YANGON UNIVERSITY OF ECONOMICS

DEPARTMENT OF COMMERCE

Ph.D. PROGRAMME

MOTIVATION AND DESTINATION LOYALTY OF

TOURISTS IN MYANMAR

MYINT MYINT MAY

JULY, 2022

YANGON UNIVERSITY OF ECONOMICS

DEPARTMENT OF COMMERCE

Ph.D. PROGRAMME

**MOTIVATION AND DESTINATION LOYALTY OF
TOURISTS IN MYANMAR**

**Submitted in Partial Fulfillment of the Requirements for the
Degree of Doctor of Philosophy (PhD) of Commerce,
Yangon University of Economics, Myanmar**

Supervised by: **Submitted by:**

Prof. Dr. Nu Nu Lwin   **Myint Myint May**

Pro -Rector   **4 PhD Za-4**

Yangon University of Economics

YANGON UNIVERSITY OF ECONOMICS
DEPARTMENT OF COMMERCE
Ph.D. PROGRAMME

This is to certify that this dissertation entitled "**Motivation and Destination Loyalty of Tourists in Myanmar**" submitted as the requirement for the Degree of Doctor of Philosophy (Ph.D) has been accepted by the Board of Examiners.

Board of Examiners

Prof. Dr. Tin Tin Htwe
(Chairman)
Rector
Yangon University of Economics

Prof. Dr. Tin Win
(External Examiner)
Rector (Retired)
Yangon University of Economics

Prof. Dr. Khin Naing Oo
(Referee)
Rector (Retired)
Yangon University of
Economics

Prof. Dr. Tin Tin Htwe
(Internal Examiner)
Head of Department
Department of Commerce
Yangon University of Economics

Prof. Dr. Thynn Thynn Myint
(Internal Examiner)
Department of Commerce
Yangon University of Economics

Prof. Dr. Thin Nwe Oo
(Member)
Department of Management Studies
Yangon University of Economics

Prof. Dr. Aye Thida
(Member)
Department of Statistics
Yangon University of Economics

Prof. Dr. Nu Nu Lwin
(Promoter)
Pro-Rector
Yangon University of Economics

JULY, 2022

CERTIFICATION

I hereby certify that contents of this dissertation are wholly my own work unless otherwise referenced or acknowledged. Information from sources is referred with original comments and ideas from the writer him/herself.

<div align="right">

Myint Myint May

4PhD Za-4

</div>

ABSTRACT

This study aims to examine the influencing motivation of tourists on their perception of performance quality and experience quality, to analyze the effect of performance quality on experience quality and their effect on tourist satisfaction, and investigate the influence of tourist satisfaction on their destination loyalty. To reach the research objectives, the study applies both descriptive and analytical methods. The analysis is mainly conducted based on the data collected from 340 respondents who are proportionately selected from 2907 tourists who visited Yangon, Bagan, Mandalay, and Inle with the services of 10 selected tour companies in 2019. The data are gathered from selected respondents through Google Form during the period of January to March 2020 by using a self-administered questionnaire designed with 5-point Likert scale. The results of the study illustrate that tourist perception on performance quality is influenced by four push factors: novelty seeking, cultural experience, social contact, and relaxation and three pull factors: cultural and historical place, tourism facilities and environmental and safety. Tourist perception on experience quality is influenced by three push motivation factors: novelty seeking, adventure, and relaxation and two pull motivation factors: cultural and historical place and environmental and safety. Moreover, the results indicate the positive effect of performance quality on experience quality. Among six dimensions of performance quality, attractions, amenities, activities, and ancillary services have positive effect on experience quality whereas accessibility dimension has negative impact. In addition, tourist satisfaction is influenced by four dimensions of performance quality: attraction, amenities, available package and ancillary services, and three dimension of experience quality: education, entertainment, and escapist. Finally, destination loyalty is influenced by both emotional satisfaction and cognitive product satisfaction. According to the results, it can be concluded that tourists who are satisfied with the experience during their visit to Myanmar are encouraged to have destination loyalty to Myanmar. Based on the results, this study suggests responsible authorities, related agencies, and tour operators to exploit full potential of existing destinations and to endorse newly developed destinations and also to implement attractive promotional programs in order to raise the awareness and to stimulate the motivation of the tourists. By doing so, it can be expected to attract and retain the new tourists, to enhance their satisfaction, to promote the destination loyalty, and thereby, to realize the sustainable development of tourism industry in Myanmar.

ACKNOWLEDGEMENTS

TABLE OF CONTENTS

LISTS OF TABLES

LISTS OF FIGURES

LIST OF ABBREVIATIONS

ASEAN	Association of Southeast Asian Countries
COVID-19	Coronavirus Disease 2019
DHT	Directorate of Hotels and Tourism
DMOs	Destination Management Organizations
GDP	Gross Domestic Product
M.I.C.E	Meeting, Incentive, Conference and Events or Exhibitions
MTF	Myanmar Tourism Federation
MTPB	Myanmar Tourism Promotion Board
MHA	Myanmar Hoteliers' Association
MHTS	Myanmar Hotels and Tourism services
MOHT	Ministry of Hotel and Tourism
MTSRR	Myanmar Tourism Strategic Recovery Roadmap
TCL	Travel Career Ladder
TCP	Travel Career Pattern
TDMC	Tourism Development Management Committee
UMTA	Union of Myanmar Travel Association
UNWTO	United Nation World Tourism Organization
VIF	Variance Inflation Factor
WTTC	World Travel Tourism Council
WWII	World War II

CHAPTER 1

INTRODUCTION

Tourism is a smokeless industry that plays an essential role in creating new jobs, careers paths and prosperity across the world. Tourism is commonly believed to trigger a positive spill-over effect on other sectors of the economy. It can enhance the activities of the foreign exchange market and investments. Many related sectors, such as the hotel industry, restaurant business, and travel agencies could be improved by promoting the tourism sector. The success of the tourism industry and ultimately of the destination depends on the quality of various service providers working in the industry.

According to the United Nations World Tourism Organization (UNWTO), tourism can be defined as a social, cultural and economic phenomenon which entails the movement of people to places or countries outside their usual environment for business or personal /professional purposes (UNWTO, n. d.a). Tourism is also referred as a trip for recreation, leisure with family or friends, or business purposes, usually for a limited duration. Tourism may be domestic or international. Nowadays, tourism is one of the majority sources of income for many countries. Tourism is one of Myanmar's important sectors, with tremendous potential to contribute to great business opportunities and balance social and economic development if properly managed and developed. The government endeavors to support and move forward with constructive engagement to integrate domestic and international tourism and develop linkages between tourism and other economic sectors to maximize benefits.

While recognizing the socio-economic benefits from the development of tourism sector, it also needs to conserve the host community's socio-cultural authenticity and protect cultural heritage and traditional values. Thus, sustainability becomes a key challenge in developing quality tourism products without negatively affecting the natural and cultural environment (Kunasekaran et al., 2017). UNWTO (n.d.b) defined sustainable tourism as a tourism that takes full of its current and future economic, social and environment impacts, addressing the needs of visitors, the industry, and the environment, host communities.

Attracting the tourists and enhancing destination loyalty are widely recognized as imperatives for sustainable development of tourism industry. Destination loyalty reflects the revisit intention and willingness of tourists to recommend others to visit that place. In fact, destination loyalty is an outcome of a positive experience and satisfaction of the tourists on a particular destination.

Tourist satisfaction is the most crucial element of the affluent tourism industry since it contributes to the development of the tourism sector by increasing the number of tourists and enhancing employment and income generation opportunities for local people. More importantly, the satisfaction of tourists has an impact on their behavior in choosing tourism destinations, utilizing tourism products and services, and being willing to return to those destinations (Ahmed, 1991; Stevens, 1992; Sadeh, Asgari, Mousavi, & Sadeh, 2012). For creating tourist satisfaction, tourism operators have paid large attention to providing quality service the tourism-related products. Various empirical studies provide evidences of the impact of tourist perception on performance quality and experience quality of tourism services on their satisfaction towards the particular destination (Wang, 2016).

Tourist motivations are the reasons that drive tourists to initiate their travels and to find a destination that best fits their travelling purposes. Tourist motivation is a precursor to destination selection hence insight into determinants of destination choice aids tour operators and travel agents in packaging tailored tours for prospective tourists. Moreover, understanding the motives behind the destination choice of the tourists mark the core basis upon which sound marketing strategies can be built by tour operators.

People have different interests, desires, perceptions, emotions, opinions, expectations, and tastes and different destinations with different degrees of strength in tourist motivation to meet their needs. Travel motivation is one of the most researched themes in tourism literature. This is seen in the light of the theoretical advancements by scholars, such as Maslow (1943), Gray (1970), Dann (1977, 1981), and Crompton (1979). People travel because they are pushed by psychological forces which are innate, and pulled by the destination attributes (Crompton, 1979; Prayag & Ryan, 2010). Therefore, both push and pull forces create the travel experiences that contribute to the revisit intention of travelers (Pratminingsih, Lipuringtyas & Rimenta, 2014).

Before 1988, Myanmar was still in its initial stage as a tourist destination. With the promotional campaign of Visit Myanmar Year 1996, Myanmar has become an emerging

tourist destination for international travelers which rose from less than 42,000 in 1988 to 4.36 million in 2019. Myanmar has realized the growing interests of international travelers with its richness of cultural and natural heritage, genuine hospitality and spiritual values, and pent-up interests of travelers. Today, the tourism industry has become a vital economic sector growing rapidly with the active participation of the private sector and major investments made by foreign companies. In 2019, tourism sector created 1,073,500 jobs that accounted for 4.8 percent of total employment while it contributed 6.7 percent of Gross Domestic Product (GDP) of Myanmar (Ministry of Hotels and Tourism [MOHT], 2021).

Myanmar is well known as a tourist destination with a rich natural and cultural heritages blessed with a unique natural environment, snowcapped mountains, beautiful lakes, and waterfalls; long navigable rivers, luxurious tropical forests unspoiled beaches, and archipelagos. Therefore, it possesses many attractive tourism destinations with historic and cultural heritages, ecotourism sites, protected areas, breathtaking beaches, etc. The most popular tourist destinations in Myanmar include commercial cities such as Yangon and Mandalay, an administrative city such as Naypyitaw, religious sites in Mon State, Pindaya, Bago, and Hpa-An, nature trails in Inle Lake, Putao, Pyin Oo Lwin, ancient cities as Bagan and Mrauk- U, as well as beaches like Ngapali, Ngwe-Saung, Chaungtha, and Maungmagan. Many travelers visit cultural heritage destinations in Myanmar. If they feel satisfied with cultural heritage destinations in Myanmar, it can lead to extending the length of stay and desire to visit Myanmar again. Thereby, Myanmar can promote destiny among tourists and it can be an earning source of foreign currency for Myanmar's economy. Development of the tourism industry not only benefits the industry itself, but also generates a strong flow-through effect in other sectors such as retail, transportation, and construction. Thus, the tourism sector has been recognized as the mainstream of a national economy by creating employment opportunities for local people.

Thus, it is imperative to explore the motivation factors of tourists to travel to Myanmar and the extent to which these motivations influence their perception of performance quality and experience quality, and their effect on satisfaction and destination loyalty of tourists in Myanmar. Therefore, the study is an attempt to understand tourists' motivation and to explore the relationships among motivations, satisfaction, and destination loyalty.

1.1   Rationale of the Study

Tourism industry has been increasingly recognized as an important sector for the economic development of a country with its contribution to employment creation and income generation of an economy. Moreover, the tourism industry is an important foreign exchange earner and also the most important source of the welfare of the people since it is a vast industry that provides several ancillary services linked to other industries. The ability of the national economy to gain benefits from tourism depends on the availability of investment to develop the necessary infrastructure and on its ability to give the needs of tourists.

Nowadays, many developing countries pay attention to economic policies for promoting tourism sector as a potential strategic source for economic growth and development. Moreover, tourists today are more educated, informed, experienced and demanding. Consequently, tourists expect good value, quality, and higher standards. The changes are happening on the demand side, coupled with recent development in information and communication technology that has influenced all aspects of tourist behavior and marketing strategy. From a marketing perspective, the requirement of meeting or exceeding tourists' needs and wants should be balanced against the growing requirement of places and destinations, to develop and protect destination attractions, assets and resources in the most sustainable way (Kozak & Baloglu, 2011).

Tourism is recognized as an industry that enhances the social and geographical mobility of humans by performing a variety of functions to fulfill various human motives and even to earn profit. It has long been recognized as one of the world's largest service industries and also it is important to the development and modernization of a country. Every country has been trying to create their uniqueness of tourism products to attract consumers. Understanding or monitoring the level of tourist satisfaction is of importance in promoting or maintaining the successful tourism industry.

The motivation of tourists relates to their needs, goals, and preferences and it can be observed in their behaviors and their destination choice. Motivations have also been seen as a tool to segment the tourism market by their goals and preferences. The most popular typology of tourist motivation comes out from the push and pull model of Crompton's (1979) which presented that a tourist's choice of a travel destination is influenced by two forces: push and pull. People are travelling because the tourists are pushed by their internal motives and pulled by external forces of a travel destination. Several types of research indicated that most push factors derive from an individual's intangible or intrinsic desires,

such as a desire for escape, adventure-seeking, dream fulfillment, novelty-seeking, relaxation, health and fitness, prestige, and socialization (Chon, 1989).

Tourists' satisfaction plays an important role in the success of tourism development. Tourists from diverse nationalities have different expectations and different satisfaction levels after using tourism products. To attract foreign tourists, all tourism stakeholders must know their customers' preferences. To achieve consumers' satisfaction, businesses must understand consumers' needs, wants, and preferences to be able to provide products and services that meet consumers' expectations. Tourists' satisfaction is the most crucial for the prosperous of the tourism industry (Sadeh et al., 2012) because it can have an impact on tourists' behavior in choosing tourism destinations (Ahmed, 1991), utilizing tourism products and services, and being willing to return to those destinations (Stevens, 1992). In the service industry, satisfaction is generally categorized as a person feeling unhappiness with or enjoyment of service compared to his or her expectation (Kotler & Keller, 2016). Kirom et al. (2008) added that satisfaction is the overall experience customers' gain from consuming goods or services. In the tourism industry, satisfaction refers to the difference between pretravel expectations and actual experiences while is generally categorized as a person feeling. According to Tribe and Snaith (1998), tourists' satisfaction is defined as their real experience of a destination's attributes exceeding their expectations of those attributes. Severt et al. (2007) described tourists' pleasure in experiencing a tourism product or service that meets their desires and expectations. Satisfied tourists tend to repurchase, recommend, and share their experiences with their friends and families. The increases in tourists' satisfaction can improve the revisit intention and sustain the popularity of a destination, leading to support of the local economy. In the long run, the destination loyalty of tourists is important to help sustain the tourism industry and economic prosperity of Myanmar.

Destination loyalty has been frequently investigated by researchers of consumer behavior, including tourism researchers (Baker & Crompton, 2000). Khoung and Ha (2014) asserted that the revisit intention is the core of destination loyalty. Pratminingsih et al. (2014) conveys the concept of revisit intention comes from the behavioral intention, which refers to the behavior of repeating the previous joyful experience. The tourists' interest to revisit the certain tourist destination (i.e., repeat visitor) gave a positive impact on the destination itself through earning more revenues and reducing costs of promotion since the costs of promoting a destination is borne by the repeat visitor.

Myanmar is a land of undisputed beauty with rich culture, long historical background, and famous for hospitality. Despite the cultural attractions, rich natural resources, and hospitable people, Myanmar is still playing an infant role in the world's fast-growing tourism industry. Myanmar is the best-kept secret of Asia. Myanmar is known as the golden land not only for the golden pagodas but also for the fertile land and the wealth of its agriculture, natural resources, and stones and precious mineral. Myanmar has a variety of natural beauty, waterfalls, magnificent lakes, enchanting cages, natural sandy beaches, the unique culture of different ethnic groups, and the famous thousand-year-old glittering golden pagodas. Myanmar also has flora and fauna, resorts to rest, that make the excursion. Traditionally, Myanmar is known as a cultural destination because of its numerous historical monuments, Buddhist temples, and pagodas. There are other attractions for visitors who are specialized in Archaeology, Buddhism, Entomology, Birds, Plants, etc. Some adventurous tourists visit Myanmar for trekking, scuba diving, cross-country cycling, car rally, and hot-air balloon flying. Furthermore, Myanmar is the only country in Southeast Asia with snow-capped mountains and Mt. Khakaborazi is a higher mountain in Myanmar. For eco-tourists, there are many new natural parks throughout the country.

Myanmar has great potential for the development of the tourism sector which can generate substantial foreign exchange earnings for the country. Myanmar possesses many mystical features for international travelers who love to discover exotic places and new frontiers. There are numerous pagodas, temples, beauty spots, archaeological sites, snow-peaked mountains, deep forests with abundant flora and fauna, rivers and natural lakes, split beaches and archipelagos, 135 national races with their colorful costumes and customs, traditional arts all make up Myanmar the most exotic and fascinating destination in Asia. These factors attract international tourists to choose Myanmar as a destination for their tourism purposes. A country with diverse culture and home to 135 different ethnic groups, Myanmar is one of the lowest crime records in the world by ensuring visitor security from start to end. These facts are very attractive to tourists which help tourism development.

To reach its potential, the Myanmar Tourism industry has to design more innovative and creative marketing strategies. As tourism is a highly competitive industry, travelers have a wide range of choices and look for good value for money. The lack of quality infrastructure, uncompetitive rates, indifferent or poor product quality, difficulty in getting

access to information on travel and tourist destinations, and untrained service providers can have a negative effect on the competitiveness of the tourism industry. Since every country endeavors to promote its distinguished destinations to attract tourists, evaluating and understanding the motivation of tourists, it impact on their satisfaction and creating destination loyalty is a vital step toward improving the experience of tourist experiences and the success of the tourism sector (Kozak & Rimmington, 2000).

Tourists are from different nations that affect their preferences and perception, and furthermore impact experience creation. Since tourists have different preferences and expectations before a visit to Myanmar, it is important to understand their diverse needs and expectations to provide satisfactory experiences for the tourists. Therefore, this study aims to explore the factors that stimulate tourists to visit Myanmar, their perception of performance quality of the attributes and services and an experience they realized, their overall satisfaction, and its impact on destination loyalty of tourists including revisit intention and willingness to recommend the place to the others to visit Myanmar.

1.2   Problem Statement of the Study

The tourism industry is an increasingly important service sector for developing economies. Since tourism sector has the potential to make a huge contribution to development of related industries and creating job opportunities, it plays a key role in economic growth and development of a country. Myanmar possess a diverse range of landscapes and potential tourism draw – pristine coastline, mountains, islands, cultural sites, and cities boasting impressive collections of colonial architecture. Myanmar has the appeal of being an exotic and somewhat unspoiled destination for Western tourists, while many Asian tourists are attracted to its religious sites. Even so, compared to the other ASEAN countries, Myanmar's tourism is still relatively undeveloped.

Myanmar's tourist industry is behind in development in comparison to the other ASEAN countries, although it has a great potential with many tourist attractions. Myanmar has as many valuable tourist attractions as any of the other ASEAN countries, or possibly more. However, they have not yet been utilized sufficiently. Since its democratization and opening up in 2011, many foreigners have begun to visit Myanmar. Since 2011, Myanmar tourism sector gradually developed to reach 3.1 million visitors in 2016 and almost 4.4 million visitors in 2019.

Tourists are visiting Myanmar for different reasons – some are coming here for their business, while others are visiting the country to observe its culture, to see archaeological sites, to rest at the famous beaches, and to indulge in trekking and camping. However, it is witnessed relatively few visitors compared to neighboring countries (Appendix B-1). Among the several reasons, insufficient infrastructure, quite high prices of hotels compared to neighboring countries, weak customer services and stringent visa policies of the country are frequently pointed out as main impediments of the development of tourism sector (Yangon Stock Exchange, n.d.).

More specifically, inadequate infrastructure including airport, railways, roads, transportation, energy, and telecommunication are major impediments in providing quality service in tourism industry in Myanmar. The majority of the ecotourism sites are in remote areas with poor transport infrastructure such as meagre condition of the roads and rail routes, and insufficiency of convenient buses and railways across the country. Furthermore, limited availability and high expenses of air travels and high charges of hotels and accommodations comparing with neighboring countries also are also hindrance in creating positive image of Myanmar tourism industry. Moreover, low level of technical know-how and expertise and weak customer services of hotel and tour operations can adversely affect the experience of the tourist visited to Myanmar.

Since tourism sector is one of the most important sectors for employment creation, business development, and economic recovery, it is imperative to set policy measures for the development of tourism industry. To this end, it is critically important to find out the factors that attract tourists to visit Myanmar and the perception of tourists on performance quality and experience quality of tourism-related services, and to identify what factors need to be emphasized for enhancing their satisfaction and destination loyalty to Myanmar. Thus, this study is expected to contribute for redesigning the policy measures to promote the tourism industry in Myanmar.

1.3   Research Questions

Under the context of high competition, rapidly changing, increasingly demanding, and unforeseen environment, the questions come out which motivation factors drive the tourists to visit Myanmar and how they affect the perception, satisfaction and destination

loyalty of the tourists. To fulfill these research questions, this study attempts to answer the following questions:

1. What are the influencing motivations of tourists on their perception of performance quality?

2. What are the influencing motivations of tourists on their perception of experience quality?

3. How does performance quality affect experience quality?

4. How does tourist perception on performance quality and experience quality affect their satisfaction?

5. How does the satisfaction of tourist influence on their destination loyalty?

1.4　Objectives of the Study

The main objective of the study is to examine the effect of motivation factors on perceived performance quality and subsequent experience quality of the tourists and the effect of performance and experience quality on the satisfaction and thereby, leads to destination loyalty. The specific objectives of the study are set out as below:

1. To examine the influencing motivations of tourist on their perception of performance quality,

2. To examine the influencing motivations of tourist on their perception of experience quality,

3. To analyze the effect of performance quality on experience quality,

4. To analyze the effect of performance quality and experience quality on tourist satisfaction, and

5. To examine the influence of tourist satisfaction on their destination loyalty.

1.5　Methods of Study

According to Myanmar Tourism Statistics (2019), there are 2388 licensed tour companies in Myanmar. However, according to Union of Myanmar Travel Association (UMTA), about 10% of licensed tour companies are active or getting on. The study is conducted based on the data of member travel and tour companies of UMTA in 2019. This study applies two-stage random sampling method. At the first stage, ten tour companies are

randomly selected among 175 travel and tour companies which are members of UMTA by using simple random sampling method (Appendix B-2). At the second stage, simple random sampling method is also applied to select 340 respondents among 2907 tourists who visited four destinations: Yangon, Mandalay, Bagan and Inle with the services of ten selected tour companies in 2019. The sample size of 340 visitors is determined by using the formula of Krejice and Morgan's adjusted to Cochran's formula.

The primary data are collected from 340 respondents by using self-administered questionnaire designed with 5-point Likert scale. The secondary data are taken from the various sources such as articles, research papers, internet websites, books, journals, and periodicals relevant to the study and published data from the Ministry of Hotel and Tourism (MOHT). Descriptive statistics are used to describe the demographic characteristics and travelling behavior of respondents. For the analysis, multiple regression analyses are mainly conducted to identify the relationship between tourist motivation, satisfaction, and destination loyalty in Myanmar.

1.6   Scope and Limitations of the Study

This study focuses on tourist motivation, their perception on performance quality and experience quality of the services, their satisfaction and destination loyalty to Myanmar based on the responses of tourists who visit the selected destinations. Although there are many tourist destinations in Myanmar, this study emphasizes on the tourists who visited four destinations; namely Yangon, Mandalay, Bagan, and Inle because these four destinations have had the highest number of tourist arrival among tourist destinations in Myanmar (Appendix B-3). The data are collected during the period of January to March 2020 by using Google Form. This study only includes international tourists and excludes domestic travelers. The study focuses on push and pulls motivations of the tourists, their perception on performance quality and experience quality, their satisfaction and destination loyalty to Myanmar while other factors are assumed to be constant.

1.7   Organization of the Study

This study is composed of six chapters. The first one is the introduction chapter which presents the rationale of the study, the problem statement of the study, the objective of the study, scope and limitation of the study, method of the study, and organization of the study. Chapter two consists of literature reviews including theoretical background such as

concept and theories of motivation, satisfaction and destination loyalty, reviews on empirical studies relating to this study, and conceptual framework of this study. Chapter three is concerned with research methodology identifying research design, reliability tests, sample design and data collection procedure, analytical methods and tools as well as testing on the assumptions of multiple linear regression methods. Chapter four presents the overview of the tourism industry in Myanmar including background of tourism industry and selected destinations areas in Myanmar, profile and services provided by the selected tour companies, and the profile of respondents. Chapter five is analytical chapter which includes the analysis of influencing tourist motivation on performance quality and experience quality, the effect of these qualities on tourist satisfaction and their destination loyalty. The last chapter, chapter six, is a conclusion chapter which consists of findings, suggestions and recommendations, and the needs for further research.

CHAPTER 2

LITERATURE REVIEW

This chapter presents the theoretical framework of this study which comprises the concepts and theories of motivation including motivation factors, performance quality and experience quality, satisfaction and destination loyalty. Moreover, this study elaborates the review on the literatures and empirical studies related to tourist motivations, the perception on service quality, satisfaction and destination loyalty of the tourists. Final part of this chapter provides the conceptual framework and presents the working definition of the variables used in this study.

2.1   Concepts and Theories of Motivation

Motivation is a complex of subjective meaning which seems to the actor himself and the observer an adequate ground for the conduct in question (Weber, 1968 as cited in Dann,1981). The motivation process is hard to measure because it changes and evolves. Tourist motivation can be defined as a meaningful state of mind which adequately disposes of an actor or group of actors to travel, and which is subsequently interpretable by others as a valid explanation for such a decision.

Motivation is considered to be one of the most important variables to explain travel behavior (Iso-Ahola, 1982, as cited in Uysal & Hagan, 1993). Understanding the motivating factors that lead to travel decisions and consumer behavior is vital for an understanding of a traveler's choice, preferences, and needs (Bansal & Eiselt, 2004). Motivation to travel refers to a set of needs that cause a person to participate in a tourist activity (Pizam, Neumann & Reichel, 1979). They are the psychological needs that cause a person to feel psychological disequilibrium and may be corrected through a travel experience (Crompton, 1979; Kim, Crompton & Botha, 2000). McIntosh and Goeldner (1986) identify four such need categories or motivators that drive a person to travel: (1) physical motivators, (2) cultural motivators, (3) interpersonal motivators, and (4) status and prestige motivators.

Motivations may differ from one tourist to another because of their diverse needs and desires and from one destination to another due to the various products and services

(Andreu, Kozak, Avci, & Cifter, 2006). Sung (2004) explained that examining push and pull motivations of tourists is beneficial to destination marketers and researchers because individuals' various needs, attitudes, and lifestyles can be identified, understood, and incorporated into programming and marketing activities. Motivation has been diversified to an extent that leads to the current trend towards the segmentation of markets and the expansion of tourism products (Devesa, Laguna, & Palacios, 2010).

Motivations mirror an individual's intrinsic and extrinsic travel needs and wants. An appraisal on tourist motivations for visiting destinations presents a number of common broad factors including novelty seeking, searching for a cultural experience, adventure, social contact, and escaping from routine environments, relaxation, and destination's attractions. These are in line with the argument that tourist motivations are multifaceted and may go hand-in-hand with each other rather than in isolation. Tourists are faced with a number of motivational factors when deciding on visiting a tourist attraction, when they want to learn about a new culture or when they just want to relax.

2.1.1 Motivation Theories

There are many theories of motivation that are used by researchers. Among them, Maslow's hierarchy of needs model (1943) defined the need fulfillments from basic biological and physiological needs to the higher level of personal growth needs. Dann (1977) developed Push-pull theory in which tourist motivations are influenced by both push and pull forces. This theory elaborates how a traveler is pushed by motivating variables into making travel decisions and how he/she is pulled or attracted by destination attributes. (Crompton, 1979; Hsu & Lam, 2003). In 1988, Pearce developed the theories of Travel Career Ladder (TCL) and Travel Career Pattern (TCP) based on Maslow's theory.

(a)   Maslow's Hierarchy of Needs

Maslow's (1943) five-level hierarchy of needs remains one of the most broadly accepted theories applied by researchers seeking to understand human behavior. Due to its vast scope, this theory has often been used in the field of tourism since the hierarchy of needs helps clarify travelers varied motivations and thereby explain tourists' travel behaviors. The cited theory divides human behavior into five distinct levels of needs, in which the fulfillment of one need leads to another on a higher level, thus forming a

hierarchy. The first set of motives is physiological needs, which are associated with individuals' basic needs, such as food, shelter, and water.

Applying the same concept to the tourism industry, physiological needs are the basic needs that travelers expect destinations to meet. These requirements include various facilities provided to travelers during their stay at destinations, including, among others, suitable accommodations, potable water, and restaurants providing good food and/or cuisine. These needs are so basic in nature that they can be regarded as fundamental motivations for all travelers.

The second need in a motivational pyramid is associated with traveler's safety-related issues. Destinations can attract increasing numbers of visitors only if they provide a safe, secure environment in which travelers feel protected from any threats during their stay. When visitors are convinced that destinations facilities will remain stable and look after them during their time there, the probability that they will choose those destinations is higher. The likelihood of a positive response in the form of tourist inflows will also be stronger for those destinations.

The third need refers to forming relationships with people to create a sense of social belonging and confirm their ability to develop healthy relationships. Social belonging plays a clear, positive role in motivating travelers to visit destinations. Individuals tend to travel to specific places to develop strong bonds with family and friends or to become familiar with destinations' local communities.

One of these is satisfied, the fourth motivation arises, which is associated with self-esteem. At this level, people travel in order to impress friends, relatives, social groups, and other people and to gain a higher social status.

The final need in the hierarchy is self-actualization. Travelers see tourism as an activity through which they can improve their special skills by doing something that is quite challenging to these individuals. Self-actualization in tourism can also be related to activities in which people get involved in doing something that benefits society.

(b)   Dann's Theory of Push and Pull Motivations

The push and pull theory of motivations proposed by Dann (1977) is another widely accepted theoretical framework in tourism research. According to Dann (1997), multiple

factors motivate tourists and/or travelers to visit particular places or destinations, but these factors can be categorized as either push or pull motivations.

Push factors at the most basic level, is explained as intrinsic factors or internal drives that urge individuals to travel. These are associated with factors such as longings for rest, recreation, adventure and escape and a desire to get away from it all and to transcend the feeling of isolation inherent in contemporary lifestyles. Thus, push factors can be summed up as factors encouraging people to travel, representing individuals' socio-psychological needs. In contrast, pull factors are mostly associated with destinations' amenities, for example, service quality, prices and infrastructure.

While applying these factors in the context of tourism, researchers have observed that push factors are more inward in nature and physiological. When exploited by destination planners and marketers in appropriate ways, these factors can help attract more tourists to particular destinations. Push factors that are adequately understood and exploited by destination planners in appropriate ways can then become pull factors, which are mostly external in nature.

Pull factors come from within destinations, but these factors can help trigger push factors. Destinations thus should be able to meet customers' expectations in terms of prices, facilities (e.g., accommodation, transportation, food, restaurants and amusement parks) and, most importantly, the level of quality provided. From time to time, destination managers need to augment their offers in ways that satisfy customers' needs and desires.

(c)   Travel Career Ladder (TCL) and Travel Career Patterns (TCP)

Based on Maslow's (1943) five-level hierarchy of needs, Pearce (1988) proposed the TCL model, which lists five travel motivations associated with relaxation, stimulation, relationship, self-esteem and development or fulfillment. According to the cited model, travel motivations fall into two categories: needs that are self-centered and motivations that are directed at others. Pearce (1988) proposed that recreation can be a self-initiated exercise – in which individuals seek out quiet, restful time alone – or relaxation – in which people go on holidays in the company of others. The latter spring from the need for external excitement and a desire for novelty.

The second travel motivation, as described by Pearce (1988), is associated with stimulation and is self-directed, arising from individuals' concern for their safety and

security. This motivation can also be directed towards others, arising out of worries about others' wellbeing. The third travel motivation refers to relationships, and it can be self-directed, which means maintaining relationships, or directed at others, which means bonding with others and developing emotional attachments to friends or family.

The fourth travel motivation comprises self-esteem and personal development. This is either self-directed, including enhancing skills, hobbies, proficiencies and expertise, or this motivation may be directed at others, such as quests to acquire social status or the allure associated with those who travel to certain destinations. The last factor, fulfillment, is completely self-directed as it fulfills individuals' dreams and focuses strongly on the contentment people feel after finding peace with their inner self.

Another important theoretical framework based on Maslow's hierarchy of needs is the TCP model developed by Pearce and Lee (2005). The TCP model is mostly constructed along the same lines as the TCL approach. TCL theory suggests that travelers' progress up the ladder of travel motivations as their level of travel experience increases, while TCP theory sees these motivations as a complex and dynamic process that comprises many levels at the same time. The concept of a travel career is central to the TCP, as is the idea that travelers' behaviors reflect changing motivational patterns during their travel careers.

2.1.2 Motivation of Travelling

Travel motivation is the inner state of a person or certain needs and wants of the tourists that can be considered as one of the most important of tourists' behaviors. Motivation bases visitors' behavior can be explained using push-pull framework approach. The psychological encouragement is one of push factors such as social interaction, the desire for escape, adventure, relaxation, and self-exploration1. Push factor is the things underlying and directing someone's behavior to do a travelling.

Travel motivation is influenced by two forces – the concepts of Push and Pull factors. This concept has become one of the most popular and useful frameworks to study and analyze tourist behavior. Those two factors explain that people travel because they are pushed by their own internal forces and pulled by the external forces of destination attributes. Push motivation is the factors that motivate or create the intangible or intrinsic desires of the individual travelers to go on a vacation. According to the push factor consists of seven socio-psychological motives (escape, self-exploratory, relaxation, prestige,

regression, kinship enhancement, and social interaction) and two cultural motives (novelty and education). These push factors are recognized as the first step and useful tool in explaining the desire for travel and understanding tourists' behavior. Pull motivation, on the other hand, is the tangible resources and traveler's perception and expectation towards the features, attractions, or attributes of a specific destination; therefore, it plays an important role in destination choice of tourists once the decision to travel has been made. Pull factor is the external forces related to natural and historic attractions, food, people, recreation facilities, and marketed image of the destination and showed that push and pull travel motivations are not independent, but related to each other. Whereas push factors refer to the forces that push individuals from home and make decision to travel, pull factors simultaneously pull them toward a specific destination. Thus, destination marketers and promoters in the tourism industry should keep in mind about the importance of travel motivations, and give more marketing efforts to matching the main attributes of a destination with the needs and expectations of potential customers.

Although Crompton (1979) is the first to classify tourist motivations into push and pull factors, Dann (1981) is the first to use these terms push and pull factors. Crompton (1979) explained two distinct types of socio-psychological motivations as drivers of the fundamental aspects of tourist's decision-making process. The first driving force, push motivation, is the initial decision to travel, whereas the second, pull motivation, plays a role in deciding to choose a destination, location, or event.

2.1.2.1 Push Motivation

Push motivation is considered as the personal driver which allures an individual to travel under one's reasons such as escape from the daily routine, a need to spend quality time with the family, or the lust for adventure (Dann, 1977; Chon, 1989). Push motivation is the cause of the travel decision-making which will satisfy the internal motives of the travelers (Niemelä, 2010). The major two push motivations for tourism are the need to escape from the stresses and the need for the status along with the feelings of superiority (Dann, 1977). The outstanding push motivation in travel purposes is associated with the social interaction and elevation of kinship relationships, as well as the relaxation purposes on exploring the new things, new site, and people. The desire of travel can also be linked to the push motivation (Kanagaraj & Bindu, 2013).

