

TOURISM AS A DRIVER FOR SOCIO-ECONOMIC DEVELOPMENT POTENTIALS OF PYAY AREA, MYANMAR

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Abstract

This Paper attempts to analyse the contributions of the tourism sector in Pyay Area, Myanmar. Pyay and its surrounding areas originally possess a wide range of unique potentials for a diversified tourism development. Tourism has positive socio-economic impacts on the livelihoods of the local people. Recommendations are suggested for the provision of knowledge and skills related to the tourism business to the community in order to improve the well-being of locals from which the entire area and many parts of the society can benefit. In this study, primary data as field observations and expert interviews were conducted and secondary data and GIS analysis mapping explores for the touristic locations in the Pyay Area. The paper identifies the contributions of the tourism sector of cultural potentials and attempts to analyse socio-economic benefits of the tourism industry.

Key words: potential of long history images, regional improvement factors, potential economic factors

Introduction

Tourism development is currently a key issue for many developing countries including Myanmar. Many governments and development practitioners increasingly consider tourism as a driver for potentials development of socio-economic strategy in Less Developed Countries (LDCs). With proper interventions, socio-economic benefits brought about by tourism can play an important role. In general, tourism has become a significant tourism industry in both poor and rich economies, because of its important impacts on socio-economic, livelihoods and socio-cultural development (Shah, 2000).

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Now, tourism becomes one of the Myanmar's most important sectors that benefit the communities, if it is properly managed and developed as a driver. Development of a tourism industry plays an important role in the contribution of foreign income sources and creation of many jobs. However, to understand the relationship between tourism and socio-economic development processes, empirical analysis is required. Tourism development and its impacts on socio-economic conditions in Myanmar has not yet been explored. Therefore, this paper intends to find out the tourism effects on socio-economic development in Pyay Area. The effect of tourism employment on development potential on socio-economic activities in Pyay Area and in the ways, in which tourism can improve the well beings of the locals in Pyay.

Tourism provides income for local people, in particular Pyay area (*Sri Kestra*) profits substantially from tourism through employment in the production of goods and services. For instance, rising demands on agriculture through industrial crop products, handicrafts and human resources with tourism. However tourism also has negative impacts on environmental degradation and social impacts. To lessen these, special care in tourism development planning is needed. Thus, the Ministry of Hotel and Tourism of Myanmar is trying to develop the tourism sector by adapting new policies, such as "Responsible Tourism Policy" or "Community Involvement Policy". These policies operate especially in the main touristic areas.

A key to resolve negative impacts is to make the tourism business aware of the importance of incorporation sustainable development principles into planning and operations. The world Tourism Organization defines sustainable tourism as:

"Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetics needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems" (United Nations, 2001).

Against this background, the overarching aim of the study is to contribute to a more sustainable touristic development by applying basic principles of international sustainable tourism development .Therefore, the

research based on present situation of tourism business in the Pyay Area and its controlling factors and impacts, the article is seeking for better tourism planning and management in future. (Frauke Kraas, 2015).

The study will serve as a reference for further research in these dynamic areas of the tourism industry. The research results will also contribute to the anti-poverty policy formulation on development of socio-economic conditions of their Civilian Government of Myanmar and the Ministry of Hotels and Tourism through review and formulation of policies and strategies that can reduce the poverty level on potential development of socio-economic activities in the study area and Myanmar as well.

What is Tourism?

To understand the linkage between tourism, poverty and development of socio-economic conditions it is important to define what tourism is. Although the definition is problematic, this study adapted the tourism defined by World Tourism Organization (WTO), which states that tourism is the set of activities engaged in by persons temporarily away from their usual environment, for a period not more than one year, and for a broad range of leisure, business, religious, health and personal reasons, excluding the pursuit of remuneration from within the place visited or long-term change of residence (WTO).

