



How Culture Authenticity Effect on Revisit Intention of Domestic Travelers?
(Case Study of Bagan Ancient City)

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Abstract

This paper tries to explore the revisit intention of local travelers to Bagan's ancient city. The secondary objectives of this study are to examine the effect of cultural authenticity on the revisit intention of local travelers to ancient Bagan city. The convince sampling method was used for this study. The sample size was 368 travelers who have traveling experiences to Bagan city. A structured questionnaire was used for this study. Descriptive analysis and multiple regression analysis were used to analyze the collected data. The major findings of this study are most of the respondents are more likely to agree to make revisit intention to Bagan, objective authenticity and existential authenticity have a positive significant effect on revisit intention. According to these research findings, regional traveling organizations, and local authority bodies regulate the policies to maintain the ancient pagodas and temples and innovate the program that reflects ancient Burmese taste to attract local and foreign travelers.

Keywords: Constructive Authenticity, Objective Authenticity, Existential Authenticity,
Revisit Intention

JEL Code: Z30,Z31,Z32

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1. Introduction

Cultural heritage has become the manifested resource for today tourism industry. Travelers recognize the ancient city and destination as attractive places in those days. A 2003 Travel Industry Association of America announced that 81 percent of Americans taking the trip to cultural heritage site (Hargrove, 2003). The concept of authenticity has been affixed to heritage tourism site with emanate of cultural heritage tourism. Authenticity is recognized as key driving force for travelers' motives to visit on culture heritage site. Thus, well understanding the concept of authenticity helpful for studies the travelers' behavior and motives that well support to destination management.

Cambridge dictionary defines the meaning of authenticity as "the quality of being real or true". The scholars explored the ways to promote the people to experiences symbols, projects from different historical places. Among of these ways, authenticity is the core facet of heritage tourism. In view of authenticity, combination of objective-based authenticity and subjective-based authenticity is new way for exploring the heritage tourism. Therefore, the concept of authenticity has become the main attribute for heritage tourism and tourist behavior.

There were numerous indicators for development of tourism destination. Among of these indicators revisit intention (RI) helped to well understanding the tourist behavior regard with destination image. Informally Burmese people said like that "The Person who never visit Bagan, can't refer to as Burmese ethnicity". This argument highlights the willingness of Burmese person regard with Bagan. In former days, the travelling behavior of Burmese person closely link with pilgrim. Changing over times, travelling behavior of local travelers switch to others such as tracking, adventure, climbing and so on. According to the changing of travelling behavior, local travelers seek new tourism destination by rolling out new places. Bagan is out of tourism destinations for giving both traditional travelling taste (pilgrim) and new travelling tastes. In those days, local travelers have been attracted to test new destinations by showing the authenticity, heritage, adventures and so on. Thus, this research will deliver the influence of culture authenticity on revisit intention local travelers to ancient Bagan city in Myanmar.

Background of Study Area

Bagan is located in central part of Myanmar, Mandalay Region. On east side of Bagan is Ayeyarwady river. The topography of Bagan is flat land and hot and dry zone in Myanmar. According to the topography situation of Bagan, most of the Bagan residents depend on tourism sector rather than agriculture sector like as other region in Myanmar. The geographic location of Bagan sees in the below map Figure (1).



Figure (1) Bagan Map
Source: (www.organgesmile.com)

Bagan is the First Myanmar Empire. Bagan dynasty started with King Thamu Darit (AD 107). (GlobalSecurity.org, n.d.). Bagan empire was booming in 1044 under the administration of King Anawrahta that referred to golden age of Bagan dynasty. Theravada Buddhism has become the brightest in this period. The leaders of empire after King Anawrahta built various pagodas and temples to show their strong belief on Theravada Buddhism. In this modernize world, these temples and pagodas were historical heritage for Myanmar and also it becomes very critical asset to attract the local and foreign tourists who preferences on Myanmar's authenticity heritage moments.

Bagan was recognized as world heritage site at 6, July, 2019 far from as first nominated date 1995. The first nomination was rejected by UNESCO because of country isn't readiness to make conservation intervention in archaeological and monument sites. The international society gives the grantee to Myanmar government as the consequences of democratic reform process. This result can bring the golden opportunity to Bagan ancient city to eligible in world heritage site nominated by UNESCO.

