

# **DESTINATION SERVICE QUALITY, TOURISTS SATISFACTION AND DESTINATION LOYALTY AT NGWE SAUNG BEACH, MYANMAR\***

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## **Abstract**

The main objectives of the study are to identify destination service quality dimensions at Ngwe Saung Beach, to analyze the effect of destination service quality on tourists satisfaction, and to analyze the effect of tourists satisfaction on destination loyalty. A sample of 384 tourists visiting Ngwe Saung Beach was gathered by using a systematic sampling method on a specific day in May 2024. Both descriptive statistics and regression analysis were employed to analyze the data. The results indicate that human elements, environmental factors, and technical quality have the positive effect on tourists satisfaction. Tourists satisfaction show a strong positive effect on destination loyalty. Therefore, stakeholders at Ngwe Saung Beach should focus on human elements through staff training, strengthening environmental conservation efforts, upgrading technical facilities, improving accessibility and signage, reinforcing safety measures, and diversifying tourists experiences.

**Keywords:** destination service quality, tourists satisfaction, destination loyalty

## **Introduction**

Tourism is one of the fastest-growing industries globally, providing significant revenue, employment, and economic development for many nations. In Myanmar, the tourism sector has grown, with destinations like Ngwe Ssaung Beach becoming popular among domestic and international tourists (Myanmar Tourism Federation, 2021). Located on Myanmar's western coast, Ngwe Saung Beach is known for its unspoiled sandy shores, clear waters, and relaxed atmosphere, making it a peaceful getaway from busy cities. However, for the destination to continue growing and stay competitive in the regional tourism market, service quality is crucial (Uddin & Hossain, 2020).

The global tourism market is highly competitive, with established destinations in Southeast Asia like Thailand and Vietnam offering strong infrastructures and high standards of service. To remain competitive, Ngwe Saung Beach must ensure that it offers not only beautiful landscapes but also high-quality services that meet or exceed modern travelers' expectations (Bui & Nguyen, 2021). Today's tourists seek satisfying experiences involving elements like accommodation, transport, dining, safety, and customer service.

Service quality is key to tourists satisfaction, directly impacting tourists loyalty. Satisfied tourists are more likely to return, recommend the destination to others, and leave positive reviews, all of which are vital for long-term success. Service quality includes multiple dimensions such as responsiveness, reliability, empathy, and tangibility, contributing to the overall tourists experience (Parasuraman, Zeithaml, & Berry, 1988). Identifying which aspects of service quality impact satisfaction at Ngwe Saung Beach is essential for enhancing its attractiveness and encouraging repeat visits.

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Although Ngwe Saung Beach is becoming a significant tourists destination, little research has been done on the factors that specifically drive tourists satisfaction and loyalty. Addressing this gap is crucial for creating strategies to improve the destination service quality, increase satisfaction, and foster loyalty toward Ngwe Saung Beach. Based on this context, the study aims to find the following research questions:

1. What are the key dimensions of destination service quality of Ngwe Saung Beach?
2. How does destination service quality affect on tourist satisfaction of Ngwe Saung Beach?
3. What is the most important effect of destination service quality on tourist satisfaction of Ngwe Saung Beach?
4. Does tourist satisfaction affect on tourist loyalty in Ngwe Saung?

The specific objectives of the study are:

1. To identify destination service quality dimensions of Ngwe Saung Beach
2. To analyze the effect of destination service quality on tourist satisfaction of Ngwe Saung Beach
3. To investigate the most important effect of destination service quality on tourist satisfaction of Ngwe Saung Beach
4. To analyze the effect of tourist satisfaction on loyalty in Ngwe Saung

The importance of this study goes beyond Ngwe Saung Beach, as its findings offer useful insights for tourism stakeholders, including service providers, local businesses, and policymakers. By understanding which service quality factors drive tourists satisfaction and loyalty, these stakeholders can implement focused improvements to ensure the destination remains competitive and continues attracting both new and returning tourists. Improving service quality will help build tourists loyalty, encourage positive word-of-mouth, and contribute to the sustainable growth of the local tourism industry, benefiting the regional economy and Myanmar's overall tourism sector.

