THE EFFECT OF DESTINATION IMAGE AND DESTINTION EXPERIENCE ON TOURIST SATISFACTION AND LOYALTY IN BAGAN*

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Abstract

This study was conducted with the objectives of investigating the tourists' perception on destination image and experience of Bagan, the effect of tourist satisfaction on loyalty, and to analyze the moderation effect of destination experience on the relationship between destination image and satisfaction. 165 samples of tourist who visited Bagan at two consecutive Sundays in July, 2019 were taken by using systematic sampling method at exist points of five major destination points, by using structured questionnaire. Multi-hierarchical linear regression was used to analyze the moderation effect of destination experience. It was found that visitors had a good destination image and they felt good destination experience at Bagan. Both destination image and experience have positive, significant effect on tourist satisfaction; which in turn effect on tourist loyalty. Destination experience has negative moderation effect on the relationship between destination image and satisfaction of tourists. Destination marketers particularly give a great care on providing good destination experience to have satisfaction as poor experience may degrade the good image of Bagan or a good experience can even promote the image of Bagan. In order to spread positive word-of-mouth, tourist satisfaction is important and it should be nurtured by creating a good image and safe and pleasant experience for tourist.

Keywords: destination image, destination experience, tourist satisfaction, and tourist loyalty.

Introduction

Tourism whatever named as smokeless industry, or a nation's invisible export, it can bring the major source of income if well managed. It can create many opportunities in terms of employment, GDP growth, regional cooperation, cross cultural understanding, infrastructure development in the country. That is why, many countries have been trying to increase the tourist arrivals in different ways. To promote tourist arrivals, attractive destinations need quality services for creating the revenue and job opportunities (Chen and Tsai, 2007) for the countries. Therefore, destination management organizations (DMOs) need to develop relevant marketing strategies to create more attractive destinations not only for international tourists but also for local tourists and they need to retain tourists loyal to the destination (Hawkes & Kwortnik, 2006; San Martın, 2005). In trying to promote tourism, a destination should have some specific attributes to attract potential tourists as well as to keep previous tourists come again in the future and spread positive vibe within the community. Having a good image of destination is an important feature to attract potential tourists while creating good memorable travel experience is critical for the current and previous tourists so that they would like to revisit again in the future, spread positive word of mouth thereby, keep loyal to that place in the future so that it will have consistent flow of tourists.

The most important goal for every destination marketer is to understand the way tourists choose a destination, evaluate superior destination experiences, become delighted, attached and loyal to a destination. A destination is not only a tourism facility but it also comprises of other related services in a given area, which in combination, create attractiveness to the tourists (Um et al., 2006). The destination package to enhance the tourist satisfaction includes such unique attributes as natural environment, good infrastructure, culture and traditions, local restaurants and

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souvenir shops. These unique attributes become the prior image of a destination and it formed in the mind of potential tourists to choose such destination. Eskildsen et al. (2004) also concluded that destination image determines the influence of perceived value, customer satisfaction and customer loyalty. Together with image formed prior in the mind of tourists, actual destination experience may have more positive or negative perception to have effect on satisfaction and revisit intention or positive word of mouth. Therefore, destination experience is the key reason to attract tourists to come back again and to increase positive word of mouth, loyal behaviors to a destination. If a destination fulfills the expectation of tourists, tourists will make repeat visits and spread positive word of mouth publicly. Therefore, a destination should focus on enhancing the quality and quantity of tourism products and services, communication, and from that mounting destination loyalty.

It is obvious that highest tourist arrivals are because of the attraction, good at the marketing aspect, forming a good prior image, and creating the best destination experience. As one of the world's famous cultural destination site as well as the major tourist destination for Myanmar, Bagan should also strive to boost up its image and offer good destination experience in different term to attract more of the tourists and spread positive word of mouth among world's tourists. Myanmar, despite of its rich cultural heritage, diverse geographical and natural attractions, with is authenticity, the rate of tourist arrival is still much lower than other countries in the region. According to UNWTO (2018), international tourist arrival to Myanmar was 3.5 million tourists even less than Laos, while Thailand received 38.2 million and Malaysia 25 million. Therefore, destination marketers in Myanmar should seriously consider to promote the image and create better tourism experience.

Bagan is well known for its many ancient Buddhist temples, pagodas and monasteries, as it became the capital of first Myanmar Empire and it is one of the most famous places not only in Myanmar but all over the world for its rich archeological heritages of 11th to 13th centuries. Bagan is regarded as the flagship destination of Myanmar and it has been recognized as a World Heritage Site by UNESCO in 2019.

