

**A STUDY OF MYANMAR TRAVELLERS' BEHAVIOURS AND  
SATISFACTIONS TOWARDS VISITING KYAIK HTEE YOE PAGODA**



A STUDY OF MYANMAR TRAVELLERS' BEHAVIOURS AND  
SATISFACTIONS TOWARDS VISITING KYAIK HTEE YOE PAGODA

Ms. Kyal Dagoon

This Independent Study Manuscript Presented to  
The Graduate School of Bangkok University  
in Partial Fulfillment  
of the Requirements for the Degree  
Master of Arts Program in Hospitality and Tourism Industry Management



©2019  
Kyal Dagoon  
All Rights Reserved

บัณฑิตวิทยาลัย มหาวิทยาลัยกรุงเทพ  
อนุมัติให้การค้นคว้าอิสระเป็นส่วนหนึ่งของการศึกษาตามหลักสูตร  
ศิลปศาสตรมหาบัณฑิต สาขาวิชาการจัดการอุตสาหกรรมบริการและการท่องเที่ยว

เรื่อง A Study of Myanmar Travellers Behaviours and Satisfactions towards Visiting  
Kyaik Htee Yoe Pagoda

ผู้วิจัย KYAL DAGOON

ได้พิจารณาเห็นชอบโดย

อาจารย์ที่ปรึกษา

(ผศ.ดร.ดวงธิดา นันทาภรณ์)

ผู้เชี่ยวชาญ

(ดร.ชุติน แก้วนพรัตน์)

(ดร.สุชาดา เจริญพันธุ์ศิริกุล)

คณบดีบัณฑิตวิทยาลัย

30 มีนาคม 2562

Kyal Dagoon. M.A. (Hospitality and Tourism Industry Management), March 2019,  
Graduate School, Bangkok University.

Myanmar travellers' behaviors and satisfactions towards visiting Kyike Htee Yoe  
Pagoda

Advisor: Duangthida Nunthapirat, Ph.D.

**ABSTRACT**

This research aimed to study different behaviors and satisfaction levels of Myanmar travellers who have been to Kyike Htee Yoe Pagoda which is located at Kyike Htee Yoe Mountain, Mon State, Myanmar. It is a one of the most famous religious sites in Myanmar with about 2 million Myanmar travellers per year. The sample sizes for this study are 400 Myanmar travellers who have been to Kyike Htee Yoe Pagoda. The instrument of the research is survey questionnaires and the differences in satisfaction level of Myanmar travellers who have been to Kyike Htee Yoe Pagoda are analyzed and measured by statistical software program in the form of Percentage, Mean, Standard Deviation, Independent Sample Test, One Way Analysis (ANOVA) and LSD that statistically significant at level 0.05. The findings show that the majority of Myanmar travellers who have been to Kyike Htee Yoe Pagoda are female, aged between 15-25 years, with income between \$201 to \$500 and work as employees. As the results of the analysis of their behaviors, Myanmar travellers are Buddhists and visited to Kyike Htee Yoe Pagoda to make pilgrimage and merits. They come with family and friends and spend 1-2 days at Kyike Htee Yoe Mountain. The source of travellers' information is from friends who have been to Kyike Htee Yoe Pagoda. The result from Myanmar travellers' satisfaction level shows the factors such

as shopkeepers and local authorities' hospitality, health care and pricing are still needed to be improved. They have the high satisfaction level for overall satisfactions and the factors; attraction, hospitality and pricing and the moderate satisfaction level for pricing.



## ACKNOWLEDGEMENT

First and foremost, my special gratitude goes to my advisor, Dr. Duangthida Nunthapirat for her kind suggestions and guidance to accomplish this paper. Also, I would like to express my gratitude to the examiner Dr. Justin Kaewnopparat. And I would like to take this opportunity to thank to all lecturers and instructors of Graduate School at Bangkok University for supporting me and importing valuable knowledge in these years.

In addition, I would like to thank Ministry of Religious Affairs and Culture, Myanmar for the interesting and important information of the destination which help and courage me to do this research until the end.

Finally, my sincere thanks go to my family, my best friends, officials and colleagues at my work for supporting and helping me on every side upon the completion of this paper, all of my classmates and friends from HTIM class for their spirit of friendship, various knowledge together with the apology that couldn't mention one by one.

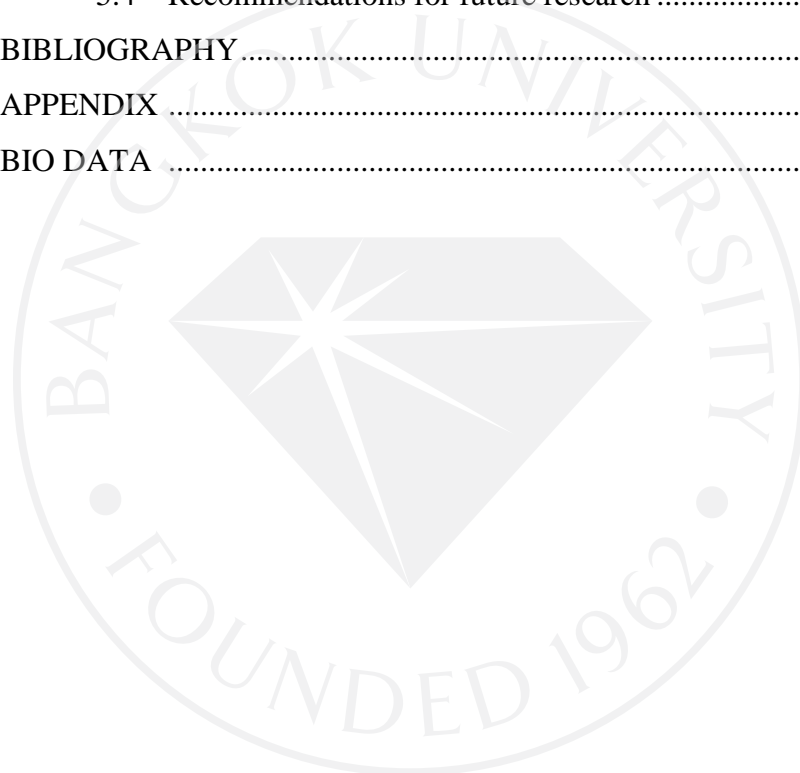
## TABLE OF CONTENTS

	<b>Page</b>
ABSTRACT.....	III
ACKNOWLEDGEMENT .....	V
LIST OF TABLES.....	VII
LIST OF FIGURES .....	XI
CHAPTER1: INTRODUCTION .....	1
1.1 Background .....	1
1.2 Statement of the problem .....	5
1.3 Objectives of the study.....	5
1.4 Research Question .....	6
1.5 Significance of the study.....	6
1.6 Scope of the study.....	7
1.7 Definition of terms.....	8
CHAPTER 2: LITERATURE REVIEW .....	10
2.1 Definitions and Concept Theories .....	10
2.2 Related Research.....	25
2.3 Conceptual Framework.....	29
2.4 Hypothesis .....	30
CHAPTER 3: RESEARCH METHODOLOGY .....	32
3.1 Research Design.....	32
3.2 Population and Sampling .....	32
3.3 Research instruments .....	33
3.4 Testing the data collection .....	35
3.5 Data collection .....	36
3.6 Statistic Method .....	36
CHAPTER 4: FINDINGS.....	37
4.1 The analysis of respondents' demographics.....	37
4.2 The analysis of respondents' behaviors .....	40
4.3 Hypothesis Testing .....	43



# TABLE OF CONTENTS (Continued)

	<b>Page</b>
4.4 The analysis of respondents' satisfaction levels.....	66
CHAPTER 5: CONCLUSION .....	75
5.1 Conclusion .....	76
5.2 Discussion .....	78
5.3 Recommendations.....	83
5.4 Recommendations for future research .....	84
BIBLIOGRAPHY .....	86
APPENDIX .....	90
BIO DATA .....	97



### LIST OF TABLES (Continued)

	<b>Page</b>
Table 4.1: The analysis of Demographics of respondents: Gender, using ..... frequency and percentage	37
Table 4.2: The analysis of Demographics of respondents: Age, using ..... frequency and percentage	38
Table 4.3: The analysis of Demographics of respondents: Income, using ..... frequency and percentage	38
Table 4.4: The analysis of Demographics of respondents: Marital status,..... using frequency and percentage	39
Table 4.5: The analysis of Demographics of respondents: ..... Occupational status using frequency and percentage	39
Table 4.6: The analysis of Behaviors of respondents: travel objectives ..... using frequency and percentage	40
Table 4.7: The analysis of Behaviors of respondents: travel partner ..... using frequency and percentage	41
Table 4.8: The analysis of Behaviors of respondents: Information source ..... using frequency and percentage	41
Table 4.9: The analysis of Behaviors of respondents: Religion, using ..... frequency and percentage	42
Table 4.10: The analysis of Behaviors of respondents: travel period, using..... frequency and percentage	43
Table 4.11: T Test analysis results of different satisfaction levels of ..... respondents towards visiting Kyike Htee Yoe Pagoda classified by gender	44
Table 4.12: One Way Anova analysis results of different satisfaction levels of..... respondents towards visiting Kyike Htee Yoe Pagoda classified by age	45
Table 4.13: One Way Anova analysis results of different satisfaction ..... levels of respondents towards visiting Kyike Htee Yoe Pagoda classified by income	46

### LIST OF TABLES (Continued)

	<b>Page</b>
Table 4.14: LSD analysis of the respondents satisfaction levels on attraction.....	47
factor classified by income and compared between means	
Table 4.15: LSD analysis of the respondents' satisfaction levels on hospitality .....	48
factor classified by income and compared between means	
Table 4.16: LSD analysis of the respondents satisfaction levels on pricing .....	49
factor classified by income and compared between means	
Table 4.17: LSD analysis of the respondents' total satisfaction levels .....	50
factor classified by income and compared between means	
Table 4.18: One Way Anova analysis results of different satisfaction levels .....	51
of respondents towards visiting Kyike Htee Yoe Pagoda classified by	
marital status	
Table 4.19: One Way Anova analysis results of different satisfaction levels .....	52
of respondents towards visiting Kyike Htee Yoe Pagoda classified by	
occupational status	
Table 4.20: LSD analysis of the respondents' satisfaction levels on attraction .....	53
factor classified by occupational status and compared between means	
Table 4.21: LSD analysis of the respondents' total satisfaction levels .....	54
classified by occupational status and compared between means	
Table 4.22: One Way Anova analysis results of different satisfaction levels .....	55
of respondents towards visiting Kyike Htee Yoe Pagoda classified by	
travel objectives	
Table 4.23: One Way Anova analysis results of different satisfaction levels .....	56
of respondents towards visiting Kyike Htee Yoe Pagoda classified by	
travel partner	
Table 4.24: One Way Anova analysis results of different satisfaction levels .....	57
of respondents towards visiting Kyike Htee Yoe Pagoda classified by	
information source	

## LIST OF TABLES

	<b>Page</b>
Table 4.25: LSD analysis of the respondents' satisfaction levels on accessibility.... factor classified by information source and compared between means	58
Table 4.26: One Way Anova analysis results of different satisfaction levels ..... of respondents towards visiting Kyike Htee Yoe Pagoda classified by religions	59
Table 4.27: LSD analysis of the respondents satisfaction levels on attraction..... factor classified by religion and compared between means	60
Table 4.28: LSD analysis of the respondents' satisfaction levels on hospitality ..... factor classified by religion and compared between means	61
Table 4.29: One Way Anova analysis results of different satisfaction levels ..... of respondents towards visiting Kyike Htee Yoe Pagoda classified by period of stay	62
Table 4.30: LSD analysis of the respondents satisfaction levels on attraction..... factor classified by period of stay and compared between means	63
Table 4.31: LSD analysis of the respondents' satisfaction levels on accessibility.... factor classified by period of stay and compared between means	64
Table 4.32: LSD analysis of the respondents' satisfaction levels on hospitality ..... factor classified by period of stay and compared between means	65
Table 4.33: LSD analysis of the respondents' satisfaction levels on pricing ..... factor classified by period of stay and compared between means	66
Table 4.34: LSD analysis of the respondents' total satisfaction levels ..... classified by period of stay and compared between means	67
Table 4.35: Conclusion of findings on hypothesis 1 .....	68
Table 4.36: Conclusion of findings on hypothesis 2 .....	69
Table 4.37: Mean, standard deviation and satisfaction level for attraction .....	70
Table 4.38: Mean, standard deviation and satisfaction level for accessibility .....	71

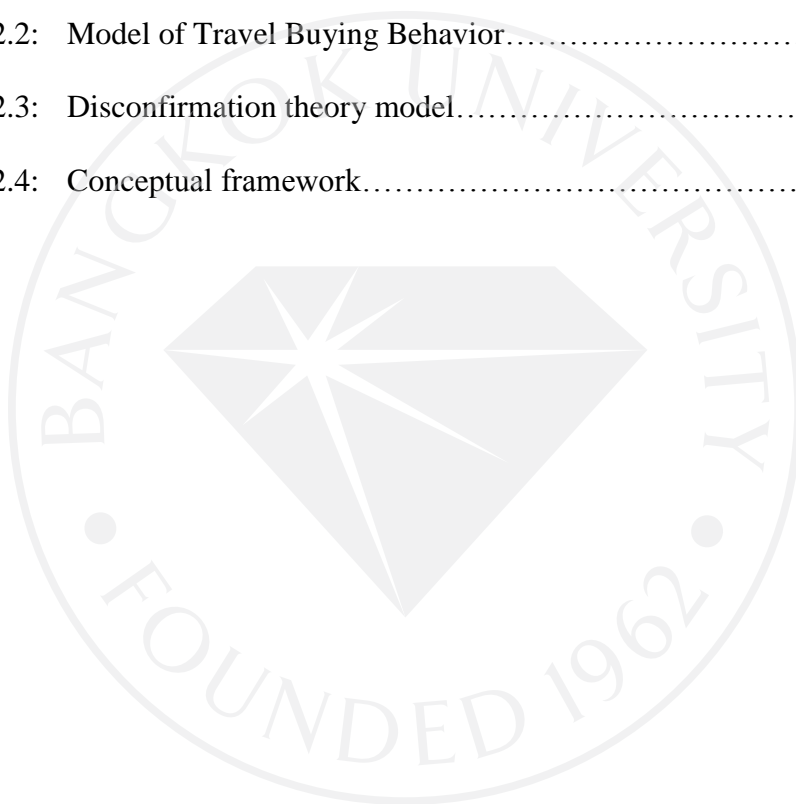
## LIST OF TABLES

	<b>Page</b>
Table 4.39: Mean, standard deviation and satisfaction level for hospitality.....	72
Table 4.40: Mean, standard deviation and satisfaction level for pricing .....	73
Table 4.40: Mean, standard deviation and satisfaction level for overall satisfaction..	74



## LIST OF FIGURES

	<b>Page</b>
Figure 1.1: Foreign Tourist Arrivals and Foreign Visitors Exports.....	2
Figure 1.2: Map of Kyaik Htee Yoe.....	4
Figure 2.1: Model of Consumer Behavior.....	13
Figure 2.2: Model of Travel Buying Behavior.....	14
Figure 2.3: Disconfirmation theory model.....	22
Figure 2.4: Conceptual framework.....	28



## **CHAPTER – 1**

### **INTRODUCTION**

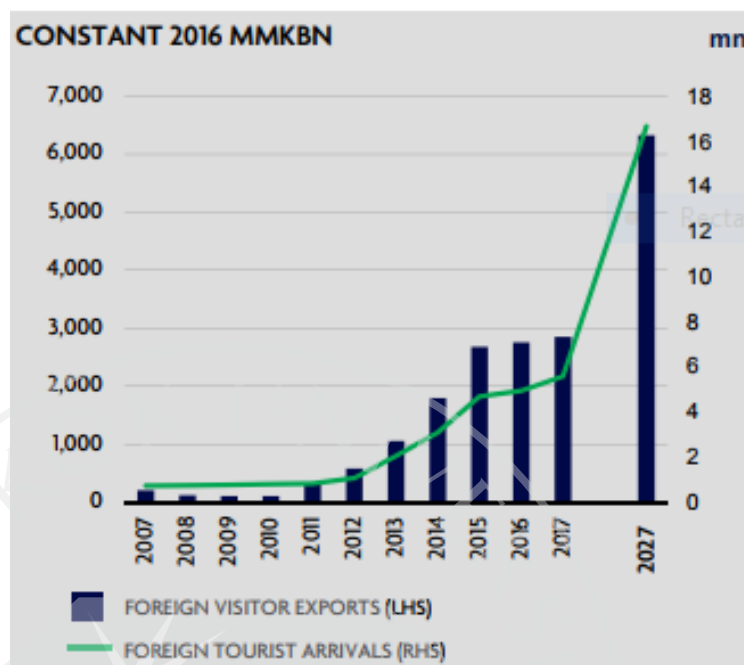
#### **1.1. Background**

Nowadays, Tourism has experienced continued growth and become one of the largest industries in the world as it can bring in a lot of revenue for the country.

International tourist arrival grew by 4.6% in 2015 to 1,184 million (World Tourism Organization, 2015). Also in Myanmar, the tourism industry is one of the most important industries. Myanmar recently began opening its doors to the outside world, tourists rushed at the chance to see a country that had not only been closed to them for decades, but that also boasted a rich culture and heritage (Oxford Business Group, 2017).

The World Travel and Tourism Council estimated that Myanmar will grow travel and tourism sector up to 2027. This estimation can be seen in the following figure 1.1 related with foreign visitor exports and foreign tourists arrivals.

Figure 1.1: Foreign Tourist Arrivals and Foreign Visitors Exports



Source: Travel and Tourism Economic Impact 2017 Myanmar (2017)

Myanmar is a nation with more than 100 ethnic groups which means exploring Myanmar can make the tourists feel exciting. For all the recent changes, Myanmar remains as a country with traditional values. Myanmar retains the power to surprise travellers. In Myanmar, there are wonderful attractions such as Shwe Dagon Pagoda that made the world known Myanmar as ‘Golden Land’, Bagan with the 4000 sacred stupas scattered across the plains, Kyaik Htee Yoe Pagoda at Mount Kyaik Htee Yoe, Mon State which is perched at its summit. These are some of the most important Buddhist sights Myanmar (Richmond, 2014).

