. Burma is currently seen as a trending destination for tourism due to its recent political stabilisation. Burma is yet to evolve economically, and tourism is an industry, that if managed correctly, could lead to rapid economic and social development (UNWTO, 2011a).

1.2 Problem Formulation

The main issue discussed in this thesis is what impacts an establishment of a new tourist destination will have on a developing country, and in this case what the impacts will be on Burma. In order to understand these impacts one must first look at the different trends in order to understand the current need for new destinations, instead of just altering and developing the already existing ones. Furthermore, it is important to understand in what ways the travel agencies perform their identifications of new tourist destinations since this might have an impact on the selection of destinations. The different establishment concepts must be investigated, since these various concepts might have different impacts on the host country. This is important, since the travel agencies decisions might alter the possible impacts on the host country. It is also important to take under consideration the general theories and impacts from an establishment on a new tourist destination, since this might affect the future success of Burma as a tourist destination.

The industry of tourism is currently a growing industry. The growth in tourism is related to the increase in GDP (International Monetary Fund, 2013a), which expands the opportunities for travelling. Furthermore, the countries that previously have experienced a large number of tourist arrivals are according to UNWTO (2013a) currently evolving into important source markets, such as for example China and Russia. In addition, the growth of tourism affects the demand for diversification of currently existing destinations and also the demand for new destinations UNWTO (2012). Therefore the need to investigate how travel agencies identify new potential destinations has increased. The current as well as the predicted primary reason for travelling is for leisure, holiday and recreation (UNWTO, 2011a) and according to the Eurostat, produced by the European Commission (2012) most accommodations are organised by travel agencies. The need for travel agencies to offer organized trips is even more important in the Nordic countries due to the cold climate, which raises the demand for trips to warmer countries. (Svenska Dagbladet, 14 April, 2013). These combined reasons conclude the extensive pressure on travel agencies to identify new tourist destinations in order to meet the increased demand. Due to set internal standards within the travel agencies (Fritidsresor, 2013a; Ving, 2013) and set regulations from government organisations (UNWTO, 2011b), the identification of new travel destinations is restricted and complicated. There are therefore several factors and requirements that need to be taken under consideration before deciding whether to invest in a new destination or not.

An additional issue to address is the increased competition between different countries to attract tourist establishments, since the benefits of tourism is favourable to the country's development (UNWTO, 2012). Further, the situation is aggravated due to the competition between different travel agencies, which requires differentiation. The diversification can occur from aiming at various target groups or by offering alternative solutions for accommodation, for example all-inclusive. These factors are important to take under consideration when deciding how to create the new destination in order to make the establishment as successful as possible.

Once the establishment is made, there are several other factors that need to be examined in order to make it as successful as possible. The development of the host country should be taken under consideration by the travel agency, in order to further encourage positive progress expected to come from the investment. Easterling (2008) describes that it is in both the host countries and the travel agencies interest to maintain a good relation, since it fosters a sustainable establishment. The establishment of a tourist destination could create opportunities for the host country and its population, for example by the creation of employment. The type of establishment that has seen an extensive growth for the Nordic countries during the last couple of years is the concept of all-inclusive, according to Holmberg (26 October, 2010). However, all-inclusive is a controversial subject, since it might lead to the creation of employment at the facility, but in addition excludes the remaining population (Nagle, 1999). This states the importance of the suitable establishment approach as well as the following implemented policies to include the local population. The challenge is to build an establishment that is favourable for the travel agency, which also creates positive economic and social impacts on the host country. The impacts on a less developed host country might be vital for its continuous progress towards more progress (Ashley, Boyd & Goodwin, 2000). The case of Burma is therefore an interesting example to examine since in the Financial Times (18 April. 2012), Robinson states that Burma's recent political stabilization and democratic development has resulted in an increased interest in locating suitable tourist destinations. In addition one must also investigate which strategy of establishment that provides positive impact, but with the least amount of negative effects. This in order to create the most favourable conditions for the further development.

1.3 Purpose and core-question formulation

The purpose of this thesis is to provide the reader with information regarding how Nordic travel agencies identifies new potential tourist destinations. The report will also provide the reader a better insight in how the travel agencies decide what kind of establishment to apply on the respective destination. The report will also investigate the economic and social impacts that the host country experience from the establishment, both positive and negative. This will be further examined through the use of multiple existing theories. The possible impacts will also be analysed, and to provide the reader with a better understanding, the information will be applied on a specific country, in this case Burma.

The thesis core-questions are:

- Why is the need for new tourist destinations important and how is the identification performed from the Nordic travel agencies point of view?

- What different types of establishment can the travel agencies use in order to create the most suitable solution for the new destination?

- What impact will this establishment result in for a less developed country, such as in this case, Burma?

1.4 Delimitation

The thesis will examine how new tourist destinations are identified solely from the Nordic travel agencies point of view. It will not concentrate on different kinds of tourism instead it will only investigate the impacts caused by charter tourism. The thesis will mainly analyze the impacts of tourist establishments in developing nations and therefore will not examine the impact in developed countries. In order to further delimit the thesis the focus will not be on all developing countries instead the possible impacts on Burma will be highlighted. Furthermore, an economic cost/benefit analysis will not be made in order to explain the travel agencies gain from entering Burma.

2. Theoretical framework

In the theoretical framework necessary knowledge regarding theories and other relevant information is provided. This is important to understand in order to fully comprehend following empirical findings and discussion.

2.1 The Definition of Tourism

In order to be able to understand the tourism industry and its impacts it is important to examine the definition of the concept of tourism. The general definition of tourism is stated by the UNWTO (2011c) which concludes that people that travel outside of their regular environment for longer than one day but not longer than a year with the purpose being related to leisure, business or other purposes are considered tourists. Therefore the displacement outside of the usual environment, the duration and the purpose are of great importance when examining the tourism industry (UNWTO, 2011c). Due to factors that have facilitated for tourism, such as development of infrastructure, more leisure time and new concepts, the tourism industry is constantly growing, and mass tourism have during recent years seen a expanding growth (Mowforth & Munt, 2007).

Mass tourism is explained as groups of people that are travelling together and undergoing pre-decided tours for similar interests (Sezgin & Yolal, 2012). The concept of mass tourism includes the charter travel where the trips are sold in packages, through travel agencies, and are including flight and accommodation to a certain destination (Boberg, 2010). Furthermore, there is an existing extension of charter tourism, which is called the all-inclusive concept, where food and beverages also are included in the package. Currently, there is also an ongoing development towards a new type of tourism. According to Mowforth and Munt (2007) the focus has shifted towards more consciousness regarding the development of countries and also more awareness of the economic, social and environmental impacts of tourism. This new type of tourism includes; ecotourism, sustainable tourism, fair trade, ethical tourism and pro-poor tourism. This emphasizes the importance of evaluating the impacts of tourism in order to further develop these new types of tourism, to be able to attain a future sustainable tourism industry.

2.2 Tourism today and current trends

At present, most travel agencies are expanding all over the world and are constantly searching for new destinations. But why do they feel the need to constantly expand their range of destinations? Is it not sufficient with the already existing ones? These questions can be examined by looking at current trends of the tourism today.

Tourism is a constantly growing and diversifying industry that today contributes to about 5 % of the direct global GDP according to the UNWTO (2013b). The organisation also states that tourism is closely linked to a country's socio-economic progress by encouraging and demanding more development from destinations and also contributing by providing employment opportunities. This indicates the urge for developing countries to strive towards attracting tourist establishments, which is further acknowledged by the United Nations (2007). During 2012 the tourism industry accounted for 30 % of the world's exports of services and also provided for 235 million jobs worldwide (UNWTO, 2013a).

According to UNWTO (2011a), the level of international tourists will surpass a billion travellers during 2012. A majority of these trips have previously been towards developed countries. This, however, is about to change dramatically since the number of travels towards emerging countries rises. According to UNWTO (2011a), during the next twenty years a trend towards more geographically spread destinations will be experienced. This ongoing expansion is an indication of the attempt to meet the current growing demand. The UNWTO (2011a) also states that Asia will be one of the sub regions that will experience the largest increase in number of tourists visiting (UNWTO, 2011a).

The UNWTO (2011a) states that the travellers motive for tourism is becoming more focused on leisure and recreation. By 2030 this segment will hold a majority share with a total of 54 % of all trips. This will have a huge impact on how the different destinations will adapt and promote themselves, which further strengthens the need for travel agencies to identify new destinations that can fulfil these requirements. In addition, the UNWTO "Tourism towards 2030 agenda" informs that tourism is growing at a decelerating pace from an average level of 3.9 % between 1995-2010 compared to a predicted level at 2.5 % in 2030. This has multiple reasons, the first being that the base volumes of the world population will grow. Maturing markets that presents a lower growth of GDP and a lower elasticity of travel to GDP will also contribute to the decreased pace. However, the largest obstacle that also will affect the amount of travelling in the future is the increasing price level of fuel and oil. The

statistics presented by UNWTO (2011a) clearly states a decline in growth pace but in combination with an increasing population the number of tourists will continue to grow. The growing number of tourists combined with an increasing desire for leisure travelling will contribute to the expansion of tourist destinations.

2.3 Impacts of tourism

2.3.1 Positive economic impacts of tourism

Tourism contributes and affects a country in numerous ways. There are economic, social and environmental impacts on a region when a tourism establishment is made. According to Stynes (1997), the economic impact results in both direct and indirect effects. The direct effect consists of changes in tourism expenditure that causes immediate effects on production. These immediate or direct effects are closely linked together. It origins from changes in sales, that is due to the increased tourism, which contributes to higher income levels which increases the sales even more. Furthermore, it might also lead to the creation of employment and an increase in taxes. The taxes could provide the government with the means to expand or develop certain important areas for the country. The primary sectors that are affected directly are typical tourism industries, such as restaurants, hotels, transportation, amusement and retail trade (Stynes, 1997). To easier overlook the direct effects, the UNWTO and the Organisation for Economic Co-operation and Development (OECD) have listed typical tourism products (Vellas, 2011).