As a major tourist attraction in Myanmar, Bagan enjoys the growth of its tourism industry and earning greater revenue generated by international tourists. Even though Myanmar's nature of hospitality mainly contributes to spread positive image of the destination, the role of infrastructure, other supporting services like restaurants, some infrastructure including public toilet and road access, the security concerns among local public and all other conditions including hygiene, should not be overlooked. Having a good understanding about tourists, what they want, what they are seeking for, how they perceive and decide a destination is fundamental in marketing to gain competitive advantage. Therefore, it is the time to reassess what kind of perception is formed in the mind of tourists in terms of image and experience and make effective, necessary improvements to be ready in post- Covid-19 pandemic period. Particularly in this time of Pandemic when tourist destinations are almost empty and it will take time to revitalize again. Now is the most suitable time to reflect the status of Bagan in the view of tourists and to update and upgrade the destination image and facilities responding to the needs of tourists so that when people travel again, Bagan would be more than ready to fulfill the needs of tourists and to give the best travel experience, bestowing satisfaction and loyalty deeply rooted in their mind. On the other hand, despite of being the main tourist destination in the country's emerging tourism industry, there has been few academic research in terms of destination management in many places of Myanmar including Bagan. The ministry concerned and the industry related associations are also implementing their activities with very rare research findings. Time to bounce up from the conservative, traditional rule of thumb approach to destination marketing, there is an urgent need of systematic, reliable and scientific research in the field of tourism industry in Myanmar.

This study fulfills this research gap which desperately needs in Myanmar with the focus of the following research questions.

1. What is the tourists' perception on current status of destination image and destination experience in Bagan?

2. How destination image and destination experience effect on tourist satisfaction and loyalty in Bagan?

3. How destination image and destination experience interact to have effect on tourist satisfaction in Bagan.

4. Does tourist satisfaction effect on tourist loyalty in Bagan?

Bagan was chosen as a case study because it can be said as a flagship destination in Myanmar and the most recipient of the international tourists among others. The study of this site would generate proper policy and guidelines for the marketers, the authorities, NGOs, and the public for enhancement of destination image and experience thereby creating satisfaction and loyalty to Bagan. In order to answer these research questions, this study tries to assess with the following objectives. The general objective of the study is to provide destination marketers in Bagan, from which to the whole country, Myanmar with current situation of tourist perception on Bagan and to explore factors affecting tourist satisfaction and loyalty in Bagan. The specific objectives of the study are;

1. To determine the tourists' perception on destination image, and destination experience in Bagan,

2. To analyze the effect of destination image and destination experience on tourist satisfaction in Bagan,

3. To examine the moderation effect of destination experience on the relationship between destination image and tourist satisfaction in Bagan

4. To analyze the effect of tourist satisfaction on loyalty in Bagan.

Literature Review

Destination Image and Tourist Satisfaction

Marketers in the tourism organizations provide the selling points of the specific destinations which are distinguishable from other rival destinations in order to retain current tourists and to attract new tourists (Alegre & Cladera, 2006). Distinguishing features of a particular destination such as wonderful architecture, unique culture and traditions, infrastructure, safe environment and hospitability of local people form the image of this destination.

Researchers defined image in different ways, using different dimensions. The two components of image include: cognitive, and affective (Agapito, Valle & Mendes, 2011, San Martín & Rodríguez del Bosque, 2008). Cognitive dimension of destination image represents the beliefs a person has concerning with the characteristics or attributes of a tourist destination (Baloglu, 1999; Pike & Ryan, 2004), while the affective component refers to the individual's feelings towards the tourist destination (Kim & Richardson, 2003). Destination image encompasses only cognitive image components (Rajesh, 2013). Cognitive image refers to beliefs, impressions, ideas, perceptions and knowledge that people hold on objects (Crompton, 1979). That is why, this paper used cognitive image of destination only.

The formation of an overall image of a destination and positive experience of tourists has effect on the tourists' satisfaction. Destination image as part of destination branding once congruent

with the tourists will create repeat visit and positive word of mouth among them (Kotler, 2017). Chen & Tsai (2007) found that destination image indirectly influences satisfaction. Chi & Qu (2008) found in contrast that destination image has positive impact on attribute satisfaction; tourist satisfaction in turn had direct and positive impact on destination loyalty. Ramseook-Munhurruna, Seebalucka, and Naidooa (2014) provided a strong evidence that destination image directly affects perceived value and satisfaction, while only satisfaction directly affects loyalty of tourists in an island destination such as Mauritius. Chen and Phou (2013) found that destination image (DI) directly affects satisfaction and indirectly affects destination loyalty. Kim (2018) also discussed the positive causal relationship between destination image and satisfaction of tourist in the empirical study of tourists to Taiwan. Lui, Li and Kim (2017) conducted an empirical study at Macau and found that there was quite a strong positive relationship between destination image and tourist satisfaction. The image of destination is one of the influencing factors on decision making of tourists among the rival destinations. Therefore, local people need to participate in creating positive image of the destination to attract many tourists by protecting the natural resources of a destination. Such positive image of the destination is powerful for attractiveness to the tourists who are willingly to visit this destination. The first hypothesis of this study is portrayed as follow.

Hypothesis 1: Destination image has positive effect on tourist satisfaction.

