

THE STUDY OF THE BEHAVIORAL INTENTION OF CULTURAL AND COMMUNITY-BASED TOURISM IN MYANMAR

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Abstract

As the global tourism industry becomes more competitive, examining future behavioral intentions of international tourists plays an essential role in the development of destination. Thus, the purpose of this study is to analyze the perceptions of International tourists on the destination image of Myanmar leading to future behavioral intention through their overall experiences' assessment. In this study, the overall destination image is the predictor variable, with customers' expectation, experiential values such as their perceived quality and perceived value and their satisfaction as the mediating variables, and behavioral intention as the outcome variable. According to Green (1991), the minimum 106 of respondents are required for this study. However, there were 400 quantitative survey forms distributed to international tourists who had visited Mandalay region, Myanmar through convenience sampling technique and 335 questionnaires were applied for the analysis of this study.

The Partial Least Square (PLS) method was applied for the model and testing the proposed hypotheses. The results revealed that the overall destination image had indirect effect on behavioral intention through customers' experiential values. Precisely, the results disclosed that perceived quality and perceived value of the customers had significant direct influence on their satisfaction and facilitated to enhance future behavioral intention towards destination. As a result, more understanding on the motivation of tourists' satisfaction and positive behavioral intentions are significant contribution for the development and management of destination strategy.

Keywords: Destination Image, Perceived Value, Satisfaction, Behavioral Intention

Introduction

Nowadays, tourism industry plays a significant role in the national and global development since success in tourism sector boosts to growth of the country as it can generate more revenue and also increase employment rate. In order to grab this opportunity, the Government of Myanmar (GOM) adopted the Myanmar Responsible Tourism Policy in 2012 (Ministry of Hotels and Tourism, 2017) with the fundamental concept of responsible tourist behavior relating to the main three indicators: tourists' awareness in local tradition and custom, tourists' admiration for local ethnicity and ecological awareness. As in the current trend of ever more sophisticated consumers market, the one who provides memorable customer experiences can positively generate higher value and economic benefit.

Since a destination consider as a primary factor to success in tourism industry, to creating a good image of destination becomes critical for the industry. According to the previous studies, the tourist destination can create a good image and could hold competitive power as a benefit among destinations (Ahmed, 1991; Crompton, Fakeye, & Lue, 1992; Javalgi, Thomas, & Rao, 1992; Sahin & Baloglu, 2011). Cultures and historical sites have later become one of the primary attractions for tourists and have generated demand for the tourism industry of the country. The cultural factors are important because economic performance and development of the nations are directly

influenced by the cultural factors and enhance the competitiveness of the region (Dziembowska, Kowalska, & Funck, 2000). It is because culture of a country is a second significant element of destination attractions (Ritchie, 2003). In the Southeast Asia, Bagan, ancient city of Myanmar, stands as one of the wealthiest archaeological sites, since it has approximately 2000 ancient monuments and pagodas scattered all over its area (Ministry of Hotels and Tourism, 2019). It was entitled as a UNESCO World Heritage site on the 6th of July, 2019. Bagan is not only famous for its historical site but also provides wide-range of cultural experiences to tourists and has become one of the most attractive places to the tourists in Myanmar. Mt. Popa, an extinct volcano and one of the famous places of Myanmar, is covered with forest and is about 50 km from Bagan. It also attracts the tourists who like to engage adventure. Tourists can hike Mt. Popa and can see the panoramic view from the top of the rocky cliff as a memorable one. Moreover, the visitors to Myanmar can enjoy the traditional lifestyle of the locals during the festival events in Bagan. Hence, Bagan serves memorable experience to the visitors in many ways. In addition, the GOM has launched a Community-Based Tourism (CBT) initiative that performs as an alternative practice of tourism activity accomplished by the society. CBT specifies the collaboration between the locals and the visitors and gives benefits to both sides as the locals enable to discover the world outside the Myanmar, and tourists are able to recognize more about culture and

traditions of the region. Therefore, community participation in the tourism planning process is supported as a way of implementing sustainable tourism (Okazaki, 2008).

The travel and tourism industry become the fundament segment of Myanmar economy as a foreign currency earner and a way to bring the development for the local communities and regions by generating more revenue and creating job opportunities in the Framework of Economic and Social Reforms. Travel & Tourism sector which totally contributed to Myanmar's GDP was MMK 6,468.9 billion (USD 4,918.2 million) which was 6.6% of GDP in 2017 and forecasted to growth by 7% per annum MMK 13,371.3 billion (USD 10,166.0 million) throughout to 2028, (World Travel and Tourism Council, 2018). Moreover, 2.5% of total employment was directly supported by Travel & Tourism sectors in 2017 and it was estimated that 7.2% of total employment will be supported by Travel & Tourism sector by 2028 (World Travel and Tourism Council, 2018).