## **Literature Review**

### **Destination Service Quality and Tourists Satisfaction**

Service quality is a key factor in understanding tourists satisfaction, with several models developed to assess and enhance it. One of the most widely recognized is the SERVQUAL model, introduced by Parasuraman, Zeithaml, and Berry (1985). This model evaluates five key dimensions—tangibles, responsiveness, assurance, empathy, and reliability—by comparing customer expectations to their actual experience. Although SERVQUAL is used extensively across different industries, its application in tourism has been met with some criticism. For example, Cronin and Taylor (1992) argue that it simplifies the complexity of tourists experiences, particularly when considering cultural, environmental, and personal influences that significantly shape tourists satisfaction.

To overcome these limitations, tourism-specific models have been developed. One such model is TOURQUAL, created by Mondo (2014), which adapts SERVQUAL to better meet the specific demands of tourism destinations. TOURQUAL assesses service quality based on six

dimensions: accessibility, environment, human interaction, safety, experience, and technological aspects. This model highlights how tourists satisfaction is affected by both tangible factors, such as accommodations, dining, and transportation, and intangible aspects like environmental sustainability and cultural authenticity (Lohmann & Netto, 2017; Mondo, 2014). TOURQUAL allows for a more detailed evaluation of service quality by considering elements such as cleanliness, accessibility for disabled individuals, and the emotional impact of cultural experiences on overall tourists satisfaction (Hasan, 2015). TOURQUAL takes a holistic approach, focusing on the broad spectrum of factors that contribute to tourists satisfaction. For example, accessibility is highlighted as a critical element, not only in terms of infrastructure but also in ensuring inclusivity for tourists with disabilities. The environmental aspect emphasizes the physical design and cleanliness of the destination, which significantly influence tourists perceptions. Safety and human aspects are also crucial components, with studies by Bitner (1992) and Nicolaides (2008) stressing the importance of staff behavior and interpersonal interactions in shaping the overall tourists experience.

Tourists satisfaction is strongly influenced by the overall environment of a destination, including its preservation of cultural and natural heritage, safety measures, and service excellence (Pine and Gilmore, 1999). The TOURQUAL framework reflects this, allowing for a more comprehensive evaluation of how destinations meet or exceed tourists expectations. The model has been applied in studies by Khawash and Baksi (2017), who demonstrated its value in assessing destination quality and its impact on tourists loyalty and satisfaction. Furthermore, the concept of Destination Service Quality (DSQ) provides a more focused lens for evaluating tourism services. DSQ measures the extent to which tourists expectations are met in key service areas such as lodging, food, travel, and activities (Tosun, Dedeoğlu, and Fyall, 2015). The United Nations World Tourism Organization (UNWTO, 2016) defines quality tourism destinations as those that prioritize safety, cleanliness, and accessibility while providing value for money. In addition to offering high-quality services, these destinations must maintain ethical standards, preserve cultural authenticity, and minimize environmental impact, all of which contribute to long-term tourists satisfaction (Tosun et al., 2015). Therefore, destination service quality is a complex concept that includes a wide range of factors, from physical facilities to perceptions of safety and cultural significance. Meleddu et al. (2015) emphasized that understanding these factors is essential for destination managers who wish to improve tourists satisfaction and attract repeat tourists. Positive tourists experiences can lead to favorable word-of-mouth recommendations and foster loyalty to the destination, promoting its long-term success.

### **Tourists Satisfaction and Destination Loyalty**

Tourists satisfaction plays an important role in building destination loyalty, as positive experiences enhance both immediate satisfaction and emotional attachment to a destination. Satisfaction is typically determined by comparing tourists' expectations with their actual experiences; when expectations are met or exceeded, satisfaction increases, leading to a higher likelihood of repeat visits and recommendations (Phillips et al., 2011; Truong et al., 2018; Medina-Viruel et al., 2019). Satisfaction directly influences behaviors like returning and sharing experiences, which strengthens a destination's reputation. Key factors influencing satisfaction include service quality, safety, and the overall experience. More comprehensive models like

TOURQUAL and Destination Service Quality (DSQ) integrate factors such as cultural authenticity and environmental sustainability, which are becoming increasingly important for modern tourists (Tosun et al., 2015; Kayat & Hai, 2014).