Study Area

Pyay Area lies in the western Bago Region and is located on the eastern bank of Ayeyarwady River. It lies between north latitudes 18 ° 23' - 19° 6' and also between east longitudes 90° 40' - 99° 50'. The Pyay Area is about 788.41 sq- kilometer. The area is roughly a square shape. Pyay Area is bounded by Bago Region in the east, Ayeyarwady Region in the south, Rakhine State in the west, Magway Region in the north. Generally Pyay Area is a flat lowland area. Average temperature is (28°C), and the annual rainfall within 20 years of 1995-2015 was 1147.6 mm. Therefore, Pyay Township experiences the Tropical Savanna Climate (Aw) type. It is a Transitional Zone situated between Central Myanmar and the Wet Deltaic Zone. An urban area

of 14 wards and 55 village tracts are composed of Pyay Township Figure (1),(2) and (3).

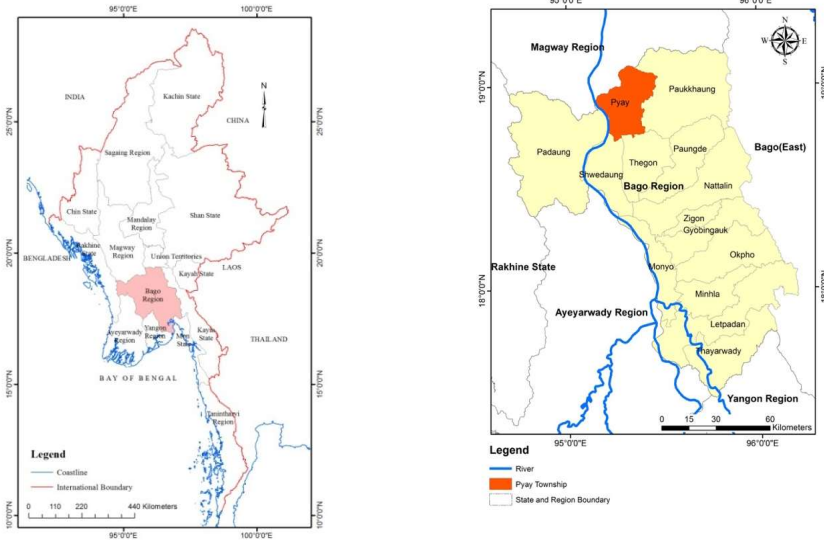


Figure 1. Location of Bago Region **Figure 2.** Location of Pyay Township

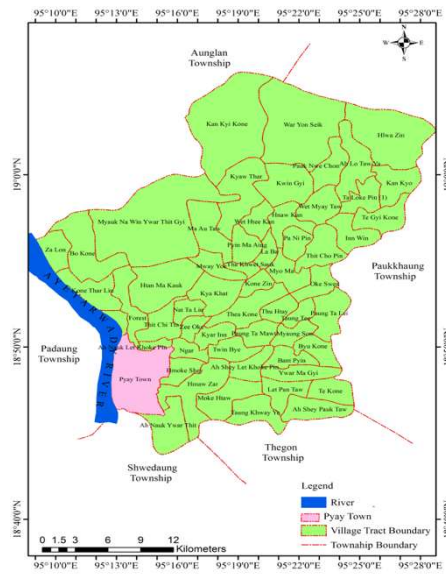


Figure 3 .Location of Village Tracts in Pyay Township
Source: Topographic Maps No.85 N/5, 85N/6

Research Questions

The guiding research questions are:

- (a) Which socio-economic potential driver benefits on tourism sector in Pyay Area?
- (b) How can these potentials be developed as sustainable tourism in a practical way?
- (c) Which socio-economic potential driver can be chosen in achieving a more sustainable tourism development?
- (d) Which economic factors can benefits for many societies as a driver?

Aim and Objectives

The aim of the paper is:

- to give suggestions that support tourism sector of the study area.