However, in 2018, even though numbers of International tourists' arrival was increased 3.15 % over year 2017 which has 3.44 million (Thu, 2019), the income generated from tourism sectors fell to US\$1.6 billion from US\$1.9 billion in 2017 (CEICData.com, 2019). Furthermore, when compared with neighboring countries such as Thailand, Malaysia, Singapore, the number of visitors and revenue out of tourism in Myanmar still falls behind.

Therefore, Myanmar has to establish itself as an attractive destination by identifying

the key determinants to accelerate favorable behavioral intention. It has become critical for tourism industry in Myanmar to appeal international tourists and increase the number of repeat visitors. For this reason, this study aimed at increasing the knowledge and better understanding on the basic perceptions of international tourists and their behavioral intentions such as the revisit and recommendation towards the destination, Myanmar which could provide information for the tourism managers and service providers in budding of tourism destinations.

Research Objectives

1. To examine the perception of international tourists towards the overall destination image of Myanmar and how it influences on behavioral intention through their experiential values and satisfaction.
2. To distinguish the directions of tourism marketing strategies of Myanmar to improve in order to success and sustain in the tourism market.
3. To promote Myanmar as a tourist destination choice.

Literature Review

Destination Image

According to several previous studies, destination image is an individual's perceptual image of awareness, attitudes and overall opinion of a specific place and it indicates that their image of the destination is influenced by their assessment of experience quality towards destination (Fakeye & Crompton,

1991; Kozak & Rimmington, 2000; Assaker & Hallak, 2013). In addition, previous studies agree that the destination image concept is influenced by both cognitive and affective appraisals. Therefore, as an outcome of cognitive and affective mutually assessments towards the place, an overall destination image is built up (Baloglu & McCleary, 1999). The overall image is the holistic perception of a tourist destination that integrates both cognitive and affective images (Stylidis, 2017). The study of destination image (Afshardoost, 2020) recognized that overall and affective destination images have greater influence on future behavioral intention compared with the cognitive image by using Meta-analysis method. However, this study expended destination image through the way identified by (Josiassen, 2016) as an individual's overall evaluation of the overall image of Myanmar by using the Partial Least Square structural equation method (PLS-SEM). Generally, tourists' destinations take advantage based on their perceived images compared with the opponent places in the market (Baloglu & Mangaloglu, 2001). Throughout the road path from pre-visit to post-visit as consumption process considerations, travelers evaluate the products and services based on their expectations and perception of the image. If destination enables to provide an image of awareness and adventure as a motivational experience, tourists may feel a sense of novelty and pleasure (Gartner, 1993). However, as individual's perception and expectation could be something from an emotional or

experience, they are diverse according to their learning, beliefs, culture and involvement. Additionally, (Lee, Lee, & Lee, 2005) stated that the destination image impacts on perceived quality. Hence, the following hypothesis were tested.

H1(a): Destination image affects novelty seeking.

H1(b): Destination image affects expectation.

H1(c): Destination image affects perceived quality.

Novelty Seeking

Novelty seeking is stated as one of the fundamental components which encourage people to discover, learn, and involve. Therefore, if tourists search for the novelty and ultimately their experiences delivered as their expectation or more, subsequently, they will be satisfied. Generally, if travelers seeking for novelty perceive a destination as unique or novel, they might have higher intention of enjoying from further unexplored attractions of destination (Toyama & Yamada, 2012). Furthermore, (Assaker, Vinzi, & O'Connor, 2010) pointed out that novelty influences positively on the revisit intention of tourists through their satisfaction. How they really recognized the service offerings could be positively influenced by their level of novelty seeking. Hence, the following hypotheses were tested.

H2(a): Novelty seeking affects perceived value.

H2(b): Novelty seeking affects customer's satisfaction.

Expectation

The tourists' expectation can be

generated according to their perceived image and knowledge before the destination takes place. What an individual performs in a state may be related to their expectations and followed by the assessment over outcomes (Feather, 1982). Moreover, the tourists' expectations towards the destination would influence the perceived assessment of the results of their experience and leading to the tourist satisfaction (Chon, 1989). Tourist satisfaction can also be determined according to their expectation (Assaker & Hallak, 2013). It means that the gap between experiences and expectations can create satisfaction or dissatisfaction. The expectation of an individual can change according to differences in the types of customers since their expectation is developed based on their knowledge and information of the product they gained and consequently which leads to a diverse valuation on the products functioning. However, the previous study discovered that expectations were essentially unique for the members with and without related knowledge in a business (Fluker & Turner, 2000). Both the perceived value and satisfaction of the customers are directly affected by their expectation (Lee, Yoon, & Lee, 2007; Wang, Wu, & Yuan, 2009). Hence, the following hypotheses were conducted.

