

Geographical Study of Tourism Development in Loikaw District, Kayah State

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Abstract

This paper studied on the tourism development in Loikaw District. It is found that Loikaw was visited by diplomats, business men, and NGOs since 2010. But it is not visited by a popular tourist destination because Kayah State has no peaceful and not well known popular destination places. In January 2013, foreigners were permitted to Loikaw Township, and outside areas of Demoso and Hpruso are not allowed to foreigners. But tourists are not interested because transportation, communication and accommodation are difficult in this area. Kayah State has unique people (Kayah - Padaung) and natural scene so natural tourism (Eco-tourist) is interested in this area but they faced with difficulties of transportation and accommodation. Today hotels and other related tourism facilities are increasing previous years. After 2011, many roads and other infrastructures upgraded to facilitate better access between Loikaw - Yangon, Loikaw-Mandalay, Loikaw - Nay Pyi Taw, Loikaw and others towns. Accessibility in Loikaw District increase but the accommodation such as hotels, inns and guest houses are necessary to local and foreign people. So, before 2012 condition of tourism development was exploration stage and after 2012, tourism development is initial stage.

Keywords: Tourism, development, initial, Loikaw, Demoso, Hpruso, Shadaw, Kayah

Introduction

Tourism is an important contributor to gross nation product, foreign exchange earnings, and employment for many developing countries. The rapid improvement in the transportation and communication as well as improved travel possibilities in this area and economy will be improved. So, tourism has become one of the most significant economic activities, especially for the developing countries for earning foreign exchange. The AFTA has projected Southeast Asia to become as a largest single tourist destination, in the Greater Mekong Sub region in the year 2020.

Myanmar becomes one of the most attractive places in the region and earns a substantial amount of foreign exchange, naturally rich in varied scenic landforms and historic sites. Before 1958, Myanmar was still on its initial stage of tourist destination. At present, Shwedagon Pagoda in Yangon, Mandalay, Bagan, Inlay (Shan), Myauk-oo, Ngapali (Rakhine State), and Myeik Island (Tanintharyi Region) are well-known tourism sites in Myanmar.

Tourism is in some cases, vital for many countries. It was recognized in the Manila

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Declaration on World Tourism of 1980 as "an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations." Tourism brings a large amount of income in payment for goods and services available, accounting for 30% of the world's exports of services, and 6% of overall exports of goods and services. It also creates opportunities for employment in the service sector of the economy, associated with tourism. These service industries include transportation services, such as airlines, cruise ships, and taxicabs; hospitality services, such as accommodations, including hotels and resorts; and entertainment venues, such as amusement parks, casinos, shopping malls, music venues, and theatres. Tourism is an important contributor to gross national product, foreign exchange earnings, and employment for many developing areas in the world.

Before 1988, Myanmar was still on its initial stage of tourist intention. The number of tourists increased from 11,528 in 1971 to 91,859 in 1994-95 although fluctuated in some years. "Visit Myanmar Year 1996" was formally opened in October 1996. The number of overseas visitors coming to Myanmar was 170,143 in 1995-96 and 329,379 in 1997~98(Hla Tun Aung). After 2011, local and international tourism was introduced in Loikaw, Kayah State. Kayah State has naturally rich in varied scenic landforms and traditional culture of indigenous peoples such as Kayan Padaung. Before 2010, Kayah State is difficult to access of others places. Moreover Kayah has hydro power station. It supplies hydro power to other states and regions. Nowadays, improvement in transportation and communication facilities after the restoration of peace and tranquility, development in various sectors can be achieved. The beautiful scenery of Kayah State can be effectively exploited for tourism. Tourist attractions are indeed the factors supporting the development of Kayah includes places of natural beauty (Hti -se -khar water fall, Lawpita water fall, Seven step pond, Spirit cave(Gyat Cave), Taungkweh Pagoda).

Study Area

Kayah State is part of the Shan Plateau. It is composed of two districts: Loikaw and Bawlakhe Districts. Loikaw District is composed of four townships: Loikaw, Hprusoe, Shaclaw, and Demoso. Loikaw District lies between north latitudes 19° 0' to 20° 0' and between east longitudes 96°50' to 97°50'. It has an area of 6565.076sq.km (2537.7⁷ miles). The annual mean temperature of Loikaw is 18°C in January, 26°C in April, and about 25°C in July. The annual rainfall of that station is 129cm. Although Shawdaw Township lies on lowland area and the rest of township areas lie on the highland above 2950 feet.

Research Problem

Tourism is an important contributor to gross national product, foreign exchange earnings, and employment for many developing areas in the world. Before 1988, Myanmar was still on its initial stage of tourist intention. Although Kayah State is rich in natural resources and traditional indigenous people, tourism was not developed in Kayah State until 2010.

Hypotheses

Null Hypothesis

The null hypothesis is that Loikaw District is prosperous in natural resources and traditional indigenous people. It is provided to the tourism development of Loikaw District.

Alternative Hypothesis

The natural resources and tradition of Loikaw District is not provided to tourism development in Loikaw District .Additionally transportation facilities and accommodation are not supported to tourism development in Loikaw District.

Aim and Objectives

- To examine the development of tourism in Loikaw District at present position.

Objectives

- To analyse the factors affecting the tourism development -To indicate how Loikaw's tourism initially has evolved
- To study how to develop of tourism industries
- To inform the place of tourist attraction areas

Previous Investigations and Literature Review

Loikaw was visited by diplomats, business men, and NGOs since 2010. But there is not visited a popular tourist destination because Kayah State has no peaceful and not well known popular destination places. In January 2013, foreigners were permitted to Loikaw Township but outside areas of Demoso and Hpruso are not allowed to foreigners. Although foreigners are not interested in these area because transportation, communication and accommodation are in complete in this area. Kayah State has unique people (Kayan -Padaung) and natural scene so natural tourism (Eco-tourist) is interested in this area but they faced difficulties of transportation and accommodation. This paper studied on the tourism development of Loikaw District and it is a descriptive paper.