The objectives of the paper are:

- To access tourism conditions for Pyay Area
- To reduce the poverty level on potential development of socio-economic activities
- To encourage potentials drivers of tourisms
- To support needs of tourisms related the business development
- To search for the best way of sustainable economic development in Pyay, Myanmar
- To examine how socio-economic factors are related to those driving of tourism factors in Pyay Township

Sources of Data and Methods

Primary data was derived from field observations, participant observations and interviews conducted in December 2014, May 2015, June 2016 and March 2017. Perceptions of various stakeholders and local people

on tourism were collected. The secondary data were gathered from publications of tourism statistics and township records. The research is conceptualized based on a mixed - methods approach, combining and triangulating different kinds of data in order to gain a complete overview on the topic from the perspectives of quantitative and qualitative socio-economic research.

The analysis and assessment of the tourism development of the Pyay Areas is based on six basic requirements, known as “6As context” namely attraction, accessibility, amenities, administration, awareness and attitude (actual field observations). On the other hand, the supply components of tourism in the Pyay Areas and its potentials of socio-economic conditions to sustainable tourism development is assessed by a “classical” of SWOT (Strength, weakness, opportunities and threats) analysis.

Results and Findings

Indicators of Attraction Sites (Ancient Historical Images) in Pyay Area

Generally Pyay Area is a flat lowland area. The boundaries of Pyay Area are administrative and physical boundaries. In the west, the Ayeyarwady River forms as the natural or physical boundary between Padaung and Kanma townships. In the north and west, Bago *Yoma* (mountain range) and Ayeyarwady River are used as physical boundaries. In Pyay Township, an urban area is composed of one city and one town, and rural area includes 55 village tracts (Khin Sandar Moe, 2016).

Pyay Township is located on Yangon- Pyay Railway and Road 288.0727 (kilometer) far away from Yangon. Therefore, the products from Pyay Township are easily carried to Yangon, the most densely populated area of Myanmar. In Pyay Township, the economic opportunities and population increased in the study period due to its locational advantage and government policy and then as the ancient city of *Sri Kestra*, which has been recently inscribed on the list of World Heritage by UNESCO. Total population is also increased from 185621 in 1990 to 222856 in 2016. As the consequence, there

will be potential development of socio- economic conditions in Pyay Township in respect to tourism.

The most important tourist attraction is ancient city of Sri-ksetra, which has been recently inscribed on the list of World Heritage by UNESCO (June 22,2014) , about 8.0467 (kilometer) far away from Pyay Township. It has a long history of ancient pagodas in Pyay and near Pyay Area. The local people are known as Pyu, whose economy is based on agriculture, traditionally on handicrafts like weaving, bamboo and wood production. Moreover, the cultural attractions of Pyay areas are its historical famous pagodas and monasteries, such as Pyay Shwe San Daw Pagoda and Shwe Bone Thar Muni Pagoda with their pagoda festival.

The second most famous tourist attraction area is A Kaunk Taung Mounatin. It has mountainous surrounding with attractive views, favourable climatic conditions, hills resort and some hiking trails. Besides, there are urban profile attractions and major cultural heritages such as Shwe San Daw Pagoda, with its breath –taking view over the whole City and Nawaday Bridge, cultural museum, Sal Htat Gyi Pagoda, Myo Ma Market which mainly attracts domestic tourists and where ethnic people from the vicinity sell their agricultural products.

Thirdly, the ancient historical hill station and resort in Pyay Areas are Phoe Oo Taung, Yone Phyu Taung, Kyet Kin Taung and Other mountainous area. Its surrounding offers not only favourable climatic and environmental conditions but also famous for its hiking tourism. The mountainous terrain with its natural scenic beauty, the traditional settlement, green areas of agricultural patterns, the traditional life style of the local people make it attractive to domestic and international tourists. In addition, Shwe San Daw, Shwe Bone Thar Muni pagoda and Sal Htet Gyi pagoda festivals are famous from field observation in 2015 and 2016. Moreover, other mountainous areas are attractions of growing importance with about 200 pagodas from the 16th century of the Pyay Area and natural forests ranges and slopes Figure (4,5,6,7).