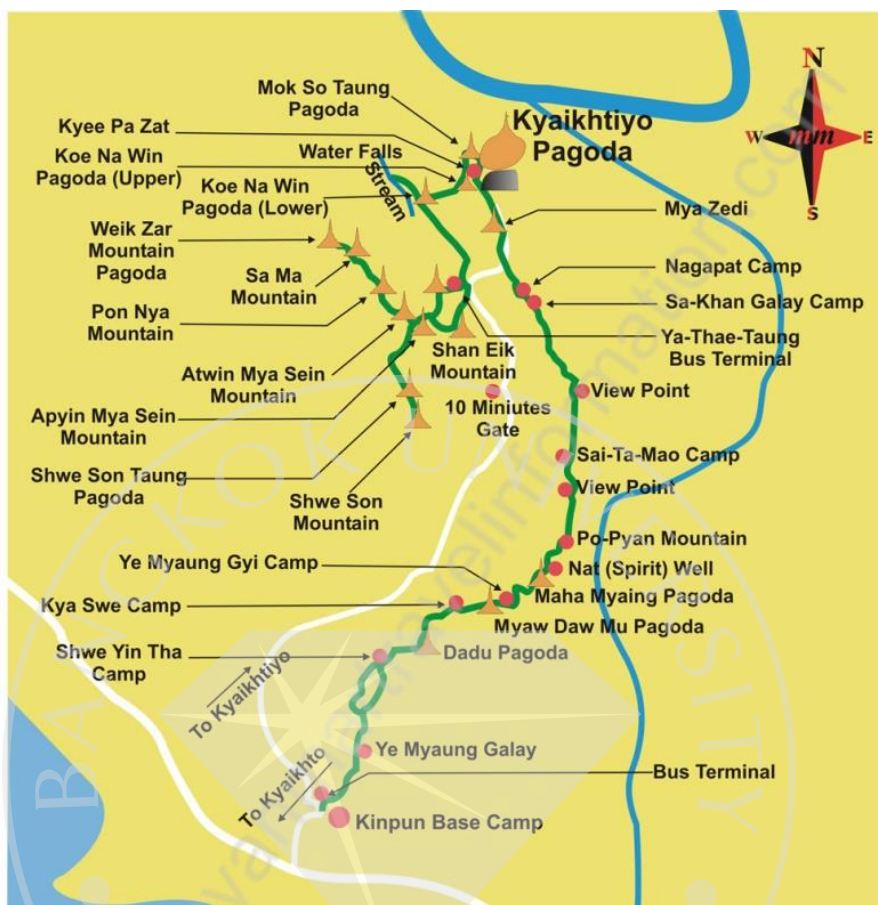
Mon State is an administrative division of Myanmar which is situated between Kayin State on the east, the Andaman Sea on the west, Bago division on the north and Andaman Sea on the west. The land area is 12,155 kilometer square. There are many



small islands along the coastline of Mon State. The capital city is Maw La Myaing. The most famous place in the state is Kyaikhtiyo Pagoda or the Golden Rock. Both local and foreign tourists love to visit the place especially in festival time (Myanmar Travel Information, 2017)

Kyaik Htee Yoe Pagoda is one of the three most sacred religious sites in Myanmar, along with the Shwedagon Pagoda in Yangon and the Mahamuni Temple in Mandalay. It is a well-known Buddhist pilgrimage site in Mount Kyaik Htee Yoe, Mon State which is situated at a distance of 210 km from the city of Yangon. Pilgrims come here from far and wide to worship and add gold leaf to the rock, which seems to defy gravity by delicately balancing on the edge of the 1100-metre high mountain. For many tourist, the rock (standing 7.6 meters tall) and the gilded pagoda which sits on top of it (itself 7.3 metres tall), which are said to cover a hair of the Buddha, are the main attraction, but another reason to make the journey are the panoramic 360 degree views of the surrounding Mon State mountains from the summit which takes pilgrims breath away (Myanmar Insider, 2015).

Figure 1.2: Map of Kyaik Htee Yoe



Source: Myanmar Travel Information, (2017). *Maps of cities in Myanmar*.

Many travellers come to Kyaik Htee Yoe Pagoda especially between Octobers to March in every year. Accessibility to pagoda is not difficult. They can easily proceed to Kin Pun base camp by the express or car. If they want to take the train, it reaches Kyaik Hto city, which is only 14km far from Kin Pun base camp then they can take a bus to the base of the camp. After that, the visitors are to trek up the mountain either on foot or by trucks (Myanmar Travel Information, 2017).

Satisfaction can be considered as a central concept in understanding tourism behaviors. Since satisfaction is ‘destination-determined’ and formed by experiences, it

is important for all travel destinations to investigate satisfaction levels to identify visitor markets for opportunities for growth and develop tourism products (Andriotis, Agiomirgianakis, & Mihiotis, Measuring tourist satisfaction: A factor-cluster, 2007).

## **1.2. Statement of the problem**

There are many famous destinations for cultural tourism in Myanmar and Kyaik Htee Yoe Pagoda is one of them. Kyaik Htee Yoe Pagoda becomes a popular destination among visitors in recent years since tourism products and services are being developed. Thus, the researcher aimed to do this study to examine the significant difference of Myanmar travellers' behaviors and their satisfaction levels on visiting Kyaik Htee Yoe Pagoda. The study will make us understand better about Myanmar travellers who have been to Kyaik Htee Yoe Pagoda and find out the priority factors such as attraction, accessibility, hospitality and pricing which affect the satisfactions of traveller.

## **1.3. Objectives of the study**

1.2.1. To understand demographic information and behaviors of Myanmar travellers who visit to Kyaik Htee Yoe Pagoda, Mon State.

1.2.2. To understand the factors that influence Myanmar travellers' satisfactions on visiting Kyaik Htee Yoe Pagoda, Mon State.

1.2.3. To analyze the different satisfaction levels of Myanmar travellers who have different demographic and behaviors.

## **1.4. Research Questions**

1.4.1. How are the demographic information and behaviors of Myanmar travellers who visit to Kyaik Htee Yoe Pagoda, Mon State?

1.4.2. What are the factors that influence the satisfaction of travellers towards visiting Kyaik Htee Yoe Pagoda?

1.4.3. Does satisfaction level of Myanmar travellers have difference depending on their demographic information and their behavior?

## **1.5. Significance of study**

The researcher considers that it is important to investigate the travellers' satisfaction depending on factors towards visiting Kyaik Htee Yoe Pagoda because that destination has a touristic potential for development of cultural tourism, nature based activities, adventure and experiential tourism and other alternative forms of tourism. Currently, more ASEAN countries have an 'Open Door Policy' so it is important for that destination to remain competitive. In order to remain its competitive edge and continue to attract visitors, there is an increasing urgency for destination to ensure that travellers are satisfied with the overall experience as well as the specific range of products and services. Myanmar travellers have a wide range of choices for their holiday destination and for good value of money. Therefore, the research on tourist behavior and satisfaction has become important to successful operation of tourism at Kyike Htee Yoe Pagoda.

The study will help to find out Myanmar travellers' different behaviors and satisfaction levels. In that way, the findings from this study can be used to develop marketing strategy for promoting cultural tourism in Kyaik Htee Yoe Pagoda so that it will become a more popular destination among the Myanmar travellers which will lead to get more income for the country. The business owners can adapt their products and services for the visitors to get better satisfaction. And it will become more convenience for the travellers to visit Kyaik Htee Yoe Pagoda. The academic and other Myanmar students can also use the information of this study to improve knowledge and understand the traveller behaviors and satisfactions towards visiting Kyaik Htee Yoe Pagoda.

#### **1.6. Scope of the study**

This research studied about the Myanmar tourist behaviors and satisfaction towards visiting Kyike Htee Yoe Pagoda. To investigate the overall behavior and satisfaction of the Myanmar travellers, the literature related to tourism, travellers motivations, consumer behaviors, destination attributes categorized as attraction, accessibility, hospitality and pricing, tourist satisfactions and relationship between destination attributes and travellers satisfactions were reviewed in following section. Moreover, the theory of consumer behavior, travel buying behavior and disconfirmation were employed in the study. These factors were conducted from other researchers and choose appropriate factors for Myanmar tourist behaviors and satisfactions towards visiting Kyike Htee Yoe Pagoda. Tourist demographics and

behaviors have been considered as dependent variables and the factors attraction, accessibility, hospitality and pricing have been chosen as independent variables.

### 1.7. Definition of terms

**Kyaik Htee Yoe Pagoda** – is a primary destination for cultural tourism in Myanmar which is popular among visitors.

**Demographic** – means the statistical characteristics of human populations such as age or income used especially to identify market.

**Tourist behavior** – refers to the way tourists behave depending on their attitudes before, during and after visiting a destination.

**Tourist satisfaction** – defined as a measure of how tourism products and services supplied by the tourism system meet the expectation of tourist.

**Attraction** – refers to natural or cultural things, historical significance, offering leisure, etc. of a place for tourists who visit that place.

**Accessibility** – means the ability to provide appropriate visitor access through the destination and travel through that destination.

**Hospitality** – both tangible and intangible elements such as feelings of personal safety or welcoming atmosphere which are important for satisfaction of tourists.

**Pricing** –refers to the expenses which will be included by tourists while they are visiting Kyaik Htee Yoe Pagoda.



## **CHAPTER – 2**

### **LITERATURE REVIEW**

In this chapter, the researcher reviews the literature and concept theories which can support the research topic “A study of tourists’ behavior and satisfaction towards visiting Kyike Htee Yoe Pagoda”. The topics are as following:

#### 2.1. Definitions, concept theories and related research

##### 2.1.1. Definitions and concept theories about tourism

##### 2.1.2. Definitions and concept theories about consumer behavior

##### 2.1.3. Definitions and concept theories about destination attributes

##### 2.1.4. Definitions and concept theories about tourist satisfactions

##### 2.1.5. Relationship between tourist satisfactions and destination attributes

#### 2.2. Related research

#### 2.3. Conceptual framework

#### 2.4. Hypothesis

### **2.1. Definitions and concept theories**

#### **2.1.1. Tourism**

World Tourism Organization (1991) created a definition concerning tourism that the activities of an individual travelling outside his or her usual environment for fewer than a specified period of time whose main purpose of travel is apart from exercise of an activity remunerated from the place visited. Chris (1997) expressed that tourism is a study of the demand for and supply of accommodation and supportive



services for people who staying away from home and the resultant patterns of expenditure, income creation and employment. Foster (1997) defined that it is an activity involving a complex mixture of material and psychological components. Accommodation, transportation and attractions can be noted as material factors. Attitudes and expectations are the psychological factors. Hunziker & Krapf (2000) indicated that in fact, it is the sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity. The observations based on the above theoretical formulations on tourism can be summarized as follows.

1. Tourism is a temporary movement of people to, and their stay in, varied destinations.
2. It is a leisure activity in which money earned in one's domicile is spent in the places visited.
3. It is an activity involving a complex mixture of material and psychological element.
4. It is a multi-segment composite industry, which consists of firms, organizations and facilities, which are intended to serve specific needs and wants of tourists.
5. Destinations are visited not for the purpose of permanent residence or employment.

Moreover, Prosser (1998) stated that tourism is multi-dimensional. There are two major variables which are the origin destination and the motivation to travel. Following categories are created by using Prosser's origin-destination relationship.

1. International tourism
2. Internal tourism
3. Domestic tourism
4. National tourism

### **2.1.3 Consumer behavior**

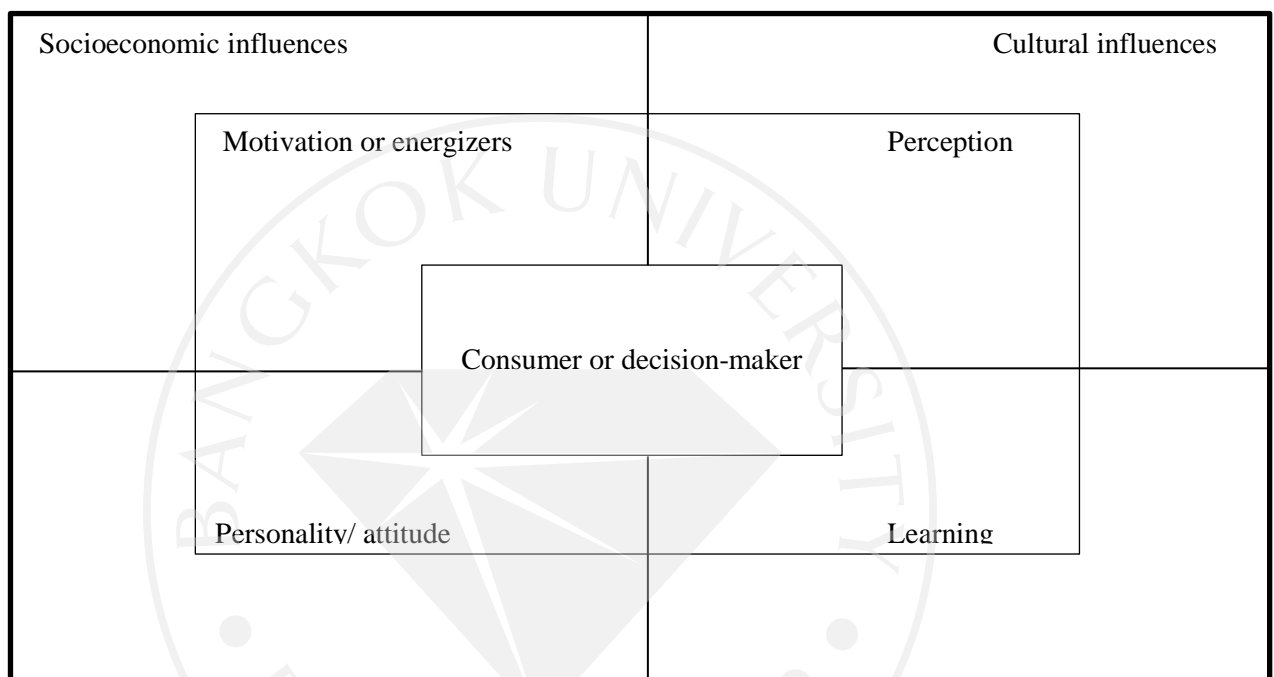
Schiffman & Kanuk (2008) defined consumer behavior is the behavior that consumer display in searching for, purchasing, using , evaluating and disposing of products and services that they expect will satisfy their needs. Consumer behavior describes basically two types of consuming entities.

- (1) Personal/ individual consumers – who buy goods and services for their own use, use of household or as a gift for a friends that is for final use by individuals who are referred to as end users.
- (2) Organizational/ business buyer – there are profits and not for profit organization or government agencies and institutions (schools, hospital..), who must buy product equipment or service in order to run their operations in the organizations.

Gilbert (1991) suggested a model for consumer decision-making in which is shown in Figure 2.1. This model suggests that there are two levels of factors that have an effect on the consumer. The first level of influences is close to the person and includes psychological influence such as perception and learning. The second level of influences includes those which have been developed during the socialization process and include reference groups and family influences. All these models that have been

adapted for tourism offer some into the consumer behavior process involved during the purchase post- purchase of decision stages

Figure 2.1 Model of consumer behavior



Source: Gilbert (1991)

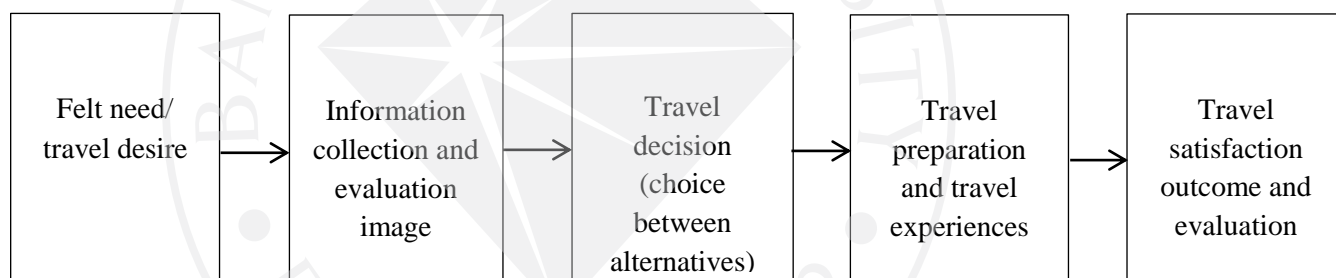
Consumers are potentially influence by a diverse range of people and the following five specific reference groups influence consume attitudes and behavior.

- (1) Friendship Groups
- (2) Shopping Groups
- (3) Work Groups
- (4) Virtual Groups or Communities
- (5) Consumer – Action Groups

These five categories of groups aim to bring sufficient pressure to bear on selected members of the business community to make them correct perceived consumer abuses.

Mathieson & Wall (1982) suggested a linear five-stage model of travel buying behavior, which is shown in Figure (2.2). Mathieson and Wall recognize that a holiday is a service product with the characteristic of intangibility, perishability and heterogeneity which in one way or another affect the consumer decision making process.

Figure 2.2. Model of Travel Buying Behavior



Source: Mathieson and Wall (1982)

Consumer behavior is said to be approximately equal to behavioral intention, which can be derived from a combination of the consumer's attitude toward purchasing the product and the subjective norms about the behavior. Through the concept of 'subjective norm' the theory acknowledges the power of other people in influencing behavior (Solomon, Bamossy, Askegaard, & K. Hogg, 2006); explicitly, it accounts for the thoughts of others toward the certain behavior, and is moderated by the extent to which the consumer is motivated to comply to these views. The relative contributions of attitudes and subjective norms will not necessarily be equal in predicting behavior (Miller, 2005), depending on the individual consumer's

propensity to care about other's view the consumption situation or the product type under consideration, with conspicuously consumed products tending to be influenced to a greater degree by the subjective norm variable than less conspicuous products would be (Schulz, 2006).

#### **2.1.4. Destination attributes**

Destination attributes are the concerned factors by researcher to link with tourists satisfaction, where Jarvis (2011), Benjamin and Mbaze (2009), Cote and Giese (2002) and Valle, Siliva, Mendu and Guerreco (2006) have discussed about the destination determinants which are to be facilitated to arouse Tourist satisfaction. Benjamin & Mbaze (2009) categorize nine types of attributes of a destination that are related to enhance tourist satisfaction such as organization, promotion facilities, shopping facilities, refreshment, food, infrastructure, environmental ambience and safety and security for visitors. Valle (2006) considered the significance of geo-demographic variable with destination where reveal results explained that there was no significant dependence between cluster members and demographic variables such as tourist gender, occupation, marital status and type of lodging but found that educational level, nationality and age of tourist significantly dependent to being with a selected destination.

