

YANGON UNIVERSITY OF ECONOMICS

DEPARTMENT OF COMMERCE

MASTER OF COMMERCE

TRAVEL MOTIVATION AND SATISFACTION OF

LOCAL VISITORS

(A CASE STUDY OF KALAW)

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DECEMBER, 2020

**TRAVEL MOTIVATION AND SATISFACTION OF
LOCAL VISITORS
(A CASE STUDY OF KALAW)**

This Thesis is submitted to the Board of Examiners as a Partial Fulfillment of
Requirement for the Degree of Master of Commerce (M Com).

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ABSTRACT

This study focuses on the travel motivation and satisfaction of local visitors to Kalaw. This study attempts to evaluate the travel motivation factors of local visitors and to analyze the relationship between travel motivation and satisfaction of local visitors to Kalaw. This study was applied not only primary data but also secondary data. Primary data was collected from 391 respondents who visited to Kalaw with google drive questionnaire forms through the use of internet. Multiple linear regression analysis was used to find out the relationship between travel motivation and satisfaction of local visitors. In this study, push motivation factors (kinship relationship, escape and relaxation, novelty, knowledge and social interaction) and pull motivation factors (culture and history, general services, landscape, visiting price, safety, local people attitude and accessibility) are used to measure travel satisfaction of local visitors. The study found that escape and relaxation motive (push motivation factor) and landscape of Kalaw (pull motivation factor) are influenced on local visitors motivation to Kalaw. Moreover, the study found that both push and pull motivation factors have positive relationship with travel satisfaction and especially pull motivation factors are influenced on travel satisfaction of local visitors to Kalaw. Therefore, policy maker should concern in the development of tourism industry by supporting in infrastructure, transportation and telemediation sectors of Kalaw and promote Kalaw' cultural activities and events which can influence the travel motivation. And private sectors should be not only promoting tourism products and services but also maintaining the local community of Kalaw.

ACKNOWLEDGEMENTS

Firstly, I would like to express my deep gratitude to Prof. Dr. Tin Win, Rector, Yangon University of Economics, and Pro-rector Prof. Dr. Ni Lar Myint Htoo, Yangon University of Economics for their concern and encouragement to the participants of the M.Com.

And I would like to express my heartfelt thanks to Prof. Dr. Daw Soe Thu, Head of Commerce Department, Yangon University of Economics for permission to undertake this study.

Especially, I would like to express my special appreciation and thanks to Prof. Dr. Tin Tin Htwe, Department of Commerce, Yangon University of Economics, for supervision of my paper who paid guidelines in all sides to accomplish this thesis. I thank her for providing valuable and useful guidelines to prepare this paper.

Special appreciations and thanks also go to Prof. Dr. Thynn Thynn Myint, Head of Business and Economics Department, National Management Degree Collage, Associate Prof. Daw Htay Htay, Department of Commerce, Yangon University of Economics and Associate Prof. Dr. Phyto, Department of Commerce, Yangon University of Economics for encouragement and guidance encouragement and guidance.

In addition, I deeply thank to Prof. Dr. Hlaing Hlaing Moe, Department of Statistics, Yangon University of Economics who gave me her valuable guidance and advice in statistical calculations throughout my paper.

I would like to thank all teachers from Department of Commerce, Yangon University of Economics who have been kind enough to advise and help me in their respective roles and my dear friends who supported me throughout my paper. And I would like to thank all respondents who participate in my data collection for my research.

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LIST OF ABBREVIATIONS

ASEAN	Association of Southeast Asian Nations
GDP	Gross Domestic Product
MTF	Myanmar Tourism Federation
MOHT	Ministry of Hotels and Tourism
UNWTO	World Tourism Organization
WTCC	World Travel and Tourism Council

CHAPTER I

INTRODUCTION

Customer satisfaction means a measurement of products and services' qualities supplied by a business to meet or exceed customer expectation. Customer satisfaction is the relationship between the consumer's pre-purchase expectations and post purchase evaluations (Engel et al., 1990; Handy, 1977). To achieve satisfied customers, businesses need to provide the products and services that meet or exceed customer's expectation. Weber (1996) and Truong & King (2009) described that satisfaction is a significant notion and plays as a key power on the growth of market share, positive word of mouth publicity and future purchase intentions of the business. Therefore, studying and understanding about customer satisfaction is a vital part for all business sectors. Especially in tourism industry, one of the service sectors, customer satisfaction is a major challenge than tangible offerings. Due to the different level of attitudes, tolerance and perceptions, there are difficult to offer the standardize service to all customers.

Tourism defines the people's activities of visiting to and staying in destination where is outside their usual surrounding for relaxation, business or other reasons. In 2019, with 10.3% of global Gross Domestic Product (GDP) and creating 330 million jobs, tourism industry has become one of the biggest industries in worldwide (WTCC,2019). Tourism industry places third position in worldwide export categories and first position in developing countries (UNWTO, 2017). Nowadays travelling is penetrated into one's daily life with different degree especially in generation Y. People around the world travel with a variety of reasons. First of all, they travel to reduce their stress and relax their mind. And then some travel just for business, etc.,.

In tourism industry, destination competitiveness has become a considerable part and understanding destination motives of the visitors is also an important factor. The answer for the question why does the customer choose that product is also very complicated and analyzing the satisfaction on that product is also abstruse. Destination is regarded as the product and service of the tourism business. Travel satisfaction is influenced by travel motivation (Mannell & Iso-Ahola, 1987; Ross & Iso-Ahola, 1991; Fielding, Pearce & Hughes, 1992). Motivation is related to psychological/biological needs and wants with essential forces which arouse, direct

and combine a person's behavior and action (Dann, 1981; Pearce,1982; Uysal & Hagan, 1993). There are two factors to motivate people to travel: push factors (escape, knowledge, novelty, etc.,) and pull factors (destination's attractions) (Dann, 1977,1981). Travel motivation is a forerunner of destination selection. Thus, tour operators and travel agents need to create tailored tour packages for travelers to attract their motives. For tourism business, studying tourist's motivation is one of the most researched sectors to analyze tourist satisfaction in tourism literature.

1.1 Rationale of the Study

Tourism in Myanmar has gone through a major transformation since the country opened its doors to the rest of the world with the arrival of democratization in 2011 and the number of tourist arrivals has been increasing year by year according to the data of Ministry of Hotels and Tourism of Myanmar. In 2018, contribution of travel and tourism to Gross Domestic Product (% of GDP) for Myanmar was 6.8 % (WTTC) and making up over 2.5 % of total employment rate (Global New Light of Myanmar,2020). The growth of the tourist industry tends to many opportunities for travel agencies, tour guides, hotels, restaurants and other businesses related to tourism. Although Myanmar Tourism Industry grows faster, it remains to be developed among the ASEAN countries.

In tourism industry, there are two types based on the travelers and their travelling area such as international tourism and domestic tourism. Today, global domestic tourism has become an important part of tourism revenue as domestic tourism spending with the contribution of 71.2% compared to 28.8% from international visitors (WTCC, 2019). There has been high growth in domestic tourism in Myanmar increasing from 3.1 million local travelers in 2016 to 7.1 million in 2017 (MyanmarTimes,2017). Michalon (2018) proposed that the volume of domestic visitors exceeds tourists because of the evolution of the economic and political situation in Myanmar.

In 2020, tourism market face negative conditions and many loses because of the impact of Covid-19 pandemic. Many countries close their international migration and some countries which dependent on the tourism revenue face negative effect on GDP. Global international tourist arrivals decreased by 20% to 30% in 2020 (UNWTO). In Myanmar, according to tourism statistics of Ministry of Hotels and Tourism, about 400,000 foreign travelers arrived in January whereas less than only

100 arrived in April and 50% of tour bookings decline (MTF). The Ministry of Hotels and Tourism (MOHT) has drawn COVID-19 Tourism Relief Plan which is used as Covid-19 Myanmar Tourism Strategic Road Map. According to strategic action plan-2.3 of that report, domestic tourism is now considered as an important one for the development of tourism sector in Myanmar. That is why local visitors motivation and satisfaction is considered to make analysis and write thesis.

Many scholars studied about travel motivation and satisfaction of visitors. Naima et al. (2003) explored motivation for domestic tourism conducting a case study of the kingdom of Saudi Arabia. The result shows that cultural value and religion are the most important push and pull factors for motivation to visit. Similarly, Zhou (2015) conducted a paper analyzing the destination attributes that attract international tourists to Cape Town which shows the five attributes, namely, landscape, price, climate, culture, and service are most important to Cape Town's overall image and the international tourists' overall satisfaction level. Vérain (2015) researched about tourist motives, expectations and satisfaction. In that study escape/relax and relationship (strengthen) are the highest motive factors of the tourists for tourist satisfaction.

This paper aims to contribute to the development of domestic tourism of Myanmar with the study specific objective of identifying the travel motivation and satisfaction of local visitors to Kalaw. This paper is expected to the development of Kalaw as a tourist destination and provide positive and contribute idea to destination planners to formulate the appropriate tourism marketing strategies to gain competitive advantages not only in domestic tourism market but also in the international tourism market.

Kalaw is become a selected town for this title because it is the second most visited location in Southern Shan State by foreign tourists as well as the top destination for domestic visitors. Kalaw is a competitive destination in Myanmar with pleasant weather, fascinating scenery, and other unique attributes such temples, caves, different ethnic groups and their cultures, and heritage buildings. Kalaw is also a convenience destination to stay with about sixty hotels, motels, inns, resorts, and guesthouses for accommodations. Kalaw is an attractive place for trekking and biking. Moreover, Kalaw is famous with walking tours, hiking and camping tours, nature and wildlife tours and multi-day tours than other destinations in Myanmar.

To develop domestic tourism, marketers need to recognize the behavior of local visitors on travelling and their motives on the destination they chose. Identifying

tourist motives is recognized as a starting element to understand visitor behaviors (Crompton,1979). The most popular motivation framework is Crompton's (1970) push and pull model which emphasizes that tourists are motivated by two factors (push and pull) to choose a travel destination. Development of domestic tourism can support opportunities for regional economic benefits such as reducing poverty, improving infrastructure and generating employment, etc., (WTCC, 2019).

1.2 Objectives of the Study

The main objective of this study is to explore the travel motivation and satisfaction of local visitors to Kalaw. The specific objectives are,

1. To evaluate the travel motivation factors of local visitors to visit Kalaw.
2. To analyze the relationship travel motivation factors and travel satisfaction of local visitors.

1.3 Hypotheses of the Study

This study adopts the following hypotheses.

H1: The motivation factors have positive effect on travel satisfaction to Kalaw.

H_a : The push motivation factors have positive effect on travel satisfaction to Kalaw.

H_b : The pull motivation factors have positive effect on travel satisfaction to Kalaw.

1.4 Scope and Method of the Study

This thesis was restricted to the domestic tourism with respect to Kalaw. Respondents of this study were the local visitors who have been visited to Kalaw at least one time. Quantitative Research Method was employed in this study to meet the objectives. Two types of data (primary and secondary) were applied in this study. Primary data used for this study was collected 391 samples by the survey questions based on a five-point Likert scale. Descriptive analysis was employed in this paper to demonstrate the nature of the data and multiple linear regression analysis was applied to find out which motivation factors have the effect on tourist satisfaction. Applicable journals, previous research papers and websites are referenced for secondary data.

1.5 Organization of the Study

This study is systematically arranged with five chapters. Chapter 1 explains introduction of the study. Chapter 2 presents about theoretical background of motivation, pull-push motivation theory and travel satisfaction. Overview of tourism industry in Myanmar, and geographical background of Kalaw township are presented in Chapter three. Chapter four describes the demographic profile of surveyed visitors, data analysis of travel motivation and satisfaction of local visitors to Kalaw. The final chapter, chapter five provides the findings and discussions of the study and discusses the conclusion and future study.

