CO-OPERATIVE UNIVERSITY, SAGAING

DEPARTMENT OF STATISTICS

MASTER OF APPLIED STATISTICS

A STUDY ON DOMESTIC TOURIST TRAVEL BEHAVIOUR IN INNWA, MANDALAY

THINZAR CHO

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This thesis is submitted to the Board of Examiners in partial fulfillment of the requirement for the degree of Master of Applied Statistics.

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ACCEPTANCE

This is to certify that this paper entitled "**A Study on Domestic Tourist Travel Behaviour in Innwa, Mandalay**" submitted as a partial fulfillment towards the degree of Master of Applied Statistics has been accepted by Board of Examiners.

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ABSTRACT

The behaviour of tourists actually represents tourist's needs, personality and way of life. Studying about tourist behaviour is particularly important in developing the tourism industry today. This paper presents how knowledge of tourist behavior plays an important role in tourism planning. The purpose of this research is to understand the tourist behaviour and experiences when visitors choose to visit specific tourist destinations. The sample is randomly selected of 390 domestic tourists who have visited a tourist destination in Innwa, Mandalay. Statistical analyses such as descriptive analysis, simple regression analysis and multiple regression analysis were used according to the respective objectives of the study. According to the result, gender distribution can be found that the number of females is larger than that of male. Most of the near Mandalay resident are visit to Innwa. Many visitors choose the local destination place according to their age, and their experiences. Self-determination is the most influencing factor on attitude. This result found that self-determination, business organizations, social media, stars person, role models and tourist agencies are more influenced to visiting to Innwa. Personal factors and social factors increase, the intention is positive, and the fact that is ready to perform the behaviour. In multiple regression, the result findings personal factors, social factors and behavior intention are significant effect on domestic tourist behavior. The effects of behavioral intention on actual behavior shows that domestic tourist have a strong possibility to travel local destinations within the next year. State and local governments should support to play in improving the tourism climate.

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LIST OF ABBREVIATIONS

AMOS	Analysis of Moment Structures
ANOVA	Analysis of Variance
CFA	Confirmatory Factor Analysis
EFA	Exploratory Factor Analysis
GDP	Gross Domestic Product
OLS	Ordinary Least Square
SPSS	Statistical Package for Social Sciences
SEM	Structural Equation Modeling
TRA	Theory of Reasoned Action
TPB	Theory of Planned Behaviour
UNWTO	United Nations World Tourism Organization
VAB	Value-Attitude-Behaviours
VIF	Variance Inflation Factor
WTO	World Tourism Organization
WTTC	World Travel and Tourism Council

CHAPTER 1
INTRODUCTION

Tourism is a significant sector for the development of any country's economy. Tourism is a travel for recreation, leisure, family or business purposes, usually for a limited duration. Tourism can be domestic or international tourism. Tourism gains importance as an activity which has far reaching positive impacts on industries, economy, society and therefore for the whole growth, progress and development of a country. Tourism is one of the major sources of income for many countries. Nowadays, travelling has become much easier than in the past. People are travelling from one place to another place due to a variety of factors such as globalization. Travelling assists us to learn various cultures and travelling helps in promoting the travel industry.

The United Nations World Tourism Organization (UNWTO) defines tourism as a social, cultural and economic phenomenon which involves the motion of people to countries or destinations outside people typical surroundings for individual or business/occupational reasons. An increasing number of destinations worldwide made tourism a key driver of socio-economic progress through the creation of jobs and enterprises, export revenues, and infrastructure development (UNWTO, 2015).

World Travel and Tourism Council (WTTC) produces annual research that shows Travel and Tourism to be one of the world's largest sectors was 10.3% of global GDP and supporting 330 million jobs in 2019. International tourists' arrivals worldwide grew 4% to reach 1.5 billion in 2019. Tourism adds to the consumer population of a country who for a short period of time do almost all of the things and consumes most of the service and products which a country's native population or consumers do that are tourists. Tourism in simple words grows the overall demand in a country's economy on a sustainable basis. This appropriately sums up the role, significance, impact, and importance of tourism. The fact also explains and justifies why tourists are important for every country.

Domestic tourism can be described as tourism involving residents of one country traveling within their own country. International tourism helps people in experiencing the natural beauty which could not be found in their country. Travel behaviour plays an important role in tourism as concept, industry and economy and demands investigation. In order to predict travel behaviour, it is important to understand how individual characteristics of a person interact with the characteristics of the

situation. Compared to international tourists, domestic tourists are more knowledgeable about the destination, its culture and custom, its language and food and other general features. Visitors changed the industrial business styles, the economic sources became diversified, and the convenient main roads of settlements also resulted in visitor exchange, noise, and garbage.

The motivation which causes someone to choose a certain activity and a destination for vacation is an interesting issue, which allows for a better understanding of people's behaviour in the area of leisure spending. Motivations are thus the basis of all behavior including traveling. Tourist behavior in terms of visitor's attitude towards responsible tourism, tourist environment consciousness and tourist beliefs in local culture. Tourist behaviors measured include visitors' interest and willingness to pay for responsible tourism, and holiday experiences to a heritage site.

1.1 Rationale of the study

Many Southeast Asian countries have encouraged tourism business as an important economic growth generator and have gained profits. Endowed with many physical, historical and cultural resources, Myanmar has also promoted tourism.

The most popular available tourist destinations in Myanmar include big cities such as Yangon and Mandalay. Mandalay inherits many cultural heritages from the ancient Myanmar Kingdoms and beautiful place to visit. So, foreign income is getting from Mandalay tourism sectors. The most popular available tourist destinations in Mandalay include the U Bein Bridge, the Kuthodaw pagoda, the Mya Nan San Kyaw Golden Palace, the Mahamuni Buddha Image, the Atumashi Monastery, Mandalay hill and other ancient buildings and pagodas in the region.

Three Ancient Capitals nearby Mandalay, Sagaing with numerous Buddhist monasteries, Innwa (Ava) an ancient imperial capital from 14^{th} to 19^{th} centuries and Amarapura the capital of Myanmar twice in (1783-1821 and 1842-1859). Innwa is known for hosting several ancient heritages such as pagoda monasteries, moats and Buddhist temples. Innwa ancient city is an architectural attraction place. The most attractive visit to Innwa includes MahaAungmyeBonzan Monastery (or) Mei Nu OkeKyaung, BargayaKyaung, Nan Myint Watch Tower, Yandanar Simee Pagoda and Thapayatan Nanmyint Watch Tower.

Myanmar, especially like Innwa cultural heritage site where there is limited works on this valuable practice of measuring domestic tourist behaviour. Researching

on the domestic tourist satisfactions, is needed to be able response and feedback. This research investigated how tourist motivation, destination attribute performance, and emotional involvement interact and contribute to tourists' satisfaction with a heritage destination. The significance of the study of visitors' behavior especially to heritage sites allows researchers to draw some basic conclusions about the norms related to tourist consumption of heritage sites. Findings should contribute useful implications for the development and protection and marketing expansion at Innwa Cultural Heritage Sites.

Cultural/heritage tourism is the fastest growing segment of the tourism industry because there is a trend toward an increased specialization among tourists. This trend is evident in the rise in the volume of tourists who seek adventure, culture, history, archaeology and interaction with local people. Especially, Myanmar' interest in traveling to cultural/ heritage destinations has increased recently and is expected to continue.

The studies about cultural/heritage tourism focused on the characteristics of domestic tourists who visited cultural/heritage destinations. The study attempts to investigate the relationship between cultural/heritage destination attributes and domestic tourist satisfaction in terms of selected tourists' demographic characteristics and travel behavior characteristics. Innwa is included a cultural/heritage site that studying research visitors to Innwa.

1.2 Objectives of the Study

The objectives of this study are:

1. to investigate the personal factors on travel behaviors intention of domestic tourists.
2. to investigate the social factors on travel behaviors intention of domestic tourists.
3. to analyze behaviour intention which influence domestic tourists' travel behaviour.

1.3 Method of Study

The multiple regression model and descriptive analysis are used to determine the domestic tourist behaviour in Innwa. The total domestic tourists are unknown populations. Among the tourist to Innwa, 390 tourists are selected to analyse the

behaviour by using simple random sampling method using structural questionnaires from the five tourist agencies in Mandalay. Simple size was determined based on Cochrans' sample size determination.

1.4 Scope and limitations of the Study

This study focuses the domestic tourist who are visited to Innwa Cultural Heritage site. The domestic tourists are selected from five tourist agencies in Mandalay. Data were collected through questionnaire that was sent to domestic tourists between January to February in 2021. The among various statistical methods, reliability test and multiple regression analysis were applied.

1.5 Organization of the Study

This thesis is composed of five chapters. Chapter 1 is the introduction. Chapter 2 review existing studies and the literature on the main constructs of the topic. Chapter 3 develops the methodology of the research. Chapter 4 present analysis of domestic tourist's travel behaviour in Innwa. Chapter 5 presents conclusion of the study, with findings and suggestions.

CHAPTER 2
LITERATURE REVIEW

The literature review includes research and models related to travel attitudes and behavior. The following section includes a review of theoretical frameworks for this study and selected previous research related to each of the individual variables in the proposed model. Also included are research findings that led to selection of the purposed variables and their relationships in this study.

2.1 Definition of Tourism

Tourism is a central part of understanding the social organization of destination and is no longer simply a specialist consumer product or mode of tourist consumption (Inglis, 2000; Framke, 2002). In other words, tourism is not only about supply and demand but also relates to the behaviour of tourists.

Tourism has two types of categoried as international and domestic tourism. International Tourism encompasses: Outbound Tourism, Inbound tourism. Tourism can be classified into six distinct categories according to the purpose of travel. These are following as: Recreational Tourism, Cultural Tourism, Sports/Adventure Tourism, Health Tourism, Conventional Tourism, Incentive Tourism.

Table 2.1 Definition of Domestic Tourist

No.	Definition	Author	Nation
1.	A domestic tourist as any person or resident of a country visiting his own country other than his usual residence for a period of not less than 24 hours or one night but less than one year.	Chadwick, 1994	New York
2.	A domestic tourist refers to a domestic visitor who stays at least one night in collective or private accommodation in the place visited.	Luxembourg, 2000	European
3.	A domestic tourist to be “any person residing in Malaysia regardless of his/her nationality who travels to a place at least 40 kilometers away from his/her usual place of residence for at least one night or less than one night for any reason	Bangi & Selangor, 1999	Malaysia

No.	Definition	Author	Nation
	other than following an activity remunerated at the place visited".		
4.	Domestic tourists regarded as a predominant respondent in tourism activities, who directly affected by the development of infrastructures, superstructures, facilities, amenities, services, hospitalities and tourism product marketing.	Anuar, et al .,(2016)	Malaysia
5.	The domestic tourist is understood to be "any person residing in a country who travels to a place within the country, outside his/her usual environment for a period not exceeding 12 months"	UNWTO, 1995	

2.2 Definition of Terms

(a) Cultural heritage

Cultural heritage is the legacy of physical science artifacts and intangible attributes of a group or society that are inherited from past generations, maintained in the presser a bestowed for the benefit of future generations. Cultural heritage includes tangible culture (such as building, monuments, landscapes, books, works of art and artifacts) intangible culture (such as folklore, traditions, language and knowledge), and natural heritage including culturally significant landscapes and biodiversity).

(b) Cultural Tourism

Cultural tourism has been defined as the movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs. Cultural tourism is the subset of tourism concerned with a traveler's engagement with a country or region's culture, specifically the lifestyle of the people in those geographical areas, the history and other elements that helped shape their way of life.

(c) Heritage Tourism

Heritage tourism implies that successful heritage destinations require well-designed heritage attributes as well as the concurrent participation and involvement of tourists. Therefore, the research studied the influential factors of tourist satisfaction

with their heritage travel experience in order to determine how heritage destinations may best provide a satisfying travel experience to tourists.

2.3 Cultural Heritage Tourism

Hall and Zeppel (1990) supply definitions for cultural tourism and heritage tourism. Heritage tourisms is also described as a segment of travelers who are highly motivated by performing and visual arts, cultural exhibitions, other related attractions.

According to Yale (1991), heritage tourism "centered on what we have inherited, which can mean anything from historic buildings, to art works, to beautiful scenery". Prentice (1998) defined the term heritage as not only landscapes, natural history, buildings, cultural traditions and the like that are literally or promoted as tourism products.

While no single definition of heritage tourism has gained widespread acceptance (Alzua, O'Leary, & Morrison, 1998), an examination of extant literature revealed two key approaches in defining heritage tourism, product-focused orientation and customer focused orientation (Timothy & Boyd, 2006).

The first approach places a focus on tourism products and physical attributes present at heritage tourism sites or destinations. Cultural Heritage tourism is the segment of the tourism industry that places special emphasis on heritage and cultural attractions.

As tourists are becoming more sophisticated, their need to recapture the past has been increasing. Cultural heritage tourism educates residents and tourist about local history and traditions. Cultural heritage tour is promoted the economic and civic vitality of a community or region.

2.4 Cultural Heritage Destination Attributes

The study attempts to identify cultural heritage destination attributes which satisfy tourists when they visit these destinations. Therefore, after investigating previous research related to this topic, the researcher decided to select several attributes of cultural heritage tourism.

Philipp (1993) studied black white racial differences in the perceived attractiveness of cultural heritage tourism. The article surveyed a southern metropolitan area and chose various attributes. The research found that white tourists were more interested in cultural heritage destinations than black tourists.

Glasson (1994) explained the impacts of cultural heritage tourism and management responses through an overview of the characteristics of tourists. This article highlighted the varying perspectives and dimensions of impacts on and tourist capacity of the city.

Peleggi (1996) examined the relevance of heritage attractions to both international and domestic tourism, including an analysis of the state tourism agency's promotion of heritage and the ideological implications of heritage sightseeing in relation to the official historical narrative. This research provided several attributes, such as traditional villages, monuments, museums, and temples.

Richards (1996) focused on the marketing and development of cultural tourism. He chose several attributes related to cultural heritage destinations in order to analyze cultural tourism. Especially, through analyzing these attributes, this article indicated a rapid increase in both the production and consumption of heritage attractions. Janiskee (1996) emphasized the importance of events through several attributes such as festivals, historic houses, traditional ceremonies, music, dancing, craftwork, food, and the direct experience of traditional life.

Andersen, Prentice and Guerin (1997) researched several attributes of cultural tourism, such as historical buildings, museums, galleries, theaters, festivals and events, shopping, food, palaces, castles, sports, and old towns. They identified the important attributes as being castles, gardens, museums, and historical buildings, when tourists made a decision to visit.

In addition to the research discussed above, many other researchers have studied cultural heritage destination attributes and history, culture, traditional festivals, historical events, beautiful scenic heritage, historical sites, architecture, folk arts (music, dancing, craft work) and folk culture villages as the attributes of significance.

2.5 Theory of Reasoned Action (TRA)

The theory of reasoned action (TRA) was developed by Martin Fishbein and Icek Ajzen in 1975 to examine the relationship between attitudes and behavior. The classic model is built on the constructs of behavioral intention, attitude, and subject norm (Fishbein & Ajzen, 1980). According to the TRA model, two major factors determine behavioral intentions namely: the person's attitude toward the behavior, and subjective norms. Measuring the constructs of TRA will help define attitude, subjective norm, intent, and behavior of the population. Thus, attitude toward the behavior is a

function of both the beliefs that the behavior leads to certain outcomes, and by the person's evaluation of these outcomes. TRA predicts behavior and helps make sense of the influence of attitudes, subjective norms, and intentions on behavior change (Fishbein & Ajzen, 1980).

