

**YANGON UNIVERSITY OF ECONOMICS  
DEPARTMENT OF COMMERCE**

**MARKETING MIX FACTORS INFLUENCING ON DOMESTIC  
TOURIST DECISION**

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# **Marketing Mix Factors Influencing on Domestic Tourist Decision**

This thesis is submitted to the Board of Examiners in Partial fulfillment of the  
Requirements for Degree of Master of Commerce (M.Com)

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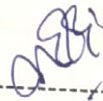
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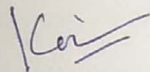
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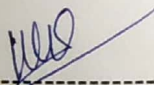
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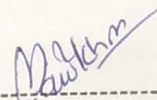
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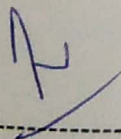
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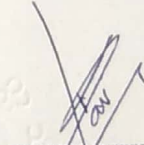
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## **ABSTRACT**

This study mainly focused on marketing mix factors influencing on domestic tourist decision. The objectives of the study were to identify the marketing mix factors used in travels and tours companies in Tarmwe Township and to analyze the marketing mix factors influencing on domestic tourist decision. The data collection for this study was based on 250 domestic tourists of three travels and tours companies in Tarmwe Township by using simple random sampling method. The push and pull factors theory was used in this study. The collection of data was analyzed by using Descriptive Research Method and Regression Analysis. The results of this study state that higher mean value of physical evidence, people, product in that order, followed by process, place, promotion and price. There are also positive relationships between product, price, people, physical evidence and domestic tourist decision and there are negative relationship between place, promotion, process and domestic tourist decision. Firstly, these travels and tours companies should have considered to set the lower prices in order to attract customers. Branch offices should be extended to contact with customers and should also have travel agents. Moreover, this study concludes that online communication should be emphasized for the closely communication with customers and the schedules of destinations should also be posted on Facebook regularly. Finally, these companies should upgrade the service delivery process in order to help the customers' access service in the simplest possible way.

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# **CHAPTER 1**

## **INTRODUCTION**

The Republic of the Union of Myanmar has total land areas of 676,578 square kilometers with neighboring countries such as India, Bangladesh, China, Laos, and Thailand. Myanmar is known as the golden land not only for her golden pagodas but also for her fertile land and wealth of its agriculture, natural resources and precious minerals and stones. Myanmar has a verity of natural beauty, waterfalls, magnificent lakes, natural sandy beaches, the unique cultural of different ethnic groups and famous thousand year old glittering golden pagodas. Myanmar is known as a cultural destination because of its numerous historical monuments, Buddhist temples and pagodas. The amazing pagodas, temples, shrines and the old Buddhist monasteries are the distinctive features in Myanmar.

The Ministry of Hotels and Tourism was set up by the State Law and Order Restoration council on 24 September 1992 with the aim to develop tourism industry effectively in Myanmar (source: Ministry of Hotel and Tourism Website). Tourism Industry is a kind of industry which needs neither production nor trading. Myanmar tourism industry is based on its cultural attraction and there are to be found almost everywhere. In Myanmar, there are many attraction places by region and division.

Tourism is recognized as one of the key sectors of development in all countries and a major source of income and wealth creation (Mossberg, 2007). Thus, most countries focus on tourism, especially developing countries, due to its role in developing and supporting the national economy. Myanmar is considered as one of these countries whose economy depends on the sector of tourism. The governments of most countries around the world encourage their people to travel domestically. One significant reason is that outbound tourists require foreign currency when they travel outside their own countries. This characteristic is similar to importing goods from international countries. Obviously, the more outbound tourism there is, the greater is the chance of a country facing a travel deficit.

According to 2017 tourism economy research report on Myanmar by WTTC (World Travel and Tourism Council), the total contribution from tourism to GDP is 3.5% which is equivalent to MMK 2,668.2 billion (source: Ministry of Hotel and Tourism Website). The domestic travel spending is generated 32.4% of direct travel



and tourism GDP in 2017 compared with 67.6% for visitor exports (i.e. foreign visitor spending or international tourism receipts). And the domestic travel spending is expected to grow by 5% in 2018 to MMK 1,557.9 billion, and raise by 6% to MMK 2,782.2 billion in 2028.

## **1.1 Rationale of the Study**

Tourism included activities where people travel to and stay in locations outside their usual surrounding for a period of not more than one consecutive year for leisure business or other purposes (WTO, 2012). According to the release of Hotel and Tourism Ministry, the numbers of domestic tourist who visited around Myanmar were 8 million in 2017 and it was 1 million more when compared to 7 million domestic tourists in 2016. And the numbers of domestic tourist were more than twice when compared to the numbers of foreign tourist in 2017. The ministry was predicted that Myanmar would top a list measuring tourism development between 2015 and 2025, according to the World Travel and Tourism Council (source: Ministry of Hotel and Tourism Website).

Marketing is one of the components in tourism development framework. Owing to the competition between tourism destinations, marketing is so important (Rezvani, 2008). In general, marketing is a responsible process to identify, anticipate and supply the needs of customers in a profitable form that meets the customers' orientations and intention practically (Cook, 2001). Tourism marketing has been created due to the nature of tourists' demand and the specific characteristics of the suppliers' activities. Supply and demand in this industry has its own features and distinguishes it from other industries (Middleton, 2009). With regard to the specific features of tourism product, marketing plays a very important role in this industry and an effective use of tourism marketing tools is an essential factor for a country or a region (Laimer et al., 2009).

Marketing mix is a basic concept in tourism marketing that can improve it. McCarthy (1960) for the first time introduced four factors of product, price, promotion and place of the distribution as the primary components of the marketing strategy (Wolf & Crotts, 2011). However, in tourism, as the nature of products are service-like, marketing mix factors contain further elements that these additional elements are: people, process and physical evidence. In this study, product, price,

place, promotion people, process and physical evidence are considered as the factors of tourism marketing mix. Hence, the influence of these factors on decision of domestic tourist to visit around to Myanmar's famous places was examined.

## **1.2 Objectives of the Study**

The specific objectives are following.

1. To identify the marketing mix factors used in travels and tours companies in Tarmwe Township.
2. To analyze the marketing mix factors influencing on domestic tourist decision.

## **1.3 Scope and Method of the Study**

This study mainly focuses on marketing mix of 3 travels and tours companies which is 20 percent of 16 travels and tours companies in Tarmwe Township. Descriptive Research Method and Multiple Regression Analysis were applied in this study and primary and secondary data were used. The number of 250 domestic tourists who visited around to Myanmar and received services from these companies were selected as sample by using simple random sampling method. The questionnaire for domestic tourists' decision was formatted on demographic factors and a five-point Likert Scale including strongly disagree, disagree, neutral, agree and strongly agree. Primary data was collected from responsible persons by conducting interviews with structured questionnaire. Secondary data is obtained with the help of previous research papers, YIE library, related websites and other relevant texts.

## **1.4 Organization of the Study**

This study is organized into five chapters. Chapter 1 includes with introduction with Rationale of the study, Objectives of the study, Scope and method of the study and Organization of the study. Chapter 2 consists of the theoretical background of marketing mix. Chapter 3 includes profile of travels and tours companies in Tarmwe Township. Chapter 4 analyzes the influence of marketing mix factors on decision of domestic tourist. Chapter 5 describes the conclusion of the whole study with findings and discussion, suggestions and needs for further study.

## **CHAPTER 2**

### **LITERATURE REVIEW**

This chapter attempts to describe the literature review which is relevant to the study of the service marketing 7ps. This chapter includes definition of tourism, types of tourism, marketing in tourism, marketing mix 7ps and push and pull factors.

#### **2.1 Definition of Tourism**

The world tourism appeared in the English dictionary in the early nineteen century. According to Butkarat and Meddlik (1974), the world tourism is related to tour that was more closely associated with the idea of a voyage or a dramatic tour than with the idea of an individual “travelling fir pleasure purpose, which is the accepted use of the world today”. Tourism is an export industry that comprises businesses from numerous industrial classification. Tourism is considered to be three Gs “get them in, get their money, get them out” which is an appeal to communities in search of economic development. Tourism has, in fact, become one of the largest and fasted major growth sectors in the global economy, in terms of tourism and development, with nation, states and communities funding tourist boards to attract further investment by promoting their locations (Eadington and Redman, 1991). According to the World Tourism Organization (WTO, 2004), “Tourism is defined as the activity of persons traveling to and staying in a place outside their usual environment for not more than one consecutive year for leisure, business or other purposes”. According to Theobald (1994), tourism is classified into three elementary forms. They are (a) Domestic tourism, it comprises of residents visiting their own country, (b) Inbound tourism, it comprises of non-residents travelling in a given country and (c) Outbound tourism, it comprises of residents travelling in another countries.

#### **2.2 Types of Tourism**

Nowadays, tourism growth includes the following types.

- (1) Cultural Tourism: This is based on people and tourists visiting cultural sites such as archaeological, religious, old houses, vernacular, historical museums, commemoration, heritage and traditional sites and cities.
- (2) Eco Tourism: This is defined as purposeful travel to natural areas in order to understand the natural history and the culture of the environment.
- (3) Adventure Tourism: This is based on visitors participating in adventurous activities such as climbing, trekking, camping, hand gliding and parachuting.
- (4) Medical and Thermal Tourism: This is based on visitors seeking medication such as natural springs and spas that attract visitors demanding thermal medication; also, medical centres, well equipped hospitals and laboratories.
- (5) Desert Tourism: This is considered to be based on visitors experiencing desert life as people who live in desert areas.
- (6) Recreational Tourism: This is based upon people visiting places with their families for the purpose of recreation and enjoyment of outings such as festivals and places where they can spend their holidays.
- (7) Visiting Friends and Relatives: There are domestic and worldwide visits such as VFR when locals or when people working abroad decide to visit their families and friends on their holidays and vacations.
- (8) Meetings, Conferences and Events: These are based on a host country for meetings, conferences and events of international standards that makes the destination such events.
- (9) Educational Tourism: This is based on a country of education attraction destination where universities are well equipped and started to cope with increasing number of students, from inside and outside the country.

### **2.3 Marketing in Tourism**

Marketing is a highly complex topic that holds an important place within tourism (Holloway, 2004). The success of tourism marketing is its dependence on creating an atmosphere in which employees desire to give good service and sell tourism to visitors. The tourism marketing is the transaction process between the two sides (Pike, 2005). According to Kotler (2001), in marketing 10 types of entities are involved: goods, services, experiences, events, persons, places, properties, organizations, information and ideas. It is

readily understood that all such entities are involved in tourism. Marketing is the organization's activity to identify the needs of selected market segments, create products and services to satisfy those needs, generate awareness of the destination and its products and promote consumption (Pender & Sharpley, 2005). Marketing can therefore be regarded as a comprehensive process that accompanies the destination throughout the different stages of value creation. Tourism marketing is an essential tool to attract tourists and visitors, maintain and increase market share and enhance the destination's competitive advantage (Cox & Wray, 2011). The major goal of tourism marketing is to successfully position the destination in an environment with a constantly growing supply and competition. Other important objectives include promoting the destination and its tourism products; attracting tourists and visitors; and communicating the destination's unique image and identity (Kozak & Baloglu, 2010; Avraham & Ketter, 2016). A large number of the previous studies have found that the word-of-mouth (WOM) communication is the strongest marketing channel (Koth and Norman, 2001; Lee et al., 2003; Stokes and Lomax, 2002). Such communications exert a powerful influence on consumer's purchase behavior including tourist sites, products and hospitality service (Murray, 2000). It is traditionally defined as a system involving the flow of knowledge, services, and values between producers and consumers (Middleton and Clarke, 2001).

Schwartz JJ (1984) considers tourism marketing as a process of searching and obtaining the optimum market based on actual and recognized needs for the best interest of the company and consumer. Tourism marketing is a management system, understood as a way to plan, direct and control activities through rational use of available resources, as a set of operations which provides scientific exploration of the market in order to adapt the tourism offer to tourists' needs and motivations (Berbecaru, 1975). Tourism marketing is a process in which the structure of tourism demand is anticipated and satisfied by the design of a product (service), physical distribution, establishment of the exchange value (price), communication between the tourism organization and its market, for the best interest of the company and consumers (Tocquer and Zins, 1987). Sabo-Bucur, Mariana in Tourism Marketing considers tourism marketing to be: a new perspective, a philosophy, and also a science and an art involving tourism market research as a starting point, followed by orientation, organization and exploitation of tourism activities in order to achieve higher

satisfaction of consumption needs and profit maximization for the tourism company (Sabobucur, 2006).