Push motivations originating from Maslow's (1954) hierarchy of needs model are intrinsic motivations that provide fundamental goals and needs that are the basis of behavior motivation. Prebensen, Woo, Chen, and Uysal, (2012) identified push factors correlate to a tourist's need to make a trip, the experience, and the destination they seek. Therefore, these needs have influenced the individual to act on them from an emotional conundrum requiring them to mentally escape from their daily routine.

Nassar, Mostafa, and Reisinger (2015) identified four push factors of motivation to travel to a destination: (a) leisure and recreation, (b) visiting friends and relatives, (c) health and wellness, and (d) religion. Mody, Day, Sydnor, Jaffe, and Lehto, (2014) and Lehto (2014) identified additional common push factors, such as novelty, seekers, and socializers. Šimková and Holzner (2014) claimed that escaping from the daily routine and workplace and fulfilling social needs, such as meeting other people and experiencing something unique or unusual are the needs of the tourist.

Sangpikul (2009) identified that six push factors including novelty seeking, cultural experience, adventure, social contact, escape, and relaxation are dimensions associated with Asian tourists' travel motivations while three push factors, namely, novelty seeking, escape and relaxation, and socialization are the dimensions related to the travel motivations of European tourists, Al- Haj Mohammad and Mat Som (2010) identified eight push factors for travel motivations of foreign tourists. These are fulfilling prestige, enhancing relation, seeking relaxation, enhancing social circle, sightseeing, fulfilling spiritual needs, escaping from daily routine, and gaining knowledge.

(a) Novelty Seeking

Novelty seeking is one of the reasons why tourists visit a destination. The literature considers novelty as the degree of contrast between the known and unknown, making it the opposite of familiarity that leads to little or no experience. Novelty seeking is an inner urge that stimulates individuals to engage in observation, exploration, manipulation, and questioning. Novelty is tendency of tourists to desire experiencing new activities and unvisited destinations.

(b) Cultural Experience

Cultural tourism is the act of travellers visiting particular destinations in order to experience and learn about a particular culture. Cultural experience include many activities such as; attending events and festivals, visiting museums and tasting the local food and

drinks. Tourists need to participate and learn about a destination's local culture including rituals, values, music and dance constitute cultural motivations.

(c) Adventure

Adventure is a type of tourism in which tourist do some adventures activities as traveling, exploring, skydiving, mountain climbing, scuba diving, river rafting or participating in extreme sports. Adventure travel is a type of niche tourism, involving exploration or travel with a certain degree of risk, and which may require special skills and physical exertion. Adventure experiences include the search for exotic or wilderness destinations, undertaking heroic outdoor activities, and the inherent risk pursuit of such activities.

(d) Social contact

Another factor contributing to tourist's travel is the need for social contact. Social contact is the face-to-face contact between people from different cultural backgrounds. Social contact is the desire to spend time with family and friends as well as a need to meet new people beyond the normal circle of acquaintance.

(e) Escape

Escape is the change in environment, which allows travelers to explore, discover, evaluate and reevaluate the destination. Escape is to break from routine activities of the home and work. This break affords people the opportunity to refresh their minds by engaging in non-routine forms of leisure activities.

(f) Relaxation

Relaxation is an individual's method of attaining mental rest often via engaging in activities outside their normal routine. It has to do with resting from one's day-to-day activities. Relaxation is the most central psychological predisposing factor for tourist movement. It is also seen as a state of being liberated from tension and anxiety.

2.1.2.2 Pull Motivation

Pull motivation is stimulated by the destination forces including attractions of scenery, historical sites, recreation facilities, cultural attractions, etc. (Sirakaya, Sheppard, & McLellan, 1997; Kanagaraj & Bindu, 2013). Pull motivation is the factor that attracts tourists to select the destination site. Furthermore, a tourist's view of a particular destination can be perceived as pull motivation (Niemelä, 2010).

Pull factors deemed as extrinsic motivations, which are result of the attractiveness of the image of the destination. The destination image refers to characteristics that attract visitors to visit the destination (Crompton, 1979). Pull motives fall into four categories: historical and heritage attractions; cultural and cuisine experiences; rest and relaxation facilities; and family and friend bond opportunities (Leong, Yeh, Hsiao, & Huan, 2015). Hence, the ideal situation requires the needs of the visitors due to the above factors that individuals use to decide on their destinations. Chen (2015) stated that combination of push and pull factors attract a different type of travelers seeking various values.

Some would argue that pull factors are more straightforward and identifiable because they are external making the visited location easier to compare. However, the pull factors that attract one visitor to a destination could significantly vary from the pull factors that attract another visitor to the same destination. The destination choice originates from tourists' assessments of a location's qualities and includes factors such as natural and cultural attractions, social opportunities, physical amenities and facilities, nightlife, ambiance and culture link, accessibility, products, quality, advantage, events, ecological attributes, shopping, and natural amenities as examples of pull motivations.

People travel or participate in leisure activities because they are pushed or pulled by the forces of motivations and destination attributes. Push factors are considered to be the socio-psychological constructs of the tourists and their environment that predispose the individual to travel or to participate in leisure activities, thus influencing travel decisions and demand. Pull factors, on the other hand, are those that emerge as a result of the attractiveness of a destination and are thought to help establish the chosen destination.

Finally, the attraction of a destinations is a pull factor. The attractiveness of a destination largely depends on its unique attractions which could be a place, phenomenon or event. Attractions assume the form of natural or man-made phenomena and are the main motivations for travel. Tourists are always in the quest for active and passive activities ranging from sight-seeing, learning, safari walks, mountain climbing, and art and craft appreciation among others.

Sangpikul (2009) supposed that three factors, namely a variety of tourists' attractions and activities, travel costs, and safety and cleanliness as pull motivation factors of Asian tourists whereas two factors such as a variety of tourist attractions and activities and cultural and historical attractions are pull motivation factors of European tourists,

Mohammad and Som (2010) identified eight pull factors that can attract tourists to visit a particular destination such as events and activities, easy access and affordable, history and culture, variety seeking, adventure, natural reserves, heritage sites, and sightseeing variety.

(a)   Cultural and Historical Place

Cultural history involves the aggregate of past cultural activity, such as ceremony, class in practices, and the interaction with locales. The cultural and historic heritage defines a place as it captures the local design, festivities and themes. These characteristics are often displayed in hospitality, signage, public art and even music. Cultural and historical sites give a place a sense of identity while creating opportunities for community pride and tourism.

(b)   Tourist Facilities

Tourist facilities means an establishment for providing holiday accommodation or recreation and may include a boat shed, boat landing facilities, camping ground, caravan park, holiday cabins, hotel, house boat, marina, motel, playground, refreshment room, shop, water sport facilities or a club used in conjunction with . Tourist facilities include other factors as travel destination, convenience of traveling, quality of tourist place, reasonable price, and variety of tourist attraction.

(c)   Environment and Safety

Environmental safety is practices, policies and procedures that ensure the safety and well-being of anyone in the immediate area. Environmental safety includes many factors as safety and security, hygiene and cleanliness, weather, festival and recreation activity, variety of shopping places, friendliness of people and availability of travel related information.

2.2   Performance Quality

Performance quality evolves from the term service quality. It relates to customer perception of provider's service performance. It refers to visitors' evaluations on the attributes of a service which are primarily controlled by a supplier (Crompton &Love, 1995). It is, in fact, tourist's perception of a provider's performance. Thus, it is a perceived quality which is judged by the tourist on tourism-related products and services.

Pizam & Ellis (1999) pointed out that tourism management needs to understand the dimensions or attributes of the product/service which customers used in their assessment on performance quality because just providing high-quality services may not guarantee customer satisfaction. Various service encounters experienced in different activities may affect visitors' overall satisfaction and subsequent revisit or repurchase intentions (Yung & Chan, 2001).

The main research instruments that measure service quality is SERVQUAL. SERVQUAL is often used on the perceived performance of product attributes and their impacts on choice, consumption and satisfaction. SERVPERF proposed by Cronin and Taylor in 1992 is mainly related to the perceptions of performance. SERVPERF has been applied in different fields including tourism and recreation.

Crompton and Love (1995) defined service quality as quality-of-service attributes, or quality of opportunity, or quality of performance. Several studies supported that quality of performance/opportunity leads to quality of experience (Crompton & Love, 1995; Baker & Crompton, 2000).

Murphy et al. (2000) pointed out that destination product experience contain both perceptions of quality and value which results from visitors' evaluation of destination environments (natural, political, technological, economic, cultural & social factors) and service infrastructure (shopping, recreation & attraction, food, travel, transportation and accommodation services). Overall satisfaction of a tourist can be the results of an overall evaluation of the tourism destination performance, which is obtained by its means, experience of the service consuming at the destination. Buhalis (2000) supposed that the successful destinations can be structured with the 6As: attractions, accessibility, amenities, available packages, activities, and ancillary services.

(a) Attractions

Attractions can be natural such as mountain; artificial such as amusement parks or cultural such as music festival. Tourist attraction is a place of interest where tourists visit, typically for its inherent or an exhibited natural or cultural value, historical significance, natural or build beauty, offering leisure and amusement.

(b) Accessibility

Accessibility is part of a tourism product and determines the cost and convenience of reaching a destination. Accessibility refers to entire transportation system within

destination that comprise of available routes, existing terminals and adequate public transportations. The elements of the accessibility of a destination include infrastructure, equipment, and operational factors. A destination's infrastructure consists of roads, parking, airports, trains, and other transportation-related aspects and equipment refers to the speed and range of public transportation whereas the main operational factors include prices, route operations, and frequency of services.

(c)   Amenities

Amenities characterize all services facilitating a convenient stay, namely accommodation, gastronomy and leisure activities. Amenities is one of the essential characteristics of a destination to improve tourists' perceptions on that destination. Amenities include things such as stores or sports facilities that are provided for people's convenience, enjoyment, or comfort.

(d)   Available Packages

Available packages refer to the availability of service bundles by intermediaries to direct tourists' attention to certain unique features of a respective destination. A package tour, package vacation, or package holiday comprises transport and accommodation advertised and sold together by a vendor knows as a tour operator. Other services may be provided such a rental car, activities or outing during the holiday.

(e)   Activities

Activities refer to all available activities at the destination which mainly trigger tourists to visit the destination. Activity tourism covers a range of areas from active holidays involving canoeing, climbing, and horse-riding and mountaineering, to the less physical, yet still activity focused areas of nature watching, food trials, or local culture and heritage trails.

(f)   Ancillary Services

Ancillary services are those daily use services which are not primarily aim for tourist such as bank, postal service and hospital. Ancillary services in travel and tourism are services that are provided which make the entire travel experience very comfortable, safe, secure and enjoyable. For example; travel insurance which provides insurance for loss of baggage, passport, or any valuables, medical expenses while in a trip.

It is deemed important for destinations to properly maintain each of their 6As to be highly competitive in the industry. Since performance quality can be main determinant of tourist satisfaction and loyalty, tourism and recreation sector pay priorities on conceptualization of service quality, its relationship with satisfaction formation and its impact on destination loyalty which is particularly important for competitiveness of the businesses and territory.

2.3   Experience Quality

Experience is defined as subjective personal reactions and feelings that are felt by consumers when consuming or using a service (Chen & Chen, 2010). It is difficult to define the tourism experience because it is multi-faceted. Clawson and Knetsch (1966) proposed that the tourism experience should contain the influences and personal outcomes both before the trip and after the trip. Stamboulis and Skayannis(2003) indicated that a tourism experience is generated through the act of travelling to a destination away from the tourist's home, learning about its attributes, and enjoying its activities. Tung and Ritchie (2011) defined tourism experience as an individual's subjective evaluation and undergoing (i.e., affective, cognitive, and behavioral) of events related to his/her tourist activities which begins before (i.e., planning and preparation), during (i.e., at the destination), and after the trip (i.e., recollection).

The experience of tourists can be influenced by a wide range of factors in addition to those under the direct control of service providers (Baker & Crompton, 2000; Tian-Cole, Crompton, & Willson, 2002). These include the social-psychological state that a tourist brings to a site (e.g., mood, disposition, and needs), extraneous events (e.g., climate and social group interactions), park program and site attributes.

The components of tourism experience are complicated. Gomez-Jacinto, Martin-Garcia, and Bertiche-Haud'Huyze (1999) supposed that tourist experiences include intercultural tourist activities, intercultural influences, holiday satisfaction, and service quality. On the other hand, some scholars pointed out emotional (Otto & Ritchie, 1996), social (Morgan & Xu, 2009), cognitive (Gopalan & Narayan, 2010), and sensescape (Dann & Jacobsen, 2003) as the common dimensions of a tourism experience. According to Ooi (2005), diverse interpretations of tourists on a single tourism product are influenced by different interests of tourists. Moreover, since their personal feelings and moods at a

particular moment affect their interpretations of the experiences, tourists can have different experiences even if they are doing the same activity in the same destination. Even if all tourists said that they enjoyed and satisfied their travel experience, it does not necessarily mean that they all had same memorable experiences (Ooi, 2005).

Roy (2018) defined experience quality as the affective and cognitive aspect resulting from the services when visiting and making purchases of something that will lead to some attitudes such as satisfaction and behavioral outcomes such as loyalty and word of mouth. Tian-Cole et al. (2002) describes quality of experience as the specific psychological benefit obtained while satisfaction is the summation of specific benefits or the judgments of total experience. That means the quality of experience is an antecedent to satisfaction.

It is important to understand the experience quality as perceived by the visitors so that management can adjust their services to meet visitors' needs. By knowing what the benefits visitors seek, management can aim their marketing effort at promoting these benefits. Cole & Scott (2004) expressed that overall satisfaction and future intentions are mainly based on the kind of benefits people experience during their visit.

There are three main streams of experience quality studies in current literatures;

(i) Otto and Ritchie (1995): Four dimensions - hedonics, peace of mind, involvement and recognition.

(ii) Pine and Gilmore (1999): Four realms of experience - entertainment, esthetic, educational and escapist.

(iii) Cole and Scott (2004): performance quality ➔ experience quality ➔ overall satisfaction ➔ revisit intentions.

Therefore, experience quality can be conceptualized as tourists' affective responses to their desired social–psychological benefits. This study applies four realms of the experience developed by Pine and Gilmore (1999) as educational, entertainment, escapism, and esthetic.

(a)   Educational Experience

In an educational experience, visitors absorb events unfolding before them and actively participate in activities. Visitors are able to gain knowledge or learn something new through educational experience in destination. Educational experience is both active and absorptive. Interactive attractions can be designed to create educational experience. For

example, a drawing class led by a trained artist allows visitors to sketch a character, which increases their drawing skills. It is essential for visitors to participate actively to learn something new (Qu, 2017).

(b)   Escapism Experience

An escapism experience can be defined as the extent to which an individual is thoroughly absorbed in an activity (Csikszentmihalyi, 1990). An escapism experience requires immersion and active participation. Tourism, in general, provides an opportunity for travelers to escape from the daily life (Hosany & Witham, 2010). Cohen (1979) pointed out that a significant reason for people to take a trip was to search for meaning and/or to center themselves elsewhere, away from daily routines.

(c)   Entertainment Experience

Entertainment requires absorption as well as passive participation. It is one of the oldest forms of experience and well developed in the tourist industry (Pine & Gilmore, 1999). Hughes and Benn (1995) asserted that entertainment is an essential part of tourism. The entertainment experience is supposed to capture and occupy guests' attention. Oh, Fiore, and Jeoung (2007) have claimed that entertainment experience has been measured as an outcome of a trip, as showed by measurement items as fun.

(d)   Esthetic Experience

With esthetic experience, visitors are immersed in the environment and passively appreciate it without affecting anything. It is more like a mental presence. Many sightseeing destinations provide esthetic experience to visitors. Oh et al. (2007) asserted that a business's physical setting and environment have great impact on customers' patronage. In addition, esthetics has a great impact on consumer behavior, decision-making and service evaluation (Turley & Milliman, 2000).

2.4   Tourist Satisfaction

Satisfaction is seen as the congruence of need and performance. (Ryan, 1995). Tourist satisfaction refers to the extent to which tourist expectations are met (Akama & Kieti, 2003). The extent of satisfaction of a tourist represents the amount to which tourist expectations are met. Therefore, tourist satisfaction can be defined as a person's feelings of pleasure or disappointment resulting from comparing a product is perceived performance

(or outcome) in relation to his or her expectation. Yoon and Uysal (2005) Pizam, Yoram, and Reichel (1978) stated that tourist satisfaction is the result of the interaction between a tourist's experience at the destination area and the expectation the tourist had about the tourist destination.

According to Yoon and Uysal (2005), the satisfaction of tourists is caused by the two main dimensions. Firstly, tourists have their own expectations before going to tourist destinations. The second dimension is that tourists will compare the travel and service process with their previous expectations. In the end, tourist will do the evaluation as the formation of tourist satisfaction.

Tourist satisfaction is a prime variable that helps the destinations to sustain competitive advantage because it influences destination selection, consumption of tourism products and services. Tourist satisfaction is important to successful destination marketing because it influences the choice of destination, the consumption of products and services, and the decision to return and thereby, improving tourist satisfaction eventually, lead to organizational profitability (Ho, 2007).

Graburn and More (1994) stated that tourism is the product of experience and is intangible in nature and unlike other products and services, tourism sell excitement, and unknown experience, and a sense of discovery to travelers. The psychological construct of tourists is associated with motivation, satisfaction, and intention (Huang & Hsu, 2009). Therefore, it is critically important for all destinations to evaluate tourist satisfaction levels since satisfaction leads to increased loyalty, reduced price elasticity, increased cross buying, and positive recommendations to the destination.

Satisfaction is considered to work more on the consumer's affective or emotional side (Bowen, 2000). Cronin and Taylor (1992) pointed out that service quality has a global evaluation parameter and satisfaction is associated with a specific transaction. Tourist satisfaction can be studied on perceived value which explains consumer value involves a perceptive evaluation of exchange between what achieved (result and desired benefits) and what has been invested (money, time and effort).

Tourist satisfaction is a dynamic, rather than static, concept. It implies that people have hierarchies of values which undergo constant modification (Dann, 1978). The tourist satisfaction in a destination can be influenced by multiple aspects of destination characteristics. When tourists visit a destination, they interact with many different

components and elements of the tourist destination, which is a package of diverse attributes that includes physical components such as attractions, services and facilities catering to the everyday needs of the tourists and people at the destination. The quality of these interactions and experiences, with numerous encounters in the total experience of visit, forms the basis for overall satisfaction or dissatisfaction and influence on future travel decisions (Yuksel, 2001).

Destination attractiveness is just an element of tourist satisfaction, while tourist satisfaction is also influenced by the efficiency of the destination in serving the tourist at its best (Yuksel, 2001). Baker & Crompton (2000) asserted that tourism satisfaction can be affected by services of travel agencies, quality of accommodation, destinations and tours. Measuring satisfaction in a tour operating sector is particularly important as it is indicative of the process by which a customer evaluates a purchase, thereby determining satisfaction and likelihood of repurchase (Hudson & Hudson, 2004). Guest satisfaction on a destination's service element (e.g., facilities and infrastructure) directly or indirectly influence the overall image of a tourist destination.

Another approach of tourist satisfaction is the individual's cognitive-affective state derived from tourist experience (Bosque & Martin, 2008). According to Oliver (1993) satisfaction is influenced by cognitive evaluations such as expectations and disconfirmation. The cognitive-affective approach of tourist satisfaction explains satisfaction formation as influenced by the individual's cognitive judgments. Therefore, it can be said that a complete tourist satisfaction measurement is the result of perceived expectation and experienced performance of tourism in a destination.

(a)   Emotional Satisfaction

Bagozzi & Dholakia (1999) defined emotions as mental states of readiness that arise from cognitive appraisals of events or one's own thoughts. They categorized emotions into two groups, i.e., positive and negative emotions. Positive emotions include such feelings as joy, pleasure, and contentment and negative emotions may include worry, irritation, anger, fear, depression, and disappointment. Güngör, (2007) stated that motional satisfaction is the hedonic or experiential benefits that customers cannot calculate rationally or objectively. It is about trust and relationship. It is the positive customer emotions towards the firm. According to Dick and Basu (1994, cited in Mcmullan & O'Neill, 2010), cognitive

emotional satisfaction encompasses feeling of the tourist when visiting a tourist destination. It represents the visitors' feelings about the place.

(b)   Cognitive Product Satisfaction

According to Fallon and Schofield (2003), the cognitive product satisfaction represents tourism product dimensions of tourism related activities which eventually measures a tourist's consumption experience on major tourism products. Consumer satisfaction has been conceptualized as the affective summary of emotional and cognitive information emerging from the consumption of goods and services.

(c)   Cognitive Service Satisfaction

The cognitive service satisfaction represents a tourist's service dimensions, which measures a tourist's experience on different services in the tourist destination. Service quality is positively associated with emotional satisfaction, which is positively associated with both customer loyalty and relationship quality. Satisfaction is believed to influence attitude change and purchase intention.

(d)   Cognitive Dissonance

The cognitive dissonance is the mental discomfort experienced by person who holds two or more contradictory beliefs, ideas, or values. This discomfort is triggered by a situation in which a person's belief clashes with new evidence perceived by the person.

2.5   Destination Loyalty

The concept of loyalty has been considered as one of the critical indicators of corporate success in the marketing literature (LaBarbara & Mazursky, 1983). Repeat purchases and recommendations to other people are most commonly referred to as consumer loyalty and the degree of loyalty is one of the important indicators to measure the success of marketing strategy. The degree of tourists' destination loyalty can be referred as their intention to revisit the destination and their willingness to recommend it to others (Oppermann, 2000). Destination loyalty is concerned with the reasons underlying tourists' revisit intention, since the cost of retaining repeaters is much less than that of attracting new tourists (Um, Chon, & Ro, 2006). Repeat visitation is a natural phenomenon for mature holiday destinations (Alegre & Cladera 2006). Thus, ensuring repeat visitations is an important measure to maintain the competitiveness of these destinations. Furthermore, loyal

tourists are more likely to be free word-of-mouth advertising agents that informally bring networks of friends, relatives and other potential tourists to a destination (Shoemaker & Lewis, 1999). Therefore, creating destination loyalty becomes a fundamental strategic component for enhancing revisit intention of tourists to the particular destination.

The outcomes of tourists' positive memorable tourism experience are factors such as revisiting a destination and spreading positive word-of-mouth (Woodside, Caldwell & Albers-Miller, 2004). Tourists' revisit intentions may be influenced largely by efforts to recall their positive memory (Um et al., 2006). Mitchell (2006) demonstrated that the past tourism experience and memories are influential in the future behavioral intentions of tourists. Thus, a memorable tourism experience is more likely to result in a future repeat visitation and recommendations to others.

Revisit intention is a cognitive state that reflects a tourist's plan to return to a destination during a projected period of time (Weaver & Lawton, 2011). This is an important construct in destination marketing to predict a tourist's future behavior. In consideration of consumption perspective, tourists' exhibit three types of behavior at three different stages; pre-visitation, during visitation and post visitation). The experiences in these visitations motivate tourist to repeat visit. Chen and Tsai (2007) asserted that destination image and satisfaction to be significant on revisit intention.

The tourists' interest to revisit certain tourist destination have a positive impact on the destination itself. Repeat visit to a destination is kind of lifeblood for tourism businesses from economic value generation point of view. Creating revisit intention of former tourists is more cost-effective way than attracting a new tourist to visit to a particular location. Hence, repeat visitors are great saves of marketing spending. Pratminingsih (2014) denoted revisit intention as one of the fundamental issues for destination managers because repeat visitors could provide more revenue and minimize the costs. Thus, the tourist destination earns more revenues and reduces costs and promotion since the cost of promoting tourist destination is borne by the repeat visitor.

2.6   Empirical Studies on Relationship between Tourist Motivation, Satisfaction and Destination Loyalty

Many researchers and scholars have conducted the studies related to the tourist motivation, satisfaction, and destination loyalty. For the construct of conceptual model for

this study, several previous studies are explored the factors influencing motivation, satisfaction, and destination loyalty and their relationship.

Cakici and Harman (2007) analyzed that importance of destination attributes affecting destination choice of Turkish birdwatchers. This study aims to determine destination attributes affecting destination choice of Turkish birdwatchers. The results of this study indicate that Turkish birdwatchers like to feel nature with clean air, especially in national parks when they are trying to choose a destination for bird watching. The results highlight that 3As: amenity, available package, ancillary services are more conducive to the bird watching activity than others.

McMulla and O'Neill (2010) developed a valid and reliable measure of visitor satisfaction based on 2000 respondents from a range of destination types including built and natural attractions, events and festivals over two different sampling points (high/low season) during 2005 (Figure 2.1).

Figure (2.1) Conceptual Model of Visitor Satisfaction and Future Behavioral Intention
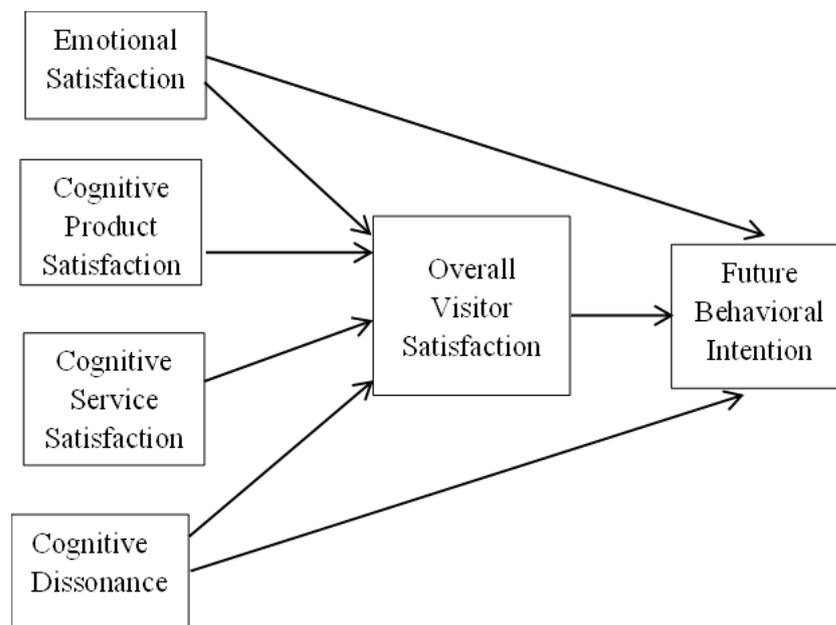
Source: McMulla & O'Neill (2010)

By conducting an exploratory factor analysis, the study identifies four dimension of tourists' satisfaction, namely emotional satisfaction, cognitive product satisfaction, cognitive service satisfaction and cognitive dissonance. The results also show the mediating

role of overall visitor satisfaction between visitors' perceptions of cognitive components of satisfaction and future behavioral intention.

Som et al., (2012) investigated the influential factors of repeat visitors in East Malaysia, Sabah. The results of the study indicate that destination image and relaxation and recreation were the most important destination attributes and travel motives for repeat visitors to Sabah. For destination loyalty, the study revealed that respondents were loyal to Sabah through revisit intention and recommending Sabah as a holiday destination.

Ng (2013) examined the relationship between motivation (pre-visit behavior), performance quality, experience quality and satisfaction (post-visit evaluation), and loyalty (future behavioral intention) among visitors to Hong Kong Global Geopark of China (HKGGC). The study established the link between post-visit evaluation and future behavioral intention towards HKGGC (Figure 2.2).

Figure (2.2)   The Relationship of Motivation, Performance Quality, Experience Quality, Satisfaction and Loyalty among Visitors to Hong Kong Global Geopark of China
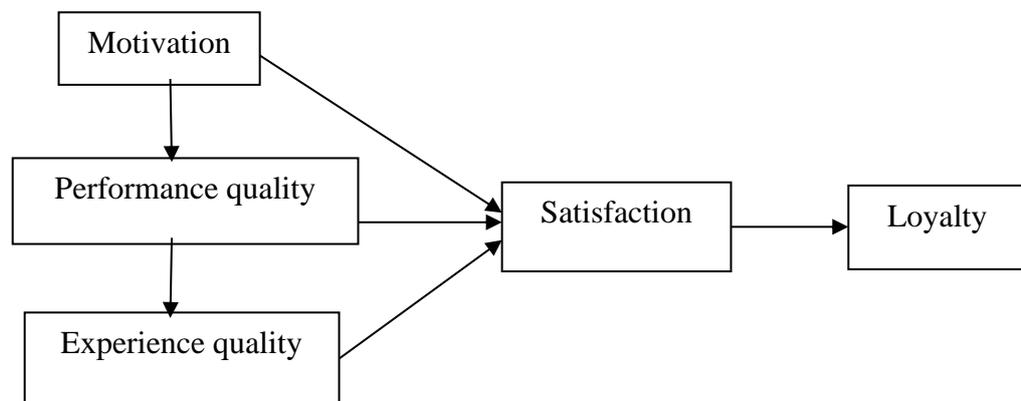
Source: Ng (2013)

The results showed that the higher the visitor motivation on attributes of HKGGC, the higher their perceived performance quality, the higher level of benefits they attained; the higher level of experience quality, they had resulted in higher satisfaction. Finally, satisfied visitors were more likely to be loyal and were more likely to revisit HKGGC and recommend the place to their friends and relatives.

Rajesh (2014) analyzed the impact of tourist perceptions and satisfaction on destination loyalty based on Puducherry Tourism. The study developed a holistic destination loyalty model based on the impact of tourist perceptions and tourist satisfaction

on destination loyalty. The findings reveal that tourist perceptions and tourist satisfaction exert a positive influence on destination loyalty.

Ali and Omar (2014) studied the determinant of customer experience and resulting satisfaction and revisit intentions towards Malaysian Resort Hotels. The study assessed physical and social environments as determinants of customer experiences with regard to guest satisfaction and intentions to revisit Malaysian resort hotels. The findings revealed that physical and social environments are good predictors of customer satisfaction and revisit intentions. The results also indicated that customer satisfaction positively contributes to revisit intention.

Mohammed et al., (2014) investigated the causal relationships between destination image, tourist satisfaction, and revisit intention in United Arab Emirates. The study found that destination image can be affected by tourist attitudes at the end of their actual visitation. Moreover, the satisfaction of a tourist with his or her travel experiences contributes to a revisit intention towards a particular destination. The finding revealed three important results. First, destination image significantly contributes to the prediction of the international tourists' satisfaction. Second, tourist satisfaction has an impact on their revisit intention and third, satisfaction mediates the relationship between destination image and international tourists' revisit intentions.

Yousefi and Marzuki (2015) analyzed that the push and pull motivational factors of international tourists to Penang, Malaysia. This study constructed the conceptual model to identify the travel motivations of international tourists by using the theory of push and pulls motivations. A principal component factor analysis was used to identify the underlying dimensions of push and pull motivational items. The results revealed three push and three pull factor dimensions. Among the identified motivation factors, novelty and knowledge-seeking and cultural and historical attractions were regarded as the most important push and pull factors, respectively. The findings of the study reconfirmed that tourists' travel behaviors are driven by both internal and external forces. The push factors are internal and instill a desire for people to want to travel, whereas the pull factors are external and affect where to go based on destination attributes.

Dayour and Adongo (2015) investigated the international tourists' motivations and revisit intention to Northern Ghana. The study examined the interrelationship among motivations, satisfaction, and revisit intentions. The results found that tourists' motivation

have a relationship with their satisfaction; likewise, satisfaction is a determinant of their revisit intentions. The study recommended service providers and destination managers to work for ensuring tourists' satisfaction to ensure repeat visits. The conceptual framework of the study is presented in Figure (2.3).

Figure (2.3)   Tourist Motivations and Revisit Intentions
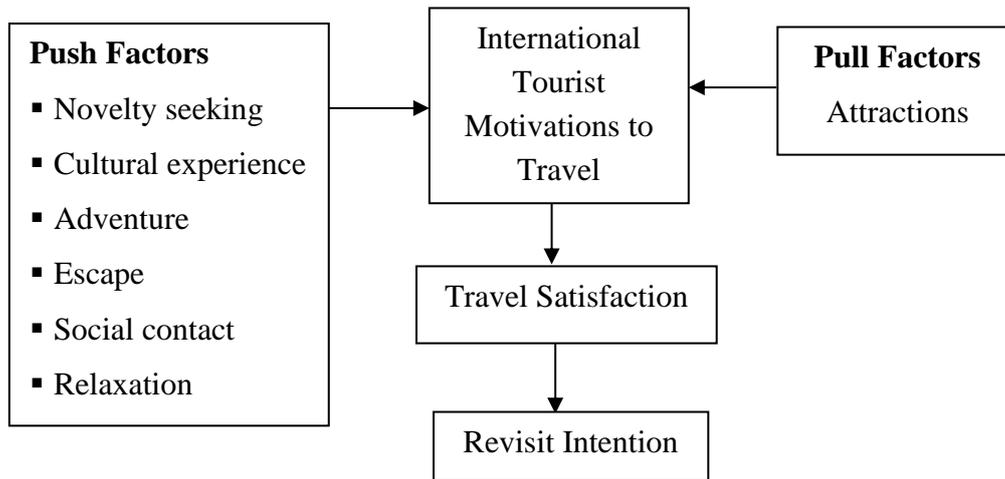
Source: Dayour & Adongo (2015)

Chindaprasert and Esichaikul (2015) analyzed the effects of motivation and satisfaction on destination loyalty at the Thailand -Laos (PDR) border. The study constructed a structural model explaining destination loyalty and its inter-relationship with push and pull motivation, and satisfaction, in the context of Thai revisits to the Thailand-Laos (PDR) border destination. The results revealed that push motivation and satisfaction are both determinants of Thai visitors' destination loyalty on the Thailand-Laos border.

Wang and Leou (2015) studied tourism motivation, perceived value, and destinations loyalty for cultural and heritage tourists who are visiting famous attractions in the historic center of Macao. The study identified three dimension of tourists' perceived value: scenic value, knowledge value, and social value by conducting factor analysis. The study suggested that these three dimensions can be considered as primary indicators of perceived value which positively influence tourists' destination loyalty.

Chanuanthoung and Batra (2015) investigated the pull and push motivations of visitors at the war memorial sites of the WWII Death Railway museums and cemeteries in Kanchanaburi Province. This study applied two push motivation factors: emotional fulfillment and truth seeking and two pull motivation factors: tourist information and

convenient location to investigate their influence on tourist satisfaction and post behavioral intention. The results revealed that in push motivation factors, emotional fulfillment has the larger influencing power on post-behavioral intention than truth seeking whereas in pull motivation factors, tourist information has more influenced on post-behavioral intention than convenient location. The conceptual framework of this study is shown in Figure (2.4).

