

ANALYSIS OF PULL FACTORS ONTO THE DOMESTIC TOURISTS' DESTINATION CHOICES IN NGWE SAUNG, MYANMAR*

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Abstract

This study investigates the pull factors influencing domestic tourists' choice of Ngwe Saung, Myanmar's coastal gem, as their destination. Employing a case study approach and quantitative methods, the research explores the interplay between various pull factors, including general services, landscape, visiting price, safety, local people's attitude, accessibility, and word-of-mouth, and their influence on destination choice. By analyzing the data from 100 domestic tourists, the study aims to identify the pull factors that motivate domestic tourists to visit Ngwe Saung and to determine which pull factors have the strongest influence on destination choice. This study contributes to the broader understanding of tourist destination choices within the evolving tourism landscape of Myanmar.

Keywords: pull factors, destination choice, domestic tourists

Introduction

Tourism plays a pivotal role in shaping the global landscape, acting as a catalyst for economic development, cultural exchange, and cross-border understanding. In recent years, Myanmar has emerged as a burgeoning destination, drawing the attention of travelers seeking diverse experiences within its rich tapestry of history, culture, and natural beauty. The allure of Myanmar as a tourist destination is underscored by a myriad of factors, collectively termed as "pull factors," which wield a significant influence on the choices made by travelers when selecting their destinations.

Myanmar's strategic geographical location, coupled with its cultural heritage and scenic landscapes, has positioned it as an increasingly attractive destination in the Southeast Asian region. The tourism sector in Myanmar has witnessed a steady growth, contributing substantially to the country's economic development and fostering global connections. As the nation opens its doors to the world, understanding the intricate dynamics of tourist destination choices becomes imperative.

This study delves into the fascinating interplay of pull factors that shape the choices of tourists, with a specific focus on Ngwe Saung, a coastal gem nestled in the southwestern part of Myanmar. Ngwe Saung, with its pristine beaches, vibrant local culture, and unspoiled landscapes, encapsulates the essence of Myanmar's tourism potential. Ngwe Saung, often referred to as the "Silver Beach," stands as one of Myanmar's hidden treasures, located approximately 48 kilometers west of Patheingyi in the Ayeyarwady Division. This coastal paradise stretches over 15 kilometers along the Bay of Bengal, boasting pristine white sands, crystal-clear waters, and a serene atmosphere that beckons travelers seeking a tranquil escape.

Ngwe Saung's primary allure lies in its unspoiled natural beauty. The beach, with its powdery sands and gentle waves, offers a peaceful retreat for sun-seekers and nature enthusiasts. The sunsets over the Bay of Bengal are particularly renowned, casting a warm glow on the horizon that enhances the romantic ambiance of the location. Unlike some heavily commercialized tourist destinations, Ngwe Saung has managed to maintain its natural charm. The surroundings are dotted with coconut palms, fishing villages, and undisturbed landscapes, providing visitors with a sense of authenticity and a chance to experience the local way of life.

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The Bay of Bengal's calm waters make Ngwe Saung an ideal destination for various water activities. Snorkeling, diving, and boat trips to explore nearby islands are popular among tourists looking to immerse themselves in the marine wonders that the region has to offer. Ngwe Saung provides a unique opportunity for visitors to experience the local culture of the Ayeyarwady Division. Traditional fishing villages and local markets showcase the authenticity of Myanmar's coastal life. Moreover, the beachfront is dotted with seafood restaurants offering a delectable array of freshly caught seafood, providing a culinary adventure for tourists.

Improved infrastructure and transportation links have contributed to Ngwe Saung's growing popularity. While maintaining its secluded charm, the destination has become more accessible, making it an attractive option for both domestic and international travelers. Ngwe Saung has seen a commitment to sustainable tourism practices, with efforts to preserve its natural environment and promote responsible tourism. This approach not only ensures the long-term viability of the destination but also aligns with global trends favoring eco-friendly travel experiences. Ngwe Saung's tourism appeal lies in its harmonious blend of natural beauty, cultural authenticity, and a commitment to sustainable tourism. As Myanmar continues to open its doors to the world, Ngwe Saung stands as a testament to the diverse offerings within the country, attracting travelers seeking a tranquil retreat amidst the captivating landscapes of the Bay of Bengal. Analyzing the pull factors influencing tourists to choose Ngwe Saung as their destination not only provides insights into the broader context of tourism in Myanmar but also contributes to the development of sustainable tourism practices.