The Theory of Reasoned Action (TRA) predicts behavioral intention (attitudes) and factors that limit the influences of those attitudes (Fishbein & Ajzen, 1980). Attitude toward a behavior can be positive or negative. It is defined as the feeling of favorableness or unfavorableness toward a behavior (Fishbein & Ajzen, 2011). The beliefs (attitudes) surrounding the perceived positive or negative consequences of the behavior and/or the advantages or disadvantages of the behavior are measured in the TRA (Fishbein & Ajzen, 1980).

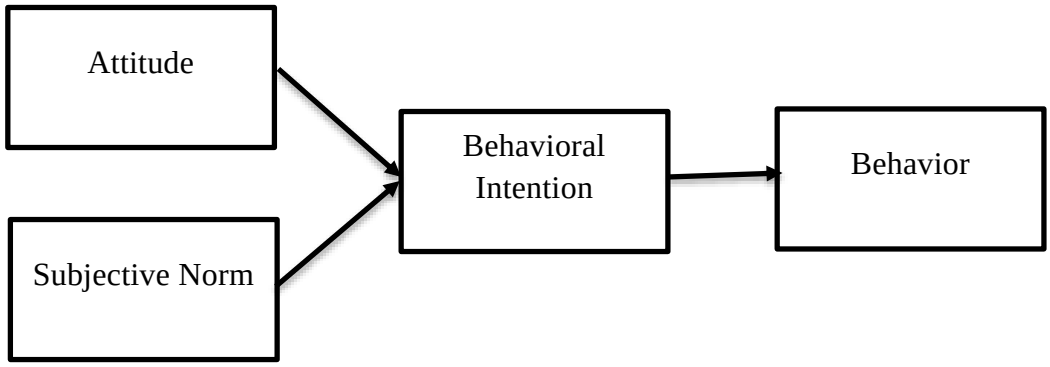


Figure 2.1 Theory of Reasoned Action (Fishbein & Ajzen, 1980)

Subjective norm is defined as how the behavior is viewed by our social circle or those who influence our decisions. Subjective norms are the perceived approval or disapproval of surrounding forces, such as other important people or groups (Fishbein & Ajzen, 2011). People have normative beliefs about social norms and are subject to social pressures, especially from those close to or considered important to the individual (Fishbein & Ajzen, 2011). Additionally, subjective norms are a function of normative beliefs. In other words, a person who believes that most referents with whom he/she is motivated to comply think he/she should perform the behavior will perceive social pressure to do so. Conversely, a person who believes that most referents with whom he/she is motivated to comply think he/she should not perform the behavior will perceive social pressure to avoid performing the behavior. Thus, the general subjective norm is determined by the perceived expectation of specific

referent individuals or groups, and by the person's motivation to comply with those expectations.

Intention is defined as the individual's cognitive readiness to perform the behavior. Intention is a function of the combination of attitude and subjective norms (Fishbein & Ajzen, 1980). "Intentions refer to peoples' plan of action and represent their expressed motivation to perform the behavior" (LaCaille, 2013). As attitude and subjective norm increase, the intention is positive, and the subject is ready to perform the behavior (Fishbein & Ajzen, 2010).

2.6 Empirical Review

Jones (2020) mentioned that "Using the Theory of Reasoned Action to Examine Faculty Intentions to Use Social Networking in Distance Learning Courses". The purpose of this study was to investigate faculty intentions for implementing social networking into distance learning courses at a major public research university in the southeastern United States. The researcher emailed 399 faculty members in March of 2019 listed as teaching an online course through Distance College within the 2018-2019 course catalog. Descriptive statistics were used to evaluate the research questions. The Theory of Reasoned Action constructs were analyzed according to Hankins et al.'s (2000) guidelines for using statistics in the TRA. The determinant variables are faculty attitudes, subjective norms, intention and behaviors. This study found distance faculty members' intentions are influenced by their attitudes and subjective norms.

Ren (2018) mentioned that "The Influence of Cultural Values on the Environmental Attitudes and Behaviours of Chinese Outbound Tourists". The purpose of the present research is to understand the influence of Chinese cultural values on outbound tourists' environmental attitudes, environmentally sustainable behaviours and nature-based activity participation using a value-attitude-behaviours (VAB) framework. The research design was used a mixed method approach and Nonprobability convenience sampling methods. The method was used Exploratory Factor analysis, Regression Analysis, Logistic Regression and Partial correlation. The determinant of variables is culture value, environmental attitudes and behaviors. These findings suggest interpretive messages should emphasise the connection between humans and nature, liberation and relaxation in nature and enjoying the connection with nature.

Lu (2017) mentioned that "Understanding the Relationship Between Tourist Motives and Intention to Stay at an Eco-resort". The aim of this research is to investigate the relationship between tourist motives and people's intention to stay at eco-resort. The research is a quantitative research and empirical data were collected through online survey. Sample size is 414 valid respondents were received through data collection. The method was used reliability analysis and exploratory factor analysis, correlation analysis and Multiple regression analysis. The determinants variables are attitudes, subjective norms, perceived behavior controls, and tourist motives. The finding of this research, TPB constructs were more specific to intention of this research and had a stronger predicting power and tourist motives were more general and less strong in predicting intention.

Baguisi et al. (2015) mentioned that "A Study of Tourist Level of Satisfaction and Its Effects on Thailand's Tourism". This study aims to evaluate the tourist satisfaction during their stay in Thailand, to examine any differences in travel satisfaction among tourists with different demographic profiles, to assess the dissimilarities in tourist satisfaction between first time and repeat visitors in Thailand, and to analyze whether tourist satisfaction affects the intention of travellers to revisit Thailand. A convenience sample of 300 out of 412 distributed questionnaires were returned, yielding a response rate of 72.8%. Descriptive statistics including frequency distribution, independent sampling mean t-test and ANOVA were used to analyze the data. The determinant variables are price, Safety, climate, tourist attractions, friendliness of people. The finding of this study has been a significant difference between tourists coming from the Americas to tourists coming from either Europe or Oceania in terms of service at tourist attractions.

Taylor (2014) indicated that "The Influence of Mindfulness During the Travel Anticipation Phase on Search and Choice Behaviors, Search and Choice Outcomes, and Trip Evaluation". The objective of this study considered the influence that mindfulness during the travel anticipation phase has on: search and choice behaviors, search and choice outcomes, and trip evaluations. The total population is 638 of the people and sample size was 401 people. The method was used to Exploratory Factor Analysis (EFA) and Confirmatory Factory Analysis (CFA), MANOVA analysis and Structural Equation Modeling (SEM). The determinant of variables is mindfulness, satisfaction, behavioral loyalty and attitudinal loyalty. The findings of this study are mediation effects found that the amount of the trip that was planned in advance had a

significant influence on the relationship between mindfulness and the planning horizon, enjoyment, and satisfaction. Moderating effects were found between mindfulness and attitudinal loyalty for people visiting a novel destination, and between mindfulness and mindfulness during the anticipation phase influenced the travel experience.

Eslamzadeh (2014) described that "Destination Image, Destination Attributes and Behavioral Intentions of Tourist: Case Study of Shiraz". The study has been developed based on the existent model that has been surveyed by researchers however focusing on the unique image of Shiraz and evaluating the direct effects of destination attributes individually on the behavioral intentions are the originality of this study. The easy access to sample has chosen non-probability sampling and its techniques which are convenience sampling and judgmental sampling. The data for quantitative part of this study has been gathered through 375 questionnaires. The method used Factor Analysis, Multiple Regression Analysis, Reliability and Validity. Besides the mentioned findings the direct effects of each destination image attribute cognitive image, affective image and unique image over the revisit intention and recommendation intention have been found. The finding of this study has proved that from destination image attributes only cognitive image is affective on the overall image of destination for tourists. These findings show that each type of image has a direct and positive influence on the revisit intention and recommendation intention except affective image effect on the revisit intention.

Che (2014) described that "Understanding Motivations to visit New Zealand: A Quantitative Study Amongst Young Chinese FITs". Travel motivation is a critical topic in studying tourists' travel behaviours. This dissertation aims to explore the motivations of young FITs from mainland China to visit New Zealand in order to fill the gap and expand knowledge to travel motivation research. This research adopted a quantitative approach, using a survey in the form of an anonymous questionnaire to collect primary data. Convenience sampling was used to help find participants. A total of 108 participants were involved in the survey. All the data were analyzed by SPSS statistics including three main tests_ descriptive analysis, factor analysis, and one-way ANOVA. The determinant of variables is New Zealand stimuli, safety and cleanliness, experience seeking, exploration, escape, ego enhancement, adventure and excitement. The findings have shown that Chinese FITs put greater emphasis on experience seeking including looking for different lifestyle, increasing knowledge, and relaxing; in addition, safety and cleanliness are main considerations for travelling to New Zealand. Moreover, the

findings have found a niche market of Chinese young FITs those who came to New Zealand to take wedding photos, hold weddings or to honeymoon. Greater attention should be paid to this niche market.

Koo (2013) mentioned that "The Effect of Destination Image, Event Image, and Satisfaction in Determining Behavioral Intention: Recurring Small-Scale Event". The purpose of this study was to expand knowledge of sport tourists' behavioral intention at recurring small-scale event (i.e., marathons) by analyzing several important factors: destination image, event image, and satisfaction. The data collected primary survey and quantitative methods. The total questionnaires of 322, data were collected from 297 sport tourists (176 from the Mercedes-Benz Marathon Event, 121 from the Publix Marathon Event). The methodology was used descriptive statistics, confirmatory factor analysis (CFA), regression analysis, mediation analysis. The determinants of variables are destination image, event image, satisfaction, behavioral intention. The finding of this study, the regression analysis also indicated that the greater than the satisfaction at the local marathon event, the more likely to have positive behavioral intention for the future.

Hassan (2012) stated that "Measuring Tourist Satisfaction: A Categorical Study on Domestic Tourists in Bangladesh". The objective of this study is to provide an idea how tourism planners can develop sustainable tour products and/or services for the domestic tourists in Bangladesh. Both primary data and Secondary data have been used in the study and using non-probability judgmental sampling technique. In total 220 tourists were approached and sample size of the study is 150 to complete in providing data on the questionnaire. The data were analyzed using Regression analysis, Multiple regression analysis and Analysis of Variance (ANOVA). The determinant of variables is scenic beauty, hotel services, transportation facilities, price for tourist services, security system, recreational amenities, emotional attachment with the destination and service providers. The finding of this study has recognized the most important attributes regarding satisfaction of domestic tourists in Bangladesh. Here just present satisfaction level domestic tourist is measured against the available service attributes of the destination.

Phan (2010) mentioned that "Tourist Motivation and Activities A Case Study of Nha Trang, Vietnam". The study investigates tourist's motivation with a segmentation approach in order to give an understanding of the theory of motivation in general and the motivation factors influencing consumer decision making in a tourism context in

particular. A factor -cluster analysis, was carried out on a primary survey of 446 international tourists visiting the city of Nha Trang, Vietnam in order to identify tourists' segments. Data collection method used structured questionnaires and data analysis were used Factor analysis, Cronbachs alpha test, ANOVA, MANOVA and Cross-tab analysis of the cluster. The determinant variables are tourists' motivation, activities, intention to revisit the destination and recommend the journey to other. The result finding indicated that tourist's motivation of visiting Nha Trang is generally to satisfy their social and intellectual motivations rather than those of mastery/competence and stimulus avoidance.

Tsai (2010) stated that "Applying the Theory of Planned Behavior to Explore the Independent Travelers' Behavior". The main purpose of this study is to examine the behaviors of Taiwanese in independent travel participation. Primary data collected were through convenient sampling method and the analysis were used Factor analysis, reliability analysis, Path analysis. The determinant variables are attitude, subjective norm, perceived control behavioral and behavioral intention. The research finding is the relationship of latent variables within the model and the degree of effect these variables had towards behavioral intention on independent travel participation.

Qi (2005) indicated that "Relationship Among Image, Perceived Risk and Intention to Travel to China and the 2008 Beijing Olympic Games Among U.S. College Students". The purpose of this study was to explore U.S. college students' destination image, perception of risk and intention to travel to China in general, and to the 2008 Beijing Olympic Games. The influence of tourist characteristics including gender, previous travel experience and tourist role was also examined as well as the relationship among the dependent variables. A total of 350 U.S. born college students aged 18-30 were surveyed using a fixed choice questionnaire during July and August 2004. A combination of spatial locational sampling and systematic random sampling was used to select the participants. The data were analyzed using descriptive statistics, one-sample t-test, factor analysis, two-sample t-test, ANOVA and multiple regression. The determinant variables are attraction, Olympic competence, convenience, atmosphere, people, activities, money, personal safety, cultural risk, socio-psychological risk, violence risk. The findings of this study also provide valuable information for marketers in the China tourism industry and for the Beijing Organizing Committee of the Olympic Games. This study suggests that destination image was closely related to intention to

travel to China but these same variables do not seem to influence intention to attend the 2008 Beijing Olympic Games to the same degree.

Morachat (2003) described that "A Study of Destination Attractiveness Through Tourists' Perspectives: A Focus on Chiang Mai, Thailand". The purpose of this study is to investigate tourists' perceived attractiveness of the tourist destination and the importance of destination attributes that determine the overall attractiveness of a tourist destination. Surveys employing a closed-ended, self-administered questionnaire were conducted among 614 international inbound tourists who visited Chiang Mai Province, Thailand between 1-30 April 2001. The participants were selected by using a proportionate stratified sampling method. The determinant of variables is natural factors, cultural features, recreational and shopping facilities, infrastructure, accessibility, reception, services and cost/price. Descriptive statistics, Analysis of Variance (ANOVA), Scheffe Post-Hoc Tests, Independent Samples t-test, Pearson's chi-square, and Spearman's rho Nonparametric Correlations were utilised as the statistical approaches to test the hypotheses and the relationship between variables. The findings of this research identify tourists' perceptions of destination attractiveness and the importance of destination 240 attributes associated with its relationships with travel motivation, trip purpose, and socio-demographic characteristics such as age, gender, education level, occupation, household income, marital status, and family size.

Wu (2003) reviewed studies "An Exploratory Study of Taiwanese Seniors' Travel Motivations and Travel Behavior". The purpose of the study was to investigate the relationships between motivation and intent to travel using the functional theory of attitudes among Taiwanese senior citizens. Group administration of a self-administered questionnaire was employed to collect data for the study. The population was 12,618 of class attendance of the continuing education programs and the sample size were used 489 senior citizens attending continuing education classes at the Senior Service Centers in Taipei, Taiwan. The data were analyzed using descriptive statistics, Factor analysis and Logistic regression analysis and multivariate analysis. The determinants variables are safety and security, standards of hygiene and cleanliness, environmental quality, availability of shopping facilities, facilities for physical activities, special events and attractions. The finding of this study supported the hypotheses that the differences were found between Taiwanese senior non-travelers, domestic, and international travelers.

Tasci (2003) studied that "Determinants of Destination Image". The objective of this study was to identify the determinants of destination image and develop a

parsimonious model of destination image and its determinants. A large-scale longitudinal data set (N = 21,111), collected through telephone interviewing and secondary data in 1996, 1997, 1998, 2001, and 2002 was used in this study. The data were collected through a quantitative survey design, the method was used Exploratory factor analysis, Ordinary least squares regression analysis, Multiple regression analysis, Chi-square test and One-way ANOVA test. The determinant variables are including respondents' socio demographics, overall travel experience within the past 12 months, the frequency of visitation to Michigan, and the season of the survey. According to the finding, Michigan should be positioned on its strongest attribute, its scenic appeal, while improving the image of its touristic activity amenities.