Figure (2.4)   Push and Pull Motivations Satisfaction Experience and Post Behavioral Intention
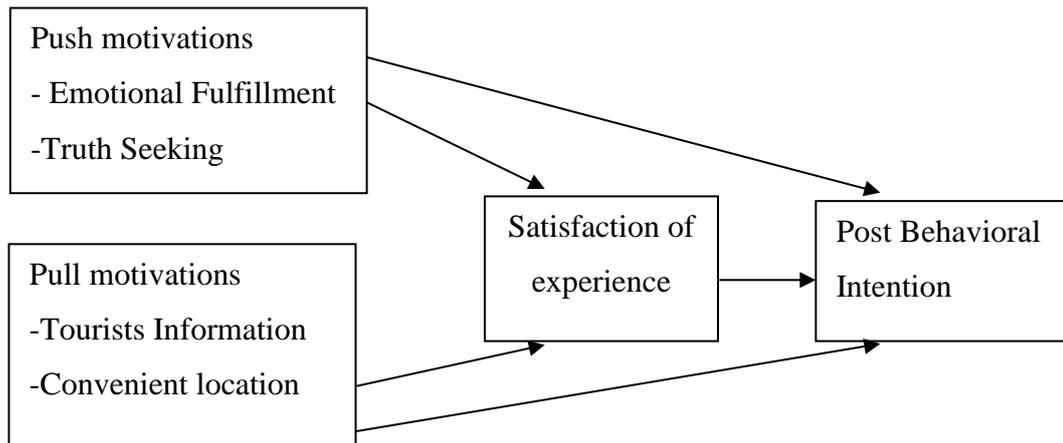
Source: Chanuanthoung & Batra (2015)

Salim (2016) analyzed the link between tourists' motivation, perceived value, and consumer loyalty in Film Festival Branding in Zanzibar. The study explored the relationship between the motives that influence tourists to travel and participate in a festival, its perceived value and loyalty. The results showed that motivation to attend the festival has an insignificant relationship with tourists' loyalty while tourists' perceived value has a significant mediating relationship between tourists' motivation and loyalty.

Tsai and Sakulsinlapakorn (2016) studied the tourists' push and pull travel motivations of Taiwanese travelers to participate in the Songkran Festival in Thailand. The study found that both push and pull travel motivations positively and directly affected the intention of Taiwanese travelers to participate in the Songkran Festival in Thailand.

Mandala and Hudrasyah (2016) identified push and pull motivational factors among Bandung Tourist and the effect of the motivation factors on tourist satisfaction. The study explained the tourist motivation that could be a push factor to go on a trip and be a pull factor in deciding the travel destination that they want to visit. The study found that there is a positive effect of tourist motivation and tourist experience on their satisfaction. The result

showed that although there is a positive influence of tourist motivation on their satisfaction, the direct influence of tourist motivation on satisfaction is smaller than indirect influence of tourist motivation on satisfaction through tourist experience.

Vigolo and Ugolini (2017) examined the older tourists' travel motivations and overall satisfaction at the destination of Sirmione. This paper examined the effects of four travel motivations: culture, pleasure-seeking, relaxation, physical on tourist satisfaction. The results revealed that relaxation is the most important motivation making older tourists decides to visit Sirmione. Moreover, relaxation was the only motivation showing a statistically significant relationship with satisfaction at the destination.

Bintarti and Kurniawan (2017) conducted the research on revisit intention: experiential quality and image of Muara Beting Tourism Site in Bekasi District. The research found that experiential satisfaction is affected by experiential quality and tourism site image. Although revisit intention has been affected by the experiential satisfaction, there is no significant effect of tourism site image on revisit intention of the tourists in Muara Beting.

Qu (2017) analyzed the impacts of experience on satisfaction and revisit intention in theme parks as an application of the experience economy. The study aimed to measure visitors' experience in the theme park applying 4Es and to investigate the relationship between experience, satisfaction and revisit intention. The results showed that experience has a significant impact on satisfaction and revisit intention in the theme park and differences existed between the groups.

Andajanis et al., (2017) studied the international tourists' motivations and revisit intention to Indonesia. The study found that the motivation of foreign tourists visiting Indonesia is mainly triggered by push motives such as novelty, culture, adventure, social contact and relaxation. It is also found that the escape motive does not affect the foreign tourist satisfaction whereas destination's attractions have significant effect on tourist satisfaction visiting Indonesia.

The research found that motivation is interrelated with satisfaction and satisfaction is an important factor that drives revisit intention of the tourists visiting Indonesia. The summary of the findings of previous researches on tourist motivation, their perception on performance and experience quality, satisfaction, and destination loyalty of tourists is presented in Appendix (B-4).

2.7   Conceptual Framework of the Study

This study develops conceptual model based on theoretical concepts and empirical studies. The model is constructed with the concept that destination loyalty of the tourists can be affected by the tourist satisfaction and in turn, the satisfaction of tourists is determined by their perception of performance quality and experienced quality of the destination they visited. In addition, their perception on experienced quality can be influenced by performance quality. The perception of tourists on performance and experience quality can be affected by push and pull motivation of the tourists related to particular destination. The conceptual model of the study is presented in Figure (2.5).

Figure (2.5) Conceptual Model of the Study
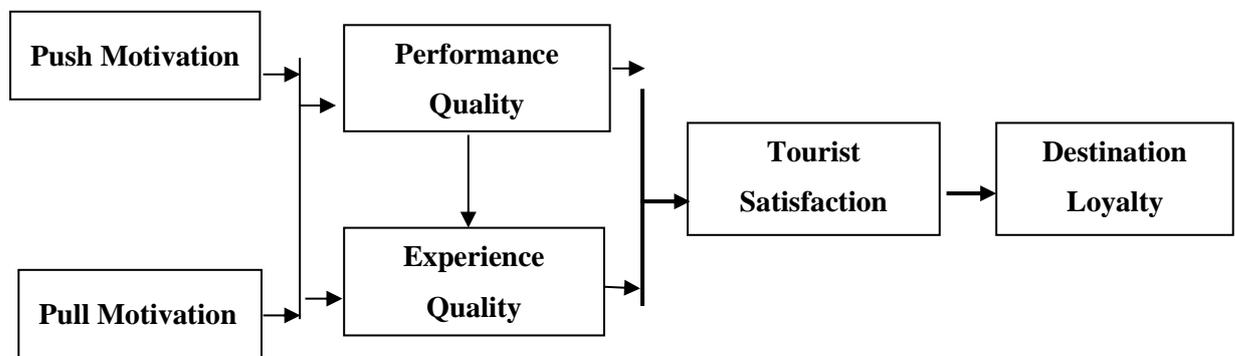
Source: Own compilation based on literature review

As shown in the Figure, this study is designed to explore motivation factors and destination loyalty of the tourists with the aims to see why they visited Myanmar (motivation), their perceived performance quality of the attributes and services and their benefit obtained (experience quality), their overall satisfaction and subsequent destination loyalty including revisit intention and willingness to recommend the others to visit Myanmar.

In this model, motivation of the tourists is classified as push motivation and pull motivation. Push motivations are internal factors that come from the tourist environment that will lead the tourist to visit destination area in order to fill or at least decreasing their needs, while pull motivations are the external factors that come from the destination area which leads the tourist to choose that destination area to be visited.

Service quality of a destination is measured with two aspects: performance quality and experience quality. The former can be recognized as the quality of the attributes of a

service which are under the control of a supplier, whereas the latter involves not only the attributes provided by a supplier but also the attributes brought to the opportunity by the visitor.

Tourist satisfaction can be occurred from the trip experience from a product or service feature that fulfills the tourist's desires, expectations, and wants in association with the trip. The satisfaction of tourist is supposed to create designation loyalty in the ways that being willing to return to those destinations, utilizing tourism products and services, recommending the destination place to others.

Based on the conceptual model, this study develops detailed analytical model to reach the objectives of the study (Figure 2.6). The variables and the linkages between the variables in analytical models are extracted and developed based on the review of academic literature and empirical studies.

Figure (2.6)   Analytical Model of the Study
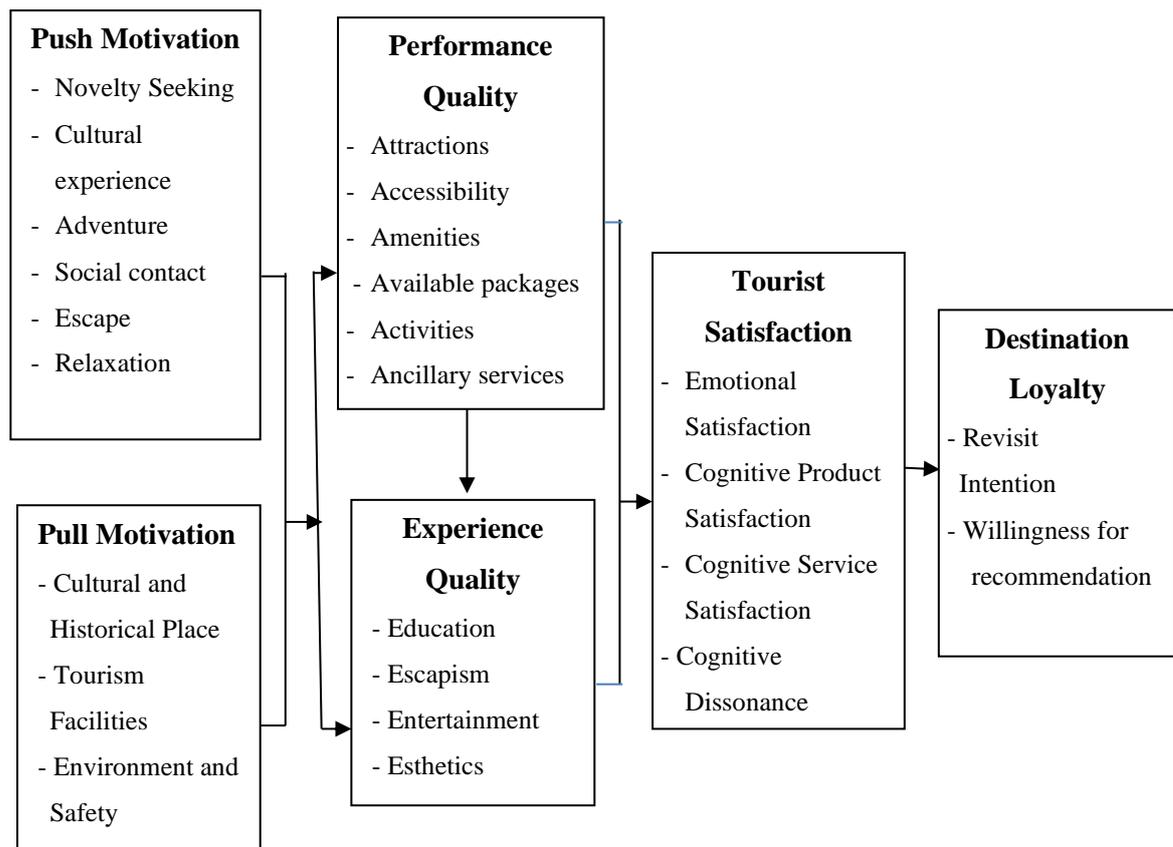
Source: Own compilation based on literature review

First, this study investigates how push and pull factors' impact on tourist's motivation. Pull factors are considered as extrinsic motivation, which is a result of the

attractiveness of the image of the destination while push factors related to a tourists' need to make a trip, the experience, and the destination they seek. To measure the push motivation of tourists, the variables are adapted from Dayour and Adongo (2015) covering the six factors such as novelty seeking, cultural experience, adventure, social contact, escape, and relaxation. For pull motivation of tourists, this study adopted the variables from Yousefi and Marzuki (2015) covering three factors such as cultural and historical place, tourism facilities, and environment and safety.

After that, this study analyzes the influence of push-pull motivational factors on performance quality and experience quality. Performance quality is measured with attractions, accessibility, amenities, available packages, activities, and ancillary services These variables are derived from the study of Cakici and Harman (2007) based on 6As framework developed by Buhalis (2000). Attractions represent natural, hand-made, artificial buildings, and special events. Accessibility refers to the entire transportation system, terminals, and vehicles. Amenities refer to accommodation, catering, retailing, and other tourist services. Available packages mean pre-arranged packages by intermediaries and principals. Activities represent all the activities that could be done by tourists while they are in the destination. Ancillary services refer to banking, telecommunications, posts, and hospitals.

The measures of experience quality include education, escapism, entertainment, esthetic. These four measures are adapted from Oh et al.'s (2007). In the education dimension, people want to learn newly things. In escapism dimensions, it has the most effective bond between the people and the experience, tourist want to escape from the daily routine. In the entertainment dimensions, customers have positive feelings and emotions. In aesthetic dimension, customers find themselves in different places formed by sensory contents and physical surroundings.

Performance quality and experience quality factors are expected to influence the tourist satisfaction which includes four dimensions: emotional, cognitive product, cognitive service, and cognitive dissonance. These four dimensions are adopted from the visitor satisfaction instrument (VSI) developed by McMullan and O'Neill (2010).

Finally, the relationship between satisfaction and destination loyalty of tourists to Myanmar is examined. The destination loyalty of tourists is measured with two variables:

revisit intention and willingness for a recommendation to others as applied by the studies of Som, Marzuki, Yousefi, and AbuKhalifeh (2012).

The working definitions of motivational factors, performance quality, experience quality, tourist satisfaction, and destination loyalty of tourists to Myanmar are as follows:

- Motivation is defined as a state of needs, a condition that serves as a driving force to display different kinds of behavior toward certain types of activities, developing preferences, arriving at some expected satisfactory outcomes.

- Push motivation factors are taken from socio-psychological constructs and derived from the tourists and their environment that influence the individual to travel or to take part in leisure activities including travel decision and demand.

- Pull motivation factors refer to attracting the individual towards a destination due to its situation/region and the perceived attractiveness of the destination.

- Performance quality is defined as tourist's evaluation on the attributes of a service and their perception of performance of service provider.

- Experience quality refers to the psychological outcome of the tourists from participating in tourism activities.

- Tourist satisfaction refers to the fulfillment gained by a tourist after consuming a product or service.

- Destination loyalty is defined as tourist's intention to revisit a destination, spreading positive word of mouth and recommending the destination to potential tourists.

CHAPTER 3

RESEARCH METHODOLOGY

This chapter presents the research methodology for this study. It starts with the research design applied for the analysis of the research variable to reach the objects of the study. The research methodology includes research design, sampling procedure, and data collection, multiple linear regressions, reliability test of the study.

3.1 Research Design

In this study, sample survey is conducted to collect the data on demographic characteristics of respondents, the push motivation factor and pull motivation factors of tourists, tourist perception on performance quality and experience quality, and satisfaction and destination loyalty of tourist visited to Myanmar. Survey research is used in this study where questionnaire is developed including both structured and self-administered questions to get the required data. The target population of this study is all visitors who visit four destinations namely Yangon, Mandalay, Bagan, and Inle by using the services of selected tour companies in 2019. Yangon, Mandalay, Bagan, and Inle are selected as study area since these four destinations have had the highest number of tourist arrival among tourist destination in Myanmar (Appendix B-2).

3.1.1 Sampling Procedure

The study is conducted based on the data of member travel and tour companies of UMTA. Two-stage random sampling method is applied in this study. At the first stage, simple random sampling method is applied to select 10 tour companies among 175 member travel and tour companies of UMTA (Appendix B-1). At the second stage, 340 respondents are selected among 2907 tourists who visited four destinations: Yangon, Mandalay, Bagan and Inle with the services of ten selected tour companies in 2019 by using simple random sampling method.

3.1.2 Sample Size Determination

To determine the sample size, Krejice and Morgan's formula adjusted to Cochran's method for qualitative variables was used.

$$n = \frac{n_0}{\left(1 + \frac{n_0}{N}\right)}$$

where,

$$n_0 = \frac{P(1-P)Z^2}{E^2}$$

P = 0.5 = the estimated proportion of an attribute that is present in the population

Z= the standard normal value corresponding to the desired level of significance

Z= 1.96 for 95% level of significance,

E= margin of error =0.05

$$n_0 = \frac{0.5*0.5*(1.96)^2}{(0.05)^2} = 385$$

$$n = \frac{385}{\left(1 + \frac{385}{2907}\right)} = 339.98 \cong 340$$

In this study, the data was collected from 340 tourists from 10 selected tour companies. Then, the size of the respondents from each tour company is proportionately determined by the total arrived tourist of each tour company. The sample allocation of tourists for tour companies is also presented in Table (3.1).

Table (3.1)   Allocation of Respondents

Sr. No.	Company Name	No. of Tourists (2019)	No. of Respondents
1	Unique Discovery Travel & Tours Co., Ltd	328	38
2	Amazing Times Travels & Tours Co., Ltd	302	35
3	Oriental Century Travels & Tours Co., Ltd	264	31
4	7Days Travels & Tours Co., Ltd	321	37
5	Min Travels & Tours Co., Ltd	225	26
6	Signature Holidays Travels & Tours Co., Ltd	251	30
7	Serendipity Travels & Tours Co., Ltd	315	37
8	Myanmar Elite Travels & Tours Co., Ltd	322	38
9	Flamingo Travels & Tours Co., Ltd	270	32
10	Ayeindamar Travels & Tours Co., Ltd	309	36
	Total	**2907**	**340**

Source: Survey Data (2019)

3.1.3 Questionnaire Design

A questionnaire is the instrument used for data collection to obtain information about participants' attitudes and their evaluation of visits to Myanmar. The questionnaire consists of two parts. The first part of the questionnaire aims to identify the profile of respondents which covers age, marital status, educational background, occupation, monthly income, nationality, times of visit, duration of stay, and entry mode to the country. The second part of the questionnaire is designed to explore the tourist motivation and their perception on performance quality and experience quality, and to identify tourist satisfaction and their destination loyalty.

To identify the push motivation of tourists, the study applies 30-item scale adapted from Dayour and Adongo (2015) covering six factors such as novelty seeking, cultural experience, adventure, social contact, escape, and relaxation. For pull motivation of tourists, this study uses 15-item scale adapted from Yousefi and Marzuki (2015) covering three factors such as cultural and historical place, tourism facilities, and environment and safety. To identify the tourist perception on performance quality, the study designs 30-item scale for six measures including attractions, accessibility, amenities, available packages, activities, and ancillary services which are derived from the study of Cakici and Harman (2007) based on 6As framework developed by Buhalis (2000). Four measures of experience quality are designed with 16-item scale by adapting the measures of Oh et al.'s (2007). Sixteen-item scale for four measures of tourist satisfaction: emotional satisfaction, cognitive product satisfaction, cognitive service satisfaction, and cognitive dissonance is adopted from the visitor satisfaction instrument (VSI) developed by McMullan and O'Neill (2010). For destination loyalty, 8-item scale which is developed based on the study of Som, Marzuki, Yousefi, and AbuKhalifeh (2012) covers revisit intention and recommendation to others by the respondents.

In the second part, all questionnaires are designed as self-administered questionnaire with 5-point Likert Scale ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). According to the classification of Best (1977), the responses are interpreted in which the mean values between 1.00-1.80 is classified as strongly disagree, 1.81-2.60 are categorized as disagree, and 2.61-3.40 are regarded as neither agree nor disagree, 3.41-4.20 are measured as agree, 4.21-5.00 are considered as strongly agree.

3.1.4 Data Collection

In this study, the self-administered structured questionnaire is used for the collection of primary data from the selected respondents. Secondary data can be obtained from the sources such as from the library, through an internet search, journals, reports, books, articles concerning tourism from various fields, online libraries, and websites, and other sources.

3.2 Research Methods

Descriptive statistics are applied to display the profile of respondents. The purpose of multiple linear regression is to predict a single dependent variable from several independent variables (Hair et al., 2006; Zikmund, 2003). It allows the introduction of several independent variables in one equation (Churchill, 2001). It is well-recognized for bridging the gap between correlation and analysis of variance in addressing research hypotheses (McNeil, Kelly, & McNeil, 1975). Regression has been one of the popular statistical techniques to test theory in a number of academic disciplines (Hair et al., 1998; Schumacker & Lomax, 2004). The general model structure involves independent variables and dependent variables, with the assumption that the model error follows a certain known distribution. The model prediction accuracy is usually measured by adjusted R^2, which expresses itself as a percentage. The closer the adjusted R^2 is to 1, the better the model prediction accuracy is (Nusair & Hua, 2010). Multiple linear regression analysis was applied to investigate the motivation, satisfaction, and destination loyalty of tourists in Myanmar. The general model for multiple regression models is:

$$Y_i = \beta_0 + \beta_1 X_{i1} + \beta_2 X_{i2} + \beta_3 X_{i3} + \cdots + \beta_k X_{ik} + \varepsilon_i$$

Where:

$i \quad = 1,2, 3, n$

$j \quad = 1,2, 3, k$

$Y_i \quad = \quad i^{th}$ observation of the dependent variable

$X_{ij} \quad = i^{th}$ observation of the jth independent variable

$\beta_0 \quad = $ Constant

$\beta_j \quad = \quad$ Regression coefficient

$\varepsilon_i \quad = i^{th}$ independent identically distributed normal error

For objectives 1 and 2, performance quality and experience quality are dependent variables, and six push motivation factors and three pull motivation factors are used as independent variables. For objective 3, experience quality is dependent variable and six dimensions of performance quality are applied as independent variables. For objective 4, customer satisfaction is dependent variable and six dimensions of performance quality and four dimensions of experience quality are used as independent variables. For objective 5, destination loyalty is dependent variable and four measures of tourist satisfaction are applied as independent variables. The description of dependent and independent variables in this study are summarized in Table (3.2)

Table (3.2)   Description of Dependent and Independent Variables

Objective	Dependent Variable	Independent Variable	
1	Performance Quality	**Push Motivation Factors** ▪ Novelty Seeking ▪ Cultural experience ▪ Adventure ▪ Escape ▪ Social contact ▪ Relaxation	**Pull Motivation Factors** ▪ Cultural & Historical Place ▪ Environment & Safety ▪ Tourism information
2	Experience Quality		
3	Experience Quality	**Performance Quality** ▪ Attractions ▪ Accessibility ▪ Amenities ▪ Available packages ▪ Activities ▪ Ancillary services	
4	Tourist Satisfaction	**Performance Quality** ▪ Attractions ▪ Accessibility ▪ Amenities ▪ Available packages ▪ Activities ▪ Ancillary services	**Experience Quality** ▪ Education ▪ Escapism ▪ Esthetics ▪ Entertainment

Objective	Dependent Variable	Independent Variable
5	Destination Loyalty	**Tourist Satisfaction** ▪ Emotional Satisfaction ▪ Cognitive Product Satisfaction ▪ Cognitive Service Satisfaction ▪ Cognitive Dissonance

Source: Survey Data (2019)

Assumptions of Multiple Linear Regression

In this study to practice the multiple linear regression model, the necessary assumptions of this method must be tested. When running a multiple regression, there are some assumptions to check data for analysis to be reliable and valid. The results of the analysis on the assumption of multiple linear regression analysis are also presented in Appendix-C.

Assumption 1 is 'the relationship between the independent variables and dependent variable is linear'. The first assumption of multiple regressions is that the relationship between independent variables and dependent variable can be characterized by a straight line. This assumption can be tested by looking at the distribution of residuals. This can be tested by reviewing the normal probability plot.

Assumption 2 is that "there is no multicollinearity in data". This assumption is to test that the independent variables are not too highly correlated. This can be done in two ways. First, in the correlations table, correlations of more than 0.8 may be problematic. If this happens, it is needed to consider removing one or more of independent variables. Second, it can be conducted to more formally check that independent variables are not too highly correlated. For the assumption to be met (no multicolliniarity in independent variables), VIFs scores to be below 10, and tolerance scores to be above 0.2 (Keith, 2019; Shieh, 2010).

Assumption 3 is that "the values of the residuals are independent". Durbin- Watson statistic in model summary box of SPSS output can be checked. This test is used to check the residuals are independent or uncorrelated. This statistic can vary from 0 to 4. For this

assumption to be met, this value should be close to 2. Values below 1 and above 3 are caused for concern and may render analysis invalid.

Assumption 4 is that "the variance of the residuals is constant". This assumption (assumption of homoscedasticity) is the one that variation in the residuals (or amount of error in the model) is similar at each point of the model. The scatter plot should like a random array of dots. If the graph looks like a funnel shape, then it is likely that this assumption has violated.

Assumption 5 is that "the values of the residuals are normally distributed". This assumption can be tested by looking at the P-P plot for the model. The closer the dots lie to the diagonal line, the closer to normal the residuals are distributed.

Assumption 6 is that "there are no influential cases biasing the model". This assumption can be tested by going back to data file and looking at the Cook's distance values. Any values over 1 are likely to be significant outliers which may place undue influence on the model, and should therefore be removed and analysis will be rerun. All these assumptions are tested when making the multiple regression analysis in this study.

Checking for Assumption

In the multiple linear regression analysis, the relationship between the independent variables and dependent variable is linear. According to VIF, the scores are below 10 and the tolerance scores are above 0.2. Thus there is no multicollinearity in data. According to the scatter plot, the variance of the residuals is constant. As the dots line close to the diagonal line, the value of the residuals are normally distributed. The results of this study meet with necessary assumptions. Therefore, this study is reliable and valid.

3.3   Reliability Test

After conducting the survey, reliability tests are conducted for the questionnaire items for push and pull motivation factors, performance quality, experience quality, tourist satisfaction and destination loyalty. In this study, Cronbach's Alpha reliability test method is used to measure the internal consistency of variables and an accurate representation of the data. It is most commonly used to assess the internal consistency of a survey questionnaire that is made up of multiple Likert-type scales and items. The reliability coefficient indicates how well items in a set are positively correlated to one another

(Sekaran & Bougie 2016). Using the data collected through structured questionnaire, the instruments were tested for reliability using Cronbach's Alpha reliability test. If α is greater than .70, it is deemed to be reliable (Nunnally, 1978) and α of 0.90 or above indicates good reliability (Nunnally & Bernstein, 1994). It is suggested that the value of Cronbach's alpha coefficient is related to the number of items in the scale.

Table (3.3)   Reliability Test

Sr. No.	Factors	No. of Items	Items Retained	Reliability Cronbach's Alpha
	Push Factor			
1	Novelty Seeking	5	5	0.728
2	Cultural Experience	5	5	0.865
3	Adventure	5	5	0.859
4	Social Contact	5	5	0.862
5	Escape	5	5	0.884
6	Relaxation	5	5	0.856
	Pull Factor			
7	Cultural & Historical Place	5	5	0.888
8	Tourism Facilities	5	5	0.888
9	Environment & Safety	5	5	0.840
	Performance Quality			
10	Attractions	5	5	0.767
11	Accessibility	5	5	0.874
12	Amenities	5	5	0.839
13	Available packages	5	5	0.865
14	Activities	5	5	0.867
15	Ancillary services	5	5	0.880
	Experience Quality			
16	Education	4	4	0.815
17	Esthetics	4	4	0.891
18	Entertainment	4	4	0.900
19	Escapist	4	4	0.847

Sr. No.	Factors	No. of Items	Items Retained	Reliability Cronbach's Alpha
	Tourist Satisfaction			
20	Emotional Satisfaction	4	4	0.775
21	Cognitive Product Satisfaction	4	4	0.790
22	Cognitive Service Satisfaction	4	4	0.868
23	Cognitive Dissonance	4	4	0.719
	Destination Loyalty			
24	Revisit Intention	4	4	0.830
25	Willingness for recommendation	4	4	0.899

Sources: Survey Data (2019)

As presented in Table (3.3), the results of reliability tests cover questionnaire items of novelty seeking, cultural experience, adventure, social contact, escape, relaxation, cultural and historical place, tourism facilities, environment and safety, attractions, accessibility, amenities, available packages, activities, ancillary services, education, esthetics, entertainment, escapist, emotional satisfaction, cognitive product satisfaction, cognitive service satisfaction, cognitive dissonance, revisit intention and willingness for recommendation. The results indicate the consistency and usability of variables in the analysis. Since all of the reliability coefficients of questionnaire items are greater than the recommended value of 0.7. Therefore, the instruments can be considered sufficiently reliable for the analysis.

CHAPTER 4

OVERVIEW OF TOURISM INDUSTRY IN MYANMAR

This chapter aims at giving an overview of the tourism industry in Myanmar. In addition, this chapter briefly describes the history and development of the tourism industry in Myanmar. The chapter also briefly presents the tourist attractions places in Myanmar and the profile of selected tour companies.

4.1   Tourism Industry in Myanmar

Myanmar is endowed with many potential tourist attractions arising from its 1,930-kilometer coastline, historical landmarks, and a variety of cultural traditions. Myanmar is known as the golden land not only golden pagodas but also fertile land and the wealth of its agriculture, natural resources, and precious minerals and stones. Myanmar has a variety of natural beauty, waterfalls, magnificent lakes, enchanting cages, natural sandy beaches, the unique culture of different ethnic groups, and the famous thousand-year-old glittering golden pagodas. Myanmar also has flora and fauna, resorts to rest, and make an excursion. Traditionally, Myanmar is known as a cultural destination because of its numerous historical monuments, Buddhist temples, and pagodas. There are other attractions for visitors who are specialized in Archaeology, Buddhism, Entomology, Birds, Plants, etc. Moreover, there are well-known places for adventurous activities such as trekking, scuba diving, cross-country cycling, car rally, and hot-air balloon flying. Furthermore, Myanmar is the only country in Southeast Asia with snow-capped mountains and Mt. Khakaborazi is the highest mountain in Myanmar. For eco-tourists, there are ten natural parks throughout the country including Alaungdaw Kathapa National Park, Nat Ma Taung (Mt Victoria National Park), Khakaborazi National Park, Popa Mountain National Park, and Lampi Island Marine National Park.

The tourism industry is important for its benefits it brings and due to its role as a commercial activity that creates demand and growth for many more industries. Tourism not only contributes to more economic activities but also generates more employment, revenues, and plays a significant role in development. In Myanmar, tourism has become a growth sector in the national economy following the liberalization of policies under the

market-oriented economy. The tourism industry was systematically and firmly established in 1992 with the formation of the Ministry of Hotels and Tourism. It is responsible for policy formulation and implementation of action plans. The main directing staff under the Ministry is the Directorate of Hotels and Tourism (DHT) whose main functions are planning, promotion, marketing and research, investment in tourism, facilitation, and regulation of the private sector. Myanmar Hotels and Tourism services (MHTS) are the commercial enterprises that manage state-owned hotels, tour operations (Myanmar Travel & Tours), Duty-Free Shops, and local beverage businesses. On the national level, the Tourism Development Management Committee (TDMC) has been formed and there are 12-Sub committees for various tasks. This high-level Committee reflects the Government's commitment to the development of tourism as a potential economic sector. Tourism in Myanmar has gone through a major transformation since the country opened its doors to the rest of the world through democratization process since 2011. In 2010, one year before democratization, there were only 800,000 foreign tourists. This number quadrupled to more than 3.4 million by the year 2017. By country and region, Thailand and China stand out the most, making up 20.1% and 15.6% respectively of all foreign tourists arriving in Myanmar.

As the number of foreign tourists' increases, so do business opportunities, and it has a positive effect on Myanmar's economy. In comparing data from the years 2011 and 2019, the number of travel agencies has increased from 759 companies to a total of 3,188 companies in operation. Meanwhile, the number of tour guides also nearly tripled from 3,160 to 9,032, and the number of hotels grew from 731 to 1,984. The total domestic expenditure of foreign tourists grew dramatically, expanding by 6 times from 320 million dollars (0.5% of GDP) to 1 billion 970 million dollars (2.9% of GDP). Hotels and other tourism-related facilities have attracted foreign direct investment, growing 3.8 times from 1.14 billion dollars in 2011 to 4.52 billion dollars in 2019 (MOHT, 2021).

Myanmar is blessed with a large number of tourist attractions, and hence there is a great potential growth for the tourist industry. Although the number of foreign tourists visiting Myanmar is growing, it is still the smallest among the least developed of the ASEAN countries. There is still needed to improve both hard and soft infrastructure, to make it more convenient and comfortable to access existing tourist attractions, which can lead to further growth in tourism.

The tourism business has played a major role in driving forward Myanmar's economic development since the start of national reforms in 2011. The government has

drawn up Myanmar Tourism Master Plan (2013-2020) with the aims to realize the contribution of tourism to employment creation and income generation and equitable distribution of its social and economic benefits. The plan is designed to implement with seven cross-cutting themes covering gender equity, environmental sustainability, partnership, innovative financing, regional cooperation, ensuring access for disabled people, and consultation and participation. Through implementation of Master Plan, it is expected to build the image of Myanmar as a leading tourist destination in Southeast Asia.

The growth of the tourism industry in Myanmar relies on political reforms, economic stability, and clear procedures for foreign investment. The Myanmar government has enacted Foreign Investment Law in 2012 and Myanmar Investment Law in 2016 to encourage foreign direct investment. Moreover, Myanmar Tourism Law is enacted in 2018 with the aims to speed up the development of tourism industry.

However, COVID-19 pandemic has had a severe impact on Myanmar tourism sector as it has in many other countries. Before the pandemic, tourism was booming, with visitor numbers up 72% in the first quarter of 2020 compared to the same period the year before (United Nations Myanmar, 2020). However, in 2020, the tourist arrival has been significantly declined to 61 percent from 2019. The number tour companies has been decreased by 52% and the job opportunity has been reduced by 37% in comparing with the previous year (International Trade Center, 2020, as cited in United Nations Myanmar, 2020).

4.2   Destination Management Organizations in Myanmar

Destination Management Organizations (DMOs) are mainly responsible for enhancing destination competitiveness by the means of building extensive private-public partnerships, developing marketing strategies, and creating visitor information centers for inbound tourists. The DMO is an implementation body for the tourism strategy through conducting regional promotion and marketing, providing tourism guidelines, training and development, and business support. DMOs are also agencies taking the responsibilities of fulfilling the needs of destinations, marketing destination, coordinating stakeholders, influencing business climate, and assisting human resource development. Destination management can be conducted by several DMOs at various levels in the manners of coordination among them to realize the synergy effect for the destination.

The establishment of Destination Management Organizations (DMOs) was designed in Tourism Master Plan (2013-2020) with the aims to strengthen tourism planning

and management at destinations and sites, operating under the guidance of State and Regional governments and the Ministry of Hotels and Tourism (MOHT). They are designed to include representatives from public, private and civil society organizations and to promote grassroots participation in tourism planning and decision-making. While no DMOs have been established yet, some progress has been undertaken in main tourist destinations. Till recently, the MOHT, Myanmar Tourism Federation (MTF), Union of Myanmar Travel Association (UMTA), Myanmar Tourism Promotion Board (MTPB), Myanmar Tourism Marketing and Myanmar Hoteliers' Association (MHA) are taking part in management of tourist destination in Myanmar.

(a)   Ministry of Hotels and Tourism

The Ministry of Hotels and Tourism (MOHT) is the main responsible government body for development of the travel and tourism sector in Myanmar. It is also lead Ministry responsible for investment in the accommodation and tourist service sectors. The MOHT coordinates with relevant government departments, ministries, and organizations to set licenses, duties, and taxes related to the hotel and tourism industry. The MOHT is mandated to guide the development of tourism in Myanmar by enacting laws and regulations and monitoring and regulating the industry. Accordingly, the operations of hotel business, tour guide licensing and travel agent business are under the management of MOHT. Its main functions include encouraging of national and international investment in the tourism industry, development of opportunities for the participation of private entrepreneurs in tourism, promoting of Myanmar as a world-renowned tourist destination, determination of hotel and tourism zones, coordination of relevant government bodies to formulate and define the functions of tourism and hotel supervisory bodies in States, Regions, districts and towns, upgrading quality, standards and technical skills of the tourism industry, creation of jobs and raising of standards of living through tourism development, and cooperation with ASEAN and other countries in respect of tourism.

