

AN APPROACH TO DESIGN MEMORABLE EXPERIENCE OF THAI TOURISTS AT A RELIGIOUS SITE: CASE STUDY OF SHWEDAGON PAGODA, YANGON, MYANMAR

Zaw Lwin Htet

Faculty of Business, Economic and Information Naresuan University, Phitsnulok, Thailand
Zawlwintet2@gmail.com

Petchsri Nonsiri

Faculty of Business, Economic and Information Naresuan University, Phitsnulok, Thailand
petchsrin@yahoo.com

Jaruwan Daengbuppha

Faculty of Business, Economic and Information Naresuan University, Phitsnulok, Thailand
jdaengbuppha@hotmail.com

ABSTRACT

ASEAN Tourism Strategic Plan 2012-2015 described several potentialities for Myanmar tourism, among them pilgrimage tourism is outstanding, one for Myanmar and now, which country's tourism has boomed since opening to the world with democratization. Tourists are flocking to this country, but increasing tourist capacity alone will not help if quality is not improved as well. Furthermore, choosing the desired tourist and monitoring around their experience in that way we can minimize the unnecessary impact on society and the environment. In this recent era, global tourism is practicing in experiential marketing, but in Myanmar there is no stress that regarded Memorable Tourism Experience of tourist who is nationals of ASEAN member and travel within ASEAN member states. When attempting to develop Memorable Tourism Experience that undertaking the category of Intra-ASEAN tourist to Myanmar which country is much potential for Tourism at a religious site and Thai tourists are currently outstanding at a religious site. This study intends to build a conceptual model to explore (MTE) Memorable Tourism Experience for specific tourist and tourists' site. As a result of reviewing a number of tourism experience literature, this study can propose the MTE factors for Tourism at a religious site, these are; Attention; Effort; Emotion; and Attitudinal outcome. Thereby this study constructed forty experiences items based on sub component of MTE factors such as, expectation, interest, intellectual, knowledge, self-discovery, novelty, fresh, calm, joy, wonder and annoying. Data collecting has been taken by 600 questionnaires within 1 January to 31 January, 2014 nearby Shwedagon Pagoda, Yangon, Myanmar. Just 391 useable questionnaires were collected from the Thai tourists. The data are analyzed by using SPSS statistic 17.0 and the result is shown Attention, Effort, and Emotion factors are able to predict highly and positive attitude toward the destination (Attitudinal outcomes) and the forty experiences items are reduced to fourteen memorable experiences item underlying by four dimensions of MTE factors.

Keywords: Thai tourist, Memorable Tourism Experience, Shwedagon Pagoda

1. Introduction

ASEAN Tourism Strategic Plan 2012-2015 described several Potentiality for Myanmar tourism, among them pilgrimage tourism is outstanding one for Myanmar only. The frequently stated images about tourism in Myanmar can be categorized into five clear categories. Myanmar is seen as: Old Asia, the Land of Pagoda and Temples, having Friendly People, filled with a Buddhist Atmosphere, and as having beautiful natural resources (Pimrawee Rocharungsat 2009). For Myanmar Buddhists, Shwedagon is the most sacred of all Buddhist sites in the country, one which all Myanmar hopes to visit at least once in their lifetime and it is 2500 years old (Steven Martin et al., 2002). In recent years, Thai tourist arrival numbers to Shwedagon Pagoda have increased, they are the largest group of tourists at religious sites in Myanmar. It is based on religious belief in Buddhism that both Myanmar and Thailand were the same, together they account for about 90 percentages of Buddhists in the ASEAN (Association of South East Asia Nations) countries. According to the statistic from the office of the Trustee organization Board (Foreign Exchange section) of the Shwedagon pagoda the total tourist arrival numbers in 2013 within January to June were 219,095. Among them the top leading tourist arrivals were from Thailand with 37,945 arrivals. When comparing the number of 7,488 Thai visitors arrive to the Shwedagon Pagoda in 2012 (The New Light of Myanmar, December 11, 2012) with the number of 37,945 arrival to Shwedagon Pagoda within January to June, 2013, these statistics could be describe the arrival number of Thai visitor which are increasing within six months of 2013 that is five more times than the last year 2012.