Furthermore, the remaining industries are affected in an indirect way. According to Vellas (2011) the indirect effects are composed of changes in production that occur due to tourism income that are used in industries that are linked to tourism such as for example services to hotels. Stynes (1997) state that the results will be changes in prices, quality and quantity of goods and services, property and taxes as well as social and environmental impacts. Further included in these secondary effects are the induced impacts that consists of changes in economic activity from households, due to the change in income that origins from either primary or secondary effects of tourism (Stynes, 1997). Altogether the direct, indirect and induced effects contribute to the total economic impact of a country. The indirect effects are mostly affecting the local business and production of a country therefore it is important to encourage and facilitate for these in order to maximise the economic impact of tourism

(Vellas, 2011). Furthermore, discussed by Ashley, Boyd & Goodwin (2000) tourism brings opportunities for women to get employment and start contributing to the national GDP.

2.3.2 Negative economic impacts of tourism

There are large opportunities for a country with a growing tourism industry but it also comes with multiple risks. There are several aspects that have a negative effect on the economy when experiencing an increase in the tourism industry. This often affects the developing countries, since they have the greatest need for additional income and employment opportunities. However, they also possess the least amount of means for making good use of the possibilities presented to them. According to the United Nations Environment Programme (2013) one main concern is the leakage of income. The direct income for a nation is the amount of expenditure by tourists that remains within the nation after taxes, profits and wages have been paid outside of the nation. These subtractions are referred to as leakages. There are two main ways how incomes can leak out from a nation. In developing countries tourists often require certain standards of goods (food, equipment) that the country itself cannot produce. This leads to an import leakage since travel agencies start importing these products to satisfy the needs of the tourists. The second way of income leakage is the export leakage. Usually the main capital shareholder come from abroad and therefore naturally might bring home the potential profits made from the tourism establishments. This will also mean that the host country will not receive much of the profits created. This is also common in developing nations since there are often few native investors with means to invest in tourism.

United Nations Environment Programme (UNEP, 2013) describes several other negative impacts that tourism can create. When the demand for better-developed infrastructure is requested the government might be forced to invest large sums on infrastructure to sustain the tourism industry. This might prevent the government from investing in improved health- or educational systems. Easterling (2008) describes that tourism could result in higher living cost and increased prices which could lead to lower living standards for the population if their salaries are not raised at the same pace. According to the UNEP (2013) this will especially affect the real estate market forcing the local population to leave their homes in

favour for large tourism establishments. Easterling (2008) also points out that the benefits brought by the increased tourism may also be very unevenly distributed among the population so that only a small share will gain from it. This could not only lead to an uneven spread of financial means but also lead to a very uneven distribution of employment opportunities. The Dependency Theory cited by Ghosh (2001) explains that increased dependence on developed countries could result in the host countries becoming too reliant on foreign capital and skills resulting in an extraction of resources that only gain already developed nations. This states the importance of engaging the local population in tourist establishments that gain the local society.

The UNEP (2013) states that the concept of enclave tourism refers to tourists localized to a certain area being isolated from the host population. This is common when dealing with all-inclusive hotels or luxurious cruises. When hotels offers all-inclusive packages tours, more than eighty percent of the tourist expenditure goes directly to foreign companies and deprives local businessmen of the possibility of seizing business opportunities. According to Mbaiwa (2003), tourism that recalls for high investments and that depends on foreign capital, staff and skills will in a smaller degree lead to economic development of the nation. If the host nation is not given the possibility of supplying the tourist establishment with goods and personnel, the local population will be excluded from the opportunities brought by tourism and the country will not benefit from the establishment. Since this might lead to conflicts and other negative social effects, this highlights even further the importance of engaging the local population in order to create a sustainable tourist destination.

By comparing negative and positive effects it evident that tourist establishments that bring employment also could contribute to wider social gaps since the economic benefits are unevenly distributed. To divide the economic impacts into direct and indirect effects could facilitate the possible analysis of a tourist establishment.

2.3.3. Positive social impacts of tourism

According to Ashley, Boyd & Goodwin (2000), there are several positive social impacts of tourism. Tourism may affect livelihood goals of the local population and create possibilities

for entrepreneurship. Furthermore, a new tourism establishment may also improve the residents' ability to influence different political questions. If the local population is included in the planning process a more sustainable solution could be created where customs and traditions can be incorporated and a sense of cultural pride could be established. The increased self-esteem of the host country population and the cultural pride could foster intercultural interaction. As cited by Deery, Jago & Fredline (2011) there is a disagreement among the local population concerning the increased activities that the tourism establishment brings. Some residents enjoy the increased dynamism while others remain negative towards the increased commotion.

According to Enemuo & Oduntan (2012), an additional effect created by increased tourism is the higher level of security. There is a strong correlation between the presence of tourism and the amount of public security in a location, which also affect the society in a positive way.

2.3.4 Negative social impacts of tourism

The social impacts of a tourist establishment differ depending on which specific example is viewed upon. Though there are still some negative consequences that relatively often occur due to tourism. According to Easterling (2008), a common impact is when the native population need to share certain facilities and services with the tourists, such as accommodation and infrastructure. This is called overcrowding, and is seen as an annoying phenomenon for the native population, since tourists are negatively affecting their routines and daily life. Furthermore, as stated by Ashley, Boyd & Goodwin (2000) tourism can contribute to an increase in undesirable activities such as crime, prostitution and gambling. In addition, especially regarding the developing countries, tourism can result in jealousy and inequalities. The presence of tourists can create envy amongst the residents, which origins from the poorer native population being exposed to the prosperities of the tourists. This is referred to as the demonstration effect (Wall & Mathieson, 2006). Further, more gradual impacts such as change of language and culture can occur from tourism. An additional issue address by Deery, Jago & Fredline (2011) is that the social and moral value systems of the residents and tourists might differ, which could cause unwanted change or conflicts based on misunderstandings.

The negative social impacts of a country might in some cases be quite substantial. An example, provided by R. Häggström (personal contact, 16 April, 2013) is the case of Natal in Brazil. Due to its calm surroundings with closeness to beaches the location attracted a lot of Nordic tourists. But the tourists also attracted many undesirable activities such as criminality and prostitution therefore the destination was withdrawn. This strengthens the arguments regarding the negative social impacts on the host-country.

2.3.5 Theories regarding social impacts

The following segment will provide the reader with a clearer understanding of how the host-country populations attitude change towards tourism. This will be examined firstly by give a general idea of the "social exchange theory", followed by a description the theories created by Doxey and Butler.

Cited by Easterling (2008) the social exchange theory states that individuals or organisations will participate in an exchange if they value what they will receive in return. Residents would then engage in activities with tourists if they believed that they would gain something of value from the exchange.

Theories regarding the tourist-host interrelationships explain the correlation between "the tourism area life cycle" and the irritation level of the residents towards tourists. The theory of the "tourism area life cycle" by Butler (1975) states that a destination experience certain stages during its "lifetime" starting of with the exploring phase where few tourists are present. Moving on with the involvement stage where more tourists are arriving and facilities and services are being adapted to their interests. This is followed by the development stage, which consists of a well-defined tourist area, and from there the number of visitors will continue to increase but at a slower pace which makes the area enter into the consolidation stage. The consolidation stage is followed by stagnation and possible decline or rejuvenation depending on which measures is taken by the tourist destination (Butler, 1975).

From this theory a parallel can be drawn with the irritation index created by Doxey (cited in Wall & Mathieson 2006), that states that depending on the size of tourism and its effects the

irritation level varies. The linkages can be seen as the effects of tourism, since it increases depending on the current stage of the "tourism area life cycle". The index starts with the level of euphoria where people are happy and enthusiastic about the tourist development. As the industry expands the irritation level of apathy occurs where there is an indifference towards tourists. This is followed by the level of irritation that origins from the saturation point of the industry when the irritation increases and tourists are now seen as a disturbing feature and therefore entering into the level of antagonism. Doxey (cited by Wall & Mathieson, 2006) then provides the index with the final level where the people must accept the change of their environment. They could experience a decline of tourists but the destination could instead attract different types of tourists or if the capacity of the destination is large enough for charter tourism the destination will continue to develop and expand according to Doxey (cited by Wall & Mathieson, 2006).

According to Bachleitner and Zins (1999) a tourist locations appeal depends on the attitude of the host population. In other words, if the host population is positive towards increased tourism, which they are inclined to be if the establishment bring economic and social incentives, the attractiveness of the tourist destination rises.

In order to understand why the creation of new tourist destinations is vital for travel agencies and especially for charter tourists, one must comprehend the current ongoing changes of the tourism industry. The tourism industry is experiencing an increase in the number of travellers due to economic changes that provides the opportunity for more people to travel. This includes developing countries, or recently developed countries that function as new source markets. Furthermore, the changes in purpose of travel occurs from that more people travel for leisure today, which emphasizes the need for travel agencies and charter tourism.

In addition, the way the travel agencies chooses to establish themselves is also increasingly important since it affects the outcome of the establishment and affects both tourists and the host population. There are several examples of tourist destinations that have failed to attract their target group or have resulted in unwanted negative impacts on the host destination and therefore had to be either liquidated or all collaboration with that destination withdrawn. This further emphasizes the importance of choosing the right establishment for a certain destination, for example an all-inclusive concept. It is therefore also essential to understand the different impacts, both negative and positive, that the establishment have on the host

nation and its population in order to create a successful establishment. Certain expressions are very important and therefore more closely discussed in the thesis for example the impacts of direct and indirect economic gains as well as income leakage and tourist enclave. An establishment affect the country and its population and therefore an understanding of the different theories, regarding the attitudes towards tourism, are required from the host country population. This is important since the residents play a vital role in the future success of a new destination. These theories include the irritation index, social exchange theory as well as the tourism area life cycle.

3. Methodology

This segment will outline the methods used in order to acquire the theoretical and empirical data used in this thesis. The validity and reliability of the data will also be discussed.

3.1 Choice of method

In this thesis we have chosen to use qualitative methods in order to conduct our research. According to Holme & Solvang (1997) there are two different types of research methods to use when conducting a study. The quantitative method is based on mainly facts and statistics whilst the qualitative research is based on more wide questions. The qualitative method aims at receiving a deeper understanding in order to comprehend why certain decisions are made. In this thesis the qualitative research provides a better solution since the main purpose is to investigate why and how certain measures are performed. The partly open questions of the interviews also contributed to receive more relevant information and relevance regarding the existing theories of the subject. In order to perform the qualitative research interviews were conducted, that consisted of mainly open, in-depth questions.

