

Economic Development Potentials of Mon State/ Myanmar: Tourism Industry

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Abstract

Development of tourism industry plays a vital role for economic development of Mon State. There are many tourist attractions and tourism related business emerged recently. The main attractions of the area are its religious, cultural, historical and natural sites. The main aim of this study is to point out tourism-related perception of the local people and visitors and the future tourism development potentials. Butler's hypothetical Tourism Area Life Cycle model is used as conceptual frame. Data derived from qualitative social research, field observation, rapid appraisal methods with Likert scale and quantitative questionnaire surveys in 2017 and 2018 are used in the analysis. Moreover, a literature review on tourism development was done and secondary data such as numbers and types of hotels, tourism related services) from the General Administrative Department, Mawlamyine City Development Committee and the Ministry of Hotel and Tourism in Mawlamyine, Mon State were collected and evaluated.

Keywords: Bulter's model, Likert scale, Mon State, Tourism development, Tourist perceptions,

I. Introduction

Natural eco-geo tourism is primarily geographic in nature and includes destinations such as beautiful limestone caves, rivers, forests, hot spring, marine resort and geo-park. Historical or cultural Tourism is cathedral and Buddhist heritages (Suvannabhumi period and before and after colonial period). Naturally, handicrafts turn into cultural and religious tourism. In Social tourism, naturally, pagoda festivals shape the living styles of the people. Such phenomenon is seen in social tourism type. Adventure tourism can be found in mountains and hills and there includes hiking/biking and tracking. Tourism Area Life Cycle (TALC) model, which has been frequently examined since it was first proposed by Butler in 1980, is used in this paper. The model has also been applied to differing types of tourism attractions and resources (i.e., natural resorts/beaches, historical and heritages, etc.) and from different perspectives (i.e., from handicrafts to social/cultural tourism). Economic changes relate to each stage of the model. The tourism development in a Mon State is examined through this model.

Research background

Tourism is recognized as one of the world's largest industry, with high potentials for supporting regional development (WTO, 2013). Tourism industry contributed strongly to foreign exchange process and its linkage to the agriculture, industry and services. Many potential tourist attractions arising from its coastline, its historical landmarks and variety of cultural traditions are favorable conditions for Mon State. Others favorable conditions for tourism industry are:

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1. Yangon-Myawaddy-Maesot route connecting Maesot (Thailand)
2. Yangon-Mawlamyine-Ye-Dawei-Myeik-Kawthaung, the route that connects major economic cities in Myanmar all the way to Ranong (Thailand)
3. Kyaikthiyo Pagoda: the international travellers represent over 50 countries, with the majority of travellers coming from Thailand, China, France, Germany and the U.S.

Research questions

According to the research background mentioned above, the importance of tourism in Mon state is realized. The aim of the study is to look deeper into the local and international tourist flows of Mon state within the frame of the Tourism development of Mon state. The guiding research questions are:

- (a) How can tourism development of Mon State be measured?
- (b) Which cultural, historical/heritage, ecological and social potentials does the Mon state have?
- (c) How can the major challenges and future prospects of local, regional and international tourism in Mon be evaluated?
- (d) Which suggestions can be given in order to support an improved development of tourism industry?

Material and methods

The research design is based on a mixed-method approach in which systematic literature search, secondary data collection, unstructured talks, in-depth interviews, mapping methodologies and field observations in Mon in order to understand and evaluate the local, international tourist flows are used. Literature search included reviewed articles, published documents and unpublished studies, as far as it could be retrieved from international libraries. During the empirical fieldwork, mapping and field observation, 30 unstructured talks, 30 in-depth qualitative talks with visitors and hotels, motels, were conducted. Twenty-five questionnaires to foreign visitors and 15 in-depth interviews with experts on the tourism sector of Mon were conducted. Butler's hypothetical Tourism Area Life Cycle model is used as conceptual frame in 2017 and 2018. Satisfaction level of local and foreign visitors were analysed by Likert Scale. Moreover, secondary data (numbers and types of hotels, tourism related services) from the General Administrative Department, Development Committee and the Ministry of Hotel and Tourism were collected and evaluated. Based on the findings, a comprehensive analysis of the future tourism potentials is drawn.

II. Results and findings

There are six main types of tourism in Mon State. They are cultural or historical, religious tourism, historical or heritage tourism, natural eco-geo tourism, adventure tourism and social tourism. Tourist attractions may be defined as those elements in the tourist product which determine the choice of the tourist to visit one destination rather

than another. They are the factors which generalize a flow of tourists to their location (A. J. Burkart and S. Medlik, "Tourism, Past, Present and Future", 1974).

Attractions may be natural or human-made within a destination that tourists want to visit because they are interesting, beautiful or exciting (Davies, 2003).

Tourism development and attraction sites in Mon State

There are many attractive sites for tourists in Mon State. According to interviewed data, this paper ranks 10 tourist attraction sites shown in Figure 1. Others are potentials tourist attraction sites for tourism development. Rich in historic and cultural heritage, particularly ancient pagodas, temples and historic sites are attracting there. The study area has not only various places of interest, but also sufficient hotels and guest houses for accommodation. The accessibility to the area and within the area is high and one can get easily to the destinations. At present, there is no problem of security for local or foreign visitors.