When reviewing the current situation of Myanmar Tourism it has boomed since opening to the world with democratization. Tourists are now focused on Myanmar as an interesting place to visit and tourists are flocking to the country. This shift in tourism has been much faster than the usual gradual growth that most countries experience. Lack of proper planning and monitoring system could be making some negative contributions. For example, prices have gone up due shortly in infrastructure, insufficient quality, and lack of overall readiness for rapid tourism growth (Myanmar Tourism Master Plan 2013-2020). These negative attributes can destroy the destination image and the sites may lose their positive word of mouth reputations. Tourists can remember both positive and negative aspects on a trip (Kim et al., 2012). On the other hand, increasing tourist capacity alone will not help if quality is not improved as well. Tourism can create negative impacts on the host society and their environment

when planning and management are poor (AEAN Tourism Strategic Plan 2011-2015). In recent year, businesses have highlighted the consumption of experiences rather than products (Pine and Gilmore, 1999), (Jong-Hyeong Kim, et al. 2012). Thus marketing should start with investigation of tourists' perceptions and needs (Stone, 1990) (Weidenfeld's 2006) (Amalia Trantafillidou, et al. 2010). In sum, Myanmar tourism has to follow the shift of experiential marketing and intra-ASEAN flow while doing sustainability and responsibility, by doing so this study will focus to explore Memorable Tourism Experience (MTE) of Thai tourist (who stood position first in arrival to Myanmar since, 2007, 2009, 2010, 2012, source: Ministry of Hotel and Tourism, Myanmar) and tourism at the religious site Shwedagon Pagoda, Yangon, Myanmar.

2. Memorable Tourism Experiences (MTE)

B. Joseph Pine II, (2011) mentioned that more valuable experience created by memorable events can as a rule mean that consumers will spend more time and more money now and in the future. An experience that includes individual engagement with consumers in that way, servicescape and goods should support very well and it can create a memorable event (Pine and Gilmore, 1998). (Kim et al., 2012) also defined positive memorable tourism experience (MTE) as an event in which "a tourist has an experience; it can be positively remembered and recalled after the event has happened in tourism". They observed seven MTE factors; hedonism, refreshment, local cultural, meaningfulness, knowledge, involvement, and novelty as applicable means for the most destination areas. V.W.S. Tung, and J.R.B. Ritchie, (2011) have been reported that the factors of MEs are as affect: expectations: consequentiality: recollections. They also mentioned the Canadian Tourism Commission's report (2004) in which wrote "Memorable experience should be created because to gain customer loyalty and fully engage with tourist." This report focused on; first the role of tourist guide in facilitating MEs; second, the role of local specialists between the tourist and local community; third, the element of surprise-positive and negative, planned and spontaneous; and finally, allowing free time and flexibility for tourists' self-discoveries (V.W.S. Tung, J.R.B. Ritchie, 2011, p-1372). Thus the marketers should stage an experience whenever they wish to engage customers in a personal and memorable way (Pine and Gilmore, 1998). Furthermore, this study will construct a model to explore memorable tourism experiences with the specific tourist and tourist site.

Pine and Gilmore, 1998 establish the four realms of experience across two dimensions: Participation (active and passive) and Connection (absorption and immersion). These four are Education, Escapism, Esthetic and Entertainment. Pine and Gilmore, (1998) offered that a specific experience could be provided by a particular business that would define the business itself. Oh, et al., (2007) suggested that understanding the importance of the four realms of experience is to be focused on targeted view of particular marketing. When attempting to explore MTE this study focus on Thai tourist behavior and destination attributes to capture the outstanding experiential realms that the destination can offer.

Conceptual flow chart, Note: the highlighted areas are conceptually related.

Tourist behavior	Activities on destination	Pine and Gilmore (1998)	VWS Tung and JRB Ritchie (2011) MTE	Kim et al., 2012 MTE	Proposed MTE factors
-Buddhist influenced Behavior -Sacredness in Buddhism	Donation	Entertainment Passive-Absorption	Affect		Attention
-Civility and smoothness or politeness -Value to heart or mind	Praying & Pay homage	Education Active-Absorption	Consequentiality (Enhancing social relationship, intellectual development, self-discovery)	Local cultural Knowledge Meaningfulness Novelty	Effort
-Superstitious -Travel with religious objective -Visiting architectural, cultural and historical site for Knowledge -Travel with family or friend	Meditation and Practicing for mind peacefulness	Escapism Active-Immersion	Expectation	Refreshment Hedonism Involvement	Emotion
	Observing ancient architecture and other	Esthetic Passive-Immersion	Recollection		Attitudinal outcome

Table-1

Thai tourist behavior	
Behavioral factor	Source
Buddhist influenced behavior	Personality of Thailand, TAT, 2001 Amazing Thailand,2001 www.thaiworldview.com
Sacredness in Buddhism	www.members.chello.nl.com
Civility and smoothness or politeness	Personality of Thailand, TAT, 2001 Amazing Thailand,2001 www.thaiworldview.com www.globaltimes.cn.com www.executiveplanet.com www.members.chello.nl.com
Value to heart or mind	Personality of Thailand, TAT, 2001 Amazing Thailand,2001
Superstitious	Amazing Thailand,2001 www.thaiworldview.com
Travel behavior	National Statistical Office (NSO) and Tourism Authority of Thailand(TAT), 2011
• Religious and cultural activity	Witch Chaipinit and Kullada Phetvaroon, 2011
Behavior of Thai outbound tourist,	
• Visiting historical and cultural site	
• Travel with family or friends	

