

USAGE OF TOWN PLANNING FOR THE DEVELOPMENT OF TOURISM INDUSTRY IN MONARAGALA-SRI LANKA. (A STUDY WHICH HAS MODELED ON THE CITY OF HARBIN, CHINA)

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ABSTRACT

Sri Lanka is one of the world famous tourism destination and also a country with a rich and proud history. Although many tourist destinations have been created in Monaragala, Sri Lanka which has many historical heritage sites, is still not popular among tourists. The city of Harbin is just as far away from the capital city, as Monaragala, and has a rough climate. But they have been able to develop tourism industry by using perfect town planning. Therefore, the main objective of this study is, to study how to increase tourism in Monaragala town by basing Harbin city. Under the qualitative methodology, grounded theory and SWOT analyzewe were used. Because of the Harbin town plan, a city, of scarce resources, has become a major tourist destination over world. Monaragala is locating in a major tourist route in Sri Lanka, with many places of religious interest, Historical sites, ruins, tanks and natural ecosystems. The study also showed that city, which has a large land area, the potential to provide almost all of the infrastructure for tourists. The study also demonstrated, like other tourist destinations in Sri Lanka, Monaragala city can be developed and thereby it can boost the national economy.

Keywords: - Monaragala, destination, Harbin, tourist

Introduction.

From 4th century to today, many tourists land to the Sri Lanka for various purposes. It caused the inception of the tourism industry and it started to pour foreign currencies to Sri Lanka. Most of the visitors come to Sri Lanka to climb and worship Adam's peak, Katharagama, Temple of tooth relic. Some of them visit Kandy, Wilpaththu, Hakgala, Peradeniya and the ancient cities of Anuradhapura, Polonnaruwa, the cave temples at Dhabulla, Temple of the Sacred Tooth Relic in Kandy, Sigiriya, Sinharaja rain forest, Galle fort. etc. Therefore, all of the tourism destinations have been created around these sites. But when considering about Sri Lankan history every part of the land has ancient value.

Monaragala city location.

Monaragala, it is a city with a rich cultural heritage. It is located in a unique place which can be easily arrived by using three popular tourism routes in Sri Lanka. A tourist, who is arriving in Colombo capital city, can come to this place via Colombo- Mirissa- Udawalawa- Ella road, Mirissa- Yala via Arugambay road and through Colombo- Nuwara Eliya- Ella road. With an area of 5636 km², Monaragala is the largest city in the country which is located 57.3 km (35.6m) away from Badulla. And also it is a district in Uva province. About 151m (4951) sea level the town of Monaragala is situated on the Colombo Batticaloa main road. Bibila, Wallawaya, Katharagama, Siyablanduwa, Buttala, Thanamalwila, Badalkumbura, Madulla and Okkampitiya are the nearest cities for the town.

Harbin city location.

People's Republic of China is a country in East Asia which can be called as one of the most popular country in the world. There are 4 municipalities, 23 provinces, 5 autonomous regions, 2 special administrative regions (SAR) in China. Heilongjiang is one of the provinces in China. And it is a northernmost province, with mountain ranges and a flat interior plain. The Heilong (Black Dragon) river situated in here is the border of the China and the Russia. The capital of this province is Harbin. Heilongjiang is located at north most of China and has an area of more than 460000 square kilometers (177.607 Square Meters). Historically it was one of the main gateways from China to Russia and Europe. Harbin called as the pearl beneath the swan's neck. The middle East Railway in Harbin has built by Russia at the end of the 19th century. Later more than 160000 foreigners from 33 countries migrated to this place to promote the development of the capital economy in the city. Every year, vast number of visitors' flock to this city and it has great influx of tourists.

Therefore, this city has been designed to fulfill all the tourists' needs. So, in here it is going to describe about the Land use planning, Architecture, Garbage disposal, Infrastructure, places of tourist attraction, other service places, Transportation, environmental and public health in Harbin.

