

Factors Influencing Tourist Satisfaction with the Destination: A Study in Hsipaw Township, Myanmar

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Abstract

The travel and tourism industry has contributed much to the countries' growth and development today. In the tourism industry, tourist satisfaction is one of the main factors for industry development. The objective of the study aims to examine factors influencing tourists' satisfaction related to a destination in Hsipaw Township, Shan State, Myanmar. The intent of writing this research is to support the tourism industry in Hsipaw Township in one way or another. To do this research, data have been obtained from 100 international tourists from various countries who visited Hsipaw Township during the holiday seasons. To measure the responses of tourists, a five-point Likert scale was used. To analysis, the data and frequency, SPSS 25 version have been used. The descriptive Survey method and quantitative approach were used. KMO and Bartlett's Test and the rotated component matrix has been used for factor analysis and the regression analysis used to calculate the factor affecting tourist satisfaction. The study found that tourists are not fully satisfied with the visit to the destinations of Hsipaw. This study suggested that to achieve the essential goal of sustainable development in Hsipaw's tourism industry mainly the governments conserving unique natural and cultural heritage. Another suggested that the government make a secure environment around a tourist destination. This unsafety not only causes tourists' dissatisfaction but also the black mark opinion of the tourism destination. And then, managers in the tourism industry need to train staff which will lead to satisfied tourists and they will return. Based on the findings, some suggestions for future research should carry out were made.

Keywords: Cultural Heritage, Destination, Sustainable Development, Tourism Industry, Tourist Satisfaction

Introduction

The tourism industry is one of the world's largest service industries comparing with other services sectors and significant impacts across the world economies. The travel and tourism industry has contributed much to the countries' growth and development today (Aliman, Hashim, Wahid, & Harudin, 2016).

In the tourism industry, tourist satisfaction is one of the main factors for industry development. A tourist's general satisfaction will impact the probability of return visitation, expanded length of staying, increased expenditure, increased yield, and word-of-mouth references (Herle, 2019; Verain, 2015). Many travelers have more satisfied with this destination, they will be given to recommending the place of destination to other people. This type of advertising is the least expensive and best type of marketing pattern and visitor satisfaction contributes to the development of the tourism sector such as an increase in the

number of visit tourists, the local people's income increase, increase employment opportunities, etc. (Gok & Sayin, 2015; Marin & Taberner, 2008; Kozak & Rimmington, 2000).

Consumer satisfaction is one of the most critical images of consumer's objectives to buy goods and services and loyalty. Consumer loyalty has been seen as a key target in all business areas. Satisfied consumers would buy back the goods and services and are required to create item reliability (Della Corte, 2015; Sukiman, Omar, Muhibudin, Yussof, & Mohamed, 2013; Giese & Cote, 2000). Customer satisfaction is a category of measure of how goods or services provided by industries and enterprises meet customer desires. Customer satisfaction is becoming a more crucial significant factor in most service sectors (D'Silva & D'Silva, 2008; Kozak & Rimmington, 1999).

Myanmar's tourism industry started to develop in 1996 because the Myanmar government-held "Visit Myanmar Year 1996" to attract half a million visitors enter into Myanmar and to develop the tourism industry. Since then, Myanmar's tourism industry has developed and became known to the world. Myanmar had an abundant wealth of cultural and national heritage, genuine hospitality, and spiritual values. Yangon, Mandalay, Bagan, Sagaing, Inlay, Pindaya, Kalaw, Ngapali, and Patheingyi had the main tourist attractions in Myanmar. Among them, Haipaw, also known as Thibaw, is one of the visitor destinations in Myanmar. Myanmar consists of 14 provinces, among them, Haipaw is a town in one of the State (Shan State) in Myanmar. Hsipaw is a genuine town in Shan state with a lot of historical places, ancient pagodas, and beautiful scenery. Hsipaw became known to foreigners because of the *Twilight over Burma* film. *Twilight over Burma* film is about the true story of an Australian woman and Sao Kya Seng (a Shan ethnic prince). This is one of the reasons why tourists visit Hsipaw. Therefore, the tourists come to Hsipaw from different countries to meet their travel motives and expectations. The more tourists enter into the countries, the more job opportunities in the region and the tourism industry will contribute to the development of the Hsipaw Township. So, the intent of writing this research is to support the tourism industry in Hsipaw Township in one way or another. Especially, this research attempts to meet the following objective:

(a) To examine factors influencing tourist satisfaction related to a destination in Hsipaw Township.

