YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF ECONOMICS
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A STUDY ON TOURISTS' DESTINATION ATTRIBUTE AND PERCEPTION (CASE STUDY: SRI KSETRA WORLD HERITAGE SITE PYAY TOWNSHIP)

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MDevS - 49 (18th BATCH)

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A thesis submitted in partial fulfillments of the requirements for the Master of Development Studies (MDevS) Degree

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ABSTRACT

Tourism plays a vital role in heritage conservation and local development, particularly at cultural sites of global significance. This study investigates tourists' perceptions and the key factors influencing their perception with destination attributes at Sri Ksetra World Heritage Site in Pyay Township, Myanmar. A structured questionnaire was used to collect data from 184 visitors through cluster sampling, and both descriptive and factor analysis were applied. The results reveal that tourists held high expectations and showed strong satisfaction with cultural elements such as architectural heritage, preservation, cleanliness, and safety. However, shortcomings in infrastructure such as public toilets, garbage cans, maps, and transportation negatively impacted overall perception. The study highlights the importance of improving basic facilities and interpretive services to enhance the tourist experience. The findings aim to assist tourism planners and local authorities in developing sustainable strategies that align with visitors' expectations while preserving the cultural integrity of the heritage site.

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LIST OF ABBREVIATIONS

CSO	-	Central Statistical Organization
GDP	-	Gross Domestic Product
IFC	-	Irrawaddy Flotilla Company
UNESCO	-	United Nations Educational, Scientific and Cultural Organization
WTTC	-	World Tourist and Travel Council

CHAPTER I
INTRODUCTION

1.1 Rationale of the Study

In the context of the global tourism landscape, the value of heritage tourism has significantly increased due to the growing interest among international and domestic travelers in cultural identity, history, and authenticity. As modern societies become more urbanized and industrialized, tourists increasingly seek destinations that offer a deep connection to cultural roots and heritage. This global trend underlines the importance of preserving and promoting world heritage sites not just as symbols of historical value, but as catalysts for sustainable economic development and cultural understanding.

Globally, heritage tourism contributes significantly to the economy of many nations, especially those with unique cultural, historical, and archaeological sites. Cultural tourism accounts for 40% of worldwide tourism, and world heritage sites are among the most visited, according to the UNWTO. These sites not only reflect the rich historical evolution of civilizations but also enhance national prestige and global visibility. Therefore, understanding tourist perceptions and the factors that influence destination attributes is essential for site managers, planners, and policy-makers who aim to preserve heritage value while delivering a satisfying visitor experience.

Zooming into Southeast Asia, countries such as Thailand, Cambodia, Vietnam, and Myanmar are blessed with numerous world heritage sites that reflect ancient civilizations, religious traditions, and architectural marvels. Myanmar, in particular, holds a unique position due to its diverse heritage landscape, which remains underexplored compared to its regional neighbors. Despite facing political and economic challenges, Myanmar's cultural richness continues to attract both domestic and international tourists. However, the growth of the tourism sector must be handled carefully to ensure that cultural heritage is not compromised by commercial interests or unsustainable tourism practices.

At the national level, tourism development is recognized as one of Myanmar's priority sectors, especially after its reintegration into the global community. The government has initiated various heritage preservation and tourism promotion strategies. Among Myanmar's cultural jewels, Sri Ksetra, located in Pyay Township and recognized as a UNESCO World Heritage Site in 2014, stands out for its historical significance. As one of the ancient Pyu city-states, Sri Ksetra reflects early urbanization in Southeast Asia and holds archaeological evidence of Buddhist art, inscriptions, and ancient city planning. Despite its recognized global importance, Sri Ksetra remains relatively underdeveloped in terms of tourism infrastructure, interpretive services, and visitor engagement.

Locally, tourism at Sri Ksetra has the potential to generate economic benefits for the community, enhance cultural awareness, and encourage preservation of historical resources. However, these outcomes largely depend on how tourists perceive the destination and what factors influence their satisfaction and overall experience. Destination attributes such as cleanliness, accessibility, signage, safety, information services, and cultural interpretation are crucial in shaping tourist perceptions. If these attributes are perceived positively, they can lead to high satisfaction, increased word-of-mouth promotion, and repeat visitation. On the other hand, poor perceptions of basic facilities and services can hinder tourism growth and damage the site's reputation.

Hence, the rationale for conducting this study stems from the need to bridge the gap between tourist expectations and destination realities at Sri Ksetra. It is important to identify which factors most significantly affect tourists' perception and evaluate how the existing destination attributes—both tangible (e.g., infrastructure, signage, public services) and intangible (e.g., cultural narratives, local hospitality)—influence their overall satisfaction. The findings will not only benefit tourism planners and stakeholders in Pyay Township but also contribute to broader strategies for sustainable tourism development across Myanmar's heritage sites.

Moreover, by understanding tourist perceptions, this research can provide valuable insights into visitor behavior, service quality assessment, and strategic planning. It can help local authorities, site managers, and tourism entrepreneurs to prioritize investments, improve visitor management, and create a more engaging and informative experience for tourists. It also aligns with the global agenda of promoting sustainable and inclusive tourism development that respects local cultures while

providing economic and educational benefits. This study is both timely and relevant. It addresses a significant knowledge gap in the field of heritage tourism in Myanmar, particularly in relation to Sri Ksetra World Heritage Site. By focusing on the perceptions of tourists and the factors that influence destination attributes, the research will offer a solid foundation for developing actionable strategies that enhance tourist satisfaction, ensure site preservation, and promote the sustainable growth of the heritage tourism sector.

1.2 Objectives of the Study

Cultural heritage tourism is a rapidly growing niche. This market is fueled by increased domestic and international travel and increased global connectivity. The objectives of this study are:

(1) To assess the tourists' expectation and destination attributes of Sri Ksetra World Heritage Site.

(2) To examine the tourists' perception based on the tourists' overall experiences at Sri Ksetra World Cultural Heritage Site.

1.3 Method of the Study

To investigate the tourists' perception concerning with World Cultural Heritage Site in Sri Ksetra, Pyay Township, Bago Region, descriptive and analytical method are used. Quantitative and qualitative data analysis are carried out such as factor analysis. The samples (184) are utilized for this study. The required data are collected by using cluster sampling method. Three days are selected at random during May, 2025 from tourists' who visited Bawbawgyi Stupa, Payama Stupa and Payagyi Stupa by using personal interview with structured questionnaires. Finally, data and information are obtained from relevant text books, the previous research papers and internet sources.

1.4 Scope and Limitations of the Study

The scope of this study is tourism based on the natural attractions of an area of Sri Ksetra, Pyay Township, and Bago Region. The study period is March to May 2025. Hotels, airlines, vehicle rental services, restaurants, entertainment venues, travel brokers, and tour operators have been included. Respondents' ability to distinguish anticipation from perception is another research disadvantage. The study did not

evaluate qualities pre- and post-study, thus respondents may have answered similarly to anticipation and perception, making the difference difficult.

1.5 Organization of the Study

This data-driven research study has five chapters. Chapter I introduces the study's premise, objectives, methodologies, scope, and organization. Chapter II reviews literature. Chapter III covers Sri Ksetra, Pyay Township, Bago Region history and research technique. Chapter IV examines tourists' perceptions of international culture in Sri Ksetra, survey design, and outcomes. Chapter V concludes with observations and suggestions.

CHAPTER II
LITERATURE REVIEW

2.1 Theoretical Framework of Tourism

People become tourists when they leave their homes and visit other places. No matter the distance, these folks are generally immersed in diverse activities. Tourists visit other places; hence their activities are tourism. United Nations Conference on International Travel and Tourism decided to use "visitor" to designate foreign visitors in 1963. The definition comprised his two visitor classes: Travelers who remained at least 24 hours were considered tourists. Leisure travel includes recreational, health, sports, vacation, study, and religious trips. Day-trippers, including cruise passengers, may be considered transient visitors if they remain less than 24 hours. These definitions exclude local tourists. Tourism is short-term travel to places other than where people live and work, according to the Institute of Tourism in 1976. Thus, tourism encompasses all passenger travel, including day trips and excursions (Camilleri, 2017).

The UN World Tourism Organization defined tourism in 1991 as "Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes". One may now distinguish between domestic and foreign tourism. The former refers to domestic travel. Travel within one's native nation is mentioned. Local travel will reduce tourist funds from their home nation and affect the balance of payments (Camilleri, 2017).

To guarantee wide involvement and consensus, sustainable tourist development requires educated stakeholder engagement and strong political leadership. Sustainable tourism needs regular monitoring and remedial action as needed. Sustainable tourism preserves positive visitor impression, guarantees a meaningful experience, improves sustainability consciousness, and promotes sustainable tourism. Promote sustainable tourism (Lin Myat Myat Hein, 2019).

2.2 Definition and Scope of Cultural Heritage Tourism

The National Trust for Historic Preservation (2014) defines cultural heritage tourism as “travel to experience the places, artifacts and activities that authentically represent the stories and people of the past and present, including cultural historic and natural resources.”

Cultural heritage tourism involves visiting or participating in the following:

(1) Historical attractions, monuments, or landmarks
(2) Museums, art galleries, or theaters
(3) Festivals, concerts, or performances
(4) Culturally significant neighborhoods or communities.

Cultural heritage visitors want to understand a people's beliefs, habits, issues, and achievements. Visitors may be tied to their historical interests (Cultural Heritage Tourism (2014), Partners for Livable Communities).

Cultural heritage tourism includes tourist experiences and motives as well as the consumption of art, monuments, folklore, architectural heritage, and cultural expressions. Cultural heritage tourism is widespread, making evaluation difficult. ATLAS' Cultural Tourism Research Project (Ghosh, 2017) developed a dual cultural tourism approach to address this. The first is individuals traveling to faraway cultural venues to study and experience new things to suit their cultural needs. We discuss cultural tourism attitudes, experiences, and interpretations. The second, scientific definition of cultural tourism is travel to heritage places, artistic and cultural manifestations, arts, and theater beyond one's home (Ghosh, 2017).