There are many attributes associated with a specific destination, it is impossible for every attribute to be important to tourists' destination choice. Therefore, the researcher chose following attributes as factors in order to find out Myanmar travellers' satisfactions toward visiting Kyaik Htee Yoe Pagoda.

## Culture and environment as destination attractions

The attractions could be cultural attractions, natural attractions, built attractions and so on. Rojek (2000) and Shenkar (2001) explained the fast growth of cultural tourism by two reasons. Firstly, the increasing affluence and disposable income has boosted tourism in general, and boosted cultural tourism as well. Secondly, increasing levels of education have stimulated the demand for cultural tourism in particular. In other words, tourists are increasingly interested in the cultural aspects associated with a destination. Richards (2006) stated that as tourists are increasingly interested in culture, destinations are competing fiercely with each other to develop cultural attractions that will act as a 'must see sight' for tourists.

Formica Sandra (2000) believes that since the day when tourism becomes a mass market due to a number of people starting to enjoy their travel, tourism has been defined as the "landscape industry", and regarded as fully integrated with destinations' environment. The natural vistas and appealing landscapes have always been key attributes in determining the tourism attractiveness of a destination. Hu and Ritchie (1993) take the similar point of view that is they concluded that natural beauty and climate were of universal importance in defining destinations attractiveness in their study of measuring the importance of destination attributes.

## Hospitality

Hospitality means friendly attitude of local people toward tourists as attractive attribute. Dwyer & Kim (2003) identified that local people's attitude toward tourists is a major social factor forming part of the macro-environment of a destination.

Andriotis & Voughan (2003) stated that local people's attitude toward tourists is

determined by how they perceive the tourism industry. Most residents of a certain destination may perceive tourism in a positive way due to its potential for job creation, income generation and enhanced community infrastructure. This may lead to a friendly attitude toward tourists. Alternatively, if most residents of a destination perceive tourism in a negative way due to the socio-cultural and environmental costs, local people's attitude toward tourists will not be gracious.

#### Accessibility

Accessibility can be defined as the relative ease or difficulty with which customers can reach the destination of their choice (Kim, 1998). Tourists' destination choice is often influenced by convenience. Given a choice between similar destinations, a tourist will tend to choose the more convenient one. Thus, destinations, which are more proximate, would be more likely to be accepted over destinations offering similar products that are less proximate (Mckercher, 1998)

The accessibility of a destination is governed by a wide variety of influences, many of which may depend on much broader economic, social, or political concerns, such as regulation of the airline industry, entry visas and permits, route connects, landing slots, and competition among carriers (Crouch & Ritchie, 1999). Accessibility could be measured by the relative difference in the time, cost, distance or effort required to access different destinations based on demand side (Mckercher, 1998).

#### Price

Price is a major attribute in a tourists' decision to choose one destination over another. This is especially the case, when tourism products are consumed by the form

of a package. The total cost of a package plays a significant role in the selection of a destination for all but high-income tourists (Crompton & Christie, 2001).

Dwyer and Kim (2003) identified two categories of price namely, travel cost-relating to travel to and from a destination and ground cost-relating to commodity prices within the destination. Both of the two categories of price can influence tourists' decision making on destination selection. In fact, price, by itself, is meaningless to be attractive to tourists only when it is associated with a certain destination or a tourism product, and their corresponding services and quality. It becomes an important attribute for tourists' buying consideration. Gooroochurn & Sugiyato (2003) argued that price competitiveness is usually regarded as one of the most important attributes of competitiveness for a given destination. Studies by tourism researchers indicate the price sensitivity of travelers is high in certain markets (Lee, 1996)

#### **2.1.5 Tourists' satisfaction**

Peter & Olson (1996) stated that customer satisfaction is the result or the final step of a psychological process from need recognition to evaluation of experienced products. Researchers within the area of satisfaction including tourist satisfaction focus on perception of products and product elements, by focusing on the level of satisfaction received. Oliver (1997) then defined satisfaction as a judgment that a product or service feature, or the product or service itself, provides a pleasurable level of consumption-related fulfillment. Mackay & Crompton (1990) defined satisfaction in a similar way by focusing on the psychological outcome which emerges from



experiencing the service. Ajzen & Fishbein (1980) concluded that the overall satisfaction is then the result- or the sum of the relative importance- and the level of satisfaction experienced of all the single attributes and means-end models assume that consumer judge products based on the ability of attributes to provide positive outcomes.

Researchers analyzed tourist satisfactions in many dimensions of tourist and making suggestions for the industry to focus on regarding product developments. Ross and Iso-Ahola (1991) studied satisfaction with cultural tours, while Hsieh, O'Leary and Morrison (1994) studied differences among packaged and non-packaged tours. Reisinger and Turner (2002) studied about tourists' shopping satisfaction. Toy, Kerstetter and Rager (2002) evaluate customer satisfaction with a leisure activity. Several researchers (Chon and Olsen 1991; Danaher and Arweiler 1996; Kozak and Rimmington 2000; Joppe, Martin and Waalen 2001) investigate tourists' satisfaction with destinations.

While the customer satisfaction literature including those within tourism has been dominated by measurement of how customers perceive products and services, less has been done with regard to the assessment of what causes the level of satisfaction in addition to the product and service encountered (Barsky 1992; Bojanic 1996; Bojanic and Rosen 1994; Chadee and Mattson 1995; 1996; Saleh and Ryan 1992). Since satisfaction may also relate directly to the consumer's needs and motives than do attributes, they should also be highly relevant, despite the recognition that evaluations are expected to be subjective in nature and often difficult to determine prior to purchase (Nelson, 1970).

In tourism studies, customer satisfaction is the visitor's state of emotion after they have experienced their tour (Baker & Crompton, 2000). Customer satisfaction is one of the areas researched most in many tourism studies due to its importance in determining the success and the continued existence of the tourism business (Gursoy, McCleary, & Lepsito, 2007). Destination holidays customer satisfaction is the extent of overall enjoyment that the tourists feel, the result that the tour experience able to fulfill the tourists' desires, expectation, needs and wants from the tour (Chen & Tsai, 2007).

Tourist satisfaction is important because it influences consumption during the visit and the future loyalty of tourists (Kozak & Rimmington, 2000). More specifically, tourists who are satisfied with their previous travel experience tend to be more willing to revisit the destination and recommend the destination to friends or relatives (Lee & Beetler, 2009)

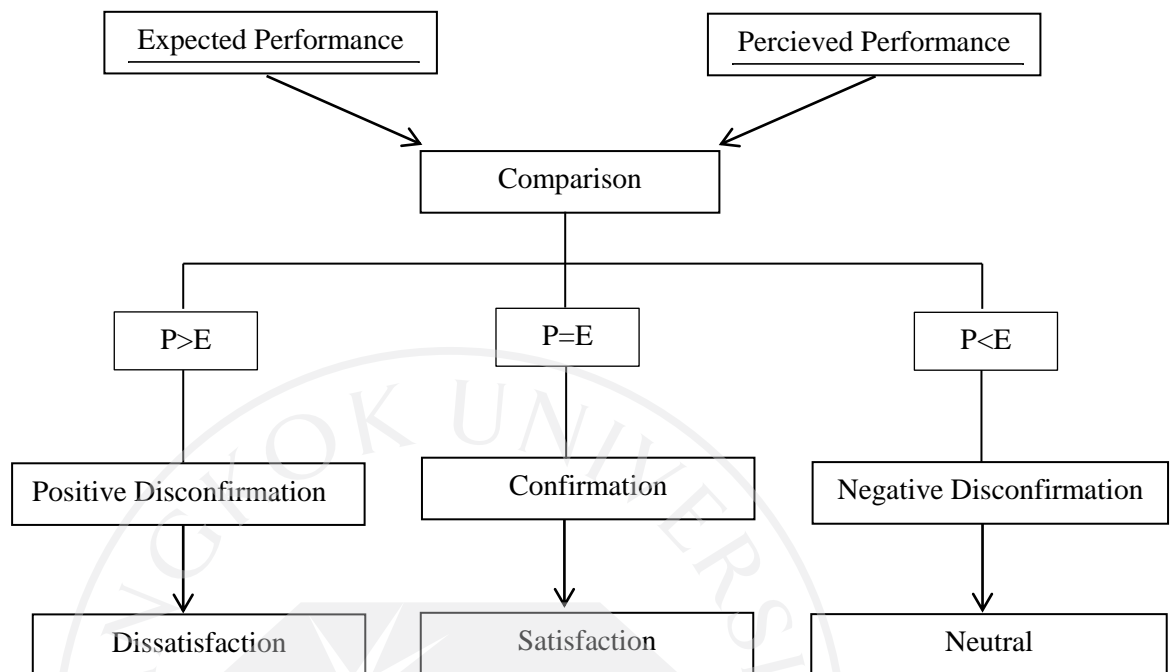
The study of tourist satisfaction was originally based on the larger concept of customer satisfaction found in general marketing contexts. Rust & Oliver (1994) defined satisfaction as the degree to which one believes that an experience evokes positive feelings. Also, satisfaction was considered as "a collective evaluation of individual experiences" (Lee, Kyle, & Scott, 2012).

A theory that can explain customer satisfaction is called disconfirmation theory which indicates that a customer compares a new experience with a standard they have developed. It believes that customers make purchases based on their expectations, behaviors and intentions. A perception of performance occurs as the customers evaluate the experience later, during or after consumption (Oliver, 1980). Pizman & Milman (1993) referred that the disconfirmation theory is an effective

indicator of satisfaction by studying and comparing the three segments of tourists' perception before and after they visited a specific destination. Tse & Wilton (1988) supported to the expectancy disconfirmation theory by stating that consumer satisfaction was only related to actual performance. Their research emphasized that pre-visit expectation should not be considered as an influencing factor of satisfaction because tourists may have no previous knowledge of or experience with the destinations. Yoon and Uysal (2005) argued that as satisfaction is a complicated concept, it would be more applicable to measure satisfaction in multiple dimensions. The process is completed when customers compare the actual service performance with their pre-experience standard or expectation (Beardon and Teel 1993, Cardozo 1965, Day 1977, Oliver 1980). The result is confirmation, satisfaction or dissatisfaction.

1. Confirmation occurs when the actual performance matched the expectation leading a neutral feeling.
2. Positive disconfirmation occurs when the performance is more positive than what was expected, which then leads to satisfaction and
3. Negative disconfirmation occurs when the performance perceptions do not meet expectation which then leads to dissatisfaction.

Figure 2.3. Disconfirmation theory model



Source: Oliver (1980)

#### 2.1.6. Relationship between Destination Attributes and Tourists' Satisfaction

There is a need to investigate the relationship between destination attributes and tourists' satisfaction from the tourist's perspective in order to gain an in-dept understanding of tourists' attitudes and behavior after they visit cultural/heritage destinations. Tourists express satisfaction or dissatisfaction after they buy tourism products and services (Fornell, 1992). If tourists are satisfied with the products, then they will have the motivation to buy them again or they will recommend them to their friends.

Among the researchers that have approached the issue of satisfaction felt by tourists towards a destination or a tourism product, we can find Oliver (1999) and Bigne, Sanchez and Sanchez (2001). Oliver (1999) stated that satisfaction regards the way the consumer evaluates the consumption of a product or service, which keeps a

close relationship with the fulfillment of the provision of that product or service as it was expected. Even when dealing with a repeated provision, the level of satisfaction attained just can be evaluated post consumption and is valid just in a temporary base. Bigne', Sanchez, & Sanchez (2001) focused their research on the relationship between destination image, based on its product attributes and quality, satisfaction and loyalty. From that, they concluded that the quality of the provision of the product or service has a positive influence on satisfaction and in the intention to repeat visit.

Chi & Qu (2008) from their empirical research that is similar to what had been claimed by Oliver (1993) and other authors have concluded attributes satisfaction as significant and positive influence on overall satisfaction. They use the expression “it can be said that tourists overall satisfaction was determined by destination image and attribute satisfaction”, adding that that attributes satisfaction affects directly and positively to destination loyalty.

Glasson (1994) provides a summary of the characteristics of holiday makers to Oxford, their impacts, and the management responses to date. In general, around 80% of tourists who visited this cultural/heritage destination were satisfied. Over 80% of the tourists who visited Oxford said that they would like to make a return visit. The tourists particularly enjoyed the architecture, which together with the traditions of the university and colleges creates an attractive physical environment and atmosphere. The shopping facilities were also well liked, and local people were regarded as friendly. However, in several areas, Oxford scored badly. These were traffic, crowds, and convenience of restrooms, the expensiveness of the city, poor sign-posting, and poor weather.

## 2.2 Related Research

Nawin Kayturam (2016) studied about motivation and satisfactions about Thai tourists visiting Myanmar. He aimed to find out demographic characteristics, motivation level and satisfaction, and compare the differences of demographic characteristics related to motivation and satisfaction of Thai tourists visiting Myanmar. The researcher collected the data from 400 Thai Tourist who had visited to Myanmar from July to October, 2015. As the result, most of them were female aged between 41 and 50. Most of their marital status is married and the education level is bachelor's degree. Most of them do own business with monthly income between 30,001-45,000 baht. Most of the Thai tourists had high level in motivation. The overall satisfaction is also the highest level. Thai tourists who visited to Myanmar had the highest level of satisfaction for tourist attractions, hospitality and the preservation of Myanmar culture. The satisfaction level for facilities and transportation was in the average. They had the lowest satisfaction for the communication system and road conditions. The study showed that demographic characteristics related to motivation and satisfaction had statistically significant differences at the level of .05. Therefore, the researcher recommended that the entrepreneurs should consider the demographic characteristics when they plan promotional strategies for Thai tourists to visit to Myanmar. The package tours should cover the most 5 important tourist attractions that is Shwedagon Pagoda, Mahamuni Buddha, Mandalay Royal Palace, Kyaikhtiyo Pagoda and Scott Market.

Woralak Boribunyanyin (2016) studied about Thai Tourists Behaviors towards Tourist Attractions in a Case Study at Klong Lat Mayom Floating Market in order to

fine out Thai tourists behaviors, satisfactions and also interrelationship between behavior and satisfaction of them at Klong Lat Mayom Floating Market. The researcher got the data from 400 Thai tourists by distributing questionnaires. Most of the respondents are employees from private company who have salary range between 30,001 – 40,000 Baht. For the behavior, results showed that 37.5% respondents visit the market to strengthen the relationship among their families and friends. Most of the respondents traveled with their own cars. 35.8% of respondents go with their family. Almost all respondents go to the market on Sunday. 40.2% spent 1-2 hours there and 55.8% went there once in a while. 41.8% of respondents went to purchase food and dessert. 58% of them would like to spend between 501-1001 Baht. For the satisfaction, the result showed that products and services had average level at 3.54 and varieties of food and beverage had average level at 3.91. The overall satisfaction had the average level at 3.37. There are respondents who complained that the food was expensive.

Pitchaya Duangfu (2016) studied about tourist behavior and satisfaction a case study of Thai tourists in Lampang province. Total 400 questionnaires were used within twelve months in order to collect data. The statistic used to analyze the data is software program in the form of Percentage, Mean, Standard Deviation, Independent Sample Test and One Way Anova. The research found that most of the tourists who come to Lampang province are women aged between 20–30 years living in central region. They are business owners with the income between 30,001–40,000 baht. They come to Lampang as vacation with friends according to their behavior. The result of studying the satisfactions of tourists who come to Lampang province shows that the

government and entrepreneur should develop these factors respectively ranged as following: 1) Facilities 2) Public Utility 3) Attraction 4) People.

Suthathip Suanmali (2015) studied about factors affecting tourist satisfaction in the Northern part of Thailand where there are many natural and cultural attractions as Thailand is supported to become the tourism hub of Southeast Asia by ASEAN Economics Community (AEC) in 2015. The researcher used statistical techniques to identify the significant factors. He did a random satisfaction survey to foreign tourists in Chiang Mai. The result shows that the most significant factor that affects the satisfaction is the staying cost and the rest are hospitality, attractions and accessibility and infrastructure.

Sitta Kongsana (2014) made research about the Myanmar tourism master plan 2013 -2020 through the sustainable tourism development model. The result showed that “Responsible Tourism” was the main foundation of the Master Plan. The plan focused on an ethical issue which is responsibility of stakeholders to take action to achieve sustainable tourism development in Myanmar. The following aspects are discussed in the Master Plan: 1) the Myanmar tourism master plan and a style of tourism planning 2) The MTMP and a strategic integrated sustainable tourism planning 3) The MTMP and the sustainable balancing “Development First” and “Tourism First” approaches 4) The MTMP and implementation and monitoring 5) The MTMP and challenges for responsible tourism planning. Strategic integrated sustainable tourism method was used in the Master Plan. Still, there are many challenges internally and externally that might obstruct the applying of the Master Plan. Thus, the process should be checked and adapted continuously. The researcher



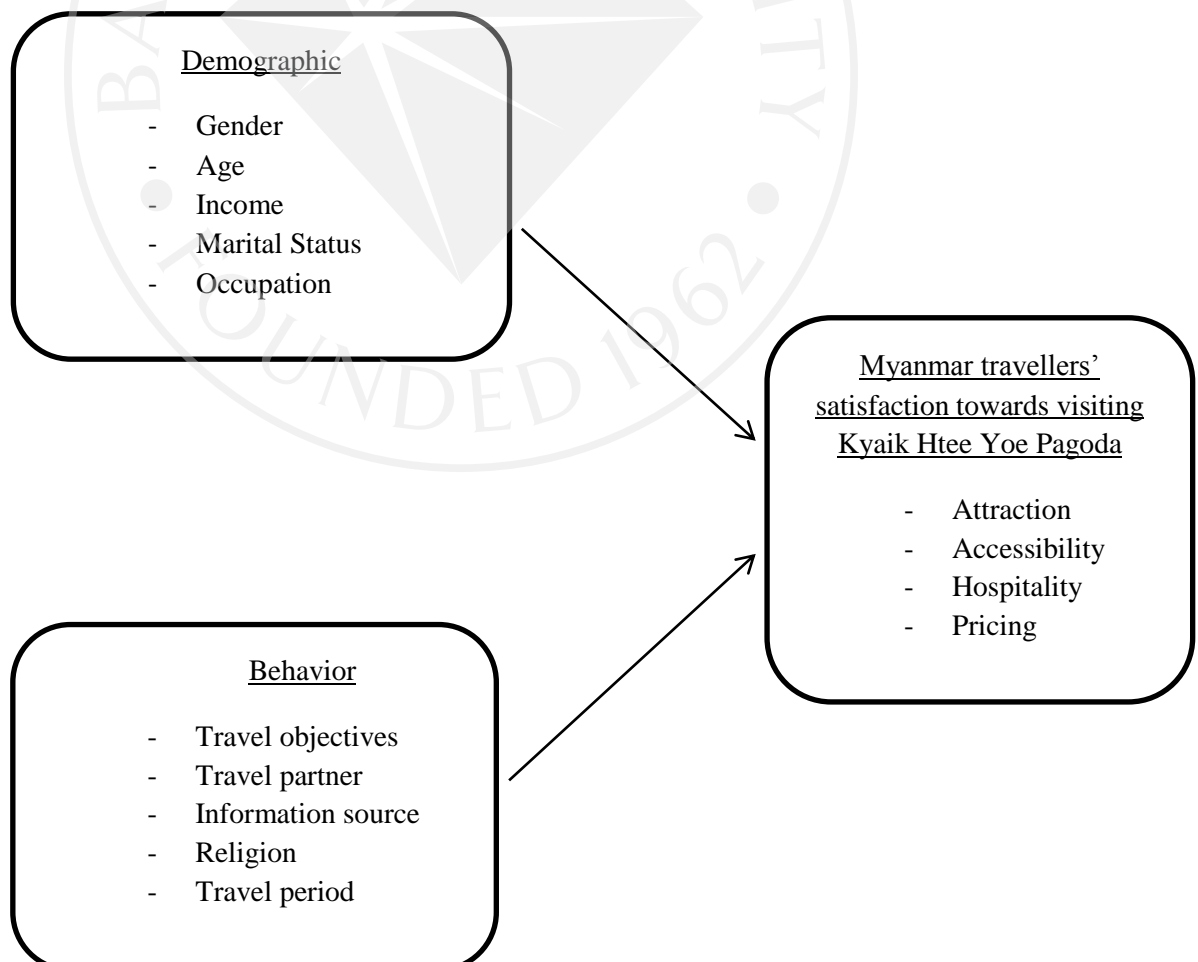
concluded that the Myanmar tourism Master Plan is one of the most advanced tourism plans in ASEAN which will impact the future.