Table-2

2.1 Information analyzing

According to the several authors and a number of websites Thais behaviors shown in Buddhist influenced behavior, Superstitious, Travel with religious objective, visiting to architectural/cultural/historical site for their knowledge, and travel with family or friend. The outstanding Thais behaviors are much possible to do the destination's activities. When exploring the activities on the site Shwedagon Pagoda from several books, (such as the history of the magnificent of Shwedagon, Shwedagon guide book, Myanmar -Burma 8th edition, Shwedagon, a golden pagoda of Myanmar) most items of activities are indicated to the educational realm of experience. In fact, under the item of donation, praying - pay homage, meditation - practicing for mind peacefulness, and observing – other, the activities are not regarded to Entertainment, Escapism, Esthetic experience, but all activities must have visitor's active participation and it can absorb something in to their mind, so these were related to the educational experience of (Pine and Gilmore, 1998). Thai visitors are in standing position first at the arrival number of Shwedagon Pagoda and this destination has offered some particular activities. This condition is worth for exploring Thai tourist MTE at the religious site Shwedagon Pagoda. This study will propose in the following section that is the possible MTE factors for Thai tourist at Shwedagon. In sum, Thais behaviors indicate that it is possible to participate in the activities of destination and these activities are much possible to offer the educational experience.

2.2 Conceptual development

To explore the tourist memorable experience from a vast amount of activities and experiential engagement this study will focus on utilized observational factors for exploring the MTE these are developed from literature. These could be enabled to explore a particular memorable of tourist, such as Attention, Effort, Emotion, Attitudinal outcome.

2.3 Attention

It refers to tourist's focusing their mind on a particular tourism event based on their interest, expectation, and perceives differences. If tourists do not have attention on a tourism event it couldn't be seeking for their memory because, of attention and memory cannot operate without each other (Marvian M Chun and Nicholas B Turk-Browne, 2007). Hence we have to consider that "why tourist pays attention?" People tend to pay attention because their interest lies on an event (E. Tulving, 1987), so it will push to be mindful where tourist feels that they have an opportunity to learn (V.W.S.Tung and J.R.B. Ritchie, 2011). Attention can be occurred due to the tourist's desire to fulfill their expectations or needs. In addition, attention can prevent the development of conscious memories when there are two or more competitive stimuli (Marvian M Chun and Nicholas B Turk-Browne, 2007). This process of "Attention" doesn't work well the next effort to seeking won't be continued and it will ignore the memory. Thus this study will approach to tourist memorable experiences with the proposed MTE factor, Attention and its observable factors: interest (E. Tulving, 1987), expectation (V.W.S.Tung and J.R.B. Ritchie, 2011).

2.4 Effort

Its meaning to tourists is trying to think, act, feel, and to gain something to fulfill their tourism experience. When attempting to develop MTE, we should not only focus on the outcomes of the trips, but also should focus on their efforts because we must know which event should allow to tourist's effort with free time and flexibility (Canada Tourism Commission, 2004). What are the ways to effort for tourist's seeking? Tourist tends to effort to fulfill their desire and needs. Otherwise, a tourist can make an effort to seek a particular area that their interest lies, such as a social relationship, intellectual development, self-discovery, and overcoming physical challenges (V.W.S.Tung and J.R.B. Ritchie, 2011), local culture, knowledge, meaningfulness, refreshment, and novelty (Kim et al., 2012). In this essence of (V.W.S.Tung and J.R.B. Ritchie, 2011), ME can be reflected from social

interaction within trip, ME can be reflected by new knowledge (e.g. “Fresh”, “eye-opening, learning experience” “feeling of awareness achievement” “progressive mastery”), ME can be reflected by permanent changes in tourist mind, and ME can be reflected by progression in physical abilities with developing skill (e.g. I never have done before). Thus, tourists’ effort in seeking experience can support their fulfillment of knowledge, intellect, novelty, and learning. The result is increasing as they’re seeking as or developing their knowledge and skills. Increased in knowledge and skill it is possible to remember, without effort and development it could not be a possible to remember. This study will also propose MTE factor, Effort and its observable factors: Knowledge, Novelty (Kim et al., 2012), Intellectual, and self-discovery (V.W.S.Tung and J.R.B. Ritchie, 2011) these are adjusted by Tourist behavior and destination activities.