Huh (2002) studied that "Tourist Satisfaction with Cultural/Heritage Sites: The Virginia Historic Triangle". The study attempts to investigate the relationship between cultural/heritage destination attributes and tourist satisfaction, and to identify the relationship between cultural/heritage destination attributes and tourist satisfaction in terms of selected tourists' demographic characteristics and travel behavior characteristics. The data of this study were collected from the on-site survey method. Out of 300 questionnaires, 251 were usable. Appropriate statistical analyses such as frequencies, descriptive, factor analysis, correlation analysis, multiple regressions, Multivariate Analysis of Variance (MANOVA), Analysis of Variance (ANOVA), and Multivariate Analysis of Covariance (MANCOVA) were used according to respective objectives and descriptors. The determinant variables are general tour attraction, heritage attraction, maintenance factors, culture attraction, cultural/heritage attributes, travel behavior characteristics. To conclude, in order to create effective marketing strategies for products and services in the cultural/heritage tourism market, a better understanding of tourists who visit to the cultural/heritage destinations is necessary.

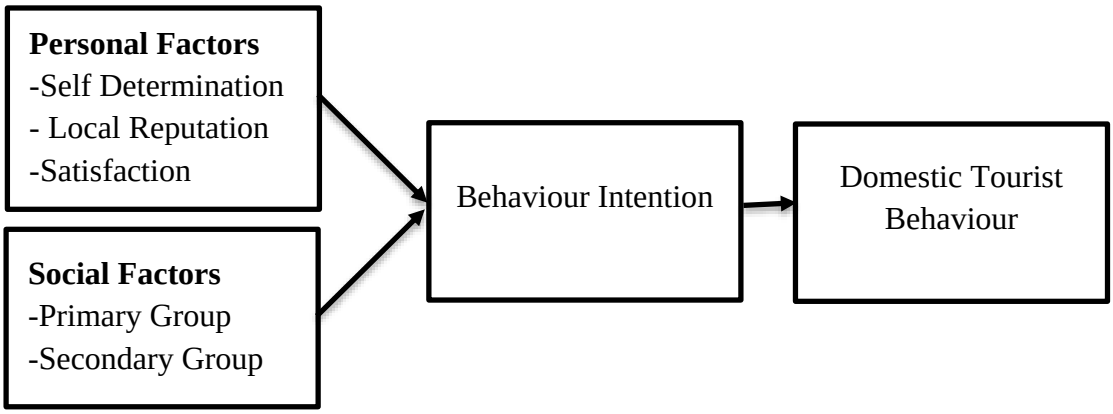


Figure2.2 Conceptual Framework

Table 2.2 Nature of the Response Variables

No	Indicator	Items
1	**Personal Factor** • Self Determination • Local Reputation • Satisfaction	 10 items 6 items 4 items
2	**Social Factor** • Primary Group • Secondary Group	 5 items 5 items
3	Behaviour Intention	10 items
4	Domestic Tourist Behaviour	10 items
	Total	50 items

Self-Determination

Wehmeyer (1998) defined self-determination as the primary causal agent that encourages decision making, which is free from external influence.

Reputation

The reputation at the tourism destination is the public's general feeling, impression and cognition of it. A good reputation is an intangible asset to the tourism destination and the guarantee of a sustainable development of it.

Satisfaction

Satisfaction in tourism stemmed from the expectations a visitor had, combined with their overall experience (Pizam, 1978).

Primary Group

A primary group is typically a small social group whose members share close, personal enduring relationships. These groups include family, friends, neighbours, and colleagues. Family members have a strong influence on tourist behaviour.

Secondary Group

Secondary groups are large groups involving formal and institutional relationships. Secondary relationships involve weak emotional ties and little personal knowledge of one another. (e.g clubs, associations, colleges and agencies).

CHAPTER 3
METHODOLOGY

This chapter describes the methods and procedures that were used to gather and analyze the data necessary to conduct the study. This chapter contains information on the general research design, study area, data collection and data analytical procedures.

3.1 Study Area

The research area for this study was Innwa heritage site in Mandalay. Innwa Region is located at the confluence of the Ayeyawady River and Dokhtawady River about 2 miles and four furlongs north of Tada-U Township and around 20 miles southwest of Mandalay. Innwa was an ancient imperial capital of successive Burmese kingdoms from the 14th to 19th centuries. The former capital is a popular day- trip tourist destination from Mandalay.

Many people visit the most destination places like Bagaya kyaung, Maha Aung Mye Bonzan Monastery, Nan Myint Tower, Nogatataphu Pagoda and Yadanar Simee Pagoda. So far, it has become one of the most popular attractions to visit in Myanmar tours. People travel to Innwa mainly by cart and horse. The hightlight of Innwa also lies in the inspirational monastery made from teak in 1834, Bagaya Kyaung is worth admiring. The more than 180-year-old Bagaya Kyaung(monastery) is crowded with local and foreign tourists. MalNu Brick Monastery is one of the good places to learn about Burmese monastery architecture during the Konbaung Dynasty. The very ornate structure is decorated with intricate stuccoed sculptures. MalNu Monastery is also one of the first brick monasteries in the Konbaung Dynasty.

The purpose of this research was to assess visitor's perceptions of the various aspects of ancient heritage site. It is also important to know how decisions about the trip are made and how they are influenced by personal factors.

3.2 Research Design

Methodology refers to the proper approach adopted to collect the knowledge of the study reality and carrying out the study (Phillimore and Goodson, 2004). Many people usually confused the meaning of methodology and method. The method refers to the techniques, tool that support to gather the empirical study data in practical, whereas the methodology refers to the broader parcel of both practical tools and political, philosophical commitment that come with a specific approach (Saukko,

2003). The research on Innwa domestic tourist was carried after formulating a structured four indicators questionnaire.

3.2.1 Data Collection

The data analysis incorporated both qualitative interpretation and quantitative analysis. In this study, quantitative approach is employed to collect primary data and it is also a ubiquitous method used in most of researches studying about destination image. The quantitative research methods mostly concern with the collection and analysis of information in numerical form such as percentages or statistic (Blaxter, Hughes and Tight, 1996). And it is usually used to quantify data and generalize information from the large numbers of population.

The research population includes domestic tourist travel visitors to Innwa. The data have been collected for this study from primary sources in Innwa and Tada-U Township. Primary data collected through interview and questionnaire survey from domestic tourism. The quantitative data were required to explain the research problem and the questionnaire form was prepared. The questionnaire consists of three major sections covering travel motivation. The questionnaire also contained items to measure the socio-demographic characteristics (age, gender, income, education) of the respondents. Data were collected using a three-part survey questionnaire written in English and Myanmar, specially directed at domestic tourists, age limited. The questionnaire measured constructs designed to measure factors affecting tourist behaviour using 7-point Likert scale, ranging from 1 to 7.

This research was carried out through a three- stage process. Firstly, an extensive review of literature focusing on senior tourist attitude, social factors behaviour and travel requirements was conducted to identify travel motivations and behavioral patterns performed by senior tourists. The travel behavior and requirements frequently cited in literature were selected to be included in questionnaire items.

In the second stage of the research, a questionnaire was developed to collect quantitative data. The questionnaire instrument consisted of five parts. The first part dealt with personal characteristics of the respondents. The second part included questions of travel behaviour and trip characteristics.

The third part was designed to gather opinions on travel motivations. The fourth part included 30 attributes of travel requirements for which tourist behaviour were asked to rate the perceived importance of each of the attributes in considering their

destination selection. These 30 attributes covered major tourism components of destination selection, including personal and social factors. The final part covered twenty attributes of travel requirements for which tourist behaviour were asked to rate the satisfaction of performance of each of the attributes after travelling in Innwa.

Data were collected through questionnaire that was sent to social media between January to February in 2021. Social media, google survey form was conducted to collect empirical data from domestic tourists in Innwa. By applying simple random sampling technique survey was designed to visitor's attitude.

3.2.2 Data Analytical Procedure

After sorting out the invalid questionnaires, data were coded, computed, and analyzed using the Statistical Package for Social Sciences (SPSS). Statistical analyses such as descriptive analysis, reliability test and regression analysis were used according to the respective objectives of the study.

3.2.3 Simple size Determination

The simple random sampling methods is used in the study to get the sample from a population of five tourist agency in Mandalay. To identify the sample size of the respondents for this study was calculated using 95% confidence level, the following formula of Cochran's method (1977) is applied.

$$n_0 = \frac{Z^2 Pq}{e^2}$$

Where,

n = sample size

Z = the value on the Z table at 95% level of confidence confidence level = 1.96

e = error at 5%

p = proportion of the population which has the attribute in question

q = 1-p = 0.5

Determining sample size by following application;

Sample size = $(1.96)^2$ (0.5) (0.5)/$(0.05)^2$ = 384.16≅ 385 domestic tourists

According to Cochran's sample size determination, a random sample of 390 domestic tourist is required.

3.3 Reliability Test

Alpha was developed by Lee Cronbach in 1951 to provide a measure of the internal consistency of a test or scale; it is expressed as a number between 0 and 1. Internal consistency describes the extent to which all the items in a test measure the same concept or construct and hence it is connected to the inter-relatedness of the items within the test. Internal consistency should be determined before a test can be employed for research or examination purposes to ensure validity. In addition, reliability estimates show the amount of measurement error in a test. Put simply, this interpretation of reliability is the correlation of test with itself. Squaring this correlation and subtracting from 1.00 produces the index of measurement error.

Improper use of alpha can lead to situations in which either a test or scale is wrongly discarded or the test is criticised for not generating trustworthy results. To avoid this situation an understanding of the associated concepts of internal consistency, homogeneity or unidimensionality can help to improve the use of alpha. Internal consistency is concerned with the interrelatedness of a sample of test items, whereas homogeneity refers to unidimensionality. A measure is said to be unidimensional if its items measure a single latent trait or construct. Internal consistency is a necessary but not sufficient condition for measuring homogeneity or unidimensionality in a sample of test items.

The sample value of Cronbach's alpha contains sampling error of unknown direction and unknown magnitude. A confidence interval for the population value of Cronbach's alpha, denoted here as ρq, should be reported along with the sample value. Although the reliability of a measurement is informative in and of itself, it is important to have some idea about the value of ρq in any study that uses a sum or average of q measurements as a response variable or predictor variable in a statistical analysis. The unreliability of the response variable reduces the power and precision of inferential statistical methods. Furthermore, unreliability of a predictor variable in a simple linear regression model attenuates a slope estimate, unreliability of a response variable attenuates a standardized mean difference, and a bivariate correlation is attenuated by the unreliability of each variable. All of the above statements refer to the effect of the population reliability value and not the sample reliability value that is reported in the vast majority of social science and organizational studies. This is another reason why it is important to report a confidence interval for ρq rather than just the sample value of ρq.

The simplest method to test the internal consistency of a questionnaire is dividing the scores a participant received on a questionnaire in two sets with an equal amount of scores and calculating the correlation between these two sets (Field, 2009). A high correlation signals a high internal consistency. Unfortunately, since the correlation coefficient can differ depending on the place at which you split the dataset, you need to split the dataset as often as the number of variables in your dataset, calculate a correlation coefficient for all the different combinations of sets and determine the questionnaire's reliability based on the average of all these coefficients. Cronbach came up with a faster and comparable method to calculate a questionnaire's reliability:

$$\alpha = (N^2M(Cov))/(\sum s^2 + \sum Cov)$$

Assumption behind this equation is that the unique variance within variables (s^2) should be rather small in comparison with the covariance between scale items (Cov) in order to have an internal consistent measure (Cortina, 1993). Generally, a questionnaire with an α of 0.8 is considered reliable (Field, 2009). The resulted α should yet be interpreted with caution. Since the amount of items in a questionnaire is taken into account in the equation, a hugh amount of variables can upgrade the α (Cortina, 1993; Field, 2009).

Cronbach took the formula of alpha as given, but forgot the assumptions. Referring to earlier derivations by Kuder and Richardson (1937), Hoyt (1941) and Guttman (1945), he claims that making the same assumptions but imposing no limit on the scoring pattern, will permit one to derive the formula in the form

$$\alpha = \frac{p}{p-1}\left(1 - \frac{\sum_{i=1}^{p} \delta_{xi}^{2}}{\delta^2_u}\right)$$

where p is the number of items x_i , and $u = x_1 + x_2 + ... + x_p$ (Cronbach 1951, 299). It is true that the original assumption of dichotomous variables can be extended to more general scales. But, the rigid assumptions of equal variances and equal correlations of the items are hidden.

3.4 Multiple Regression Model

Multiple regression analysis is the study of how a dependent variable y is related to two or more independent variables. In the general case, using k refers to the number of explanatory variables.

The introduction of a model in multiple regression analysis is very similar to introduce this concept in simple regression analysis. The equation which describes how

the dependent variable y is related to the independent variables$x_1, x_2, \ldots, x_k$and an error term u is called the multiple regression model. Multiple regression models take the following form.

$$y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \cdots + \beta_k X_k + u_i \quad (3.1)$$

In the multiple regression model, $\beta_0, \beta_1, \ldots, \beta_k$are the parameters and u_i is a random variable. The error term accounts for the variability in *y* which is not captured by the linear relationship between *y* and the independent variables. The assumptions of error term u_i are all still true under the multiple regression model.

One of this assumption is that *E(u) = 0.* This implies the following relationship.

$$\hat{y} = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \cdots + \beta_k X_k \quad (3.2)$$

This is called the Multiple Regression Equation.

3.4.1 Assumptions of Multiple Regression

Just as with the simple regression model, several assumptions are making about the multiple regression. These assumptions are the behavior of the error terms *u*. These are the following assumptions about the multiple regression model;

$$y = b_o + b_1 X_1 + b_2 X_2 + \ldots + b_k X_k \quad (3.3)$$

1. The error term *u* is a random variable with expected value of zero; *E (u) = 0.* Implication: For the given values of the independent variables. The expected value of the dependent value is

$$E(y) = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \cdots + \beta_k X_k \quad (3.4)$$

The linearity between the dependent and the independent variables is correct.

2. The variance of *u* is denoted by σ^2 and is the same for all values of the independent variables. Implication: The variance of y equals σ^2 and is the same for all values of the independent variables.

3. The values of *u* are independent. Implication: The size of the error for a particular set of values for the independent variables is not related to the size of the error for another set of values for the independent variables.

4. The error *u* is normally distributed random variable reflecting the deviation between the value of *y* and the expected value of *y*. Implication: The dependent variable is also a normally distributed random variable.

3.4.2 Estimated Multiple Regression Equation

If the values of $\beta_0, \beta_1, \ldots, \beta_k$ are known, the previous equation is used to calculate the mean of value of *y* at the given values of $X_1, X_2, \ldots, X_k$. In general, these parameter values will not know and will have to estimate them from sample data. Using this sample, an estimated multiple regression equation can develop which takes the following form

$$\hat{Y} = b_0 + b_1 X_1 + b_2 X_2 + \cdots + b_k X_k \quad (3.5)$$

Where, $b_0, b_1, \ldots, b_k$ are the estimated value of the parameters $\beta_0, \beta_1, \ldots, \beta_k$ and $\hat{y}$ is the estimated value of the dependent variable. The estimation procedure for multiple regression is nearly identical to simple regression. The least squares method is used to come up with our "best" fit.