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- 8.Maharmuni Pagoda
- 9.Bilukyun
- 10.Kyauktalone

Figure 1. Tourist attraction sites in Mon State
Source: Myanmar Survey Department.

Measurement on tourism of Mon State

According to the *Butler's model*, tourism areas leaving stage five, will either decline or rejuvenate - either way. The tourism area has evolved into the sixth stage of its development. For a particular tourism area, its' position can be used by *Butler's model* of tourism development. The factors of this model includes numbers of tourist, primary tourist attractions, secondary tourist attractions, the involvement of local people, development of tourism season, encouragement of government and etc.

Table 1. Seasonality of tourist inflow in Mon State (2018)

No	Township	January	February	March	April	May	Jun	July	August
1	Kyaikhto	14997	16231	14557	10619	9250	5469	5206	5871
2	Bilin	48	34	22	11	1	10	2	0
3	Thaton	62	32	46	19	12	18	9	2
4	Paung	5	0	7	14	21	7	0	0
5	Mawlamyine	4739	4073	2964	1687	1494	1624	1284	1255
6	Chaungzon	4	0	0	3	0	2	0	0
7	Kyaikmaraw	134	81	75	98	99	89	78	71
8	Mudon	6	5	8	4	17	7	5	13
9	Thanbyuzayat	1	1	6	0	0	20	3	4
10	Ye	197	189	178	102	68	63	55	41

Source: Ministry of Hotel and Tourism, Mawlamyine 2017.

Number of tourist

Most of the tourist visited Kyaikhto pagoda and Mawlamyine. Especially, tourist travelled in January and February. In Kyaikhto, Kyaikhtoyo is famous for domestics and foreign visitors. Others are many heritage buildings and ancient pagodas in Mawlamyine and they are tourist attractions sites. Nowadays, with the advancement of technology and increased infrastructure, visitors can reach Kyaikhtoyo easily by cable car. Therefore, increased number of local and foreign visitors can be seen in Table 1.

Primary tourist attractions

Table2. Percentage of tourist attraction sites in Mon State, 2018

Religious	%	Historical (Memorial) or heritage sites	%	Cultural	%	Relaxation	%
Kyaikhtoyo Pagoda ***	28	Thanphyuzayut (Death Railway)	6.9	Kyaikmayaw	5.2	Sat Sal beach	15.5
Kyaik Than Lan	6.9					Sunset of Pagoda	7.9
Win SeinTawya Buddha Image	4.5					Strand road riverside resort	6.9
KyaikkamiYele	3.4					Bilukyun	5.2
Maharmuni Pagoda	3.1					Kyaiktalone	3.4
Total	45.9		6.9		5.2		38.9

Source: Interviewed, 2018

Two types of tourist visited Mon State: Group Inclusive Tour (GIT) and Free Independence Tour (FIT). These are percentage of attraction sites according to interview results from domestic and foreign visitors. Many attractions sites in Mon

State include heritage tourism, cultural or historical, religious tourisms as in table 2. According to the interview, the great pagoda's share of votes reaches 28 percents of all attraction sites. The second attraction place is Sat Sal beach for local and foreign visitors and the place's share of votes reaches 15.5 percents. Although the following 10 attraction sites are pointed out, there are many others attraction sites for tourism development in Mon State.

Handicrafts to heritage tourism

Mon state is famous for many types of handicrafts. Chaungzon and Mudon townships are popular in stone slice, stone stick and bomboo products which are attractions for international and domestic tourists especially for foreign visitors. Mudon weaving industry is famous in Mon State. These are family or home job opportunities especially for women and children.

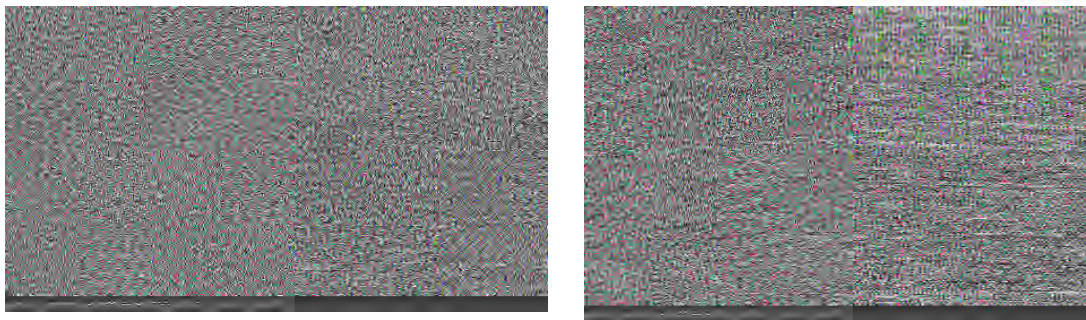


Plate.1. Famous handicrafts in Chaungzon Township, Mon State, 2018

Cultural tourism

The pagodas attract both local and foreign travellers. Festivals and events are important part of tourism industry and one of the fastest growing segments of the tourism industry. **Matho Robe-Weaving** competition is conducted at the Kyaik-Than-Lan Pagoda festival before the full-moon day of Dazaungmone to the day after the full-day every year.