H3(a): Customer's expectation has effect on their perceived value.

H3(b): Customer's expectation has effect on their satisfaction.

Perceived Quality

In tourism sector, perceived quality is

defined as travelers' assessment over the general services supply which is associated with their trip involvement (Chen & Tsai, 2007). Many previous tourism studies have defined that when tourists perceived the facilities accomplished by them is more than what they have compensate for it, that could create travelers' satisfaction (Song et al., 2012; Chen & Chen, 2010; Haung & Su, 2010). There is a statistically significant and positive relationship between perceived quality and perceived value (Snoj, Korda, & Mumel, 2004). If the tourists have higher perceived quality of a destination, there is more probability that they have perceived greater value of the destination. Therefore, perceived quality takes a fundamental precondition for generating consumer perceived value and plays an important role in growing the high-level of perceived value and satisfaction among consumers. Based on the indication that perceived quality may mediate the relationship between extrinsic attributes and perceived value, this study will explore perceived quality as one of the main mediators to examine international tourists' perceived value and satisfaction. Hence, the following hypotheses were conducted.

H4(a): Perceived quality has effect on perceived value.

H4(b): Perceived quality has effect on customer's satisfaction.

Perceived Value

The perceived value concept has been measured one of the most significant factors that generating a competitive advantage

in marketing field (Parasuraman, 1997) and also significantly associated with customer's satisfaction (Gallarza & Saura, 2006; Um, Chon, & Ro, 2006). Furthermore, perceived value plays an essential role in purchase decisions making of customers and in the formation of future intentions and loyalty (Zeithaml, Bitner, & Gremler, 1988). Many previous tourism researches have suggested that tourists' behavioral intention and loyalty could be scrutinized by their perceived value. When the tourists perceived greater value of a destination, the more likely they would be satisfied and have positive intention towards destination. (Cronin, Brady, & Hult, 2000) stated that higher levels of perceived value lead to higher levels of customer's satisfaction that boosts customer loyalty and intention which support a better profit and sustainable of the organizations. Therefore, the following hypotheses were tested.

H5(a): Perceived value influences on customer's satisfaction.

H5(b): Perceived value influences on behavioral intention.

Satisfaction

The satisfaction has been challenged to identify since it is the most fundamental emotional concept of customer (Zeithaml, Bitner, & Gremler, 2009; Oliver, 1997). It is an assessment of customer toward product or service that provides enjoyable level on consumption (Oliver, 1997). This study discusses the tourists' satisfaction as the feelings of indulgence which gained over experiences during visiting Myanmar. The study

of (González, 2007) indicates that the customers' past experiences when obtaining the services influence their future behavioral intentions. When clients are happy with what they encounter, they are bound to express positive behavioral intention and reactions leading to customer's loyalty (Lam, 2011). Moreover, (Tsao & Hsich, 2012; Alegre & Cladera, 2009) also revealed that the overall satisfaction is the key determinant of behavioral intention as exceptionally customers who are satisfied with the experiences have high level of intention to revisit to the destination (loyalty) and word-of-mouth recommendations. Hence, the following hypothesis was conducted.

H6: Customer's satisfaction influences on behavioral intention.

Behavioral Intention

Behavioral intention can be defined as "the degree to which a person has formulated conscious plans to perform or not perform some specified future behavior" (Ajzen & Fishbein, 1980; Liu, 2009). Nowadays, in a dynamic and competitive marketplace where many international tourists' destinations are passionately competing in designing a distinguished destination image to empower the tourism industry, creating loyalty to a tourism destination has become a challenge for many destinations including Myanmar. This study considered perceived quality, perceived value, and satisfaction as suitable indicators of loyalty in predicting process of behavioral intention and follows the study of (Chen & Chen, 2010). The degree of destination loyalty is commonly suggested as a revisit intention of

travelers and their motivation to recommend the destination to others (Chen & Tsai, 2007; Oppermann, 2000). Therefore, this study explores Behavioral Intention as a destination loyalty by way of intention to revisit Myanmar in any opportunity in the future and willingness to recommend Myanmar to friends, relatives or other potential traveler by acting word-of-mouth advertisement. The countries which are able to attain high customer loyalty in their tourism segment could benefit the competitive advantage over other nations in the current ambiguous tourism market and provide the significant support to the development of new destinations, especially to those with growth potential like Myanmar.