Destination loyalty is measured by repeat visits (behavioral loyalty) and emotional attachment (attitudinal loyalty), both of which are influenced by tourists satisfaction. Loyal tourists are more likely to return and recommend the destination, acting as informal ambassadors, which enhances reputation and attracts new tourists (Cossío-Silva et al., 2019; Suhartanto et al., 2018; Farooq & Moon, 2020). This loyalty reduces marketing costs and supports long-term sustainability in the competitive tourism industry (Li et al., 2008; Nicolaides, 2008). Therefore, enhancing tourists satisfaction by improving service quality, and overall experience is the key to building destination loyalty, encouraging repeat visits, and boosting a destination's reputation for long-term success. *Research shows that tourist satisfaction plays a pivotal role in forming destination loyalty, even without considering tourist loyalty as an intermediary. Satisfied tourists often form a lasting attachment to the destination, leading to destination loyalty*" (Oliver, 1999; Chi & Qu, 2008).

Based on the literature review, conceptual framework of the study can be presented in Figure 1.



**Source:** Own Compilation Based on Previous Studies

**Figure 1** Conceptual Framework of the Study

### Methodology

The study method is quantitative and tourists who come to Ngwe Saung for leisure, sightseeing, and overnight stays are included in the target population. The target population is unknown and according to Cochran's formula (1977), 384 tourists are selected. Primary data is gathered from 384 tourists who visited Ngwe Saung on the specific days of May 2024. Systematic sampling is used to select every 3<sup>rd</sup> respondent at exit points of three major

destinations: Ngwe Saung Main Beach, Lovers Island, and Ngwe Saung Market, between 10 am and 12 noon. The respondents were invited to voluntarily participate in face-to-face interviews using a structured questionnaire. The sample size was presented as follows:

$$n_0 = \frac{z^2 pq}{e^2} = \frac{1.96^2 (0.5)(1-0.5)}{0.05^2} = 384$$

Where;  $n_0$  = required respondents

e = margin of error based on pilot survey

p = estimated proportion of the population

q = 1-p

z = standard normal deviation set at 95% confidence level

The required sample size of 384 data was collected. Secondary data was collected from the MOHT website, past research papers, textbooks, and other sources. For data analysis, SPSS version 25 was used to run both descriptive and inferential statistics. Pearson correlation analysis was used to measure the relationship between destination service quality, tourists satisfaction and destination loyalty. Multiple linear regression was used to find the effect of destination service quality and tourists satisfaction; and the effect of tourists satisfaction on loyalty. As research instrument, the structured questionnaire was composed of 5-point Likert scales questions, ranging from "1 = strongly disagree" to "5 = strongly agree". The questionnaire was composed of 2 sections. The section (A) included demographic questions like gender, age, education level, occupation, education, marital status and income. Section (B) asked the respondents about their destination service quality at Ngwe Saung, tourists satisfaction and destination loyalty. Items for measuring the destination service quality were taken from Bouarar, and Mouloudji (2021). The modified destination experience scale consists of 37 items: 5 items for accessibility, 6 for environment, 5 for human element, 5 for safety, 6 for experience and 5 for technical quality. Items for measuring the tourists' satisfaction were drawn from previous studies (Millar and Baloglu 2011; Garbarino and Johnson, 1999). The modified customer satisfaction scale consists of 6 items. For the destination loyalty, items were adopted from Brown and Taylor (20016). The modified destination loyalty scale consists of 5 items.

### Analysis and Results

Descriptive statistics were run for demographic data of 384 respondents, all tourists at Ngwe Saung Beach, Myanmar, shows an almost equal distribution between genders, with 48.44% males and 51.56% females. Lots of respondents are in younger and middle-aged groups, with 49.7% aged 20-29 years and 30.3% aged 30-39 years. In terms of education, a significant proportion have attained a Bachelor's degree 48.4% and a Master's degree 34.4%. Most respondents are employed 88.8%, while 11.2% are students. In terms of monthly income, the greatest categories are those who make between 200,000 and 400,000 Kyats 34.1% and 600,001 and 800,000 Kyats 30.2%. Marital status is 51.6% single and married is 48.4% respondents. Table 1 of demographic profile indicates a youthful, well-educated, and economically active tourists population primarily visiting for leisure.