Destination Experience and Tourist Satisfaction

Experience is the main form of economic offering in tourism, it is inherently personal, which occurs in the mind of an individual who has full engagement with a destination at an emotional, physical, intellectual, or even spiritual level (Pine & Gilmore, 1998). In reality, destination attraction does not work alone to attract visitors. There must be deep travel experience with greater value to create the experience more significant and rewarding (Kotler, 2017). A destination is an amalgam of diverse products and environments generating a total destination experience. Whilst some destination features (e.g. physical environment and landscape) cannot be easily changed and thus seem less manageable, other factors, especially those in the industry supply chain collaboration, are more malleable and could be well managed. Taking a marketing perspective, Mossberg (2007) argued that prominent factors making tourism experiences include physical environment, industry personnel, other tourists and products and souvenirs.

Destination experience differs in terms of dimensions depending on the type of destination. The 4Es instruments, comprising of educational, escapist, esthetic, and entertainment based on Pine and Gilmore (1998) is used for tourism venues like golf, mountain or nature-based tourism and win tourism destinations. Kozak and Rimmngton (1999) developed another four tourism destination experience dimensions which include attraction, infrastructure, restaurants and service performance. Such dimensions are mostly suitable for cultural and historical sites. Therefore, these dimensions are used to measure destination experience for Bagan in this study. Attractions include all forms of natural and created resources, culture, heritage, history, customs, architectural features, traditional artwork, cuisine music and handicrafts (Crouch & Ritchie, 1999). Infrastructure of a tourist destination is highly technology dependent and include services like online booking facilities and virtual tourism experience forums alike. Infrastructure part of tourist destination includes diverse conditions such as internet, travel agencies, tour operators, transportation suppliers, hotels, tour guides, local entrepreneurs, the locals. It obviously also includes the things to do and see at the destination such as attractions, typical landmarks museums, heritage sites, various types of events, natural characteristics, and even include government and non-governmental agencies. Restaurant component means the dining experience of tourists, not only food quality, but how the food is authentically presented, the ambient atmosphere, cultural sophistication of food and good employee service (Chang, Kivela, & Mak, 2011). The major support services include accommodation, transportation and communication facilities.

The extent to which tourist expectations were met or exceeded decides the level of tourist satisfaction (Akama & Kieti, 2003). This means, if the overall performance of tourism services meets or exceeds expectation, the tourist is considered satisfied; on the other hand, if the performance is below the tourist expectation, satisfaction level is considered low or non-existent. The more positive the destination brand experiences are for the individuals and the more dimensions are assimilated, the more satisfied a visitor will feel. Ozar and Kose (2013) found the positive relationship between different components of brand experience on customer satisfactions at fast-food restaurants in Turkey. Nobar and Rostamzadeh (2018) extended their study on brand experience-customer satisfaction in hospitality area and thereby, found a positive relationship between customer experience and satisfaction among the guests of a hotel in Iran. Based on the past literature, hypothesis 2 was developed as follow.

Hypothesis 2: Destination experience affect positively on tourist satisfaction.

Destination Image, Destination Experience and Tourist Satisfaction

Tourism represents an experience-based industry (Pizam, 2010; Prentice, Witt & Hamer, 1998). When tourists come to a destination, they have already formed an expectation based on that image. Then, when they actually experienced from it, they have seen the performance of the destination. After that, they got satisfied if performance exceeds expectation. However, tourists will get dissatisfied if their experience is lower than their expectation (destination image). Therefore, in order to get tourist satisfaction, destination image work together with the destination experience. Tourist satisfaction with a destination was determined by the experience a tourist obtained during the visitation. Destination experience are the clues that make tourists perceive and sense in the environment and they need proper management. Without proper management, negative clues can ruin the positive image formed previously by the tourists (Kotler, 2017). In contrast, a less competitive image of a destination can be dampened by well-managed, positive experience faced by the tourists. In combination with the actual experience of a destination, tourists become satisfied or dissatisfied with a destination; and decide whether to come back again in the future or not. In other words, when the image of destination interacts with the experience of tourists, it effects on satisfaction and loyalty of tourists. Therefore, this study aims to find out the interaction effect of destination experience and image on tourist satisfaction and loyalty. Then, the third hypothesis of this study was developed as follow.

Hypothesis 3: There is moderation effect of destination experience on the relationship between destination image and tourist satisfaction.

Tourist Satisfaction and Loyalty

Tourist satisfaction is the degree of positive feeling aroused from the experience at the destination. Their satisfaction is highly related to loyalty and this will support to behavior retention for such destination. Previous research in the tourism context shows that satisfaction leads to intention to return, willingness to pay more and willingness to recommend the place to others (Baker & Crompton, 2000; Bigne, Andreu, & Gnoth, 2005; Yoon & Uysal, 2005).

The word loyalty can be connected to the tourism world, particularly to a destination because it can be revisited and recommended to friends and family who are potential tourists just like a product can be resold and recommended according to Yoon and Uysal (2005). Tourists' loyal to a destination can be measured in terms of their intention to return, actual repeat visitation, and willingness to recommend the destination (Pritchard & Howard, 1997; Oppermann, 2000; Kim & Crompton, 2002; Yoon & Uysal, 2005; Picón, Castro, & Roldán, 2014). Therefore, the fourth hypothesis of this study turns out as below.

