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**MASTER OF HOSPITALITY AND TOURISM MANAGEMENT**

**SATISFACTION AND REVISIT INTENTION OF**  
**LOCAL TOURISTS TO PUTAO**

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**SATISFACTION AND REVISIT INTENTION OF  
LOCAL TOURISTS TO PUTAO**

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## **ABSTRACT**

The purposes of this study are to analyze the effect of travel motivation on satisfaction of local tourists to Putao and to examine whether satisfaction of local tourists affects revisit intention towards Putao. Quantitative research method is employed in this study. This study also applies not only primary data but also secondary data. The target population of the study is the local tourists who visits to Putao. A simple random sampling method is used to select 109 respondents via three tour companies in Putao, and these respondents are asked with questionnaires to get the primary data. The Multiple Linear Regression analysis revealed that push and pull variables influence local tourist satisfaction. The primary draw factors influencing the satisfaction of local tourists in Putao are natural scenery, environmental conditions, safety, and word of mouth. Furthermore, among the push factors, cultural variety and the allure of adventure and difficulties exert the most significant influence on the pleasure of local tourists. Furthermore, Linear Regression research demonstrated that local tourist satisfaction influences tourists' propensity to revisit Putao. Consequently, the contentment of local tourists might augment their desire to revisit Putao. Officials and policymakers are advised to prioritize the preservation of unspoiled natural beauty..

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# **CHAPTER I**

## **INTRODUCTION**

Tourism brings international investment and trade to many developing nations (Manzoor, 2019). Domestic, inbound, outbound, internal, and international tourism are roughly classified by Vanhove (2005). Due to export earnings, most nations focus on international tourism, even though domestic tourism drives regional economic growth and development (WTTC, 2018). When international travel restrictions are imposed, overreliance on foreign tourists has hurt tourism (Kwoba, 2018). International tourism is becoming more difficult because of the COVID-19 epidemic (Ministry of Tourism and Wildlife, 2020). Domestic tourist promotion deserves more attention now (Chan, 2021). The WTO (2020) anticipated nine billion domestic overnight tourism journeys in 2018. Domestic tourism is over six times foreign tourism (1.4 billion international arrivals in 2018). Despite its importance to the global economy, Asia has yet to fully realize its tourist potential (KIPPRA, 2017). Asia nations are trying to strengthen domestic and international tourism to debunk the idea that they prioritize foreign tourists above local tourism (Osiako and Szente, 2021).

Myanmar is one of the countries with a variety of tourist attractions and world-heritage cultures that attract foreigners to visit and challenge the country's tourism as an industry that is important to the country's economy. Myanmar has total income from tourism from foreign market and domestic market. Myanmar can change its image to become a "Preferred Destination," which is a popular tourist destination or a tourist destination that both foreign tourists and local people consider and choose to visit. Tourism also helps distribute income and public utilities to various localities, causing expansion of job creation opportunities and directly creating careers in the tourism industry, such as hotel business, food and beverage business, or transportation business. Tourism also encourages economic circulation, investment and job creation, especially in the hospitality business. They are the main component of the tourism industry that plays a very important role in tourism in Myanmar.

Due to the pandemic situation in 2020, the tourism industry has stopped, and travel companies, tourist guides, hotels and restaurants have been shut down for more than 4 years, so the tourism community is now hoping for a revival of tourism. The hospitality and tourism industry has become increasingly competitive on post

pandemic. In today's highly competitive tourism industry, visitor's satisfaction have become critical factors for the success and survival of businesses.

Putao, the capital of the Kachin State in Myanmar, is a region known for its picturesque landscapes, cultural richness, and historical significance. It is surrounded by dense forests and scenic mountains. This breathtaking environment attracts nature lovers, adventurers, and those seeking a quiet escape from bustling cities. As the region gains popularity as both tourist and local visitors' destination, the tourism businesses in Putao face both opportunities and challenges. The relationships between destination image, visitor happiness, and destination loyalty, offering an integrated view of how these elements affect tourism (Chi & Qu 2008).

This research investigates rising nation's domestic tourism dynamics. Information regarding domestic tourist objectives, visitor happiness, and tendency to return to attractions is scarce in Myanmar. Bajs (2013) suggests that tourism organizations must comprehend tourist demographics to uncover new prospects and market groups. This may be accomplished based on the perception of a place and the satisfaction levels of visitors. This study is being conducted at Putao. The objective was to improve comprehension of the motives driving domestic tourists to Putao and to determine the correlation between these motivations, tourist satisfaction, and the intention to revisit.

## **1.1 Rationale of the Study**

The tourist sector in Myanmar redirected its emphasis to internal travelers to endure the closure of borders and the cessation of international travel during the COVID-19 epidemic. The recognition of the home market's untapped potential prompted this transformation, which transcended a mere expedient solution to the crisis. To enhance domestic tourism, marketers must understand the travel behavior and motivations of local tourists toward their chosen destinations. Recognizing tourist motivations is acknowledged as a fundamental component for comprehending visitor actions (Crompton, 1979). Crompton's (1970) push and pull model, the most prevalent motivation paradigm, posits that tourists are driven by two factors—push and pull—in selecting a vacation location. Furthermore, Oliver's (1980) Expectation-Disconfirmation Theory posits that travelers establish expectations regarding a place before their visit and subsequently assess the actual experience against those expectations. The advancement of domestic tourism can provide regional economic

advantages, including poverty alleviation, infrastructure enhancement, and job creation. World Touring Car Championship, 2019.

Putao has been designated for this distinction due to its status as the most frequented area in Kachin State by international tourists and the premier destination for local visitors. Putao is a location in Myanmar characterized by agreeable climate, captivating landscapes, and distinctive features like as snow-capped mountains, caverns, diverse ethnic groups and their customs, and a wildlife national park. Putao is the best place in Myanmar for extreme trekking, climbing, white-water rafting, and adventure skiing in the mountains, as well as walking tours, hiking and camping excursions, nature and animal tours, and multi-day vacations.

This study examines local Putao visitors' travel reasons and satisfaction to improve Myanmar's domestic tourism business. This research intends to improve Putao as a local tourist destination and help destination planners create successful tourism marketing strategies to compete in domestic and worldwide tourism markets.

Within Putao's tourism sector, the importance of domestic tourists transcends specific businesses and enhances the overall appeal of the region. Content guests are more inclined to return and endorse Putao to others, therefore aiding the sustained growth of the local tourism industry. Consequently, comprehending and improving local visitor happiness is not only an economic concern for Putao, but also a crucial element in fostering the broader success and favorable reputation of the tourist sector in Putao. Consequently, the motivation and experiential happiness of local visitors are deemed essential for the analysis and composition of this study.

## **1.2 Objectives of the Study**

The main objective of the study is to explore the travel motivation, satisfaction and revisit intention of local visitors to Putao. This study aims to achieve the following specific objectives:

1. To identify the travel motivation factors of local visitors to visit Putao.
2. To analyze the effect of travel motivation factors on travel satisfaction of local visitors.
3. To examine the effect of travel satisfaction on revisit intention of local visitors.

### **1.3 Scope and Method of the Study**

This study examines the pull and push factors that affect Putao trip pleasure and local visitors' return intentions. Only internal Putao tourism is covered in this thesis. This research includes local visitors who visited Putao between January 2020 and May 2025. The data gathering period is May 2025. This survey includes 109 local visitors from elected travel and tour businesses Exotic Land of Snow Spirit, trekking in Myanmar, and Northern Brothers in Putao, which have 150 members. Using Taro Yamane (1973), 109 local visitors who had visited Putao at least once are sampled.

This study is quantitative. This study includes primary and secondary data. This study collects primary data from five-point Likert scale surveys. The study uses literature, research papers, books, survey and industry reports, and websites for secondary data. To study local visitors' satisfaction and return intention to Putao, surveys and statistical analysis are used.

### **1.4 Organization of the Study**

This research has five chapters. Chapter one includes an introduction, justification, aim, scope, technique, and structure. Chapter two covers motivation theory, pull and push theory, travel satisfaction, and revisit intention. Chapter three discusses Putao's tourism past. Chapter four examines how push and pull travel incentive elements and trip pleasure affect local visitors' return intention. Final chapter five includes conclusion, advice, and proposal.

## **CHAPTER II**

### **THEORETICAL BACKGROUND**

Study background theory is presented here. This chapter examines the study's theoretical roots to help explain local tourist satisfaction and return intention. This chapter provides a research framework overview with pertinent literature and theories. This chapter discusses destination attributes and local tourists' satisfaction, which impact their desire to return to Putao, Myanmar.

#### **2.1 Concept of Motivation**

Motivation, as a socio-psychological phenomena, pertains to an individual's mental and emotional dimensions concerning the need for relaxation, escapism, emotional stimulation, and adventure (Güzel, 2020). Kotler and Keller (2016) define it as the impetus that prompts an individual to take action to fulfill their wants. Bideci and Albayrak (2016) characterized tourism motivation as a compilation of an individual's requirements and attitudes that drive participation in tourist activities. Therefore, ascertaining the behavior of the traveler. Baniya and Paudel (2016) determined that individuals travel due to internal psychological reasons that compel them to make travel decisions, as well as external factors related to the features of the location that attract them.

#### **2.2 Travel Motivation Factors**

Motivation is primarily characterized as biological or psychological goals and needs, together with fundamental factors that generate, guide, and integrate an individual's behavior and actions (Dann, 1981; Uysal & Hagan, 1993). This concept seeks to analyze individuals' motivations for travel and the enjoyment they obtain from it, as the tourism paradigm is inherently linked to humanity and human nature. Diverse methodologies were employed to elucidate the attributes and challenges related to motivation. The concept of motivation centers on cognitive and emotional drivers. Ajzen and Fishbein (1977) or internal and external reasons as posited by Gnoth (1997) in the domains of sociology and psychology. External motives are ideas or knowledge, whereas internal motives are instincts, emotions, and urges. Most travelers want real experiences to escape their daily routines, according to

anthropology. MacCannell (1977). Social psychology divides motivation into avoidance and pursue. Iso-Ahola (1982).

Travel motivation in the tourism industry may be divided into pull and push factors. Dann (1977) and Dann (1981). Uysal & Hagan (1993) delineated the influence of motivational elements that compel individuals to make travel decisions, as well as the allure of certain destination attributes that draw them. Cha and Uysal (1995), Crompton (1979), Dann (1981), and Uysal and Hagan (1993) concurred that push motivations pertain to the tourist's aspirations, whereas pull motivations are linked to the attributes of the specific location.