Aye Nandar Thein Shwe (2015) studied about international tourists' satisfaction towards destination attributes of Myanmar in order to explore the destination attributes and international tourists satisfactions. The researcher used the descriptive method and primary data are gathered by interviewing with responsible personnel of Ministry of Hotel and Tourism. The researcher also collected secondary data from annual report of Ministry of Hotel and Tourism, report of Myanmar marketing committee, various text books, previous papers and websites. The survey questionnaire is distributed to 155 respondents by using convenience random sampling method. Respondents are international tourists who visited Myanmar in November via Yangon International Airport. The result showed that tourist satisfaction is related to destination attributes, including the attractiveness of a destination itself and the supporting industry-level attributes. Tourist's satisfaction is analyzed with nine destination attributes of Myanmar. The researcher found out that tourist satisfaction is significant to achieve high visitor's intention in revisiting the same destination. The study also observed that the sampled tourists are satisfied with destination attributes of Myanmar and also wish to visit Myanmar again.

### 2.3. Conceptual Framework

The literature reviews show that the number of empirical studies in tourism is very limited. However, the researcher does not see any serious effort to examine the behaviors and satisfactions of Myanmar travellers' who visit to Kyaik Htee Yoe Pagada, Mon State. Therefore, the researcher would like to investigate the tourism products, behaviors and its impacts on tourist satisfaction in Kyaik Htee Yoe Pagada. In this study, four main factors that could affect tourist satisfaction have been selected as shown in Figure 2.4.

Figure 2.4: Conceptual Framework



### 2.3. Hypothesis

Hypotheses for the research are set as follow:

H1: Myanmar travellers with different demographic have different satisfactions level towards visiting Kyaik Htee Yoe Pagoda

H1a: Myanmar travellers with different genders have different satisfactions towards visiting Kyaik Htee Yoe Pagoda

H1b: Myanmar travellers with different age have different satisfactions towards visiting Kyaik Htee Yoe Pagoda

H1c: Myanmar travellers with different monthly income have different satisfactions towards visiting Kyaik Htee Yoe Pagoda

H1d: Myanmar travellers with different marital status have different satisfactions towards visiting Kyaik Htee Yoe Pagoda

H1e: Myanmar travellers with different occupational status have different satisfactions towards visiting Kyaik Htee Yoe Pagoda

H2: Myanmar travellers with different behaviors have different satisfactions towards visiting Kyaik Htee Yoe Pagoda

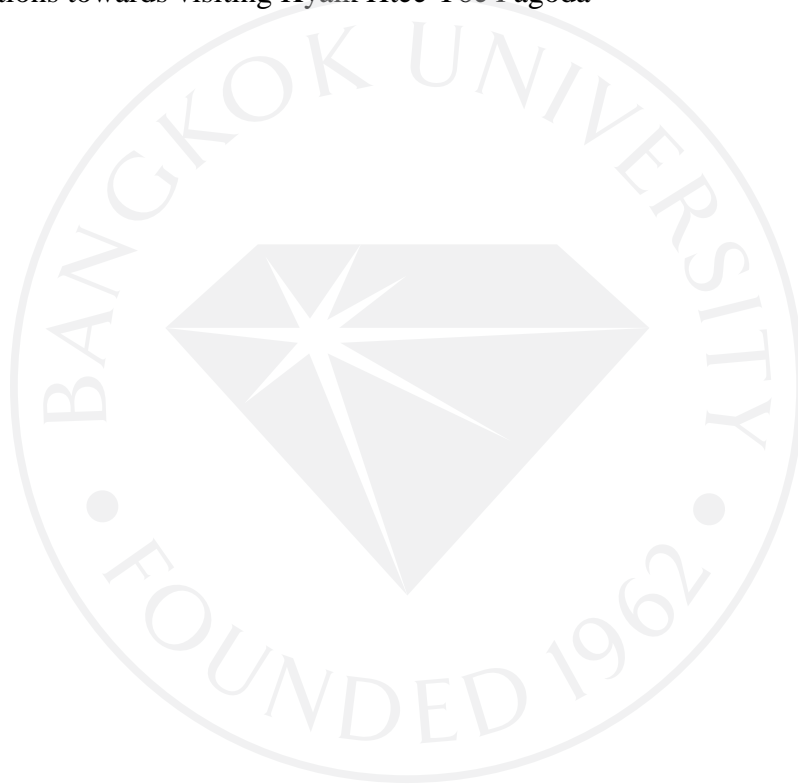
H2a: Myanmar travellers with different travel objectives have different satisfactions towards visiting Kyaik Htee Yoe Pagoda

H2b: Myanmar travellers with different travel partners have different satisfactions towards visiting Kyaik Htee Yoe Pagoda

H2c: Myanmar travellers with different information source have different satisfactions towards visiting Kyaik Htee Yoe Pagoda

H2d: Myanmar travellers with different religions have different satisfactions towards visiting Kyaik Htee Yoe Pagoda

H2e: Myanmar travellers with different travel periods have different satisfactions towards visiting Kyaik Htee Yoe Pagoda



## CHAPTER – 3

### RESEARCH METHODOLOGY

This chapter aims to discuss about research methodologies in order to examine behavior and factors that affects Myanmar Tourists satisfactions towards visiting Kyike Htee Yoe Pagoda. The topics are as followings:

- 3.1. Research Design
- 3.2. Population and Sampling
- 3.3. Research instruments
- 3.4. Testing research instruments
- 3.5. Data Collection
- 3.6. Statistic Method

#### **3.1. Research Design**

This research is quantitative research and primary data was collected by distributing research surveys to the 400 respondents. After that the information from research surveys is put into SPSS readymade computer program.

#### **3.2. Population and Sampling**

The population in this study will be Myanmar travellers who have been to Kyaik Htee Yoe Pagoda that is about 2 million travellers per year (Ei Ei Thu, 2017). Yamane (1967) provides a formula in order to calculate the sample sizes. In this research, for the sample size, Yamane's formula will be used as following.

$$n = \frac{N}{1 + N (e)^2}$$

Where,            n = the sample size,  
                       N = the population size, and  
                       e = the level of precision.

In this research, a 95% confidence level and  $P = 0.5$  are assumed for the above equation.

$$n = \frac{N}{1 + N (e)^2} = \frac{2,000,000}{1 + 2,000,000 (0.05)^2} = 400 \text{ people}$$

The sample groups who participated in this study are 400 samples.

### 3.3. Research Instruments

The research instrument for this study is survey questionnaire which can be differentiated into 3 parts as following:

**Part 1:** In terms of creating questionnaires, the researcher started by the closed end questions related to participant's demographics by using multiple choice questions total 5 questions as follow:

Gender (Nominal Scale)

Age (Ordinal Scale)

Monthly Income (Ordinal Scale)

Marital Status (Nominal Scale)

Occupation (Nominal Status)

**Part 2:** 5 close end questions about behaviors of Myanmar travellers who visit to Kyike Htee Yoe Pagoda. There were multiple choice questions total 5 questions as follow:

Travel objectives (Nominal Scale)

Travel partner (Nominal Scale)

Information source (Nominal Scale)

Religion (Nominal Scale)

Travel period (Ordinal Scale)

**Part 3:** This part refers to the factors that affect the satisfaction level of Myanmar travellers who visit to Kyike Htee Yoe Pagoda that is attraction, accessibility, hospitality and pricing. There were 4 questions for each factor and altogether 16 questions. 5 point Likert Scale was used to assess the respondents' rating as followings:

Level 5 means extremely satisfied

Level 4 means satisfied

Level 3 means neutral

Level 2 means dissatisfied

Levels 1 means extremely dissatisfied

For interpretation and analysis interval scale with rating scale in this questionnaire and the rating average is calculated as follow:

Average level = (maximum – minimum)/ level

$$= (5 - 1) / 5$$

$$= 0.8$$

Thus, the analysis of rating scale can interpret as below:

4.21-5.00 means strongly satisfy

3.41-4.20 means satisfy

2.61-3.40 neutral

1.81-2.60 dissatisfy

1.00-1.80 means strongly dissatisfy

### **3.4. Testing the data collection**

#### **3.4.1. Validity**

The Index of Item-Objective Congruence (IOC) was used so as to find the content validity. The questionnaire was checked by four experts from Bangkok University. The Item-Objective Congruence (IOC) was used to evaluate the items of the questionnaire based on the score range from -1 to +1.

Congruent = + 1

Questionable = 0

Incongruent = -1

The items that had scores lower than 0.5 were revised. On the other hand, the items that had scores higher than or equal to 0.5 were reserved.

#### **3.4.2. Reliability**

The reliability of the questionnaire was determined to make sure that the responses collected through the instrument were reliable and consistent. The researcher tested the questionnaire with 30 respondents. Cronbach's alpha was used to calculate the reliability value to know whether there was internal consistency within the items. The result was 0.826 which means the questionnaires are reliable. George



and Mallery (2010) illustrated the value of Coefficient Cronbach's Alpha as the following:  $\geq 0.9$ = Excellent,  $\geq 0.8$ = Good,  $\geq 0.7$ = Acceptable,  $\geq 0.6$ = Questionable,  $\geq 0.5$ = Poor, and  $\leq 0.5$ =Unacceptable. Therefore, in order for the research questionnaire to be reliable, its value of Coefficient Cronbach's Alpha must be at least 0.7.

### **3.5. Data Collection**

3.5.1. Primary data that is the data collected from research surveys by Myanmar travellers who have been to Kyike Htee Yoe Pagoda altogether 400 questionnaires.

3.5.2. Secondary data that is data the researcher collected from articles, concepts theories and related researches.

### **3.6. Statistic Method**

The statistic method for the study is as following:

#### **3.6.1. Descriptive Statistic**

##### **3.6.1.1. Questionnaire part 1 - Demographic data of Myanmar travellers who**

have been to Kyaik Htee Yoe Pagoda, Mon State that gender, age, income, marital status and occupation analyze as frequency and percentage

##### **3.6.1.2. Questionnaire part 2 - Behavior data of Myanmar travellers who have**

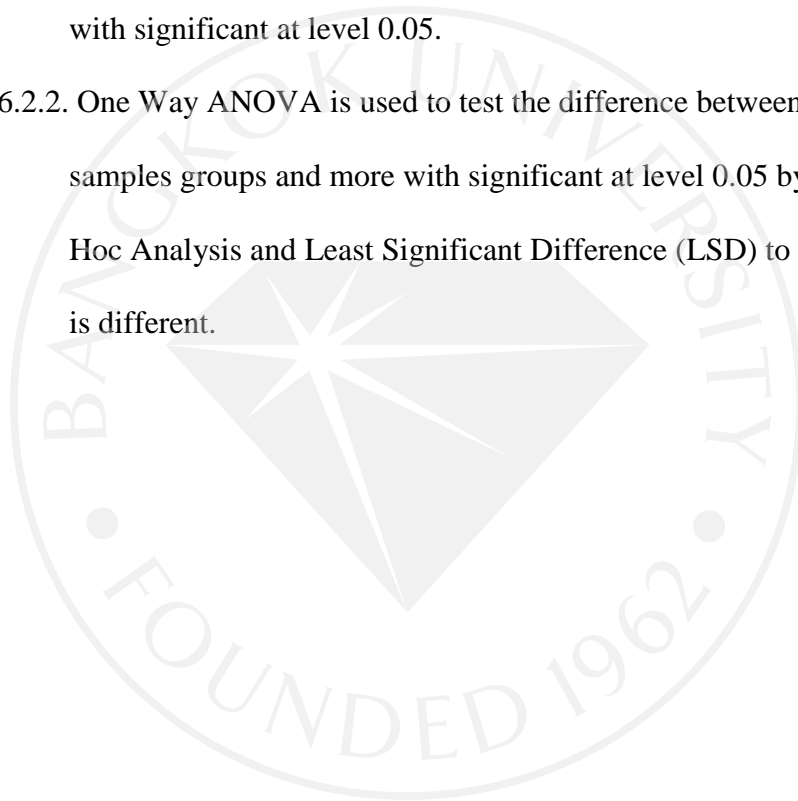
been to Kyaik Htee Yoe Pagoda, Mon State that travel objectives, travel partner, information source, travel period and travel frequency analyze as frequency and percentage

3.6.1.3. Questionnaire part 3 - The mean and standard deviation is used to analyze the quantitative variables which are the factors that affect Myanmar travellers' satisfaction (attraction, accessibility, hospitality and pricing)

### 3.6.2. Inferential Statistic

3.6.2.1. T-test is used to test the difference between means of two sample groups with significant at level 0.05.

3.6.2.2. One Way ANOVA is used to test the difference between means of three samples groups and more with significant at level 0.05 by using Post Hoc Analysis and Least Significant Difference (LSD) to see which pair is different.



## CHAPTER – 4

### FINDINGS

In this chapter, the researcher presents the analytical results which are related to demographics, behaviors and the different levels satisfactions of Myanmar travellers towards visiting Kyike Htee Yoe Pagoda. Data were collected by using questionnaire and distributed with link through social media and also hard copies around the area of Kyike Htee Yoe Pagoda then analyzed by SPSS program. The analysis of data is shown in separated sections as follow:

- 4.1. The analysis of demographics of the respondents
- 4.2. The analysis of behaviors of the respondents
- 4.3. The analysis of satisfactions of the respondents
- 4.4. Hypothesis Testing

#### **4.1. The analysis of demographics of the respondents**

The demographic data of respondents includes gender, age, monthly income, marital status, occupation. Collected research data is analyzed and shown with table and graph with frequency of respondents and percentage result.

Table 4.1: The analysis of Demographics of respondents: Gender, using frequency and percentage

Gender	Frequency	Percentage
Male	138	34.5%
Female	262	65.5%
Total	400	100%

As table 4.1, 262 of respondents representing 65.5% are female and 138 of respondents representing 34.5% are male out of total of 400 respondents.

Table 4.2: The analysis of Demographics of respondents: Age, using frequency and percentage

Age	Frequency	Percentage
15-25 years	199	49.7%
25-35 years	124	31%
35-45 years	38	9.5%
Over 45 years	39	9.8%
Total	400	100%

As table 4.2, most of the respondents are aged between 15 to 25 years 199 persons representing 49.7%, followed by the age between 25 to 35 years 124 persons representing 31%, followed by the age over 45 years 39 persons representing 9.8% and finally between 35-45 years 38 persons representing 9.5% out of total 400 respondents.

Table 4.3: The analysis of Demographics of respondents: Income, using frequency and percentage

Income	Frequency	Percentage
Under 200\$	151	37.8%
Between \$200 - \$500	170	42.4%
Between \$501 - \$800	48	12%
Over \$800	31	7.8%
Total	400	100%

As table 4.3, most of the respondents have income between \$200 to \$500 170 persons representing 42.4%, followed by under 200\$ 151 persons representing 37.8%, followed by having the income between \$501 to \$800 48 persons represent 12% and finally over \$800 31 persons representing 7.8% out of total 400 respondents.

Table 4.4: The analysis of Demographics of respondents: Marital status, using frequency and percentage

Marital Status	Frequency	Percentage
Single	290	72.5%
Married	104	26%
Divorced	6	1.5%
Total	400	100%

As table 4.4, most of the respondents are single 290 persons representing 72.5%, followed by married 104 persons representing 26% and finally divorced 6 persons representing 1.5% out of total 400 respondents.

Table 4.5: The analysis of Demographics of respondents: Occupation, using frequency and percentage

Occupation	Frequency	Percentage
Student	97	24.2%
Employee	248	62%
Government Employee	12	3%
Business Owner	35	8.8%
Others	8	2%
Total	400	100%

As table 4.5, most of the respondents are employees 248 persons representing 62%, followed by students 97 persons representing 24.2%, followed by business owners 35 persons representing 8.8%, followed by government employees 12 persons representing 3% and finally others who work as tour guides and housewives 8 persons representing 2% out of total 400 respondents.

#### 4.2. The analysis of behaviors of the respondents

The behaviors data of respondents includes purpose of travelling, travel partner, information source that influenced to visit to Kyike Htee Yoe Pagoda, religions of the respondents and period of travel. Collected research data was analyzed and shown with table and graph with frequency of respondents and percentage result.

Table 4.6: The analysis of behaviors of respondents: travel objectives to Kyike Htee Yoe Pagoda, using frequency and percentage

Purpose of travelling	Frequency	Percentage
To relax	60	15%
To make pilgrimage	281	70.2%
To strengthen relationships	37	9.3%
To get knowledge	22	5.5%
Total	400	100%

As table 4.6, most of the respondents go to Kyike Htee Yoe Pagoda to make pilgrimage and merits 281 persons which represents 70.2%, followed by going to relax 60 persons representing 15%, followed by going to strengthen relationships among family and friends 37 persons representing 9.3% and finally go to get

knowledge about the place 22 persons which represents 5.5% out of total 400 respondents.