Hypothesis 4: Tourist satisfaction has positive, significant impact on tourist loyalty.

Based on the above literature review, conceptual framework of the study can be found in Figure 1.
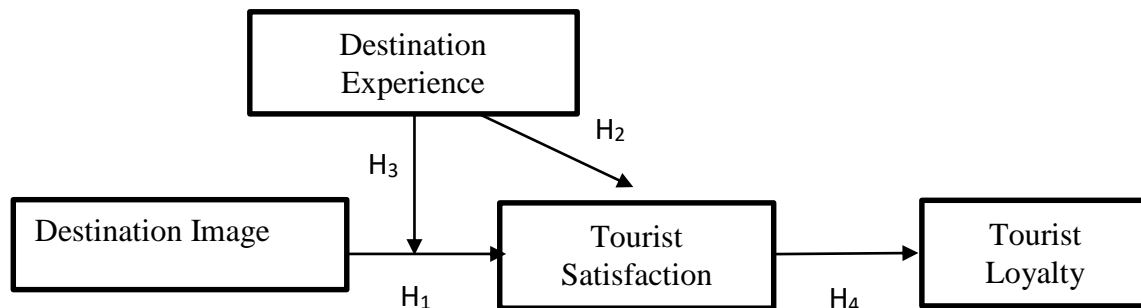
Source: Own Compilation based on Previous Studies

Figure 1 Conceptual Framework of the Study

Methodology

Quantitative research method was used in this study. Both primary data and secondary data was collected. Primary data was collected from 165 samples tourists who visited Bagan on particular days on 7th July and 14th July, 2019 (at two consecutive Sundays), with five group of students by using systematic sampling method at exist points of five major destination points_ Thatbyinnu, Shwezigon, Dhammayangyi, Ahnanda and Bupaya pagodas; from 10 am to 12 noon. The respondents were invited to have voluntary participation in face to face interview with structured questionnaire. Sample size was determined by the use of Cochran formula (1963) as follows.

$$n = \frac{z^2 pq}{e^2}$$

where, z = standard normal deviation set at 95% confidence level

p = the (estimated) proportion of the population

q = 1-p

e = the desired level of precision (i.e. the margin of error based on pilot survey)

$$n = \frac{z^2 pq}{e^2} = \frac{(1.96)^2 (0.5)(0.5)}{(0.08)^2} = 150$$

The required sample size was 150 but considering 10% cushion rate, a total of 165 data was collected. Secondary data was collected from the sources of ministries especially Ministry of Hotels and Tourism, and from previous literature. For data analysis, SPSS version 23 was used to run both descriptive and inferential statistics. Pearson correlation analysis was used to measure the relationship between destination image, destination experience, customer satisfaction and customer loyalty. Simple linear regression was used to find the effect of destination image and that of destination experience on tourist satisfaction; and the effect of tourist satisfaction on loyalty. Multi-hierarchical linear regression analysis was also used to analyze the moderation effect of destination experience on the relationship between destination image and tourist satisfaction.

As research instrument, the structured questionnaire composed of 5-point Likert scales questions, ranging from "1 = strongly disagree" to "5 = strongly agree". The questionnaire composed of 3 sections. The section (A) included demographic questions like nationality, gender, occupation, education, and their purpose of visit. Section (B) asked the respondents about their

destination image on Bagan, their destination experience, satisfaction and loyalty. Items for measuring the destination image was taken from Prayag and Ryan (2012); and those for destination experience were adopted from Huang, Afsharifar, and Veen (2015). The modified destination experience scale consists of 25 items: 8 items for attraction, 5 for infrastructure, 6 for restaurants and 6 for service. Items for measuring the tourists' satisfaction were drawn from previous studies (Grace and O'Cass 2005; Fullerton 2005; Garbarino and Johnson, 1999). The modified customer satisfaction scale consists of 8 items. For the customer loyalty, items were adopted from Grace and O'Cass (2005). The modified customer loyalty scale consists of 9 items.

Analysis and Results

First of all, descriptive statistics were run for demographic data of the respondents. Out of 165 respondents, there included 92 males (55.75%) and 73 females (44.24%) and that gender difference among respondents is not so big. Most of the respondents (63%) were between 20 to 30 years old and second largest group is above 50, followed by another group with the age of 30-40 years. As Bagan is one of the most popular tourist destinations in the world, a diverse group of tourists all over the world visited, counting to have 29 countries in total; even though it is relatively not a high season for travelling in Myanmar. The largest number of people among them are from France and Spain. Demographic factors are shown in Table 1.