Clearly, emotional or internal attributes are linked to push motivation, whereas situational, external, or cognitive attributes are related to pull motivation.

**(a) Pull Factor**

A pull incentive is typically driven by the appeal of a certain place, including recreational services, beaches, cultural attractions, natural landscapes, entertainment options, parks, and retail venues. These destination attributes may enhance and reinforce inherent push motives, as shown by McGehee, Loker-Murphy, and Uysal (1996).

The outside of a site attracts tourists and increases their likelihood of visiting. External pull forces from the area affect tourists (Seebaluck, 2015). A destination's landscape, hospitality, image, publicity, facilities, branding, climate, qualities, promotions, and marketing are pull aspects, which motivate cognitively or situationally (Seebaluck, 2015 and Correia , 2013).

**(b) Push factor**

Crompton's Theory (1979) posits that push motivation encompasses the urge for avoidance, relaxation and leisure, reputation, well-being and health, exploration and social connections, personal closeness, and enjoyment. Tourists may travel for real experiences and to escape their routines.

Push factors are things that make people want to visit a place. Other names are socio-psychological demands (Seebaluck, 2015), intangibles, and intrinsic factors (Isa and Ramli, 2014). Tourists go to escape their home, tedious routines, and everyday stresses.

### **2.3 Tourist Satisfaction**

Tourist satisfaction is the level of positive feelings tourists have about a location (El Adly, 2019). Sturgeon (2015) defines satisfaction as emotional and cognitive. We must study the evaluation's history without relying on its assessment to understand the customer's emotional experiences with the product supplier (Stickdorn, 2018). Preliminary study reveals that service providers' intentions drive visitors' destination activities. Tourism staff contentment also affects tourist satisfaction (Polychronidou and Chapsa, 2022).

Client satisfaction is the client's overall assessment of the service compared to expectations (Antón, 2017). This approach emphasizes cognitive and/or affective components of satisfaction (Oliver, 1997); however it is important to note that satisfaction also includes an emotional component (Cronin, Brady & Hult, 2000). Tourism research prioritizes tourist satisfaction, which is impacted by the destination's facilities, reputation, and originality (Correia, 2013). Visitors' pre-trip expectations affect satisfaction (Antón, 2017). Leisure, culture, education, and social interaction affect satisfaction with these areas (Chen & Chen, 2010). Thus, all tourism destinations must measure satisfaction levels and use these indicators in their evaluations. Tourist satisfaction is important because it measures how well destination features are recognized and how the destination's image is perceived, promoting and preserving it. Tourist pleasure is essential for leaving a lasting impact on them and the market. Tourists' past experiences shape a place's emotional image. Emotions and experiences shape the emotional perspective of destiny, influencing its brand (San Martín & Rodríguez del Bosque, 2010).

All tourism places must measure satisfaction and use it as a rating factor. Tourist pleasure is significant for several reasons. This enables us to ascertain the degree to which the traits and components of the destination are perceived, and examines the character conveyed through the destination's image to promote the preservation of the aforementioned attributes or components. López Guzmán, Tomás; Muñoz Fernández, Jesús; Guzmán (2018).

### **2.4 Revisit Intention**

Rajput and Gahfoor (2020) describe revisit intention as the consumer's desire to experience the same product, brand, location, or place again in the future. Revisit intention constitutes a behavioral intention or consumer inclination to return, provide

favorable word of mouth, and select ecotourism for subsequent trips (Rehman, 2022). Tourist revisit intention refers to the probability that a tourist wants to return to a place or participate in an activity again, as well as the inclination to suggest the destination to others (Chung, 2013). In the tourism sector, revisit intentions denote the probability of tourists returning to the same place, and important markers of loyal travelers have been highlighted by Seetanah and Li (2018) as a principal study focus in tourism literature. Reassess intent following the assessment of a product or service. The concluding phase in the decision-making process involves assessing the product during consumption and retaining information for future reference. Disseminating favorable location suggestions to others may also be regarded as an intention to revisit the place (Chin, Som, and Badrneh, 2018).

The desire to revisit a tourism site refers to an individual's readiness or inclination to return to the same location and is also regarded as an extension of tourist satisfaction. It serves as a vital function in destination marketing rather than acting as the primary catalyst in the purchase decision process (Stylos, 2016). It has been noted that, in several tourist sites, repeat tourists account for over fifty percent of the overall visitor count (Wang, 2004: 101).

In the tourist sector, client retention is as crucial as customer acquisition for fostering loyalty (Huang & Hsu, 2009). A primary objective of tourism enterprises and destinations is to secure repeat visits from visitors. Encouraging repeat tourism can provide increased income and reduced expenses, making the comprehension of return intentions a significant problem for destinations (Pratminingsih, 2014). Consequently, enticing returning tourists is crucial for the development of tourism locations. The variability of touristic items and the distinct preferences of each tourist render the assurance of repeat visitation a challenging endeavor (Ilban, 2016).

## **2.5 Related Theory of the Study**

Travel motives have been explained by Maslow's Hierarchy of Needs, Pearce's Travel Career Ladder model, Dann's Push and Pull motives Theory, and Pearce and Lee's (2005) and Prayag and Hosany's (2014) Travel Career Patterns model. These concepts show a shift from broad incentive theories to behavior-specific ones. These ideas apply to visitors broadly, according to Yousaf (2018), but not to all tourists or even all tourist populations. Kotler and Armstrong (2017) found that motivation strongly influences customers' goods and service purchases. The most commonly

recognized tourist motivation research focuses on push and pull factors, according to Katsikari (2020).

The push-pull forces hypothesis and expectation-disconfirmation theory dominated this investigation.

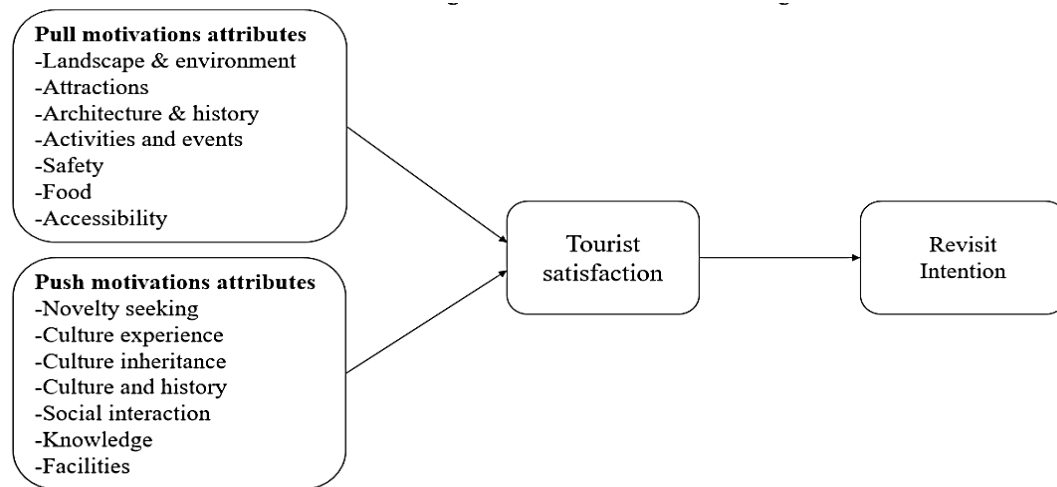
According to Crompton's 1979 theory of push and pull variables in tourist motivation, push factors are internal, socio-psychological motivations for travel, while pull components are a place's features that attract visitors. In the first group, Crompton (1979) lists seven push factors: escape from a perceived mundane environment, self-exploration and assessment, relaxation, prestige, regression, strengthening familial relationships, and social interaction. Newness and knowledge are motivating pull forces.

Furthermore, Oliver's (1980) expectation-disconfirmation theory posits that visitors formulate expectations for a site prior to travel and subsequently assess actual performance against those expectations. Should they achieve their expectations, positive disconfirmation arises, leading to an increased want to return to that place. If expectations are met, they result in negative disconfirmation, prompting the selection of an alternative place for future visits.

## **2.6 Previous Studies**

Numerous research has investigated the correlation between tourists' motivation and travel enjoyment. Asmalia, Azemi, and Fadhlina (2021) did a study paper evaluating the pull-push motives, visitor satisfaction, and revisit intention to Langkawi Island as a cultural heritage destination. The study sought to assess the satisfaction level with the image of tourism sites on Langkawi Island. The passengers' positive sentiments regarding their trip, according to empirical study, would enhance the probability of their desire and intention to return. Likewise, Ross (1993) asserted that when visitors have greater enjoyment than expected, they are more inclined to revisit rather than explore other tourism destinations in the future. The conceptual structure of Asmalia, Azemi, and Fadhlina is illustrated in Figure 2.1.

**Figure (2.1) The Interrelationship between pull-push motivations, tourist satisfaction and Revisit Intention to Langkawi Island as Cultural Heritage Destination**



Source: Asmalia, Azemi and Fadhlina (2021)

This study revealed that visitors may be swayed by push and pull motives to return to the place. This study indicates that the push factors of novelty seeking, cultural experience, cultural heritage, history, social interaction, knowledge, and amenities incentivize tourists to revisit the place. Simultaneously, factors such as scenery and environment, attractions, architecture and history, activities and events, safety, cuisine, and accessibility also motivated tourists to return and engage more in the future.

The second study explores how push and pulls variables affect visitor satisfaction and river tourism return in Can Tho City, Vietnam. This study evaluated how push and pull variables affect tourist satisfaction and river tourism behavior in Can Tho City. This research surveyed tourists in Can Tho City, renowned for its distinctive riverine culture, including the acclaimed Cai Rang Floating Market, diverse food, and scenic canals situated in the Mekong Delta. Six push elements (novelty-seeking, social contact, landscape, cultural experience, information acquisition, relaxation, and escapism) and six pull variables (natural scenery, culture and history, local food, local people's attitudes, accessibility, and amenities) were utilized in that study.