2.5 Emotion

It is a strong feeling that based on a tourism experience of tourists. There is a question to consider how the tourist is emotional being? When tourists have fulfilled their expectations, they will satisfy. When they are fulfilling their physical challenges, they will be exiting or having fun etc., because a positive affect and feeling that is based on their experience (V.W.S.Tung and J.R.B. Ritchie, 2011). When something affects to tourist it will be reflected in memory as effectively as emotional beings. The tourist can be examined with explanations about their tourism experience that to support their emotional being (V.W.S.Tung and J.R.B. Ritchie, 2011). This study focus on “What is the emotion of an affect?” rather than “What is an affect?” so, Emotion is proposed MTE factor and its observable factors are, positive feeling Fresh, Calm, Joy, negative feeling, Annoying (V.W.S.Tung and J.R.B. Ritchie, 2011) and Wonder as surprise feeling (Canada Tourism Commission, 2004).

2.6 Attitudinal outcomes

It is an indicator of tourist’s attitude towards tourism destination after their consumption. After consuming the experience, the tourist can represent their memorable by telling stories because they can remember or recollection positively. This dimension also refers to tourist effort and action, to remember their tourism experience or reflect back on the trip based on a specific statement (such as, “telling stories” “showing photographs” and “purchasing souvenirs”). Tourism experiential processes that can support to the tourists’ recollection begin before, during, and after the trip (V.W.S.Tung and J.R.B. Ritchie, 2011). This study will focus on the MTE factor as attitudinal outcome of tourist because of memories are not only forms from positive impacts but also when experiences are negative. The observable factors of attitudinal outcome are: story (evaluating tourist experience story), represent (effort for taking photo, purchasing souvenir) (V.W.S.Tung and J.R.B. Ritchie, 2011), recommend (Word of Mouth, by Kim et al, 2012).

3. Methodology

Methodology use in this study is quantitative method, totally 391 respondents are Thai tourist. Thai tourist arrival to Shwedagon pagoda within 2013, January to December was 85,381 and this is the number of population for the research. In accord with Gayle Jenning, 2010, p-145, table of sample size, if we have 75001 to 1,000,000 population size, we can use 384 for sample size. 391 Thai tourists are conducted by questionnaires based survey to investigate MTE factors. Data collection method for questionnaires based survey conducted by incidental sampling method. SPSS program is used for data analyzing. For the data set of questionnaires based survey, data analyzing has used descriptive analyzing, reliability analyzing, correlation analyzing factor analyzing and regression.

The research instrument consists of a number of rating scales to capture the study’s principle variables, namely Attention (expectation, interest), Effort (Intellectual, Knowledge, self-discovery, and novelty), Emotion (fresh, calm, joy, wonder, and annoying), Attitudinal outcomes (word of mouth). Following the consequences of a small sample test with 10 respondents (50% male and 50% female), some items were reduced to fit the study framework. Each item of forty items were rated by respondents and it’s showing in (Table-4). The rating for each items was captured on 5-point scale (1) strongly disagree and (5) strongly agree. The sub components of Attention are expectation and interest. These components are constructed to investigate how much the respondents expect on the destination attributes and how much they interest when they are on the site. The sub components of Effort are intellectual, knowledge, self-discovery, and novelty in which the study constructed to investigate the respondent’s effort for spiritual enlightenment, action for learning more, seeking experience discovered by themselves and seeking for the new experiences. The sub items of Emotion are fresh, calm, joy, wonder and annoying in which the study constructed to investigate their emotional being cause their effort. The last sub component of attitudinal outcome is the word of mouth and it is constructed to investigate which event that they would prefer to reputation. Data were collected by questionnaires from Thai tourist within 1 January to 31 January 2014 near by the Shwedagon Pagoda.

Thai tourist, Total respondents are 391 in which male were 188 and females 203 respectively. Most of the respondents are aged between 21 to 60 and the largest percent, 32.3% were aged between 31 and 40. Their educational statuses were mostly responded to Bachelor degree, 67.3% and Master degree 19.7%. Therefore age between 21 and 60 educated people are the most respondents for Thai tourist. Most of visitors spent 1 hour to 3 hours at Shwedagon Pagoda and the outstanding percent with 63.4% were spent 2 hours. Thai tourist used the bus arranged by the Tour Company with 62.2%. 31.7% of Thai tourists travelled with a friend. 57.7%. of Thai tourist used tour operator. Most of travel information sources of Thai tourists were Friend and relative, Guide book, and Tour business (see-Table3).