**Figure 4.** Location of Akauk Taung Area**Figure 5.** Location of Shwe Taung Area**Figure 6.** Location of Padaung Area**Figure 7.** Location of Pyay Area
(Sri-ksetra & Mountainous)

Source: Image 2017CNES/Airbus, Digital Globe, Landsat/Copernicus

Indicators of Tourists Arrival in the Pyay Area

The characteristic of tourist arrivals in Pyay Area is regionally and seasonally imbalanced, as well as a clear distinction between a strong domestic and relatively stable international tourism at medium level—compared to other Southeast Asian destinations. Even though international and domestic tourist arrivals in Pyay area has already been expected to rise since five years ago. See table (1) 5524 tourists arrived in 2011-12, 6502 tourists in 2012-13 (15.04%), 9951 tourists in 2013-14 (34.66%), 29348 tourists increased in 2014-15 (66.09%). International and domestic tourist arrivals in Pyay area is expanded substantially and risen – up, according to the data from Ministry of Hotel and Tourism. This caused high level income during the peak tourism season from October to March. See table (1) as a consequences the rising rates in hotel and guesthouses and subsequent construction of new accommodation capacities lead to touristic impacts.

Table 1. Arrival of International and Domestic tourists to the Pyay Area

Year	Tourists	Income Level
2011-12	5524	1044100
2012-13	6502 9(15.04%)	1213100
2013-14	9951(34.66%)	1873500
2014-15	29348(66.09%)	5586900

Source: Myanmar Hotel and Tourism Enterprises, Pyay (June, 2016)

The ancient city of Sri - ksetra, A Kauk Taung area and Pyay City are not connected with each other and also with other tourist destinations. Until today, high number of domestic and international tourists are attracted and visited Pyay and surrounding area. Among the domestic tourists, their activities are mostly connected with the capital function of Pyay, because many government staff often visit offices and attend the meetings. Beyond this limit, Pyay has an attractive location like Myoma market place for the people of adjacent villages and thus it functions as a regional trade centre for domestic tourism. Moreover, there are many religious sites, local festivals and cultural centres, where organizations are visited, therefore making Pyay Area an important cultural destination.

Indicators of Accommodation for Tourists in Pyay Area

The accommodations for tourists, The Ministry of Hotel and Tourism adopted clear rules and regulations for hotels and guest houses of the area. A hotel must have 20 rooms at least and permission (license) is given, based on six recommendations from different government departments, including the Township’s Health Department and the Fire Brigade. Incomplete recommendations, hotel and guesthouse licenses are not permitted. There is also a regular check of the quality of hotels and guesthouses, Proper rules on ratings of “star” on hotels and regular checks are strictly followed.

The total number of hotels and guest houses in the Pyay Area adds up to 40 with the total number of rooms of over 1200 in 2016. Within the Pyay area, only one three stars hotel can be found, which has about 35 rooms. Also,

the highest number of hotels concentrates in Pyay Township. In Pyay, the highest standard of two stars hotels is available with total number of 45 rooms.

In respect to the quality standards, according to own interviews, private hotels and guest houses became improved much during the last four years. Generally, hotel facilities, service provision and touristic offers were upgraded. However, WiFi and internet connection are still difficult and unreliable which hinders a further expansion of the tourism business.

According to employment opportunities due to high and rising arrival of domestic and international tourists the ancient city of Sriksetra, faces rising income generation opportunities, within the transportation and hotel construction sectors. So also food and beverages supply and services within the hotels. The opportunities are still comparatively weak. Partly, this is connected with the facts that local festivals create seasonal and events-oriented demand only. For instance, in Pyay , local festivals such as Shwe San Daw pagoda and Sal Htet Gyi pagoda and Shwe Bone Thar Muni pagoda festivals, attract many domestic arrivals. Moreover, international tourists visit the area during the tourist season between October and March. Beyond the peak season, a few amount of international tourist visit the area.