**Figure (2.2) Impacts of Pushing and Pull Factors on Tourist Satisfaction and Return Intention Towards River Tourism In Can Tho City, Vietnam**

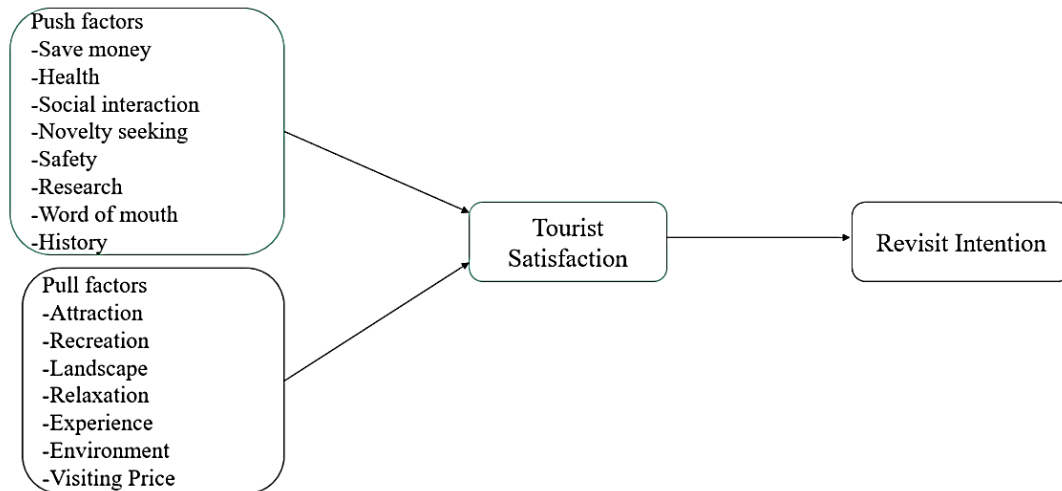


Source: Nguyen and Mai (2021)

This study examined how push and pull variables affect visitor satisfaction and river tourism behavior in Can Tho City. SEM was used to evaluate data. Research results were acquired via direct interviews with 235 Can Tho City river excursion participants. Research indicates that push and pull variables significantly influence destination satisfaction. Moreover, destination satisfaction enhances tourists' desire to return, propensity to spend, and likelihood of generating favorable word-of-mouth regarding river tourism. The study has significant implications for the successful utilization of Can Tho City's River tourism image, consequently attracting both local and international tourists. These measures may enhance the city's tourist sector.

Osiako, Kummitha, and Szente (2022) examined domestic travelers' recreational park reasons, satisfaction, and plans to return. The research was done in Machakos People's Park, Kenya. Domestic park visitors were interviewed for this study. This study examined eight push variables (financial savings, health considerations, social engagement, novelty-seeking, safety, research, word-of-mouth, and historical context) and seven pull elements (attraction, recreation, landscape, relaxation, experiential value, environment, and cost of visitation).

**Figure (2.3) Motivational Decisions, Satisfaction and Revisit Behavior of Domestic Tourist**



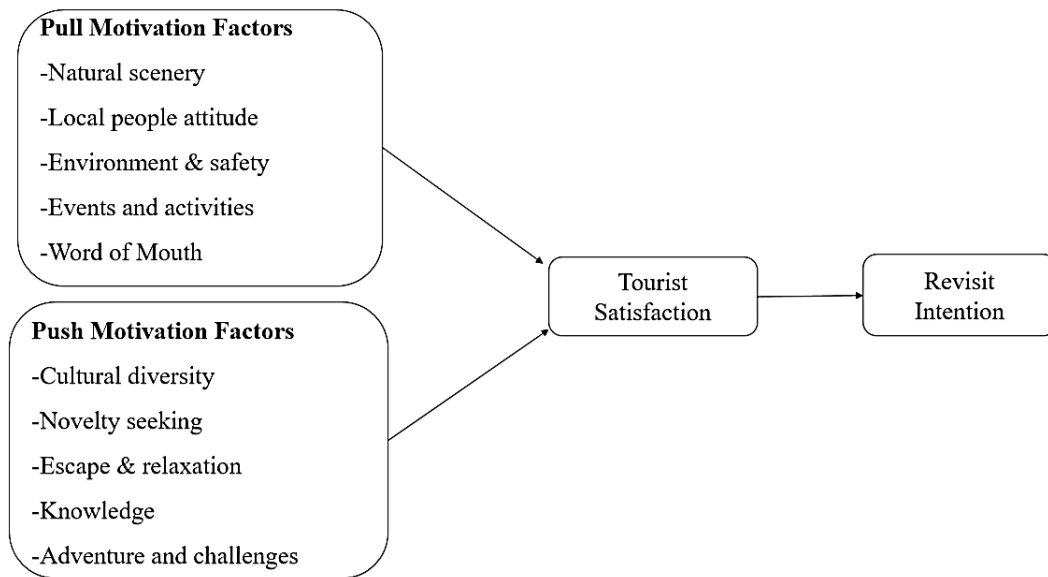
Source: Osiako, P.O., Kummitha, H.R., & Szente, V. (2022)

This study examined how push and pull motivating components affect domestic guest pleasure and return. A structured questionnaire was given to 258 domestic tourists at Machakos People's Park, Kenya, and descriptive and inferential statistics were used with SPSS software to analyze the data. The results showed that push and pull motivating factors increased domestic visitors' contentment and willingness to return. These findings are essential for theory, policy, and practice among stakeholders to revive domestic tourism. Three components in this study are linked. These associations may help tourism stakeholders improve domestic tourism by customizing operations and marketing.

## 2.7 Conceptual Framework of the Study

According to Osiako, Kummitha, and Szente (2022), push and pull motivational variables affect local Putao visitors' trip satisfaction and willingness to return. Travel motivation, contentment, and local visitors' willingness to return are examined using the Push-Pull motivation theory. Pull and push motivational variables differ according to visitors' behavior and their chosen location. The push motivation elements in the study pertain to the behavior of local tourists, whereas the pull motivation components relate to the qualities of Putao.

**Figure 2.4 Conceptual Framework of the Study**



Source: Own Compilation (2025)

Figure (2.4) was organized according to the principle of experience fulfillment. This study identifies pull motivation factors, including natural scenery, local attitudes, environmental safety, events and activities, and word of mouth, alongside push motivation factors such as cultural diversity, novelty seeking, escapism, relaxation, knowledge acquisition, adventure, and challenges as the primary elements. Based on the literature assessment of tourism studies, the working definitions in this study are presented as follows:

### **Natural Scenery**

The term natural scenery means the appeal of landscapes and natural features that attract visitors. Putao encompasses a wide range of natural attractions like mountains, forests and wildlife areas, drawing local tourists for recreation, relaxation, and appreciation of nature.

### **Local People Attitude**

The term local people attitude means the collective opinions, values, and beliefs held by residents regarding a specific issue, event, or situation, often influencing their behaviors and reactions.

### **Environment and Safety**

The Putao destination must protect local guests from environmental threats.

### **Events and Activities**

The term events and activities mean the specific, organized occurrences that attract visitors and contribute to the overall tourism experience of a destination. These events include a variety of categories such as cultural, local and special interest events.

### **Word of Mouth**

The term word of mouth means the spread of information, opinions, and recommendations about travel-related things through personal interactions, both online and offline. It involves people sharing their experiences, both positive and negative, with others who might be interested in those same experiences

### **Cultural Diversity**

The range of cultural manifestations, behaviors, and identities in a society or group is called cultural diversity. The backgrounds, languages, customs, and beliefs that influence people and groups are included. For inclusiveness, respect, and social cohesion, cultural variety must be acknowledged and valued.

### **Novelty Seeking**

Novelty seeking is a personality characteristic that involves wanting new, powerful emotional experiences. This behavioral construct encompasses thrill seeking, novelty desire, risk taking, harm avoidance, and reward dependency.

### **Escape and Relaxation**

Escape and relaxation involve temporary isolation and mental freedom. Residents occasionally found even the best living conditions monotonous. People seek to escape their everyday routines and reduce stress. Relaxation usually meant mental rather than physical.

### **Knowledge**

The term knowledge means the awareness, understanding, and practical skills that the local tourists acquire through their experiences, interactions, and explorations within a travel destination.

## **Adventure and Challenges**

The term adventure and challenges mean the travel experiences of local tourists that involve exploration, physical activity, and perceived or real risk, often in natural or remote environments of destination. These activities can range from soft adventure like hiking and camping to hard adventure like mountaineering and white-water rafting.

## **CHAPTER III**

### **HISTORICAL BACKGROUND OF PUTAO AS A TOURIST'S DESTINATION**

Myanmar tourism background is covered in this chapter. This chapter covers Myanmar's tourism sector, Putao Township's history, and its top tourist spots.

#### **3.1 Overview of Tourism Industry in Myanmar**

Myanmar's rich culture, various landscapes, and historical significance make its tourist business promising. Often referred to as the "Golden Land" because of its glittering temples and pagodas, Myanmar has long fascinated travelers seeking authenticity and unspoiled experiences in Southeast Asia.

Myanmar is endowed with a wealth of attractions that appeal to both domestic and international tourists. From the ancient city of Bagan with its thousands of pagodas to the serene beauty of Inle Lake and the colonial buildings of Yangon, the country offers diverse experiences. Religious tourism is also a significant draw, with landmarks such as the Shwedagon Pagoda and the Golden Rock pilgrimage site attracting large numbers of devotees and visitors. Furthermore, Myanmar's ethnic diversity contributes to its cultural richness, offering unique traditions, crafts, and festivals that can enhance cultural tourism.

Myanmar is home to numerous religious temples and pagodas, snowcapped mountains, archaeological sites, verdant forests, diverse landscapes, natural lakes, rivers, unique flora and fauna, and picturesque beaches. Myanmar is home to 135 ethnic groups, each possessing distinct languages, traditions, and traditional arts and crafts, contributing to its status as one of Asia's most captivating destinations. The Asian Development Bank (2012) reports that Myanmar's tourist industry includes cultural, ethnic, flora and fauna, hiking and trekking, beach, and pilgrimage excursions.

In recent years, Myanmar has gained prominence as a tourist destination, offering its unique features. Due to many reform measures implemented since 2011, individuals globally have had the opportunity to firsthand experience Myanmar's amicable culture, hospitality, rich cultural history, and different landscapes. Myanmar has emerged as an appealing tourism destination due to its political and economic changes, drawing people globally.

Consequently, the number of travel brokers has increased as Myanmar's tourist industry has expanded since 2011. The number of travel enterprises and tour companies saw a 260 percent growth, rising from 687 in 2010 to 1,350 in 2013, 2,483 in 2016, and subsequently increasing at a pace of 28.39 percent to reach 3,188 in 2019. The overall number of overseas tourists has likewise risen during 2019.