4. Result

For the reliability test, this study used the SPSS statistics 17.0. According to Julie Pallant, 2007 the cronbach's alpha value should be above .7. In the current study the cronbach's alpha coefficient was .90 for sub components and .94 for each item and it's considered acceptable. The forty items were subjected to principal component analysis using SPSS prior to performing PCA; the suitability of data for factor analysis was assessed inspection of the correlation matrix revealed the presence of many coefficients of .3 and above. The K-M-O Kaiser-Meyer-Olkin measure of sampling adequacy value was .91, exceeding the recommended value of .6 (Kaiser, 1970, 1974) and Barlett's Test of sphericity also reached statistical significance. For the crafting the aim of this study what are the memorable experiences out of forty items, this study used regression testing to reveal which variable can predict and which is the best to predict the Memorable attitude (attitudinal outcome).

RESPONDENT CHARACTERISTICS AND DESCRIPTIVE STATISTICS

VARIABLE	CATEGORY	DISTRIBUTION	
Gender	Male	188	
	Female	203	
	Total	391	
Age	Below 20	7	1.8%
	21-30	80	20.5%
	31-40	126	32.2%
	41-50	83	21.2%
	51-60	57	14.6%
	61 and older	38	9.7%
Level of education	Less than high school or equivalent	17	4.3%
	High school or equivalent	29	7.4%
	Bachelor degree	263	67.3%
	Master's degree	77	19.7%
	Doctoral degree	5	1.3%
Number of Visit	First time	294	75.2%
	2 times	50	12.8%
	3 times and above	47	12.0%
Length of visiting hours (Less than one hour)	2 hours	87	22.3%
	2 hours	248	63.4%
	3 hours	44	11.3%
	More than 4 hours	12	3.1%
Transportation (Multiple responses)	By taxi	56	14.1%
	By Bus	24	6.0%
	By private car	70	17.6%
	Other (arranged by tour operator)	247	62.2%
	Total responses	397	
Travel companion (Multiple responses)	Alone	11	2.7%
	Friend	129	31.9%
	Family	31	7.7%
	Arranged by tour operator	233	57.7%
	Total responses	404	
Travel information (Multiple responses)	Friend and relative	108	19.6%
	Guide book	113	20.5%
	Brochure, magazine and articles	71	12.9%
	Tour business	157	28.4%
	Website/social network	91	16.5%
	Other	12	2.2%
	Total response	552	

TABLE 3

Julie Pallant, 2007, mentioned the commonly used cut off points for determining the presence of multicollinearity (tolerance value of less than .10, or a VIF value of above 10). These values, however, still allow fair quite high correlation between independent variables (above .9) so the study has checked for the correlation matrix between independent variable (less than .9). The regression for the memorable experiences with above assumption this study can reduce the 40 items to 14 memorable experiences items these all can predict the memorable attitude (attitudinal outcome). It showed in Table-5 and there are some variables these can predict both emotion and attitudinal outcomes and this study gathered the variables that can predict to attitudinal outcome.

Internal consistency reliability for measurement item and descriptive statistics

	Mean	Cronbach's(α)	KMO& Bartlett's Test	
Attention				
• Expectation		.900	.91	.000
To do Buddhist activity	3.92	.942		
To know different culture	3.93	.942		
To observe the ancient architecture/ arts	4.30	.942		
To know how wonders it is	4.42	.942		
Other	4.13	.942		
• Interest		.900	.91	.000
The structure and magnificence of Pagoda	4.41	.942		
Myanmar Buddhist custom	4.05	.942		
People ways of life	3.89	.942		
Ancient architecture and arts	4.38	.942		
Other	4.11	.942		
Effort				
• Intellectual		.900	.91	.000
Meditation	3.96	.942		
Praying	3.96	.942		
Buddha history	3.94	.942		
Myanmar's faithfulness toward Buddhism	4.23	.942		
Other	4.22	.942		
• Knowledge		.900	.91	.000
Observing ancient architectural style/arts	4.18	.942		
Visiting to the historical photo gallery	3.75	.942		
Visiting to Buddha museum	3.82	.942		
Studying various designs of Buddha image	3.80	.942		
Other	4.04	.942		
• Self-discovery		.900	.91	.000
People's ways of life	3.97	.942		
Local food	3.72	.942		
Local transportation	3.64	.942		
Local language	3.75	.942		
Other	3.96	.942		
• Novelty		.900	.91	.000
Offering to bathe the Buddha image	3.76	.942		
Seeing top most of the pagoda(telescope)	3.61	.942		
The way to pay respect to Buddha	3.76	.942		
Acting as local people	3.76	.942		
Other	4.00	.942		
Emotion		.900	.91	.000
Fresh	4.18	.942		
Calm	4.22	.942		
Joy	3.80	.942		
Wonder	4.44	.942		
Annoying	2.46	.942		
Attitudinal Outcomes			.91	.000
Buddhism practices in Myanmar	4.06	.942		
Magnificence of the golden pagoda	4.44	.942		
Myanmar peoples' way of life	4.00	.942		
Architecture and arts	4.35	.942		
Other	4.04	.942		