Importance of adopting Harbin Town Plan to Manaragala Town.

Harbin, located about 1250.0km far from Beijing, China's capital city, is a major tourist destination in the world. The shortest air travel distance between Beijing to Harbin is 1058 km=657 miles. Due to the highland which is located above 45 degrees' north latitude, the city is known for its coldest weather and longest winter among major Chinese cities. Its nickname Ice City is well-earned, as winter in here is dry and freezing cold, with a temperature of only -17.6 °C (0.3 °F) in January. The annual mean temperature is +4.86 °C (40.7 °F), and extreme temperature is ranging from -42.6 °C (-45 °F) to 39.2 °C (103 °F). Harbin has four major seasons. Tourists can enjoy seasons in here by depending on the time they arrive here.

Manaragala also, one of the remote area which is located 166km away from capital Sri Lanka. Like the town of Harbin, the climate in Manaragala is mild. Therefore, majority of people find it difficult to carry out their agricultural activities in here. Throughout the year, the temperature typically varies from 69°F to 92°F and is rarely below 64°F or above 97°F. The hottest month of the year is July, with an average high of 92°F and low of 75°F. Due to the harsh climate of this area, it has a slower development. No matter there are many resources in there, the town has not got the proper tourist attraction. But Harbin, a similarly vulnerable climate zone, has been well used for tourism industry. The main reason for this is the well managed city plan of the Harbin city.

Research question.

What are the strengths, weaknesses, opportunities and threats, of Manaragala city in creating a city plan for tourism growth?

Research aim.

Identification, what are the strengths, weaknesses, opportunities and threats, of Manaragala city in creating a city plan for tourism growth.

Methodology.

For this study, qualitative methodology was used as the research methodology. When implementing a city plan suitable for tourism in the Monaragala area, both grounded theory and SWOT analysis method were used to identify current and potential problems, resources, threats and weaknesses. Secondary data were used for further analysis.

Results and discussions

Land Use plan of Harbin city.

Harbin Geographic coordinates are Latitude: 45°45'00" N, Longitude: 126°39'00" E, Elevation above sea level: 140 m = 459 ft. Its area is 19,443 sq. mi 53,100 km². There are only 10,635,971 city's people in Harbin. It is about 1053 kilometers from China capital to Harbin city. The prefecture is also located at the southeastern edge of the Songnen Plain, a major part of China's Northeastern Plain. The city center also sits on the southern bank of the middle Songhua River. Neighboring prefecture-level cities are Yichun to the north, Jiamusi and Qitaihe to the northeast, Mudanjiang to the southeast, Daqing to the west, and Suihua to the northwest. Its southwestern boundary is Jilin province. The main terrain of the city is generally flat and low-lying, with an average elevation of around 150 meters (490 ft). However, the territory that comprises the 10 county-level divisions in the eastern part of the municipality consists of mountains and uplands. The easternmost part of Harbin prefecture also has extensive wetlands, mainly in Yilan County which is located at the southwestern edge of the Sanjiang Plain. Due to the Siberian highland and locating above 45 degrees north latitude, Harbin is the coldest and with long winter period's area in China.

Urban development has started after the 1950s, and China has adopted variety of techniques for that. Today, After the Chinese revolution, China has started to develop in various sectors and it is particular their industrial development. The industrial revolution had begun in China around 1950 and even early on they produced things like machine tools, Agricultural equipment, Plastics, Electric power turbines, Boilers and generators. More recently, Harbin has established a high-technology development zone. Therefore, there are a few technical instrument streets in Harbin town. Harbin is shipping center for agricultural and forest products which are sent to the rest of the China.

The city of Harbin has utilized all its resources for the development of the regional and the country, and has used the all resources to promote the tourism industry in Harbin District.

Legal system of urban planning in China.

Recently there are about 18 laws and regulations in China, mainly related to urban development, which were established in the 1990s. The rules relating to urban development are formulated by a panel of representatives of the People's Republic and regional representatives and are subject to change with the development process. All development work shall be carried out in accordance with the laws and regulations which will not allow for development activities that don't. Also various departments and institutions have been established to take responsibility for it.