## **2.4 Marketing Mix 7Ps**

McCarthy (1960) for the first time introduced four factors of product, price, promotion and place of the distribution as the primary components of the marketing strategy (Wolf & Crotts, 2011). However, according to Booms and Bitners (1981) they have modified and expended the traditional marketing mix elements from 4ps to become 7ps by adding another three new ps which are people, process and physical evidence. The marketing mix is not comprehensive for the tourism and hospitality industry. The main difference is the intangible elements for human behavior, where quality and control is essential. However, there are many criticisms on 4ps and many critics tried to extend the marketing mix by adding new elements (Chai, 2009). According to (Magrath, 1986), he argued that the 4ps are not enough for marketing of services. Marr (1987) argued that the customer service is a crucial element to achieve a company's marketing success and can play a crucial part of a non-price competitive strategy. According to Beaven and Scotti (1990), they proposed that the traditional 4ps of the marketing mix model are considered very narrow and simple within the service marketing context and service marketers should think in service oriented thinking not within the manufacturing thinking. And Collier (1991) argued that the 4ps traditional model should be expanded to become the 7ps services management which can be used to formulate a marketing strategy by which a service company can achieve a competitive advantage. According to Bennet (1997), the marketing mix is a set of marketing tools to help marketers in translating its marketing strategy into practices.

The concept of marketing mix refers to the combination of seven elements namely the (tourists' services, price, promotion, distribution, tourist service provider, processes and physical evidence) (Kotler & Armstrong, 2006). They are often designed to influence tourist decision-making and take the lead of profitable business. Each element of the marketing mix can affect tourists in many ways (Peter & Donnelly, 2007). The marketing mix is the set of marketing tools a company used to pursue its marketing goals in the target market. Kotler &

Armstrong (2006) defined the service as anything that producer can offer to the target market to attract tourist awareness, acquisition, used, or consumed by the market as to fulfill and satisfying need or want.

**(a) Product**

According to Borden (1984) product is characterized by quality, design, features, brand name and sizes. According to Maleki (2002), major components of the product can be cited, such as: product variety, quality, design, features and facilities of product, brand, packaging, size if product, service, guarantees, return the product. Ferrell (2005) opines that the product is the core of the marketing mix strategy where retailers can offer unique attributes that differentiates their product from their competitors. A product as defined by Armstrong and Kotler (2006), is anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. As for services, according to Hirankitti, Mechinda, and Manjing (2009) the product offer in respect of services can be explained based in two components: (1) The core service which represents the core benefit; (2) The secondary services which represent both the tangible and augmented product levels. The latter can be best understood in terms of the manner of delivery of the particular service.

According to Kotler and Armstrong (2016), the product has seven elements namely variety, quality, design, brand name, packaging and services. Product quality refers to the characteristics of a product or service's ability to fulfill customers' needs. Design is the appearance of a product. In order for a product to have a good design, companies need to take consideration of the usefulness. The product feature can be seen as a competitive advantage that differentiates a product from competitors. The study on tourist destination management reveals that two factors including innovative and well-coordinated tourism products are considered to be very important for tourism areas (Ljiljana et al 2009). Middleton (2001), argues that product decisions not only influences the marketing mix, but also have an impact on an organization's long-term growth strategy, human resources, and investment policies. The tourism product is composed of both tangible and intangible aspects (Rodriguez, 2014) that have benefits and features (Markgraf, 2015). Product is defined as tangible aspects, service element and branding (Kotler, 2003). In the tourism, the

product is defined as attractions and its facilities including accommodation, transportation, food and beverage and assistance of tour guide.

**(b) Price**

According to Kotler, Armstrong, Wong, and Saunders (2008), price is the amount of money charged for a product or service, or the total values that consumers exchange for the benefits of having or using the product or service. Lamb et al. (2004) believes that the price is the amount of money that the buyer pays to the service provider. Markgraf (2015) argues that the price charged should match the product. Due to the intangible nature of services, price becomes a crucial quality indicator where other information is not lacking or absent (Zeithaml, 1981). Price is considered as the most important measurement of repurchase intentions (Oh, 2000). In deciding to return to the service provider, the customers normally think whether or not they received their value for money. It has been proven therefore, that customers usually buy products on the basis of price rather than other attributes (Peter & Donnelly, 2007).

In tourism services, price includes transportation costs to and from a destination, accommodation, food and tour service costs (UNWTO, 2007). In tourism industry, customers have the power to choose prices for the services they intend to choose. The pricing mix is composed of the actual price that the firm charges and includes volume discounts and discounted price for a multiple bundle of products (Reid and Bojanic, 2010) as well as pricing strategies such as sale of package plans (combination of meals, room and recreational facilities), non- peak period/off-season sales, group business and longer stays (Devashish, 2011). Seaton (1996) mentioned that price is an important product cue, inseparable from the perceived identity of the product in the market place. For non-profit-making organizations, the objectives are often to encourage new users. This is often achieved by using differential pricing strategies, where different prices are charged for different market segments. Tourism is a service industry, which means that it sells products which are perishable by their very nature. This means that organizations must work hard to obtain maximum usage or occupancy. The tour operator that is relying on high volumes to



maximize profits will have to work hard to gain sales. Pricing is often used as a competitive advantage tool in tourism in a number of ways to try and influence consumers in their purchasing patterns. Therefore it can be concluded that a key to success in tourism is price.

### **(c) Place**

An organization should pay attention to place decisions, because of the importance of the product and consumption occurring at the same time and at the same place; a place that provides all information of customer, competition, promotion action, and marketing task. It should pay attention to how it can deliver the product at the right time and at the right place, and which channel should be used to deliver the product (Copley, 2004). According to Armstrong and Kotler (2006), the element 'place' is defined as a set of interdependent organizations that caters to the process of making a product available to the consumers. Hirankitti et al., (2009) considers place as the ease of access which potential customer associates to a service such as location and distribution. The strategy of place needs effective distribution of the firm's products among the channels of marketing like wholesalers or retailers (Berman, 1996). Service distribution may involve physical or electronic channels (or both), depending on the nature of the service. To deliver service products to customers, decisions need to be made on where and where as well as the methods and channels used.

In tourism services, place refers to the routes of exchange via which a tourist is able to access of a tourism product, reserve, confirm and pay for it (Middleton, 2001; and Rodriguez, 2013). It can also refer to the physical location, or can be seen in terms of availability and accessibility (Ohio Library Council, 2008). Weeden (2014) argued that tourism marketing is carried out indirectly or directly. Indirect distribution involves less company control over the process of reaching the market that is the use of intermediaries, brokers or tour operators. These intermediaries sell and distribute the tourism product which is complicated because it is a service. The characteristics of services pose a challenge to the service providers especially the tourist product. Direct distribution means that the company takes full control of taking the tourism product to the market such that the organization is in direct contact with the customer (Weeden, 2014). Rodriguez (2013), points out that

distribution of tourism products and services is more associated with where information about the products and services is distributed.

#### **(d) Promotion**

The term 'promotion' is defined as sales promotion, advertising, personal selling, public relations and direct marketing (Borden, 1984). Promotion is also a decision of how best to relate the product to the target market and how to persuade them to buy it (Lovelock, Patterson and Walker, 1998). The promotional elements of marketing mix are the elements that communicate the benefits of a firm's offering to the target market and persuade them to purchase their products (Kotler & Armstrong, 2005). A communication program is important in marketing strategies because it plays three vital roles: providing needed information and advice, persuading target customers of the merits of a specific product, and encouraging them to take action at specific times (Lovelock and Wright, 2002). Activities that cater to promotion are advertising, sales promotions, personal selling and publicity; they can all influence consumer's way of thinking, their emotions, their experience as well as their purchasing. Communications should be devised by marketers in such a way that it (1) offer consistent messages about their products and (2) are placed in media that consumers in the target market are likely to use (Munusamy and Hoo, 2008). Promotion is a selling technique; to succeed in any marketing program, it should be involved with communication (promotion). Promotion is very important as it provides information, advice, and it persuades the target market. It guides and teaches the customer to take action at a specific time and how they can use the product and get beneficial result from it. The product advertisement can be delivered by individual sales people, T.V, radio, internet, magazine and all types of media.

#### **(e) People**

This factor refers to the service employees who produce and deliver the service. It has long been a fact that many services involve personal interactions between customers and the site's employees, and they strongly influence the customer's perception of service quality (Hartline and Ferrell, 1996: Rust, Zahorik and Keiningham, 1996). Personnel are keys to the delivery of service to customers. In addition, according to Magrath (1986)

customers normally link the traits of service to the firm they work for. Personnel are also considered as the key element in a customer centered organization as well as a way to differentiate variables with product, services, channel, and image (Kotler, 2000). Achievement of a customer-orientation is not possible if there is no cooperation coming from the personnel (Judd, 2001). The interaction is important because it influences customer perception. In other words, the actions of all the personnel normally influence success of action and function of an organization and with more communication, training, skills, learning, and advice they will achieve to display the optimum value of the product and the company. In tourism, the service providers such as the staff, drivers, tour guides and travel agents are people.

#### **(f) Process**

Process is related to the logistics of the service delivery (Nicholls et al., 1995). According to the Palmer (2005), procedures, mechanism and the flow of activities by which services are consumed are the essential elements of the marketing mix. Process is generally defined as the implementation of action and function that increases value for products with low cost and high advantage to customer and is more important for service than for goods. According to Hirankitti et al., (2009) the pace of the process as well as the skill of the service providers are clearly revealed to the customer and it forms the basis of his or her satisfaction with the purchase. Therefore, process management ensures the availability and consistence of quality. In the face of simultaneous consumption and production of the process management, balancing services demand with service supply is extremely difficult (Magrath, 1986). The design and the implementation of product elements are crucial to the creation and delivering of product. Processes make life easier for tourism businesses and also help customers' access services in the simplest way possible (Rodriguez, 2013). In tourism, the most important processes in service delivery are reservation and ticketing process.

#### **(g) Physical Evidence**

This factor refers to the environment in which the service and any tangible goods that facilitate the performance and communication of the service are delivered. This holds

great importance because the customer normally judges the quality of the service provided through it (Rafiq & Ahmed, 1995). In addition, according to Mittal and Baker (1998), this factor also refers to the environment in which the services production is in. Similarly, Bitner (1990) adds that other visible surroundings can affect the impressions perceived by the customers about service quality. The components of the service experience are called the “services-cape”-that is, the ambience, the background music, the comfort of the seating, and the physical layout of the service facility, the appearance of the staff can greatly affect a customer’s satisfaction with a service experience (Rust, Zahorik and Keiningham, 1996). The environmental decor and design also significantly influence the customer’s expectations of the service (Shostack, 1977). Services normally cannot be displayed, therefore firms should create a suitable environment to highlight the fact to the customers (Rathmell, 1974). In tourism, physical evidence refers to all the tangible, visible touch-points that the customers will encounter before they buy from car parking service, arranging ferries, pleasant waiting area, brand new of sightseeing vehicles, comfortable seat, uniform wearing of the staff to toiletry service.

## **2.5 Push and Pull Factors**

These push and pull factors is to stimulate visitor to seek a specific travel experience. Many tourism researchers had perceived the significance of considering purposes for journey, inspirations and behavior towards tourism destination to better comprehend and foresee travel choices and tourist’s spending behavior.

The “push-pull factor” outlines theory proposed by Tolman (1959), then proposed by Dann (1977). It is the generally perceived field of tourism research theory. The author Dann predicated on Tolman’s work presented the conception of push-pull of tourist’s motivation in tourism research. This theory had improved by noting the inquiry, ‘what makes visitors travel?’ There were differences between push and pull factors.

The Crompton (1979) first tried to determine two types of motives; cultural motives and socio-psychological motives. The seven socio-psychological (push) intentions are escaping, self-investigation, unwinding, reputation, social intercourse, regression and improving of kinship; while cultural (pull) motives were novelty and education. A survey of the past writing on the motivation of tourists’ shows that the motivational examination in

view of the two dimensions depends on the push and pull factors have been the most part acknowledged (Yuan & McDonald, 1990; Uysal & Hagan, 1993).

The meaning of pull and push dimension is that people go for travel since they are pushed by their internal forces and pulled by the external forces of places attributes (Uysal & Jurowski, 1994). The push factors explained the need and wants of the tourists that why people want to get away from their original place of living arrangement while pull factors are explanations for going to a particular destinations. One concentrates on whether to go and the other on where to go (Klenosky, 2002).