(b)   Myanmar Tourism Federation

Myanmar Tourism Federation (MTF) is formed in 2012 through amalgamating 10 associations and one committee operating in tourism sector. These are Myanmar Hoteliers Association, Union of Myanmar Travel Association, Myanmar Hospitality Professionals

Association, Myanmar Restaurants Association, Myanmar Tourism Transport Association, Myanmar Souvenir Shops Association, Myanmar Domestic Tour Operators Association, Myanmar Tourist Healthcare and General Services Association, Myanmar Tourist Guide Association, Myanmar Tourism Human Resources Development Association, and Myanmar Marketing Committee.

The MTF was established with the aims to facilitate communication between the government and the private sector and to voice private sector concerns about tourism-related challenges in Myanmar. However, it is till recently operated under the guidance of the MOHT. The mission of MTF is specified as "to promote Myanmar as a tourist destination, support sustainable tourism development, welcome and assist investors, and develop human resources for tourism-related industries". The MTF also provide a mechanism to provide industry knowledge and tools to promote responsible tourism, as well as strengthen its ability to manage and represent its full membership base.

Although MTF stands an important role in tourism sector development, the limitation of human and financial resources has restrained its aspirations to promote Myanmar as an attractive tourist destination, and to support sustainable tourism development in Myanmar.

(c)   Union of Myanmar Travel Association (UMTA)

The Union of Myanmar Travel Association (UMTA) is a non-governmental organization founded in 2002 with incorporation of leading all registered travels & tours companies with the envision to organize various travel and tour companies under one umbrella for the development of the travel and tour business in Myanmar. It specifies the mission as the organization that assists the sustainable development of Myanmar tourism industry, promotes the image of the country, creates new job opportunities and assists in the economic development of Myanmar.

The MTF is undertaking the human resources development programs for the capacity building of professionals in tourism related businesses. Moreover, it endeavors to develop new tourism products in attractive tour destinations and to present traditional cultural events/ festival yearly in order to attract for international visitors to Myanmar.

(d)   Myanmar Tourism Promotion Board (MTPB)

The Myanmar Tourism Promotion Board (MTPB) is a non-governmental body formed as a mechanism to promote Myanmar on the international tourist map. The MTPB is chaired by the Director-General of the Department of Hotel and Tourism and representatives from both public and private tourism organizations are included as members.

(e)   Myanmar Tourism Marketing

Myanmar Tourism Marketing (MTM) is a non-governmental, non-political and non-profit organization formed in 2000 as a marketing arm of the MTPB under the guidance of the Ministry of Hotels & Tourism with the aims to bring together all Myanmar based companies and individuals actively involved in tourism to promote Myanmar as a destination offering a rich experience to its visitors. Among several functions of MTM, it includes disseminating proper information and participating in national and international activities to promote Myanmar as attractive tourist destination.

(f)   Myanmar Hoteliers' Association

Myanmar Hoteliers' Association (MHA) was established in 2012 under the guidance of the MOHT with the aims to develop the hotel industry in systematic ways, and to get rid of the problems and difficulties that each member is not able to solve, by organizing the nationwide hotels, motels, inns and lodgings. The MHA endeavors to the development of hotel business in close collaboration with the MOHT, UMTA and MTM, to upgrade the standards of hotels owned by the nationals to the level of international standards, to upgrade the skills of the hotel employers to conduct, organize and participate in the international conventions, fairs, seminars, and workshops.

Among several functions of MHA, it includes putting all efforts for the prosperity of the country and the modernization of the hotel industry with an international reputation by means of the preservation and conservation of the traditional customs and cultural heritage of Myanmar.

4.3 Selected Tourist Destination Areas in Myanmar

Myanmar is the second-largest country in the Southeast Asian region, with an area of 675681 square kilometers (261228 square miles), including inland bodies of water as well as land. Myanmar is located in the northern and eastern hemispheres at latitude 21.9162° N and longitude 95.9560° E. Most of Myanmar has a tropical monsoon climate with three seasons: cool season from November to February, hot season from March to May, and rainy season from June to October.

Visitors are finding Myanmar as a beautiful and peaceful place with the most hospitable people in the world. Myanmar covers a great diversity of cultures and lifestyles. The most popular tourist destinations in Myanmar include big cities such as Yangon and Mandalay; religious sites in Mon State, Pindaya, Bago and Hpa-An; nature trails in Inle, Kalaw, Kengtung, Putao, PyinOo Lwin; ancient cities such as Bagan and Mrauk-U; as well as beaches in NabuleNgapali, Maungmagan Ngwe-Saung. Although there are many popular attraction places in Myanmar, this study has been limited to four tourist destinations with the largest tourist arrivals among those places.

(a) Yangon

Yangon, the largest and the busiest commercial city in Myanmar, has a population of 5.2 million (2019) and covers 10,277 square kilometers comprising 45 townships. With its international airport, Yangon is the gateway to the country for tourists. It is also the most developed city in the country, and much of the country's economic growth and many new activities are located there. The city is usually warm throughout the year with the temperature between 67°F and 97°F.

Yangon, which is the former capital of Myanmar, is one of the most attractive destinations for those who are seeking a vacation in Asia. Yangon International Airport has direct air links with Bangkok, Singapore, Kuala Lumpur, Chiang Mai, Kolkata, Gaya, Hong Kong, Kunming, Nanning, Taipei, Ho Chi Min, Hanoi, Siam Reap, Phnom Penh, Guangzhou and Phuket, Doha, Seoul.

Shwedagon pagoda is gold plated with the diamond-studded on top makes a mystical beauty visible from almost everywhere. Another famous pagoda in Yangon is Sule Pagoda, Batahtaung Pagoda, Kaba Aye Pagoda, and Chaukhtatgyi Pagoda. In addition to the charming pagodas, tourists are fascinated by the breathtaking landscapes with green

lakes, shady parks, and verdant tropical trees. Bogyoke Aung San market is also popular among tourists as the place not only gets the chance to enjoy Myanmar's authentic specialties but also soak in the Myanmar lifestyle and culture. Other popular tourist spots in Yangon includes National Museum, Myanmar Gems Museum, Kandawgyi Gardens, and downtown area including China Town and Anawrahta road. Moreover, a variety of pleasant hotels and excellent restaurants are also available in Yangon. At night, it is a joyful time to indulge in the Yangon nightlife with vibrant atmosphere. Moreover, tourists can enjoy the environs of Yangon such as Twante, Thanlyin, and Bago with the day-trip.

(b)   Bagan

Bagan, the capital of the first Myanmar Empire, is one of the main tourist attractions in Myanmar with a repertoire of the massive Buddhist temple, built by King Bagan over many centuries. Bagan, located on the eastern bank of Ayeyarwady River is endowed with cultural heritage attractions, natural attractions and recreational attractions. Bagan is popularly known as the city of four million pagodas and one of the richest archaeological sites in South-East Asia. Nowadays, Bagan covers an area of 42 sq.km containing over 2000 well-preserved pagodas and temples of the 11th - 13th century.

Bagan has been recognized as a UNESCO World Heritage Site; a quarter of a century after the ancient capital was first nominated. This 1200-year-old city, with 2000 ancient pagodas is proof of the rich cultural heritage of Myanmar and is one of the archaeological treasure houses in Asia. At Bagan, tourists can see art and architecture of the Bagan era by a visit to the ancient pagodas such as Ananda Temple, Shwezigon Pagoda, Thatbyinnyu Temple, Gawdawpalin Temple, Gubyaukgyi Temple, Shwesandaw Pagoda, Sulamani Temple, Dhammayangyi Temple, and Lawkananada Pagoda. They are close to each other, it provides a wide range of moving ways such as walking, cycling, buses, tut-tuts, or on a hot air balloon to discover this marvelous site.

Tourists and visitors can do many activities in Bagan. Visitors can drive e-bike and can go with it around Bagan. Visitors can ride hot air balloon flight over Bagan and they can see a very amazing and beautiful view of Bagan. Moreover, visitors can go to the Bagan Archaeological Museum and learn about Bagan's history. Nearby Bagan, Mount Popa, an extinct volcano and well-known as "the Mountain of Spirits", is also one of the most popular pilgrimage spots for its breathtaking beauty. The environs of Bagan are Mount

Popa and Pakokku. Moreover, based on Bagan, Sale, Kanpetlet, Mindat, and Mount Victoria National Park (Nat ma Taung) are available for trekking.

(c)   Mandalay

Mandalay, the last capital of the Myanmar Kingdom, is located in Central Myanmar, 688 km north of Yangon. It is, now, the capital city of Mandalay Region. It is famous for its cultural heritage, traditional arts and crafts. It is also a commercial center with rail, road, river and air links to all parts of the country. The main tourist spots in Mandalay are Maha Myat Muni Buddha Image, Kuthodaw Pagoda, Mandalay Palace, Shwekyimyin Pagoda, Atumashi Monastery, Kyauktawgyi Pagoda, Sandamuni Pagoda, Shwe Nandaw Monastery, Shweinbin Monastery and Yankin Hill.

Mandalay Hill, which is a 790 ft hill located at the northeast corner of Mandalay city, has been a major pilgrimage site for Burmese Buddhists for nearly two centuries. It is also a popular tourist attraction site with the complex architecture of abundance of pagodas and monasteries. It. It is also well-known among tourists for its breathtaking view especially at the time of sunset. A panoramic view of Mandalay from the top of Mandalay Hill makes it worthwhile to attempt a climb up its stairways.

At the bottom of the Mandalay Hill, Mandalay Palace, the last Royal Palace of the last Burmese monarchy is located. The place surrounded by a moat was constructed between 1857 and 1859 as part of King Mindon's founding of the new royal capital city of Mandalay. Most of the tourists who come to Mandalay come to Mahamuni Buddha Temple. The Mahamuni Pagoda is a Buddhist temple and located southwest of Mandalay. The statue was originally from an ancient city of Rakhine state and the temple was donated by the King Bodawpaya. Palace Monastery which used to be part of the Mandalay Royal Palace and was completely gilded. The whole monasteries are decorated with intricate wood carvings. As the Palace was destroyed by fire during the Second World War, the Shwenandaw Monastery is the only major original teak wooden building left of the original Mandalay Royal Palace.

Another prominent site in this city is U Bein Bridge, the most famous place among tourists who visit Mandalay. The world's longest teak footbridge gently curves 1300 across shallow Taungthaman Lake, creating one of Myanmar's most brilliant photographed sites.

Moreover, tourists can enjoy the environs of Mandalay including Sagaing, Inwa, Amarapura, Monywa, Shwebo, Mingun, and Pyin Oo Lwin. as a day-trip.

(d) Inle

Inle, the vast picturesque lake located at 900 meters above sea level, is one of the major tourist attraction place in Myanmar. The lake, 22 km long and 10 km wide, has a population of some over 160,000, many of whom live on floating islands. Inle is famous for its scenic beauty, the unique leg-rowing of the native lake dwellers, and their floating vegetable-growing farms.

Along with fishing, traditional handicrafts are a significant part of the local economy, and it's very intriguing to see silk weavers and silversmiths plying their trade on the lake. As religion plays an integral role in Burmese daily life, numerous pagodas and monasteries can be easily found on the lake and its shores. Phaungdaw Oo Pagoda, Nga Phe Chaung Monastery, Alodaw Pauk Pagoda, Shwe Indein Pagoda, Ywama Village, Mine Thauk Market can attract the tourist for their uniqueness. Many restaurants are located around Inle, where it can indulge in their delicious catches of the day.

The lake is surrounded by the hazy Blue Mountains. Visitors can go around the lake to visit a local village, religious sites, and markets. The vicinities of Inle include Taunggyi, Kakku, Sakar, Kalaw, and Pindaya. Trekking or biking around this area is also popular among tourists.

4.4 Profiles of Selected Tour Companies

Among 175 member travel and tour companies of Union of Myanmar Travel Association (UMTA) in 2019, the study selected 10 travel and tour companies. This section provides background information of the selected tour companies. The profile of selected tour companies is presented in Appendix B-5.

(a) 7Days Travels & Tours Co., Ltd.

7Days Travels & Tours established in 1994 with having the registered head office in Yangon and a branch office is established in Mandalay. The offices of the regional managers are also located in Inle Lake, Bagan, and Sittwe. 7Days travel is a well-recognized destination management company focusing on customer service with care, empathy, and hospitality. As

the managers, branch managers, and tour operators are natives of Myanmar, they can share their exclusive experience with the visitors as a guide. It has a total of 15 full-time employees at Yangon head office working towards the same goal of customer satisfaction. 7Days travel specializes in retails and wholesales of packages and customized tours.

(b)   Flamingo Travels & Tours Co., Ltd.

Flamingo Travels & Tours established in 1996 is one of the most experienced travel agencies in the field of tourism for over twenty-five years. Starting in 1996 with a small set up of 3 team members, nowadays Flamingo is operated with a big team of 150 plus team members. Flamingo Travels is Ahmedabad based international tour operator and provides more than 25 countries packages all over the world. Flamingo Travels services include international & domestic tour packages, visa consultancy, ticketing solutions, and other related services. The Flamingo Tours have a professional and experienced team ready to render their services as their aim is not only client's satisfaction but also client's enjoyment. Flamingo Travels aims to help clients to get their best service through its branches located all over the world. Flamingo Travels offer a great variety of programs to meet various interests of historical, culture, religion, entertaining, incentive, classical, leisure, resorts, diving, sports, safari, medical, adventure, cruise, wedding, honeymooners, yacht trips, and also a wider range of special programs for both individual and groups.

(c)   Ayeindamar Travels & Tours Co.,Ltd

Ayeindamar Travels & Tours is the only travel company specializing horseback riding tours and a pioneer of equestrian travels in Myanmar. It was established in 2005 based in Yangon. Ayeindamar also offers the horseback riding tours in the regions of main tourist destinations like Yangon, Mandalay, Bagan, and Shan. Ayeindamar offers horseback riding tour services with the belief that equestrian travel is one of the best ways to practice a fascinating sport and, at the same time, to interact with different cultures and peoples.

(d)   Myanmar Elite Travels & Tours Co., Ltd.

Myanmar Elite Travels & Tours established in 2011 is operated by experienced local operators who are natives. Myanmar Elite travel is known for prompt and efficient service along with competitive prices. Myanmar Elite travels aims to offer quality tourism with excellent services and to give a memorable experience to the clients. Myanmar Elite travels believe that since vacation time is precious for everyone, they design the perfect tour or individual package to suit needs and budget of tourists.

(e)   Min Travels & Tours Co.,Ltd

Min Travels & Tours was founded in 2008. Min Travels offer hotel accommodations, transportation, land tours, licensed tour guides, domestic flights, and other travel-related services with the highest standards. Min Travels offer fully personalize programs based on needs of the tourists aiming for their satisfaction. Min Travels aims to make it possible for everyone who wishes to visit Myanmar where tourists can get acquainted with the various establishments whether ancient or modern.

(f)   Amazing Time Travels & Tours Co.,Ltd

Amazing Time Travels & Tours founded in 2011 have over 25 years of experience as travel professionals and licensed tour guides, specializing in inbound travel services. Amazing Time operate a network of partner offices across Cambodia, Thailand, and Laos and provide personalized services. Under commitment to sustainable tourism, Amazing Time is also a certified travel life sustainability partner. It aims to offer creative responsible ethical authentic, people with ancient treasures of inestimable value, splendor architecture, and craftsmanship. Amazing Time handle the operations of meeting, incentive, conference and events or exhibitions (M.I.C.E). Amazing Time focuses on quality tourism that offers the best and most excellent services for memorable experience of clients. Amazing Time has been recognized as a service provider of unique and socially responsible travel experiences beyond expectations of client. Amazing Time believes that their success can be measured by visitors who choose to return again with their services and who encourage their friends and family to experience the country.

(g)   Oriental Century Travel & Tours Co., Ltd.

As founded in 2012, Oriental Century Travel & Tours is operated as experienced tour operators in Myanmar. Oriental Century is an active member of the Union of Myanmar Travel Association (UMTA). Oriental Century Tour specifies its mission as "delivering the better quality of services and values to customers and people-centric, service focus and technology have driven**."** Accordingly, the company offers comprehensive services for groups and individuals through professional guides, modern transportation, quality hotels, fine restaurants, and other key vendors. Oriental Century operates with specialized departments to offer a diversity of services and each and every department endeavors to provide the best services for the customers with the aims to build long-term relationships.

(h) **Signature Holidays Travels & Tours Co., Ltd.**

Signature Holidays Travels & Tours was founded in 2013 as a licensed tour operator and travel agency based in Yangon, Myanmar. Signature Holidays offer customized tours for different needs of the tourists. Signature Holidays aims to fulfill high levels of customer satisfaction by a team of top tourism professionals and thereby, contribute to the development of the company with entrepreneurial values and innovative attitudes. Signature Holidays designs and tailors the tour packages to meet the needs of different travelers under their budget, preference, and interests.

(i) **Serendipity Travels & Tours Co., Ltd.**

Serendipity Travels & Tours was established in 2013 with the aims to make it possible for everyone well-being through refreshing experiences. Serendipity offers exotic travel and tour packages to visitors with personalized services. Serendipity exerts to provide the best possible travel services to maximum travelers with the most reasonable pricing. It also makes hand-picked, innovative holiday products.

(j) **Unique Discovery Travel & Tours Co., Ltd.**

Unique Discovery Travel & Tours founded in 2017 is a local tour operator based in Mandalay. Unique Discovery aims to be a professional and trusted private travel company for everyone who seeks to explore Myanmar. It is operated with eager young experienced professionals. The services of Unique Discovery include arranging all types of package tours, hotels, ticketing, transportation, and services to the individuals with a different kind of travel and leisure needs in all markets. It operates with 24 hours customer service team to provide an authentic and unique experience to visitors not only about culture and people but also about nature and wildlife while trying to support the local community and the sustainability of the destination areas.

4.5 **Services Provided by Selected Tour Companies**

Travel and tour companies as a crucial component of the tourism sector play a major role in boosting growth of tourism industry across the globe. Travel and tour companies contribute to revenue generation through travel trade operations by bringing together clients and suppliers. These companies are primarily responsible for delivering and performing the services specified in a given package tour. They can provide these services with either their

owned properties such as cars and coaches, hotels, and other travel-related services or outsourcing from other service providers. According to the nature of business, travel and tour companies can be categorized into four types: inbound tour operators, outbound tour operators, domestic tour operators, and ground operators.

Travel and tour companies need to offer a variety of package tours to cater to the needs of different kinds of travelers. To do so, they buy individual travel components separately from different suppliers and then, combine and organize accommodations, meals, sightseeing, and transportation components as a package tour which is sold with their price tag to the public directly or through middlemen. Moreover, they promote their tour package and services through advertisements, brochures and participating international tourism fairs and exhibitions.

These companies have the responsibility of providing the most convenient option for tourists to stay, visit, and leave from the destination. They need to arrange tour packages with effective and efficient manner in order to save the time and money of the tourists. The coordinating and negotiating capabilities are particularly important for these companies so as to provide the best and most competitive prices to tourists.

Moreover, these companies operate as an immediate support system between host country and foreign land. When tourists face unexpected occurrence in their visit like the health problem or loss of documents and needs to return or change of travel plan, the travel and company needs to taking care of all these unseen events efficiently. Thus, they need to have the capabilities to provide all the best available options in accordance with the needs and demands of tourists.

To create a high-quality service in tourists' perception, travel and tour companies arrange the travel plans in accordance with the needs, preferences, spending power of the tourists. In this section, the services provided by the selected tour companies are discussed in terms of six dimensions (6As) of performance quality and four dimensions (4Es) of experience quality.

(a)   Attractions

Travel and tour companies arrange various plans to attract tourists to come to Myanmar. There are a number of tourist attraction places, activities, and events in Myanmar such as worth seeing historical monuments and cultural heritage, exciting unique natural environment, the hospitality of local people, and high-quality crafts as souvenirs. In travel

plans tour companies arrange to visit the attraction places such as Shwedagon Pagoda, Sule Pagoda, National Museum, Bogyoke market, and colorful Chinese town in Yangon, Royal Palace, Mandalay Hill, Amarapura and U-Bein Bridge and a day trip to Inwa, Sagaing, Mingun, and Pyin OO Lwin in Mandalay vicinity. In Bagan, tour companies arrange the travel plan for tourists to visit and experience the ancient pagodas and temples and ever-green Mount Popa with a wide range moving ways including motor bike, tut-tuts, buses, or on a hot air balloon. For Inle region, the itinerary is normally designed for tourists to sense the scenic beauty of large lake in the middle of mountains, the unique leg-rowing of the natives, the floating vegetable-growing farms, and the floating five-day market.

(b)   Accessibility

To offer high quality services for the tourists, tour companies provide travel arrangement for easy access from one place to another, convenience during the trip, and secure and safe to get around in visit destinations. Travel and tour companies arrange for smooth transit and transportation for tourists from entry points to destinations with point-to-point transportation, airport limousines, hourly charter services, and private car-rental services. Moreover, tour operators normally provide Sim-card for tourists on their arrival for convenient access to telecommunication service.

(c)   Amenities

For the amenities of tourists, travel and tour companies provide the services facilitating a convenient stay for tourists through creating nice environment, arranging competent local guides, providing clean and safe accommodation, convenient and secure transportation, hygienic and tasty foods, and good restroom management.

(d)   Available Packages

Travel and tour companies make tour packages and develop the tour plan according to tourist demands. To offer the best experience for the tourists, tour companies make tour packages and develop the tour plan according to the needs of tourists and nature of destinations. The tour packages are arranged to cater the diverse needs of tourists like business tourism specially in Yangon, religious tourism and cultural tourism in Bagan and Mandalay areas, and nature tourism, adventure tourism, and leisure tourism in Inle area. The price of tour package is determined based on the nature and distance of the destinations, the quality of accommodation and transportation, and the level of services provided by the companies.

(e)   Activities

Travel and tour companies provide activities for the tourists according to the needs and desires of tourists such as cooking clubs, wedding parties, donation ceremony, local traditional events, and meditation, experiencing beautiful scenes, take photographs of natural life, and enjoying stories and beliefs in the living culture of the local community. In Bagan, tour companies arrange the activities such as cycling to the temples and pagodas on an electric bike, flying in a hot-air balloon over Bagan, watching the sunset over the Irrawaddy River, taking a boat-trip along the Irrawaddy River, enjoying authentic Myanmar cuisine, taking a cooking class, stopping at the lacquerware workshop. and exploring a local market.

In Mandalay area, exploring the Palace of Myanmar last dynasty, watching the sunset from the top of Mandalay hill, climbing up Yankin hill, taking a boat-trip along the Irrawaddy River to Mingun, walking across the U Bein bridge, watching a show at the Mandalay Marionettes, shopping at the Jade market, and stopping at the gold-leaf workshop. In Inle area, tour companies arrange the activities for tourists such as taking a boat trip on the lake and experiencing one-leg rowing of the natives, shopping at the floating five-day market, stopping at the lotus weaving workshop, taking a Shan cooking class, hiking and bike touring to Kalaw vicinity, and watching the migrant birds around the lake.

(f)   Ancillary Services

For ancillary services, tour companies assist by providing up-to-date, accurate, and timely information regarding mode of transportation, accommodation, sight-seeing, shopping, immigration, passport and visa requirements, rates of foreign currency exchange, customs clearance procedure, health and security rules, and various permits required to travel in particular areas, etc. Moreover, these companies operate as an immediate support system between the host country and foreign land. When tourists face unexpected occurrences during their visits like health problems or loss of documents and need to return or change of travel plan, the travel company needs to take care of all these unforeseen incidents efficiently. Thus, they tries to fulfill all the best available options under the needs and demands of tourists.

(g)   Education

Travel and tour companies provide tourists to get educational experiences and knowledge through cross-cultural communication and learning from new things. For cross-cultural communication, travel and tour companies provide the opportunities for tourists

for arranging home-stay programs and talking with local people at the destination. For a real learning experience, tour companies normally arrange the plans like sightseeing around Yangon by taking a tramcar to realize the normal life of local people, exploring the fine local arts and flying on a balloon over the temple of Bagan, visiting local palm farmers to observe the techniques used in collecting and making the delicious toddy palm sugar and toddy palm drink in Bagan, and staying at a resort amid floating gardens and stilt villages, experiencing ethnic local cuisines, and hopping at the floating market in Inle. Travel and tour companies endeavor to provide a unique or unforgettable travel experience to tourists during their journey.

(h) **Escapism**

Travel escapism helps tourists to enhance the feelings of self-esteem and self-confidence and requires tourists to deal with virtually everything. For most people, travel is a positive means of escape. Travel and tour companies support tourists to get escapism experiences such as a break from daily routine, work, and responsibilities, imagining being someone else, different characters, and different times or place during their visit in Myanmar. Travel and tour companies serve tourists to get escapism experiences through activities such as meditation, bird watching, riding hot air balloons, tracking, rowing, cave exploration, and taking seasonal food.

(i) **Entertainment**

Travel and tour companies provide tourists to get entertainment experiences such as joyful, positive feelings, and captivating. Entertainment elements include local festivals, nightlife, local food, and shopping because they could be considered tourist attractions. Myanmar has unique local festivals and nightlife activities that tourists may not be able to experience in their home countries. For example, in Inle, tour companies arrange the travel plan to go to pagodas, monasteries, and religious images that rise up the side of the hill, taking a boat ride around a floating market, seeing the unique style one-leg rowing of indigenous people around the lake.

(j) **Esthetics**

Travel and tour company create the itinerary for tourists to get esthetics feeling such as experiencing the nature, enjoying unique lodging, driving along the rural roads and art and craft fair with the sense of harmony, pleasant, pleasure and attractive during their visit in Myanmar. Tour companies arrange the travel plan for tourists to have the experience on

unique cultural heritage, ancient and historical sites, authentic nature, smell of plants and flowers, arts and crafts, traditional music, and delicious cuisine to create unforgettable enjoyable travel experience that exceed their expectations at the particular destination.

4.6 Profile of Respondents

This section presents the demographic characteristics and travelling behavior of respondents including gender, age, nationality, income, education level, occupation, and marital status, and travel behavior. The detailed profile of respondents is presented in Table (4.1).

As shown in Table (4.1), the male tourists visiting Myanmar is higher than the females with 62.06% and 37.94% of the tourists. Although the number of male tourists is larger than those of female, generally there is no evidence of differences in gender preferences in visiting Myanmar. Regarding the age of tourists, the majority of tourists in this survey are aged between 40 and 60 years old. The second largest group is in the age between 20-40 years. Those age groups are financially funded for their travel and most of those tourists are motivated to travel to Myanmar by recommendations of friends or family. The least groups are age of under 20 years old and over 60 years. Both married and single tourists are included in the sample while the most of the tourists are married (61.47%).

Table (4.1) Profile of Respondents

Sr. No.	Demographic Characteristics & Travelling Behavior		No. of Respondents	%
	Total Respondents		**340**	**100.00**
1	**Gender**	Male	211	62.06
		Female	129	37.94
2	**Age**	Under 20 years old	18	5.29
		20-40 years old	112	32.94
		40-60 years old	183	53.82
		Over 60 years old	27	7.94
3	**Marital Status**	Married	209	61.47
		Single	131	38.53

Sr. No.	Demographic Characteristics & Travelling Behavior		No. of Respondents	%
	Total Respondents		**340**	**100.00**
4	**Nationality**	Asia	144	42.35
		Europe	125	36.76
		North America	43	12.64
		South America	8	2.35
		Australia, New Zealand & Island countries	20	5.88
5	**Education**	Primary	1	0.29
		Secondary	35	10.29
		Bachelor Degree	230	67.64
		Master Degree & above	74	21.76
6	**Occupation**	Own Business	76	22.35
		Employed at Private sector organization	140	41.17
		Employed at Public sector organization	79	23.23
		Retired	20	5.88
		Student	2	0.58
		Dependent	21	6.17
		Others	2	0.588
7	**Annual Income**	Under US$25,000	47	13.82
		US$25,000-$50,000	117	34.41
		US$50,000-$75,000	73	21.47
		US$75,000-$100,000	69	20.29
		US$100,000 and above	34	10
8	**Times of visit**	First time	244	71.76
		2-3 times	46	13.52
		4-5 times	21	6.17
		More than 5 times	29	8.52
9	**Duration**	Less than 4 days	16	4.70
		4- 8 days	65	19.11
		More than 8 days	259	76.17
10	**Purpose of Visit**	Vacation/leisure	253	74.41
		Business	77	22.64
		Visit friends/relatives	9	2.64
		Others	1	0.29

Sr. No.	Demographic Characteristics & Travelling Behavior		No. of Respondents	%
	Total Respondents		**340**	**100.00**
11	**Entry mode to Myanmar**	By car	6	1.76
		By boat	1	0.29
		By tour bus	1	0.29
		By flight	311	91.47
		Others	21	6.17
12	**Travel Group Composition**	Traveling alone	25	7.35
		With friends	124	36.47
		With partner	100	29.41
		With Family	48	14.11
		Tour group	43	12.64

Source: Survey Data, 2019

As shown in the Table, majority of the tourists visiting Myanmar are from Asia (42%) whereas the second largest groups (37%) are European tourists. There are moderate numbers of tourists from North America and Australia/New Zealand while a small number of respondents are from South America. In terms of education, the majority of the tourists achieved a bachelor's degree indicating that most of the tourists visited Myanmar are highly educated. Regarding the occupation, the majority of the tourists are employees and staff from private-sector organizations, followed by those from public sector organizations and business owners. For annual income levels of tourists, those who earn between US$25,000 and US$50,000 are the prime groups of the survey while tourists who receive US$100,000 and above are the smallest group. This result highlights that the majority of tourists are from middle to lower income groups.

In addition, the majorities of tourists visited Myanmar are first-time visitors (72%) and followed by the group of tourists who visit 2-3 times (13.5%). The groups of tourists who visit Myanmar 4-5 times and more than 5 times are the minorities. It suggests the less extent of destination loyalty of the tourists visiting Myanmar. For the duration of the visit, 76.17% of visitors stayed for more than 8 days, 19.11% stayed for 4 to 8 days, and 4.7% stayed less than 4 days. This result evidences that most of the tourists visited Myanmar stay relatively long days in Myanmar.

Regarding the purpose of the visits, 74.41% of visitors are for vacation and leisure whereas 22.64% for the business and 2.64% for visiting friends/relatives and 0.29% for

other people who accompany their family. The result highlights the fact that Myanmar can attract the tourists who visit for vacation and leisure purposes. For the entry mode to Myanmar, the majority of tourists come to Myanmar by flight (91.5%), followed by the mode of car, boat, and tour bus. Naturally, most of the tourists entered into Myanmar by flight.

Regarding group composition, the majority of tourists (36.47%) are visitors who traveled with friends. The second largest group (29.41%) who came to Myanmar are with their partners while 14.11% of tourists came with their family, 12.64% are with tour groups, and 7.35% are traveling alone. The result highlights the fact that the group tour is the areas still need to develop for promotion of tourism industry.

CHAPTER 5

ANALYSIS OF MOTIVATION FACTORS, SATISFACTION AND DESTINATION LOYALTY OF TOURISTS IN MYANMAR

This chapter includes descriptive data on tourist motivation, perception on performance and experience quality, their satisfaction, and destination loyalty. Moreover, it covers the analyses for identifying influencing tourist motivation on their perception of performance and experience quality, investigating the influence of perception of the quality on their satisfaction, and examining the effects of tourist satisfaction on their destination loyalty. For analytical parts, this study mainly applies the tools of multiple linear regression analysis.

5.1 Motivation Factors of Tourists

In this study, the motivation factors of tourists are divided into two groups: push factors and pull factors. Push factors are intangible forces that come within people like needs, motivation, and way of thinking. Pull factors are tangible forces that draw tourists to a destination, including people, places, and activities. Tourists are motivated by the interplay of both factors. This section is to explore the mean and standard deviation of push and pull motivation factors which are presented in Table (5.1) and (5.2).

5.1.1 Push Motivation Factors

Push motivation factors of tourist include novelty seeking, cultural experience, adventure, social contact, escape, and relaxation. The mean value and standard deviation of push motivation factors are presented in Table (5.1).

As shown in Table (5.1), the mean value of novelty-seeking can be seen as an agreed level since the overall mean value is 4.05. The results show that most of the tourists have the highest motivation for novelty seeking. According to the overall mean value, it can be referred that most of the tourists want to discover unfamiliar things and varied lifestyles, cultural activities, and festivals and to explore the new place they have not visited before.

Table (5.1)   Push Motivation Factors of Tourists

Sr. No.	Items	Mean	Standard Deviation
	Novelty Seeking		
1	Getting experience of cultural activities and festivals	4.06	0.98
2	Visiting the place not previously visited	3.98	0.84
3	Discovering and understanding unfamiliar things	4.14	0.86
4	Leading a dynamic and varied lifestyle	3.95	0.82
5	Increasing the knowledge on the place	4.14	0.81
	Overall Mean	**4.05**	
	Culture Experience		
1	Seeing arts and crafts of the destined place	3.81	1.04
2	Getting the experience of local music and dance	3.87	0.92
3	Interacting with different ethnic groups	3.86	0.96
4	Participating in local festivals	3.87	0.89
5	Having different cultural experience	3.94	0.92
	Overall Mean	**3.87**	
	Adventure		
1	Discovering something new	3.90	0.98
2	Living close to nature	3.79	0.87
3	Getting experience of unfamiliar destination	3.89	0.88
4	Doing something challenging	3.75	0.85
5	Finding the thrills and excitement	3.78	0.96
	Overall Mean	**3.82**	
	Social Contact		
1	Making new friends and contact	3.67	.99
2	Making friend with other tourists	3.55	.93
3	Getting experience of home stay with a local family.	3.62	.97
4	Keeping in touch with friends from trips for long term	3.65	.87
5	Enhancing communication with local community	3.76	.89
	Overall Mean	**3.65**	
	Escape		
1	Getting away from home country	3.66	1.01
2	Experiencing different lifestyle of different place	3.84	0.87
3	Doing something to overcoming the feeling of boring	3.75	0.90
4	Taking a break from daily work	3.86	0.81
5	Having a chance for reflection	3.82	0.86
	Overall Mean	**3.79**	
	Relaxation		
1	Resting physically	3.78	1.05
2	Relaxing spiritually	3.73	0.92
3	Reducing the stress and tension	3.80	0.89
4	Staying with a simple lifestyle	3.76	0.89
5	Making happy with travelling	3.98	0.88
	Overall Mean	**3.81**	

Source: Survey Data, 2019

The mean value of culture experience can also be regarded as an agreed level since the overall mean value is 3.87. It is found that most of the tourists have the highest interest in a different cultural experience. According to the result, it can be said that tourists are motivated to visit Myanmar in order to get an experience of different cultural, different ethnic groups, local festivals, and to enjoy unique cultural things which can be found in Myanmar.

The motivation for adventure can be recognized as an agreed level since the overall mean value is 3.82. According to the results, most of the tourists have the highest interest in adventure things such as unfamiliar destinations and something new and live close to nature. It can be concluded that tourists are more interested to discover something new and to live close to the nature than to find the thrills and excitement and to do something challenging.

The motivation for having social contact is also at agreed level with overall mean value of 3.65. Most of the tourists who have visited Myanmar intend to make new friends and to enhance communication because they are inherent in every social interaction. It indicates that the desire of the most of the tourists is to make new friends and contact and to enhance communication with the local community during their travels.

The motivation for escaping is also at agreed level with the overall mean value of 3.79. The results show that most of the tourists visited Myanmar mainly intend to take a break from their daily work, overcome the feeling of boring and experience different place by traveling. It can be said that most tourists are more motivated by escape factors such as to take a break from their daily work by traveling than getting away from the home country.