Similar to several nations, Myanmar's tourist sector was severely impacted by the COVID-19 epidemic. Global travel restrictions and regional lockdowns resulted in a significant decrease in tourists, adversely impacting the livelihoods of those reliant on tourism for revenue. The recovery has been sluggish owing to the global economic recession. Due to the COVID-19 worldwide pandemic, the Ministry of Hotels and Tourism (2020) reports a significant decline in international tourists in 2020, decreasing from over 4.3 million in 2019 to fewer than one million in 2020. The tourist industry, like to that of other nations, has seen a significant downturn. Consequently, the authorities and tourist enterprises are exploring various strategies to adapt to Covid-19 for the new normal in travel and are seeking methods to enhance the nation's tourism sector through workshops, seminars, and surveys.

Consequently, the Ministry of Hotels and tourist endeavors to formulate and implement the Myanmar Tourism Rescue Plan to mitigate the repercussions on the tourist sector. Furthermore, the ministry formulated and executed the Myanmar tourist Strategic Recovery Roadmap (2020-2025) to mitigate the effects on the tourist sector and facilitate a return to normalcy between 2023 and 2025. Policy makers regard domestic tourism as the initial focus in the post-COVID-19 pandemic recovery. Consequently, examining domestic tourism is a crucial aspect of tourist growth with the resumption of travel. Putao has been chosen for investigation due to its appeal as a prominent destination for domestic tourists.

Moreover, the Myanmar tourist sector has considerable obstacles. Political turmoil, especially after 2021, has resulted in a decrease in visitor numbers and heightened worldwide apprehension over safety. Infrastructural constraints also impede tourism development. Numerous regions of the country are deficient in contemporary transportation, dependable telecommunications, and sufficient lodging, particularly beyond big urban centers. The hotel industry frequently experiences variable service standards and inadequate training. Moreover, an absence of environmental and cultural preservation measures may jeopardize the sustainability of tourism in critical regions.

Opportunities for rebuilding Myanmar's tourist sector remain. Sustainable tourism development may offer a viable solution by emphasizing the preservation of cultural heritage, the protection of natural ecosystems, and the empowerment of local populations. With adequate investment in infrastructure and training, Myanmar can entice conscientious travelers seeking significant and unconventional experiences. Ecotourism, community-based tourism, and digital marketing tactics may facilitate the reconstruction of the sector in a more inclusive and resilient manner. Collaborations with regional ASEAN neighbors and assistance from international organizations may enhance recovery and promote sustained growth.

The tourist sector in Myanmar is at a pivotal juncture. The country has significant offerings to the international tourist through its natural beauty and cultural richness. Political stability, enhanced infrastructure, and dedication to sustainable practices are crucial for realizing this promise. A collaborative initiative among the government, corporate sector, and local people is essential for transforming tourism into a catalyst for good development and peace in Myanmar.

### **3.2 Historical Background of Putao**

The history of Putao, a secluded town nestled in the northern reaches of Myanmar's Kachin State, stretches back to pre-historic times, evidenced by various artifacts and relics found in the surrounding areas. Originally inhabited by indigenous Kachin groups, these populations led a largely nomadic existence, heavily relying on the dense forests and rich biodiversity of the region.

What truly distinguishes Putao is its vibrant cultural fabric, woven predominantly by the ethnic Kachin, alongside other minority groups. These communities enrich the town with a tapestry of festivals, traditional dances, and unique handicrafts. The cool, temperate climate distinguishes Putao from much of Southeast Asia, making it a refreshing retreat during the warmer seasons.

During the 19th century, the area that is now known as Putao came under the influence of the Kachin Duwas (local chieftains). However, significant changes came about during the British colonization of Myanmar in the late 19th and early 20th centuries. The British recognized the strategic importance and natural wealth of the region and established a series of outposts. The encounter with Western influences brought significant shifts in social structures and economic activities, particularly in logging and the introduction of missionary education.

The landscape of Putao played a silent witness during World War II, when the region became a brief theater of conflict involving Allied troops. Following Myanmar's independence in 1948, Putao, like many parts of the newly sovereign nation, underwent periods of turbulence and unrest due to ethnic conflicts and political instability.

Since the late 20th century, Putao has started to embrace its potential as a site for eco-tourism and adventure travel, drawing visitors keen on exploring its pristine landscapes and diverse ecosystems. The local population, while preserving their rich cultural heritage, gradually adapted to the opportunities brought by tourism, leading to improvements in infrastructure and the community's overall quality of life.

Economically, Putao is deeply connected to the surrounding natural resources, relying on agriculture, especially the cultivation of high-altitude plant varieties such as Myanmar grapes. The town also serves as a launching point for expeditions to conquer Southeast Asia's highest peak, Hkakabo Razi, setting it as a strategic spot for mountaineering enthusiasts.

Despite its remote location, which might make access challenging, the town's cultural richness and the raw beauty of its natural surroundings are compelling enough reasons for those seeking solace away from the more commercial tourist paths. As Myanmar opens up more extensively to international visitors, Putao's prominence as a pristine ecological haven is set to rise, promising a mix of adventure, peace, and cultural exploration for its visitors.

### **3.3 Renowned Tourist Destinations in Putao**

Putao is renowned for its scenic beauty and as the starting point for treks to the snow-capped peaks of the Himalayas, including the challenging climb to Hkakabo Razi, the highest mountain in Southeast Asia. The time to visit Putao is between October and May, when the weather conditions are most favorable. During these months, temperatures are cooler, making it ideal for trekking and exploring the outdoors, while avoiding the heavy rains that can obscure paths and make travel challenging during the monsoon season. Putao possesses several natural values that make it a unique and ecologically important destination. These natural values contribute to its appeal for eco-tourism, conservation, and scientific interest. The region is famous for rare orchids, rhododendrons, and medicinal plants, attracting botanists and plant enthusiasts from around the world. Its unique biodiversity,

including rare species like the Black Orchid, makes it a remarkable spot for eco-tourism.

Putao is vibrant with cultural festivities, most notably the Rawang Homecoming Festival and the Mandaw dance, usually held in April, which celebrates with traditional dances, music, and colorful attire. It is a significant event that draws thousands of Rawang people from various countries. They also participate in the Mandaw dance, a traditional dance shared with other ethnic groups in the region. The event is a fantastic opportunity for local tourists to immerse themselves in local traditions and festivities.

Surrounded by snow-capped mountains, dense forests, and meandering streams, Putao draws adventurers and nature enthusiasts alike. Putao offers a plethora of attractions and activities for visitors seeking both adventure and tranquility in a natural setting. From exploring the lush, dense jungles on trekking expeditions to rafting in the sprawling river systems, the natural beauty of the area is simply captivating. Moreover, it also offers a range of ancillary services to support travelers exploring its remote and pristine landscapes. The key services available are as follow:

### **3.3.1 Activities**

For the intrepid, there exist substantial options for trekking, mountaineering, birdwatching, white-water rafting, and even adventure skiing in the adjacent mountains. All trekking excursions start from Putao, encompassing both brief treks and trips to secluded summits. Putao serves as an excellent base for white-water rafting and kayaking excursions on the Namlang and Malikha rivers.

### **3.5.2 Accessibility**

Tourists can only reach Putao by flight since road travel is restricted. Flights are also available from Yangon. The airplane will invariably stop at Mandalay and Myitkyina prior to proceeding to Putao. Airlines such as Myanmar National Airlines, Mingalar Airline and Mann Yadanarpon Airline operate flights which are available on Monday, Wednesday, Friday and Saturday but schedules could change due to weather conditions. For locals can reach both by flight and by car. Within Putao, jeep and truck and motorbike services are available for transfers to trekking starting points and nearby villages.

### **3.5.3 Amenities**

Accommodation choices are still limited for tourists in Putao. The supreme luxury choice Malikha Lodge which can offer high standards for tourists is famous. The Putao Trekking House which is cozy facilities and mid-range pricing is good reputation. The eco- friendly trekking houses provide basic lodging with shared facilities, suitable for trekkers seeking immersion in nature. Guest house like Shwe Pyi Taw Guest House which is reasonable price is for local tourists and there are many accommodations such as Snowball Hotel, Golden Butterfly Hotel, Kahm Su Ko Motel, Tawanrazi Motel.

For food lovers, Kahm Su Ko Restaurant, Golden Lion, Myanmar restaurant, Tawanrazi, Chinese restaurant, Razime (Kachin traditional food) are in Putao.

## CHAPTER IV

### ANALYSIS OF SATISFACTION AND REVISIT INTENTION ON LOCAL TOURIST

This chapter identifies local visitors' travel incentive reasons to visit Putao, analyzes their trip satisfaction, and examines their return intention. This study analyzes questionnaire-collected quantitative data.

#### 4.1 Research Design

This study examines how motivating variables affect local Putao visitors' travel enjoyment. Yamane (1973) reported that this study acquired 109 samples utilizing simple random sampling and quantitative research. The five-point Likert scale (strongly disagree=1, disagree=2, neutral=3, agree=4, strongly agree=5) and multiple regression analysis quantify this information.

Internet-based google drive questionnaires were used to obtain primary data from Putao visitors. Simple questions are designed for all response levels. Secondary data comes from journals, research papers, and websites. This is the formula:

Yamane's Sample Size Formula

$$\begin{aligned}n &= \frac{N}{1 + N(e)^2} \\ &= \frac{150}{1 + 150 (0.05)^2} \\ &= \frac{150}{1 + 150 (0.0025)} \\ &= \frac{150}{1.375} \\ &= 109.1\end{aligned}$$

Where:

- n = sample size
- N = population size
- e = margin of error (in decimal; e.g., 0.05 for 5%)

#### 4.2 Profile of Respondents

In this study, respondents' demographic and travel experience profiles are separated. Table 4.1 shows six demographic groups of research participants.