In this exploration, this study aims to unravel the multifaceted dimensions of pull factors, ranging from cultural attractions and natural beauty to infrastructure and accessibility, that contribute to Ngwe Saung's appeal. By undertaking a case study approach, this study seeks offer a nuanced understanding of the interplay between pull factors and destination choices in the context of Myanmar's evolving tourism landscape. As navigate through the various facets of Ngwe Saung's allure, this study aims to contribute valuable knowledge that can inform stakeholders, policymakers, and industry players about the factors driving tourist preferences in this unique and enchanting destination.

Objectives of the Study

1. To identify the pull factors of domestic tourist to visit Ngwe Saung.
2. To assess the overall satisfaction levels of domestic tourists based on the identified pull factors.

Scope and Method of the Study

This study was restricted to the domestic tourism with respect to Ngwe Saung. Respondents of this study were the domestic tourists who have been visited to Ngwe Saung at least one time. Quantitative Research Method was employed in this study to meet the objectives. Two types of data (primary and secondary) were applied in this study. Primary data was collected from 100 respondents by using structures questionnaire with a five-point Likert scale items. Descriptive analysis was employed in this research to demonstrate the nature of the data. Applicable journals, previous research papers and websites are referenced for secondary data.

Literature Review

The global tourism industry has witnessed remarkable growth in recent years, with an increasing number of domestic tourists exploring diverse destinations within their own countries. Understanding the factors influencing domestic tourists' destination choices is imperative for destination management and marketing. This literature review explores key concepts related to travel motivation, pull factors, and destination choices, drawing insights from various authors to provide a comprehensive understanding of the dynamics shaping domestic tourism.

