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MOTIVATION AND REVISIT INTENTION OF
INTERNATIONAL TOURISTS IN KALAW

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A thesis submitted to the Board of Examiners in partial fulfillment of the requirements for the degree of Master of Business Administration (MBA)

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ACCEPTANCE

This is to certify that the thesis entitled “**Motivation and Revisit Intention of International Tourists in Kalaw**” has been accepted by the Examination Board for awarding Master of Business Administration (MBA) degree.

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ABSTRACT

The purpose of this study includes to find out the affecting destination attributes and motivation factors on tourists' satisfaction based on visit experience. It explores whether international tourists trip experiential satisfaction affect on revisit intention towards Kalaw. This study is done by considering the pull and push theory. Primary data are gathered from 133 visitors from selected 10 tour agencies. The study revealed that among five destination attributes, nature, culture attraction, friendly people, and climate has strong positive effect on the experiential satisfaction of the international tourists. Among them, nature of Kalaw has the greatest positive effect on experiential satisfaction. The study found that all push factors (motives) have positive effect on the experiential satisfaction of the international tourists. Among them, adventure has the greatest positive effect on experiential satisfaction. The survey data revealed that between pull and push motivation factors, pull factors (destination attributes) have more positive impact on experiential satisfaction. The results of the study show that experiential satisfaction has positive impact on the revisit intention of the tourists. According to the findings, it is suggested that officials and policy makers should pay attention to natural attributes not to be destroyed in the future. In addition, Myanmar hotel and tourism ministry should develop more adventure tours and arrange rescue teams for the safety of the visitors to increase experiential satisfaction. By following these suggestions, the revisit intention of the international tourists can be raised and thereby, lead to promote the tourism related industry in Kalaw.

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CHAPTER (1)

INTRODUCTION

Tourism has come a popular rest exertion, and it is important for countries because of the vast amount of money it brings in for businesses with their goods and services, as well as the chance for employment in tourism-related service industries. Transportation services like cruise ships and cabs, lodging services like hotels and entertainment venues, and other hospitality industry services like resorts are all examples of these service businesses. The tourism industry is one of the world's largest and most rapidly expanding industries. It is a highly important aspect of the service industry that has a big impact on the economy because it happens all over the world.

Myanmar's tourist industry is critical to the country's economic growth. Tourism development is rconceded as a significant factor in rural and suburban economic growth. In the event of a national economic downturn, tourism expansion is seen as a viable economic option for regional economic development. The tourist industry's growth aids in the stimulation of regional tourism flows and income. The number and magnitude of tourist attractions, the extent of supporting infrastructure, the rate of regional economic progress, the volume of international trade, and events linked with specific locations are all factors to consider. Numerous economies throughout the world are attempting to build revenue-generating tourism attractions as well as job possibilities and the creation of a harmonious image for their region.

Since 1996, when the promotional event Tourist Myanmar Year was launched, tourism in Myanmar has grown significantly. Stated by (Collins & Lipp, 1992), factors include the Ministry of Tourism's extensive advertising activities in numerous countries, as well as promotion at every tourist site and destination in the country.

Tourists frequently return to the same place or city, despite having previously visited. As a result, there must be a compelling motive for them to return to a location where they have already visited. The atmosphere, activities, and the city's local cuisine may be the primary reasons for returning to the same place.

One of the most studied aspects of tourism research is travel motivation. People travel, according to literature, because psychological factors that are natural and drawn by destination features compel them to make travel decisions. As a result of these push and pull effects, travel satisfaction with travel experiences adds to revisit intention. The socio-psychological,

according to (Woodside, 2005), demands that motivate a person to travel to a specific location are referred to as push factors. Utmost of the drive are intrinsic and intangible motivations that motivate people to travel. The desire to escape, leisure and relaxation, adventure, prestige, and social connection are all socio-psychological factors. By, (Kassean & Gassita, 2013)., extrinsic motivations are extrinsic motives that have arisen as a result of the attractiveness of the destination as a result of mass publicity, promotion, or any other means of giving that place an image.

In Myanmar, there are many lovely spots to visit, but Kalaw City is the most popular among tourists. It is the final destination for travelers who visit Kalaw. The Kalaw Tourist Committee works to develop beautiful destinations and environments that are simple to reach from Kalaw, in order to broaden the travel route and assist tourism growth.

It is critical to understand the motivations of foreign tourists visiting Kalaw in order to develop tourism in the city. The ability to comprehend traveler motivations is expected to aid in the development of appropriate strategies for attracting foreign tourists to Kalaw. As a result, the purpose of this study is to investigate the motivations of international visitors visiting Kalaw in order to determine their happiness and whether they wish to return to Kalaw.

1.1 Rationale of the Study

Both domestically and globally, the tourism market is fiercely competitive. This condition may enable the entire industry to seize the finest possibilities and acquire a competitive advantage over competitors by implementing the appropriate strategies. Because of certain large international chained travel and tour businesses, the Myanmar tourism industry is now very competitive. Within our country, tour operators build fresh places and interesting programs for repeat guests.

Destinations are made up of a variety of characteristics that have a significant impact on visitors at various times. Individuals' destination selections are substantially influenced by a favorable picture of a destination produced by a combination of the location's features (e.g., stunning landscape, shopping options, cultural exchange, infrastructure, safety, and activities). Furthermore, tourist happiness and future behavior, such as revisits and word-of-mouth publicity, are influenced by the performance of destination qualities. The ability of a resort to give pleasurable, memorable experiences determines its competitiveness.

Cultural experiences, adventure tourism, social contact, escape, relaxation, and attraction are some of the motivations. Tourists visit for the purpose of their curiosity of tourist

destinations. Tourists may travel for a variety of reasons, including to enjoy cultural diversity and to engage in and learn about local cultures (ritual, the values embraced, music and dances typical of the region). Tourists seeking adventure tourism seek out interesting activities (i.e. adventure) such as the outdoors, wilderness, and so on. Social involvement with locals is one way to achieve social contact.

The colonial-era hill-station of Kalaw is Myanmar's most popular trekking destination. Kalaw is the ideal site to begin your walk across Southern Shan State, as it is surrounded by breathtaking landscape, rich ethnic diversity, over night home stays at local houses or monasteries, and a wonderful stop in its own right. As a result, if the region can be enhanced to attract international tourists, it can help Myanmar's tourism sector thrive.

Understanding the motivation factors of tourists, their contentment, and their intention to return are crucial considerations in developing an effective plan for boosting the tourist sector in Kalaw. The purpose of this study is to assess the push and pull factors that fascinate tourists to Kalaw, as well as the effectiveness of those forces.

1.2 Objectives of the Study

The study's main objectives are:

- (1) to identify the influencing destination attributes on international tourist experiential satisfaction;
- (2) to investigate the influencing motivation factors on international tourist experiential satisfaction; and
- (3) to examine the effects of experiential satisfaction on international tourists' revisit intention.

1.3 Scope and Method of the Study

The purpose of this study is to look at how pull and push factors influence experiential pleasure in Kalaw, as well as the impact of experiential satisfaction on tourists' intentions to return to Kalaw. In this study, an analytical research method was applied. The poll is based on international visitors that have visited the Kalaw area. Due to a time constraint, visitors from other places or regions are not included in this survey research. Pull and push factors are employed in this study to examine revisit to intention at Kalaw. This study will take place between July and November of 2021.

The research used a two-scale random sampling technique. By employing a simple random selection procedure in the first step, this study covers just 15% (19 travel and tour companies) of Yangon's 126 travel and tour companies. In the second stage, 133 respondents are chosen at random from each tour, with seven visits per tour. This study collects both primary and secondary data. Primary data is obtained from a small group of people using structured questionnaires on a 5-point Likert scale. Second, data is acquired from publicly available data, reports, research papers, and other sources of pertinent information.

1.4 Organization of the Study

There are five separate chapters in this study. The first chapter covers the paper's introduction, reasoning, objectives, scope, technique, and limitations. The theoretical underpinning is provided in Chapter 2 with a return to intention based on the study's pull and push factors. The third chapter discusses Myanmar's tourism business as well as the destination of Kalaw's attribute. Chapter four investigates the effects of destination attributes on international tourists' experiential pleasure and their desire to return to Kalaw. The fifth chapter contains the conclusion, which is described by the findings and discussions, proposals based on the questionnaire results, and recommendations, as well as the necessity for more research.

CHAPTER (2)

THEORETICAL BACKGROUND

The focus of this chapter is on the destination features and motivations of visitors' experiential happiness, which have an impact on their desire to return to Kalaw in Myanmar.

2.1 Importance of Tourism

The tourism industry is one of the world's largest and most rapidly developing industries. As a global phenomenon, it is an integral aspect of the service industry, which has a significant impact on the economy. Travel and tourism is a booming business, according to the World Travel and Tourism Organization (WTTC).

The growing importance of tourism in the global economy has resulted in an increase in the number of studies on travel motivation. One of the most investigated issues in the tourism literature is travel motivation based on the research done by Frederick and Adongo (2015). In recent years, there has been a tremendous rise in research on that topic. (Crompton, 1979; Prayag & Ryan, 2010) pointed out that people take a trip because they are compelled to do so by psychological factors that are innate, as well as by the characteristics of the destination. In this way, depending on these push and pull pressures, stated by (Pratminingsih, Lipuringtyas & Rimenta, 2014), travel satisfaction with travel experiences adds to revisit intention.

Vuuren and Slabbert (2011) claim that the tourism industry's steady expansion is dependent on tourists' travel decisions, which are reflected in their travel behavior. They claimed that choosing a location has always been a significant component of tourism literature, and that there are many factors that influence travel decisions. Culture, travel motivations, finances, and previous experiences, among other things, are among these determinants. Tourism is influenced by a variety of factors that govern its relative distribution according to Cooper and Hall (2008). Travel motivations are an important aspect of travel behavior that has been extensively studied and used in tourism marketing techniques. People travel to different areas and destinations because they want to get fresh experiences.

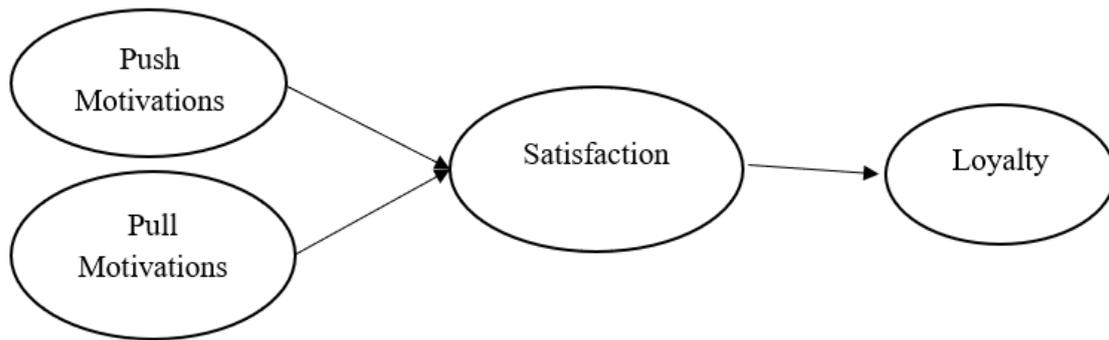
2.2 Pull and Push Theory

Consumer motivation is critical to consumer behavior, and consumer motivation theory is the foundation of this research (Swarbrooke & Horner, 2001). Bases of motivation The push-pull framework technique can be used to describe visitor behavior. According to Prayag and Hosany (2014), the push-pull theoretical framework is a common theory to explain why tourists choose to visit a particular site over another, the type of experience they want to have, and the type of activity they want to participate in. A tourist's motivation to travel can be influenced by a wide range of circumstances. Several researchers have provided their own list of motivators, such as (1) escape (2) recuperation and regeneration (3) recompense and social amalgamation (4) communication (5) liberty and self-determination (6) self-realization (7) happiness (8) mind broadening Krippendorf (1987).