Table 4

As above mentioned regression method (Enter) has used to predict the memorable attitude (attitudinal outcome) when the predictor variable are selecting only case for age by age, gender, Travel companion, number of visiting, and length of visiting

hours as well. The results exceed the cut point of collinearity and statistics show all Sig value <.05 has. When the predictor variables Attention, Effort, and Emotion are selecting only case for Age 21-30 all independent variables can predict the attitudinal outcome. It is meant that age 21-30 respondents seem to be strong the experiential being about memorable and they will give their positive attitude toward a destination because there is a positive correlation between among independent variables but these all are less than (0.9). Furthermore, it can be defined that Attention is the best predictor for Attitudinal at age level 21-30, because the Beta value is higher than the other predictors. However, age level 31-40 in which Emotion cannot predict to the attitudinal outcomes, but Attention and Effort can predict. The best predictor for this level is Effort. Age level 41-50 it can only be predicted by Effort. Age level 51-60 it is quite developed like 21-30 and all the factors can predict to the Attitudinal outcomes. At 60 and above level, just only Effort can predict to attitudinal outcomes. Regression and Age selecting case show at all levels of age has the same predictor as Effort that can always predict to the attitudinal outcomes.

Regression and gender selecting cases show that there is no difference between male and female. All independent variables can predict to Attitudinal outcomes. For travel companion selecting cases, all predictors can predict to the predicted variable when arrange by the tour operator is selected. When respondents are family or alone only the independent variable Emotion can predict to Attitudinal outcome. When the respondents are with friends the independent variable Effort can predict to the dependent variable. When independent variable are selected by number of visits (first time) all the predictors can predict to Attitudinal outcomes. For second time visit show that the Effort and Emotion can predict to the dependent variable, but the third time and above visit shows only Effort can predict to Attitudinal outcome. When the respondents were visited within 1 hour to 2 hours, all predictors can predict the dependent variable. When respondents were visited 3 hours to more than 4 hours, the independent variable Effort can predict to Attitudinal outcomes.

Regression table

Predictors	Attention				Effort				Emotion			
	Sig	Beta	Tole	VIF	Sig	Beta	Tole	VIF	Sig	Beta	Tole	VIF
Age21-30	.001	.364	.511	1.957	.011	.300	.411	1.431	.007	.247	.699	1.430
31-40	.008	.247	.638	1.566	.003	.316	.504	1.984				
41-50					.002	.493	.356	2.810				
51-60	.002	.341	.431	2.322	.001	.421	.346	2.887	.016	.220	.603	1.659
60 above					.000	.654	.259	3.857				
Dependent variable (Attitudinal outcomes)												
Predictors	Attention				Effort				Emotion			
Male	.007	.205	.442	2.261	.000	.441	.316	3.169	.007	.181	.565	1.769
Female	.007	.205	.442	2.261	.000	.441	.316	3.169	.007	.181	.565	1.769
Dependent variable (Attitudinal outcomes)												
Predictors	Attention				Effort				Emotion			
Alone									.018	.801	.234	4.276
Friend					.000	.444	.355	2.816				
Family									.020	.504	.523	1.910
Arrange by tour operator	.000	.243	.512	1.953	.000	.440	.388	2.579	.000	.211	.620	1.612
Dependent variable (Attitudinal outcomes)												
Predictors	Attention				Effort				Emotion			
Number of visit (first)	.000	.249	.502	1.944	.000	.407	.371	2.697	.000	.205	.621	1.611
(2 time)					.002	.487	.465	2.153	.013	.318	.719	1.391
(3 times and above)					.002	.518	.397	2.520				
Dependent variable (Attitudinal outcomes)												
Predictors	Attention				Effort				Emotion			
Less than 1 hour	.010	.324	.323	3.101	.025	.305	.267	3.747	.008	.245	.589	1.699
2 hours	.003	.184	.533	1.875	.000	.453	.377	2.651	.001	.188	.602	1.662
3 hours					.007	.434	.553	1.809				
More than 4 hours					.007	.731	.444	2.252				
Dependent variable (Attitudinal outcomes)												

Table-5

This study continues to find out the memorable experiences among the constructed items by using regression (enter) method, therefore among 40 constructed items there are 14 items come out to be predictor to Attitudinal outcomes. As above mentioned the cut point (tolerance value < .10 and VIF value > 10, and correlation > .9) are used as a filter to get a strong predictor to Attitudinal outcomes. This study has found these 14 items as predictors or memorable experience toward attitudinal outcomes, such as:

Expectation

- 1. To know different culture
- 2. How wonderful is it?