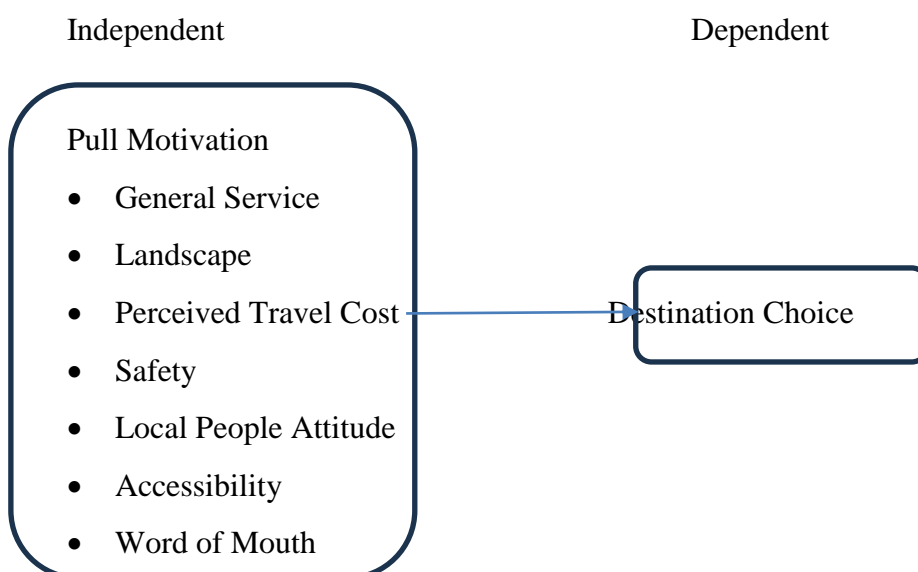
Travel Motivation

Motivation plays a vital role in motivating people to take action. The push-pull framework is an essential model for tourism studies with a view to explaining tourist motivation. This model suggests that tourist behavior is driven by internal psychological pushes as well as external destination pulls. The question of “why tourists are travelling” has been addressed by the psychological force factors. The desire to travel and the decision to make it happen are driven by such inherent motivation. Meanwhile, the destination pulls factors focus on “where do tourists travel?” which relates more to the attractiveness of potential destinations. The factors affecting tourist selection of destinations compatible with their own internal motivation are influenced by pushing and pulling forces, as Dann (1981) points out. Push and pull motivations represent individual decisions, but they are interconnected. Tourists are driven by internal reasons to travel, with the purpose of evaluating destinations based on their ability to satisfy these purposes. The relationship between motivation and satisfaction in tourism has not been fully explored in previous studies, although some work on hot springs tourism has provided an initial insight. In the area of synergy between motivation and satisfaction, there are two perspectives. Some argue that motivation directly determines satisfaction, while others propose that additional factors mediate this relationship. There is insufficient direct evidence for this effect, as Fluker & Turner 2000 note. The approach, on the other hand, is more in line with that view and demonstrates a direct link to hot springs tourism. Due to their importance for marketing, destination pull factors have been given significant attention in the research. Destinations can appeal to tourists by showcasing attributes that speak to their push motivations. As people can have multiple motivations for travel, they may consider multiple pull factors as long as these map to internal drives. Ultimately, pull factors shape where tourists choose to visit. The availability of recreational, services and facilities, beaches and cultural experiences, anticipated benefits, destination image and newness are all factors that contribute to the pull factor. In addition to these general characteristics, research has shown that satisfaction is significantly influenced by the quality of accommodation, accessibility, natural surroundings, climate and cleanliness.

Pull Motivation Factor on Destination Choice

Pull motives are related to extrinsic, conditional, or cognitive features. The motivation factor is also referred to as the destination's characteristics, such as scenery, culture, price, service, and climate, which tourists take into account when deciding where to go (Dann, 1977). Therefore, destination attributes are considerable one for a destination in successfully attracting more travelers. In the various destinations there are a lot of different characteristics or features. In choosing a destination, all the attraction of that destination is irrelevant but some can have an impact. Cultural tourism is becoming an important market for the tourist industry as people's interest in such aspects as art, religion and historical sites of a given destination increases. As tourism becomes more and more attractive, such cultural traits as attractiveness to travel become one of the factors in people's motivation for travelling, Miller 1997, Richards 1996, Smith 2003. The general service of the destination includes transport services, accommodation services, shopping and meals etc., is another factor which serves as a reason for motivation in this survey. Services are evaluated by its quality which impact on the visitors' satisfaction and recommendation on that destination to other people (Chadee & Mattsson, 1996). Therefore, general services could be considered in this study as an important feature of the destination. In fact, according to Formica in 2000, tourism has also been described as a landscape industry which offers natural attraction and beautiful scenery. Sometimes people want to have an excellent vacation with a view of nature as well as interesting parts of the destination. According to Hu and Ritchie (1993), natural attractiveness is a considerable motive as pull motivation factor in the measuring of destination attractions. Therefore, a significant factor for travelers is the

