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**FACTORS INFLUENCING TOURIST DECISION- MAKING ON**  
**CHOOSING A CULTURAL DESTINATION**  
**(CASE STUDY IN BAGAN, MYANMAR)**

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**2MPA - 10**

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**FACTORS INFLUENCING TOURIST DECISION- MAKING ON  
CHOOSING A CULTURAL DESTINATION  
(CASE STUDY IN BAGAN, MYANMAR)**

This thesis is submitted to the Board of Examiners in partial fulfillment of the requirements for the degree of Master of Public Administration (MPA).

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## ACCEPTANCE

This is to certify that this paper entitled “**Factors Influencing Tourist Decision-Making on Choosing a Cultural Destination (Case study in Bagan, Myanmar)**” submitted by Chaw Thwe Thwe Win, 2MPA - 10 as a partial fulfillment towards the degree of Master of Public Administration has been accepted by Board of Examiners.

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## **ABSTRACT**

The primary objective of this study is to examine the factors that influence the decision-making processes of international tourists in selecting Bagan and Myanmar as cultural tourism destinations. The quantitative survey method was utilized with well a structured questionnaire which distributed to international tourists visiting Bagan. The sample of 133 were collected among 160 tourists by using convenience sampling method. The collected data was analyzed using descriptive statistics, reliability analysis (Cronbach's alpha), and multiple regression analysis. The findings revealed that Attractions, Destination Image and Price were statistically significant and positively influenced on tourists' decisions to choose Bagan as a destination. In contrast, factors such as Quality, Value, Accommodation & Accessibility, and Safety and Security were not significantly influence. These results highlight the critical role of Bagan's cultural richness, affordability, and perceived image in shaping tourists' preferences. Based on these findings, it is recommended that tourism stakeholders both public and private focus on enhancing the destination image of Bagan, maintaining the authenticity and preservation of its heritage sites, and ensuring price competitiveness. Additionally, there is a need for strategic investment in improving tourism infrastructure and services to meet growing visitor expectations. Policies that promote sustainable and culturally respectful tourism development should be prioritized to enhance tourist satisfaction and increase repeat visitation.

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# **CHAPTER I**

## **INTRODUCTION**

Tourism industry is one of the world's fastest developing industries. Tourism is a dynamic and growing industry that significantly contributes to the economic, social, and cultural development of countries around the world. Within this industry, cultural tourism has emerged as a prominent segment, attracting travelers who seek meaningful experiences through the exploration of heritage, history, and local traditions. Myanmar is famously recognized around the world as the Golden Land. In Myanmar, Bagan renowned for its stunning array of ancient temples, rich cultural heritage, and historical significance, stands as one of Myanmar's most iconic cultural destinations. So, Bagan is the main attraction of tourist's destination.

At present, the ancient city of Bagan is a UNESCO World Heritage site, encompassing an archaeological zone of about 42 square kilometer (16 miles) and has more than 3000 pagodas. Although over 4400 Buddhist temples, pagodas and monasteries were originally constructed on the Bagan plain, 2217 have survived to the present day. Therefore, Bagan is renowned not only one of the richest archaeological sites in the South-East Asia but also for its cultural heritage attractions, natural attractions and recreational attractions. In Myanmar, Bagan therefore is a destination place which the numbers of tourist visit. But the reasons for visiting Bagan may be different, and the expectations may also be different. Moreover, numerous factors influence the decision when selecting a travel destination. Tourists' decision-making is a complex process influenced by a variety of factors, including Quality, Value Accommodation and Accessibility, Attractions, Destination Image, Price and Safety and Security. Each elements plays a vital role in shaping travel choices and preference.

This study seeks to analyze the influencing factors behind tourists' decisions to travel to Bagan, focusing on their preferences and perceptions of the destination. By understanding these factors, stakeholders can better align tourism offerings with visitor expectations, enhance the appeal of Bagan as a cultural destination, and promote sustainable tourism practices that preserve its cultural and historical treasures. Through this analysis, the study aims to provide valuable insights into the dynamics of cultural tourism and the strategic development of destinations like Bagan.

## **1.1 Rationale of the Study**

Tourism has become a critical driver of economic development, cultural exchange, and international relations in many countries, including Myanmar. Cultural tourism, in particular, has seen a significant rise in popularity as more travelers seek meaningful and educational experiences that allow them to engage with the heritage, traditions, and history of a destination.

Bagan, one of the most iconic cultural and heritage sites in Myanmar, has long been regarded as a key tourist destination due to its thousands of ancient temples, pagodas, and religious monuments that reflect the historical richness of the country. Despite its importance, there is still a need to better understand the decision-making processes of international tourists who choose Bagan over other cultural destinations in the region.

Cultural tourism has become an essential segment of the global tourism industry, offering travelers the opportunity to immerse themselves in the heritage, traditions, and history of diverse destinations. As a UNESCO World Heritage Site and one of the most culturally significant locations in Myanmar, Bagan holds a unique position in attracting both local and international tourists. The site's ancient temples, historical significance, and rich cultural tapestry make it a key driver of Myanmar's tourism economy. However, understanding what motivates tourists to choose Bagan as their cultural destination is critical for enhancing its appeal and ensuring sustainable development.

This study aims to identify the influencing tourist decision-making processes making choice a cultural destination. Identifying these factors provides valuable insights into which are essential for developing effective marketing strategies, improving visitor experiences, and preserving Bagan's cultural and historical assets.

Tourism significantly contributes to Myanmar's economic and cultural growth, especially in heritage-rich destinations like Bagan. Despite Bagan's recognition as a UNESCO World Heritage Site and its growing appeal among international tourists, the number of foreign visitors has fluctuated significantly over the years. This may also be due to factors that influence international tourists' decision-making when choosing cultural destinations like Bagan.

A critical gap exists in understanding how nationality as a reflection of tourists' cultural backgrounds, values, travel motivations, and expectations affects their preferences and behaviors in selecting cultural tourism sites. Tourists from

different countries may have varying perceptions of value, quality, safety, accessibility, and destination image. Without a clear understanding of these variations, it becomes challenging for tourism authorities, local businesses, and policymakers to tailor marketing strategies, services, and experiences that effectively meet the needs of diverse international visitor groups.

This study, therefore, seeks to explore the relationship between nationality and the influencing factors behind tourist decision-making in choosing Bagan as a cultural destination. Identifying such patterns will contribute to more targeted tourism development, enhance visitor satisfaction, and support sustainable tourism growth in Myanmar's heritage tourism sector.

## **1.2 Objective of the Study**

The objective of this study is

1. to study the characteristics of international tourists who visited to Bagan
2. to analyze the influencing factors on the decision- making of tourists choosing a destination in Bagan.

## **1.3 Method of Study**

In this study, quantitative approaches were used. The study bases on both primary and secondary data. The sample of 133 were collected among 160 tourists by using convenience sampling method. 133 international tourists who visited to Bagan are personally interviewed with questionnaire at the place of Bagan Archaeological Museum during from between the third week of January and the first week of March, 2025. The collected data were analyzed by using various statistical methods, reliability test and multiple regression analysis. The secondary data were collected from various website, academic journal, the Ministry of Hotels and Tourism, Ministry of Religious Affairs and Culture, Department of Archaeology and National Museum, internet sources, Review on Previous Studies about tourism and other related sources.

## **1.4 Scope and Limitations of the Study**

This study only focuses on the international tourists that are visited to Bagan Cultural Heritage site. This study conducted to analyze the factors that influence tourist decision-making when selecting Bagan as a cultural destination. Specifically, this study focuses to examines how variables such as Quality, Value Accommodation, and Accessibility, Attractions, Destination Image, Price and Safety and Security influence on tourists' travel decisions and preferences. Moreover, respondents who are selected in this study solely foreigners from various countries to Bagan. It is estimated

that at least 20 tourists visit the Bagan cultural heritage site per week. So, a total of 160 tourists were expected over a two-month period, and a sample of 133 tourists was collected from them. Secondary data of the study will focus on the period between 2014 and 2023.

### **1.5 Organization of the Study**

This study comprises five chapters. Chapter I is the introduction which includes the rationale, objectives, method, scope and limitations and organization of the study. Chapter II is literature review, The Concept of Tourism, Importance of Tourism in Global Economy, Factors Influencing on Tourism Development and Review on Previous Studies. Chapter III discuss Background of the study, Survey analysis is present in Chapter IV, which includes survey design and results of the study. Chapter V is conclusion, with findings from the study and suggestions.

## **CHPATER II**

### **LITERATURE REVIEW**

This chapter presents literature review related to tourism. Firstly, it describes the concept of tourism; second it presents the importance of tourism in the Global Economy, then it describes factors influencing on tourism development, review on previous studies and the conceptual framework of the study.

#### **2.1 The Concept of Tourism**

According to the World Tourism Organization (UNWTO), the globally standardized definition of tourism refers to activities involving people travelling and staying in places outside their usual environment for no longer more than one consecutive year for leisure business and other purposes. There are three types of tourism classified by World Tourism Organization. These are historical tourism, leisure travel, winter tourism and mass tourism. Technological advancements and improved transport infrastructure have increased the affordability of tourism. Overs the past decade, tourism has become the World's leading industry in terms of employment and its contribution to the world's GDP. One of the fastest-growing segments is ecotourism because more people seek to spend their leisure time in nature and enjoy ecotourism. By relying on natural resources and environments as key attractions, tourism plays a vital role in economic development at community, national, regional and global levels. The terms "travel" and "tourism" are sometimes used interchangeably. Tourists are categorized into local, regional and international tourists. Local tourist are individuals who travel within their own country but away from their usual home. Regional tourists are people who journey within a specific geographical area. International tourists are those who travel beyond the borders of their home country, typically to a different continent. According to Nickerson's Foundations of Tourism (1996), it encompasses the actions and endeavors of individuals embarking on journeys to destinations beyond their home communities for any purpose except daily commuting to and from work and includes business travel as well as travel for plea sure.

The concept of tourism continues to evolve, driven by the development of new tourist infrastructure and the diversification of travel activities. Tourism is now categorized into various types to be better. Numerous innovative strategies for

promoting tourism are emerging, aligned with the diverse needs, behaviors and preferences of modern travelers. These are:

**(a) Cultural Heritage**

Cultural heritage refers to structures, sites and remains of archaeological, religious, historical and cultural areas of aesthetic and cultural value. It primarily involves intangible and immovable assets such as archaeological sites, monuments and other human-made remnants which are regarded as integral to a nation's identity. (Paris: UNESCO, 1972).

Terms ancient monuments, antiquities, relics, historic landmarks, historical sites, cultural patrimony, and cultural resources are all used to describe numerous aspects of cultural heritage.

Cultural heritage, which constitutes a critical dimension of tourism, represents an expansive concept that extends beyond traditional notions of artifacts, architectural structures, and historical narratives. It encompasses linguistic diversity, oral traditions, ethnological materials, traditional ecological settings, and intangible cultural expressions. Moreover, it includes tangible elements such as transportation routes, built environments, cemeteries, archaeological sites, rock art, historic settlements, museums, and locations of ancestral or enduring cultural significance.

Intangible cultural heritage encompasses languages, narratives, legends, and historical accounts, as well as music, songs, dances, and traditions both contemporary and ancestral that possess the profound ability to illuminate the present through the lens of the past. Soft culture encompasses the people, their traditions and their collective knowledge (Mckercher and du Cros 2002). Folklore refers to the totality of traditional-based creations of a community, expressed by a group individual, and recognized as reflecting the expectations of community as they embody its cultural and social identity (UNESCO 1998).

**(b) Cultural Tourism**

Cultural tourism refers to the travel undertaken by individuals to cultural sites located outside their usual environment, motivated by the desire to acquire knowledge and experiences that fulfill their cultural interests. It constitutes a branch of tourism that focuses on a visitor's interaction with the cultural aspects of a specific country or region, including the local way of life, historical developments, and other formative influences that have shaped the community's identity.

### **(c) Heritage Tourism**

Whether it is ethnic activities or styles of architecture, using heritage as a basis for building tourism-based development can be very rewarding. Preserving heritage and tourism have not always been congruent ideas, but in the recent past it has become one of the most popular forms of tourism with heritage travelers typically staying longer and spending more than any other type of tourist. The benefits of this approach are numerous including new opportunities for preserving and conserving an area's heritage while giving the visitor learning and enriching experience. It can begin with using the community's-built heritage, such as the case with Cape May, New Jersey, or Eureka Springs, Arkansas. Other communities use their ethnicity to develop their approach, as with Solvang, California, with a population of just over 5000 and over 2 million visitors per year. How did they do it? Solvang had a rich Danish history and parlayed this into becoming the "Danish Capital of America" complete with festivals and other special events (Phillips 2002). This Danish culture mecca for tourists encourages new buildings and rehabilitations to use ethnic-style architecture for the built environment as well.

### **(d) Natural/recreational tourism**

Many communities or regions have a bounty of natural resources that lend themselves as a basis for tourism. The U.S. national park system and the individual states' park systems are major destinations for natural and recreational tourists each year. However, at the community level this type of tourism can yield benefits as well. While the scale may be different, the appeal is still high. For example, are there landscapes or even transportation features with unique recreational opportunities such as a canal or railroad corridor? The Rails to Trails program has become extremely popular and can attract numerous recreational tourists. Combining trails with venues at community locations is a successful approach. Three small towns in south Florida recently did just this by combining efforts and invoking the help of the U.S. Army Corps of Engineers, a walking/biking trail has been constructed around the levy of a large lake that borders the towns. Visitors have increased to nearly 300,000 on the trail and represent an opportunity to visit the towns when venues are offered.

### **(e) Cultural Heritage Tourism**

According to Yale (1991), heritage tourism "centered on what we have inherited, which can mean anything from historic buildings, to art works, to beautiful scenery". Prentice (1998) conceptualized "heritage" as encompassing not only natural

landscapes, historical buildings, and cultural traditions, but also elements that are either inherently or deliberately marketed as tourism products. Although a universally accepted definition of heritage tourism remains elusive (Alzua, O'Leary, & Morrison, 1998), a review of the existing literature identifies two predominant interpretive frameworks: a product-oriented perspective and a consumer-oriented perspective (Timothy & Boyd, 2006).

The former emphasizes tourism-related features at heritage destinations. Cultural heritage tourism, as a distinct segment, prioritizes experiences centered on historical and cultural attractions. There has been an increased desire to reconnect with the past, with the growing sophistication of tourists. This form of tourism serves an educational function by informing both visitors and local residents about regional history and cultural heritage.