Correspondingly, Swarbrooke and Horner (2001) proposed a typology model of motivation, classifying motivators into six categories: physical motivators (relaxation, suntan, exercise and health, and sex), emotional motivators (nostalgia, romance, adventure, escapism, fantasy, and spiritual fulfillment), personal motivators (visiting friends and relatives, making new friends), personal development motivators (increased knowledge and learning new skills), and status motivators (sightseeing and experiencing new societies.).

Social engagement, the need for escape, adventure, relaxation, and self-exploration are all push factors for psychological encouragement. The push factor refers to the factors that influence and direct someone's decision to travel (Chen, 2015). Dann (1977) questioned this assertion, believing that both internal and exterior factors influenced travelers' verdict significantly. Dann (1977) went on to divide motivators into two categories: push factors and pull factors. Pull elements (e.g., destination pricing, climate, culture, etc.) are supply components from attractions or destinations, whereas push factors (e.g., value, belief) were used to satisfy demand. Figure 1 depicts Dann's theory (2.1).

Figure (2.1) Pull and Push Theory



Source: Dann (1977)

Motivation is defined as the underlying force to rise and influence directly on one's behavior. When a person desires to meet their requirements, they get motivated. Push-pull forces claimed by (Prayag and Hosany, 2014) that influence visitor behavior are usually associated with motivation. A sociopsychological visitor contract that affects their motivation to attend an attraction and location is known as push factors (peaceful, loneliness, to feel a new experience, etc.). The quality of the setting noticed by (Beh and Bruyere, 2007) that draws individuals to a certain attraction or destination is known as the pull factor.

The image of the destination is the visitors' view of the tourism spot as a whole. When tourists choose a place, the image of the destination is a major aspect and motivator. Perception of a person's experience as it relates to his feelings entails a combination of stimulant experience and activity as a response or response to the stimulant. Perception is the way a person feels, thinks, and reacts to the information they get from their surroundings. Positive image perception from a destination, noted by (Chen, 2015), has become the most popular option among the other options. As a result of the poor image, the number of visitors will decrease.

The fundamental contributors to travel decisions, based on the study of Dann (1977), were two factors: push and pull. When it came to push and pull factors as internal and external, according to Crompton (1979) concurred with Dann (1977), travel motivational forces. The push and pull forces, according to Mannel and Ahola (1987), are two sorts of personal and interpersonal demands that are met through travel.

2.2.1 Pull Factor: Destination Attributes

Destination qualities are measured the lead factors in pull factors, as they go hand in hand with tourist incentives to assist tourists in choosing a destination to visit. These characteristics are known as pull factors, external factors, or extrinsic elements. Tourist motives, on the other hand, are endogenous elements that motivate tourists to travel. It is also known as demand that is generated as a result of destination characteristics done by (Klonsky, 2002). A favorable image of a location is produced by a combination of the destination's features (e.g., shopping possibilities, attractive landscape, cultural exchanges, safety, infrastructure, and activities) that greatly influences persons' destination choices (Kim, Hallab, & Kim, 2012). Jani, Jang, and Hwang (2009) classified pull destination characteristics into eight categories of tourism resources. Natural resources, cultural heritage, festivals, leisure and sporting activities, recreational activities, lodging, shopping, and gastronomy are among them.

(Yoon & Uysal, 2005) stated that tourists are compelled to travel to a destination by destination qualities, which are exterior, situational, or cognitive features. To put it another way, the tourist is drawn to the destination's features as a result of publicity, promotion, or other means, resulting in a perception of the destination. It is undeniable that the pull effect has a significant impact on the motivations of tourists to travel. (Uysal & Hagan, 1993) noted that material resources or the tourist's perceived expectations can be considered destination qualities.

McGee et al. (1996) confirmed that pull motives are those that are stimulated and reinforced by a destination's appeal, such as beaches, recreation facilities, cultural attractions, and entertainment, natural scenery, shopping, and parks. Furthermore, driving forces are classified as positive or negative, with positive ones boosting an individual's desire to travel to specific destinations and negative ones, such as anxieties and aversions, causing an individual to avoid certain destinations. Potential activities supplied to the tourist may be referred to as essential qualities of the destination when relating pull motives further to the destination.

The pull factors are a collection of amenities and services that all add to the destination's appeal to individuals in a decision-making situation (Hu & Ritchie, 1993). When a tourist decides to travel, it is the pull factors that influence their choice of place. The destination qualities or drawing powers claimed by (Oh and colleagues, 1995), that respond to the motivations' push elements are known as pull factors.

2.2.2 Push Factor: Motive

(Schiffman & Kanuk, 2007) noted that a strong inward want to undertake an action is referred to as motivative. Everyone's motives is distinct from one another, indicating a wide range of individual requirements. People who understand their needs or aspirations tend to attempt to achieve those needs or desires while denying the things that are problematic based on the finding of Schiffman and Kanuk (2007).

Chahal and Devi (2015) characterized the travel experience in a place was made sense of by the allure of the travel place, for example, its convenience, man-made attractions, public services, sensible convenience, convenience offices, government drives, one of a kind objective ascribes, objective mindfulness credits, traveler mindfulness about destination recognitions.

In addition, Kim et al. (2003) identified four broad aspects of specific push factors that are more applicable to the setting of luxury holiday travel: family togetherness, appreciation of natural resources, escape from everyday routine, and creating friendship and adventure. The push dimension of visiting festivals, according to Lee, Lee, and Wicks (2004), can be broken down into cultural exploration, sociability, family togetherness, novelty, and escapism. These push factors are acknowledged as the initial step in making a decision and can be used to explain why tourists wanted to attend the 2000 World Culture Expo. Huang and Hsu (2009) were also interested in determining the motive of Chinese visitors visiting Hong Kong. They discovered that prestige, culture, and novelty seeking were the motivating elements in this case after reviewing 470 questionnaires. A core of travel push motivation aspects, such as relaxation, getaway, relationship enhancement, and self-development, appeared to be the central support of motivation for all visitors highlighted by Pearce and Lee (2005).

2.3 Experiential Satisfaction

In this leisure, pleasure, and opulent industry, tourist happiness is critical and logical. This is because happy travelers are less price sensitive, and if everything goes well on their vacation, noted by (Nageshwar & Das, 2002), they will rave about the tourist attractions, travel agencies, tour guides, hotels, caterers, and so on. As a result, there is a link between tourist contentment and long-term economic success of a destination (Akama & Kieti, 2003). Tourist satisfaction is the most important variable to examine for tourism's long-term viability, because (Saleh, Omar & Yaakop, 2013) noted that it influences one of the tourist's decisions to visit a

location. Furthermore, (Chang, 2014) explained that tourist satisfaction influences travelers' willingness to purchase tourism products and services again.

(Severt et al. 2007) noted that satisfaction is a feeling of pleasure that visitors have as a result of travel experiences involving product or service attributes that are in line with tourists' expectations and aspirations. (Tsaour et al., 2007; Wu & Li, 2017) claimed that tourist expectations are compared before and after their trip to determine satisfaction. Various factors influence tourist satisfaction, one of which is experiential marketing.

(Schmitt & Zarantonello, 2013) explained that experiential marketing is a consumer-driven method that combines tourists' emotions with activities and facilities that leave a lasting impact. Quintal & Polczynski (2010) looked into the link between perceived attractiveness, quality perception, value perception, risk perception, and satisfaction, while Prayag & Ryan (2011) looked into the role and impact of destination images, place attachments, and personal engagement on visitor satisfaction in Thailand.

The study looked at five antecedents of traveler happiness based on these backgrounds: traveler expectations, perception of quality, value perception, image of destination, and cost and risk. The norm theory, introduced by Latour and Peat (1979), employs some type of comparison standard. Visitors compare the current place to other alternative destinations they have visited in the past, and the difference between the current and previous experiences is used as a standard for determining travel pleasure. The equity theory was proposed by Oliver and Swan (1989). Travel satisfaction, according to this notion, is the relationship between the money and time spent on vacation by travelers and the benefit and useful time received from the destination they visited.

Public facilities, recreational subjects, accommodation facilities, staff services, management, currency costs, time costs, and information costs are among the eight aspects that influence satisfaction, according to Lai (2003). Product and service satisfaction, people and culture, safety and cleanliness, and overall satisfaction (Sangpikul, 2018) are four markers of traveler satisfaction. Products and services connected to tourist attractions and the services supplied by travel service providers. People and culture, with a focus on the hospitality service manager, are conveyed at the same time as the friendliness of the residents and the local culture. One of the reasons travelers visit is for the uniqueness and novelty, thus the manager must be able to recognize the synergy between the trip program, tourist attractions, and the local towns' attractions. Aspects of safety and cleanliness pertain to the safety of tourists when they visit and enjoy the sights, as well as the environmental hygiene of tourist locations. The theory found by (Wu and Li, 2017), tourist satisfaction has significant ramifications for behavioral intention.

2.4 Revisit Intention

The intention is at the heart of destination loyalty based on the theory of According to Khung and Ha (2014). Consumer loyalty noted by according to Augustyn and Ho (1998) is crucial to a product and service in every market. Attracting new customers is six times more expensive than keeping existing customers. The value of loyal customers is estimated to be ten times greater than the cost of a single purchase. They serve as a second channel for promoting a product or service by passing on informal recommendations and information to friends, families, and other possible visitors to a destination. As a result, service providers will be able to increase income while lowering marketing costs.

The visitor's desire to return to the same tourist site is based on their understanding of the revisit aim. The concept of revisit intention is derived from behavioral intention. The behavior of replicating a previous happy experience is known as behavioral intention stated by Pratminingsih et al. (2014). The desire of tourists to return to a particular tourist destination (i.e. repeat visitors) had a beneficial impact on the destination. The tourist location gets more money while cutting costs and promoting itself. The cost of promoting a tourist destination mentioned by (Chen, & Del Chiappa, 2018) is paid by repeat visitors. Tourist loyalty has been considered a form of customer loyalty.

If a tourist experience in a destination is regarded a product, visitors may choose to return or suggest it to friends and family, resulting in favorable word-of-mouth (Yoon & Uysal, 2005). The intention to re-visit/repurchase has been an extensively used metric for measuring visitor behavioral loyalty, according to Hung & Petrick (2012). Wang (2004) also discovered that repeat visitors stay longer, take fewer excursions, and participate in the activities of a greater number of individuals in the location than first-time visitors. In addition, it was discovered that repeat visitors spent significantly more money on shopping, meals, hotel expenses, and transportation than first-time visitors.

The desire to return to a tourist site is one of the most popular tourist intentions. In terms of (Rayan, 2002; William and Buswell, 2003), tourists exhibit three sorts of behavior during three separate periods of their visit: prior to the visit, during the visit, and after the visit. Tourists are encouraged to return to these places because of their positive experiences. Zabkar (2010) found that destination qualities influenced perceived quality, which in turn influenced satisfaction, which, curiously, led to a desire to return. Observed by MostafaviShirazi and Mat Som (2010), re visit as an indicator of loyalty in tourism destinations that is substantially

influenced by destination features. The destination image and pleasure as important variables, identified by Chen and Tsai (2007), that were substantially influenced by behavioral intention.