CHAPTER II

THEORETICAL BACKGROUND

This chapter mainly comprises of the theoretical background and conceptual framework of this study. This chapter includes six sections. They are motivation in tourism, push-pull motivation model, travel satisfaction, previous studies, conceptual framework of the study and working definitions of the study.

2.1 Motivation in Tourism

Motivation is variously defined by many authors. Some defined as motivation is a force of starting and other defined as psychological phenomena of individual behavior filled with force and enthusiasm to achieve desired goals. Motivation is directed from emotional and cognitive motives (Ajzen & Fishbein, 1977) or internal motives such as drives and feelings and external motives such as knowledge and experiences (Gnoth, 1997). According to Kim, Sun & Mahoney (2008), motivation is intrinsic and extrinsic needs and wants of an individual. Therefore, motivation can be expressed as a kind of human behavior. There are many theories to study motivation such as Maslow's hierarchy of needs, Hertzberg's two factor theory, McClelland's theory of needs and McGregor's theory X and theory Y, etc.,.

For many people, tourism is a way of satisfying their psychological needs such as travelling, and performing leisure activities. In tourism leisure, travel motivation is an essential topic to study travel satisfaction. The study of tourism is always related to human beings and it is complex to investigate why people travel and what they want to enjoy. Travel motivation is a visitor's meaningful state of mind to travel (Dan, 1981). According to MacCannell (1977), people are motivated to travel to escape the routine of everyday life and seeking experiences. Maslow's (1943) hierarchy of needs theory is also applied to study travel motivation in tourism field. In this theory, destinations they visited is the basic needs of travelers, secure environment of that destination is a next level of safety needs, and relationship with the destination's local communities is the social needs of the travelers. Sometime people travel to impress friends and to high social status for their esteem needs and to do something that benefit society for their self-actualization needs. According to this theory, people travel to fulfill their needs and wants.

Many authors have researched to explain the phenomena related to travel motivation. Gray (1970) classified two types of travelers' motives such as sunlust who are adore to rest and relax with destination attractions and wanderlust who are enjoy to experience and seek adventure in different cultures, destinations and unfamiliar surroundings. Dann (1977) also proposed that anomie and ego enhancement are the travel motives of visitors to reveal the answer of 'what make tourist travel'.

2.2 Push-Pull Motivation Model

Pearce (1988) built Travel Career Ladder motivational model (TCL) and Travel Career Pattern motivational model (TCP) based on the Maslow's theory which explains the tourist's travel pattern changes according to his live style and travel experience. But researchers face challenges in various limitation and validity. Many other researchers studied about travel motivation with numerous factual studies and tried to grow an appropriate framework for travel motivation. Crompton (1979) stated that motivation is one type of variables to study the visitors' behavior. Disturbance of equilibrium or tension appears when people rise some travel needs that can affect the visitors' destination choice. And the push-pull motivation framework is the popular typology of visitors' motivation in tourism literature for understanding visitors' behavior for travel and selection of a destination over another by identifying visitors' motives with two motivation factors; push factor and pull factor.

2.2.1 Push Motivation Factor

Push motives mean whether to travel. Push factors are socio-psychological motives or internal factors of traveler's state of mind that force a person to travel. Push motives are important to the travelers because people are influenced by their internal desires which may lead to effect on the choice of destinations (Lam and Hsu, 2006). Most of the push factors are individual's intangible desires such as novelty seeking, escape and relaxation, enhancement of kinship relationship, knowledge and facilitation of social interaction.

Novelty seeking is one of the push factors of tourism literature. Novelty means new, adventure, uniqueness and different but not means entirely new knowledge. Novelty seeking is an impulse appeared from a person inner desire that stimulate individual to experience in unfamiliar environment or to choose different destinations

to acquire new knowledge. Escape and relaxation is the second push factors of the literature. People want to break from routine or change the dominant social context from their environment. The closely related term of escapism is relaxation. It means do something with resting from day to day activities. Richie & Hudson (2009) stated that people feel with pleasure or free from stress and anxiety by taking non-routine types of leisure activities.

Kinship relationship is also a considerable factor in the push motives. Sometime people travel to rest with their family or to build close relationship with their family members. Crompton (1979) stated that people perceived pleasurable time when family members were brought together to the destination. Moreover, people travel not only to rest their mind but also to learn new knowledge from different destinations such as new cultural knowledge, new language. Thus, knowledge is one of the push motives in this study. Knowledge means information or skill gain from the past experiences. According to Zhaung and Lam (1999) and You et al. (2000), knowledge is one of the most important push factors of the travelers. Some trips are people oriented rather than place oriented. To meet and connect with people in different destinations is also an important motive in travelling. There are many researches that the interaction with unfamiliar people is likely to arise a pleasure vacation than well-known in their normal surroundings. Social interaction is another factor of push motivation in the tourism.

2.2.2 Pull Motivation Factor

Pull motives are related to extrinsic, conditional or cognitive feature. Pull motivation factors are also known as a destination's attributes such as landscape, culture, price, service, climate etc., and that can be pulled the travelers to decide of where to travel (Dan, 1977). Therefore, destination attributes are considerable one for a destination in successfully attracting more travelers. There are many various attributes or features in various destinations. All attractions of the destination are not influence in choose of the destination but some can influence in the destination choice.

Cultural tourism has become the mass market in the tourism industry as people are increasingly interested in cultural aspects such as arts, religion, historical place of a relevant destination. When the cultural tourism is growth, attractive cultural attributes are become one of the travel motivation factors of people (Miller, 1997;

Richards, 1996; Smith, 2003). The second pull motivation factor of the study is general service of a destination which includes transportation services, accommodation services, shopping and food, etc., Services are evaluated by its quality which impact on the visitors' satisfaction and recommendation on that destination to other people (Chadee & Mattsson, 1996). Therefore, as an important feature of a destination, general service could consider in this study.

According to Formica (2000), tourism is also defined as landscape industry with natural attractions and beautiful sceneries. Sometime people would like to enjoy their vacation with the natural views and fascinating areas of the destination. According to Hu and Ritchie (1993), natural attractiveness is a considerable motive as pull motivation factor in the measuring of destination attractions. Thus, landscape of the destination is an important pull factor for the travelers. Another major attribute of the study is the price which influences the traveler's destination choice who prefer the budget trips, over another. There are two types of price in tourism; travel cost that means the total cost of travel to and from the destination and ground cost that means the commodity prices within the destination (Dwyer & Kim, 2003). Both of categories influence the traveler's decision making on the destination and buying consideration on the tourism products.

The fifth pull factor of the study is safety of the destination. Safety and security of the destination is the free from of terrorism, criminal case, record of transportation safety and political instability of that place (Dwyer & Kim, 2003). As the most of people travel to rest their mind, safety is the major concept of the destination. Thus, safe and secure places can influence people to travel. The participation of local residents is also important for competitive destination. As the main service provides of a destination are local residents, their hospitality toward travelers is very important for long-term success of that destination. Some travel for their social needs and local people's attitude of the destination is a major social factor for that kind of visitors (Dwyer & Kim, 2003). A good hospitality of local people can influence more visitors on their destination choice. As a reason, local people's attitude is also important attribute of the destination in tourism literature.

Final attribute of the study is accessibility of the destination. Accessibility means easy to use or obtain information of the destination they chose such as regulation of the airline industry, entry visas and permits, route connections, and environmental conductions. According to many studies, the main reason of travelling

is relaxation and thus people tend to choose the more convenient place to visit. And accessibility is one of the most influenced motivation factors for Hong Kong in the study of Mainland Chinese visitors' motivation (Zhang and Lam, 1999).

2.3 Travel Satisfaction

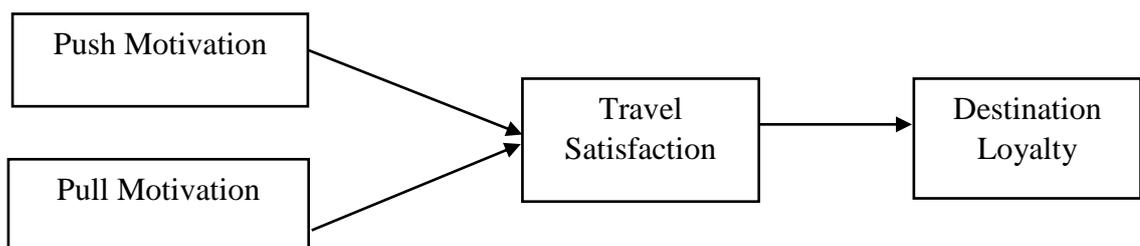
Satisfaction means fulfillment of a person's desire, needs or wants. Customer satisfaction plays important role in most service industries. In tourism industry, travel satisfaction is significant for successful destination marketing because it dominates on the decision making on the destination, spending within travel and revisit intention to the destination (Kozak & Rimmington, 2000). According to Akama and Kieti (2003), travel satisfaction contributes to destination loyalty and that helps economic development with increasing the revenues of the tourism industry and environmental development for the destination. And travel satisfaction is a basic indicator to evaluate the performance of destination products and services. There are various perspectives and theories to assess the customer satisfaction. As visitors are the customers of the destination, customer satisfaction theories are applicable for the travel satisfaction. The most conducted theories of travel satisfaction are expectation-disconfirmation theory, equity theory and norm theory.

According to Oliver's (1980) expectation-disconfirmation theory, visitors build up expectation about destination before travelling and then compare actual performance with expectation. If they meet their expectation, positive disconfirmation develops and will be more willing to revisit to that destination. If expectation is not met, they lead to negative disconfirmation and they will choose another destination for the next time. Chon (1989) also found that travel satisfaction is based on the fit between their expectation on the destination and the actual service or performance provided from the destination. Oliver and Swan (1989) suggested the equity theory. According to this theory, travel satisfaction is the relationship between the cost and time of the visitors spend in the vacation and the benefit and valuable time received from the destination they visited. Latour and Peat (1979) proposed the norm theory which use some form of comparison standard. Visitors compare the current destination with other alternative destinations visited in past and the difference between the current and past experience is a norm to evaluate the travel satisfaction.

2.4 Previous Studies

Several studies have explored the relationship between visitors' motivation and travel satisfaction. Yoon & Uysal (2005) also conducted a research paper about "The examination the effect of motivation and satisfaction on destination loyalty by using a structural model." In this study, respondents were the tourist in Northern Cyprus which offers archeological and historical sites with natural beauty and warm sandy beaches, located on the Mediterranean Sea. Out of 500 questionnaires distributed, a total of 148 usable questionnaires were collected. Eight push factors (exciting, knowledge/education, relaxation, achievement, family togetherness, escape, safety/fun and away from home) and ten pull factors (modern atmospheres & activities, wide space and activities, small size and reliable weather, natural scenery, restaurants, different culture, cleanness and shopping, night life and local cuisine, interesting town and village and water activities) were applied in that study. This result pointed out that (1) knowledge/education, escape, safety/fun and achievement are the most push motivation factors and cleanness and shopping, small size and reliable weather, different culture and water activities are the most important pull factors of the study, (2) the satisfaction is negatively influenced by pull factors but positively affected by push factors and (3) destination loyalty is positively affected by travel satisfaction with their experiences.

