## CONTENTS

	Page
Acknowledgement	c
Abstract in English	d
Abstract in Thai	f
List of Tables	k
List of Figures	1
Chapter 1 Introduction	1
1.1 The Rational Background	1
1.2 Purpose of the Study	11
1.3 Scope of the Study	11
1.4 Contribution of the study	12
1.5 Outline of the chapters	12
Chapter 2 Literature Review and Theorectical Background	13
2.1 Tourism Sector and Economic Growth Review	13
2.2 Concepts and Theories of Tourism as driver for the country's econ	omic
growth	20
2.2.1 Theoretical issues between Tourism and Growth Theories	20
2.2.2 Butler's "Lifecycle Theory"	22
2.2.3 Keynesian Multiplier Effect	24
Chapter 3 Methodology	29

3.1 Conceptual Framework	29
3.2 Sources of Data and Variables used in the Model	31
3.3 Hypotheses of the Study	32
3.4 Research Methodology	33
3.4.1 Stationary / Non-stationary of time series data	33
3.4.2 Unit Root Testing (ADF Test)	34
3.4.3 Unit Root Testing (PP Test)	35
3.4.4 Unit Root Testing (KPSS Test)	36
3.4.5 Autoregressive Distributed Lag Co-integration Analysis	37
3.4.6 Granger Causality Test	43
Chapter 4 Results of the Study	46
4.1 Overview of the Myanmar Tourism Sector	46
4.2 Empirical Results	50
4.3 Descriptive Analysis	50
4.4 Unit Root Test Results	52
4.5 Long run ARDL bound test for Co-integration	57
4.5.1 Long Run Diagnostic Test	62
4.6 Short Run Error Correction Estimates	64
4.6.1Short Run Diagnostic Test	66
4.7 Granger Causality Test Results	68
Chapter 5 Conclusion (1917) by Chiang Mai University	70
5.1 Findings of the Research	70
5.2 Policy Recommendations	71
5.3 Limitations of the Study	74
5.4 Suggestion for Further Study	75
References	76

Appendices	8
Appendix A	8.
Appendix B	8
Curriculum Vitae	9.



## LIST OF TABLES

	Page
Table 1.1 Tourist arrivals in ASEAN countries during 2009 to 2012	5
Table 1.2 Estimated Direct Tourism Employment in Myanmar, 2012-2020	9
Table 2.1 Summary of Literature Review	18
Table 3.1 Source of Data and Variables used in the Model	32
Table 4.1 Discriptive Analysis of the used proxy variables (Data in the Level)	51
Table 4.2 Descriptive Analysis of the used proxy variables (Data in 1st difference)	51
Table 4.3 Estimated Long Run Diagnostic Test	62
Table 4.4 Estimated Short Run Coefficient for Error Correction Representation	64
Table 4.5 Estimated Short Run Diagnostic Test	66
Table 4.6 Estimated Pairwise Granger Causality Test with 2 lags difference	68

ลิฮสิทธิ์มหาวิทยาลัยเชียงใหม่ Copyright<sup>®</sup> by Chiang Mai University All rights reserved

## LIST OF FIGURES

	Page
Figure 1.1: RGDP growth rate at current prices during 1989 to 2014	3
Figure 1.2: Number of tourist arrivals in Myanmar between 1989 and 2014	6
Figure 1.3: Myanmar tourism receipts for the period between 1989 and 2010	7
Figure 1.4: Myanmar tourism receipts for the period between 2011 and 2014	7
Figure 1.5: Official and unofficial exchange rate in Myanmar (1989-2014)	8
Figure 1.6: Government Individual Spending In Myanmar Tourism Sector	10
Figure 2.1: Hypothetical Tourist Area Life Cycle	23
Figure 2.2: The Keynesian Multiplier Effect	25
Figure 2.3: Direct, Indiirect and Individual Benefits and Effects on the economy	
Triggered by Tourist Spending	27
Figure 3.1: Conceptual Framework	29
Figure 3.2: The Method of Estimation for the Research	30
Figure 3.3: Theories, Variables, Proxies and their Expected Signs	33
Figure 4.1: Lag Criteria Graph of the ARDL Model	57
Figure 4.2: Plot of Cumulative sum of Recursive Residuals	63
Figure 4.3: Plot of Cumulative sum of squares of recursive residuals	63
Figure 4.4: Plot of Cumulative sum of recursive residuals	66
Figure 4.5: Plot of Cumulative sum of squares of recursive residuals	67