The motivation for relaxation can also be considered as an agreed level since the overall mean value is 3.81. The results prove that most of the tourists who have visited Myanmar intend to make themselves feel happy while travelling, reducing stress and tension, and getting physical rest. Generally, it can be concluded that tourists are motivated to visit Myanmar for relaxation purposes.

5.1.2 Pull Motivation Factors

In this study, pull motivation factors of tourist cover cultural and historical places, tourism facilities, and environment and safety. The mean value and standard deviation of pull motivation factors are shown in Table (5.2).

Table (5.2) Pull Motivation Factors of Tourists

Sr. No.	Items	Mean	Standard Deviation
	Cultural and Historical Places		
1	Multiculturalism of Myanmar	3.88	0.95
2	Myanmar religious places and events	3.85	0.85
3	Historical places/sites	3.90	0.90
4	Natural scenery and landscape	3.96	0.84
5	Traditions of different ethnic groups.	3.89	0.91
	Overall Mean	**3.90**	
	Tourism Facilities		
1	Accessible distance	3.41	1.08
2	Tour arrangement	3.54	0.91
3	Convenience of travelling	3.57	0.95
4	Reasonable price	3.40	0.95
5	Information availability	3.55	1.02
	Overall Mean	**3.49**	
	Environment and Safety		
1	Safety and security	3.44	1.03
2	Hygiene and cleanliness	3.32	0.95
3	Pleasant weather	3.62	0.82
4	Friendliness of the people	3.79	0.86
5	Seaside/beaches	3.44	1.04
	Overall Mean	**3.52**	

Source: Survey Data, 2019

As shown in According to Table (5.2), the mean value of motivation by cultural and historical factors is at agreed level since the overall mean value is 3.90. The results show that most of the tourists are motivated by natural scenery and landscape, historical places/sites, and different ethnic groups. It can be concluded that tourists are motivated to come to Myanmar because Myanmar's cultural and historical place is very unique.

The mean value of motivation by tourism facilities factor can be considered as an agreed level since the overall mean value is 3.49. It is found that the motivation factors of the majority of tourists are convenience of travelling, information availability and tour arrangement while accessible distance and reasonable price have merely attracted the tourists to come to Myanmar.

The mean value of environment and safety factor can be classified as an agreed level since the overall mean value is 3.52. According to the results, most of the tourists are motivated by friendliness of the people and pleasant weather while safety and security, hygiene and cleanliness, and seaside/beaches have induced the tourists at the lesser extent.

In comparison push factor with pull factors, the results clearly indicate that the push motivation factors such as novelty seeking, cultural experience, adventure, social contact, escape and relaxation are generally higher in score than pull motivation factors represented with cultural and historical places, tourism facilities, and environment and safety. The results suggest that most of the tourist visits in Myanmar are their self-motivation rather than the attractiveness of tourism environment of the country.

5.2 The Perception of Tourists on Performance Quality and Experience Quality

In this study, the perceptions of tourists are divided into two groups: performance quality and experience quality factor. Performance quality is mainly related with service quality. It is, in fact, visitor's evaluation on the attributes of a service and their perception of performance of service provider. The experience quality is related to customer satisfaction which is the affective response of experience. The experience quality is the specific psychological benefit obtained and in fact, it is the summation of specific benefits or the judgment of total experience. In this section, the mean value and standard deviation of performance quality and experience quality are presented in Table (5.3) and (5.4).

5.2.1 The Perception of Tourists on Performance Quality

Performance qualities of a destination are measured with tourist perception on 6As in terms of attractions, accessibility, amenities, available packages, activities, and ancillary services of the destination. The survey results on performance quality factor are shown in Table (5.3).

As shown in the Table (5.3), tourist perception on attraction of the destination can be regarded as an agreed level since the overall mean value is 3.78. The highest mean value of attraction is creating memories of the destination image. According to the results, tourists consider the performance quality such as worth of seeing, unique historical monuments,

high-quality crafts, and hospitality of local people as acceptable level. It can be said that tourists have favorably evaluated the attraction dimension of their visited destination.

Table (5.3)   The Perception of Tourists on Performance Quality

Sr. No.	Items	Mean	Standard Deviation
	Attractions		
1	Worth of seeing	3.76	1.20
2	Unique historical monuments	3.76	0.83
3	High quality crafts as the souvenirs	3.57	1.03
4	Hospitality of local people	3.87	0.84
5	Creating memories of destination image	3.93	0.99
	Overall Mean	**3.78**	
	Accessibility		
1	Easy to visit one place to another	3.57	1.01
2	Satisfactory road conditions	3.49	0.97
3	Enough parking lots	3.47	0.94
4	Clearly labeled sign-posts of destination	3.44	1.01
5	Personally secure and safety to get around	3.55	0.99
	Overall Mean	**3.50**	
	Amenities		
1	Nice environment	3.65	1.05
2	Ability of local guides	3.66	0.91
3	Clean and safe accommodation	3.81	0.91
4	Vehicles for sightseeing	3.80	0.81
5	Good restroom management	3.41	1.11
	Overall Mean	**3.66**	
	Available Package		
1	Information on available tour packages	3.56	1.04
2	Guiding services	3.67	0.86
3	Package tour services	3.65	0.93
4	Arranging tour based on special interest of tourists	3.77	0.83
5	Value for money of tour package	3.45	1.03
	Overall Mean	**3.62**	

Sr. No.	Items	Mean	Standard Deviation
Activities			
1	Participation in local traditional events	3.61	1.02
2	Practicing meditation	3.65	0.90
3	Enjoying beautiful scene and landscapes	3.83	0.90
4	Experiencing stories and beliefs in the living culture of local community	3.80	0.86
5	Taking photographs of natural life	3.81	0.95
	Overall Mean	**3.74**	
Ancillary Services			
1	Security services	3.39	1.16
2	Health care services	3.30	0.99
3	Bank services (24 hours)	3.20	1.02
4	Internet and telecommunication services	3.59	0.86
5	Optional recreation activities	3.44	1.03
	Overall Mean	**3.38**	

Source: Survey Data, 2019

The mean value of accessibility factor is at agreed level since the overall mean value is 3.50. The highest mean value in accessibility is easy to visit one place to another. In addition, the tourists consider other accessible factors such as road conditions, parking lots, clearly labeled signposts of destination and personally secure and safe to get around as acceptable level. It can be concluded that the tourists have merely favorable perception on accessibility dimension of the performance of tour operation.

The mean value of amenities is also at agreed level since the overall mean value is 3.66. The highest mean value of amenities is clean and safe accommodation. The ability of local guides, nice environment, vehicles for sightseeing and good restroom management are at acceptable level. It suggested that tourists evaluate the amenities dimension of the tourist destination as somehow favorable performance.

The mean value of available package factor can also be considered as an agreed level since the overall mean value is 3.62. The highest mean value of the available package is arranging tour based on special interest of tourists. Moreover, tourists agreed on other factors such as information on available tour packages, guiding services, reasonable price of the tour package and the services of package tour. Thus, it can be concluded that the tourists realized the performance value on the dimension of available package.

The mean value of activities factor can be seen as agreed level since the overall mean value is 3.74. The highest mean value of activities is enjoying the beautiful scenery and landscapes. Other factors such as participating in local traditional events, taking photographs of natural life, experiencing stories and beliefs in the living culture of the local community, and practicing meditation are seen to be acceptable level in tourists' perception. Thus, it can be considered that the tourists recognized the performance quality of the activities such as taking photographs of natural life and beautiful scenery and experiencing the living culture of the local community.

The mean value of ancillary services factor is at neutral since the overall mean value is 3.38. The highest mean value of ancillary services can be seen at internet and telecommunication services whereas health care services, security services, bank services, and optional recreation activities have lower scores. The results suggest that ancillary services in tour operations are not reached to the expectation of the tourists in their visit.

5.2.2   The Perception of Tourists on Experience Quality

Experience quality is measured with the degree of fulfillment in visitor's expectation on destination experience such as education, esthetics, entertainment, and escapism. The mean value and standard deviation of experience quality of destination are presented in Table (5.4).

As shown in the Table, the mean value of the education factor can be seen as agree level since the overall mean value is 3.77. The highest mean value of the education factor is stimulating to learn new things. In addition, the tourists consider other education factors such as real learning experience, improving cross-cultural communication, and having more knowledge as acceptable level. It can be concluded that most of the tourists obtained education experience from the visit to Myanmar.

The mean value of the esthetics factor can be considered as an agreed level since the overall mean value is 3.87. The highest mean value of the esthetics factor is pleasant and unforgettable place whereas seeing architecture of temples and pagodas, the real sense of harmony, and authenticity of the cultural heritages are found to be as acceptable level. It indicates that the tourists' expectations on esthetics factors were realized during their visit to Myanmar.

Table (5.4)   The Perception of Tourists on Experience Quality

Sr. No.	Items	Mean	Standard Deviation
	Education		
1	More knowledgeable	3.76	1.18
2	Improve cross-cultural communication	3.73	0.85
3	Real learning experience	3.78	0.90
4	Stimulated to learn new things	3.82	0.82
	Overall Mean	**3.77**	
	Esthetics		
1	Seeing the architectural of temples and pagodas	3.84	1.09
2	Authentic of the cultural heritages	3.89	0.87
3	Pleasant and unforgettable place	3.92	0.99
4	A real sense of harmony	3.85	0.94
	Overall Mean	**3.87**	
	Entertainment		
1	Joyful place	3.75	1.11
2	An entertaining visit	3.77	0.89
3	Captivating experience	3.86	0.92
4	Developing positive feelings	3.88	0.86
	Overall Mean	**3.82**	
	Escapism		
1	Imagine as someone else	3.52	1.05
2	Escaped from the daily routine	3.72	0.85
3	Playing a different character	3.53	1.01
4	Living at different time or place	3.63	0.89
	Overall Mean	**3.60**	

Source: Survey Data, 2019

The mean value of the entertainment factor can also be recognized as an agreed level since the overall mean value is 3.82. The highest mean value of the entertainment factor can be found as having positive feelings during the visit, followed by captivating experience, entertaining visit and joyful place. It can be concluded that most of the tourists have had the positive feeling on entertainment experience during their visit to Myanmar.

The mean value of the escapism factor is also at agreed level since the overall mean value is 3.60. The highest mean value of the escapist factor is completely escaped from the

daily routine while imagining as someone else, playing a different character and living at different times or places are at acceptable level. The results suggest that most of the tourists obtained the feeling of escape in the visit to Myanmar.

In comparing the performance quality with experience quality, tourist generally perceived that experience quality in terms of education, esthetics, entertainment, and escapism is higher than performance quality measured by attractions, accessibility, amenities, available packages, activities, and ancillary services. The results indicate the fact that although tourists have realized the psychological benefit from their experience, they have relatively low perception on performance quality of the tour operations they received.

5.3   Satisfaction and Destination Loyalty

Tourist satisfaction is a psychological outcome from experiencing the service and also be emotional state of mind after exposure to attributes of the services. Achieving satisfaction can lead to the destination loyalty of the tourists. Loyalty is the faithfulness or devotion to a person, country, group, or cause. In tourism, the degree of loyalty is reflected in visitor intentions to revisit and recommending the destination to others. This section presents the mean value and standard deviation of tourist satisfaction and destination loyalty as shown in Table (5.5) and (5.6).

5.3.1   Tourist Satisfaction

Tourist satisfaction is a consequence of emotional enjoyment which is the result of the value perceived by the tourists in the travel destination. The satisfaction is measured with four dimensions, namely emotional satisfaction, cognitive product satisfaction, cognitive service satisfaction, and cognitive dissonance. The mean value and standard deviation of tourist satisfaction are presented in Table (5.5).

According to overall mean value (3.79) of emotional satisfaction, it can be interpreted that the respondents achieve emotional satisfaction in their visit. The highest mean value can be found at good decision to come, followed by the factors such as truly enjoyed with a good variety of attractions, comfortable with friendly and hospitable atmosphere, and good place for time spending. It highlights that most of the tourists obtained positive emotional feelings during visits to Myanmar.

Table (5.5)   Satisfaction of Tourists

Sr. No.	Items	Mean	Standard Deviation
	Emotional Satisfaction		
1	Good place for spending time	3.72	1.23
2	Comfortable with friendly and hospitable atmosphere	3.80	0.82
3	Truly enjoyed with a variety of attractions	3.82	0.91
4	Good decision to come here	3.84	0.81
	Overall Mean	**3.79**	
	Cognitive Product Satisfaction		
1	Organized tour arrangement	3.74	1.02
2	Accommodation	3.78	0.81
3	Service personnel	3.73	0.97
4	Public transportation services	3.48	0.94
	Overall Mean	**3.68**	
	Cognitive Services Satisfaction		
1	Signage and information services	3.32	1.16
2	Restroom cleanliness & availability	3.27	0.96
3	Safety at location/site	3.47	1.02
4	Error free service delivery	3.55	0.86
	Overall Mean	**3.40**	
	Cognitive Dissonance		
1	Spent more time in this place	3.57	1.05
2	Choosing the right location	3.71	0.79
3	Should not visit this place	2.94	1.27
4	Not meeting expectations	2.97	1.20
	Overall Mean	**3.30**	

Source: Survey Data, 2019

According to overall mean value (3.68) of cognitive product satisfaction, it can be referred that the respondents feel satisfied on cognitive product in tour arrangement. The accommodation factor has the highest mean value among the factors of cognitive product satisfaction. Moreover, the tourists are fairly satisfied with tour arrangement, personnel services, and public transportation services. It can be concluded that most of the tourists have had the cognitive product satisfaction for their visit.

The respondents feel neutral on cognitive service since overall mean value is 3.40. The highest mean value earned for error-free service delivery while the lowest value is

shown in restroom cleanliness and availability. Other factors also show the low level of satisfaction. Thus, there is no evidence for the satisfaction of tourist on cognitive services of tour operations in their visit.

The cognitive dissonance factor is also at the neutral since the overall mean value is 3.30. The highest mean value of the cognitive dissonance factor is chosen in the right location. Other factors such as unmet expectations, desire to spent more time and regret for visiting are also considered as low level of satisfaction. The results suggest that the tourists have had somehow feeling of cognitive dissonance about their visit to Myanmar.

5.3.2 Destination Loyalty of Tourists

In this study, destination loyalty factors of tourists include recommendations and revisit intention. Tourists who have a positive experience on their trip, are likely to have the aim to visit again to that destination and possibility for sharing their positive experiences and recommending friends, family and other peoples to visit that destination. The mean value and standard deviation of the factors measuring destination loyalty are presented in Table (5.6).

Table (5.6)   Destination Loyalty of Tourists

Sr. No.	Items	Mean	Standard Deviation
	Revisit Intention		
1	Revisiting Myanmar again at another chance	3.57	1.29
2	Destination choice to Myanmar	3.56	0.91
3	Revisiting Myanmar with more companions	3.65	1.00
4	Revisiting this destination would be worthwhile	3.73	0.84
	Overall Mean	**3.63**	
	Recommendation		
1	Recommending family and friends to visit Myanmar	3.75	1.13
2	Saying positive things about Myanmar to other people	3.80	0.91
3	Recommending to those who seek advice	3.83	1.01
4	Encouraging others people to visit Myanmar	3.78	0.95
	Overall Mean	**3.79**	

Source: Survey Data, 2019

Since overall mean value revisit intention is 3.63, it can be interpreted as the desirability of tourists to revisit those destinations. The highest mean value is shown at

tourist perception that revisiting this destination would be worthwhile whereas other measures such as intention to revisit Myanmar with more companions and to revisit again when they have another chance and Myanmar as a destination of first choice have agree level scores. According to the results, it can be concluded that most of the tourists are more interested to revisit Myanmar based on their experience.

The overall mean value (3.79) of tourist recommendation on the country highlights the favorable response behavior of tourists on the place they visited. The highest mean value is shown at the factor of recommending place to those who seek advice from them, followed by saying positive things about Myanmar to other people, encouraging other people and recommending family and friends to visit Myanmar. The results indicate that most of the tourists are ready to give positive recommendation for the visit to Myanmar.

5.4 Analysis of Influencing Motivations on Performance Quality

In this section, the influencing motivations of tourists on performance quality are examined by using multi-linear regression analysis. The results of the analysis are presented in Table (5.7), (5.8) and (5.9).

5.4.1 Influencing Push Motivations on Performance Quality

In this part, six variables are used to measure the level of push motivation. To identify the push motivation factors that influenced on performance quality, the mean value of performance quality is regressed with the mean values of six push motivation factors, namely, novelty seeking, cultural experience, adventure, social contact, escape and relaxation. The results of the regression analysis are summarized in Table (5.7).

A shown in Table (5.7), since the value of adjusted R^2 is 0.482, it can be interpreted that 48.2% of the variation of performance quality can be explained by six push motivation factors, namely novelty seeking, cultural experience, adventure, social contact, escape and relaxation. The value of F test, the overall significance of the model, which is highly significant at 1% level, confirms the validity of the specified model. The multicollinearity is also checked by using variance inflation factors (VIF). All VIF values which are below the cut-off value of 10 indicate that there is no correlation among independent variables.

Table (5.7)   Influencing Push Motivations on Performance Quality

Dependent Variable: Performance Quality	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	β			
(Constant)	0.688	0.188		3.658	0.000	
Novelty Seeking	0.111**	0.056	0.102	1.982	0.048	1.747
Cultural Experience	0.358***	0.049	0.420	7.291	0.000	2.175
Adventure	0.011	0.065	0.012	0.168	0.867	3.400
Social Contact	0.128**	0.055	0.147	2.327	0.021	2.626
Escape	0.035	0.064	0.040	0.548	0.584	3.481
Relaxation	0.117**	0.057	0.133	2.068	0.039	2.708
R^2	0.491					
Adjusted R^2	0.482					
F-Value	53.572***					

Source: SPSS Outputs (Appendix C)

Statistical significance is indicated as *** at 1% level and ** at 5% level.

Among six push motivation factors, cultural experience, social contact, novelty-seeking, and relaxation have positive influence on performance quality. Among them, cultural experience has a significantly positive effect on performance quality at 1% level whereas social contact, novelty-seeking, and relaxation have a significantly positive effect on performance quality at 5% level. According to the value of standardized coefficient (β), the push motivation of seeking cultural experience is the highest contribution to the tourist perception on performance quality of their visit.

According to the results, it can be said that tourist perception on performance quality is mainly affected by the push motivation factors such as different cultures, making new friends, communication with the local community, cultural activities and festivals, unfamiliar things, and relaxation. Moreover, the results highlight that novelty seeking, culture experience, social contact, and relaxation are also the driving forces of the tourists visiting to Myanmar.

5.4.2   Influencing Pull Motivations on Performance Quality

To identify the influencing pull motivation factors, the analysis is conducted by using multilinear regressions analysis in which performance quality is used as dependent variable while independent variables are cultural and historical places, tourism facilities,

and environment and safety. The results of the regression analysis are presented in Table (5.8).

Table (5.8)   Influencing Pull Motivations on Performance Quality

Dependent Variable: Performance Quality	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	β			
(Constant)	1.068	0.150		7.140	0.000	
Cultural and Historical Place	0.257***	0.042	0.292	6.142	0.000	1.473
Tourism Facilities	0.151***	0.051	0.190	2.930	0.004	2.721
Environment and Safety	0.289***	0.062	0.325	4.624	0.000	3.214
R^2	0.483					
Adjusted R^2	0.478					
F-Value	104.476***					

Source: SPSS Outputs (Appendix C)

Statistical significance is indicated as *** at 1% level and ** at 5% level.

As shown in Table (5.8), this model can explain the 47.8% of the variation of performance quality which is predicated by three pull motivation factors, namely cultural and historical place, tourism facilities, and environmental and safety since the value of adjusted R² is 0.478. Since the value of F test, the overall significance of the model, is highly significant at 1% level, this specified model can be said valid. There is no variable exceeded the "rule of thumb" of 10 for VIF, which implies that there is no multicollinearity among independent variables.

The result shows that all factors of pull motivation i.e., environment and safety, cultural and historical places, and tourism facilities have positively influence on performance quality at 1% significant level. Among them, according to the value of standardized coefficient (β), the pull motivation of environment and safety has the highest contribution to the tourist perception on performance quality of their visit.

According to the results, it can be said that tourist perception on performance quality is influenced by all factors of pull motivation which include safety and security, pleasant weather, multiculturalism, religious place, historical sites, the convenience of traveling, and reasonable price. It represents the foreign tourist interest in the new things that have not been seen in the country of origin. It concluded that cultural and historical

places, tourism facilities, and environment and safety are the driving forces of tourists visiting Myanmar.

5.4.3 Influencing Motivations on Performance Quality

To identify the influencing motivation factors, the analysis is conducted by using multilinear analysis in which performance quality is used as dependent variable while push and pull motivation factors are independent variables. The results of the regression analysis are presented in Table (5.9).

Table (5.9)   Influencing Motivations on Performance Quality

Dependent Variable: Performance Quality	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	β			
(Constant)	0.620	0.166		3.734	0.000	
Push	0.361***	0.065	0.321	5.529	0.000	2.371
Pull	0.443***	0.058	0.446	7.663	0.000	2.371
R^2	0.520					
Adjusted R^2	0.517					
F-Value	182.284***					

Source: SPSS Outputs (Appendix C)

Statistical significance is indicated as *** at 1% level, ** at 5% level, and * at 10% level.

As shown in Table (5.9), since the value of adjusted R^2 is 0.517, it can be interpreted that 51.7% of the variation of performance quality can be explained by push and pull motivation factors. The value of F test, the overall significance of the model, which is highly significant at 1% level, confirms the validity of the specified model. The multicollinearity is also checked by using variance inflation factors (VIF). All VIF values which are below the cut-off value of 10 indicate that there is no correlation among independent variables.

As shown in the Table, the coefficients of both push and pull motivation factors are positively significant at 1% level. However, according to the value of standardized coefficient (β), pull motivation factors have higher contributing effect to tourist perception on performance quality of destination than push motivation factors. The results suggest that perceived performance quality of the tourists can be more realized when they visit a

destination due to their internal desire than when they visit there due to attractiveness of the place.

5.5   Analysis of Influencing Motivations on Experience Quality

In this section, the influencing motivations of tourists on experience quality are identified by using multi-linear regression analysis. The results of the analysis are presented in Table (5.10), (5.11) and (5.12).

5.5.1   Influencing Push Motivations on Experience Quality

In this study, six variables are used to measure the level of push motivation. To identify the push motivation factors on experience quality, the mean value of performance quality is regressed with the mean values of five push motivation factors, namely, novelty seeking, cultural experience, adventure, social contact, escape and relaxation. The results of the regression analysis are summarized in Table (5.10).

As shown in the Table, this model can explain the 43.4% of the variation of performance quality which is predicated by three pull motivation factors, namely cultural and historical place, tourism facilities, and environmental and safety since the value of adjusted R^2 is 0.434. Since the value of F test, the overall significance of the model, is highly significant at 1% level, this specified model can be said valid. There is no variable exceeded the "rule of thumb" of 10 for VIF, which implies that there is no multicollinearity among independent variables.

As shown in the Table, adventure and relaxation have a significant positive effect on experience quality at 1% level while novelty seeking has a significant positive effect at 5% level. It means that the improvement in adventure, relaxation, and novelty seeking factors lead to enhance the tourist perception on experience quality of visiting Myanmar.

Among the push factors, according to the value of standardized coefficient (β), the motivations for relaxation and adventure have the highest contribution to the tourist perception on performance quality of their visit. The results of this analysis indicate that tourist perception on experience quality is affected by getting close to nature, unfamiliar destination, something new, spiritual relaxation, and sample lifestyle, experiences in local

festivals, and cultural activities of the destination. It concluded that adventure, relaxation, and novelty-seeking factors are the driving forces of tourists visiting Myanmar.

Table (5.10)   Influencing Push Motivations on Experience Quality

Dependent Variable: Experience Quality	Unstandardized Coefficients		Standardized Coefficients	t	Sig	VIF
	B	Std. Error	β			
(Constant)	0.768	0.211		3.633	0.000	
Novelty Seeking	0.135**	0.063	0.116	2.140	0.033	1.747
Cultural Experience	0.090	0.055	0.098	1.628	0.105	2.175
Adventure	0.270***	0.073	0.280	3.723	0.000	3.400
Social Contact	-0.039	0.062	-0.041	-0.625	0.532	2.626
Escape	0.035	0.072	0.037	0.487	0.627	3.481
Relaxation	0.285***	0.064	0.302	4.487	0.000	2.708
R^2	0.444					
Adjusted R^2	0.434					
F-Value	44.353***					

Source: SPSS Outputs (Appendix C)

Statistical significance is indicated as *** at 1% level and ** at 5% level.

5.5.2   Influencing Pull Motivations on Experience Quality

To identify the influencing pull motivation factors, the analysis is conducted by using multilinear regressions analysis in which experience quality is used as dependent variable while independent variables are cultural and historical places, tourism facilities, and environment and safety. The results of the regression analysis are presented in Table (5.11).

As shown in Table (5.11), since the value of adjusted R² is 0.416, it can be interpreted that 41.6% of the variation of experience quality can be explained by three pull motivation factors: cultural and historical place, tourism facilities, and environmental and safety. The value of F test, the overall significance of the model, which is highly significant at 1% level, confirms the validity of the specified model. The multicollinearity is also checked by using variance inflation factors (VIF). All VIF values which are below the cut-off value of 10 indicate that there is no correlation among independent variables.

Table (5.11) Influencing Pull Motivations on Experience Quality

Dependent Variable: Experience Quality	Unstandardized Coefficients		Standardized Coefficients	t	Sig	VIF
	B	Std. Error	β			
(Constant)	1.288	0.170		7.576	0.000	
Cultural and Historical Place	0.551***	0.048	0.583	11.576	0.000	1.473
Tourism Facilities	-0.043	0.059	-0.051	-0.743	0.458	2.721
Environment and Safety	0.139*	0.071	0.146	1.956	0.051	3.214
R^2	0.422					
Adjusted R^2	0.416					
F-Value	81.610***					

Source: SPSS Outputs (Appendix C)

Statistical significance is indicated as *** at 1% level, ** at 5% level, and * at 10% level.

As can be seen in the Table (5.11), the cultural and historical place has significant positive effect on experience quality at 1% level while the factor of environment and safety has an effect at 10% significant level. It suggested that increases in the value of cultural and historical place and environment and safety factors lead to enhancing the perception on experience quality of tourists visiting Myanmar.

Among the pull motivation factors, according to the value of standardized coefficient (β), the motivation for visit to cultural and historical has the highest contribution to the tourist perception on experience quality of their visit. Thus, it can be concluded that tourist perception on experience quality is affected by multiculturalism, religious places and events, historical places/sites, natural scenery and landscape, and different ethnic groups at their destination. It concluded that cultural and historical places and environment and safety factors are the driving forces of tourists visiting Myanmar.

5.5.3 Influencing Motivations on Experience Quality

To identify the influencing motivation factors, the analysis is conducted by using multilinear regressions analysis in which experience quality is used as dependent variable

while independent variables are push and pull motivation factors. The results of the regression analysis are presented in Table (5.12).

Table (5.12)   Influencing Motivations on Experience Quality

Dependent Variable: Performance Quality	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	VIF
	B	Std. Error	β			
(Constant)	0.741	0.196		3.791	0.000	
Push	0.678***	0.077	0.562	8.809	0.000	2.371
Pull	0.119*	0.068	0.111	1.743	0.082	2.371
R^2	0.423					
Adjusted R^2	0.419					
F-Value	123.308***					

Source: SPSS Outputs (Appendix C)

Statistical significance is indicated as *** at 1% level, ** at 5% level, and * at 10% level.

As shown in the Table (5.12), this model can explain the 41.9% of the variation of experience quality which is predicated by push and pull motivation factors since the value of adjusted R^2 is 0.419. Since the value of the F test, the overall significance of the model, is highly significant at 1% level, this specified model can be said valid. There is no variable exceeded the "rule of thumb" of 10 for VIF, which implies that there is no multicollinearity among independent variables.

As can be seen in the Table, push motivation factor has significant positive effect on experience quality at 1% level while pull motivation factor has an effect at 10% significant level. According to the value of standardized coefficient (β), the push motivation factor has higher contributing effect on tourist perception on experience quality than pull motivation factor.

The results highlight that tourist perception on experience quality is mainly affected by internal drive of the tourists including their desire of novelty-seeking, having cultural experience, adventure, social contact, escape and relaxation whereas attractiveness of the destination such as cultural and historical place, tourism facilities and environment and safety of the destination do not have much effect on experience quality in the perception of tourists. It can be implied that internal desire of the tourists is more important to have favorable perception on experience quality than the attractiveness of the destination they visit.

5.6   Analysis on the Effect of Performance Quality on Experience Quality

To examine the effect of performance quality on experience quality, the mean value of experience quality is regressed with the mean values of six dimensions of performance quality, namely attractions, accessibility, amenities, available packages, activities, and ancillary services. The results of regression analysis are presented in Table (5.13).

Table (5.13)   The Effect of Performance Quality on Experience Quality

Dependent Variable: Experience Quality	Unstandardized Coefficients		Standardized Coefficients	t	Sig	VIF
	B	Std. Error	β			
(Constant)	0.775	0.140		5.520	0.000	
Attractions	0.268***	0.048	0.272	5.583	0.000	2.078
Accessibility	-0.218***	0.054	-0.249	-4.013	0.000	3.377
Amenities	0.261***	0.069	0.281	3.785	0.000	4.830
Available Package	0.007	0.062	0.008	.120	0.905	3.989
Activities	0.393***	0.055	0.420	7.111	0.000	3.062
Ancillary Services	0.088*	0.047	0.106	1.884	0.060	2.762
R^2	0.621					
Adjusted R^2	0.614					
F-Value	90.893***					

Source: SPSS Outputs (Appendix C)

Statistical significance is indicated as *** at 1% level, ** at 5% level, and * at 10% level.

As shown in the Table (5.13), since the value of adjusted R² is 0.614, it can be interpreted that 61.4% of the variation of experience quality can be explained by six dimensions of performance quality: attractions, accessibility, amenities, available package, activities, and ancillary services. The value of the F test, the overall significance of the model, which is highly significant at 1% level, confirms the validity of the specified model. The multicollinearity is also checked by using variance inflation factors (VIF). All VIF values which are below the cut-off value of 10 indicate that there is no correlation among independent variables.

The results show that the performance quality dimensions of activities, amenities, and attractions have significant positive impact on experience quality at 1% level whereas the ancillary services have effect at 10% significant level. It can be said that the increases

in attractions, amenities, activities, and ancillary services factor leads to enhance the tourist perception on experience quality.

On the other hand, accessibility has a significant negative effect on experience quality at 1% level. It implies that even tourists have the positive perception on performance quality, it may not lead to experience quality. Negative effect of accessibility factors can be related to infrastructure such as accessible to clean waters, electricity supplies, internet access. Even though tourist accept the performance level of infrastructure-related services by considering the development status of the country, their inconveniences in using these services could lead to their perception on low level of experience quality. Moreover, in Myanmar, there are some limitations for foreigners to access some conflict areas and regions of the country due to the security reason. This limited access to some ethnic regions can also be the reason for negative effect of accessibility factors on experience quality.

Among the variables of performance quality, according to the value of standardized coefficient (β), it can be seen that activities, amenities, and attractions are largely contributing to the enhancement of tourist perception on experience quality. It can be concluded positive perception of the tourists on activities performed during their visit and amenities and attractiveness of the destination tend to lead the favorable perception on their experience that they have at the particular destination.

5.7 Analysis on the Effect of Performance Quality and Experience Quality on Tourists Satisfaction

This section aims to examine the effect of performance quality and experience quality on tourists' satisfaction by using multi-linear regression analyses in which tourist satisfaction is defined as dependent variables while the dimensions of performance quality and experience quality are used as independent variable in each analysis. The results of the analysis are presented in Table (5.14) and (5.15).

5.7.1 The Effect of Performance Quality on Tourists Satisfaction

To identify the effect of performance quality on tourist satisfaction, the study applies multi-linear regression analysis, in which tourist satisfaction is used as dependent variable while the dimensions of performance quality namely attractions, accessibility,

amenities, available packages, activities, and ancillary services are used as independent variables. The result of regression analysis is presented in Table (5.14).

Table (5.14) The Effect of Performance Quality on Tourists Satisfaction

Dependent Variable: Tourists Satisfaction	Unstandardized Coefficients		Standardized Coefficients	t	Sig	VIF
	B	Std. Error	β			
(Constant)	0.902	0.141		6.385	0.000	
Attractions	0.161***	0.048	0.177	3.350	0.001	2.078
Accessibility	0.047	0.055	0.058	0.867	0.386	3.377
Amenities	0.122*	0.069	0.142	1.763	0.079	4.830
Available Package	0.199***	0.062	0.234	3.190	0.002	3.989
Activities	0.033	0.056	0.039	0.600	0.549	3.062
Ancillary Services	0.172***	0.047	0.221	3.634	0.000	2.762
R^2	0.552					
Adjusted R^2	0.544					
F-Value	68.475***					

Source: SPSS Outputs (Appendix C)

Statistical significance is indicated as *** at 1% level, ** at 5% level, and * at 10% level.

As shown in the Table, this model can explain the 54.4% of the variation of tourist satisfaction which is predicated by six dimensions of performance quality, namely attractions, accessibility, amenities, available package, activities, and ancillary services since the value of adjusted R² is 0.544. Since the value of the F test, the overall significance of the model, is highly significant at 1% level, this specified model can be said valid. There is no variable exceeded the "rule of thumb" of 10 for VIF, which implies that there is no multicollinearity among independent variables.

It is found that attractions, available packages, and ancillary services have a significant positive effect on tourists' satisfaction at 1% level while amenities have effect on 10% significant level. It highlights that the positive perception on such dimensions of performance quality as attractions, available packages, amenities, and ancillary service factors leads to satisfaction of the tourists.

According to the value of standardized coefficient (β), among the dimensions of performance quality, the quality of available packages and ancillary services are main

contributing factors for tourist satisfaction. The results suggest that tourist satisfaction can be increased by enhancing performance quality through providing quality services in package tours with reasonable price, optional recreation activities, internet and telecommunication, security, health care, and bank services.

5.7.2   The Effect of Experience Quality on Tourists Satisfaction

To examine the effect of experience quality on tourist satisfaction, the mean value of tourist satisfaction is regressed with the mean values of the four dimensions of experience quality, namely education, esthetics, entertainment, and escapism. The results of regression analysis are presented in Table (5.15).

Table (5.15)   The Effect of Experience Quality on Tourists Satisfaction

Dependent Variable: Tourists Satisfaction	Unstandardized Coefficients		Standardized Coefficients	t	Sig	VIF
	B	Std. Error	β			
(Constant)	0.998	0.132		7.543	0.000	
Education	0.248***	0.044	0.292	5.579	0.000	2.055
Esthetics	-0.056	0.052	-0.073	-1.083	0.279	3.431
Entertainment	0.098*	0.056	0.127	1.753	0.081	3.918
Escapism	0.403***	0.044	0.489	9.174	0.000	2.136
R^2	0.554					
Adjusted R^2	0.549					
F-Value	104.283***					

Source: SPSS Outputs (Appendix C)

Statistical significance is indicated as *** at 1% level, ** at 5% level, and * at 10% level.

As shown in Table (5.15), since the value of adjusted R^2 is 0.549, it can be interpreted that 54.9% of the variation of tourist satisfaction can be explained by four dimensions of experience quality: education, esthetics, entertainment, and escapism. The value of F test, the overall significance of the model, which is highly significant at 1% level, confirms the validity of the specified model. The multicollinearity is also checked by using variance inflation factors (VIF). All VIF values which are below the cut-off value of 10 indicate that there is no correlation among independent variables.