landscape of destination. The price factor, which affects the traveler's choice of destination based on a preference for budget trips over all others, is an important feature of this study. Tourism has two types of prices; the total travel cost that takes into account destination and ground costs, which take into account commodity prices in a destination (Dwyer & Kim, 2003). Passenger decisions on destination and purchases of travel products are influenced by both categories. Safety of destination is a fifth factor to be measured in the study. The safety and security of the destination is the absence of terrorism, criminal cases, a record of transport safety and political instability in the area (Dwyer & Kim, 2003). Safety is a crucial concept for the destination, given that most people are traveling to rest their minds. Therefore, the willingness of travelers to travel may be influenced by safety and security. The competitiveness of a destination depends also on its participation by residents in the region. Local people's hospitality towards tourists is of major importance for the long-term success of a destination since the main services are provided by local residents. Some people travel to fulfill social needs, and local residents' attitudes play a key role as a major social factor for these visitors (Dwyer & Kim, 2003). More visitors are likely to choose a destination when treated well by the local people. As a result, local residents' attitudes are considered an important characteristic of a destination in tourism literature. Accessibility is another critical factor influencing destination choice. Accessibility involves the availability of information about the destination, such as airline regulations, entry visas, route connections, or environmental considerations. Studies have shown that relaxation is a primary reason for travel, and people often select destinations that are more comfortable for their visits. For instance, a study on Hong Kong visitor motivation from Mainland China by Zhang and Lam (1999) identified accessibility as one of the most significant influences on enthusiasm for Hong Kong. Environmental safety is another important pull factor in destination choice. According to Beerli and Martín (2004), word-of-mouth communication is a valuable source of belief and trust, influencing the cognitive image of a destination. Due to the intangible nature of tourism products, travelers often prefer credible information from word of mouth. Litvin et al. (2008) observed that word of mouth is a form of information tourists seek from people with similar experiences when planning their travels.



Source: Own Compilation (2023)

Figure 1 Conceptual Framework of the Study

Figure was structured based on the concept of destination choice. In the motivation factors pull factors, such as general services, landscape, visiting price, safety, local people

attitude, accessibility and word of mouth was the main things to study. Therefore, destination of Ngwe Saung was made by pull factors. Based upon the literature review, regarding the tourism papers, the working definitions in this study are disclosed as follows:

Methodology

This study is conducted with the objective of examining the influence of the pull factors on destination choice of domestic tourists to visit Ngwe Saung. Target population of the study is local tourists who visited to Ngwe Saung. Since, the target population is unknown, Cochran (1977) formula is used to determine the sample size. After calculated the sample size by substituting the numbers into the Cochran formula, the numbers of sample are 96.04 persons. The sample size has increased to 100 persons by using convenience sampling method in order to obtain reliable of data. Questions are presented in easy and simple meanings to understand all level of respondents. This quantitative information is measured by using five-point Likert scale (from one to five such strongly disagree=1, disagree=2, neutral=3, agree=4, strongly agree=5) and applied by descriptive analysis. Applicable journals, previous research papers and websites are referenced for secondary data.

Cochran's Sample Size Formula

$$\begin{aligned}
 n_0 &= \frac{z^2 pq}{e^2} \\
 &= \frac{1.96^2 0.5 0.5}{0.1^2} \\
 &= 96.04 (100)
 \end{aligned}$$

Where:

n = required respondents

e = margin of error

p = estimated proportion of the population

q = 1-p

Z = 95% confidence level

Analysis and Results

Demographic Profile of Respondents

The demographic characteristics of 100 respondents in Ngwe Saung are analyzed in this survey to identify the how pull factors choice on destination. This section includes profiles of the respondents such as gender, age, marital status, education, occupation and monthly income. The profile of respondents is shown in following Table (1).

Table (1) Demographic Characteristics of Respondents

Sr. No.	Particular	No. of Respondents	%
1	Gender: Male	46	46
	Female	54	54
2	Age (Year): Under 20	17	17
	20 – 29	49	49
	30 – 39	20	20
	40 – 49	7	7
	50 – 59	7	7
3	Marital Status: Single	81	81
	Married	19	19
4	Education: Lower than Bachelor's degree	20	20
	Bachelor's degree	50	50
	Master's degree	26	26
	Ph.D.	4	4
5.	Occupation: Student	49	49
	Unemployed	46	46
	Employed	4	4
	Retired	1	1
6	Income (MMK): Under 200,000	32	32
	200,000 – 400,000	30	30
	400,001 - 600,000	14	14
	600,001 – 800,000	10	10
	800,001 – 1,000,000	6	6
	Over 1,000,000	8	8
Total		100	100

Source: Survey data (2023)

Table (1) shows the profile of respondents of the study. In selected respondents, Females included (54%), and males included (46%). It is showing that the female respondents are more dominant than males. The age of the highest respondents in selected respondents is 20-29 years, 49% included. This indicates clearly most of the respondents are young people. The number of respondents by marital status is shown in table. It found out that the majority 81% of respondents

were single. It is because all the respondents are students and therefore most of them are single. Table (4.1) reveals the number of respondents by education level as well. This indicates that 20% of respondents are lower than bachelor's degree, 50% of respondents are bachelor's degree holders, 26% of respondents are master's degree holders and 4% are PhD degree holders. Most of the respondent highest monthly earn is under 200,000 Ks a month and has 32%.