**Table (4.1) Demographic Characteristics of Respondents**

Sr. No.	Particular	No. of Respondents	Percentage (%)
	Total	109	100
1	Gender : Male : Female	52 57	47.7 52.3
2	Age : 18-25 years : 26-35years : 36-45 years : 46 years and Above	4 53 39 13	3.7 48.6 35.8 11.9
3	Marital Status : Single : Married	62 47	56.9 43.1
4	Education : High School : Bachelor : Master : Others	4 73 30 2	3.7 67.0 27.5 1.8
5	Occupation : Staff : Own business : Freelance : Other	24 37 27 21	22.0 33.9 24.8 19.3
6	Income : 500,000 to 1,000,000 : 1,000,001 to 2,000,000 : Above 2,000,000	13 22 74	11.9 20.2 67.9

Source: Survey Data (2025)

Table 4.1 shows that 52% of respondents are female and 48% are male. The majority of responders (48.6%) are between 26 and 35, while the minority are 18–25. On marital status, 56.9% of respondents are single and the rest are married. According to their educational backgrounds, 97.2% have degrees, 2% are others, and 4% are in high school. The majority of responders (33.9%) are self-employed and 24.8% are freelancing. The rest are personnel and others. According to respondents' monthly income, 78% make 2,000,000 MMK or more, while 11.9% make less than 1,000,000 MMK. Table 4.2 shows three kinds of survey respondents' visits.

**Table (4.2) Visiting Pattern of Respondents**

<b>Sr. No.</b>	<b>Particular</b>	<b>No. of Respondents</b>	<b>Percentage (%)</b>
	Total	109	100
1	Length of Trip : 1-4 day	7	6.4
	: 5- 8 days	4	3.7
	: 8-12 days	61	56.0
	: 12 days and above	37	33.9
2	Visited Time : One time	69	63.3
	: Two to three times	28	25.7
	: Over three times	12	11.0
3	Information Source : Friends	62	56.9
	: Social Website	19	17.4
	: Tour Agency	28	25.7

Source: Survey Data (2025)

As the duration of visit, 56 % of the respondents are stay in Putao 8 to 12 days. From the frequency of visits to Putao, the largest group of respondents, making up 63.3 percent, reported that this was their first visit to Putao destination. A significant proportion, 25.7 percent, have visited to Putao 2-3 times, while smaller percentages of 11 percent indicated they have visited to Putao over 3 times respectively. When examining the visitors for information source, 56.9 percent of local tourists were informed by friends while a smaller portion, 17.4 percent, learned about Putao through social platforms.

### **4.3 Reliability Test**

Reliability is measurement consistency. Internal consistency, one of four primary reliability tests, measures question answer correlation. This study calculates reliability using Cronbach's Alpha, the primary inters reliability test formula (Kim& Cha, 2002). Cronbach's Alpha is crucial and should be between 0.0 and 1.0. If  $\alpha$  falls between 0.6 and 0.7, the questions' responses are valid. For study, some experts say factors are reliable when 0.8 or above.

**Table (4.3) Reliability Test on Factors**

<b>Variables</b>	<b>Number of Items</b>	<b>Cronbach`s Alpha</b>
Natural Scenery	5	0.864
Local people attitude	5	0.901
Environment & Safety	5	0.893
Event & Activities	5	0.877
Word of Mouth	5	0.822
Cultural Diversity	5	0.918
Novelty Seeking	5	0.878
Escape and Relaxation	5	0.824
Knowledge	5	0.860
Adventure & Challenges	5	0.794
Tourist Satisfaction	5	0.836
Revisit Intention	5	0.890

Source: Survey Data (2025)

Table 4.3 reveals that all motivation components and trip satisfaction Alpha values are over 0.8, indicating dependability. Internal consistency among components is excellent.

#### **4.4 Descriptive Statistical Analysis**

This research evaluates headmaster instructional leadership using the mean score. This study calculated the mean score using Best's (1977) Mean Score Interpretation Table. Table 4.4 shows Mean Score Interpretation.

**Table (4.4) Mean Score Interpretation**

<b>No.</b>	<b>Mean Score Range</b>	<b>Level</b>
1	1.00 – 1.80	Very Low
2	1.81 – 2.60	Low
3	2.61 – 3.40	Moderate
4	3.41 – 4.20	High
5	4.21 – 5.00	Very High

Source: Best (1977)

#### 4.5 Perception on Pull Factors, Push Factors, Tourist Satisfaction and Revisit Intention

This inquiry seeks to understand visitor satisfaction and return intent. Motivation is rated on a five-point Likert scale (1: strongly disagree, 2: disagree, 3: neutral, 4: agree, 5: strongly agree). Local visitors have a good attitude about return intention if the mean score is more than 3.5, but travelers do not.

##### 4.5.1 Mean Score of Pull Factors

In this part, 109 local visitors visiting Putao completed a standardized questionnaire to assess its tourism qualities. Appendix (B) presents the findings, and Table (4.5) summarizes respondents' mean destination attribute ratings.

**Table (4.5) Mean Score of Pull Factors (Destination attributes)**

<b>Sr.No.</b>	<b>Pull Factors (Destination attributes)</b>	<b>Mean Score</b>
1	Natural Scenery	4.60
2	Local people attitude	4.54
3	Environment and Safety	4.37
4	Events and Activities	4.49
5	Word of Mouth	4.17
<b>Overall Mean Score</b>		<b>4.43</b>

Source: Survey Data (2025)

The mean perception score for natural landscape is 4.60, representing extremely strong perception. It shows that Putao's snowcapped mountains, nature paths, ethnic settlements, and rivers attract local tourists. Due to its high mean score of 4.54, this statistic indicates that Putao locals are pleasant and welcoming to guests. The mean score of 4.37 indicates a strong view that Putao's environment and safety are free from terrorism, criminal cases, transportation safety, and political instability. Events and activities are highly rated (4.49), suggesting local tourists would like the Rawang Homecoming Festival and the Mandaw dance in April, where communities dance, sing, and wear traditional attire. Word of mouth has a mean score of 4.17, indicating strong perception. Many local tourists select their preferred place based on prior experience and suggestions from others.

Overall, these independent variables reflect a very high perception of the pull factors, destination attributes, particularly in terms of natural scenery, local people's

attitude, and word of mouth. Among the five independent variables, natural scenery has highest overall meaning (4.60) and the most contributing element.

Local tourist pulls elements include natural landscape, local people attitude, environment and safety, events and activities, and word of mouth. Table 4.6 shows respondents' pull factors.

**Table (4.6) Pull Factors**

<b>Sr.No.</b>	<b>Pull Factors (Destination attributes)</b>	<b>Mean Score</b>	<b>Standard Deviation</b>
<b>Natural Scenery</b>			
1	Being attracted by the beautiful snowcapped mountains, colorful florals, and groves of Putao that create a stunning scenery.	4.76	.543
2	Admiring Putao's magnificent landscapes that offer breathtaking views.	4.58	.628
3	Enjoying hiking on Putao's beautiful mountains that challenge and inspire adventure lovers.	4.80	.574
4	Appreciating Putao's clean natural environment that makes the experience refreshing and peaceful.	4.24	.706
5	Exploring many attractive places in Putao that provide diverse travel experiences.	4.62	.678
<b>Local people attitude</b>			
6	Finding local people very honest which builds trust and comfort for visitors.	4.44	.659
7	Experiencing local people being polite and courteous which creates a welcoming atmosphere.	4.32	.591
8	Enjoying the hospitality of local people which makes the stay more enjoyable.	4.64	.616
9	Feeling the warmth and friendliness of local people which makes interactions memorable.	4.69	.619
10	Trusting most people in the local tourism industry who provide reliable and helpful services.	4.61	.665

Sr.No.	Pull Factors (Destination attributes)	Mean Score	Standard Deviation
<b>Environment and safety</b>			
11	Providing a valuable environment to local tourists which enhances their travel experience.	4.72	.575
12	Being a peaceful town that offers relaxation and calmness to visitors.	4.76	.592
13	Being safe and secure to visit which gives travelers peace of mind.	4.15	.768
14	Offering good public security that ensures a worry-free stay.	4.05	.699
15	Having safe transportation and accommodations in Putao which contribute to comfortable and secure travel.	4.20	.717
<b>Events and Activities</b>			
16	Being interested in attending local festivals and events in Putao to experience the vibrant culture.	4.21	.625
17	Enjoying taking part in traditional and cultural activities in Putao to connect with the local way of life.	4.29	.628
18	Believing there are enough things to do in Putao for a good trip to keep me engaged throughout my stay.	4.44	.659
19	Wanting to visit Putao because of adventure and nature-based events to satisfy my love for exploration.	4.74	.658
20	Being attracted to outdoor activities in Putao, such as hiking, trekking, bird watching, and rafting to enjoy the natural beauty and thrill of the region.	4.79	.625
<b>Word of Mouth</b>			
21	Visiting travel agencies or tourist information centers before going to this place helped me plan my trip better.	3.61	.815
22	Searching through brochures, travel agents, and newspapers before going to Putao gave me valuable information about the destination.	3.89	.750
23	Searching on the internet, Facebook, social media, and reading reviews before choosing this place allowed me to make an informed decision.	4.30	.687
24	Considering recommendations from friends and colleagues when choosing this place increased my confidence in visiting.	4.46	.788
25	Choosing this place due to positive reviews from other travelers about festivals, culture, and lifestyle made me feel excited.	4.62	.755
<b>Overall Mean Score</b>		<b>4.43</b>	

Source: Survey Data (2025)

According to Table (4.6), natural scenery, the high mean score of 4.80 for enjoying hiking on Putao's beautiful mountains shows that local tourists are highly attracted to adventurous and scenic outdoor experiences. Being drawn to the snowcapped mountains, florals, and groves with 4.76, mean a strong appreciation for Putao's natural beauty. Exploring many attractive places in Putao with 4.62, which shows local tourists enjoy the variety of travel experiences. Admiring Putao's magnificent landscapes with 4.58, shows that visitors are impressed by the breathtaking views. Appreciating the clean and peaceful natural environment with 4.24, suggests tourists value the refreshing feeling of nature. The overall natural scenery score of 4.60 indicates that the beautiful environment of Putao is a strong pull factor that attracts tourists to visit.

Concerning with local people attitude, feeling the warmth and friendliness of local people with the highest mean of 4.69, shows that local tourists value memorable and kind interactions. Enjoying the hospitality of locals with a mean score of 4.64, which indicates that local tourists feel welcomed and cared for during their stay. Trusting most people in the local tourism industry with 4.61, suggests tourists find the services are reliable and helpful. Finding local people honest with 4.44, shows that trust and comfort play a role in the overall travel experience. Experiencing politeness and courtesy with 4.32, indicates a positive view of local behavior and hospitality. The overall local people attitude score of 4.54 suggests that the friendly and respectful nature of Putao's residents is a strong pull factor that enhances tourists' satisfaction and experience.