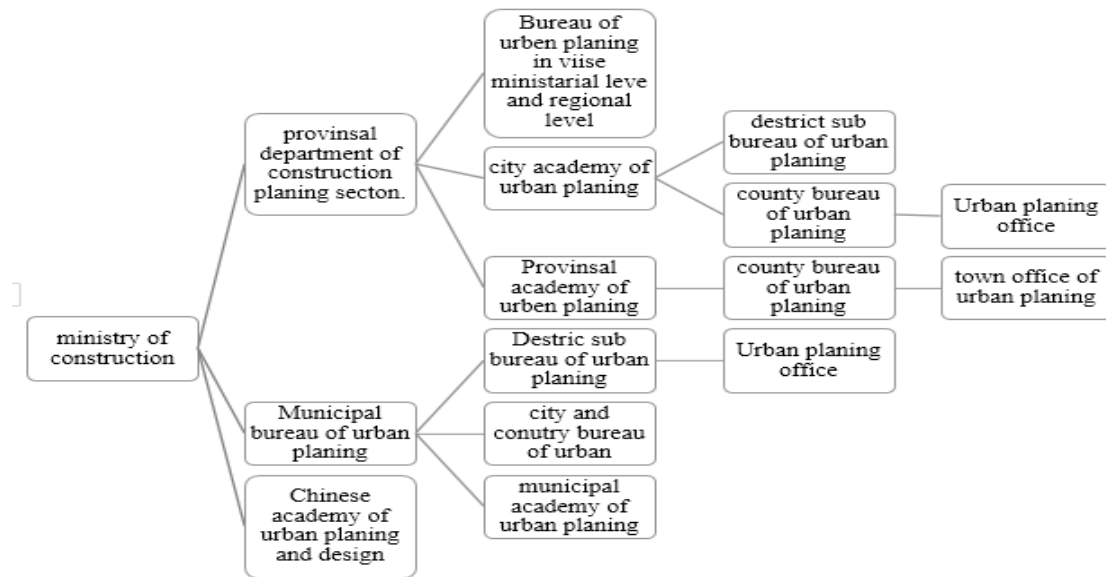


Fig.1. Present urban plan process in China

Architecture

Harbin was a small town in China in 1898 and its architecture has had a significant impact on what is today a huge city. The architectural origins of the Japanese, Russian, Korean, Paris have contributed to the architecture of the Harbin city. In particular, the long standing occupation of the Harbin area of Japan has had major impact on the culture and architecture of the Harbin city. The influence of architecture in other countries on the architecture of Harbin is evident in the use of the terms as oriental Moscow and oriental Paris for Harbin architecture. In particular, this Russian architecture has been used by the people of the early settlers of Harbin and using the captured soldiers and civilians as slaves. Even in the early days, the decoration of the city wall drawing the paints was another special feature in Harbin city. The engineer who was working China Eastern rail way Szydiowski led for this wall painting process. Creating the buildings and parks in Harbin city had done by Thailand and Switzerland specialists before the Chinese revolution. Harbin town falls to a very special place because it's town planning and architecture because those are from various countries. So, It can see multicultural and architecture. After the revolution China started to build the cities lurching the five years concept (1951-1956). Harbin town also was a fundamental town between those main towns and Russia supported to build the Harbin doing 13 of 156 programs and project. the basic reason was developing the industrial situation in china basic Harbin town in earlier days.

According to the activities Harbin has divided its street and those streets are particular for various equipments and activities. The central street is a main street through the other street and it is about 1.4 km long and has built up in 1898 using the European museum architecture system. There are situated number of Indian shops, American shops, Russian shops and fashion and book shops. The world famous Orthodox church, Saint Sophia church also situated in central street and they have started to build in 1907.