Methodology

The main objective of the study is to analyze the relationship between the overall destination images and behavioral intentions through perceived performance and satisfaction of international tourists in Myanmar. The primary data were collected through a survey with a structured questionnaire in which questionnaires were distributed to the international tourists with the age of above 18 years old who have visited Mandalay region in Myanmar with a convenience sampling procedure. It was constructed with two main sections. The first section examines the respondents' demographic data, such as gender, age (years) and in the second section, structured questionnaires were collected by using a Five-point Likert scale rating (1 = Strongly

disagree, 2 = Disagree, 3 = Neither agree nor disagree, 4 = Agree and 5 = Strongly agree) in order to examine their perceptions.

Destination image items were sourced from the literature including natural landscape, cultural landscape, accommodation, hospitable, friendly people and tourist activity (Beerli & Martin, 2004). Similarly, Novelty seeking was also adapted from six constructs such as change of routine, escape, thrill, adventure, surprise, and boredom alleviation (Lee & Crompton, 1992). Expectation was measured such as learning about its history and culture, experiencing something different, seeing some beautiful scenery (Hsu, Cai, & Li, 2010). Perceived quality items were sourced from Chen & Tsai (2007). Perceived value was measured by using three dimensions (price, time and effort) employed by Xia et al. (2009), whereas, satisfaction was adopted from Oliver (1980). Under behavioral intention, there are two dimensions as revisit intention and recommendation. Revisit intention was adapted from Jang & Feng (2007), Zhang et al. (2016) and recommendation was measured by three statements obtained from the studied of Nusair, Parsa, & Cobanoglu (2010).

A pilot study was conducted with 30 samples which were randomly selected from the international tourists in Myanmar to minimize the errors and to obtain the reliability and validity among the constructs. For the pilot test, Cronbach's alpha values of all variables were all above 0.7 which were resulted between 0.709 and 0.89. Hence, all the variables in this study are reliable and

acceptable.

For the calculation of the sample size, the following formula of Green (1991) was applied.

$$N \geq 50 + 8m,$$

where,

N = the minimum number of samples

m = the number of variables

For this research, with 7 variables, the following data were gained as follows;

$$N \geq 50 + 8(7)$$

$$N \geq 106$$

To obtain the objective of this study, 400 questionnaires were distributed to the participants in Mandalay region during January and February, 2020. However, due to the errors in their response, only 335 questionnaires were filtered for analysis.

The respondents' demographic and general information was analyzed by using descriptive statistics which show frequency and percentage. The standard deviation and mean score were applied to analyze every item and to measure the variables. The Partial Least Square structural equation model (PLS-SEM) was applied to analyze the latent constructs and to test the hypotheses by using Adanco Advanced Analysis of Composites Software Version (2.1.1) (Henseler, 2017). According to (Chin, 1998), there are two steps to be followed that include the assessment of the measurement model which specifies the relationships between the latent variables, and their measures or their indicators whereas the structural model describes the relationships between the latent variables. According to

Cohen (1992), the factor loadings should be above the common threshold of 0.7 to assess the measurement models. The structural model was evaluated based on the reliability and validity of the calculated latent variable scores. The internal consistency of the variables was analyzed using Cronbach Alpha coefficient and the value must be higher than 0.7 for the scale to be considered as reliable (Hair et al., 1998). Moreover, the Composite Reliability was also carried out to measure the internal reliability of the variables as a result of lower internal consistency reliability estimation in the PLS path models, when Cronbach's alpha is used. Validity for the scales must be ensured through the Convergent validity technique of Factor Loading to analyze the correlations between scales in the same direction with other measures of the same construct (Schwab, 2006). The Average Value Extracted (AVE) is an indicator of the total amount of variance in the tested variables. The Average Variance Extracted (AVE) is suggested to measure the convergent validity and it has to be greater than 0.5 to be considered acceptable and reliable (Fornell & Larcker, 1981). Hence, this study evaluated the Convergent validity of constructs with Average Variance Extracted (AVE) values. Bootstrapping (999 resamples) was also performed to generate mean value, standard errors and t-statistics which provide the direct and indirect statistical significance of the path coefficients. Smart PLS provides the R² which indicates the percentage of a construct's variance in the model while the path

coefficients indicate the strengths of relationships between constructs.