According to the results, education and escapism have significantly affected tourist satisfaction at 1% level while entertainment affects it at 10% significant level. It means that the increase in performance quality of education, escapism, and entertainment factor leads more satisfaction of the tourist on the particular destination.

According to the value of standardized coefficient (β), among the dimensions of experience quality, escapism is the largest contributing factor for tourist satisfaction, followed by education and entertainment. It suggests that the quality experience in escapism, education, and entertainment can enhance the satisfaction of tourists since they can actively participate and immerse in activities or events in the environment. The results of this study imply that tourist satisfaction can be improved by enhancing experience quality through providing activities and measures for escapes of the tourists from their normal routine life, learning and acquiring experience on new things and cross-cultural communication, and participating in entertainment activities.

5.8 Analysis on the Influence of Tourists Satisfaction on their Destination Loyalty

In this study, the tourists' satisfaction is measured with four variables: emotional satisfaction, cognitive product satisfaction, cognitive service satisfaction, and cognitive dissonance and destination loyalty is identified with revisit intention and recommendations to others. To analyze the influence of tourist satisfaction on their destination loyalty, the multi-linear regression analysis is conducted in which the overall mean value of destination loyal ty is used as dependent variable while the mean values of the four measures of tourist satisfaction are used as independent variables. The results of regression analysis are presented in Table (5.16).

As shown in Table (5.16), this model can explain the 50.7% of the variation of destination loyalty which is predicated by emotional satisfaction, cognitive product satisfaction, cognitive service satisfaction, and cognitive dissonance since the value of adjusted R^2 is 0.507. Since the value of the F test, the overall significance of the model, is highly significant at 1% level, this specified model can be said valid. There is no variable exceeded the "rule of thumb" of 10 for VIF, which implies that there is no multicollinearity among independent variables.

Table (5.16) The Influence of Tourists Satisfaction on their Destination Loyalty

Dependent Variable: Destination Loyalty	Unstandardized Coefficients		Standardized Coefficients	t	Sig	VIF
	B	Std. Error	β			
(Constant)	0.672	0.175		3.830	0.000	
Emotional Satisfaction	0.640***	0.063	0.598	10.085	0.000	2.419
Cognitive Product Satisfaction	0.177***	0.069	0.165	2.590	0.010	2.798
Cognitive Service Satisfaction	-0.068	0.056	-0.074	-1.211	0.227	2.571
Cognitive Dissonance	0.056	0.053	0.057	1.050	0.295	2.038
R^2	0.513					
Adjusted R^2	0.507					
F-Value	88.208***					

Source: SPSS Outputs (Appendix C)

Statistical significance is indicated as *** at 1% level, ** at 5% level, and * at 10% level.

The results show that emotional satisfaction and cognitive product satisfaction have significant positive effect on destination loyalty at 1% level. The results suggest that the increase in emotional satisfaction and cognitive product satisfaction of the tourist can create their destination loyalty. According to the value of standardized coefficient (β), it can be said that emotional satisfaction is the main factor creating destination loyalty.

The results suggest that destination loyalty of the tourist can be promoted by enhancing the tourist satisfaction on the dimensions of comfortable and hospitable atmosphere, accommodations, and transportation services, enjoyable experience with attractions, well-organized tour arrangement with qualified service personnel during their visit to Myanmar. It can be enhanced by the revisit intention of tourists as well as their recommendation to the others to visit Myanmar.

5.9 Summary of the Result

This section presents the finding from the analysis of influencing motivation factors on perceived performance quality and subsequent experience quality as well as the effect of performance quality and experience quality on tourist satisfaction and thereby lead to

destination loyalty of the tourists visiting Myanmar. Figure (5.1) shows a summary of the results that is found out from the analysis.

The tourist perception on performance quality is influenced by four push motivation factors: novelty seeking, cultural experience, social contact, and relaxation, and three pull motivation factors: cultural and historical place, tourism facilities, and environmental and safety. Tourist perception on experience quality is influenced by three push motivation factors: novelty seeking, adventure, and relaxation, and two pull motivation factors: cultural and historical place and environmental and safety.

The results indicate that tourist perception on performance quality in the dimensions of attractions, amenities, activities, and ancillary services have significant positive effect on their perception on experience quality. On the other hand, the positive perception on accessibility dimension of performance quality has significant negative impact on experience quality.

The results also indicate that tourist satisfaction is influenced by four dimensions of performance quality: attractions, amenities, available package and ancillary services, and three dimensions of experience quality factors; education, entertainment, and escapist. Finally, destination loyalty is affected by only two dimensions of tourist satisfaction: emotional satisfaction and cognitive product satisfaction. Thus, it can be concluded that the tourists who are highly satisfied with their visit show the destination loyalty with intention to revisit and recommending others to visit Myanmar.

Figure (5.1)   Summary of the Results
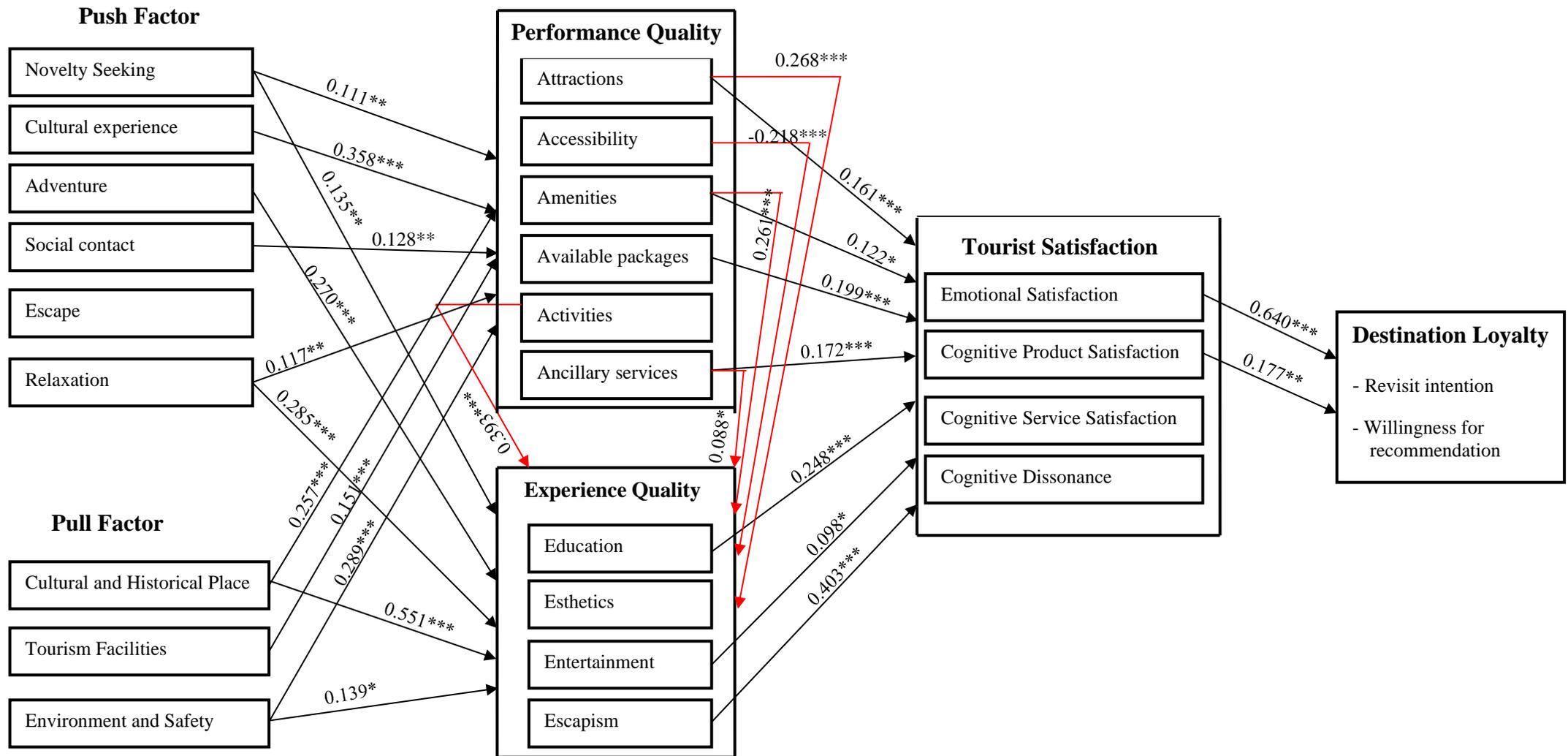
Source; Survey data (2019),

Notes: ***, ** and * are statically significant at 1%, 5% and 10% levels respectively

CHAPTER 6

CONCLUSION

This chapter starts with the summary of findings from the analyses and detailed discussions on the motivation, satisfaction, and destination loyalty of tourists in Myanmar, and then it provides suggestions and recommendations for the policymakers and tour operators on how to stimulate the tourist motivation and enhance their satisfaction and destination loyalty. Finally, it is concluded with suggestions and recommendations to extend this research in the future.

6.1   Findings and Discussions

This study aims to identify influencing motivation factors on perceived performance quality and subsequent experience quality of the tourists and the effect of performance and experience quality on the satisfaction and thereby, leads to destination loyalty of the tourists who visited Myanmar. To fulfill this aim, five specific objectives has been developed for this study. They are (1) to examine the influencing motivations of tourist on their perception on performance quality (2) to examine the influencing motivations of tourist on their perception on experience quality (3) to analyze the effect of performance quality on experience quality (4) to analyze the effect of performance quality and experience quality on their satisfaction (5) to examine the influence of tourist satisfaction on their destination loyalty.

This study constructs a conceptual model to examine the motivation, satisfaction, and destination loyalty of tourists and their relationships based on the concepts of motivation theories and the findings from the reviews of various empirical studies. The motivation of tourists has been categorized as push motivation and pull motivation factors in which push motivation of tourists are measured with novelty seeking, cultural experience, adventure, escape, social contact, relaxation whereas pull motivation are measured by of cultural and historical place, tourism facilities, environment, and safety. For the tourist perception on performance quality, this study uses 6As dimension, namely attractions, accessibility, amenities, available packages, activities, and ancillary services. For the tourist perception on experience quality, this study applies 4Es dimension including

educational, escapism, entertainment, esthetic, and it is used to measure the experience of this destination. Moreover, in the study, tourist satisfaction has been measured with four dimensions: emotional satisfaction, cognitive product satisfaction, cognitive service satisfaction, and cognitive dissonance. Finally, destination loyalty of tourists has been identified with revisit intention and willingness of the tourists to recommend the places to other people.

To examine the motivation, perception on tourism-related service quality, satisfaction, and destination loyalty of the tourists, questionnaire survey is conducted with 340 respondents who are randomly selected among tourists who visited Yangon, Mandalay, Bagan, and Inle in 2019. The analysis on demographic characteristics of tourist shows that there is no evidence of different preferences between genders of tourist visiting Myanmar. The results show that most of the tourists are married, graduated, and in middle age. In addition, most of them are employed at private and public sector organizations and from the middle-income group. It can be the reasons that they can have enough financial resources, self-sufficient, and independent lifestyles for traveling. The majority of the tourists are from Asia and the second largest group is from Europe. As the mode of entry, almost all tourist came here by flight together with their friends and partners. More than two-third of the respondents came to Myanmar as first-time visitors. About three-fourth of visitors came here with the purpose of vacation and leisure and stayed more than one week. The result highlights the facts that Myanmar can attract tourists who visit for vacation and leisure purposes and the importance of offering various package tours to attract more tourists and arrangements for longer stay in the destination.

For the first objective of the study, the multilinear regression analyses are conducted to identify the influencing motivation of tourists on performance quality. Regarding push motivation, the results show that the motivations of novelty seeking, culture experience, social contact, and relaxation are influencing push motivation factors on performance quality. Among these four variables, cultural experience has the largest contribution to the tourist perception of the performance quality of services at the destinations. Concerning cultural experience, tourists are interested in participating and learning about the destinations such as different cultures, local festivals, and different ethnic groups. For novelty-seeking factor, tourists are willing to discover and understand unfamiliar things, to enhance their knowledge, and to have a dynamic and varied lifestyle. For social contact factor, the tourists want to make new friends, enhance communication with the local

community, and get an experience of homestay with a local family during their travels. Concerning relaxation, the study finds out that tourist have the desires to get relaxation and to reduce stress and tension and to stay with a simple lifestyle during their visit to Myanmar. The results highlight that the fulfillment of those four push motivation factors lead to positive perception of tourists on performance quality of the services they received at the destination.

The results also indicate that three pull motivation factors: cultural and historical place, tourism facilities, and environment and safety have significantly influenced on performance quality. Among these three variables, environment and safety have the greatest effect on performance quality followed by cultural and historical places and tourism facilities. Concerning the environment and safety, the results highlight that tourist are motivated by the safety and security, hygiene and cleanliness, pleasant weather, and friendliness of the people. Regarding cultural and historical places, tourists would be interested in multiculturalism, religious place, and historical sites in Myanmar. For the tourism facilities, it is found that most the tourists prefer the convenience of traveling, reasonable price, and easy availability of travel information. The results indicate that the fulfillment of those three pull motivation factors lead to positive perception of tourists on performance quality of the services they received at the destination.

Moreover, the results show that performance quality are significantly affected by both push and pull motivation factors in which pull motivation has the higher contribution effect on tourist perception on performance quality. The results suggest that both push and pull motivation factors are important for creating positive perception on performance quality of destination. Moreover, the finding of the larger contribution of pull factors on performance quality highlights the importance of the attractiveness of a destination such as having cultural and historical monuments, sufficient tourism facilities, attractive places and providing safe and secure environment to attract the tourists and to enhance their destination loyalty.

For the second objective, multilinear regression analyses are conducted to examine the influencing motivation of tourists on experience quality. In the analysis of influencing push motivation on experience quality, it is found that three push motivation factors, namely novelty seeking, adventure, and relaxation have significantly influenced on experience quality. Among these three push motivation factors, the desire of relaxation has the highest contribution to the tourist perception of experience quality. For the relaxation,

the study finds out that tourists have visited Myanmar with the aims of making themselves feel happy, reducing stress and tension, and getting physical rest. Concerning adventure, it denoted that most tourists have high interest on adventurous experience such as visiting unfamiliar destinations and nature and exploring something new. Regarding novelty-seeking, the results show that most tourists have the highest interest in a different cultural experience. The results prove that the fulfillment of those three push motivation factors have create the positive perception on the experience they realized at the destination.

The study also identifies the influencing pull motivation factor on experience quality. The result demonstrates that only two pull motivation factors; cultural and historical place and environment and safety are influencing motivations on experience quality. In these two factors, the cultural and historical place has the higher contributing effect to the tourist perception of experience quality. Regarding cultural and historical places, it is found that the experiencing multiculturalism, religious places and events, historical places, natural scenery and landscape, and different ethnic groups are major pull motivation factors of the tourists. Concerning environment and safety, tourists prefer to have safety and security, hygiene and cleanliness, pleasant weather, and friendliness of people at the destination. The results suggest that the fulfillment of those two pull motivation factors lead to the feeling of positive experience in their visit to respective destination.

In addition, tourist perception on experience quality is significantly influenced by both push and pulls motivation factors in which push motivation has the larger contribution effect on experience quality. The results highlights that both push and pull motivation factors are important for creating the feeling of positive experience on the destination. Moreover, the finding of the larger contribution of push motivation factors on experience quality suggests an important implication that positive perception of tourist on their experience as the destination is likely to achieve by fulfillment of their desires and internal motives to visit a particular destination.

For the third objective, to analyze the effect of performance quality on experience quality, the study applies a multilinear regression analysis. The results show that among the components of performance quality, attractions, amenities, activities, and ancillary services have a positive significant on experience quality while accessibility has a significant negative effect on experience quality. Among four positively affected components, activities, amenities, and attractions are largely contributing to the

enhancement of experience quality. Regarding activities, it is found that most of the tourists are interested in the activities such as enjoying beautiful scene and landscapes, taking photographs of natural life, experiencing local traditional events and living culture of the local community. Concerning amenities, the results show that tourists have positively perceived on clean and safe accommodation, vehicles for sightseeing, and the ability of local guides in their destination. For attractions, it is found that tourists have favorably perceived in having memorial image of destination, hospitality of local people, visiting unique historical monuments at their destination. Thus, it can be concluded that these positive perception on above mentioned dimensions of performance equality contribute to favorable perception on the experience they have during their visit to destination. On the other hand, accessibility has a significant negative effect on experience quality. The reason can be due to the quality of infrastructure-related services in the destination since the accessibility factors are mainly related to infrastructure. In addition, it can also be due to the reason that travel restriction for tourist on some remote areas and ethnic regions. Thus, insufficient infrastructures and limited to access to some destination lead to negative impact on experience quality in the perception of tourists.

For the fourth objective, this study analyzes the effect of performance quality and experience quality on tourist satisfaction by using multilinear regression analysis. According to the results, four components of performance quality: attractions, amenities, available packages, and ancillary services and three components of experience quality: education, escapism, and entertainment have the significant positive effects on tourists' satisfaction.

Among the components of performance quality, available packages and ancillary services are the main contributing factors to tourist satisfaction, followed by attractions and amenities components. Regarding available packages, the results show that tourists have positively perceived on the arranging tour based on special interest of tourists, the guiding services, the services in the package tour. Concerning ancillary services, it can be found that tourists have positively perceived on internet and telecommunication services and optional recreation activities. For the quality of attraction component, the results highlight the positive perception of tourists on creating memories of destination images, hospitality of local people, and unique historical monuments. In the quality of amenities component, the positive perception of tourists can be found in clean and safe accommodation, vehicles for sightseeing, and the ability of local guides in their destination. Thus, it can be concluded that the majority of tourists have positive perception on performance quality dimensions

which created the satisfaction of tourists on the services of respective destinations they visited.

Among three significant components of experience quality, the perception on escapism is the largest contributing factor to tourist satisfaction, followed by education and entertainment. Regarding escapism, it is found that tourists obtained the feeling of escapism through escape from daily routine, and having chance to living in different time and place. Concerning education, tourists positively perceived on education experiences in the dimensions of stimulating to learn new things and having chance to learning experience during their visits. For the experience of entertainment, tourists perceived favorably on the achieving positive feeling and their captivating experience. Thus, it can be said that those favorable perceptions on experience lead to the satisfaction on their visit to the destination.

For the last objective, to examine the influence of tourist satisfaction on their destination loyalty, the study has conducted multilinear regression analysis. The regression results show that among four dimensions of tourist satisfaction, emotional satisfaction and cognitive product satisfaction have significantly influenced on destination loyalty of the tourists. In these two factors, emotional satisfaction has the larger contribution in creating destination loyalty of tourists. Regarding emotional satisfaction, the results highlight that they have satisfied on the experiences confirming as a good decision for their choice, the chance to enjoy with a variety of attractions and being comfortable with a friendly and hospitable atmosphere during a visit to Myanmar. Concerning cognitive product satisfaction, the results show that they feel satisfied on accommodation, tour arrangement, and the performance of service personnel during their visit to destination. Thus, the results indicate that these two types of satisfaction have effect on destination loyalty of the tourists in terms of revisit intention and the recommending the place to other people.

6.2   Suggestions and Recommendations

The results of this study reveal the demographic characteristics and travelling behavior of tourists, how satisfied they are with the destination attributes, and how likely they are to return to Myanmar and to recommend other people to visit Myanmar. Based on these findings, some relevant suggestions and recommendations for relevant authority concerns, policymakers and tour operators are provided to stimulate motivation and to enhance satisfaction and destination loyalty of tourists in Myanmar.

By conducting multilinear regression analysis, the results of this study highlight that push motivation factors have significantly influenced on both performance quality and experience quality in tourist perception. More specifically, among six push motivation factors, novelty seeking and relaxation are influencing motivation on both performance quality and experience quality whereas cultural experience and social contact have the effect on performance quality and adventure factors have only impact on experience quality.

To enhance the push motivation factors of the tourists, some suggestions and recommendations are provided as follows. For the novelty seeking motivation of the tourists, since they are willing to discover and understand unfamiliar things through participating and learning in local festivals and cultural events, tour planners and marketers needs to fulfill this motivation factors by providing chance to participate in local festivals, different lifestyles, and local art, music and dance in Myanmar. For the relaxation motivation of the tourists, MOHT, local authorities, and tour operators need to develop the attractive places for relaxation with recreational facilities to attract new tourists and their destination loyalty. For attracting the tourists with the motivation of experiencing culture, it is imperative for tour operators to create the chance for tourists to participating historic events, experiencing various lifestyles of local people and learning cultural artifacts and monuments. For the social contact motivation, providing opportunities for interacting with various ethnicities learning their lifestyles, making friends with local peoples can be attractive for the tourists with those motivations. For fulfilling adventure motivation, Myanmar is naturally endowed with snow-capped mountains, lakes, natural forests, high lands and long-coastal area. These natural endowments provide large opportunities to offer adventuring activities such as trekking, hiking, mountaineering, camping, canoeing, kayaking, snorkeling and several other adventure activities in order to attract the tourists who are seeking adventure experiences. As overall, to strengthen the push motivation factors of tourist such as desires to explore untouched natural areas, to interact with various ethnicities, to experience diverged lifestyles, and to learn about cultural artifacts, responsible government institutions, tourism-related agencies and organizations, and tour operators are recommended to develop new attractive destinations based on desired characteristics of the tourists.

The results of this study indicate that among three pull motivation factors, cultural and historical place and environment and safety have significant influenced on both performance quality and experience quality in tourist perception whereas motivation

relating to tourism facilities has only effect on experience quality. For the enforcement of pull motivation factors, the following suggestions and recommendations are provided for the responsible person from MOHT, local authorities, and tour operators.

According to the study, the attractiveness of cultural and historical place is an important factor for creating favorable perception of tourists on both types of service quality. Moreover, it is found that tourists are interested in multiculturalism, religious place and historical sites in Myanmar. In fact, Myanmar is one of the Southeast Asian countries having a distinctive culture and attractiveness and even shares similar traditions and culture. Therefore, it is important to explore Myanmar's appealing attractions and to maintain natural and historical places, traditional heritages, and cultural artifacts with their original appeals. Moreover, responsible organizations, agencies, and tour operators should create more cultural events and festivals to attract more tourists to the destinations throughout the country. For environmental concerns, the responsible organizations and agencies need to promote the awareness of local community and to encourage their participation in conserving and sustaining natural resources and environment. Moreover, the responsible authorities in national level and regional level need to develop the measures for creating safe and secure environment for the tourists. Generally, since the choice of destination of the tourists visiting Myanmar are mainly influenced by being naturality and having historic events and cultural monuments, and attractive relaxation and recreational facilities, there should be main priority of the responsible institutions in tourism industry to develop new destinations and maintain the current ones in accordance with those characteristics.

As overall, the findings on analyses of influencing motivation factors on performance and experience quality can be useful for tour operators and marketers in segmenting markets, developing new tour destination, designing promotional programs, and enhancing tourist perception on performance and experience quality of services at the tourist destination.

The results of this study indicate the importance of performance quality in enhancing tourist perception on experience quality as well as creating satisfaction of the tourists. Among 6As of performance quality, activities dimension has the largest impact on experience quality whereas the available packages dimension has the greatest contribution to creation tourist satisfaction. Moreover, attractions, amenities, and ancillary services are contributing factors in both creating favorable perception of tourists on experience quality and enhancing the satisfaction of tourists. Based on these results, the study provides some

recommendations and suggestions on for enhancement of tourist perception on experience quality and thereby, promoting their satisfaction.

For further improvement of tourist perception on activities dimension, tour operators need to establish the networks and connection with local community to have the chance for tourists to participate and experience in local and traditional events. Moreover, nowadays, tourists visiting Myanmar are getting interests in practicing Samasa and Vipassana meditation. It can be an opportunity for tour operators to extend their services to provide "Meditation Tour" for enhancing tourist experience at the destination. Although the available package is the most important dimension for achieving tourist satisfaction, it is relatively weak in tourist perception. The prevalent area of weakness can be found in the price of the tour packages. There is a well-known fact that the costs of travelling in Myanmar are much expensive in comparison to other Asian destinations such as Thailand, India, Cambodia, and Malaysia. Tourists pointed out the additional payment of 'tourist taxes' in the form of admission fees and photography fees at the entrance of pagodas, temples and some area. Responsible person from MOHT and local authority need to consider the possible measures to reduce their travelling costs and/or to enhance the value perception of tourist in order to improve the competitiveness of Myanmar tourism.

For augmenting the attractiveness of the destination, responsible agencies and tour operators need to provide opportunities for creating memories of destination with attractive natural scenery, availability of authentic handicrafts, souvenirs, local products and experiencing artistic architectural design in historical monuments. At the same time, it is important to raise the local people's awareness and encourage them to maintain historical buildings, traditional heritage, and natural sightseeing areas. In addition, for enhancing attractiveness of the destination, travel agencies and tour companies need to effectively use social media page such as Facebook, YouTube and Instagram to illustrate the attractive features of the destinations and to disseminate the information on lists of activities, events, and local life experiences at the destinations. Moreover, they can promote awareness and stimulate the desire for visits by providing incentives for tourists to share their visiting experiences with photos and videos on these social media pages.

For the improvement of amenities component of performance quality, according to the results of the study, the important measures urgently needed to implement are upgrading the transportation facilities including roads connecting to remote areas, imposing strict rules and guidelines for ensuring clean and hygienic restrooms on the highway roads and

destination area, and building capacity of the local guides. Especially, if the transportation infrastructure can be efficiently improved and more choices in transportation systems can be provided, it would be more convenient for tourists visiting Myanmar and thereby, it becomes one of the encouraging factors for attracting more tourists and enhancing their destination loyalty.

According to the study, the ancillary services are very weak in the perception of tourists, there are large room to improve in this service area. The most important one is to make improvement of bank services including 24/7 access of ATM, internet and mobile banking and wide-availability of credit card usage. Moreover, the responsible agencies and tour operators should develop sufficient measures and facilities and then provide proper guidance and information on security services and health care and medical services in order to feel secure in tourist perception. To this end, the government needs to institute the rules and procedures for providing convenient and reliable medical and health-care services for the tourists and ensuring the benefits for tourists who purchase travel health insurance. By doing so, local healthcare providers can offer treatment for the tourists by working together with foreign companies and they could generate income and thereby, realize spillover effects for other related sectors.

Another negative point is the adverse effect of accessibility dimensions of performance quality on experience of the tourists. Tourists point out that in Myanmar, some roads are rough and bumpy, the quality public transportation is still lower, and sign-posts directing the destinations are not much clear in comparison to neighboring countries. These points highlight the importance of augmenting performance quality by developing transportation infrastructure through improving land transportation facilities including roads connecting to remote areas, availability of tour buses, limousines, and rental car services, and expansion of the numbers and routes of flights between tourist destinations and major cities in the region. In addition, government and local authorities should issue a policy that each city should install navigational signs in English for attractions, city entrances and exits, and key intersections. Moreover, street signs should be marked and freeway signs should include precise distances to cities to avoid confusion. Moreover, for accessibility of tourists to remote area and some ethnic regions, the authorities and related agencies need to take necessary measures and actions to reduce the travel restrictions on those destinations. In conjunction with accessibility to restricted areas, responsible tourism

practices need to be implemented in line with the Ecotourism Policy and Management Strategy for Protected Areas 2015-25.

The results of the study also highlight the importance of experience quality in creating tourist satisfaction. Among 4Es of experience quality, escapism, education, and entertainment dimensions have significant positive effect on tourist satisfaction. Even though escapism has positive effect on tourist satisfaction, tourist perception on escapism dimension is very weak. It indicates the requirement for tour operators to create and provide the atmosphere, in which tourists can escape from daily life, can search for meaning, can immerse, and can live in different time and place. For improving educational experience, tour operators can arrange the events and activities, in which the tourists absorb, actively participate, and gain the knowledge or lean new things. By doing so, the perception of tourists can be improved through realizing new knowledge and experience. Moreover, the satisfaction of tourists can be enhanced by absorption or active participation of tourist in entertainment activities. Tour operators need to design several entertaining events including performing traditional music and arts, local festivals and cultural events in order to capture the attention and to provide entertaining experience of the tourists. Moreover, for enhancing the tourist satisfaction through improving experience quality, educating local citizens for improving their awareness on importance of protecting natural environment and historical artifacts, and behaving politely, friendly, and responsibly in relationships the tourists should be prioritized in agenda of tourism development.

The results of the study highlight that destination loyalty of the tourists has been determined by emotional satisfaction and cognitive product satisfaction of the tourists. For enhancing destination loyalty of tourists through improving emotion satisfaction of the tourists, the study recommends MOHT, responsible agencies, and tour operators should create the destination as a cool place enjoyable with a variety of attractions and friendly and hospitable atmosphere. Since most of the tour destinations are endowed with beautiful nature and cultural resources, they need to be protected by creating a clean tourism environment and maintaining in accordance with international hospitality standards. For enhancing cognitive product satisfaction, tour operators should focus on the quality of tourism-related products and services. The priority should be put on improving transportation and accommodation facilities, building up the skill, attitude, and behavior of service personnel through training programs, and offering customized tour arrangement.

On the other hand, relatively low score in cognitive satisfaction highlights the weakness in fulfilling ancillary tourism-related services. Responsible agencies and tour operators should focus on the service area such as the cleanliness and availability of restroom, signage, directions, and guiding information about services, safe and security of tourism related area and providing error-free services. Another weak point found in the analysis is relatively high-level of cognitive dissonance of the tourists indicating somehow dissatisfaction of the tourists. Even though this dimension does not show significant impact on destination loyalty in the analysis, if it is continued, destination loyalty of the tourists can be ruined in the future. Thus, this finding appeals the collective commitment of all parties concerned to improve and fulfill unmet expectation of the tourist. By implementing these measures, the satisfaction level of tourists can be enhanced on the services of related destinations. The higher the satisfaction level of tourists, the more likely destination loyalty of the tourists, through augmenting their revisit intention and increasing possibility of recommendation to others to visit the destination.

To enhance destination loyalty of the tourists, local authorities, agencies, and tourism-related organizations need to promote the image of each tourist destination. Since Yangon is the most well-known tourist destinations in Myanmar and the main entry point of tourist to visit Myanmar, it is important to simplify the procedures and to extend the country of origin included in permission for visa on arrival and visa-free entry. Moreover, establishing more tourist information and help centers and providing more convenient access to tourism police offices are important measure for safe and security of the tourists visiting Yangon. Furthermore, development of utility sector such as ensuring continuous electricity supply and improving the sewage and water systems should also be priority for promoting destination image of Yangon. At the same time, the responsible persons in both public and private sectors need to explore appeal attractions of Yangon and to maintain the historical sites around Yangon.

For promoting satisfaction and destination loyalty of the tourists on Bagan, the most important thing is to maintain the authenticity of Bagan temples with original appeals. In addition, it is also need to establish sufficient transportation infrastructure for easy access from other cultural destinations of Southeast Asian countries. Another important measure is to promote awareness of local people and visitors to conserve the originality of cultural heritages including wall painting and craftmanship. Moreover, it is recommended to develop attraction sites and programs beside pagoda and temples such as visiting the local

markets and rural villages, rowing along the Ayeyarwady river, tracking to Mount Popa, participating in cooking class, and observing the lacquerware and traditional handicraft workshops to attract more tourist and enhance their experience in Bagan.

Mandalay has been widely recognized as a land of cultural heritage with the varieties of unique tangible cultural resources such as historic buildings, crafts, shows, events, festivals, and traditional cuisine and intangible cultural resources such as festivities, friendly local people, unique local touch, and traditions. To promote its cultural uniqueness, local authorities and tour operators can arrange the activities of involving tourists such as cultural shows, craft workshops, traditional dancing, and cooking class. Moreover, it can create activities in which tourist can participate such as making a variety of local authentic food and observing and shopping at local markets for handmade souvenirs, local food and snacks to enhance their cultural experience. In addition, it can be worthwhile to arrange the activities like biking tour that allows visitors to learn about civilization, history, and traditions of Mandalay and especially its unique urban planning of square-layout quarters with the Moat and Palace in the center. Furthermore, it can create innovative presentation of cultural experiences in Mandalay with information technology such as augmented reality (AR) and three-dimensional (3D) presentation to stimulate the interest and motivation of tourists to visit Mandalay.

Inle has been a well-known tourists attraction site as a lake surrounding with blue mountains and also as a land of historical monuments and cultural heritage. The most important measure for Inle is to preserve the region's natural beauty and culture in accordance with high environmental and cultural standards as a collaborative endeavor of local authorities, tourism-related organizations and local communities. Since it is located at the hilly temperate region, the activities such as hiking along the mountain trails and trekking around the area for the feeling of complete wilderness can be worthwhile to promote the Inle as an attractive tourism destination. Moreover, the measures to encourage and promote local production of artisan products such as lotus thread textiles, silver jewelry, wood carvings, metalworks, and cheroot can be directly beneficial for local societies as well as for promoting the attractiveness of Inle region as a destination of natural and cultural tourism.

To create an attractive tourist destination and to promote destination loyalty, the marketing plan needs to be strategically designed for segmenting, targeting and positioning a destination in global tourism market. The segmentation is an important measure for

bringing together tourist groups according to the sets of common preferences, aspirations, habits, price sensitivities, and media usages to achieve competitive advantage in the tourism market. Tourism operators and marketers need to segment the market into different types of tourism market according to the preference of visitors and purposes of the visit. These types of tourism market can be cultural tourism, ecotourism, wildlife tourism, adventure tourism, recreational tourism, beach tourism, meditation tourism, medical tourism, and sex tourism among others.

According to the history, nature and its development status, Myanmar is the mainly destination of cultural tourism, ecotourism, wildlife tourism, adventure tourism, recreational tourism, and meditation tourism. In fact, some tourists can have multi-purposes of visit and they may use combination of different tourism products. Thus, tourism operators and marketers need to select the target tourism markets based on the attractiveness of each segment and then, strategically position their tour plan through designing effective marketing mix in terms of services, facilities, prices, and special features based on characteristics of for each target segment. Effective designing and implementation of segmentation, targeting, and positioning strategies can bring a competitive advantage for the firm in attracting tourists to the destination and creating destination loyalty.

Since Myanmar is well-known for its long history of cultural heritages, cultural tourism can have the competitive advantages among cultural destinations in ASEAN countries. Bagan and three Pyu ancient cities: Halin, Beikthano and Sri Ksetra are inscribed by UNESCO as world heritage sites. The places with distinct cultural heritages such as Mrauk-U archaeological area and monuments, Shwedagon Pagoda, Pondaung anthropoid primate paleontological sites are also in the process of application as world heritage sites and included in tentative list of UNESCO. These cultural heritage sites should be effectively positioned with their uniqueness and long cultural and historical values in order to enhance the destination image of the of Myanmar.

Being a well-known destination with a variety of natural beauty such as waterfalls, magnificent lakes, enchanting cages, natural sandy beaches, and the living styles of different ethnic groups, Myanmar can be positioned with its uniqueness of natural endowments. Among popular nature and ecotourism destinations, Khakaborazi National Park, Nat Ma Taung National Park, Indawgyi Lake Wildlife Sanctuary, Myeik Archipelago, Inle Lake Sanctuary, Shwesettaw Wildlife Sanctuary, Moeyongyi Wetland

Wildlife Sanctuary, and National Kandawgyi Garden can be promoted as attractive destinations to visit Myanmar. At the same time, the visitors who interested in birdwatching and wildlife tourism and adventure tourism can also be attracted to these areas endowed with diverse natural resources.