Pull Motivation Factors of Domestic Tourists

In this study, the pull motivation factors of domestic tourists are general services, landscape, visiting price, safety, local people attitude, accessibility and word of mouth. The first pull motivation factor is general services. The survey results for general services of Ngwe Saung are shown in Table 2.

Table (2) Respondents Perception on General Services at Ngwe Saung

Sr.No.	General Services	Mean	Standard Deviation
1	Ngwe Saung is a good place for souvenir shopping.	3.17	1.08
2	Transportation service in Ngwe Saung is very convenience.	3.52	0.94
3	Quality of accommodations are acceptable.	3.9	0.79
4	Local foods in Ngwe Saung are various and delicious.	3.89	0.85
5	Service facility of restaurants in Ngwe Saung are good.	3.77	0.94
6	Overall service quality of Ngwe Saung is good.	3.91	0.74
Overall Mean Value		3.69	

Source: Survey data (2023)

As shown in the Table 2, the overall mean value of general services is moderately high with 3.69 and thus domestic tourists are moderately motivated to use the general services of Ngwe Saung during the trip. The highest mean value of services are quality of accommodations and local foods of Ngwe Saung with 3.9 and 3.89 respectively. The lowest mean value of factor is a good place for souvenir shopping with 3.17. As a result, domestic tourists are motivated to visit Ngwe Saung to taste the quality of accommodation and the delicious of various local foods. Transportation services and restaurant facilities have the mean value with 3.52 and 3.77 respectively. Thus, the mean score 3.91 indicates a high overall satisfaction with the general services in Ngwe Saung. The second pull motivation factor is landscape. The survey results for landscape of Ngwe Saung are shown in Table 3.

Table (3) Respondents Perception on Landscape at Ngwe Saung

Sr.No.	Landscape	Mean	Standard Deviation
1	Ngwe Saung has beautiful islands for visiting.	4.29	0.86
2	Ngwe Saung has many breathtaking sceneries.	4.07	0.74
3	The colorful coral and species of Ngwe Saung are attractive.	4.01	0.84
4	Ngwe Saung has cleanliness natural environment.	3.71	0.93
5	Overall, the natural beauty of Ngwe Saung is appealing to me.	4.09	0.78
Overall Mean Value		4.03	

Source: Survey data (2023)

As shown in Table 3, the overall questions related landscape factors are high in mean value with 4.03. The highest mean value of landscape factor is beautiful islands for visiting with 4.29. Cleanliness of natural environment of Ngwe Saung is the lowest mean value with 3.71. Breathtaking sceneries and the colorful coral and species of Ngwe Saung have the mean value

with 4.07 and 4.01 respectively. The moderately mean value 4.09 indicates overall the natural beauty of Ngwe Saung is appealing to domestic tourists. Therefore, visitors are strongly motivated to visit Ngwe Saung due to the landscape. The third pull motivation factor is visiting price. The survey results for visiting price of Ngwe Saung are shown in Table 4.

Table (4) Respondents Perception on Perceived Travel Cost at Ngwe Saung

Sr. No.	Visiting Price	Mean	Standard Deviation
1	Traveling price for Ngwe Saung is reasonable.	3.68	0.93
2	Accommodation prices are flexible for visitors.	3.61	0.89
3	Transportation cost within traveling is favorable.	3.69	0.84
4	Price of local food is affordable.	3.61	0.88
5	Price of souvenirs are fair.	3.49	0.90
6	Overall price is favorable for travelers.	3.72	0.88
Overall Mean		3.63	

Source: Survey data (2023)

As shown in Table 4, overall price is favorable for travelers of visiting price is highest with 3.72. In visiting price factors, traveling price of Ngwe Saung and transportation cost within traveling have the highest mean value with 3.68 and 3.69. The price of souvenirs has the lowest mean value with 3.49. As a result, overall price of visiting Ngwe Saung has the mean value with 3.63. The fourth pull motivation factor is safety. The survey results for safety of Ngwe Saung are shown in Table 4.