The term "revisit intention" comes from the term "behavioral intention." Visitors' intentions to return to a certain destination can be influenced by the venue's performance, such as marketing efforts and word of mouth about new attractions (Aziz et al., 2012). The intention to revisit might be viewed as an extension of satisfaction rather than a catalyst for revisiting from the decision-making process. The revisit intention can be defined as a strong desire to return to a restaurant, whether or not one has a favorable opinion of the service provider.

Both push and pull elements that operate as tourist incentive, according to Yoon and Uysal (2005), have a significant impact on destination loyalty as evaluated by the likelihood of revisit intention and word-of-mouth recommendation. In reality, the likelihood of recommending a product or service to others, the likelihood of purchasing a product or service again, and overall happiness are all good indications of customer loyalty. Return visits are extremely important to a destination's tourism economy.

2.5 Previous Studies

There is a link between tourists, explained by Yeh (2000), overall happiness with their leisure activities and their intention to return. Researched by Chien (2012), tourism satisfaction has a direct and significant positive relationship with the intention to return. In a poll of 465 foreign tourists, Chen et al. (2017) looked at tourists' intentions to return to a destination. The investigation's findings clearly show a favorable association between pleasure and the desire to return.

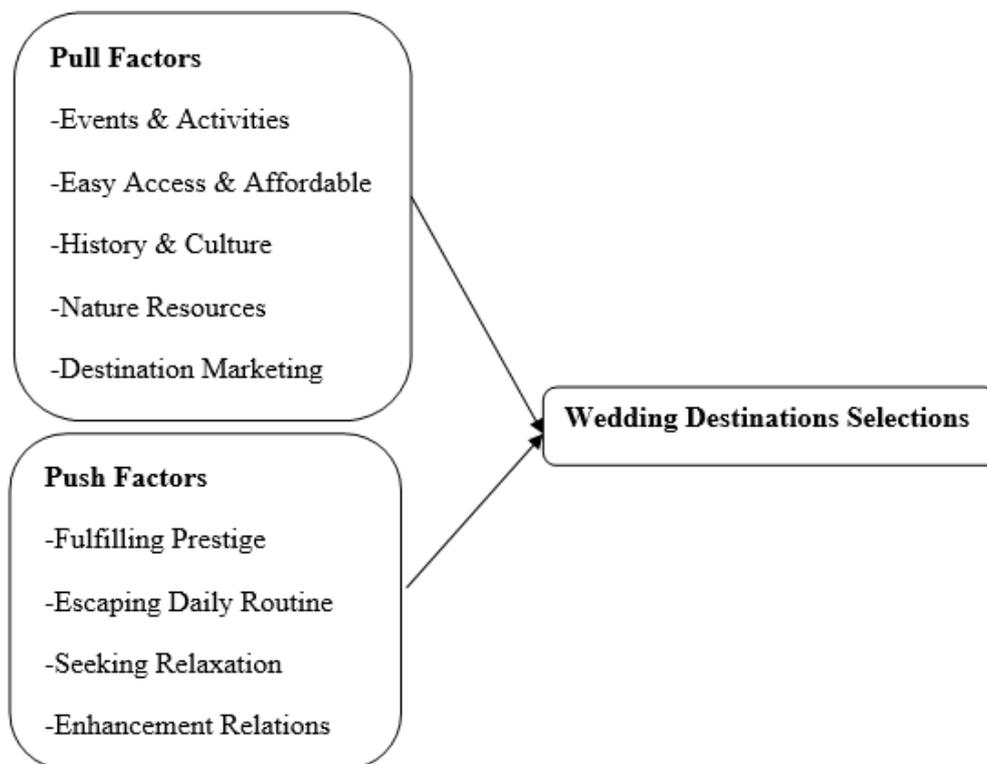
The impact of push and pull variables, as well as political stability, on destination image, tourist satisfaction, and revisit intention was studied by Ansaari (2019). He administered the questionnaire to international tourists over the age of 18 in seven distinct beautiful sites in Abu Dhabi to collect the primary data. He drew a sample of 406 visitors to Abu Dhabi. The findings suggest that tourists' perceptions of the push and pull elements, as well as political stability, are antecedents of a desirable destination image. Furthermore, political stability and the image of the place have a significant beneficial impact on tourist satisfaction and intent to return.

Customers' reasons for choosing wedding banquet venues are examined in a study titled consumers motivations for choosing wedding banquet venues. In reality, the process of picking

a wedding banquet site is comparable to that of selecting a holiday destination. Customers, in particular, assess the internal and external influences that push and pull them to choose a location before making a decision.

To investigate the selection of wedding banquet locations, Lau and Hui (2010) used intrinsic and extrinsic selection criteria consisting of 25 venue features and 11 personal qualities. Employee attitude was determined to be the most important among the 25 venue qualities. The first impression was the most influential of 11 personal traits, while an auspicious wedding date was the least influential. Lau and Hui's conceptual framework is shown in Figure 2.2.

Figure (2.2) Conceptual Framework of Lau and Hui

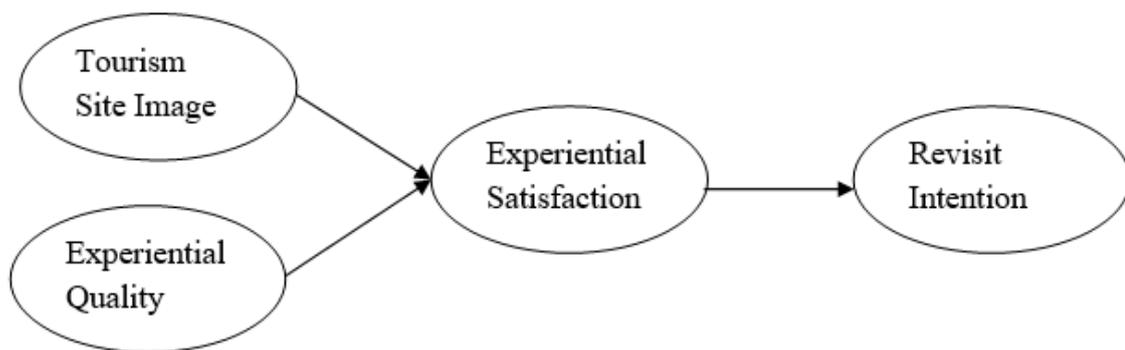


Source: Lau and Hui (2010)

The findings imply that wedding banquet venues are valuable resources that can help people achieve prominence. Pull and push variables are also used to highlight exploratory elements. This study illustrates the fact that decision makers are more concerned with the environment and facilities of venues than with the wedding services supplied by the venues.

According to the study Experiential Quality and Image of MuaraBeting Tourism Site, the likelihood of repurchasing a product or service is determined by the level of consumer satisfaction with the product or service. According to a recent study by Sim and Lee (2013), satisfied consumers are more inclined to buy again. The travelers' favorable feelings about their holiday in terms of empirical research, will increase the likelihood of their desire and intention to return. Similarly, when tourists have more fun than they anticipated, stated by (Ross,1993), they are more likely to return rather than visit another tourism location in the future. Sim and Lee's conceptual framework is depicted in Figure 2.3.

Figure (2.3) Conceptual Framework of Sim and Lee



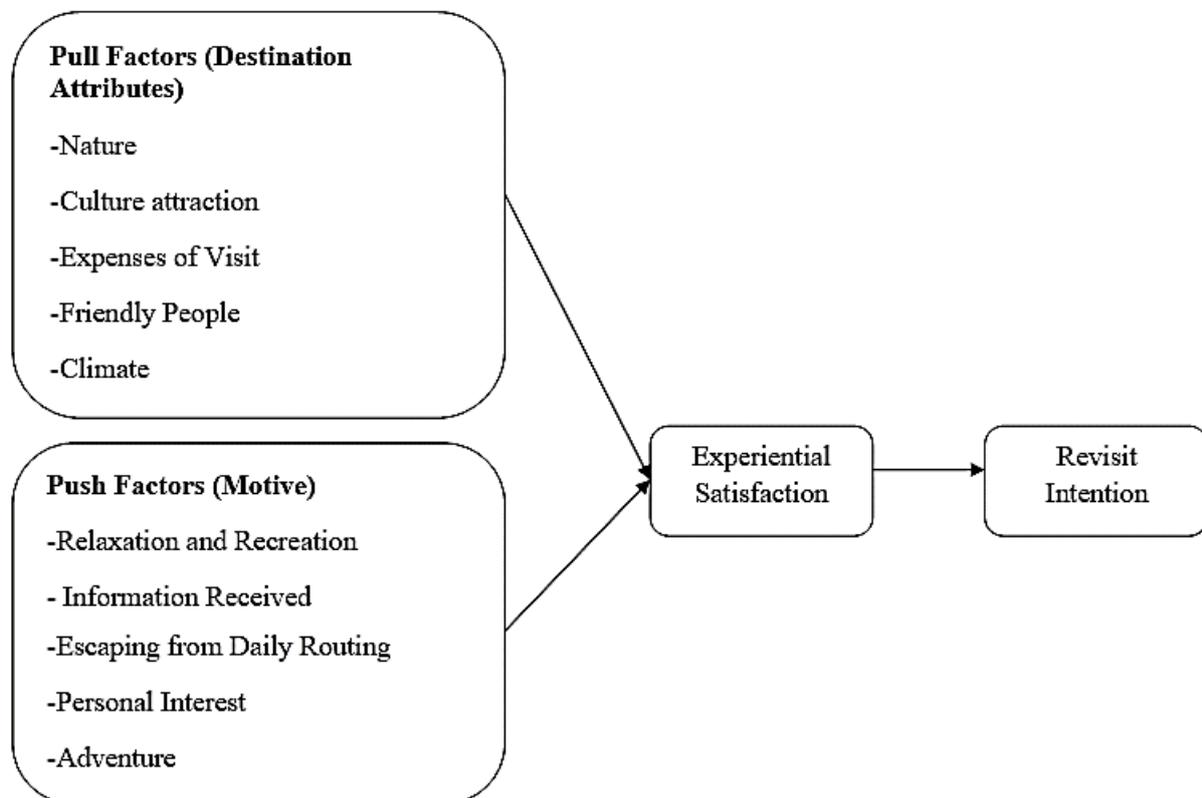
Source: Sim and Lee (2013)

Quality is the representative of all consumed experience, and image is the image of all consumed experience. As a result, the perceived experience quality will have a direct impact on the perceived image, as evidenced by the fact that experiencing quality has a considerable impact on the perceived image. Additionally, the perceived experiential quality is an essential predictor in the creation of the perceived image in the context of tourism objects. In addition, the study employed image as a major variable that was linked to other variables such as experiential fulfillment and revisit intention. The perceived image, along with other variables such as "experiencing satisfaction" and "return intention," is a significant aspect in better understanding the visitor's experiential quality (Jin et al.,2013). The customers who are pleased with the image of a pedestrian tourism attractions are more likely to return discovered by Huang (2011).