Table 4.7: The analysis of behaviors of respondents: Travel partners, using frequency and percentage

Travel partners	Frequency	Percentage
Friends/ Colleagues	118	29.5%
Family/ Relatives	242	60.5%
Partner	32	8%
Alone	8	2%
Total	400	100%

As table 4.7, most of the respondents visit to Kyike Htee Yoe Pagoda with family and relatives 242 persons which represents 60.5%, followed by visiting with friends and colleagues 118 persons representing 29.5%, followed by visiting with partner 32 persons representing 8% and finally visiting alone 8 persons which represents 2% out of total 400 respondents.

Table 4.8: The analysis of behaviors of respondents: information source that influenced to visit to Kyike Htee Yoe Pagoda, using frequency and percentage

Information Source	Frequency	Percentage
Social Media	94	23.5%
Advertisements	64	16%
Friends who have been there	190	47.4%
Travel Bloggers	19	4.8%
Others	33	8.3%
Total	400	100%

As table 4.8, most of the respondents get the information to visit to Kyike Htee Yoe Pagoda from friends who have been there 190 persons which represents 47.4%, followed by social media 94 persons representing 23.5%, followed by advertisements 64 persons representing 16%, followed by other such as the information source of visiting to Kyike Htee Yoe Pagoda is because it is a famous place in history and a well-known place 33 persons which represents 8.3% and finally, influenced by travel bloggers 19 persons which represents 4.8% out of total 400 respondents.

Table 4.9: The analysis of behaviors of respondents: religion of respondents, using frequency and percentage

Religion	Frequency	Percentage
Buddhism	364	91%
Christianity	30	7.5%
Islam	4	1%
Others	2	0.5%
Total	400	100%

As table 4.7, most of the respondents are Buddhists 364 persons which represents 91%, followed by Christians 30 persons representing 7.5%, followed by Islam 4 persons representing 1% and others that are Hindus 2 persons representing 0.5% out of total 400 respondents.



Table 4.10: The analysis of behaviors of respondents: period of staying at Kyike Htee Yoe Mountain, using frequency and percentage

Travel Period	Frequency	Percentage
1-2 days	321	80.2%
3-4 days	68	17%
5-6 days	5	1.3%
One week	6	1.5%
Total	400	100%

As table 4.10, most of the respondents stay at to Kyike Htee Yoe Mountain 1-2 days 321 persons representing 80.2%, followed by staying 3-4 days 68 persons representing 17%, followed by staying one week 6 persons representing 1.5%, finally staying 5-6 days 5 persons representing 1.3% out of total 400 respondents.

### 4.3. Hypothesis Testing

This part presents the results of hypothesis testing analyzed by T-Test and One-Way ANOVA as follow.

H1: Myanmar travellers with different demographic have different satisfactions level towards visiting KyaikHteeYoe Pagoda

H1a: Myanmar travellers with different genders have different satisfactions towards visiting KyaikHteeYoe Pagoda

Table 4.11: T Test analysis results of different satisfaction levels of respondents towards visiting Kyike Htee Yoe Pagoda classified by gender

Satisfactions	Male	Female	t	Sig.
	Mean	Mean		
Attraction	3.88	3.77	1.374	0.170
Accessibility	3.53	3.43	1.347	0.179
Hospitality	3.49	3.40	1.161	0.247
Pricing	3.13	3.17	-0.413	0.679
Total	3.51	3.44	1.019	0.309

As shown in table 4.11, the analysis revealed that the respondents with different genders have the same satisfaction levels for the four factors namely attraction, accessibility, hospitality and pricing towards visiting Kyike Htee Yoe Pagoda as there is no statistical significance of 0.05. Therefore, the rejected hypothesis 1a which is Myanmar travellers with different genders have different satisfaction levels towards visiting Kyike Htee Yoe Pagoda

H1b: Myanmar travellers with different age have different satisfactions towards visiting Kyaik Htee Yoe Pagoda

Table 4.12: One-Way ANOVA analysis results of different satisfaction levels of respondents towards visiting Kyike Htee Yoe Pagoda classified by age

Satisfactions	15-25 years	25-35 years	35-45 years	Over 45 years	F	Sig.
	Mean	Mean	Mean	Mean		
Attraction	3.78	3.79	3.91	3.96	0.945	0.419
Accessibility	3.41	3.47	3.61	3.56	1.154	0.327
Hospitality	3.36	3.52	3.46	3.49	1.098	0.350
Pricing	3.15	3.23	3.13	2.97	0.884	0.449
Total	3.42	3.50	3.53	3.49	0.588	0.623

As shown in table 4.12, the analysis revealed that the respondents with different ages have the same satisfaction levels for the four factors attraction, accessibility, hospitality and pricing towards visiting Kyike Htee Yoe Pagoda as there is no statistical significance of 0.05. Therefore, the researcher rejected the hypothesis 1b which is Myanmar travellers with different ages have different satisfaction levels towards visiting Kyike Htee Yoe Pagoda.

H1c: Myanmar travellers with different monthly income have different satisfactions towards visiting KyaikHteeYoe Pagoda

Table 4.13: One-Way ANOVA analysis results of different satisfaction levels of respondents towards visiting Kyike Htee Yoe Pagoda classified by income

Satisfactions	Under \$200	Between \$200 - \$500	Between \$501 - \$800	Over \$ 800	F	Sig.
	Mean	Mean	Mean	Mean		
Attraction	4.00	3.70	3.72	3.62	6.276	0.000*
Accessibility	3.55	3.43	3.42	3.27	1.717	0.163
Hospitality	3.59	3.28	3.38	3.57	4.383	0.005*
Pricing	3.35	3.01	3.10	3.02	4.357	0.005*
Total	3.62	3.36	3.41	3.37	5.763	0.001*

\*significant at level 0.05

As shown in table 4.13, the analysis revealed that the respondents with different incomes have different satisfaction levels for the three factors; attraction, hospitality, pricing, and the total satisfaction level towards visiting Kyike Htee Yoe Pagoda at the statistical significance level of 0.05.

Therefore, the researcher analyzed the differences of the factors attraction, hospitality, pricing and the total satisfaction level by multiple comparisons in LSD to find out which pair of means has differences which concluded as table 4.14, 4.15, 4.16 and 4.17.

Table 4.14: LSD Analysis of the respondents' satisfaction levels on attraction factor classified by income and compared between means

Monthly income	Under \$200	Between \$200 - \$500	Between \$501 - \$800	Over \$ 800
Under \$200	-	0.306* (0.000)	0.286* (0.015)	0.384* (0.006)
Between \$200 - \$500		-	-0.020 (0.861)	0.078 (0.574)
Between \$501 - \$800			-	0.098 (0.548)
Over \$ 800				-

\* Significant at the level 0.05

From table 4.14, the researcher considered the differences between means of the respondents' satisfaction levels for attraction factor which is classified by income and found that Myanmar travellers who have income under \$200 have more satisfaction than those who have income between \$200 - \$500, between \$501 - \$800 and over \$ 800 at significant level 0.05.

Table 4.15: LSD Analysis of the respondents' satisfaction levels on hospitality factor classified by income and compared between means

Monthly income	Under \$200	Between \$200 - \$500	Between \$501 - \$800	Over \$ 800
Under \$200	-	0.305* (0.001)	0.206 (0.117)	0.014 (0.931)
Between \$200 - \$500		-	-0.099 (0.442)	-0.291 (0.059)
Between \$501 - \$800			-	-0.192 (0.291)
Over \$ 800				-

\* Significant at level 0.05

From table 4.15, the researcher considered the differences between means of the respondents' satisfaction levels for factor attraction which is classified by income and found that Myanmar travellers who have income under \$200 have more satisfaction than those who have income between \$200 - \$500, as significant at level 0.05.

Table 4.16: LSD Analysis of the respondents' satisfaction levels on pricing factor classified by income and compared between means

Monthly income	Under \$200	Between \$200 - \$500	Between \$501 - \$800	Over \$ 800
Under \$200	-	0.338* (0.001)	0.248 (0.086)	0.328 (0.056)
Between \$200 - \$500		-	-0.089 (0.530)	-0.009 (0.956)
Between \$501 - \$800			-	0.080 (0.690)
Over \$ 800				-

\* Significant at level 0.05

From table 4.16, the researcher considered the differences between means of the respondents' satisfaction levels for pricing factor which is classified by income and found that Myanmar travellers who have income under \$200 have more satisfaction than those who have income between \$200 - \$500, as significant at level 0.05.

Table 4.17: LSD Analysis of the respondents' total satisfaction levels classified by income and compared between means

Monthly income	Under \$200	Between \$200 - \$500	Between \$501 - \$800	Over \$ 800
Under \$200	-	0.267* (0.000)	0.217* (0.030)	0.250* (0.035)
Between \$200 - \$500		-	-0.017 (0.610)	-0.050 (0.887)
Between \$501 - \$800			-	0.033 (0.810)
Over \$ 800				-

\*Significant at level 0.05

From table 4.17, the researcher considered the differences between means of the respondents' satisfaction levels for total which is classified by income and found that Myanmar travellers who have income under \$200 have more satisfaction than those who have income between \$200 - \$500, between \$501 - \$800 and over \$800 as significant at level 0.05.

H1d: Myanmar travellers with different marital status have different satisfactions towards visiting KyaikHteeYoe Pagoda



Table 4.18: One-Way ANOVA analysis results of different satisfaction levels of respondents towards visiting Kyike Htee Yoe Pagoda classified by marital status

Satisfaction	Single	Married	Divorced	F	Sig.
	Mean	Mean	Mean		
Attraction	3.80	3.82	4.38	1.929	0.147
Accessibility	3.47	3.43	3.83	0.962	0.383
Hospitality	3.43	3.44	3.50	0.030	0.971
Pricing	3.20	3.00	3.42	2.196	0.113
Total	3.47	3.42	3.78	1.073	0.343

As shown in table 4.18, the analysis revealed that the respondents with different marital status have the same satisfaction levels for the four factors attraction, accessibility, hospitality and pricing towards visiting Kyike Htee Yoe Pagoda as there is no statistical significance of 0.05. Therefore, the researcher rejected the hypothesis 1d which is Myanmar travellers with different marital status have different satisfaction levels towards visiting Kyike Htee Yoe Pagoda.

H1e: Myanmar travellers with different occupational status have different satisfactions towards visiting KyaikHteeYoe Pagoda

Table 4.19: One-Way ANOVA analysis results of different satisfaction levels of respondents towards visiting Kyike Htee Yoe Pagoda classified by occupational status

Satisfactions	Student	Employee	Government Employee	Business Owner	Others	F	Sig.
	Mean	Mean	Mean	Mean	Mean		
Attraction	3.72	3.91	3.58	3.46	3.81	4.049	0.003*
Accessibility	3.38	3.54	3.29	3.29	3.13	2.316	0.057
Hospitality	3.35	3.47	3.35	3.36	3.50	0.537	0.708
Pricing	3.11	3.23	2.83	2.94	2.75	1.889	0.112
Total	3.39	3.54	3.27	3.26	3.30	2.747	0.028*

\* Significant at level 0.05

As shown in table 4.19, the analysis revealed that the respondents with different occupational status have different satisfaction levels for the factor; attraction and the total satisfaction level towards visiting Kyike Htee Yoe Pagoda at the statistical significance level of 0.05.

Therefore, the researcher analyzed the differences for the factors; attraction and the total satisfaction level by multiple comparisons in LSD to find out which pair of means has differences and concludes as table 4.19 and 4.20.

Table 4.20: LSD Analysis of the respondents' satisfaction levels on attraction factor that is classified by income and compared between means

Occupational status	Student	Employee	Government Employee	Business Owner	Others
Student	-	-0.188* (0.027)	0.136 (0.531)	0.262 (0.061)	-0.093 (0.720)
Employee		-	0.324 (0.123)	0.450* (0.000)	0.095 (0.710)
Government Employee			-	0.126 (0.595)	-0.229 (0.479)
Business Owner				-	-0.355 (0.201)
Others					-

\* Significant at level 0.05

From table 4.20, the researcher considered the differences between means of the respondents' satisfaction levels for the factor; attraction which is classified by occupational status and found that

- Myanmar travellers who have occupational status as students have less satisfaction than those who have occupational status as employee for the factor; attraction as significant at level 0.05.

- Myanmar travellers who have occupational status as employees have more satisfaction than those who have occupational status as business owner for the factor; attraction as significant at level 0.05.

Table 4.21: LSD Analysis of the respondents' total satisfaction levels classified by occupational status and compared between means

Occupational status	Student	Employee	Government Employee	Business Owner	Others
Student	-	-0.148 <sup>*</sup> (0.041)	0.124 (0.505)	0.128 (0.283)	0.092 (0.679)
Employee		-	0.272 (0.129)	0.277 <sup>*</sup> (0.012)	0.241 (0.269)
Government Employee			-	0.005 (0.981)	-0.031 (0.910)
Business Owner				-	-0.036 (0.879)
Others					-

\*significant at level 0.05

From table 4.21, the researcher considered the differences between means of the respondents' satisfaction levels for total satisfaction which is classified by occupational status and found that

- Myanmar travellers who have occupational status as students have less total satisfaction than those who have occupational status as employee as significant at level 0.05.

- Myanmar travellers who have occupational status as employees have more total satisfaction than those who have occupational status as business owner as significant at level 0.05.

H2: Myanmar travellers with different behaviors have different satisfactions towards visiting KyaikHteeYoe Pagoda

H2a: Myanmar travellers with different travel objectives have different satisfactions towards visiting KyaikHteeYoe Pagoda

Table 4.22: One-Way ANOVA analysis results of different satisfaction levels of respondents towards visiting Kyike Htee Yoe Pagoda classified by travel objectives

Satisfactions	To Relax	To make pilgrimage	To strengthen relationships	To get knowledge	F	Sig.
	Mean	Mean	Mean	Mean		
Attraction	3.80	3.84	3.65	3.74	0.872	0.456
Accessibility	3.58	3.45	3.40	3.40	0.706	0.549
Hospitality	3.53	3.43	3.26	3.43	0.886	0.449
Pricing	3.12	3.20	2.91	3.07	1.340	0.261
Total	3.51	3.48	3.30	3.41	1.090	0.353

As shown in table 4.22, the analysis revealed that the respondents with different travel objectives have the same satisfaction levels for the four factors attraction, accessibility, hospitality and pricing towards visiting Kyike Htee Yoe Pagoda as there is no statistical significance of 0.05. Therefore, the researcher rejected hypothesis 2a which is Myanmar travellers with different travel objectives have different satisfaction levels towards visiting Kyike Htee Yoe Pagoda.

H2b: Myanmar travellers with different travel partners have different satisfactions towards visiting KyaikHteeYoe Pagoda

Table 4.23: One-Way ANOVA analysis results of different satisfaction levels of respondents towards visiting Kyike Htee Yoe Pagoda classified by travel partners

Satisfactions	Friends/ Colleagues	Family/ Relatives	Partner	Alone	F	Sig.
	Mean	Mean	Mean	Mean		
Attraction	3.76	3.81	4.01	3.59	1.208	0.306
Accessibility	3.45	3.46	3.55	3.50	0.183	0.908
Hospitality	3.36	3.47	3.36	3.69	0.877	0.453
Pricing	3.08	3.21	3.03	3.00	0.954	0.415
Total	3.41	3.49	3.49	3.45	0.428	0.733

As shown in table 4.23, the analysis revealed that the respondents with different travel partners have the same satisfaction levels for the four factors attraction, accessibility, hospitality and pricing towards visiting Kyike Htee Yoe Pagoda as there is no statistical significance at level 0.05. Therefore, the researcher rejected the hypothesis 2b which is Myanmar travellers with different travel partners have different satisfaction levels towards visiting Kyike Htee Yoe Pagoda.

H2c: Myanmar travellers with different information source have different satisfactions towards visiting KyaikHteeYoe Pagoda

Table 4.24: One-Way ANOVA analysis results of different satisfaction levels of respondents towards visiting Kyike Htee Yoe Pagoda compared by information source

Satisfactions	Social Media	Advertisements	Friends who have been there	Travel Bloggers	Others	F	Sig.
	Mean	Mean	Mean	Mean	Mean		
Attraction	3.82	3.72	3.85	3.61	3.85	0.834	0.504
Accessibility	3.43	3.44	3.49	3.05	3.66	2.509	0.042*
Hospitality	3.35	3.49	3.46	3.12	3.53	1.255	0.287
Pricing	3.00	3.23	3.22	2.93	3.18	1.386	0.238
Total	3.40	3.47	3.51	3.18	3.55	1.752	0.138

\*significant at level 0.05

As shown in table 4.24, the analysis revealed that the respondents with different information source have different satisfaction levels for the factor; accessibility towards visiting Kyike Htee Yoe Pagoda at the statistical significance level of 0.05.

Therefore, the researcher analyzed the differences for the accessibility factor by multiple comparisons in LSD to find out which pair of means has differences and concluded as table 4.25.

Table 4.25: LSD Analysis of the respondents' satisfaction levels on accessibility factor classified by information source and compared between means

Information source	Social Media	Advertisements	Friends who have been there	Travel Bloggers	Others
Social Media	-	-0.009 (0.934)	-0.067 (0.447)	0.376* (0.032)	-0.231 (0.100)
Advertisements		-	-0.057 (0.568)	0.385* (0.034)	-0.222 (0.136)
Friends who have been there			-	0.442* (0.008)	-0.164 (0.209)
Travel Bloggers				-	-0.606* (0.003)
Others					-

Significant at level 0.05

From table 4.25, the researcher considered the differences between means of the respondents' satisfaction levels for total satisfaction which is classified by information source and found that

- Myanmar travellers who got information from social media, advertisements and friends who have been to Kyike Htee Yoe Pagoda have more satisfaction than those who got information from travel blogger on accessibility factor as significant at level 0.05.



- Myanmar travellers who got information from travel bloggers have less satisfaction than those who have got information from other accessibility factor as significant at level 0.05.