For adventure tourism, the tour packages can be created for the hiking the peaks of Myanmar's northern stretches which is one of the largest remaining contiguous forests in Southeast Asia and stretches across lowland forests and wetlands, coniferous forests, and snow-covered mountains. Moreover, tour packages can be marketed with the activities such as trekking from Kalaw to Inle Lake in Shan State and rock climbing the heights in areas just outside of Mandalay and around Hpa An.

Along with the two thousand kilometers of coastline of the Andaman Sea and the Bay of Bengal. there are many beaches in Myanmar and most of the them are still remain unspoiled and less visited by the tourists. Among them, Ngapali, Kantharya, Chaungtha, and Ngwesaung beaches are the most popular and can be effectively positioned in the target market of tourists who are looking for a place to stay away from the crowd, enjoy the serene landscape, and engage with the friendly locals in fishing villages.

Another tour program that can be distinguished from other countries is Buddhist Vipassana meditation tourism, which is only available in a country with the population of about 90% Buddhists. There are loads of Vipassana Meditation Centers based on Buddha's teaching throughout the country including Chanmyay Yeiktha Meditation Centre, Mahasi Sasana Yeiktha Meditation Centre, Dhamma Joti Vipassana Centre, Panditarama Meditation Centre, and so on. Nowadays, people have more interested in meditation for at least relieving the stress of daily life to improving relaxation, more self-awareness, mindfulness, and ultimately peace of mind and it can be immense market opportunity for Myanmar to promote meditation tourism.

More importantly, global pandemic of COVID-19 has largely affected tourism industry more than other service sectors in Myanmar. There are tremendous losses to government, businesses and communities in terms of income generating, unemployment, migrating of skill labors and so on. The number of tourists entering the country has dropped by 55%, from over 1.8 million in January to May 2019 to only 800,000 during the same period in 2020 and over 100,000 hospitality workers have been impacted by the COVID-19 pandemic (MOHT, 2022). As the response measure, in July 2020, MOHT developed

COVID-19 Tourism Relief Plan which focuses to help rebuild Myanmar's tourism industry, including cooperation with other relevant ministries and organizations related to the tourism sector along with the National Tourism Development Committee. Moreover, MOHT has set up Myanmar Tourism Strategic Recovery Roadmap (MTSRR) with the aim to cope the impact of COVID-19.

Till recently, the COVID-19 pandemic has not been over yet and it is still difficult to predict the future of tourism industry. Therefore, it is very important for responsible authorities and tourism businesses to take strategic actions to mitigate the impacts and to restore tourism demand including measures such as supporting tax relaxation, providing stimulus package, conducting training programs and creating employment opportunities in tourism related businesses for the upturn of tourism industry in Myanmar. Moreover, for attracting more tourists to Myanmar, the important measures to be implemented include increasing numbers of attractive destinations, participating in open-skies programs, and developing nature-based tourism. In fact, COVID-19 lead to change travelers' behavior since people wish to avoid traveling to population-dense places and proximity to strangers. It can be opportunity to develop sustainable nature-dependent tourism based on natural attractions and activities such as camping, hiking, and bird watching. Simultaneously, the responsible agencies and local authorities need to set up rules and regulations in those natural areas to mitigate and impact of COVID-19 (such as limiting the size of gatherings, monitoring visitors' temperatures, requiring masks and face shields, and enforcing social distancing).

As for long term sustainability of the tourism sector, it is very important to exploit full potential of existing destinations and to endorse newly developed destinations. To do so, the related agencies, organizations, and tour operators need to implement attractive promotional programs in order to raise the awareness and stimulate the desire of tourists especially from Asia and Europe regions. Although many tourism exhibitions abroad are engaged by travel agents, the international involved travel and tourism fair is still needed to introduce and promote in the global tourism market. For the development endeavor of tourism industry, the national government plays an important role for designing regulatory environment and adopting relevant policy framework for the competitiveness of Myanmar tourism industry in the global market. By doing so, Myanmar tourism industry can rebuild the confidence of stakeholders including tourists, attract the new tourists, enhance their satisfaction on the destinations they visited, promote destination loyalty of the tourist,

realize the sustainable development of the industry and eventually, contribute to socioeconomic development of Myanmar.

6.3   Needs for Further Research

This study focuses on the tourist motivation, their perception of service quality in terms of performance quality and experience quality, and their satisfaction and destination loyalty to Myanmar by conducting a survey of international tourists during the period January to March 2020. The study has been generally conducted based on the respondents who have come to Myanmar from all over the world. Therefore, further studies should be conducted as a comparison of motivation, satisfaction, and destination loyalty of tourists from different regions. This study can be used as an empirical foundation to conduct further research on Myanmar's tourism sector. Since this study is conducted based on only four main destinations of tourists: Yangon, Mandalay, Bagan, and Inlay, further studies can extend to other cities in the country to have a more comprehensive understanding of the motivation factors of tourists and determinants of satisfaction and destination loyalty. Moreover, the future study can be conducted with different dimensions of motivation factors and service quality by collecting data from a larger population base to have more comprehensive pictures of the destination loyalty of the tourists who visited Myanmar. Nowadays, the tourism industry has severely suffered the impact of the COVID-19 pandemic, future research should aim to support the policy measures for revitalizing the tourism industry by exploring how pull motivation factors can be developed, what are the measures to enhance their perception of the quality of tour operations and to augment their satisfaction, and thereby lead to improving revisit intention and recommending the others for the visit to Myanmar.

REFERENCES

Ahmed, U. (1991). The influence of the components of a state's tourist image on product positioning strategy. *Tourism Management*, 12, 331-340.

Akama, J. S., & Kieti, D. M. (2003). Measuring tourist satisfaction with Kenya's wildlife safari: a case study of Tsavo West National Park. *Tourism management*, *24*(1), 73-81.

Alegre, J., & Cladera, M. (2006). Repeat visitation in mature sun and sand holiday destinations. *Journal of Travel Research, 44*(3), 288-297.

Ali, F & Omar, R. (2014). Determinants of customer experience and resulting satisfaction and revisit intentions: PLS-SEM approach towards Malaysian resort hotels. *Asia-Pacific Journal of Innovation in Hospitality and Tourism, 3*(2), 175-193.

Andajani, E., Rahayu, S., & Widjaja, F. N. (2017). International Tourists' Motivations and Revisit Intention to Indonesia. In *The 14th UBAYA International Annual Symposium on Management* (71-71). Department of Management, Faculty of Business & Economics, Universitas Surabaya.

Andreu, L., Kozak, M., Avci, N., & Cifter, N. (2006). Market segmentation by motivations to travel: British tourists visiting Turkey. *Journal of Travel & Tourism Marketing*, *19*(1), 1-14.

Andriotis, K., Agiomirgianakis, G. and Mihiotis, A. (2007). Tourist Vacation Preferences - The Case of Mass Tourists to Crete. *Tourism Analysis*, 12(1/2): 51-63.

Bagozzi, R. P., Gopinath, M., & Nyer, P. U. (1999). The role of emotions in marketing. *Journal of the academy of marketing science*, *27*(2), 184-206.

Baker, D. A. & Crompton, J. L. (2000). Quality, satisfaction, and behavioral intentions. *Annals of Tourism Research*, *27*(3), 785-804.

Bansal, H., & Eiselt, H. A. (2004). Exploratory research of tourist motivations and planning. *Tourism management*, *25*(3), 387-396.

Best, J.W. (1977). Research in education (3rd ed.). Prentice Hall, New Jersey.

Bintarti, S., & Kurniawan, E. N. (2017). A study of revisit intention: Experiential quality and image of Muara Beting tourism site in Bekasi District. *European Research Studies*, *20*(2), 521.

Boasque, D. R., & Martin, S. H (2008). Tourist satisfaction: A Cognitive- Affective Model. *Annual of Tourism Research, 35*(2), 551-573.

Bowen, D. (2000). Research on Tourist Satisfaction and Dissatisfaction: Overcoming the Limitation of a Positivist and Quantitative Approach. *Journal of Vacation marketing, 7*(1), 31-40.

Buhalis, D. (2000). *eTourism: Information technology for strategic tourism management*. London: Financial Times Prentice-Hall Pearson Education.

Çakici, A. C., & Harman, S. (2007). Importance of destination attributes affecting destination choice of affecting destination choice of Turkish birdwatchers. *Journal of Commerce & Tourism Education Faculty*, 1, 131-45

Chanuanthong, R., & Batra, A. (2016). Dark tourism: Push–pull motivations, satisfaction experience and post behavioral intention–sites of death railway tragedy Kanchanaburi province, Thailand. *AU-GSB e-JOURNAL*, *9*(1), 25-40.

Chen, C. F. & Chen, F. S. (2010). Experienced quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, *31*(1), 29-35.

Chen, C. F., & Tsai, D. (2007). How destination image and evaluative factors affect behavioral intentions? *Tourism Management*, *28*(4), 1115-1122.

Chen, L. J., & Chen, W. P. (2015). Push–pull factors in international birders' travel. *Tourism Management*, *48*(C), 416-425.

Chindaprasert, K., Yasothornsrikul, P., & Esichaikul, R. (2015). The effects of motivation and satisfaction on destination loyalty at the Thailand-Laos (PDR) border. *Asia-Pacific Journal of Innovation in Hospitality and Tourism (APJIHT)*, *4*(1), 1-17.

Chon, K. S. (1989). Understanding recreational travelers' motivation, attitude and satisfaction. *The Tourist Review*, *44*(1), 3-7.

Churchill, G. A. (2001). *Basic marketing research*. Dryden Press: Fort Worth, TX.

Clawson, M. & Knetsch, J. L. (1966) *Economics of Outdoor Recreation*. Baltimore, MD: Johns Hopkins University Press.

Cohen, J. E. (1979). Comparative statics and stochastic dynamics of age-structured populations. *Theoretical population biology*, *16*(2), 159-171.

Cole, S. T. & Scott, S. (2004), Examining the mediating role of experience quality in a model of tourist experiences. *Journal of Travel and Tourism Marketing*, *16*(1), 79-90.

Crompton, J. L. & Love, L. L. (1995). The predictive validity of alternative approaches to evaluating quality of a festival. *Journal of Travel Research*, *34*(1), 11-25.

Crompton, J. L. (1979). Motivations for pleasure vacation. *Annals of Tourism Research*, *6*(4), 408-424.

Cronin, J. J., & Taylor, S. A. (1992). Measuring service quality: a reexamination and extension. *Journal of marketing*, *56*(3), 55-68.

Csikszentmihalyi, M. & Csikzentmihaly, M. (1990). *Flow: The psychology of optimal experience*. New York: Harper & Row.

Dann, G.M.S. (1977). Anomie, ego-enhancement and tourism. *Annals of Tourism Research*, *4*(4), 184-189.

Dann, G.M.S. (1978). Tourist Satisfaction: A Highly Complex Variable. *Annals of Tourism Research*, *5*(4), 440-443.

Dann, G.M.S. (1981). Tourism motivations: an appraisal. *Annals of Tourism Research*, *8*(2), 189-219.

Dann, G.M.S., & Jacobsen, J.K.S. (2003). Tourism smellscapes. *Tourism Geographies,* *5*(1), 3-25.

Dayour, F., & Adongo, C. A. (2015). Why they go there: International tourists' motivations and revisit intention to Northern Ghana. *American Journal of Tourism Management*, *4*(1), 7-17.

Devesa, M., Laguna, M., & Palacios, A. (2010). The role of motivation in visitor satisfaction: Empirical evidence in rural tourism. *Tourism management*, *31*(4), 547-552.

Dick, A. S., & Basu, K. (1994). Customer loyalty: toward an integrated conceptual framework. *Journal of the academy of marketing science*, *22*(2), 99-113.

Fallon, P., & Schofield, P. (2003). First-timer versus repeat visitor satisfaction: the case of Orlando, Florida. *Tourism Analysis*, *8*(2), 205-210.

Gomez-Jacinto, L., Martin-Garcia, J. S., & Bertiche-Haud'Huyze, C. (1999). A model of tourism experience and attitude change. *Annals of Tourism Research*, *26*(4), 1024-1027.

Gopalan, R., & Narayan, B. (2010). Improving customer experience in tourism: A framework for stakeholder collaboration. *Socio-Economic Planning Sciences,* *44*(2), 100-112.

Graburn, N. H. H., & Moore, R. S. (1994). Anthropological research on tourism. In Ritchie, B. J. R., & Goeldner, C. R. (Eds.), *Travel, tourism, and hospitality research: A hand- book for managers and researchers* (2nd ed., pp. 233-242). New York: John Wiley.

Gray, H. P. (1970). Wanderlust. Sunlust. An Analysis of Summer Sun Tourists Outbound Package Holidays. *International Travel: International Trade, Heath, Lexington*.

Güngör, H. (2007). *Emotional satisfaction of customer contacts*. Amsterdam: Amsterdam University Press.

Hair Jr, J. F. (1998). *Successful strategies for teaching multivariate statistics*. Conference Proceedings of the 7th International Conference, Retrieved from http://iase-web.org › papers › icots7 › 3E2_HAIR

Hair, E., Halle, T., Terry-Humen, E., Lavelle, B., & Calkins, J. (2006). Children's school readiness in the ECLS-K: Predictions to academic, health, and social outcomes in first grade. *Early Childhood Research Quarterly*, *21*(4), 431-454.

Ho, D. E., Imai, K., King, G., & Stuart, E. A. (2007). Matching as nonparametric preprocessing for reducing model dependence in parametric causal inference. *Political analysis*, *15*(3), 199-236.

Hosany, S., & Witham, M. (2010). Dimensions of cruisers' experiences, satisfaction, and intention to recommend. *Journal of Travel Research*, *49*(3), 351-364.

Hsu, C.H.C., & Lam, T. (2003). Mainland Chinese travelers's motivations and barriers of visiting Hong Kong. *Journal of Academy of Business and Economics*, *2*(1), 60-67.

Huang, S., & Hsu, C. H. (2009). Effects of travel motivation, past experience, perceived constraint, and attitude on revisit intention. *Journal of travel research*, *48*(1), 29-44.

Hughes, H. L., & Benn, D. (1995). Entertainment in tourism: a study of visitors to Blackpool. *Managing Leisure*, *2*(2), 110-126.

Iso-Ahola, S. E. (1982). Towards a social psychology of tourist motivation: a rejoinder. *Annals of Tourism Research*, 9, 256-261.

Kanagaraj, C. & Bindu, T. (2013). An analysis of push and pull travel motivations of domestic tourists to Kerala. *International Journal of Management and Business Studies*, *3*(2), 112-118.

Khuong, M.N., & Ha H.T.T. (2014). The Influences of Push and Pull Factors on the International Leisure Tourists 'Return Intention to Ho Chi Minh City, Vietnam— A Mediation Analysis of Destination Satisfaction. *International Journal of Trade, Economics and Finance*, 5(6), 490. Retrieved from http://www.ijtef.org/papers/421-R009.pdf.

Kirom, R. & Putra, A. (2018). The Influence of Tourist Attractions Towards the Tourists' Satisfaction. *Social Sciences*, *3*(3), 270-28.

Kotler, P. & Keller, K. L. (2016). *Marketing Management* (15th ed.) Harlow, Essex: *Pearson* Education Limited Pearson.

Kozak, M. & Baloglu, S. (2011). *Managing and marketing tourist destinations: Strategies to gain a competitive edge*. London: Routledge.

Kozak, M. & Rimmington, M. (2000). Tourist satisfaction with Mallorca, Spain, as an off-season holiday destination. *Journal of Travel Research*. *38*(3), 260-269.

Kumar, R. (2005). *Research Methodology: a step-by-step guide for beginners*, (2nd ed). Frenchs Forest, NSW: Pearson Longman.

Kunasekaran, P., Gill, S.S., Ramachandran, S., Shuib, A., Baum, T.; & Afandi, S.H.M. (2017). Measuring Sustainable Indigenous Tourism Indicators: A Case of Mah Meri Ethnic Group in Carey Island, Malaysia. *Sustainability*, *9*(7), 1256. Retrieved from https://www.mdpi.com/2071-1050/9/7/1256.

LaBarbera, P. A., & Mazursky, D. (1983). A longitudinal assessment of consumer satisfaction/dissatisfaction: the dynamic aspect of the cognitive process. *Journal of Marketing Research, 20*(4), 393-404.

Lash, S. & Urry, J. (1987). *The end of organized capitalism*. University of Wisconsin Press.

Leong, A. M. W., Yeh, S. S., Hsiao, Y. C., & Huan, T. C. T. (2015). Nostalgia as travel motivation and its impact on tourists' loyalty. *Journal of Business Research*, *68*(1), 81-86.

Malthouse, E., & Hofacker, C. (2004). Looking back and looking forward with interactive marketing. *Journal of Interactive Marketing*, *24*(3), 181-184.

Mandala,Y.R., & Hudrasyah, H.(2016). Analyze the Role of Tourist Motivation Toward Satisfaction and Identification the Push and Pull Motivational Factors among Bandung Tourist. *Journal of Business and Management*, *5*(4), 518-529.

Maslow, A. H. (1954). *Motivation and personality*. New York, NY: Harper.

Maslow, A.H. (1943). A theory of human motivation. *Psychological Review*, *50*(4), 370 396.

McIntosh, W. R. & Goeldner, C. R. (1986). *Tourism: Principles, Practices, Philosophies* (5th ed.). New York: John Wiley.

McMulla, R., & O'Neill, M. (2010). Towards a Valid and Reliable Measure of Visitor Satisfaction. *Journal of Vacation Marketing*,*16* (1), 29-44.

McNeil, K., Kelly, F., and McNeil, J. (1975). *Testing Research Hypotheses Using Multiple Linear Regression*. Carbondale: South Illinois University Press.

Ministry of Hotel and Tourism (2013), *Myanmar Tourism Master Plan 2013-2020: Final-Daft Report,* Nay Pyi Taw: Author.

Ministry of Hotel and Tourism (2022). *Statistical Yearbook 2021*. Nay Pyi Taw: Author.

Mitchell, R. (2006). Influences on post-visit wine purchase (and non-purchase) by New Zealand winery visitors. In J. Carlsen & S. Charters (eds.) *Global Wine Tourism: Research, Management and Marketing* (pp. 95-109). Wallingford, UK: CAB International.

Mody, M., Day, J., Sydnor, S., Jaffe, W., & Lehto, X. (2014). The different shades of responsibility: Examining domestic and international travelers' motivations for responsible tourism in India. *Tourism Management Perspectives*, *12*, 113-124.

Mohammad, B. A. M. A. H., & Som, A. P. M. (2010). An analysis of push and pull travel motivations of foreign tourists to Jordan. *International Journal of Business and Management,* 5(12), 41-50.

Mohammed, A.R.J., Zahari, M.S.M., Talib, S.A., & Suhaimi, M. Z. (2014). The causal relationships between destination image, tourist satisfaction and revisit intention: A case of the United Arab Emirates. *International Journal of Economics and Management Engineering*, *8*(10), 3354-3360

Morgan, M., & Xu, F. (2009). Student travel experiences: Memories and dreams. *Journal of Hospitality Marketing & Management, 18*(2-3), 216-236.

Murphy, P., Pritchard, M. P., & Smith, B. (2000). The destination product and its impact on traveller perceptions. *Tourism management*, *21*(1), 43-52.

Nassar, M. A., Mostafa, M. M., & Reisinger, Y. (2015). Factors influencing travel to Islamic destinations: an empirical analysis of Kuwaiti nationals. *International Journal of Culture, Tourism and Hospitality Research*, *9*(1), 36-53.

Ng, S. K. (2013). *Examining the relationship of motivation, performance quality, experience of quality, satisfaction and loyalty among visitors to Hong Kong Global Geopark of China* (Doctoral dissertation, Southern Cross University), Australia). Retrieved from https://www.semanticscholar.org/paper/Examining-the-relationship-of-motivation%2C-quality%2C-Ng/61aedc3355731a9944459a1044e3cdbfe41579a4

Nicolau, L. J., & Mas, J. F. (2005) Stochastic Modeling: A Three-Stage Tourist Choice Process. *Annual of Tourism Research, 32*(1), 49-69.

Niemelä, T. (2010). *Motivation factors in dark tourism. Case: House of terror*. (Bachelor Thesis). Lahti University of Applied Sciences, Lahti, Finland.

Oh H., Fiore, A.M., & Jeoung, M. (2007). Measuring experience economy concepts: Tourism applications. *Journal of Travel Research*, *46*(2): 119–132.

Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research*, *17*(4), 460-469.

Ooi, C. S. (2005). A theory of tourism experiences: The management of attention. *In Experiencescapes* (pp. 51-68). Copenhagen, Denmark: Copenhagen Business School Press.

Oppermann, M. (2000). Tourism destination loyalty. *Journal of travel research, 39*(1), 78-84.

Otto, J. E., & Ritchie, J. B. (1996). The service experience in tourism. *Tourism management*, *17*(3), 165-174.

Otto, J. E., & Ritchie, J. R. B. (1995). Exploring the quality of the service experience: a theoretical and empirical analysis. *Advances in Services Marketing and Management*, 4, 37-61.

Pallant, J. F. (2005), *SPSS Survival Manual: A Step-by-Step Guide to Data Analysis using SPSS for Windows (Version 12)*, Crows Nest, NSW: Allen and Unwin.

Pearce, P. L. (1988), The Ulysses factor: Evaluating tourists in visitor's settings, *Annals of Tourism Research*, *15*(1), 1-28**.**

Pearce, P. L., & Lee, U. I. (2005). Developing the travel career approach to tourist motivation. *Journal of Travel Research*, *43*(3), 226-237.

Pine, B. J., & Gilmore, J. H. (1999). *The experience economy: work is theatre & every business a stage*. Boston, MT: Harvard Business School Press.

Pizam, A. & Ellis, T. (1999). Customer satisfaction and its measurement in hospitality enterprises. *International Journal of Contemporary Hospitality Management*, *11*(7), 326-339.

Pizam, A., Neumann, Y., & Reichel, A. (1978). Dimensions of tourist satisfaction with a destination area. *Annals of tourism Research*, *5*(3), 314-322.

Pizam, A., Neumann, Y., & Reichel, A. (1979). Tourists satisfaction: uses and misuses. *Annals of Tourism Resear*ch, *6*(2), 195-197.

Pratminingsih, S. A Rudatin, C. L., & Rimenta, T. (2014). Roles of motivation and destination image in predicting tourist revisit intention: A case of Bandung – Indonesia. *International Journal of Innovation, Management and Technology*, *5*(1), 19-24.

Prayag, G., & Ryan, C. (2010). The relationship between the push and pull factors of a tourist destination: The role of nationality-an analytical qualitative research approach. *Current Issues in Tourism, 14*(2), 121-143.

Prebensen, N. K., Woo, E., Chen, J. S., & Uysal, M. (2012). Experience quality in the different phases of a tourist vacation: A case of northern Norway. *Tourism Analysis*, *17*(5), 617-627.

Qu, K. (2017). *The impact of experience on satisfaction and revisit intention in theme parks: An application of the experience economy*. (Master Thesis). Iowa State University, Iowa.

Rajesh, R. (2014). *Impact of tourist perceptions and satisfaction on destination loyalty: A case study of Puducherry tourism* (Doctoral dissertation Pondicherry University).

Roy, S. (2018). Effects of customer experience across service types, customer types and time. *Journal of Services Marketing*.

Ryan, C. (1995). *Researching Tourist Satisfaction: Issues, Concepts, Problems*, London; Routledge.

Sadeh, E., Asgari, F., Mousavi, L., & Sadeh, S. (2012). Factors affecting tourist satisfaction and its consequences. *Journal of Basic and Applied Scientific Research, 2*(2), 1557-2012.

Salim,S.I.(2016). The Link between Tourists' Motivation, Perceived Value and Consumer Loyalty: The Case of Film Festival Branding in Zanzibar; *International Journal of Business and Management Invention*, *5*(10),18-28.

Sangpikul, A. (2009). Internationalization of hospitality and tourism higher education: A perspective from Thailand. *Journal of Teaching in Travel & Tourism*, *9*(1-2), 2-20.

Severt, D., Wong, Y., Chen, P., & Breiter, D. (2007). Examining the motivation, perceived performance and behavioral intentions of convention attendees: Evidence from a regional conference. *Tourism Management, 28*(2), 399-408.

Shoemaker, S. & Lewis, R. C. (1999). Customer loyalty: The future of hospitality marketing. *International Journal of Hospitality Management*, *18*, 345-370.

Šimková, E., & Holzner, J. (2014). Motivation of tourism participants. *Procedia-Social and Behavioral Sciences*, *159*, 660-664.

Sirakaya, E., Sheppard, A. G., & McLellan, R. W. (1997). Assessment of the relationship between perceived safety at a vacation site and destination choice decisions: extending the behavioral decision-making model. *Journal of Hospitality & Tourism Research*, *21*(2), 1-10.

Stamboulis, Y., & Skayannis, P. (2003). Innovation strategies and technology for experience- based tourism. *Tourism management, 24*(1), 35-43.

Stevens, F. (1992). Price value perceptions of travelers. *Journal of Travel Research*, 31, 44-48.

Sung, H. (2004). Classification of adventure travelers: Behavior, decision making, and target markets. *Journal of Travel Research, 42*(4), 343.

Tian-Cole, S., Crompton, J. L., & Willson, V. L. (2002). An empirical investigation of the relationships between service quality, satisfaction and behavioral intentions among visitors to a wildlife refuge. *Journal of Leisure research*, *34*(1), 1-24.

Tribe, J., & Snaith, T. (1998). From SERVQUAL to HOLSAT: holiday satisfaction in Varadero, Cuba. *Tourism Management, 19*(1), 25-34.

Tsai, L. M., & Sakulsinlapakorn, K. (2016). Exploring tourists' push and pull travel motivations to participate in Songkran festival in Thailand as a tourist destination: A case of Taiwanese visitors. *Journal of Tourism and Hospitality Management*, *4*(5), 183-197.

Turley, L. W., & Milliman, R. E. (2000). Atmospheric effects on shopping behavior: a review of the experimental evidence. *Journal of business research*, *49*(2), 193-211.

Um, S., Chon, K., & Ro, Y. (2006). Antecedents of revisit intention. *Annals of Tourism Research, 33*(4), 1141–1158.

United Nations Myanmar (2020). *Socio-Economic Impact of COVID-19 in Myanmar*. Retrieved from http://themimu.info/sites/themimu.info/files/documents/Report_ SocioEconom_Impact of_COVID-19_in_Myanmar_UN_Oct2020.pdf.

United Nations World Tourism Organization. (n.d.a). *Glossary of Tourism Terms*. Retrieved from https://www.unwto.org/glossary-tourism-terms.

United Nations World Tourism Organization. (n.d.b). *EU Guidebook on Sustainable Tourism for Development*. Retrieved from https://www.unwto.org/EU-guidebook-on-sustainable-tourism-for-development.

Uysal, M., & Hagan, L. A. R. (1993). Motivation of pleasure travel and tourism. *Encyclopedia of hospitality and tourism*, *21*(1), 798-810.

Vigolo, V., Simeoni, F., Cassia, F., & Ugolini, M. (2017). *Older tourists' travel motivations and overall satisfaction at the destination: The case of Sirmione*. Conference Proceedings of the 20th Excellence in Services International Conference, University of Verona, Verona, Italy.

Wang, X., & Leou, C. H. (2015). A study of tourism motivation, perceived value and destination loyalty for Macao cultural and heritage tourists. *International Journal of Marketing Studies*, *7*(6), 83.

Wang, Y. (2016). More important than ever: Measuring tourist satisfaction. *Griffith Institute for Tourism Research Report*, Griffith University.

Weaver, D. B., & Lawton, L. J. (2011). Visitor loyalty at a private South Carolina protected area. *Journal of Travel Research*, *50*(3), 335-346.

Weber, M. (1968). *On charisma and institution building*. University of Chicago Press.

Woodside, A. G., Caldwell, M., & Albers-Miller, N. D. (2004). Broadening the study of tourism: Introduction to the special issue on the consumer psychology of travel/tourism behavior. *Journal of Travel & Tourism Marketing, 17*(1), 1-6.

Yangon Stock Exchange (n.d.). *Myanmar Tourism Sector*. Retrieved from https://ysx-mm.com/ wp-content/uploads/2018/12/Tourism_en_27122018.pdf.

Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: A structural model. *Tourism Management*, 26(1), 45-56.

Yousefi, M., & Marzuki, A. (2015). An analysis of push and pull motivational factors of international tourists to Penang, Malaysia. *International Journal of Hospitality & Tourism Administration*, *16*(1), 40-56.

Yuksel, A. (2001). Managing customer satisfaction and retention: A case of tourist destinations, *Turkey. Journal of vacation marketing*, *7*(2), 153-168.

Yung E. & Chan A. (2001). Business traveler satisfaction with hotel service encounters. *Journal of Travel and Tourism Marketing*, *11*(4), 29-41.

Zikmund, W. G. (2003). *Business Research Methods*. (7th ed.). Mason, OH: Thomson South-Western.

APPENDIX A

QUESTIONNAIRE

Dear Respondent,

The below mentioned questionnaire is for research purpose related to study Motivation, Satisfaction & Destination Loyalty of Tourist in Myanmar. Please tick your response for the following questions. Your time & effort to complete this survey will be appreciated. The information you provide will be kept confidential & will only be used for research purpose.

I. Demographic Characteristics

Please tick on only one appropriate box

1. Your gender: 1. ☐ Male   2. ☐ Female

2. Your age: 1. ☐ Under 20 years old   3. ☐ 40-60 years old

2. ☐ 20-40 years old   4. ☐ Over 60 years old

3. Your marital status: 1. ☐ Married   2. ☐ Single

3. ☐ Other (please specify) ------------------------

4. Your Nationality: ---

5. Your highest level of education: 1. ☐ Primary Education

2. ☐ Secondary Education

3. ☐ Bachelor Degree

4. ☐ Master Degree & Above

5. ☐ Others (please specify) -------------------

6. Your current occupation: 1. ☐ Own Business

2. ☐ Employed at private sector Organization

3. ☐ Employed at Public sector Organization

4. ☐ Retired   5. ☐ Student

6. ☐ Dependent   7. ☐ Others (please specify) --------

7. Your annual income: 1. ☐ Under US$25,000 2. ☐ US$25,000-$50,000

3. ☐ US$50,000-$75,000 4. ☐ US$75,000-$100,000

5. ☐ US$100,000 & above

II. Travel Behavior

8. How many times have you visited Myanmar including this trip? Please tick one box only

1. ☐ First time 2. ☐ 2-3 times

3. ☐ 4-5 times 4. ☐ More than 5 times

9. What is the duration of your visit to Myanmar? Please tick one box only

1. ☐ Less than 4 days 2. ☐ 4- 8 days 3. . ☐ More than 8 days

10. What is the primary purpose of your trip to Myanmar? Please tick one box only

1. ☐ Vacation/leisure 2. ☐ Business 3. ☐ Visit friends/relatives

4. ☐ Others (please specify) ----------------------------

11. How did you entry mode to Myanmar? Please tick one box only

1. ☐ By car 2. ☐ By boat 3. ☐ By tour bus

4. ☐ By flight 5. ☐ Others (please specify) ----------------------

12. What is your travel group composition? Please tick one box only

1. ☐ Traveling alone 2. ☐ With friends

3. ☐ With partner 4. ☐ With Family

5. ☐ Tour group 6. ☐ Others (please specify) ----------------------------

Please indicate the most appropriate response with the scale give below for each question.

III. Motivation Factors

1= Strongly Disagree,   2=Disagree,   3=Neutral,   4=Agree,   5=Strongly Agree

Sr. No.	Push Factor	1	2	3	4	5
	Novelty Seeking					
1	I would like to get experience of cultural activities & festivals.					
2	I would like to visit the place I have not previously visited.					
3	I would like to discover & understand unfamiliar things.					
4	I would like to lead a dynamic & varied lifestyle.					
5	I would like to increase my knowledge on the place.					
	Cultural Experience					
1	I would like to see arts & crafts of the destined place.					
2	I would like to get the experience of local music & dance.					
3	I would like to interact with different ethnic groups.					
4	I would like to participate in local festivals.					
5	I intend to get different cultural experience from destination.					
	Adventure					
1	I would like to discover something new.					
2	I would like to live close to nature.					
3	I would like to get experience of unfamiliar destination.					
4	I would like to do something challenging.					
5	I would like to find thrills & excitement.					
	Social Contact					
1	I want to make new friends & contact.					
2	I desire to make friend with other tourists while travelling around from Myanmar.					
3	I would like to get experience of home stay with a local family during my travels.					
4	I would like to keep in touch with friends from trips for long term.					
5	I want to enhance communication with local community.					
	Escape					
1	I want to get away from home country.					
2	I want to experience a different lifestyle at different place.					
3	I want to do something when I feel boring.					
4	I want to take a break from my daily work by travelling.					
5	I would like to have a chance for reflection by travelling.					

Sr. No.	Push Factor	1	2	3	4	5
	Relaxation					
1	I want to rest physically.					
2	I want to relax spiritually.					
3	I want to reduce the stress & tension.					
4	I want to stay with a simple lifestyle.					
5	I want to make myself happy while traveling.					

Sr. No.	Pull Factors	1	2	3	4	5
	Cultural & Historical Place					
1	Multiculturalism of Myanmar attracted me to visit Myanmar.					
2	I travelled to Myanmar to see Myanmar religious places & events.					
3	I travelled to Myanmar to see historical places/sites.					
4	I travelled to Myanmar to see natural scenery & landscape.					
5	I travelled to Myanmar to experience the traditions of different ethnic groups.					
	Tourism Facilities					
1	I travelled to Myanmar because it is located within accessible distance.					
2	I travelled to Myanmar because of ease of tour arrangement.					
3	I travelled to Myanmar because of the convenience of travelling.					
4	I travelled to Myanmar because of reasonable price.					
5	I travelled to Myanmar because of the availability of travel related information.					
	Environment & Safety					
1	I travelled to Myanmar because of the safeness & security.					
2	I travelled to Myanmar because of the hygiene & cleanliness.					
3	I travelled to Myanmar because of the pleasant weather.					
4	I travelled to Myanmar because of the friendliness of the people.					
5	I travelled to Myanmar because of seaside/beaches.					

III. Perception on Service Quality

1= Strongly Disagree,   2=Disagree,   3=Neutral,   4=Agree,   5=Strongly Agree

Sr. No.	Performance Quality	1	2	3	4	5
	Attractions					
1	The place I visited is worth seeing for tourists.					
2	The place I visited has unique historical monument.					
3	The place I visited has the high quality crafts as the souvenirs.					
4	The place I visited has hospitality of local people.					
5	The place I visited creates memories of destination image.					
	Accessibility					
1	The place I visited has easy to visit one place to another.					
2	The place I visited has satisfactory road conditions.					
3	The place I visited has enough parking lots.					
4	The place I visited has clearly labeled sign-posts of destination.					
5	The place I visited is personally secure & safety to get around.					
	Amenities					
1	The place I visited has nice environment.					
2	The place I visited has ability of local guides.					
3	The place I visited has clean & safe accommodation.					
4	The place I visited has vehicles for sightseeing.					
5	The place I visited has good restroom management.					
	Available Package					
1	The information on available tour packages are easily accessible at the place I visited.					
2	The guiding services are easily available at the place I visited.					
3	The package tour services are easily available at the place I visited.					
4	Travel agents can organize special interest tours based on the demands of tourists.					
5	The prices of packaged tours are fair & reasonable.					
	Activities					
1	You can participate in local traditional events.					
2	You can practice the meditation.					
3	You can go to enjoy the beautiful scene & landscapes.					
4	You can experience stories & beliefs in the living culture of local community.					
5	You can take photographs of natural life.					