2.6 Conceptual Framework of the Study

The study's conceptual framework was derived from Lau and Hui (2010), who sought to establish a link between travel motivation and satisfaction among foreign tourists to Kalaw. The relationship between travel motivation and happiness of local visitors is investigated using the Push-Pull motivation theory. According to prior research, the effect of experiencing satisfaction on revisit intention is a consideration in this study. Again, the pull factors (destination features) and push factors (motives of the tourists) are the key determinants of experiencing fulfillment. The conceptual framework is built as follows, based on theoretical notions and past study findings.

Figure (2.4) Conceptual Framework of the Study



Source: Own Compilation Based on Previous Studies (2021)

The study's conceptual framework shown in Figure (2.4), which is founded on the concepts of push and pull factors, as well as experiencing fulfillment. Both pull and push influences are considered independent variables. Lau and Hui's conceptual framework (2010) created the terms "pull factors" and "push factors". Nature, culture attraction, visit expenses,

nice people, and climate are examples of pull forces, while leisure and recreation, knowledge gained, escape from daily life, personal interest, and adventure are examples of push elements.

The features and motives of a destination may have an impact on international tourists' pleasure with their trip. In addition, this study used the conceptual framework of Sim and Lee's (2013), which looked at tourist satisfaction and intent to return.

The link between pull-push elements and experiential happiness is the topic of this study. It also investigates the link between visitor satisfaction with their experience and their desire to return to Kalaw.

CHAPTER (3)

BACKGROUND OF TOURISM INDUSTRY AND DESTINATION ATTRIBUTES OF KALAW

This chapter approaches Myanmar's tourism industry. Concerning with tourism industry's growth, this chapter introduces Kalaw's destination characteristics, which can be considered as significant. The profiles of the respondents are explained at the end of this chapter.

3.1 Tourism Industry in Myanmar

Tourism can be determined a non-smoking industry that can help with the improvement of the region's environmental zones, social, cultural, socioeconomic development and economic success.

Myanmar's tourism industry is booming, and it's one of the best ways to receive foreign earnings similarly to other countries. Myanmar is rich in natural resources and a variety of interesting tourism locations for international travelers around the world and their exploring habits lead to see and learn about new places and cultures.

Numerous religious temples and pagodas along with snowcapped mountains, archaeological monuments, lush woods, land locations, natural lakes, rivers, various flora and wildlife, and beautiful beaches can be widely occurred in Myanmar. Myanmar occupies 135 ethnic groups, each with its particular dialects, traditions, and traditional arts and crafts and all those things make Myanmar attractive in Asia's most fascinating destination. Based on Myanmar's tourist sector, the trip packages are available as Cultural tours, ethnic tours, flora and fauna tourism, hiking and trekking tours, beach tours, and pilgrimage tours according to the Asian Development Bank (ADB, 2012).

In recent years, Myanmar, with its own set of attractions, has grown in popularity as a tourist place. As a result of several reform initiatives taken since 2011, people from around the world have had a chance to see personally more about Myanmar's friendly culture, hospitality, rich cultural heritage and diverse scenery. Myanmar has become a charming tourist destination resulting for its political and economic reforms, attracting visitors from all over the world.

Thus, the number of travel agents have been established increasingly as Myanmar's tourism business has been growing since 2011. With a 260 percent growth rate, the number of travel businesses and tour companies increased from 687 in 2010 to 1350 in 2013 and 2483 in 2016, and then proceeded to more and more at a 28.39 percent rate to 3188 in 2019. The total number of international visitors has also increased through 2019. However, because to the COVID-19 global pandemic, based on the calculation of (Ministry of Hotels and Tourism, 2020), the number of foreign tourists has lessened vividly in 2020, from over 4.3 million in 2019 to less than one million in 2020. As can be seen, the tourism industry, like that of other countries, has suffered a major decline. Therefore, the authorities and tourism business firms are trying many ways to go along with Covid 19 for the new normal travel purpose and find the ways for how to develop the country's tourism economy thru the workshop, meetings, and survey.

3.2 Destination Attributes of Kalaw

The pleasant hilltop city, Kalaw is sited in Shan State, 50 kilometers from the prominent Inle Lake and the beautiful city Kalaw was featured as resort spot by the British during the colonial era. It is positioned 1320 meters above sea level and is one of Myanmar's most beautiful cities with nice weather. The climate is comparable to that of western countries, and the location is surrounded by mountains with nice senery. Due to the fact that, Kalaw is recognized for its nice weather, well-kept streets, pure air, vibrant flowers, and blooming flowers and big vegetation.

The prominent places to visit are Kalaw Railway station, Kalaw market, Shwe Oo Min Pagoda, Thein Thaung Phaya, Aung Chan Tha old buddhist temple, Christ the King church, Myin Ma Hti hamlet, Hnee pagoda, and Plan Bee Beekeeping facility. There is also a family-run elephant camp and a Green Hill Valley elephant camp, according to (2014, Myanmarinsider), both of which are better than any other elephant camps in Myanmar.

The accessible to Kalaw is by bus or train. Between the two cities of Yangon and Kalaw, trains run frequently. Kalaw's train station is only a half-kilometer away from the heart of the city. There is a nearby airport in the city Heho and the travelers can take flight conveniently and it is about 30 kilometers southeast of Kalaw. Kalaw offers a wide range of accommodation alternatives, including hotels, motels, inns, and other facilities.

Travelers, influencers, and travel bloggers consider Kalaw to be a top destination in Myanmar. Pindaya, Inle Lake, and Taunggyi are all tourist spots in Kalaw area that can be visited. Traveling from Kalaw to Inle Lake is less expensive than traveling from Nyaung Shwe. It's also a cheaper base than Nyaung Shwe for exploring Inle Lake, Kakku, Hopong, and a local winery. Kalaw is a famous trekking destination for visitors from throughout the world. As a result, Kalaw has earned a reputation as the starting point for some of the most well-known trekking paths.

(i) Nature

Kalaw is encircled by the Shan Mountain ranges. Seasonally, the landscape changes hue, such as sesame yellow, cabbage color, purple blue, and green paddy fields. The roads and streets of Kalaw are mostly covered with crimson mud due to the red clay soil texture. While the landscape is similar to Tuscany and it is known as "Little Switzerland," the land has its unique charm and is just beautiful.

Pine trees, Mountains, bamboo groves, and native tribe places are surround and providing Kalaw to be beautiful and breathtaking. The high mountains that are around Kalaw include Tegaung mountain, which stands at 2660 feet in the east, Myinmahti mountain, which stands at 5687 feet in the west, Manawhla mountain, which stands at 5314 feet in the north, and Minelong mountain, which is at 5030 feet in the south.

Kalaw occupies a cool climate with fresh air, high mountains, and beautiful pine trees, and high mountains where guests may go hiking, adventure trips, and bird watching. A panoramic view of magnificent pines, bamboo groves, and mountain sceneries attract to visitors. Tourists can trek around famous Inle Lake and the villages of Pindaya. There are also verdant fields with plants and flowers along the hiking path.

Kalaw's Shwe U Min Paya cave lies about a half-mile from the town's center. This is a magnificent limestone cave with a many of Buddha statues. Outside the cave, there are a variety of booths offering trinkets and traditional handicrafts. Day tours to Inle Lake, Pindaya Caves, Taunggyi, Aung Ban, and Nyaung Shwe are also available. Visitors who go by car have the opportunity to stop whenever they want to see the scenery or buy souvenirs from the area.

The floating houses and gardens are very unique in Inle Lake in Shan State, as well as the indigenous natives called Intha and their distinctive water-based lifestyle. It is Myanmar's second largest lake, covering 44.9 square miles and rising to a height of 2,900 feet. Mountains

surround the lake on all sides, creating a spectacular natural background. In the lake area, there are 17 floating towns and a few gardens. Tourists can trek to the lake from Kalaw and enjoy in the breathtaking surroundings.

(ii) Culture Attraction

There are many colonial structures in many of the towns and villages because Myanmar was under British's rule until 1947. Kalaw was once a popular British vacation resort, complete with cottages, government offices, and the Christ the King church, which is remain in tact and still in use today. Kalaw merits its colonial-era name with a mix of colonial-style structures and Asian architecture. One of the tourist attractions is the town's vibrancy and prosperity. The 100-year-old Clock Tower, as well as the red brick train station, are both located nearby south of the town center. The Tazaungdaing Fire Balloon Festival in Taunggyi, 32.5 miles from Kalaw, takes place in November and is the country's major cultural event.

Kalaw is famous for its ethnic cuisines and locally taste in Shan Hill State. Traditional Shan cuisine is delicious and cheap for all types of visitors. In the local market, you may find superb Shan noodles, local fruit and vegetables, honey, and wine produced in the Kalaw region along with other things. As tasty local street food are available, local people also sell arts and crafts, including traditional fabrics. Some regions of town have been influenced by Indian and Nepalese cultures due to British brought Indians while their ruling so that it is well-known for its big population of Nepali Gurkhas and Indians, whose ancestors migrated here during the colonial era to construct roads and railroads. Many restaurants in the area serve traditional Indian and Nepalese dishes with a Burmese touch, illustrating their original influence.

Along the way to Inle Lake, villages of local ethnic minorities such as Palaung, Danu, and Pa'O can be placed. The locals have their own set style of songs and dances. The famous Keinnari and Keinnara courtship dance wearing as mythological creatures dressed up by male and female dancers, the old embodiment of masculine and feminine who become unified through dancing, has a popular traditional instrument in the form of a long Shan drum that provides the beat. In this dancing, male and female dancers dress up as legendary creatures that represent the ancient embodiment of masculine and feminine.

(iii) Expenses of Visit

The expense of visiting to Kalaw is much higher than in the average city. Luxury vacation rentals are more expensive in Kalaw due to the high property costs. There are, nevertheless, low-cost rentals and one-star hotels can be widely chosen. Additionally, some local residents allow visitors to stay in their homes as rent. Kalaw is one of the rare places in Myanmar that welcomes both tourists and tour groups.

There are a variety of lodging alternatives in Kalaw and can find to fit every budget. There are colorful buildings near the Kalaw station with clean, nice rooms and a relaxing seating area for decent, reasonable accommodations. The bulk of them are within walking distance of the town's center, although there are both luxury and budget hotels as a choice if guests are searching countryside beauty with mountain views.

(iv) Friendly People

Staying in local neighborhoods and connecting with the local residents are just a few of the community-based tourist options, available in Kalaw. According to (Report on the Township of Kalaw, 2017), there are almost 186,000 people living in Kalaw, and people regardless of race are friendly together including Shan, Indian Muslims, Bumars, and Nepails. Although the majority of the inhabitants in the mountainous area do not speak English but there is no difficulty in commuting that they are kind and eager to interact with visitors.

Tourists can take tours around villages and engage with local people with various ethnic backgrounds. Tourists will be able to learn about local customs and ways of life. Tourists arriving by rail may be allowed to stay in a local home for the night. The natives are really friendly, helpful, and truthful, and they are eager to share whatever food they have. Tourists are usually thrilled and heartily welcomed when they visit their areas.

(v) Climate

Kalaw is situated at a height of 1320 meters above sea level so that the weather is very cool and pleasant. Kalaw's climate is significantly more pleasant than the dry zone. When in monsoon, it can get very cold at night and early in the morning. Surprisingly, rainfall, in terms of according to (Hartrich,2019), can be found in summer than in winter. The average annual temperature of 19.4°C and an average annual rainfall of 75.4 inches in Kalaw.