2.3 Concept of Tourist Perception

Oliver (1985) defines perception as a subjective comparison of product or service experience with expectations. Perception is “the degree to which one believes that an experience evokes positive feelings” (Rust & Olive, 1993).

The same goes for customer perception, which meets customers' requirements, wants, and expectations throughout the product or service lifecycle. It boosts competitiveness, product differentiation, client retention, and word-of-mouth (Rimmington, 1998). Tourist perception refers to the quality of a visitor's experience and their psychological response to a destination's services.

Perception or misperception is the post-purchase assessment that the experience was better or worse than expected. Thus, perception is an assessment of whether the product experience met expectations. After utilizing the product, buyers evaluate performance to expectations. If performance exceeds expectations, they may have a positive confirmation, indicating that consumers are satisfied and will buy the same product again. If performance falls short of expectations, they may have a negative disconfirmation, indicating consumer dissatisfaction (Heung, 2000).

The tourism business must understand consumer perception since it influences visitor spending. Kozak (2000) states that visitor impression affects product and service purchases, location selection, and return. Tourist impression affects consumption and loyalty (Kozak, 2000).

More precisely, pleased tourists are more likely to return and promote the place to friends and family. Tourist perception began as a subset of consumer perception in marketing. Perception was "a collective evaluation of individual experiences".

2.4 Classification of The World's Heritage

Natural and cultural sites designated by UNESCO as having great universal worth to humanity are called world heritage. The 1972 World Heritage Convention protects these places for future generations (UNESCO, 1972). The idea of World Heritage is that cultural and natural heritage are significant to mankind and require collaborative protection. World Heritage Sites have developed a worldwide framework for recognizing, protecting, and promoting outstanding sites across cultures and geographies over the decades.

World Heritage is "our legacy from the past, what human live with today, and what we pass on to future generations" (UNESCO, 2021). Three categories of World Heritage Sites exist:

(1) Cultural Heritage – monuments, architectural works, groups of buildings, and archaeological sites of historical, artistic, or scientific significance.
(2) Natural Heritage – outstanding natural formations, geological and physiographical features, habitats of threatened species, and areas with exceptional beauty or ecological importance.

(3) Mixed Heritage – sites that combine elements of both natural and cultural significance (UNESCO, 2021).

Cultural legacy is essential to understanding society's identity, values, and history. It includes the physical and intangible assets inherited from previous generations, maintained now, and handed on to future generations. Cultural legacy connects the past and present, revealing human inventiveness, beliefs, social institutions, and creative manifestations.

UNESCO (2003) defines cultural heritage as "the legacy of physical artifacts and intangible attributes of a group or society that are inherited from past generations." This term includes tangible and immaterial factors. Monuments, buildings, landscapes, publications, art, and artifacts are tangible cultural heritage. Physical expressions of a community's historical, architectural, or artistic achievements. In contrast, intangible cultural heritage comprises oral traditions, rituals, conventions, music, dance, knowledge systems, and practices passed down through generations (UNESCO, 2003).

Intangible cultural heritage is "the practices, representations, expressions, knowledge, and skills that communities, groups, and individuals recognize as part of their cultural heritage" (UNESCO, 2003). Folklore, religious events, crafts, cuisine, and languages are included. Myanmar Buddhist chanting, Thai Khon dance, and Cambodian Royal Ballet are important Southeast Asian intangible heritage. Unlike physical legacy, intangible aspects are typically live traditions that societies build in reaction to their surroundings, nature, and history.

Natural heritage is a collection of natural structures and landscapes of aesthetic, ecological, geological, or biological importance. UNESCO (2021) defines natural heritage as "natural features consisting of physical and biological formations," "geological and physiographical formations and precisely delineated areas which constitute the habitat of threatened species of animals and plants." These locations are typically World Heritage Sites owing to their natural beauty, biodiversity, or environmental relevance. The Great Barrier Reef in Australia and Yellowstone National Park in the US are examples. Natural heritage sites are crucial not only for environmental conservation but also for attracting eco-conscious tourists, thereby contributing to sustainable tourism development.

In contrast, mixed heritage sites are those that encompass both natural and cultural values. These sites reflect the intertwined relationship between human civilization and the environment, where natural landscapes hold cultural, spiritual, or historical significance. UNESCO (2021) defines mixed heritage as sites that meet the criteria for both cultural and natural heritage under the World Heritage Convention. For instance, Machu Picchu in Peru is not only an architectural marvel of the Inca civilization but also set within a biodiverse mountain ecosystem, making it both culturally and naturally significant.

Understanding these classifications is vital in analyzing how tourists perceive destination attributes, especially in heritage tourism contexts like Sri Ksetra, Myanmar's ancient Pyu city and a UNESCO World Heritage Site. While Sri Ksetra is officially designated a cultural heritage site, the surrounding landscapes, natural environment, and ecological features contribute significantly to the overall tourist experience. As tourism grows, tourists increasingly value not only the cultural monuments and historical narratives but also the natural settings in which these are located. Clean air, green surroundings, and ecological aesthetics play a supporting role in enhancing satisfaction and shaping perceptions.

Therefore, incorporating both natural and mixed heritage values into tourism development strategies can enrich the visitor experience, strengthen site preservation, and promote sustainable practices. For destinations like Sri Ksetra, where cultural heritage dominates but the natural environment remains an integral part of the visitor journey, understanding and emphasizing this dual importance can lead to more holistic tourism planning and higher tourist satisfaction.

2.5 Review on Previous Studies

Sokha Chhin (2016) studied on *An Evaluation of Tourism Development and Visitor Perception in Angkor Wat, Cambodia*, provides a comprehensive analysis of how tourism management strategies influence visitor satisfaction and site sustainability. Using a mixed-methods approach, the research included qualitative interviews with key tourism stakeholders and quantitative surveys from 300 tourists visiting Angkor Wat. The study emphasized the significance of balanced tourism planning, especially in managing visitor flow, ensuring site preservation, and enhancing interpretive services to enrich visitor experiences. Findings suggest that successful heritage site management depends on collaboration among stakeholders,

local community engagement, and the development of informative infrastructure such as signage and guided tours. For Sri Ksetra, a similar heritage site, these insights offer practical value. Implementing tailored management techniques, improving information accessibility, and promoting responsible tourism practices could significantly enhance tourists' perception and conservation outcomes. Chhin's framework provides a strategic basis for sustainable tourism at culturally significant sites like Sri Ksetra.

Nattapon Khongphat (2017) studied on tourist perceptions in Ayutthaya, Thailand, Nattapon Khongphat aimed to identify the key factors that shape visitors' experiences at cultural heritage sites. Utilizing a quantitative approach, he conducted structured surveys with 400 tourists using stratified random sampling. The data were analyzed through descriptive statistics and multiple regression analysis, revealing that factors such as site cleanliness, availability of historical information, and effective site preservation significantly impact tourist satisfaction. The study further noted that tourists' demographic profiles influence their expectations and perceptions. As Ayutthaya and Sri Ksetra share similarities as ancient cities with deep historical roots, Khongphat's research presents a useful comparative model. The insights emphasize the importance of maintaining the visual and structural integrity of heritage sites and offering clear interpretive materials to enhance the visitor experience. By applying these strategies, Sri Ksetra can improve tourist engagement while preserving its cultural identity.

Dr. M.A. Sofique and Prosenjit Ghosh's 2017 study focused on understanding tourist perception in relation to cultural heritage destinations in Kolkata, India. Their research explored the interplay between destination attributes—such as architecture, cultural significance, accessibility—and tourist demographics and behavior patterns. Using on-site survey methods, the researchers applied factor analysis, correlation, regression, and ANOVA to assess the data. Their findings revealed that cultural richness, urban heritage ambiance, and visitor service quality were critical to shaping positive perceptions. Importantly, they observed that satisfied tourists are more likely to revisit and recommend heritage destinations. The study concluded that with proper marketing, preservation, and cultural engagement, Kolkata could emerge as a global cultural tourism leader. The results offer valuable implications for Sri Ksetra, highlighting the need to align heritage presentation with tourist expectations.

Enhancing travel experiences through targeted services and preserving local identity can elevate Sri Ksetra's appeal among both domestic and international tourists.

Lin Myat Myat Hein conducted a focused study on local perceptions of tourism development in Bago Township, Myanmar. The research aimed to explore the economic, socio-cultural, and environmental impacts of tourism from the residents' viewpoint. Using a descriptive research method and a structured questionnaire, data were collected from 150 randomly selected residents. Secondary data were gathered from governmental and tourism organizations. The results indicated that locals generally held positive perceptions toward tourism, especially in terms of employment opportunities, cultural exchange, and economic benefits. However, concerns were also raised regarding environmental degradation and cultural changes. This study provides an important local perspective that is often overlooked in tourism development discourse. For Sri Ksetra, understanding community sentiment is crucial for sustainable tourism planning. Incorporating local voices into decision-making processes not only fosters community support but also ensures long-term conservation and cultural pride within the host population.

Thandar Htwe (2019) studied on Bagan, Myanmar, titled *Determinants of Tourist Perception in Cultural and Heritage Destinations*, investigates key factors that influence how tourists perceive heritage sites. Employing a mixed-methods approach, the study combined quantitative surveys from 250 international and domestic tourists with qualitative interviews of stakeholders, including tour operators and local guides. Findings revealed that cultural authenticity, safety, hospitality, infrastructure, and accessibility significantly impact tourist satisfaction and repeat visitation. The study emphasized that positive perception leads to destination loyalty and sustained tourist interest. Bagan and Sri Ksetra, both rich in ancient monuments and cultural heritage, share similar challenges in balancing preservation with tourism development. Thandar Htwe's work provides a model for Sri Ksetra to enhance its appeal through improved infrastructure, better visitor services, and training for hospitality staff. It highlights the importance of creating a seamless, informative, and secure visitor experience to encourage sustainable tourism growth.