This research tries to answer the following research questions-

1. What are the culture authenticity attributes affect on revisit intention of local travelers to Bagan Ancient City?
2. How about the revisit intention of local travelers to Bagan Ancient City?



This research conduct to address the following research objectives-

1. To examine the effect of culture authenticity on revisit intention of local travelers to Bagan Ancient City.
2. To explore the revisit intention of local travelers to Bagan Ancient City.

2. Literature Review

This section describes the literature work regard with culture authenticity and revisit intention. This literature explanations made up for authenticity and revisit intention based on the tourism marketing perspectives. Moreover, the of conceptual framework of this study describes in this section after reviewing the various literature works. This conceptual framework holds up the relationship of culture authenticity and revisit intention by using the following theoretical basics-

2.1. Authenticity Theory

Authenticity is defined as key value for tourist motive to travel to distant place and times (Cohen, 1988; MacCannell, 1973; Naoi, 2004). Authenticity is a concept of protection in the field of cultural heritage. With the emergence of cultural heritage tourism, authenticity enters cultural research and emphasizes two characteristics, namely, “real” and “primitive”. To date, authenticity theory is mainly based on the following points of view: objectivism, constructivism, postmodernism, and existentialism. This study focused on objectivism, constructivism and existentialism.

Authenticity is a dynamic concept. objective authenticity has been mentioned by MacCannell (1973) and Boorstin (1992), Cconstructive authenticity has been described by Cohen (1988), Bruner (1994), and Eexistential authenticity has been described by Wang (1999). Among these, Objective authenticity is considered the primitiveness of the museum style measured using objective standards (MacCannell, 1973); Cconstructive Aauthenticity assumes that objective elements are socially constructed (i.e., a form of symbolic authenticity); and Eexistential Aauthenticity considers authenticity as an existential state of being (Wang, 1999). Both Objective Aauthenticity and Cconstructive Aauthenticity are related to tourism objects, whereas Eexistential Aauthenticity is related to tourism subjects (Wang, 1999).

2.2. Customer Satisfaction Theory

Customer satisfaction theory elucidates the various factors in this study. Referring to the perceived extent to which customers’ explicit, implicit, and obligatory needs or expectations have been met, customer satisfaction is the evaluation of product or service performance in providing a certain level of happiness. The level of satisfaction is a psychological experience, and customer satisfaction is a psychological evaluation of tourists after comparing pre-tourism expectations with post-tourism experiences

Revisit intention (RI), which is an important variable to measure a tourist’s intention to revisit or return to a destination, is not only an important aspect of tourist behavior but also an essential



indicator of the successful development of destinations (Baker and Crompton, 2000). For heritage destinations, understanding the determinants of tourists' willingness to revisit can provide managers with the foundation for managing heritage destinations. Studies have shown that the authenticity of heritage tourism is an essential factor that influences tourists' RI (Yi et al., 2017; Park et al., 2019).

2.3. *Conceptual Framework of the Study*

After reviewing various literature works, this conceptual framework was developed for this study. The relationship of culture authenticity and revisit intention was found in numerous literature works. For example, Kolar and Zabkar (2010) highlighted that objective authenticity (OA), constructive authenticity (CA), and existential authenticity (EA) affect revisit intention (Kolar and Zabkar, 2010). Moreover, another research founded that Oobjective Aauthenticity and Cconstructive Aauthenticity affect Rrevisit Intention, whereas Eexistential Aauthenticity does not (Zhou et al., 2013). Thus, current study focuses on how culture authenticity effects on revisit intention commence to address the main research question of this study. The conceptual framework of this study was illustrated in Figure (2).