Figure 2.1 Framework of Yoon, Y. and Uysal, M. (2005)

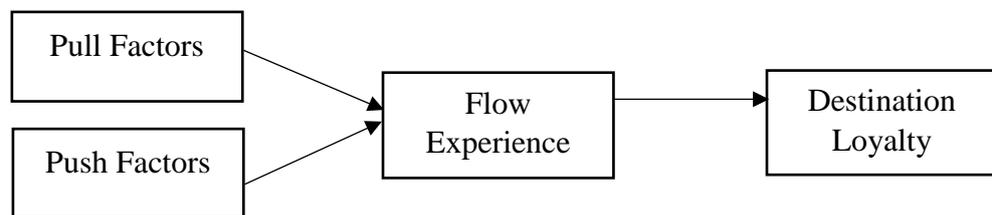


Source: Yoon & Uysal (2005)

Jie (2015) researched a study about the relationship between push-pull factors, flow experience and destination loyalty. The 262 respondents in this study were the tourists who traveled to Orlando and Florida. This study used online survey form to collect the data. Three push factors (novelty and knowledge seeking, ego enhancement, and rest and relaxation) and two pull factors (environment and safety and culture and historical attractions and tourism facilities) were conducted in this

study. As a result of the study, rest and relaxation are the most important push factor that drives respondents and tourism facilities are more important than environment & safety and culture & historical attractions for flow creating. Although both two pull factors are positively significant with the flow, only one push, rest and relaxation are significantly and positively correlated in this study. And this study found that flow experience has a direct effect on destination loyalty which mean higher flow will have higher destination loyalty.

Figure 2.2 Framework of Jie, H. (2015)

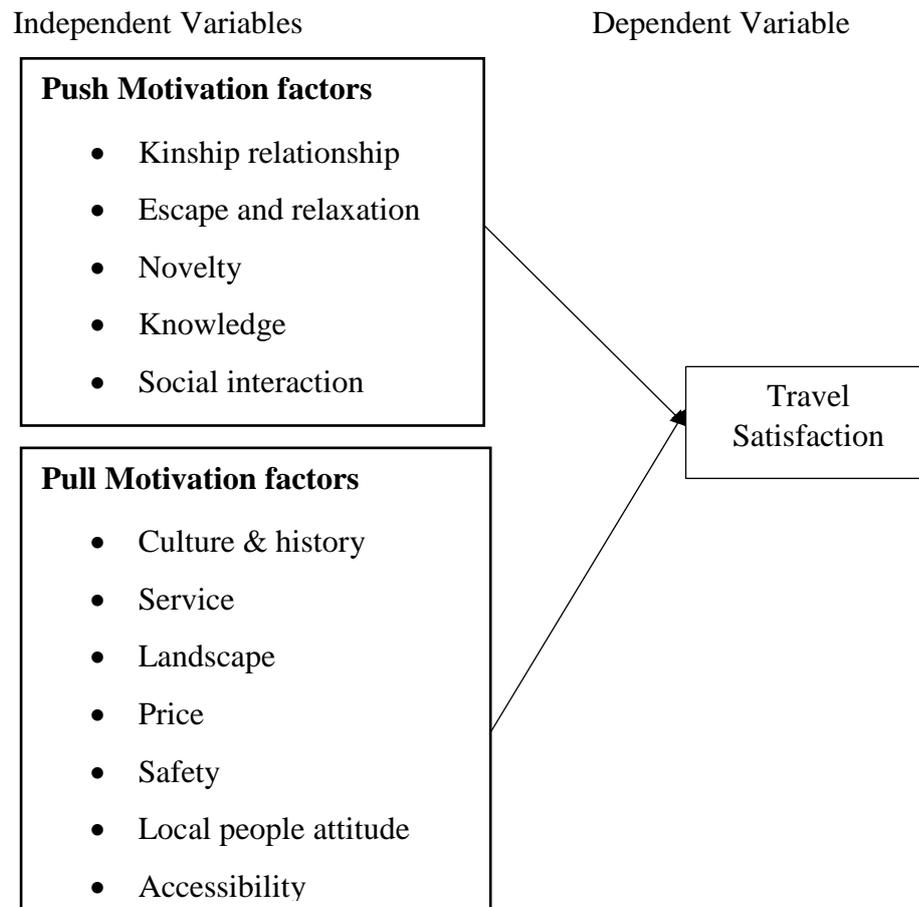


Source: Jie (2015)

2.5 Conceptual Framework of the Study

The conceptual framework of the study is compiled from Yoon and Uysal (2005) to identify relationship between travel motivation and satisfaction of local visitors to Kalaw. Push-Pull motivation theory is applied to investigate the relationship between travel motivation and satisfaction of local visitors. In previous studies, there is no complete definition to conceptualize the detailed variables of both pull and push motivation factors in different destinations. Pull and push motivation factors are vary based on the visitors' behavior and the destination they choose. So, push motivation factors of the study are selected on the behavior of local visitors and pull motivation factors are on the attributes of Kalaw. In this study, push motivation factors are kinship relationship, escape and relaxation, novelty, knowledge and social interaction and pull motivation factors are culture and history, general service, landscape, visiting price, safety, local people attitude and accessibility.

Figure 2.3 Conceptual Framework of the Study



Source: Own Compilation

2.6 Working Definitions of the Study

Based upon the literature review regarding the tourism papers, the working definitions in this study are disclosed as follows:

Kinship Relationship

The term kinship relationship means building a good relationship with the family. Many people perceived the pleasure vacation as a time when family members were brought close together. Hence, the pleasure vacation served as a medium through which family relationships could be enhanced or enriched

Escape and Relaxation

The term escape and relaxation mean a temporary change of environment and free of mind. Even the most prized living environments sometimes became mundane to those living there. Thus, people want to take a break from daily routine and want to

relieve stress. Mostly, the term relaxation referred to a mental state rather than a physical relaxation.

Novelty

Novelty means curiosity, adventure, new and different. Novel meant new experience but it did not necessarily mean entirely new knowledge. Some people travel to get new experiences in unfamiliar places, get excitement in new activities and challenge their ability in new environment.

Knowledge

Knowledge means education, learning and know-how. Some people travel to increase their general knowledge, learn new things and improve their life experience.

Social Interaction

The term social interaction means meeting with others from outside familiar reference groups. Some people going on a pleasure vacation was to meet new people in different locations. And they want to increase their social network by travelling. These vacations were people oriented rather than place oriented.

Culture and History

Culture and History means courtesy, belief and the ancients. Historical buildings, Buddhist temples and ethnicity of a city are the culture and history of that city. For example, *Christ the King Church* (an Italian architecture started by the Italian Missionary several decades ago), *Shwe On Min Paya*, *Su Taung Pyae Paya*, and *Thein Taung Paya* are the ancient heritages located at Kalaw. Some people want to feel these attractions and thus they travel to that places.

Services

The term service means delivering value to someone or doing work for someone such as delicious, convenience or transport. The service of a destination is quality of accommodation, facility of restaurants and shopping. The services provided by Kalaw are accommodation service with free Wi-Fi, breakfast included and free parking, transportation service with rental car service and for shopping, there are various markets-based on the categories such as farmers market, flea and street market and gift and specialty shops.

Landscape

Landscape means all visible features of a land. Mountains, sceneries, floral and magnificent environment are the landscape of a city. There are many hills in Shan State for trekking and hiking. And pine forests, floral gardens, coffee plantations, avocado plantations and grapes plantations are one of the magnificent landscapes of Kalaw.

Price

Price means the amount of money expected, required, or given in payment for something. In a trip, the price of local food, souvenirs, accommodations transportations are the overall cost of a trip that the traveler considered.

Safety

The term safety means secure, safe and peaceful. Safety is an important thing for all people. For tourism industry, both transportations and accommodations are secure for the visitors.

Local People Attitude

The term attitude means the manner, mindset and thoughts of a person. Different people have different attitudes. Some are honest, polite and believable. But some are immoral, rude and fraudulent.

Accessibility

Accessibility means the quality of being easy to obtain or use such as information are freely available, clear to read and simple to understand. Accessibility of a trip is available in travel agency, convenient in transportation, and ready in local guides.

Travel Satisfaction

Travel satisfaction is fulfillment of the visitors' traveling needs and wants. Travel satisfaction also known as the emotional response of visitors on all tourism products and services. There are many factors to measure travel satisfaction in numerous studies. In this study, travel satisfaction is measured by enjoyment in experiences, local culture, shopping, cultural activities of Kalaw, revisiting to Kalaw and recommending to others.

CHAPTER III

BACKGROUND STUDY OF TOURISM INDUSTRY IN MYANMAR

This chapter presents background study of the tourism industry in Myanmar. This chapter includes three sections; overview of tourism industry in Myanmar, geographic background of Kalaw Township, tourism attractions in Kalaw and Famous tourist sites in Kalaw.

3.1 Overview of Tourism Industry in Myanmar

The Republic of Union of Myanmar's tourism sector was driving forward in 2011 as the result of political and economic reforms. In 2011, Myanmar's tourism rules were changed in schedule of inbound flights, tourist visa processing, and other tourism legislations. From 2011 to 2012, there were over one million tourists who visited to Myanmar and the tourism market was growth in regional tourism. Although Myanmar has unique and extensive historical heritage, culture attractions, natural, the development of tourism industry is still decline.

The function of Myanmar tourism businesses like travel agencies, accommodations, restaurants, transportations and other tourism services are growth in 2019. According to the data of Ministry of Hotels and Tourism (2019), there are 3,145 inbound local tour companies and 714 outbound local companies. As the number of tour guides, there are 4,177 regional tour guides for local visitors and 4844 tour guides for international tourists (MOHT,2019). As the accommodations, 1,984 accommodations (hotels, motels, guest houses) are served for all visitors around the country. Although, most of the tourists use airport as transportation service, most of the local visitors use bus operations as transportation service. In Myanmar, 44 bus operations are served as transportation service. There are many of tour programs in Myanmar tourism sector such as cultural tours, hiking and trekking tours, ethnic torus, beach tours and pilgrimage tours for both international and local travelers. But pilgrimage tours are the most famous attractive tour programs for local visitors. Thus, some tour operators such as Image of Myanmar Travel, Myanmar Golden Image Travels & Tours and pilgrimage tours operators such as Than Htay and Associations provide different pilgrimage tours. The most famous pilgrimage tours are *Bagan-*

Nyung Oo-Popa (3 days, 2 nights), *Taungkyi- Inle- Pindaya- Kalaw* (4 days, 3 nights), *Kyaikhityo* (3 days, 2 nights) and *Dawei Shin Koe Shin Pagodas* (5 days, 4 nights).

Today, international tourists largely arrive at Myanmar with the six leading destinations (i.e., *Yangon and Shwedagon Pagoda, Bagan, Inle Lake, Kyaikhto, Mandalay, and Ngapali Beach*) (MOHT, 2019). Moreover, Myanmar also has a wealth of emerging tourist destinations in *Putao, the Myeik Archipelago, Loikaw and Kalaw* for both international and local visitors. Nowadays, government is promoting in all aspects of infrastructure and MOHT is improving in hotel and tourism investment laws for the development of tourism sector. As the national priority, Ministry of Hotels and Tourism also developed “Myanmar Tourism Master Plan 2013-2020” with the vision of creating job and business opportunities of hotels and tourism sector to incorporate Myanmar into a leading destination in Southeast Asia, and to oblige the expanding number of tourists arriving in Myanmar.