Cultural heritage site (First class Preserved Building) was turned into a museum as a showcase of the history of Harbin city in 1997. The 53.35 m (175.0 ft)-tall Church, which covers an area of 721 square meters, is a typical representative of Byzantine architecture.

Harbin grand theater is one of another mark in Harbin city and it provides 1600- and 400-seat venues. The architecture used the external design of the heterogeneous hyperbolic surface. This is a World famous theater and many tourists visits early this wonderful building. This is situated middle of the water and people should reach there using the bridges have built of few sides. It architecture is Ma Yansong and he has used the land and surround very nicely and joyful place including some wet lands around the grand theater. Visitors can climb up the building and can see around peeing from top of the building.

However, Harbin Architecture system has established in city of Harbin majestically. All kind of buildings are nourished by Russian influence. Majority of people are living in platforms build by Chinese government. All of these buildings have same endemic structural plan. In addition, there are many sculptured statuses which were used to decorate their city. So, it is very eye-catching and elaborate place. As well as Harbin is famous for street decoration, they have use natural resources and manmade things for that, like flowers, flora and faunas, stones, artificial lakes, tunnels, water flowers, ancient Chinese letters and ancient Chinese drawings. In addition, they have used statue of great leader Mao Sethun (Mao Zedong) to buildup patriotic sense of their nation and they tell about their pride to the world.

Tourist destinations.

If a tourist comes to Harbin, he can visit many attractive and unforgettable places. These places have fulfilled all of the tourist's needs. So, these places are very famous throughout the world.

Harbin International Ice and Snow Sculpture Festival

Harbin ice and snow festival normally starts in end of February and it carry on still end of next February. This is the World biggest snow festivals and Harbin people start to create its creations and sculptures with start of November. There is a long history for this festival and early days Harbin people have started this one as a money finding way at the winter period. Currently there are many activates and program basic the festival. People can enjoy with snow and they can walk and ride the vehicle on the rives that time. In addition, there are many games and activities for elders and kids. Tourist can joint to create the sculptures and they can create their own creations for others.

Central Street

This is a historical and fashionable street and always there are many tourists are in Central Street. This is very close to The World famous Sofia Church and this can use as a jogging street. There are many local and international shops and Russian, Indian, American, Shops, bars, restaurants also can see here and this is one of multiply cultural street in China

Harbin's Snow Town

Harbin is the coldest city in the China. At the winter period it covers there are only 2 meters by snow. It always snows there and tourist can enjoy playing with snow and can see very beautiful scenes and places this time what have created with snow. Houses, buildings, roads, trees and everything cover by snow and people create snow sculptures in front their buildings and houses.

Siberian Tiger Park

This park also a another wonderful park in Harbin. There are about 600 worldwide tigers in Harbin Tiger Park. It has spread about 1200000 square kilo milometers and Asian African, tigers are there. The park consists of five sections: Adult Tiger Garden, Adult Tiger Breeding Garden, Tiger Cub Garden, Lion Garden and the Walking Area.

Tigers are free there and travels can travel using a covered by bus. In addition, people can buy meat and give tigers trough the windows.

Sun Island

Sun island one of best place to having bath sun rise and people can spend their time free and enjoying this park. There are many interesting places to visit look like mountains, caves, animals. in addition people can play in this park and can participate for various games and interesting events. This place is very quit and silent. Therefore, There are only number of thousand people enter to this island. To enter this island people can use water way, buses, taxis and cable cars according to their preference.

Harbin Polarland

This place is very interesting place and it is situated very close to the Sun Island. World First time penguin baby has born here pole. Therefore, this place is very popular among the tourist and they can seen many activities of penguins and other water birds. Buses, taxi can use to reach this place and the time has divided according to penguins activities.

Yabuli Ski Resort

This place gives a wonderful experience for travels and it contain a resort hotel, Villa, retail and ski rental shops. This is very comfortable and tourist can spend their leisure time very comfortable and enjoyable. The resort supplies mountain climbing experiences and other many experiences using hate's resources.