## **2.2 Importance of Tourism in Global Economy**

The concept of tourism refers to a sociocultural phenomenon that encompasses various elements such as transportation, traveler motivations, accommodation, hospitality, and its influence on the economic, cultural, social, and environmental dimensions of societies worldwide. Tourism encompasses far more than can be encapsulated by a mere term; it serves as a reflection of social practices while simultaneously embodying intricate social representations. Broadly, it can be defined as the aggregation of activities and outcomes arising from individuals' movement away from their usual place of residence and economic engagement.

Today, tourism has been recognized as an industry worldwide. Regardless of a nation's geographic size or political structure, there is a collective aspiration to expand international tourism. This drive stems from the sector's diverse contributions to national economies particularly through foreign exchange earnings, improvements in the balance of payments, promotion of international understanding, and facilitation of both intra- and inter-regional development. International Tourism involves the movement of people among different countries around the world. Tourism is especially influential in fostering economic growth in developing countries, often to a greater extent than in developed ones (Liu & Wall, 2006). It is widely regarded as a means of generating employment and increasing national income (Khalil, Kakar, & Waliullah, 2007). Furthermore, tourism contributes to foreign exchange reserves through the trade of goods, importation of capital equipment, and development of service and manufacturing sectors (Durbarry, 2004). The economic effects of tourism

development typically fall into three categories: direct, indirect, and induced impacts (Dwyer, Forsyth, Madden, & Spurr, 2000). A direct impact might include increased revenues for hotels, restaurants, and travel companies. Indirect impacts occur when businesses in the tourism supply chain—such as suppliers to hotels and restaurants—experience economic growth. Induced impacts arise when individuals who benefit from direct and indirect tourism-related income, including business owners and employees, spend their earnings within the local economy.

The travel and tourism sector ranks among the largest and most rapidly expanding industries worldwide. In 2017, it experienced an economic growth rate of 4.6%, surpassing the global economic growth rate of 3% for the seventh year in a row, alongside all other major industrial sectors. This point out that the GDP growth of the travel and tourism industry was 50% greater than that of the global economy. In that year, the industry supported 313 million jobs all over the world (equivalent to one in ten jobs) and contributed 10.4% to the world's GDP (ICAO, 2018). Moreover, in 2017, international tourist arrivals reached 1.322 billion, marking a 7% increase from the previous year and it represents the highest growth rate in seven years (ICAO, 2018).

In 2022, G20 nations received 74% of global international tourists and generated 73% of global tourism export revenues. Prior to the COVID-19 pandemic, in 2019, Tourism Direct GDP accounted for 3.7% of the total GDP of G20 economies (TRACK, 2025). Tourism is widely acknowledged for its vast economic potential and substantial impact on economic development. It plays a pivotal role in the global economy, serving as a key driver of socio-economic progress.

According to the most recent annual report from the World Travel and Tourism Council (WTTC), the travel and tourism sector contributed 9.1% to global GDP in 2023 representing a 23.2% increase from 2022 and only 4.1% below the pre-pandemic level of 2019. Additionally, 27 million new jobs were created in 2023, marking a 9.1% increase from the previous year and just 1.4% short of 2019 figures. While international visitor spending increased by 33.1%, domestic tourism expenditure rose by 18.1% in 2023, exceeding 2019 levels, though it remained 14.4% lower than in 2019 (TRACK, 2025).

In a globalized world, tourism not only drives economic activity but also promotes peace, dialogue, and mutual respect among cultures. As competition among destinations intensifies, understanding the factors that influence tourist decision-

making becomes essential for policymakers, destination marketers, and tourism businesses to create effective strategies that enhance competitiveness and ensure sustainable growth in the tourism sector.

### **2.3 Factors Influencing on Tourism Development**

According to tourism theory, the five vital components of tourism system are Attraction, Accessibility, Accommodation, Amenities and Activities. Many researchers found that these components influence on tourism sector.

#### **a) Attraction:**

Tourism activity starts with the attractions. Attractions are widely considered the most influential component of a destination, capable of determining its success or failure. Attractions can be categorized into two main types: man-made attractions (monuments, museums, and shopping centers) and natural attractions (lakes, rivers, and mountains). Although accessibility and accommodation play an important roles, the primary motivation for tourists is typically the attraction itself. Indeed, it can be argued that without attractions, tourism would not exist. Nevertheless, elements like transportation, lodging, activities, and amenities can also function as attractions. Attractions significantly represent the foundational element in the tourism supply chain. Attractions are among the most vital components and elements that entice individuals to traverse from one destination to another. Attractions encompass a wide range of elements, including archaeological and cultural sites, historical landmarks and monuments, as well as natural scenery such as beaches, mountains, flora and fauna, resorts, wildlife sanctuaries, national parks, and zoological parks. They also extend to events such as exhibitions, trade fairs, festivals, and sporting events. Attractions serve as essential prerequisites for travel, drawing increasing numbers of visitors by providing enjoyment and meaningful experiences. Moreover, they foster engagement by encouraging individuals to participate in diverse tourism-related activities.

#### **b) Accessibility:**

Accessibility, often referred to as transportation, is a fundamental element of the tourism system, as it serves to connect the point of origin with the tourist destination. While attractions may exist, they hold little value unless tourists can physically access them. Transportation is generally not the primary objective of travel, but rather a necessary means for facilitating movement. Multiple transportation modes such as road, air, water, and rail are available to support tourism. Ideally, transportation

should be suitable to the traveler's needs, offering comfort, reliability, affordability, and convenience, regardless of the mode chosen. As a crucial factor, transportation significantly influences the expansion and advancement of the tourism sector. Although attractions can be natural or man-made, they are of limited utility without proper access, as tourists must be able to travel from their place of origin to the destination. Various modes of transport play a vital role in enabling this movement across regions and countries.

**c) Accommodation:**

Accommodation is one of the most essential elements of any destination. When selecting a destination, travelers typically prioritize accommodation that aligns with their personal preferences and requirements. Such accommodations are expected to offer food and beverage services, comfortable lodging, and other amenities that meet the traveler's expectations. In many cases, the accommodation itself becomes a point of attraction for tourists. Indeed, some destinations are frequented primarily because of the unique appeal or reputation of their hotels. The Palace Hotel in Chail and the Umaid Bhawan Palace in Jodhpur exemplify a distinct category of hospitality where visitors are charged merely for the privilege of exploring the hotel premises. Indeed, numerous destinations worldwide are increasingly showcasing their accommodation establishments as integral components of the tourism experience. Accommodation provides food and lodging facilities to various types of guest. It should offer a comfortable stay, with high-quality services and facilities.

**d) Amenities:**

Tourists visiting unfamiliar destinations often expect world-class amenities and services. To fulfill these expectations, the tourism industry invests considerable effort and resources. High-quality facilities play a vital role in enhancing the appeal and functionality of any tourist destination. In coastal resorts, for instance, services such as swimming, boating, yachting, and surfing, along with recreational amenities like dancing, entertainment, and amusement options, are considered essential for attracting and satisfying visitors. Tourism facilities can generally be categorized as either natural or man-made. Natural facilities include activities such as sea bathing, beach access, fishing, climbing, trekking, and scenic viewing. In contrast, man-made facilities encompass various entertainment services designed to meet the diverse interests of tourists. Exceptional beaches, sheltered by palm and coconut trees and offering ideal bathing conditions, contribute significantly to the attractiveness of a

tourist destination. Likewise, other natural assets, such as expansive water bodies suitable for cruising or opportunities for hunting and fishing, hold considerable importance in enriching the overall tourist experience.

Amenities are the services required by the tourist to facilitate his travel. Amenities typically encompass essential infrastructure facilities such as thoroughfares, sewage systems, power distribution networks, and telecommunications lines, alongside various services and establishments like police stations, automated teller machines (ATMs), and healthcare institutions. Amenities further include an array of supplementary services and conveniences that cater to the needs of travelers as they journey to diverse destinations. Amenities are those Facilities that complement to the attraction. Amenities also encompass provisions such as visa assistance, flight reservations, train tickets, and more.

As stated in UNWTO (2007), there are six factors which attract traveler to a particular destination: attractions, amenities, accessibility, image, price and human resources. Other components difference from above theory describe as follows:

**e) Image:**

Destinations image can be promoted in a different way such as marketing and branding, travel media, e-marketing. Uniqueness, sights, scenes, environmental quality, safety, service levels, and the friendliness of people are included in the image of the destination.

**f) Price:**

Price is a crucial element in choosing a destination. It encompasses the total expenditure for travel, lodging, transportation to and from the destination, attractions, and food, our services and other supplementary services at the destination (Jafari, 2003).

**g) Human Resources:**

Human capital is a pivotal element in the successful delivery of tourism services, as it engenders an overarching sense of hospitality and warmth. It is essential for any tourism-related company in a specific destination to have staff with suitable skills, abilities and education (Morrison, 2013).

This study used four variables for tourist decision-making on choosing a cultural destination based on the above five vital components of tourism system.

## 2.4 Review on Previous Studies

Hinlayagan, Gratuito, Matillosa, and Laos (2023) examined the factors influencing tourist decision-making when choosing a cultural destination, focusing on the behavioral patterns and preferences of travelers. The study employed descriptive statistics and factor analysis as its primary analytical tools, utilizing a structured questionnaire distributed randomly online. A total of 581 respondents from the Davao region, Philippines participated in the survey. The findings identified five key factors that significantly influence tourist decision-making: quality value accommodation and accessibility, cultural attractions, price buyer, destination image, and safety and security. These components represent the core dimensions of how tourists evaluate cultural destinations. The study emphasizes that a comprehensive understanding of these factors is essential in designing effective tourism strategies and developing competitive advantages for cultural tourism hubs. The results suggest that aligning destination offerings with tourist expectations in these key areas can enhance satisfaction, promote repeat visits, and strengthen the overall appeal of a cultural site.

Htoo and Tun (2020) conducted a study on the factors influencing tourists' decision-making when choosing a destination, specifically focusing on the Bagan–Nyaung U region in Myanmar. The objective of the research was to analyze the various factors affecting tourists' travel decisions and their preferences regarding tourism in the area. The study utilized both primary and secondary data, employing descriptive statistics, Pearson's Chi-squared test, and factor analysis to interpret the results. A total of 247 international tourists participated in the survey. The findings revealed six key factors that influenced tourists' destination choices, grouped according to their meaning, purpose, and level of importance. Among them, four prominent factors local festivals and personal hospitality, destination environmental features, tourism infrastructure, and amenities and quality of services emerged as highly influential in shaping tourists' decision-making processes. These factors reflect the multifaceted nature of destination appeal, emphasizing that both tangible and intangible elements such as cultural engagement and service quality play a crucial role in attracting international visitors to Bagan–Nyaung U.

Nwe, S. N. (2018) conducted a study titled tourism sector development in Myanmar (2004–2017) with the objective of examining the progress and challenges in Myanmar's tourism industry over a 13-year period. The study primarily employed a descriptive research method, utilizing data collected from Myanmar Tourism

Statistics (2012–2016) and official sources from the Ministry of Hotels and Tourism. Findings from the analysis revealed that although the tourism sector in Myanmar has shown gradual growth, the pace of development remains relatively slow. The study also identified several ongoing challenges and deficiencies, such as inadequate infrastructure, limited service quality, and the need for better policy implementation. These findings highlight that significant improvements and strategic investments are still necessary to enhance the competitiveness and sustainability of Myanmar's tourism sector.

PAING, N. Y. M. (2019) conducted a case study titled impacts of tourism development in Myanmar: A case study of Thandaunggyi area in Kayin state with the aim of identifying the economic, environmental, and socio-cultural impacts of tourism development in the Thandaunggyi Township. The study employed both quantitative and qualitative approaches, analyzing primary data collected from the local community and secondary data obtained from the Ministry of Hotels and Tourism. A total of 223 questionnaires were analyzed using SPSS statistical software. The findings revealed that tourism development in the Thandaunggyi area has brought both positive and negative effects. On the positive side, it has contributed to job creation, increased household income, and improvements in living standards. It also facilitated greater women's participation in economic activities, enhanced socio-economic empowerment, and raised educational awareness among residents. However, the study also identified negative consequences, such as the rise in land prices, which has placed economic pressure on some local residents due to increased demand driven by tourism-related activities.

HTUN (2021) conducted a study titled residents attitudes toward tourism development in Min Kun, Sagaing with the aim of identifying the status of tourism sector development in Sagaing and analyzing local residents' perceptions toward tourism growth in the Min Kun area. The research utilized both primary and secondary data sources, with a total of 1,919 households in Min Kun village. From these, a sample of 340 households was selected using the simple random sampling method, following Taro Yamane's formula for sample size determination. The study employed reliability testing, multiple regression analysis, and descriptive statistics to analyze the data. The findings highlighted the multidimensional impact of tourism, categorized into economic, social, cultural, and environmental effects. The results revealed that all four dimensions economic benefits, enhancement of cultural

preservation, social interactions, and environmental implications had a direct and positive relationship with the overall perception of tourism development among residents. These findings emphasize the significance of community attitudes in shaping sustainable tourism policies and initiatives in the Min Kun region.

CHO (2021) conducted a study on domestic tourist travel behaviour in Innwa, Mandalay, with the objective of analyzing the influence of personal and social factors on the travel behavior intentions of domestic tourists. The study also aimed to examine how behavioral intention affects actual travel behavior. Using a combination of descriptive analysis and a multiple regression model, the research explored the patterns and motivations behind domestic travel decisions. The findings revealed that personal factors (such as self-determination and individual preferences), social factors (including influences from business organizations, celebrity endorsements, and role models), and behavioral intentions all have a significant impact on domestic tourist behavior. The study concluded that media exposure and the role of tourism agencies are particularly influential in shaping the decision to visit Innwa, emphasizing the growing role of social and psychological triggers in domestic travel behavior.

Seyidov, J., & Adomaitienė, R. (2016) conducted a study on the factors influencing local tourists' decision-making when choosing a tourism destination in Azerbaijan. The aim of the study was to identify how social, cultural, personal, and psychological factors influence local tourists' travel behaviors. The research focused on different destination attributes such as attractions, amenities, accessibility, destination image, price, and human resources. A mixed-method approach was applied, using both primary and secondary data. The primary data were collected through questionnaires completed by 227 domestic travelers in Azerbaijan, both onsite and online. The findings revealed that demographic variables such as age, income level, and marital status had a notable effect on travel behavior, particularly in determining the length of stay. Additionally, the study emphasized that destination amenities, infrastructure, environmental quality, service personnel, and affordability were among the most important factors influencing the destination choices of local tourists.