3.4.3 Inference of Testing for Significance

The significance tests for the simple regression model were the *t* test and the *F* test. In the simple regression model, these tests always generated the same conclusion. If the null was rejected, concluded that $\beta_1 \neq 0$. In multiple regression, the *t* test and the *F* test have different purposes.

1. The *F* test is used to determine whether there exists a significant relationship between the dependent variable and the entire set of independent variables in the model; thus the *F* test is a test of the overall significance of the regression.

2. If the *F* test shows that the regression has overall significance, the *t* test is then used to determine whether each of the individual independent variables is significant. A separate *t* test is used for each of the independent variables; thus the *t* test is a test for individual significance.

(i) F-test

To test the significance of overall regression coefficient, 'F' test is used. The multiple regression model is defined as

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \cdots + \beta_k X_k + u \quad (3.6)$$

The hypothesis for the *F* test takes the following form

Null Hypothesis : $\beta_0 = \beta_1 = \beta_2 = \cdots = \beta_k = 0$

Alternative Hypothesis: At least one $\beta_i \neq 0$

If the null is rejected, to conclude that one or more of the parameters in the model is not equal to zero. Thus, the overall relationship between the dependent variable *y* and the independent variables $x_1, x_2 \ldots, x_k$ is significant. However, if the null

is not rejected, to conclude that there is an overall significant relationship and our regression does not significantly to explain the variation in the dependent variable.
The test statistic for the *F* test is

$$F = \frac{MSR}{MSE}$$

Where, the MSR is the mean square due to the regression which is equal to

$$MSR = \frac{SSR}{K}$$

And, the MSE is the mean square error which is equal to

$$MSE = \frac{SSE}{n-k-1}$$

Where, *n-k-1* is the degrees of freedom and *K* is the number of independent variables. The decision rule for the *F*-test takes the following form

Reject the null hypothesis if : $F > F_{\alpha,k,n-k-1}$

Do not reject null hypothesis if: $F \leq F_{\alpha,k,n-k-1}$

Where, $F_{\alpha,k,n-k-1}$ is based on the *F* distribution with *K* degrees of freedom in the numerator, *n-k-1* degrees of freedom in the denominator, and a probability of α in the upper-tail of the probability distribution.

(ii) t-test

To test the significance of each regression coefficient, 't' test is used. The t test of significance works the as it did for simple regression models. For any parameter β_i the hypotheses take the form;

Null Hypothesis : $\beta_i = 0$

Alternative Hypothesis : $\beta_i \neq 0$

The t-test statistic for $\hat{\beta}_i$ is simple to compute given $\hat{\beta}_i$ and its standard error:

$$t = \frac{\hat{\beta}_i}{Se(\hat{\beta}_i)}$$

The decision rule for this test takes the following form

Reject the Null Hypothesis if : $t < -t_{\alpha/2,n-k-1}$ or $t > t_{\alpha/2,n-k-1}$

Do not reject the Null Hypothesis if : $-t_{\alpha/2,n-k-1} \leq t \leq t_{\alpha/2,n-k-1}$

3.4.4 Coefficient of Determination

In the simple linear regression, the total sum of squares, the total variation in the dependent variable (SST), can be broken into two parts: the sum of squares due to

regression (SSR) and the sum of squares due to error (SSE). This same partition works for multiple regression.

$$SST = SSR + SSE \quad (3.7)$$

The quality of the fit for the regression can be calculated by computing the coefficient of determination. The coefficient of determination is still computed as

$$R^2 = \frac{SSR}{SST} \quad (3.8)$$

3.4.5 Least Squares Method

The least squares method is used to develop the estimated regression equation. This same approach is used to develop the estimated regression multiple regression equation. The least squares criterion is

$$min \sum_{i=1}^{n} (y_i - \hat{y}_i)^2 \quad (3.9)$$

Where;

y_i = the observed value of the dependent variable for the ith observation

$\hat{y}_i$ = the estimated value of the dependent variable for the ith observation

n = the number of observations

The estimated values of the dependent variable are obtained from the estimated multiple regression equation.

$$\hat{Y} = b_0 + b_1X_1 + b_2X_2 + \cdots + b_kX_k \quad (3.10)$$

The least squares method uses sample data to provide the values of which $b_0, b_1, \ldots, b_k$ which minimize the sum of squared residuals.

3.4.6 Various Types of Multiple Regression

Multiple regression is an extension of simple (bi-variate) regression. The goal of multiple regression is to enable a researcher to assess the relationship between a dependent (predicted) variable and several independent (predictor) variables. The end result of multiple regression is the development of a regression equation (line of best fit) between the dependent variable and several independent variables.

There are several types of multiple regression analyses such as standard, hierarchical, set wise, stepwise. The two types of multiple regression analyses will be presented. There are standard and stepwise. Which type of analysis is conducted depends on the question of interest to the researcher.

Standard multiple regression would be used to address a couple of questions: (a) what is the size of the overall relationship between the dependent (predicted) variable and the independent (predictor) variables and (b) how much does each independent (predictor) variable uniquely contributed to that relationship? In standard multiple regression all predictor variables are entered into the regression equation at once.

Stepwise multiple regression would be used to answer a different question. The focus of stepwise regression would be the question of what the best combination of independent (predictor) variables would be to predict the dependent (predicated) variable. In stepwise regression not all independent (predictor) variables may end up in the equation.

In a stepwise regression, predictor variables are entered into the regression equation one at a time based upon statistical criteria. At each step in the analysis the predictor variable that contributes the most to the prediction equation in terms of increasing the multiple correlation, R, is entered first. This process is continued only if additional variables add anything statistically to the regression equation. When no additional predictor variables add anything statistically meaningful to the regression equation, the analysis stops. Thus, not all predictor variables may enter the equation in stepwise regression.

3.4.7 Multicollinearity

Multicollinearity problem arises when one of the independent variables is linearly releated to one or more of the other independent variables. Such a situation violates one of the conditions for multiple regressions. Specifically, multicollinearity occurs if there is a high correlation between two independent variables, $X_i \; and \; X_j$. If the correlation cofficient r_{ij} between X_i and X_j in the multiple linear regression model is high, multicollinearity exist. Multicollinearity is a problem of degree. Any time two or more independent variables are linearly related, some degree of multicollinearity exists. If its presence becomes too pronounced, the model is adversely affected. The presence of multicollinearity creates many problems in use of multiple linear regression model.

The most direct way of testing for multicollinearity is to produce a correlation matrix for all variables in the model. If a correlation is greater than 0.7 or less than

-0.7, the independent variables are highly correlated. If a correlation is less than 0.5, it can be concluded that multicollinearity is not problem.

Another way to detect multicollinearity is to use the value of Tolerance. If the value of Tolerance is not less than 0.1, it can be said that there is no multicollinearity problem is this study.

The third way to detect multicollinearity is to use the variance inflation factor (VIF). The VIF associated with any X-variable is found by regressing it on all the other X-variables. The resulting R^2 is then used to calculate that variable's VIF. The VIF for nay X_i represents that variable's influence on multicollinearity.

The VIF for any independent variable is a measure of the degree of the mulitcollinearity contributed by that variable.

The VIF for any given independent variable X_i is

$$\text{VIF}\ (X_i) = \frac{1}{1 - R_i^2} \qquad (3.11)$$

Where, R_i^2 is the coefficient of determination obtained by regression X_i on all other independent variables. Multicollinearity produces an increase in the variation, or standard error, of the regression coefficient. VIF measures the increase in the variance of the regression coefficient over that which would occur if multicollinearity were not present. In general, multicollinearity is not considered a significant problem unless the VIF of a single X_i measure at least 10 or the sum of the VIF's for all X_i is at least 10.

3.4.8 Heteroscedascity in Regression Analysis

In regression analysis, heteroscedasticity refers to the unequal scatter of residuals or error terms. Heteroscedasticity is a problem because ordinary least squares (OLS) regression assumes that the residuals come from a population that has homoscedasticity, which means constant variance. Heteroscedasticity occurs naturally in datasets where there is a large range of observed data values. In regression analysis the distribution of the residuals depends on the heteroscedasticity of the errors and the selection of predictors to model the data.

There are two statistical tests called to test whether heteroscedasticity is present or no present Breusch- Pagan test and NCV test (non-constant variance test). Despite a large number of the available tests for a simple technique to detect heteroscedasticity, which is looking at the residual plot of model. If there is no heteroscedasticity, the OLS

regression coefficients have the lowest variance of all the unbiased estimators that are linear functions of the observations of Y. If heteroscedasticity is present, the OLS estimators are inefficient because it is possible to find other estimators that have smaller variances and are still unbiased.

CHAPTER 4
ANALYSIS OF DOMESTIC TOURIST'S TRAVEL BEHAVIOUR IN INNWA

This chapter is divided into three major sections. The first section provides the demographic characteristics of the respondents. The second section presents results on the respondents' domestic tourist travel behaviour with 50 attributes in the Innwa heritage site. The result of the relationship between the predictors and outcome variable were presented from a statistic point of view. Finally, the last section addresses the results of testing the proposed research hypotheses in terms of Reliability Test, multiple regression analysis.

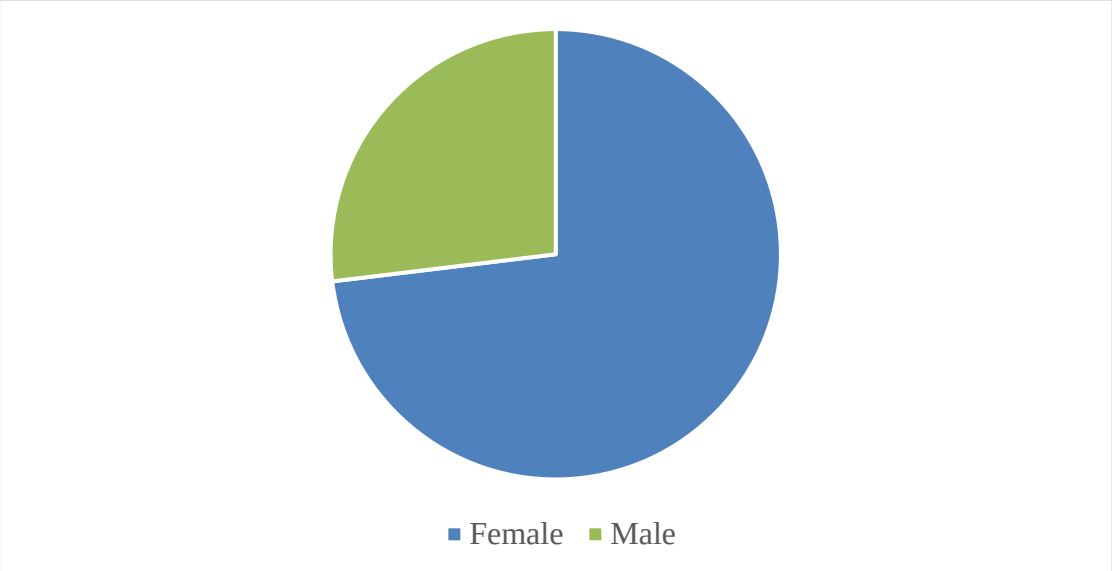
4.1 Demographic Characteristics of the Respondents

As profiles of respondents, gender, age, education, occupation and resident city are presented. Table 4.1 and figure 4.1 show the gender of respondents.

Table 4.1 Gender of Respondents

Gender	No. of Respondents	Percent
Female	285	73.10
Male	105	26.90
Total	390	100.00

Source: Survey Data ,2021



Source: Survey Data,2021

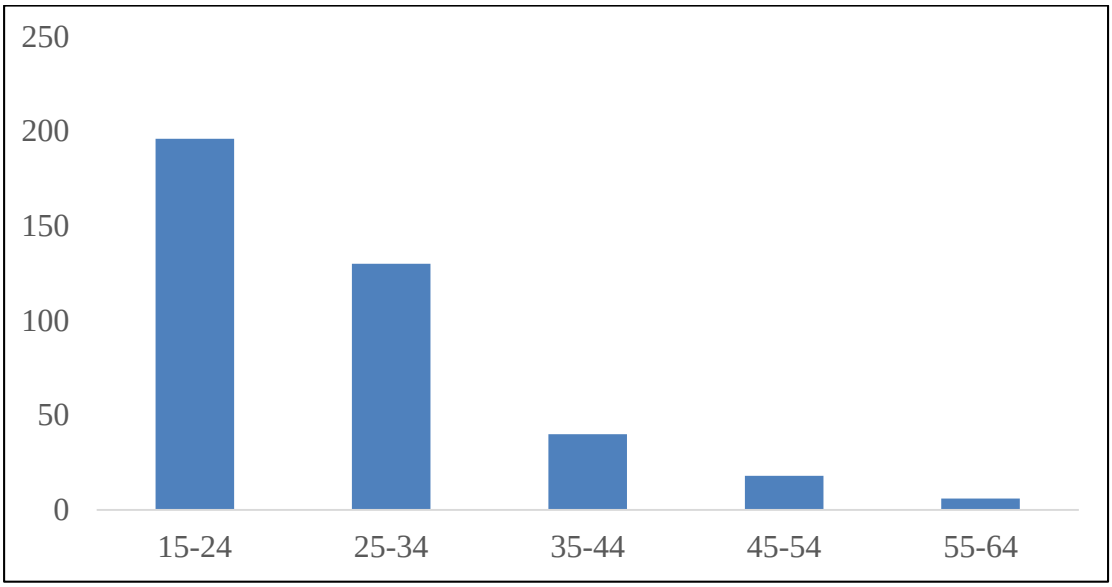
Figure 4.1 Gender of Respondents

The demographic characteristics of the gender of respondents are shown in Table 4.1 and figure 4.1. The sample of this study consists of 390 respondents. In the gender distribution of the respondents with 73.1% of respondents is female and 26.9% of respondents is male.

Table 4.2 Age of Respondents

Age	No. of Respondents	Percent
15-24	196	50.30
25-34	130	33.30
35-44	40	10.30
45-54	18	4.60
55-64	6	1.50
Total	390	100.00

Source: Survey Data, 2021



Source: Survey Data,2021

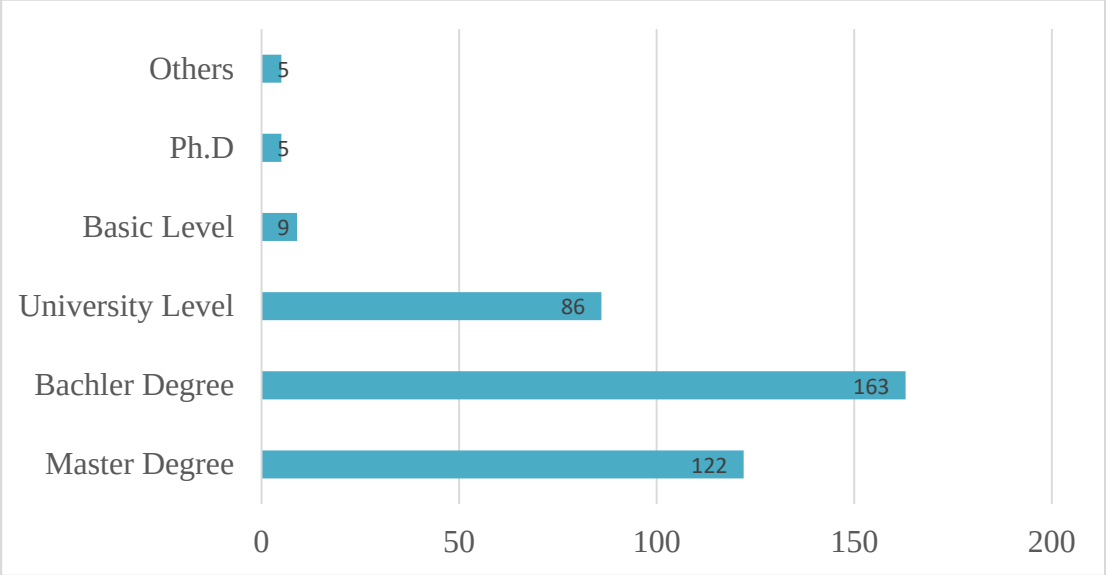
Figure 4.2 Age of Respondents

As shown in Table 4.2 and figure 4.2, it is found that 50.3% of the majority of respondents in this survey is the aged between 15 years and 24 years old. It is found that 1.5% of the least groups of respondents are aged between 55 years and 64 years old. It is found that most of the visitors are students and young people aged between 15 years and 24 years to visit to Innwa.