Regarding to environment and safety, the high mean score of 4.76 for being a peaceful town shows that local tourists feel relaxed and calm when visiting Putao. Providing a valuable environment with 4.72, which indicates that tourists appreciate the natural and cultural surroundings that enhance their travel experience. Having safe transportation and accommodations with 4.20, shows that comfort and security are important to local tourists. Being safe and secure to visit with 4.15, indicates that local tourists feel peace of mind while staying in Putao. Offering good public security with 4.05, suggests that local tourists recognize the town's efforts in ensuring safety. The overall environment and safety with 4.37 show that local tourists are positively influenced to visit Putao due to its peaceful atmosphere and secure travel environment.

Concerning with the high mean score of 4.79 for outdoor activities like hiking, trekking, bird watching, and rafting shows that tourists are highly attracted to nature-based adventures in Putao. Visiting for adventure and nature-based events with 4.74, indicates a strong interest in exploration and thrilling experiences. Believing there are enough things to do in Putao with 4.44, which suggests that tourists feel their trips are active and engaging. Taking part in traditional and cultural activities with 4.29, shows a meaningful interest in connecting with the local way of life. Attending local festivals and events with 4.21, indicates a good level of interest in experiencing Putao's vibrant culture. The overall score of 4.49 for events and activities shows that local tourists are strongly motivated to visit Putao for its wide range of cultural, natural, and adventure-based experiences.

According to events and activities, the high mean score of 4.62 for choosing Putao based on positive reviews from other local tourists shows that local tourists feel excited by what they hear about the destination. Considering recommendations from friends and colleagues with 4.46, indicates that personal suggestions help build confidence in choosing Putao. Searching on the internet and social media with 4.30, shows that local tourists rely on online reviews and information to make informed decisions. Looking through brochures, travel agents, and newspapers with 3.89, indicates that traditional sources are still useful for planning. Visiting travel agencies or tourist information centers with 3.61, which suggests a moderate influence on travel decisions. The overall mean score of 4.17 for word of mouth shows that tourists are positively influenced by both personal and online recommendations when deciding to visit Putao.

#### **4.5.2 Mean Score of Push Factors**

This inquiry investigates satisfaction and revisit intention components. Motivation is rated on a five-point Likert scale (1: strongly disagree, 2: disagree, 3: neutral, 4: agree, 5: strongly agree). If the mean score is larger than 3.5, local tourists have a good attitude regarding revisiting, whereas visitors have a negative opinion.

**Table (4.7) Mean Score of Push Factors (Motivation attributes)**

<b>Sr.No.</b>	<b>Push Factors (Destination attributes)</b>	<b>Mean Score</b>
1	Cultural Diversity	4.60
2	Novelty Seeking	4.32
3	Escape and Relaxation	4.26
4	Knowledge	4.49
5	Adventures and Challenges	4.32
<b>Overall Mean Score</b>		4.38

Source: Survey Data (2025)

This category has a mean score of 4.60, showing that local visitors value cultural diversity throughout their vacation. Local visitors come Putao to unwind and escape their daily routines to learn its history and simple lifestyle. Perception is strong at 4.32, implying that many people chose Putao to go away from home to discover new things. The mean score for Escape and Relaxation is 4.26, indicating very strong perception. It suggests that Putao is great for local tourists seeking relaxation or stress relief. Knowledge is highly rated at 4.49, suggesting Putao is great for local tourists seeking knowledge or diversity. This component had the highest mean score of 4.32, suggesting strong adventure and difficulty perception. Local tourists find interesting activities such as trekking, mountaineering and water rafting for adventure and challenges.

Overall, these independent variables reflect very high perception of the push factors, motivation attributes particularly in terms of cultural diversity, knowledge, novelty seeking and adventures and challenges. Among the five independent variables, cultural diversity has highest overall mean (4.60) and the most contributing element.

Local visitors are motivated by cultural variety, novelty, escape, relaxation, knowledge, adventure, and difficulties. Respondents must pick the most appropriate option from many alternatives for each inquiry. Table (4.8) shows respondents' push factors.

**Table (4.8) Push Factors**

<b>Sr.No.</b>	<b>Push Factors (Motivation attributes)</b>	<b>Mean Score</b>	<b>Standard Deviation</b>
<b>Cultural Diversity</b>			
1	Being interested in traveling to Putao for experiencing its unique cultural diversity.	4.69	.619
2	Learning about the traditions of different ethnic groups in Putao makes me feel happy.	4.61	.624
3	Interacting with local communities in Putao would be a valuable part of my travel experience.	4.63	.648
4	Thinking that Putao's rich culture makes it a more interesting place to visit.	4.59	.656
5	Believing that experiencing the different cultures in Putao gives a chance for good and respectful sharing.	4.49	.675
<b>Novelty Seeking</b>			
6	Getting excitement from new activities (such as hiking and trekking) make me feel satisfied.	4.67	.721
7	Getting new experiences in unfamiliar places make me feel excitement.	4.17	.606
8	Understanding and discovering knowledge about unfamiliar things is interesting.	4.08	.579
9	Challenging my abilities in new events or cultures (such as sports events, cultural events, festivals) allows me to experience personal growth.	4.50	.753
10	Leading a dynamic and varied travel lifestyle is exciting.	4.20	.717
<b>Escape and Relaxation</b>			
11	Relieving stress, having fun, and enjoying the moment is good for health.	4.19	.569
12	Relaxing by traveling is good for both physical and mental.	4.29	.566
13	Experiencing a simple lifestyle relieves stress.	4.23	.587
14	Taking a break from my daily routine makes me feel refreshed.	4.23	.571
15	Relaxing both mentally and physically makes me more balanced and happy.	4.36	.586

<b>Sr.No.</b>	<b>Push Factors (Motivation attributes)</b>	<b>Mean Score</b>	<b>Standard Deviation</b>
<b>Knowledge</b>			
16	Learning about the different ethnic groups makes me knowledgeable.	4.21	.625
17	Increasing my general knowledge through travel experiences makes me feel happy.	4.29	.628
18	Visiting interesting places in the destination makes me gain knowledge.	4.44	.659
19	Discovering new things through traveling is interesting.	4.74	.658
20	Understanding traditional lifestyles and cultures make me satisfied.	4.79	.625
<b>Adventure and Challenges</b>			
21	Traveling to snowcapped mountains at Putao offers a unique and exciting adventure experience.	3.82	.530
22	Feeling confident in handling the unpredictable weather conditions in Putao.	3.99	.739
23	Seeking excitement in new activities like hiking, trekking, and village homestays.	4.60	.610
24	Facing limited accessibility and transportation is making travel to Putao challenging.	4.06	.711
25	Being willing to overcome challenges-such as poor internet connection, rough roads, and limited services.	4.17	.660
<b>Overall Mean Score</b>		4.38	

Source: Survey Data (2025)

According to Table (4.8), cultural diversity, the high mean score of 4.69 for traveling to Putao for its unique cultural diversity shows that local tourists have a very strong interest in cultural experiences. Learning about the traditions of different ethnic groups with 4.61, reflects a strong emotional connection to cultural exploration. Interacting with local communities received a mean score of 4.63, shows a high appreciation for community involvement during travel. Putao's rich culture being interesting with 4.59, which indicates that local tourists see culture as an important and attracting part of their travel experience. The idea that different cultures in Putao allow for respectful sharing with 4.49, shows a positive but slightly more varied

response. The overall cultural diversity score of 4.60 indicates that cultural diversity is a significant internal motivator influencing tourists' decisions to visit Putao.

Regarding to novelty seeking, the high mean score of 4.67 for getting excitement from new activities, shows local tourists have a strong interest in adventurous experiences. Visiting unfamiliar places scored 4.17, which reflects a clear desire to explore new destinations. Discovering new knowledge had a mean score of 4.08, shows a positive attitude toward learning while traveling. Challenging oneself in cultural or adventurous activities scored 4.50, means travelers value personal growth. A dynamic and varied travel lifestyle scored 4.20, shows that local tourists enjoy diverse and active trips. The overall novelty seeking score of 4.32 suggests that visitors are moderately influenced to travel by new and exciting experiences.

Concerning with escape and relaxation, the high mean score of 4.36 for relaxing both mentally and physically shows that local tourists are happy during their travels. Taking a break from daily routines with 4.23, indicates that local tourists enjoy feeling refreshed and recharged. Experiencing a simple lifestyle also received a mean score of 4.23, shows that tourists find stress relief in slower, simpler ways of living. Relaxing through travel with 4.29, means a strong belief that it benefits both physical and mental health. Relieving stress, having fun, and enjoying the moment with 4.19, suggest that tourists see travel as a way to improve overall well-being. The overall escape and relaxation with 4.26 shows that local tourists are strongly motivated to travel as a way to relieve stress and enjoy peace of mind.

Regarding to knowledge, the high mean score of 4.79 for understanding traditional lifestyles and cultures shows that local tourists feel satisfied when learning about local's lifestyles. Discovering new things through traveling with 4.74, indicates that local tourists find learning through travel is interesting. Visiting interesting places to gain knowledge with a mean score of 4.44, shows that travelers enjoy learning from the places they visit. Increasing general knowledge through travel with 4.29, which means a strong sense of happiness tied to gaining new information. Learning about different ethnic groups with 4.21, shows that local tourists are eager to understand cultural differences. The overall knowledge score of 4.49 suggests that tourists are highly motivated to travel in order to learn, explore, and understand new things.

Concerning with adventure and challenges, seeking excitement in new activities like hiking, trekking, and village homestays with the highest mean of 4.60,

ofshows that local tourists enjoy adventurous experiences. Being willing to overcome challenges such as poor internet, rough roads, and limited services with 4.17, indicates local tourists are willing to face difficulties during travel. Facing limited accessibility and transportation with 4.06, which means that local tourists see travel to Putao as both challenging and rewarding. Feeling confident in handling unpredictable weather with 3.99, means that local tourists are generally prepared for unexpected situations. Traveling to the snowcapped mountains of Putao with 3.82, suggests a good level of interest in this unique adventure. The overall adventure and challenges score of 4.32 shows that visitors are moderately motivated by the thrill and challenge of exploring Putao.

#### 4.5.3 Mean Score of Tourist Satisfaction

109 local tourists are questioned to assess their satisfaction. The satisfaction results are in Table (4.9).