Results

This section reflects the statistical analysis of the data as well as the results evaluated from the data collected providing the explanation of how the overall destination image influences the future behavioral intention through their overall experiences' assessment. The summary of the demographic characteristics of the respondents are that there are 52.84% out of total male participants and 46.87% of female participants, and the others are 0.30% of the total. The biggest group of the respondents was with the age between 31 and 45 years old (41.79%) and followed by those with the age between 18 to 30 years old (25.07%), 46 to 60 years old (22.39%) and over 60 years old was only 10.75%. The main purpose of 76.72% of the participants visiting Myanmar was mainly nominated with holiday purpose whereas 14.03% were with education purpose, 8.36% were for business purpose and the rest were others purposes. Most respondents visited Myanmar 78.21% were first time visitors and the rest (21.79%) revisited.

The constructs of this research are destination image (DI), novelty seeking (N), expectation (E), perceived quality (PQ), perceived value (PV), customer satisfaction (S) and behavioral intention (BI) measured to examine the reliability and the validity of each construct. In terms of examining the consistency and accuracy of measurement scales, the

results of the reliability and convergent validity of the measurement model are illustrated in table 1. The reliability of the measurement construct was examined by using Cronbach Alpha Coefficient, Composite reliability (CR) and Average Value Extracted (AVE). Moreover, the validity of the instrument was tested by the convergent validity (Factor loadings) and discriminant validity as well. Cronbach Alpha Coefficient was measured to analyze the internal consistency of all the variables of the study to provide an estimate for the reliability.

The Cronbach Alpha Coefficient value must be higher than 0.7 for the scale to be considered as reliable (Hair et al., 1998). The results of this study show that the values of Cronbach's alpha of all variables are above 0.7 ranging from 0.74 to 0.94 as shown in table 1. This indicates that the measurement applied for the study are significantly reliable (Henseler, 2009). The composite reliability (CR) values of all the constructs of this study are also greater than 0.70 with the range between 0.85 and 0.95 which meet the criteria of CR index as presented in table 1. It indicates the good internal consistency of the proposed model. Convergent validity measures the degree to which items on a scale are in theory linked. In fact, a loading value must be greater than 0.7 as a common rule-of-thumb (Chin 1998). Therefore, in this study, only the indicators above 0.7 were considered. In this study, convergent validity was assessed by average variance extracted (AVE) values. The AVE of each construct in this study was

above 0.5 and varies from 0.63 and 0.82 as in discriminant validity of data. table 1 and proposes the satisfaction of the

Table 1 The Measurement Model (n-335)

Constructs	Composite Reliability	Cronbach's Alpha	AVE
Destination Image	0.91	0.87	0.66
Novelty Seeking	0.95	0.94	0.79
Expectation	0.91	0.88	0.67
Perceived Quality	0.89	0.84	0.68
Perceived Value	0.87	0.81	0.63
Satisfaction	0.85	0.74	0.65
Behavioral Intention	0.93	0.89	0.82

Note: Author's calculation by using Adanco Advanced Analysis of Composites.

Finally, Fornell-Larcker criteria and factor cross loading were applied to examine to confirm discriminant validity of the constructs. The criteria of the Fornell-Larcker suggested that the square root of average variance extracted (AVE) for each construct should be greater than all of the correlations with other constructs in the model (Fornell & Larcker, 1981). In this study, the values of the

square root of AVE for measurement model were fulfilled with this condition as shown in table 2 indicating greater correlations between constructs. Therefore, it is suggested that not only the internal reliability of construct and convergent validity but also discriminant validity was satisfactory from the results of measurement model.

Table 2 Fornell-Larcker criterion: matrix of correlation constructs and the square root of AVE

Construct	DI	N	E	PQ	PV	S	BI
DI	0.81						
N	0.09	0.89					
E	0.02	0.13	0.82				
PQ	0.08	0.05	0.09	0.83			
PV	0.23	0.11	0.08	0.13	0.80		
S	0.01	0.11	0.12	0.16	0.13	0.81	
BI	0.65	0.07	0.04	0.13	0.24	0.07	0.90

Note: Author's Calculation, Squared correlations; AVE in the diagonal.

DI, Destination Image; N, Novelty Seeking; E, Expectation; PQ, Perceived Quality; PV, Perceived Value; S, Satisfaction; BI, Behavioral Intention.

In this study, Bootstrapping was performed to generate mean value, standard errors and t-statistics which provide direct and indirect impact between independent and dependent variables as shown in table 3 and table 4 respectively.