Table 4.3 Education of Respondents

Education	No. of Respondents	Percent
Master Degree	122	31.30
Bachler Degree	163	41.80
University Level	86	22.10
Basic Level	9	2.30
Ph.D	5	1.30
Others	5	1.30
Total	390	100.00

Source: Survey Data, 2021



Source: Survey Data,2021

Figure 4.3 Education of Respondents

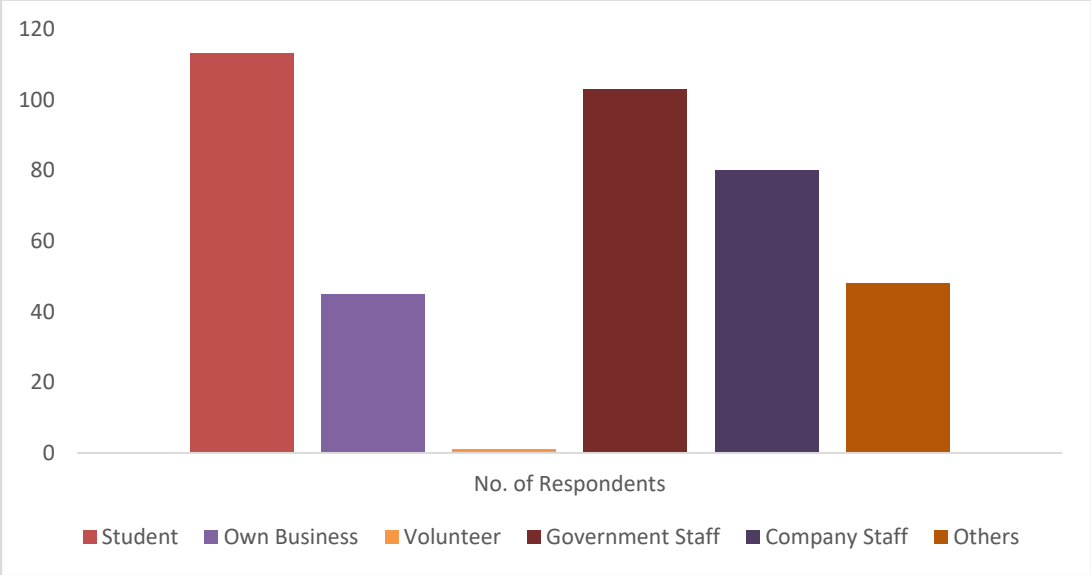
Education level of the respondents from Master degree to others include illiterate, primary school and middle school are presented in Table 4.3 and figure 4.3. Among them, 163 the peak respondents completed Bachler degree education which is 41.8%. The lowest respondents of education level are 1.3% of the Ph.D and Others level. The result shows the relatively high education attainment of the respondents. Therefore, most of the respondents the relatively high education attainment.

As shown in table 4.3. 41.8% of respondents got Bachler degree, 31.3% got master degree and 1.37% got Ph.D and other level of education.

Table 4.4 Occupation of Respondents

Occupation	No. of Respondents	Percent
Student	113	29.00
Own Business	45	11.50
Volunteer	1	0.30
Government Staff	103	26.40
Company Staff	80	20.50
Others	48	12.30
Total	390	100.00

Source: Survey Data, 2021



Source: Survey Data,2021

Figure 4.4 Occupation of Respondents

According to Table 4.4 and figure 4.4, regarding occupation of the respondents. Occupation of respondents is divided by 6 groups: student, own business, volunteer, government staff, company staff and others include day labours, retried and unemployed. It was found that 29% of the largest respondents are the student group and 0.3% of the lowest respondents is volunteer group. Therefore, most of the respondents are student and government staff to visit to Innwa.

As shown in Table 4.5 Appendix (1), regarding residents' city of the respondents. It was found that 37.4% of the 146 respondents are live in Mandalay, follow by 14.6% of the 57 respondents were live in Sagaing and 11.8% of the 46 respondents are live in Yangon respectively. Besides from the current living place,

respondents also asked to write down the city they are originally from and all respondents are from Mandalay.

4.2 Reliability Test

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

The reliability test in this study was conducted by measuring the correlation between the response statements in the indication group. The indicator group that measures a variable has a good composite reliability if it has a composite reliability is greater than 0.7. In other words, the statement item can be said to be reliable if it has composite reliability is greater than 0.7.

As explained in the Methodology Chapter, 50 items in 4 factors were included in the questionnaire. This study includes seven factors such as self-determination, Reputation, Satisfaction, primary group, secondary group, behaviour intention and domestic tourist behaviour. The results of reliability test are presented in Table 4.6.

Table 4.6 Results from Reliability Test

No.	Factors	No of items	Cronbach's Alpha	Mean	Std. deviation
1.	Personal Factor	20	2.407	91.57	14.784
2.	Social Factor	10	1.627	49.73	7.820
3.	Behaviour Intention	10	0.883	48.65	6.856
4.	Domestic Tourist Behaviour	10	0.843	50.59	6.354

Source: Survey Data,2021

As presented in Table 4.6, examination of the reliability and accuracy of the measurement model found that the coefficient value (Cronbach's α) of each factor were in the range of 0.843- 2.407, which was higher than 0.60, identifying that they met the internal consistency criteria. All of the reliability coefficients of questionnaire items are greater than the recommended value of 0.7, the instruments can be considered sufficiently reliable valid for the analysis. Among four factor, personal factor is higher overall mean value than other factors and it can be seen that the mean value is 91.57.

Based on the result of finding show that most visitors are more reliability of self-determination, local reputation and satisfaction on personal factor than tourist behaviour intention in Innwa. The lowest mean value is 48.65 and its factor is behaviour intention.

4.3 Multiple Regression Result of Self Determination, Local Reputation and Satisfaction Effect of Behaviour Intention

As presented in Table 4.7 combine the results from model summary table, ANOVA table and coefficient outputs. R value tells the effect size of the model. The Adjust R^2 value tells how well can the independent variables explain the dependent variable. The result of regression analysis presentes in Table 4.7.

Table 4.7 Estimated Results of Multiple Linear Regression Model of Behaviour Intention

Dependent Variables: Behaviour Intention	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	1.580	0.169		9.349	0.000
Self Determination	0.293***	0.050	0.301	5.845	0.000
Local Reputation	0.185***	0.044	0.198	4.230	0.000
Satisfaction	0.261***	0.038	0.344	6.919	0.000
R^2	0.553				
Adjusted R^2	0.549				
F-Value	159.037				

Source: Survey Data,2021

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

The factors that influenced tourists' overall levels of satisfaction, the three orthogonal factors are used in a multiple regression analysis. The multiple regression procedure is employed because it provided the most accurate interpretation of the independent variables. The three independent variables are expressed in terms of the standardized factor scores (beta coefficients). The significant factors that remained in the regression equation are shown in order of importance based on the beta coefficients.

The dependent variable, behaviour intention, was measured on a 7-point likert scale and is used as a surrogate indicator of tourists' evaluation of the perception in the visitors of Innwa heritage site.

The estimated equation for behaviour intention:

$$Y_i = \beta_0 + \beta_1 X_i + \beta_2 X_i + \beta_3 X_i + \varepsilon_i$$

$$\hat{Y}_i = 1.580 + 0.293X_1 + 0.185X_2 + 0.261X_3$$

Where,

Y_i = Behaviour Intention

β_0 = Constant

X_1 = Self Determination

X_2 = Local Reputation

X_3 = Satisfaction

β_1, β_2, β_3= regression coefficients

Table 4.7 show the results of the regression analysis. R^2 is 0.553 and adjusted R^2 is 0.549. This model explains that the variation of tourist behaviour intention is predicted by influencing factors towards self-determination, local reputation and satisfaction as the value of adjusted R^2 54%. By the result, self-determination has positive effect on domestic tourist behaviour intention at 1% significant level. By the result, local reputation has positive effect on domestic tourist behaviour intention at 1% significant level. By the result, satisfaction has positive effect on domestic tourist behaviour intention at 1% significant level.

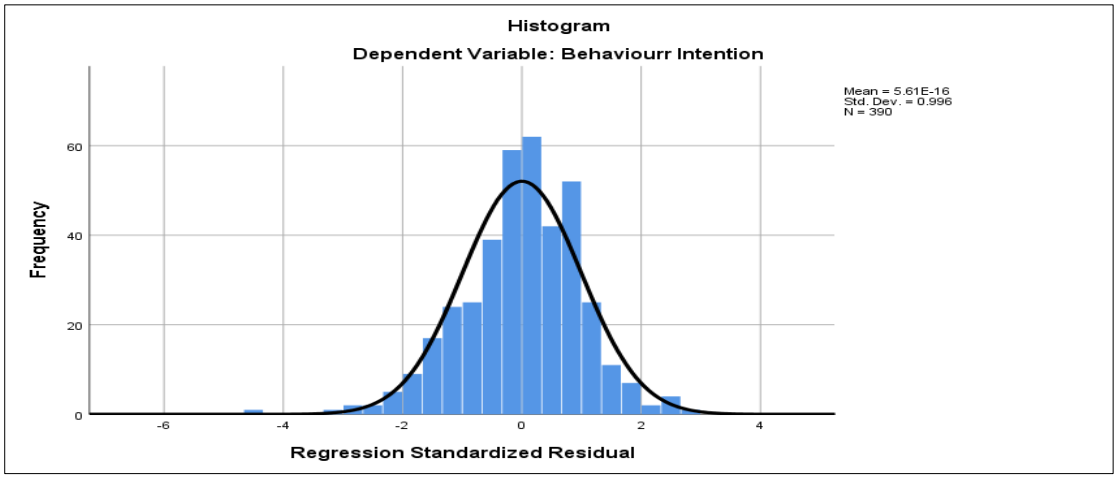
In the regression analysis, the beta coefficients could be used to explain the relative importance of the three dimensions in contributing to the variance in behaviour intention. As far as the relative importance of the three cultural/heritage dimensions is concerned, factor 1 (self-determination, β_1=0.293, p=0.000) carried the heaviest weight for behaviour intention, followed by factor 2(local reputation, β_2=0.185, p= 0.000) and followed by factor 3 (satisfaction, β_3=0.261, p=0.000). That, there is a relationship between the independent variables: self-determination, local reputation and satisfaction and the dependent variable: domestic tourist behaviour intention.

4.3.1 Testing for the Assumption

To determine the required assumption from multiple linear regression model for domestic tourist behaviour, the following procedures are used.

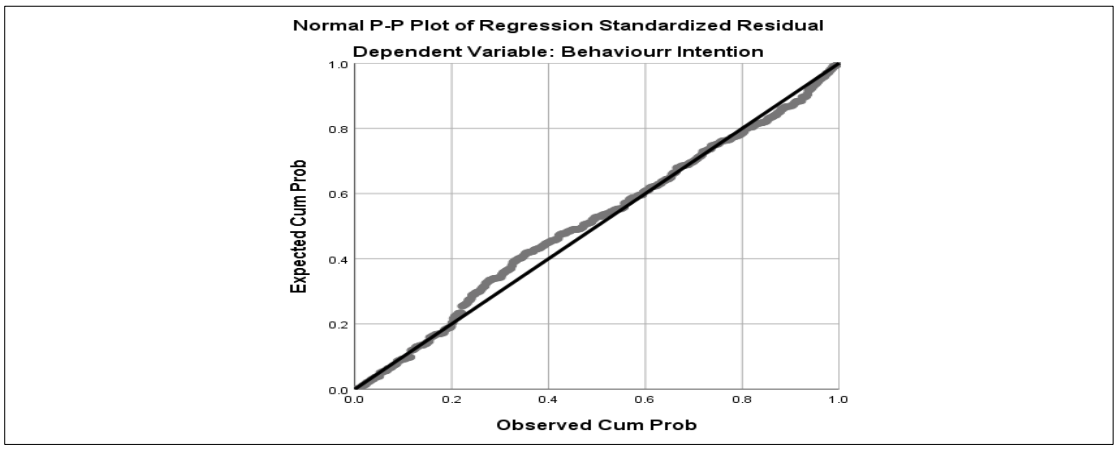
(i) Test for Normality of Disturbances

The first assumption of the Ordinary Least Squares (OLS) model is that disturbances are a normal variable and is normally distributed with mean zero and variance constant. To check whether the disturbances are normally distributed, Histogram and Normal plot of the disturbances of domestic tourist behaviour intention can be constructed. The Histogram of disturbances and the Normal plot of disturbances for domestic tourist behaviour intention are shown in Figure 4.5 and 4.6.



Source: Survey Data,2021

Figure 4.5
Histogram of Disturbances of Domestic Tourist Behaviour Intention



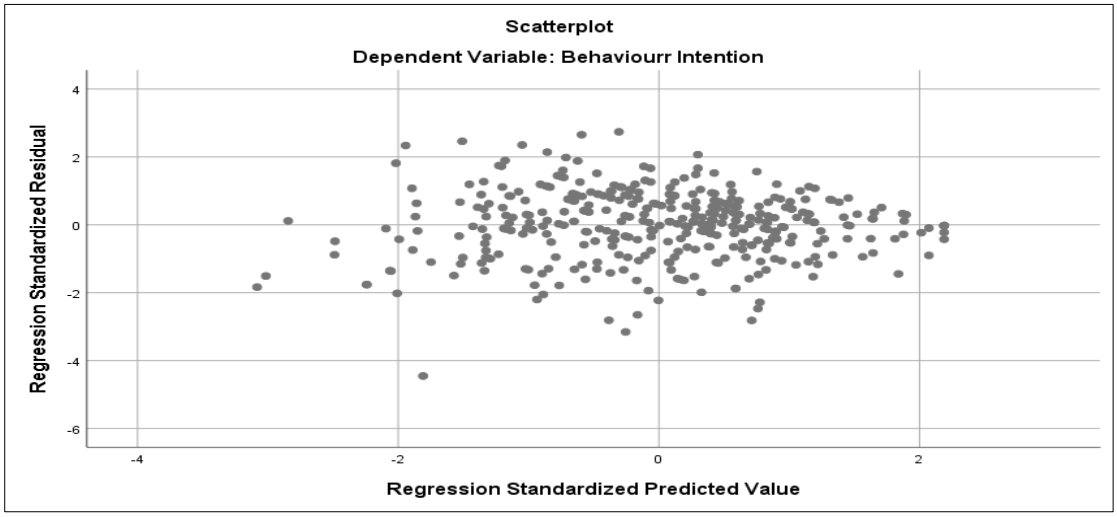
Source: Survey Data,2021

Figure 4.6
Normal Plot of disturbances for Domestic Tourist Behaviour Intention

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

(ii) Check for Assumption of Equal Variance (Homoscedasticity)

Another basic assumption of the multiple regression model is homoscedasticity. In the presence of heteroscedasticity the regression coefficients become less efficient. Heteroscedasticity can often be detected by plotting the estimated Y values against the disturbances. Figure 4.7 present the predicted domestic tourist behaviour intention on x axis and the disturbance for domestic tourist behaviour intention on y axis.