**Table (4.9) Mean Score of Tourist Satisfaction**

<b>Sr.No.</b>	<b>Tourist Satisfaction</b>	<b>Mean Score</b>	<b>Standard Deviation</b>
1	Gaining new knowledge and experiences from Putao is truly satisfying.	4.43	.629
2	Tasting the local food is leaving me completely satisfied.	4.04	.592
3	Receiving high-quality service from local tour leaders, accommodations, and restaurants is making me appreciate Putao even more.	4.44	.686
4	Joining in the local cultural activities and events is giving me great satisfaction.	4.43	.599
5	Exploring Putao's environment is inspiring my curiosity.	4.66	.670
<b>Overall Mean Score</b>		4.40	

Source: Survey Data (2025)

#### 4.5.4 Mean Score of Revisit Intention

109 local tourists are questioned to assess their satisfaction. Their satisfaction results are in Table (4.10).

**Table (4.10) Mean Score of Revisit Intention**

<b>Sr.No.</b>	<b>Revisit Intention</b>	<b>Mean Score</b>	<b>Standard Deviation</b>
1	Enjoying every moment made my trip a wonderful and memorable holiday.	4.64	.631
2	Being so satisfied with experience, I'm recommending Putao to many others as a must-visit destination.	4.67	.639
3	Feeling satisfied with the safety of Putao.	4.31	.766
4	Enjoying the excellent service quality in Putao is inspiring me to come back again.	4.70	.714
5	Thinking about the future, I'm planning to revisit Putao because I'm becoming so addicted to it.	4.81	.569
<b>Overall Mean Score</b>		4.62	

Source: Survey Data (2025)

#### 4.6 Effect of Motivation Factors on Tourist Satisfaction

In this research, linear regression model is used in order to find out the relationship between pull motivation factors (natural scenery, local people attitude, environment & safety, events & activities and word of mouth) and push motivation factors (cultural diversity, novelty seeking, escape & relaxation, knowledge and adventure & challenges by surveying 109 local tourists who visited at least one time to Putao area. Table (4.9) indicates how affects local tourist satisfaction.

**Table (4.11) Regression Result of Motivation Factors on Tourist Satisfaction**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	β		
(Constant)	.296	.297		.998	.321
Pull Factor	.468***	.120	.429	3.899	.000
Push Factor	.462***	.125	.407	3.700	.000
R Square	.647***				
Adjusted R Square	.640***				
F value	96.935***				

Source: Survey Data (2025), SPSS Output

Note: \*\*\*significance at 1% level, \*\*significance at 5% level, \*significance at 10% level

Table (4.11) shows that the given model can explain the fluctuation of the attitude component of Putao visitors as R<sup>2</sup> is approximately 64%. Adjusted R square is .640, hence the model explains 64.7% of the independent and dependent variable variation.

At the 1% level, pull factors (natural scenery, local people attitude, environment & safety, events & activities, and word of mouth) are expectedly favorable and extremely important. The positive association shows that pull factors increase local tourist trip pleasure.

Push factors—cultural variety, novelty seeking, getaway & relaxation, knowledge, and adventure & challenges—have a positive sign and highly significant coefficient value at 1%. Positive connection shows that push element increases local tourist trip pleasure.

After controlling for other variables, the standardized coefficient (Beta) pull factor has the largest value (.429) with only two explanatory variables, indicating that pull factors have the greatest effect on local tourists with travel satisfaction attitudes. At 1% significance level, pull and push incentive variables improve Putao visitor satisfaction. If pull and push motivation elements rise, local tourists' enjoyment with Putao increases. The results show that pull motivation variables most affect Putao visitor pleasure.

#### **4.7 Effect of Tourist Satisfaction on Revisit Intention**

By polling 109 local tourists to Putao, this study uses linear regression to determine the association between satisfaction and return intention. Tourist satisfaction affects return intention (Table 4.12).

**Table (4.12) Regression Result of Tourist Satisfaction on Revisit Intention**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	β		
(Constant)	.799	.306		2.613	.010
Tourist Satisfaction	.870***	.069	.733	12.590	.000
R Square	.597**				
Adjusted R Square	.593**				
F value	158.504***				

Source: Surey Data (2025), SPSS Output

Note: \*\*\*significance at 1% level, \*\*significance at 5% level, \*significance at 10% level

Table (4.12) shows that the given model can explain the fluctuation of the attitude component of Putao visitors since R<sup>2</sup> is approximately 59%. Adjusted R square is .593, hence the model explains 59.7% of independent and dependent variable variation.

Tourist satisfaction shows the predicted positive sign and 1% coefficient significance. Positive association suggests visitor satisfaction increases local tourists' propensity to return to Putao. Local visitors appreciate visiting Putao because they learn about it. According to findings of objective 3, regression result of tourist satisfaction on revisit intention has approximately moderate level of effect on revisit intention among local tourists.

## **CHAPTER V**

### **CONCLUSION**

This chapter discusses local visitors' trip motivation, contentment, and Putao return intention. This study presents theoretical and empirical findings. This chapter has three sections: findings and debates, ideas, and future research.

#### **5.1 Finding and Discussions**

This study focuses on local visitors' travel motivation, contentment, and revisit intention. A systematic questionnaire was given to 109 local Putao tourists for this study. This study examined local tourist motivations to visit Putao and their effects on travel satisfaction and return intention. In the preliminary analysis, socio-demographic aspects such gender, age, education level, material status, occupation, monthly income, and visitation patterns (frequency and length) are examined.

More women than men want to visit Putao. Younger folks want to visit Putao. According to material status, singles prefer visiting Putao more than married individuals. Traveling is more appealing to businesspeople than students. Visitors with degrees choose Putao. Furthermore, people earning above 2,000,000 kyats each month would prefer to visit Putao, meaning they might spend a lot. People prefer to visit Putao several times and stay eight to twelve days. Therefore, local visitors wish to visit Putao and spend their important holidays there.

Pull motivation factors (natural scenery, local people attitude, environment & safety, events & activities, and word of mouth) and push motivation factors (cultural diversity, novelty seeking, escape & relaxation, knowledge and adventure & challenges) show that local tourists are strongly influenced by natural scenery. Thus, local tourists visited Putao to see snowcapped mountains, beautiful rivers forests, dense groves, a rich variety of flora and fauna, including many rare and endemic species, tribal villages, and Hkakabo Razi National Park, which made it a popular base for trekkers and adventurers. Thus, Putao attracts local tourists. Thus, natural beauty is Putao's main draw for local tourists. Cultural variety substantially influences travelers to travel to Putao, according to push motivation factors. Local tourists who appreciate nature and indigenous cultures will enjoy its rich cultural legacy. Pull motivation factors greatly inspire visitors to travel, according to motivation factor study. Pull motivation might encourage local visitors to travel more

than push motivation. Thus, local visitors prioritize their requirements and wants when traveling.

Travel satisfaction research shows that local Putao visitors are satisfied with the surroundings. They generally like Putao's atmosphere and tours. Thus, local tourists enjoy strolling, mountain trekking, visiting local markets, participating in traditional festivals, touring ethnic communities, off-road riding, birding, and rafting in Nam Lang River near Putao. The link between travel motivation elements and trip pleasure shows that pull motivation factors are more important than push motivation components. Thus, local visitors will be happier in Putao if their pull motives are strengthened. The overall findings show that local tourists are driven by push elements but more pleased by pull factors.

The examination of pull motivating variables and trip happiness shows that three aspects—natural scenery, environment and safety, and word of mouth—are crucial. If natural scenery, safety, and word-of-mouth reasons improve, local tourists will be happier in Putao. Thus, local nature and safety-conscious visitors would favor Putao. According to the investigation of push incentive elements and travel enjoyment, cultural variety and adventure and difficulties are crucial. Thus, local visitors will be happier in Putao if their cultural diversity and adventure and challenge motives are boosted. Thus, local tourists interested in culture, history, adventure, and difficulties will favor Putao.

The study concluded that its findings match earlier travel incentive factor studies. The investigation found that pull motivation variables impact travel motivation more than push motivation elements. Travel enjoyment is linked to pull motivating factors, such as destination attractions. Thus, travelers' inherent requirements and goals impact their destination choice, including Putao. Their extrinsic needs and wants are met, which may affect their Putao revisit intention.

## **5.2 Suggestions and Recommendations**

The tourism business must comprehend local tourists' trip motive, contentment, and revisit intention to Putao. The policymaker may create a substantial tourism development strategy for Putao and enhance its tourism products and services to grow its tourism business by understanding local tourist motivating elements that satisfied their travel satisfaction. Tourism in Putao grows as more people visit. The pull motivation factor analysis shows that local tourists are motivated by word of

mouth. To connect with local tourists, the ministry should provide local home apartment services and community excursions.

Local tourists are less motivated by getaway and leisure, according to push motivation factors. They may be more motivated by curiosity, cultural enrichment, or supporting local companies than tension or relaxation. Local tourists may be more interested in heritage or community involvement. For guests to move easily in Putao, the ministry should enhance transportation, housing, and restaurants and offer additional transit equipment and hotels. Also, they provide low prices in all service sectors where guests accepted.

Travelers are less happy with local food, according to study. Thus, the ministry and individuals should investigate local cuisine and build Putao's own cultural meal. Push motivation elements have a minimal effect on trip satisfaction. The ministry should provide activities and events that satisfy local visitors' requirements and wants. Additionally, government and policymakers should encourage local citizens' quality of life and community development. Putao will attract more local and international tourists as the neighborhood grows. For Putao tourist growth, commercial sectors including tour firms, restaurants, housing, telecommunications, and other tourism service providers must support more tourism products and services like appealing tour packages.

### **5.3 Need for Further Study**

The study solely examines local Putao visitors' travel motivation, contentment, and return intention. Many things affect travel enjoyment. Myanmar has several places to investigate travel motivation, satisfaction, and revisit intention. For comparative studies, future academics should seek out international visitors rather than local tourists. Limited geographic location and local tourist types may affect survey findings. Today, the Ministry of Hotel and Tourism explores domestic tourism destinations including Hpa-In and Mergui Archipelago. Researchers should then poll tourists or locals there.

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## APPENDIX A

### QUESTIONNAIRE

Dear Respondents,

I am a Master of Hospitality and Tourism Management (Thesis) Student at Yangon University of Economic. This study explores the effect of travel satisfaction on revisit intention of local tourists. In this study, I proposed a framework of “tourism *motivation--satisfaction-willingness to revisit*” to investigate Putao. Your opinions about local tourists’ perception to develop tourism in Putao is very important. This survey questionnaire is used only for the research paper. The results of this survey will be used for academic purposes and information that you provide will be kept completely confidential and is not related to another business purposes. Your viewpoint is very important to us. Thank for participating in this study.