The Kyaik Than-Lan-Pagoda was built in the Buddhist Era (BE) 236 (308 B.C). Those who visit the Pagoda festival are from Chaungzon, Paung, Thaton, Mudon, Thanbyuzayat, Kyaikmaraw and Mawlamyine. According to interview, the Pagoda's share of votes reaches 6.9 percents of all attraction sites. It is especially for domestic tourist attraction. It is a cultural tourism under social tourism type.

Hpa-auk Tawya Meditation Centre

Hpa-auk Tawya Meditation Centre is situated near Hpa-auk village, Mawlamyine Township. It has an area of 400 acres. There is a total number of 800 to 900 yogis, both monks and laities including 250 to 300 foreigner yogis. The tourist yogis practising meditation at the centre include both FIT and package tours. Hpa-auk Meditation Centre is one of the major tourist attractions in Mon state as a cultural tourism. The

centre charges a yogi \$45 for per year. They do meditation as yogis, some as Mahayana Buddhists and some as Theravada Buddhists as in Table 6.



Plate 3. Hpa-auk Tawya Monastery in Hpa-auk Ward (30.4.2018)

Cultural Museum (Mawlamyine)

The aim of opening the museum is to preserve the cultures of the national races such as Mon, Bamar, Kayin and PaO. Thus, Mon cultural Museum is one of the best tourist attraction sites in Mon State as it displays not only ancient Mon language and literature, cultures, customs and handicraft but also antiques down from ages. The number of viewers to the museum was 107 in 2010-11, 644 in 2013-2014 and 1515 in 2015-16. If travel agencies extend package tours to Mawlamyine and visit the museum, the number of viewers, to the museum will increase. Out of 19704 tourists who visited Mawlamyine, only 1615 visited the museum. Mon cultural Museum is situated at the corner of Central road and Dawei Jetty Street in Sitkegon Ward. The construction started on 1st February, 1995 and it was inaugurated on March 19, 1990, Mon State Day.

Historical or heritage tourism

Many outstanding historical tourism sites have been well-known since colonial period in Mon State. For example, nowadays, the museum like Death Railway has changed from historical to heritage or memorial tourism sites for not only domestic but also foreign visitors.

Death Railway Museum

The Death Railway Museum is the modest one and it is about 40 miles (64 km) south of Mawlamyine in Thanbyuzayat Township. It connected Myanmar with Thailand and was built under appalling conditions by Asian labourers and Japanese Allied prisoners of war. The Death Railway was built by prisoners of the Japanese during World War II. Thousands of Allied prisoners-of-war as well as Myanmar and other Asians died while building the 415 km long railway. Thanbyuzayat symbolizes the horrors of war and has a war cemetery under the care of the Commonwealth War Graves Commission, which maintains the war cemetery with 3,771 graves of British and Allied troops. Therefore, this place has become a site for **memorial/ historical tourism**. The Place's share of votes reaches 6.9 percents of all sites.



Plate 4. Memorial or historical tourism (Death railway)

YadanarBonmyint/ Seindon Queen Monastery

It was built last 100 years ago by King Mindon’s Mon queen, Seindon, who sought refuge after Myanmar’s last monarch, King Thibaw, who took power. Yadanarbonmyint Monastery lies on Nagawitha mountain range in Hlaing Ward. The donor of the monastery was Daw Shwe Pwint. Its interior renovation was sponsored by venerable Waziraramasayadaw and Seindon queen. It was called "Seindon Queen Monastery" as Seindon queen stayed there. This is also a potential tourism site as a heritage tourism for the economic development.

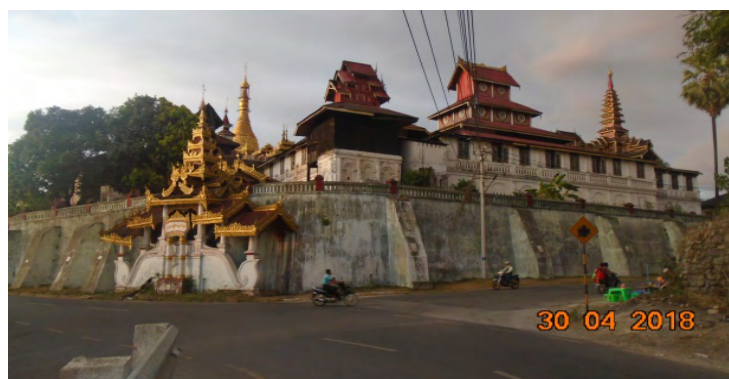


Plate.5. Yadanarbonmyint Monastery (30.4.2018)

Natural eco-geo tourism

Riverside resort in Mawlamyine (Strand Road)

Strand Road is a site of evening recreation and famous for night market. It attracts more Domestic visitors than foreigners. They can take delicious food and they can feed sea gull along the Strand Road. The scenes of Bilu Island and Mottama mountain range can be seen from Strand Road. The place’s share of votes reaches 7.9 percents of all attraction sites.

Sat Sal Beach

It lies 24 km south of Kyaikkami and 16 km south-west of Thanbyuzayut, Mon State. It has been famous since colonial period as a beach resort and tourist attraction site of the Mon State. It has been a resort since the 19th century, and still remains popular. According to interview, its share of votes reaches 5 percents of all sites. The beach is composed of brown sand and it is quite wide and about 5.6 kilometers long, but the water is often muddy when currents bring down silt from the Thanlwin River which enters the Gulf of Mottama just to the north.