Literature Review

Tourist destinations are the main elements of the tourism sector. There are two main types of features of destinations. Climate, ecology, culture, and traditional architecture, etc. are the primary features of the destination, and hotels catering, transportation, and entertainment, etc. are the secondary features of the destination. These two types of features contribute together to the overall attractiveness of a tourist destination (Kozak & Rimmington, 1999). Furthermore, the tourist destination market is a very important one and strong correlation with tourist satisfaction (Herle, 2019; Kozak & Rimmington, 1998).

To analyze tourist behavior, satisfaction is one of the element items. The services of destination and the decision to return visit have effects on consumer's satisfaction (Bagri & Kala, 2015). The visitors are probably not going to return when they are not satisfied. Thus, tourist satisfaction has been a significantly important tool in the tourism research area (Aliman, Hashim, Wahid, & Harudin, 2016). Tourist satisfaction influences the choice of

destination, the consumption of goods and services, and the decision to return, so tourist satisfaction is important to successful destination marketing (Gok & Sayin, 2015).

Tourist satisfaction is influenced by several attributes such as natural beauty of attraction, historic attractions blessed with architectural style, safety, and security, friendliness and hospitality of local people, quality of services and reasonability of services prices (Álvarez-García, Durán-Sánchez, & del Río-Rama, 2018). Satisfaction always took the main point of business activity. So, satisfaction is a major indicator of destination efficiency. We should pay attention to tourist's destination performance and quality of services to get visitor satisfaction because visitor satisfaction is most important in tourism sector development (Wang, 2016).

Methodology

Questionnaire Design and Data Collection

The tool used to collect the necessary information was a questionnaire which included 17 questions, some of these questionnaires were based on the satisfaction related to the destination. The data were collected from 100 international tourists from different countries who visited Hsipaw Township during the holiday seasons. The sample size was 395 but can't collect all sample size people because of Covid 19 pandemic. To measure the responses of tourists, a five-point Likert scale was used. In this research, a descriptive survey method and a quantitative approach were used.

Sample Selection

The sample size was calculated using the Taro (1967) equation with a confident level of 95% and 5% error level:

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

Where, n = number of samples

N = total population

e = error limit

$$n = \frac{35000}{1 + 35000 (.05^2)} = 395.48 = 395$$

Data Analysis

The data analysis was made using the statistical software SPSS 25 version. Demographic variables were reported using frequency counts and KMO and Bartlett's test and Rotated Component Matrix factor analysis were carried out to identify the number of factors that came out. Cronbach's Alpha value was computed to test the internal consistency of the variables.

Findings

Demographic profile

To study the factors affecting tourist satisfaction, descriptive statistics were used. The features of 100 respondents were shown in Table 1.

Table 1 Demographic features of the respondents

Demographic Profile	Category	Percentage
Gender	Male	58.0
	Female	42.0
Age	18-24 years	33.0
	25-34 years	47.0
	35-49 years	12.0
	50-64 years	7.0
	65 and above	1.0
Marital status	Single	23.0
	Married	76.0
Education level	High school	26.0
	Graduate	44.0
	Postgraduate	30.0
Home Countries	Israel	18.0
	Netherland	17.0
	France	13.0
	Spain	10.0
	Germany	9.0
	Others	33.0
Occupation	Student	19.0
	Employed	41.0
	Self-employed	7.0
	Retired	3.0
	Others	30.0
Transportation	By car	12.0
	By bus	49.0
	By train	38.0
	By plane	1.0
Information source about tourist destination	I already knew of it	3.0
	Internet	47.0
	Friends and relatives	34.0
	Media	2.0
	Books and Guides	13.0
	Other	1.0
Stay at this tourist destination	One to four-night	96.0
	One week	4.0
The main reason for the visit to this tourist destination	Rest & relaxation	44.0
	Trekking	45.0
	Other	11.0

Source: Author

Table 1 indicated that the majority of respondents were males (58%), married (76%), (47%) were the age of 25 to 34 years old, graduate (44%), employed (41%) and (18%) of the tourists came from Israel. Most of the respondents came to Hsipaw by bus (49%) and they (47% of the total respondents) got the information from the internet. The respondents (96%) stayed one to four nights at Hsipaw and the respondents said that they have chosen this destination for trekking (45%) and rest & relaxation (44%).