3.2 Selecting companies

This thesis aims at investigating how new destinations are identified and what types of establishment that is most suitable for each destination, based on Nordic travel agencies point of view. This is followed by applying these results to Burma and thereafter discusses what economic and social impacts these decisions will have on the development of the country. To be able to gather relevant information regarding these questions we chose to interview Swedish travelling agencies that offer charter travels to the Swedish population. We started of by sending out e-mail to the largest agencies in Sweden, which included Fritidsresor, Ving, Apollo & Solresor. These were also regarded as the agencies with the most spread of destinations all over the world. This was an important factor in order to receive information regarding the establishment of a new destination in less developed countries. Therefore the interview questions were designed to give them the opportunity to

give examples of successful and less successful previous establishments and to try to get an understanding of why they received that outcome.

All the agencies that we sent out the interview questions to responded with various results. The amount of information received from the different participants differed widely much due to the willingness of the agencies to answer our questions. Therefore we have not chosen to present the information with a structural division after agencies but have instead chosen to analyze and present information extracted from all the answers. The agencies that were more willing to answer our questions also offered us the possibility to return with further follow up questions and we also did so during the process of writing the thesis.

3.3 Data collection

The data collected of this thesis consisted of two parts, primary and secondary data. The primary data was collected through conducting several interviews with people on relevant key positions. The secondary data was collected through desk research, mainly from books and relevant articles.

3.3.1 The interviews

We used our own knowledge as a starting point to form our questions. From this starting point the interviews were further developed through information from theories and also current topics in the media. The interviews were conducted through personal contact by telephone and e-mail. Both of us collaborated to create the interview questions. The layout of our interview questions regarding Burma was altered depending on their current existence in the country. Furthermore, an ongoing connection via e-mail was used when the need for follow-up questions appeared. The questions were designed to be mainly open in order to give the possibility for the respondents to elaborate the answers and thereby create deepened discussions as well as raise new questions. The interview performed by telephone lasted approximately thirty minutes and additional questions were asked to complete uncertainties and areas of interest. We wanted to create an ongoing communication with the respondents since it fosters a more qualitative response and gives the opportunity to elaborate on the given answers. Both of us were present during the telephone interview in order to facilitate

communication and to ensure that all of the important information was captured. During the analysis of the answers we collaborated to extract the valid information from the e-mails. In order to complete the gathered data collected from the interviews we also used desk research where relevant sites, books and other sources of valid information was gathered.

3.3.2 The respondents

We got in contact with Alexander Huber, the CEO of TUIfly Nordic. TUIfly Nordic and Fritidsresor are subsidiaries to TUItravel PLC that are one of the world's largest charter operators. Via that contact we also got the opportunity to interview the program manager of Fritidsresor, Rolf Häggström, in order to get further insight in their establishment approaches. We also interviewed Patrik Marklund, product manager for Ving/Thomas Cook and performed a telephone interviewed with him. Furthermore, we got in contact, through e-mail, with Kajsa Moström, Communication & CSR Manager at Apollo. We also contacted Pauline Berndtsson, Information Manager at Solresor. Furthermore, we also did a face-to-face interview with Erik Lundberg, PhD-student at the Centre of Tourism at Handelshögskolan, Göteborg. This interview provided us with some insightful tips on where we could receive some relevant information regarding the impacts on developing countries due to tourist establishments. It also provided us with the opportunity to discuss ideas and angles for our thesis.

3.3.3 Secondary data

We complemented the primary data with additional information gathered through secondary data. The secondary data consists of written information in the form of books, articles, reports, newspapers and web pages. We gathered information by searching in databases for information by using relevant main words and therefore discovering existing theories and current articles. We also conducted some secondary data by searching the web pages belonging to the different companies. Regarding the secondary data gathered several books was used that had been recommended by Erik Lundberg (PhD-student at Centre of Tourism) which provided much needed information regarding the theories and impacts of a new tourist establishment. Furthermore, we searched for relevant articles regarding the subject as

well as current information in the media. To strengthen our information additional information from reliable sites for example the UNWTO was gathered.

3.4 Reliability and validity

When conducting a research one vital part of the process is to control how strong the reliability and viable the research is (Svenning 2003). The meaning of reliability is that research done on the same area should result in the same answers in other words how trustworthy our sources are. This could be tested through examining a larger group of respondents and investigate whether their answers are aligned. To control whether primary and secondary data matches is an alternative way to ensure the reliability of the thesis. We have chosen to contact several agencies that work within the same industry and thereby have ensured our reliability by contacting a larger group of respondents. It should however be taken in consideration that the respondents are representatives from agencies. This results in that some questions could be considered a bit sensitive and the respondents chose not to answer these in order not to affect the reputation of the agency in a negative way. The respondents are also partial and their responses are therefore sometimes based from a certain point of view.

To further strengthen the reliability of our thesis the information gathered has been reinforced with a comparison with secondary data. Regarding the reliability of the secondary data, most sources are considered trustworthy. This is due to the fact that most sources are unbiased and governed in order to make them more reliable. Regarding the sources that could be considered more partial the reliability have been taken in consideration and multiple sources have been compared. It is also important to note that the information about Burma might in some cases differ depending on sources, since the access to public information is limited. Therefore most numbers and statistics is based on estimations provided by the different sources.

The validity of the thesis can be described to as how relevant the gathered information is to our core questions. Since most of our research was conducted through communication via e-mail with our respondents, the validity might be compromised since there is a loss of personal contact. However, since the respondent we had the closest collaboration with was contacted through personal contact the validity of the answers can be verified. In addition to

lower the risk of loss of validity the information has been checked with secondary data and crosschecked to increase the level of validity.

4. Empirical Findings

In the empirical findings information gathered through interviews and desk research is provided. This information will be further discussed in the analysis.

4.1 Deciding on a new tourist destination

There are several approaches of how to identify new interesting tourist destinations. One way of identifying new tourist destinations is by the use of so-called contractors. Moström (personal contact, 3 May, 2013) informs that the contractor travels around the world in order to maintain and administer currently existing destinations and to discover new ones. They also examine the presumptions regarding suitable hotels and other partners for a possible collaboration at the certain interesting destination. This is followed by an evaluation by the Nordic market managers who evaluate the proposal and make a mutual final decision whether or not to invest in the destination (K. Moström, personal contact, 3 May, 2013). This is favourable since it eliminates unsuitable candidates early on since the contractor receives relevant knowledge on the spot and can quickly forward the information to the deciding managers. However, this approach might be somewhat costly and time consuming, if the contractor has invested a lot of time and effort on a certain destination that does not get approved by the directorate. This is also acknowledged by the information provided by Moström (personal contact, 3 May, 2013) since she informs that a new establishment takes approximately 2 years to develop.

An alternative to using a contractor that is employed by the company is the option of hiring an agent according to Berndtsson (personal contact, 3 May, 2013). The agent is hired to investigate different opportunities for the travel agency to establish itself in a certain destination. Another travel agency identifies new destinations by recognizing trends that are discovered by different development teams (R.Häggström, personal contact, 16 April, 2013). Another common way to identify new possible areas is to look at the agencies competitors in order to gain knowledge. The interest for new destinations might also be created through demand that comes from individuals. This demand could originate from upcoming events

such as sport happenings for example the World Championships or other entertaining events such as festivals. Although to base the decision of establishing a new destination on solely one large upcoming event might be seen as a risky move since it is quite short sighted and may not speak to the relevant target group. To identify a new suitable tourist destination takes approximately one year for this travel agency. The identification is based on a thorough market analysis to investigate whether the location lives up to the set standards.

According to P.Marklund (personal contact, 3 May, 2013) an alternative way of finding new destinations is by looking at already existing destinations in order to find similar new ones that can be profiled the same way. He also points out that the decision of using this alternative might lead to internal cannibalism, where the new destinations competes with the already existing ones. This might seem like a counterproductive strategy but it is seen as a strategic weapon in order to maintain market shares. P.Marklund (personal contact, 3 May, 2013) also states that this is the nature of the current tourism market. In order to stay competitive sometimes drastic measures need to be taken. The agencies rather prefer to create internal competition than losing market shares to other competitors. In addition, the new establishments will lead to an increase in the total numbers of travellers and tourists. In certain cases, local actors have made contact with travel agencies requesting Scandinavian tourists to their destination (P.Marklund, personal contact, 3 May 2013). This could spark interest in areas that otherwise would have been surpassed but also comes with a risk since the motives behind the desired establishment is unknown and therefore a lot of research needs to be conducted.

The criteria that need to be fulfilled for the different travel agencies are fairly similar. R.Häggstöm (personal contact, 16 April, 2013) informed that once the potential tourist destination has been identified certain investigations must be made in order to make sure that the destination fulfils the essential criteria. The other interviewed travel agencies confirm this. The criteria vary from basic needs such as the fulfilments of political stability, safety regards, openness towards Nordic tourists and well functioning infrastructure. Infrastructure includes maintenance, health care and proper transportation systems in order to be able to realize and sustain the establishment. Furthermore, in order to establish a tourist destination with a certain profile it might need additional demands, such as the geographical proximity of a golf course or the availability of shopping. One additional question to address is what kind of accommodation to use in the hotel for example to complement with all-

inclusive or not. In addition, when deciding regarding new destinations, the capacity of the destination is also paramount. R.Häggström (personal contact, 16 April, 2013) also pointed out that the potential to accommodate tourists, the size of the airport as well as the distance from the airport to the destinations is highly significant. One example of a destination where the transfer distance affects the establishment is Albania, where the distance from the airport to attractive locations is long. This according to P.Marklund (personal contact, 3 May, 2013) result in that the actual flight time to Albania (from Nordic countries) will be approximately the same as the transfer time within Albania, which result in a less attractive destination for tourists. In addition, already existing tourist establishments, the price level and also the potential for further development at the destination are important when deciding whether to invest in a new destination or not.

4.2 How to decide suitable establishment approaches

4.2.1 Target groups

The different travel agencies have varied establishing strategies depending on their primary target group. For the larger travel agencies, their primary focus are on families and couples and therefore their supply consists of mainly high standard destinations that offers safe experiences that are adjusted to their guests needs. The destinations are by these travel agencies developed internally by their own program developers (R.Häggström, personal contact, 16 April, 2013, P.Marklund, personal contact 3 May, 2013). Some of the travel agencies works with so called conceptual target groups, which consists of a division of people of the same age and with the same financial situation (Fritidsresor, 2013b). This method contributes to deeper understanding of the chosen target group, what they request and information regarding their behaviour.