Table (5) Respondents Perception on Safety at Ngwe Saung

Sr. No.	Safety	Mean	Standard Deviation
1	Ngwe Saung is safe to visit.	3.76	0.896
2	Transportations in Ngwe Saung are safe.	3.84	0.809
3	Accommodations are secure.	3.84	0.771
4	Ngwe Saung is a peaceful beach.	4.13	0.856
5	Ngwe Saung has good public security.	3.66	0.886
6.	Overall, Ngwe Saung is safe and secure to visit.	3.84	0.821
Overall Mean Value		3.845	

Source: Survey data (2023)

As shown in the Table 5, the highest mean value of safety factor is peaceful beach with 4.13. Moving on to transportation and accommodations, both mean values of 3.84 indicate a consistent and relatively high perception of safety in these key aspects. This overall mean value of 3.845 consolidates the positive safety outlook across various dimensions, reaffirming Ngwe Saung as a safe and secure destination. The fifth pull motivation factor is local people attitude. The survey results for attitude of local people in Ngwe Saung are shown in Table 6.

Table (6) Respondents Perception on Attitude towards local people at Ngwe Saung

Sr. No.	Local People Attitude	Mean	Standard Deviation
1	Local people are very honest.	3.65	0.899
2	Local people are hospitable.	3.84	0.796
3	Local people are believable for travelers.	3.76	0.789
4	Local people are polite and courtesy.	3.74	0.82
5	Local people are warm and friendly.	3.86	0.788
6.	Overall, the local people in Ngwe Saung are friendly and welcoming.	3.85	0.817
Overall Mean Value		3.78	

Source: Survey data (2023)

As shown in the Table 6, the friendliness of local people is the highest mean value with 3.86 and the honest of local residents is the lowest mean value with 3.65. But the overall mean of 3.78 emphasizes the community's friendliness, aligning with Ngwe Saung's reputation as a safe and welcoming destination. So, the attitude of local people is also influenced to visit Ngwe Saung. The sixth pull motivation factor is accessibility. The survey results for accessibility of Ngwe Saung factors are shown in Table 7.

Table (7) Respondents Perception on Accessibility at Ngwe Saung

Sr. No.	Accessibility	Mean	Standard Deviation
1	Travel agencies are available for travelling information to Ngwe Saung.	3.83	0.884
2	Ngwe Saung is easily reached.	3.8	1
3	Local information about Ngwe Saung is accessible.	3.78	0.923
4	Ngwe Saung is a convenient place to visit.	3.95	0.792
5	Local guides are always being ready for travelers.	3.75	0.817
6.	Overall information is accessible.	3.88	0.84
Overall Mean Value		3.83	

Source: Survey data (2023)

As shown in the Table 7, the overall mean value of accessibility is high with 3.83 and visitors are highly motivated to visit Ngwe Saung because of a convenient place to visit. Thus, accessibility of Ngwe Saung is one the pull motivation factors of local visitors. The highest mean value of accessibility is the convenience with 3.95 and the lowest mean value of accessibility is the number of local guides with 3.75. As most of the people travel to rest and relax and, they choose easy and convenient place as priority. The seventh pull motivation factor is word of mouth. The survey results for word of mouth of Ngwe Saung factors are shown in Table 8.