Kyaikkami Yele Pogada

Yele Pogada is an attraction for not only domestic but also foreign visitors. It is located 9 kms northeast of Thanbyuzayat. Kyaikkami (KyinMaing) was a small coastal resort and missionary center known as Amherst during the British era. It was built in Maha Sakarit 111 around 581 BC. It is an attraction site for domestic visitors and Kyaikkami Yele Pagoda's share of votes reaches 3.4 percents of all sites.

Bilukyun

Bilukyun is an island located in Chaungzon Township, Mon State. The Bilukyun-Thanlwin Bridge was built in 2015. It is 1,586 metres (5,203 ft) connecting with Mawlamyine's Mupun jetty to Bilukyun's Ka-Nyaw village. Local people depend on some home industries (SMEs) such as black boards for schools, rubber bands, cane products, wooden pipes, pencils, pens and tobacco. Foreign visitors are interested in Chaungzone's handicrafts. Nowadays, with the improvement of transportation, increased number of visitors visited there. Bilukyun's share of votes reaches 5.2 percents of all sites.

Religious tourism

Kyaikhtiyo Pagoda (Golden Rock)

Kyaikhtiyo Pagoda is situated in Kyaikhto Township. It is the most unique attraction and famous in Mon State for domestic and international tourists. The great pagoda's share of votes reaches 28 percents of all attraction sites. Many foreigners are interested for its natural amazing characters. Most of the visitors go there in January and February.



Plate 7. Kyaikhtiyo Pagoda



Plate 8. Win Sein Taw Ya largest reclining largest reclining Buddha (Golden Rock) Image, 2017

Win Sein Taw Ya

Win Sein Taw Ya's Reclining Buddha Image is the largest reclining Buddha image in the world. It is situated about 20 km south of Mawlamyine on the main road to Mudon. The reclining Buddha is 180 meters in length, and 30 meters in height. There is also a Buddhist shrine in each and every room as a place of worship. According to interview, Win Sein Taw Ya's share of votes reaches 4.5 percent of all attraction sites.

Mahamyatmuni Buddha Image

Mahamyatmuni Buddha Image was cast on northern periphery of Nagawitha mountain range on 14th waxing day of Kason, 1904, or Myanmar Era 1266. The body of the Buddha Image is 10' in girth; its arm is 3' in girth. In casting the image, 1834 ticals of gold, 6284 ticals of silver and 35 ticals of gold-bronze were used. Therefore, this Buddha Image attracts foreign tourists and local visitors. According to the share of votes, it reaches 3.1 percent of all sites. Early mornings and late afternoons are obviously the prime times to visit. This pagoda was made in the likeness of the Mahamuni Image at Mandalay. The great image made in Mandalay was brought to Naga, a hill on the Mawlamyine Ridge where a large building known as Gandakudi Taik was built to house.

Kyauktalone Pagoda

This pagoda attracts for hiking and tracking for visitors. It is located at the summit. It is a pagoda with several smaller shrines and caves lining the steep 20-minute climb to the top in Mudon township. Visitors can get the views over the surrounding countryside from top of the pagoda.

Kyaikmayaw

The sitting position of the Kyaikmayaw Buddha Image differs from others. It is located 24km south-east of Mawlamyine. Kyaikmaraw Pagoda was the temple built by Queen Shin Saw Pu in AD 1455 in the late Mon regional style. There are limestone caves with stalactites and stalagmites in the vicinity of Kyaikmaraw town and mineral springs in nearby Yebu (Hot Water) village and it is a major tourist site in town. Visitors go to Kyaikmayaw not only for pagoda but also for cultural tourism and Kyaikmayaw's share of votes reaches 5.2 percents of all attraction sites.

Secondary tourist attractions

According to the tourist who visited Mon State, the number of hotels and guesthouses are increased significantly. This is one important indicator for tourism development and local development as in Table 3. The total arrival of tourists to Mon State numbered 115060 in 2013. The increased number of tourists in 2017 is about 216002. To satisfy the increasing demand, more new hotels, guesthouses and restaurants have emerged. These restaurants and foodstalls have emerged near the well-known religious buildings and hotels.

In 2013, the study area had only 8 hotels and 3 guesthouses, but increased to 11 hotels and 6 guest houses in 2014. In 2016 (Htar May Win, 2012), the hotels and guest houses of the study area increased to 15 and 8. Hotels and guesthouses are increased year by year up to 31 hotels and 22 guesthouses in 2017. These are important for tourism industry development and related with economic development for Mon State.

Table3. Foreign and domestic tourist arrivals in Mon State (2013-17)

Year	Foreign and Domestic Tourist arrivals in Mon State	Hotel /Guest House
2013	115060	11
2014	172344	17
2015	157842	22
2016	205207	23
2017	216002	53

Source:Ministry of Hotel and Tourism, Mawlamyine, Mon State, 2018.

With the changing policy, infrastructure development and increased number of motels, hotels and guest houses are increased in difference townships Table 4.