H2d: Myanmar travellers with different religions have different satisfactions towards visiting Kyaik Htee Yoe Pagoda

Table 4.26: One-Way ANOVA analysis results of different satisfaction levels of respondents towards visiting Kyike Htee Yoe Pagoda classified by religions

Satisfactions	Buddhism	Christianity	Islam	Others	F	Sig.
	Mean	Mean	Mean	Mean		
Attraction	3.85	3.40	3.81	3.63	3.664	0.013*
Accessibility	3.47	3.38	3.13	4.00	0.880	0.452
Hospitality	3.46	3.11	2.75	4.38	3.751	0.011*
Pricing	3.17	2.98	2.75	2.88	0.782	0.505
Total	3.49	3.22	3.11	3.72	2.408	0.067

\*Significant at level 0.05

From table 4.26, the analysis revealed that the respondents with different religions have different satisfaction levels for the factors; attraction and hospitality towards visiting Kyike Htee Yoe Pagoda at the statistical significance level of 0.05.

Therefore, the researcher analyzed the differences for the factors; attractions and hospitality by multiple comparisons in LSD to find out which pair of means has differences and concluded as table 4.27 and 4.28

Table 4.27: LSD Analysis of the respondents' satisfaction levels on attraction factor classified by religions and compared between means

Religions	Buddhism	Christianity	Islam	Others
Buddhism	-	0.445* (0.001)	0.033 (0.927)	0.220 (0.662)
Christianity		-	-0.413 (0.277)	-0.225 (0.665)
Islam			-	0.188 (0.761)
Others				-

\*Significant at level 0.05

From table 4.27, the researcher considered the differences between means of the respondents' satisfaction levels for attraction factor which is classified by religions and found that

- Myanmar travellers who are Buddhism have more satisfaction than those who are Christianity on attraction factor as significant at level 0.05

Table 4.28: LSD Analysis of the respondents' satisfaction levels on hospitality factor classified by religions and compared between means

Religions	Buddhism	Christianity	Islam	Others
Buddhism	-	0.351* (0.020)	0.709 (0.076)	-0.916 (0.104)
Christianity		-	0.358 (0.396)	-1.267* (0.029)
Islam			-	-1.625* (0.018)
Others				-

\*Significant at level 0.05

From table 4.28, the researcher considered the differences between means of the respondents' satisfaction levels for hospitality factor which is classified by religions and found that

- Myanmar travellers who are Buddhism have more satisfaction than those who are Christianity on hospitality factor as significant at level 0.05

-- Myanmar travellers who are Christianity and Islam have less satisfaction than those who are other religions such as Hindu on hospitality factor as significant at level 0.05

H2e: Myanmar travellers with different travel periods have different satisfactions towards visiting KyaikHteeYoe Pagoda

Table 4.29: One-Way ANOVA analysis results of different satisfaction levels of respondents towards visiting Kyike Htee Yoe Pagoda classified by travel periods

Satisfactions	1-2 days	3-4 days	5-6 days	One week	F	Sig.
	Mean	Mean	Mean	Mean		
Attraction	3.71	4.15	4.20	5.00	14.275	0.000*
Accessibility	3.40	3.70	3.40	4.00	4.686	0.003*
Hospitality	3.39	3.51	3.60	4.75	6.279	0.000*
Pricing	3.13	3.14	3.20	4.75	6.983	0.000*
Total	3.41	3.62	3.60	4.63	10.512	0.000*

\*Significant at level 0.05

From table 4.29, the analysis revealed that the respondents with different travel periods have different satisfaction levels for the factors; attraction accessibility hospitality and pricing and the total satisfaction towards visiting Kyike Htee Yoe Pagoda as significance at level of 0.05.

Therefore, the researcher analyzed the differences for the factors; attractions, accessibility, hospitality, pricing and the total satisfaction by multiple comparisons in LSD to find out which pair of means has differences and concluded as table 4.30, 4.31, 4.32, 4.33 and 4.34.

Table 4.30: LSD Analysis of the respondents' satisfaction levels on attraction factor classified by travel periods and compared between means

Travel periods	1-2 days	3-4 days	5-6 days	One week
1-2 days	-	-0.436* (0.000)	-0.489 (0.114)	-1.289* (0.000)
3-4 days		-	-0.053 (0.868)	-0.853* (0.004)
5-6 days			-	-0.000 (0.055)
One week				-

\* Significant at level 0.05

From table 4.30, the researcher considered the differences between means of the respondents' satisfaction levels on attraction factor which is classified by travel periods and found that

- Myanmar travellers who have travel periods for 1-2 days have less satisfaction than those who have travel periods for 3-4 days and one week on attraction factor as significant at level 0.05

- Myanmar travellers who have travel periods for 3-4 days have less satisfaction than those who have travel periods for one week on attraction factor as significant at level 0.05

Table 4.31: LSD Analysis of the respondents' satisfaction levels on accessibility factor classified by travel periods and compared between means

Travel periods	1-2 days	3-4 days	5-6 days	One week
1-2 days	-	-0.295* (0.001)	0.003 (0.991)	-0.597* (0.036)
3-4 days		-	0.299 (0.350)	-0.301 (0.304)
5-6 days			-	-0.600 (0.151)
One week				-

\*Significant at level 0.05

From table 4.31, the researcher considered the differences between means of the respondents' satisfaction levels accessibility factor which is classified by travel periods and found that

- Myanmar travellers who have travel periods for 1-2 days have less satisfaction than those who have travel periods for 3-4 days and one week on accessibility factor as significant at level 0.05

Table 4.32: LSD Analysis of the respondents' satisfaction levels on hospitality factor that is classified by travel periods and compared between means

Travel periods	1-2 days	3-4 days	5-6 days	One week
1-2 days	-	-0.120 (0.252)	-0.213 (0.547)	-1.363* (0.000)
3-4 days		-	-0.093 (0.799)	-1.243* (0.000)
5-6 days			-	-1.150* (0.016)
One week				-

\*Significant at level 0.05

From table 4.32, the researcher considered the differences between means of the respondents' satisfaction levels on hospitality factor which is classified by travel periods and found that

- Myanmar travellers who have travel periods for 1-2 days, 3-4 days and 5-6 days have less satisfaction than those who have travel periods for one week on hospitality factor as significant at level 0.05

Table 4.33: LSD Analysis of the respondents' satisfaction levels on pricing factor that is classified by travel periods and compared between means

Travel periods	1-2 days	3-4 days	5-6 days	One week
1-2 days	-	-0.018 (0.876)	-0.075 (0.848)	-1.625* (0.000)
3-4 days		-	-0.057 (0.887)	-1.607* (0.000)
5-6 days			-	-1.550* (0.003)
One week				-

\* Significant at level 0.05

As shown in table 4.33, the researcher considered the differences between means of the respondents' satisfaction levels on pricing factor which is classified by travel periods and found that

- Myanmar travellers who have travel periods for 1-2 days, 3-4 days and 5-6 days have less satisfaction than those who have travel periods for one week on pricing factor as significant at level 0.05



Table 4.34: LSD Analysis of the respondents' total satisfaction that is classified by travel periods and compared between means

Travel periods	1-2 days	3-4 days	5-6 days	One week
1-2 days	-	-0.217* (0.006)	-0.193 (0.468)	-1.218* (0.000)
3-4 days		-	0.024 (0.930)	-1.001* (0.000)
5-6 days			-	-1.025* (0.004)
One week				-

\* Significant at level 0.05

As shown in table 4.34, the researcher considered the differences between means of the respondents' total satisfactions which is classified by travel periods and found that

- Myanmar travellers who have travel periods for 1-2 days have less satisfaction in total than those who have travel periods for 3-4 days and one week as significant at level 0.05

- Myanmar travellers who have travel periods for 3-4 days and 5-6 days have less satisfaction in total than those who have travel periods for one week as significant at level 0.05

Table 4.35: Conclusion of findings on hypothesis 1

Hypothesis	Hypothesis Finding
H1: Myanmar travellers with different demographic have different satisfactions towards visiting Kyaik Htee Yoe Pagoda	
H1a: Myanmar travellers with different genders have different satisfactions towards visiting Kyaik Htee Yoe Pagoda	Reject
H1b: Myanmar travellers with different age have different satisfactions towards visiting Kyaik Htee Yoe Pagoda	Reject
H1c: Myanmar travellers with different monthly income have different satisfactions towards visiting Kyaik Htee Yoe Pagoda	Accept
H1d: Myanmar travellers with different marital status have different satisfactions towards visiting Kyaik Htee Yoe Pagoda	Reject
H1e: Myanmar travellers with different occupational status have different satisfactions towards visiting Kyaik Htee Yoe Pagoda	Accept

Table 4.36: Conclusion of findings on hypothesis 2

Hypothesis	Hypothesis Finding
H2: Myanmar travellers with different behaviors have different satisfactions towards visiting Kyaik Htee Yoe Pagoda	
H2a: Myanmar travellers with different travel objectives have different satisfactions towards visiting Kyaik Htee Yoe Pagoda	Reject
H2b: Myanmar travellers with different travel partners have different satisfactions towards visiting Kyaik Htee Yoe Pagoda	Reject
H2c: Myanmar travellers with different information source have different satisfactions towards visiting Kyaik Htee Yoe Pagoda	Reject
H2d: Myanmar travellers with different religions have different satisfactions towards visiting Kyaik Htee Yoe Pagoda	Reject
H2e: Myanmar travellers with different travel periods have different satisfactions towards visiting Kyaik Htee Yoe Pagoda	Accept

#### 4.4. The analysis of satisfactions of the respondents

The analysis of tourist satisfaction for the factors attraction, accessibility, hospitality and pricing is presented by using mean, standard deviation and level of satisfaction is as following.

Table 4.37: Mean, standard deviation and satisfaction level for attraction

Attraction	Mean	Std. Deviation	Satisfaction Level
1. Natural environment of the destination is beautiful	4.34	0.85	Highest
2. Cultural and traditional appearance of the destination is unique	3.99	0.93	High
3. The platform which surrounds the pagoda is clean	3.36	1.09	Moderate
4. Local products are interesting	3.55	1	High
Total	3.81	0.71	High

Table 4.37 shows that the respondents who visit to Kyike Htee Yoe Pagoda have high satisfaction level (Mean = 3.81) on attraction. When the researcher considered the satisfaction level on each factor the result shows that they have highest satisfaction level on the factor “natural environment of the destination is beautiful” (Mean = 4.34), followed by the factor “cultural and traditional appearance of the destination is unique” (Mean = 3.99) and the factor “local products are interesting” (Mean = 3.55). The lowest satisfaction level is on the factor “the platform that surrounds the pagoda is clean” (Mean = 3.36).

Table 4.38: Mean, standard deviation and satisfaction level for accessibility

Accessibility	Mean	Std. Deviation	Satisfaction Level
1. It is easy to reach the destination	3.89	0.97	High
2. Local transport services such as cable cars and trucks which are provided to go up pagoda from Kim Pun Base camp are organized well	3.56	1.01	High
3. It is easy to access to basic medical treatments in case you feel sick	3.05	0.93	Moderate
4. It is easy to access to local authorities when you need any information	3.35	0.944	Moderate
Total	3.46	0.69	High

Table 4.39 shown that the respondents who visit to Kyike Htee Yoe Pagoda have high satisfaction level (Mean = 3.46) on accessibility. When the researcher considered the satisfaction level on each factor the result shows that they have highest satisfaction level on the factor “it is easy to reach the destination” (Mean = 3.89), followed by the factor “local transport services such as cable cars and trucks which are provided to go up pagoda from Kim Pun Base camp are organized well” (Mean = 3.56), followed by the factor “it is easy to access to local authorities when you need any information” (Mean = 3.35). The lowest satisfaction level of the respondents is on the factor “it is easy to access to basic medical treatments in case you feel sick” (Mean = 3.05).

Table 4.39: Mean, standard deviation and satisfaction level for hospitality

Hospitality	Mean	Std. Deviation	Satisfaction Level
1. Shopkeepers have good services and take care of customers	3.27	0.97	Moderate
2. It feels personally safe and secured to travel around the destination	3.54	0.97	High
3. Local residents are friendly and willing to help	3.58	0.96	High
4. Local authorities have enough information	3.34	0.99	Moderate
Total	3.43	0.80	High

Table 4.39 shows that the respondents who visit to Kyike Htee Yoe Pagoda have high satisfaction level (Mean = 3.46) on hospitality. When the researcher considered the satisfaction level on each factor the result shown that they have highest satisfaction level on the factor “local residents are friendly and willing to help” (Mean = 3.58), followed by the factor “it feels personally safe and secured to travel around the destination” (Mean = 3.54), followed by the factor “local authorities have enough information” (Mean = 3.34). The lowest satisfaction level of the respondents who visit to Kyike Htee Yoe Pagoda is on the factor “shopkeepers have good services and take care of customers” (Mean = 3.27).

Table 4.40: Mean, standard deviation and satisfaction level for hospitality

Pricing	Mean	Std. Deviation	Satisfaction Level
1. Price of food and beverage is reasonable	3.06	1.10	Moderate
2. Price of transportation services provided to go up pagoda from Kim Pun base camp is reasonable	3.32	1.09	Moderate
3. Price of souvenirs and gifts is reasonable if you would like to buy them	3.27	1.06	Moderate
4. Price of accommodation is reasonable	2.96	1.11	Moderate
Total	3.15	0.88	Moderate

Table 4.40 shows that the respondents who visit to Kyike Htee Yoe Pagoda have moderate satisfaction level (Mean = 3.15) on pricing. When the researcher considered the satisfaction level on each factor the result shows that they have highest satisfaction level on the factor “price of transportation services provided to go up pagoda from Kim Pun base camp is reasonable” (Mean = 3.32), followed by the factor “price of souvenirs and gifts is reasonable if you would like to buy them” (Mean = 3.27), followed by the factor “price of food and beverage is reasonable” (Mean = 3.06). The lowest satisfaction level of the respondents who visit to Kyike Htee Yoe Pagoda is on the factor “price of accommodation is reasonable” (Mean = 3.15).

Table 4.41: Mean, Standard Deviation and Satisfaction level of overall factors

Factors affecting the respondents' satisfactions	Mean	Std. Deviation	Satisfaction Level
1. Attraction	3.81	0.71	High
2. Accessibility	3.46	0.69	High
3. Hospitality	3.43	0.80	High
4. Pricing	3.15	0.88	Moderate
Total	3.46	0.61	High

Table 4.41 shows that the respondents who visit to Kyike Htee Yoe Pagoda have high satisfaction level as overall (Mean = 3.46). When the researcher considered the satisfaction level on each factor the result shows that they have high satisfaction level for attraction, accessibility and hospitality. The respondents have moderate satisfaction level for pricing.



## CHAPTER 5

### CONCLUSION

The study of this research aimed to understand demographic information, behaviors of Myanmar travellers who visit to Kyike Htee Yoe Pagoda, to understand the factors that influence their satisfactions and to analyze the different satisfaction levels of them towards visiting Kyike Htee Yoe Pagoda. The research was survey research and the sample size in the study is Myanmar travellers who have been to Kyike Htee Yoe Pagoda 400 persons. The research instrument is survey questionnaire which is differentiated into 3 parts; demographic data of the respondents that is closed end questions, behaviors of the respondents that is closed end questions and the satisfaction levels of the respondents towards visiting Kyike Htee Yoe Pagoda that is rating scale questions. Cronbach's alpha was used to test reliability and the result was 0.826 which means the questionnaire was reliable. The conclusion of the research can be differentiated into two parts as followings:

**Part 1:** Analysis results by using descriptive statistics which include frequency, percentage and means that is analysis results of demographics of the respondents, analysis results of behaviors of the respondents and satisfaction levels of the respondents towards visiting Kyike Htee Yoe Pagoda.

**Part 2:** Analysis results by using inferential statistic for hypothesis findings.

## 5.1 Conclusion

**Part 1:** Analysis results by using descriptive statistics which include frequency, percentage and means are as followings:

Analysis results of demographic is that from 400 respondents who have been to Kyike Htee Yoe Pagoda, most of the travellers are female 262 persons representing 65.5% mostly aged between 15 to 25 years 199 persons representing 49.8%. Most of the respondents have income between \$200 to \$500 170 persons representing 42.5% mostly who have the occupational status as employee 248 persons representing 62%. Most of the respondents are singles 290 persons representing 72.6%.

Analysis results of behaviors is that from 400 respondents who have been to Kyike Htee Yoe Pagoda, the purpose of most of the travellers who go to Kyike Htee Yoe Pagoda is to make pilgrimage and merits 281 persons which represents 70.3% mostly go with family and relatives 242 persons which represents 60.5%. Most of the travellers get the information to visit to Kyike Htee Yoe Pagoda from friends who have been there 190 persons which represents 47.5%. Most of the travellers are Buddhists 364 persons that represent 91% and mostly stay at Kyike Htee Yoe Mountain 1-2 days 321 persons representing 80.3%.

Analysis results of satisfaction levels of Myanmar travellers who have been to Kyike Htee Yoe Pagoda is that they have high satisfaction for the factors affecting their satisfactions (Mean = 3.46). When the researcher considers each factor, the result shows that the travellers have the highest satisfaction for attraction factor (Mean = 3.81), followed by accessibility factor (Mean = 3.46), followed by hospitality factor (Mean = 3.43) and followed by pricing factor (Mean = 3.15).

**Part 2:** Analysis results by using inferential statistic for hypothesis findings

**Hypothesis 1: Myanmar travellers with different demographics have different satisfactions towards visiting Kyike Htee Yoe Pagoda**

**Hypothesis 1a:** Myanmar travellers with different genders have the same satisfactions towards visiting Kyike Htee Yoe Pagoda as there is no significant at level 0.05.

**Hypothesis 1b:** Myanmar travellers with different ages have the same satisfactions towards visiting Kyike Htee Yoe Pagoda as there is no significant at level 0.05.

**Hypothesis 1c:** Myanmar travellers with different income have different satisfactions towards visiting Kyike Htee Yoe Pagoda for the factors; attraction, accessibility, hospitality, pricing and total satisfaction as significant at level 0.05.

**Hypothesis 1d:** Myanmar travellers with different marital status have the same satisfactions towards visiting Kyike Htee Yoe Pagoda as there is no significant at level 0.05.

**Hypothesis 1e:** Myanmar travellers with different occupational status have different satisfactions towards visiting Kyaik Htee Yoe Pagoda for the factors attraction and the total satisfaction as significant at level 0.05 except for the factors; accessibility, hospitality and pricing.

**Hypothesis 2a:** Myanmar travellers with different travel objectives have the same satisfactions towards visiting Kyaik Htee Yoe Pagoda as there is no significant at level 0.05.

**Hypothesis 2b:** Myanmar travellers with different travel partners have the same satisfactions towards visiting Kyaik Htee Yoe Pagoda as there is no significant at level 0.05.

