

# **Geographical Analysis on Tourism Product in Halin Htet Htet<sup>1</sup>**

## **Abstract**

This research paper presents the result of primary and secondary data analysis result of Halin for tourism product. In Myanmar, there are many cultural sites, heritage sites, recreational sites, historical sites and archaeological sites. Among these sites, I would like to emphasis historical and archaeological sites. Halin is a village Wetlet Township, Shwebo District, Saging Region. It is about 11 miles to the southeast of Shwebo. Nowadays Halin is a UNESCO (World Cultural Heritage Site). The purpose of this research is to highlight for the needs of tourism product and to study how to develop tourism product. Tourism product satisfy the tourist needs and comprises combination of all elements, which a tourist consumes during his/her trip. This paper focuses on the tourism product of Halin. Halin has many interesting places that are not famous yet. These are many weaknesses for tourism product such as in goods as one souvenir shop, no handicraft and traditional fashion shops, services such as; two guesthouses, no ranting transportation services, not good roads, about two restaurants and sites such as damage pagodas and monuments (not to maintain), there is still exploring new sites (I think it is difficult for fun). This research paper will provide not only more opportunities to develop and promote the economy but also can have job opportunity and solve poverty of local people in Halin.

Key words; Tourism product, goods, services, sites

## **Introduction**

After decades, economic and political opened freely in Myanmar. Surprisingly, about 1 million tourists who from European countries and Asian Countries arrived to Myanmar for the first time in history. When you think of tourism, you think about visa access, language, transportation, accommodation or hotel, travel agents, restaurants, leisure (culture, dance, music, architectural style). People are ready to spend money on tourism activities. Everyone has different type of purpose: personal or business, recreation but some tourists who anthropologist and archeologist would like to analysis historical, cultural and archeological style. And there are many classes of tourism such as tourists travelling with families, single tourists, groups of tourists, tourists visiting friends and relatives, business tourists, incentive tourists and health tourists.

Philip Kotler states that tourism product is as the sum of the physical and psychological satisfaction it provides to tourists during their travelling route to the destination. The tourist product focuses on facilities and services designed to meet the needs of the tourist. It can be seen as a composite product, as the sum total of a country's tourist attractions, transportation and accommodation and of entertainment which result in customer satisfaction. Each of the components of a tourist product is supplied by individual providers of services like hotel companies, airlines, travel agents and guides.

Tourism product is divided into three sectors such as services, sites and goods. Tourism services are such as accommodation, transportation, travel agents, money change, insurance and guides/ tours. Tourist sites are such as attractions, facilities, ease of access. Goods are very important for heritage tourism. Heritage tourists may refer marketing places according to historical things such as handicrafts, shops, historical furniture.

## **Literature Review**

Tourism is very important role for a country's economic. It creates not only to the people for employment opportunities but also foreign exchange earnings. Tourists are not the same. Tourists have different activities while on travelling. Market segmentation can be used to understand what the customer wants.

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Segmentation is a very important marketing in tourism. Armstrong Kolter (2015) states that market segmentation is the division of a market into smaller segments of buyers who has distinctly similar needs, characteristics or behaviors that may require separate marketing strategies or marketing.

According to Craig Ray, Director of tourism, all tourists are not the same. They may belong to different regions, they may be of different age, groups and earn different incomes and have different tastes and preferences to live their lives in a certain manner, tourists have different choices when it comes to selecting the make of travel, destination, and the activities as a destination.

Smith introduced the concept of market segmentation as a strategic tool. He stated that market segmentation can be viewed as a heterogeneous market one characterized by divergent demand as a number of smaller homogeneous markets.

Knowalezyk 2018 states that cultural tourism may defined as all kinds of tourist's behaviors since underlying needs and preferences always result from preconditioning of cultural nature, regardless of fact whether these behaviors are a consequence of tourist's interest in so called cultural assets or other types of tourism.

Types of cultural tourism destination are historical sites, modern urban districts, festivals, food, traditional clothes and song and natural ecosystem that are important for cultural tourist. Cultural tourism is concerned with a region's culture such or lifestyle, history, architecture, religion, ethnicity, museum, theatre. Tourism in rural and urban areas may include in cultural tourism. So cultural tourists may be more prefer those market which cultural shops such as clothes, instruments and foods.

Cultural tourism can be divided into three types such as art tourism, ethnic tourism, and heritage tourism. Tourists are not the same. They have different destinations to go as a journey. Some people would like to analysis art. Some are ethnic and some are heritage.

Cultural heritage is a dimension of cultural tourism. Barbier B 2005 states that cultural tourism comprises journeys which are mainly motivated by cultural heritage. Heritage is understood in two ways (1) narrowly defined heritage i.e landmarks and works of art-culture in this sense is related to general history of arts. (2) broadly understood heritage including such elements as daily living, science and technology, geographical environment literature devoted to various regions.