Correspondingly to other cities in Myanmar, Kalaw occupies three seasons. The important difference is that the higher altitude of the location keeps the weather mild, fresh, and pleasant all year round. The peak tourist season is between November and February for the purpose of being the pleasant weather, bright skies, mild days, and cool evenings. The hot season runs from March to May, when the weather warms up and rains become more probable.

The monsoon period can be said as the end of May until the end of October, there are daily rains which will be significantly less than in other parts of Myanmar's coast. Even in the midst of the monsoon, the weather is moist and cold, with only brief periods of sunshine, reviewing the blooming of the colourful wild flowers.

3.3 Profile of Respondents

In this survey, the questionnaires were answered by 133 guests who have visited Kalaw at least once. Client demographic features include age, education level, gender, occupation, staying period and primary purpose in Kalaw. Table 3.1 shows the demographic data of the respondents.

Table 3.1 shows that females respondents make up 57.1 percent of all and males respondents make up 42.9 percent. Based on this data, female travelers are more likely than male travellers to explore Kalaw. The respondents who are between 31 to 40 years are 51.9% as the majority age group. The second largest age group is between 21 to 30 years, accounts for 25.6 percent of the respondents. Only 5.2 percent of all respondents are beyond the age of 60. As a result, it can be considered that the majority of tourists to Kalaw are young as under the age of thirty.

Along with the tourists' educational background, each of their review may be different. The respondents who are graduates are the majority of the respondents who lead 55.6 percent of the 133 respondents. Master's degree holders are the second-largest group, accounting for 31.6 percent of respondents. Ph. D holders are only 1.5 percent of all respondents who are the smallest group. In terms of these figures, the vast majority of international visitors are well-educated.

It can be said upon the results of the research, the respondents who work for private enterprises are 66.2 percent among 133 tourists, making up the largest group. The respondents are business owners and they are in the second-largest category, accounting for 9.8% among

133 respondents. The small percentage of the total respondents are unemployed, accounting for only 3.8 percent of all respondents.

Table (3.1) Profile of the Respondents

Sr. No	Particular	No. of Respondents	Percent
	Total	133	100.0
1.	Gender: Male	57	42.9
	Female	76	57.1
2.	Age: Under 20 years	5	3.8
	21-30 years	34	25.6
	31-40 years	69	51.9
	41-50 years	18	13.5
	Older than 60 years	7	5.2
3.	Education Level: Lower than Bachelor's degree	15	11.3
	Bachelor's degree	74	55.6
	Master's degree	42	31.6
	Ph.D. degree	2	1.5
4.	Occupation: Student	7	5.3
	Private Company Employee	88	66.2
	Government staff	10	7.6
	Business owner	13	9.8
	Freelance	5	3.8
	Retired	6	4.5
	Unemployed	4	2.8
5.	Time for visit to Kalaw: First Time	13	9.8
	Second Times	19	14.3
	Third Times	72	54.1
	More than three times	29	21.8
6.	Main Purpose: Holiday and Pleasure	24	18.0
	Trekking and Mountaineering	71	53.4
	Business	7	5.3
	Convention/ Conference	31	23.3

Source: Survey Data, 2021

The survey data presents that majority of the tourists have visited Kalaw three times and they represent 54.1 percent of the total people. The second largest group contains tourist who have visited Kalaw more than three times. Only 9.8 percent of the respondents are first time visitors. This data shows that most tourists who visited Kalaw were satisfied with the trip and had revisit intentions. Majority of these tourists visited for trekking and mountaineering and are represented at 53.4 percent. Second largest group, 23.3 percent of respondents, comes for convention/ conference. The minority of the group contains people for business trip and are measured at 5.3 percent.

CHAPTER (4)

ANALYSIS ON SATISFACTION OF TOURISTS AND REVISIT INTENTION

The customer's perception of Kalaw's destination features and their motive level are presented in this chapter. It expresses a customer's level of happiness with their experience and willingness to return. In addition, there is a discussion of the destination's features and motivation for achieving experiential fulfillment. Finally, regression is used to look at the impact of experiential satisfaction on revisit intent.

4.1.1 Destination Attributes

In this section, destination attributes of the Kalaw are examined by collecting data with structured questionnaire from 133 selected international tourists visiting Kalaw. The results of the findings are presented in Appendix (B) and the summary of mean scores of destination attributes is shown in Table (4.1).

Table (4.1) Tourist Perception on Destination Attributes

Sr.No	Destination Attributes	Mean Score	Std Dev.
1.	Nature	4.65	0.33
2.	Culture Attraction	3.48	0.69
3.	Expenses of Visit	3.67	0.64
4.	Friendly People	4.61	0.41
5.	Climate	3.90	0.88
	Overall Mean	4.06	

Source: Survey Data, 2021

(i) Nature

Nature attraction consists of the environment and natural resources that could motivate tourists to travel to the certain destination. As presented in Appendix (B), most international tourists state that they visit Kalaw because of natural attractions. This factor is the most attractive factor for the international tourists with the highest mean score (4.75) as the city is surrounded by mountains and has beautiful landscapes. In addition, the land is shaped with different color such as sesame yellow, purple blue cabbage color and green paddy fields. Many visitors also agree that they come to Kalaw to enjoy abundant natural resources since there are beautiful pine forests, bamboo groves and rugged mountain scenery for panoramic view. Tourists like cooling climate, fresh air mixed with the beautiful pine forests, and high mountains where tourists could do for trekking, adventure tours, and bird watching. In additions, international tourists are interested to wonder caves. The overall mean score (4.65) indicates that international tourists are strongly attracted to the nature of Kalaw.

(i) Cultural Attraction

International tourists may visit particular destinations in order to experience and learn about a particular culture. As shown in Appendix (B), the highest mean score factor for culture attraction is Taunggyi fire balloon festival with (4.34) as the balloon festival in Taunggyi is a colorful and exciting spectacle that allows tourist to immerse in the culture of Shan state and get acquainted with its traditions and history. Many tourists stated that they are attracted by celebrations from the diversified communities since there are more than 30 hill tribes living along the mountains in Shan state. In additions, they enjoy visiting beautiful heritage site as they enjoy visiting 100-year-old Clock Tower, one of the landmarks of Kalaw, and the red brick railway station. On the other hand, tourists are not much interested and attracted to Shan traditional handicrafts. The overall mean score (3.48) indicates that international tourists are moderately attracted by the culture of Kalaw.

(ii) Expenses of Visit

As presented in Appendix (B), most international tourists state that they visit Kalaw because of various transportation ways with reasonable price as Kalaw could be travelled by air, train, express car or private car and people could choose the way depending on their budget.

It is found that tourists could travel Kalaw region with average cost since Kalaw has both luxury hotels and budget rentals since there are several choices of accommodations in Kalaw, with something to suit all budgets. Moreover, tourists are attracted to Kalaw because they could travel to other places via Kalaw and the cost is not high. According to the overall mean score (3.67), international tourists are moderately attracted to Kalaw because of reasonable visiting price.

(iii) Friendly People

Local residents are very important for international tourists as tourists are new to the region. As shown in Appendix (B), most tourists state that local communities are helpful and this is the most influencing factor with highest mean score (4.74). Rural people at Kalaw region are also warm-hearted and friendly to tourists since local residents guide tourists and give suggestions for places to visit. Tourists acknowledge that Shan people are very sincere and obligation and they like traditional foods and hospitality as residents living on the hill side give accommodations and foods to tourists. In addition, tourists can have the chance to learn about local traditions and ways of life of residents. According to the overall mean score (4.61), international tourists are strongly attracted to Kalaw by friendly local people.

(iv) Climate

According to the survey result, relaxing atmosphere has the highest mean score with 4.14. Most international tourists like the climate of the Kalaw as it is situated at a height of 1320 meters above sea level thus its climate is much more pleasant than the dry zone. Kalaw's consistently pleasant weather throughout all seasons also attracts tourists because it has average annual temperature in Kalaw is 19.4 °C. Thus, one of the major reasons that tourists come to Kalaw is because of its calm and pleasant weather. During middle of the monsoon, Kalaw has the blossom of multicolored wild flowers. The overall mean score (3.90) indicates that tourists are attracted to Kalaw because of its climate.

4.1.2 Motives of International Tourists

Push factor or motive could indicate why the tourists decide to visit the destination rather than other place. In this study, push factors include relaxation and recreation, information received, escaping from daily routines, personal interest, and adventure. The results of the

findings are presented in Appendix (C) and the summary of mean scores of the motives is shown in Table (4.2)

Table (4.2) Tourist Perception on Motives

Sr.No	Marketing Practices	Mean Score	Std Dev.
1.	Relaxation and Recreation	3.91	0.50
2.	Information Received	3.47	0.40
3.	Escaping from Daily Routing	3.53	0.94
4.	Personal Interest	3.59	0.59
5.	Adventure	4.63	0.40
	Overall Mean	3.83	

Source: Survey Data, 2021

(i) Relaxation and Recreation

Relaxation and recreation are very important for travelers during their trip. As presented in Appendix (C), most international tourists enjoy recreational activities available in the region and it gets the highest mean score (4.54) as they could do trekking, bird watching and visiting caves at Kalaw region. It is found that many tourists visit Kalaw to relive and reduce tension since they could enjoy the nature of Kalaw and simple lifestyle along the trekking route. Furthermore, tourists acknowledge that they get physical and mental strength by outdoor activities in Kalaw. According to the overall mean score (3.91), international tourists are motivated to visit Kalaw for relaxation and recreation.

(ii) Information Received

According to the survey result, most international tourists used to search about destination to visit via online by looking at popular sites at the destination and read reviews. This is the most motivation factor and it gets the highest mean score (4.06). Tourists also take recommendation from friends and colleagues who are familiar with the destination. However, they do not go to the travel agencies or information center in order to collect the destination data as agencies could send destination information via email, viber, etc. According to the

overall mean score (3.47), information received causes moderate motivating factor for international tourists to visit Kalaw.

(iii) Escaping from Daily Routing

As presented in Appendix (C), the highest mean score (3.83) indicates that most international tourists used to take trip when they have work pressure. Kalaw offers many trip options thus tourists choose Kalaw to escape from daily routines. It is found that many respondents choose Kalaw to be away from their house because they want to feel fresh and relax. In additions, respondents state that they take trip with travel companions and choose Kalaw to do group trekking or bird watching etc. According to the overall mean score (3.53), escaping from daily routing is one of the motivators for tourists to visit Kalaw.

(iv) Personal Interest

People often choose the destination according to their personal interest. According to the survey result, the highest mean score (3.81) indicates that international tourists come to Kalaw to enjoy famous places such as clock tower, railway station, Kalaw market and trekking routes etc. It is also found that tourists want to exchange traditions and customs with local people as they could meet residents or new people along the trekking ways. Furthermore, tourists enjoy travelling with relatives and family. Kalaw offers many trip options and almost all people can do their interest in the region. According to the overall mean score (3.59), personal interest of the tourist causes motivating factors to visit Kalaw.

(v) Adventure

The highest mean score (4.86) reveals that most tourists visit Kalaw to experience the nature since Kalaw has many natural resources. Many tourists visit Kalaw to do something challenging because they could do trekking and hiking at the Kalaw region. Moreover, tourists want to explore something new like bird watching, meeting with local tribes and climbing mountains etc. It is find out that international tourists are interested to experience unfamiliar destinations. Overall mean score (4.63) indicates that most tourists are motivated by the adventure trip availability in Kalaw.