Due to their existing establishment strategies, difficulties could be experienced when trying to expand into other areas of tourism such as adventurous and theme trips since their brand is already associated with a certain supply. This could also apply to certain destinations and is clarified by an example provided by P.Marklund (personal contact, 3 May, 2013) where an attempt to establish Ibiza as a destination suitable for families was made. The attempt failed due to the already existing reputation of Ibiza to be a destination solely suitable for a

younger target group. This implies the fact that both destinations and travel agencies experience apprehensions from the tourists regarding their purpose or approach and those are difficult to change. Although the approaches might be hard to alter, there do currently exist agencies with a broader target group that offers additional destinations with a slightly different approach. They offer not only charter but also provide cultural and adventurous experiences. These destinations are developed by independent agents that are hired by the travel agencies (P. Berndtsson, personal contact, 3 May, 2013) in order to discover suitable destinations for the certain purpose.

4.2.2 The establishment

The time from identifying a new destination until the actual launch varies when looking at different travel agencies. The timeframe ranges between one to two years and depends on the method for identifying new possible locations (R. Häggström, personal contact, 16 April, 2013, P. Marklund, personal contact 3 May, 2013). The timeframe also varies depending on how effective the necessary stages are performed. According to R.Häggström (personal contact, 16 April, 2013) some of the stages include planning, the purchase of necessary goods, pricing, presentation and staffing. Since the introduction of the Internet, as a marketing channel, the time needed to launch a new destination has shortened significantly. Even though time consuming work need to be done before the creation, this contributes to minimizing the risks by being thoroughly prepared. The timeframe also implies the need to identify trends in an early stage, to be able to meet the requested demands from the source markets. Therefore, having an effective development team could be seen as a comparative advantage.

The establishment also requires finding suitable accommodation for their guests, which is solved through the contractor or agent finding suitable reliable partners on the site that offers high standard accommodation. The travel agencies often possess the opportunity to invest, entirely or partly, in a certain destination, but most agencies avoid this alternative since they have no interest in owning facilities (P.Marklund, personal contact 3 May 2013).

Tourism is often related to multiple positive impacts on the society. Tourism offers employment opportunities as well as raises the material living standards for the natives.

According to P.Marklund (personal contact, 3 May, 2013) many travel agencies collaborate with the native population in order to create synergy effects that benefit both the tourists and the society. However, tourism also comes with a negative downside. The resource exhaustion drains the natural resources from the area and contributes to environmental pollution. The question whether to use all-inclusive or not is a relatively controversial subject since the concept can be looked upon from different aspects that contributes to both positive and negative effects (E.Lundberg, personal contact, 3 May 2013).

4.2.3 All-inclusive

The question regarding the establishment also includes the decision about the package deal at the destination. The concept of all-inclusive is that a package deal is sold at a fixed price and thus includes a broad range of services, such as flights, accommodation, sightseeing and meals (Anderson, 2007). This removes the main use of cash, which could be seen as very convenient for the tourists since they already know exactly how much they will spend on their vacations. During the last couple of years there has been an increased demand from the Nordic source market for this type of travelling, which almost every travel agency offers. Holmberg (2010, 26 October) writes in Dagens Nyheter (DN) that the demand has increased with approximately 20-30 % during the last years. All the major travel agencies in Sweden support these statistics and the increase appears to be continuous. This implies a growth of the supply of charter travels with an all-inclusive concept in order to meet the likely increased demand.

Although the all-inclusive is a popular concept, which provides the tourists with convenient and relaxing travels, the concept is also rather controversial. Holmberg (2010, 26 October) also states in DN that the criticism towards the concept is quite extensive. There are several organisations existing in order to counteract the negative impacts of tourism and they criticise the concept since it might contribute to negative impacts for the host country. Holmberg (2010, 26 October) also states in DN that the travel agencies are aware of the critique and agree with some parts of the criticism but not all. This is further strengthened by P.Marklund (personal contact, 3 May, 2013) who confirms this statement by agreeing to some criticism but also pointing out the importance of working in order to avoid them.

According to research conducted by Anderson (2007) the all-inclusive tourist spend less money in the host country than tourists that stayed at other facilities. In addition, Anderson (2007) also claims that it is only the originating country and the tourist that benefit from the all-inclusive since it hinders the involvement of the host population. According to Issa (2003) the all-inclusive hotels are the ones that generate the largest amount of revenue, but the impact on the local economy is smaller per dollar of revenue compared with different kinds of accommodation alternatives. The non all-inclusive alternatives also import fewer goods and employ more local people, which promote the usage of other accommodation alternatives.

According to R.Häggström (personal contact, 16 April, 2013) the impact on a tourist destination after an establishment varies depending on the presumptions on the current host country. There are several examples of establishments that have succeeded but there are also examples of failures, where for example the tourism have increased the criminality and therefore the company have decided to withdraw the destination. A majority share of the travel agencies continuously strives towards implementing different social policies that counteract these negative impacts. Also included in their policies is environmental and Social Corporate Responsibility aspects. This is further acknowledged by P.Marklund (personal contact, 3 May, 2013) who also emphasizes the importance of remaining in control of the impacts. According to E. Lundberg (personal contact, 3 May, 2013), having well structured, distinct and clear social responsibility policies can be seen as a comparative advantage, which could be seen as paramount for the travel agencies.

4.3 Current situation of Burma

The challenge for the travel agencies is to find a balance that allows the host country to develop whilst still maintaining a successful establishment on the location. To provide the reader with further information regarding the impacts an establishment will have on a host country, the theoretical impacts will be applied on Burma, as an example of a developing country. In order to be able to make these assumptions, a deeper understanding of the situation in Burma is required.

4.3.1 The history and development of Burma

Burma is one of the largest countries in Asia and despite its access to natural resources it is one of the poorest country in Southeast Asia (Guo, 2008). According to Guo (2008), the Burmese general named Ne Win took control over the governance of Burma, through a military coup in 1962. After this he remained in control of the governance until 1988. Furthermore, reports states that during 1988 the arise of civil disturbance and commotion occurred, the protest were dissolved with violence and followed by a new military regime, the State Law and Order Restoration Council (SLORC) was created. The regime assured that as soon as order was restored the power would be handed to the civilians (The Economist, 1997, November). In 1990 the opposite party, National League for Democracy (NLD), won the election, but instead of handing over the power to the winner, the military regime placed the leader of NLD, Aung San Suu Kyi, in house arrest for several years (Sweden Abroad, 2012).

In 2004, the regime was reorganised which lead to a rougher domestic political climate (Sweden Abroad, 2012). Furthermore, the new regime shock increased the prices of fuel during 2007, which lead to additional demonstrations within the country. The revolution, called the Saffron Revolution, received a lot of medial attention all over the world due to its violent ending, when the military was sent out in order to stop the revolution. The reactions from other countries resulted in sanctions towards Burma, especially from EU and the United States (Sweden Abroad, 2012).

The ruling military junta proceeded with their constitutional reforms by advertising a new election, the first one since 1990 (Sweden Abroad, 2008). The election held in 2010 led to the selection of Thein Sein as president, who contributed to political and economic reforms leading to an opening of the long-isolated country (Guo, 2008). The release of Aung San Suu Kyi was also part of the reform by Thein Sein, along with the releases of hundreds of other political prisoners, which were followed by the establishment of better relations with several ethnic groups which lead to a gradually improvement of the society. Currently, Aung San Suu Kyi is a Member of the Parliament, and the development towards a more stable and growing society are ongoing since most parties are preparing for new elections in 2015, as well as preparing for the assignment to chair the Association of Southeast Asian Nations (ASEAN) in 2014 (Sweden Abroad, 2013).

4.3.2 The financial situation of Burma

According to information provided by Sweden Abroad (2012), Burma remains one of the least developed nations in Southeast Asia despite its access to great natural resources. Burma has a GDP per capita of 750 USD and a total GDP of 45 billion USD, which is extremely low. Furthermore the nation is one of the least integrated countries in the global trade. The export sector only accounts for 14 % of the national GDP, which represents approximately 8 billion USD. The export is mainly focused towards nations that are closely located to Burma. The small export sector is a result of the trade restrictions posed by the Western countries as a consequence of the Saffron Revolution. According to Transparency International's (2013) Corruption Perception Index, Burma is ranked number 172 out of 176, indicating that the level of corruption is extremely high and therefore presents the government with a major challenge. Burma is ranked 149/187 on the Human Development Index scale, which further strengthens the argument that Burma is one of the least developed nations in the world. According to Guo (2008) the main problem of Burma's slow development is caused by the slow and uneven growth of the nations economy, due to the unfair distribution of any possible profit, that has gone to the privileged part of the population, leaving the majority to live in poverty.

Obviously, Burma has large economical challenges it needs to manage in order to develop further. It is also, however, important to highlight the resources and opportunities that Burma has access to. The government of Burma has during recent years taken steps towards economic reforms, which will allow a more market-based economy in order to attract investments and to promote growth (International Monetary Fund 2013b). Apart from its rich natural resources Burma has a large young population with low wage demands, which could be very interesting for foreign companies. According to Sweden Abroad (2013) the unemployment rate only reaches about 4 % and during 2010 a growth of 5.3 % of the GDP was recorded indicating that the economy is on the verge of evolving further. These factors could be used as a comparative advantage for Burma in the future to help boost the economy.

4.3.3 The social situation of Burma

30

Burma has low GDP and also low ranking on the Human Development Index (HDI) (UNDP, 2013) list where the wealth between countries are compared. Burma also has approximately 26 % of their population living below the national poverty line (Sweden Abroad, 2012). Despite their current reforms towards a more democratic society there still exist some tensions between the government and ethnic minorities. Thus, since permanent peace settlements are fundamental for democratic progress, some work still need to be done. In addition, Burma also violates some basic human rights such as for example the lack of legal security (Utrikesdepartementet, 2013).

For Burma to further develop an investment in infrastructure is necessary since the current situation of the infrastructure is incapable to keep up with a continued growth in tourism (So, 8 April, 2013). The standard of health care in Burma is very poor, they are lacking basic medicines and the access to educated medics is limited. Furthermore, there is a small supply of electricity and about 75 % of the people in Burma live without electricity. Although their poor development, the criminality rate remains rather low (Sweden Abroad, 2013). One additional problem cited by Guo (2008) is the stalled national reconciliation process between the different minority groups in Burma and the unimproved relations between the government and the population, which could culminate in violent conflicts. President Thein Sein made an effort to reconcile the different ethnical groups by inviting representatives from the respective groups in order to initiate some kind of communication. This communication has brought some results, in 2012 negotiations led to a ceasefire between two of the most violent groups Sweden abroad (2012).