According to Uysal and Hagan (1993), they underline that push factors are related to the intangible characteristics, inherent desires of the individual traveler such as the desire for escape, adventure health, rest and unwinding or prestige. While pull factors was about the attractiveness of a specific destination and tangible characteristics such as shoreline, lodges, events at a destination, unique natural landscapes, recreation facilities and cultural and historical resources. Bindu and Kanagaraj (2013) found that push factors are measured to be forming of tourism demand and pull factors are considered to explain actual destination choice.

Different authors may have different research. For example, Jang and Wu (2006) found that different push and pull factors may be applicable in different settings including nationalities, destinations and events of the destination. The push factors include improvement of kinship relationships, novelty, prestige, escape, and relaxation/hobbies while pull factors include wilderness, budget, ease of travel, culture and history, multicultural environment, facilities and hunting (Yuan & McDonald, 1990).

## **2.6 Previous Studies**

Various researches about the marketing mix on tourism had been carried out in different ways. Bakhshi (2007), in his study entitled “the impact of marketing mix elements on attracting domestic and foreign tourists”, concluded that marketing mix in the planning and policy making of the authorities, can affect the creation of tourism facilities. Bidokhti et al. (2010), in a study entitled “the strategic role of marketing mix elements in promoting the status of tourism industry” concluded that all elements of tourism marketing mix have effect on the promotion of tourism status. Ratanaky (2007), in his study that has evaluated the

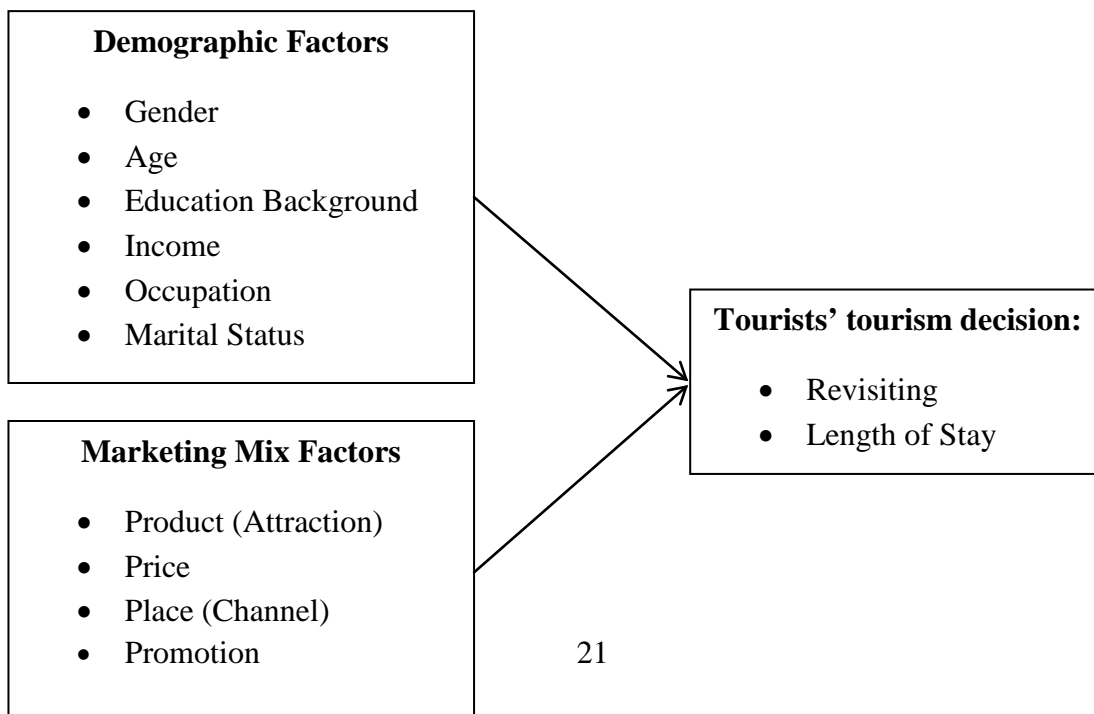
impact of marketing mix on the choice of tourist destination, believes that this mix is a leverage for tourism organizations that these organizations moderate it to meet their organizational objectives and satisfy tourists. Pour-khalili (2007) examined marketing mix in the tourism industry of Iran. The results show that the products and services supplied by the tourism-related organizations are not in compliance with the needs and demand of tourists. Moreover, the results show that other factors including pricing, persuasive activities, planning, distribution channels, cooperative marketing, and the level of education and awareness in creating a positive attitude in employees and people towards tourists are not in a desirable level in Isfahan tourism industry.

The previous conceptual framework conceptually portrays the research variables as shown in figure (2.1). It shows the links between demographic factors (gender, age, education background and income), marketing mix factors (product, price, place, promotion) and tourists' tourism decision. Tourists' tourism decision is the outcome variable for this study.

**Figure (2.1) Conceptual Framework to link Demographic Factors, Marketing Mix Factors and Tourists' Tourism decision**

**Independent Variables**

**Dependent Variables**



Source: Sudara Rattanakitrungrueang, Shinawatra University, Thailand (2007)

From the study, the results found that tourists with different demographic profiles namely gender, age, education background, income level, and marital status were no different in their decisions in terms of revisiting and length of stay while only their occupation has relationship with the decision. According to the findings of this research, the product factors had the most influence followed by place factors, promotion factors and the price factors on tourists' decision respectively. The results found that there was no the relationship of marketing mix factors and tourists' tourism decisions to visit Sukhothai due to revisit and as regards their length of stay. Although the marketing mix elements were variable, it was not statistically significantly different from the mean. Results of this study suggested that domestic tourists were not solely making their tourism decisions on single marketing mix element.

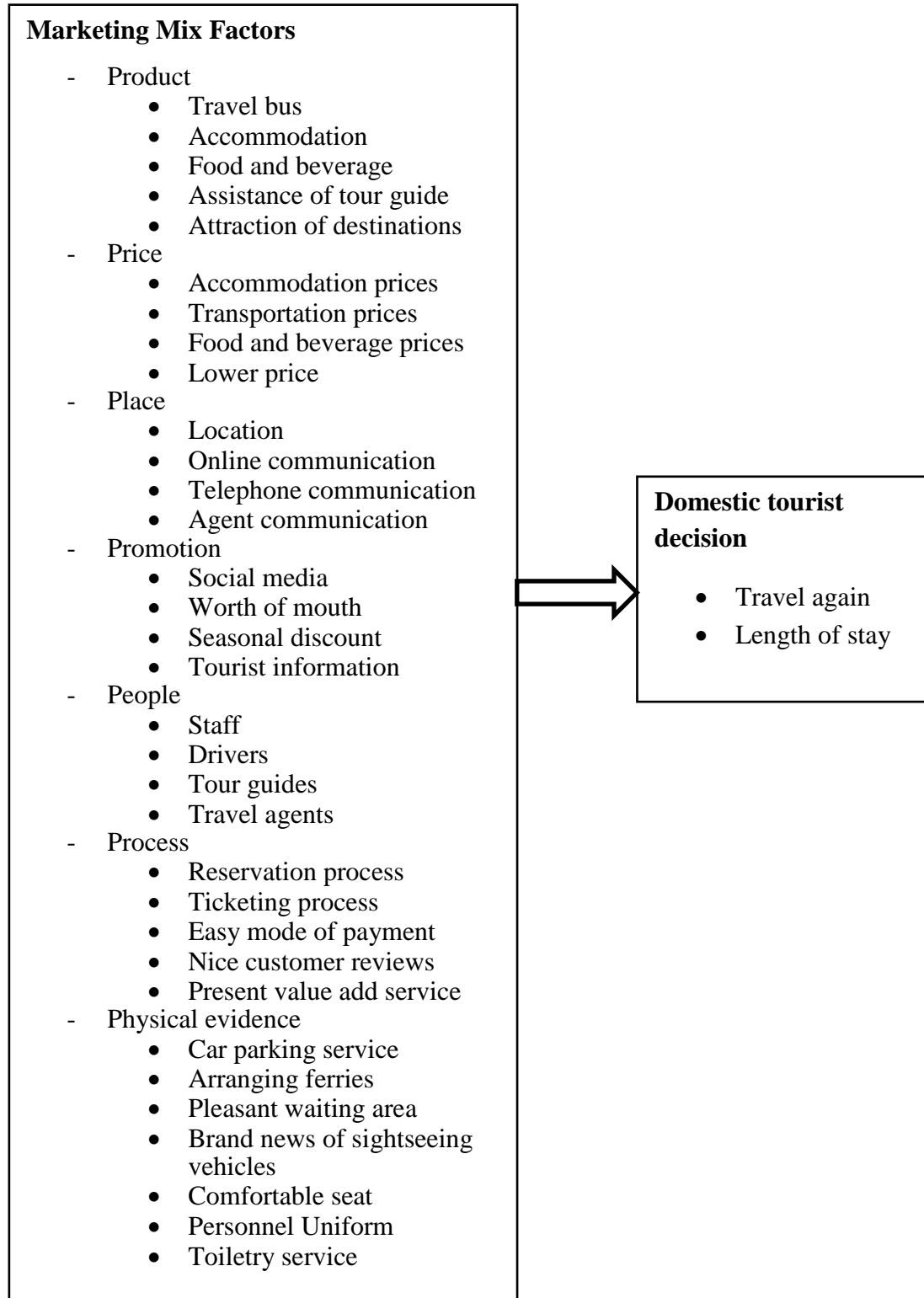
## **2.6 Conceptual Framework of the Study**

In this study, the dependent variables are the domestic tourist decision while the marketing mix factors are independent variables. Marketing mix factors contain product, price, place, promotion, people, process and physical evidence. The product includes travel bus, accommodation, food and beverage, assistance of tour guide and attraction of destinations. The price consists of accommodation prices, transportation prices, food and beverage prices and lower price. The place consists of location, online communication, telephone communication and agent communication. The promotion consists of social media, worth of mouth, seasonal discount and tourist information. The people include staff, driver, tour guides and travel agents. The process includes reservation process, ticketing process, easy mode of payment, nice customer reviews and present value add service. The physical evidence includes car parking service, arranging ferries, present waiting area, brand news of sightseeing vehicles, comfortable seat, personnel uniform and toiletry service. Domestic tourist decision include travel again and length of stay.

**Figure (2.2) Conceptual Framework to link Marketing Mix Factors and Domestic Tourists Decision**

**Independent Variables**

**Dependent Variables**





Source: own compilation (2018)

## **CHAPTER 3**

### **PROFILE OF TRAVELS AND TOURS COMPANIES IN TARMWE TOWNSHIP**

In this chapter, the background of three travels and tours companies, named Gold Tripper, Golden Star, Shwe Chaung Thar Shwe Kyaike Htee Yoe in Tarmwe Township, their organizational structure and marketing mix activities are presented.

#### **3.1 Myanmar's Tourism Industry**

The tourism business has played a major role in driving forward Myanmar's economic development since the start of national reforms in 2011. Myanmar is endowed with many potential tourist attractions arising from its 1,930 km coastline, its historical landmarks and variety of cultural traditions. The government has drawn up a tourism development master plan, which seeks to build Myanmar into a leading tourist destination in Southeast Asia, and to cater to the increasing number of tourists arriving in Myanmar. According to Ministry of Hotels and Tourism, Myanmar recorded some 7.1 million domestic travelers from August 2016 to April 2017. The local tourism has developed since Myanmar political transition period in 2011-2012 which witnessed a healthy jump from 3.1 million travelers to 7.1 million in 2016-2017. This arrival number is close to the expected arrivals of the international tourist target of 7.5 million visitors in 2020 as a result of the tourism master plan of the Ministry of Hotel and Tourism. Moreover, political and economic stability are seen as opportunities for the development of the tourism industry. In terms of changing people's mindset, the domestic travelers prefer to stay at hotels instead of monasteries and guest houses. Myanmar has seen an increase in the number of hotel rooms from 9,132 at the end of 2015 to 11,207 at the end of November 2016. However, there is still high demand for hospitality services which need to be improved for Myanmar to achieve its target for the tourism industry.

The World Travel and Tourism Council forecasts that Myanmar's tourism industry will rank second out of 184 countries in 2016, and has the potential to grow more within the

next decade. The exponential growth of the sector is predicated to increase employment in the tourism industry by 66% to 2.1 million jobs by 2026, and to contribute to Myanmar's GDP by an average of 6.5% between 2015-2026. Although Myanmar has enjoyed a boom in the tourism industry, the government needs to improve infrastructure in all aspects to meet international standards. In 2015, 2.6 billion USD of foreign investment went into the development of the hotel and tourism related business, which includes 9,132 hotel rooms across 48 projects. This investment is now 69% complete.