In 2020, Myanmar’s tourism industry is changed tremendously due to the COVID-19 pandemic. Myanmar was on its track to receive over five million tourists in 2020 for the first time in its history. However, the pandemic has halted the global tourism business. At the end of the March, 2020, all of the flights are canceled and Yangon international airport is closed but domestic flight are still flying. In September, domestic flights are canceled and tourism industry has stopped until December, 2020. Thus, Ministry of Hotels and Tourism try to develop and adopt Myanmar Tourism Rescue Plan, to revive the impacts of the tourism business. Moreover, the ministry will also develop and implement Myanmar Tourism Strategic Recovery Roadmap (2020-2025 to relieve the impact on the tourism business and help return to the normal condition in 2023-2025). And the policy maker considers domestic tourism as where to start in post COVID-19 pandemic. Thus, studying about domestic tourism is a significant part of tourism development when reopen the traveling. Kalaw is selected to study as it is one of the attractive destinations for local visitors.

3.2 Geographical Background of Kalaw Township

Kalaw is one of the townships of Shan State which situated in Taunggyi District and known as Hill Town or Pine Land of Shan State. Kalaw is located over 1300 meters above sea level in the southern Shan State, 70 km distance from

Taunggyi and 50 km from the Inlay Lake which is one of the most popular destinations of Myanmar and it is populated by 186,083 people and the population of Kalaw is a mix of Shan, Indian Muslims, Bumars and Nepails (The 2014 Myanmar Population and Housing Census, Kalaw Township Report, 2017). Kalaw was popular as British town because of the building of colonial era. Kalaw is an antique hill station with frosty atmosphere, pleasurable weather, beautiful blossoms, airy environment and breathtaking views. Kalaw is a former British colonial town and is surrounded by mountains, colorful hilltribe villages, rivers, pine woods and bamboo groves. And Kalaw is the garbage free city in Myanmar. Kalaw is popular for the cool climate and a best place for hiking and trekking. Moreover, as Kalaw is across the border with *Inle* and *Pindaya*, the most tourist attractive places, it became an attractive destination for both international and domestic travelers. Map of Kalaw Township is shown in Appendix I.

In Kalaw township, both accommodations and transportations are also sufficient for travelers with different level of stars and different types of transportation equipments (car, motorcycle, bicycle, 4-wheel tractor and boat). Airport, bus station and railroad station are available to visit Kalaw township from other destinations in Myanmar. And regular trains are available between Kalaw and Yangon. The train station is located only half a kilometer away from the Kalaw city centre. As the restaurants, most of Kalaw's restaurants offer an especially varied scope of cuisines, with relatives of Indian and Nepali rail laborers who relocated here during British principle offering their own dishes.

3.3 Famous Tourist Sites in Kalaw

Kalaw, one of the most attractive destinations for domestic tourism has many famous cultural and natural sites. In cultural sites, *Christ the King Church* (historic colonial building), *Shwe Oo Min Paya* (buddha curve with dozen of golden buddha status), *Hnee Paya* (temple with 500-year-old, gold-lacquered bamboo buddha), *Thein Taung Paya*, *Su Taung Pyae Paya*, *Aung Chan Tha Zedi* and Mosque are the most famous sites. And Kalaw Market is one of the most attractive places of Kalaw with extraordinary feature in location, where residents from the surroundings come to sell their natural produces. They move every five days around Kalaw such as *Pindaya*, *Aung Ban*, *Heho* and *Nyaung Shwe*. Other local market is also attractive with abundantly delicious noodles, local fruits, honey, and locally-produced wine such Red

Mountain wine, German-Myanmar wine. Moreover, Kalaw has many other famous places such as Kalaw Tower, Kalaw View Point and Colonial Buildings which can attract tourism.

As the natural sites, unlike other towns, walking around the Kalaw is lovely and peaceful with cleaning street surrounded by local people's flowers and vegetables gardens. The famous natural sites of Kalaw are tree-line streets, pine forests, coffee and grapes plantations. Tree-line streets and pine forests are famous among travelers by walking around that places for breathing fresh air and seeing the whole view of Kalaw Township and surrounding countryside. Coffee and grapes plantations are also attractive for self-pick up culture and wine culture. And elephant care service in the family-run elephant camp, located in the outside of Kalaw, is one of the famous attractiveness of Kalaw. The family-run elephant camp is especial than other elephant camps in Myanmar. People are restricted to ride the elephants and most of the elephants are retire workers of the Myanmar timber business. Moreover, Shan hills are also famous natural sites of Kalaw for visitors who loved thrilling by doing off-road motorbiking up muddy paths and down steep slopes experiences.

CHAPTER IV

ANALYSIS ON TRAVEL MOTIVATION AND SATISFACTION

This chapter presents travel motivation factors and the analysis of relationship between travel motivation factors and travel satisfaction. This chapter includes eleven sections. They are research design, profile of respondents, reliability test, motivation factors of local visitors, travel satisfaction level of local visitors to Kalaw, correlation of travel motivation factors and travel satisfaction, analysis on relationship between travel motivation factors and travel satisfaction of local visitors, correlation of push motivation factors and travel satisfaction, analysis on relationship between push motivation factors and travel satisfaction of local visitors, correlation of pull motivation factors and travel satisfaction and analysis on relationship between pull motivation factors and travel satisfaction of local visitors.

4.1 Research Design

This study is conducted with the objective of examining the influence of the motivational factors on travel satisfaction of local visitors to visit Kalaw. According to Cochran (1977), 391 samples were collected for this study by using simple random sampling with quantitative research method. This quantitative information is measured by using five-point Likert scale (from one to five such strongly disagree=1, disagree=2, neutral=3, agree=4, strongly agree=5) and applied by multiple regression analysis.

Due to Covid-19 pandemic, primary data of the study were collected from local visitors who visited to Kalaw with google drive questionnaire forms through the use of internet. Questions are created in easy and simple meanings to understand all level of respondents. Applicable journals, previous research papers and websites are referenced for secondary data.

Cochran's Sample Size Formula

$$\begin{aligned}n_0 &= \frac{Z^2 pq}{e^2} \\ &= \frac{1.96^2 0.5 0.5}{0.05^2} \\ &= 385\end{aligned}$$

Where:

n = required respondents

e = margin of error

p = estimated proportion of the population

q = 1-p

Z = 95% confidence level

4.2 Profile of Respondents

In this study, the profile of respondents is divided into two sections in terms of Demographic profile and travel experience. Demographic characteristics of the respondents in the study includes five categories and is shown in Table 4.1.

Table 4.1 Demographic Characteristics of Respondents

	No. Respondents	Percentage (%)
Gender		
Male	117	29.9
Female	274	70.1
Age (years)		
Under 20	19	4.9
20 – 29	249	63.7
30 – 39	75	19.2
40 – 49	32	8.2
50 – 59	14	3.6
60 or over	2	0.5
Material Status		
Single	302	77.2
Married	89	22.8
Occupation		
Student	116	29.7
Unemployed	19	4.9
Employed	254	65.0
Retired	2	0.5
Place of Respondents		
Yangon	297	76.0
Mandalay	30	7.7
Shan	10	2.6
Others	54	13.7
Total	391	100.0

Source: Survey data, 2020

According to Table 4.1, as gender of the respondents, 70 % of the respondents and the remaining are the male. As age of the respondents, most of the respondents are adults with 64 % and over 30 years are the remaining. As material status of the respondents, most of the respondents are single with 77 % and the remaining are married. Regarding the occupation of the respondents, most of the respondents are employed with 65 % and students with 30 %. The remaining are the unemployed and retired. In place of respondents, 76 % are the visitors who come from Yangon and the remaining are come from Mandalay, Shan and others. Visiting pattern of respondents of the study includes five categories and is shown in Table 4.2.

Table 4.2 Visiting Pattern of Respondents

	No. Respondents	Percentage (%)
Accompanying person		
Alone	10	2.6
With Partner	45	11.5
With the family and relatives	142	36.3
With friends	194	49.6
Reason		
Admire the architecture	125	32.2
Explore Buddhist temple	40	10.2
Go hiking and trekking	93	23.8
Observe local culture	98	25.4
Other	35	8.4
Group Size		
Below 5	142	36.3
5 -10	204	52.2
Above 10	45	11.5
Traveling Frequency		
First	187	47.8
Repeat	204	52.2
Duration of visit (days)		
1	15	3.8
2	58	14.8
3	159	40.7
Above 3	159	40.7
Total	391	100.0

Source: Survey data, 2020

According to Table 4.2, 50 % of the respondents are travel to Kalaw with their friends, 36 % of the respondents are travel to Kalaw with their family and relatives and the remaining are travel to Kalaw with partner and alone. Most of the respondents select Kalaw as a destination to admire the architecture of that place with 32 % and the remaining select to explore Buddhist temple, go hiking and trekking and other reasons such to feel cool weather, to chilling with friends and to see the nice view of the Kalaw. As group size, most of the respondents are travel together to Kalaw between 5 to 10 persons. As travelling frequency, the number of respondents visited for the first and repeatedly are nearly the same. As the duration of visit, 81 % of the respondents are stay in Kalaw 3 days and above.

4.3 Reliability Test

Reliability refers to consistency of a measure. Internal consistency is one of the four main type of reliability test which an access the correlation between the answers of the questions. In this study, reliability analysis is calculated by conducting Cronbach's Alpha which is the basic formula for inter reliability test (Kim& Cha, 2002). If the value α is between 0.6 and 07, the answers of the questions are acceptable. There is good reliability on factors when the value is 0.8 or above.

Table 4.3 Reliability Test on Factors

Factors	No. of Items	Cronbach's Alpha
Kinship Relationship	6	0.944
Escape and Relaxation	6	0.859
Novelty	6	0.885
Knowledge	6	0.852
Social Interaction	6	0.901
Culture and History	6	0.859
General Services	6	0.856
Landscape	6	0.889
Visiting Price	6	0.879
Safety	5	0.835
Local People Attitude	5	0.933
Accessibility	6	0.898
Travel Satisfaction	10	0.928

Source: SPSS Outputs

According to Table 4.3, all Alpha values for all motivation factors and travel satisfaction are high above 0.8 that shows good reliability. Therefore, there has excellent internal consistency among factors.

4.4 Travel Motivation Factors of Local Visitors to Kalaw

In this study, the travel motivation factors of local visitors are divided into two factors: push factors and pull factors. Push motivation factors are intangible forces that draw from the inner mind of the people like needs, motivation and way of thinking. Pull motivation factors are tangible forces that force to visit to a destination, including people, places and activities. Local visitors are motivated by interplay of both factors. Pull factors include destination's attraction. This section is to investigate the mean and standard deviation of push and pull motivation factors which can be found in table.

4.4.1 Push Motivation Factors of Local Visitors

In this study, the push motivation factors of tourists are Kinship Relationship, Escape and Relaxation, Novelty, and Social Interaction. In this survey, total of 391 respondents answered the questions each of which having scale of 1 to 5 (1 = strongly disagree and 5 = strongly agree). Therefore, if the score is greater than 3.5, motivation of local visitors is high. The higher the score returns the higher level of motivation. The results from analysis on kinship relationship motives of local visitors are shown in Table 4.4.

Table 4.4 Kinship Relationship Motive of Local Visitors

Sr. No.	Kinship Relationship	Mean	Standard Deviation
1	Building good relationship with family	4.23	0.90
2	Sharing good time with family	4.38	0.82
3	Saving memories with family	4.45	0.80
4	Visiting many places with family	4.34	0.86
5	Sharing happiness with family	4.46	0.78
6	Traveling together with family	4.35	0.85
Overall Mean		4.36	

Source: Survey Data, 2020

As shown in Table 4.4, the mean score value of kinship relationship is high with 4.36 and local visitors are highly motivated to share happiness with family and save memories with family. All questions of the mean scores are nearly the same and as the overall mean of the kinship relationship is high, local visitors are highly motivated to visit with the family. The second push motivation factor is escape and relaxation. The survey results for escape and relaxation motive of local visitors are shown in Table 4.5.