Khaing Khaing Saw (2020**)** focused on the artistic monuments of the Pyu civilization in ancient Sri Ksetra. The primary objective was to categorize the types of Pyu pagodas and highlight their historical significance. Using both descriptive and analytical research methods, the study provided an in-depth examination of the

architectural features, influences, and evolution of Pyu religious structures. It established that the Pyu culture has made a profound contribution to Myanmar's architectural heritage, particularly in shaping Bagan's artistic legacy. The paper emphasized the cultural continuity from Pyu to later Burmese civilizations, suggesting that preserving these monuments is not only about maintaining structures but also about sustaining a historical narrative. This study is particularly valuable for understanding Sri Ksetra's foundational role in Myanmar's cultural history. It underscores the need for conservation and interpretation strategies that honor its legacy while educating modern audiences about its architectural and cultural importance.

CHAPTER III
WORID HERITAGE BACKBROUND OF SRI KSETRA

3.1 Historical Overview of Sri Ksetra

Sri Ksetra, also known as Thayekhittaya, is one of the most significant and ancient cities of Myanmar. It holds a prominent place in the cultural and historical heritage of Southeast Asia. As a UNESCO World Heritage Site since 2014, Sri Ksetra offers a rare and rich glimpse into early urbanization, Buddhist architecture, and Pyu civilization. Understanding the historical background of Sri Ksetra is essential in evaluating the various factors that influence tourists' perceptions and satisfaction with the site's destination attributes. Sri Ksetra was founded by the Pyu people, an ancient Tibeto-Burman ethnic group who migrated into the Irrawaddy River valley around the 2nd century BCE. The city reached its zenith between the 5th and 9th centuries CE, becoming the largest and most influential Pyu city-state. Sri Ksetra, meaning "Field of Glory," served as the royal capital of the Pyu Kingdom and played a pivotal role in the development of Buddhist culture in the region.

The city was strategically located near the modern-day town of Pyay (formerly Prome), on the eastern bank of the Irrawaddy River. This location allowed for both agricultural productivity and engagement in regional trade networks extending to India, China, and maritime Southeast Asia. Sri Ksetra is notable for being one of the earliest urban centers in Myanmar that embraced Theravāda Buddhism, which was introduced through trade and missionary activities from India. Numerous religious structures, such as stupas, temples, and stone inscriptions found at the site, reflect this spiritual tradition. Among the most iconic monuments is the Bawbawgyi Pagoda, believed to be one of the oldest Buddhist stupas in Southeast Asia. The stupa is cylindrical in shape and stands as a testament to the sophisticated architectural techniques of the Pyu civilization. Additionally, shrines like Payama and Bebe, ancient city walls, moats, and Pyu script inscriptions provide invaluable insights into religious life, urban planning, and governance during that period.

These tangible cultural assets have not only historical value but also spiritual significance, which continues to attract pilgrims and heritage tourists alike. Sri Ksetra's rediscovery and archaeological study began during the British colonial period in the late 19th century. Excavations and research by archaeologists have uncovered a vast array of artifacts, including pottery, bronze sculptures, beads, coins, and stone inscriptions. These findings have confirmed the city's status as a sophisticated urban center with advanced social organization and international cultural exchange. In 2014, Sri Ksetra, along with Halin and Beikthano, was inscribed as part of the "Pyu Ancient Cities" on the UNESCO World Heritage List. The site was recognized for its exceptional testimony to the development of early Buddhist urban civilization in Southeast Asia.

By the 9th century CE, Sri Ksetra began to decline due to multiple factors, including internal instability, climatic changes, and external invasions, particularly by the Nanzhao Kingdom from Yunnan (modern-day China). The capital gradually shifted to other emerging centers like Bagan, and the Pyu civilization was eventually absorbed into the broader Burmese culture. Despite this decline, Sri Ksetra remains a revered archaeological and religious landmark. Its ruins have withstood the test of time, serving as a bridge between the past and the present.

Today, Sri Ksetra serves as both a sacred pilgrimage site and a cultural tourism destination. It offers tourists an immersive journey into Myanmar's early history, Buddhist heritage, and architectural ingenuity. The site's historical depth significantly enhances its appeal as a tourist destination, and many of the attributes that shape tourist satisfaction—such as aesthetic architecture, cultural preservation, historical interpretation, and cleanliness—are rooted in its ancient origins. Tourists visiting Sri Ksetra are not merely passive observers; they engage with a living history that connects Myanmar's past to its present identity. Consequently, the historical legacy of Sri Ksetra becomes a key factor in shaping perceptions, expectations, and evaluations of the destination.

3.2 Location and Area of Sri Ksetra

Sri Ksetra, Beikthano, and Halin are World Heritage sites. One of the historic Pyu capitals of Myanmar, Sri Ksetra (Thayekhittaya), is five miles southeast of Pyay on the left bank of the Ayeyarwady and 180 miles north-west of Yangon. Sri Ksetra, now Hmawza on the Irrawaddy River, was a major Pyu village. Pyu held many

locations in Upper Myanmar, with Sri Ksetra being the biggest, having a 1,477-hectare city wall. It was the greatest Southeast Asian city before Angkor, with 1,857 hectares within its massive brick walls and a similar extramural extent, according to a recent assessment. Sri Ksetra is situated at the present village of Hmaw Zar, 5 miles far away from South-east of Pyay Township in Bago Division and about 180 Miles far away from North-west of Yangon city, was once a prominent Pyu settlement and one of the ancient city ruins of Myanmar. The old Pyu city, with big round temples and city walls is neither circular nor oval-shaped from upper view. Since 2014, Sri Ksetra (today's Hmawza Village) has been declared one of Myanmar's first UNESCO World Heritage Sites in Myanmar.

3.3 Population and Race of Sri Ksetra

In "The Art and Culture of Burma," Dr. Richard M. Cooler wrote: "What little is known about the Pyus' decline comes only from Chinese sources that claim that Yunnan attacks in the ninth century occupied Pyus territory. A Chinese narrative mentions defeating the Pyus and capturing 3,000 Halin citizens. Sri Ksetra and other Pyu sites show no signs of a violent overthrow. These expeditions may have undermined the Pyu State, allowing the Burmese to settle in Kyaukse and Bagan in the ninth century. The Pyus influenced Bagan State by incorporating Sri Ksetra into their worldview. Bagan's earliest rulers claimed descent from Sri Ksetra's kings, a political continuity not seen elsewhere in Southeast Asia. While the Pyus may have contributed to Bagan's artistic and cultural life, there is a large gap between their collapse in the ninth and the first datable Bagan shines in the 11th.

Pyu towns existed in Upper Burma until the mid-11th century, when the Bagan Empire was founded. Over the next four decades, the Pyu were assimilated into Bagan. Pyu survived until the late 12th century. Pyu became Burman and perished by the 13th century. The Pyu made a lasting effect on Bagan, whose Burman monarchs adopted their histories and tales. The Burman rulers of Bagan claimed ancestry from Sri Ksetra and Tagaung as early as 850 B.C., although most current academics disagree.

3.4 Culture and Religion of Sri Ksetra

According to eighth-century Tang Chinese sources, the Pyu were a peaceful, war-free tribe who used silk cotton instead of silk to avoid killing silkworms. The

Chinese records also say the Pyu could calculate astronomical dates and that many Pyu males entered monastery life from seven to 20. India shaped Pyu city state culture. Indian culture was most prominent in southern Pyu, where most maritime commerce with India occurred. Pali or Sanskrit names for southernmost towns were Sri Ksetra (Thaye Khittaya) and Vishnu. Sri Ksetra's monarchs were Varmans and Varma. Not only in the south. In certain ways, northern Pyu cities and towns adopted Indian culture.

Beikthano and its surroundings exhibit Pyus culture. The people burned their deceased and buried the ash in urns or jars outside or within their homes. They seem to be skilled in making funeral urns. Over 700 similar urns with 45 entire coverings have been found, demonstrating numerous ornamental designs. They were skilled masons. They built brick walls and buildings that still stand. Some structures contain stucco sculptures, lime-wash, and murals inside. The City Gates' ironwork, hinges, ornate scroll work, and iron weaponry including swords, spearheads, arrowheads, and arrows suggest blacksmithing. The 2060 pots and jars found, including water carrying and cooking pots, suggest the Pyu were skilled in pottery manufacture.

At excavation No.8, a twice-life-sized marble sculpture of a Nat (Animistic) Spirit Guardian of the City was found at the city wall gate, proving that Pyu were skilled marble sculptors. A little paper-thin gold cup and two identical silver cups discovered show that Pyu goldsmiths and silversmiths were well developed. Dr. Richard M. Cooler noted in “The Art and Culture of Burma” that the Pyus acquired Buddhism as it moved throughout Southeast Asia while also worshiping local deities. Sri Ksetra, the famous Pyu capitol, was excavated and found Vishnu artifacts and Buddhist stupas and monasteries, proving that Hinduism and Buddhism were practiced there. Beikthano, the first Pyu city, signifies “City of Vishnu,” the second of the Hindu Triad's major gods.

founding kings of Tagaung were descended from the Buddha's Sakya clan, according to Burmese chronicles. Most Pyu were Buddhist by the 4th century, although archeological findings show that their pre-Buddhist customs persisted. Excavated writings and Chinese records show that Theravada Buddhism was the Pyu's main religion. The Pyu Theravada school was likely influenced by Buddhas of Andhra, southeast India. It was Burma's leading Theravada school until Shin Uttarajiva's realignment with Ceylon's Mahavihara School in the late 12th century.

The archeological evidence show Tantric, Mahayana, and Hinduism were widespread. Mahayana Buddhist icons like Lokanatha (Lawkanat in Burmese), Tara, Manusi Buddhas, Vais'ravan.a, and Hayagriva were popular in Pyu (and subsequently Bagan) iconography. Brahma, Vishnu, Shiva, Garuda, and Lakshmi are among the Hindu Brahman icons found in Lower Burma. Celebratory livestock sacrifice and wine use were Pyu staples. Prior to Buddhism, nuns and female pupils were more prominent, suggesting female liberty. They buried their cremated dead in ceramic and stone urns in or near isolated stupas, following early Buddhist customs of burying revered people in stupas.