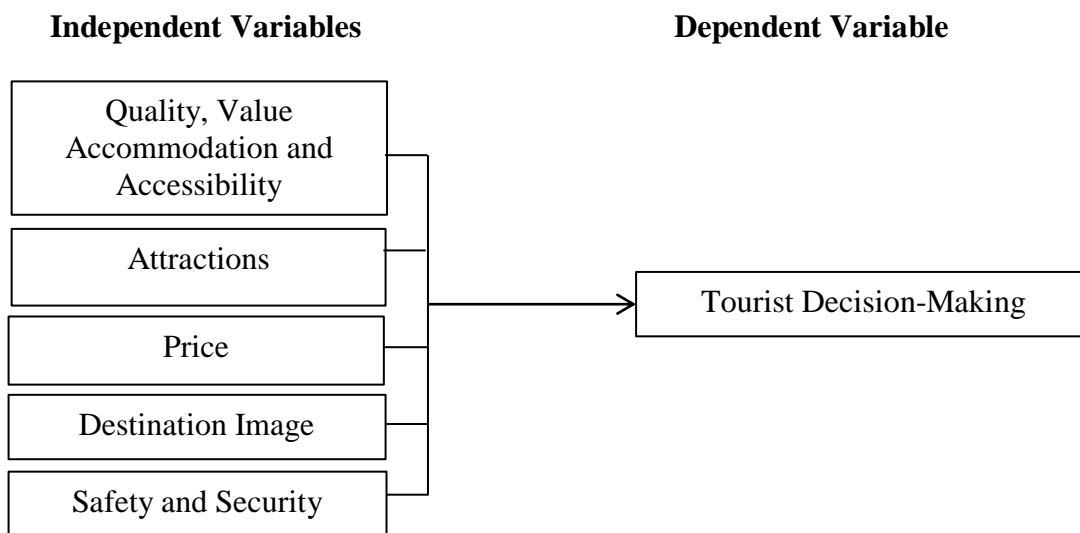
Jamie Lee Espina (2017) also conducted a study titled the effect of tourism in the economic, cultural and social development of the Philippines. The objective of the research was to examine how tourism contributes to economic growth, cultural preservation, and social development in the Philippines amidst its consistently

growing local tourism industry. The study explored the various positive outcomes of tourism, such as providing employment opportunities, encouraging investment, and enhancing local livelihood. Furthermore, tourism was found to promote local goods and services, raise cultural awareness, and help preserve traditions and heritage. The study utilized secondary data sources, including literature in economics and tourism, as well as observations, articles, and statistical records. According to the findings, tourism serves as a vital tool for economic empowerment and cultural sustainability. However, the research also acknowledged certain negative impacts, such as environmental degradation and potential shifts in traditional cultural values resulting from increased tourism activity.

## 2.5 Conceptual Framework of the Study

Figure (2.1) presents a conceptual framework. It is mainly developed for this specific study. The framework consists of independent variables such as types of Quality, Value Accommodation and Accessibility, Attractions, Price, Destination Image and Safety and Security and dependent variable Tourist Decision-Making.

**Figure 2.1 Conceptual Framework of the Study**



*Source:* Adapted from Kymwell R. Hinlayagan, Kyle Nicole Gratuito, Shairadhell Maye L. Matillosa, Rensteven V. Laos (2023)

### **Quality, Value Accommodation, and Accessibility**

Quality Value Accommodation and Accessibility refers to the overall standard and excellence of services, facilities, and experiences provided to visitors. This includes cleanliness, customer service, maintenance of heritage sites, and overall

satisfaction, the cost, time, and effort spent, transportation infrastructure (e.g., roads, airports, public transit), with the destination. High service quality enhances the tourist experience and influences repeat visits and positive word-of-mouth.

### **Attractions**

Attractions refer to the natural, cultural, historical, or man-made features of a destination that draw the interest and attention of tourists. They serve as the primary motivators for travel and form the core of a visitor's experience at a destination.

In the context of cultural tourism, attractions may include: Historical monuments and temples, Museums and archaeological sites, Traditional arts, crafts, and performances, Festivals and cultural events and Local lifestyles and heritage.

### **Price**

Price in tourism refers to the total cost that a tourist expects to incur in exchange for the travel experience, including transportation, accommodation, entrance fees, food, guided tours, and other related expenses. It is one of the most influential factors affecting tourists' decision-making when choosing a destination.

### **Destination Image**

Destination Image refers to the overall perception, beliefs, impressions, and emotional thoughts that a tourist holds about a particular travel destination. It encompasses both tangible and intangible attributes, such as the destination's physical appearance, culture, people, history, hospitality, reputation, and tourist services.

### **Safety and Security**

Safety and Security in tourism refer to the conditions and measures that ensure the physical, emotional, and psychological well-being of tourists during their travel and stay at a destination. These factors include protection from crime, political stability, health risks, natural disasters, and emergencies.

### **Tourist Decision-Making**

Tourist decision-making involves the evaluation and selection of a destination by individuals, influenced by factors such as personal preferences, perceived value, safety, and cultural attractiveness. It represents the result of interactions among various independent variables, ultimately leading to the decision to travel to a particular location, such as Bagan.

## **CHPATER III**

### **BACKGROUND OF THE STUDY**

This chapter focuses on about Myanmar tourism. Firstly, it presents overview of Myanmar tourism sector, secondly it discusses tourism in Myanmar and then tourist arrivals in Myanmar. Thirdly, it presents the economy of tourism in Myanmar and then finally, it discusses Bagan's Tourism Sector.

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

Myanmar, formerly known as Burma, is a culturally rich and geographically diverse country in Southeast Asia, bordered by China, Thailand, India, Laos, and Bangladesh. With its ancient temples, colonial architecture, natural landscapes, and diverse ethnic cultures, Myanmar possesses significant potential as a unique and attractive tourism destination. Over the past few decades, the country has experienced a gradual transformation in its tourism sector, particularly following its political reforms and increased global openness in the early 2010s.

Myanmar, often referred to as the "Golden Land," is renowned for its shimmering pagodas, golden teak forests, and abundant precious gemstones, as well as its rich historical monuments. With its diverse ethnic composition, the country presents a vibrant blend of cultures, natural landscapes, and lifestyles. This diversity is vividly expressed through a variety of colorful and dynamic festivals celebrated year-round. Among the most notable are the Thingyan Water Festival, the Thadingyut Lighting Festival, the Naga New Year, and the Hot Air Balloon Festival.

Tourism in Myanmar is closely linked to its cultural, religious, and historical legacy, making it a unique and immersive experience for visitors. From the golden spires of Yangon's Shwedagon Pagoda to the mystical plains of Bagan and the tranquil beauty of Inle Lake, Myanmar offers a wide range of attractions for cultural, adventure, and eco-tourists. The country is also home to over 135 ethnic groups, each with distinct traditions, languages, and festivals, adding to its cultural richness and appeal for international travelers.

UNESCO has awarded Bagan World Heritage status by in July 2019. The news of World Heritage status will likely to boost tourism.

##### **3.1.1 Tourism Situation in Myanmar**

Myanmar, a nation nestled in the heart of Southeast Asia, is celebrated for its breathtaking landscapes, vibrant culture, and time-honored traditions. Despite its

significant potential as a tourist destination, Myanmar's tourism industry remains underdeveloped in comparison to its neighboring countries. The number of international visitors has been relatively low, largely due to ongoing political instability and unrest (Standard Insights, 2023). However, tourism began to show positive momentum in 2011, with a substantial increase in arrivals. In 2012, Myanmar received around 1,058,995 international visitors, marking a 29.7% increase compared to the previous year. The country experienced a remarkable tourism surge in the following years, peaking in 2015 with 4,681,020 arrivals. This upward trend continued until 2020, when the COVID-19 pandemic severely disrupted the global travel industry. The situation further deteriorated with the onset of the military coup in 2021 (Standard Insights, 2023). According to the Travel & Tourism Economic Impact 2023 report by the World Travel & Tourism Council, the direct contribution of the travel and tourism sector to Myanmar's GDP in 2022 was MMK 674.7 billion, accounting for 0.6% of the total GDP. The sector's total contribution stood at MMK 2,448.5 billion, or 2.1% of GDP. In terms of employment, travel and tourism directly supported 301,629 jobs (1.5% of total employment), while its overall contribution to employment reached 951,797 jobs, comprising 4.6% of the national workforce.

According to China Economic Information Center (CEIC) data, tourist arrivals low recorded 130,947 persons in 2021 causing fear and uncertainty among travelers. Despite ongoing challenges, the country experienced a notable rebound in 2022, attracting 233,487 international tourists—an impressive 78.3% growth from 2021. Myanmar Tourists Arrivals recorded 1,284,731 persons in Dec 2023, compared with 233,487 persons in the previous year. It found that the international tourist arrivals to Myanmar changed year-by-year as shown in the following table.

**Table 3.1 International Tourist Arrivals in Myanmar (2014-2023)**

<b>Year</b>	<b>No. of Visitor Arrivals</b>	<b>Growth rate (%)</b>
2014	3,081,412	-
2015	4,681,020	34.17
2016	2,907,207	(37.89)
2017	3,443,133	15.56
2018	3,551,428	3.05
2019	4,364,101	18.62
2020	903,343	(79.30)
2021	130,947	(85.50)
2022	233,487	43.92
2023	1,284,731	81.83

Source: Myanmar Tourism Statistics (2014-2023)

Table (3.1) presents the number of international tourist arrivals to Myanmar from 2014 to 2023. Tourist arrivals in Myanmar peaked at 4,681,020 in December 2015, marking the highest recorded figure, while the lowest was observed in December 2021, with only 130,947 visitors. Key developments by year reveal that in 2015, international tourist numbers surged significantly to 4.7 million, up from 3.1 million the previous year. One contributing factor was the general election held in November 2015, which generated uncertainty about the country's future political direction. This uncertainty prompted a surge in last-minute visits by travelers and businesspeople seeking to enter the country before any potential governmental changes. In 2016, however, tourist arrivals dropped to 2.9 million, likely as a corrective response following the exceptional increase in the previous year. Despite the earlier concerns, the political transition occurred smoothly, and by 2017, the tourism sector resumed its upward trajectory. Myanmar's tourism sector reached a notable peak in 2019, recording 4,364,101 international arrivals—the highest figure since 2015. However, the outbreak of the COVID-19 pandemic in 2020 had a profound negative effect on the industry, causing a dramatic drop in foreign visitor numbers to just 903,343. This sharp decline was largely due to global travel restrictions and health concerns associated with the pandemic. In 2023, international tourist arrivals showed a modest recovery, with numbers beginning to rise once again.

In the foreseeable future, a sustained increase in the influx of foreign tourists to Myanmar is anticipated, provided that no political or economic upheavals precipitate uncertainty.

In Myanmar, overland entry is allowed for Thai and Chinese tourists holding border passes, as well as for third-country nationals with valid visas, through designated checkpoints along the Myanmar–Thailand and Myanmar–China borders. There are major four entry points to Myanmar such as International Airports, Cruise (By Sea), Land Borders (visa) and Land Borders (Entry Permit, Border Pass, Temporary Border Pass). Among the available access points, international airports and land border crossings (using entry permits, border passes, or temporary border passes) serve as the primary gateways for tourists, largely due to the convenience of transportation at these locations.

**Table 3.2 International Tourist Arrivals in Myanmar by Entry Points (2014 to 2023)**

<b>Year</b>	<b>International Airports</b>	<b>Cruise (By Sea)</b>	<b>Land Borders (visa)</b>	<b>Land Borders (EP, BP, TBP)</b>	<b>Total</b>
2014	1131353	-	271	1949788	3081412
2015	1301583	-	-	3379437	4681020
2016	1224755	-	47841	1634611	2907207
2017	1314066	6940	41942	2080185	3443133
2018	1335714	9370	53014	2153330	3551428
2019	1792353	8701	129371	2433676	4364101
2020	330373	1113	40415	531442	903343
2021	18558	818	-	111571	130947
2022	90859	1166	-	141462	233487
2023	-	-	288902	995829	1284731

*Source:* Myanmar Tourism Statistics (2014-2023)

Table (3.2) shows the number of international tourist arrivals to Myanmar by entry points from 2014 to 2023. The number of international tourist arrivals to Myanmar by entry points gradually increase during 2014 to 2019 except Cruise (by Sea) because of International Airports and Land Borders (Entry Permit, Border Pass, and Temporary Border Pass) are the main entry points for tourists. After 2019, the number of international tourist arrivals to Myanmar by entry points significantly decrease due to the COVID-19 pandemic and political instability. In 2023, the total number of tourist arrival to Myanmar by entry points again increased. Most of the tourist is arriving at International airports.

International tourists to Myanmar come through various ways holding various types of visas. Most of tourist came from North America, Other Americas, West Europe, East Europe, Africa, Middle East, Asia, and Oceania. The following table shows a list of the visitor's arrival to Myanmar by nationality.

**Table 3.3 Tourists Arrival in Myanmar by Nationality (2014-2023)**

Years/ Region		North America	Other America	West Europe	East Europe	Africa	Middle East	Asia	Oceania
2014	No.	74899	7043	186828	13592	3321	4714	807806	33421
	%	6.62	0.62	16.51	1.2	0.29	0.42	71.39	2.95
2015	No.	83866	9575	209300	15433	3829	5527	938487	35566
	%	6.44	0.74	16.08	1.19	0.29	0.42	72.1	2.73
2016	No.	91526	10999	237889	17568	3779	7140	864523	39172
	%	7.19	0.86	18.70	1.37	0.30	0.56	67.94	3.08
2017	No.	87153	12592	239358	20069	5866	6465	953801	37644
	%	6.39	0.92	17.56	1.48	0.43	0.48	69.98	2.76
2018	No.	76122	10786	183472	18386	4346	5685	1066846	32455
	%	5.44	0.77	13.12	1.32	0.31	0.41	76.31	2.32
2019	No.	77817	10227	184016	18649	4490	6006	1599186	30034
	%	4.03	0.53	9.53	0.97	0.23	0.31	82.84	1.56
2020	No.	17765	2721	55767	7267	1384	1890	278293	6814
	%	4.78	0.73	15	1.95	0.37	0.51	74.83	1.83
2021	No.	691	68	1248	873	192	152	15910	242
	%	3.57	0.35	6.44	4.51	0.99	0.78	82.11	1.25
2022	No.	3489	313	5239	2017	509	1184	77969	1305
	%	3	-	6	3	1	1	85	1
2023	No.	9864	900	11493	4355	1149	949	257117	3075
	%	3.41	0.31	3.98	1.51	0.40	0.33	89	1.06

Source: Myanmar Tourism Statistics (2014-2023)

It sees that tourists from Asia are especially large in number and the lowest coming from Africa and Oceania looking at the number of foreign tourists arriving in Myanmar by air and sea from 2014 to 2023 by country and region, Table (3.3). The

main reasons that the largest share of tourists from Asia is causing which since it is located near the border and easy to visit by plane.