Reliability Anlyasia

Table 2 showed that (α) value, this value interprets the internal consistency of the variables. (α) value is 0.814; it shows acceptable and good internal consistency among variables.

Table 2 Reliability Statistics

Cronbach's Alpha	No. of Items
0.814	20

Source: Author

Factor Analysis

To find out the main factors that influence the tourist's satisfaction, factor analysis has been worked. According to the survey questionnaires, 20 variables may largely influence the tourist's satisfaction. Factor analysis was conducted on those variables and KMO and Bartlett's test analysis has been used.

Table 3 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		.664
Bartlett's Test of Sphericity	Approx. Chi-Square	713.568
	df	190
	Sig.	.000

Source: Author

Normally, $0 < \text{KMO} < 1$. If $\text{KMO} > 0.5$, the sample is adequate. In Table 3, KMO value is $0.664 > 0.50$ which indicates that the sample is adequate and we may proceed with the factor Analysis. KMO values (0.664) indicates that 66.4% of the 20 variables are adequate value for factor analysis and the remaining value may be some errors. Bartlett's Test of Sphericity taking a 95% level of significance and $\alpha = 0.05$. The p-value (Sig.) of $.000 < 0.05$, therefore the factor analysis is valid (Ali, 2017). The result of Bartlett's test of sphericity shows the fair linkages between the variables. The value of the Chi-square is 713.568 with 190 degrees of freedom, which is a 0.05 level of significance. The KMO statistic of 0.664 is also large (greater than 0.50). Hence factor analysis is considered an appropriate technique for further analysis of the data. The summary of the factor analysis has been performed in Table 4.

Table 4 Rotated Component Matrix

Factor	Factor Loading	Initial Eigenvalues	% of Variance
Factor 1: Quality of Services ($\alpha = .778$)		2.825	14.125
Services of accommodation	.593		
Quality of traditional food	.788		
Reasonable prices of traditional food	.849		
Qualified Staff	.560		
Friendliness of local people	.544		
Factor 2: Ancient Culture ($\alpha = .742$)		2.175	10.875
Ancient monument	.843		
Architectural style	.808		
Authenticity	.532		
Factor 3: Transportation ($\alpha = .602$)		2.043	10.215
The destination can be easy reached	.756		
Convenient and comfortable road	.790		
Factor 4: Facilities ($\alpha = .597$)		1.992	9.96
Climate conditions	.558		
Currency exchange	.519		
Internet access	.815		
Factor 5: Activities ($\alpha = .552$)		1.825	9.125
The traditional way of living	.819		
Trekking to some village	.743		
Factor 6: Safety and accommodation ($\alpha = .585$)		1.683	8.415
Personal safety and security	.775		
Clean accommodation	.571		
Prices of hotel	.559		
Factor 7: Environment condition ($\alpha = .520$)		1.557	7.785
Overall Cleanliness of this destination	.794		
Unspoiled nature	.695		
			Total Variance = 70.5%

Source: Author

Table 4 shows a summary of factor analysis. In the factor analysis, 7 factors were defined among 20 variables. Factor 1, namely quality of services which consists of (5) variables. Factor 1 explains 14.125% of the variance in the data with an eigenvalue of 2.825. This value is > 1 . (α) = 0.778 presents a greater than the minimum acceptable value within the factor and there is good data consistency. The minimum acceptable (α) value is 0.7. Factor 2, namely ancient culture which consists of three variables. Factor 2 explains 10.875% of the variance in the data with an eigenvalue of 2.175. This value is > 1 . (α) = 0.742 presents a greater than the minimum acceptable value within the factor and there is good data consistency. Factor 3 namely transportation which consists of two variables explains 10.215% of the variance with an eigenvalue of 2.043. (α) = 0.602 presents a poor internally consistent. Factor 4 namely facilities which consist of three variables explain 9.96% of the variance with an eigenvalue of 1.992. (α) = 0.597 shows poor internal