Table 4.5 Escape and Relaxation Motive of Local Visitors

Sr. No.	Escape and Relaxation	Mean	Standard Deviation
1	Taking a break from daily routine	4.30	0.87
2	Free from anxieties or worries	4.35	0.90
3	Relaxing mentally and physically	4.58	0.70
4	Feeling a simple lifestyle	4.30	0.83
5	Relieving stress and being fun and enjoying the moments	4.54	0.72
6	Relaxing by travelling	4.57	0.73
Overall Mean		4.44	

Source: Survey Data, 2020

As shown in Table 4.5, the mean score of all question related with escape and relaxation is high with 4.44. Local visitors are highly motivated to relax mentally and physically with the highest mean value 4.58 among escape and relaxation factors. The factors of relieving stress and being fun and enjoy the moments and free from anxieties or worries are resulted as nearly the same mean value with 45 and 4.4. Thus, the desire to travel is often associated with desire to escape and relax. The third push motivation factor is novelty. The survey results for novelty motive of local visitors are shown in Table 4.6.

Table 4.6 Novelty Motive of Local Visitors

Sr. No.	Novelty	Mean	Standard Deviation
1	Getting new experiences in unfamiliar places	4.29	0.77
2	Challenging my ability in new events or culture (such as sport events, cultural events, festivals)	3.94	0.93
3	Exciting in new activities (such as hiking, trekking)	4.12	0.96
4	Discovering knowledge about unfamiliar things	4.18	0.80
5	Leading a dynamic and varied travel lifestyle	4.05	0.85
6	Touching the something of novelty	4.00	0.84
Overall Mean		4.10	

Source: Survey Data, 2020

As shown in Table 4.6, it is found that most of the local visitors have above level of novelty motivation to visit Kalaw. The survey considers novelty as the degree of contrast between the known and unknown, making it the opposite of familiarity that leads to little or no experience. According to result, most of the local visitors have intention to get new experiences in unfamiliar places, with highest mean value 4.29, and this is the main novelty motivation why they are visiting Kalaw. Majority of respondents also want to touch the something of novelty. Therefore, for novelty motive, local visitors are mainly motivated by the intention of getting new experiences in unfamiliar places, understanding and discovering knowledge about unfamiliar things and getting excitement in new activities (such as hiking, trekking). The forth push motivation factor is knowledge. The survey results for knowledge motive of local visitors are shown in Table 4.7.

Table 4.7 Knowledge Motive of Local Visitors

Sr. No.	Knowledge	Mean	Standard Deviation
1	Increasing my general knowledge	4.29	0.80
2	Knowing about the different ethnic groups	4.19	0.87
3	Learning dialect or native language	3.58	1.07
4	Improving my life experience	4.30	0.80
5	Visiting the interesting places in that destination	4.38	0.70
6	Learning new things from traveling	4.36	0.79
Overall Mean		4.18	

Source: Survey Data, 2020

As shown in Table 4.7, the overall mean value of knowledge is high with 4.18. Local visitors are highly motivated to want get knowledge from travelling. Local visitors are mainly visited Kalaw to visit the interesting places in Kalaw and learn new things from travelling to Kalaw. The mean score value of learning dialect or native language is the lowest with 3.58. As a result, visitors are not interested in Kalaw's dialect and they are only visit to increase general knowledge from Kalaw's culture. The fifth push motivation factor is social interaction. The survey results for social interaction motive of local visitors are shown in Table 4.8.

Table 4.8 Social Interaction Motive of Local Visitors

Sr. No.	Social Interaction	Mean	Standard Deviation
1	Interacting with different local ethnic groups	3.95	0.88
2	Meeting with new friends at travel destinations	3.79	1.00
3	Communicating with local family during travel	3.87	0.98
4	Building my social network.	3.94	0.95
5	Building good relationship with my friends from the trip	4.29	0.32
6	Increasing my social status	4.00	0.92
Overall Mean		3.97	

Source: Survey Data, 2020

Social interaction is the likelihood of friendship in daily communication. Traveling is a way that brings together people with different backgrounds that may lead to friendship. Social contact is the desire to spend time with family and/or friends as well as a need to meet new people beyond the normal circle of relation.

As shown in Table 4.8, the mean value for social interaction motive is high with 3.97. Most of the local visitors respond that they are motivated to build good relationship with my friends from the trip. Communicating with local family during travel and meeting new friends at travel destinations are lowest mean value with 3.87 and 3.79. There are only a few opportunities for home stay with local family during their visitation as local home apartments.

4.4.2 Pull Motivation Factors of Local Visitors

In this study, the pull motivation factors of local visitors are Culture and History, General Services, Landscape, Visiting Price, Safety, Local People Attitude and Accessibility. The first pull motivation factor is cultural and history. The survey results for cultural and history of Kalaw are shown in Table 4.9.

Table 4.9 Culture and History of Kalaw

Sr. No.	Culture and History	Mean	Standard Deviation
1	Attractive historical buildings	4.13	0.84
2	Famous Buddhist temple	3.77	0.97
3	Beautiful cultural places	4.34	0.77
4	Attractive different ethnic groups	3.88	0.92
5	Different cultural attractions	4.06	0.92
6	Overall culture and history	4.30	0.81
Overall Mean		4.08	

Source: Survey Data, 2020

As shown in the Table 4.9, the overall mean value of culture of history is high with 4.08 and thus local visitors are highly motivated to see the culture and history of Kalaw during the trip. The highest mean value is beautiful cultural places and overall culture and history of Kalaw with 4.3. The lowest mean value factors are famous Buddhist temple and different ethnic groups of Kalaw with 3.8. As a result, visitors are more motivated to see cultural places than to pray Buddhist temples of Kalaw. The second pull motivation factor is general services. The survey results for general services of Kalaw are shown in Table 4.10.

Table 4.10 General Services of Kalaw

Sr. No.	General Services	Mean	Standard Deviation
1	Grocery shopping	3.71	.092
2	Transportation service	3.71	0.90
3	Quality of accommodations	4.10	0.73
4	Delicious local foods	4.35	0.72
5	Service facility of restaurants	4.06	0.77
6	Overall service quality	4.13	0.74
Overall Mean		4.00	

Source: Survey Data, 2020

As shown in the Table 4.10, the overall mean value of general services of Kalaw is high with 4. The highest mean value of services is local food of Kalaw with 4.35. The lowest mean value of factors are transportation services and services for grocery shopping with 3.71. As a result, local visitors are motivated to visit Kalaw to taste the delicious various local foods. Accommodation services and restaurant facilities have the nearly same mean value with 4.1. Thus, the quality of both are acceptable and good for visitors. The third pull motivation factor is landscape. The survey results for landscape of Kalaw are shown in Table 4.11.

Table 4.11 Landscape of Kalaw

Sr. No.	Landscape	Mean	Standard Deviation
1	Beautiful mountains for hiking	4.55	0.64
2	Breathtaking sceneries	4.55	0.64
3	The colorful florals and groves	4.56	0.65
4	Cleanliness natural environment	4.45	0.67
5	Attractive places to travel	4.39	0.74
6	Magnificent landscapes	4.42	0.67
Overall Mean		4.49	

Source: Survey Data, 2020

As shown in Table 4.11, the overall questions related landscape factors are high in mean value with 4.49. All of the factors have the nearly same mean value with 4.4. The highest mean value of landscape factors are colorful florals and groves, beautiful mountains and breathtaking sceneries with 4.55. Therefore, visitors are strongly motivated to visit Kalaw due to the colorful hilltribe villages, rivers, pine woods and bamboo groves. The forth pull motivation factor is price. The survey results for visiting price of Kalaw are shown in Table 4.12.

Table 4.12 Visiting Price of Kalaw

Sr. No.	Visiting Price	Mean	Standard Deviation
1	Traveling price	3.93	0.78
2	Accommodation prices	3.94	0.81
3	Transportation cost	3.89	0.81
4	Price of local food	4.24	0.74
5	Price of souvenirs	3.82	0.77
6	Overall price	4.10	0.72
Overall Mean		3.99	

Source: Survey Data, 2020

As shown in Table 4.12, the overall mean value of visiting price is high with 3.99. In visiting price factors, the price of local food of Kalaw has the highest mean value with 4.24 and the price of souvenirs has the lowest mean value with 3.82. As a result, overall price of Kalaw are fair and affordable for local visitors and price is one of the motivated factors to choose Kalaw as a destination. The fifth pull motivation factor is safety. The survey results for safety of Kalaw are shown in Table 4.13.

Table 4.13 Safety of Kalaw

Sr. No.	Safety	Mean	Standard Deviation
1	Safe and secure town	4.18	0.66
2	Transportations safety	4.10	0.70
3	Accommodations safety	4.12	0.68
4	Quiet and peaceful town	4.54	0.61
5	Public security	4.01	0.78
Overall Mean		4.19	

Source: Survey Data, 2020

As shown in the Table 4.13, the highest mean value of safety factor is quiet and peaceful town with 4.54. The other safety factors of mean values are nearly the same with 4.1. The overall mean value of safety factor is also high with 4.19. So, Kalaw is a safe and secure destination to travel for visitors and it is one of the motivation factors to visit than other destinations. The sixth pull motivation factor is local people attitude. The survey results for attitude of local people in Kalaw are shown in Table 4.14.

Table 4.14 Attitude of local people in Kalaw

Sr. No.	Local People Attitude	Mean	Standard Deviation
1	Honest	4.11	0.79
2	Hospitable	4.14	0.78
3	Believable for travelers	4.08	0.74
4	Polite and courtesy	4.13	0.77
5	Warm and friendly	4.18	0.75
Overall Mean		4.13	

Source: Survey Data, 2020

As shown in the Table 4.14, the friendliness of local people is the highest mean value with 4.18 and the belief of visitors to local residents is the lowest mean value with 4.08. But overall mean value of local people attitude factors is high with 4.13. As a result, local residents of Kalaw are polite and hospitable to the visitors. So, the attitude of local people is also influenced to visit Kalaw. The seventh pull motivation factor is accessibility. The survey results for accessibility of Kalaw factors are shown in Table 4.15.

Table 4.15 Accessibility of Kalaw

Sr. No.	Accessibility Factors	Mean	Standard Deviation
1	Travel agencies	4.23	0.73
2	Transportation	4.19	0.80
3	Local information	4.21	0.77
4	Convenience	4.39	0.68
5	Local guides	4.12	0.80
6	Overall information	4.23	0.79
Overall Mean		4.23	

Source: Survey Data, 2020

As shown in the Table 4.15, the overall mean value of accessibility is high with 4.23 and visitors are highly motivated to visit Kalaw because visitors can get has accessible information about Kalaw to visit. Thus, accessibility of Kalaw is one the pull motivation factors of local visitors. The highest mean value of accessibility is the convenience with 4.39 and the lowest mean value of accessibility is the number of local guides with 4.12. As most of the people travel to rest and relax and, they choose easy and convenient place as priority.

This thesis paper aimed to identify the push and pull travel motivation that affected visiting of local visitors to Kalaw. A total of 391 local visitors who traveled to Kalaw were used as the sample in this study. A questionnaire was employed as a tool for collecting the data, conducted in Kalaw. In this study, the combination of survey questions is used to explore the level of motivation. For measuring the strength of each of the indicators, Likert-type scale was used which is composed of five value levels (from 1 = strongly disagree to 5= strongly agree). The survey results on analysis of push and pull factors are shown in Table 4.16.