The growth of tourism industry in Myanmar relies on political reforms, economic stability and clear procedures for foreign investment. The Myanmar government is working to establish a clear investment law to encourage foreign direct investment, which also includes a tourism law. The aim is to build investors' confidence in Myanmar. For example, since July 2016, the application for and renewal of hotel operation license, tour company and tour guide license, as well as license for transportation can be done online. Analysts conclude that the growth of the tourism industry will be driven by large projects, which are funded by foreign investors. If the hotel and tourism investment law and a draft tourism law are encouraged by investors, foreign investment in this sector will increase, and contribute to tourism development in Myanmar. Moreover, the Myanmar Tourism Master Plan 2013-2020 has presented its vision to develop the tourism and hospitality sector to create job and business opportunities for the Myanmar people.

### **3.2 Profile of Travels and Tours Companies**

**Gold Tripper Travels and Tours Company** was established in 2015. The type of ownership is sole proprietorship and investment of the company is approximately 1000 lakhs. The qualification of the owner is BAct. It is one of the tourism service companies in Myanmar, which offers the services related to domestic tourists in Myanmar including different kind of tour packages. It is operating with 19 employees and providing tourism services. The purpose for establishing this company is to offer services so that the traveler can travel conveniently. The mission of the company is to become one of the leading travel operators in Myanmar.

The organization structure of the company illustrated as figure 3.1 in appendix III (a). According to figure 3.1, the organization structure has three departments. They are

operation department, sale department and finance department. The operation department has one operation manager and one assistant. Operation department is responsible for all kinds of tourist activities such as booking hotel, arrange transportation, accommodation, meal services and guide service. Hotel arrangement includes room category (Twin, Single or double bed) and extra bed included or not. Transport service consists of flight, car and boat and there are 4 drivers and 2 workers. Guide service includes selection and assignment the guides who are extremely knowledgeable about history and there are 7 tour guides. The sale department has two sale staff. They are responsible for ticket selling and arrange for confirm date. Ticket delivery and cash collection include in sale department because company delivery process is door to door system, who buy ticket online or phone. Some come to office and buy. Finance department has one accountant who is handling for receiving tour fare via bank and cash on arrival from customers payments for room charges, transportation, meals and company's office works such as extension for licenses, management for staff affairs, training and social welfare for staff. The list of staff in Gold Tripper is described in table (3.1).

**Table (3.1) List of staff in Gold Tripper Travels and Tours Company**

| <b>Sr.No</b> | <b>Type of Staff</b> | <b>Number of staff</b> |
|--------------|----------------------|------------------------|
| 1            | Managing Director    | 1                      |
| 2            | Manager              | 1                      |
| 3            | Staff                | 4                      |
| 4            | Tour Guide           | 7                      |
| 5            | Driver               | 4                      |
| 6            | Worker               | 2                      |
|              | <b>Total</b>         | 19                     |

Source: Gold Tripper Travels and Tours Company, 2018

**Golden Star Travels and Tours Company** is an authorized tour operator, working officially under the Union of Myanmar Travel Association. Golden Star Travels and Tours is a travel agency and tour operator established in 2008. The type of ownership is sole proprietorship and investment of the company is nearly 2000 lakhs. The qualification of the owner is BA (English). Golden Star makes sure that support customers with best service for

individuals or groups domestic ticketing. There are over 100 agents located in Mandalay and Yangon. It is providing tourism services with 35 employees. The objective of the company is to provide services so that the travelers can travel pleasantly. The mission of the company is to increase travelers and gain competitive advantage in this industry.

The organization structure of the company illustrated as figure 3.2 in appendix III (b). According to the figure (3.2), there are four departments in the company. They are ticket department, operation department, marketing department and finance department. Managing director is the owner of the company and general manager supervises to all of these departments. The ticket department has three staff and operates with one manager and two staff. The ticket department handles the selling tickets for destinations. Operation department has operation manager, executive and three staff. Operation department is responsible for making necessary arrangements according to tour program. This department's arrangement includes hotel arrangement, meals arrangement, transportation arrangement and guide service. There is three staff in marketing department and they are marketing manager and two staff. Marketing department handle for tour market. Marketing manager is responsible for progress and smooth operation to achieve target goals. Finance department is operated with one manager and two accountants. Finance department is handling for receiving tour fare via bank and cash on arrival from customers payments for room charges, transportation, meals and company's office works such as extension for licenses, management for staff affairs, training and social welfare for staff. The list of staff in Golden Star is described in table (3.2).

**Table (3.2) List of staff in Golden Star Travels and Tours Company**

| <b>Sr.No</b> | <b>Type of Staff</b> | <b>Number of staff</b> |
|--------------|----------------------|------------------------|
| 1            | General Manager      | 1                      |
| 2            | Manager              | 4                      |
| 3            | Executive            | 1                      |
| 4            | Staff                | 9                      |
| 5            | Tour Guide           | 10                     |
| 6            | Driver               | 5                      |
| 7            | Worker               | 5                      |
|              | <b>Total</b>         | 35                     |

Source: Golden Star Travels and Tours Company, 2018

**Shwe Chaung Thar Shwe Kyeik Htee Yoe Travels and Tours Company** was established in 2016 and registered at Ministry of Commerce. Also received the tour operator license from Directorate of Hotels and Tourism under the Ministry of Hotels and Tourism. The type of ownership is partnership and the amount of investment for the company cost over 1500 lakhs. The company offers the services only to domestic tourists who travel to Chaung Thar, Ngwe Saung and Kyeik Htee Yoe. There are over 100 agents located in Yangon, Hmawbe and Mandalay. It is operating with 29 employees and providing tourism services. The establishment of the company is to give ease travelling to customers. The mission of the company is to reduce cost and to get competitive price among agents.

The organization structure of the company illustrated as figure 3.3 in appendix III (c). According to the figure (3.3), there are three departments in the company. They are ticket department, operation department and finance department. Managing director is the owner of the company and general manager supervises to all of these departments. The ticket department has three staff and operates with one manager and two staff. The ticket department handles the selling tickets for destinations. Operation department has operation manager, assistant manager and two staff. Operation department is responsible for making necessary arrangements according to tour program. This department's arrangement includes hotel arrangement, meals arrangement, transportation arrangement and guide service. Finance department is operated with one manager and two accountant. Finance department is handling for receiving tour fare via bank and cash on arrival from customers payments for room charges, transportation, meals and company's office works such as extension for licenses, management for staff affairs, training and social welfare for staff. The list of staff in Shwe Chaung Thar Shwe Kyeik Htee Yoe is described in table (3.3).

**Table (3.3) List of staff in Shwe Chaung Thar Shwe Kyeik Htee Yoe Travels and Tours Company**

| <b>Sr.No</b> | <b>Type of Staff</b> | <b>Number of staff</b> |
|--------------|----------------------|------------------------|
| 1            | General Manager      | 1                      |
| 2            | Manager              | 3                      |
| 3            | Assistant Manager    | 1                      |
| 4            | Staff                | 6                      |

|   |              |    |
|---|--------------|----|
| 5 | Tour Guide   | 11 |
| 6 | Driver       | 2  |
| 7 | Worker       | 5  |
|   | <b>Total</b> | 29 |

Source: Shwe Chaung Thar Shwe Kyeik Htee Yoe Travels and Tours Company, 2018

### **3.3 Marketing Mix Activities of Travels and Tours Companies**

The marketing mix consists of product (service), price, place, promotion, people, process and physical evidence.

#### **3.3.1 Product**

Service is the vital important factor in attracting of tourists in tourism industry. The companies provide various services which could fulfill the needs of customers. These services given are categorized as tour package, car rental, hotel reservation and ticketing services. All of these services are offered by Gold Tripper and Golden Star travels and tours companies. Shwe Chaung Thar Shwe Kyeik Htee Yoe company offer only tour package, hotel reservation and ticketing services. All travels and tours companies under survey have package tour inclusion of accommodation, transportation, tour guide, boat and meals. The tour package of Goid Tripper and Golden Star companies includes hotel, car, guide, boat and meals. The tour package of Shwe Chaung Thar Shwe Kyeik Htee Yoe company includes hotel, car, guide and meals. In general, the services given by the companies are most important to gain their success and therefore they try to provide full services to all package concerned. Golden Star and Gold Tripper travels and tours companies' destinations are around in Myanmar but the destinations of Shwe Chaung Thar Shwe Kyeik Htee Yoe travels and tour company are only Chaung Thar, Ngwe Saung and Kyeik Htee Yoe.

#### **3.3.2 Price**

The companies only offer fair price which every customer can afford to pay for the tour fare. There are tour fare changes according to the destination. The payment system of Gold Tripper travels and tours company is the installment that first half of the tour cost is paid before travel and the second half of the tour cost is paid while travelling. The payment systems of Golden Star and Shwe Chaungtha Shwe Kyeik Htee Yoe travels and tours companies are cash down payment. Golden Star and Gold Tripper offer discount on passenger's quantities; price discount can get by quantity discount (For example: if 4 pax or

7 pax bought package and 1 pax is free for low season, and if 10 pax bought package and 1 pax is free for high season).

### **3.3.3 Place**

The distribution channel of the Gold Tripper travels and tours company is the direct distribution in which service providers are giving services to their client directly and there is no agent. However, there are connections between travels and tours companies. The distribution channels of Golden Star and Shwe Chaung Thar Shwe Kyeik Htee Yoe travels and tours companies are the direct distribution in which service providers are giving services to their client directly and sometimes use one level channel. In Golden Star Company, there are over 100 agents located in Mandalay and Yangon. In Shwe Chaung Thar Shwe Kyeik Htee Yoe Company, there are over 100 agents located in Yangon, Hmawbe and Mandalay. If the customers contact by online or telephone, the companies serve door to door service with free delivery. In order to be convenient for customers, the companies also arrange the buying of tickets from KBZ, AYA and CB mobile Banking.

### **3.3.4 Promotion**

In marketing mix, promotion is mainly vital to promote the company for the public awareness. The Gold Tripper applies advertising, sales promotion and public relation as promotion tool to market the company. The company is advertised through social media especially on Facebook and pamphlets. The schedules of destinations are posted on Facebook regularly. If there is the long holidays before one month, the pamphlets are given out in crowded areas. The customer can get 5% discount if the ticket is prepaid next month. The company also arrange lucky draw for customers. The Golden Star applies advertising and sales promotion as promotion tool to market the company. The company is advertised through social media especially on Facebook and pamphlets. The company also celebrated the 10 years anniversary with lucky draw presents such as Honda Fit, iPhone 7 and free package tour. As a promotion method, the Shwe Chaung Thar Shwe Kyeik Htee Yoe company only applies advertising to promote the customers. The company is mainly advertised through social media (Facebook) and pamphlet. The company also celebrated the lucky draw presents with free ticket for one year and free ticket for life. It is found that all travels and tours companies are contacted online but the channels used through telephone and agents are more convenient in some travels and tours companies.