Harbin Confucius Temple

This temple can identify as a royal building park. This place is an example for ancient Chinese architecture system and garden system. And there are many old tree and rare flowers are in this place. The temple is a prime example of this, especially since China is a Buddhist oriented state. Various symbols and things based on Confucianism can be seen in this place. It is also an important place in the ancient Chinese horticultural style and its ruins still remain.

Stalin Park

The park is also a popular destination for Chinese and foreign tourist alike. It is located near the central street and makes it ideal for any one traveling to the center. This is very close to the Shongbei river and people can spend their free time this park and there are number of old tree can see in this park.

Saint Sophia Cathedral

This is also a place of historical importance and can be identified as another important place of inclusion in the Harbin city plan. Built using timber around 1907, and this is one of the main tourist attraction for thousand of locals and foreigners.

Transportation.

In Harbin city, there is a more efficient mode of transport which is gradually improved. Harbin can be reached by air from Beijing in two and a half hours and the railway by 8 hours. The city has a regular buses running system and there are only 100 routes bus running service in Harbin city.

Air

There is an improved domestic airline service in China. Meanwhile Harbin peace air port is a special place. Harbin airport can be reached in two and a half hours from the main city of Beijing and the commercial capital Shanghai. Due to the strong domestic airline service, people have the ability to travel easily.

Railway

The railway service can be identified as a system of transport which takes a special place among the system of transport. From the Harbin railway station, the train travels to every major city in China. The train operates overnight and the express train runs at speeds of up to 600km/h.

Taxi

There are several types of taxi service available in the Harbin city. All taxi drivers must register and the passenger must display his valid identity card number and phone number of the police station inside the vehicle. The most popular taxi service is DIDI service and which charges 8 or 9 Yuan for the first three kilometers and then two Yuan for every additional kilometer.

Waterway

China has utilized the water resource for its transportation and is operating in the Harbin city. Tourist can use the waterways to reach the Sun Island, Sun Island, and Tiger Park and at the Dragon boat festival, the waterways add a refreshing experience to the tourism industry.

When consider about their road system there can be seen well developed road system using tunnels, sponge flood controlling system, fly overs, high ways, and bridges. Tree lane roads, beautiful avenues, and narrow paths, pedestrian ways which have well decorated, color light system, bus stops with information system are also being maintained at there. In addition, they have created solitary road islands for passengers as resting areas. And all the highways include service areas with gymnasiums, restaurants, toilets, parking areas.

Therefore, tourists can reach easily to their destinations.

Tourist information bureaus

There are 19 tourist information bureaus in Harbin district. Four tourist information bureaus are situated in Harbin city. Tourists can get tourist information very easily from those information bureaus.

Infrastructure

When consider about the infrastructure facilities in Harbin it is clear that it is well developed in many ways. They have good garbage disposal network. Because of the cleanliness of this city, tourists can enjoy a fresh surround. Even at the winter period they manage their garbage disposal system well. People are careful to dispose their garbage to relevant places.

Every place has established garbage bins and they are divided according to the nature of the garbage. Some kind of garbage are used as recycles and also use for agriculture as fertilizers.

Bottle water is used for drinking and spring water is used for bathing and other day today activities. It has good electricity coverage throughout the land. And most electricity lines are running under the ground. It has a strong network coverage, Communication and telecommunication system. Public toilets system is in good condition.

Environment and public health.

Chinese government has paid their attention on environmental issues such as saving natural resources like trees, forests. It has caused the people's refreshment and renew. In addition, it has caused the tourist attraction. Each of the towns has specialized hospitals. And, very tidy clean public toilets are located in all the public places. So it is very convenient for tourists and domestic people.

Other serves areas.