consistency of data within the factor. Factor 5 namely activities, that consist of two variables explain 9.125% of the variance with an eigenvalue of 1.825. (α) = 0.552 presents poor internal consistency within the factor. Factor 6 namely safety and accommodation which consists of two variables explain 8.415% of the variance with an eigenvalue of 1.683. (α) = 0.585 presents poor internally consistent. The last factor is factor7, namely environmental condition which consists of two variables that explain 7.785% of the variance with an eigenvalue of 1.557. (α) = 0.520 presents poor internally consistent. The total variance of the five variables is 70.5%.

Regression Analysis

Regression analysis is a good and adaptable method for analyzing the relationship between the dependent variable and independent variable. In this part, the multiple regression analysis is used to determine how much of the variation in tourist satisfaction can be explained by three extracted factors. Four factors of alpha value less than 0.6% are excluded from regression analysis because of the low-reliability value.

Table 5 Regression Analysis Results (n=100)

Factor	B	β	t-value	p-value
(Constant)	3.613		10.449	.000
Quality of services	-.134	-.201	-1.262	.210
Ancient culture	.037	0.45	.244	.808
Transportation	.245	.320	1.954	.054
R	0.253 ^a			
R ²	0.064			
F-value	2.195			
F-sig	.094			

a. Dependent Variable: Tourist satisfaction

b. Predictors:(Constant), Quality of services, Ancient culture, Transportation

Source: Author

Table 5 presents the regression analysis results and R-value is 0.253. R² is 0.064, which means the percentage variance of tourist satisfaction cannot explain the variance of quality of services, ancient culture, and transportation, and not a strong relationship between the dependent and independent variable. The results show that the three factors do not affect tourist satisfaction.

In my regression analysis, quality of services, ancient culture, and transportation have not significant effect on tourists' satisfaction. By identifying the various factors, this study discovered which many changes need to make all factors about this destination to get satisfying when tourists visit this destination and tourists want to return to Hsipaw.

Conclusion

The findings of the research study indicated that tourists are not fully satisfied with the visit to the destinations of Hsipaw. In my research study, the lowest level of satisfaction was observed such as quality of services, ancient culture, facilities, activities, safety, and accommodation, transportation, etc. If dissatisfaction with these facts reflected problems in the development of the tourism industry in Hsipaw and also negatively affected tourists' intention to revisit. Then, this study suggested that governments mainly cooperate in maintaining Hsipaw's beautiful nature and cultural heritage to achieve the main target of

sustainable development in the tourism sector. Hsipaw is one of the tourist destinations of endowed beautiful nature and cultural resources which need to be protected by creating a clean tourism environment, producing many traditional products and foods and it needs to be maintained international hospitality standards. If only this could be done, the visitors recommend this destination to others and the visitors will be back next time. Another suggested that the government make a secure environment around the tourists' destination. This unsafety not only causes tourists' dissatisfaction but also a black mark opinion of the whole travel industry. And then, managers in the travel agency need to train qualified staff which will lead to visitor satisfaction and they will return. The tourism industry needs to develop to contribute nation's economy because the tourism industry can make a greater contribution to the achievement of several million development goals such as economic growth, employment conditions, job opportunities, government revenues, and investments, etc. For an increase in long-term economic success in the tourism industry, need to maintain a good image of tourists' destination, quality of services, and need to increase the number of visits tourists to this destination.

Limitations and Future Research

There are a few limitations to the current research. First, data were collected during a short-time period and did not fulfill a target sample size. The sample size was 395 but can't collect all sample size people because of Covid 19 pandemic. Therefore, the findings resulted here may not reflect tourist satisfaction. Thus, future research should collect a specific sample size. Second, emphasizing only on foreign tourists was another limitation of my study because domestic tourists are equally important for tourism development. Thus, future research should carry out between foreign and domestic tourists like a comparative study. Thirdly, other factors related to tourist satisfaction should be included such as distance, price of transport services, health care services, etc.

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