**Table 1 Demographic Profile of Respondents**

| Sr.No. | Particular                                  | No. of Respondents | Percentage (%) |
|--------|---------------------------------------------|--------------------|----------------|
|        | Total                                       | 384                | 100.0          |
| 1.     | Gender: Male                                | 186                | 48.44          |
|        | Female                                      | 198                | 51.56          |
| 2.     | Age (Years): Under 20 years                 | 8                  | 2.1            |
|        | 20-29 years                                 | 191                | 49.7           |
|        | 30-39 years                                 | 100                | 30.3           |
|        | 40-49 years                                 | 69                 | 12.0           |
|        | 50-59 years                                 | 15                 | 3.8            |
|        | 60 or over                                  | 8                  | 2.1            |
| 3.     | Education: Lower than Bachelor's Degree     | 38                 | 9.9            |
|        | Bachelor's Degree                           | 186                | 48.4           |
|        | Master's Degree                             | 132                | 34.4           |
|        | Higher than Master's Degree                 | 28                 | 7.3            |
| 4.     | Occupation: Student                         | 43                 | 16.2           |
|        | Employed                                    | 301                | 80.8           |
|        | Retired                                     | 40                 | 14.0           |
| 5.     | Monthly Income Level (Kyats): Under 200,000 | 38                 | 9.9            |
|        | 200,000-400,000                             | 131                | 34.1           |
|        | 400,001-600,000                             | 63                 | 16.4           |
|        | 600,000-800,000                             | 116                | 30.2           |
|        | 800,000-1,000,000                           | 36                 | 9.4            |
| 6.     | Marital Status: Single                      | 198                | 51.6           |
|        | Married                                     | 186                | 48.4           |

**Source:** Survey Data (2024)

Then, descriptive statistics of each of the variables was shown in Table 2 by using mean value of each of them. In breaking down the destination service quality into six dimensions- accessibility, environment, human elements, safety, experience, and technical quality, it was seen that tourists enjoyed Ngwe Saung's environment well with mean value of 3.70. Tourists, however, had relatively low perception on Ngwe Saung's accessibility because its mean value was 3.50 only. However, Ngwe Saung earned quite a good image of technical quality, safety, human elements and experience of its tourists because the mean values of these four were 3.68, 3.66, 3.63 and 3.58. That is why Ngwe Saung got tourists' satisfaction mean score of 3.65 which is quite a high score for agree level. In assessing destination loyalty, it was found that tourists to Ngwe Saung have quite high destination loyalty, with the mean value of 3.63.

**Table 2 Tourists' Perception on Destination Service Quality, Tourists Satisfaction and Destination Loyalty**

| Particular            | Mean | Std. Deviation |
|-----------------------|------|----------------|
| Accessibility         | 3.50 | 0.92           |
| Environment           | 3.70 | 0.87           |
| Human Elements        | 3.63 | 0.77           |
| Safety                | 3.66 | 0.82           |
| Experience            | 3.58 | 0.88           |
| Technical Quality     | 3.68 | 0.84           |
| Tourists Satisfaction | 3.65 | 0.80           |
| Destination Loyalty   | 3.63 | 0.77           |

**Source:** Survey Data (2024)

Table 3 presents the reliability and correlation analysis of eight variables related to tourism. All variables show high reliability, with Cronbach's Alpha values above the acceptable threshold of 0.7, indicating strong internal consistency. Then, to test the relationships among the variables, Pearson's correlation analysis was tested and it was found in Table 3 that destination service quality (AC, EN, HE, SA, EX, TQ) is positively and significantly correlated with tourists satisfaction ( $r=0.750$ ,  $p = 0.000$ ). And then, tourists satisfaction is also positively and significantly correlated with tourists loyalty ( $r=0.730$ ,  $p=0.000$ ).