### **3.1.2 Tourist Attractions in Myanmar**

Tourist attraction is an indispensable component in tourism industry. Tourism is essential for developing countries as they generate employment and income for local people and also make one country's culture and tradition noticed by the world. As one of the UNESCO world heritage sites, Myanmar has plenty of tourist attractions from centuries ago.

Myanmar, part of the Southeast Asia, has a large number of cultural heritage sites, iconic landmarks and enjoyable festivals. Firstly, the Shwedagon Pagoda from Yangon, formerly known as Rangoon, the capital of Myanmar, is known for its incredible architecture, which remains till today. The pagoda is the heart of Yangon, the most profoundly honored pagoda in the country and has an interesting history behind. According to legend, it was built during the lifetime of the Buddha over 2,500 years ago, enshrining strands of his sacred hair. Rising 326 feet above the city skyline, this golden structure serves as a highly recognizable landmark visible from great distances. Widely regarded as one of the world's marvels, it is also the most iconic pagoda in Southeast Asia. Friendly street vendors traditionally dressed local people wearing Thanakha (a paste made from ground bark) on their cheeks and the small shops showcasing the Shwedagon-themed souvenirs are the well-known tourist attractions.

Next, Bagan is the ancient capital city where the country's ancient architecture and construction lie. It is located in the upper part of Myanmar and is the capital of Myanmar's first dynasty. Visiting old temples, riding horse carts, eating Burmese traditional street foods and playing with Myanmar puppets which are sold all over the town are the loveliest attractions of the Bagan city that catch the eyes of tourists from all around the world. Next, one of the most visited places in Myanmar includes Inlay-lake, located in the Shan Hills. The freshwater lake lies around the foggy mountains and numerous small villages. The climate at Inlay Lake is distinct from other regions of the country, characterized by cooler temperatures and slightly drier air. One of the lake's most remarkable cultural features is the traditional leg-rowing technique practiced by local fishermen, a custom unique to the Inlay Lake region. There is one more thing that tourists can unexpectedly find at the lake. They're floating markets, where the Inlay Lake residents sell vegetables and groceries on their boats. Another

striking feature of the landscape is the presence of floating tomato farms and vibrant flower gardens, which are anchored to the lakebed using bamboo poles.

The hospitality of the local village people and seeing their daily life activities make visiting a little better for tourists and visitors that they can enjoy a pleasant trip alongside the lake yet come to appreciate the genuine nature of the local community. Last but not least, the celebration of Thingyan water festival all around the country is what makes touring Myanmar in summertime exciting and flamboyant. The water festival is held around for four to five days, believing that it washes sins and filths and welcomes the new-year. Playing with water in the Mandates and queuing for free Thingyan food is what makes the once-in-a-year festival unforgettable.

Numerous tourist attractions invite tourists to visit our country, which in return, gives us income from the foreign countries. The places mentioned above are just a few popular ones. What could be a more beautiful welcome than these beautiful places for foreigners visiting our home country. That is why we must look after and protect our cultural heritage attractions which appeal people from all around the world.

### **3.1.3 Popular Destinations in Myanmar**

Myanmar presents a variety of tourism forms, including cultural, ecological, recreational, marine, religious, commemorative, and adventure tourism, owing to its rich geographical diversity, abundant natural resources, and numerous historical landmarks. Among the top ten notable travel destinations are Yangon (recognized as the country's most vibrant city) Bagan, known as a concealed cultural gem; Mandalay, celebrated for its cultural and historical significance; Inle Lake, admired for its scenic beauty; and the iconic Golden Rock Pagoda. Other prominent sites include the ancient city of Mrauk U, Kengtong (Kyaing Tong), Hpa-An, Bago, Putao, the coastal resorts of Ngapali and Ngwe Saung, and Kalaw, a renowned hub for trekking.

Myanmar's tourism industry is primarily categorized into four key product types and associated destinations. They are Cultural and Creative Tourism, Nature-based activities, Adventure and experiential tourism, Cruise tourism and yachting.

#### **Cultural and creative tourism**

Kyaington, Pyin Oo Lwin, Hsipaw, Mrauk U, Hpa-an, Hakha, Nat Ma Tuang, and Loikaw are cultural and creative tourism destinations.

### **Nature-based activities**

Inle, Bagan, Ngapali, along with emerging destinations like Ngwesaung, Chaungtha, Kyaington, Kawthaung, and Myeik Archipelago sites are popular for nature-based tourism activities.

### **Adventure and experiential tourism**

Inle, Bagan, and emerging destinations (Kyaington, Pyin Oo Lwin, Hakha, Nat Ma Taung, Putao, Loikaw, and Myeik Archipelago) are adventure and experiential tourism destinations.

### **Cruise tourism and yachting**

Yangon, Bagan-Mandalay, Ayeyawady, and emerging destinations (Kawthaung) are cruise tourism and yachting tourism destinations.

#### **3.1.4 Types of Tourism in Myanmar**

In Myanmar, there are mainly four types of tourism such as cultural and heritage tourism, religious tourism, ecotourism and nature-based tourism and community-based tourism (CBT).

#### **Cultural and Heritage Tourism**

Cultural tourism is the backbone of Myanmar's tourism industry. Sites such as Bagan, Mandalay, and Yangon attract visitors eager to explore Buddhist monuments, ancient cities, royal palaces, and traditional arts and crafts. Bagan, in particular, is a symbol of Myanmar's cultural identity and a major draw for heritage tourism.

#### **Religious Tourism**

As a predominantly Buddhist country, Myanmar hosts numerous pilgrimage sites, including the Shwedagon Pagoda in Yangon, the Mahamuni Buddha in Mandalay, and the Golden Rock in Kyaiktiyo. These sacred sites attract both domestic and international spiritual travelers.

#### **Ecotourism and Nature-Based Tourism**

With vast natural resources and biodiversity, Myanmar has growing potential in ecotourism. Destinations such as Inle Lake, Hpa-An, and the Chin Hills offer opportunities for hiking, bird watching, and experiencing traditional village life, with minimal environmental impact.

#### **Community-Based Tourism (CBT)**

Community-based tourism initiatives are gaining traction in Myanmar, aiming to empower local communities while providing tourists with immersive cultural

experiences. These programs often include homestays, traditional farming demonstrations, and participation in local festivals.

### **3.2 Government Role and Policy Framework in Tourism Sector**

The Myanmar Ministry of Hotels and Tourism (MOHT) play a central role in regulating and promoting the tourism industry. The government has introduced several strategic plans, such as the Myanmar Tourism Master Plan (2013–2020) and the Community Involvement in Tourism (CIT) Policy, to guide sustainable tourism development. These plans emphasize infrastructure improvements, capacity building, cultural preservation, and community participation.

The Master Plan adopts this vision for tourism in Myanmar and the nine aims of the Myanmar Responsible Tourism Policy as its guiding principles. The guiding principles are:

1. Develop tourism as a national priority sector.
2. Maintain cultural diversity and authenticity.
3. Enable the sector to complete on product richness, diversity and quality.
4. Strengthen the country's institutional system to plan and manage tourism.
5. Minimize unethical Practices.
6. Promote broad based local socio-economic development.
7. Conserve and enhance Myanmar's protected areas and natural environment.
8. Ensure the health, safety and security of our visitors.
9. Promote a well-trained and rewarded workforce.

The goal of the Master Plan is to maximize tourism's contribution to national employment and income generation, and ensure that the social and economic benefits of tourism are equitably distributed.

### **3.3 Profile of Bagan**

Bagan, located in Myanmar's Mandalay Region, is a prominent tourist destination, home to more than 2,000 ancient pagodas and temples. Recognized as an ancient city and a UNESCO World Heritage Site, Bagan lies within the Nyaung-U District and forms the core of the Bagan Archaeological Zone (a key component of the country's emerging tourism sector). As one of the most significant cultural heritage sites in Southeast Asia, Bagan holds deep historical and spiritual value for the people of Myanmar. Historically, it has drawn numerous local pilgrims from across the country (Kyaw Myint, 2016).

Bagan's cultural heritage is also preserved through traditional village life. In nearby villages, local residents engage in farming suited to the arid climate, cultivating crops such as sesame and peanuts. Artisans continue to produce traditional lacquerware and woven cotton textiles, sustaining craft traditions passed down through generations. These practices reflect the enduring presence of traditional lifestyles. Tourism serves as the foundation of Bagan's economy. Moreover, Bagan is the epicenter of Myanmar's lacquerware industry, which largely relies on the tourism sector for its sustainability.

Much of the exquisite lacquerware is intended for souvenir boutiques in Yangon, as well as global markets. Moreover, the lacquerware-making process itself has become a tourist draw (flickr, 2014). Bagan is readily accessible via air, rail, bus, automobile, and riverboat. Although it is also possible to reach Bagan by road or on one of the river cruises, many tourists arrive at Nyaung U airport.

Bagan, located in the Mandalay Region of Myanmar, is one of the most significant cultural heritage sites in Southeast Asia. Bagan, which served as the capital of the ancient Pagan Kingdom between the 9th and 13th centuries, is recognized for its historical and spiritual significance. The area is distinguished by a remarkable landscape that features over 2,000 extant Buddhist monuments, including temples, stupas, and monasteries. The Bagan Archaeological Zone covers an expansive area on the eastern bank of the Ayeyarwady River and showcases the architectural and artistic achievements of Myanmar's early civilization. These structures, many of which were built between the 11th and 13th centuries, reflect a deep integration of religious devotion, craftsmanship, and Burmese identity. Key attractions for tourists include such as Ananda Temple, Dhammayangyi Temple, and Sulamani Temple.

Recognized as a UNESCO World Heritage Site in 2019, Bagan has gained international attention as a premier cultural tourism destination. It attracts both domestic and foreign visitors who are drawn to its historical ambiance, spiritual atmosphere, and the opportunity to experience traditional Burmese culture.

Apart from temple visits, Bagan also offers a variety of activities such as hot air balloon rides, local handicraft shopping, traditional puppet shows, and visits to nearby villages. The local government and tourism sector have been working to balance tourism development with heritage conservation, ensuring the long-term sustainability of this unique site.

Bagan's unique blend of history, religion, and culture makes it a compelling destination for cultural travelers, and understanding the factors influencing tourists to choose Bagan is vital for its sustainable tourism planning and development.

These actions collectively contribute to building a more attractive, safety and security, positive destination image of Bagan as a top cultural tourism destination. Implementing them effectively can enhance international tourist arrivals and boost their overall experience and satisfaction.

### **3.4 Tourism Development in Bagan**

Bagan, a highly significant ancient site, is considered Myanmar's most important cultural heritage area, with global recognition. It flourished as a center for Buddha Sarsana, evidenced by its many valuable ancient monuments. The diverse range of temples, stupas and monasteries in Bagan are not simply buildings: they serve as both national symbols and cherished cultural heritage for Myanmar. These temples represent the largest tourist attraction in the country and are acknowledged as major historical landmarks across Southeast Asia (Sandar, 2018).

Bagan, located in the Mandalay Region of Myanmar, is one of Southeast Asia's most iconic cultural and heritage destinations, renowned for its thousands of ancient pagodas, temples, and monasteries that date back to the 9th to 13th centuries. As a UNESCO World Heritage Site since 2019, Bagan holds immense potential for tourism development due to its historical, spiritual, and architectural significance. Over the years, Bagan has evolved into a major attraction for both international and domestic tourists, becoming a symbol of Myanmar's cultural identity.

The development of tourism in Bagan has been supported by the government and private sectors through various initiatives aimed at improving infrastructure, promoting the cultural significance of the site, and encouraging sustainable tourism practices. These include efforts to preserve ancient monuments, regulate tourism activities to protect heritage sites, and improve accessibility through the development of roads, airports, and transport services.

In addition to infrastructure, tourism development in Bagan has focused on enhancing the visitor experience by introducing interpretive centers, guided tours, and information services that help tourists understand the rich history of the region. Local communities have been increasingly involved in tourism through traditional craft markets, cultural performances, and hospitality services, which also support socio-economic development.

However, Bagan’s tourism growth faces several challenges, including the need for improved safety standards, accommodation quality, environmental management, and political stability. Seasonal tourism patterns and the impact of global events such as pandemics have also highlighted the need for resilience and diversification in the tourism sector.

To ensure long-term tourism development in Bagan, it is essential to implement policies that balance preservation with promotion. This includes stricter regulations on construction near heritage zones, investment in tourism education and training, and the promotion of community-based and eco-friendly tourism. By addressing these areas, Bagan can sustain its status as a world-class cultural destination while preserving its unique historical and spiritual essence for future generations.

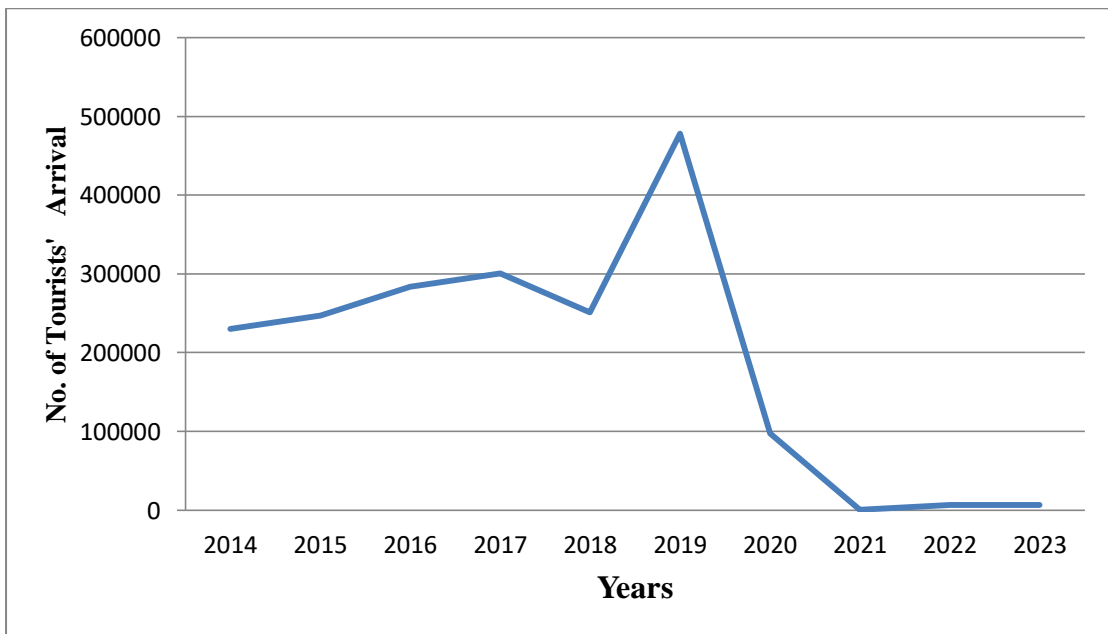
The tourists’ arrival to Myanmar by Nationality at Bagan is as follow. The numbers of tourist from all over the world who are visited to Bagan mostly from America, West Europe, East Europe, middle-east, Asia and Oceania.