Table 1 Demographic Characteristics of the Respondents

Items	Classification	Frequency	Percent
Gender	Male	92	55.8
	Female	73	44.2
Age	< 20	9	5.5
	20-30	63	38.2
	30-40	33	20.0
	40-50	45	15.2
	> 50	35	21.2
Purpose of Visit	Holiday	152	92.1
	Visiting friends and relatives	4	2.4
	Business	5	3.0
	Honeymoon	2	2.3
	Others	2	1.2
Nationality	America	13	7.9
	Belgium	10	6.1
	China	8	4.8
	France	40	24.2
	Italy	8	4.8
	Spain	28	17.0

Source: SPSS Output (July, 2019)

Then, descriptive statistics of each of the variables was shown in Table 2 by using mean value of each of them. Mean value of destination image on Bagan was 4.28 and tourists' overall experience on Bagan was quite high, having 4.012 out of 5-point scales. Tourists who visited Bagan because of good destination image and they had a nice experience and they enjoyed Bagan well as the satisfaction rate was 4.48. In breaking down the destination experience into four dimensions-attraction, infrastructure, restaurants, and services, it was seen that tourists enjoyed Bagan's attraction well with mean value of 4.093. Tourists, however, had relatively low perception on Bagan's infrastructure because its mean value was 3.448 only. However, Bagan earned quite a

good image of restaurants and service of its people because the mean values of these two were 4.058 and 4.445. That is why Bagan got tourists' satisfaction mean score of 4.48 which is quite a high score for agree level. In assessing tourist loyalty, it was found that tourists to Bagan has quite high destination loyalty, with the mean value of 4.002.

Table 2 Tourists' Perception on Destination Image, Destination Experience, Satisfaction and Loyalty

Particular	Mean	Standard Deviation
Destination Image	4.278	0.407
Destination Experience	4.012	0.349
Attraction	4.093	0.449
Infrastructure	3.448	0.615
Restaurants	4.058	0.552
Services	4.445	0.442
Tourist Satisfaction	4.480	0.477
Tourists' Loyalty	4.002	0.590

Source: Survey Data (July, 2019)

After this, reliability was checked for each variable with Cronbach's Alpha value and the result was shown in Table 3. From the result, it can be seen that Cronbach's Alpha value for all the variables were well above the cut-off criteria 0.7 except a slightly low level of 0.688 for destination image, yet at an acceptable level. Then, to test the relationships among the variables, Pearson's correlation analysis was tested and it was found in Table 3 that destination image is positively and significantly correlated with destination experience ($r=0.600$, $p = 0.000$), tourist satisfaction ($r=0.660$, $p = 0.000$) and tourist loyalty ($r=0.583$, $p=0.000$). Destination experience also has positive, significant relationship with tourist satisfaction ($r= 0.645$, $p = 0.000$) and tourist loyalty ($r=0.543$, $p=0.000$). Tourist satisfaction is also positively and significantly correlated with tourist loyalty ($r=0.607$, $p=0.000$).

Table 3 Correlation Analysis and Reliability of Variables

Variables	Cronbach's Alpha	DI	DE	TS	TL
DI	0.688	1			
DE	0.835	0.600**	1		
TS	0.866	0.660**	0.645**	1	
TL	0.840	0.583**	0.543**	0.607**	1

Note: DI= Destination Image, DE = Destination Experience, TS= Tourist Satisfaction, TL = Tourist Loyalty

**p value is significant at 1%.

Source: Survey Data (July, 2019)

To test the first hypothesis, simple linear regression was run to find the effect of destination image on tourist satisfaction; and the result was shown in Table 4.

Table 4 The Effect of Destination Image on Tourist Satisfaction

Model	Unstandardized Coefficients		Standardized Coefficient	p-value
	B	**Std. Error**	**Beta (β)**	
Constant	1.164***	0.297		0.000
Destination Image	0.775***	0.069	0.660	0.000
R^2	0.436			
Adjusted R^2	0.432			
F-Value	95.197***			

***p value is significant at 0.1%.

Source: Survey Data (July, 2019)

It was found in Table 4 that the destination image has positive, significant effect on tourists' satisfaction with B = 0.775, p = 0.000; with the fit model having R-square value of 0.436; F = 95.197***. Hypothesis 1, stating that there's positive effect of destination image on tourist satisfaction is supported. Prior image of a destination in the perception of tourists is quite important to elicit satisfaction. 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 image of a specific destination among tourists.

In order to examine the effect of destination experience on tourist satisfaction, simple linear regression was run and the result is shown in Table 5. Destination experience has very huge, positive, significant effect on tourists' satisfaction with B = 0.882, p = 0.000; with the fit model having R-square value of 0.416; F = 115.349***. Therefore, hypothesis 2 was supported. With no doubt, what a tourist's experience during his trip is very important to have satisfaction on the trip to a destination.

Table 5 The Effect of Destination Experience on Tourist Satisfaction

Model	Unstandardized Coefficients		Standardized Coefficient	p-value
	B	**Std. Error**	**Beta (β)**	
Constant	0.937***	0.331		0.005
Destination Experience	0.882***	0.082	0.645	0.000
R^2	0.416			
Adjusted R^2	0.412			
F-Value	115.349***			

***p value is significant at 0.1%.

Source: Survey Data (July, 2019)

To analyze the moderation effect of destination experience on the relationship between destination image and tourist satisfaction, multi-hierarchical regression analysis was used and the results were shown in Table 6.