Sr. No.	Performance Quality	1	2	3	4	5
	Ancillary Services					
1	The security services are available at the place I visited.					
2	Health care services are available at the place I visited.					
3	Bank services (24 hours) are available at the place I visited.					
4	Internet & telecommunication services are accessible with affordable price.					
5	Optional recreation activities are available at the place I visited.					

Sr. No.	Experience Quality	1	2	3	4	5
	Education					
1	The experience has made me more knowledgeable.					
2	The experiences enhance my skill on cross-cultural communication.					
3	It was a real learning experience.					
4	It stimulated my curiosity to learn new things.					
	Escapism					
1	The experience here let me imagine being someone else.					
2	I completely escaped from my daily routine.					
3	I felt I played a different character here.					
4	I felt like I was living in a different time or place.					
	Entertainment					
1	The atmosphere of place I visited made me joyful.					
2	It was an entertaining visit.					
3	This experience was captivating.					
4	I have developed positive feelings during the visit.					
	Esthetics					
1	Seeing the architectural of temples & pagodas are invaluable experience.					
2	The cultural heritages are authentic.					
3	The scenery of the place I visited is pleasant & unforgettable.					
4	I felt a real sense of harmony.					

IV. Satisfaction on Services

1= Strongly Disagree,   2=Disagree,   3=Neutral,   4=Agree,   5=Strongly Agree

Sr. No.	Satisfaction	1	2	3	4	5
	Emotional Satisfaction					
1	I feel that this is a good place to spend my time.					
2	I feel comfortable with friendly & hospitable atmosphere.					
3	I have truly enjoyed with a good variety of attractions.					
4	I feel good about my decision to come here.					
	Cognitive Product Satisfaction					
1	I am satisfied with organized tour arrangement.					
2	I am satisfied with accommodation.					
3	I am satisfied with service personnel.					
4	I am satisfied with public transportation services.					
	Cognitive Service Satisfaction					
1	I am satisfied with signage & information services.					
2	I am satisfied with restroom cleanliness & availability.					
3	I am satisfied with safety at location/site.					
4	I am satisfied with error free service delivery.					
	Cognitive Dissonance					
1	I should have spent more time in this place. (R)					
2	I feel I have chosen the right location. (R)					
3	I think I shouldn't visit this place.					
4	I feel that my experience of visiting this destination does not meet my expectations.					

V. Destination Loyalty

1= Strongly Disagree,   2=Disagree,   3=Neutral,   4=Agree,   5=Strongly Agree

Sr. No.	Destination Loyalty	1	2	3	4	5
	Revisit Intention					
1	If I got another chance, I will visit Myanmar again.					
2	I feel I am very loyal to Myanmar as a destination choice.					
3	Next time, I intend to visit Myanmar with more companions.					
4	Revisiting this destination would be worthwhile.					
	Recommendation to Others					
1	I would recommend my family & friends to visit Myanmar.					
2	I would say positive things about Myanmar to other people.					
3	I recommend Myanmar to those who seek my advice for place to visit.					
4	I would encourage to others people to visit Myanmar.					

APPENDIX (B-1)

International Tourist Arrivals in ASEAN, 2011-2020

Tourist Arrivals ('000)

Country	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Brunei	242	209	3279	3885	218	218	259	278	333	62
Cambodia	2881	3584	4210	4502	4,775	5,011	5,602	6,201	6,610	1,306
Indonesia	7649	8044	8802	9435	10,406	11,519	14,039	15,810	16,107	4,052
Laos	2723	3330	3779	4158	4,684	4,239	3,868	4,186	4,791	886
Malaysia	24714	25032	25715	27437	25,721	26,757	25,948	25,832	26,100	4,332
Myanmar	**816**	**1059**	**2044**	**3081**	**4,681**	**2,907**	**3,443**	**3,549**	**4,364**	**903**
Philippines	3917	4272	4681	4833	5,360	5,967	6,620	7,127	8,260	1,482
Singapore	13171	14491	15567	15095	15,231	16,403	17,424	18,508	19,113	2,742
Thailand	19098	22353	26546	24779	29,881	32,529	35,592	38,178	39,916	6,702

APPENDIX (B-2)

Member Travel &Tour Company of UMTA

Sr. No	Name	Sr. No.	Name
1	7Days Travels & Tours Co. Ltd.	89	Mergui Dolphin Travel & Tours
2	Access Cherry T & T	90	Mg Shwe Yoe Travel & Tour Co. Ltd.
3	Adorable Myanmar Travels & Tours	91	Mile To Connect Travel & Tours
4	Adventure Myanmar Tours & Incentives	92	Min Travels & Tours Co., Ltd
5	Airtour Myanmar Co. Ltd.	93	Minami Tours Co., Ltd
6	Amalay Best Travels & Tours Co. Ltd.	94	Mira Travels & Enterprises Ltd.
7	Amazing Planet Travel Services	95	Miraculous Myanmar Travel & Tours Co. Ltd.
8	Amazing Times Travels & Tours Co. Ltd.	96	Moby Dick Tours Co., Ltd.
9	Amber L& Travel & Tours	97	Mother Travels & Tours Co .,Ltd
10	An&a Travels	98	Ms Myanmar Travels & Tours
11	ANJ Travel & Tour	99	Multicoloured Myanmar Travel & Tours Co. Ltd.
12	Apex Alliance Travel & Tours.	100	Myanma Pearl Travels & Tours
13	Apex International Company Ltd.	101	Myanmar Bavarian Travels & Tours Co., Ltd.
14	Apt Travel Services Co. Ltd..	102	Myanmar Elite Travels & Tours Co. Ltd.
15	A-Roy Myanmar Travel & Tours	103	Myanmar Escapade Travel & Tours Co., Ltd
16	Asia Ideal Travel & Tour Co. Ltd.	104	Myanmar Ever Bright Star Travel & Tours
17	Asia Kms Engineering Group Co., Ltd	105	Myanmar Mosaic Travels & Tours
18	Asia Precious Junction Co., Ltd	106	Myanmar Parkview Tours Ltd
19	Asian Window Travels & Tours Co. Ltd.	107	Myanmar Pearl Dragon Travels & Tours Co. Ltd.
20	Asian Ygn Travels & Tours Co., Ltd	108	Myanmar Rising Star International Travels & Tours
21	Aureum Travels & Tours	109	Myanmar Signature Travels & Tours
22	Authentic Myanmar Travels & Tours Co. Ltd.	110	Myat Dhamma International Tour & Travels
23	Ava Travel Services Ltd.	111	Myawaddy Travels & Tours Co. Ltd.
24	Awinka Travels & Tours	112	Nadi Moe Htet Travel & Tours Co., Ltd
25	Ayeindamar Travels & Tours Co. Ltd.	113	Nan Mar Myanmar Travels & Tours
26	Balance Travels & Tours	114	Nature Link Travels & Tours
27	Bonny Garden Travels Company Ltd.	115	Nature Scope Travels & Tours
28	Cloud Number 9 Myanmar Travels Co. Ltd..	116	Nature Sunshine Travel & Tours
29	Crystal Zone Travels & Dmc	117	Nay Yaung La Yaung Thun Travels & Tours
30	Diamond Dominion Co., Ltd.	118	New Dana Tours Co., Ltd.
31	Diamond Voyage Travels & Tours Co., Ltd	119	NG Travel Agency
32	Diethelm Travel Ltd.	120	Nice Fare Travel Co., Ltd.

Sr. No	Name	Sr. No.	Name
33	E-Asia Travel Company Ltd.	121	Nice Trip Holiday Travel & Tour Services Company Ltd.
34	Easy Go Travels & Tours Co. Ltd.	122	Nyi Travels & Tours Co. Ltd.
35	Emerald Myanmar Travels & Tours	123	Oakthar Dynasty Travels & Tours
36	Exo Travel Myanmar Co., Ltd.	124	Orchid Myanmar Travel & Tour
37	Exotic Myanmar Travels & Tours	125	Orient Travel
38	Fairy Tales International Travels & Tours Co., Ltd.	126	Oriental Century Travels & Tours Co. Ltd.
39	Family Treasure Travels & Tours	127	Our Blessing Travels & Tours
40	Far East Princess Travels & Tours	128	Owl Travels & Tours
41	Fascinating L& Travels & Tours	129	Panorama Global Travels & Tours Co. Ltd.
42	Flamingo Travels & Tours Co. Ltd.	130	Peace Smile L& Travels & Tours
43	Fly Away Travel & Tours	131	Precious Holiday Travel & Tours
44	Flymya Travel	132	Pro Niti Travel
45	Full Moon Travels & Tours	133	Pyae Ko Ko Service Co., Ltd & Travel & Tour
46	G.S.T Travels & Tours Company Ltd.	134	Real Treasure Travels & Tours
47	Global Links Asia Myanmar Travels & Tours	135	Rich Myanmar Travel Co., Ltd.
48	Global Travel Service Co., Ltd.(G.T.S Tour)	136	Rose Holidays Travels & Tours
49	Global Vacation Tourism Services Co., Ltd	137	Royal Active Travels
50	Gloryl& Star Travels & Tours	138	S.S.T Tourism Social Enterprise Co,. Ltd. (Supreme Services Team)
51	Go & Go Travels & Tours Co. Ltd.	139	Sanctuary Travels & Tours Co., Ltd.
52	Gold Kangaroo Travel & Tours Co., Ltd.	140	Sanda Tour (Asia) Co., Ltd.
53	Golden Pass Travels & Tours Co., Ltd	141	Santa Maria Travels & Tours Co. Ltd
54	Gr& Asia World Company Ltd	142	Serendipity Travels & Tours Co. Ltd.
55	Gr& Service Myanmar Travels & Tours	143	Seven Diamond Express Travel Co, Ltd
56	Great Golden Bridge Travels & Tours Co., Ltd	144	Shining Lotus Travel & Tours
57	H.I.S. Myanmar Travels Co., Ltd.	145	Shwe Chan Wii (S.C.W) Travel & Tour
58	Happy Holidays Travels & Tours Co. Ltd.	146	Shwe Taw Win Travels & Tours Co., Ltd.
59	Harmovice Travels & Tours	147	Signature Holidays Travels & Tours Co. Ltd.
60	Heritage Mandalay Travels &Tours	148	Silver Diary Travel & Tours
61	Hi Welcome Travel & Tours	149	Sincerity General Travel Services
62	Himawari Travels & Tours	150	Sky Bird Travels & Tours
63	Hooray Travel & Tour	151	Soe San Myint Travel & Tours Co; Ltd
64	Hooray Travel & Tour	152	Star Zone Travels & Tours Co., Ltd.
65	Interconnection Travels	153	Su Myat Thein
66	Jade Castle Travels & Tours	154	Tagu Travel
67	Jaunt Travels & Tours Co., Ltd	155	Taiyo Travels & Tours Co., Ltd.
68	Journeys Adventure Travel Co, Ltd.	156	Take Me to Myanmar
69	Joyful L& Travels & Tours Co., Ltd.	157	Taste Of Myanmar Travels & Tours

Sr. No	Name	Sr. No.	Name
70	Kadoe Travel & Tours Services Company Ltd.	158	The Holiday Concept Travels & Tours
71	Khin Khin Travel & Tour	159	The Mighty Myanmar Travel & Tours Co. Ltd.
72	Khine Tha Zin Tours & Travels Co. Ltd	160	Thein Minn Medical Tour
73	KPJ Travel &Tours	161	Thingazar Travels & Tours Co. Ltd..
74	Lamp Power Co., Ltd	162	Thiwa Mon Travels & Tours Co., Ltd.
75	Long Pan International Services Co. Ltd.	163	Thousand Islands Travels & Tours
76	Lucky Treasure Travels & Tours	164	Tori Travel
77	M Trip Company Ltd.	165	Travel Creator Travel & Tours Co., Ltd.
78	Maing Fong Travels	166	Travel Miles Co Ltd – Ticketing & Tours
79	Make A Move Travels & Tours Co. Ltd.	167	Travel More Co. Ltd
80	Man Giri Travels &Tours.	168	Trip Messenger Travels & Tours
81	Mandalar Charm Travels & Tours	169	Unileisure Travels & Tours Co., Ltd.
82	Mandalay In Bloom (MIB) Travel Agency	170	Unique Discovery Travel & Tours Co. Ltd.
83	Mandalay Tours For You Co., Ltd	171	Vagoyar Travel
84	Mandalay Wave Travels & Tours Co. Ltd.	172	Vista Myanmar Travels & Tours Co., Ltd
85	Marco Polo Travels & Tours	173	Wazo Travels Ltd
86	Marvellous Memory Travel & Tours Co. Ltd.	174	Young Top Tycoon (YTT) Tourism Co. Ltd..
87	Memorable Trip Travels & Tours	175	Zone Express Travel & Tours Co,Lt
88	Memories Group		

Source: Union of Myanmar Travel Association (2019)

APPENDIX (B-3)

Destination by Numbers of Tourist Arrivals (2019)

Destination	No. of Tourists
Yangon	1440153
Bagan	654615
Mandalay	567333
Inle	523692
Kyaikhtiyo	130923
Ngapali	130923
Ngwe Saung	43641
Kayah	43641
Chaung Tha	43641
Others	785538
Total	4364101

Source: Myanmar Tourism Statistics (2019)

APPENDIX (B-4)

Empirical Studies on Tourist Motivation, Satisfaction & Destination Loyalty

Sr. No.	Author (Year)	Research Title	Findings
1	Cakici & Harman (2007)	Importance of Destination Attributes Affecting Destination Choice 0f Turkish Birdwatchers	Turkish birdwatchers like to feel nature with clean air, especially in national parks when they are trying to choose a destination for bird watching. Any destination with easy access, with food & beverage outlets, with guiding services & with accommodation facilities is the favor of Turkish birdwatchers. It may be the result of these three A's (amenities, available packages and ancillary services) being more conducive to the bird watching activity than others.
2	Som, Marzuki, Yousefi, & AbuKhalifeh (2012)	Factors Influencing Visitors' Revisit Behavioral Intentions: A Case Study of Sabah, Malaysia	The results of this study indicated that "destination image" & "relaxation & recreation" were the most important destination attributes & travel motives for repeat visitors to Sabah. Concerning their perception on destination loyalty, the study revealed that respondents were loyal to Sabah, intent to revisit & recommended Sabah as a holiday destination.
3	Ng (2013)	Examining the Relationship of Motivation, Performance Quality, Experience of Quality, Satisfaction & Loyalty among Visitors to Hong Kong Global Geopark of China	The results showed that visitors who were highly motivated perceived HKGGC's attributes quality to be higher; the higher their perceived performance quality, the higher level of benefits they attained; the higher level of experience quality they had resulted in higher satisfaction. Satisfied visitors were more likely to be loyal & were more likely to revisit HKGGC & recommend the place to their friends & relatives.
4	Rajesh (2014)	Impact of Tourist Perceptions & Satisfaction on Destination Loyalty: A Case Study of Puducherry Tourism	The findings reveal that tourist perceptions & tourist satisfaction exert positive influence on destination loyalty.

Sr. No.	Author (Year)	Research Title	Findings
5	Ali & Omar (2014)	Determinant of Customer Experience & Resulting Satisfaction & Revisit Intentions: PLS-SEM Approach Towards Malaysian Resort Hotels	The findings reveal that physical & social environments are good predictors of customer satisfaction & revisit intentions. The results also indicate that customer satisfaction contribute positively to revisit intentions.
6	Mohammed et al., (2014)	The Causal Relationships Between Destination Image, Tourist Satisfaction & Revisit Intention: A Case of The United Arab Emirates	The finding revealed three important results. First, destination image significantly contributed to the prediction of the international tourists' satisfaction. Second, tourist satisfaction had an impact on their revisit intention & third, satisfaction mediates the relationship between destination image & international tourists' revisit intentions.
7	Yousefi & Marzuki (2015)	An Analysis of Push & Pull Motivational Factors of International Tourists to Penang, Malaysia.	The finding of this study reconfirmed that tourists' travel behaviors are driven by both internal & external forces. The push factors are internal & instill a desire for people to want to travel, whereas the pull factors are external & affect where to go based on destination attributes.
8	Dayour & Adongo (2015)	Why They Go There: International Tourists' Motivations & Revisit Intention to Northern Ghana.	The tourists' motivation has relationship with their satisfaction; likewise, satisfaction is a determinant of their revisit intentions. It is recommended that service providers & destination managers should work at ensuring tourists satisfaction in order to ensure repeat visits.
9	Chindaprasert & Esichaikul (2015)	The Effects of Motivation & Satisfaction on Destination Loyalty at The Thailand-Laos (PDR) Border.	Findings of this study reveal that push motivation & satisfaction are both determinants of Thai visitors' destination loyalty for the Thailand-Laos border.
10	Wang & Leou, (2015)	A Study of Tourism Motivation, Perceived Value & Destination Loyalty for Macao Cultural & Heritage Tourists	The results of factor analysis of cultural & heritage tourism motivation show that tourists' perceived value, which contains three dimensions: scenic value, knowledge value, & social value. These dimensions can

Sr. No.	Author (Year)	Research Title	Findings
			be considered as the primary indicators of perceived value which positively influence tourists' destination loyalty.
11	Chanuanthoung & Batra (2015)	Push & Pull Motivations, Satisfaction Experience & Post Behavioral Intention-Sites of Death Rall Way Tragedy Kanchanaburi Province, Thailand	This study aims to determine how to push & pull motivations influenced the satisfaction experience & post behavioral intention. The research revealed that there were six motivational factors but only four factors were used in the analysis to explore & reveal their influence on the experience satisfaction & post behavioral intention.
12	Salim (2016)	The Link Between Tourists' Motivation, Perceived Value & Consumer Loyalty: The Case of Film Festival Bring in Zanzibar	The results showed that motivation to attend the festival has an insignificant relationship with tourists' loyalty; tourists' perceived value has a significant mediating relationship between tourists' motivation & loyalty.
13	Tsai & Sakulsinlapakorn (2016)	Exploring Tourists' Push & Pull Travel Motivations to Participate in Songkran Festival in Thailand As A Tourist Destination: A Case of Taiwanese Visitors	As a result, push & pull motivations positively & directly affected the intention to participate in Songkran Festival in Thailand.
14	M&ala &Hudrasyah (2016)	Analyzed the Role of Tourist Motivation Toward Satisfaction & Identification the Push & Pull Motivational Factors Among Bandung Tourist	The results of this study, recommended to the marketing department of the Bandung tourism industry to keep maintaining tourist experience from the tourists & also pay attention to the motivation that makes them traveled in Bandung, because when the motivation they met in a tourist area, then satisfaction rating will also increase.
15	Vigolo & Ugolini (2017)	Older Tourists' Travel Motivations & Overall Satisfaction at The Destination: The Case of Sirmione	The results reveal that relaxation was the most important motivation making older tourists decides to visit Sirmione. Moreover, relaxation was the only motivation showing a statistically significant relationship with satisfaction at the destination.

Sr. No.	Author (Year)	Research Title	Findings
16	Bintartiand Kurniawan (2017)	A Study of Revisit Intention: Experiential Quality & Image of Muara Beting Tourism Site in Bekasi District	The results revealed that there is positive impact of experiential quality towards the experiential satisfaction & revisit intention to Muara Beting image.
17	Qu (2017)	The Impacts of Experience on Satisfaction & Revisit Intention in Theme Parks: An Application of The Experience Economy.	The results showed that experience has a significant impaction satisfaction & revisit intention in the theme park & differences existed between the groups.
18	Andajanis et al., (2017)	International Tourists' Motivations & Revisit Intention to Indonesia	The results showed the motivation is interrelated with satisfaction & satisfaction becomes an important factor that drives revisit intention of foreign tourists in visiting Indonesia

APPENDIX (B-5)

Profiles of Selected Tour Company in Myanmar

Sr. No.	Company Name	Established Year	Head Office Address
1	7Days Travels & Tours Co. Ltd.	1994	No.109, 3rd Floor, Sinogdan Street, Lathar Township, Yangon
2	Flamingo Travels & Tours Co. Ltd.	1996	No.No.316 nyaung Pin Gyi Road, Nyaung Pin Thar Qr, Taunggyi.
3	Ayeindamar Travels & Tours Co. Ltd.	2005	No.53, West Race Course Road, Bahan, Yangon.
4	Myanmar Elite Travels & Tours Co. Ltd.	2006	No(18), 5 B, Maharzeya Street, Yaekyaw, Pazuntaung Township, Yangon.
5	Min Travels & Tours Co. Ltd.	2008	No.241 Phoe Kyau St; 142 / 2 Quarter, South Okkala. Yangon.
6	Amazing Times Travels & Tours Co. Ltd.	2011	No,101(12), 3rd Floor, Kan Street, Kamayut Township, Yangon
7	Oriental Century Travels & Tours Co. Ltd.	2011	No.561, Room 301, MAC Tower, Merchant Street, Kyauktada Township, Yangon.
8	Signature Holidays Travels & Tours Co. Ltd.	2013	No.(8/A), 4 Floor,Ah Shae Gone Street, Sanchaung (North) Township, Yangon.
9	Serendipity Travels & Tours Co. Ltd.	2013	No.15, 7th Floor, Aung Tha Pyay Street, Sanchaung, Yangon.
10	Unique Discovery Travel & Tours Co. Ltd.	2017	No.45, 85th Street, Between 29th &30th Streets, Chanaye Tharsan Township, Mandalay

APPENDIXES (C)

Reliability Test: Reliability

Novelty Seeking

Cronbach's Alpha	No. of Items
.728	5

Cultural Experience

Cronbach's Alpha	No. of Items
.865	5

Adventure

Cronbach's Alpha	No. of Items
.859	5

Social Contact

Cronbach's Alpha	No. of Items
.862	5

Escape

Cronbach's Alpha	No. of Items
.884	5

Relaxation

Cronbach's Alpha	No. of Items
.856	5

Cultural & Historical Place

Cronbach's Alpha	No. of Items
.888	5

Tourism Facilities

Cronbach's Alpha	No. of Items
.888	5

Environment & Safety

Cronbach's Alpha	No. of Items
.840	5

Attraction

Cronbach's Alpha	No. of Items
.767	5

Accessibility

Cronbach's Alpha	No. of Items
.874	5

Amenities

Cronbach's Alpha	No. of Items
.839	5

Available Package

Cronbach's Alpha	No. of Items
.865	5

Activities

Cronbach's Alpha	No. of Items
.867	5

Ancillary Services

Cronbach's Alpha	No. of Items
.880	5

Education

Cronbach's Alpha	No. of Items
.815	5

Esthetics

Cronbach's Alpha	No. of Items
.891	5

Entertainment

Cronbach's Alpha	No. of Items
.900	5

Escapism

Cronbach's Alpha	No. of Items
.847	5

Emotional Satisfaction

Cronbach's Alpha	No. of Items
.775	5

Cognitive Product Satisfaction

Cronbach's Alpha	No. of Items
.790	5

Cognitive Service Satisfaction

Cronbach's Alpha	No. of Items
.868	5

Cognitive Dissonance

Cronbach's Alpha	No. of Items
.719	5

Revisit Intention

Cronbach's Alpha	No. of Items
.830	5

Willingness for Recommendation

Cronbach's Alpha	No. of Items
.899	5

Multiple Linear Regression

1. Push Motivation Factors on Performance Quality

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.701[a]	.491	.482	.47127

a. Predictors: (Constant), R MEAN, CE MEAN, NS MEAN, SC MEAN, A MEAN, E MEAN

b. Dependent Variable: PQ MEAN

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	71.388	6	11.898	53.572	.000[b]
	Residual	73.958	333	.222		
	Total	145.346	339			

a. Dependent Variable: PQ MEAN

b. Predictors: (Constant), R MEAN, CE MEAN, NS MEAN, SC MEAN, A MEAN, E MEAN

Coefficients[a]

Model		Unst&ardized Coefficients		St&ardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.688	.188		3.658	.000		
	NS MEAN	.111	.056	.102	1.982	.048	.572	1.747
	CE MEAN	.358	.049	.420	7.291	.000	.460	2.175
	A MEAN	.011	.065	.012	.168	.867	.294	3.400
	SC MEAN	.128	.055	.147	2.327	.021	.381	2.626
	E MEAN	.035	.064	.040	.548	.584	.287	3.481
	R MEAN	.117	.057	.133	2.068	.039	.369	2.708

a. Dependent Variable: PQ MEAN

2.   Push Motivation Factors on Experience Quality

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.666[a]	.444	.434	.52932

a. Predictors: (Constant), R MEAN, CE MEAN, NS MEAN, SC MEAN, A MEAN, E MEAN

b. Dependent Variable: EQ MEAN

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	74.561	6	12.427	44.353	.000[b]
	Residual	93.300	333	.280		
	Total	167.861	339			

a. Dependent Variable: EQ MEAN

b. Predictors: (Constant), R MEAN, CE MEAN, NS MEAN, SC MEAN, A MEAN, E MEAN

Coefficients[a]

Model		Unst&ardized Coefficients		St&ardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.768	.211		3.633	.000		
	NS MEAN	.135	.063	.116	2.140	.033	.572	1.747
	CE MEAN	.090	.055	.098	1.628	.105	.460	2.175
	A MEAN	.270	.073	.280	3.723	.000	.294	3.400
	SC MEAN	-.039	.062	-.041	-.625	.532	.381	2.626
	E MEAN	.035	.072	.037	.487	.627	.287	3.481
	R MEAN	.285	.064	.302	4.487	.000	.369	2.708

a. Dependent Variable: EQ MEAN

3.   Pull Motivation Factors on Performance Quality

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.695[a]	.483	.478	.47308

a. Predictors: (Constant), ES MEAN, CH MEAN, TF MEAN

b. Dependent Variable: PQ MEAN

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	70.147	3	23.382	104.476	.000[b]
	Residual	75.199	336	.224		
	Total	145.346	339			

a. Dependent Variable: PQ MEAN

b. Predictors: (Constant), ES MEAN, CH MEAN, TF MEAN

Coefficientsª

Model		Unst&ardized Coefficients		St&ardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.068	.150		7.140	.000		
	CH MEAN	.257	.042	.292	6.142	.000	.679	1.473
	TF MEAN	.151	.051	.190	2.930	.004	.367	2.721
	ES MEAN	.289	.062	.325	4.624	.000	.311	3.214

a. Dependent Variable: PQ MEAN

4.   Pull Motivation Factors on Experience Quality

Model Summaryᵇ

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.649[a]	.422	.416	.53759

a. Predictors: (Constant), ES MEAN, CH MEAN, TF MEAN

b. Dependent Variable: EQ MEAN

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	70.756	3	23.585	81.610	.000[b]
	Residual	97.105	336	.289		
	Total	167.861	339			

a. Dependent Variable: EQ MEAN

b. Predictors: (Constant), ES MEAN, CH MEAN, TF MEAN

Coefficients[a]

Model		Unst&ardized Coefficients		St&ardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.288	.170		7.576	.000		
	CH MEAN	.551	.048	.583	11.576	.000	.679	1.473
	TF MEAN	-.043	.059	-.051	-.743	.458	.367	2.721
	ES MEAN	.139	.071	.146	1.956	.051	.311	3.214

a. Dependent Variable: EQ MEAN

5. Motivation Factors on Performance Quality

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.721[a]	.520	.517	.45516

a. Predictors: (Constant), PULL MEANN, PUSH MEANN
b. Dependent Variable: PQ MEAN

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	75.529	2	37.764	182.284	.000[b]
	Residual	69.817	337	.207		
	Total	145.346	339			

a. Dependent Variable: PQ MEAN
b. Predictors: (Constant), PULL MEANN, PUSH MEANN

Coefficients[a]

Model		Unst&ardized Coefficients		St&ardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.620	.166		3.734	.000		
	PUSH MEANN	.361	.065	.321	5.529	.000	.422	2.371
	PULL MEANN	.443	.058	.446	7.663	.000	.422	2.371

a. Dependent Variable: PQ MEAN

6.   Motivation Factors on Experience Quality

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.650[a]	.423	.419	.53630

a. Predictors: (Constant), PULL MEANN, PUSH MEANN

b. Dependent Variable: EQ MEAN

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	70.932	2	35.466	123.308	.000[b]
	Residual	96.929	337	.288		
	Total	167.861	339			

a. Dependent Variable: EQ MEAN

b. Predictors: (Constant), PULL MEANN, PUSH MEANN

Coefficients[a]

Model		Unst&ardized Coefficients		St&ardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.741	.196		3.791	.000		
	PUSH MEANN	.678	.077	.562	8.809	.000	.422	2.371
	PULL MEANN	.119	.068	.111	1.743	.082	.422	2.371

a. Dependent Variable: EQ MEAN

7.   Performance Quality on Experience Quality

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.788[a]	.621	.614	.43716

a. Predictors: (Constant), As MEANN, Att MEAN, Act MEAN, Acc MEAN, Ap MEAN, Am MEAN

b. Dependent Variable: EQ MEAN

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	104.222	6	17.370	90.893	.000[b]
	Residual	63.639	333	.191		
	Total	167.861	339			

a. Dependent Variable: EQ MEAN

b. Predictors: (Constant), As MEANN, Att MEAN, Act MEAN, Acc MEAN, Ap MEAN, Am MEAN

Coefficients[a]

Model		Unst&ardized Coefficients		St&ardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.775	.140		5.520	.000		
	Att MEAN	.268	.048	.272	5.583	.000	.481	2.078
	Acc MEAN	-.218	.054	-.249	-4.013	.000	.296	3.377
	Am MEAN	.261	.069	.281	3.785	.000	.207	4.830
	Ap MEAN	.007	.062	.008	.120	.905	.251	3.989
	Act MEAN	.393	.055	.420	7.111	.000	.327	3.062
	As MEANN	.088	.047	.106	1.884	.060	.362	2.762

a. Dependent Variable: EQ MEAN

8. Performance Quality on Tourists Satisfaction

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.743[a]	.552	.544	.43962

a. Predictors: (Constant), As MEANN, Att MEAN, Act MEAN, Acc MEAN, Ap MEAN, Am MEAN

b. Dependent Variable: TS MEAN

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	79.404	6	13.234	68.475	.000ᵇ
	Residual	64.358	333	.193		
	Total	143.761	339			

a. Dependent Variable: TS MEAN

b. Predictors: (Constant), As MEANN, Att MEAN, Act MEAN, Acc MEAN, Ap MEAN, Am MEAN

Coefficientsᵃ

Model		Unst&ardized Coefficients		St&ardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.902	.141		6.385	.000		
	Att MEAN	.161	.048	.177	3.350	.001	.481	2.078
	Acc MEAN	.047	.055	.058	.867	.386	.296	3.377
	Am MEAN	.122	.069	.142	1.763	.079	.207	4.830
	Ap MEAN	.199	.062	.234	3.190	.002	.251	3.989
	Act MEAN	.033	.056	.039	.600	.549	.327	3.062
	As MEANN	.172	.047	.221	3.634	.000	.362	2.762

a. Dependent Variable: TS MEAN

9. Experience Quality on Tourists Satisfaction

Model Summaryᵇ

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.745ᵃ	.554	.549	.43725

a. Predictors: (Constant), Esc MEAN, Ed MEANN, Est MEAN, En MEAN

b. Dependent Variable: TS MEAN

ANOVAᵃ

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	79.715	4	19.929	104.238	.000ᵇ
	Residual	64.047	335	.191		
	Total	143.761	339			

a. Dependent Variable: TS MEAN

b. Predictors: (Constant), Esc MEAN, Ed MEANN, Est MEAN, En MEAN

Coefficients[a]

Model		Unst&ardized Coefficients		St&ardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.998	.132		7.543	.000		
	Ed MEANN	.248	.044	.292	5.579	.000	.487	2.055
	Est MEAN	-.056	.052	-.073	-1.083	.279	.291	3.431
	En MEAN	.098	.056	.127	1.753	.081	.255	3.918
	Esc MEAN	.403	.044	.489	9.174	.000	.468	2.136

a. Dependent Variable: TS MEAN

10. Tourists Satisfaction on Destination Loyalty

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.716[a]	.513	.507	.55632

a. Predictors: (Constant), Cd MEAN, Esa MEAN, Css MEAN, Cps MEAN
b. Dependent Variable: DR MEAN

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	109.199	4	27.300	88.208	.000[b]
	Residual	103.680	335	.309		
	Total	212.880	339			

a. Dependent Variable: DR MEAN
b. Predictors: (Constant), Cd MEAN, Esa MEAN, Css MEAN, Cps MEAN

Coefficients[a]

| Model		Unst&ardized Coefficients		St&ardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	.672	.175		3.830	.000		
	Esa MEAN	.640	.063	.598	10.085	.000	.413	2.419
	Cps MEAN	.177	.069	.165	2.590	.010	.357	2.798
	Css MEAN	-.068	.056	-.074	-1.211	.227	.389	2.571
	Cd MEAN	.056	.053	.057	1.050	.295	.491	2.038

a. Dependent Variable: DR MEAN

Histogram

Dependent Variable: PQ MEAN

Mean = -4.35E-15
Std. Dev. = 0.991
N = 340

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: PQ MEAN

Scatterplot

Dependent Variable: PQ MEAN

Histogram

Dependent Variable: PQ MEAN

Mean = -4.38E-15
Std. Dev. = 0.996
N = 340

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: PQ MEAN

Scatterplot

Dependent Variable: PQ MEAN

Histogram

Dependent Variable: EQ MEAN

Mean = 7.21E-15
Std. Dev. = 0.991
N = 340

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: EQ MEAN

Scatterplot

Dependent Variable: EQ MEAN

Histogram

Dependent Variable: EQ MEAN

Mean = 5.61E-15
Std. Dev. = 0.996
N = 340

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: EQ MEAN

Scatterplot

Dependent Variable: EQ MEAN

Histogram

Dependent Variable: PQ MEAN

Mean = -5.99E-15
Std. Dev. = 0.997
N = 340

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: PQ MEAN

Scatterplot

Dependent Variable: PQ MEAN

Histogram

Dependent Variable: EQ MEAN

Mean = 4.29E-15
Std. Dev. = 0.997
N = 340

Frequency

Regression Standardized Residual

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: EQ MEAN

Expected Cum Prob

Observed Cum Prob

Scatterplot

Dependent Variable: EQ MEAN

Regression Standardized Residual

Regression Standardized Predicted Value

PUSH MEANN

PULL MEANN

EQ MEAN

PUSH MEANN   PULL MEANN   EQ MEAN

Histogram

Dependent Variable: EQ MEAN

Mean = 4.24E-15
Std. Dev. = 0.991
N = 340

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: EQ MEAN

Scatterplot

Dependent Variable: EQ MEAN

Histogram

Dependent Variable: TS MEAN

Mean = 3.28E-15
Std. Dev. = 0.991
N = 340

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: TS MEAN

Scatterplot

Dependent Variable: TS MEAN

Histogram

Dependent Variable: TS MEAN

Mean = -8.38E-15
Std. Dev. = 0.994
N = 340

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: TS MEAN

Scatterplot

Dependent Variable: TS MEAN

Histogram

Dependent Variable: DR MEAN

Mean = 3.33E-15
Std. Dev. = 0.994
N = 340

Normal P-P Plot of Regression Standardized Residual

Dependent Variable: DR MEAN

Scatterplot

Dependent Variable: DR MEAN