Sources of Data and Methodology

One inch **topographic** maps no 1996, 1997(1: 50000) UTM, rainfall data, geological map, forest type map, soil map, hydrological data and field survey are used in this study. Rainfall data are derived from Township Agriculture Enterprises, and Meteorology and Hydrology Department of Loikaw. Geological Map is derived from Myanmar Geosciences Society (2014), and Soil Map derived from Land Use Department, Yangon. Satellite images are obtained from GIS section, Department of Geography, University of Yangon and Field survey and questionnaires from 2013 to 2014.

Analytical Tools

Arc GIS 10.1 is used for calculation of Digital Elevation Model (DEM). Geostatistical method is used for the analysis. Primary and secondary data are collected in the study area. Secondary data received from offices such as, District Administrative Office, Hotel and Tourism Department, Land, Records Department and Meteorology Department in Loikaw. Primary data was received from field surveys. Collected data is analyzed by using appropriate statistical methods, in geography. UTM topographic maps are used to study the geographical factors of

township. Primary and secondary data or both may be used in a research investigation, Secondary research is that which has been collected for some other purposes and is available for use by simply visiting the library or other such repositories of secondary data.

Tourism is travel for recreational, leisure, or business purposes. The World Tourism Organization defines tourists as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". Theobald (1994) suggested that "etymologically, the word *tour* is derived from the Latin, 'tornare' and the Greek, 'tornos', meaning 'a lathe or circle; the movement around a central point or axis'. This meaning changed in modern English to represent 'one's turn'. The suffix *-ism* is defined as 'an action or process; typical behaviour or quality', while the suffix, *-ist* denotes 'one that performs a given action'. When the word *tour* and the suffixes *-ism* and *-ist* are combined, they suggest the action of movement around a circle. One can argue that a circle represents a starting point, which ultimately returns back to its beginning. Therefore, like a circle, a tour represents a journey in that it is a round-trip, i.e., the act of leaving and then returning to the original starting point, and therefore, one who takes such a journey can be called a tourist. In 1941, Hunziker and Krapf defined tourism as people who travel "the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity".

In 1976, the Tourism Society of England's definition was: "Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes. In 1931, the International Association of Scientific Experts in Tourism defined tourism in terms of particular activities selected by choice and undertaken outside the home.

In 1994, the United Nations classified three forms of tourism in its *Recommendations on Tourism Statistics*: Domestic tourism, involving residents of the given country traveling only within this country; Inbound tourism, involving nonresidents traveling in the given country; Outbound tourism, involving residents traveling in another country.

Geographical Background of Loikaw District

Tourism has become a popular global leisure activity in a world. Tourism is important, and in some cases, vital for many countries. It directly influences on the social, cultural, education, and economic sectors of national societies and on their international relations. It also creates opportunities for employment in the service sector of the economy, associated with tourism. These service industries include transportation services, hospitality services, and entertainment venues. Moreover, tourism is an important contributor to gross national product, foreign exchange earnings, and employment for many developing areas in the world.

Kayah State is part of the Shan Plateau; it gradually loses plateau character in the southern part. Gamon Range runs along the boundary between Kayah and Kayin States. Loilaung Range occupies between Thanlwin River and Nam Pawn Creek. The rugged terrain provides many beautiful waterfalls and lakes. These areas attract to tourism development in Kayah State. Tourism has become a popular global leisure activity. After 2011, local and international tourism was introduced in Loikaw, Kayah State.

Physical Background of Loikaw District

The physical features of Loikaw District include location, topography, drainage, geology, climate, soil and vegetation. The physical characteristics influence on the tourism development

of Loikaw District Area. Loikaw District is located in Kayah State. These areas composed of four townships: Loikaw, Demoso, Shadaw and Hpruso (Figure 1). It lies between north latitudes 19° 0' and 20° 0' and also between 96° 50' and 97° 50' east longitudes. The total area of Loikaw District is 6565.076 sq.km(2534.79 sq.miles). The area lies on the southern part of Shan Plateau and the altitude of Loikaw District is over 2900 feet above sea level. It can be divided into two parts, the Highland and the Lowland areas (Figure 2). Many highland areas are found in western part of Loikaw District, especially Loikaw, Hpruso and Demoso Townships and lowland areas are found in eastern part of Loikaw District, especially along the Thanlwin River and Nam Pawn Creek (Pon Chaung). The rugged terrain provides many beautiful waterfalls and lakes.