**Table 3.4 Tourists’ Arrival in Bagan by Nationality (2014-2023)**

<b>Nationality/ Years</b>	<b>America</b>	<b>West Europe</b>	<b>East Europe</b>	<b>Middle East</b>	<b>Asia</b>	<b>Oceania</b>	<b>Total</b>
2014	19104	122605	2357	2960	77234	5869	<b>230129</b>
2015	18565	121090	4354	2587	97263	3281	<b>247140</b>
2016	27550	133299	7908	4566	104853	5701	<b>283877</b>
2017	29046	140384	9033	2907	115528	3543	<b>300441</b>
2018	26732	108026	7075	2396	102089	4599	<b>250917</b>
2019	31598	172238	5993	6346	254156	7787	<b>478118</b>
2020	12640	43172	3313	948	34028	3078	<b>97179</b>
2021	17	144	6	21	393	33	<b>614</b>
2022	209	814	190	55	4995	111	<b>6374</b>
2023	1388	1421	1079	224	10796	19	<b>14927</b>

*Source:* Ministry of Hotels and Tourism in Bagan, 2025

**Figure 3.1 Tourists' Arrival in Bagan**



*Source:* Table 3.4 Tourists' Arrival in Bagan by Nationality (2014-2023)

Table (3.4) and Figure (3.1) illustrates tourists' arrival in Bagan by nationality 2014 to 2023. the number of international tourists has increased from 300,441 persons in 2017 to 478,118 persons in 2019 and the number of tourists' arrival to Bagan has increased from 2017 to 2019. The number of international tourists' arrival to Bagan has increased year after year because there are many reasons why tourists come to Bagan. It is recognized as a historical, architectural and other Buddhist sites in South East Asia and an important Buddhist heritage site. Moreover, Bagan is one of the cultural heritage tourist destinations in Myanmar which attracts many visitors to its unique and important cultural landscape of Bagan. The number of tourists' arrival to Bagan has significantly decreased after 2019 due to COVID-19 pandemic and political instability and then the number of international tourists' arrival to Bagan again increased in 2023.

The Table (3.5) shows the tourist arrivals and revenue generated from 2014 to 2023 in the Bagan region of Myanmar.

Table (3.5) shows the annual revenue of the tourism sector in Bagan from 2014 to 2023. The highest number of tourists visited Bagan in 2019, and it is noteworthy that all tourists visiting Bagan visited the cultural zone. It decreased in 2020, 2021 and 2022 due to COVID-19 pandemic, and then increased again in 2023. The tourism sector in Bagan has been increasing annually due to the increase in the number of tourists.

**Table 3.5 Tourist Arrivals and revenue from Tourism in Bagan (2014-2023)**

Year	No. of Tourist Arrivals		Tourist revenue	
	Bagan	Bagan Zone	USD	MMK (million)
2014	230345	241588	11161076	3759
2015	605628	100803	11343998	2451862
2016	319974	297512	11666237	6694020
2017	337654	299215	12552803	5769774
2018	250647	254311	7961383	5707215
2019	478118	478118	8666478	7200000
2020	97179	116524	2469497	2160000
2021	614	-	60140	-
2022	6374	406	143906	14425
2023	14927	5829	415080	15905

Source: Ministry of Hotels and Tourism in Bagan and Department of Archaeology and National Museum, 2025

The Table (3.6) shows the number of hotels, motel, and guest houses from 2014 to 2023 in the Bagan region of Myanmar.

**Table 3.6 Licensed Hotels, Motel, and Guest Houses in Bagan (2014-2023)**

No	Year	No. of hotel/ motel/ Guest house	No. of room
1	2014	77	2386
2	2015	77	2785
3	2016	83	2845
4	2017	84	2909
5	2018	84	2904
6	2019	89	3202
7	2020	128	5295
8	2021	150	5866
9	2022	154	5993
10	2023	152	5974

Source Ministry of Hotels and Tourism in Bagan, 2025

Table (3.6) shows the numbers of hotel, motel, and guest houses in Bagan. According to the Myanmar Tourism Statistics, the progress of Bagan the numbers of hotel, motel, and guesthouses can be observed through the increasing in hotel and room year after year starting from 2017 to 2022. In 2022 is the highest point of hotel and room.

## **CHAPTER IV**

### **SURVEY ANALYSIS**

This chapter is divided into two major sections. The first section provides the demographic information of the international tourists. The second section presents results on the respondents' 133 international tourists were decision-making in selecting Bagan as a cultural tourism destination. The result of the relationship between the predictors and outcome variable were presented from a statistic point of view. Statistical analysis is used in this study include description of the demographic analysis and reliability test. Finally, the results of testing the proposed research hypotheses in terms of Reliability Test, multiple regression analysis are as follows.

#### **4.1 Survey Design**

Quantitative data analysis methods are utilized and data was collected through a structured questionnaire as a main tool for the study. The survey was designed to explore tourists' motivations, preferences, perceptions, and demographic characteristics that may impact their travel decisions. The survey targeted international tourists who visited Bagan from the third week of January to the first week of March 2025. Respondents were selected from tourist locations such as historical temples, museums, and hotels. A total of 160 questionnaires were distributed, and 133 valid responses were collected and analyzed, ensuring a high response rate (90%). The study focused on 133 international tourists from different countries who visited the Bagan region in Myanmar.

The survey questionnaire contained two parts. The first questionnaire part includes demographic characteristics of such as gender, age, education, marital status, occupation, major reason for visiting the Myanmar, major reason for visiting the Bagan, source help you choose Bagan and number of times visited Bagan. Statistical analysis of the structure of the sample of respondents are allowed.

In the second part, were about foreign visitors' opinions on Quality, Value Accommodation and Accessibility, Attractions, Destination Image, Price and Safety and Security impacts on a five-point likert scale, ranging from strongly disagree, disagree, undecided, agree to strongly agree is used in this study. Part II focuses on international tourists visiting the Bagan region.

The second segment of the questionnaire utilized a five-point Likert scale, enabling the assessment of survey response reliability. Bothe Cronbach's alpha and

standardized Cronbach's alpha were applied with their finding interpreted in accordance with the theoretical framework established by Hair et al. (2003). A Cronbach's alpha index surpassing 0.7 was considered indicative of data appropriate for subsequent analytical procedures. Furthermore, a scale analysis was performed within this section to ascertain the predominant ratings provided by participants. Subsequently, the outcomes of these assessments were analyzed through the computation of fundamental descriptive statistics and proportional distributions.

The method used in this study for tourist decision-making is questionnaire-based survey method. Structured questionnaires analyze about the factors influencing tourist decision-making in selecting Bagan as a cultural tourism destination. Then the collected data were computed by the SPSS software. Firstly, the results of this study present by descriptive statistics. Secondly, multiple regression analysis results describe in this study. From the sample 133 international tourists studying in Bagan, the research findings were concluded as follows:

#### 4.2 Demographic Information of the International Tourists

As profiles of international tourists, gender, age, marital status, education, occupation, major reason for visiting the Myanmar and nationality are presented. Table (4.1) shows the gender of international tourists.

**Table 4.1 Gender of International Tourists**

Gender	Frequency	Percent
Female	56	42.1
Male	77	57.9
<b>Total</b>	<b>133</b>	<b>100.0</b>

*Source:* Researcher's Survey Data, 2025

The demographic information of the gender of international tourists is shown in Table (4.1). The sample of this study consists of 133 international tourists. In the gender distribution of the international tourists, 42.1% of international tourists are female and 57.9% of international tourists are male. It found that international tourists who visited Bagan were more likely to be male (57.9%) than female (42.1%).

**Table 4.2 Marital Status of International Tourists**

Marital status	Frequency	Percent
Single	78	58.6
Married	55	41,4
<b>Total</b>	<b>133</b>	<b>100.0</b>

*Source:* Researcher's Survey Data, 2025

Table (4.2) shows that the demographic information of the marital status of international tourists. In the marital status of the international tourists, 58.6% of international tourists are single and 41.4% of international tourists are married. It found that single international tourists are more than married international tourists in this study.

**Table 4.3 Age of International Tourists**

Age (Years)	Frequency	Percent
18-27	21	15.8
28-37	31	23.3
38-47	29	21.8
48-57	24	18.0
58-67	19	14.3
68-77	8	6.0
78-87	1	0.8
<b>Total</b>	<b>133</b>	<b>100.0</b>

*Source:* Researcher's Survey Data, 2025

As shown in Table (4.3) it is found that 23.3% of the majority of international tourists in this survey is the aged between 28 years and 37 years old. It is found that 6.0% of the least groups of international tourists are aged between 68 years and 77 years old. It is found that most of the tourists are students and young people aged between 28 years and 37 years to visit to Bagan.

**Table 4.4 Education of International Tourists**

Education	Frequency	Percent
High School	6	4.5
Bachelor	66	49.6
Master	50	37.6
Ph. D	11	8,3
<b>Total</b>	<b>133</b>	<b>100.0</b>

*Source:* Researcher's Survey Data, 2025

Education level of the respondents from Ph.D. to others include high school are presented in Table (4.4). Among them, 66 the peak international tourists completed Bachelor degree education which is 49.6%. The lowest international tourists of education level are 4.5% of the high school and others level. The result shows the relatively high education attainment of the international tourists. Therefore, most of the international tourists are the relatively high education attainment. As

shown in Table (4.4), 49.6% of international tourists got Bachelor degree, 37.6% got master degree and 8.3% got Ph.D. and other level of education. In this study, the level of education of international tourists is high level and educated tourists are found.

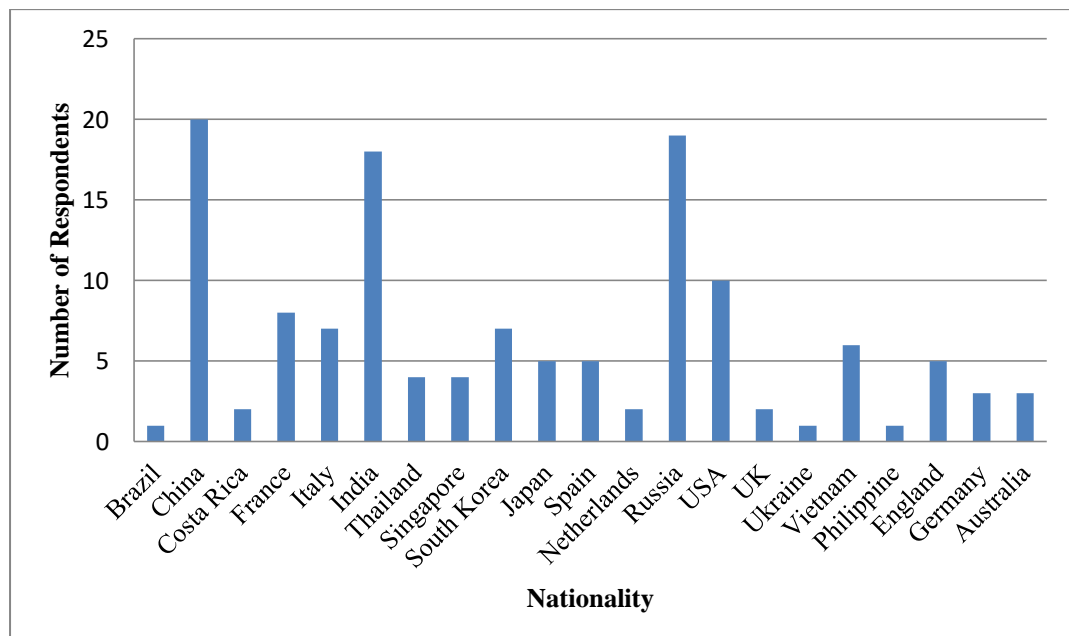
**Table 4.5 Occupation of International Tourists**

Occupation	Frequency	Percent
Government Employees	47	35.3
Private sector Employees	14	10.5
Own Business	21	15.8
Retired	23	17.3
Student	27	20.3
Other	1	0.8
<b>Total</b>	<b>133</b>	<b>100.0</b>

Source: Researcher's Survey Data, 2025

According to Table (4.5) regarding occupation of the international tourists, occupation of international tourists is divided by 6 groups: government employees, private sector employees, own Business, retired, student and others. It was found that 35.3% of the largest international tourists are the government employees' group and 0.8% of the lowest international tourists are other group. Therefore, most of the international tourists are government employees and government employees are visit to Bagan.

**Figure 4.1 Nationality of International Tourists**



Source: Researcher's Survey Data, 2025

Figure (4.1) shows nationality of international tourists. China contributed the highest number of international tourists with (20), indicating strong interest or accessibility from Chinese travelers. Russia follows closely with (19), shows that Bagan is also a popular destination. India ranks third with (18), suggesting regional proximity and cultural interest may play a role in travel behavior. Other countries such as France, Vietnam, USA and Italy show moderate levels of international tourists. The other countries are lowest international tourists.

**Table 4.6 Major Reason for Visiting the Myanmar**

Major Reason	Frequency	Percent
Ancient temples and pagodas	49	36.8
To enjoy the nature	25	18.8
On a business trip	13	9.8
Local festivals and events	8	6.0
Traditional arts and crafts	17	12,8
Historical significance of the site	16	12.0
Other	5	3.8
<b>Total</b>	<b>133</b>	<b>100.0</b>

*Source:* Researcher's Survey Data, 2025

Table (4.6) is regarding major reason for visiting the Myanmar of the international tourists. Major reason for visiting the Myanmar of respondents is divided by 7 groups: Ancient temples and pagodas, to enjoy the nature, on a business trip, local festivals and events, traditional arts and crafts, historical significance of the site and others. It was found that 36.8% of the largest international tourists are the Ancient temples and pagodas group and 3.8% of the lowest international tourists is other group. Therefore, most of the international tourists are Ancient temples and pagodas are visit to Bagan.