Table (8) Word of Mouth of Ngwe Saung

Sr. No.	Word of Mouth	Mean	Standard Deviation
1	I visited travel agencies or tourist information center before going this place.	3.3	1.17
2	I searched through brochures, newspapers before going to Ngwe Saung.	3.53	1.024

Sr. No.	Word of Mouth	Mean	Standard Deviation
3	When I was choosing this place, I considered recommendation from friends and colleagues.	3.96	0.894
4	I search on the internet, Facebook, social media and read the review before choose this place.	4.16	0.967
5	I choose this place due to positive reviews of other travelers about nature attractions and lifestyle.	4.14	0.849
6.	Overall, I would recommend Ngwe Saung as a destination to my friends and family.	4.06	0.904
Overall Mean Value		3.86	

Source: Survey data (2023)

As shown in Table 8, the overall mean value of word of mouth is high with 3.86. In word-of-mouth factors, a strong reliance on online platforms has the highest mean value with 4.16 and the number of respondents visited travel agencies or tourist information centers before going to Ngwe Saung has the lowest mean value with 3.3. As a result, the pivotal role of online reviews and personal recommendations in shaping perceptions of Ngwe Saung as a desirable travel destination. For the other factors, including general service, landscape, visiting price, safety, accessibility, and word of mouth, there were no statistically significant differences between the groups.

Table (9) Output of Anova Analysis for Pull Motivation Factors of Domestic Tourists

	<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
General Service	Between Groups	1.0471	1	1.0471	2.09493	0.151	3.93811
	Within Groups	48.9829	98	0.49983			
	Total	50.03	99				
	<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Landscape	Between Groups	0.01354	1	0.01354	0.02812	0.8672	3.93811
	Within Groups	47.1965	98	0.4816			
	Total	47.21	99				
	<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Perceived Travel Cost	Between Groups	1.57962	1	1.57962	3.24705	0.0746	3.93811
	Within Groups	47.6748	98	0.48648			
	Total	49.2544	99				
	<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Safety	Between Groups	1.90779	1	1.90779	3.73325	0.0562	3.93811
	Within Groups	50.0806	98	0.51103			
	Total	51.9884	99				
	<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Local People Attitude	Between Groups	2.19261	1	2.19261	4.46937	0.037	3.93811
	Within Groups	48.0774	98	0.49059			
	Total	50.27	99				
	<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Accessibility	Between Groups	0.07756	1	0.07756	0.15301	0.6965	3.93811

	<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
	Within Groups	49.674	98	0.50688			
	Total	49.7516	99				
Word of Mouth	<i>Source of Variation</i>	<i>SS</i>	<i>df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
	Between Groups	1.24989	1	1.24989	2.06218	0.1542	3.93811
	Within Groups	59.3977	98	0.6061			
	Total	60.6476	99				

Source: Survey data (2023)

The p-value for general service is 0.15098, which is greater than the significance level of 0.05. This means that there is no statistically significant difference between the groups for the general service factor. In other words, the groups do not differ significantly in their perceptions of the general services provided at Ngwe Saung. The p-value for the landscape factor is 0.867172, which is much greater than the significance level of 0.05. This indicates that there is no statistically significant difference between the groups in terms of their perceptions of the landscape at Ngwe Saung. The p-value for the visiting price factor is 0.074627, which is slightly greater than the significance level of 0.05. This suggests that there is no statistically significant difference between the groups in their perceptions of the visiting prices at Ngwe Saung. The p-value for the safety factor is 0.056227, which is close to but slightly greater than the significance level of 0.05. This implies that there is no statistically significant difference between the groups in their perceptions of safety at Ngwe Saung. The p-value for the local people factor is 0.037046, which is less than the significance level of 0.05. This indicates that there is a statistically significant difference between the groups in their perceptions of the attitudes and behaviors of local people at Ngwe Saung. The p-value for the accessibility factor is 0.696523, which is much greater than the significance level of 0.05. This means that there is no statistically significant difference between the groups in their perceptions of the accessibility of Ngwe Saung. The p-value for the word-of-mouth factor is 0.154178, which is greater than the significance level of 0.05. This suggests that there is no statistically significant difference between the groups in their perceptions of word-of-mouth recommendations or online reviews about Ngwe Saung. Therefore, the ANOVA analysis revealed that the groups differed significantly only in their perceptions of the local people attitude behavior. For the other factors, including general service, landscape, visiting price, safety, accessibility, and word of mouth, there were no statistically significant differences between the groups.