Table 4.16 Motivation Factors of Local Visitors

Sr. No.	Motivation Factors	Mean	Standard Deviation
	Push Motivation Factors		
1	Kinship Relationship	4.36	0.74
2	Escape and Relaxation	4.44	0.61
3	Novelty	4.10	0.69
4	Knowledge	4.18	0.65
5	Social Interaction	3.97	0.76
	Overall Mean	4.21	
	Pull Motivation Factors		
6	Culture and History	4.08	0.67
7	General Services	4.00	0.61
8	Landscape	4.49	0.54
9	Visiting Price	3.99	0.61
10	Safety	4.19	0.53
11	Local People Attitude	4.13	0.68
12	Accessibility	4.23	0.62
	Overall Mean	4.15	

Source: Survey Data, 2020

The Table 4.16 shows that in push motivation factors, escape and relaxation is the highest and social interaction is the lowest mean level. In pull motivation factors, landscape is the highest and price is the lowest mean value. But all of the push motivation factors and pull motivation factors have the high mean value with above 3.9.

The overall mean value of motivation factors is above the average level with 3.5. As the table, push motivation factor has the highest mean value with 4.21 than pull motivation factor. Therefore, visitors are motivated to visit to Kalaw especially by push factors.

4.5 Travel Satisfaction Level of Local Visitors to Kalaw

In this study, the combination of ten survey questions are used to explore the level of satisfaction. For measuring the strength of each of the indicators, Likert-type scale was used which is composed of five value levels (from 1 = strongly disagree to 5 = strongly agree). The result on survey on satisfaction of 391 surveyed local visitors are shown in Table 4.17.

Table 4.17 Satisfaction of Local Visitors

Sr. No.	Satisfaction	Mean	Standard Deviation
1	Getting new knowledges and experiences	4.23	0.77
2	Getting valuable time	4.33	0.73
3	Quality of services applied from transportation, accommodations and restaurants	4.28	0.75
4	Taste of local food	4.37	0.68
5	Local cultural activities and events	4.12	0.82
6	Safety	4.42	0.69
7	Shopping the local souvenirs	4.02	0.86
8	Attractive tours	4.42	0.69
9	Recommendation	4.47	0.65
10	Revisiting	4.53	0.67
Overall Mean		4.32	

Source: Survey Data, 2020

While accessing the level of satisfaction related with the nature of the Kalaw, mean score for satisfaction is 4.32 as shown in Table 4.17. According to the survey, satisfaction level of 391 respondents is high. The highest level of satisfaction for the respondents are safety and tour packages of Kalaw and the lowest level of satisfaction is shopping opportunities for local souvenir. As a Result, respondents are strongly satisfied in the Kalaw trip because they answered the high level for recommendation and revisiting.

4.6 Correlation of Travel Motivation Factors and Travel Satisfaction to Kalaw

A statistical techniques, correlation shows the relation of variables which are whether and how strongly related. The range of the correlation coefficient is from -1.0 to +1.0. The result shows that $r = 0$ for no correlation, $r = +0.1$ for positive correlation and $r = -0.1$ for negative correlation. The results of Pearson correlation coefficient between independent variables (push motivation factors and pull motivation factors) and dependent variable (travel satisfaction to Kalaw) are shown in Table 4.18. The statistical results are shown in Appendix III (a).

Table 4.18 Correlation of Travel Motivation Factors and Travel Satisfaction

Sr. No.	Description	Pearson Correlation Coefficient	P-value
1	Pull Motivation Factor	0.774***	0.000
2	Push Motivation Factor	0.652***	0.000

Source: Survey Data (2020)

***Correlation is significant at 0.01 level (2-tailed)

Dependent Variable: Travel Satisfaction to Kalaw

According to the Table 4.18, the results indicate that travel motivation factors are significantly related to travel satisfaction to Kalaw at 1% significant level. And push motivation factor has positive correlation with 65% and pull motivation factor has positive correlation with 77%.

4.7 Analysis on Relationship Between Travel Motivation Factors and Travel Satisfaction of Local Visitors to Kalaw

The study is analyzed the relationship between travel motivation and travel satisfaction of local visitors to Kalaw. All the data types and sample size are consistent with the assumptions of multiple linear regression statistics. Since all assumptions are met, the study is continued to analyse the relationship between travel motivation (pull motivation factors and push motivation factors) and travel satisfaction to Kalaw. This analysis is examined the Hypotheses (1) which is “The motivation factors have positive effect on travel satisfaction to Kalaw” and shown in Table 4.19. The statistical results are shown in Appendix III (a).

Table 4.19 Relationship Between Travel Motivation Factors and Travel Satisfaction

Independent Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.45***	0.184		2.47	0.014
Push Motivation Factors	0.18***	0.066	0.136	2.72	0.007
Pull Motivation Factors	1.11***	0.063	0.879	17.54	0.000
R	0.779				
R Square	0.607				
Adjusted R Square	0.605				
F Value	299.28***(P-value=0.000)				

Source: Survey Data(2020)

Dependent variable: Travel Satisfaction to Kalaw

Notes: ***, **, * represent 1% , 5%, and 10% Level of significant respectively

As shown in Table 4.19, R is 0.779. Thus, travel satisfaction to Kalaw and motivation factors are correlated. R² (proportion of the variance in the dependent variable accounted by model) is 0.607 and adjusted R² is 0.605 with two independent variables. This indicates those independent variables can explain 60.5% of variation in dependent variable. The F statistics is 299.28 and it is significant at 1% level (P-value = 0.000).

It is found that pull and push motivation factors have positive effect on travel satisfaction to Kalaw at 1% significant level. Hence, if pull and push motivation factors have increased, the visistors' travel satisfaction to Kalaw increased. By the results, pull motivation factors are the most influencing factor of travel satisfaction to Kalaw.

4.8 Correlation of Push Motivation Factors and Travel Satisfaction to Kalaw

A statistical techniques, correlation shows the relation of variables which are whether and how stronglt related. The range of the correlation coefficient is from -1.0 to +1.0. The result shows that r = 0 for no correlation, r = +0.1 for positive correlation and r = -0.1 for positive correlation. The results of Pearson correlation coefficient between independent variables (push motivation factors) and dependent variable

(travel satisfaction to Kalaw) are shown in Table (4.20). The statistical results are shown in Appendix III (b).

Table 4.20 Correlation of Push Motivation Factors and Travel Satisfaction

Sr. No.	Description	Pearson Correlation Coefficient	P-value
1	Kinship Relationship	0.103***	0.042
2	Escape and Relaxation	0.262***	0.000
3	Novelty	0.195***	0.000
4	Knowledge	0.283***	0.000
5	Social Interaction	0.217***	0.000

Source: Survey Data (2020)

***Correlation is significant at 0.01 level (2-tailed)

Dependent Variable: Travel Satisfaction to Kalaw

According to the Table 4.20, the results indicates that push motivation factors are significantly related to travel satisfaction to Kalaw at 1% significant level. And kinship relationship has positive correlation with 10 %, escape and relaxation has positive correlation with 26 %, novelty has positive correlation with 20 %, knowledge has positive correlation with 28% and social interaction has positive correlation with 22 %.

4.9 Analysis on Relationship Between Push Motivation Factors and Travel Satisfaction of Local Visitors to Kalaw

The study is analyzed the effect of push motivation on travel satisfaction to Kalaw. All the data types and sample size are consistent with the assumptions of multiple linear regression statistics. Since all assumptions are met, the study is continued to analyse the relationship between push motivation fators and travel satisfaction to Kalaw. This analysis is examined the Hypotheses (H_a) which is “The push motivation factors has positive effect on travel satisfaction to Kalaw” and shown in Table 4.21. The statistical results are shown in Appendix III (b).

Table 4.21 Relationship Between Push Motivation Factors and Travel Satisfaction

Independent Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	3.026	0.231		13.079	0.000
Enhancement of Kinship Relationship	-0.039	0.043	-0.050	-0.908	0.365
Escape and Relaxation	0.169***	0.058	0.180	2.920	0.004
Novelty	-0.041	0.059	-0.049	-0.702	0.483
Knowledge	0.224***	0.075	0.255	2.988	0.003
Social Interaction	-0.014	0.057	-0.019	-0.251	0.802
R	0.317				
R Square	0.100				
Adjusted R Square	0.089				
F Value	8.593***(P-value = 0.000)				

Source: survey data, 2020

Dependent variable: Travel Satisfaction to Kalaw

Notes: ***, **, * represent 1% , 5%, and 10% Level of significant respectively

As shown in Table 4.21, R is 0.317. Thus, travel satisfaction to Kalaw and push motivation factors are correlated. R^2 (proportion of the variance in the dependent variable accounted by model) is 0.1 and adjusted R^2 is 0.089 with five independent variables. This indicates those independent variables can explain 8.9% of variation in dependent variable. The F statistics is 8.593 and it is significant at 1% level (P-value = 0.000).

It is found that Escape and Relaxation and Knowledge have positive effect on travel satisfaction to Kalaw at 1% significant level. Hence, if Escape and Relaxation and Knowledge have increased, the local visitors travel satisfaction to Kalaw increased. By the result, Knowledge is the most influencing push motivation factor of travel satisfaction to Kalaw.

As the result, escape and relaxation and knowledge play crucial role between push motivation factors and satisfaction. Because visitors are strongly motivated in

taking a break from daily routine, free from anxieties, relieving stress, relax mentally and physically, and increasing general knowledge during the trip to Kalaw.

4.10 Correlation of Pull Motivation Factors and Travel Satisfaction to Kalaw

A statistical techniques, correlation shows the relation of variables which are whether and how strongly related. The range of the correlation coefficient is from -1.0 to +1.0. The result shows that $r = 0$ for no correlation, $r = +0.1$ for positive correlation and $r = -0.1$ for negative correlation. The results of Pearson correlation coefficient between independent variables (pull motivation factors) and dependent variable (travel satisfaction to Kalaw) are shown in Table 4.22. The statistical results are shown in Appendix III (c).

Table 4.22 Correlation of Pull Motivation Factors and Travel Satisfaction

Sr. No.	Description	Pearson Correlation Coefficient	P-value
1	Cultural and History	0.464	0.000
2	General Services	0.597	0.000
3	Landscape	0.607	0.000
4	Visiting Price	0.603	0.000
5	Safety	0.599	0.000
6	Local People Attitude	0.494	0.000
7	Accessibility	0.682	0.000

Source: Survey Data (2020)

***Correlation is significant at 0.01 level (2-tailed)

Dependent Variable: Travel Satisfaction to Kalaw

According to the Table 4.22, the results indicate that pull motivation factors are significantly related to travel satisfaction to Kalaw at 1% significant level. And culture and history has positive correlation with 46%. General service, visiting price and safety have positive correlation with 60%, landscape has positive correlation with 61%, local people attitude has positive correlation with 49% and accessibility has positive correlation with 68%.

4.11 Analysis on Relationship Between Pull Motivation Factors and Travel Satisfaction of Local Visitors

The study is analyzed the effect of pull motivation on travel satisfaction to Kalaw. All the data types and sample size are consistent with the assumptions of multiple linear regression statistics. Since all assumptions are met, the study is continued to analyse the relationship between pull motivation factors and travel satisfaction to Kalaw. This analysis is examined the Hypotheses (H_b) which is “The pull motivation factors has positive effect on travel satisfaction to Kalaw” and shown in Table 4.23. The statistical results are shown in Appendix III (c).