Table 3 Direct Effects Inference

	Hypothesis Path	Beta	Std. Error	t-value	P-value (2 sided)	Result
H1(a)	DI - N	0.296	0.05	5.48	P<0.000	Supported
H1(b)	DI - E	0.151	0.06	2.50	P<0.013	Supported
H1(c)	DI - PQ	0.277	0.06	4.95	P<0.000	Supported
H2(a)	N - PV	0.223	0.07	3.20	P<0.001	Supported
H2(b)	N - S	0.154	0.05	3.25	P<0.001	Supported
H3(a)	E - PV	0.123	0.06	2.08	P<0.038	Supported
H3(b)	E - S	0.162	0.05	3.47	P<0.001	Supported
H4(a)	PQ - PV	0.278	0.05	5.73	P<0.000	Supported
H4(b)	PQ - S	0.261	0.05	4.90	P<0.000	Supported
H5(a)	PV - S	0.171	0.05	3.20	P<0.002	Supported
H5(b)	PV - BI	0.455	0.05	8.56	P<0.000	Supported
H6	S - BI	0.097	0.05	1.76	P<0.078	Not Supported

Note: Author's calculation by using adanco advanced analysis of composites.

Table 4 Indirect Effects Inference

Effects	Beta	Std. Error	t-value	P-value (2 sided)
DI - PV	0.162	0.04	4.58	P<0.000
DI - S	0.170	0.03	5.81	P<0.000
DI - BI	0.090	0.02	3.75	P<0.000
N - S	0.038	0.02	2.35	P<0.019
N - BI	0.120	0.04	3.25	P<0.001
E - S	0.021	0.01	1.72	P<0.087
E - BI	0.074	0.03	2.51	P<0.012
PQ - S	0.048	0.02	2.73	P<0.007
PQ - BI	0.157	0.03	5.05	P<0.000
PV - BI	0.017	0.01	1.54	P<0.123

Note: Author's calculation by using adanco advanced analysis of composites.

In order to test hypotheses, bootstrapping method is applied in this study with the significance level of 0.05 ($p < 0.05$). Moreover, the impact between independent and dependent variables were measured by path coefficients. According to the results shown in table 3, destination image (DI) has significant positive effect on novelty seeking, expectation and perceived quality. The results reveal that destination image has a significant direct impact on novelty and perceived quality at 0.001 of confidence level according to Hair et al. (2010). Therefore, H1(a), H1(b) and H1(c) are supported. Novelty seeking affects perceived value and satisfaction at 0.001 confidence level with path loading ($\beta = 0.223$, $t = 3.16$ and $\beta = 0.154$, $t = 3.14$). Thus, H2(a) and H2(b) are also supported. Additionally, novelty seeking has a significant positive indirect effect on behavioral intention with a standardized path of coefficient value 0.12 ($P = 0.002$) (Table 4). Expectation seems to have less impact with significance level of 0.04 on perceived value whereas it has significant positive effect on customer satisfaction with path loading ($\beta = 0.162$, $t = 3.14$) at 0.001 confidence level. H3(a) and H3(b) are also supported. Perceived quality, as hypothesized, has a significant positive effect on perceived value and satisfaction with ($\beta = 0.278$, $t = 5.79$ and $\beta = 0.261$, $t = 4.95$) respectively at 0.001 confidence level. Therefore, H4(a) and H4(b)

are supported as well. Moreover, perceived quality has a significant positive indirect effect on behavioral intention with ($\beta = 0.157$, $t = 5.05$) at 0.001 confidence level (Table 4). Therefore, it is accepted that the higher tourists perceived quality of a destination, the more probability they perceive a greater value of the destination, are more satisfied with and foster the behavioral intention. Similarly, perceived value has a significant direct influence on behavioral intention of tourists with a standardized path coefficient value 0.455 ($P = 0.001$), while 0.171 ($P = 0.003$) on satisfaction. As a result, it could conclude that if the tourists perceived greater value of a destination, there will be more probability they will be satisfied and have favorable intention towards destination. Hence, hypotheses H5(a) and H5(b) are also supported. However, satisfaction seems to be the weakest driver on behavioral intention as significance level exceeds the level of 0.05. Therefore, hypothesis H6 was not supported.

Additionally, the results disclosed that destination image has significantly indirect effects on perceived value, satisfaction and behavioral intention at 0.001 of confidence level (as in Table 1.4). Therefore, the findings of this study are consistent with the findings of earlier studies by (Afshardoost, 2020) as overall destination image has significant positive effect on behavioral intention.