### **4.3 Factors Influencing Tourist Decision-Making on Choosing a Cultural Destination**

This section reveals opinions about tourist decision-making on choosing a cultural destination. International tourists were asked to give their opinions on the following statements by using the likert scale. Tourists were given perception levels in respect of the following statements. The levels of agreement are shown as SD= strongly disagree, D= disagree, N= undecided, A= agree, SA= strongly agree.

**Table 4.7 Quality, Value Accommodation and Accessibility Factors**

Sr. No.	Description		SD	D	N	A	SA
1	The accommodation quality matters to me.	Freq	2	6	9	56	60
		%	1.5	4.5	6.8	42.1	45.1
2	The number of hotels, resorts and accommodation is adequate for tourists.	Freq	2	7	8	73	43
		%	1.5	5.3	6.0	54.9	32.3
3	The cleanliness of the destination matters to me.	Freq	1	2	17	42	71
		%	0.8	1.5	12.7	31.6	53.4
4	The cost of transportation to visit the place must be reasonable.	Freq	3	3	6	65	56
		%	2.3	2.3	4.5	48.8	42.1
5	The Accessibility of accommodations is a must in cultural destinations.	Freq	1	2	3	55	72
		%	0.8	1.5	2.3	41.3	54.1
6	Prices of hotels, resorts and accommodation are fit with a variety of alternative rates depending on tourists' spending power.	Freq	2	4	10	74	43
		%	1.5	3.0	7.5	55.7	32.3
7	Condition of the transportation must be accessible.	Freq	-	3	6	61	63
		%	-	2.3	4.5	45.8	47.4
8	Having availability of high-speed internet and Wi-Fi.	Freq	6	5	18	60	44
		%	4.5	3.8	13.5	45.1	33.1
<b>Average Mean</b>			<b>4.24</b>				

Source: Researcher's Survey Data, 2025

In the Table (4.7) it founds that most of respondents (95.4%) agreed that the accessibility of accommodations is a must in cultural destinations. Most respondents (78.2%) agreed having availability of high-speed internet and Wi-Fi. The above average mean result (4.24) shows most of respondent agreed with almost all statements and thus it conclude that quality, value accommodation and accessibility factors have important play in tourist decision-making on choosing a cultural destination.

Accessibility is viewed as a crucial factor for tourists when choosing a cultural destination like Bagan. Although still significant this is the lowest among the listed factors showing that while connectivity is valued, it is slightly less important than other core needs such as transportation, accommodation, and cleanliness. This confirms that these factors significantly influence the tourist decision-making process when selecting Bagan as a cultural tourism destination.

**Table 4.8 Attraction Factors**

Sr. No.	Description		SD	D	N	A	SA
1	Having many interesting cultural attractions in Bagan.	Freq	2	1	2	32	96
		%	1.5	0.8	1.5	24.0	72.2
2	Having significant heritage sites in Bagan.	Freq	1	-	5	37	90
		%	0.8	-	3.8	27.8	67.6
3	Bagan's cultural attractions, such as ancient temples and traditional crafts, were the primary reason for my visit.	Freq	1	2	6	36	88
		%	0.8	1.5	4.5	27.0	66.2
4	Having Variety of natural attractions in Bagan.	Freq	2	-	6	45	80
		%	1.5	-	4.5	33.8	60.2
5	Having historical places attractions.	Freq	1	-	4	46	82
		%	0.8	-	3.0	34.5	61.7
6	Visiting cultural places excites me the most.	Freq	2	-	5	53	73
		%	1.5	-	3.8	39.8	54.9
7	Travelling to Bagan is Convenience.	Freq	3	11	8	52	59
		%	2.3	8.2	6.0	39.1	44.4
8	A cultural destination may provide affordable recreational activities for visitors.	Freq	2	3	6	64	58
		%	1.5	2.3	4.5	48.1	43.6
<b>Average Mean</b>			<b>4.47</b>				

Source: Researcher's Survey Data, 2025

In the Table (4.8) it founds that most of respondents (96.2%) agreed that the Having many interesting cultural attractions in Bagan. Majority of respondents (83.5%) agreed that Travelling to Bagan is Convenience. According to the above average mean result (4.47), it found that most of respondent agreed with almost all

statements and thus it conclude that attraction factors have important play in tourist decision-making on choosing a cultural destination.

This indicates that Bagan's cultural attractions are a major pull factor for tourists. This suggests that travel accessibility and convenience remain concerns among tourists. A strong overall agreement that attractions in Bagan significantly influence tourist decision-making.

**Table 4.9 Price Factors**

Sr. No.	Description		SD	D	N	A	SA
1	The fare price for visiting the destination must be affordable.	Freq	1	1	24	61	46
		%	0.8	0.8	18.0	45.9	34.5
2	A cultural destination must have a proper price list of exhibitions of cultural offers.	Freq	1	1	19	65	47
		%	0.8	0.8	14.2	48.9	35.3
3	The entrance fees to cultural sites in Bagan (e.g., temples, museums) to be reasonable.	Freq	2	1	6	69	55
		%	1.5	0.8	4.5	51.8	41.4
4	Accommodation, food and souvenirs prices are reasonable for visitors.	Freq	2	4	16	49	62
		%	1.5	3.0	12.0	36.9	46.6
5	Prices of local transportation are affordable for visitors.	Freq	2	3	16	53	59
		%	1.5	2.3	12.0	39.8	44.4
6	Convenience to Overall cost of your stay in Bagan for visitors.	Freq	2	3	2	66	60
		%	1.5	2.3	1.5	49.6	45.1
<b>Average Mean</b>			<b>4.23</b>				

Source: Researcher's Survey Data, 2025

In the Table (4.9) it founds that most of respondents (94.7%) agreed that the Convenience to Overall cost of your stay in Bagan for visitors. Most respondents (80.4%) agreed that the fare price for visiting the destination must be affordable. According to the above average mean result (4.23), it found that most respondents agreed with almost all statements and thus it conclude that price factors have important play in tourist decision-making on choosing a cultural destination.

This suggests that visitors found the total cost of their stay to be reasonable and a positive factor in their decision to choose Bagan as a destination. While still a strong majority, it indicates relatively lower satisfaction compared to other pricing aspects. The positively perceive the cost related factors such as entrance fees, accommodation, local transportation, and overall affordability as important and satisfactory in their decision to visit Bagan.

**Table 4.10 Destination Image Factors**

Sr. No.	Description		SD	D	N	A	SA
1	Travelling to Bagan can get knowledge and know cultural heritage.	Freq	2	1	6	51	73
		%	1.5	0.8	4.5	38.3	54.9
2	Bagan is popular as the exotic ambiance of the cultural places.	Freq	2	2	7	61	61
		%	1.5	1.5	5.2	45.9	45.9
3	Visiting to Bagan is supported for relaxing.	Freq	1	3	9	66	54
		%	0.8	2.2	6.8	49.6	40.6
4	The Bagan destination has the attractive historical and cultural sites.	Freq	1	-	2	59	71
		%	0.8	-	1.5	44.4	53.3
5	Bagan is one of the priorities for in interesting area that is historical and cultural heritage building.	Freq	1	-	7	53	72
		%	0.8	-	5.3	39.8	54.1
6	It is easy to visit historical and touristic places in Bagan destination.	Freq	3	5	9	54	62
		%	2.3	3.7	6.8	40.6	46.6
7	The level of service quality is excellent.	Freq	1	2	11	68	51
		%	0.8	1.5	8.3	51.1	38.3
8	The residents of the Bagan destination are friendly.	Freq	1	-	9	51	72
		%	0.8	-	6.8	38.3	54.1
<b>Average Mean</b>			<b>4.37</b>				

Source: Researcher's Survey Data, 2025

In the Table (4.10) it founds that most of respondents (97.7%) agreed that the Bagan destination has the attractive historical and cultural sites. Majority of respondents (87.2%) agreed that it is easy to visit historical and touristic places in Bagan destination. According to the above average mean result (4.37), it found that

most of respondent agreed with almost all statements and thus it conclude that destination image factors have important play in tourist decision-making on choosing a cultural destination.

Respondents either agreeing or strongly agreeing, indicating a strong appeal of Bagan's cultural and historical landmarks in influencing tourist decision-making. Tourists generally find Bagan appealing and that their decision to visit is strongly driven by the destination's cultural richness, accessibility, and overall visitor experience.

**Table 4.11 Safety and Security Factors**

Sr. No.	Description		SD	D	N	A	SA
1	Security officers are on duty at each tourist attractions.	Freq	1	2	34	65	31
		%	0.8	1.5	25.5	48.9	23.3
2	Warning signs for tourists are provided for their awareness.	Freq	1	4	17	79	32
		%	0.8	3.0	12.7	59.4	24.1
3	First-aid service units are ready for any sickness and accident maybe arisen.	Freq	3	4	32	71	23
		%	2.3	3.0	24.0	53.4	17.3
4	In visiting cultural destinations, I am mindful of the security of the place.	Freq	1	3	10	81	38
		%	0.8	2.2	7.5	60.9	28.6
<b>Average Mean</b>			<b>3.97</b>				

Source: Researcher's Survey Data, 2025

In the Table (4.11) it founds that most of respondents (89.5%) agreed that in visiting cultural destinations, I am mindful of the security of the place. Majority of respondents (70.7%) agreed that the first-aid service units are ready for any sickness and accident maybe arisen. According to the above average mean result (3.97), it found that most of respondent agreed with almost all statements and thus it conclude that safety and security factors have important play in tourist decision-making on choosing a cultural destination.

The security awareness is a priority for visitors, and they consider safety when choosing cultural destinations like Bagan. This reflects that security awareness is a priority for visitors, and they consider safety when choosing cultural destinations like

Bagan. Safety is an important and moderately well-addressed factor influencing the decision to visit Bagan. Enhancing emergency response systems and clearly communicating available safety measures could help raise this perception even further.

**Table 4.12 Tourist Decision-Making on Choosing A Cultural Destination**

Sr. No.	Description		SD	D	N	A	SA
1	For my next trip, I plan to choose a foreign destination recognizable by its rich cultural heritage.	Freq	1	-	23	39	70
		%	0.8	-	173	293	526
2	I plan to visit foreign countries because it allows me to improve my cultural intelligence.	Freq	1	-	19	41	72
		%	0.8	-	143	308	54.1
3	I usually spend my vacation in foreign cultural destinations.	Freq	1	4	18	41	69
		%	0.8	3.0	135	308	51.9
4	Visiting foreign countries is a valuable experience for me.	Freq	1	-	4	49	79
		%	0.8	-	3.0	368	59.4
5	I have carefully considered before choosing Bagan to visit.	Freq	2	-	6	42	83
		%	1.5	-	4.5	31.6	62.4
6	The decision to choose Bagan for traveling is a completely right decision.	Freq	1	-	2	47	83
		%	0.8	-	1.5	35.3	62.4
7	There are many options to travel; choosing to visit to Bagan is the most favorite.	Freq	1	-	7	52	73
		%	0.8	-	5.2	39.1	54.9
8	I recommend If there are a lot of time and money, making travel to Bagan and other cultural areas.	Freq	1	1	1	45	85
		%	0.8	0.8	0.8	33.7	63.9
<b>Average Mean</b>			<b>4.47</b>				

Source: Researcher's Survey Data, 2025

In the Table (4.12) it founds that most of respondents (97.7%) agreed that the decision to choose Bagan for traveling is a completely right decision. Majority of respondents (81.9%) agreed that for my next trip, I plan to choose a foreign

destination recognizable by its rich cultural heritage. According to the above average mean result (4.47), it found that most of respondent agreed with almost all statements and thus it conclude that tourist decision-making on choosing a cultural destination.

This indicates overwhelming satisfaction and validation of the travel choice. Although still a strong majority, it reflects a slightly lower preference for future foreign cultural travel, possibly due to the strong satisfaction with domestic cultural sites like Bagan. The most respondents strongly agree with the statements related to travel preferences and their decision to visit Bagan. This high mean reflects an overall positive perception and satisfaction with Bagan as a cultural tourism destination.

#### 4.4 Tests for Assumption of Multiple Regression Analysis

To determine the required assumption from multiple linear regression models for international tourist decision-making, the following procedures are used.

##### 4.4.1 Reliability Test

Test Cronbach's Alpha reliability test method is used to measure the internal consistency of variables and an accurate representation of the data. The instruments were tested for reliability by using Cronbach's Alpha reliability test. The reliability coefficient is above the recommended value of 0.7, the instruments can be considered sufficiently reliable.

The reliable of the study was determined by examining the correlation between response statements within the indication group. For a variable, its indicator group is considered to possess sound composite reliability if its composite reliability score is higher than 0.7. This means that a statement item is considered reliable if its composite reliability exceeds the 0.7 benchmark.

In this study, 42 items in 6 factors were included in the questionnaire. The results of reliability test are presented in Table (4.13).

**Table 4.13 Results of Reliability Test for Variables**

Sr. No	Factors	No. of Items	Cronbach's Alpha
1	Quality, Value Accommodation and Accessibility	8	0.810
2	Attraction	8	0.836
3	Price	6	0.882
4	Destination Image	8	0.862
5	Safety and Security	4	0.748
6	Tourist Decision-Making	8	0.868

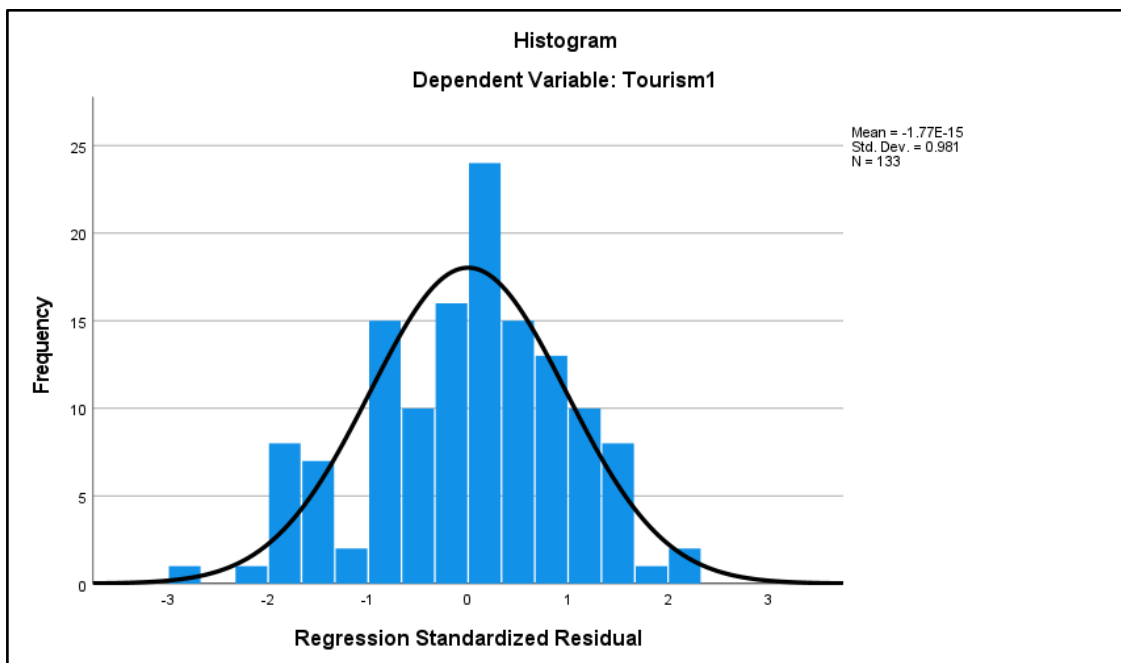
*Source:* Researcher's Survey Data, 2025

As presented in Table (4.13) examination of the reliability and accuracy of the measurement model found that the coefficient value (Cronbach's  $\alpha$ ) of each factor were in the range of 0.748 – 0.882, identifying that they met the internal consistency criteria. The reliability coefficients for all questionnaire items surpassed the 0.7 recommendation, indication that the instruments are sufficiently reliable and valid for analysis. The results of the study suggest that tourists visiting Bagan place a greater emphasis on the reliability of decision-making factors than on safety and security.