**Hypothesis 2c:** Myanmar travellers with different information source have the same satisfactions towards visiting Kyaik Htee Yoe Pagoda for the factors; attraction, hospitality, pricing and the total satisfactions as there is no significant at level 0.05 except the accessibility factor which is significant at level 0.05.

**Hypothesis 2d:** Myanmar travellers with different religions have the same satisfactions towards visiting Kyaik Htee Yoe Pagoda for the factors; accessibility, hospitality and the total satisfactions as there is no significant at level 0.05 except for the factors; attraction, pricing and the total satisfaction which is significant at level 0.05.

**Hypothesis 2e:** Myanmar travellers with different travel periods have different satisfactions towards visiting Kyaik Htee Yoe Pagoda for the factors; attraction, accessibility, hospitality, pricing and total satisfaction as significant at level 0.05.

## 5.2. Discussion

5.2.1 This study has potential limitations. The first one is since the researcher collected the data of 200 questionnaires as online survey and most of the respondents are researcher's friends who are between 15 to 25 years old. Therefore, the analysis of age of respondents result showed that 49.7% which almost half of the respondents are aged between 15 to 25 years old. The second one is that most of the Myanmar travellers who go to Kyike Htee Yoe Pagoda are Buddhists since Buddhism is the

dominant religion in Myanmar. Therefore, the analysis of religions of the respondents showed that 91% of them are Buddhists which led to the result that Myanmar travellers with different religions have the same satisfactions towards visiting Kyike Htee Yoe Pagoda. The last one is that most of the respondents stay at Kyike Htee Yoe Mountain for 1 to 2 days because there are not so many activities for travellers to do except making merits, sightseeing the views of surroundings and shopping local products. Thus, the analysis of religions of the respondents showed that 80.2% of them stayed at the destination for 1-2 days. Although the study has certain limitations, the researcher continued the research by using these factors because they can reflect the demographics and behaviors of Myanmar travellers who visit to Kyike Htee Yoe Pagoda.

#### 5.2.2 The result of hypothesis testing is discussed as following:

For Hypothesis 1 that is Myanmar travellers with different demographics have different satisfactions towards Kyike Htee Yoe Pagoda, Independent t – test and One Way Anova was used to analyze which demographics are statistically significant at level 0.05 among gender, age, income, marital status and occupational status. Based on the result, total satisfactions of hypothesis 1a gender, hypothesis 1b age and hypothesis 1d marital status are not significant at level 0.05. Therefore, different genders, ages and marital status have the same satisfaction towards visiting Kyike Htee Yoe Pagoda. The total satisfactions of hypothesis 1c income and hypothesis 1e occupational status are significant at level 0.05. Hence, the researcher did Post Hoc Analysis Least Significant Difference (LSD) to see which pairs of means are different.

Interestingly, for hypothesis 1c income, Myanmar travellers with income under \$200 have more satisfaction than those with income between \$200 - \$500, between \$501 - \$800 and over \$ 800 on attraction factor. Myanmar travellers with income under \$200 have more satisfaction than those with income between \$200 - \$500 on hospitality and pricing factors. Myanmar travellers with income under \$200 have more satisfaction than those with income between \$200 - \$500, between \$501 - \$800 and over \$800 for total satisfaction. Thus, Myanmar travellers with less income have more satisfaction than Myanmar travellers with more income which showed that people who have more money are not very satisfied by visiting to Kyike Htee Yoe Pagoda as they can visit to better destinations than Kyike Htee Yoe Pagoda.

For hypothesis 1e occupational status, employees have more satisfactions than students and business owners for the factor; attraction and total satisfactions as they love to escape from daily routine at work and relax by making merits and enjoying the sightseeing at Kyike Htee Yoe Pagoda. Also, they go to Kyike Htee Yoe Pagoda with colleagues to get team spirit and strengthen their relationships which can lead to the positive effects at work.

For Hypothesis 2 that is Myanmar travellers with different behaviors have different satisfactions towards Kyike Htee Yoe Pagoda, One Way Anova was used to analyze which behaviors are statistically significant at level 0.05 among travel objective, travel partner, are information source, religion and travel period. Based on the result, total satisfactions of hypothesis 2a travel objectives, hypothesis 2b travel partner, hypothesis 2c, information source and hypothesis 2d religions are not significant at level 0.05. Therefore, different travel objectives, travel partner,

information source and religions have the same satisfaction towards visiting Kyike Htee Yoe Pagoda. Accessibility factor in hypothesis 2c information source, attraction and hospitality in hypothesis 2d religions and the total satisfactions of hypothesis 2e travel period are significant at level 0.05. Hence, the researcher did Post Hoc Analysis Least Significant Difference (LSD) to see which pairs of means are different.

The results for LSD analysis of hypothesis 1c is that Myanmar travellers who got information from social media, advertisements and friends who have been to Kyike Htee Yoe Pagoda have more satisfaction than those who got information from travel blogger on accessibility factor. Myanmar travellers who got information from travel bloggers have less satisfaction on than those who have got information from other on accessibility factor. Because sometimes posts by travel bloggers are different from reality and can make the travellers do not meet their expectations which cause them not to satisfy enough.

Moreover, for hypothesis 1d, Buddhists have more satisfaction than Christians on attraction and hospitality factors. Christians and Islam have less satisfaction than those who are other religions such as Hindu on hospitality factor. Buddhists who come to Kyike Htee Yoe Pagoda can not only enjoy sightseeing and do other activities but also can make merits and good deeds which can lead them to get peace of mind. Therefore, they have more satisfaction than other religions on attraction and hospitality factors.

Myanmar travellers with travel periods for 1-2 days have less satisfaction than those with travel periods for 3-4 days and one week on attraction and accessibility factors. People who have travel periods for 3-4 days have less satisfaction than those

with travel periods for one week on attraction factor. Myanmar travellers with travel periods for 1-2 days, 3-4 days and 5-6 days have less satisfaction than those with travel periods for one week on hospitality and pricing factors. For total satisfaction, Myanmar travellers with travel periods for 1-2 days have less satisfaction than those with travel periods for 3-4 days and one week. Then, people with travel periods for 3-4 days and 5-6 days have less satisfaction those with travel periods for one week. The researcher found out from LSD analysis of hypothesis 2e that travellers who have more travel periods get more satisfactions towards visiting Kyike Htee Yoe Pagoda because the longer they stay at Kyike Htee Yoe Mountain, the more places they can visit around the destination, enjoy the views of mountains around the pagoda and make merits everyday which can lead them to get high satisfaction.

5.2.3 As the analysis results of demographics of the respondents, the researcher finds out that most of the travellers are female aged between 15 to 25 years who works as employees which is consistent with Woralak Boribunyanyin (2016) the research about Thai Tourists Behaviors towards Tourist Attractions in a Case Study at Klong Lat Mayom Floating Market which results that most of the travellers are females aged between 21 to 30 years who works as employees.

As the analysis results of behaviors of the respondents, the researcher finds out that most of the travellers stay at the destination for 1-2 days that is consistent with Pitchaya Duangfu (2016) the study about tourist behavior and satisfaction a case study of Thai tourists in Lampang province which results that most of the travellers stay at the destination for one day. Moreover most of the travellers travel with family and relatives which is consistent with Woralak Boribunyanyin (2016) the research about Thai Tourists Behaviors towards Tourist Attractions in a Case Study at Klong Lat



Mayom Floating Market which results that most of the travellers come to the market with family and relatives.

As the analysis results of satisfaction levels of the respondents, the researcher finds out that the travellers have high satisfaction level for overall satisfaction which is consistent with Aye Nandar Thein Shwe (2015) the study about international tourists' satisfaction towards destination attributes of Myanmar in order to explore the destination attributes and international tourist satisfactions which result that the tourists have the high satisfaction level towards destination attributes of Myanmar. Moreover the travellers to Kyike Htee Yoe Pagoda have the high satisfaction level for the factors; attraction, accessibility, hospitality and the total satisfaction level which is consistent with Pitchaya Duangfu (2016) studied about tourist behavior and satisfaction a case study of Thai tourists in Lampang province which results that the travellers towards Lampang province has the high satisfaction level for the factors attraction, accessibility, hospitality and the total satisfaction level.

### **5.3. Recommendations**

From the analysis results of satisfaction levels of Myanmar travellers towards visiting Kyike Htee Yoe Pagoda, the researcher want to recommend the authorities of the Kyike Htee Yoe Pagoda to improve to keep the surrounding of the pagoda clean from garbage or any other dirty things by providing a sufficient amount of trash bins around the pagoda, prohibiting the street venders from selling foods at surrounding of the pagoda, prohibiting the travellers to eat or sleep at the surrounding of the pagoda and cleaning the surrounding of the pagoda regularly.

The researcher would recommend the government to provide a clinic with a well-trained care team, basic medicines and necessary equipment to help the travellers when they feel sick on Kyike Htee Yoe Mountain and train the shopkeepers to be friendly to the customers, to deal with the complaints by the customers and to provide the quick service for the customers.

In this case, the researcher would recommend the government to provide more local authorities around the pagoda where travellers can access easily if it is necessary. The government should train the local authorities to educate more about the destination and track to see whether they are knowledgeable so that they will be able to help giving the information about the pagoda to the travellers. It is advisable to improve the service and quality of the restaurants, accommodation and public transportations to make the travellers feel worth paying the price and not expensive.

#### **5.4. Recommendations for future research**

5.4.1. This research is focused on Kyike Htee Yoe Pagoda at Kyike Htee Yoe Mountain, Mon State. The researcher should study about other famous pagodas in Myanmar such as Shwedagon Pagoda in Yangon, Mahamuni Pagoda in Mandalay as well because each pagoda has its own uniqueness. Studying famous pagodas in different places in Myanmar will help to generate incomes for the country.

5.4.2. In this research, the researcher only uses Myanmar travellers as the main target group. The researcher should include foreign tourists in the target group and finds out their behaviors and satisfactions towards visiting Kyike Htee Yoe Pagoda for religious tourism.

5.4.3. This research should be studied as a qualitative research also that will help to understand more about Kyike Htee Yoe Pagoda.



## Bibliography

- Ajzen, I., & Fishbein, M. (1980). *Understanding Attitudes and Predicting Social Behavior*. New Jersey: Englewood Cliffs.
- Andriotis, K., & Voughan, R. (2003). Urban Residents' Attitudes Toward Tourism Development: The Case of Crete. *Journal of Travel Research*, 172-185.
- Andriotis, K., Agiomirgianakis, G., & Mihiotis, A. (2007). Measuring tourist satisfaction: A factor-cluster. *Journal of Vacation Marketing*, 221-222.
- Baker, D., & Crompton, J. (2000). Quality, Satisfaction and Behavioral Intention. *Annals of Tourism Research*, 27, 785-804.
- Benjamin, B., & Mbaze, V. (2009). Tourists' Satisfaction with Cultural Tourism Festival: a Case Study of Calabar Carnival Festival, Nigeria. *International Journal of Business and Management*, 116-125.
- Bigne', J., Sanchez, M., & Sanchez, J. (2001). Tourism image, evaluation variables and after purchase behaviour: inter-relationship. *Tourism Management*, 607-616.
- Chi, C. G.-Q., & Qu, H. (2008). Examining the Structural Relationships of Destination Image, Tourist Satisfaction and Destination Loyalty: An Integrated Approach. *Tourism Management*, 624-636.
- Cooper, C., Fletcher, J., Fyall, A., Gilbert, D., & Wanhill, S. (2008). *Tourism: Principles and Practice*. London: Pearson Education.
- Crompton, D., & Christie, I. (2001). Tourism in Africa. *Africa Paper Working Region Series*(12).
- Crompton, J. L. (1979). Motivations for pleasure vacation. *Annals of Tourism Research*, 408-424.
- Crouch, G., & Ritchie, J. (1999). Tourism, Competitiveness, and Societal Prosperity. *Journal of Business Research*, 44, 137-152.
- Dwyer, L., & Kim, C. (2003). Destination Competitiveness: Determinants and Indicators. *Current Issues in Tourism*, 369-414.
- Ei Ei Thu. (2017). *Golden Rock cable car delayed until December*. Retrieved June 2018, from Myanmar Times: <https://www.mmtimes.com/news/golden-rock-cable-car-delayed-until-december.html>

- Formica Sandra. (2000). Destination Attractiveness as a Function of Supply and Demand Interaction. *Unpublished Doctor of Philosophy in Hospitality and Tourism Management Dissertation*.
- Gilbert, D. (1991). *An Examination of the Consumer Behavior Process Related to Tourism" In Progress in Tourism*,. London: Belhaven.
- Gooroochurn, N., & Sugiyato, G. (2005). Competitiveness Indicators in the Travel and Tourism Industry. *Tourism Economics*, 11(1), 25-43.
- Gunn, C. (1972). *Vacation scape: Designing tourist region*. Austin Texas: Bureau of Business Research, University of Texas.
- Gursoy, D., McCleary, K., & Lepsito, L. (2007). Propensity To Complain: Effects of Personality and Behavioral Factors. *Journal of Hospitality & Tourism Research*, 31(3), 358-386.
- How Destination Image and Evaluative Factors Affect Behavioral Intention. (2007). *Tourism Management*, 28(4), 1115-1122.
- Kim, H.-b. (1998). Perceived attractiveness of Korean destinations. *Annals of tourism research*, 340-361.
- Kozak, M., & Rimmington, M. (2000). Tourist Satisfaction with Mallorca, Spain, as an Off-Season Holiday Destination. *Journal of Travel Research*, 260-269.
- Lee, J., & Beetler, C. (2009). An investigation of predictors of satisfaction and future intention: Link to motivation, involvement, and service quality in a local festival. *Event Management*, 17-29.
- Lee, J., Kyle, G., & Scott, D. (2012). The mediating effect of place attachment on the relationship between festival satisfaction and loyalty to the festival hosting destination. *Journal of Travel Research*, 754-767.
- Mackay, K., & Crompton, J. (1990). Measuring the Quality of Recreation Services. *Journal of Park and Recreation Administration*, 8(3), 47-56.
- Mathieson, A., & Wall, G. (1982). *Five-stage Process of Travel Buying Behavior*. London: Longman.
- Mckercher, B. (1998). The Effect of Market Access on Destination Choice. *Journal of Travel Research*, 37(1), 39-47.
- Miller, K. (2005). *Communication Theories: Perspectives, Processes, and Contexts*. New York: McGraw Hill.
- Myanmar Insider. (2015, May). *Kyite Htee Yoe Pagoda*. Retrieved June 2018, from Myanmar Insider: <http://www.myanmarinsider.com/%EF%BF%BCKyite-htee-yoe-pagoda/>

- Myanmar Travel Information. (2017). *How to get there?* Retrieved June 2018, from Myanmar Travel Information: <http://myanmartravelinformation.com/how-to-get-there.html>
- Myanmar Travel Information. (2017). *Mon State*. Retrieved June 2018, from Myanmar Travel Information: <http://myanmartravelinformation.com/mon-state.html>
- Nelson, P. (1970). Information and Consumer Behavior. *Journal of Political Economy*, 311-329.
- Oliver, R. (1997). *Satisfaction: A Behavioral Perspective on the Consumer*. Boston: Irwin McGraw Hill.
- Oliver, R. (1999). Whence consumer loyalty? *Journal of Marketing*(63), 33-34.
- Oxford Business Group. (2017). *The report: Myanmar*. Retrieved June 2018, from Oxford Business Group: <https://oxfordbusinessgroup.com/myanmar-2017/tourism>
- Park, S.-H., Mahony, D., & Kim, Y. (2011). The role of sport fan curiosity: A new conceptual approach to the understanding of sport fan behavior. *Journal of Sport Management*, 45-46.
- Peter, J., & Olson, J. (1996). *Consumer Behavior and Marketing Strategy* (4th ed.). Chicago: Irwin.
- Pizman, A., & Milman, A. (1993). Social Impacts of Tourism: Host Perceptions. *Annals of Tourism Research*, 650-655.
- Prosser, R. (1998). Tourism. In *Encyclopaedia of Ethics* (Vol. 4, pp. 373-401). Chicago: Houghton Mifflin.
- Richards, G. (2006). Attractiveness of cultural activities in European cities: A latent class approach. *Tourism Management*, 1408-1413.
- Richmond, S. (2014). *Lonely Planet's Myanmar (Burma) Travel Guide*. Lonely Planet.
- Ritchie, B., Tkaczynski, A., & Faulks, P. (2010). Understanding the Motivation and Travel Behavior of Cycle Tourists Using Involvement Profiles. *Journal of Travel and Tourism Marketing*, 409-425.
- Rojek, C. (2000). *Touring Cultures: Transformations of Travel and Theory*. London: Routledge.
- Rust, R., & Oliver, R. (1994). *Service quality: insights and managerial implication from the frontier*. Thousand Oaks: Sages Publications London.
- Schiffman, L., & Kanuk, L. (2008). *Consumer behavior*. New Delhi: Prentice Hall of India private limited.