The foreign policies of Burma have during the last decades purposely been isolated. The policy has also been strengthened due to the sanctions towards the country. Since 2011 the regime have imposed some changes, which has lead to the opening up of Burma towards other countries (Sweden Abroad, 2012). The political changes have resulted in more visitors and also more international interest in the country. In addition, the reform have also resulted in the decision of allowing Burma to chair the Association of Southeast Asian Nations (ASEAN) in 2014, which indicates the positive effects of the effort made by the regime. Furthermore, the sanctions towards Burma have been partly dissolved, this is gradually changing, but some sanctions still remain regarding certain sectors (Sweden Abroad, 2012). Currently, due to the opening up of Burma, the opinion regarding tourism is also changing. In 2012 the tourist arrivals increased with 30 % compared to 2011, which implies that there is an increasing demand of tourism (Tourism Transparency, 2013). However, it should be

noted that the increase of tourism consisted of mainly theme travels and independent travellers. Although Burma has experienced an increase in tourism, the impacts of the establishments are still difficult to determine since the concept of tourism is relatively new in the country. According to Ningzhu (1 May, 2013) Burma is setting a target of reaching more than three million tourists annually by 2015. In order to meet this increased demand one additional hotel zone where hotels can be built is planned in Yangon according to Sandy (21 January, 2012). Furthermore, to address the uncertainties regarding the safety issues of tourists the Burmese Ministry of Home Affairs has in collaboration with the Ministry of Hotels and Tourism created a unit called "the tourism police". This unit will work with safety regarding tourist in the most frequently visited areas as well as help foreigners with transportation and other information (Yang, 12 November, 2012).

One of the most important issues for travel agencies and the tourism industry is the presence of a functioning widely accepted legal system able to protect possible investments from being confiscated and to allow profits to be transferred out of the country. This however is cited in the Housing, Land and Property rights - the current legal framework (2009) presented in The Union of Myanmar Foreign Investment Law that states that economical gains will be allowed to be transferred back to the home country. The law also assures the protection of possible nationalisation of their facilities if the business work on equitable principles.

4.3.5 Nordic Travel Agencies view on Burma

As previously mentioned when the new destination is created and established, the impacts on the host country might vary. It is therefore important to take this under consideration when venturing into a new country. The impact might be positive since it fosters development of the country and also contribute to creating cultural, lingual and social connections across borders. In the case of Burma the impacts might be hard to anticipate. In the interview with R.Häggström (personal contact, 16 April, 2013) he stated that the future tourism of Burma is depending on upcoming political changes. Furthermore, at present there are also problems regarding the accommodation capacity of Burma, therefore the travel agencies avoid focusing their resources on a location that cannot provide enough room for tourists. Currently the trips to Burma are solely in the interest of theme travels since they lack the possibility to take in charter travels. Aung San Suu Kyi as well as the current

government has recently opened up towards tourism in Burma, which has led to an increased demand and resulted in a tourist boom in 2012. The country experienced more than one million visitors, which was an increase by thirty percent compared to previous years (R.Häggström, personal contact, 16 April, 2013). Burma has the advantage of being one of the last unexplored countries in Asia, which attracts large number of curious visitors. But even though the demand exceeds the supply there are still some difficulties to consider regarding tourism in Burma. The most important issue is the political instability and the lack of suitable accommodation. Furthermore the distance between the airport and the potential tourist destinations is relatively long, which according to P.Marklund (personal contact, 3 May, 2013), reduce the attractiveness for travellers since the transfer will be time consuming. In addition to these primary issues, some travel agencies also face some uncertainties regarding the fulfilment of their standard criteria; these uncertainties include for example the standard of health care (K.Moström, personal contact, 3 May, 2013).

It is important to understand the connection between the possible strategies of travel agencies and the future development of a developing country. The travel agencies use different methods in order to identify the demand for new destinations, though the efficiency of the methods might vary. This process is of more relevance to the travel agencies, since they depend on finding destinations that satisfy customers' needs, in order to be successful. Once the demand is identified the next step is to decide on a way to establish oneself, which is important both to the travel agencies as well as for the host country. Depending on what kind of chosen establishment, it will result in different impacts on the country, both positive and negative.

5. Analysis

In this part, the theoretical framework will be compared with the empirical findings in order to be discussed and analyzed.

Today, what almost all travel agencies have in common is a constant need to identify new destinations. What has caused this constant need? The main reason for this interest is that more people have the opportunity to travel for leisure, due to economic and social changes. This emphasizes the pressure on currently existing destinations but also increases the demand for new ones. As people get more opportunities, the desire for experiencing new destinations increases and therefore the travel agencies need to identify new ones in order to stay competitive. There are already multiple actors present on different well-established destinations, which also imply the growing interest of finding new locations to avoid the competition. Even though the advantages of being first on a new destination might be great, there is also a risk of failure. Failure that can occur from not being well prepared when entering a new market as well as having misread current trends, which means the establishment might become unsuccessful. The failure might occur from different reasons for example the lack of interest from tourist or unforeseen inhospitable environment.

Firstly, there are multiple standards that a destination needs to fulfil before an establishment can be made. These include basic standards of human rights, infrastructure and capacity of handling and accommodating tourists. Therefore the question to consider is whether or not a developing country, and in this case Burma, fulfils all the required standards of the travel agencies? This poses an interesting questions since the further discussion involve the possible development of a country. Therefore it might imply that the need for all standards to be fulfilled could be overlooked in the beginning. This might be possible if there are clear incentives towards a future development in the correct direction of fulfilling the standards in a later stage.

Travel agencies assure themselves that the establishment will be succeeding by putting a lot of effort into conducting thorough analysis before making an establishment on a new destination and therefore also minimizing the risks. The process of analysing criteria is

commonly shared among all the travel agencies in this report but the course of action differ. The different approaches have both positive and negative aspects. The concept of first performing a thorough analysis is performed by one of the largest travel agencies where they use a development team that specialise on solely the identification of new destinations. This is advantageous since it involves minimal risk when the actual establishment is to be made, but at the same time it is also time and cost consuming. Another approach is the use of a contractor, which is employed by the company, or an agent, that is an independent actor that works in favour of the interest of the travel agency. These approaches contribute to the travel agency gaining quick first hand knowledge about a destination that can contribute to fast decisions and unsuitable destinations can be discarded. In the meantime these decisions are based on the impressions of one individual and the method might be time consuming since only one destination can be handled at a time. This can be further complicated since the contractor is responsible not only for the identification of new destinations but also of the supervision of already existing ones which makes the process even slower. The use of an agent is fairly similar to using a contractor with the difference of the agent being hired as an independent actor working for the travel agency. This poses a question of trust since the use of a new agent could lead to a loss of control and therefore the risk of a failed establishment.

In some cases certain host countries request the presence of Nordic tourists, which could lead to a new not before discussed alternative of destinations being considered. This can create opportunities that otherwise would have remained unnoticed. This, however, also imposes large risks since the reason for the request is unknown and in what way the establishment possibly could affect the destination need to be examined further. This could also lead to a loss of control since the alternatives of possible destinations in the country and partners to collaborate with may be regulated.

Once a destination has been identified the question of how to establish oneself at the chosen location is relevant. The main questions to address are which target group to aim at and what kind of establishment one wants to create in order to attract that target group.
It must be stated that most travel agencies focus on families and couples as their main target group which is also the most common charter travellers. This is a safe target group in several ways, partly because the travel agency believe they are repetitive customers and often demand similar concept but on different destinations. This, however, also implies that the couples and families often request well-established destinations where their demands are

ensured to be fulfilled. Since this is the main target group the travel agencies possess a lot of experience and know-how of how to attract these kinds of tourists and it might seem as a convenient way of establishing new destinations. This, however, might cause the travel agencies to overlook other potential target groups as well as destinations. It is of course important for the travel agencies to focus on their main target groups in order to maintain their profile and market shares they should not fear new possibilities. One way to avoid this issue might be to implement a new combination where leisure travelling is combined with elements of adventure. This poses the question whether the travel agencies should adapt to the destination or vice versa. There are clear advantages that have been discussed earlier that the charter travellers is easy to attract but at the same time this might lead to the loss of opportunities and alternative target groups.

Secondly, once the location is identified and the target group is chosen the next step for the travel agencies is to decide what way to establish oneself on the destination. A very common alternative that is very attractive for the travel agencies main target group, charter travellers, is the concept of all-inclusive. All-inclusive has the advantages of being an easy accessible alternative for travellers since it eliminates the use of cash in a large extent. The travellers therefore know approximately the costs of accommodation, food and beverages during the trip, which could be very attractive for families with a certain holiday budget. For families with younger children it could also be viewed as a reassurance that they will remain within the premises. It can also be the only alternative in countries with a lower safety and health standard. On the other hand all-inclusive could also lead to that the tourist could grow tired and bored of the restaurants and activities offered within the all-inclusive deal since it sometimes is considered to lack authenticity and cultural influences. The main criticism towards the all-inclusive concept is however how it affects or rather how it excludes the local population from taking part of the gains created from the tourism. This for example by making the tourists spend less money in the country and decreasing the amount of employment opportunities for the population.

All-inclusive is only one of many options when establishing a new tourist destination but is interesting to examine since it is quite controversial. At the same time many developing countries lack a level of security that matches the travel agencies requests which makes it the only alternative.

Additional alternatives include the collaboration and making of agreements with already existing hotels at the location that can offer suitable accommodations for the tourists. This is except from all-inclusive the most common way to establish oneself in a new destination. But what happens if there are no suitable hotels at the destination? The travel agencies have the ability to invest, partly or completely in a hotel at a certain interesting location but most of them abstain. This facilitates the establishment if the standards are low and there exists large development opportunities for the destination. But since it involves a larger risk and more commitment to a certain destination, most travel agencies choose to instead make agreements with current existing hotels.

Since the Internet became a major marketing channel of charter tourism it could also be debated that this has affected the demands from tourists that gain knowledge about the destinations faster. Trends of new exciting destinations are created and more spread rapidly and this is something that the travel agencies need to take in consideration. Since this thesis focuses on the establishment of tourism in developing nations, it is important to understand the demand from families to be introduced to new locations. Families often require a high standard of safety and therefore it can be discussed whether they are the prime target group for these new destinations.