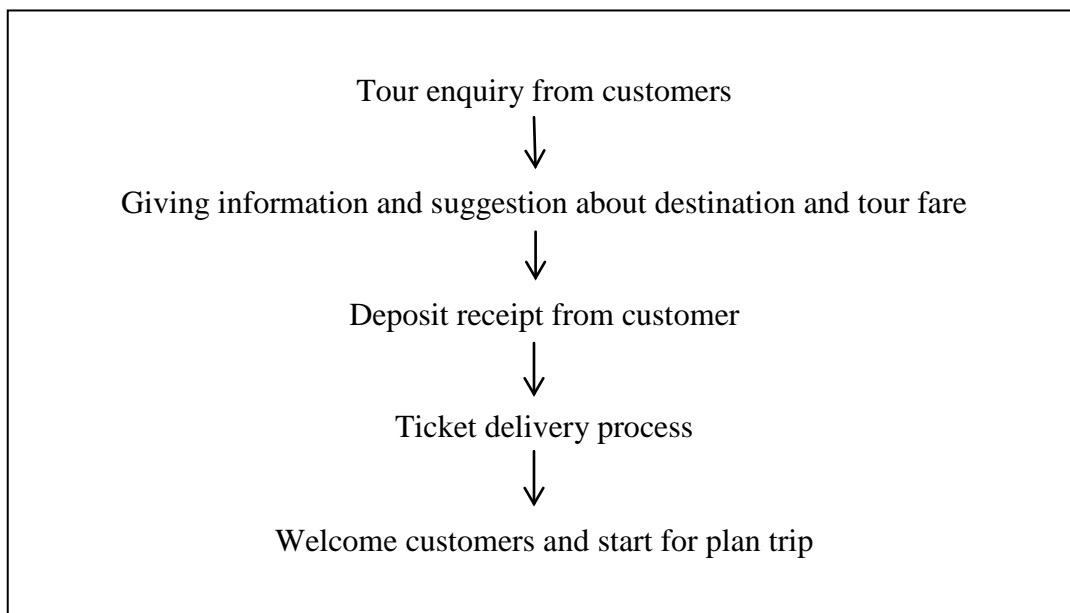
### 3.3.5 People

The service providers of the company are office staff, tour guides, drivers and workers. The companies appoint only persons who are consistent with the selected skills. The travels and tours Companies always find different kinds of ways to improve the skills and abilities of staff. The companies are controlling their people by training and providing rewards. In the training process, the Gold Tripper company provides on-the-job training and off-the-job training. On-the-job training involves employees training at the place of work while he or she is doing the actual job. As Off-the-job training, the manager has attended at Strategy First Institute for Management Diploma and the sales assistants also have attended at Columbus Travels and Tours Training Centre for ticketing during 2018. The best staff is rewarded every year. Golden Star provides only On-the-job training to their staff. The Shwe Chaung Thar Shwe Kyeik Htee Yoe company is controlling its people by training, motivating and providing rewards. The company is controlling its people by on-job-training and off-job-training. As Off-the-job training, the staff have attended seminar and workshop provided by Ministry of Hotels and Tourism.

### 3.3.6 Process

The service delivery process of the Gold Tripper Travels and Tours Company is shown in Figure (3.4).

**Figure (3.4) the service delivery process of the Gold Tripper Travels and Tours**

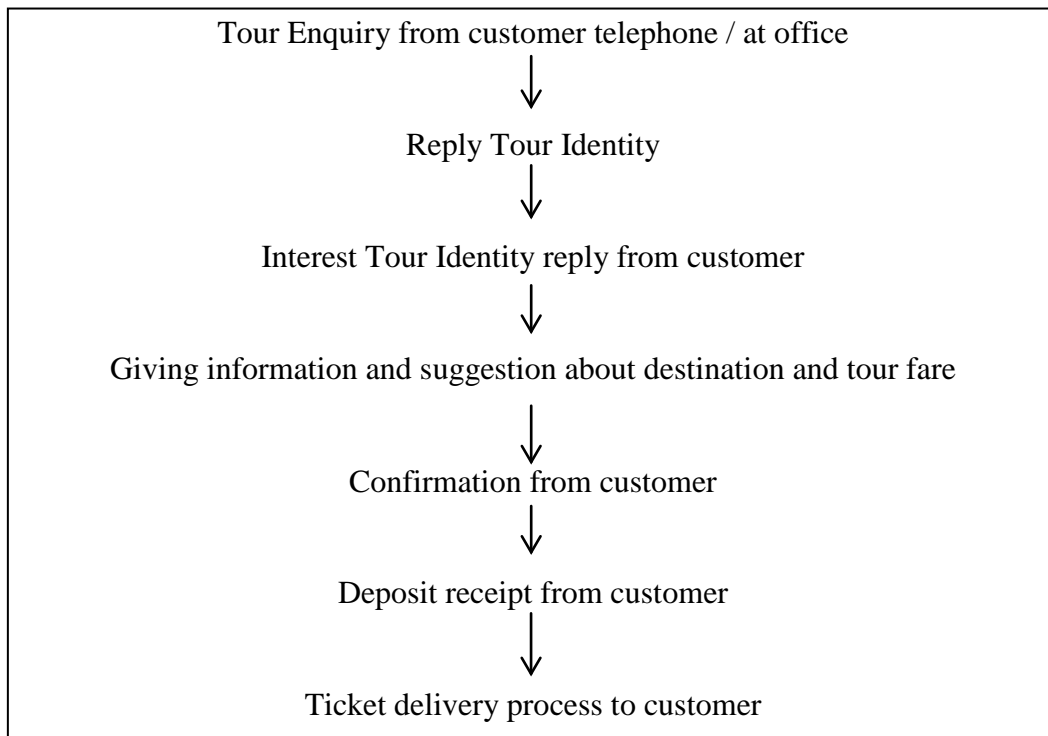




Source: Gold Tripper Travels and Tours Company, 2018

According to the figure (3.4), the company firstly answers the tour enquires from customers. The reception staff gives information and explains about the destination and tour fare. If the customers confirm to travel with the company, the company receipts deposit from customer and deliver ticket to customer. And then the company starts for plan trip. The Golden Star Company's service delivery process is described in figure (3.5).

**Figure (3.5) service delivery process of Golden Star Travels and Tours Company**

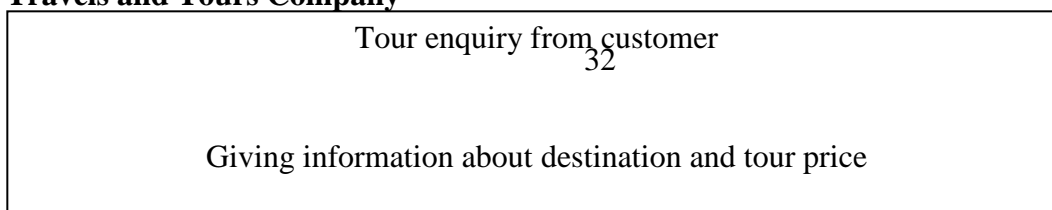


Source: Golden Star Travels and Tours Company, 2018

According to the figure (3.5), the customer enquires the tour identity from telephone or at office. The company answer the tour enquires from customers. After the interest tour identity replied from customer, the reception staff gives information and explains about the destination and tour fare. If the customer confirms to travel with the company, the company receipts deposit from customer and deliver ticket to customer.

The Shwe Chaung Thar Shwe Kyeik Htee Yoe Company's service delivery process is described in figure (3.6).

**Figure (3.6) service delivery process of Shwe Chaung Thar Shwe Kyeik Htee Yoe Travels and Tours Company**





Source: Shwe Chaung Thar Shwe Kyeik Htee Yoe Travels and Tours Company, 2018

According to the figure (3.6), the company answers the tour enquires from customers by giving information about destination and tour price. If the customers confirm to travel with the company, the company delivers ticket to customer and receipts deposit from customer.

### **3.3.7 Physical Evidence**

In order to impress the clients, the Gold Tripper company provides some facilities for physical evidence not only inside the company but also outside the company. In the company, Wi-Fi is available so that the customers do not bore while waiting the travel bus. There is also toiletry service and the company arranges uniform for staff. Moreover, the company uses sightseeing cars that have fully facilitated equipment. The location of the company is ground floor so the car parking is ease. The company also arranges ferry to near bus stop for customers. The Golden Star Company decorates the office with modernized design for customer's impression which is an expensive for the customer with the help of tangible items like comfortable seats, music and sound while traveling, and office decoration, eases of car parking, employee wearing uniform and regarding the public utilities like toilets. The Shwe Chaung Thar Shwe Kyeik Htee Yoe company makes the office with modernized design and equipment within the office, pleasant waiting area and keeps the toiletry service everyone healthy by being clean. For outside the company, the company is located near the KBZ Bank and Kyauk Myaung Market and easily recognizable for customers to find.

## **CHAPTER 4**

### **RESEARCH METHODOLOGY**

This chapter presents the results of the study and mainly focuses on the marketing mix factors influencing on domestic tourist decision. To analyze marketing mix factors influencing on domestic tourist decision, descriptive research method and regression analysis are performed. The mean value and standard deviation are calculated from data gathered with questionnaires. The questionnaires were used to set up with five point Likert scale.

#### **4.1 Research Design**

Research design focused on marketing mix factors influencing on domestic tourist decision from three travels and tours companies in Tarmwe Township. To support the assessment, the required data were collected through sample survey with detective approach. As a survey instrument, a structured questionnaire for primary and secondary data were used. The questionnaires are divided into two parts such as Section A and Section B. Questions included in section A are about the demographic characteristics of sampled domestic tourists in three travels and tours companies in Tarmwe Township. Section B was designed to sampled marketing mix factors influencing on domestic tourist decision. This is made up of Likert Scale (ranking from “strongly disagree = 1, disagree = 2, neutral = 3, agree = 4, strongly agree = 5”) which consisted of Likert scale on the questions to collect the data. Interview method was conducted. In this study, Descriptive research method and regression analysis were applied to complete research objective. Simple random sampling method was employed in selection of respondents. By this way a sample of 250 respondents which are domestic tourists from three travels and tours companies in Tarmwe Township were selected. The chosen sample were requested to complete the questionnaires. All domestic tourists from three travels and tours companies kindly responded to the questionnaires. After collecting data, the data were analyzed by using the SPSS software with descriptive and regression analysis.

The collection data was conducted from 250 respondents who are domestic tourists visited around to Myanmar’s famous places and received services from three travels and

tours companies in Tarmwe Township namely Gold Tripper, Golden Star and Shwe Chaung Thar Shwe Kyeik Htee Yoe. The data collection was achieved from 90 respondents of Gold Tripper, 85 respondents of Golden Star and 75 respondents of Shwe Chaung Thar Shwe Kyeik Htee Yoe travels and tours companies. These respondents were interviewed with structured questionnaires by using simple random sampling method. There are two parts in this survey. At first, the demographic profile of respondents is described and the second part is the statistical analysis of factors influencing the marketing mix on domestic tourists' decision. The survey used Descriptive Analysis and Regression Analysis.

## 4.2 Demographic Profile of Respondents

In this section, respondents are analyzed by demographic factors which include gender, age, occupation and monthly income.

### (a) Gender of Respondents

The gender of 250 respondents is described with percentage which is shown below in table (4.1).

**Table (4.1) Gender of Respondents**

| <b>Gender</b> | <b>Numbers of Respondents</b> | <b>Percentage</b> |
|---------------|-------------------------------|-------------------|
| Male          | 123                           | 49.2              |
| Female        | 127                           | 50.8              |
| <b>Total</b>  | <b>250</b>                    | <b>100</b>        |

Source: Survey Data, 2018

As shown in table (4.1), the sample consists of 123 males and 127 females. In term of percentage, female respondents share 50.8 percentage of sample while male respondents share 49.2 percentage of sample. Most of respondents are females. As a reason, females are more interested in travelling than males.

### (b) Age of Respondents

In table (4.2), the age of 250 respondents are being classified into six categories which are under 20, 20-29, 30-39, 40-49, 50-59 and 60 and above. The range of for the respondents is under 20 years followed by 26 participants, from 20-29 years followed by 77 participants, from 30-39 years followed by 64 respondents, from 40-49 years followed by 38

participants, from 50-59 years followed by 32 participants and from 60 years and above followed by 13 participants.

**Table (4.2) Age of Respondents**

| <b>Age</b>         | <b>Numbers of Respondents</b> | <b>Percentage</b> |
|--------------------|-------------------------------|-------------------|
| Under 20 years     | 26                            | 10.4              |
| 20-29 years        | 77                            | 30.8              |
| 30-39 years        | 64                            | 25.6              |
| 40-49 years        | 38                            | 15.2              |
| 50-59 years        | 32                            | 12.8              |
| 60 years and above | 13                            | 5.2               |
| <b>Total</b>       | <b>250</b>                    | <b>100</b>        |

Source: Survey Data, 2018

As shown in table (4.2), the main age level is obtained from the respondents 20-29 years with 30.8%, surveyed by 30-39 years with 25.6%, 40-49 years with 15.2%, 50-59 years with 12.8%, under 20 years with 10.4% and 60 years and above with 5.2%. Most of the middle age respondents are participated in this survey. According to the data, people who age 20-29 are found to tend to travel too much.

**(c) Occupation of Respondents**

All of the respondents were requested to answer their occupation which is classified into six groups: student, government staff, company staff, business owner, dependent and retired. The results of classification on occupation of respondents are shown in table (4.3).