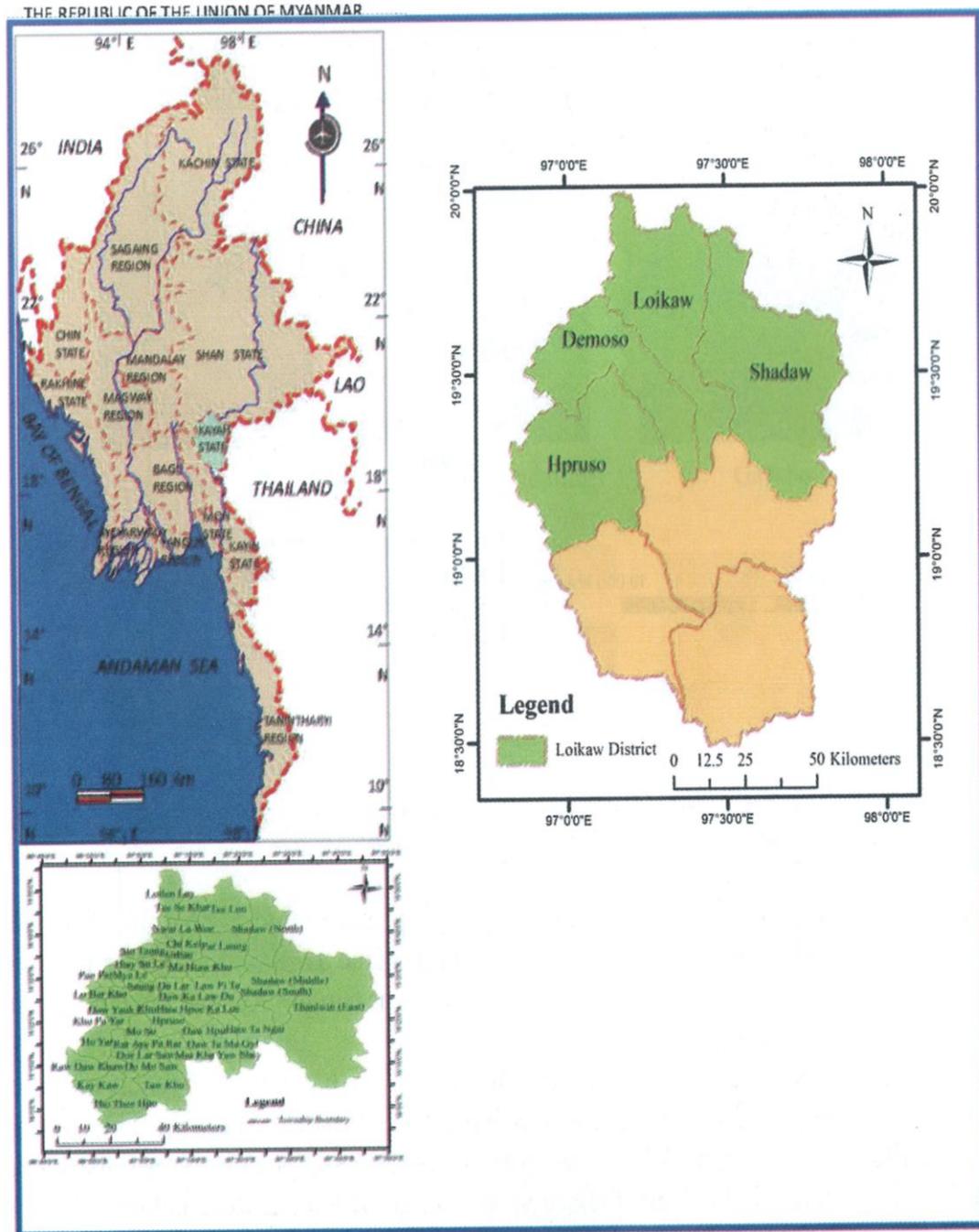


Figure 1. Location Map of Loikaw District
 source: Topographic Map No 1996, 1997, (1:5000)

The main tributaries of Thanlwin, Nam Pawn Creek, drains large areas of Loikaw District and flows into Thanlwin River in Bawlakhe District. Bilu Chaung or Nam Bilu comes from Inle Lake and flows into Nam Pawn from the right. Kyaukkyi Chaung flows from the right into Htoo Chaung, which again enters Nam Pawn from the right in Bawlakhe

District. Between Shan State and Kayah State, Nam Tabet Stream flows from north to west as a boundary and Hti-se- khar water fall is found in this area (Figure 2).

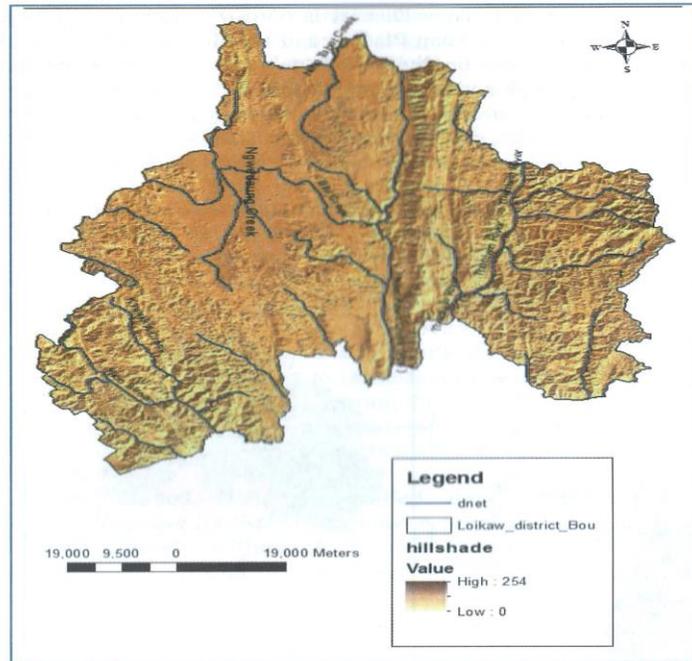


Figure 2 Reliefs and Drainage of Loikaw district

Source: Topographic Map No 1996, 1997 (1:50000)

There are eleven groups of rock formations. The predominant formation of Kayah State is the plateau limestone. Undifferentiated metamorphic rocks (mainly gneiss) are cropped up in some areas, especially along the western fringe. Recent alluvium and sedimentary rocks occupy along the valleys.