Instruction: Please choose one of the following numbers on each line according to the index.

Index:     1 = strongly disagreed  
              2 = disagreed  
              3 = neutral  
              4 = agreed  
              5 = strongly agreed

Your honest feedback is greatly appreciated and will contribute to valuable insights for this study.

#### **Part (A) Personal characteristics (Choose one option)**

##### **I. Demographic characteristics:**

1. Gender

- Male
- Female
- Other

2. Age

- 18– 25 Years      26– 35 Years
- 36– 45 Years      46 years and above

3 .Marital Status

- Single
- Married

4. Education Level

- High School       Bachelor
- Master             Others

5. Occupation

- Staff                 Own business
- Freelance          Other

6. Monthly Income

- 500,000 to 1,000,000       1,000,001 to 2,000,000
- Above 2,000,000

7. Length of trip

- 1-4 days             5-8 days
- 8-12 days          12 days and above

8. I visited Putao .....

- One time             Two to Three times
- Over three times

9. Information source

- Friends              Social Website
- Tour agency        Worth of mouth

**Part (A) Pull Factors (Destination attributes)**

I. Natural scenery

No.	Particular	1	2	3	4	5
1.	The beautiful snowcapped mountains and colorful florals and groves of Putao are attractive.					
2.	Putao has magnificent landscapes.					
3.	Putao has beautiful mountains for hiking.					
4.	Putao has cleanliness natural environment.					
5.	Putao has many attractive places to travel.					

## II. Local people attitude

No.	Particular	1	2	3	4	5
1.	Local people are very honest.					
2.	Local people are polite and courtesy.					
3.	Local people are hospitable.					
4.	Local people are warm and friendly.					
5.	Most people who are in the tourism industry in local community can be trusted.					

## III. Environment and safety

No.	Particular	1	2	3	4	5
1.	Putao destination give valuable environment to local tourists.					
2.	Putao destination is peaceful town.					
3.	Putao is safe and secure to visit.					
4.	Putao has good public security.					
5.	Transportation and accommodations are safe at Putao.					

## IV. Events and Activities

No.	Particular	1	2	3	4	5
1.	I am interested in attending local festivals and events in Putao.					
2.	I am interested in taking part in traditional and cultural activities in Putao.					
3.	I believe there are enough things to do in Putao for a good trip.					
4.	I want to visit Putao because of adventure and nature-based events.					
5.	The outdoor activities in Putao, such as hiking, trekking, bird watching and rafting, attract me.					

## V. Word of Mouth

No.	Particular	1	2	3	4	5
1.	I visited travel agencies or tourist information center before going this place.					
2.	I searched through brochures, travel agents and newspapers before going to Putao.					
3.	I searched on the internet, facebook, social media and read the review before choose this place.					
4.	When I was choosing this place I considered recommendation from friends and colleagues					
5.	I choose this place due to positive reviews of other travelers about festival, culture and lifestyle.					

## Part (C) Push Factors (Motivates attributes)

### I. Cultural diversity

No.	Particular	1	2	3	4	5
1.	I am interested in traveling to Putao for its unique cultural diversity.					
2.	Learning about the traditions of different ethnic groups in Putao makes me feel happy.					
3.	Interacting with local communities in Putao would be a valuable part of my travel experience.					
4.	I think Putao's rich culture makes it a more interesting place to visit.					
5.	I think the different cultures in Putao give a chance for good and respectful sharing.					

## II. Novelty seeking

No.	Particular	1	2	3	4	5
1.	I want to get excitement in new activities (such as hiking, trekking).					
2.	I want to get new experiences in unfamiliar places.					
3.	I want to understand and discover knowledge about unfamiliar things.					
4.	I want to challenge my ability in new events or culture (such as sport events, cultural events, festivals).					
5.	I want to lead a dynamic and varied travel lifestyle.					

## III. Escape and Relaxation

No.	Particular	1	2	3	4	5
1.	I want to relieve stress and being fun and enjoy the moments.					
2.	I want to relax by travelling.					
3.	I want to meet a simple lifestyle.					
4.	I want to take a break from daily routine.					
5.	I want to relax mentally and physically.					

## IV. Knowledge

No.	Particular	1	2	3	4	5
1.	I want to know about the different ethnic groups.					
2.	I want to increase my general knowledge.					
3.	I want to visit the interesting places in that destination.					
4.	I want to learn new things from traveling.					
5.	I want to learn about traditional lifestyles and cultures.					

## V. Adventure and challenges

No.	Particular	1	2	3	4	5
1.	Traveling to snowcapped mountains at Putao offers a unique and exciting adventure experience.					
2.	I feel confident in handling the unpredictable weather conditions in Putao.					
3.	I want to get excitement in new activities (such as hiking, trekking and homestay in villages).					
4.	Limited accessibility and transportation make travelling to Putao difficult.					
5.	I am willing to face challenges (e.g., poor internet connection, road, limited services) to explore Putao.					

## Part (D) Travel Satisfaction

No.	Particular	1	2	3	4	5
1.	I am satisfied about getting new knowledge and experiences from Putao.					
2.	I am satisfied on the taste of local food.					
3.	I am satisfied on the quality of services applied from local tour leaders, accommodations and restaurants.					
4.	I am satisfied on the local cultural activities and events.					
5.	Putao environment inspired my curiosity.					

## Part (E) Revisit Intention

No.	Particular	1	2	3	4	5
1.	I am wonderful memorable trip of Putao as holiday destination.					
2.	I am so satisfied enough to recommend many other people to visit to Putao.					
3.	I am satisfied on the safety of Putao.					
4.	Overall service quality of Putao make me to return back.					
5.	In future, I would revisit to Putao because I am so addicted to there.					

## APPENDIX B

### SPSS Output

#### Frequencies

##### Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	57	52.3	52.3	52.3
	Male	52	47.7	47.7	100.0
	Total	109	100.0	100.0	

##### Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18 - 25 Years	4	3.7	3.7	3.7
	26 - 35 Years	53	48.6	48.6	52.3
	36 - 45 Years	39	35.8	35.8	88.1
	46 Years and Above	13	11.9	11.9	100.0
	Total	109	100.0	100.0	

##### Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	47	43.1	43.1	43.1
	Single	62	56.9	56.9	100.0
		109	100.0	100.0	

##### Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Bachelor	73	67.0	67.0	67.0
	High School	4	3.7	3.7	70.6
	Master	30	27.5	27.5	98.2
	Others	2	1.8	1.8	100.0
	Total	109	100.0	100.0	

### Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Freelance	27	24.8	24.8	24.8
	Other	21	19.3	19.3	44.0
	Own Business	37	33.9	33.9	78.0
	Staff	24	22.0	22.0	100.0
	Total	109	100.0	100.0	

### Income

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1,000,001 to 2,000,000	22	20.2	20.2	20.2
	500,000 to 1,000,000	13	11.9	11.9	32.1
	Above 2,000,000	74	67.9	67.9	100.0
	Total	109	100.0	100.0	

### Length of Trip

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-4 days	7	6.4	6.4	6.4
	12 days and above	37	33.9	33.9	40.4
	5-8 days	4	3.7	3.7	44.0
	8-12 days	61	56.0	56.0	100.0
	Total	109	100.0	100.0	

### Visited Time

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	One time	69	63.3	63.3	63.3
	Over Three times	12	11.0	11.0	74.3
	Two to three times	28	25.7	25.7	100.0
	Total	109	100.0	100.0	

### Information Source

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Friends	62	56.9	56.9	56.9
	Social Website	19	17.4	17.4	74.3
	Tour agency	28	25.7	25.7	100.0
	Total	109	100.0	100.0	

### Descriptives

#### Descriptive Statistics

	N	Minimum	Maximum	Mean	Std.Deviation
Natural Scenery	109	1.00	5.00	4.6000	.50553
Local People Attitude	109	1.40	5.00	4.5413	.53354
Environment & Safety	109	1.40	5.00	4.3761	.56419
Word of Mouth	109	1.20	5.00	4.4954	.52324
Cultural Diversity	109	1.40	5.00	4.1780	.58077
Novelty Seeking	109	1.00	5.00	4.6000	.55910

Escape and Relaxation	109	1.00	5.00	4.3266	.55688
Knowledge	109	1.00	5.00	4.2606	.45987
Adventure and Challenges	109	1.00	5.00	4.4092	.49843
Travel Satisfaction	109	1.20	5.00	4.3266	.48432
Revisit Intention	109	1.20	5.00	4.4000	.49441
Pull Factor	109	1.20	5.00	4.6257	.55651
Push Factor	109	1.36	5.00	4.4382	.45286
Valid N (listwise)	109	1.04	5.00	4.3846	.43536

**Regression (Pull Factor, and Push Factor > Travel Satisfaction)**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std Error of the Estimate	Durbin-Watson
1	.804 <sup>a</sup>	.647	.640	.29671	1.743

a. Predictors: (Constant), Push Factor, Pull Factor

b. Dependent Variable: Travel Satisfaction

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig
1	Regression	17.068	2	8.534	96.935	.000 <sup>b</sup>
	Residual	9.332	106	.088		
	Total	26.400	108			

a. Dependent Variable: Travel Satisfaction

b. Predictors: (Constant), Push Factor, Pull Factor

**Coefficients<sup>a</sup>**

Model	B	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		Std.Error	Beta	Tolerance			VIF	
1	(Constant)	.296	.297		.998	.321		
	Pull Factor	.468	.120	.492	3.899	.000	.276	3.628
	Push Factor	.462	.125	.407	3.700	.000	.276	3.628

a. Dependent Variable: Travel Satisfaction

**Regression (Travel Satisfaction > Revisit Intention)**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std Error of the Estimate	Durbin-Watson
1	.773 <sup>a</sup>	.597	.593	.35494	1.882

a. Predictors: (Constant), Travel Satisfaction

b. Dependent Variable: Revisit Intention

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	19.968	1	19.968	158.504	.000 <sup>b</sup>
	Residual	13.480	107	.126		
	Total	33.448	108			

a. Dependent Variable: Revisit Intention

b. Predictors: (Constant), Travel Satisfaction

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.799	.306		2.613	.010
	Travel Satisfaction	.870	.069	.773	12.590	.000

a. Dependent Variable: Revisit Intention