**Table (4.3) Occupation of Respondents**

| <b>Occupation</b> | <b>Numbers of Respondents</b> | <b>Percentage</b> |
|-------------------|-------------------------------|-------------------|
| Student           | 40                            | 16                |
| Government staff  | 47                            | 18.8              |
| Company staff     | 70                            | 28                |
| Business owner    | 60                            | 24                |
| Dependent         | 27                            | 10.8              |
| Retired           | 6                             | 2.4               |

|              |            |            |
|--------------|------------|------------|
| <b>Total</b> | <b>250</b> | <b>100</b> |
|--------------|------------|------------|

Source: Survey Data, 2018

Table (4.3) indicates that 70 respondents out of 250 respondents are company staff which represents the largest sample group with 28% of respondents. It seems that company staff travel than others because their salaries are high. The second group of the respondents with 24% is business owner, the third group of the respondents with 18.8% is government staff, the fourth group of the respondents with 16% is student, the fifth group of the respondents with 10.8% is dependent and the smallest group of the respondents with 2.4% is retired.

#### **(d) Monthly Income Level**

All of the respondents were requested to participate in answering their income which is divided into five groups as 200,000 kyats or less, 200,001-300,000 kyats, 300,001-400,000 kyats, 400,001-500,000 kyats and over 500,000 kyats. These monthly income levels are described in table (4.4).

**Table (4.4) Monthly Income Level**

| <b>Income Level (MMK)</b> | <b>Numbers of Respondents</b> | <b>Percentage</b> |
|---------------------------|-------------------------------|-------------------|
| 200,000 and less          | 69                            | 27.6              |
| 200,001-300,000           | 90                            | 36                |
| 300,001-400,000           | 43                            | 17.2              |
| 400,001-500,000           | 14                            | 5.6               |
| Over 500,000              | 34                            | 13.6              |
| <b>Total</b>              | <b>250</b>                    | <b>100</b>        |

Source: Survey Data, 2018

According to table (4.4), people with income level of 200,001 to 300,000 MMK are found to be most interested in travelling, representing 36% of respondents. The second largest group is 27.6% of respondents which earns 200,000 MMK and less. The third largest group is 17.2% of respondents which earns between 300,001 to 400,000 MMK and over 500,000MMK is 13.6% of respondents. The respondents with 5.6% are those who earn 400,001-500,000 MMK.

### 4.3 Analysis of Marketing Mix Factors Influencing on Domestic Tourist

#### Decision

In this section, the analysis of using five-point Likert scale measurement on the factors influencing the marketing mix on domestic tourists' decision from travels and tours companies is presented. The result of the survey are described with the range from one to five (1 = strongly disagree, 2 = disagree, 3= neither agree nor disagree or cannot decided, 4 = agree and 5 = strongly agree). The mean value then was applied from one to five. Therefore, if the mean value is less than 3, it indicates that the marketing mix activities offered by the travels and tours companies cannot influence on domestic tourist decision. In contrast, if the mean value is greater than 3, the marketing mix activities offered by the travels and tours companies can influence on domestic tourist decision.

#### (a) Product Factors that Influence on Domestic Tourist Decision

The following table (4.5) shows the analysis of the influencing of product factors from travels and tours companies on domestic tourists. The results of product factors are described in this section.

**Table (4.5) Product Factors that Influence on Domestic Tourist Decision**

| No | Product Factor                              | Mean | Standard Deviation |
|----|---|------|--------------------|
| 1. | The bus is convenient, comfortable and safe | 3.97 | 0.691              |
| 2. | Accommodations are convenient               | 4.02 | 0.728              |
| 3. | High quality meals                          | 3.90 | 0.699              |
| 4. | Assistance of tour guide                    | 4.03 | 0.676              |
| 5. | Destinations are visually attractive        | 4.00 | 0.601              |
|    | <b>Overall Mean</b>                         | 3.98 | 0.679              |

Source: Survey Data, 2018

According to the table (4.5), the result from the question of “assistance of tour guide”, is obtained the largest mean score of 4.03 with the standard deviation of 0.676 has encountered higher the standard mean score 3, the marketing mix activities of these travels and tours company highly influence on the domestic tourist decision. Regarding to the

question of “convenient, comfortable and safe bus” and “high meal quality”, obtained the mean score 3.97 and 3.9, with the standard deviation of 0.691 and 0.699 which is a little higher than of standard mean score. Therefore, it can conclude that the “convenient, comfortable and safe travel bus” and “high meal quality” do not highly influence on the domestic tourist decision.

**(b) Price Factors that Influence on Domestic Tourist Decision**

The influencing of price factors on domestic tourist decision is demonstrated in table (4.6). The result concerning the price factors is discussed in this section.

**Table (4.6) Price Factors that Influence on Domestic Tourist Decision**

| No | Price Factor                         | Mean | Standard Deviation |
|----|--------------------------------------|------|--------------------|
| 1. | Accommodations prices are fair       | 3.74 | 0.707              |
| 2. | Transportation prices are reasonable | 3.73 | 0.687              |
| 3. | Food and beverage prices are fair    | 3.77 | 0.700              |
| 4. | Lower price than other companies     | 3.68 | 0.691              |
|    | <b>Overall Mean</b>                  | 3.73 | 0.696              |

Source: Survey Data, 2018

According to the table (4.6), it shows that the question of “food and beverage prices are fair”, obtained the mean score 3.77 with the standard deviation of 0.7, which is higher than the standard mean score 3. This indicates that it can be assumed that prices of food and beverage highly influence on domestic tourist decision.

Regarding to the item “lower price than other companies”, obtained the mean score 3.68 with the standard deviation of 0.691, which is higher than the standard mean score 3. It can be assumed that lower price than other companies influence on domestic tourist decision.

**(c) Place Factors that Influence on Domestic Tourist Decision**

Analysis of the influencing of domestic tourist decision on place/location, respondents were requested to answer the total four items. The following table (4.7) describes the analysis of the influencing of place factors on domestic tourist decision.



**Table (4.7) Place Factors that Influence on Domestic Tourist Decision**

| No | Place Factor                                | Mean | Standard Deviation |
|----|---|------|--------------------|
| 1. | Location of the company                     | 3.87 | 0.640              |
| 2. | Convenience of online communication         | 3.91 | 0.615              |
| 3. | Convenience of communication with telephone | 3.93 | 0.610              |
| 4. | Ease of agent communication                 | 3.92 | 0.600              |
|    | <b>Overall Mean</b>                         | 3.90 | 0.616              |

Source: Survey Data, 2018

As shown in the table (4.7), it states that the result from the question of “convenience of communication with telephone”, obtained the higher mean score 3.93 with the standard deviation of 0.61 which is higher than the standard mean score 3, it can be assumed that communication with telephone highly influence on the domestic tourist decision.

And then “location of the company” obtained the mean score 3.87 with the standard deviation of 0.64 which is higher than the standard mean score 3, it can be assumed that location of the company do not highly influence on the domestic tourist decision.

**(d) Promotion Factors that Influence on Domestic Tourist Decision**

From the analysis of influencing of promotion factors on domestic tourist decision, respondents are requested to answer the total four items. The following table (4.8) shows the results from the analysis on the influencing of promotion factors on domestic tourist decision.

**Table (4.8) Promotion Factors that Influence on Domestic Tourist Decision**

| No | Promotion Factor   | Mean | Standard Deviation |
|----|--|------|--------------------|
| 1. | Recognized from radio, television, pamphlet, and social media      | 3.87 | 0.688              |
| 2. | Word-of-mouth from relatives and friends                           | 3.90 | 0.698              |
| 3. | Offering seasonal discount   | 3.85 | 0.743              |
| 4. | Tourist information provided by travel agencies is easily accessed | 3.87 | 0.648              |

|  |                     |      |       |
|--|---------------------|------|-------|
|  | <b>Overall Mean</b> | 3.87 | 0.694 |
|--|---------------------|------|-------|

Source: Survey Data, 2018

According to the table (4.8), it shows that the result from the question of “word-of-mouth from relatives and friends”, obtained the highest mean score 3.9 with the standard deviation of 0.698 which is higher than the standard mean score 3, it can be assumed that word-of-mouth is very important in marketing mix of promotion.

Regarding to the terms and conditions “offering seasonal discount”, obtained the mean score 3.85 with the standard deviation of 0.743 which is higher than the standard mean score 3, it can be assumed that travels and tours companies need to consider offering seasonal discount to customers.

#### (e) People Factors that Influence on Domestic Tourist Decision

The respondents are requested to answer about how people factors influence on them. The classification of the result is described in table (4.9).

**Table (4.9) People Factors that Influence on Domestic Tourist Decision**

| No | People Factor  | Mean | Standard Deviation |
|----|--|------|--------------------|
| 1. | Staff explains the services offered by company patiently           | 3.98 | 0.670              |
| 2. | The skill of driver is excellent                                   | 4.06 | 0.662              |
| 3. | Tour guides meet tourist’s needs completely                        | 4.12 | 0.735              |
| 4. | Travel agents treat the customers with politeness and friendliness | 4.06 | 0.685              |
|    | <b>Overall Mean</b>  | 4.05 | 0.688              |

Source: Survey Data, 2018

As mentioned in table (4.9), it states that the factor of “the services of tour guides” obtained the highest mean score 4.12 with standard deviation 0.735, which is higher than the standard mean score 3. This indicates that take care of tour guide highly influence on domestic tourist decision.

Regarding to the factor “the services of the staff”, the result obtained the smallest mean score 3.98 with standard deviation 0.670, which is slightly higher than the standard

mean score 3. This implies that the domestic tourists are somewhat feeling unpleasant for the staff and they are needed more training to be pleasant to the customers by the travels and tours companies.

**(f) Process Factors that Influence on Domestic Tourist Decision**

The result data obtained from this study discloses the influencing of process factors on domestic tourist decision in table (4.10).

**Table (4.10) Process Factors that Influence on Domestic Tourist Decision**

| No | Process Factor                   | Mean   | Standard Deviation |
|----|----------------------------------|--------|--------------------|
| 1. | Reservation process is ease      | 4.00   | 0.631              |
| 2. | Ticketing process is convenience | 4.02   | 0.658              |
| 3. | Easy mode of payment             | 4.0120 | 0.64926            |
| 4. | Nice customer reviews            | 3.99   | 0.659              |
| 5. | Present value add service        | 3.88   | 0.729              |
|    | <b>Overall Mean</b>              | 3.98   | 0.665              |

Source: Survey Data, 2018

According to the table (4.10) mentioned above, it shows that the mean score of the factor “reservation process, picketing process, easy mode of payment, nice customer reviews and value add service” is greater than standard mean score 3. It can be assumed that the process of travels and tours companies influence on the domestic tourist decision.

**(g) Physical Evidence Factors that Influence on Domestic Tourist Decision**

In the analysis of physical evidence of the company, 250 respondents were requested to answer seven items. The following table (4.11) shows that the results from the analysis of the influencing of physical evidence of the company on domestic tourist decision.

**Table (4.11) Physical Evidence Factors that Influence on Domestic Tourist Decision**

| No | Physical Evidence Factor           | Mean | Standard Deviation |
|----|------------------------------------|------|--------------------|
| 1. | Ease of car parking service        | 4.02 | 0.719              |
| 2. | Arranging ferries                  | 4.05 | 0.715              |
| 3. | Pleasant waiting area              | 4.05 | 0.729              |
| 4. | Brand news of sightseeing vehicles | 4.09 | 0.734              |
| 5. | Comfortable seat                   | 4.07 | 0.725              |
| 6. | Physical appearance of personnel   | 4.07 | 0.713              |

|    |                     |      |       |
|----|---------------------|------|-------|
|    | uniform             |      |       |
| 7. | Toiletry service    | 4.09 | 0.719 |
|    | <b>Overall Mean</b> | 4.06 | 0.720 |

Source: Survey Data, 2018

According to the table (4.11), it shows that the results from the questions of “brand new of sightseeing vehicle” and “toiletry service” obtained the largest mean score 4.09 with the standard deviation of 0.734 and 0.719 which is higher than the standard mean score 3, the sightseeing vehicle and toiletry service highly influence on the domestic tourist decision.

Regarding to the factor “ease of car parking service”, it obtains the smallest mean score 4.02 with the standard deviation of 0.719 which is higher than the standard mean score of 3, the ease of car parking influence on the domestic tourist decision.

#### (h) Domestic Tourist Decision

The domestic tourist decision on the travels and tours companies are demonstrated in table (4.12). The results are described in this section.

**Table (4.12) Domestic Tourist Decision**

| No | Domestic Tourist Decision                     | Mean | Standard Deviation |
|----|---|------|--------------------|
| 1. | I am prefer to travel with this company again | 3.95 | 0.721              |
| 2. | Length of stay                                | 3.94 | 0.712              |
|    | <b>Overall Mean</b>                           | 3.95 | 0.709              |

Source: Survey Data, 2018

According to the table (4.12), it shows that the question of “I am prefer to travel with this company again” obtained the largest mean score 3.95 with the standard deviation of 0.721 which is higher than the standard mean score of 3, many of the respondents have higher impact on travel again.