Discussion

This study revealed that Ngwe Saung's natural landscape is the primary pull factor attracting domestic tourists, with its breathtaking scenery, coral formations, and pristine environment. Tourists also appreciate the quality accommodations and diverse local cuisine, making it an appealing destination for relaxation and culinary experiences. While factors like shopping and transportation are less influential, Ngwe Saung's balance between affordability and value makes it attractive for budget-conscious travelers.

The pervasive sense of security, from tranquil beaches to reliable travel and comfortable stays, solidifies Ngwe Saung's reputation as a secure vacation spot. The local community's genuine warmth and hospitality foster a welcoming ambiance, despite slightly lower perceptions of honesty. This positive community spirit significantly influences tourists' choice of Ngwe Saung.

The ANOVA analysis revealed a statistically significant difference between groups in their perceptions of the local community's attitudes and behaviors, suggesting diverse expectations and experiences based on demographics. However, no significant differences were found for factors like services, landscape, prices, safety, accessibility, and word-of-mouth recommendations, indicating generally shared satisfaction levels across groups. While Ngwe Saung excels in attracting domestic tourists, maintaining a consistent welcoming experience for diverse visitors is crucial. Implementing cultural awareness and sensitivity training, continuous monitoring of tourist feedback, and tailored marketing strategies can address potential concerns and cater to evolving preferences, solidifying Ngwe Saung's position as a premier coastal destination in Myanmar.

Recommendations

Ngwe Saung has established itself as an appealing tourist destination, drawing visitors with its natural beauty, cultural charm, and reputation for safety. However, a few areas could be improved to enhance tourists' experiences even further. The following are the suggestions and recommendations of the study to improve the tourism industry. Based on the findings mentioned above, it is recommended to develop more opportunities for shopping and souvenirs. By cultivating local handicrafts and introducing culturally authentic memorabilia, Ngwe Saung can increase the appeal of shopping. Partnerships with small business owners and artisans can make a destination more competitive in the industry.

In addition, it would be useful to invest in transport infrastructure. Improving roads, expanding public transit options, and improving access from major transit hubs could make Ngwe Saung more convenient to reach for both domestic and international tourists. Easier connections allow travelers more flexibility and independence as they explore all that the destination has to offer. Finally, an increased emphasis on sustainability is advised. As a natural paradise, Ngwe Saung must preserve its ecological integrity through responsible tourism practices. Activities may include implementing environmental policies, educating visitors and collaborating with local communities in conservation efforts. This approach is in line with global trends while maintaining the pure beauty that makes Ngwe Saung so attractive.

Encouraging local participation and showcasing community life can add authenticity. Homestays, culinary experiences, cultural performances and demonstrations of traditional crafts can help visitors interact with residents and discover the area and its heritage. It also brings socio-economic benefits to local residents. Improving the quality and availability of services such as public washrooms, tourist information centers, health services, leisure areas and waste management can directly impact traveler convenience and satisfaction. Maintaining world-class tourism infrastructure demonstrates a commitment to excellence. By enhancing the shopping scene, transportation links, and sustainability focus, Ngwe Saung can build upon its strengths to become an even more captivating destination for global travelers. Investing in these key areas will help secure Ngwe Saung's long-term viability as a world-class beach resort full of natural wonder and cultural richness.

Suggestions for Future Studies

The limitations of this study are scope and boundaries of the research, and limited analysis on time, data and budget. The study is only focusing on the pull factors onto the domestic tourist's destination choices. There are variety of factors that can influence on destination choices. And there are many destinations in Myanmar to study about pull factor and destination choices. Therefore, future researchers should explore different geographic locations or international tourists instead of local visitors so that comparison studies can be conducted. The survey results may come out differently according to limited geographic location and types of visitors.

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