Location and relief are the two major factors which have influence on climate. Loikaw District gets humid and warm climate (based on Loikaw Station). The annual average temperature ranges from 17° C (62.6°F) to 36°C (96.8°F). Loikaw District is located in inland area and it is far from the sea so the range of temperature is high. But the location of Loikaw District is located in high land area so it gets influence of altitude.

According to classification of the Koppen's, Climatic Geographer; Loikaw gets in Tropical Savanna (Aw) Climate. Moreover, the high land area in Loikaw gets Subtropical Monsoon Climate (Cwa). Climatic conditions of Loikaw District are provided for tourism development because temperature in summer month is moderate for travelers.

So the relief influences on climate and climate influences on their vegetation. Loikaw District has varied relief, climate and vegetation cover. These conditions are one of the factors of attraction of tourist travel. Therefore, physical background of Loikaw District is provided and evolved to develop tourism and it is important role in development of tourism in Loikaw District.

In Kayah State, unlike the composition of the whole country, numbers of male population are more than numbers of female population. The main ethnic groups found in Loikaw District are Kayah, Kayaw, Yinbaw, Yintale, Gayko, Gaybar, Kayan, ManuManaw, Zayein, Pa-Os and other races (Plate 1). The ethnic people in Kayah State attract to tour people of local and foreign.

Development of tourism relies on the improvement of transportation and communication, and there are contributors to local economy. Together with improvement in transportation and communications facilities, economic development in other sectors can be enhanced for the prosperity of the state.



Kayah



Kayan(Padaung)



Gaycho



Manu Manaw(Mono)



Gaybar



Yintale



Kayaw (Preh)



Yinbaw(Ka Ngan)



Kayan Lahta(Zayein)

Factor Affecting the Development of Tourism in Loikaw District

International travel business has been known as Tourism Industry or a Factory without smoke stacks. The industry of Tourism is the world's third biggest industry next to oil industry and automobile industry. Therefore, it is an important contributor to gross national product, foreign exchange earnings, and employment for many developing countries. In Myanmar, the Ministry of Trade opened a Tourist Bureau in 1965 and began handling tourism. The Burma Airways Corporation (BAC) ran a Tourist Information Service. In 1979, the activities of these two were combined and taken over by Tourist Burma. Under the SLORC, Ministry of Hotels and Tourism were established on September 24, 1992. The SLORC promulgated the Myanmar Hotels and Tourism Law on October 23, 1993. Many factors are affecting development of tourism in Loikaw District.

Tourist attractions are in fact the factors supporting to the development of tourism. The main tourist attractions are places of natural beauty, historical sites and traditional culture of indigenous people, efficient infrastructure, congenial atmosphere, clean and hygienic environment and reasonable cost of living.

Kayah has a variety in geographical conditions and it possesses many places of natural beauty. These factors are supported to tourism development in Loikaw District.

Factors for the Tourism Development in Loikaw District

Kayah State is rich in natural resources, traditional culture of indigenous peoples, pleasant atmosphere, clean and hygienic environment, and reasonable cost of living. So, cultural tradition attractions, natural attraction and recreation attractions are vital elements of tourism supply. It has varieties in geographical conditions so it possesses many places of natural beauty. Hti-se-khar Waterfall, Naungyar Lake, Ngwedaung (Koi-ngan) Spring and Nam Sam Phu Spring, limestone caves, natural beauty of Bilu Chaung in Loikaw and Thanlwin River in Shadaw Township, the origin of Kayah State (Kye phogyi) in Hpruso Township, Biluma Taung in Shadaw Township, scenic beauty and pleasant climate are attractive to tourists (local and foreign) better places for eco-tourism development in Kayah State.

Taungkweh (broken hill) Pagoda at Loikaw and its environs may be better places for those who could not go to other places. Kandarawaddy Myo Commemorative Wooden Post was erected in Minsu Ward during the reign of King Mindon, when King Mindon gave honour to Sawlamaw, an East Karenni, and Kayah Chief. Another interesting area is Thirimingalar Bon Kyaung (Monastery) and it is situated in Mingalar Ward of Loikaw. It was constructed in 1912. In 1930 Saw Hpyar Sartlawi inherited Mingalar Haw (Palace of the chief). The ancient pagoda Myo Nam built by the soldiers and officers of the army and frontier forces of King Mindon in 1873. Buddhism and Christianity have great influence on the daily life of Kayah. There are characteristics of the traditional culture. Meditation centres and Churches are the places for those who are interested in Loikaw District. Moreover, Myanmar is a polyethnic country. Thus, colourful dresses, varieties of dances, music and songs of indigenous people can be observed and enjoyed by the tourists. According to some people's opinion Myanmar tourism should be culture-oriented. Kayah (Padaung) is one of the races in Kayah Races. They are an attraction of tourists (local and foreign).

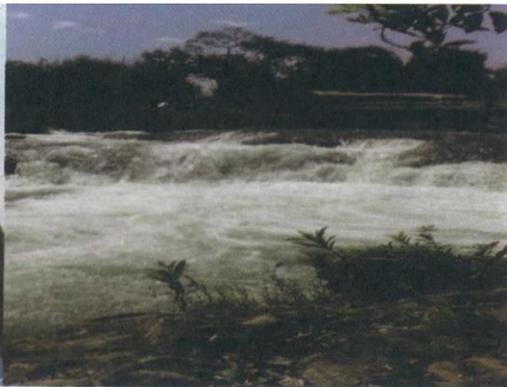
Transportation is one of the important factors in tourism development. Transportation is

difficult due to the rugged topography of the Kayah State. At present, transportation network is being developed in Kayah State. There are four modes of transport: motor road, rail road, air way and water way. There are road connecting Loikaw with Shan State and Kayin State, and central and lower parts of country. Motor road provide easy access to Kayah State and enhance the trade between the Kayah and other areas. Loikaw District and Bawlakhe District are connected by roads. There are 332.05 miles of arterial road. A rail road constructed in 1993 and it connected from Loikaw to Aungban (Shan State).The length of rail road within this State is 10.4 miles. There is an airport at Loikaw and it is linked with Yangon, Mandalay and Heho. Loikaw is linked with Nyaungshwe (Shan State) by water way of Bilu Chaung, Moebye Lake and Inle Lake. There are eight postal services and eight telephone exchanges with telephone line. Fax services are available at Loikaw. Electricity is distributed in 24-hour services. Internet access is also being available at Loikaw.