**Table 3 Correlation Analysis and Reliability of Variables**

| Variable | Cronbach's Alpha | AC     | EN     | HE     | SA     | EX     | TQ     | TS     | DL |
|----------|------------------|--------|--------|--------|--------|--------|--------|--------|----|
| AC       | 0.83             | 1      |        |        |        |        |        |        |    |
| EN       | 0.82             | .420** | 1      |        |        |        |        |        |    |
| HE       | 0.85             | .590** | .780** | 1      |        |        |        |        |    |
| SA       | 0.84             | .600** | .650** | .730** | 1      |        |        |        |    |
| EX       | 0.86             | .513** | .583** | .557** | .451** | 1      |        |        |    |
| TQ       | 0.88             | .480** | .513** | .570** | .600** | .513** | 1      |        |    |
| TS       | 0.85             | .557** | .583** | .600** | .730** | .650** | .750** | 1      |    |
| DL       | 0.83             | .450** | .500** | .600** | .620** | .569** | .625** | .730** | 1  |

**Note:** AC= Accessibility, EN=Environment, HE= Human Elements, SA=Safety, EX= Experience, TQ=Technical Quality, TS=Tourists Satisfaction, DL = Destination Loyalty

\*\*p value is significant at 1%.

**Source:** Survey Data (2024)

Regression modelling is used in this study to determine the effect of destination service quality on tourists satisfaction at Ngwe Saung Beach. The connection is displayed in Table 4 below. The model explains 94.5% of the variance in tourists satisfaction, confirming its

robustness ( $R^2 = 0.945$ , Adjusted  $R^2 = 0.944$ ). Human elements have the strongest positive effect on satisfaction (Beta = 0.883,  $p < 0.001$ ), followed by technical quality (Beta = 0.063,  $p < 0.001$ ), environment (Beta = 0.061,  $p < 0.001$ ), and accessibility (Beta = 0.025,  $p = 0.058$ ). Safety (Beta = 0.020,  $p = 0.187$ ) and experience (Beta = 0.007,  $p = 0.543$ ) show no significant impact. The overall model is highly significant ( $F = 1071.151$ ,  $p < 0.001$ ). Therefore, key players such as destination management organizations, travel and tour companies, even the public who involved in the supply chain of tourism need to take due care to create positive destination service quality among tourists. With no doubt, what a destination service quality during his trip is very important to have satisfaction on the trip to a destination.

**Table 4 Effect of Destination Service Quality on Tourists Satisfaction**

| Dependent Variable | Unstandardized Coefficient |                | Beta | t      | Sig  |
|--------------------|----------------------------|----------------|------|--------|------|
|                    | B                          | Standard Error |      |        |      |
| Constant           | -.058                      | .073           |      | -0.799 | .425 |
| Accessibility      | .022*                      | .012           | .025 | 1.896  | .058 |
| Environment        | .060***                    | .015           | .061 | 4.077  | .000 |
| Human Elements     | .857***                    | .019           | .883 | 44.915 | .000 |
| Safety             | .019                       | .014           | .020 | 1.323  | .187 |
| Experience         | .006                       | .010           | .007 | 0.609  | .543 |
| Technical Quality  | .055***                    | .012           | .063 | 0.063  | .000 |
| R square           | .945                       |                |      |        |      |
| Adjusted R square  | .944                       |                |      |        |      |
| F Value            | 1071.151***                |                |      |        |      |