Each of the platforms have service areas including gym, playground, jogging areas, parks, shops, parking areas. Most of the underground tunnels include shopping centers with infrastructural facilities. Specially, they have used tunnels for their services than earth surface. So, people can do their day today activities without any inconvenience using those tunnels. Some of the shopping centers supply extra services like entertainment, thrilling adventure experiences. So tourists and domestic peoples like to visit these kind of places because they can fulfill their all necessities from one place.

SWOT analyze for Monaragala city.

Monaragala is an ancient city with a rich cultural history. Although there are many resources available, it is still not properly utilized. The city of Monaragala has a very good potential for tourism development. It has to be identified the strengths, weaknesses, opportunities, threats to establish a city like Harbin in Monaragala.

Strengths

Already there is a major tourist attraction for this area like Maligawila, Buduruwagala, katharagama, Yala national park, Galoya national park, Udawalawa National park, Ella waterfall. A visitor to the Monaragala town can easily reach to all these places within at least two hours. Including Senanayaka, Muthukandiya, Weheragala, Handapanagala, and Udawalawa reservoirs, there are so many major Sri Lankan reservoirs close to this area. Those are the strengths of this city. In addition, several beautiful rivers flow via the city of Monaragala which can be described as a fertile ecological zone. Those are Manik gaga, Gal oya, Hada oya, Wila oya, Kubukkan oya, Kirindi oya, Ranwanna oya. These are already well-known tourist attractions and in addition there are many beautiful places that have not been discovered yet for tourism. The temples like Dematamal viharaya, Yudaganawa raja maha viharaya, Tibiriya raja maha viharaya, Kotasara piyangala raja maha viharaya, Rajaputhra pothubandana maha viharaya, Muhudu maha viharaya and Buddangala aranya senansanaya are some of the lesser known destinations. In addition, the micro- wet zone of the region, such as Maragala mountain and the Galabedda gama village, make this area ideal for tourists who want to experience a rain forest. And there are many ruins of the Wellassa rebellion have been scattered throughout the area. Also, tourist attentive areas such as Bubula, Unagolla temple, Makaraya, Nilgala herb garden, Ahugoda temple, Sugala Devi's pond, Rathugala aborigines, Tombs of Neelagiri Yodaya, Pusadeva yodaya, therapuththa gotabhaya yodaya, Bibila walawwa can be used as tourism places. One 5star hotel, one 3star hotel and many other types of hotels are located in this city. They are available from 25\$ per day. The city is easily accessible because of its unique locating.

Weakness

In comparison to Harbin city, there are more natural resources and attraction areas in Monaragala. But it has not been developed like Harbin. The Monaragala area lacks adequate infrastructure for tourism. There are three or four public toilets near the Monaragala municipal bus stand, but it is not enough for the city. Also, there is no proper maintaining system for them. Also, there is no specific information unit or location in Monaragala for the traveler to get a detailed description of the entire city. Except mobile data, any kind of other online services have

not been provided by the city for foreign tourists. Also, the limited number of lodges in the city will not be sufficient for the development of this tourist zone.

Opportunities.

The city of Monaragala has adequate drinking water facilities to meet the drinking water requirements of it as a tourism town. So, it will can easily make a good infrastructure facility inside the city. And this is a large low laying land. So, the city has room for institutions which are willing to invest money. Because of the available space, it is easy to create parking areas, gardens, street decorations, sculptures and carvings.

Threats.

Cultural heritages can be harmed when developing the tourism. Places such as the Micro wet zone, natural Eco zones should be used with caution.

Those are the strengths, weaknesses, opportunities and threats of designing a city plan to increase tourist attraction for Monaragala.

Conclusions.

In comparison to Harbin city, the strengths of Monaragala are greater than Harbin. but theses unidentified strengths can be used systematically in tourism industry. Accordingly, a systematic plan should be established in this city, by minimizing the weaknesses and threats and by identifying the strengths.

Recommendations.

It should include the establishment of a new infrastructure, the maintenance of the road network, the beautification of the street, the design of garden, the provision of communication facilities, the need for modern tourism needs and the strengthening of the hotel system.

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