4.2 Analysis of Influencing Destination Attributes on Experiential Satisfaction of International Tourists

In order to find out the experiential satisfaction of international tourists, the analysis is conducted based on data which are collected with structured questionnaires from 133 international tourists who visited to Kalaw. This study analyses the effect of destination attributes on experiential satisfaction of international tourists.

4.2.1 Experiential Satisfaction

Experiential satisfaction reflects the satisfaction got from a particular service or product. In order to find out the experiential satisfaction of international tourists visiting Kalaw, structured questionnaires with 5 point likert-scale are used. The findings are shown in Table (4.3).

Table (4.3) Experiential Satisfaction

Sr.No	Experiential Satisfaction	Mean Score
1.	Very beautiful landscape in Kalaw	4.81
2.	Fresh and delicious foods	4.02
3.	Delighted and blissed by Kalaw's atmosphere.	4.07
4.	Kalaw environment inspiring my curiosity.	4.03
5.	Kalaw improving tourist's social life with friends.	3.42
	Overall Mean	4.07

Source: Survey Data, 2021

As presented in Table (4.3), the highest mean score (4.81) indicates that most respondents are satisfied with the landscape of Kalaw. It is found that most international tourists are also satisfied by Kalaw's atmosphere. Furthermore, tourists are interested to find out new things in Kalaw. According to the lowest mean score (3.42), many international tourists are perceived that Kalaw trip moderately improved social life since they can do trekking with friends but other tourists just come with relatives or alone. According to the overall mean score 4.07, tourists have experiential satisfaction during Kalaw trip.

4.2.2 Influencing Destination Attributes on Experiential Satisfaction of International Tourists

This section analyses the effects of destination attributes on the experiential satisfaction towards Kalaw trip. Experiential satisfaction is regressed with five destination attributes: nature, culture attraction, expenses of visit, friendly people and climate. In order to find out the relationship, regression analysis is done. The findings are shown in Table (4.4).

Table (4.4) Influencing Destination Attributes on Experiential Satisfaction

Variable	Unstandardized Coefficients		β	t	Sig
	B	Std Error			
(Constant)	3.777	.194		19.494	.000
Nature	.892***	.073	1.663	12.264	.000
Culture Attraction	.381***	.064	.759	5.937	.000
Expenses of Visit	.078	.064	.075	1.227	.222
Friendly People	.750***	.065	.897	11.567	.000
Climate	.311***	.044	.790	7.065	.000
R Square	.921				
Adjusted R Square	.917				
F Value	294.250***				

Source: Survey Data (2021)

*** Significant at 1% level, ** Significant at 5% level, * Significant at 10% level

As shown in Table (4.4), since the value of adjusted R square is 0.917, it can be said that the model can explain the 91.7 percent of variation of Experiential Satisfaction which is predicated by five destination attributes namely nature, culture attraction, expenses of visit, friendly people and climate.

The variable of nature has the expected positive sign and the coefficient of the variable is significant at 1 percent level. The positive relationship means that the increase in nature leads to more experiential satisfaction of the international tourists because they enjoy the beautiful nature of Kalaw region. Kalaw possesses attractive natural resources such cave, mountains and beautiful plants along the hill.

Culture attraction has the expected positive sign and the coefficient of the variable is significant at 1 percent level. The positive relationship means that the increase in Culture Attraction leads to more experiential satisfaction of the international tourists because tourists are interested to visit cultural places in Kalaw. Tourists enjoy visiting Kalaw railway station, clock, cottages, public buildings, and the Christ the King church etc. In additions, Tourists like local food as well. Therefore, culture has the positive relationship on experiential satisfaction of the international tourists.

The variable of friendly people in Kalaw has the expected positive sign and the coefficient of the variable is significant at 1 percent level. The positive relationship means that the increase in friendly people leads to more experiential satisfaction of the international tourists because tourists get suggestion, and recommendations from local people. Moreover, tourists could stay at the residents' houses along the trekking and get foods from local people. Therefore, tourists love the friendly and supportive nature of local residents.

Climate is the variable that has the expected positive sign and the coefficient of the variable is significant at 1 percent level. The positive relationship means that the increase in climate leads to more experiential satisfaction of the international tourists because the higher altitude of the region that keeps the weather cool, fresh and nice temperate all around the year. Moreover, tourists enjoy sighting the blossom of multicolored wild flowers.

The standardized coefficient (Beta) of nature has the largest value (1.663) among five explanatory variables indicating that Nature has the greatest contribution to increase the experiential satisfaction of international tourists towards Kalaw trip when the variance explained by other variables is controlled for.

The overall evaluation reveals that models explain the variation in the awareness of the experiential satisfaction towards Kalaw trip well because the estimation produced expected signs and significant coefficients for most variables. The increases in nature, cultural attraction, climate, and friendly have the positive effects on experiential satisfaction while expenses of visit do not have significant effect on experiential satisfaction of tourists. To summarize, nature could significantly raise the experiential satisfaction of the international tourists towards Kalaw trip.

4.3 Analysis on Influencing Motives on Experiential Satisfaction of International Tourists

This study analyses the effects of Motives on the experiential satisfaction of international tourists towards Kalaw trip. Experiential satisfaction is regressed with five motives: relaxation and recreation, information received, escaping from daily routing, personal interest, and adventure. The findings of the analysis are shown in Table (4.5).

Table (4.5) Influencing Motives on Experiential Satisfaction

Variable	Unstandardized Coefficients		β	t	Sig
	B	Std Error			
(Constant)	3.228	.393		8.222	.000
Relaxation and Recreation	.464***	.087	.541	5.340	.000
Information Received	.295**	.116	.341	2.557	.012
Escaping from Daily Routing	.601***	.120	.873	5.008	.000
Personal Interest	.428***	.083	.727	5.146	.000
Adventure	.326***	.063	.891	5.169	.000
R Square	.848				
Adjusted R Square	.842				
F Value	141.59***				

Source: Survey Data (2021)

*** Significant at 1% level, ** Significant at 5% level, * Significant at 10%level

As shown in Table (4.5), since the value of adjusted R square is 0.842, it can be said that the model can explain the 84.2 percent of variation of Experiential Satisfaction which is predicated by five motives namely relaxation and recreation, information received, escaping from daily routing, personal interest and adventure.

The variable of relaxation and recreation has the expected positive sign, and the coefficient of the variable is significant at 1 percent level. The positive relationship means that the increase in Relaxation and Recreation leads to more experiential satisfaction of the international tourists because tourists take relax and recreation by viewing the beautiful scenery and trekking. In additions, tourists could enjoy simple lifestyle by exploring the traditions and customs of residents at the trekking ways. Therefore, tourists have experiential satisfaction because they get relaxation and recreation during Kalaw trip.

Information received has the expected positive sign, and the coefficient of the variable is significant at 5 percent level. The positive relationship means that the increase in information received leads to more experiential satisfaction of the international tourists since tourists search the information about destination via online and take recommendations from friends and family. Therefore, information received has the positive relationship on experiential satisfaction of the international tourists.

Regarding escaping from daily Routing, it has the expected positive sign and the coefficient of the variable is significant at 1 percent level. The positive relationship means that the increase in escaping from daily Routing leads to more experiential satisfaction of the international tourists. In Kalaw, tourists enjoy the nature, favorable weather and many trip options. Thus, they feel that they are away from daily routines and get experiential satisfaction about the trip.

Personal interest has the expected positive sign and the coefficient of the variable is significant at 1 percent level. The positive relationship means that the increase in personal interest leads to more experiential satisfaction of the international tourists as tourists enjoy sightseeing and exchanging custom and traditions. Furthermore, tourists adore travelling to meet new people. Therefore, personal interest has the positive relationship on experiential satisfaction of the international tourists.

The last variable of adventure also has the expected positive sign and the coefficient of the variable is significant at 1 percent level. The positive relationship means that the increase in adventure leads to more experiential satisfaction of the international tourists because tourists could get close to nature and experience something challenging during trekking. Moreover, tourists enjoy experiencing unfamiliar destination and discovering something new. Therefore, adventure has the positive relationship on experiential satisfaction of the international tourists.

The standardized coefficient (Beta) of adventure has the largest value (0.891) among five explanatory variables indicating that adventure has the greatest contribution to increase the experiential satisfaction of international tourists towards Kalaw trip when the variance explained by other variables is controlled for.

The overall evaluation reveals that models explain the variation in the awareness of the experiential satisfaction towards Kalaw trip well because the estimation produced expected signs and significant coefficients for most variables. The increases in relaxation and recreation,

information received, escaping from daily routing, personal interest and adventure have the positive effects on experiential satisfaction. It is found that adventure could significantly raise the experiential satisfaction of the international tourists during Kalaw trip.

4.4 Analysis of Influencing Factor on Experiential Satisfaction of International Tourists

In this section, this study analyses the effects of influencing factor on experiential satisfaction of international tourists towards their organization. Experiential satisfaction is regressed with two influencing factors: destination attributes and motives. The results of the analysis are presented in Table (4.6).

Table (4.6) The Effect of Influencing Factor on Experiential Satisfaction

Variable	Unstandardized Coefficients		β	t	Sig
	B	Std Error			
(Constant)	2.113	.146		14.461	.000
Destination Attributes	.109***	.025	.773	4.440	.000
Motives	.016***	.028	.100	.575	.000
R Square	.757				
Adjusted R Square	.753				
F Value	202.476***				

Source: Survey Data (2021)

*** Significant at 1% level, ** Significant at 5% level, * Significant at 10%level

As shown in Table (4.6), since the value of adjusted R square is 0.753, it can be said that the model can explain the 75.3 percent of variation of Experiential Satisfaction which is predicated by two influencing factors namely destination attributes and motives.

Variable of destination Attributes has the expected positive sign and the coefficient of the variable is significant at 1 percent level. The positive relationship means that the increase in destination attributes leads to more experiential satisfaction of the international tourists as tourists enjoy the nature, climate, culture of the Kalaw etc. If the officials could the destination attributes, international tourists will have more experiential satisfaction. Therefore, variable

destination attributes has the positive relationship on experiential satisfaction of the international tourists.

The other variable, motives, also has the expected positive sign and the coefficient of the variable is significant at 1 percent level. The positive relationship means that the increase in motives leads to more experiential satisfaction of the international tourists because tourists are motivated by the personal interest, information received, personal interest and adventure etc. Therefore, motives variable has the positive relationship on experiential satisfaction of the international tourists.

The standardized coefficient (Beta) of destination attributes has the largest value (.773) among two explanatory variables indicating that destination attributes has the greatest contribution to increase the experiential satisfaction of international tourists towards Kalaw trip when the variance explained by other variables is controlled for.

The overall evaluation reveals that models explain the variation in the awareness of the experiential satisfaction towards Kalaw trip well because the estimation produced expected signs and significant coefficients for most variables. The increases in destination attributes and motives have the positive effects on experiential satisfaction. It is found that destination attributes could significantly raise the experiential satisfaction of the international tourists during Kalaw trip.

4.5 Analysis of Effect of Experiential Satisfaction on Revisit Intention of International Tourists

In this section, this study analyses the effects of experiential satisfaction on revisit intention of international tourists to Kalaw.

4.5.1 Revisit Intention

Revisit intention of international tourists are essential in order to improve tourism industry. To find out the revisit intention of tourists the data are collected with structured questionnaire from 133 tourists who visit Kalaw. The findings are shown in Table (4.7).