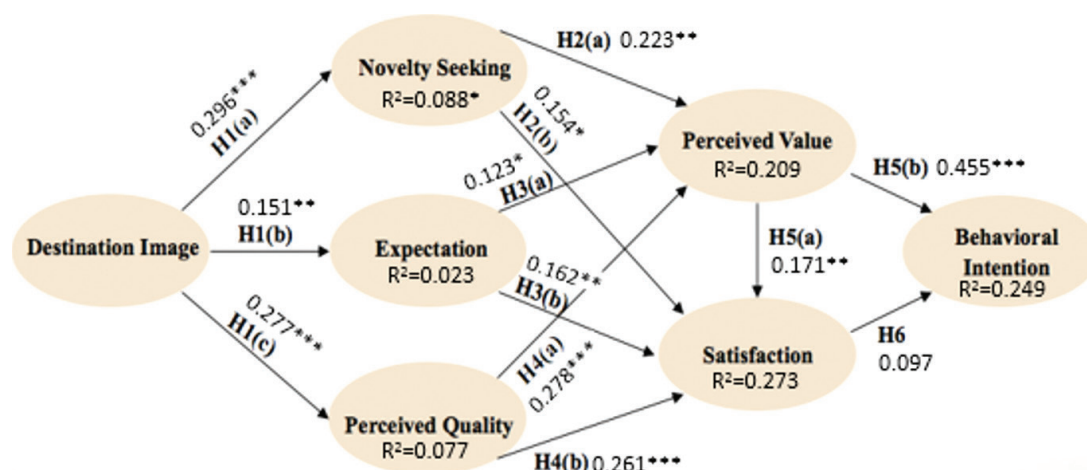


Figure 1 Results of Hypotheses path for Structural Model

Note: Author's calculation. * Significance at the $p < 0.10$ (* $p < 0.05$; ** $p < 0.01$, *** $p < 0.001$) level of confidence (two-tailed).

Paths coefficients that were not statistically significant presented in dashed line

Discussion

The results of this study show that the overall destination image (DI) has higher significant positive effect on novelty compared with other two components (expectation and perceived quality). Hence, it is consistent with the previous finding of (Tien-Ming & Chiang-Chuan, 2013) as destination image is one of the key factors that aroused novelty. Moreover, the findings of this research provide that novelty has direct positive effect on perceived value and satisfaction and subsequently enhance the customers' loyalty (favorable behavioral intention) which is mediated by satisfaction and perceived value. If travelers appreciate the objective of novelty meets or is better than their expectations, their perceived value is reinforced and their satisfaction is enhanced. This, then, leads to

become the repeat travelers to the destination. Therefore, it could conclude that novelty is the antecedent of perceived value and satisfaction that affects future intention. Moreover, it is supported to a previous model which connects the three ideas together in a linear structure (i.e., novelty seeking \rightarrow tourist satisfaction \rightarrow destination loyalty) theorized by Toyama & Yamada (2012). Therefore, tourism communities and administrators could adopt more initiatives strategies to stimulate the feelings of pleasurable and novelty in order to enhance tourist's perception on the value of the trip.

Similarly, the results show that destination image has significantly and directly effects on perceived quality which also agrees with the results stated by other researchers (Lee, Lee, & Lee, 2005). Since perceived

quality is the result of a consumer's view which involved a bundle of service dimensions in tourism sector (Gronroos, 1993), it is important to enable to manage to invent the positioning strategy accordingly. Hence, creating and managing effective experiences are essential management tasks to enhance tourists' overall satisfaction and positive behavioral intention in order to succeed and survive in a competitive tourism market.

The relationship between destination image and expectation are also positively significant in this study. Since individual has different levels of interest to subject matter, different levels of expectations and different degree of cultural values, there will be different ways to perceive the same tourist destination among the tourists. Hence, in order to prevail as one of the desirable destinations, it is very important to have a balanced approach to satisfy different needs and preferences of travelers, especially, the authority and promoters of Myanmar tourism. Moreover, the overall results of this study point out that both perceived quality and perceived value are direct determinants of satisfaction and future behavioral intention. These results agree with the findings of earlier studies by (Chen & Chen, 2010) as perceived quality and perceived value are significant to tourist satisfaction. However, the results of hypothesis testing in this research show that satisfaction seems to be the weakest driver on intention to revisit. This might be explained that visitor's loyalty antecedents might differ from general marketing researches since mostly tourists

are willing to explore new places and obtain knowledge and experiences from other tourist destinations. They may not go back to the same destination even though they are very satisfied with specific destination. Therefore, the outcome of this research was contrast with the earlier findings that there is a positive relation between the tourist satisfaction level and the likelihood of returning to the same destination (Alegre & Cladera, 2009). If even satisfied tourists do not certainly come back to the same place, they would recommend and spread positive words of mouth to attract new customers. Hence, these outcomes could suggest in tourism contexts that the destination image significantly affects behavioral intentions through the mediating results of perceived value and satisfaction.