Although contemporary Chinese annals mention Pyu Buddhistism and hundreds of monasteries, their religious views are unknown. All three Pyu Kingdoms have little Buddhist artifacts. Conjectures that the Pyu learned Buddhism from Andra Pradesh in Southern India. The digs unearthed Andra Pradesh-related items from the second to fourth centuries, when most Andra Buddhist material was manufactured in Amaravati and Nagarjunakone. Professor of Indian and Southeast Asian Art History R.L. Brown of the University of California in Los Angeles states: "No Buddhist artifacts have been found at Beikthano." One possibility is that Andran Buddhist influence predates iconic Buddha depictions and reflects the aniconic phase at Amaravati (before the end of the second century).

3.5 Tourist's Attraction Place in Sri Ksetra

Tourists visiting Sri Ksetra from Myanmar will see its deep ties to South India. The religious monuments that occupy this ancient site demonstrate this. City is basically round. A massive fort wall of big baked bricks surrounds it, 8.5 miles long. The enormous wall still stands 15 feet tall in some places. Each entrance features rounded comers where the fort wall curves inward to produce extended barriers on each side. In the city center is the palace site, a 1,700-by-1,125-foot rectangular enclosure covered in heavy vegetation. The northern part of the city is a flat plain with rice fields, while the southern half rises gradually past the fort wall into the hill range to the south.

3.5.1 Bawbawgyi Stupa

Most of the city's old remains lie in the south and outside the fort walls, while burial mounds are spread throughout. The Bawbawgyi, the Payagyi, and the Payama

are three tall stupas and major attraction monuments. Bawbawgyi (6th-7th Centuries) (Figure3.3) in appendix (b), one of the famous stupa in Sri Ksetra is situated in the southwestern part just outside of the city. The stupa is elongated cylinder shaped and originally solid type. It is known as one of nine merited stupas by King Duttabaung's establishment. The height of stupa is 153 feet. According to the Hmannan Yazawin (Great Chronicle of Glass Palace, 1826), it mentions that the scared relics of Bawbawgyi were brought by King Anawrahta of Bagan and enshrined again in Shwesandaw Pagoda of Bagan Capital. The Bawbawgyi Stupa is the best preserved ruin of the ancient Pyu Kingdom of Sri Ksetra. Although ancient, the pagoda has miraculously survived several big earthquakes throughout the years.

3.5.2 Payagyi Stupa

Other tourist attractions include Payagyi and Payama, which have large conical domes. The impressive Payagyi Stupa (Figure 3.4) in appendix(b) (5th-9th Centuries) is four kilometers east of downtown Pyay.

3.5.3 Payama Stupa

The Payama Stupa (Figure 3.5) in appendix(c) is northeast of the ancient city wall near Knoeyoe hamlet, north of the Pyay-Paukkhaung Road. Oral legends and pseudo-historical texts like the Yazawin Kyaw say King Duttabaung erected it in the 5th century to enshrine Buddha relics. The Sri Ksetra Kingdom flourished throughout the 4th and 7th centuries. One of Myanmar's first stupa prototypes. Papama Stupa is 42.1 meters tall and 95 meters wide. Made of brick and lime mortar.

3.5.4 Lemyatnhar Temple

The Lemyatnhar Temple (Figure 3.6) in appendix (c) literally means the "Temple of the Four Faces" in reference to its square, symmetrical layout. This temples is stand south of Sri Ksetra. Lemyatnhar Temple is only one of the square temple which has four entrances. Central pillar and corridor are presented in shrine. Each side of central pillar has respective Buddha stone relief. It can be estimated that it was built in the late Pyu period (7th and 9th Centuries). Lemyatnhar Temple is documented for development of temple architecture in Buddhist monumental structure of Sri Ksetra, which is worthy for the outstanding universal value of World Heritage.

3.5.5 Yahanda-gu and Yahanda Kan (Pond)

A narrow cave-like structure known as the Yahanda-gu or Yahanda Temple (Figure 3.7) in appendix (d) has a vaulted roof and three entrances, one at each end and a third on the east side. Yananda-gu is a small temple. The temple was likely built in the Bagan era long after the demise of the Pyu Kingdoms. Traditionally, Yahanda Kan (Figure 3.8) in appendix (d) was one of the nine ponds established by King Duttabaung. It locates near the south of Yahanda Temple and Yahanda City-Gate. It is also believed that those Buddhist monks who already attained the wisdom of enlightened took bath and cleaned for freshness in this pond and now a day already deteriorated. The pond can be assumed as the evidence of ancient city's hydraulic system and supplied perennial water by received enough drained water from the Myinbhahu Hill-range.

3.6 Tourist Visits to Sri Ksetra (2015–2024)

The visitor statistics to the Sri Ksetra World Heritage Site between 2015 and 2024 reveal several important trends regarding tourist perception and destination appeal. The highest influx of visitors occurred during 2016–2017 and 2017–2018, with totals exceeding 64,000–67,000 visitors. This reflects strong interest and potentially high perception due to favorable destination attributes such as cultural value and accessibility. A complete drop to zero visitors clearly reflects the effects of COVID-19 and travel restrictions during this period. A slow but notable recovery is visible: In 2021–2022, visitors were minimal (only 564 total), likely due to ongoing restrictions. In 2022–2023, numbers rebounded significantly (19,696), showing increased confidence in travel. In 2023–2024, although slightly decreased (21,308), visitor numbers became more balanced across categories.

Table (3.1) Tourists Visiting to Sri Ksetra From 2015 to 2025

Years	Students	Monks	Nuns	Adult	Children	Foreigner	Total
2015-2016	2235	865	393	34639	4120	8289	**50541**
2016-2017	1935	1174	461	49382	6206	8050	**67208**
2017-2018	2380	1247	597	47390	5063	7600	**64277**
2018-2019	2293	1651	334	45928	4410	3983	**58599**
2019-2020	1494	1737	160	45986	4860	2138	**56375**
2020-2021	0	0	0	0	0	0	**0**
2021-2022	0	34	7	471	38	14	**564**
2022-2023	0	1206	167	16238	2004	81	**19696**
2023-2024	84	1082	167	15964	3938	73	**21308**

Source: Sri Ksetra Museum Data, (May, 2025)

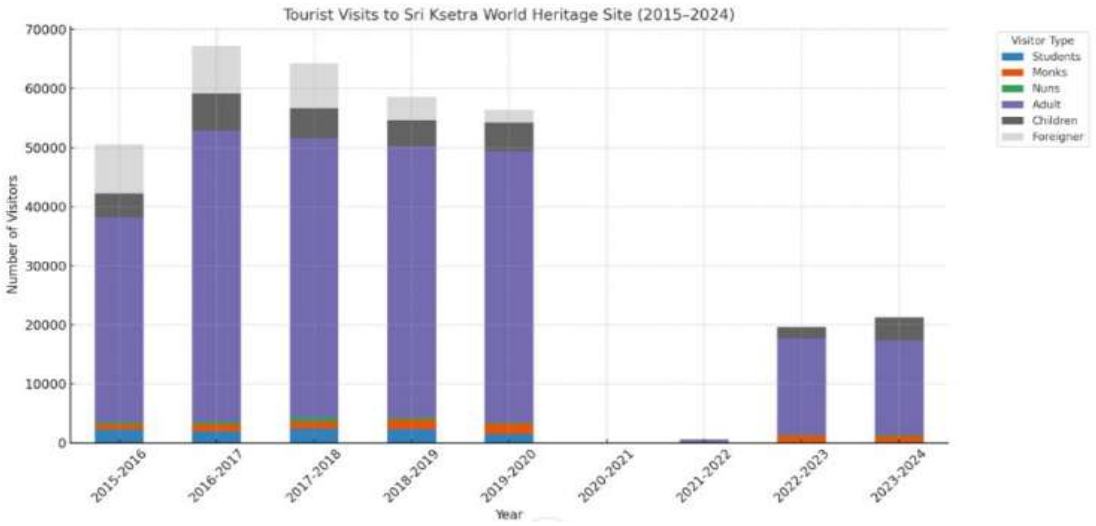
Adults consistently form the largest group, indicating that heritage tourism in Sri Ksetra attracts mature visitors interested in cultural exploration. Foreign visitors peaked in 2015–2017, then declined, and have not fully recovered post-pandemic, which may reflect visa issues, travel concerns, or reduced international promotion. Students, monks, and nuns saw fluctuations, possibly tied to school and religious tour programs, with students and monks participating more actively in pre-pandemic years.

Pre-pandemic success indicates positive perception with destination attributes such as cultural heritage, accessibility, and safety. Post-pandemic rebuilding highlights the need for improvement in information services, cleanliness, and visitor facilities (as seen in the expectation survey). Foreign tourist decline suggests potential disperception with services or lingering global perception issues, which must be addressed to restore confidence.

The visitor data from Sri Ksetra World Heritage Site between 2015 and 2024 showcases a dynamic pattern influenced by socio-economic and health crises. The period of 2016–2018 saw record-high tourism, reflecting perception with the site's heritage value and supporting infrastructure. However, the pandemic severely disrupted tourism, reducing visits to zero in 2020–2021. Recovery in recent years shows that local and domestic interest remains strong, though international arrivals are lagging. These patterns suggest that while the destination holds historical and cultural appeal, future strategies must focus on enhancing site facilities, improving

international outreach, and rebuilding confidence through safety, cleanliness, and modern amenities. This trend analysis is essential for understanding tourist perception and planning future improvements to make Sri Ksetra a more resilient and appealing heritage destination.