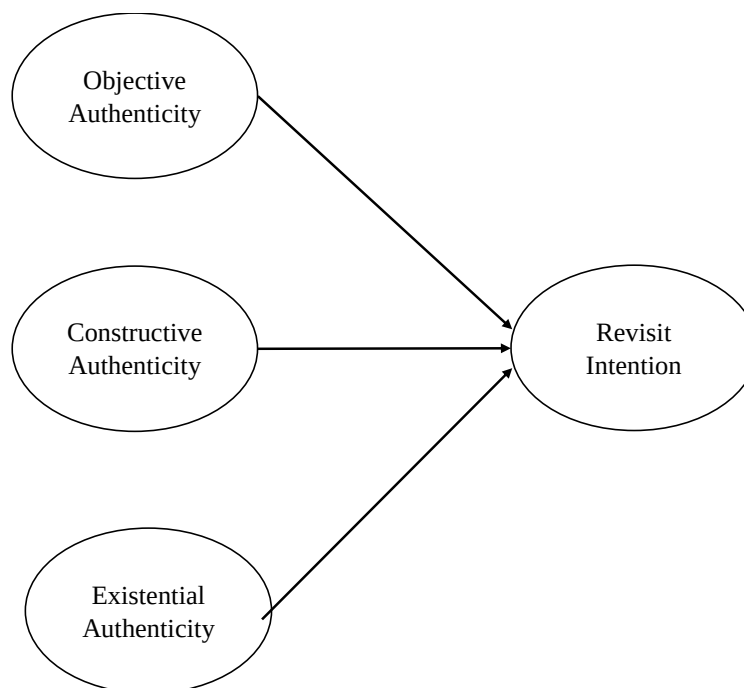


Figure (2) Conceptual Framework
Source : (Tian, 2020)



3. Research Method

This section describes the research design for this study. In order to achieve the research objectives, the descriptive analysis and multiple linear regression method was used in this research. Convince sampling method was used to collect the primary data. The sample size was 368 numbers for this study. Face to face interview, telephone interview, google survey form was applied in this study. Structured questionnaire was used in this study.

There were two parts in questionnaire. The first one is demography section. In this section, gender, occupation, income level was asked to respondents. The rest part of questionnaire is intended to assess the attributes of each variable in the conceptual framework of this study. There were 12 items for culture authenticity adopted form Wang (1999). Loyalty to destination is operationalize to revisit intention. The scale of revisit intention developed by Chi & Qu 2008. Scale was used in the constructing the questionnaire design shown in Table (1).

Table (1) Scales Used in Constructing the Questionnaire

Variables	Scale	Source
<i>Objective Authenticity</i> (1 to 5 , 1 = <i>Strongly Disagree</i> , 5 = <i>Strongly Agree</i>)	The overall architecture and impression of the building inspired me I liked the peculiarities about the interior design/furnishings. I liked the way the site blends with the attractive landscape/scenery/historical ensemble/town, which offers many other interesting places for sightseeing I liked the information about the site and found it interesting	(Naoi 2004, Waitt 2000)
<i>Constructive authenticity</i> (1 to 5 , 1 = <i>Strongly Disagree</i> , 5 = <i>Strongly Agree</i>)	The architectural style of the Bagan is very cultural/The crafts in Bagan are very cultural/ The cultural relics displayed in the Bagan are real./ The Bagan as a whole reflects strong regional cultural characteristics	Wang 1999, Steiner & Reisinger 2006
<i>Existential Authenticity</i> 1 to 5 , 1 = <i>Strongly Disagree</i> , 5 = <i>Strongly Agree</i>)	This tour frees me from everyday life (work) and makes me feel free/ This tour helped me learn more about non-relics/ I believe the local intangible cultural heritage experience activities are very cultural/ The tour triggered	Chhabra et al , 2003, Goulding 2000, Naoi,2004



	my thoughts on human civilization.	
<i>Revisit Intention</i> 1 to 5 , 1 = Strongly Disagree, 5 = Strongly Agree	If I have the opportunity, I would like to revisit the destination/ I would like to visit other Bagan sites in the future/ I will recommend this destination to my friends./ I would recommend other Bagan sites to my friends.	Castro, Mart�n Armario, & Mart�n Ruiz, 2007; Chi & Qu, 2008;

Source : Own Compilation (2022)

Reliability test applied in this study in order to show the validity of each statement. Descriptive analysis also used in this study in order to explore the respondents' perception on each variable. In order to prove the relationship of dependent and independent variables, multiple linear regression analysis was used. In sum up, structured questionnaire, SPSS software used as research instrument in this study.