**Source:** Survey Data (2024)

**Note:** \*\*\*significance at 1% level, \*\*significance at 5% level, \*significance at 10% level

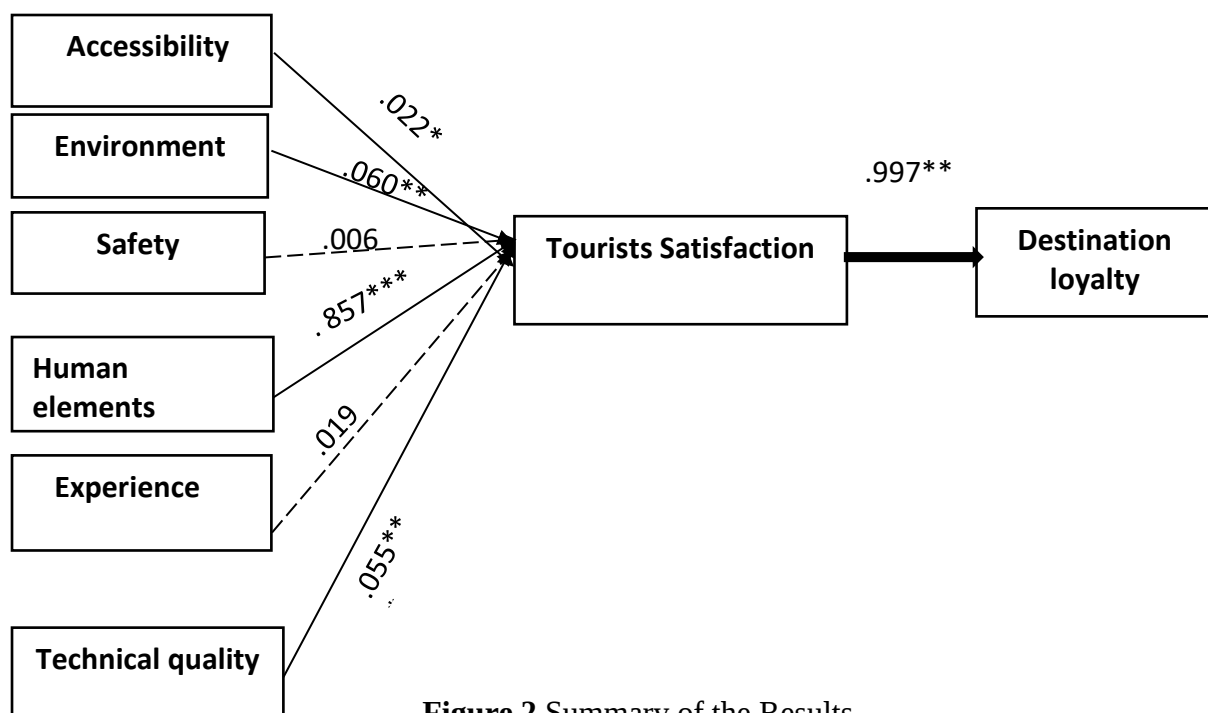
In this study, in order to find out the effect of tourists satisfaction on destination loyalty from Ngwe Saung Beach used in regression model. The relationship can be seen in below Table 5. The analysis shows that tourists satisfaction is a strong predictor of destination loyalty at Ngwe Saung Beach, explaining 93.8% of the variance in loyalty ( $R^2 = 0.938$ ). The standardized coefficient (Beta = 0.969) indicates a highly significant positive relationship between satisfaction and loyalty ( $t = 76.091$ ,  $p < 0.001$ ). This means as satisfaction increases, loyalty almost proportionally rises. The constant term is not significant, implying loyalty depends on satisfaction. The model's overall significance ( $F = 578.833$ ,  $p < 0.001$ ) confirms this strong connection, suggesting that tourists got true satisfaction at a destination, he or she wants to come back again in the future, or recommend that place to others.

**Table 5 Effect of Tourists Satisfaction on Destination Loyalty**

| Dependent Variable    | Unstandardized Coefficient |                | Beta | t      | Sig  |
|-----------------------|----------------------------|----------------|------|--------|------|
|                       | B                          | Standard Error |      |        |      |
| Constant              | -.004                      | .048           |      | -.081  | .935 |
| Tourists Satisfaction | .997***                    | .013           | .969 | 76.091 | .000 |
| R square              | .938                       |                |      |        |      |
| F Value               | 578.833***                 |                |      |        |      |

**Source:** Survey Data (2024)

**Note:** \*\*\*significance at 1% level, \*\*significance at 5% level, \*significance at 10% level

**Figure 2** Summary of the Results

According to the summary of the results, it can be found that the effect of destination service quality on tourists satisfaction and then this satisfaction can influence destination loyalty to the destination with the case of Ngwe Saung, Myanmar.