Heritage tourism is that tourists travel to another city or country which would like to get experience places, artifacts and activities that represent stories and people of past. Heritage tourism includes natural, cultural and historic.

Cultural heritage tourism is very important for positive economic and social impact of a nation. Tourism product is a thing which tourist need that is prepared by companies such as destination, attractions including image to attract to tourists, facilities. Tourism product is divided into three sectors such as services, sites and goods.

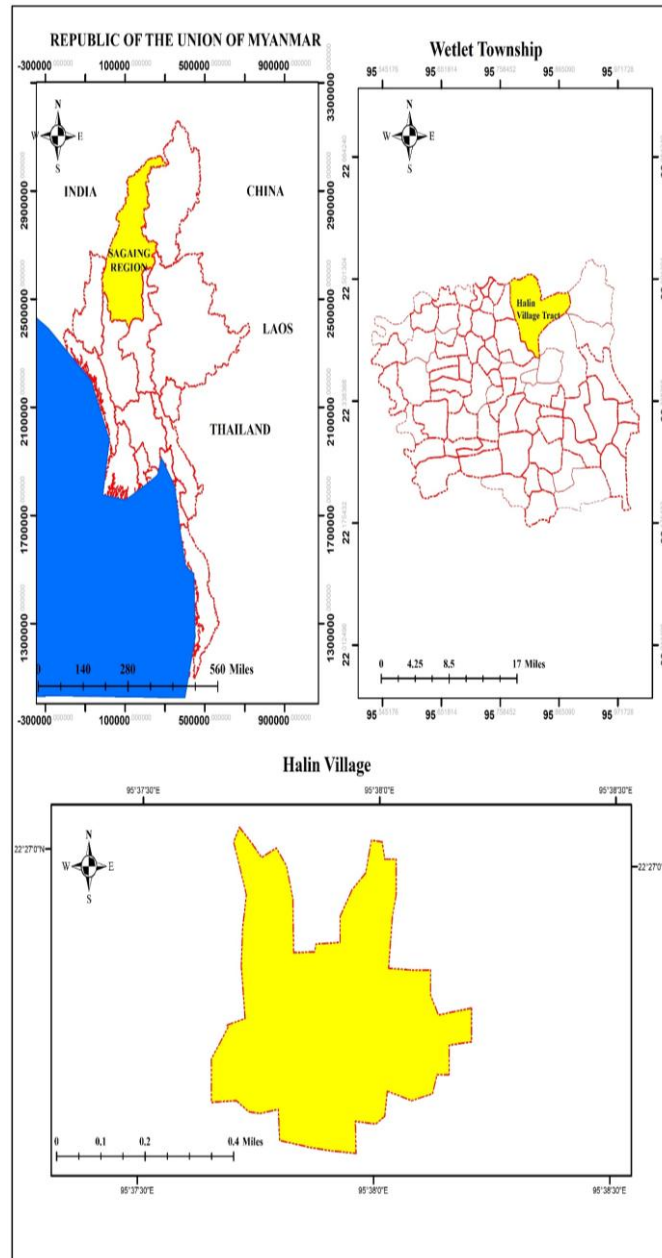
## **Study area**

In Myanmar, there are many historical sites, cultural sites, recreation sites and archeological site. Among these sites, I would like to emphasis historical and archeological sites. Foreign tourists frequently visit to Hanlin. Hanlin is a village in the Wetlet Township, Shwebo District, Sagaing Region. The area of Hanlin is about 540 hectares. Hanlin is a rectangular shape. It is about 11 miles to the southeast of Shwebo. It is located between latitude 21°36'N and longitude 98°16'E. The altitude of Hanlin is about 269 ft above sea level. In Pyu Era, it was a city. The ancient cities of Pyu Kingdom were built an irrigate fields of dry zones of Ayeyarwady River basin.

Nowadays, Hanlin is UNESCO (world cultural heritage site) in Shwebo Region, Myanmar. But there are many weaknesses in tourism product such as accommodation,

transportation and travel agents and guides in study area. Many tourists come to visit to these areas because they want to know general knowledge. So, guides are very important role in tourism. In Hanlin, people are not good at in English but they have many regional knowledge about this area. Although it has many weaknesses in this area, if we promote for these weaknesses, it will be a good time to develop tourism product.

Map 1 Location of Hanlin Village



Source: SAS Planet

### Aim and Objective

In my research area, there are many weaknesses for tourism product. The main aim of this paper is to investigate what kinds of tourism product are needed. The main objectives of the study area are

- to highlight for the needs of tourism product and
- to study how to develop tourism product in Halin.

## Sources of Data and Methods

Both primary and secondary data are applied in this paper. Primary data are collected from questionnaires, field observation and interviews. Secondary data are mainly collected from various departments and references books. Qualitative methods have been used in this research paper.

## Tourism Product of Hanlin

There are tourism products in Hanlin such as goods, services and sites. As a goods in Hanlin, there is one souvenir shops and one cultural museum.