Easiness to get entry visa, extension of points of entry, retrenchment of procedures on arrival and on departure, adequate accommodations, better transportation and communications, efficient banking services and proper security services are necessary parts of infrastructure. Nowadays, Kayah State has hotels, motels, inns, guest houses, airport and varieties of bank. There are two hotels, three motels, three inns and ten guest houses. They are in operation to serve the tourism industry. One hotel, Hotel Loikaw was opened in 2011 .Many inns and guest house opened and rose after 2010.



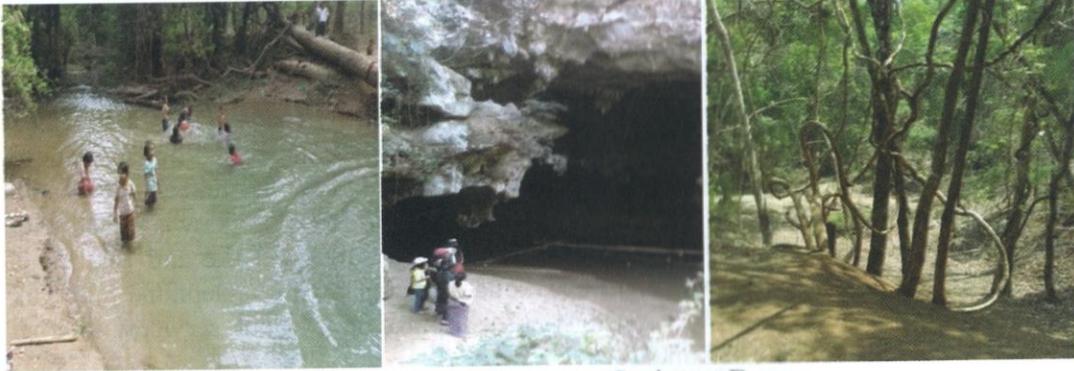
Thirimingalar Taungkweh Pagoda



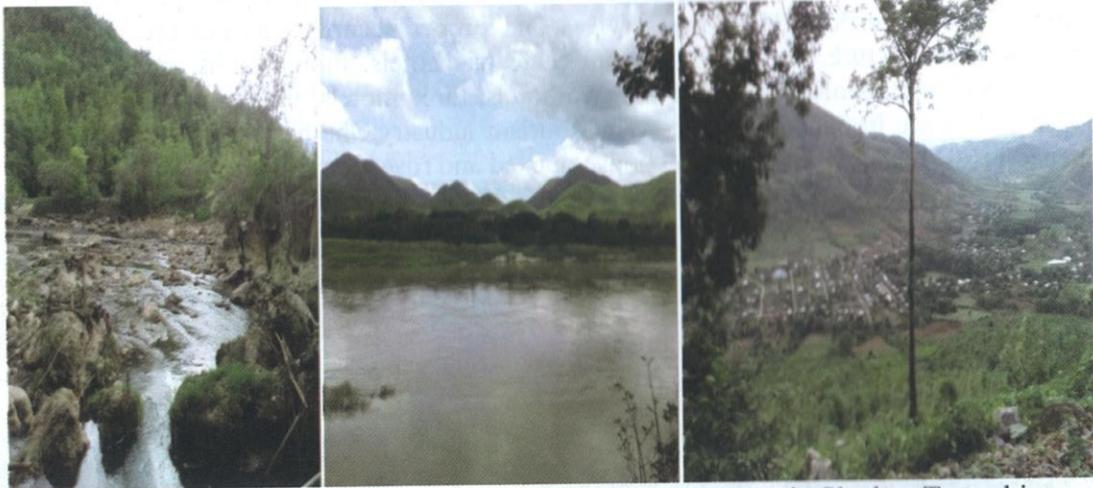
Natural Scenic of Hti -se-khar waterfall



Natural Beauty of Seven Step Pond in Demoso



Natural Beauty of Koi Ngan Spring at Demoso



Natural Beauty of hot spring, Thanlwin River and Shadaw Town in Shadaw Township



Ngwedaung Dam at Demoso

Limestone Caves at Loikaw



Myo Nam Pagoda at Loikaw



Nay Set – La Set Pagoda



Kayah Landmark



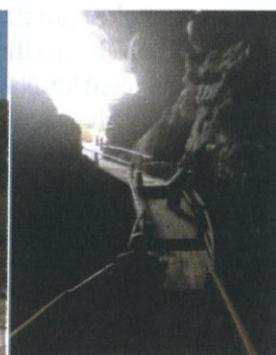
Ancient pagodas at Shadaw

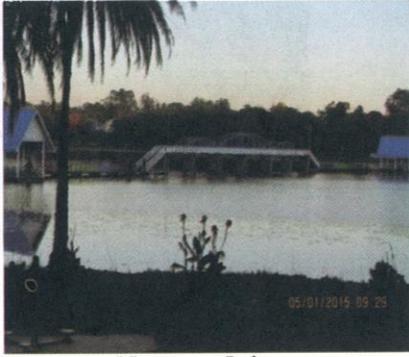


Shwe – let- war Pagoda



Spirit Cave (Gyat Cave)