Figure (3.1) Tourist Visits to Sri Ksetra World Heritage Site (2015-2024)



Source: Sri Ksetra Museum Data, 2025

CHAPTER IV
SURVEY ANALYSIS

4.1 Survey Profile

This chapter describes the approach utilized to achieve the study's research goals. This chapter included research area, sample design, and data analysis. The study aimed to determine which traits satisfied visitors visiting cultural and heritage locations, considering their demographics and travel habits. Tourist locations provide varied attractions designed to give diverse interests, activities, and enjoyment. Sri Ksetra World Heritage Site (Bawbawgyi Stupa, Payagyi Stupas, Payama Stupa, etc.) was chosen as a research location since it is a favorite Bago holiday destination. Pyay Township houses Sri Ksetra. Pyay Township is a major center for trade and commerce in Western Bago Region. The major tourist attractions in Sri Ksetra are Bawbawgyi Stupa, Payagyi Stupa, Payama Stupa, hollow types of pagodas the Bebe, the Lemyethna and the East Zegu, Yahanda-gu and Yahanda Kan (Pond) and Cemetery of Queen Beikthano. Bawbawgyi Stupa is also another major attraction of Sri Ksetra.

4.2 Survey Design

The sample population for this study included Sri Ksetra World Heritage Site tourists from May 2025. Three popular Sri Ksetra World Heritage Site locations were surveyed over four days. Only 8 am–3 pm was the period for questionnaire distribution. Before receiving the questionnaire, respondents were informed of the survey's aim. Data was obtained at Sri Ksetra World Heritage Site's Bawbawgyi, Payagyi, and Payama Stupas.

Respondents under 18 were automatically excluded. Personal observations indicate that visitors aged 18 or older visit cultural heritage sites in groups. No random sample or segment selection was attempted. However, visitors were chosen at various times. Completed samples totaled 184.

The study evaluated the factors that contribute to tourists' satisfaction with cultural heritage sites and the correlation between perception and tourist

characteristics. We looked at past research with comparable goals to find an instrument for our investigation. This study employed a two-section questionnaire. The first portion examined how destination factors impact tourists' expectations and perceptions of cultural heritage sites. Respondents scored each of the 14 qualities on expectations and perceptions independently using a five-point likert scale from very low expectation (1) to very high expectation (5) and extremely dissatisfied (1) to strongly satisfied (5). The last question in this section addressed respondents' overall impression of the Sri Ksetra World Heritage Site (1=Strongly Dissatisfied, 5=Strongly Satisfied). Table 3.1 displays tourist impression factors of Sri Ksetra World Heritage Site.

4.3 Analysis of survey result

Survey data are given in five sections in this chapter. They include demographics, travel behavior, destination qualities, visitor impression of Sri Ksetra World Heritage Site, and factor analysis.

4.3.1 Demographic Characteristics of Respondents

This section covers respondent demographics. The demographics of responders are gender, age, education, and residence.

Table (4.1) Gender of Respondents

Gender	No. of Respondents	Percentage
Male	85	46.20 %
Female	99	53.80 %
Total	**184**	**100.00 %**

Source: Survey Data, (May, 2025)

In terms of gender, according to table(4,1), It can be presented that 46.20% of the total respondents are male and 53.80% are female. It indicates that number of females is greater than the number of males.

The age levels of respondents are divided into five groups such as between 15 to 24, between 25 to 34, between 35 to 44, between 45 to 54 and between 55 to 64. The numbers of respondents by age groups are shown in the following Table (4.2).

Table (4.2) Age of Respondents

Age Group	No. of Respondents	Percentage
15-24	128	69.57 %
25-34	29	15.76 %
35-44	15	8.15 %
45-54	11	5.98 %
55-64	1	0.54 %
Total	**184**	**100.00 %**

Source: Survey Data, (May, 2025)

As shown in Table (4.2), the dominant age group of respondents 15 to 24 years old is 69.57%, followed by 25 to 34 years 15.76% and the smallest group made up 0.54% of the respondents was 55 to 64 years. These results indicate that domestic tourists who visited Sri Ksetra World Heritage Site are younger people.

Table (4.3) Educational Level of Respondents

Educational level	No. of Respondents	Percentage
Middle	7	3.8 %
High	36	19.57 %
Undergraduate	110	59.78 %
Graduate	29	15.76 %
Post Graduate	2	1.09 %
Total	**184**	**100.00 %**

Source: Survey Data, (May, 2025)

Regard to educational level of respondents, according to table(4.3), 59.78% of the respondents are undergraduate, 19.57% of the respondents have a middle school education, 15.76% of the respondents have university graduate level, 3.8% of the respondent's education have a primary education and only 1.09% of the respondents have a post graduate. These results show the relation of undergraduate educational attainment of the respondents who visited Sri Ksetra World Heritage Site is the most.

According to Table (4.4), the majority of respondents who visited Sri Ksetra World Heritage Site came from the Bago region, account for 57.07%, followed by Yangon region, Nay Pyi Taw, Magway and Other with 29.89%, 7.07%, 4.89%, and 1.08% respectively. It can be seen that most respondents came from the Bago region.

Table (4.4) Residence of Respondents

Region	No. of Respondents	Percentage
Bago	105	57.07 %
Magway	9	4.89 %
Nay Pyi Taw	13	7.07 %
Yangon	55	29.89 %
Other	2	1.08 %
Total	**184**	**100.00 %**

Source: Survey Data, (May,2025)

4.4 Travel Behavior of the Respondents

This section discusses relating to the travel behavior of respondents in the Sri Ksetra World Heritage Site. The travel behavior are travel partner, main purposes of visit, plan of travel, the length of stay in Sri Ksetra visit times and sources of information in this study

4.4.1 Travel Partner

Travel partners are classified into six groups such as alone, couple, family members, friends and relatives, organized groups. It is shown in Table (4.5).

Table (4.5) Travel Partner

Travel Party	No. of Respondents	Percentage
Alone	6	3.26 %
Couple	36	19.57 %
Family members	30	16.30 %
Friend and Relatives	52	28.26 %
Organized groups	60	32.61 %
Total	**184**	**100.00 %**

Source: Survey Data, (May, 2025)

With regard to travel partner, 32.61% most of respondents travel with organized groups, followed by friends with 28.26%, followed by couple with 19.57% and family members with 16.30 %, whereas only 3.26% of respondents travel alone. It can be concluded that most of the tourists travel with organized groups in Sri Ksetra World Heritage Site.

4.4.2 Main Purpose of Visit

The main purposes of visit are categorized as to take relax on holiday, to do business and professional and other reasons. It is shown in the following Table (4.6).

Table (4.6) Main Purpose of Visit

Main Purpose	No. of Respondents	Percentage
To take relax on holiday	95	51.63 %
To do business and professional	7	3.80 %
Religion/Pilgrimages	80	43.48 %
Others	2	1.09 %
Total	**184**	**100.00 %**

Source: Survey Data, (May, 2025)

According to Table (4.6), the main purpose of 51.63% respondents is to take relaxation on holiday, 3.80% is to do business and professional purpose and 43.48% of respondents are religion/pilgrimages. The purpose of others means traditional buildings, cultural villages, traditional scenery, etc. It can be seen that most of the tourists are more likely to take relaxing on their holidays.

4.4.3 Plan to Travel

The plan to travel is classified into three groups such as less than 3 months, 3-6 months and over 6 months. It is shown in Table (4.7).

Table (4.7) Plan to Travel

Plan to Travel	No. of Respondents	Percentage
Less than 3 months	141	76.63 %
3-6 months	25	13.59 %
Over 6 months	18	9.78 %
Total	**184**	**100.00 %**

Source: Survey Data, (May, 2025)

Table (4.7) shows that 13.59% of respondents plan travel 3–6 months in advance and 9.78% over 6 months. Most responders (76.63%) plan less than 3 months ahead.

4.4.4 Length of Stay in Sri Ksetra

The length of stay in Sri Ksetra is classified into five categories such as 1 day, 2 days, and at least 3 days. It is shown in Table (4.8).

Table (4.8) Length of Stay in Sri Ksetra

Length of Stay (day)	No. of Respondents	Percentage
1	142	77.17 %
2	33	17.93 %
≥3	9	4.89 %
Total	**184**	**100.00 %**

Source: Survey Data, (May, 2025)

According to the Table (4.4), 77.17% of respondents stay for 1 day, followed by 17.93% of respondents stay for 2 days, and 4.89% of respondents stay for at least 3 days. It can be concluded that most of the tourist's stay only one day in Sri Ksetra World Heritage Site.

4.4.5 Visit Times

In this section, the category of the number of previous visits is classified into three groups such as first time, second times, third times or more. It is shown in Table (4.9).

Table (4.9) Visit Times

Visit Times	No. of Respondents	Percentage
First time	120	65.22 %
Second times	36	19.56 %
Third times or more	28	15.22 %
Total	**184**	**100.00 %**

Source: Survey Data, (May, 2025)

According to the Table (4.9), almost 65.22% of respondents visit first time. Furthermore, 19.56% of respondents visit second times and 15.22% of respondents visit third times or more. Therefore, the most respondents are first time visitors.

4.4.6 Sources of Information of Respondents

The key information sources, include magazine, newspaper, internet, words of mouth, television and other sources. The frequency and percentage values of each sources of information are shown in Table (4.10) based on their answers.

Table (4.10) Sources of Information Respondents

Sources of Information	No. of Respondents	Percentage
Newspaper	4	2.17 %
The Internet	145	78.80 %
Words of Mouth	32	17.39 %
Television	2	1.09 %
Others	1	0.54 %
Total	**184**	**100.00 %**

Source: Survey Data, (May, 2025)

According to the Table (4.10), it is found that 78.80% of information are obtained from the internet, 17.39% are from words of mouth, 2.17% are from newspaper, 1.09% are from television, and 0.54% are from others sources. The other sources of information are Radio, Brochures, Pamphlets and Handbill, etc. Therefore, it is found that the most sources of information are known from the internet.

4.5. Analysis of Expectation and Destination Attributes

This section presents the result of the tourist`s perception on Sri Ksetra World Heritage Site. Table (4.11) and Table (4.13) listed 14 attributes of the Sri Ksetra World Heritage Site expectation and destination attributes. Respondents are asked to rate the variables on a scale 1 to 5 ranging (1=strongly disagree (SD), 2= disagree (D), used to interpret the respondent's response.