This part of the discussion will continue develop the previous discussion with the application of Burma. The identification process of the travel agency is important to consider when looking at a developing country with low living standards such as Burma. Although trends have shown that Burma is a highly attractive location, there are also multiple factors that speak against an establishment. Firstly, there is the political issues regarding the government of Burma that complicates the creation of tourism. There is also the issues regarding the different violent conflicts between minorities that currently takes place in the nation. During recent years a shift in attitude of the government however has been noticed where the need of an economic reform and political stabilization has been top priorities. The violent conflicts are being taken seriously and actions to alleviate these problems by engaging the different parties in discussion are taken. The possible outlook for Burma as a future travel destination is highly depending on the future evolvement of the political stabilization and how Burma chooses to position themselves towards the rest of the ASEAN countries. The violent conflicts in Burma are restricted to certain areas and

therefore if travel agencies choose to invest or establish themselves in Burma, careful considerations need to be taken regarding where they will chose to locate their facilities. These multiple issues make the future political situation of Burma quite difficult to predict. However large forces are working towards making Burma more democratic, which will contribute, to Burma becoming increasingly interesting. Furthermore Burma do not live up to all the required standards of the travel agencies, for example the distance between the airport and the possible tourist location. This therefore poses an important question regarding if the travel agencies might overlook these lacks of standards in order to invest in a future development for Burma towards more evolved standards. However, if the market analysis is performed by firstly doing desk research this might imply that Burma will be sifted out in the process. Therefore, although more time consuming it might be more beneficial for Burma to be examined by a contractor or an agent that can be on place to examine the potential of the country. Furthermore, it would also facilitate an evaluation since the information regarding Burma is relatively parsimonious. The problem with this approach could be the lack of accommodation to establish agreements with local partners in order to create a destination. This might indicate that a need for some investments is in place since currently Burma does not have enough accommodation.

In the further discussion we will assume that the travel agencies experience possible development and success in Burma as a destination and therefore proceed with the establishment even though not all required standards are fulfilled. The following question is which target group one should aim for? The natural choice for travel agencies of this kind is the charter tourists and mainly families and couples, which could be suitable for Burma since they offer a warm climate and cheap prices, similar to Thailand. But in addition Burma also possess a great deal of undiscovered cultural experiences, which might make Burma more attractive to a different target group. There might be gains in promoting Burma as an alternative to Thailand, but instead with focus on more cultural and adventurous experiences in order to provide a less exploited destination. The outcome of such a promotion could be successful, but it might also not attract the typical charter tourists. Furthermore, the type of tourists that could be attracted of such an offer might not realize that the regular travel agencies hold these types of travel offers and therefore the destination would be unsuccessful instead.

Though the part of attracting the right type of tourists is important another vital part is what kind of accommodations that is offered at the location. The all-inclusive concept might seem as the obvious choice from the travel agencies point of view since the previously mentioned lack of accommodation and required standards. This could provide the tourists with a safe experience of an unexploited country. However, the all-inclusive might not be so beneficial from Burma's point of view. The concept implies that most gain from a successful destination might be going back to the investing country instead of benefiting Burma. But all-inclusive also provides the country with more employment opportunities than a regular local hotel, since the need for employees is greater at that type of hotels. However although creating more opportunities within the hotel, the establishment might instead affect the surrounding local entrepreneurs and businesses in a negative way. If the accommodation is established in order to provide safe solutions for tourists in Burma one impact might be that the tourists will remain at the hotel and solely attend trips and excursions provided by the hotel, further enhancing the negative impacts of local businesses. One way around this problem might be to offer some kind of combination between an all-inclusive concept and a regular partner. This could be possible if the travel agencies establish an accommodation that fulfils all the standards requested from tourists while also involving the local businesses, by for example offer dinners at a local restaurant etcetera within the concept. The importance of satisfying both the tourists need and the need of Burma is necessary, in addition also to establish sustainable relationships with the host country.

The travel agencies often have the possibility of investing in local facilities in the country where local actors does not exist as a way of starting up the tourism industry. This however is not very popular with the travel agencies since they do not have any desire of owning their hotels but rather prefer to close deals with local partners. However in the case of Burma, a country that lacks infrastructure and means to establish their own tourism establishment that satisfy the standards and demands of the other nations, this might be the only alternative. To initially invest in the creation of accommodation facilities could help the industry get started. And since Burma is ranked as one of the most corrupt nations in the world the positive effects of remaining in control of your own establishment could be enhanced. To maintain control and the supervision of ones establishment could ensure that the facilities maintain their high standards as well as making sure that the economical positive effects that will fall to the country are somewhat distributed fairly among the people. In Burma's case

where the military junta has been in power for so long and has lived of the populations hard work this is extremely important to not further promote.

This highlights the importance of just ownership rights in Burma that allows investors to take out profit created through their investments and protects the facilities from possible nationalization. Burma has a legal framework that considers these subjects and therefore also promotes the possible establishment of tourism in Burma. However, the late government did overcast the last free election in 1990 and therefore their reliability could be questioned. However, Burma has during recent years experienced an increasing openness towards foreign direct investments that promote the presence of a functional legal framework that supports the right to ownership. This is one of the key foundations if Burma is to succeed in their aspiring tourism plans.

Once deciding the most suitable establishment process the question is what impacts will this have on Burma? Tourism has shown to provide with economical benefits to a host country and these effects will be even larger when the country is relatively undeveloped to begin with. This further strengthens the problems regarding the establishment strategy, since it could create more employment if handled correctly, but for whom? In order to maximise the positive economic impacts of Burma one must focus on the direct effects to be able to receive the remaining effects as well. This occurs from tourist spending that could increase the sales and income levels of the host country population. Although these effects could benefit the country one must pay attention to the leakages that can occur due to different reasons. These might occur from the all-inclusive concept if all the gain is received by another country than the host country. This could lead to the travel agency being more in control to avoid the government from controlling and govern the incomes of tourism. It must also be taken in consideration the fact that leakages can occur from the host country when trying to adapt to be more tourism friendly, by investing in tourism instead of vital sectors such as health care. Furthermore, leakages can also occur if Burma wants to meet the standards of the tourists demands by importing goods in order to satisfy their needs. This however could be avoided if the travel agencies choose a different approach to Burma to establish it as a more eco-friendly destination that uses local goods in order to attract tourists who appreciate this, as well as avoiding the leakages that otherwise might occur. In addition the negative economic impacts of Burma might result in inflation, which if handled correctly could be compensated by the increase of sales and income, but what happens to the

remaining population of Burma? The ones that do not live in the tourism areas? This is acknowledged by the theory of enclaved tourism where there arise inequalities between different areas within the country due to tourism. This is important to avoid since the impacts should benefit the whole nation and not a specific area.

It is also important to take in consideration the concept of internal cannibalism. Internal cannibalism implies that the travel agency compete against itself in order to maintain market shares and uphold a certain standard of their destination. The question here is how will this increased internal competition affect the host countries. Will the increasingly raised standards contribute to a larger part of used goods being imported, which will lead to larger income leakages? This could also affect the country's natural resources being exhausted even faster. If a destination proves to not fulfil certain standards compared to other destinations nearby due to internal competition this could lead to the abolition of the establishment. This could in turn affect a whole society if the area was heavily depending on the tourism industry. It is important for travel agencies to maintain market shares and to stay competitive towards their competitors, but one must also take in consideration the effects this internal cannibalism could impose. One way of solving this problem is to raise the standards of the tourist destinations not by offering higher standard products but by promoting local awareness and eco-friendly tourism and gain tourists that are more aware of the impact that their vacations create. Another example could be to promote different locations within the same area differently so that the concept of charter tourism still is maintained but with different themes and approaches, increasing external competition but avoiding internal cannibalism.

Furthermore, social impacts might also occur due to tourism. It could be experienced by the changes of attitudes and goals of the population of Burma, partly from the input of new experiences received from tourists, but also due to their recent reforms that facilitates for creating new opportunities and encourage entrepreneurship. This could further encourage more reforms made by the government and this is likely to occur when looking at the situation of Burma today where they are supposed to chair the ASEAN and a new election in 2015.

One additional positive effect of tourism is the increased possibility for women to get employment and start working, which in Burma's case could help to boost the weak economy by providing additional alternatives for both genders to contribute to the national GDP. An increased possibility of attaining a safe employment in combination with opportunities for entrepreneurship can evolve into changed livelihood goals for the population, which in turn will foster ambition and innovation. Increased ambitions and larger capital shares from the residents will in turn make way for additional local investments which will create even more work opportunities and raise the living standards even further. It thereby creates a positive pattern of indirect economic and social effects originally sprung from the tourism. Increased living standards and financial means could also affect the say that the residents have in political decisions, which in turn could affect the outcome of Burma's participation within the ASEAN.

One additional social effect that tourism creates is the possibility of intercultural interaction that will create a deeper understanding for other cultures, norms and values. This, however also has a downside since the tourism could influence the tourist destination to a point where the local culture and heritage must give way to tourists habits and ways. This could lead to a loss of cultural diversity. It is therefore very important for the travel agencies to take all of these factors in consideration and create a situation where both the social objectives of the tourist as well as the objectives of the residents under consideration. The travel agency should encourage and involve the local community in the tourism establishment to take advantage of possible synergy effects that can occur when involving all parties in a sufficient effective collaboration.

Although many positive social impacts might occur in Burma due to tourism since they are relatively underdeveloped compared to Nordic countries, it might create some negative impacts as well. Since the tourism industry in Burma is almost non existing at the current the tourist establishment could lead to an overcrowding effect. This effect could be even more substantial in the case of Burma since they are not used to tourists in a larger sense, therefore this would imply a change in their current lives and routines, since they have to share some parts of their daily life with the tourists. Furthermore, the difference in living standard between the population of Burma and the tourists might also possess some issues; it could result in the demonstration effect since the host country population will be aware of all the prosperity of the tourists. In addition, if the demonstration effect has occurred it could

also implement the creation of undesired activities such as crime, in the attempt from the Burmese people to attain the living standards from the tourists, or at least some parts of it.