Table 4.23 Relationship Between Pull Motivation Factors and Travel Satisfaction

Independent Variable	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.187	0.175		1.064	0.288
Culture and History	0.132***	0.032	0.154	4.092	0.000
General Services	0.075	0.044	0.080	1.703	0.089
Landscape	0.221***	0.045	0.207	4.967	0.000
Visiting Price	0.129***	0.045	0.137	2.851	0.005
Safety	0.051	0.056	0.047	0.912	0.363
Local People Attitude	0.048	0.037	0.057	1.300	0.194
Accessibility	0.326***	0.042	0.352	7.733	0.000
R	0.790				
R Square	0.624				
Adjusted R Square	0.618				
F Value	90.958***(P-value=0.000)				

Source: survey data, 2020

Dependent variable: Travel Satisfaction to Kalaw

Notes: ***, **, * represent 1% , 5%, and 10% Level of significant respectively

As shown in Table 4.23, R is 0.790. Thus, travel satisfaction to Kalaw and pull motivation factors are correlated. R^2 (proportion of the variance in the dependent variable accounted by model) is 0.624 and adjusted R^2 is 0.618 with seven

independent variables. This indicates those independent variables can explain 61.8% of variation in dependent variable. The F statistics is 90.958 and it is significant at 1% level (P-value = 0.000).

It is found that Culture and History, Landscape, Visiting Price and Accessibility have positive effect on travel satisfaction to Kalaw at 1% significant level. Hence, if Culture and History, Landscape, Price and Accessibility have increased, the local visitors travel satisfaction to Kalaw increased. By the result, Accessibility is the most influencing pull motivation factors of travel satisfaction to Kalaw.

As the highest pull motivation factors are Culture and History, Landscape, Visiting Price and Accessibility, local visitors are motivated to satisfied in things like historical buildings, cultural places, mountains and colorful florals, accommodations, transportations, local food of Kalaw and available information about Kalaw during the trip.

CHAPTER V

CONCLUSION

This chapter discuss findings about the travel motivation factors of local visitors and relationship between travel motivation and travel satisfaction of local visitors to Kalaw. Findings of this study are presented with the combination of theory and empirical study. This chapter consists of three parts: findings and discussions, suggestions and need for further researchers

5.1 Findings and Discussions

This study mainly focuses on the travel motivation and satisfaction of local visitors. This study is done by collecting structured questionnaires to 391 local visitors who visited to Kalaw. This study found the motivation factors of local visitors to visit Kalaw and influencing motivational factors on travel satisfaction to Kalaw. As part of the preliminary analysis, socio-demographic factors of the respondents in this study are explored according to the variables such as gender, age, material status, occupation, and visiting patterns (group size, travelling frequency and duration of visit).

It is found that female would like to travel to Kalaw than male. Regarding to age, young people would like to travel to Kalaw. Regarding to material status, single people would like to more participate in visiting to Kalaw than people who are married. Regarding to occupation, employed people would like to travel than others people who are students. Regarding to address of the visitors, people who live in Yangon would like to travel to Kalaw than other divisions and states. As the visiting patterns of the visitors, people would like to travel together to Kalaw with friends and they would like to travel for admiring the architecture of Kalaw as the reason of traveling. Regarding the group size, people would like to travel to Kalaw with a group (average five to ten persons). Moreover, people would like to travel to Kalaw repeatedly and stay three days and above in Kalaw. As a result, people want to travel to Kalaw and they want to spend their valuable vacations at Kalaw.

In this analysis, motivation factors are push motivation factors (enhancement of kinship relationship, escape and relaxation, novelty, knowledge, and social interaction) and pull motivation factors (culture and history, services, landscape,

price, safety, local people attitude and accessibility). From the analysis of push motivation factors, it indicates that visitors are strongly influenced to travel by escape and relaxation. Thus, local visitors travel to Kalaw to relax their mental and physical stress, and to feel a simple lifestyle. Braking from the daily activities of the home and work can get opportunity to refresh their minds by traveling. Therefore, escape and relaxation is the most considerable motive for travel motivation of the local visitors to Kalaw.

From the analysis of pull motivation factors, it indicates that visitors are strongly influenced by landscape to travel to Kalaw. Thus, visitors tavel to Kalaw to feel breathtaking sceneries such as pine forests, groves, private gardens own by local people, tree-line streets and to see attractive places such as *Christ King Church, Shwe O Min Paya, Hnee Paya, Mosque*. Therefore, Kalaw is an attractive destination for the local visitors. From the analysis of motivation factors, it indicates that visitors are strongly motivated by push motivation factors to travel. Therefore, push motivation factors can force the local people to travel more than pull motivation factors. As a result, local visitors travel to fulfill their intrinsic needs and wants as a priority.

From the analysis of travel satisfaction, it indicates that local visitors satisfy during the Kalaw trip. They are mostly satisfied on safety and tour packages of Kalaw. As a result, local visitors like to do walking trip, mountain hiking, visiting elephant camp, off-road biking and mountain biking at Kalaw. From the analysis on relationship between travel motivation factors and travel satisfaction, it is found that pull motivation factors plays a vital role between motivation and travel satisfaction than push motivation factors. As a result, if the local visitors' pull motives are increased, they will more satisfied in Kalaw trip. From the overall analyses, although local visitors are motivated by push motivation factors, they are more satisfied by pull motivation factors.

From the analysis on relationship between push motivation factors and travel satisfaction, it indicates that two push motivation factors (escape and relaxation and knowledge) have a vital role between push motivation factors and travel satisfaction. As a result, if local visitors escape and relaxation and knowledge motives are increased, they will more satisfied to Kalaw. Thus, local visitors who interested in relax oriented and knowledge-oriented trips will more prefer to choose Kalaw as a destination. From the analysis on relationship between pull motivation factors and travel satisfaction, it indicates that four pull motivation factors (culture and history,

landscape, price, accessibility) have a vital role between pull motivation factors and travel satisfaction. As a result, if the local visitors' culture and history, landscape, price, accessibility motives are increased, they will more satisfied in Kalaw trip. Therefore, local visitors who interested in culture and history, who love nature, who like budget trip, and convenience trip will more prefer to choose Kalaw as a destination.

And the study found that findings form this study are relevant with the results of travel motivation factors of previous studies' results. Form the overall results of analysis, in two motivation factors, push motivation factors are more influenced on travel motivation than pull motivation factors to travel. But travel satisfaction has relationship especially with pull motivation factors, the attractions of a destinations. Therefore, visitors are influenced to travel by their intrinsic needs and wants and that can lead to effect on the selection of Kalaw as a destination. And they are satisfied by their extrinsic needs and wants and that can lead to effect on revisit intention and destination loyalty to Kalaw.

5.2 Suggestions and Recommendations

It is important for tourism industry for the understanding the concept between travel motivation and satisfaction of local visitors to Kalaw. If the policy maker understands the local visitors motivation factors that satisfied their travel satisfaction, they can prepare the significant tourism development plan for Kalaw and improve the tourism products and services of Kalaw for development of Kalaw tourism business. The more people travel to Kalaw, the more development in Kalaw tourism.

In the analysis of push motivation factors, it is found that local visitors are fairly motivated on social interaction motive. As the result, the respective ministry should create local home apartment services and local community tours to increase their social network with local residents. In the analysis of pull motivation factors, it is found that local visitors are less motivated on services and price motive. As the result, the ministry should improve the best quality services in transportations, accommodations and restaurants, provide more transportation equipment and hotels for visitors to travel conveniently at Kalaw. And they also provide affordable price in all service sectors that the visitors accepted.

From the analysis of travel satisfaction, it is found that visitors are less satisfied on the shopping the local souvenirs. As the result, the respective ministry and

person should provide more souvenirs shops and create the unique cultural product of Kalaw. From the analysis of motivation factors influencing travel satisfaction, push motivation factors has a small significant on travel satisfaction. As the result, the respective ministry should provide the activities and events that can motive the local visitors' intrinsic needs and wants.

Moreover, government and policy maker should support standard of living for local residents and community development. If the Kalaw community develop, not only local visitors but also international tourists will more interested to visit to Kalaw. For the private sectors such as tour companies, restaurants, accommodation sector, telecommunication sector and other tourism service provider of Kalaw, it is necessary to support more tourism products and services such as attractive tour packages for development of Kalaw tourism.

5.3 Limitations and Need for Further Study

The limitations of this study are scope and boundaries of the research, and limited analysis on time, data and budget. The study is only focusing on the travel motivation and satisfaction of local visitors to Kalaw. There are variety of factors that can influence on travel satisfaction. And there are many destinations in Myanmar to study about travel motivation and satisfaction. Therefore, future researchers should explore different geographic locations or international tourists instead of local visitors so that comparison studies can be conducted. The survey results may come out differently according to limited geographic location and types of visitors. Now a days, Ministry of Hotel and Tourism explore other places for domestic tourism such as *Inle*, *Hpa-In*. Next researchers should survey tourists or local visitors on that places.

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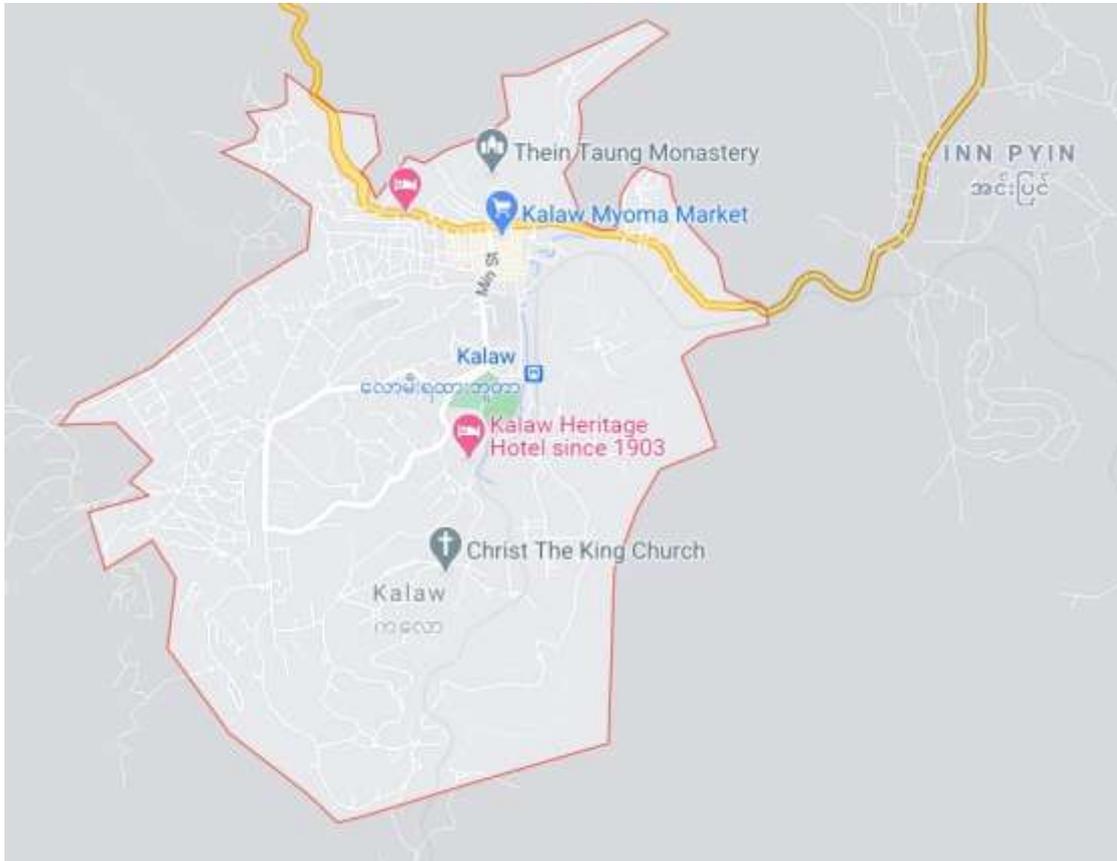
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APPENDIX I

Map of Kalaw Township



Source from Google

APPENDIX II

Travel Motivation and Satisfaction of Local Visitors to Kalaw

Questionnaire

I am a student from Master of Commerce at Yangon University of Economics. This survey is for educational research purpose only. All responses will be kept strictly confidential. Thank you so much for your kind participation.