Source: Survey Data,2021

Figure 4.7 Residual Pattern for Heteroscedasticity

The figure can be seen that there is no residual pattern. Therefore, it can be concluded that residuals in domestic tourist behaviour intention have on equal variance or homoscedasticity.

(iii) Detecting Multicollinearity

The problem of multicollinearity, which is a problem of higher correlation among the independent variables in the model, is also assessed. The most direct way of testing for multicollinearity is to produce a correlation matrix for all variables in the model. The correlation matrix for all variables of the multiple regression model of domestic tourist behaviour is as follow.

This problem can also be deleted from the value of Tolerance and VIF (variance inflation factor). If the correlation among the independent variables, weak association and the value of the Tolerance is not less than 0.1 and the value of the VIF is not above 10, it is the indication of absence of multicollinearity problem. According to the

findings from this study. Tolerance and VIF value of independent variables are shown in following table 4.8.

Table 4.8 Tolerance and VIF of Independent Variables

No.	Independent Variable	Tolerance	VIF
1	Self Determination	0.436	2.295
2	Local Reputation	0.531	1.883
3	Satisfaction	0.469	2.131

Source: Survey Data, 2021

According to the Table 4.8, among the independent variables, it is found that the collinearity statistics of the value of Tolerance is not less than 0.1. Based on the coefficient, output collinearity statistics, variance inflation factor (VIF) value of each predictor variable is obtained. Thus, since VIF values are less than 10, there is no multicollinearity.

4.4 Multiple Regression Result of Primary Group and Secondary Group Effect of Behaviour Intention

As presented in Table 4.9 combine the results from model summary table, ANOVA table and coefficient outputs. R value tells the effect size of the model. The Adjust R^2 value tells how well can the independent variables explain the dependent variable. The result of regression analysis present in Table 4.9.

Table 4.9 Estimated Results of Multiple Linear Regression Model of Behaviour Intention

Dependent Variables: Behaviour Intention	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	1.472	0.172		8.567	0.000
Primary Group	0.343***	0.036	0.427	9.528	0.000
Secondary Group	0.350***	0.041	0.378	8.438	0.000
R^2	0.526				
Adjusted R^2	0.523				
F-Value	214.642				

Source: Survey Data,2021

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

The factors that influenced tourists' overall levels of satisfaction, the two orthogonal factors are used in a multiple regression analysis. The multiple regression procedure is employed because it provided the most accurate interpretation of the independent variables. The two independent variables are expressed in terms of the standardized factor scores (beta coefficients). The significant factors that remained in the regression equation are shown in order of importance based on the beta coefficients. The dependent variable, behaviour intention, is measured on a 7-point likert scale and is used as a surrogate indicator of tourists' evaluation of the perception in the visitors of Innwa heritage site.

The estimated equation for behaviour intention:

$$Y_i = \beta_0 + \beta_1 X_i + \beta_2 X_i + \varepsilon_i$$

$$\hat{Y}_i = 1.472 + 0.343X_1 + 0.350X_2$$

Where,

Y_i = Behaviour Intention

β_0 = Constant

X_1 = Primary Group

X_2 = Secondary Group

β_1, β_2, = regression coefficients

Table 4.9 show the results of the regression analysis. R^2 is 0.526 and adjusted R^2 is 0.523. This model explains that the variation of tourist behaviour intention is predicted by influencing factors towards social factors as the value of adjusted R^2 is 52%. By the result, primary group has positive effect on domestic tourist behaviour intention at 1% significant level. By the result, business organizations, tourist agencies, social media and stars person and role models has positive effect on domestic tourist behaviour intention at 1% significant level.

In the regression analysis, the beta coefficients could be used to explain the relative importance of the two dimensions in contributing to the variance in behaviour intention. As far as the relative importance of the two cultural/heritage dimensions is concerned, factor 1(primary group, β_1= 0.343, p=0.000) carried the heaviest weight for behaviour intention, followed by factor 2(secondary group, β_2= 0.350, p= 0.000).

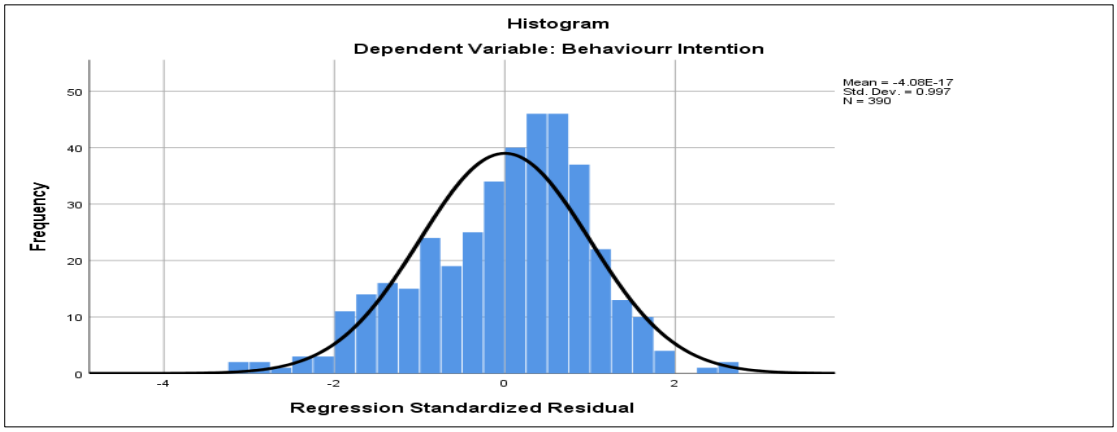
In conclusion, all factors are significant. There is a positive relationship between the social factors and domestic tourist behaviour intention.

4.4.1 Testing for the Assumption

To determine the required assumption from multiple linear regression model for domestic tourist behaviour, the following procedures have been used.

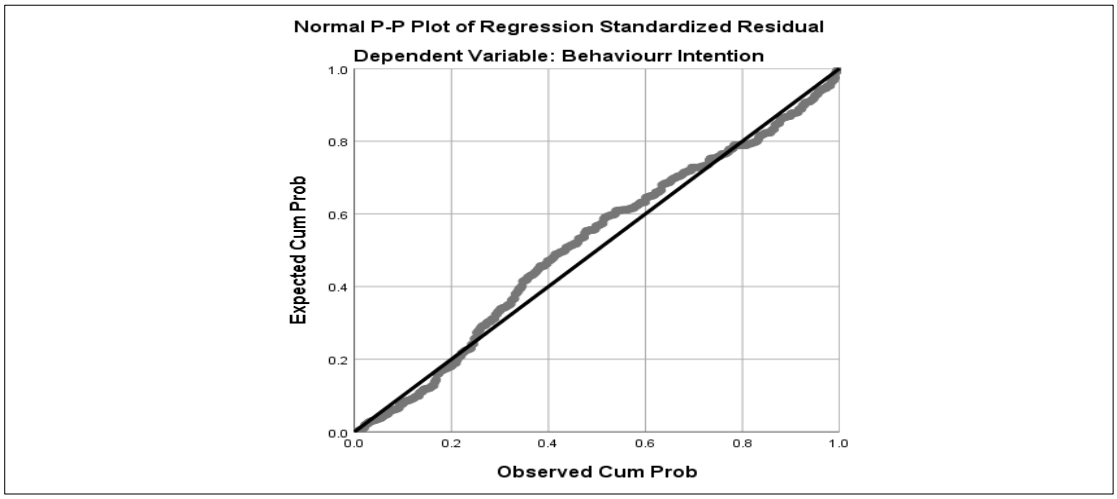
(i) Test for Normality of Disturbances

The first assumption of the Ordinary Least Squares (OLS) model is that disturbances are a normal variable and is normally distributed with mean zero and variance constant. To check whether the disturbances are normally distributed, Histogram and Normal plot of the disturbances of domestic tourist behaviour intention can be constructed. The Histogram of disturbances and the Normal plot of disturbances for domestic tourist behaviour intention are shown in Figure 4.8 and 4.9.



Source: Survey Data,2021

Figure 4.8
Histogram of Disturbances of Domestic Tourist Behaviour Intention



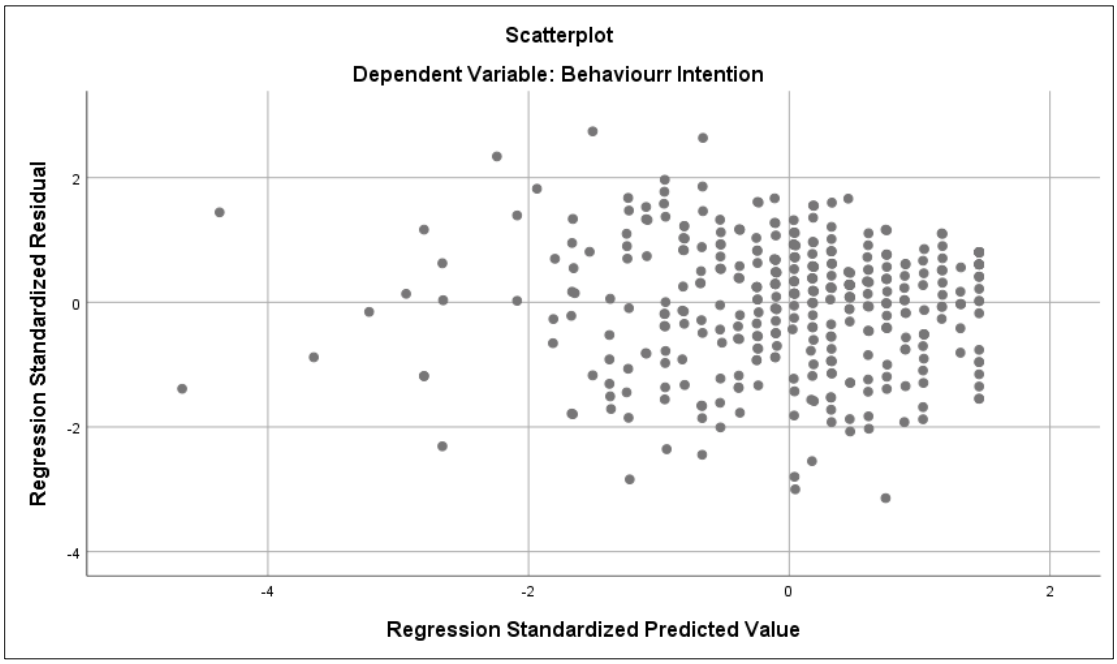
Source: Survey Data,2021

Figure 4.9
Normal Plot of disturbances for Domestic Tourist Behaviour Intention

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

(ii) Check for Assumption of Equal Variance (Homoscedasticity)

Another basic assumption of the multiple regression model is homoscedasticity. In the presence of heteroscedasticity the regression coefficients become less efficient. Heteroscedasticity can often be detected by plotting the estimated Y values against the disturbances. Figure 4.10 present the predicted domestic tourist behaviour intention x axis and the disturbance for domestic tourist behaviour intention on y axis.



Source: Survey Data,2021

Figure 4.10 Residual Pattern for Heteroscedasticity

The figure can be seen that there is no residual pattern. Therefore, it can be concluded that residuals in domestic tourist behaviour intention have on equal variance or homoscedasticity.

(iii) Detecting Multicollinearity

The problem of multicollinearity, which is a problem of higher correlation among the independent variables in the model, is also assessed. The most direct way of testing for multicollinearity is to produce a correlation matrix for all variables in the model. The correlation matrix for all variables of the multiple regression model of domestic tourist behaviour is as follow.

This problem can also be deleted from the value of Tolerance and VIF (variance inflation factor). If the correlation among the independent variables, weak association and the value of the Tolerance is not less than 0.1 and the value of the VIF is not above 10, it is the indication of absence of multicollinearity problem. According to the findings from this study. Tolerance and VIF value of independent variables are shown in following table 4.10.

Table 4.10 Tolerance and VIF of Independent Variables

No.	Independent Variable	Tolerance	VIF
1	Primary Group	0.611	1.637
2	Secondary Group	0.661	1.637

Source: Survey Data, 2021

According to the Table 4.10, among the independent variables, it is found that the collinearity statistics of the value of Tolerance is not less than 0.1. Based on the coefficient, output collinearity statistics, variance inflation factor (VIF) value of each predictor variable is obtained. Thus, since VIF values are less than 10, there is no multicollinearity.

4.5 Multiple Regression Result of Personal Factor and Social Factor Effect of Behaviour Intention

As presented in Table 4.11 combine the results from model summary table, ANOVA table and coefficient outputs. R value tells the effect size of the model. The Adjust R^2 value tells how well can the independent variables explain the dependent variable. The result of regression analysis present in Table 4.11.

Table 4.11 Estimated Results of Multiple Linear Regression Model of Behaviour Intention

Dependent Variables: Behaviour Intention	Unstandardized Coefficients		Standardized Coefficients	t	Sig
	B	Std. Error	Beta		
(Constant)	0.828	0.160		5.178	0.000
Personal Factor	0.464***	0.044	0.451	10.577	0.000
Social Factor	0.395***	0.041	0.441	9.704	0.000

R^2	0.632
Adjusted R^2	0.630
F-Value	332.619

Source: Survey Data, 2021

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

The factors that influenced tourists' overall levels of satisfaction, the three orthogonal factors are used in a multiple regression analysis. The multiple regression procedure is employed because it provided the most accurate interpretation of the independent variables. The two independent variables are expressed in terms of the standardized factor scores. The significant factors that remained in the regression equation are shown in order of importance based on the beta coefficients. The dependent variable, behaviour intention, is measured on a 7-point likert scale and was used as a surrogate indicator of tourists' evaluation of the perception in the visitors of Innwa heritage site.

$$Y_i = \beta_0 + \beta_1 X_i + \beta_2 X_i + \varepsilon_i$$

$$\hat{Y}_i = 0.828 + 0.464 X_1 + 0.395 X_2$$

Where,

Y_i = Behaviour Intention

β_0 = Constant

X_1 = Personal Factor

X_2 = Social Factor

β_1, β_2, = regression coefficients

Table 4.11 show the results of the regression analysis. R^2 is 0.632 and adjusted R^2 is 0.630. This model explain that the variation of tourist behaviour intention is predicted by influencing factors towards personal factor and social factor as the value of adjusted R^2 is 63%. By the result, personal factor has positive effect on domestic tourist behaviour intention at 1% significant level. By the result, social factor has positive effect on domestic tourist behaviour intention at 1% significant level.

In the regression analysis, the beta coefficients could be used to explain the relative importance of the two dimensions in contributing to the variance in behaviour intention. As far as the relative importance of the two cultural/heritage dimensions is

concerned, factor 1(personal factor, β_1= 0.464, p=0.000) carried the heaviest weight for behaviour intention, followed by factor 2(social factor, β_2= 0.395, p= 0.000).