Table 4. Numbers of hotels, motels and guest houses in Mon State 2017

No.	Hotel, Motel, Guest House	Total No. of Room	Township
1	Mawlamyine Beach Hotel	64	Mawlamyine
2	Ngwe Moe Hotel	77	Mawlamyine
3	Atran Hotel	28	Mawlamyine
4	Cinderella Hotel	21	Mawlamyine
5	Thanlwin Hotel	21	Mawlamyine
6	Nanttharphyu Hotel	33	Mawlamyine
7	Shwe Myint Mo Tun Hotel	31	Mawlamyine
8	OK Hotel	28	Mawlamyine
9	Kaung Myat Hotel	26	Mawlamyine
10	Pulaphyu (White Pearl) Hotel	30	Mawlamyine
11	Sun Shine Hotel	48	Mawlamyine
12	Sarwardi Hotel	24	Mawlamyine
13	Zabyu Kyaw Hotel	25	Mawlamyine
14	Yarmanya Hotel	48	Mawlamyine
15	Asia Yadanar Motel	16	Mawlamyine
16	Laynyinthar Guest House	37	Mawlamyine
17	Moethoutpan Guest House	24	Mawlamyine
18	Precious StonesGuest House	28	Mawlamyine
19	Panshwelaitpyar Guest House	17	Mawlamyine
20	Pyone Pan Wai Guest House	36	Mawlamyine
21	Tun (Mawlamyine) Guest House	20	Mawlamyine
22	Aye Chan Mya Guest House	18	Mawlamyine
23	Hlaing Myintmo Oo Guest house	12	Mawlamyine
24	Taw Win Hinthar Hotel	75	Mawlamyine
25	Shwebonnan Hotel	26	Mawlamyine
26	Hotel Queen Jamadevi	30	Mawlamyine

No.	Hotel, Motel, Guest House	Total No. of Room	Township
27	Tun Yadanar Motel	24	Mawlamyine
28	Pinlonpann Motel	17	Mawlamyine
29	Mawlamyine (MM) Motel	16	Mawlamyine
30	Pansuwai Guest House	11	Mawlamyine
31	Holiday Villa Motel	20	Thanpyuzayat
32	21 Paradise Hotel	57	Thanpyuzayat
33	Family World Guest House	20	Thanpyuzayat
34	Mya Myintmo Hotel	23	Ye
35	(Golden Valley) Shwetaung Kyar Hotel	22	Ye
36	(Golden Valley) Shwetaung Kyar Hotel	22	Ye
37	Sein Lae Tin Hotel	89	Kyaikhto
38	Kyaikhto Hotel	149	Kyaikhto
39	Golden Rock Hotel	52	Kyaikhto
40	Mountain Top Hotel	50	Kyaikhto
41	Mountain View Hotel	34	Kyaikhto
42	Bawgathriyi Hotel	23	Kyaikhto
43	Pepper Garden Resort Hotel	20	Kyaikhto
44	Shwehinthar Hotel	22	Kyaikhto
45	Golden Sun Rise Hotel	16	Kyaikhto
46	Yo Yo Lay Hotel	135	Kyaikhto
47	The Eternity Rose Hotel	49	Kyaikhto
48	Panmyothu Guest House	10	Kyaikhto
49	Sesser Guest House	20	Kyaikhto
50	Happy (Kyaikhto) Guest House	25	Kyaikhto
51	Golden Bliss Hotel	44	Kyaikhto
52	Khayanpyar Guest House	27	Thahtone
53	Luuwakyi Guest House	20	Paung

Source: Ministry of Hotel and Tourism, Mawlamyine 2017

Most of the visitors are interested in religious sites in Mawlamyine and Kyaikhto, memorial site in Thanpyuzayat and natural tourism in Ye and Paung townships. Therefore hotels and guest houses are obviously opened in these townships as shown in Table 5.

The total number of tourist yogis doing meditations at Hpa-auk Meditation centre increased about 165, 104 males and 269 females in 2015 and about 280, 176 males and 104 females in 2017 as shown in table 6. The majority of tourists come to the centre from Vietnam, accounting for 36 percent. Second to Vietnam in number is Chinese, amounting to 21 per cent and third is from Indonesia with 9 percent.

Table 5. Total number of hotel and guest house in six townships, Mon State

No	Township	Hotel (Number)	Guesthouse (Number)	Total Number of Room
1	Mawlamyine	17	13	911
2	Thanpyuzayat	1	2	97
3	Ye	1	1	45
4	Kyaikhto	1	4	743
5	Thahtone	12	1	27
6	Paung		1	28
	Total	31	22	1851

Source: Ministry of Hotel and Tourism, Mawlamyine Mon State, 2018

Table 6. The arrival of foreigner in Hpa-Auk Tawya (2015 and 2017)