#### 4.4.2 Normality of Disturbance

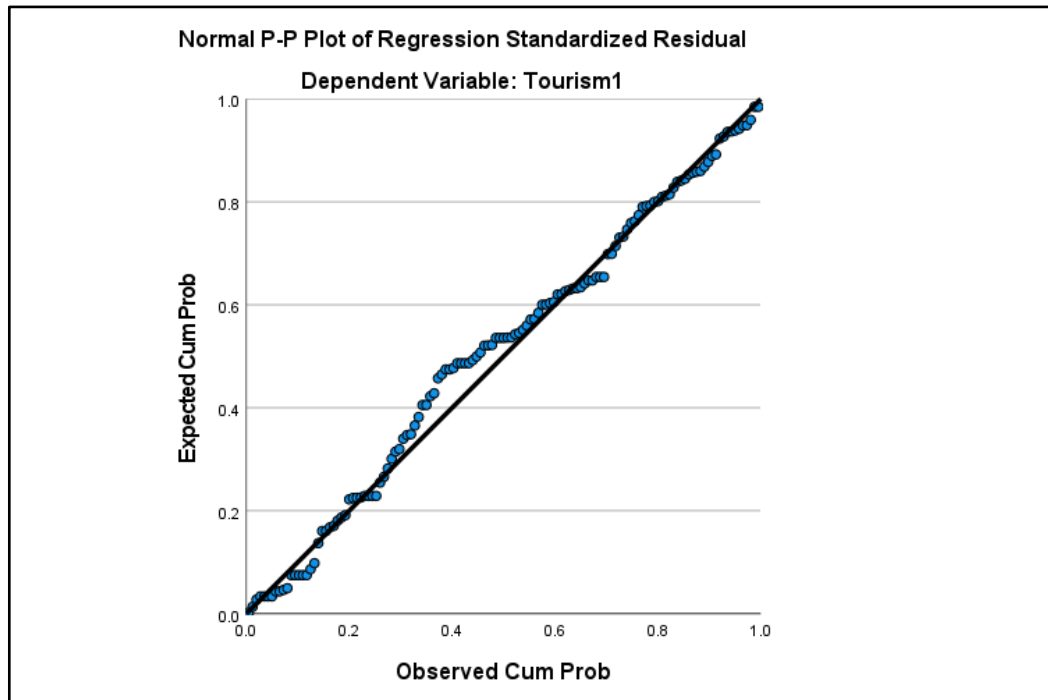
One of the basic assumptions is that disturbance is normally distributed with zero mean and constant variance. To check whether the disturbances are normally distributed, histogram, and Normal P-P plot of the disturbances can be constructed. They are histogram of the standardized residual and Normal P-P plot of the standardized residual for tourist decision-making of Bagan area. These plots are shown in Figure (4.2).

**Figure 4.2 Histogram for Residuals**



Source: Researcher Survey Data, 2025

**Figure 4.3 Normal P-P Plot for Residuals**



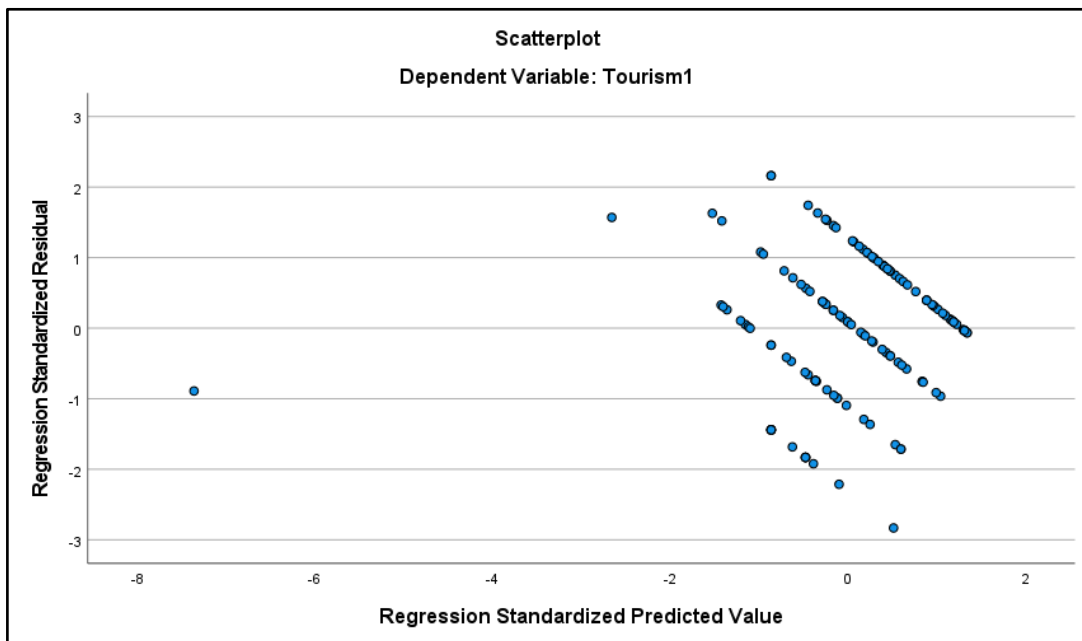
*Source:* Researcher Survey Data, 2025

According to histogram and Normal P-P plot, it can be concluded that the normality assumption appears to be generally reasonable.

#### **4.4.3 Testing for Homoscedasticity of Disturbances**

Homoscedasticity is a fundamental assumption in multiple regression. When heteroscedasticity exists, the regression coefficients lose efficiency. One common method to identify heteroscedasticity is by graphing the predicted Y values against the residual; a discernible pattern suggests its presence. If any pattern is displayed, heteroscedasticity is likely present. Figure (4.4) represents the predicted tourist decision-making on X axis and the residual for tourist decision-making on Y axis.

**Figure 4.4 Residual Pattern for Heteroscedasticity**



Source: Researcher Survey Data, 2025

The Figure shows that heteroscedasticity appears to be absent.

#### **4.4.4 Multicollinearity Test**

Multicollinearity arises when one of the independent variables is linearly related to one or more of the other independent variables. Such a situation violates one of the assumptions for multiple regressions. Specifically, multicollinearity occurs if there is a high correlation between two independent variables.

To detect multicollinearity, the variance inflation factor (VIF) is used. It is measuring the degree of multicollinearity contributed by independent variable. In the multiple regression models, the VIF for Quality, Value Accommodation and Accessibility, Attraction, Price, Destination Image and Safety and security are 1.284, 1.878, 1.448, 1.748 and 1.209 respectively. The VIF values for all variables are below 2, then it is concluded that multicollinearity is not serious problem in the multiple regression model for tourist decision-making.

#### **4.5 Multiple Regression Analysis of Independent Variables Related to tourist decision making on choosing a cultural destination**

In order to investigate the factors of tourist decision-making on choosing a cultural destination in Bagan area, the multiple regression analysis is employed. To develop the multiple regression model, tourist decision-making on choosing a cultural destination are used as dependent variable and quality, value accommodation and

accessibility, attraction, price, destination image, safety and security are used as independent variables.

To determine the assumption from multiple linear regression models for factors influencing tourist decision-making on choosing a cultural destination Bagan area, the following procedures are used.

**Table 4.14 Estimated Results of Multiple Linear Regression Model of Tourists' Decision-Making**

Independent Variables	Unstandardized Coefficients		t	Sig.	VIF
	B	Std. Error			
(Constant)	0.392	0.384	1.020	0.310	
Quality, Value Accommodation and Accessibility	0.103	0.066	1.567	0.120	1.284
Attraction	0.259***	0.095	2.742	0.007	1.878
Price	0.256***	0.070	3.652	0.000	1.448
Destination Image	0.297***	0.078	3.799	0.000	1.748
Safety and Security	0.013	0.067	0.186	0.853	1.209
R-Square	0.514				
Adjusted R-Square	0.495				
F-Value	26.885				

Source: Appendix (B)

Statistical significance indicates\*\*\* at 1% level, \*\* at 5% level and \* at 10%

Five influential factors impacting tourist satisfaction were examined using multiple regression analysis. This statistical technique was employed due to its effectiveness in interpreting the independent variables, which are expressed as standardized beta coefficients. The regression equation reveals the significant remaining factors, ordered by their beta coefficients to reflect their relative importance.

The dependent variable, tourist decision-making on choosing a cultural destination, was measured on a five -point likert scale in the visitors of Bagan heritage site.

The estimated equation for tourist decision-making intention:

$$Y_i = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + \epsilon_i$$

Where,

$Y_i$  = Tourist decision-making

$\beta_0$  = Constant

$X_1$  = Quality, Value Accommodation and Accessibility

$X_2$  = Attraction

$X_3$  = Price

$X_4$  = Destination Image

$X_5$  = Safety and security

$\beta_1, \beta_2, \beta_3, \beta_4, \beta_5$  = regression coefficients

Multiple regression equation is

$$Y_i = 0.392 + 0.103X_1 + 0.259X_2 + 0.256X_3 + 0.297X_4 + 0.013X_5$$

The equation shows that, choosing a cultural destination is expected to increase by 0.495 units; if quality, value accommodation and accessibility increases by 1 unit and other variables are constant. If attraction is increased by 1 unit and help other variables are constant, choosing a cultural destination is increased by 0.651 units. Choosing a cultural destination is increased by 0.648 units; if price factor is increased by 1 unit and other variables are constant. If destination image is increased by 1 unit and other variables are constant, choosing a cultural destination is increased by 0.689 units. Choosing a cultural destination is increased by 0.405 units; if safety and security factor is increased by 1 unit and other variables are constant.

Table (4.14) shows the results of the regression analysis.  $R^2$  is 0.514 and adjusted  $R^2$  is 0.495. This model explains that the variation of tourist decision-making is predicted by influencing factors towards quality, value accommodation and accessibility, attraction, price, destination image, safety and security as the value of adjusted  $R^2$  49%. By the result, tourist decision-making has positive effect on international tourist destination image, attraction and price intention at 1% significant level. Quality, value accommodation and accessibility and safety and security factors were not found to be significant.

In the regression analysis, the beta coefficients could be used to explain the relative importance of the five dimensions in contributing to the variance in tourist decision-making intention. The regression coefficient between quality, value accommodation and accessibility of tourist decision-making on choosing a cultural destination is: quality, value accommodation and accessibility ( $\beta_1 = 0.103$ ,  $p = 0.120$ ),

attraction ( $\beta_2 = 0.259$ ,  $p = 0.007$ ), price ( $\beta_3 = 0.256$ ,  $p = 0.000$ ), destination Image ( $\beta_4 = 0.297$ ,  $p = 0.000$ ) and Safety and security ( $\beta_5 = 0.013$ ,  $p = 0.853$ ). That, there is a relationship between the independent variables: quality, value accommodation and accessibility, attraction, price, destination image, safety and security are used as independent variables and the dependent variable: tourist decision-making on choosing a cultural destination intention. According to beta and t value, price and destination image had the most influence on choosing a cultural destination (beta = 0.256, 0.297 t = 3.652, 3.799 and sig = 0.000). Attraction factor had the second influence (sig = 0.007) on choosing a cultural destination.

Destination Image is highly significant and a positive image of Bagan, including its heritage value, reputation and uniqueness, greatly influences tourist decision-making. A strong and positive destination image, rooted in Bagan's UNESCO World Heritage status, rich archaeological landscape, spiritual significance, and authentic cultural identity, deeply resonates with international tourists. This image not only shapes travelers' expectations but also builds emotional connections, trust, and curiosity. It is this mental picture of mystic temples, ancient ruins, sunrise balloon rides, and cultural depth that convinces travelers to place Bagan high on their cultural tourism wish list. In an increasingly competitive global tourism market, image is not just a perception it is a powerful trigger for action.

Attraction is statistically significant and indicates that attractions in Bagan strongly influence tourist decisions and tourists are likely motivated by cultural and historical landmarks. Tourists are particularly motivated by the promise of immersive, meaningful encounters with heritage sites that offer aesthetic beauty, spiritual depth, and historical importance. These attractions not only serve as visual and experiential highlights but also reinforce the cultural value of the destination. In this regard, continued investment in site conservation, informative signage, cultural festivals, and interactive museum experiences is essential to sustain tourist interest and satisfaction.

Price sensitivity emerged as another highly significant factor, highlighting the importance of value for money in travel decisions. In the eyes of many tourists, especially long-haul and budget-conscious travelers, affordability directly affects destination appeal. This includes the cost of flights, accommodation, entrance fees, local transport, and overall service experiences. When tourists perceive that Bagan offers a culturally rich and authentic experience at a reasonable cost, they are far more likely to commit to visiting. Maintaining competitive pricing, especially in

comparison to other Southeast Asian cultural hotspots like Cambodia or Thailand, is therefore critical to reinforcing Bagan's appeal.