Questions have been set up by scales, with minimum scores of 1 and maximum of 5. The score closest to **1** refers to a **maximum level of disagreement** and the closest to **5** is **maximum level of agreement**. Section A of the questionnaire is about respondents' information, Section B includes Local Visitors' Motivational Push and Pull factors and Travel Satisfaction.

Section (A)

Please tick in an appropriate box for each question.

Demographic Profile of Respondent

1). Gender

- Male
- Female

2). Age

- Under 20 years
- 20 – 29 years
- 30 – 39 years
- 40 – 49 years
- 50 – 59 years
- 60 or over

3). Marital Status

- Single
- Married
- Other

4). Occupation

- Student
- Unemployed
- Employed
- Retired

5). Place of Respondents (eg. Yangon, Mon, Mandalay, Kachin)

Visiting Patterns of Respondents

6). Accompanying person to the trip

- Alone
- With partner
- With family or relatives
- With friends

7). Reason for selection Kalaw as your destination

- Admire the architecture
- Explore Buddhist temple
- Go hiking and trekking
- Observe local culture
- Other _____

8). Grope size (No. of persons)

9). Traveling Frequency

- First
- Repeat

10). Duration of visit (days)

Section (B)

Strongly Disagree **Disagree** **Normal** **Agree** **Strongly Agree**
1 **2** **3** **4** **5**

No.	Questionnaire	1	2	3	4	5
	Kinship Relationship					
1	I want to build good relationship with family.					
2	I want to share good time with family.					
3	I want to save memories with family.					
4	I want to visit many places with family.					
5	I want to share happiness with family.					
6	I want to travel together with family.					
	Escape and Relaxation					
1	I want to take a break from daily routine.					
2	I want to free from anxieties or worries.					
3	I want to relax mentally and physically.					
4	I want to meet a simple lifestyle.					
5	I want to relieve stress and being fun and enjoy the moments.					
6	I want to relax by travelling.					
	Novelty					
1	I want to get new experiences in unfamiliar places.					
2	I want to challenge my ability in new events or culture (such as sport events, cultural events, festivals).					
3	I want to get excitement in new activities (such as hiking, trekking).					
4	I want to understand and discover knowledge about unfamiliar things.					
5	I want to lead a dynamic and varied travel lifestyle.					
6	I want to touch the something of novelty.					

No.	Questionnaire	1	2	3	4	5
	Knowledge					
1	I want to increase my general knowledge.					
2	I want to know about the different ethnic groups.					
3	I want to learn dialect or native language.					
4	I want to improve my life experience.					
5	I want to visit the interesting places in that destination.					
6	I want to learn new things from traveling.					
	Social Interaction					

Local Visitors Push Motivation Factor

No.	Questionnaire	1	2	3	4	5
1	I want to interact with different local ethnic groups.					
2	I want to meet new friends at travel destinations.					
3	I want to communicate with local family during travel.					
4	I want to build my social network.					
5	I want to build good relationship with my friends from the trip.					
6	I want to increase my social status.					

Local Visitors Pull Motivational Factor

No.	Questionnaire	1	2	3	4	5
	Culture and History					
1	Kalaw has very attractive historical buildings.					
2	Kalaw has many famous Buddhist temple.					
3	Kalaw has many beautiful cultural places.					
4	Kalaw has many attractive different ethnic groups.					
5	Kalaw has many different cultural attractions.					
6	Overall culture and history of Kalaw is attractive.					

No.	Questionnaire	1	2	3	4	5
	General Services					
1	Kalaw is a good place for grocery shopping.					
2	Transportation service in Kalaw is very convenience.					
3	Quality of accommodations are acceptable.					
4	Local foods in Kalaw are various and delicious.					
5	Service facility of restaurants in Kalaw are good.					
6	Overall service quality of Kalaw is good.					
	Landscape					
1	Kalaw has beautiful mountains for hiking.					
2	Kalaw has many breathtaking sceneries.					
3	The colorful florals and groves of kalaw are attractive.					
4	Kalaw has cleanliness natural environment.					
5	Kalaw has many attractive places to travel.					
6	Kalaw has magnificent landscapes.					
	Visiting Price					
1	Traveling price for Kalaw is reasonable.					
2	Accommodation prices are flexible for visitors.					
3	Transportation cost within traveling are favorable.					
4	Price of local food are affordable.					
5	Price of souvenirs are fair.					
6	Overall price is favorable for travelers.					
	Safety					
1	Kalaw is safe and secure to visit.					
2	Transportations in Kalaw are safe.					
3	Accommodations are secure.					
4	Kalaw is a quiet and peaceful town.					
5	Kalaw has good public secutiry.					

No.	Questionnaire	1	2	3	4	5
	Local People Attitude					
1	Local people are very honest.					
2	Local people are hospitable.					
3	Local people are believable for travelers.					
4	Local people are polite and courtesy.					
5	Local people are warm and friendly.					
	Accessibility					
1	Travel agencies are available for travelling information to Kalaw.					
2	Kalaw is easily reached.					
3	Local information about Kalaw are accessible.					
4	Kalaw is a convenient place to visit.					
5	Local guides are always being ready for travelers.					
6	Overall information is accessible.					

Travel Satisfaction

No	Questionnaire	1	2	3	4	5
1	I am satisfied about getting new knowledges and experiences from Kalaw.					
2	I am satisfied on the staying at Kalaw.					
3	I am satisfied on the quality of services applied from transportations, accommodations and restaurants.					
4	I am satisfied on the taste of local food.					
5	I am satisfied on the local cultural activities and events.					
6	I am satisfied on the safety of Kalaw.					
7	I am satisfied on shopping the local souvenirs of Kalaw.					
8	I am satisfied on the tour packages.					
9	I was so satisfied enough to recommend many other people to visit to Kalaw.					
10	In future, I would revisit to Kalaw because I am so addicted to there.					

Appendix III (a)

Multiple Regression Analysis on Relationship Between Travel Motivation Factors and Travel Satisfaction of Local Visitors

Correlations

		Push	Pull	Satisfaction
push	Pearson Correlation	1	.862**	.652**
	Sig. (2-tailed)		.000	.000
	N	391	391	391
Pull	Pearson Correlation	.862**	1	.774**
	Sig. (2-tailed)	.000		.000
	N	391	391	391
Satisfaction	Pearson Correlation	.652**	.774**	1
	Sig. (2-tailed)	.000	.000	
	N	391	391	391

** . Correlation is significant at the 0.01 level (2-tailed).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.779 ^a	.607	.605	.35973

a. Predictors: (Constant), push, Pull

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	77.454	2	38.727	299.275	.000 ^b
	Residual	50.208	388	.129		
	Total	127.662	390			

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), push, Pull

Coefficients^a

Model	Unstandardized B	Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Tolerance	Statistics VIF
1 (Constant)	.455	.184		2.470	.014		
Pull	1.112	.063	.879	17.540	.000	.403	2.480
push	.180	.066	.136	2.721	.007	.403	2.480

a. Dependent Variable: Satisfaction

Appendix III (b)

Multiple Regression Analysis on Relationship Between Push Motivation Factors and Travel Satisfaction of Local Visitors

Correlations

		EK	ER	N	K	SI	Satisfaction
EK	Pearson Correlation	1	.385**	.394**	.429**	.353**	.103*
	Sig. (2-tailed)		.000	.000	.000	.000	.042
	N	391	391	391	391	391	391
ER	Pearson Correlation	.385**	1	.555**	.543**	.500**	.262**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	391	391	391	391	391	391
N	Pearson Correlation	.394**	.555**	1	.688**	.587**	.195**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	391	391	391	391	391	391
K	Pearson Correlation	.429**	.543**	.688**	1	.757**	.283**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	391	391	391	391	391	391
SI	Pearson Correlation	.353**	.500**	.587**	.757**	1	.217**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	391	391	391	391	391	391
Satisfaction	Pearson Correlation	.103*	.262**	.195**	.283**	.217**	1
	Sig. (2-tailed)	.042	.000	.000	.000	.000	
	N	391	391	391	391	391	391

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.317 ^a	.100	.089	.54617

a. Predictors: (Constant), SI, EK, ER, N, K

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	12.817	5	2.563	8.593	.000 ^b
	Residual	114.845	385	.298		
	Total	127.662	390			

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), SI, EK, ER, N, K

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Tolerance	Statistics VIF
1	(Constant)	3.026	.231		13.079	.000		
	EK	-.039	.043	-.050	-.908	.365	.776	1.289
	ER	.169	.058	.180	2.920	.004	.615	1.625
	N	-.041	.059	-.049	-.702	.483	.471	2.121
	K	.224	.075	.255	2.988	.003	.321	3.112
	SI	-.014	.057	-.019	-.251	.802	.412	2.429

a. Dependent Variable: Satisfaction

Appendix III (c)

Multiple Regression Analysis on Relationship Between Pull Motivation Factors and Travel Satisfaction of Local Visitors

Correlations

		CH	SE	L	P	SA	LPA	A	Satisfaction
CH	Pearson Correlation	1	.484**	.477**	.341**	.282**	.148**	.295**	.464**
	Sig. (2-tailed)		.000	.000	.000	.000	.003	.000	.000
	N	391	391	391	391	391	391	391	391
SE	Pearson Correlation	.484**	1	.553**	.649**	.557**	.446**	.532**	.597**
	Sig. (2-tailed)	.000		.000	.000	.000	.000	.000	.000
	N	391	391	391	391	391	391	391	391
L	Pearson Correlation	.477**	.553**	1	.507**	.500**	.331**	.485**	.607**
	Sig. (2-tailed)	.000	.000		.000	.000	.000	.000	.000
	N	391	391	391	391	391	391	391	391
P	Pearson Correlation	.341**	.649**	.507**	1	.681**	.494**	.555**	.603**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.000	.000
	N	391	391	391	391	391	391	391	391
SA	Pearson Correlation	.282**	.557**	.500**	.681**	1	.651**	.652**	.599**
	Sig. (2-tailed)	.000	.000	.000	.000		.000	.000	.000
	N	391	391	391	391	391	391	391	391
LPA	Pearson Correlation	.148**	.446**	.331**	.494**	.651**	1	.600**	.494**
	Sig. (2-tailed)	.003	.000	.000	.000	.000		.000	.000
	N	391	391	391	391	391	391	391	391
A	Pearson Correlation	.295**	.532**	.485**	.555**	.652**	.600**	1	.682**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000		.000
	N	391	391	391	391	391	391	391	391
Satisfaction	Pearson Correlation	.464**	.597**	.607**	.603**	.599**	.494**	.682**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	
	N	391	391	391	391	391	391	391	391

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.790 ^a	.624	.618	.35383

a. Predictors: (Constant), Accessibility, CH, Price, Land, LPA, Services, Safely

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	79.712	7	11.387	90.958	.000 ^b
	Residual	47.950	383	.125		
	Total	127.662	390			

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), Accessibility, CH, Price, Land, LPA, Services, Safely

Coefficients^a

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Tolerance	Statistics VIF
1	(Constant)	.187	.175		1.064	.288		
	CH	.132	.032	.154	4.092	.000	.691	1.448
	Services	.075	.044	.080	1.703	.089	.448	2.231
	Land	.221	.045	.207	4.967	.000	.565	1.769
	Price	.129	.045	.137	2.851	.005	.423	2.367
	Safely	.051	.056	.047	.912	.363	.361	2.768

a. Dependent Variable: Satisfaction