4.5.1 Results for Respondent's Expectation Attributes

Table (4.11) Results for Respondent's Expectation Attributes

Sr. No.	Factors		SD	D	N	A	SA
1	**Architecture of Buildings** - Perception with historical and aesthetic design.	Freq:	1	-	2	97	84
		%	0.5	-	1.1	52.7	45.7
2	**Preservation of Cultural Heritage** - Efforts to maintain cultural integrity and historical artifacts.	Freq:	1	1	3	88	91
		%	0.5	0.5	1.6	47.8	49.5
3	**Fresh Air** - Environmental quality and air cleanliness.	Freq:	-	-	9	77	88
		%	-	-	4.9	41.8	53.3
4	**Good Transportation** - Ease of travel and transport connectivity within the site.	Freq:	-	61	58	50	15
		%	-	33.2	31.5	27.2	8.2
5	**Maps** - Availability and usefulness of navigation materials.	Freq:	-	51	51	77	5
		%	-	27.7	27.7	41.8	2.7
6	**Street Signs** - Clarity and visibility of directional signs.	Freq:	1	44	49	87	3
		%	0.5	23.9	26.4	47.3	1.6
7	**Historical Explanation** - Information provided about the site's history.	Freq:	-	5	12	125	42
		%	-	2.7	6.5	67.9	22.8
8	**Clean Environment** - Overall cleanliness and hygiene of the surroundings.	Freq:	-	6	14	79	85
		%	-	3.3	7.6	42.9	46.2
9	**Placement of Garbage Cans** - Convenience and adequacy of waste disposal facilities.	Freq:	113	18	19	32	2
		%	61.4	9.8	10.3	17.3	1.1

Sr. No.	Factors		SD	D	N	A	SA
10	**Information Center** - Accessibility and helpfulness of visitor support services.	Freq:	90	37	20	35	2
		%	48.9	20.1	10.9	19.0	1.1
11	**Safety** – Perceived level of security and safety for visitors.	Freq:	-	11	14	151	8
		%	-	6.0	7.6	82.1	4.3
12	**Tourists and Tour Guides** - Interaction quality and availability of guides.	Freq:	16	104	18	43	3
		%	8.7	56.5	9.8	23.4	1.6
13	**Placement of Public Toilets** –Accessibility, cleanliness, and number of restrooms.	Freq:	110	20	21	31	2
		%	59.8	10.9	11.4	16.8	1.1
14	**Expensiveness** - Cost perceptions related to entry fees, services, and amenities.	Freq:	10	5	147	15	7
		%	5.4	2.7	79.9	8.2	3.8

Source: Survey Data (May, 2025)

Respondent's expectation attributes are measured by fourteen factors. The first factor measures the respondent's expectation on the architecture of buildings and it was found that 52.7% of the respondents agreed and 45.7% of respondents strongly agreed that on the architecture of buildings. The second factor measures the respondent's expectation on the preservation of cultural heritage and it was found that 47.8% of the respondents agreed and 49.5% of respondents strongly agreed that on the preservation of cultural heritage. The third factor measures the respondent's expectation on the fresh air and it was found that 41.8% of the respondents agreed and 53.3% of respondents strongly agreed that on the fresh air.

The fourth factor measures the respondent's expectation on the good transportation and it was found that 33.2% of the respondents disagreed and 31.5% of respondents neutral that on the good transportation. The fifth factor measures the respondent's expectation on the map for tourists and it was found that 41.8% of the respondents agreed, 27.7% of respondents disagreed and 27.7% of respondents neutral that on the map. The sixth factor measures the respondent's expectation on the

road sign for tourists and it was found that 47.3% of the respondents agreed and 26.36% of respondents neutral that on the road sign.

The seventh factor measures the respondent's expectation on the historical explanation and it was found that 67.9% of the respondents agreed and 22.8% of respondents strongly agreed that on the historical explanation. The eighth factor measures the respondent's expectation on the clean environment and it was found that 42.9% of the respondents agreed and 46.2% of respondents strongly agreed that on clean environment. The ninth factor measures the respondent's expectation on the placement of garbage cans for tourists and it was found that 61.4% of the respondents strongly disagreed and 17.3 % of respondents agreed that on the placement of garbage cans.

The tenth factor measures the respondent's expectation on the information center for tourists and it was found that 48.9% of the respondents strongly disagreed and 20.1% of respondents disagreed that on the information center for tourists. The eleventh factor measures the respondent's expectation on the safety for tourists and it was found that 82.1% of the respondents agreed and 7.6% of respondents strongly neutral that on safety for tourists. The twelfth factor measures the respondent's expectation on the tourists and tour guides who are visiting to World Heritage Site and it was found that 56.5% of the respondents disagreed and 23.4% of respondents agreed that on tourists and tour guides who are visiting to World Heritage Site. The thirteenth factor measures the respondent's expectation on the placement of public toilet for tourists and it was found that 59.8% of the respondents strongly disagreed and 16.8% of respondents agreed that on the placement of public toilet for tourists. The fourteenth factor measures the respondent's expectation on the expensiveness and it was found that 5.4% of the respondents strongly disagreed and 8.2% of respondents agreed that on the expensiveness.

The table (4.12) titled *M*ean Values of Respondent's Expectation Attributes presents the average responses from tourists regarding 14 key destination attributes at the Sri Ksetra World Heritage Site. Each attribute reflects what tourists expect when visiting the site, and the mean scores indicate the level of importance or expectation placed by the respondents.

Table (4.12) Mean Values and Standard Deviation of Respondent's Expectation Attributes

Attribute Code	Attribute Description	Mean	Standard Deviation (SD)
E1	Architecture of Buildings	3.91	0.36
E2	Preservation of Cultural Heritage	3.89	0.34
E3	Fresh Air (Environment)	3.95	0.40
E4	Good Transportation	3.43	0.12
E5	Maps	3.27	0.28
E6	Street Signs	3.26	0.29
E7	Historical Explanation	3.77	0.22
E8	Clean Environment	3.89	0.34
E9	Garbage Can Placement	2.58	0.97
E10	Information Center	2.92	0.63
E11	Safety	3.82	0.27
E12	Tourists and Tour Guides	3.41	0.14
E13	Public Toilet Placement	2.53	1.02
E14	Expensiveness	3.04	0.51
	Overall Mean Value	**3.55**	
	Overall Standard Deviation		**0.695**

Source: Survey Data, (May, 2025)

The data presented in Table (4.12) reveals important insights into tourists' expectations regarding the attributes of the Sri Ksetra World Heritage Site. The overall mean value of 3.55 reflects a moderate level of satisfaction and expectation among visitors for the various destination attributes, while the overall standard deviation of 0.695 indicates a moderate variation in responses, suggesting some attributes meet tourists' expectations better than others.

Attributes such as Fresh Air (3.95, SD = 0.40), Architecture of Buildings (3.91, SD = 0.36), Preservation of Cultural Heritage (3.89, SD = 0.34), and Clean Environment (3.89, SD = 0.34) scored the highest mean values with relatively low standard deviations. This indicates that tourists have strong expectations for natural and cultural preservation, and these are fairly consistently recognized among

respondents. The lower variability in these attributes also suggests a shared consensus on their importance and current satisfactory condition at the site.

Conversely, attributes such as Public Toilet Placement (2.53, SD = 1.02) and Garbage Can Placement (2.58, SD = 0.97) have the lowest mean scores with notably high standard deviations. This indicates not only a lower overall satisfaction or expectation in these areas but also a wide disparity among tourists regarding their perceptions. The high variability may reflect inconsistent facility conditions or uneven availability across the site. Such results highlight clear areas requiring improvement to better meet visitor needs.

Moderate scores with relatively low variability, such as Good Transportation (3.43, SD = 0.12) and Tourists and Tour Guides (3.41, SD = 0.14), suggest reasonable satisfaction but also point to potential for enhancement in visitor mobility and guide services. Other attributes like Expensiveness (3.04, SD = 0.51) and Information Center (2.92, SD = 0.63) reflect mixed perceptions about cost and information availability, further underscoring the need for better visitor support infrastructure.

The data from Table (4.12) clearly indicates that while Sri Ksetra World Heritage Site meets tourists' expectations well in terms of its cultural, architectural, and environmental attributes, it faces challenges related to visitor amenities and infrastructure. The significant variability in basic service attributes such as sanitation and waste management signals the importance of targeted improvements.

4.5.2 Results for Respondent's Destination Attributes

Table (4.13) Results for Respondent's Destination Attributes

Sr. No.	Statements		SD	D	N	A	SA
1	**Architecture of Buildings** – Perception with historical and aesthetic design.	Freq:	1	7	18	140	18
		%	0.5	3.8	9.8	76.1	9.8
2	**Preservation of Cultural Heritage** - Efforts to maintain cultural integrity and historical artifacts.	Freq:	-	6	25	136	17
		%	-	3.3	13.6	73.9	9.2
3	**Fresh Air** – Environmental quality and air cleanliness.	Freq:	-	6	23	130	25
		%	-	3.3	12.5	70.7	13.6
4	**Good Transportation** - Ease of travel and transport connectivity within the site.	Freq:	2	20	61	99	2
		%	1.1	10.9	33.2	53.8	1.1
5	**Maps** - Availability and usefulness of navigation materials.	Freq:	1	12	113	53	5
		%	0.5	6.5	61.4	28.8	2.7
6	**Street Signs** - Clarity and visibility of directional signs.	Freq:	1	15	108	56	4
		%	0.5	8.2	58.7	30.4	2.2
7	**Historical Explanation** - Information provided about the site's history.	Freq:	1	12	32	122	17
		%	0.5	6.5	17.4	66.3	9.2
8	**Clean Environment** – Overall cleanliness and hygiene of the surroundings.	Freq:	1	8	22	132	21
		%	0.5	4.3	12.0	71.7	11.4
9	**Placement of Garbage Cans** - Convenience and adequacy of waste disposal facilities.	Freq:	24	57	76	27	-
		%	13.0	31.0	41.3	14.7	-