Intellectual

- 4. Buddha history
- 5. Myanmar faithfulness towards Buddhism

Self-discovery

- 8. Peoples' ways of life
- 9. Local transportation
- 10. Acting as local people

Interest

- 3. Myanmar Buddhism custom

Knowledge

- 6. Observing architecture style and arts
- 7. Study various designs of Buddha images

Novelty

- 11. The way to pay respect to Buddha

Emotion

- 12. Calm/13. Wonder/14. Annoying

Regression Model

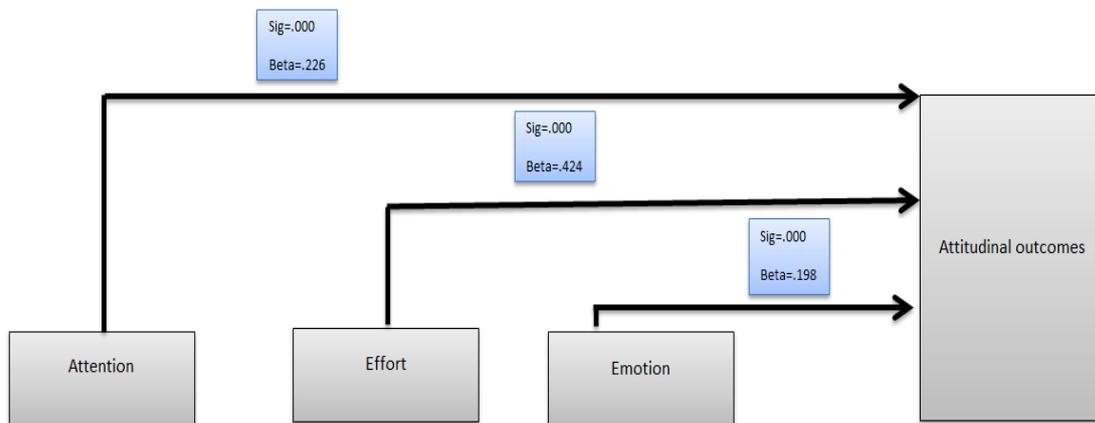


Figure-1

Finally, this study can formulate out strong predictors (Attention, Effort, Emotion) to dependent variable Attitudinal outcomes among four demission of MTE factor. It means that when attention is well being the next effort get better to get emotion and finally their memorable outcomes are occurred as positive attitude towards destination. (When N=391) see figure.

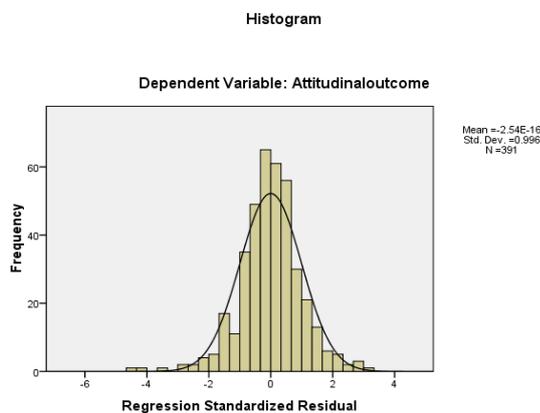


Figure 2

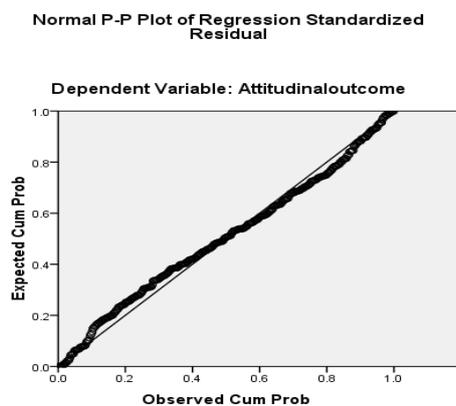


Figure 3

5. Conclusion

In sum, this study can conclude what are the memorable experiences of Thai tourists at a religious site. After that, we can point it out that usually the Effort can be defined the Attitudinal outcomes. Either male or female Thai tourist, age between 21-30 and 51-60, First time visit by group tour, time spending within 1 hour to 2 hours who can fully apply all factors of this MTE model at