Conclusion

The construction of the hypothesized model was used to investigate the satisfaction and positive behavioral intention of tourists participating in cultural and community-based tourism in Myanmar as well as the fundamental relationships between the dominant factors. Through measuring the behavioral intention and satisfaction of tourists enable to assess the quality of current practices and could distinguish the directions to improve. The results of this study show that perceived quality and perceived value have significantly direct influence on satisfaction and mediate to enhance future behavioral intention towards destination. Therefore, it could contribute to the tourism sector in the context of cultural

tourism by providing insights that enhancing a visitor's experience quality of cultural and facilities of a trip are important issues when designating their destination's sustainability strategies in the tourism market as the attributes of the destination are utmost prospective to appeal and influence tourists' choice and lead to strengthen the favorable behavioral intention towards destination through perceived value and satisfaction. Therefore, the present paper contributes methodology that enables to enhance the favorable behavioral intention towards destination by providing a relative significant insight, and modifying and adapting the existing models into a new framework. Therefore, it could say that this research theoretically contributes to the existing literature in the field of marketing, by signifying the factors that influence on customer satisfaction and post purchase/visit behavioral intention, especially, in the tourism industry.

Furthermore, in terms of practical implications, by more understanding on the driver of tourist's satisfaction and their positive behavioral intention, a significant support for the improvement and development of destination management strategies can be built. The outcomes of present research signified that visitor's perception on the destination's attributes is mainly influenced by their novelty and perceived quality which enhances their perceived value and satisfaction which are leading to positive behavioral intention. There is only in the situation that if tourists have perceived high value towards

destination, there is a high probability of forming a positive destination image and the generating of positive intentions towards destinations. During the visit to a destination, the tourists encounter many contacts or several services that they attain service quality. Hence, their positive or negative experiences could influence to their overall satisfaction and behavioral intention. Therefore, the GOM and tourism managers should deliberate effective management to accomplish better interactions between service providers and tourists. As a result, in order to improve the courtesy, goodwill, and efficiency of the staff, it should undertake suitable training not only in private sectors but also in public sector as well. Therefore, it is suggested that the cultural tourism communities and Government of Myanmar should endeavor to meet visitors' expectations by providing an overall quality experience and enhance facilities and offerings of the destination. By doing so, they could deliver a memorable and great quality travel experience for tourists leading to strengthen tourists' perceived quality and perceived value. However, Fullerton et al. (2010) suggested that satisfying the expectations of tourists are the main concerns for heritage attractions, and it is important to manage their impacts with no compromising the destination's authenticity. Based on the findings of the study, destination image directly and indirectly impacts on the overall perceived experiences and behavioral intention. Hence, as one of the policy implications, to improve tourists' perceptions of destination's attributes, the GOM needs to

take initiative education program as well as implement the law to protect the authenticity of the destination in conserving the heritage sites, cultural architect and buildings and its environments.

The pervious study also stated that Myanmar's cultural heritage attractions, including museums, historical buildings, monuments, pagodas, handicrafts, and traditional scenery and arts, are all important elements to enrich international tourists' flow experience, one of the important elements that develop high satisfactory experience of international tourists visiting Myanmar (Chen, 2017). As the experience quality would be created through developing a visitor's interest and involvement that could indicated to perceived value and satisfaction, the tourism managers should take account of "excellent and unique experiences" for customers. Moreover, understanding, creating, collaborating and providing value and satisfaction play as fundamental role in modern marketing.

In conclusion, the outcomes of this article provide empirical support for marketing destination managers and tourism authority to develop appropriate strategies and implement enhance operational processes as well as physical environments to satisfy their customers. By doing so, it could create win-win situation as travelers also benefit from the memorable experiences that they

desire and this eventually contributes to visitor loyalty.

Limitations and Suggestions for Further Research

The propose study mainly focuses on Cultural Tourism and the survey was done with 335 respondents who have visited Mandalay region in Myanmar. The findings of this study might not represent the whole population of tourists. Therefore, it is suggested for the future study to obtain respondents from other destination, and different types of tourists and seasons through different sampling methods such as personal interviews which may enhance understanding into the expectations and perceptions of tourists and may produce different results. Moreover, in this research does not consider other important factors such as economic factors, the advances in the field of technology such as social media, mobile technology. Therefore, it is suggested to explore further how developing technologies enable to create smart destinations and how it can facilitate enhance tourist experiences. It could be developed measurement scales in various contexts of tourism which would be useful to develop more specific guide-lines for destination managers to assist destinations to improve their competitiveness and it could be effectively created extending advantages for everybody involved in the cocreations of value.

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