Sr. No.	Statement		SD	D	N	A	SA
10	**Information Center-** Accessibility and helpfulness of visitor support services.	Freq:	23	41	49	70	1
		%	12.5	22.3	26.6	38.0	0.5
11	**Safety -** Perceived level of security and safety for visitors	Freq:	1	5	19	140	9
		%	0.5	2.7	15.8	76.1	4.9
12	**Tourists and Tour Guides -**Interaction quality and availability of guides.	Freq:	6	27	37	113	1
		%	3.3	14.7	20.1	61.4	0.5
13	**Placement of Public Toilets -**Accessibility, cleanliness, and number of restrooms.	Freq:	29	53	78	23	1
		%	15.8	28.8	42.4	12.5	0.5
14	**Expensiveness -** Cost perceptions related to entry fees, services, and amenities.	Freq:	-	14	148	22	-
		%	-	7.6	80.4	12.0	-

Source: Survey Data, (May, 2025)

Respondent's destination attributes are measured by fourteen factors. The first factor measures the respondent's destination on the architecture of buildings and it was found that 76.1% of the respondents agreed and 9.8% of respondents strongly agreed that on the architecture of buildings. The second factor measures the respondent's destination on the preservation of cultural heritage and it was found that 73.9% of the respondents agreed and 9.2% of respondents strongly agreed that on the preservation of cultural heritage. The third factor measures the respondent's destination on the fresh air and it was found that 70.7% of the respondents agreed and 13.6% of respondents strongly agreed that on the fresh air.

The fourth factor measures the respondent's destination on the good transportation and it was found that 10.9% of the respondents disagreed and 33.2% of respondents neutral that on the good transportation. The fifth factor measures the respondent's destination on the map for tourists and it was found that 41.8% of the respondents agreed, 6.5% of respondents disagreed and 61.4% of respondents neutral

that on the map. The sixth factor measures the respondent's Destination on the road sign for tourists and it was found that 30.4% of the respondents agreed and 58.7% of respondents neutral that on the road sign.

The seventh factor measures the respondent's destination on the historical explanation and it was found that 66.3% of the respondents agreed and 9.2% of respondents strongly agreed that on the historical explanation. The eighth factor measures the respondent's destination on the clean environment and it was found that 71.7% of the respondents agreed and 11.4% of respondents strongly agreed that on clean environment. The ninth factor measures the respondent's destination on the placement of garbage cans for tourists and it was found that 13% of the respondents strongly disagreed and 14.7 % of respondents agreed that on the placement of garbage cans.

The tenth factor measures the respondent's destination on the information center for tourists and it was found that 12.5% of the respondents strongly disagreed and 22.3% of respondents disagreed that on the information center for tourists. The eleventh factor measures the respondent's destination on the safety for tourists and it was found that 76.1% of the respondents agreed and 15.8% of respondents strongly neutral that on safety for tourists.

The twelfth factor measures the respondent's destination on the tourists and tour guides who are visiting to World Heritage Site and it was found that 14.7% of the respondents disagreed and 61.4% of respondents agreed that on tourists and tour guides who are visiting to World Heritage Site. The thirteenth factor measures the respondent's destination on the placement of public toilet for tourists and it was found that 15.8% of the respondents strongly disagreed and 12.5% of respondents agreed that on the placement of public toilet for tourists. The fourteenth factor measures the respondent's destination on the expensiveness and it was found that 80.4% of the respondents neutral and 12% of respondents agreed that on the expensiveness.

Table (4.14) Mean Values and Standard Deviation of Respondent's Destination

Attribute Code	Attribute Description	Mean Value	Standard Deviation (SD)
P1	Architecture of Buildings	4.43	0.9854
P2	Preservation of Cultural Heritage	4.45	0.9854
P3	Fresh Air	4.48	0.9854
P4	Good Transportation	3.10	0.9854
P5	Maps	3.20	0.9854
P6	Street Signs	3.26	0.9854
P7	Historical Explanation	4.11	0.9854
P8	Clean Environment	4.32	0.9854
P9	Placement of Garbage Cans	1.87	0.9854
P10	Information Center	2.03	0.9854
P11	Safety	3.85	0.9854
P12	Tourists and Tour Guides	2.53	0.9854
P13	Placement of Public Toilets	1.89	0.9854
P14	Expensiveness	3.02	0.9854
	Overall Mean Values	**3.61**	
	Overall Standard Deviation		**1.391**

Source: Survey Data (May, 2025)

Table (4.14) presents the mean values and standard deviations of tourists' perceptions regarding various destination attributes at Sri Ksetra World Heritage Site. The overall mean score of 3.61 indicates a generally positive perception of the site's attributes, although the standard deviation of 1.391 reveals considerable variability in the respondents' views.

Among the attributes evaluated, Architecture of Buildings (4.43), Preservation of Cultural Heritage (4.45), Fresh Air (4.48), and Clean Environment (4.32) received the highest mean scores. These high ratings reflect tourists' strong appreciation of Sri Ksetra's cultural and environmental qualities, confirming that the site's historical and natural features are key factors driving visitor satisfaction. The consistency in the standard deviation values across attributes (mostly around 0.9854) suggests a

moderate spread of opinions, but the relatively high means demonstrate that these core features meet or exceed visitor expectations.

Conversely, several infrastructure and service-related attributes scored significantly lower. Placement of Garbage Cans (1.87), Information Center (2.03), Tourists and Tour Guides (2.53), and Placement of Public Toilets (1.89) are among the lowest-rated attributes. This points to notable shortcomings in the availability, accessibility, and quality of essential amenities and visitor services. Such low ratings indicate that visitors are dissatisfied with the site's current capacity to provide convenient sanitation, effective visitor guidance, and adequate information resources. These deficiencies may negatively affect the overall visitor experience despite the strengths in cultural preservation.

Attributes related to logistics, including Good Transportation (3.10), Maps (3.20), Street Signs (3.26), and Expensiveness (3.02), received moderate ratings, suggesting room for improvement in site navigation and affordability. Additionally, Safety (3.85) was perceived positively, implying that visitors generally feel secure during their visit, an essential factor for tourist satisfaction.

The overall higher standard deviation of 1.391 for the entire set of attributes compared to individual items' SD indicates a wide variation in tourists' perceptions across different aspects of the site. This variability highlights the uneven quality and visitor experience at Sri Ksetra. While the site excels in its cultural and environmental offerings, infrastructural and service-related factors require significant enhancement.

This analysis underscores the importance of maintaining and promoting Sri Ksetra's cultural heritage and natural environment, which are the site's greatest assets. However, to improve overall tourist satisfaction and sustain long-term visitation, stakeholders should prioritize upgrading visitor amenities, improving informational services, and enhancing logistical support.

4.6 Tourist's Overall Level of Perception in Sri Ksetra World Heritage Site

Respondents are also requested to rate and evaluate their overall experience or stay in Sri Ksetra in terms of perception. The results are shown in Table (4.15).

Table (4.15) Overall Perception in Sri Ksetra World Heritage Site

Perception	No. of Respondents	Percentage
Strongly Dissatisfied	0	0 %
Dissatisfied	0	0 %
Neutral	4	2.17 %
Satisfied	24	13.04 %
Strongly satisfied	156	84.78 %
Total	**184**	**100 %**

Source: Survey Data, (May, 2025)

As indicated in Table (4.15), 84.78% of the respondents are strongly satisfied with the trip in Sri Ksetra World Heritage Site, followed by 13.04% of the respondents are satisfied with the trip in Sri Ksetra World Heritage Site, 2.17% are neutral in their options. It can be concluded that strongly satisfied and satisfied tourists may revisit the destination again, dissatisfied may not revisit the destination again. This suggests that Sri Ksetra World Heritage Site provide tourists with a satisfactory experience.

And then, the overall tourist's perception for four famous pagodas in Sri Ksetra World Heritage Site was studied. These places are Bawbawgyi Stupa, Payama Stupa, Payagyi Stupa, Lemyatnhar Temple and Yahanda Kan. The respondent's results are shown in the following table.

Table (4.16) Overall Tourist's Perception of Five Places in Sri Ksetra World Heritage Site

Places	Strongly Dissatisfied	Dissatisfied	Neutral	Satisfied	Strongly Satisfied
	Fre: (%)	Fre: (%)	Fre: (%)	Fre: (%)	Fre: (%)
Bawbawgyi Stupa	0	0	3 (1.63)	7 (3.8)	174 (94.57)
Payama Stupa	0	1 (0.54)	3 (1.63)	7 (3.80)	173 (94.02)
Payagyi Stupa	0	0	4 (2.17)	7 (3.80)	173 (94.02)
Lemyatnhar Temple	0	0	3 (1.63)	10 (5.43)	171 (92.93)
Yahanda Kan	0	1 (0.54)	3 (1.63)	10 (5.43)	170 (92.39)

Source: Survey Data, (May, 2025)

According to Table (4.16), it is found that 1.63% of the respondents were neutral, 3.8% of the respondents, they were satisfied and 94.57% of the respondents were strongly satisfied. Therefore, it can be said that 98.37% of the tourist respondents indicated that they were satisfied with this place. As shown in Table (4.16), 0.54% of the respondents indicated that they were dissatisfied, 1.63% of the respondents were neutral, 3.80% of the respondents satisfied and 94.02% of the respondents were strongly satisfied at Payama Stupa. Therefore, it can be said that 97.83% of the tourist respondents indicated that they were satisfied with this place.

At Lemyatnhar Temple, 1.63% of the respondents were neutral, 5.43% of the respondents were satisfied and 92.93% of the respondents were strongly satisfied. Therefore, it can be said that 97.83% of the tourist respondents indicated that they were satisfied with this place. According to respondents' perception of Payagyi Stupa, 2.17% of the respondents were neutral, 3.80% of the respondents were satisfied and 94.02% of the respondents were strongly satisfied. Therefore, it can be said that 98.37% of the tourist respondents indicated that they were satisfied with this place.