a religious site. According to the result of their supplementary comment section of the questionnaires, there are much similar to their experiences and emotion showed by the statistics, such as: different culture, wonders of the pagoda, Myanmar's faithfulness towards Buddhism, ancient architecture style, acting as local people, peoples' ways of life, history, calmness, wondering, and annoying. In which, we found that the negative emotion can also be memorized by tourist, as mentioned by (V.W.S. Tung and J.R.B. Ritchie, 2011). There are some research on Thai tourist behavior by National Statistical Office (NSO) and Tourism Authority of Thailand (TAT), 2011, and Witch Chaipinit and Kullada Phetvaroon, 2011, they said that Thai people are traveling for seeking religious and cultural activities, they also keen to seek the architecture and cultural site as well. Furthermore, they travel with family or friends. These all they mentioned are found by this recent study almost totally. According to, R.Z. Finney et al., (2009) they classified the visitors who visit to religious site as four categories, in which Thai tourist can be both the pilgrims and the seeker when we consider about the target market this market can be extend between seeker and pilgrims. According to Pine and Gilmore, 1998, for customer's loyalty we must eliminate the negative emotional and negative cues. Therefore, the negative emotion annoying cause the facility of the destination that we must adjust as much as possible. Because their annoying emotion totally based on the facilities of the destination such as, quiet long time for waiting elevators and hygiene.

This study contributes to develop memorable tourism experience based on specific tourist and destination. This framework can point out some destination attributes paid attention by tourist while some are not. The next step, it can answer that "Can the tourist effort that enable to fulfill their needs followed by their attention on attributes, or not? And then this framework can support to categorize positive, negative and surprise emotion based on their effort in seeking experiences. The last, this framework can evaluate tourists' attitudinal outcome toward destination. In that way, the managers can prepare for more tourist attention on destination attributes, balance to allow the tourists effort with flexibility, eliminate the negative emotions being on experience, and minimize the negative image for word of mouth reputation those can develop memorable experience for desire tourist. In sum, these MTE framework can develop experiential management for a specific destination and it should be noted that this conceptual framework is regarded with specific tourist (Thai) and specific tourist site (Shwedagon Pagoda, Myanmar).

MTE development Conceptual Framework

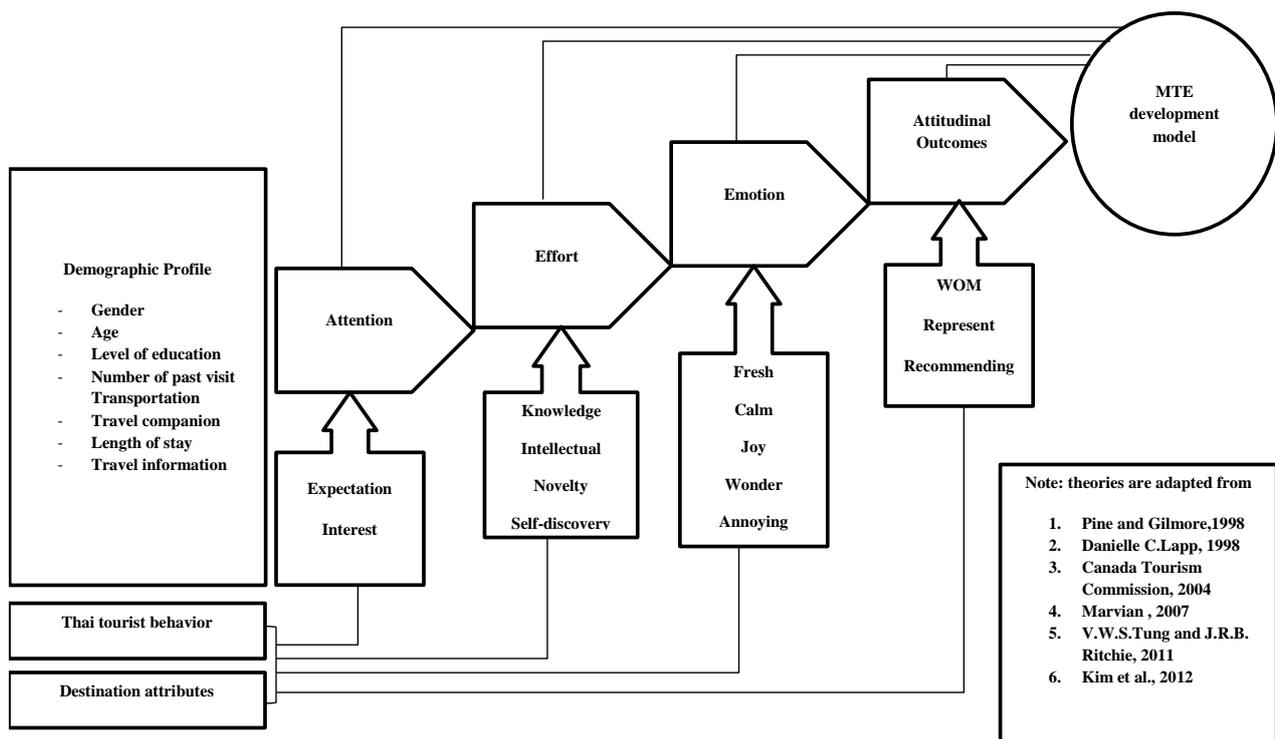


Fig-4

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