Indicators of Accessibility in the Pyay Area

Pyay Area can be accessed by road and railway. Due to the increased arrivals, particularly international tourists, the regional and local roads have been upgraded and improved in recent years. Also, the connectivity via highway bus connections has much increased and improved with a number of high class bus lines with air-conditioned transportation for relatively reasonable prices. Only the railway connections has not been upgraded yet. As one can reach from Yangon to Pyay and from Mandalay and Magway to Pyay via Aunglan, with the daily commuting connections by roads, the beautiful natural landscape between Lower Myanmar and Central Myanmar plains and Bago highlands can be appreciated via road and railway.

Discussion

For further development of domestic and international tourist in Pyay Area, two ways of growth are needed to be considered: (a) to increase long stay visitors and (b) to increase short stay visitors. Thus, in order to provide a sound baseline for decision making processes, an in - depth supply and demand analysis was undertaken. The tourism potential is evaluated by the “6As context approach” and a *SWOT* analysis as follows.

Potential Driver for New Attractions

Pyay area has high potential for new tourist attractions of various types, Unlike other areas, many places within the area can be created and upgraded as popular tourist destinations without much effort as almost all potential attraction sites have already been within an accessible distance from Pyay. Because of these attractive natural and environmental scenes, ancient historical images can further be developed. But it is not yet well developed. Many environmental areas are suitable for highland tourism, including those based on hiking and bicycle trails within the forest areas. The Ayeyarwady river and green highland ridges can be created into new tourist destinations, although the climate is favourable in Pyay, sometimes flood condition occurs in the rainy season.

Moreover, ethnics settlement offers unique potential, different agricultural patterns, traditional housing style, local nunneries and monasteries, village culture can be associated with tourism sites. These are attractive potentials to tourists. And after the construction of Nawaday bridge , Pyay Area became important node of north-south corridor as well as to the west. Furthermore, unique traditional foods and products such as souvenirs ,*Taw La Phat*, *Daw Oo* rice package, fruits specifically *Mya Kyauk* mango, preserved fruit jams and Milk sticks and Milk balls are well known. But there is weakness of promotion on unique products.

Moreover, due to its favourable climatic conditions, environmental situation and the special functions connected with Pyay as regional capital can be developed as a centre of tourist destination, both for domestics and foreign visitors. Sufficient investment on infrastructure is needed by private sector.

Pyay also has the potential to become the national trading centre of Myanmar, because of its business facilities, favourable climatic conditions for cultivation of diverse crops. Tourism education needs to be upgraded e.g. providing training on special language courses (e.g. English, Chinese, Thai, Japanese, France, German) to the government offices and the private sector. Health facilities, particularly toilets and dispensaries should be established for Pyay's Tourism development. Today, the existing health facilities offer better services than other destinations learnt from structured interview in 2014.

Potential Driver for Better Accessibility

Compared with other areas in Bago Region, Pyay Area offers better transport facilities. However, further improvement is needed, especially in the railway transport. The existing railway and road conditions are rather inferior. If it is more comfortable, reliable and faster, tourist arrival will be increased such as day trips from Yangon to Pyay, from Mandalay to Pyay. If the transport sector is improved, people, trade and commodity flow will be enhanced. In the study area railway tourism with renovated coaches has gradually increased to become a specialized segment of international tourism.

Potential Driver for Amenities

The above mentioned tourist attraction sites are located in quite a short distance from Pyay, but well developed connections are needed. For example, attractive hotel, motel, guesthouse, restaurants and cafes, ethnic markets and bus terminals are necessary. Moreover, an urban image campaign, coupled with better information about Pyay's long historic sites and its facilities and attractions can attract more tourists.

Potential Driver for Better Administration (Planning and Management)

Although the government has adapted the general tourism laws and regulations since 1992, on the regional and local level, tourism related management and planning are less integrated for further tourism improvement. Although headquarters of all government institutions are developed, overall planning is weak for regional development. On the other hand, local people want to establish hotel & motel in the heritage zone, the

government restricts it not to spoil ancient historic treasure. Tourism related local governance and management thus requires systematic investigations for the improvement in Pyay Area.