The main aim in order to avoid the negative impacts would be to trying to make sure that both the country and the tourists gain from the establishment in order to create a sustainable destination, this according to the social exchange theory. There are currently several existing theories regarding the attitude towards tourists from the residents of a country. In the case of Burma, the population most probably will be experiencing changes and development due to the tourism establishment. This is most likely to create positive attitudes from the residents, but is also likely to change over time. The positive attitudes origins from benefits that come from the establishment and this further strengthens the importance of proceeding with the establishment in a suitable way. If the result will be improvements for some part of the population but not for all this could result in negative attitudes towards tourists. This is also followed by the theory of the tourism life cycle where over time the negative impacts of tourism become more evident and almost overshadow the positive effects. The question is how to avoid ending up in the negative stages of the tourism life cycle and instead trying to prolong the positive parts of the life cycle by constantly changing and developing the establishment in order to create a sustainable tourist destination. Furthermore, although the aim of the travel agencies might be to provide Burma with support regarding their possible development it is important to not make the country too depending on the investing country. This in order to avoid them relying their development solely on the tourism industry in case of any drastic changes would occur that could affect the tourism.

The future prospects of Burma are in many ways hard to predict since the nation in many ways stands at a crucial point in their future development. Should they choose a more democratic rule with regular votes and economic reforms then Burma might face large opportunities with international collaboration. On the other hand the current government of Burma can chose to discard the result of the election in 2015 if the outcome does not suit their future plans whereas the nation would return to a state of inefficient economical and social growth as well as an exclusion from the international trade.

Burma has vast natural resources as well as a large young population, which if managed correctly could be used for economical and social development. Both India and China are two countries that will play major parts in the future world economy. The geographical

position of Burma between these two future giants is also something they should take in consideration. The growth of these two countries will also affect the way that the Burmese tourism industry will evolve. In the thesis a main focus has been on the Nordic travel agencies possible establishment in Burma. What is essential not to overlook is the developing nations populations growing demand for suitable and comfortable tourism destination. It might be a possibility that if the Nordic travel agencies chooses to invest in Burma they will face competition from Asian travel agencies and not only from other Western travel agencies. If Burma chose to focus their tourism industry towards the Asian market this might alter the conditions for Nordic travellers. The Chinese travel agencies are currently examining and investing in nations that can function as tourist destinations for the Chinese market and Burma is one of the interesting nations. Since a tourist destination is heavily influenced by the nationality of their tourists it could be seen as an advantage to enter Burma and therefore adapt the destination for Nordic tourists. On the other hand if travel agencies from other nations get the first mover advantages they also take on the larger risks. For Nordic tourists to engage with tourists from other nations could be viewed both as an advantage and a disadvantage depending on how one chooses to market the destination.

An additional factor that speaks for Burma evolving in a closer connected Southeast Asian collaboration is the future involvement in ASEAN, which will increase the possibilities of international trade and thereby also increase communication with other Asian countries.

6. Conclusion

In the conclusion the final results and discussion of our analysis is presented to the reader.

The importance of identifying new destinations has been stated throughout this thesis. The identifying of new tourist destinations can be conducted in different ways and what method that would be the most effective one has been discussed. Probably, the most suitable and efficient approach would be to firstly perform a thorough market analysis in order to discard unsuitable destinations and thereby also save time and resources. The information about Burma is hard to gather and is often unreliable since it is one of the most corrupt nations in the world. This promotes the use of a contractor to be more suitable, since the contractor would supply the travel agency with reliable first hand knowledge of the destinations. A contractor could also evaluate if certain unfulfilled quality standards could be satisfied in the near future if the establishment was made.

In the case of a possible establishment in Burma the concept of all-inclusive is suitable for an initial establishment. Despite all its negative impacts the insufficient safety and healthy systems requires the all-inclusive concept to be used in order to maintain certain standards for the tourists. In addition it maintains the main target groups interests which since the demand for easy access leisure activities and the discarding of the use of cash that are considered large advantages for the tourists will be maintained.

The impacts on Burma created from the establishment will probably be quite large since they are starting off as relatively underdeveloped. There will be significant changes in the sales and income levels due to tourism. Furthermore, this will also increase the opportunities for employment and entrepreneurship if the residents are allowed to have a say in the planning process. Although the positive effects might be great the establishment might also create inequalities within the country, due to the enclaved tourism. Furthermore, other economical negative effects such as inflation might also occur due to the increased tourism, which could lead to increased prices and living costs.

For the establishment to be as successful as possible it is important to encourage the local population to participate. This could be achieved by including representatives of the

population in the planning process, offering restaurants and activities that are driven by residents and thereby maintaining the residents interest in the procedure. This will in turn affect the residents' attitude towards the tourists and contribute to a mutually beneficial collaboration. If the residents attitude towards tourists is positive and welcoming this could pose an invaluable comparative advantage where tourist could return to the location multiple times not only for the location but for the warm atmosphere and welcoming climate.

In order to minimize possible leakages that can occur from the import of certain goods, this import will be kept at a minimum. Instead local producers and actors will be encouraged to participate. This method will not only include the residents working within the facility of the all-inclusive, but the establishments will also lead to indirect positive effects that can be monitored and controlled.

An establishment will also create social changes on Burma since the implementation of tourism could contribute to the expansion of the residents' horizon and increasing opportunities towards entrepreneurship and new life goals. In addition, it might also create a cultural exchange especially between Asian and Western countries that could contribute to greater understanding and acceptance of other cultures. Negative social effects could be an increased envy of the prosperities of the tourists; the increase of undesired activities as well as annoyance regarding the possible overcrowding could arise. Furthermore, the government could also choose to invest too much in the tourism industry at the cost of other important sectors. This could hinder the further development of the country, which could disfavour the population. This could over time result in that the population of Burma evolve negative attitudes towards tourism. Most probably they will follow the regular order of firstly being happy and excited of the increased tourism establishment. This could in time change into negative attitudes towards tourism and tourists since they have a negative impact on their daily life. This emphasises the importance of the social exchange theory that both parties need to gain from the exchange and therefore to involve the residents should be of top priority to the travel agencies.

To conclude this thesis, one can easily see that there are several aspects that need to be regarded in order to make a sustainable tourist destination. Firstly, the need for new tourist destinations origins from external factors that provides more people the opportunities to travel. Furthermore the different ways of identifying new destinations have proven to result

in different outcomes, but the outcome also varies depending on the respective host-country. In the case of Burma, the most appropriate way of identifying tourism destinations in the area should be to use a contractor. This type of evaluation system would lead to the best results for Burma to be seen as a suitable location for tourism. Furthermore, despite all the negative impacts that can occur from the all-inclusive concept, it is believed to be the most suitable type of establishment for Burma. The all-inclusive concept would provide tourists with more safety and could be seen as the only option for charter in Burma, at least for the time being. Although it could be combined with more involvement from the local population in order to minimize the negative impacts on the country. In addition, all the positive and negative impacts that might occur due to a tourist establishment could also be applied on Burma. Though some are more likely than others to occur since Burma is a very poor and underdeveloped country. Therefore the importance of striving towards creating a tourist establishment in Burma that contributes to the country's further development is recommended. Maximizing the positive effects as well as minimizing the negative impacts of tourism could facilitate for this development.

7. Sources

Articles

Ashley, Boyd & Goodwin. (2000). *Pro-Poor Tourism: Putting Poverty at the Heart of the tourism agenda.* Overseas Development Institute, Nr 51. Retrieved from http://195.130.87.21:8080/dspace/bitstream/123456789/444/1/Pro-poor%20tourism%20%20putting%20poverty%20at%20the%20heart%20of%20the%20tourism%20agenda.pdf

Enemuo & Oduntan. (2012). *Social Impact Of Tourism Development On Host Communities Of Osun Oshogbo Sacred Grove.* IOSR Journal of Humanities and Social Science (JHSS), Volume 2, Issue 6 (pp. 30-35). Retrieved from *http://iosrjournals.org/iosr-jhss/papers/Vol2-issue6/F0263035.pdf*

Bachleitner & Zins. (1999). *Cultural Tourism in Rural Communities: The Residents' Perspective.* Journal of Business Research, Nr 44. Retrieved from http://mres.gmu.edu/pmwiki/uploads/Main/Bachleitner1999.pdf

Deery, M., Jago, L., & Fredline, L. (2011). *Rethinking social impacts of tourism research: A new research agenda.* Victoria University. Retrieved May 5 from http://www.sciencedirect.com/science/article/pii/S0261517711000422

Easterling, D. (2008). *The Residents' Perspective in Tourism Research.* Journal of Travel & Tourism Marketing. Retrieved May 4 from
Doi: *http://dx.doi.org/10.1300/J073v17n04_05*

Holmberg, M. (2010, 26 October). *Allt inkluderat-resorna fortsätter att öka.* Dagens Nyheter. Retrieved 13 May, 2013 from http://www.dn.se/resor/nyheter/allt-inkluderat-resorna-fortsatter-att-oka

Issa, J, & Jayawardena, C. (2003). *The all-inclusive concept in the Caribbean*. University of the West Indies. International Journal of Contemporary Hospitality Management,Volume 15, Nr 3 (pp.167-171). Retrieved from http://www.emeraldinsight.com/journals.htm?articleid=867473&show=html

Mbaiwa, J. (2003). *Enclave tourism and its socio-economic impacts in the Okavango Delta, Botswana.* Harry Oppenheimer Okavango Research Centre, University of Botswana. Retrieved from http://adpbotswana.pbworks.com/f/Enclave+tourism+and+its+socio-economic+impacts.pdf

Ningzhu, Z. (2013, 1 May). *Myanmar targets 3 million tourists by 2015.* China Weekly. Retrieved May 12, 2013 from http://news.xinhuanet.com/english/business/2013-05/01/c_132352544.htm

Robinson, G. (2012, 18 April). *Myanmar - Opening Up.* The Financial Times. Retrieved April, 22, 2013 from http://www.ft.com/intl/cms/s/0/28f72a96-7e40-11e1-b20a-00144feab49a.html#axzz2RCV3H4nx

Sandy, S. (2012, January 21). *Myanmar attracts more globetrotters in 2012 in light of changes.* China Weekly. Retrived May 12, 2013 from http://news.xinhuanet.com/english/world/2013-01/21/c_132117774.htm

So, C. (2013, 8 April). *Myanmar's poor infrastructure holds it back but Hong Kong firms see opportunities.* South China Morning Post. Retrived May 12, 2013 from http://www.scmp.com/news/asia/article/1209272/myanmars-poor-infrastructure-holds-it-back-hong-kong-firms-see