### Findings and Discussion

Based on the analysis, major findings and discussion were described in this section. The demographic profile of the 384 respondents, consisting entirely of domestic tourists, predominantly youthful demographic. The majority of tourists were between 20-29 years old and 30-39 years old with a near equal distribution of male and female respondents. Educational achievement was high, with nearly half holding Bachelor degrees and a significant proportion having Master degrees. The study also showed that a large majority of tourists were employed,

reflecting an economically active base. Most tourists visited Ngwe Saung Beach for leisure purposes, because of its popularity as a recreational destination among educated, economically active young adults.

The key dimension of destination service quality at Ngwe Saung Beach include human elements, technical quality, environmental factors, accessibility, safety, and experience. Overall, tourists expressed high satisfaction, particularly with the professionalism of local staff, effective waste management, and the distinctive beach experience. However, areas for improvement include clearer direction signs, better opportunities for cultural experiences, and enhanced maintenance of facilities such as showers and changing rooms. These findings indicated the importance of improving service quality and infrastructure to enhance tourists satisfaction at Ngwe Saung Beach.

To analyze the effect of destination service quality on tourists satisfaction at Ngwe Saung Beach, human elements are the most positive significant effect on tourists satisfaction. This suggests that high levels of service-minded and positive human interactions are essential to satisfy tourists. Technical quality also plays a positive significant effect role, pointing to the importance of well-maintained facilities and efficient services. Environmental factors contribute positively a significant effect that reinforcing the importance of a clean and attractive environment. Accessibility although less positive significant role on tourists satisfaction, indicates that improving access can enhance tourists satisfaction. Safety and experience have non-significant effects, suggesting that while these factors are important, their direct impact on satisfaction might be less pronounced compared to human elements and technical quality. Overall, these findings emphasize that focusing on improving service interactions with local staff, infrastructure quality, and environment can significantly raise tourists satisfaction at Ngwe Saung Beach. And then the regression results show that tourists satisfaction has a nearly proportional positive effect on destination loyalty. This finding indicates that higher levels of tourists satisfaction lead to higher destination loyalty, meaning that satisfied tourists are much more likely to revisit Ngwe Saung Beach and recommend it to others. Therefore, this strong link highlights the important role of satisfaction in encouraging loyalty and suggests that efforts to improve tourists satisfaction will directly contribute to building a loyal tourists base.

This study provides insights into the factors influencing destination service quality, tourists satisfaction, and destination loyalty at Ngwe Saung Beach. The findings indicate the significance of accessibility, human elements, environment and technical qualities in shaping positive tourists experiences. And the effect of tourists satisfaction and destination loyalty emphasizes the strategic importance of prioritizing tourists satisfaction as a means to ensure sustainable tourism growth. Moreover, stakeholders and policymakers can use these findings to implement targeted interventions aimed at improving service quality and contribute to a supportive environment for tourism development at Ngwe Saung Beach.

### **Recommendations**

There is a clear need to enhance accessibility services at Ngwe Saung Beach. Improving accessibility can be achieved by introducing clear and multilingual signage throughout the area.

These signs should cater to all tourists, including those with disabilities, ensuring they can navigate the area easily and independently. Implementing accessible transportation options, such as shuttle services with wheelchair access, is essential for promoting convenience and inclusivity. Additionally, maintaining well-maintained roads leading to the beach will reduce transportation challenges, making the area easily accessible for tourists of all abilities.

Efforts to conserve the environment should also be strengthened to maintain the high standards that tourists currently appreciate. Enhancing waste management practices includes expanding recycling facilities and encouraging responsible waste disposal among both tourists and local businesses. Enforcing strict anti-littering regulations and keeping the beach clean are crucial for preserving its pristine condition. Pursuing green certification programs will show the destination's commitment to sustainable practices, attracting environmentally conscious visitors and enhancing its reputation as a responsible travel destination.

Improving the human element is another key area. Positive feedback on the professionalism and customer service of local staff should be built upon by investing in ongoing training programs. These programs should aim to improve hospitality skills, cultural sensitivity, and customer service standards. Encouraging respectful interactions and preserving local traditions will create a welcoming environment, enhancing tourist satisfaction and encouraging repeat visits.