Potential Driver for Awareness

The local inhabitants of Pyay Area offer good perception on places, cultural values and knowledge on conservation of heritage sites. However, further improvement is needed. The locals want their culture to be recognized by the tourists but they do not have enough potential to commercialize their culture. On the other hand, they are afraid of being influenced by other culture with the development of tourism.

Another factor is the locals are worried about relocation if tourism develops. The locals want foreign support in establishing hotel and motel on their own farm lands that are located in heritage zone, which is not allowed by the government.

Potential Driver for Attitudes

Pyay area has high potential concerning attitudes of the local people on their native place. Many locals have good attitudes on tourism sites including active connections with ethnics' settlement. Today, children and old people of the area are hospitable and offer helping hand to any tourist, which is a unique character. But if tourism develops further, their hospitality and attitude may be changed in future.

Analysis of SWOT Assessment on Perceptions of Tourism development: the SWOT analysis is a structured planning method to evaluate the strengths, weaknesses, opportunities, and threats in social and economical changes to competitive position. The SWOT analysis is based on the favourable and unfavourable factors to achieve for the purpose..

The SWOT analyze is based on internal factors for strengths and weaknesses. Internal and external factors are included for opportunities and threats. That generate meaningful information for each category (strengths, weaknesses, opportunities, and threats) depends upon their effect on the organization's objectives. They are divided into six groups, as Attractions,

Accessibility, Amenities and Administration, Awareness and Attitude. The above mentioned criteria designate actual field observation for their purpose. These are: (1) Strength, (2) Weakness, (3) Opportunities and(4) Threats.

Of these, strength and opportunities potential for new attraction on tourism toward potential development of socio-economic conditions of Pyay Area, but the weakness and threats somehow should be managed to reduce.

As shown in table (2), the conditions for tourism development are Attractions, Accessibility, Amenities and Administration, Awareness and Attitude.

Table 2. Rapid appraisal on tourism business of Pyay Area in the “6As” context

6 As	Strength	Weakness	Opportunities	Threats
Attractions	Hill environments	Not yet well developed	Hiking, Biking	Deterioration of environments
	Ayeyarwady River	Silting up	Jetty, Natural Scenic beauty	Lost of water way (esp; Transport) because of sedimentation on route
	Favourable Climate	Sometime flood condition in rainy season	Resort tourism	Pollution
	Surround by many attractive sites	Weak of interest on attractive sites	Possibility to create new attraction sites in order to extend long stay	Improper provision of infrastructures and maintenance
	Many Long history and Cultural value	Weakness of promote on souvenirs for culture value	Local area more attractive to tourists	Lost of originality
	Local Handicrafts	Quality Skill-labour shortage	Attraction/ Employment	Competition with foreign products,
Accessibility	West corridor	Bad road conditions	Trade and Connectivity	Informal Trading
	Easy access by roads and railways	upgrading necessary	Increasing trade and commodity flow	Security issue, Foreign migrants
	Trade centre of Bago Region	Growing population density , narrow place of urban area	Employment in tourism related business conference and business tourism	Over congestion of existing infrastructures
Amenities	Hotel, Guesthouse,	Not sufficiently maintain	Job opportunity	Create casual labour force

6 As	Strength	Weakness	Opportunities	Threats
	Restaurants Bus Terminal			
	Mountain environment	Insufficient maintenance, lack of funds	Walking and Hiking trails from urban and rural areas	Transformation to urban land use, threat to natural ecosystems
	Compact shape	Lack of urban infrastructures & public transportation	-	Increased investment needed
Administration	Being capital town at the western part of Bago Range	Poor overall planning to regional development	Under transformation. Introduce to better management of tourism issues	Weak in Gov. setting
	Headquarters of all government institution	Poor tourism management and Plan	local ethnic communities	Poor planning of tourism sector
Awareness	-Good perception on places and culture value -Knowledge conservation on heritages	not have enough potential to commercialize their culture.	- Hopes on supporting of investments form NGOs & foreign - Create & Promotion of local products and souvenirs	-influence of other culture - Want to establish hotel & motel in heritage zone
Attitude	Today Children and Old people hospitality	-	-	- Their attitude will be change if tourism development in future