## Cultural Museum

Hanlin cultural museum locate southern and northern areas of Shwegugyi pagoda in old Hanlin town. There exhibits which show archaeological finds from excavations including; human skeletal remains, pottery, jewelry and bronze rattles laid in graves in a series of rows, gold lockets, iron defense implementation, iron pegs, iron daggers, storage pots, perforated jar, silver coins, bricks with inscriptions of texts and many antiquities recovered from the Hanlin sites.

Photo 1 human skeletal remains, pottery, jewelry and bronze rattles in Pyu Period



Source: Cultural Museum in Hanlin

As services in Hanlin, there are two guesthouses and can get information paper about these sites from the cultural museum. According to the field observation, the archaeological sites of Hanlin are explained the following,

### (1) Graveyard (Cemetery)

It is located in southern portion of city. This graveyard has been excavated in 2005. Excavation exposed the evidences of burial practice like the corpse's heads orientating to the north, burial goods of jewelry, pottery, bronze rattles, Neolithic polished stone tools and stone beads. According to the buried skeletons existing in depths of layer by layer, hence this graveyard might have been used for successive periods datable to 2000 to 5000 BP.

Photo 2 Ancient Graveyard from Neolithic Period



Source: Graveyard in Hanlin

## (2) City Gate Way

Archaeological excavations at Hanlin village have unearthed a city enclosed within walls which twelve gates. This city is in a rectangular shape and has an area of 541.4 hectares. Three gate ways were exposed in recent archaeological excavation at Hanlin. One is located eastern of the city and called eastern gate way. Second is located southern and southeast of the city and called southern gateway. The breadth of the entrance between two arms is 17ft wide. On the east of this gate way, Nagar Yone Lake is existed and this lake may be played as the moat role for that gateway and for the city to prevent the enemies. Third is located nearby center of the southern city of Hanlin ancient city. This gate way might be rebuilt more than once. The entrance way is made of mixed earth and gravel.

Photo 3 City Gate Ways in Hanlin



Source: Field Survey

## (3) Hot Springs

Many hot springs are located in south of the village. Some hot water springs lie in the house of village. The entrance of the village will be seen three hot water springs. Among these, one is for woman and one is for man. According to saying of villagers, the water renews in every early morning. But according to the following picture, most of the people wash their clothes inside the pool and makes the water pollution. So, we can see much rubbish beside of the pool. It might be seen the weakness of environmental awareness in this village.

Photo 4 Hot springs in Halin



Source: Google and Field Survey

## (4) Assembly Hall

This hall locates interior side of the southeast corner of palace city wall. The interior parts of hall are constructed by colonnade of 84 wooden posts. The southeast of the hall has been found by lime plaster in inner surface. It might have been presented lime plaster in the

interior holes wall before decay. This hall might be occasionally used as a building for public gathering because it lies close to the palace site.

Photo 6 Assembly Hall in Hanlin



Source: Field Survey

### Weakness of Tourism product in Hanlin

Hanlin is a city of interesting to explore archaeological things. Therefore, many foreigners and visitors who interest in archaeology are visiting there to do their research. Sometimes some visitors who observe the history of Hanlin come there. Although there are only two guest houses for visitors, but these guest houses are not good in services for them. So, people who want to visit Hanlin stay at Hotel in Shwebo. Shwebo is situated about 18 miles away from Hanlin. So, there is a little difficult of transportation and it takes about half hours. There are many difficulties in Hanlin for example, roads are too narrow and rough, no ranting transportation services, no police station and hospital, so it will not good safety place for visitors. Although Hanlin which is a city at ancient Pyu, is an interesting place if you want to buy souvenirs, it has only one souvenir shop in there. In Hanlin, there is still exploring new archaeological sites.

Photo 6 Ancient Buildings in Archaeological Sites in Hanlin



Source: Field Survey

### Finding and discussion

According the explaining about tourism product, we can see many difficulties in goods such as one souvenir shop, no handicraft and traditional fashion shops, services for example; two guesthouses, no ranting transportation services, not good roads, about two restaurants and sites such as damage pagodas and monuments (not to maintain), there is still exploring new sites (I think it is difficult for fun).

### **Conclusion**

Hanlin has many interesting places that are not famous yet. And also, there is still exploring archaeological sites. So Hanlin has many weaknesses tourism product but most of the tourists often visit there because there is one of the UNESCO sites. If these weaknesses are fixed, Hanlin will have not only more opportunities to develop and to promote economy for a country but also can solve poverty of local people in Hanlin.

### **Future Process**

Recent years, Myanmar becomes popular as a tourism industry country. Most of the tourist interest to visit and explore to Myanmar. But there have many weaknesses in tourism industry such as poor transportation, insufficient hotels and travelling services, inconveniences for tourists to travel around the city in Myanmar. If we can promote tourism product, Myanmar will be more develop country in tourism. Tourism is very important for a country. If a country promotes in tourism sector, it will develop economic sectors (job opportunities, foreign exchange earnings).

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