No.	Nationalities	Number of Tourists (2015)		Total	Number of Tourists (2017)		Total
		Male	Female		Male	Female	
1.	Brazil	1	0	1	1	0	1
2.	Canada	2	0	2	2	0	2
3.	Chile	1	0	1	1	0	1
4.	Denmark	1	0	1	1	0	1
5.	France	1	0	1	1	0	1
6.	Germany	4	0	4	6	0	6
7.	Hong Kong	2	1	3	2	1	3
8.	India	3	1	4	3	1	4
9.	Indonesia	17	6	23	17	6	23
10.	Ireland	0	1	1	0	1	1
11.	Italy	1	0	1	1	0	1
12.	Japan	4	1	5	4	1	5
13.	Malaysia	3	7	10	3	7	10
14.	Nepal	1	0	1	1	0	1
15.	Netherlands	1	2	3	1	2	3
16.	Norway	0	1	1	0	1	1
17.	China	28	28	56	28	28	56
18.	Korea	10	9	19	10	9	19
19.	S/Africa	1	0	1	1	0	1
20.	Singapore	2	1	3	2	1	3
21.	Slovakia	2	0	2	2	0	2
22.	Spain	1	0	1	1	0	1
23.	Sri Lanka	8	8	16	9	8	17
24.	Switzerland	1	0	1	1	0	1
25.	Thailand	2	0	2	4	0	4
26.	U.K	1	1	2	1	1	2
27.	U.S.A	6	0	6	6	0	6
28.	Ukraine	1	0	1	1	0	1
29.	Vietnam	60	37	97	64	37	101
	Total	165	104	269	176	104	280

Source: Hpa- auk Tawya Mediation Centre, 2017.

The number of local yogis staying at Hpa- auk Tawya Meditation centre is 1000 on average. Most of them are from Mon State and some from Mandalay and Sagaing regions. Some are from other part of Mawlamyine.

III. Responses of foreign tourists on tourism related supporting factors

Table 7. Percentage of tourism related supporting factors

No.	Type of Activity	Satisfaction (%)	Unsatisfaction (%)
1.	Perceptions of local people	90	10
2.	Transportation	85	15
3.	Environmental natural conditions	75	25
4.	Hotel, Motel, Guest Houses	69	31
5.	Communication	63	37
6.	Cuisine	60	40
7.	Services	48	52

Source: Field survey and interviewed (2017).

Apart from government policies, supporting factors such as the perceptions of local people to the visitors, transportation, hotels and guest houses for lodging, Environmental natural conditions, communication facilities available cuisine and services offered to the visitors are important for the development of tourist industry with regards to the perceptions of the local people. 90 percent of the respondents were satisfied while 10 percent gave no response. More than two-thirds are satisfied with hotel facilities, Environmental natural conditions and communication facilities. 85 or 90 percent of visitors are satisfied with perceptions of local people and transportation. However, half of visitors are not satisfied with the services of hotels. All above responses are analysed by Likert Scale.

IV. Analysis for tourism development in Mon State

Bulter’s Model

R.W. Butler gave symbolic names to the various phases: Exploration, Involvement, Development, Consolidation, Stagnation, and Rejuvenation or Decline as shown in table 7. Thus, the first phase (exploration) takes place when countless individual tourists arrive at a given location, attracted chiefly by its natural or cultural assets. These are tourists who independently organize their trips, and follow no tried-and-true recreation paths. Their impact on the lives of inhabitants and the local economy is minimal.

Table 7. Butler’s model of tourism Life Cycle Analysis, Mon State

Stage	Name of Stage	Butler Model	Mon State
Stage 1	Exploration Stage	<ul style="list-style-type: none"> -Small numbers of tourists -Based on primary tourist attractions. These maybe natural or cultural. -No secondary tourist attractions. -Tourism has no economic or social significance to local residents. 	<ul style="list-style-type: none"> -Small numbers of tourists before 2012 -Based on primary tourist attractions are natural or cultural -No secondary tourist attractions (guest houses) before 2012. -Tourism sector is unimportant role
Stage 2	Involvement Stage	<ul style="list-style-type: none"> -Local residents become involved in tourism -Emergence of secondary tourism facilities such as hotels and guest houses. -A tourism season may develop. -Pressure develops for governments to improve transport for tourists 	<ul style="list-style-type: none"> -Local residents obtain the job opportunities from tourism (accommodations and transport facilities, restaurants) -Hotels and guest houses appear in 2013 -High numbers of tourist arrivals on March, April, December, -Especially on January and February in Kyaithtoyo Pagoda
Stage 3	Development Stage	<ul style="list-style-type: none"> -High numbers of tourists that may exceed the local population during peak periods. -Heavy advertising will create a well-defined tourist market. -Local involvement and control of tourism declines rapidly. -External organisations will provide secondary tourism attractions. -Natural and cultural attractions will be developed and marketed. 	<ul style="list-style-type: none"> -Natural and cultural attractions will be developed
Stage 4	-Consolidation Stage	<ul style="list-style-type: none"> -Tourism growth slows but the numbers of tourists exceeds the local population. -The area's economy is tied to tourism -Marketing and advertising will be wide-reaching. 	<p style="text-align: center;">Nil</p>

		<ul style="list-style-type: none"> -Major franchises and tourism -Resort areas will have a well-defined recreational business district. -Tourism arouses opposition and discontent from some local people 	
Stage 5	-Stagnation Stage	<ul style="list-style-type: none"> -Visitor numbers have reached their peak. -Carrying capacity has been reached or exceeded. -Tourism causes environmental, social and economic problems. -The resort becomes divorced from its geographic environment. 	Nil
Stage 6	-Decline Scenario	<ul style="list-style-type: none"> -Unable to compete with newer tourism attractions -Holidaymakers replaced by weekend or day-trippers. -Tourism facilities replaced by non-tourism activities -Hotel may become retirement homes or flats for local residents -Ultimately, the area may become a tourism slum or drop out of the tourism market completely 	-Nil
	-Rejuvenation Scenario	<ul style="list-style-type: none"> -Requires a complete change in tourism attractions. -Previously untapped Tourism resources may be found 	Nil