Stynes, D. (1997). *Economic Impacts of Tourism.* Retrieved from http://fama2.us.es:8080/turismo/turismonet1/economia%20del%20turismo/economia%20del%20turismo/economic%20impacts%20of%20tourism.pdf

Svenska Dagbladet. (2013, 14 April). *Lång vinter ger charterrusning.* Retrieved May 8, 2013 from

http://www.svd.se/resor/lang-vinter-ger-charterrusning_8070174.svd

The Daily Mail. (2011, 16 August). *Rise of the all-inclusive holiday as families try to limit spending.* Retrieved May 5 2013, from

http://www.dailymail.co.uk/travel/article-2026615/All-inclusive-holidays-boom-British-families-seek-limit-summer-spending.html

The Economist. (1997, November). *Myanmar...formerly known as SLORC.* Retrieved April 24, 2013 from

http://www.economist.com/node/106254

The Telegraph. (2012, 27 December). *All-inclusive breaks in demand for 2013.* Retrieved May 9, 2013 from

http://www.telegraph.co.uk/travel/travelnews/9767569/All-inclusive-breaks-in-demand-for-2013.html

Yang, L. (2012, 12 November). *Myanmar to form tourist police for tourist safety.* China Weekly. Retrieved May 12, 2013 from

http://news.xinhuanet.com/english/world/2012-11/12/c_131968816.htm

Books

Butler, R. (1975). *The Tourism Area Life Cycle*. New York. Channel View Publications. Retrieved from

http://books.google.se/books?hl=sv&lr=&id=XHTxrqnn9sMC&oi=fnd&pg=PR9&dq=butler+tourism+life+cycle+model&ots=zXdHL6xSQ2&sig=QjEW3DwiFoFiaTbjmdE6UrIxDGk&redir_esc=y#v=onepage&q=butler%20tourism%20life%20cycle%20model&f=false

Ghosh, B. (2001). *Dependency Theory Revisited.* Surrey, Ashgate Publishing Limited.

Gou, X. (2008). *Myanmar/Burma Challenges and Perspectives* (p. 159-164). Stockholm, Institute for Security and Development Policy.

Holme, M.I., & Solvang, K.B. (1997). *Forskningsmetodik.* Studentlitteratur.
Mowforth, M., & Munt, I. (2007). *Tourism and Sustainability* (Chapter 2). London & New York, Routledge, Taylor & Francis Group.

Nagle, G. (1999). *Tourism, leisure and recreation* (p. 35-36). Cheltenham, Nelson Thornes Ltd.

Sezgin, E., & Yolal, M. (2012). *Business, Management and Economics "Visions for Global Tourism Industry - Creating and Sustaining Competitive Strategies"* (chapter 4). Intech. Retrieved from http://cdn.intechopen.com/pdfs/35520/InTech-Golden_age_of_mass_tourism_its_history_and_development.pdf

Svenning, C. (2003). *Metodboken.* Lorentz, Eslöv.

Wall, G & Mathieson, A. (2006). *Tourism, change, impact and opportunities.* (p.220-288). Essex, Pearson Education Limited 2006.

Reports

Leckie, S., & Simperingham, E. (2009). *Housing, Land and property rights - the current legal framework.* The Union of Myanmar Foreign Investment. Geneva: Displacement Solutions & The HLP Institute (page 581). Retrieved from http://displacementsolutions.org/wp-content/uploads/2010/01/Burma_HLP_book.pdf

Tourism Transparency. (2013). *Hospitality and Tourism Conference 2013.* Yangon, Myanmar: Traders Hotel. Retrieved from http://www.tourismtransparency.org/sites/default/files/Myanmar%20Responsible%20Tourism%20Policy%202012.pdf

United Nations Development Programme. (UNDP). (2013). *Human Development Report.* New York, UNDP. Retrieved from http://hdr.undp.org/en/media/HDR2013_EN_Summary.pdf

Vellas, F. (2011). *The indirect impact of tourism: an economic analysis.* Paris, France: Third Meeting of T20 Tourism Ministers. Retrieved from http://dtxtq4w60xqpw.cloudfront.net/sites/all/files/111020-rapport_vellas_en.pdf

Theses

Andersson, W. (2007). *Estimating the economic impact of all-inclusive package tourism in the Balearic Island* (Doctoral Thesis). Balearic Islands. Department of Applied Economics, University of the Balearic Island. Retrieved from http://www.esade.edu/cedit2007/pdfs/papers/pdf2.pdf

Boberg, A. (2010). *A study on Swedish charter tourists behaviour and acting* (Bachelor Thesis). Öja. Degree Program of Tourism, VAMK University of Applied Science. Retrieved from https://publications.theseus.fi/bitstream/handle/10024/12790/Boberg_Anna.pdf?sequence=1

López-Bravo Palomino. L (2003). *Impacts of mass tourism on local communities and the new phenomenon of colonization. Case study: Majorca* (Master's Thesis). Bournemouth. Master of Arts European Tourism Management, Bournemouth University. Retrieved from http://www.du.se/PageFiles/5050/ETM%20Thesis%20Lopéz-Bravo.pdf

Webpages

European Commission, Eurostat. (2012). *Tourism Statistics.* Retrieved May 8, 2013 from http://epp.eurostat.ec.europa.eu/statistics_explained/index.php/Tourism_statistics

Fritidsresor. (2013a). *Reseproduktion.* Retrieved May 8, 2013 from

http://www.fritidsresor.se/Om-Fritidsresor/Om-foretaget/Reseproduktion/

Fritidsresor. (2013b). *Marknadsföring & PR.* Retrieved May 12 from

http://www.fritidsresor.se/Om-Fritidsresor/Om-foretaget/Reseproduktion/Marknadsforing--
PR/

International Monetary Fund. (2013a) *Report for Selected Country Groups and Subjects.*
Retrieved May 8, 2013 from

http://www.imf.org/external/pubs/ft/weo/2013/01/weodata/weorept.aspx?pr.x=31&pr.y=5&s
y=2000&ey=2018&scsm=1&ssd=1&sort=country&ds=.&br=1&c=001&s=NGDP_RPCH%
2CNGDP_RPCHMK%2CNGDPD%2CPPPGDP&grp=1&a=1

International Monetary Fund. (2013b). *Myanmar Takes Wide-Ranging Steps Toward
Economic Reform.* Retrieved May 12, 2013 from

http://www.imf.org/external/pubs/ft/survey/so/2013/car022713a.htm

Transparency International. (2012). *World Transparency Index Myanmar.* Retrieved April
22 from

http://www.transparency.org/country#MMR_DataResearch

Transparency International. (2013). *Corruption by country: Myanmar.* Retrieved May 12,
2013 from http://www.transparency.org/country#MMR

Sweden Abroad. (2012). *Om Burma/Myanmar.* Retrieved May 8, 2013 from

http://www.swedenabroad.com/sv-SE/Ambassader/Bangkok/Landfakta/Om-
BurmaMyanmar/

Sweden Abroad. (2013). *Reseinformation Burma.* Retrieved May 13, 2013 from

http://www.swedenabroad.com/sv-
SE/Ambassader/Bangkok/Reseinformation/Reseinformation-Burma/

United Nations. (2007). *FDI in Tourism: The Development Dimension.*

Retrieved from

http://unctad.org/en/Docs/iteiia20075_en.pdf

United Nations Environment Programme. (2013). *Resource efficiency and sustainable consumption and production*. Retrieved May 2, 2013 from http://www.unep.org/resourceefficiency/Business/SectoralActivities/Tourism/FactsandFigur esaboutTourism/ImpactsofTourism/EconomicImpactsofTourism/NegativeEconomicImpacts ofTourism/tabid/78784/Default.aspx

UNWTO, World Tourism Organization. (2004). *Outbound Tourism, International Tourism Expenditure.* Retrieved from http://www.unwto.org/facts/eng/pdf/indicators/ITE.pdf

UNWTO, World Tourism Organisation. (2011a). *Tourism Towards 2030, Global Overview.* Retrieved from http://cestur.sectur.gob.mx/descargas/Publicaciones/Boletin/cedoc2012/cedoc2011/unwto20 30.pdf

UNWTO, World Tourism Organisation. (2011b). *Global Code of Ethics for Tourism.* Retrieved from http://dtxtq4w60xqpw.cloudfront.net/sites/all/files/pdf/item_7a.pdf

UNWTO, World Tourism Organization. (2011c). *Definition of Tourism.* Retrieved from http://torc.linkbc.ca/torc/downs1/WTOdefinitiontourism.pdf

UNWTO, World Tourism Organisation. (2012). *Why tourism?* Retrieved May 8, 2013 from http://www2.unwto.org/en/content/why-tourism

UNWTO, World Tourism Organisation. (2013a). *International tourism to continue robust growth in 2013*. Retrieved April 22, 2013 from http://media.unwto.org/en/press-release/2013-01-28/international-tourism-continue-robust-growth-2013

UNWTO, World Tourism Organization. (2013b). *Facts and Figures.* Retrieved April 13, 2013 from

http://mkt.unwto.org/en/publication/unwto-tourism-highlights-2012-edition

Utrikesdepartementet. (2013). *Myanmar.* Retrieved May 13, 2013 from

http://www.regeringen.se/sb/d/2520/a/13747

Ving. (2013). *Resmål och prissättning.* Retrieved May 8, 2013 from

http://www.ving.se/resmal-och-prissattning

8. Appendix

Interview Questions

1. How do you identify a new potential tourist destination?

2. What criterias need to be fulfilled in order to be a suitable country for tourism?

3. What level of development is needed etcetera?

4. How is the demand or interest of a certain destination discovered?

5. Does the answer to question 4 differ depending on what source market is asked?

6. How is the decision of tourism establishment approach made?

7. How is the decision affected when looking at different target groups?

8. What kind of impacts have you experienced on your establishments in developing countries? Mostly economic and social impacts.

9. Is the host country population involved in the establishment?

10. We have discovered that you might provide travels to Burma in the future. How does the future establishment of a tourist destination in Burma look? / We have discovered that you do not provide any trips to Burma, have you examined the possibility of examining trips to Burma in the future? / We have discovered that you provide trips to Burma, how did you take this decision and what is the current result of the establishment?

11. Could you provide us with an example of a successful and less successful establishment made in different countries, and what could be the reasons to the different results?