Table 6 The Moderating Effect of Destination Experience on Destination Image and Tourist Satisfaction

Step	Model	Unstandardized Coefficients		Standardized Coefficients	R^2	Adjusted R-square	F-Value
		B	**Std. Error**	**Beta (β)**			
1	DI	0.775***	0.069	0.660	0.436	0.432	125.849***
2	DI	0.501***	0.079	0.428	0.533	0.528	92.023***
	DE	0.531***	0.092	0.388			
3	DI	3.384***	0.697	2.474	0.578	0.570	73.134***
	DE	3.078***	0.629	2.630			
	DI x DE	-0.654***	0.158	-3.841			

Note: DI= Destination Image, DE = Destination Experience
***p value is significant at 0.1%.
Source: Survey Data (July, 2019)

First of all, as step-1, simple linear regression was run and it was found to have positive, significant effect on tourist satisfaction (B = 0.775, p = 0.000) as already analyzed in hypothesis 1, and the model is fit with R-square value of 0.436; F= 125.849***. Having a positive image on the attributes of a destination can enhance tourists' satisfaction. Then in step-2, before testing the moderation effect, destination experience was entered into the model and the regression results showed that both destination image and destination experience had positive, significant impact on tourists' satisfaction with B = 0.501, p = 0.000 and B = 0.531, p = 0.000. The model fitness is better after the destination experience was added to the model because adjusted R-square was improved from 0.432 to 0.528. Model fitness is also good with F-value (92.023***).

Finally, in step-3, to test the moderation effect of destination experience on destination image and tourist satisfaction, interaction term of the two independent variables (DI x DE) was created and run the regression. The regression model was improved with the adjusted R-square value of 0.570 being differed from 0.528 in the second step and 0.432 in the first step. F-value was still significant with 73.134***. As the interaction term of DI and DE has negative, significant effect (B = -0.654, p = 0.000), it can be concluded that destination experience dampened the effect of destination image on tourist satisfaction. Hypothesis 3 was also supported.

Another simple linear regression analysis was run to test the influence of tourist satisfaction on loyalty and it was shown in Table 7. The model fitness is acceptable with R-square value of 0.369, F= 95.197***. Tourist satisfaction was found to have high positive, significant impact on loyalty (B = 0.750, p = 0.000). Again, hypothesis 4 is supported as well. When 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 7 The Effect of Tourist Satisfaction on Tourist Loyalty

Model	Unstandardized Coefficients		Standardized Coefficient	p-value
	B	**Std. Error**	**Beta (β)**	
Constant	0.642***	0.346		0.000
Tourist Satisfaction	0.750***	0.077	0.607	0.000
R^2	0.369			
Adjusted R-square	0.365			
F-Value	95.197***			

***p value is significant at 0.1%.
Source: Survey Data (July, 2019)

Table 8 shows the summary of the hypotheses and their results. All the hypotheses were supported.

Table 8 Summary of the Results of Hypotheses Testing

Hypothesis	Description	Result
1	Destination image has positive effect on tourist satisfaction.	Supported
2	Destination experience affect positively on tourist satisfaction.	Supported
3	There is moderation effect of destination experience on the relationship between destination image and tourist satisfaction.	Supported
4	Tourist satisfaction has positive, significant impact on tourist loyalty.	Supported

Source: Survey Data (July, 2019)

As shown in the table, all the hypotheses were supported. Destination image and destination experience has positive, significant effect on tourist satisfaction and tourist satisfaction has positively and significantly effect on tourist loyalty. In addition, negative moderation effect of destination experience on the relationship between destination image and tourist satisfaction was found in this study. Figure 2 describes the summary of the results of the study.

Source: Survey Data (July 2019)

Figure 2 Summary of the Results

According to the summary of the results, it can be found that the effect of destination image and destination experience on tourist satisfaction and the negative moderation effect of destination experience on the relationship between destination image and tourist satisfaction; and then this satisfaction can influence tourist loyalty to the destination with the case of Bagan, Myanmar.

Findings and Discussion

Based on the analysis, major findings and discussion were described in this section. Firstly, descriptive statistics was analyzed to know tourists' perception on destination image, their destination experience, satisfaction and loyalty. Having a high mean score of destination image and tourists' destination experience showed that tourists who visited Bagan because of good destination image have good perception on Bagan image even after arrival. In addition, tourists to Bagan seemed to have a good destination experience on various dimensions as attraction, restaurants, and service except infrastructure because all the mean scores of different dimensions are more than 4 except infrastructure having 3.44.