Bulter’s Model Mon State

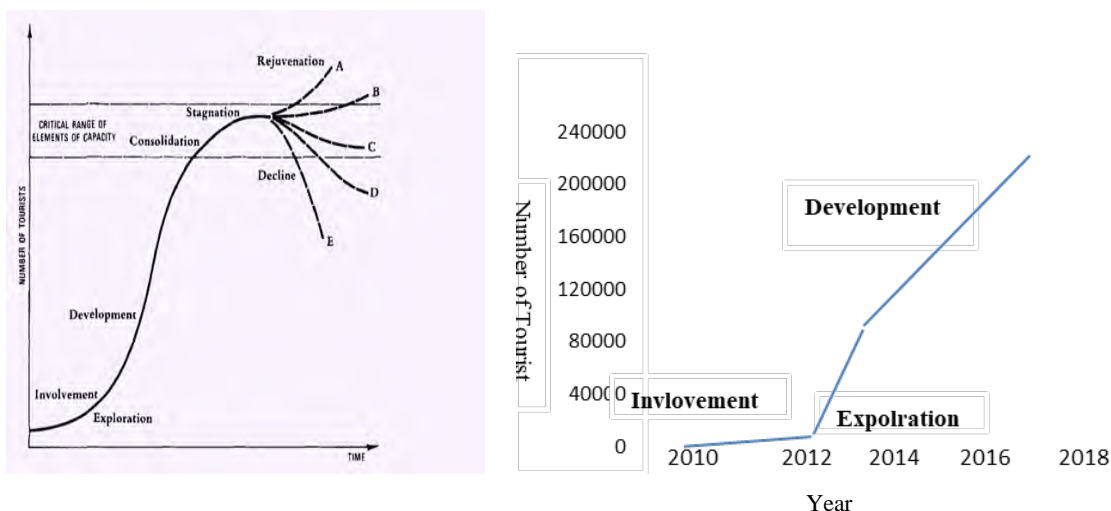


Figure 2. Compare the tourism development of Mon State with hypothetical development of a tourist area of Butler’s Model

Source: Based on table 7 and own assessment on interviews and observations, 2017

V. Needs for tourism development in Mon State

According to the analysis of interviews with owners/ managers of hotels, visitors, tour guides and local people were concerned answers for safety.

„We did not want to open hotels in 2010 because of small amount of visitors in Mon State due to lack of safety, difficult transportation. Visitors could not come there freely at day and night. All buses took limited time. After freely opening of the Thanlwin Bridge, visitors can go there in unlimited time. Therefore, there increased number of tourists with the increasing hotels and guesthouses in 2013“(Interviewed, 1st May, 2017).

At present changing policy and unlimited bus lines, visitors can go there freely. Therefore number of local and foreign visitors, hotels and guest houses increased from 2013 to 2017. With the increasing visitors need to increase or extend hotel rooms. Interviewee said

"He wants to extend his hotelrooms because his hotel has no enough rooms. But he has difficulty to extend. This hotel is a heritage building and its space is limited.“ (Interviewed, hotel’s owner,2017).

To promote tourism in the countryside and to lesser-known areas, appropriate infrastructure will be developed within available resources. Among the hotels, motels and restaurants that can arrange quality European cuisine, the waiters and waitresses should wear Myanmar costume and the quality of restaurants should be upgraded. It is also found that there is a need to make arrangements for travelers to make their trips to attraction sites not only by motor road but also by water. In addition, tour schedules should be arranged for day trips to Kyaikmaraw, Mudon and Sat Sal beach and Kyaikkhami Buddha Image in Thanbyuzayat Township.

There are no interpreters who can explain about landscapes, historical sites and history of the study area. Therefore, foreign tourists have to hire translators from Yangon.

„Foreign visitors said that he did not want to bring tour guide from Yangon, he wants to ask local experts for local knowledge and about Mon culture and something like that“ (interviewed, foreign visitor, 2017)

Some tourists visit Mon State together with guides. However, those guides can only explain about what is included in guide books. Heritage interpretation, in fact, is very important and useful in tourist industry. Therefore, the Ministry of Culture (Mawlamyine) should arrange to provide well qualified interpreters at all sites most foreigners frequently visit.

Some shops located very close to the Buddha images in certain sites should be moved a little further away. Some sellers sleep in the shops within the pagoda compound and dump food waste near their shops. Such scenes tarnish the image of the pagoda and make unfavorable conditions. There are no interpreters who can explain about landscapes, historical sites and history of the study area.

The destination management organization and stakeholders take little interest in maintaining and upgrading of the infrastructural facilities related to tourism. The sites most foreign tourists frequently visit should be consciously kept clean, orderly and systematic, especially Yadanarbomyint Monastery and along the riverside of Strand Road. These situations degrade the environmental quality and reduce the attractive tourism development of the area. The environmental quality control depends largely on the directives of the authority concerned and sense of the responsibility of the local inhabitants.