Table (4.7) Revisit Intention

Sr.No	Revisit to Intention	Mean Score
1.	Willing to return to Kalaw in the future	4.38
2.	Willing to recommend Kalaw to family and friends as a holiday destination	4.19
3.	Wonderful image of Kalaw as holiday destination	4.30
4.	Feeling very loyal to Kalaw as a destination choice	4.11
	Overall Mean	4.25

Source: Survey Data, 2021

As presented in Table (4.7), the highest mean score (4.38) indicates that most tourists like the landscape of Kalaw since Kalaw has beautiful mountains, and colorful flowers. It is also found that tourists are delighted by Kalaw's atmosphere as Kalaw has cool weather good for trekking and visiting around the region. In additions, tourists like local foods because the foods are fresh and delicious. The survey result indicates that Kalaw environment could inspire the curiosity of the international tourists as Kalaw has many interesting places such as colonial buildings, big caves, and residents with own cultures and customs. According to the overall mean score 4.25, most tourists intend to visit Kalaw again as they get experiential satisfaction during trip.

4.5.2 The Effect of Experiential Satisfaction on Revisit Intention

This study analyses the effects of experiential satisfaction on revisit intention. Multiple regression method is used in which revisit intention is regressed with experiential satisfaction of the international tourists. The findings of the analysis are shown in Table (4.8).

Table (4.8) The Effect of Experiential Satisfaction on Revisit Intention

Variable	Unstandardized Coefficients		β	t	Sig
	B	Std Error			
(Constant)	4.871	.520		9.359	.000
Experiential Satisfaction	2.147***	.127	.827	16.848	.000
R Square	.684				
Adjusted R Square	.682				
F Value	283.840***				

Source: Survey Data (2021)

*** Significant at 1% level, ** Significant at 5% level, * Significant at 10%level

As shown in Table (4.8), since the value of adjusted R square is 0.682, it can be said that the model can explain the 68.2 percent of variation of revisit intention which is predicated by one influencing factor namely experiential satisfaction.

Experiential satisfaction has the expected positive sign, and the coefficient of the variable is strongly significant at 1 percent level. The positive relationship means that the increase in experiential satisfaction leads to raise the Revisit Intention of tourists to Kalaw. Most tourists state that they enjoy visiting Kalaw and they get experiential satisfaction as they could feel the natural environment and experience the customs of local tribes living in Kalaw region. Therefore, tourists want to revisit Kalaw as they are attracted by destination attributes and motives. In summary, the results show that experiential satisfaction is strongly significant effect on revisit intention of tourists.

CHAPTER (5)

CONCLUSION

The findings and debates, as well as ideas and recommendations and the need for more research, are presented in this chapter. Based on the data, this study proposes and provides recommendations in order to increase international tourist satisfaction and boost their desire to return to Kalaw.

5.1 Findings and Discussion

This research is based on the push and pull forces. The results were obtained by distributing and collecting structured questionnaires from 133 international visitors to Kalaw. The purpose of regression analysis is to determine the link between travel motivation elements and experiencing satisfaction, which has an impact on visitors' intent to return.

According to the poll results, destination qualities, nature, and Kalaw's pleasant people are among the top five pull factors that draw international visitors to the city. In addition, Kalaw's culture, visit costs, and temperature marginally entice international tourists to visit. In terms of push factors and motives, adventure attracts international tourists heavily, while other motive aspects (relaxation and recreation, knowledge obtained, escape from daily route, personal interest) draw international tourists somewhat.

The effect of destination features on experience happiness is revealed by regression results. Because Kalaw includes numerous appealing areas such as caves, mountains, and lovely plants along the hill, the nature of Kalaw has the most positive effect on experience fulfillment among the five destination features. The terrain changes color depending on the season, such as sesame yellow, purple blue cabbage color, and green paddy fields. Tourists enjoy cultural attractions, according to the survey. As a result, culture appeal has a beneficial impact on experience satisfaction. Cottages, municipal buildings, a 100-year-old clock tower, the red brick railway station, and the Christ the King church are among the many colonial vacation destinations and famous cultural institutions in Kalaw. Visitors are drawn to Kalaw because of its friendly people. Tourists can tour the villages and meet members of diverse ethnic groups, as well as learn about local customs and ways of life. They could even spend the night at a local residence and eat some traditional foods. Climate has a considerable

favorable effect on experiential fulfillment, as well. Kalaw's climate is much more pleasant than the arid zone because it is situated at a height of 1320 meters above sea level. Because of the region's greater altitude, the weather is cold, fresh, and pleasant throughout the year. Nature, culture, pleasant people, and climate are among the five destination features that have a strong favorable impact on international tourists' experiential fulfillment.

The effect of push factors (Motives) on tourists' experiential fulfillment is also revealed by the regression results. Because Kalaw has many mountains and tourists can go on trekking and adventure excursions along the mountains, adventure has the largest positive effect on experience fulfillment among the five motive elements. Relaxation and recreation are also found to have a considerable positive impact on experience satisfaction. The temperature in Kalaw is pleasant and fresh, allowing visitors to unwind. Tourists can also participate in recreational activities such as hiking, bird watching, and so on. Because visitors visit Kalaw with coworkers, getting away from everyday routine has a significant positive impact on experiential pleasure. Furthermore, tourists appreciate sceneries and mountains, and as a result, they are relieved of daily tension. Tourists' personal interests have a significant impact on their overall happiness with the experience. The Kalaw region attracts visitors who want to explore cultural structures and meet indigenous tribes. They have a positive perception of mountains and colorful trees, and they are delighted with their Kalaw trip since they see mountains and colorful trees, as well as friendly locals. When it comes to the information obtained, it has a moderately good impact on experiential pleasure. Tourists frequently rely on recommendations from friends and relatives. They also read the destination's review and envision themselves there. These expectations motivate them to travel to Kalaw, and they are rewarded when they arrive because they enjoy themselves as expected. According to the survey results, pull motivation elements, such as destination qualities, have a greater positive impact on experiencing pleasure than push motivation components.

According to the poll results, most tourists are more likely to return because they love the beautiful scenery of Kalaw, the fresh and excellent food, and the delightful and peaceful environment of Kalaw. As a result, the majority of visitors intend to return to Kalaw in the near future.

5.2 Suggestions and Recommendations

It is critical to identify which aspects can satisfy and entice tourists to return to Kalaw in order to help Myanmar's tourism industry grow. These data could be used by officials or

policymakers in the establishment of a tourist strategy for Kalaw. The more tourists who visit Kalaw, the greater the regional growth and business potential.

Regarding pull (destination attributes), the respective ministry, and officials in the Kalaw should pay attention to natural attributes not to be deteriorated in the future as nature of Kalaw is the main determinant factor of experiential satisfaction of the tourists. The officials should educate residents to maintain or care the natural environment, culture, and buildings in the region especially not cut the trees from mountains for wood smoke. In addition, tourists are satisfied with the friendly people of the Kalaw region. As a result, policymakers should work to improve the English abilities of mountain tribes so that they can communicate more effectively with tourists. Officials should also keep culture buildings and well-known locations in good repair. They should also pay attention to the tribes' distinct cultures, native clothes, and indigenous delicacies, which should not be combined with those of other civilizations. In terms of climate, the different ministries and other officials should design development plans and initiatives that do not harm the environment or climate with care. On the other hand, officials should design effective routes and schedules so that tourists may travel quickly and save money. Pull factors (destination qualities) can be improved more effectively by doing so.

In terms of motivators, the hotel and tourism ministries should design more adventure trips and set up rescue squads to ensure the safety of guests. Officials should pay more attention to setting up vistas, recreational locations such as bird sightings, and hygienic rest facilities for leisure and recreation. Furthermore, it is recommended that officials establish a formal office that can assist visitors with any challenges or concerns, allowing tourists to be more satisfied and relieved of everyday routine stress while on vacation. For personal reasons, policymakers should be aware of particular visitor interests and promote Kalaw. Furthermore, officials should post short movie snippets on Youtube, the official ministry's website, and the travel adviser website so that tourists can quickly learn about Kalaw. It is critical to improve tourist satisfaction with their experiences. As a result, officials should set up official proposal and recommendation email addresses or phone numbers. In addition, while waiting for their flights, customers should fill out survey questionnaires at airports about their pleasure with the journey. Officials will be better able to understand the demands and desires of international travelers, and the tourism business in Kalaw will grow. Finally, officials should encourage international tourists to return to Myanmar by lowering entry visa policies and fees for those who have visited the country at least once and have no criminal records. International tourists may be more likely to return if these proposals are implemented.

5.3 Needs for Further Research

In terms of time limits and contextual circumstances, the focus of this study is only on the tourists' experiential happiness and inclination to return to Kalaw. Further research should concentrate on local visitors' opinions of Kalaw. Furthermore, numerous well-known destinations in Myanmar, such as Bagan, Pyin Oo Lwin, Myeik, and Ngapali, should be studied further. Furthermore, if a comparative study with Myanmar is conducted, it may be beneficial to investigate the tourists' experiential satisfactions and return intents to other well-known destinations in nearby countries. These research' findings are predicted to have a greater impact on Myanmar's tourist sector's long-term viability.

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APPENDIX A

QUESTIONNAIRE

Dear Respondent,

The below mentioned questionnaire is for research purpose related to MOTIVATIONS AND REVISIT INTENTION OF INTERNATIONAL TOURISTS IN KALAW. Please tick your response for the following questions. Your time and effort to complete this survey will be appreciated. The information you provide will be kept confidential and will only be used for research purpose.

Part (A) Individual Factors

I. Demographic Factors

1. Gender:

- Male
 Female

2. Age:

- | | | |
|--|--------------------------------------|--|
| <input type="checkbox"/> 20 or younger | <input type="checkbox"/> 31-40 years | <input type="checkbox"/> 51-60 years |
| <input type="checkbox"/> 21-30 years | <input type="checkbox"/> 41-50 years | <input type="checkbox"/> Older than 60 years |

3. Education Level:

- Lower than Bachelor's degree Bachelor's degree

Master's degree

Higher than Master's degree

4. Occupation:

Student

Private company employee

Government staff

Business owner

Freelance

Retired

Unemployed

Other, please specify_____

5. Time for visit to Kalaw?

- First time
- Second times
- Third times
- More than three times

6. Main Purpose?

- Holiday and Pleasure
- Trekking & Mountaineering
- Business
- Convention / Conference
- Others.....

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

Index: 1 = strongly disagreed

2 = disagreed

3 = neutral

4 = agreed

5 = strongly agreed

Please rate your influencing rate over the following buying decision items.

Part (B) Pull Factors (Destination attributes)

I. Nature

No.	Particular	1	2	3	4	5
7.	Kalaw is a destination for Natural attractions so as called Naturally Kalaw.					
8.	Kalaw is vigorously rich in diversity of nature resources.					
9.	Mountains and its landscapes thrill our excitement.					
10.	There are many more interesting nature wonders such as caves.					
11.	The allure of scenery comes from Kalaw.					

II. Culture Attraction

No.	Particular	1	2	3	4	5
12.	Beautiful heritage site such as Kalaw clock tower, Kalaw train station.					
13.	Interesting festival such as Taunggyi fire balloon festival.					
14.	Interesting celebrations from the diversified communities.					
15.	Shan traditional handicrafts have attracted an eager audience among tourists.					
16.	Shan traditional dances and songs are graceful, elaborate, well-refined and floral.					