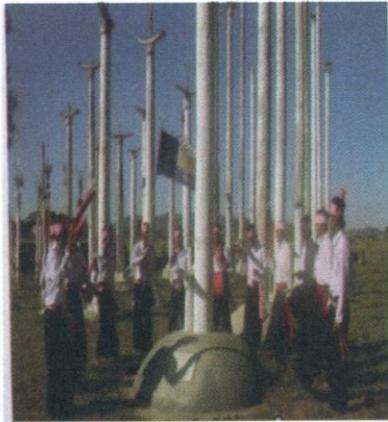




Naungyar Lake



Htee Pwint Kan

Kandarawaddy Myo
Commemorative Wooden Post

Tagontaing Festival



Indigenous peoples of Kayah



Favourable Movement of Tours Site in Loikaw District

Loikaw District may be geographically small, but it doesn't mean it's easy to see in one day.

The best full -day tours

Taungkweh Pagoda (broken hills), Taung-thone-lone (three mountain ranges), Mya Kalart Pagoda, Shwe-let-war Pagoda (gold finger Pagoda), Nay set-La set Pagoda (Shining of Sun and Moon), and Myo Num Pagoda are the most famous pagodas in Loikaw. Many pagodas are located on the hill tops, exception of Myo Num Pagoda and it also has the best top view of the Loikaw. It can easily be climbed to the top and at Taungkweh, lift runs through bottom to top. Another place of Bilu Chaung and Naungyar Kan (Naungyar Lake) are the most famous places in Loikaw. In Loikaw Township, out of 58 Christian Churches, Christ Church (Christ Central Roman Catholic Church) and Cathedral are situated in Naungyar (B) quarter of Loikaw. It is the first Christian Mission Church in Loikaw. It was constructed on 12th April, 1989. This Church is the largest in Myanmar. Kandarawaddy Myo Commemorative Wooden Post was erected in Minsu Ward during the reign of King Mindon, when King Mindon gave honour to Sawlamaw, an East Karenni, and Kayah Chief. The Wooden Commemorating Post was shifted from its original place to the present place on the main Kantarawaddy head. Another interesting area is Thirimingala Bon Kiang (Monastery) and it is situated in Mangalore Ward of Loikaw. It was constructed in 1912.

The best nightlife

Take a tour of Taungkweh Pagoda and see the shining lights of Loikaw in all their glory. Naungyar Kan (lake) is the best place. The atmosphere is both fresh and relaxed, with colourful lighting and TVs in the restaurants. Tours will get a sense of what the difference of Loikaw after the sun goes down.

The information for travellers

It's best to visit Kayah in the winter or summer, when the temperatures are mild. In the raining season, it is humid and generally quite uncomfortable. Kayah State Day (the birth day of Kayah State), also is January 15th and in this day the major events are held in Kayah State. The Tagontaing Festival is one of the biggest literary events in Kayah. It is held in Chike Village in April. The birth day of Mother of Lord takes place in February, and you can go to the Lute Cave in Demoso. Moreover, types of sports take part in these festivals. Loikaw is small with a multitude of transportation options. If travellers want to travel around they can hire a car and have it driven by a driver for them. There are cheap destinations and they are close together. They can cash check or exchange money at banks at Loikaw.

Historical Background of Tourism Development in Kayah State

At present, many countries assume the tourism industry as one of the major industries, a top earner of foreign exchange and a reliable source of employment. Tourist attractions are indeed the factors supporting the development of tourism. The attractions in Myanmar include places of natural beauty, historical sites, and traditional culture of indigenous people, effective infrastructure, congenial atmosphere, clean and hygienic environment, and reasonable cost of living. Since the late 1980s, sports tourism has become increasingly popular. Events such as Rugby, Olympics, Commonwealth games, Asian Games and Football World Cups have enabled specialist travel companies to gain official ticket allocation and then sell them in packages that include flights, hotels and excursions. The focus on sport and spreading knowledge on the subject, especially more so recently, lead to an increase in the sport tourism.

Most notably, the international event such as the Olympics caused a shift in focus in the audience who now realize the variety of sports that exist in the world. In Asian countries, the numerous football events also increased the popularity of football. In 2013, SEA GAME was the most popular game in Myanmar. This popularity leads to an increase in sport tourism in Myanmar. Tae-kwon-do and Ka-ra-tae-do are the most popular games in Loikaw, Kayah State. State Government held these sports at Loikaw in 2014 and it leads to an increase in sports tourism in Loikaw. But, it was the games that brought together the different sports that lead to the increase in sport tourism. But the type of tourism in Loikaw District is in its initial stage.

Types and Forms of Tourism

Wealthy people are always travelling to distant parts of the world, to see great buildings, to work of art, to learn new languages, to get experience about new cultures, and to taste different cuisines. The word *tourist* was used by 1772 and *tourism* by 1811. The

origins of modern tourism can be traced back to what was known as the Grand Tour which was a traditional trip of Europe (especially Italy) undertaken by mainly upper-class European young men of means, mainly from England. In 1936, the League of Nations defined a *foreign tourist* as "someone travelling abroad for at least twenty-four hours".

Mass tourism could only have developed with the improvements in technology, allowing the transport of large numbers of people in a short space of time to places of leisure interest, so that greater numbers of people could begin to enjoy the benefits of leisure time. There are many types of tourism in the world. There are Agratourism, Culinary, Cultural, Ecotourism, Heritage tourism, LGBT tourism, Medical tourism, Nautical tourism, Pop-culture tourism, Religious tourism, Sex tourism, Slum tourism, War tourism, Wellness tourism, Ecotourism, Sustainable tourism, Pro-poor tourism, Recession tourism, etc. Today many people interest in natural environment, so Eco-tourism is developed in the world after 2010.