VI. Suggestions for tourism development in Mon State

Generally, the foreign tourists to the study area are satisfied because of the hospitality of local populace, fair climatic conditions, high security and the attractiveness of the existing religious structures, historical sites, traditional culture and natural sources of beauty scenes. Thus a number of historical evidences and ancient religious structures remain scattered within the study area. But, there are disadvantages of tourist industry of Mon State. Traditional Myanmar handicrafts and articles for use inside Yadanarbonmyint Monastery where Queen Seindone resided as a nun are less known. Although the monastery is an attraction site, its location is less known to visitors. Most of tourists visit Mon without guides. Tourist guides cannot give satisfactory explanations about the background history of the region. As local people cannot speak English, they cannot explain facts about the region to tourists. There is a language barrier between tourists and local people. Especially, tourists have difficulty in taking taxis and buying things.

Within the study area, only 55 percent of the hotels and restaurants provide oriental food, Chinese food with Thai cuisine and 5 percent with European food. There are no specific hotels for foreign tourists only. Besides, most hotel workers do not have the skills in serving and dealing with the foreigners. Lack of well-trained and skilled workers is one of the restraints for further development of tourism.

Some western tourists are interested in Mon culture. Therefore, Mon culture such as tradition, cuisine, traditional handicrafts, and musical instruments should be revitalized to impress the westerners. Some amenities like traditional dance, cultural show,

movitiation ceremony and tug-of-war contest to entertain the visitors should be arranged. The upgrading of the construction of the facilities that support tourism industry can extend the length of stay and increase the number of the visitors. When going around within the area, instead of taking bus, bicycle, attractively decorated and horse-drawn cart should be available for the foreign tourists. Most foreign tourists are not satisfied with the food available. Food and drinks at a destination area are among its most important cultural expressions. Thus, the entrepreneurs of hotels and restaurants should hire chefs who can prepare delicious cuisines for different nationalities, particularly, German, French and Italian. Restaurants and hotels can create favourable impressions on the tourists if they feature local dishes and also perhaps, an explanation on the menu about what the dish consists of and how it is prepared.

Moreover, separate car parking for tour cars, clean and well kept foodstall or restaurant, separate resting room, souvenir shop, modern toilet and health care service should be arranged around the sites. Besides, such small vehicles as small car and horse-drawn cart should be kept to be easy and comfortable commuting to other attraction sites. As mentioned above, local people can gain opportunities as a result of the development of tourism industry in Mon State.

VIII. Discussion and recommendations: future prospects

The future development of tourism in Mon State can be predicted by the opinions obtained from the responses of tourists. Among the tourists interviewed including both foreign and domestic, 70 percent were satisfied with the existing facilities of the various sites, where 30 percent gave negative responses. The number of foreign tourists has been increasing in the recent years.

The Ministry of Hotels and Tourism should keep an information centre with a data bank full of detailed and accurate information relating to tourism sites, accommodations, cuisines, transportation and communication. Also, a separate recreation centre for international tourists together with health care service should be kept in the destination area. And then, at every attraction site, particularly near the religious structures, clean toilets should be extended for the visitors. A website that consists of the accounts of prominent religious structures, historic buildings, information related to accommodation, the attractiveness of religious structures, the museum that has documentary evidences, local traditional culture and other attractions that can hold the interest of travelers should be created in cooperation with the Ministry of Hotels and Tourism and Ministry of Culture to develop in future tourism in Mon State.

IX. Conclusion

There are six main types of tourisms in Mon State. They are Culture, heritage, religious, natural eco-geo tourism, social tourism and adventure tourism. Religious tourism is the most attraction site for visitors and tourism development for Mon State (interviewed, 2017) Kyaikhtoyo is a more famous and more visited place than others. Visitors can reach Kyaikhtoyo easier than before by cable car and various bus lines. At present, with the emergence of changing policy on group one-day trip, it is easier to

visit the pagoda. Visitors mostly go there in January and February. It attracts both domestic and foreign tourists and its share of votes reaches 28 percents of all attraction sites. Mudon and Chaungzon are famous for handicrafts and weaving industry. Kyaik-Than-Lan pagoda attracts domestic tourists as a traditional handicraft- religious-social tourism. The arrivals of domestic and foreign travelers in the study area are analysed according to months. It is found that foreign travelers visit the study area during the open seasons from September to March. Local travelers visit the study area in the remaining months except for the rainy season, especially they visit during summer holidays. The total arrival of tourists were 115060 in 2013 (Htay Mar Win, 2012) increased to 216002 in 2017 (MoHT, 2017). To satisfy the increasing demand, more new hotels, guest houses and restaurants have emerged. Hotels and guesthouses are increased year by year. There were 8 hotels and 3 guesthouses in 2013 and increased to 31 hotels and 22 guesthouses in 2017. The challenge now is to attract quality tourism and increase the stay of the tourists in the State. In order to increase the duration of the stay of the tourists, a special emphasis is being placed on the development of activity-based tourism and opening up new sub destinations. The tourism development of Mon State is analysed by Bulter's hypothetical Tourism Area Life Cycle model. With the development of tourism sector, the number of hotels, motels, guest houses and restaurants increased. As a result, not only local people have job opportunities but also various economic sectors develop. According to the findings, the economic development potentials of Mon State are based on existing value (unique tourist attractions and tourism industry).

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