III. Expenses of Visit

No.	Particular	1	2	3	4	5
17.	Kalaw trip is suitable with my budget.					

18.	Kalaw option is reasonable price, good location and quiet.					
19.	Other places can visit from Kalaw and cost is also not too much.					
20.	Transportation is not expensive and very easy to go to Kalaw with air craft, train, express car or private car.					
21.	Kalaw region of very important things is the average cost.					

IV. Friendly People

No.	Particular	1	2	3	4	5
22.	Traditional hospitality and diverse local cuisine can be found in Kalaw.					
23.	Locals are very warm-hearted and friendly.					
24.	Shan people are very sincere and obliging.					
25.	They are dedicated the helping communities access the information to visitors.					
26.	Rural people are very nice and they can give good suggestions for visit around downtown.					

V. Climate

No.	Particular	1	2	3	4	5
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27.	Kalaw weather is consistently pleasant throughout all seasons.					
28.	The wonderful sightseeing opportunities is available in most places in almost all seasons.					
29.	The relaxing atmosphere is soothing and air around this hill town is very refreshing.					
30.	One of the many reasons Kalaw attracts its visitors is its calm and pleasant weather.					
31.	Unlike lowlands climate, shan state weather is likely to be and chilly and so is Kalaw.					

Part (C) Push Factors (Motivates attributes)

I. Relaxation and Recreation

No.	Particular	1	2	3	4	5
32.	I want to visit at Kalaw for relax physically and spiritually.					
33.	I visit Kalaw because I want to gain experience a simple lifestyle					
34.	I visit Kalaw because I want to relieve stress and tension.					
35.	I like the recreational activities offered in the region.					
36.	I gained physical and mental strength by Kalaw's outdoor recreational activities.					

II. Information Received

No.	Particular	1	2	3	4	5
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37.	I dedicated time and effort necessary for choose the place.					
38.	I searched through brochures, newspapers before going to Kalaw.					
39.	I visited travel agencies or tourist information center before going this place.					
40.	I search on the internet and read the review before choose this place.					
41.	When I was choosing this place I considered recommendation from friends and colleagues.					

III. Escaping from Daily Routing

No.	Particular	1	2	3	4	5
42.	I want to be away from home.					
43.	I want to seek solitude in a foreign land.					
44.	I want to break my daily routine.					
45.	I have enjoyable time with my travel companion(s).					
46.	When I have so many pressures at work, I go on a road trip.					

IV. Personal Interest

No.	Particular	1	2	3	4	5
47.	I want like to sightseeing touristic spots.					
48.	I want to meet with new people.					

49.	I want to take the photo at Kalaw where the look of film.					
50.	I want to visit friends and relatives.					
51.	I want to exchange custom and traditions.					

V. Adventure

No.	Particular	1	2	3	4	5
52.	I visit Kalaw because I like to discover something new .					
53.	I visit Kakaw because I want to get close to nature.					
54.	I visit Kalaw because I want to experience unfamiliar destination.					
55.	I visit Kalaw to do something challenging.					
56.	I would like to try trekking at Kalaw.					

Part (D) Experiential Satisfaction

No.	Particular	1	2	3	4	5
57.	I felt that the landscape of Kalaw was very beautiful.					
58.	I felt that the food were fresh and delicious.					
59.	I am delighted and blissed by Kalaw's atmosphere.					
60.	Kalaw environment inspired my curiosity.					

61.	Coming here will improve my social life with friends.					
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Part (E) Revisit to Intention

No.	Particular	1	2	3	4	5
62.	I am willing to return to Kalaw in the future.					
63.	I am willing to recommend Kalaw to family and friends as a holiday destination.					
64.	I am wonderful image of Kalaw as holiday destination.					
65.	I feel I am very loyal to Kalaw as a destination choice.					

APPENDIX B

Pull Factors (Destination Attributes)

Sr. No	Particular	Mean Score	Std. Dev
Nature		4.65	0.33
1.	A destination for Natural attractions so as called Naturally Kalaw.	4.75	0.21
2.	Vigorously rich in diversity of nature resources in Kalaw	4.50	0.50
3.	Exciting mountains and its landscapes thrilling visitors	4.70	0.30
4.	Having many more interesting nature wonders such as caves	4.45	0.50
5.	Possessing Allure of scenery	4.42	0.50
Culture Attraction		3.48	0.69
1.	Having beautiful heritage site such as Kalaw clock tower, Kalaw train station.	3.77	0.53
2.	Having interesting festival such as Taunggyi fire balloon festival.	4.34	0.42
3.	Interesting celebrations from the diversified communities.	4.21	0.84
4.	Shan traditional handicrafts attracting an eager audience among tourists.	2.94	0.88
5.	Graceful, elaborate, well-refined Shan traditional dances and songs	3.18	1.15
Expenses of Visit		3.67	0.64
1.	Kalaw trip within my budget.	3.74	0.70
2.	Reasonable price, good location and quiet.	3.65	1.02
3.	Kalaw offering as a hub to other places with reasonable cost	3.30	0.58
4.	Inexpensive and very easy to go to Kalaw by air craft, train, express car or private car.	3.83	0.69
5.	Travelling Kalaw region with average cost.	3.82	0.52

Friendly People		4.61	0.41
1.	Traditional hospitality and diverse local cuisine found in Kalaw.	4.35	0.48
2.	Warm-hearted and friendly local people	4.65	0.48
3.	Very sincere and obliging Shan people	4.59	0.49
4.	Helpful local communities offering the information to visitors.	4.74	0.44
5.	Very nice rural people giving good suggestions for visit around downtown.	4.70	0.46
Climate		3.90	0.88
1.	Consistently pleasant weather throughout all seasons.	4.06	1.03
2.	Wonderful sightseeing opportunities available in most places in almost all seasons.	3.46	1.07
3.	Relaxing atmosphere with soothing and fresh air	4.14	0.92
4.	One of the many reasons Kalaw attracting its visitors with its calm and pleasant weather.	3.95	0.78
5.	Having chilly weather	3.89	0.78

Source: Survey Data, 2021

APPENDIX C

Push Factors (Motives)

Sr. No	Particular	Mean Score	Std. Dev
Relaxation and Recreation		3.91	0.50
1.	Visiting Kalaw for relax physically and spiritually.	4.30	0.91
2.	Visiting Kalaw to gain experience a simple lifestyle	4.12	0.66
3.	Visiting Kalaw to relieve stress and tension.	3.53	0.66
4.	Enjoying recreational activities offered in the region.	4.54	0.24
5.	Getting physical and mental strength by Kalaw's outdoor recreational activities.	4.26	0.44
Information Received		3.47	0.40
1.	Dedicating time and effort necessary for choose the place.	3.53	0.50
2.	Searching through brochures, newspapers before going to Kalaw.	3.68	0.52
3.	Visited travel agencies or tourist information centre before going this place.	2.05	0.21
4.	Searching on the internet and read the review before choosing this place.	4.06	0.55
5.	Considering recommendation from friends and colleagues.	4.04	0.64
Escaping from Daily Routing		3.53	0.94
1	Travelling Kalaw to be away from home.	3.75	0.97
2	Visiting Kalaw to seek solitude in a foreign land.	3.06	1.12
3	Visiting Kalaw to break my daily routine.	3.57	0.99
4	Having enjoyable time with my travel companion(s).	3.43	0.96
5	Going on a road trip when having work pressure	3.83	0.87

Personal Interest		3.59	0.59
1.	Enjoying sightseeing touristic spots.	3.81	0.85
2.	Visiting Kalaw to meet with new people.	3.46	0.50
3.	Taking trip to take the photo at Kalaw where the look of film.	3.23	0.42
4.	Travelling to Kalaw to visit friends and relatives.	3.65	0.69
5.	Enjoy exchanging custom and traditions.	3.79	0.71
Adventure		4.63	0.40
1.	Wanting to discover something new.	4.63	0.48
2.	Visiting Kakaw to get close to nature.	4.86	0.39
3.	Enjoy experienceing unfamiliar destination.	4.43	0.58
4.	Visiting Kalaw to do something challenging.	4.83	0.38
5.	trying trekking at Kalaw.	4.40	0.55

Source: Survey Data, 2021

APPENDIX D

Destination Attributes and Experiential Satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.959 ^a	.921	.917	.09906

a. Predictors: (Constant), Climate , Friendly People , Nature , Culture Attraction , Visiting Express of Kalaw

ANOVA^a

Model		Sum of Squares	df	Square	F	Sig.
1	Regression	14.437	5	2.887	294.250	.000 ^b
	Residual	1.246	127	.010		
	Total	15.684	132			

a. Dependent Variable: Experiential Satisfaction

b. Predictors: (Constant), Climate , Friendly People , Nature , Culture Attraction , Visiting Express of Kalaw

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.777	.194		19.494	.000
	Nature	.892	.073	1.663	12.264	.000
	Culture Attraction	.381	.064	.759	5.937	.000
	Expenses of Visit	.078	.064	.075	1.227	.222
	Friendly People	.750	.065	.897	11.567	.000
	Climate	.311	.044	.790	7.065	.000

a. Dependent Variable: Experiential Satisfaction

Motives and Experiential Satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.921 ^a	.848	.842	.13705

a. Predictors: (Constant), Adventure , Personal Interest , Word of Mouth , Escaping from Daily Routing , Relaxation and Recreation

ANOVA^a

Model		Sum of Squares	df	Square	F	Sig.
1	Regression	13.298	5	2.660	141.590	.000 ^b
	Residual	2.386	127	.019		
	Total	15.684	132			

a. Dependent Variable: Experiential Satisfaction

b. Predictors: (Constant), Adventure , Personal Interest , Word of Mouth , Escaping from Daily Routing , Relaxation and Recreation

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.228	.393		8.222	.000
	Relaxation and Recreation	.464	.087	.541	5.340	.000
	Information Received	.295	.116	.341	2.557	.012
	Escaping from Daily Routing	.601	.120	.873	5.008	.000
	Personal Interest	.428	.083	.727	5.146	.000
	Adventure	.326	.063	.891	5.169	.000

a. Dependent Variable: Experiential Satisfaction

Destination Attributes and Motives on Experiential Satisfaction

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
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1	.870 ^a	.757	.753	.17122
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a. Predictors: (Constant), Motives, Destination Attributes

ANOVA^a

Model		Sum of Squares	df	Square	F	Sig.
1	Regression	11.872	2	5.936	202.476	.000 ^b
	Residual	3.811	130	.029		
	Total	15.684	132			

a. Dependent Variable: Experiential Satisfaction

b. Predictors: (Constant), Motives, Destination Attributes

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.113	.146		14.461	.000
	Destination Attributes	.109	.025	.773	4.440	.000
	Motives	.016	.028	.100	.575	.000

a. Dependent Variable: Experiential Satisfaction

Experiential Satisfaction and Revisit Intention

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
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1	.827 ^a	.684	.682	.50476
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a. Predictors: (Constant), Experiential Satisfaction

ANOVA^a

Model		Sum of Squares	df	Square	F	Sig.
1	Regression	72.317	1	72.317	283.840	.000 ^b
	Residual	33.376	131	.255		
	Total	105.694	132			

a. Dependent Variable: Revisit to Intention

b. Predictors: (Constant), Experiential Satisfaction

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.871	.520		9.359	.000
	Experiential Satisfaction	2.147	.127	.827	16.848	.000

a. Dependent Variable: Revisit to Intention