- Schulz, J. (2006). Vehicle of the self: The Social and Cultural Work of the H2 Hummer. *Journal of Consumer Culture*, 57-86.
- Shenkar, O. (2001). Cultural Distance Revisited: Towards a More Rigorous Conceptualization and Measurement of Cultural Difference. *Journal of international business studies*, 519-535.
- Solomon, M., Bamossy, G., Askegaard, S., & K. Hogg, M. (2006). *Consumer Behaviour: A European Perspective*. Harlow: Prentice Hall.
- Tse, D., & Wilton, P. (1988). Models of Consumer Satisfaction Formation: An Extension. *Journal of Marketing Research*, 25, 204-212.
- Valle, O. d. (2006). Tourist Satisfaction and Destination Loyalty Intention: A Structural and Categorical Analysis. *International Journal of Business science & Applied Management*, 1(1), 25-44.
- World Tourism Organization. (1991). *Tourism Satellite Account*. Retrieved July 2011, from [http://statistics.unwto.org/sites/all/files/pdf/unwto\\_tsa\\_1.pdf](http://statistics.unwto.org/sites/all/files/pdf/unwto_tsa_1.pdf)
- World Tourism Organization. (2015). *Why tourism?* Retrieved June 2018, from World Tourism Organization: <http://www2.unwto.org/content/why-tourism>





## Survey Questionnaire of a Study of Myanmar Travellers Behaviors and Satisfactions towards Visiting Kyike Htee Yoe Pagoda

This questionnaire is part of an independent study of Master of Arts in Hotel and Tourism Industry Management, Bilingual Program at Bangkok University in order to examine and identify the Myanmar travellers' behavior and satisfaction towards visiting Kyike Htee Yoe Pagoda. The information acquired from this questionnaire will be confidentially kept and used for academic purpose only. Thank you for taking your time to fill in this questionnaire. The questionnaire can be differentiated into 3 parts. That is:

Part (1) Demographic Information of Myanmar travellers

Part (2) Behavior of Myanmar travellers

Part (3) Factors affecting Myanmar travellers satisfactions

ဤမေးခွန်းစစ်တမ်းလွှာသည် ကျွန်ုပ်တို့၏သုတေသန သို့မဟုတ် အလုပ်အကိုင်အတွက် မြန်မာလူမျိုးများ၏ အမူအကျင့်နှင့် စိတ်ကျေနပ်မှုရှိမရှိ သဘောထားအမြင်အား ဟိုတယ်နှင့်ခရီးသွားလာရေးဆိုင်ရာ မဟာဘွဲ့ စာတမ်းပြုစုရာတွင် အသုံးပြုရန်အတွက် စစ်တမ်းကောက်ယူခြင်းဖြစ်ပါသည်။ ဤမေးခွန်းစစ်တမ်းလွှာမှ ရရှိလာသောအဖြေများအား စာတမ်းပြုစုရန်အပ အခြားနေရာတွင် အသုံးပြုမည်မဟုတ်ပါ။ ဤမေးခွန်းစစ်တမ်းလွှာတွင် အပိုင်း ၃ ပိုင်းပါဝင်ပြီး အချိန်ပေး ဖြေကြားပေးခြင်းအတွက် လူကြီးမင်း တို့အား ကျေးဇူးအထူး တင်ရှိပါသည်။

### Part (1) Demographic of Myanmar travellers visiting to Kyike Htee Yoe Pagoda

#### အပိုင်း(၁)

Note: Please tick in ( ) that related with your answer

မိမိနှင့်သက်ဆိုင်သည့် မှန်ကန်သော အချက်အလက်အားရွေးချယ်ပါ။ (တစ်ခုစီသာရွေးရန်)

#### 1. Your gender

ကျား/မ

☐ 1. Male

ကျား

☐ 2. Female

မ

#### 2. Your age

အသက်အပိုင်းအခြား

☐ 1. Between 15 to 25 years

၁၅-၂၅ နှစ်

- |  |             |
|--|-------------|
| <input type="checkbox"/> 2. Between 25 to 35 years | ၂၅-၃၅ နှစ်  |
| <input type="checkbox"/> 3. Between 35 to 45 years | ၃၅-၄၅ နှစ်  |
| <input type="checkbox"/> 4. Over 45 years          | ၄၅နှစ် အထက် |

**3. Your monthly income**

**ဝင်ငွေ (ဒေါ်လာ)**

- |   |                           |
|---|---------------------------|
| <input type="checkbox"/> 1. Under \$200           | ဒေါ်လာ ၂၀၀ အောက်          |
| <input type="checkbox"/> 2. Between \$200 - \$500 | ဒေါ်လာ ၂၀၀ နှင့် ၅၀၀ ကြား |
| <input type="checkbox"/> 3. Between \$501 - \$800 | ၅၀၁ဒေါ်လာ နှင့် ၈၀၀ ကြား  |
| <input type="checkbox"/> 4. Over \$800            | ဒေါ်လာနှင့်အထက်           |

**4. Marital status**

**အိမ်ထောင်ရှိမရှိ**

- |                                      |                    |
|--------------------------------------|--------------------|
| <input type="checkbox"/> 1. Single   | အိမ်ထောင်မရှိ      |
| <input type="checkbox"/> 2. Married  | အိမ်ထောင်ရှိ       |
| <input type="checkbox"/> 3. Divorced | ကွာရှင်းပြတ်စဲပြီး |

**5. Occupational status**

**အလုပ်အကိုင်**

- |  |                              |
|--|------------------------------|
| <input type="checkbox"/> 1. Student                        | ကျောင်းသား                   |
| <input type="checkbox"/> 2. Employee                       | ဝန်ထမ်း                      |
| <input type="checkbox"/> 3. Government Employee            | အစိုးရဝန်ထမ်း                |
| <input type="checkbox"/> 4. Business Owner                 | စီးပွားရေးလုပ်ငန်းရှင်       |
| <input type="checkbox"/> 5. Others (Please specified.....) | အခြား (ဖော်ပြပေးပါရန် .....) |

**Part (2) Behaviors of Myanmar travellers visiting to Kyike Htee Yoe Pagoda**

**အပိုင်း (၂)**

Note: Please tick in ( ) that related with your answer

မိမိနှင့်သက်ဆိုင်သည့် မှန်ကန်သော အချက်အလက်အားရွေးချယ်ပါ။ (တစ်ခုစီသာရွေးရန်)

**1. Purpose of traveling to Kyike Htee Yoe Pagoda**

**ကျိုက်တီးရိုးသို့အလည်အပတ်သွားရခြင်းရည်ရွယ်ချက်**

- |  |  |
|--|--|
| <input type="checkbox"/> 1. To relax   | အပန်းဖြေအနားယူရန်  |
| <input type="checkbox"/> 2. To make pilgrimage and merits  | ဘုရားဖူးရန်  |
| <input type="checkbox"/> 3. To strengthen relationships among family members, relatives or friends | မိသားစုဝင် ဆွေမျိုး သူငယ်ချင်း လုပ်ဖော်ကိုင်ဖက်များအကြား ဆက်ဆံရေးပိုမိုကောင်းမွန်လာရန် |
| <input type="checkbox"/> 4. To get knowledge about the place                                       | ကျိုက်တီးရိုးဘုရားအကြောင်းလေ့လာရန်   |

2. Mostly travel with

အတူတကွသွားရောက်လည်ပတ်သောသူ

- ☐ 1. Friends/ Colleagues  
သူငယ်ချင်း၊ လုပ်ဖော်ကိုင်ဖက်
- ☐ 2. Family/ Relatives  
မိသားစု၊ ဆွေမျိုး
- ☐ 3. Partner  
ချစ်သူ၊ အိမ်ထောင်ဖက်
- ☐ 4. Alone  
တယောက်ထဲ

3. Which information source influenced you the most to visit Kyike Htee Yoe Pagoda?

အောက်ပါအချက်များထဲမှ မည်သည့်အချက်က သင့်အား ကျိုက်ထီးရိုးဘုရားသို့ သွားရောက်လည်ပတ် ချင်စိတ် ဖြစ်ပေါ်စေခဲ့သလဲ

- ☐ 1. Social Media (Facebook, Instagram)  
ဖေ့စ်ဘွတ် အင်စတာဂရန် အစရှိသည့် လူမှုကွန်ယက်များ
- ☐ 2. Advertisements (TV, Travel Book, Magazine, Journals etc)  
တီဗွီ ခရီးသွားလမ်းညွှန် ဂျာနယ်အစရှိသည့်ကြော်ငြာများ
- ☐ 3. Friends who have been to Kyike Htee Yoe Pagoda  
ကျိုက်ထီးရိုးဘုရားသို့သွားရောက်ဖူးသည့် သူငယ်ချင်းများ
- ☐ 4. Travel Bloggers  
ခရီးသွားဘလော့ဂါများ
- ☐ 5. Others (please specified)  
အခြား (ဖော်ပြပေးပါရန် .....)

4. Your religion

ကိုးကွယ်သည့်ဘာသာ

- ☐ 1. Buddhism  
ဗုဒ္ဓဘာသာ
- ☐ 2. Christianity  
ခရစ်ယာန်
- ☐ 3. Islam  
အစ္စလာန်
- ☐ 4. Other (please specified.....)  
အခြား (ဖော်ပြပေးပါရန် .....)

5. How long did you stay at Kyike Htee Yoe Mountain?

သင်ကျိက်ထီးရိုးတောင်ပေါ်တွင်ဘယ်နှရက်ကြာနေခဲ့သလဲ

- ☐ 1. 1-2 days  
၁-၂ ရက်
- ☐ 2. 3-4 days  
၃-၄ ရက်
- ☐ 3. 5-6 days  
၅-၆ရက်
- ☐ 4. One week  
တစ်ပတ်

### Part (3) Questionnaires about factors affecting Myanmar travellers' satisfactions

အပိုင်း (၃)

Please check (✓) to the extent that you agree with the following item:

သင်သဘောတူညီသည့်အတိုင်းအတာ ပမာဏအား အမှန်ဖြစ်ပါ

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

(5= အလွန်သဘောတူပါသည် 4= သဘောတူပါသည် 3= ကြားနေ 2= သဘောမတူပါ 1= လုံးဝသဘောမတူပါ)

No.	Attraction ဆွဲဆောင်မှု	Satisfaction Level စိတ်ကျေနပ်မှုအတိုင်းအတာ				
		5	4	3	2	1
1.	Natural environment of the destination is beautiful ကျိက်ထီးရိုးတောင်၏သဘာဝပတ်ဝန်းကျင်သည်လှပသည်					
2.	Cultural and traditional appearance of the destination is unique ကျိက်ထီးရိုးဘုရား၏ရိုးရာယဉ်ကျေးမှုနှင့်ခလေ့ထုံးစံဆိုင်ရာအသွင်အပြင်တို့မှာတမူထူးခြားသည်					
3.	The platform which surrounds the pagoda is clean ဘုရားရင်ပြင်တော်သည်သန့်ရှင်းမှုရှိသည်					
4.	Local products are interesting ဒေသထွက်ကုန်များသည်စိတ်ဝင်စားဖွယ်ရာကောင်းသည်					

No.	Accessibility လွယ်ကူမှု	Satisfaction Level စိတ်ကျေနပ်မှုအတိုင်းအတာ				
		5	4	3	2	1
1.	It is easy to reach the destination ကျိက်ထီးရိုးဘုရားသည်သွားရောက်ရန်လွယ်ကူသည်					
2.	Local transport services such as cable cars and trucks which are provided to go up pagoda from Kim Pun Base camp are organized well ကင်ပွန်းစခန်းမှတောင်ပေါ်သို့သွားရောက်ရန်ထားရှိပေးသည့် တောင်တက်ကား ကေဘယ်ကားများအား အဆင်ပြေ လွယ်ကူမှုရှိအောင်ဖွဲ့စည်းပေးထားသည်					
3.	It is easy to access to basic medical treatments in case you feel sick သင်နေမကောင်းဖြစ်ခဲ့မည်ဆိုပါက အခြေခံ ကျန်းမာရေး စောင့်ရှောက်ရာနေရာများသို့ အလွယ်တကူသွားရောက်နိုင်သည်					
4.	It is easy to access to local authorities when you need any information သင်အကြောင်းအရာတစ်ခုအားသိရှိလိုပါကဒေသခံတာဝန်ရှိသူ များအား အလွယ်တကူရှာဖွေမေးမြန်းနိုင်သည်					

No.	Hospitality ဖော်ရွေမှု	Satisfaction Level စိတ်ကျေနပ်မှုအတိုင်းအတာ				
		5	4	3	2	1
1.	Shopkeepers have good services and take care of customers ဆိုင်ရှင်နှင့်ဈေးသည်များသည် ဝန်ဆောင်မှုကောင်းပြီး ဈေးဝယ်များအားဂရုစိုက်သည်					
2.	It feels personally safe and secured to travel around the destination ကျိက်ထီးရိုးဘုရားတွင်လည်ပတ်ခြင်းသည် ဘေးကင်းပြီး လုံခြုံမှုရှိသည်ဟု ခံစားရသည်					
3.	Local residents are friendly and willing to help ဒေသခံများသည်ဖော်ရွေပြီးကူညီတတ်ကြသည်					
4.	Local authorities have enough information ဒေသဆိုင်ရာတာဝန်ရှိသူများတွင်လုံလောက်သောသတင်း အချက်အလက်များရှိသည်					

No.	Pricing ဈေးနှုန်း	Satisfaction Level စိတ်ကျေနပ်မှုအတိုင်းအတာ				
		5	4	3	2	1
1.	Price of food and beverage is reasonable အစားအသောက်များသည်သင့်တင့်မျှတသောဈေးနှုန်းရှိသည်					
2.	Price of transportation services provided to go up pagoda from Kim Pun base camp is reasonable ကင်ပွန်းစခန်းမှတောင်ပေါ်သို့သွားရောက်ရန်ထားရှိပေးသည့် တောင်တက်ကား ကေဘယ်ကားများ သည်သင့်တင့်မျှတသော ဈေးနှုန်းရှိသည်					
3.	Price of souvenirs and gifts is reasonable if you would like to buy them သင်ဒေသခံထွက်ကုန်များဝယ်ယူလိုပါက သင့်တင့်မျှတသော ဈေးနှုန်းရှိသည်ဟုခံစားရစေသည်					
4.	Price of accommodation is reasonable တည်းခိုရန်နေရာများသည်သင့်တင့်မျှတသောဈေးနှုန်းရှိသည်					

**BIODATA**

Name: Kyal Dagoon

Place of birth: Yangon, Myanmar

Educational Background: Bachelor of Arts in Thai Language, Yangon University of

Foreign Languages, 2016

Occupation: Consular Assistant at Royal Thai Embassy, Yangon, 2017 – Now

Email: [kyaldagoon.dao@gmail.com](mailto:kyaldagoon.dao@gmail.com)





มหาวิทยาลัยกรุงเทพ

ข้อตกลงว่าด้วยการอนุญาตให้ใช้สิทธิในวิทยานิพนธ์/สารนิพนธ์

วันที่ 17 เดือน พฤษภาคม พ.ศ. 2562

ข้าพเจ้า (นาย/นาง/นางสาว).....Kyul Dooch.....อยู่บ้านเลขที่ 134 (A).....

ขอ.....Dana Theikodi.....ถนน.....Thachak.....ตำบล/แขวง.....29.....

อำเภอ/เขต.....Thakong.....จังหวัด.....Pangk.....รหัสไปรษณีย์.....1031.....

เป็นนักศึกษาของมหาวิทยาลัยกรุงเทพ รหัสประจำตัว.....

ระดับปริญญา ☐ ตรี ☒ โท ☐ เอก

หลักสูตรศิลปศาสตรมหาบัณฑิต สาขาวิชา  
การศึกษาศาสตร์และมนุษยศาสตร์และภาษาศาสตร์  
ซึ่งต่อไปนี้เรียกว่า "ผู้อนุญาตให้ใช้สิทธิ" ฝ่ายหนึ่ง และ

มหาวิทยาลัยกรุงเทพ ตั้งอยู่เลขที่ 119 ถนนพระราม 4 แขวงพระโขนง เขตคลองเตย กรุงเทพมหานคร 10110 ซึ่งต่อไปนี้เรียกว่า "ผู้ได้รับอนุญาตให้ใช้สิทธิ" อีกฝ่ายหนึ่ง

ผู้อนุญาตให้ใช้สิทธิ และ ผู้ได้รับอนุญาตให้ใช้สิทธิ ตกลงทำสัญญากันโดยมีข้อความดังต่อไปนี้

ข้อ 1. ผู้อนุญาตให้ใช้สิทธิขอรับรองว่าเป็นผู้สร้างสรรค์และเป็นผู้มีสิทธิแต่เพียงผู้เดียวในงานสารนิพนธ์/วิทยานิพนธ์หัวข้อ.....Myanmar Travelers' Behaviours and Satisfaction towards Visiting Kyike Htee Yee Pagoda.....

ซึ่งถือเป็นส่วนหนึ่งของการศึกษาตามหลักสูตรศิลปศาสตรมหาบัณฑิตของมหาวิทยาลัยกรุงเทพ (ต่อไปนี้เรียกว่า "สารนิพนธ์/วิทยานิพนธ์")

ข้อ 2. ผู้อนุญาตให้ใช้สิทธิตกลงยินยอมให้ผู้ได้รับอนุญาตให้ใช้สิทธิโดยปราศจากค่าตอบแทนและไม่มีการกำหนดระยะเวลาในการนำสารนิพนธ์/วิทยานิพนธ์ ซึ่งรวมถึงแต่ไม่จำกัดเพียงการทำซ้ำ ดัดแปลง เผยแพร่ต่อสาธารณชน ให้เข้าค้นฉบับหรือสำเนา งาน ให้ประโยชน์อันเกิดจากลิขสิทธิ์แก่ผู้อื่น อนุญาตให้ผู้อื่นใช้สิทธิโดยจะกำหนดเงื่อนไขอย่างหนึ่งอย่างใดด้วยหรือไม่ก็ได้ ไม่ว่าทั้งหมดหรือเพียงบางส่วน หรือการกระทำอื่นใดในลักษณะทำนองเดียวกัน

ข้อ 3. หากกรณีมีข้อขัดแย้งในปัญหาสิทธิในสารนิพนธ์/วิทยานิพนธ์ระหว่างผู้อนุญาตให้ใช้สิทธิกับบุคคลภายนอกก็ดี หรือระหว่างผู้ได้รับอนุญาตให้ใช้สิทธิกับบุคคลภายนอกก็ดี หรือมีเหตุขัดข้องอื่นๆ เกี่ยวกับลิขสิทธิ์ อันเป็นเหตุให้ผู้ได้รับอนุญาตให้ใช้สิทธิไม่สามารถนำงานนั้นออกมาทำซ้ำ เผยแพร่ หรือโฆษณาได้ ผู้อนุญาตให้ใช้สิทธิยินยอมรับผิดชอบและชดเชยค่าเสียหายแก่ผู้ได้รับอนุญาตให้ใช้สิทธิในความเสียหายต่างๆ ที่เกิดขึ้นแก่ผู้ได้รับอนุญาตให้ใช้สิทธิทั้งสิ้น



สัญญาฉบับนี้ทำขึ้นสองฉบับ มีข้อความเป็นอย่างเดียวกัน คู่สัญญาได้อ่านและเข้าใจข้อความในสัญญานี้โดย  
ละเอียดแล้ว จึงได้ลงลายมือชื่อให้ไว้เป็นสำคัญต่อหน้าพยาน และเก็บรักษาไว้ฝ่ายละฉบับ

ลงชื่อ.....ผู้อนุญาตให้ใช้สิทธิ  
( ..... )

ลงชื่อ.....ผู้ได้รับอนุญาตให้ใช้สิทธิ

(อาจารย์อภิชิตา จุลพิสิฐ)

ผู้อำนวยการสำนักหอสมุดและพื้นที่การเรียนรู้

ลงชื่อ.....พยาน

(ดร.สุชาดา เจริญพันธุ์ศิริกุล)

คณบดีบัณฑิตวิทยาลัย

ลงชื่อ.....พยาน

(ดร.ชุติน แก้วพรัตน์)

ผู้อำนวยการหลักสูตร/ ผู้รับผิดชอบหลักสูตร