Regarding to the terms and conditions “length of stay”, it obtains the smallest mean score 3.94 with the standard deviation of 0.712 which is higher than the standard mean score of 3, it can be assumed that the most of the respondents have higher impact on length of stay.

#### 4.4 Marketing Mix Factors and Domestic Tourist Decision

This section presents the relationship between the marketing mix factors and domestic tourist decision.

**Table (4.13) Relationship between Marketing Mix Factors and Domestic Tourist Decision**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------------------|----------|-------------------|----------------------------|
| 1     | .797 <sup>a</sup> | .636     | .625              | .84454                     |

a. Predictors: (Constant), Product, Price, Place, Promotion, People, Process, Physical Evidence

b. Dependent: Domestic Tourist Decision

The results of table (4.13) shows that the relationship between marketing mix factors and domestic tourist decision. The degree to which the marketing mix factors are related to the domestic tourist decision is expressed in the positive correlation coefficient (R) = 0.797 and coefficient of determination, adjusted (R<sup>2</sup>) = 0.636 as shown in table (4.13) above. This implies that the independent variables explain about 62.5% of the domestic tourist decision.

**Table (4.14) ANOVA of Marketing Mix Factors and Domestic Tourist Decision**

| Model      | Sum of Squares | df  | Mean Square | F      | Sig.              |
|------------|----------------|-----|-------------|--------|-------------------|
| Regression | 301.479        | 7   | 43.068      | 60.384 | .000 <sup>b</sup> |
| Residual   | 172.605        | 242 | 0.713       |        |                   |
| Total      | 474.084        | 249 |             |        |                   |

a. Dependent: Domestic Tourist Decision

b. Predictors: (Constant), Product, Price, Place, Promotion, People, Process, Physical Evidence

The result of Analysis of Variance (ANOVA) was used to test the significance of the regression model as pertains to differences in means of the dependent and independent variables as shown in table (4.14) above. The F = 60.384 was positive and significant at  $p = 0.000 < 0.05$ . Thus the regression model is statistically significant in predicting Product,

Price, Place, Promotion, People, Process and Physical evidence factors affect the domestic tourist decision.

**Table (4.15) Coefficient of Marketing Mix Factors for Domestic Tourist Decision**

| Model             | Unstandardized<br>$\beta$ | Coefficient<br>Std. Error | Standardized<br>Coefficient $\beta$ | t      | Sig. |
|-------------------|---------------------------|---------------------------|-------------------------------------|--------|------|
| (constant)        | -898                      | 469                       |                                     | -1.915 | .057 |
| Product           | .086                      | .029                      | .174                                | 2.971  | .003 |
| Price             | .080                      | .031                      | .136                                | 2.602  | .010 |
| Place             | -.030                     | .036                      | -.047                               | -.837  | .404 |
| Promotion         | .068                      | .035                      | .110                                | 1.938  | .054 |
| People            | .176                      | .031                      | .309                                | 5.683  | .000 |
| Process           | .001                      | .025                      | .002                                | .044   | .965 |
| Physical Evidence | .086                      | .015                      | .303                                | 5.879  | .000 |

Dependent Variable: Domestic Tourists' Decision

Table (4.13) indicates a multiple linear regression of marketing mix factors and domestic tourists' decision.

The findings on table (4.13) below are based on the following regression model:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$

Where;

Y = Domestic Tourists' Decision

X<sub>1</sub> = Product

X<sub>2</sub> = Price

X<sub>3</sub> = Place

X<sub>4</sub> = Promotion

X<sub>5</sub> = People

X<sub>6</sub> = Process

X<sub>7</sub> = Physical Evidence

$\beta_0, \beta_1, \beta_2, \beta_3, \beta_4$  and  $\beta_5$  are the coefficient of the variables.

e is the error term

The study sought to establish the extent to which product, price, place, promotion, people, process and physical evidence affect domestic tourists' decision. Table (4.13) shows that, place, promotion and process factors have negative coefficients, implying that these independence variables negatively related to domestic tourists' decision while product, price, people and physical evidence factors have positive coefficient, implying that these independent variables positively related domestic tourists' decision.

The result of the study indicates that p-value of (0.404) for place, (0.054) for promotion and (0.965) for process factors are large than the significance level of 0.05 and (0.003) for product, (0.010) for price, (0.000) for people, (0.000) for physical evidence factors are less than the significance level of 0.05. The implications of these results is that, place, promotion and process is a statistical non-significant. Product, price, people and physical evidence is a statistical significant.

## **CHAPTER 5**

### **CONCLUSION**

This chapter provides the summary of findings and related suggestions derived from studying on influencing of marketing mix factor on domestic tourists' decisions of three travels and tours companies in Tarmwe Township. Therefore, this part comprises three main sections. The first section describes about the findings and discussion of the study, the second section presents suggestions for these travels and tours companies and the third demonstrates the needs for further study.

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

This study focuses on current marketing mix activities of selected travels and tours companies and analyzes the influencing of marketing mix factors on domestic tourists' decision of travels and tours companies in Tarmwe Township. This study conducts three travels and tours companies named: Gold Tripper, Golden Star and Shwe Chaung Thar Shwe Kyeik Htee Yoe. According to the survey results, the travels and tours companies provide services as tour packages, car rental, hotel reservation and ticketing services for domestic tourists. These travels and tours companies provide the same services related to domestic tourists in Myanmar including different kind of tour packages. The services provided by these travels and tours companies include in one package are accommodations, cars, tour guide, and meals. Golden Star and Gold Tripper travels and tours companies' destinations are around in Myanmar but the destinations of Shwe Chaung Thar Shwe Kyeik Htee Yoe are only Chaung Thar, Ngwe Saung and Kyeik Htee Yoe. These travels and tours companies set the competitive price. However, there is slightly different in the price of these travels and tours companies. The payment system of Gold Tripper is installment and this payment system is more convenient for customers than the cash down payment of other companies. With regard to the place element, Shwe Chaung Thar Shwe Kyeik Htee Yoe and Golden Star are on the main road which are easily recognized for customers and there are also agents. However, Gold Tripper is located in the street which is not easily noticed by the customers. With respect to the promotion element, the two travels and tours companies except Shwe Chaung Thar Shwe Kyeik Htee Yoe offer discount depending on passenger



quantities. All the three travels and tours companies apply advertising and sale promotion method in order to attract customers. The service providers of these travels and tours companies have generally four types: staff, tour guides, drivers and workers. While the two travels and tours companies are controlling their people by on-job-training and off-job-training, the Golden Star is controlling its people by only on-job-training. The process undertaken by these travels and tours companies is very convenient for customers from the step of enquiry to the last step of ticket delivery process. Physical evidence is also important for the company. In order to impress the clients, these companies provide some facilities for physical evidence not only inside the company but also outside the company.

The demographic profile of 250 respondents shows that the numbers of female respondents are more than male respondents. As a reason, females are more interested in travelling than males. Their age level is mostly between 20-29 years. And the occupation of the respondents is mainly company staff. It seems that company staff travel than others because their salaries are high. The monthly income level of respondents mostly got between 200,000 and 300,000 kyats. This show that most of the respondents are middle-income earned per month.

According to the results achieved from the analysis of influencing of marketing mix factors on domestic tourists' decisions of travels and tours companies, it was observed that marketing mix activities of Gold Tripper, Golden Star and Shwe Chaung Thar Shwe Kyeik Htee Yoe influence on tourists decisions. It was found that the company's physical evidence, followed by people, product, process, place, promotion and price highly influenced on domestic tourists' decisions. The product element which represents assistance of tour guide achieves the highest mean score among other variables. This indicate that the services offered by these travels and tours companies such as convenient accommodation, attractive destinations, comfortable bus and high quality meals strongly influence on domestic tourists' decisions. Therefore, these travels and tours companies need to make efforts in their marketing mix activities to persuade future customers. With respect to the price element, food and beverage prices achieve the highest mean score among other variables. With respect to the place element, the telephone communication achieves the highest mean score among other variables. With respect to the promotion element, most of the respondents are aware of these travels and tours companies via relatives or friend and

social media especially Facebook. Offering seasonal discount of these companies influences the domestic tourists' decisions. With respect to the people element, tour guide highly influence on domestic tourists' decisions. With respect to the process element, the customers feel much easy and convenient and they are highly satisfied with the service providers from these companies. Since the mean score of physical evidence is much greater than other variables, it can conclude that customers are highly fond of the physical evidence of these travels and tours companies. From the analysis, there are strongly relationships between product, price, people, physical evidence and domestic tourists' decisions and there is no relationship between place, promotion, process and domestic tourists' decisions.

## **5.2 Suggestions**

Based on the findings and discussion of the analyses, some suggestions are made for the shake of travels and tours companies. In order to influence the marketing mix factors on domestic tourists' decisions, these three travels and tours companies should upgrade their marketing mix activities. The Shwe Chaung Thar Shwe Kyeik Htee Yoe travels and tours company should try to extend other destinations for its customers and should consider offering discount depending on passenger quantities. Gold Tripper company should be moved on the main road so that it can be easily recognized for customers and should also have travel agents. The travels and tours companies should offer all services to target customers. Skillful tour guide should be appointed by travels and tours companies to increase travelers. The travels and tours companies should try to give more discounts in any season and should consider offering discount depending on passenger quantities. Branches offices should be extended to contact with customers and should also have travel agents. Since the population nowadays is using social media and internet websites, these travels and tours companies should provide online communication widely in order to improve customer awareness. Therefore, in order to get more market share and get competitive, these travels and tours companies should attempt to upgrade advertising activities.

Since the success of these travels and tours companies mostly importantly depends on the quality of human resources and each company must have a current program of training and supporting its personnel. In order to help the customers' access services in the simplest possible way, the companies should upgrade the service delivery process. In order to impress the customers, the companies should provide some facilities for physical

evidence not only inside the companies but also outside the companies. These travels and tours companies should have suggestion box for the complaints and comments of customers. By receiving good and bad feedbacks and advices from them, these travels and tours companies can make new strategies in order to fulfill the needs and requirements of customers and take corrective action in the future. Finally, marketing mix activities of travels and tours companies in Tarmwe Township positively influence on decisions of domestic tourists.

### **5.3 Needs for Further Study**

This study is focused on the influencing of marketing mix factors on decisions of domestic tourists. In this study, the respondents comprise 250. As a further study, influencing of marketing mix factors on foreign tourists' decision should be conducted. Moreover, influencing of marketing mix factors on other industries such as mobile handset industry, beauty industry and hotel industry should also be studied in the future.

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## **APPENDIX I**

### **Questionnaire for the Profile of Travels and Tours Companies and Their Marketing Activities**

“Thanks for your cooperation and precious time. Your answer will be keep strictly confidential and used only for the purpose of my M.com thesis only”

1. Name of the company : .....
2. Established year : .....
3. Owner’s qualification : .....
4. Objective of the company : .....
- Vision : .....
- Mission : .....

5. Investment amount for the company :.....

6. Type of ownership

Sole proprietorship     Partnership     Joint Venture     Others

7. Structure of the company

Departments     Please specify.....

Section     Please specify.....

Division     Please specify.....

Team / Group     Please specify.....

### **Marketing Mix activities**

#### **I. Product**

8. Which type of services do you serve for tourists?

1. ....

2. ....

3. ....

4. ....

5. ....

6. ....

9. Which services include one package tour?

1. Hotels                       Yes                       No

- 2. Flights                     Yes                     No
- 3. Car                         Yes                     No
- 4. Guide                      Yes                     No
- 5. Boat                       Yes                     No
- 6. Meals                     Yes                     No

10. Which places does your company serve for tour package?

- 1. ....
- 2. ....
- 3. ....
- 4. ....
- 5. ....
- 6. ....

**II. Price**

11. What pricing method do you practice?

- Cost plus pricing             Fixed price
- Compare with competitor price     Other

12. The prices of tour package

- 1. ....
- 2. ....
- 3. ....
- 4. ....
- 5. ....
- 6. ....

13. Payment system

Cash down payment                       Online payment

Installment                                       Other

**III. Place**

14. How do you arrange a convenient location for customers?

.....  
.....

15. Does the company have travel agent?

Yes , the places that have travel agent .....