Three types of tour can be found in Loikaw District .They are leisure travellers, business traveller, and NGO. NGO especially missionaries visit to Loikaw in order to conduct meeting and training .Business travellers conduct business with local commercial entities. The third visits are leisure travellers (local and foreign) that visit to Loikaw for recreation interest. But tourist activity in this district is quite small and the number of workers is very small in tourism sector.

The tourism industry is extra sources of government revenue in the state and it contributes to high income of local people. According to table, local people arrive more than foreigners but they are used to stay in Monasteries so exact data of local people cannot be collected. Most of the travellers visit to Loikaw from October to February. A little people visit in April and May. Most of local people visit to Ecotourism and foreigners visit to social affairs and Eco-tourism. A few people visit to business (Tables and figures).

Table (1) Traveller and Income of Kayah State in 2014 and 2015 Budget Year

Month	Travellers and Income				
	Foreigner	Income(US\$)	Local	Income (Thousand Kyat's)	Total Travellers
April	178	4650	1700	17472.0	1878
May	82	1830	1345	11316.5	1427
June	87	3135	1276	12391.5	1363
July	109	3580	1048	11971.5	1157
August	190	5590	1323	19002	1513
September	127	3601	1104	14892	1231
October	224	6943	1297	25599	1521
November	435	16131	1212	26270	1647
December	301	8443	1008	22867600	1309
January	399	10686	1082	22648600	1481
February	377	9314	838	21233960	1215
March					

Source: Hotel and Tourism Department in Loikaw

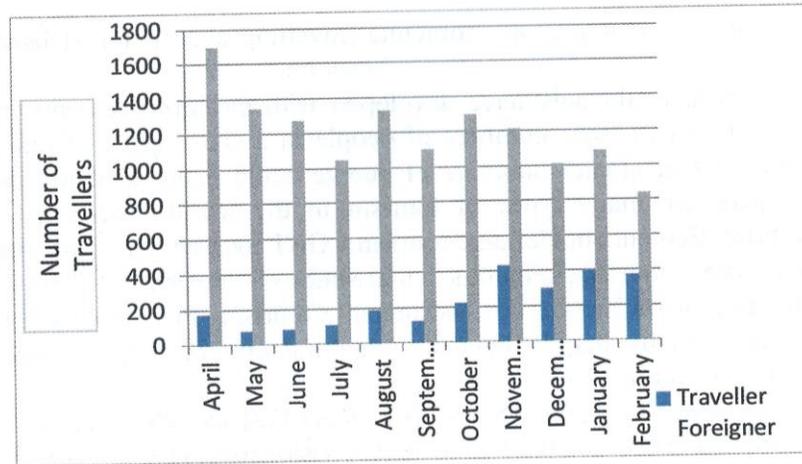


Figure 3 Travellers of Kayah State in 2014 and 2015 Budget Year
Source: Based on Table (1)

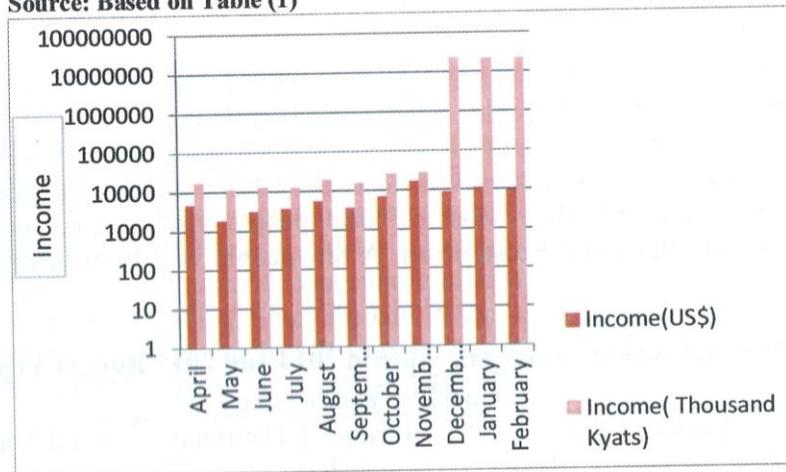


Figure 4 Incomes of Kayah State in 2014 and 2015 Budget Year

Table (2) Type of Traveller Arrive in Kayah Sata 2014

Month	Tour	Business	Social	NGO	Total
January	286	234	3	12	535
February	213	170	1	9	393
March	171	117	1	16	305
April	101	54	0	12	167
May	92	25	1	23	141
June	95	42	0	21	158
July	122	68	2	20	212
August	192	109	5	21	327
September	167	58	2	22	249
October	277	123	2	18	420
November	549	406	6	20	981

December				
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Source: Hotel and Tourism Department in Loikaw