Although safety measures are generally viewed positively, there is room for improvement. Strengthening safety and security protocols at Ngwe Saung Beach will ensure the safety and confidence of tourists. Improvements could include clearly communicating safety rules and emergency procedures through easily visible signage. Ensuring that lifeguards and safety personnel are both highly visible and well-trained to respond to emergencies is also important. Installing sufficient lighting along pathways and in beach areas, especially in the evening, will enhance visibility and create a safer environment for tourists to enjoy their visit.

The range of experiences offered at Ngwe Saung Beach should be expanded to provide unique and memorable activities. Cultural immersion experiences, such as traditional performances, artisan workshops, and food tours showcasing local delicacies, will allow tourists to engage more deeply with the local culture. Introducing adventure and ecotourism activities, such as snorkeling, guided nature walks, and birdwatching tours that highlight the beach's natural beauty and biodiversity, will offer memorable experiences catering to diverse interests.

Upgrading technical facilities is also necessary to meet the expectations of modern tourists. Improving Wi-Fi connectivity, mobile payment options, and digital information services will enhance convenience and connectivity for visitors. Implementing digital platforms that offer real-time information about events, attractions, and local services will improve the overall tourist experience, making it easier for them to navigate and enjoy their stay.

Strategic implementation of these recommendations requires ongoing monitoring and evaluation to measure the effectiveness of the improvements across all areas. Regularly collecting feedback from tourists will help identify areas for further improvement and ensure that high service standards are maintained. Collaboration between local businesses, residents, and non-governmental organizations in sustainable tourism practices and decision-making is

encouraged. This cooperation will make Ngwe Saung Beach a top destination for those seeking sustainable and enriching travel experiences, ensuring that tourism growth benefits the local community and promotes long-term environmental sustainability. By implementing these suggestions, stakeholders can create an environment that supports tourism growth at Ngwe Saung Beach. In addition to benefiting the local economy, increasing tourist satisfaction and fostering destination loyalty will contribute to the beach's long-term success and sustainable development.

### **Contributions of the Study**

This study makes several key contributions to the understanding of destination service quality, tourists satisfaction, and loyalty, particularly in the context of Ngwe Saung Beach, Myanmar. It provides evidence showing the significant effect of different service quality factors such as human interactions, environmental conditions, technical quality, accessibility, safety, and overall experience on tourists satisfaction, which in turn affects destination loyalty. These findings are important for stakeholders, including local businesses, tourism authorities, and policymakers, to implement specific improvements that enhance the destination's attractiveness and competitiveness. The study also provides a thorough analysis of how service quality can be used to encourage return visits and positive word-of-mouth, both of which are important for the sustainable growth of tourism. By concentrating on these factors, the study adds to the broader knowledge of tourism management and offers a practical guide for developing effective service quality strategies that match tourists' changing expectations. Additionally, it highlights the need for ongoing improvements in service quality to maintain a competitive advantage in the tourism sector, especially for emerging destinations like Ngwe Saung Beach.

### **Suggestions for Future Studies**

The study focuses specifically on the TOURQUAL framework for destination service quality. Further research is needed to better understand the different factors that affect tourists' satisfaction and destination loyalty at Ngwe Saung Beach. In Myanmar, there are many other locations where the quality of destination services can be studied. To conduct comparative research, future studies should be explored in different geographic areas or looked at both domestic and international tourists instead of just tourists in general. Findings from these studies could greatly influence the long-term sustainability of Myanmar's tourism industry.

### **Conclusion**

The study conducted at Ngwe Saung Beach, Myanmar, has shown the essential role of service quality in influencing tourists satisfaction and loyalty. Key service quality factors such as human interactions, environmental sustainability, technical quality, and accessibility were identified as significant contributors to tourists satisfaction. The results suggest that improving these aspects can elevate the overall tourists experience, leading to higher satisfaction and increased loyalty to the destination. Satisfied tourists are more likely to return to Ngwe Saung Beach and recommend it to others, contributing to the destination's sustainable development and long-term success. These findings offer valuable insights for tourism industry stakeholders, highlighting the need to uphold high service standards to remain competitive in the tourism market.

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