Source: Own field observations and interviews 2014 to 2017

Conclusions and Suggestions

The high potential for sustainable tourism development in the Pyay Areas has not been systematically developed yet. Tourist sites currently exist in a spot- like manner and thus not yet integrated in an overarching regional concept. Degradation, pollution, declining functionality of ecosystem services threaten to destroy the natural environments. Although there are driver of economic potential on interesting handicrafts , unique food products, e. g. *Taw la phat*, *Daw Oo* rice package, mango of (*Mya Kyauk*) , fruits jams , milk sticks & balls and other tradition foods these are not yet systematically package for sales. Locals are already active and hospitable in the native place for tourism development. But their attitude will be changed if tourism develops in the future, leading to threat for tourism development.

High local land prices make to destabilize existing socio-economic balances. But domestic tourist increases more than favored international tourist. Therefore, further sustainable development is required for the improvement of international tourism.

The capacities of infrastructures have already been upgraded during the last decade, but the administrative relations between the private sector, public institutions and civil society are also required for improvement of tourism sector.

Many potential locations, opportunities for the promotion of tourism driving factors and analysis of systematic regular supply and demand are required for an improved planning and management. And then the regular consultation needs between government and universities for the development of tourism sector. Moreover, the good research findings should be applied in the economic sectors, particularly in tourism.

Suggestion to further development of tourism business in the Pyay Area if potential economic factors such as hotel, motel, guesthouse, restaurants, handicrafts, traditional foods & products and natural beauty of hilly will exist in the “Mountain Park of Pyay Area”, there can be sustainable tourism development. Moreover, destination management organizations (Public, Private and Partnership) bring together the tourism related business. These organizations allowed as independent bodies and the process should be

allowed monitored and reviewed and checked regularly by the government. Ancient monuments and natural beauty of mountainous views should be maintained (sports- related and hiking tourism) for avoiding further environmental degradation with improved citizen's knowledge and awareness to sustainable tourism development.

Moreover, tourism - related events and natural resources, traditional ethnic culture can have enhanced with its authentic and rich diversity and then Strand Road as a walk-way can be integrated as a walk-way by the government. Improvement of internal roads within Pyay, Cleanness of the city (wastes, spitting, etc.), provision of bus lines within areas of Pyay should be also integrated. On the other hand, Pyay Area can be established as one of Myanmar's leading cultural heritage centre with its long history of culture (arts, literature, customs) of ethnic groups, Creation of museum on culture value and heritage supported by open air museums, handicrafts centre and cultural events. Pyay City can be integrated into a highly attractive tourism site with the existing assets. English language course to youth groups and Summer school camp for school children, medical and wellness tourism should be introduced. Training courses on tourism for skill development of labors which also offers new opportunities for small and medium enterprises have been provided. Specialized on handicrafts, traditional foods and local products are being upgraded.

Therefore, that enhancement of tourism related events can be fulfilled for tourism development in Pyay by distribution of pamphlet and information, establishment of tourist information centre in peak tour season, keeping tourist police in tour season, proper town map which is easily available to tourists. Proper sign-board for street names in Pyay, better services from hotels, motels and guesthouses and restaurants with reasonable price. Private sectors and public sectors as provision of infrastructure (electricity and water supply), Proper and clean toilets in main touristic sites are also needed. Creation of events/activities (local food cooking, special pagoda festival), Provision of taxi and motor cycle services and creation of more attraction sites need to be checked from based integrated tourism development plan should be developed with different government institutions as a long-term plan in Pyay to attract tourists. Then A hotel proper zoning for the further construction of new and

high-quality hotels and related facilities is required with improvement of the basic IT infrastructure and telecommunication (Wi-Fi and Internet) which is inevitable.

From the above facts if that can be fulfilled for tourism development in Pyay Area, a regional integration of a “systematic tourism system” can grow gradually, which can lead to the best potential development of socio-economic conditions in Pyay Area.

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