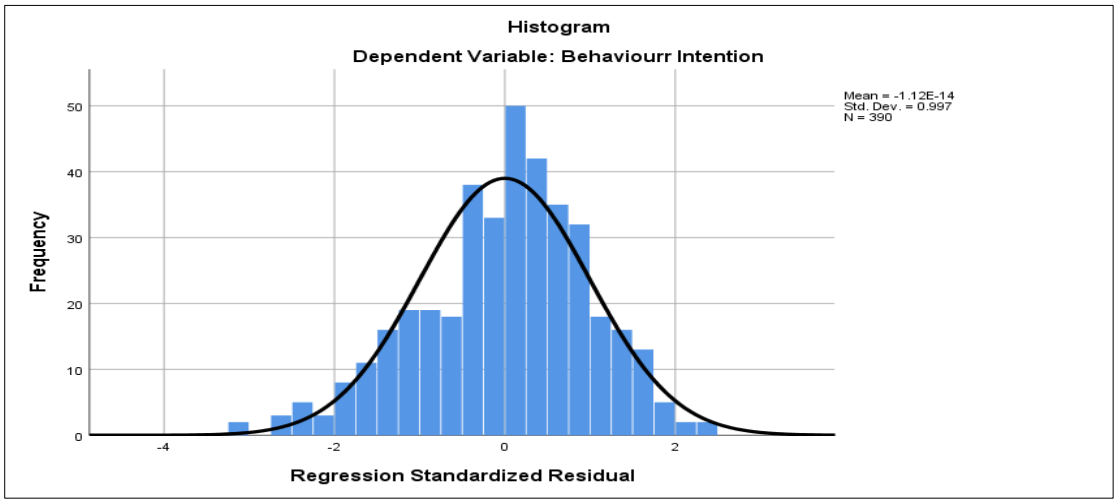
In conclusion, all underlying dimensions are significant. That, there is a relationship between the personal factor, social factor and the domestic tourist behaviour intention.

4.5.1 Testing for the Assumption

To determine the required assumption from multiple linear regression model for domestic tourist behaviour, the following procedures are used.

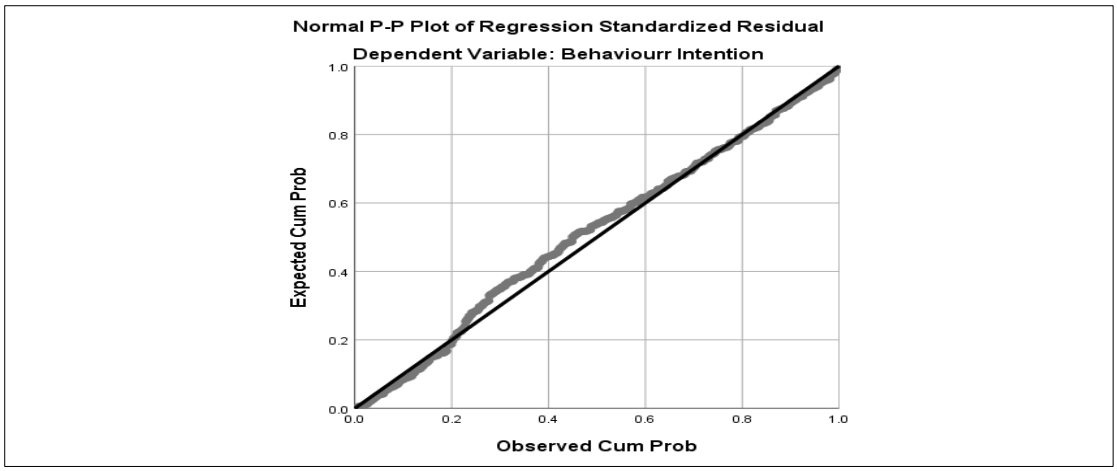
(i) Test for Normality of Disturbances

The first assumption of the Ordinary Least Squares (OLS) model is that disturbances are a normal variable and is normally distributed with mean zero and variance constant. To check whether the disturbances are normally distributed, Histogram and Normal plot of the disturbances of domestic tourist behaviour intention can be constructed. The Histogram of disturbances and the Normal plot of disturbances for domestic tourist behaviour intention are shown in Figure 4.11 and 4.12.



Source: Survey Data,2021

Figure 4.11
Histogram of Disturbances of Domestic Tourist Behaviour Intention



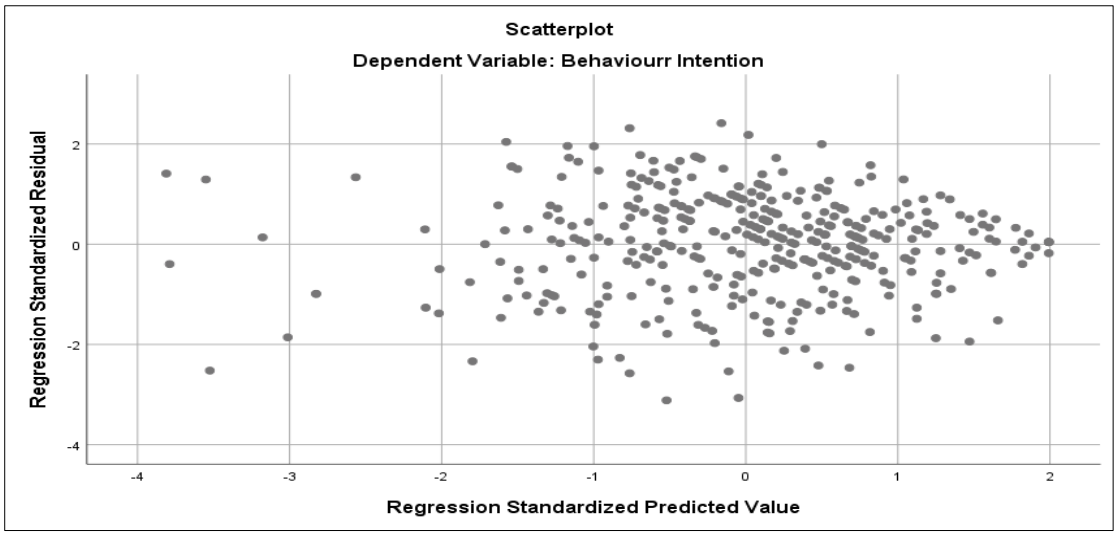
Source: Survey Data,2021

Figure 4.12
Normal Plot of disturbances for Domestic Tourist Behaviour Intention

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

(ii) Check for Assumption of Equal Variance (Homoscedasticity)

Another basic assumption of the multiple regression model is homoscedasticity. In the presence of heteroscedasticity the regression coefficients become less efficient. Heteroscedasticity can often be detected by plotting the estimated Y values against the disturbances. Figure 4.13 present the predicted domestic tourist behaviour intention on x axis and the disturbance for domestic tourist behaviour intention on y axis.



Source: Survey Data,2021

Figure 4.13 Residual Pattern for Heteroscedasticity

The figure can be seen that there is no residual pattern. Therefore, it can be concluded that residuals in domestic tourist behaviour intention have on equal variance or homoscedasticity.

(iii) Detecting Multicollinearity

The problem of multicollinearity, which is a problem of higher correlation among the independent variables in the model, is also assessed. The most direct way of testing for multicollinearity is to produce a correlation matrix for all variables in the model. The correlation matrix for all variables of the multiple regression model of domestic tourist behaviour is as follow.

This problem can also be deleted from the value of Tolerance and VIF (variance inflation factor). If the correlation among the independent variables, weak association and the value of the Tolerance is not less than 0.1 and the value of the VIF is not above 10, it is the indication of absence of multicollinearity problem. According to the findings from this study. Tolerance and VIF value of independent variables are shown in following table 4.12.

Table 4.12 Tolerance and VIF of Independent Variables

No.	Independent Variable	Tolerance	VIF
1	Personal Factor	0.523	1.912
2	Social Factor	0.523	1.912

Source: Survey Data, 2021

According to the Table 4.12, among the independent variables, it is found that the collinearity statistics of the value of Tolerance is not less than 0.1. Based on the coefficient, output collinearity statistics, variance inflation factor (VIF) value of each predictor variable is obtained. Thus, since VIF values are less than 10, there is no multicollinearity.

4.6 Simple Linear Regression Result of Behaviour Intention on Behaviour

As present in Table 4.13 combine the results from model summary table, ANOVA table and coefficient outputs. R value tells the effect size of the model. The Adjust R^2 value tells how well can the independent variables explain the dependent variable. The result of regression analysis present in Table 4.13.

Table 4.13 Behaviour Intention on Domestic Tourist Behaviour

Dependent Variables: Domestic Tourist Behaviour	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.443	0.149		9.669	0.000
Behavior Intention	0.736***	0.030	0.779	24.455	0.000
R^2	0.607				
Adjusted R^2	0.606				
F-Value	598.069***				

Source: Survey Data, 2021

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

The independent variable was expressed in terms of the standardized factor scores (beta coefficients). The significant factors that remained in the regression equation were shown in order of importance based on the beta coefficients. The dependent variable, tourist behaviour, was measured on a 7-point likert scale and was used as a surrogate indicator of tourists' behaviour intention in the visitors of Innwa heritage site.

The equation for Tourist Behaviour was expressed in the following equation:

$$Y_i = \beta_0 + \beta_1 X_i + \varepsilon_i$$

$$\hat{Y}_i = 1.443 + 0.736 X_1$$

Where,

Y_i = Domestic Tourist Behaviour

β_0 = Constant

X_1 = Behaviour Intention

β_1 = regression coefficients

As presented in Table 4.13, R^2 is 0.607. This model explains that the variation of domestic tourist behaviour is predicted by influencing factors towards people's behaviour intention as the value of R^2 is 60%.

In the regression analysis, the beta coefficients could be used to explain the relative importance of the one dimension in contributing to the variance in tourist

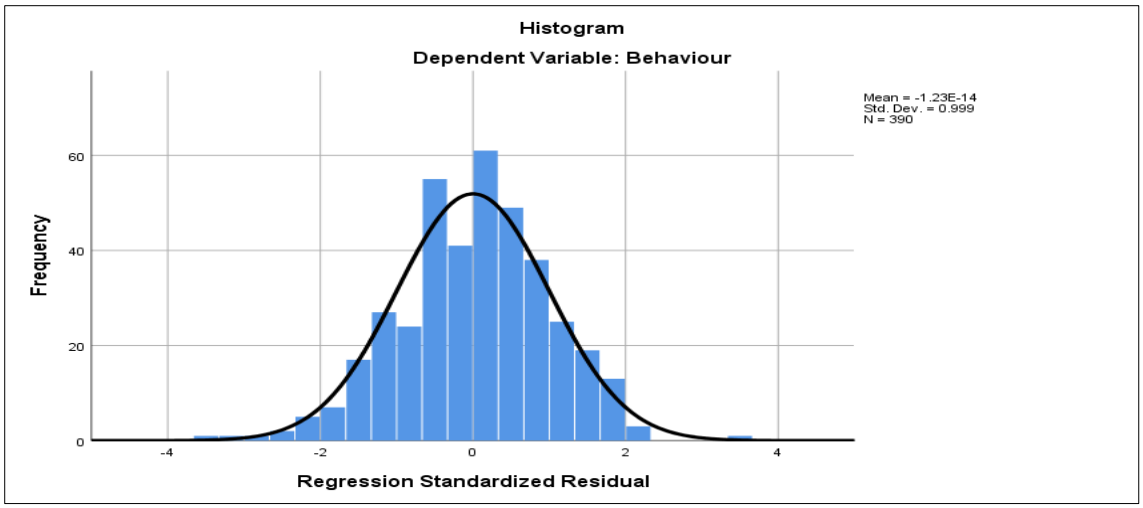
behaviour. As far as the relative importance of the cultural/heritage dimensions is concerned, behaviour intention, $\beta_1 = 0.736$ and p=0.000 carried the heaviest weight for tourist behaviour. Behaviour intention factor is significant. That, there is a relationship between behaviour intention and tourist behaviour.

4.6.1 Testing for the Assumption

To determine the required assumption from multiple linear regression model for domestic tourist behaviour, the following procedures are used.

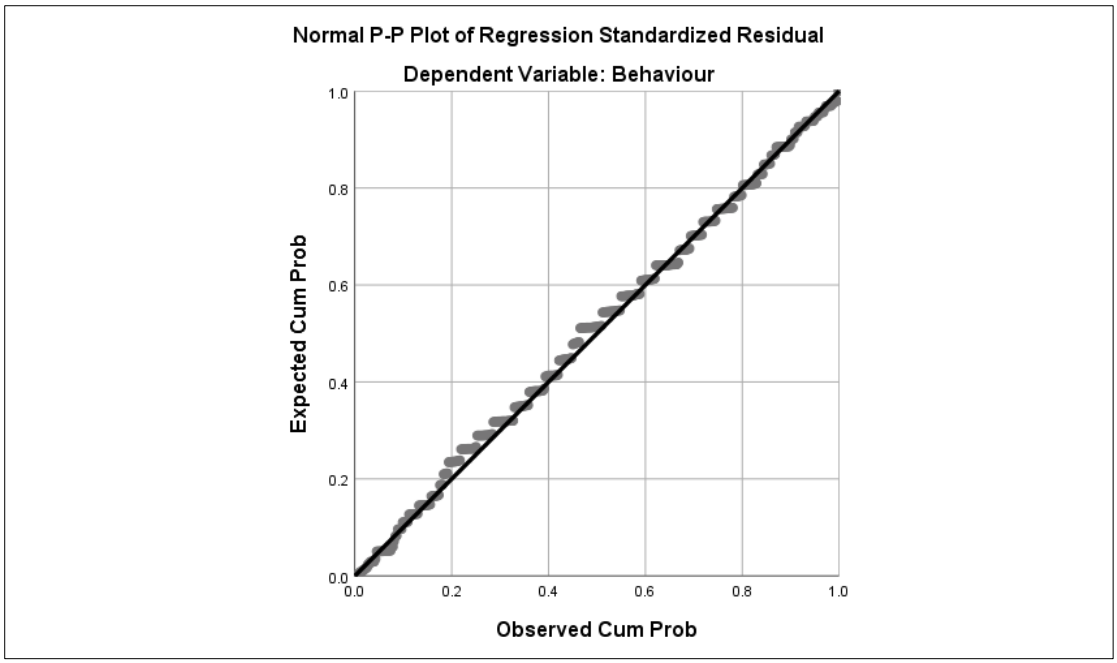
(i) Test for Normality of Disturbances

The first assumption of the Ordinary Least Squares (OLS) model is that disturbances are a normal variable and is normally distributed with mean zero and variance constant. To check whether the disturbances are normally distributed, Histogram and Normal plot of the disturbances of domestic tourist behaviour can be constructed. The Histogram of disturbances and the Normal plot of disturbances for domestic tourist behaviour are shown in Figure 4.14 and 4.15.