With regard to respondents' perception of Yahanda Kan, 0.54% of the respondents indicated that they were dissatisfied, 1.63% of the respondents were neutral, 5.43% of the respondents were satisfied and 92.39% of the respondents were strongly satisfied at Yahanda Kan. Therefore, it can be said that 97.83% of the tourist respondents indicated that they were satisfied with this place. It is clear overall that the tourist's perception had positive experiences on Sri Ksetra World Heritage Site. The results show that most respondents were satisfied during their trip. According to the thesis, tourist's perception has been widely used as an instrument for assessing tourism experiences. Overall tourist's perception is found to be positively correlated with the quality of tourists' experiences.

CHAPTER V
CONCLUSION

These studies emphasized the need to identify tourist characteristics and study the relationship between these characteristics and tourist perception. Such study may assist tourism practitioners and planners understand historic tourism and create better strategies and plans. That suggests tourists are happy in Sri Ksetra, therefore first, be wise and develop more information points in different marketplaces. Second, Myanmar's tourist business and government should collaborate with cultural heritage sites to raise awareness and eliminate barriers. Finally, it must collaborate with travel companies and tour operators to impress local and foreign guests. Sri Ksetra has great potential and will attract more local and international tourists and become a key world heritage tourism destination.

5.1 Findings

The study identifies the relationship between cultural heritage site destination attributes and tourists' overall perception of the destination and analyzes the difference in tourist perception by demographic and travel behavior characteristics. These studies underline the link between qualities and visitor impressions.

This study included 184 samples. Respondent demographics and travel habits were shown. According to the results, it was revealed that tourists with a satisfactory experience with 84% responded they were strongly satisfied. Moreover, most of respondents are from Bago Region and the tourists who visited Sri Ksetra World Heritage Site were youth. Most of the respondents are undergraduate and university students. Most respondents had previous experience and they usually spent only one day at the destination. Most of the respondents visited with organized group and planned in advance under three months. Moreover, they obtained information about the Sri Ksetra World Heritage Site from the Internet sources.

The findings from the analysis of respondents' expectation and destination attribute perceptions at Sri Ksetra World Heritage Site reveal several important

insights into tourist perception and areas for improvement. The majority of tourists held high expectations regarding the architecture of buildings, preservation of cultural heritage, fresh air, clean environment, historical explanation, and safety. These attributes also received strong perception scores. For instance, architecture was highly expected by 98.4% (A + SA) and 85.9% of respondents were satisfied (A + SA). Similarly, preservation of cultural heritage showed 97.3% expectation and 83.1% perception, while clean environment was also positively rated in both expectation (89.1%) and perception (83.1%). This indicates that the core heritage and environmental values of the site are well preserved and appreciated by visitors.

Some attributes, such as historical explanation and safety, also received high expectation and perception ratings. For historical explanation, 90.7% expected quality information and 75.5% expressed perception, indicating efforts in cultural interpretation are well received. Safety, with 86.4% expectation and 81% perception, is considered a strength of the site. Attributes such as good transportation, map availability, road signs, and tourists and tour guides revealed gaps between expectations and actual perception. For example, only 35.4% of respondents were satisfied with transportation compared to 52% who expected better services. Maps and road signage also reflected moderate perception levels, indicating a need for improved visitor navigation aids.

The most critical issues identified by tourists were related to placement of garbage cans, availability of public toilets, and information centers. For garbage cans, although 71.2% of tourists expected better facilities, only 14.7% were satisfied. A similar gap exists in public toilets where 70.7% of tourists expected improvement, but only 13% expressed perception. Information centers also failed to meet expectations, with 69% negative responses and just 38.5% expressing perception. These basic infrastructure shortcomings significantly impact overall visitor experience. Regarding expensiveness, 79.9% were neutral in expectation, and 80.4% remained neutral in perception, suggesting that pricing is not a significant factor influencing tourist perception for this site.

5.2 Suggestions

Based on the findings, the following suggestions are proposed to improve tourist perception at Sri Ksetra World Heritage Site. Immediate efforts should be made to increase the number and accessibility of public garbage cans and toilets, as

these are consistently the lowest-scoring attributes. Cleanliness and sanitation directly affect tourist comfort and perception. A reliable, visible, and informative tourist information center is needed to help visitors better understand the site, plan their visit, and receive assistance when required. To enhance navigation, maps and road signs should be updated, clearly marked, and distributed at strategic entry points and along pathways.

Local authorities and tourism operators should improve transportation accessibility and quality, particularly between the main city and the heritage site, to meet growing tourist demand. Tour guides should be trained in customer service, cultural knowledge, and language proficiency to better serve both domestic and international tourists. Additionally, ensuring tourist behavior management can reduce misperception among visitors. Continued emphasis on cultural heritage preservation, clean surroundings, and safety should remain a strategic priority, as these attributes significantly influence positive tourist impressions.

In conclusion, while Sri Ksetra Heritage Site successfully fulfills many tourist expectations in terms of heritage, environment, and safety, several infrastructure and service-related gaps persist. Addressing these shortcomings through targeted improvements will enhance the site's overall appeal, repeat visitation, and international reputation as a cultural heritage destination.

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APPENDIX

Questionnaires

Mingalarpar,

I'm a post graduate student of Master of Development Studies in Yangon University of Economics, conducting tourism research for my thesis. I would like to make you some questions about the World Heritage Site of Sri Ksetra in Pyay township. Your contribution would be of great help for improving the development of this Heritage site. Don't worry, the data collected will be analyzed anonymously. Thank you in advance for your help.

Part I. Tourist's Demographic Characteristics

1. Are you ☐ Male ☐ Female

2. What is your age range?

☐ 15-24 ☐ 25-34 ☐ 35-44

☐ 45-54 ☐ 55-64 ☐ ≥ 65

3. What is your highest level of education?

☐ Middle School ☐ High School

☐ Undergraduate ☐ Graduate ☐ Post Graduate

4. Where do you live?

State/Region ---------- Township ----------

Other ----------

5. How likely are you to recommend visiting the Sri Ksetra Heritage Site to someone else?

☐ Very likely ☐ Likely ☐ Unlikely

☐ Very unlikely ☐ Don't know

6. Are there any specific ways in which the site could be improved to make the visit more enjoyable?

Part II: Travel Behavior

1. Which of the following best describes your travel partner?

☐ Alone ☐ Couple ☐ Family members

☐ Friend and Relatives ☐ Organized Groups ☐ Other _____

2. What is the main purpose of your visit?

☐ To Relax on Holiday ☐ To do Business and Professional

☐ Religion/Pilgrimages ☐ Other_____

3. Is this your first visit? ☐ Yes ☐ No

4. Have you ever been to Sri Ksetra World Heritage Site except this trip in the past 3 years?

☐ Yes ☐ No

5. How many times did you travel this place? _____time(s)

6. How far in advance did you begin planning your Sri Ksetra World Heritage Site?

☐ Less than 3 months ☐ 3-6 months ☐ Over 6 months

7. How many days are you planning to spend in Sri Ksetra World Heritage?

( ) Days

8. In what types of sources did you use to find information of Sri Ksetra World Heritage Site?

☐ Magazine ☐ Newspaper ☐ Internet

☐ Words of Mouth ☐ T.V ☐ Others

Part III. Evaluation of Destination

1. Please indicate how expectation you were with the following facilities/ services when visiting the **Sri Ksetra World Heritage Site** and then say how satisfied they are for you to ensure positive experience.

	How Expectation is this for you?					How Satisfied are you?				
Attributes	Very low expectation	Low expectation	Neutral	High expectation	Very high expectation	Very low dissatisfied	Low dissatisfied	Neutral	High satisfied	Very high satisfied
Architecture of Buildings	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯
Preservation of the Site	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯
Traditional Atmosphere	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯
Accessibility	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯
Maps	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯
Signage for tourists	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯
Explanation banners	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯
Cleanliness of the Surrounding	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯
Litter bins	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯
Tourist Information Center	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯
Safety	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯
Guides and Tours	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯
Location and number of Public toilets	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯
Expensiveness	◯	◯	◯	◯	◯	◯	◯	◯	◯	◯

2. Overall, how satisfied were you with your visit to **Sri Ksetra World Heritage Site?**

Dissatisfied **Satisfied**

1 2 3 4 5

3. Please indicate how well you were satisfied with following sites?

	Dissatisfied ⟵⟶ Satisfied				
Bawbawgyi Stupa	1	2	3	4	5
Payama Stupa	1	2	3	4	5
Payagyi Stupa	1	2	3	4	5
Laymyatnhar Pagoda	1	2	3	4	5
Yahandar Kan	1	2	3	4	5

Thank You Very Much!

Appendix(a)

Figure (3.2) Ancient Pyu City-States; Beikthano, Halin and Sri Ksetra



Source; https://commons.wikimedia.org/wiki/File:Pyu_Realm.png

Appendix (b)

Figure (3.3) Bawbawgyi Stupas (6th and 7th Centuries)



Source; Wai Wai Tin, M.Dev.S Survey Data, (May, 2025)

Figure (3.4) Payagyi Stupas (5th and 9th Centuries)



Source; Wai Wai Tin, M.Dev.S Survey Data, (May, 2025)

Appendix(c)

Figure (3.5) Payama Stupas (4th and 7th Centuries)



Source; Wai Wai Tin, M.Dev.S Survey Data, (May, 2025)

Figure (3.6) Lemyatnhar Temple (7th and 9th Centuries)



Source; Wai Wai Tin, M.Dev.S Survey Data, (May, 2025)



Source; Wai Wai Tin, M.Dev.S Survey Data, (May, 2025)

Appendix(d)

Figure (3.7) Yahanda-gu Temple



Source; Wai Wai Tin, M.Dev.S Survey Data, (May, 2025)

Figure (3.8) Yahanda Kan (Pond)



Source; Wai Wai Tin, M.Dev.S Survey Data, (May, 2025)