Among the four components of destination experience, attraction was the second highest mean score from the data. Bagan, already well-known as the archaeological treasure houses in Asia, has the peace, and tranquility of Buddhist architecture from 11th century, and tropical beauty and scenery of the country. Tourists certainly enjoy the attraction of Bagan and the results also proved this fact. For the tourists, Bagan is also a good place for cultural tourism, offering opportunities for community-based tourism (CBT) nearby, lacquerware firms to learn local products making and the culture of local people, puppet shows, and many other activities to learn local lifestyle which is still relatively authentic, and culinary tourism as an additional attraction. All these facts contribute to the attractiveness of Bagan.

Tourists also enjoyed the restaurant dimension of destination experience of Bagan. As Bagan has a long history of being top popular tourist attraction site in Myanmar, it has variety of restaurants with reasonable price where one can enjoy local cuisine and enjoy culture shows at the same time. In addition, the nature of Myanmar people who tend to help others in general and being hospitality in the essence of Myanmar culture that tourists gave a high score on restaurants and services in the dimensions of destination experience of Bagan.

Only infrastructure of Bagan was rated quite low in the perception of tourists. It provides the important message for the ministry concerned, the related industry associations, and all the stakeholders to seriously think about it to improve the infrastructure of Bagan so that tourists would have nice, and memorable experience in the life through the trip. The public toilet system and road access, need to be convenient, hygienic, meet the certain level of criteria, while giving esthetic feeling as well.

Results showed that tourists' destination experience has positive, significant impact on tourist satisfaction. No matter how famous a destination and its image are, the satisfaction of tourist depends on the actual personal touch and feeling can have great impact on how a person feels. As destination experience composed of different dimensions, attractions, infrastructure, restaurants, and services all have a stake for the satisfaction of tourists. Both are required to get some devotions in balanced manner. For example, even though attraction may be top most obvious factor every tour company aware of, and do not give tourist friendly infrastructure, or do not provide local cuisines at the restaurants with tourists' convenience, or the tourists facing the hostility of local people, they all can create very bad experience for tourists and will last in the memory for long.; and tourists who faced those kinds of situations with the spoiled attraction. from marketing point of view, product's performance is lower than expectation that it leads to dissatisfaction.

Although destination image of Bagan is quite high, it is still much lower than different dimensions of destination experiences. It was also found in the results that destination image has positive, significant on tourist satisfaction. Actually, destination image is formed through different sources of information and physical evidence. Marketing effort and promotion campaign of ministry concerned, DMO, other relative associations and travel and tour organizations seem to support the good image of Bagan.

Destination experience was found to have negative moderation effect on the relationship between destination image and tourist satisfaction, meaning that even if tourists face unfavorable image on a destination yet has inevitably to come to the destination with particular reasons, a good destination experience can mitigate the possibility of or amount of dissatisfaction. In contrast, though a visitor got superior image, yet the experience is not so pleasant, the level of satisfaction would be lower than it should be. Therefore, it shed light on the importance of providing destination attributes for DMO organizations, marketers, government authorities, and every stakeholder. The result highlights that the quality standards in the whole value chain of tourism industry is also important to get tourist satisfaction. Only satisfied tourists consider to revisit a place again in the future or spread positive word of mouth to other people; as the results showed that satisfied tourists lead to loyal tourists.

As tourist satisfaction leads to loyalty of destination, having positive, significant impact of satisfaction on loyalty, it is good news for the destination marketers in Bagan to make an effort especially in creating a good destination experience and positive destination image in the mind of tourists as they influence satisfaction. Word of mouth is particularly important in attracting customers and same conditions apply to tourism sector as well. Tourist loyalty is particularly important for the destination to invite more of the potential tourists to the site and create repeat visit by previous tourists. Tourism which is quite delicate and sensitive product especially concerns with human perception and mindset, it is very important for a destination to spread positive word-of-mouth. Decision making process for choosing a tourism destination is more complicated and information search is extensive. Satisfied tourists are the reliable source to carry a good vibe within the society. And people tend to make a lot of information search and human interaction is considered more trusted source of information especially in case of visiting a place which involves health, security, pleasure and money, it is of vital important for the marketers to create customer or tourist satisfaction at the time of visit (the moment of truth) so that these satisfied tourists can become loyal to the destination in Bagan.

Recommendations

Based on the findings, destination marketers of Bagan should make some developments to attract more of the tourists in the future. DMO organizations and individual businesses in the tourism sector can consider how to add and promote the attractiveness of Bagan in addition to the originally built temples, without being hurt the authenticity of the place. In order to create the rich experience of Bagan, there should be some information counters not only Bagan but also in different destinations in Myanmar. This is the major weak point of destinations in Myanmar. Plans should be there to provide tourists with enough information on transportation, and the historical background of the place. Having a CBT near Bagan is also another good marketing strategy to help tourists stay longer and have richer experience at one place.