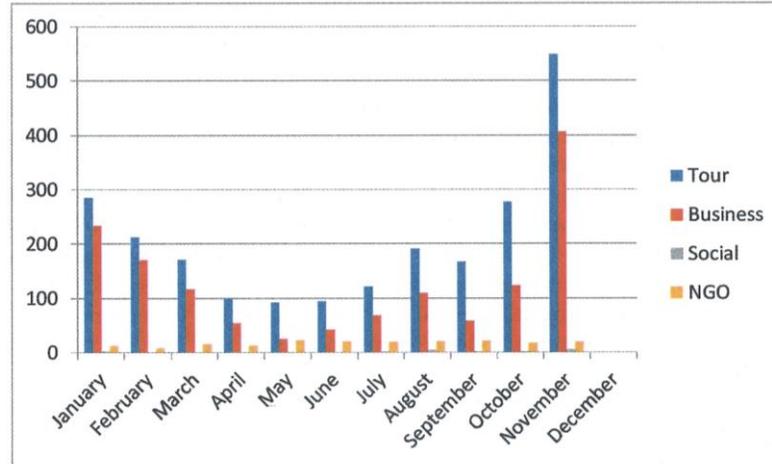


Figure 5 Types of Traveller Arrive in Loikaw District
Source: Based on table 2

Finding and Suggestion

Myanmar is known as the golden land not only for her golden pagodas but also for her fertile land and the wealth of natural resources. Kayah State has a variety of natural beauty, flora and fauna, waterfall, magnificent lakes, enchanting cages, limestone caves, the unique culture of different ethnic groups and the famous pagodas. There are other attractions for visitors who are specialized in flight flying from Loikaw to Mase (Thai -Myanmar Border) in Kayah Day.

Geographical location, topography, landscape, flora and fauna, weather and climate constitute the natural resource-base of a place for recreation and tourism. The best time to visit is October to May. But December and January are winter months and winters can have significant impacts on tourism.

Three types of tour can be found in Loikaw District .There are leisure travellers, business traveller, and NGO. But tourist activity in this district is quite small and the number of workers is very small in tourism sector.

The tourism industry is extra sources of government revenue in the state and it contributes to high income of local people. According to tables, local people are more arrive than foreigners. Most of the travelers visit October to February but April and May are little in these month. Most of local people visit Ecotourism and foreigners visit social affairs and Ecotourism. A few people visit business.

In Myanmar, although tourist business started in 1965 it did not flourish very much. Loikaw was visited by diplomats, business men, and NGOs since 2010. But they did not visit a popular tourist destination because Kayah State was not peaceful. In January 2013, foreigners were permitted to enter to Loikaw Township, but they are not allowed to visit to outside area of Loikaw Township. But tourists are not interested in outside area because transportation, communication and accommodation are difficult in this area. Kayah State has unique people, Kayan (Padaung) and natural scene so natural tourism (Ecotourist) is interesting in this area but they have to face difficulties of permission, transportation and accommodation.

Today hotels and other related tourism facilities are increased and the number of hotels and guest houses are also increased previous years. After 2011, many roads and other

infrastructures are upgraded to facilitate better access between Loikaw - Yangon, Loikaw-Mandalay, Loikaw - Nay Pyi Taw, and Loikaw and others towns. Accessibility in Loikaw District has been increased but the accommodation such as hotels, inns and guest houses are necessary for local and foreign people.

The tourism industry in Loikaw District entered a development stage characterized by a rapid increase of tourist so the arrivals of tourist were two times in 2012 to 2014. So for the prospects for tourism development, Loikaw has a direct air links with the major tourist area and an improvement in transportation and communication facilities. Loikaw and others accessible area, especially highway lines, reduced the travel time and distance. Numbering of local and foreign tourists were increased and arrived to Loikaw and numbers of hotels and guests are increased. Furthermore the skill labours needs the field of tourism services in Loikaw District. So training of tourisms and other services especially food, security will open in Loikaw District.

According to the development of tourism, the changes of environmental conditions should be managed and examined in advanced models and techniques. This research is just a descriptive paper.

Conclusion

Improvement in transportation and communication facilities, economic development in other sectors can be enhanced for the prosperity of the state. At present, many countries assume tourism industry as one of the major industries, a top earner of foreign exchange and a reliable source of employment. Tourist attractions are indeed the factors supporting the development of tourism. The attractions in Myanmar include (1) places of natural beauty (2) historical sites (3) traditional culture of indigenous peoples (4) efficient infrastructure (5) congenial atmosphere (6) clean and hygienic environment and (7) cost of living.

The private entrepreneurs (both domestic and foreign) have established enterprises within the country. State, Private and Co-operatives have contributed to the regional (including border areas) and national development.

According to questionnaires interview of 1000 people in Loikaw District, we collected answers below: 95 percent of the people visited in Loikaw are Places of natural beauty, Traditional culture of indigenous peoples, congenial atmosphere, clean and hygienic environment, five percent of people visited to economic, diplomatic and NGOs.

Additionally 95 percent of people like to visit at Loikaw but the rest of people faced to problem such as accommodations and restaurants. Most of the foreigners visited Loikaw for NGOs and Diplomatic. Outside areas of Loikaw are limited to foreigners. - In Myanmar, package tour is most popularity and they service in transport, foods, and the rest of place. Most of groups live in monasteries. Some groups live in hotel, motel, inns, and guest house. So accurate data are not collected in this area.

The tourism development of Kayah State has initial period and the area visited by pioneers like diplomats and adventures. The progress of the tourist development has been a function of many factors. Government is crucial in planning, regulating, and coordinating the development of tourism. After 2012, government and public agencies began to provide and improve transportation and other facilities. So the area is developed after 2012 by a rapid increase of tourist (local and foreign). But accommodations are not enough in this area. Therefore, the Tourism Development in Loikaw District area is necessary to

understand the techniques and skills of integrating tourism into a general context of the

economic development of broader regional environments;

- To understand knowledge is the most important methods and techniques of tourist destination management, tourists and local residents are brought into optimal and actual harmony; the most important principles and guidelines for conceiving the concept of sustainable development of the cultural tourism in study area
- the capacity to perceive and manage the elements of the complex tourism system based on reciprocal relations between tourism needs, trends, space and consumption.

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