No

16. Changes on the company's itinerary are made seasonally?

Yes                                       No

17. Changes on the customers' interested place are made seasonally?

Yes                                       No

**IV. Promotion**

18. The type of promotion that company serve for customers

Advertising                       Sale promotion

Direct marketing                       Public Relation

19. What type of media do you use to promote your activities?

Magazine                       Journal                       newspaper                       Pamphlet

Television                       Internet                       Radio                       Others

20. Is there any promotion program arrange in your company?

Yes                                       No

21. Is yes, what are they?

- Discount                       Rebate                       Gift                       Others

22. When do you offer discount?

- Summer season               Rainy season               Cold season               Others

**V. People**

23. Numbers of employees

| Type of staff   | Numbers |
|-----------------|---------|
| 1. Manager      |         |
| 2. Office staff |         |
| 3. Tour guide   |         |
| 4. Driver       |         |
| 5. worker       |         |

24. Please state Human Resource Methods used by company.

- recruitment and selection
- training
- motivating employee
- providing reward
- enhancing teamwork

**VI. Process**

25. How does the company perform well so that the reservation process is easy for customers?

- 1.....
- 2.....

3.....

4.....

26. How does the company carry out well so that the ticketing process is convenience for customers?

1.....

2.....

3.....

27. What are the value add services that the company provide to customers?

1.....

2.....

3.....

28. Please describe the company's service delivery process for customers

.....

.....

**VII. Physical Evidence**

29. Please mark on the list of facilities if your company has offered.

- ( ) Ease of car parking service
- ( ) Arranging ferries
- ( ) Pleasant waiting area
- ( ) Brand new of sightseeing vehicles
- ( ) Comfortable seat
- ( ) Toiletry service



Company staff                       Business owner

Dependent                               Retired

**5. Income:**     MMK 200,000 or less     200,001- 300,000 MMK

300,001- 400,000 MMK     400,001- 500,000 MMK

over 500,000 MMK

6. Please read statements carefully, and put a  $\surd$  (only one mark) in the box for each question that most appropriate to your idea.

**Part II                      Influencing of Marketing Mix on Domestic Tourist Decision**

| <b>Statement</b>  | <b>1</b>                 | <b>2</b>        | <b>3</b>       | <b>4</b>     | <b>5</b>              |
|---|--------------------------|-----------------|----------------|--------------|-----------------------|
| <b>I. Product/Service</b>                               | <b>Strongly Disagree</b> | <b>Disagree</b> | <b>Neutral</b> | <b>Agree</b> | <b>Strongly Agree</b> |
| 1. The bus is convenient, comfortable and safe.         |                          |                 |                |              |                       |
| 2. Accommodations are convenient, comfortable and safe. |                          |                 |                |              |                       |
| 3. High quality meals                                   |                          |                 |                |              |                       |
| 4. Assistance of tour guide                             |                          |                 |                |              |                       |



|  |  |  |  |  |  |
|--|--|--|--|--|--|
| 5. Destinations are visually aesthetically attractive. |  |  |  |  |  |
| <b>II. Price</b>                                       |  |  |  |  |  |
| 6. Accommodations prices are fair.                     |  |  |  |  |  |
| 7. I think that transportation prices are reasonable.  |  |  |  |  |  |
| 8. Food and beverage prices are fair.                  |  |  |  |  |  |
| 9. To set the lower price than other company           |  |  |  |  |  |

|  |  |  |  |  |  |
|--|--|--|--|--|--|
| <b>III. Place</b>  |  |  |  |  |  |
| 10. Location of the company  |  |  |  |  |  |
| 11. Convenience of online communication                            |  |  |  |  |  |
| 12. Convenience of communication with telephone                    |  |  |  |  |  |
| 13. Ease of agent communication                                    |  |  |  |  |  |
| <b>IV. Promotion</b>   |  |  |  |  |  |
| 14. Recognized from radio, television, pamphlet, and social media. |  |  |  |  |  |
| 15. Word-of-mouth from relatives and friends                       |  |  |  |  |  |

|  |  |  |  |  |  |
|--|--|--|--|--|--|
| 16. Offering seasonal discount   |  |  |  |  |  |
| 17. Tourist information provided by travel agencies is easily accessed |  |  |  |  |  |
| <b>V. People</b>   |  |  |  |  |  |
| 18. Staff explains the services offered by company patiently.          |  |  |  |  |  |
| 19. The skill of driver is excellent.                                  |  |  |  |  |  |

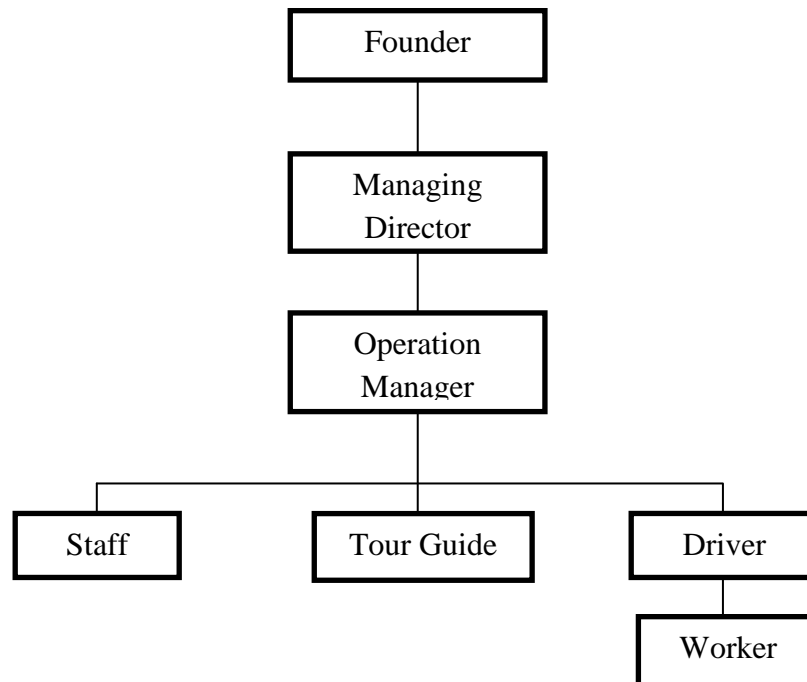
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|--|--|--|--|--|--|
| 20. Tour guides meet tourist's needs completely.                       |  |  |  |  |  |
| 21. Travel agents treat the customers with politeness and friendliness |  |  |  |  |  |
| <b>VI. Processes</b>   |  |  |  |  |  |
| 22. Reservation process is ease.                                       |  |  |  |  |  |
| 23. Ticketing process is convenience.                                  |  |  |  |  |  |
| 24. Easy mode of payment   |  |  |  |  |  |
| 25. Nice customer reviews  |  |  |  |  |  |
| 26. Present value add services   |  |  |  |  |  |
| <b>VII. Physical evidence</b>  |  |  |  |  |  |
| 27. Ease of car parking service.                                       |  |  |  |  |  |

|   |  |  |  |  |  |
|---|--|--|--|--|--|
| 28. Arranging ferries                         |  |  |  |  |  |
| 29. Pleasant waiting area                     |  |  |  |  |  |
| 30. Brand news of sightseeing vehicles        |  |  |  |  |  |
| 31. Comfortable seat                          |  |  |  |  |  |
| 32. Physical appearance of personnel uniform. |  |  |  |  |  |
| 33. Toiletry service                          |  |  |  |  |  |

| <b>Domestic Tourist decision</b>                  | <b>1</b>                 | <b>2</b>        | <b>3</b>       | <b>4</b>     | <b>5</b>              |
|---|--------------------------|-----------------|----------------|--------------|-----------------------|
|   | <b>Strongly Disagree</b> | <b>Disagree</b> | <b>Neutral</b> | <b>Agree</b> | <b>Strongly Agree</b> |
| 1. I am prefer to travel with this company again. |                          |                 |                |              |                       |
| 2. Length of stay                                 |                          |                 |                |              |                       |

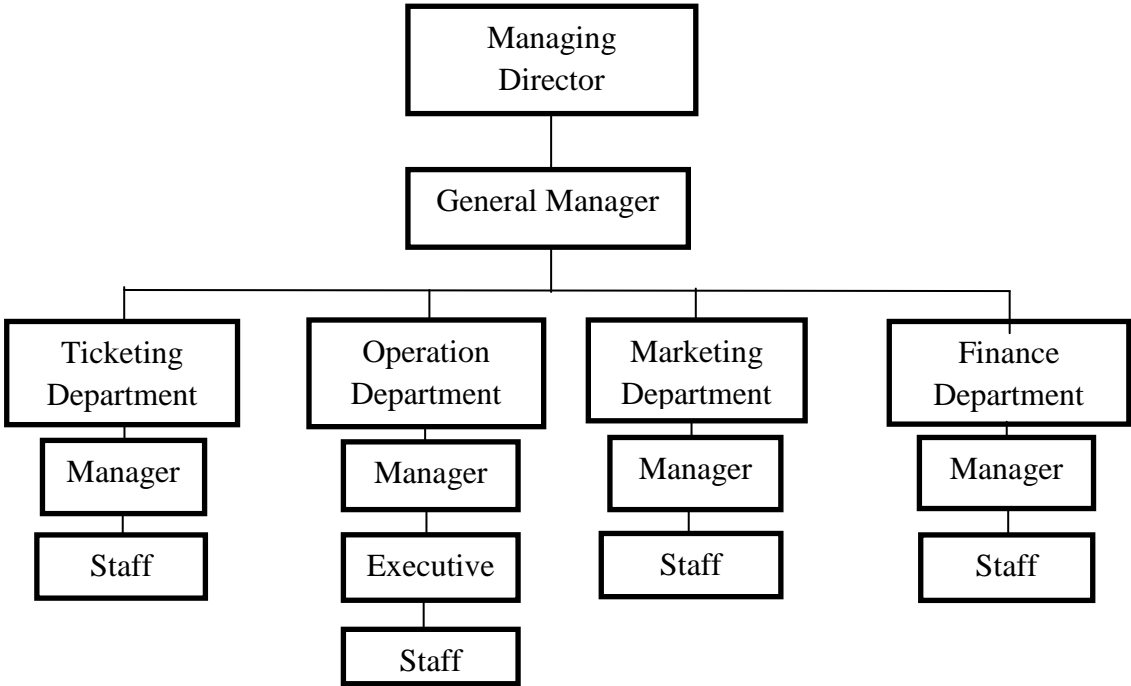
### APPENDIX III

(a) Figure (3.1) the organization structure of Gold Tripper Travels and Tours Company



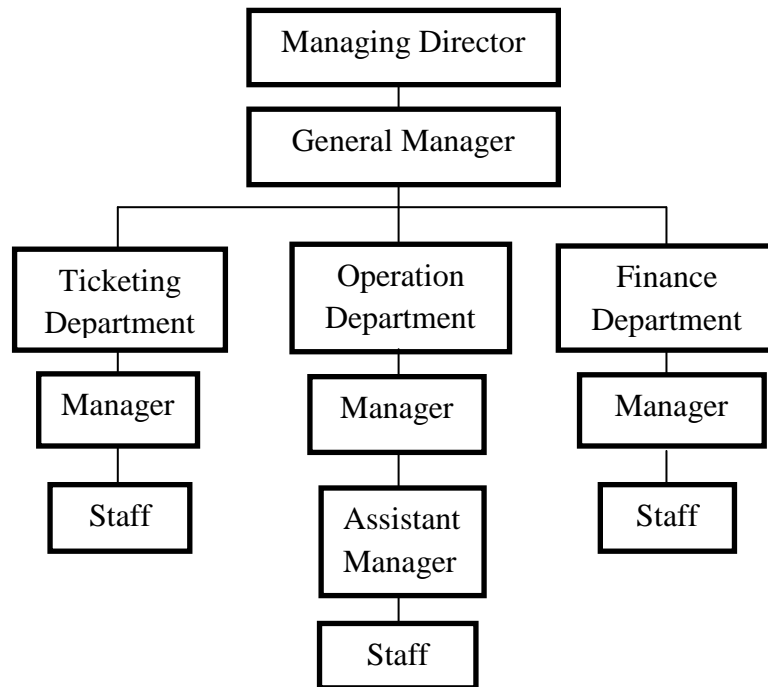
Source: Gold Tripper Travels and Tours Company, 2018

(b) Figure (3.2) the organization structure of Golden Star Travels and Tours Company



Source: Golden Star Travels and Tours Company, 2018

(c)Figure (3.3) The organization structure of Shwe Chaung Thar Shwe Kyeik Htee Yoe travels and tours company



Source: Shwe Chaung Thar Shwe Kyeik Htee Yoe Travels and Tours Company, 2018