Not simply relying on the attraction of Bagan alone, tourism industry should be aware of creating a safe and sound infrastructure for tourists' reliability, safety, and convenience. As tourists, cleanliness and availability of public toilets is one of the basic things to be fulfilled for the hygiene. There should be enough, clean public toilets and restrooms in the destination place, here at the pagoda compounds in Bagan built at the convenient corners. Trash bins should be placed at

certain distances so that tourists can leave their trash at proper places and keep the environment clean already. Not only that, there should be some plans for tourists in Bagan who are unfamiliar to walk bare foot on stony, and hot yard in the pagoda compound. Local restaurants should also be well administered for their hygienic, safe and tasty food. Rather than sticking to the local preference, they should find or adjust the recipe for tourist friendly; at the same time, take care of waiting staff about their personality, quality of service and care. Government and DMO organizations, may be by running public, private partnership, or by travel and tour companies themselves should provide trainings and some awareness to the staff, and local people about their service, their tourist knowledge and ethics.

As found in the result, destination image does have influence to have tourist satisfaction, Myanmar authorities, tour operators, local public and other stakeholders concerned should cooperate to promote the image of Bagan. To boost up the image of a destination, particularly, being listed as world heritage is very important and must keep the status sustainable as well. Since enquiry stage, all the information should be well provided and readily accessible. Not only that, one weakest point in Myanmar to be improved is the provision of destination information at travel information centers or right at the destination place. Without good input, tourists cannot have a good imagination of what the place actually in meaning is or what the value of this. Destination management organizations are still weak in marketing, maintenance and promotion of campaigns to boost tourism in Myanmar. Many of the fake news, and biased media, or the feedback from previous tourists all enhance or degrade the image of Bagan. It is very important that travel and tour organizations in Myanmar should participate in promotion of good image of Bagan in collaboration with local people and media. Tourists should be given good information, explore different types of cultural activities to be enjoyed. There can be some films production that helps promote the image of the country.

Even though current time is not suitable for travelling due to Covid-19 crisis, this is a good timing for making improvements to build destination brand in terms of image and experience. It is a good timing to reflect based on the experience of previous travelers. As suggestion for post Covid-19 period, destinations should create an image of a safe travel place, having a well-planned and well-informed disaster-response program, a concrete immigration policy, having some standards meeting the criteria set by particular accredited organizations, a warming and caring atmosphere where tourists can rely on safely for their entire enjoyable trip in the destinations in Myanmar. Rules must be clear and set to be strictly followed by the local citizens and staff as well with the provision of educations as necessary.

Contributions of the Study

This study implies that by maintaining the World heritage, it will help improve the sustainable tourism in Bagan, the flagship destination in Myanmar as well as in Mekong Region. Following the recommendations based on the results, Bagan can get destination competitiveness and it is hoped to improve in the areas for creating better tourist experience that has not received well attention before. Revealing the current situation of tourists' perception on Bagan, it gives awareness on the strengths and weaknesses of a sample tourism destination in Myanmar.

This study highlighted the importance of creating a positive prior image from different perspectives with efforts from different parties, and the moderation effect of destination experience on destination image to have impact on tourist satisfaction and loyalty, focusing the research area in Bagan. It highlighted the awareness that destination image alone is necessary but not sufficient condition and all the supporting industries, even the local public, sanitary issues should be considered in developing and maintaining the sustainable tourism destination.

The negative moderation effect of destination experience on destination image highlights that improving a destination experience is very important for a destination rather than relying alone on its explicit feature of destination image. In addition, there should be some activities or chances to experience by tourists, especially with local culture, local firms and people. With well managed destination, tourism will bring many of the foreign income into the country, creating the economic growth of the country. This study tried to generalize the moderation effect of destination experience on destination image to have impact on tourist satisfaction and loyalty, focusing the research area in Bagan.

Suggestions for Future Studies

Although there are a lot of travel destinations in Myanmar, Bagan was chosen because it is the top most visited place by the tourists to Myanmar, and the data collection time is low season in Myanmar except Bagan. Cross-sectional data was collected on two consecutive Sundays of July at five main destination points in Bagan to make sure that respondents do not overlap to each of the research assistants' group. Data was collected at the exit point of each place so that tourists would have more experience with a place prior to answer the questionnaire. The timing was also set to be very identical for all the five groups at five points to cover most of the tourists at the same time in Bagan. Although well planned, there may be some tourists missing on the data collection day if they have arrived to the place after the designated data collection period. In the future, researchers may try to collect data in the high season. Particularly this time of Corona virus outbreak, this would be a nice idea to try out again in the post-Covid19 period. However, the destination experience dimensions would have great changes in terms of disaster prevention, and other prevention measures and it should be counted in for future research.

Conclusion

Nevertheless, this paper contributes to the tourism industry by revealing the current situation of tourists' perception on Bagan, top tourism destination in Myanmar so that it can give awareness on the strengths and weaknesses of a sample tourism destination in Myanmar. From this research, tourism authorities concerned, destination management organizations, tour operators, and general public to maintain a good destination image, take necessary initiatives to create better destination experience so that there will be sustainable increase in the number of tourists, thereby enhancing the local economy. It highlighted the awareness that destination image alone is necessary but not sufficient condition and all the supporting industries, even the local public, sanitary issues should be considered in developing and maintaining the sustainable tourism destination.

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