Source: Survey Data,2021

Figure 4.14 Histogram of Disturbances of Domestic Tourist Behaviour



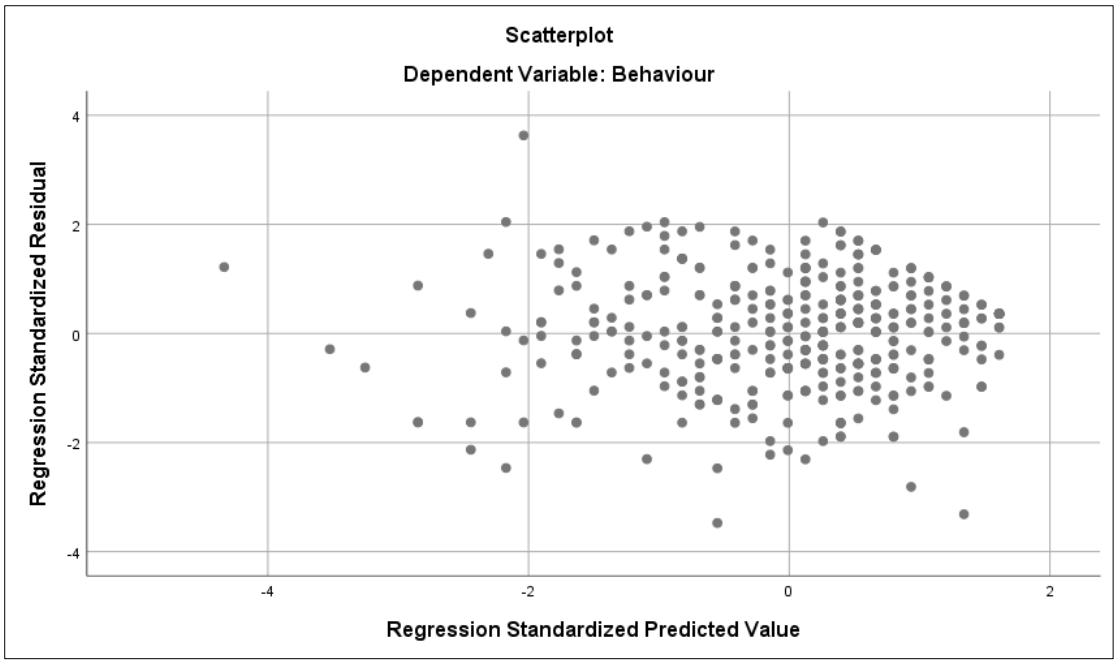
Source: Survey Data,2021

Figure 4.15 Normal Plot of disturbances for Domestic Tourist Behaviour

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

(ii) Check for Assumption of Equal Variance (Homoscedasticity)

Another basic assumption of the multiple regression model is homoscedasticity. In the presence of heteroscedasticity the regression coefficients become less efficient. Heteroscedasticity can often be detected by plotting the estimated Y values against the disturbances. Figure 4.16 present the predicted domestic tourist behaviour on x axis and the disturbance for domestic tourist behaviour on y axis.



Source: Survey Data,2021

Figure 4.16 Residual Pattern for Heteroscedasticity

The figure can be seen that there is no residual pattern. Therefore, it can be concluded that residuals in domestic tourist behaviour have on equal variance or homoscedasticity.

CHAPTER 5
CONCLUSION

Tourism is a significant sector for the development of any country's economy. Tourism can be domestic or international tourists. This thesis study domestic tourist in Innwa heritage site in Mandalay. The studies about cultural/heritage tourism focuse on the characteristics of domestic tourists who visited cultural/heritage destinations. The finding of the study has the relationship between cultural/heritage destination attributes and domestic tourist behaviour and travel behaviour characteristics. Three hundred and ninethy surveys collected survey method in Innwa heritage site. The demographic of the visitor's respondents and travel behaviour characteristics are presented in Innwa.

5.1 Findings

The overall objective of this research is to examine personal factor and social factor in behaviour intention based on the concepts of Theory of Reasoned Action. The study also analyzes and identifies the influencing factors such as personal factor, social factor and behaviour intention on domestic tourist behaviour in Innwa, Mandalay.

The result of demographic factors showed that female is more likely to respond to feedback than male. Most of the visitors are students and government staff. Most of the respondents have Bachler Degree of education level. The study on domestic tourists travel behaviour in Innwa, younger and better educated person are visited to Innwa. Most of the near Mandalay resident are visit to Innwa.

Regarding research objective (1), this study examines the effect of personal factors self-determination, local reputation and satisfaction on behaviour intention. It is found that personal factors variables: self-determination, local reputation and satisfaction have a significant positive effect on attitude. Self-determination is the most influencing factor on attitude. It means that when the visitors have a great sense of positive self-determination, they choose their visiting places with their own opinions and feeling. They firstly think to be consistent with their own style and image without influencing others' assessments. They have strong feelings and beliefs on their choice even others criticize them. They are more trusted on their visiting experiences. The study found that, many visitors choose the local destination place according to their age, and their experiences. In addition, self-determination and local reputation make

visitor travel local destinations because domestic tourist feel that local place is consistent with their own travel style.

Regarding research objective (2), this study analyzes the effect of social factors primary group and secondary group on behaviour intention. It is found that regarding social factors primary group and secondary group have a significant positive effect on behavioral intention. Concerning primary group, most of visitors hope people think that they can do better than most others and they can talk about places that most others do not know. It is important for them to get praise and admiration. The majority of visitors travel local places because their friends and family do. Domestic tourists often select the local destinations places that their favorite idols travel.

This study examines the effect of personal factors and social factors influence on their behavioral intention towards local destinations place and visitor behavioral intention transform to their actual behavior. The result indicates that concerning attitude variables, self-determination, local reputation and satisfaction have a significant positive effect on behavioral intention. Concerning personal factors (self-determinations and local reputation), most of visitors consider their self-knowledgeable about places of local destinations. They enjoy learning about places of local destinations and they can recognize almost all names of places' local destinations heritage site. Satisfaction affect, most of visitors feel satisfied when they visit in a local destination place. Therefore, they plan to visit local destinations in regular basics. The study also found that Innwa heritage place is special and visiting it makes they feel different. They feel successful when travelling Innwa places. Visiting local place increases their self-confidence. According to the results, visitors seem to have very precious in Innwa and other cultural heritage size. It can be concluded that domestic tourists seem that local places are very modern most tourists are complimenting them to travel the local places. Therefore, most domestic tourist will visit more popular local destination cultural heritage site when they go visiting next time.

Regarding research objective (3) this study also analyzes that behavioral intention has a significant positive effect on actual behavior. The study found that, the effects of behavioral intention on actual behavior shows that domestic tourist have a strong possibility to travel local destinations within the next year. They are more likely to visit local place next time going travelling. Therefore, they often travel local destinations because they are more convenience in their lifestyle. Mostly domestic

tourists' travel local places for their selves. These factors lead visitors to make a travelling decision.

Innwa is attractive for people around us. Innwa is convenience for visiting domestic tourist who are easy to visit around them. The places where local destination of Innwa cultural heritage exist very interesting places for visitors to go and make relaxing and these places have a cozy environment for visitors. Another nice place of Innwa is that local places can be travelled within a day but these places must have a nearby. By making more people notice these facts, local destination Innwa heritage site can get favorable place image.

5.2 Suggestions and Recommendations

Empirical research on tourist behaviour is varied, but it is becoming apparent that there is a high level of reliability and validity of the findings about tourist behaviour, which allows the conclusion that little is actually known about tourist behaviour, or rather that the confidence level of knowledge about tourist behaviour is very high. Tourist service providers and other stakeholders in the development and implementation of tourist services face with many challenges in providing reliable, valid and useful ways to monitor tourist behaviour. State and local governments have an important role to play in improving the tourism climate. Information about visitor behavior must be shared with service providers.

A better understanding of repeat visitors' motivations and interests would be useful for developing promotional messages try to increase the number of destination-loyal visitors. Repeat visitors help reduce revenue fluctuations as well as provide valuable word-of-mouth advertising for a destination.

It is clear that Myanmar destinations require proper development. At the same time, it requires the cooperation between the public and private sectors, and to understand perceptions, expectations, experiences and motivation that tourist have. The key point to understanding tourism and tourist behaviour is to understand what motivates tourists to travel or their preferences towards destination environments. This including the physical influencing elements such as transport network, accommodation and attractions which characterize the destination itself.

5.3 Needs for Further Study

The results suggest possibilities for future directions in research. A related research opportunity is to examine tourist behaviour over time to the same location. Other method for the study can be used Structural Equation Modeling (SEM). Next further theory can be used theory of planned behaviour (TPB). Future researchers can extend that investigate international tourist behaviour and motivation. Using different survey modes would also enable more investigation of the impact of methodological factors on destination image.

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APPENDIX(A)

QUESTIONNAIRES

A STUDY ON DOMESTIC TOURIST TRAVEL BEHAVIOUR IN INNWA, MANDALAY

The following questionnaires relate to your demographic background. Please answer the appropriate box in below.

1. Gender ☐ Male ☐ Female
2. Age
3. How much is your monthly income?
4. Native Town
5. What is your occupation?
    - Employee
    - Student
    - Self-Employed
    - Unemployed
    - Other

6.What is your highest level of education?

- Post Graduate
- Graduate
- Under Graduate
- Dioploma/ Certificates

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

1= Very Strongly Disagree, 2= Strongly Disagree, 3= Disagree, 4= Neutral 5= Agree, 6= Strongly Agree, 7= Very Strongly Agree

No.	**Personal Factors**	1	2	3	4	5	6	7
	Self Determination							
1	Preperation for visiting to Innwa is satisfied.							
2	Visiting to Innwa is enjoyed.							
3	Visiting to Innwa make more confident.							
4	It makes really love travelling to Innwa.							
5	It makes time flies while visiting to Innwa.							
6	It is enough time to visit to Innwa rather than others.							
7	If there are a lot of time and money, making travel to Innwa and other areas.							
8	Travel experience makes travelling to Innwa areas.							
9	There are many options to travel, choosing to visit to Innwa is the most favorite.							
10	Travelling to new places like interested Innwa.							
	Local Reputation							
1	Travelling to Innwa can get knowledge and know cultural heritage.							
2	Innwa is one of the priorities for in interesting area that is historical and cultural heritage building.							
3	Travelling is regular habbit forms.							
4	Traveling is important.							
5	There are many places for travelling.							
6	Visiting to Innwa many times during a year.							
	Satisfaction							
1	Visiting to Innwa can improve happiness for everyone.							
2	Visiting to Innwa can increase performance for every person.							
3	Visiting to Innwa is supported for relaxing.							
4	Visiting to Innwa can get the ability that needed.							

No.	**Social Factors**	1	2	3	4	5	6	7
	Primary Group							
1	Travelling to Innwa with my parents can be a wonderful experience.							
2	Visiting to Innwa area with my brothers and sisters can provide better support for me.							
3	Visiting my relatives can have a positive effect to Innwa.							
4	Visiting to Innwa with my classmates can get more enjoyable.							
5	Visiting to Innwa with my colleagues makes the trip more enjoyable.							
	Secondary Group							
1	Business independent travel industry is to participate in can affect my important factor.							
2	Introduced by the tourism agencies is to participate in can affect my important factor.							
3	Influenced by social media is to participate in can affect my important factor.							
4	Motivated stars person and role model is to participate in can affect my important factor.							
5	Travelling with some tourist agencies are needed.							

No.	**Behaviour Intention**	1	2	3	4	5	6	7
1	Wishing to visit to Innwa.							
2	Feeling safe to visit to Innwa.							
3	Innwa has many cultural heritage sites.							
4	Visiting to Innwa love to ride pony-card.							
5	There are many of kind and friendly local people.							
6	There have enough places for visiting in Innwa.							
7	Innwa is one of the most reputation places in Myanmar.							
8	There are many interesting architecture and art in Innwa.							
9	Innwa is one of the places to get easy for local peoples and foreigners.							
10	There is many attracting cultural heritage in Innwa.							

No.	**Domestic Tourist Behaviour**	1	2	3	4	5	6	7
1	Select to Innwa is based on the health and safety.							
2	Perform prevention for travelling.							
3	Avoiding crowded areas.							
4	There is less traveller than pre-Coronavirus.							
5	Travelled to many places before the Coronavirus.							
6	Visiting to Innwa again makes as the interesting places.							
7	Recommended to friend and relative to visit to Innwa.							
8	Sharing my knowledge and experience to my friend.							
9	Encouraging friends and family to visit to Innwa.							
10	Sharing the information of the special place.							

APPENDIX B

Table 4.5 Residence of Tourists Respondents

Residents City	No. of Respondents	Percent
Yangon	46	11.8
Mandalay	146	37.4
Monywa	7	1.7
Sagaing	57	14.6
Amarapura	15	3.8
Bago	2	0.5
Shwebo	8	2
Hpa-An	3	0.8
Homalin	1	0.3
Innwa	3	0.8
Kawlin	2	0.5
Kengtung	1	0.3
Kyaukpadaung	6	1.5
Kyaukse	3	0.8
Lashio	2	0.5
Loikaw	2	0.5
Magway	3	0.8
Maubin	1	0.3
Mawlamyine	2	0.5
Mawlight	1	0.3
Meiktila	3	0.8
Minhla	1	0.3
Mogaung	1	0.3
Myinmu	4	1.0
Myitkyina	2	0.5
Myitnge	5	1.3
Naung U	2	0.5
Nay Pyi Taw	22	5.6
Pyay	1	0.3
Pakokku	6	1.5
Pyin Oo Lwin	6	1.5
Patheingyi	2	0.5

Phakant	1	0.3
Phyapon	1	0.3
Pyinmana	1	0.3
Singapore	1	0.3
Sinku	1	0.3
Tachileik	1	0.3
Tada U	3	0.8
Taunggyi	1	0.3
Thanlyin	6	1.5
Thantaunggyi	1	0.3
Thanbeikkyin	1	0.3
Thazi	1	0.3
Taungtha	1	0.3
USA	2	0.5
Wuntho	1	0.3
Yatsauk	1	0.3
Total	390	100.0

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.743[a]	.553	.549	.45162	1.902

a. Predictors: (Constant), Enjoyable, Pride of Place, Self Determination

b. Dependent Variable: Behaviourr Intention

Model		Sum of Squares	df	Mean Square	F
1	Regression	97.314	3	32.438	159.037
	Residual	78.730	386	.204	
	Total	176.044	389		

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.580	.169		9.349	.000
	Self Determination	.293	.050	.301	5.845	.000
	Pride of Place	.185	.044	.198	4.230	.000
	Enjoyable	.261	.038	.344	6.919	.000

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.725[a]	.526	.523	.46440	1.852

a. Predictors: (Constant), Secondary Group, Primary Group

b. Dependent Variable: Behaviourr Intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	92.582	2	46.291	214.642	.000[b]
	Residual	83.463	387	.216		
	Total	176.044	389			

a. Dependent Variable: Behaviourr Intention

b. Predictors: (Constant), Secondary Group, Primary Group

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.472	.172		8.567	.000		
	Primary Group	.343	.036	.427	9.528	.000	.611	1.637
	Secondary Group	.350	.041	.378	8.438	.000	.611	1.637

a. Dependent Variable: Behaviourr Intention

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.795[a]	.632	.630	.40903	1.830

a. Predictors: (Constant), Social Factor, Personal Factor

b. Dependent Variable: Behaviourr Intention

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	111.297	2	55.649	332.619	.000[b]
	Residual	64.747	387	.167		
	Total	176.044	389			

a. Dependent Variable: Behaviourr Intention

b. Predictors: (Constant), Social Factor, Personal Factor

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.828	.160		5.178	.000		
	Personal Factor	.464	.044	.451	10.577	.000	.523	1.912
	Social Factor	.395	.041	.414	9.704	.000	.523	1.912

a. Dependent Variable: Behaviourr Intention

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.779[a]	.607	.606	.39907	1.949

a. Predictors: (Constant), Behaviourr Intention

b. Dependent Variable: Behaviour

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95.248	1	95.248	598.069	.000[b]
	Residual	61.792	388	.159		
	Total	157.040	389			

a. Dependent Variable: Behaviour

b. Predictors: (Constant), Behaviourr Intention

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.443	.149		9.669	.000		
	Behaviourr Intention	.736	.030	.779	24.455	.000	1.000	1.000

a. Dependent Variable: Behaviour