Quality, Value, Accommodation and Accessibility and Safety and Security, were not significantly influence the decision to choosing Bagan at the time of study. This suggests that, although these factors contribute to overall satisfaction, they are not decisive elements in the initial choice to visit Bagan. Nonetheless, tourists still expect reliable infrastructure, comfortable lodging, smooth access to sites, and a secure environment once they arrive. These areas, while not the primary draw, serve as supporting pillars that enhance the experience and encourage positive reviews and repeat visits. Hence, continued improvements in transportation, service quality, and emergency preparedness remain necessary to support the overall competitiveness and sustainability of Bagan as a cultural destination.

## **CHAPTER V**

### **CONCLUSION**

This chapter represents the conclusion of the findings from the previous chapter. This chapter is divided into three sections. They are findings and discussions, recommendations and suggestions and needs for further study.

#### **5.1 Findings and Discussion**

The study was aimed to examine the key factors that influence international tourists' decision-making. It presents the result through the data collected from the tourists who traveled to Bagan. This study was focused to find out from the respondents their gender, age, education level and occupation. These factors would influence international tourists' decision-making. In addition, it found that most of the international tourists are ancient temples and pagodas are visit to Bagan.

According to the results of tourists' perception analysis, accessibility is viewed as a crucial factor for tourists when choosing a cultural destination like Bagan. With respect Quality, Value Accommodation and Accessibility Factors, it found that majority of respondents agreed with lowest agreement level that having availability of high-speed internet and Wi-Fi. And also, it found that Bagan's cultural attractions are a major pull factor for tourists and then the total cost of their stay for visitors to be reasonable and price factor is a positive influence on their decision to choose Bagan as a destination. In addition, it found that destination image factors have important play in tourist decision-making on choosing a cultural destination. Although it found that safety and security factors have important play in tourist decision-making on choosing a cultural destination, majority of respondents agreed with lowest agreement level that factor. It concluded that all factors (Accessibility, attraction, price, destination image and safety and security) effect tourist decision-making on choosing a cultural destination.

According to the result of regression analysis, it found that attraction, price and destination image have positive significant and influenced on tourist decision-making on choosing a cultural destination while Quality, value accommodation and accessibility and safety and security factors were not found to be significant.

## **5.2 Recommendations and Suggestion**

Based on the findings of this study on the Factors Influencing Tourist Decision-Making on Choosing a Cultural Destination. In this study, it found that international visitors have a high level of education. Therefore, Government should appoint educated people for museums and cultural heritage zones to ensure that they meet the needs of tourists, and train tour guides to be qualify tour guides who are in line with the tourists' educational level so that they can explain Myanmar's cultural heritage them. In addition, hotels need to upgrade their hotel services to satisfy foreign tourists. With respect to Wi-Fi network, it found that most of tourists slightly agreed that having availability of high-speed internet and Wi-Fi. Nowadays, international travelers need easy internet connection to access various media platforms. Therefore, hotels in Bagan should connect with Wi-Fi operators to get a good internet connection. Further, in this study, it is found that many people come to the museum zone for study the cultural heritage due to the reasonable price of the entrance fee. However, foreign tourists are concerned about the lack of security when coming to Bagan. So, the government should systematically supervise security issues when foreign tourists visit. The tourism industry should promote as the country's income is also partly found through the operation of tourism. The results of this study suggest that the government and local people need to preserve Bagan to ensure its continued existence as a safe, accessible, and culturally rich destination in the local tourism landscape.

## **5.3 Needs for Further Studies**

This research primarily examines tourists travel choices and their destination preferences, particularly regarding Bagan as a travel destination. Bagan, as one of Myanmar's most prominent cultural and heritage destinations, holds significant value not only for its historical and religious importance but also for its economic contribution to the national tourism industry. While this study has provided meaningful insights into the factors that influence international tourists' decisions to choose Bagan as a travel destination, it has also revealed several gaps that point to the need for further research.

### **(a) Insufficient Analysis of Repeat and Long-Stay**

Repeat visitors play a crucial role in sustaining tourism by promoting destinations through word-of-mouth and returning multiple times. However, current research does not sufficiently distinguish between first-time and repeat visitors in Bagan. Further study is needed to understand the motivations, satisfaction levels, and

expectations of repeat and long-stay tourists to improve destination loyalty and experience management.

**(b) Sustainability and Heritage Preservation Challenges**

Bagan's increasing popularity raises concerns about the sustainability of tourism and the preservation of its ancient temples and cultural sites. Additional research is necessary to evaluate the environmental and cultural impacts of tourism in Bagan, assess local community involvement, and explore ways to balance tourism growth with sustainable heritage management.

**(c) Community-Based Tourism and Local Perspectives**

There is a lack of research on how local communities perceive tourism and how it affects their livelihoods, culture, and environment. Studies focusing on community-based tourism (CBT) models in Bagan can offer insights into inclusive development and the potential for shared economic benefits among residents.

**(d) Role of guide services**

Although cultural appeal, affordability, safety, and accessibility were examined, future studies should delve deeper into the role of guide services in enhancing the tourist experience. Tour guides serve as critical mediators between visitors and the cultural heritage of a destination. Their knowledge, communication skills, language proficiency, and ability to engage tourists can significantly impact visitor satisfaction, educational value, and overall perception of the destination. Research focusing on the effectiveness, availability, and quality of guide services in Bagan could help develop targeted training programs and standards to elevate service quality.

**(e) Tourist segmentation**

Tourist segmentation more specifically such as age, nationality, travel motivation, or travel style to understand how different groups perceive and value various cultural offerings. This will allow for the development of personalized tourism experiences and more effective marketing strategies.

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(12) Number of times visited Bagan

Less than 5 times

5 – 7 times

8 – 10 times

More than 10 times

## Part Two

Please kindly answer the following questionnaires according to the following scales.

5 = strongly agree, 4 = agree, 3 = undecided, 2 = disagree, 1= strongly disagree.

<b>1. Quality, Value Accommodation and Accessibility Factors</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
1.1	The accommodation quality matters to me.					
1.2	The number of hotels, resorts and accommodation is adequate for tourists.					
1.3	The cleanliness of the destination matters to me.					
1.4	The cost of transportation to visit the place must be reasonable.					
1.5	The Accessibility of accommodations is a must in cultural destinations.					
1.6	Prices of hotels, resorts and accommodation are fit with a variety of alternative rates depending on tourists' spending power.					
1.7	Condition of the transportation must be accessible.					
1.8	Having availability of high-speed internet and Wi-Fi					
<b>2. Attraction Factors</b>						
2.1	Having many interesting cultural attractions in Bagan.					
2.2	Having significant heritage sites in Bagan.					
2.3	Bagan's cultural attractions, such as ancient temples and traditional crafts, were the primary reason for my visit.					
2.4	Having Variety of natural attractions in Bagan.					
2.5	Having historical places attractions.					
2.6	Visiting cultural places excites me the most.					
2.7	Travelling to Bagan is Convenience.					
2.8	A cultural destination may provide affordable recreational activities for visitors.					

<b>3. Price Factors</b>		1	2	3	4	5
3.1	The fare price for visiting the destination must be affordable.					
3.2	A cultural destination must have a proper price list of exhibitions of cultural offers.					
3.3	The entrance fees to cultural sites in Bagan (e.g., temples, museums) to be reasonable.					
3.4	Accommodation, food and souvenirs prices are reasonable for visitors.					
3.5	Prices of local transportation are affordable for visitors.					
3.6	Convenience to Overall cost of your stay in Bagan for visitors.					
3.7	The prices of sightseeing tickets at tourist attractions are suitable for tourists' budgets.					
<b>4. Destination Image Factors</b>						
4.1	Travelling to Bagan can get knowledge and know cultural heritage.					
4.2	Bagan is popular as the exotic ambiance of the cultural places.					
4.3	Visiting to Bagan is supported for relaxing.					
4.4	The Bagan destination has the attractive historical and cultural sites.					
4.5	Bagan is one of the priorities for in interesting area that is historical and cultural heritage building.					
4.6	It is easy to visit historical and touristic places in Bagan destination.					
4.7	The level of service quality is excellent.					
4.8	The residents of the Bagan destination are friendly.					
<b>5. Safety and Security Factors</b>						
5.1	Security officers are on duty at each tourist attractions.					
5.2	Warning signs for tourists are provided for their awareness.					
5.3	First-aid service units are ready for any sickness and accident may be arisen.					
5.4	In visiting cultural destinations, I am mindful of the security of the place.					
5.5	Upon choosing to visit a destination, I am very mindful of the number of terrorist attacks in the destination.					
5.6	I am very anxious about the number of terror attacks in the destination I want to visit.					

Please kindly answer the following questionnaires according to the following scales.

5= strongly agree, 4 = agree, 3 = undecided, 2 = disagree, 1= strongly disagree.

<b>6. Tourist Decision-Making on Choosing A Cultural Destination</b>		<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>
6.1	For my next trip, I plan to choose a foreign destination recognizable by its rich cultural heritage.					
6.2	I plan to visit foreign countries because it allows me to improve my cultural intelligence.					
6.3	I usually spend my vacation in foreign cultural destinations.					
6.4	Visiting foreign countries is a valuable experience for me.					
6.5	I have carefully considered before choosing Bagan to visit.					
6.6	The decision to choose Bagan for traveling is a completely right decision.					
6.7	There are many options to travel; choosing to visit to Bagan is the most favorite.					
6.8	I recommend If there are a lot of time and money, making travel to Bagan and other cultural areas.					

- ❖ Thank you for taking the time to participate in this survey. Your responses will help us understand the factors that influence tourists' decisions when choosing a cultural destination, specifically Bagan. All information provided will be kept confidential.

## APPENDIX (B)

### FACTORS INFLUENCING TOURIST DECISION- MAKING ON CHOOSING A CULTURAL DESTINATION (CASE STUDY IN BAGAN, MYANMAR)

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	.717 <sup>a</sup>	.514	.495	.41633
a. Predictors: (Constant), Safety, Quality, Dest, Price, Attract				
b. Dependent Variable: Tourism				

ANOVA <sup>a</sup>						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	23.299	5	4.660	26.885	.000 <sup>b</sup>
	Residual	22.013	127	.173		
	Total	45.312	132			
a. Dependent Variable: Tourism						
b. Predictors: (Constant), Safety, Quality, Dest, Price, Attract						

Coefficients								
Model	Unstandardized Coefficients	Standardized Coefficients		t	Sig.	Collinearity Statistics		
		B	Std. Error			Beta	Tolerance	VIF
1	(Constant)	.392	.384		1.020	.310		
	Quality	.103	.066	.110	1.567	.120	.779	1.284
	Attract	.259	.095	.232	2.742	.007	.532	1.878
	Price	.256	.070	.272	3.652	.000	.690	1.448
	Dest	.297	.078	.311	3.799	.000	.572	1.748
	Safety	.013	.067	.013	.186	.853	.827	1.209
a. Dependent Variable: Tourism								

### Nationality of international tourists

Nationality	Frequency	Percent
Brazil	1	0.8
China	20	15.0
Costa Rica	2	1.5
France	8	6.0
Italy	7	5.3
India	18	13.5
Thailand	4	3.0
Singapore	4	3.0
South Korea	7	5.3
Japan	5	3.7
Spain	5	3.7
Netherlands	2	1.5
Russia	19	14.3
USA	10	7.5
UK	2	1.5
Ukraine	1	0.8
Vietnam	6	4.5
Philippine	1	0.8
England	5	3.7
Germany	3	2.3
Australia	3	2.3
<b>Total</b>	<b>133</b>	<b>100.0</b>

Source: Researcher's Survey Data, 2025

**APPENDIX (C)**

**FACTORS INFLUENCING TOURIST DECISION- MAKING ON  
CHOOSING A CULTURAL DESTINATION  
(CASE STUDY IN BAGAN, MYANMAR)**

List of international tourists to the Bagan Cultural heritage zone (17.1.2025 to 9.3.2025)

<b>No</b>	<b>Date</b>	<b>Number of visitors</b>	<b>Country</b>
1	17.1.2025	2	Netherlands 2
2	18.1.2025	3	Ukraine 2, China 1
3	19.1.2025	2	Philippines 1, Italy 1
4	20.1.2025	Close	-
5	21.1.2025	5	England 3, Russia 1, China 1
6	22.1.2025	7	Russia 7
7	23.1.2025	3	Australia 1, Italy 1, China 1
8	24.1.2025	-	-
9	25.1.2025	2	Costa Rica 2
10	26.1.2025	1	Italy 1
11	27.1.2025	Close	-
12	28.1.2025	19	Vietnam 4, India 1, China 7, Spain 3, Russia 2, Singapore 2
13	29.1.2025	-	<b>Office holiday</b>
14	30.1.2025	6	China 3, Japan 1, South Korea 1, USA 1
15	31.1.2025	5	China 4, Japan 1
16	1.2.2025	17	China 17
17	2.2.2025	3	Singapore 1, South Korea 2
18	3.2.2025	Close	-
19	4.2.2025	6	France 3, China 1, South Korea 1, Germany 1
20	5.2.2025	1	Russia 1
21	6.2.2025	4	China 2, India 2
22	7.2.2025	2	China 2
23	8.2.2025	13	USA 3, India 7, Vietnam 2, England 1

<b>No</b>	<b>Date</b>	<b>Number of visitors</b>	<b>Country</b>
24	9.2.2025	3	Italy 2, France 1
25	10.2.2025	Close	-
26	11.2.2025	8	Japan 1, France 2, China 1, USA 1 Thailand 1, Australia 2
27	12.2.2025	-	<b>Office holiday</b>
28	13.2.2025	1	Thailand 1
29	14.2.2025	7	India 5, Russia 2
30	15.2.2025	3	Japan 1, South Korea 2
31	16.2.2025	2	Russia 1, England 1
32	17.2.2025	Close	-
33	18.2.2025	4	Russia 1, Japan 1, China 1, Germany 1
34	19.2.2025	1	Germany 1
35	20.2.2025	-	-
36	21.2.2025	-	-
37	22.2.2025	4	China 2, France 2
38	23.2.2025	1	Russia 1
39	24.2.2025	Close	-
40	25.2.2025	3	India 2, China 1
41	26.2.2025	4	Russia 2, Spain 2
42	27.2.2025	3	USA 3
43	28.2.2025	1	Thailand 1
44	1.3.2025	1	USA 1
45	2.3.2025	-	-
46	3.3.2025	Close	
47	4.3.2025	-	
48	5.3.2025	1	Thailand 1
49	6.3.2025	2	Italy 1, China 1
50	7.3.2025	5	Italy 1, China 4
51	8.3.2025	4	Russia 1, USA 1, India 1, South Korea 1
52	9.3.2025	1	Singapore 1
	<b>Total</b>	<b>160</b>	