4. Result & Discussion

4.1. Empirical Result

Reliability analysis, descriptive analysis and multiple linear regression analysis covered in this section. The first stage of reliability analysis started with test of Cronbach's alpha value. Research scholars used the Cronbach's alpha value to measure internal consistency of variable. The Cronbach alpha value exist between 0 and 1. The meaning of higher Cronbach alpha value referring to more reliable of questionnaire for variable. The respective Cronbach alpha value of each variable in this research shown in Table (2).

Table (2) Reliability Test

SR NO.	VARIABLES	CRONBACH ALPHA VALUE	NUMBER OF ITEM
1.	Objective Authenticity	0.817	4
2.	Constructive Authenticity	0.777	4
3.	Existential Authenticity	0.667	4
4.	Revisit Intention	0.877	4

Source: Survey Data (2022)

As shown in above Table (2), the Cronbach alpha value is 0.817,0.777,0.667 and 0.877 for objective authenticity, constructive authenticity, existential authenticity and revisit intention respectively. All of these Cronbach alpha value is more than 0.5 that indicated every statement of each variable is acceptable.

The second part of the empirical analysis is shown the result of descriptive analysis. The mean value of each statement was shown in Table (3).



Table (3) Respondents' Perceptions on Culture Authenticity and Revisit Intention

SR.NO.	STATEMENT	MEAN VALUE	STD.DEV
Objective Authenticity			
1	The overall architecture and impression of the building inspired me	4.542	0.656
2	I liked the peculiarities about the interior design/furnishings.	4.496	0.714
3	I liked the way the site blends with the attractive landscape/scenery/historical ensemble/town, which offers many other interesting places for sightseeing	4.462	0.672
4	I liked the information about the site and found it interesting	4.405	0.741
Overall Mean Value		4.476	
Constructive Authenticity			
1	The architectural style of the Bagan is very cultural.	4.587	0.566
2	The crafts in Bagan are very cultural.	4.322	0.728
3	The cultural relics displayed in the Bagan are real.	4.015	0.886
4	The Bagan as a whole reflects strong regional cultural characteristics	4.246	0.868
Overall Mean Value		4.292	
Existential Authenticity			
1	This tour frees me from everyday life (work) and makes me feel free	4.236	0.868
2	This tour helped me learn more about non-relics	4.098	0.869
3	I believe the local intangible cultural heritage experience activities are very cultural	4.410	0.690
4	The tour triggered my thoughts on human civilization.	4.062	0.881
Overall Mean Value		4.201	



	Revisit Intention		
1	If I have the opportunity, I would like to revisit the destination.	4.748	0.650
2	I will recommend this destination to my friends.	4.532	0.828
3	I would like to visit other Bagan sites in the future	4.722	0.639
4	I would recommend other Bagan sites to my friends.	4.439	0.933
	Overall Mean Value	4.610	

Source : Survey Data : 2022

As shown above Table, the overall mean values of objective authenticity, constructive authenticity and existential authenticity were 4.476, 4.292 and 4.201 respectively. The mean value of revisit intention is 4.610. According to these findings, most of the respondents agree on the objective facts for culture authenticity in terms of temples, pagodas and buildings. The status of architecture in Bagan era well highly demonstrated the high class of Myanmar architecture in this age.

The respondents 'of this study tend to likely agree on revisit to the Bagan if they have opportunity. According to the brightness of Buddhist philosophy in Myanmar in this age, Bagan destination is popular for both local and foreign travelers as historical heritage of Buddhism. Moreover, the findings of collected data, most of the respondents are more likely to revisit the Bagan destination and make recommendations to friends to visit Bagan.

The third part or final phase of this section is shown the multiple linear regression analysis. The multiple regression analysis was used to test the effect of culture authenticity in terms of objective authenticity, constructive authenticity and existential authenticity on revisit intention of local travelers to ancient Bagan city. The multiple regression model for the effect of responsible variable (objective authenticity, existential authenticity, constructive authenticity) on control variable (revisit intention) is:

$$Y_i = b_0 + b_1X_{1i} + b_2X_{2i} + b_3X_{3i} + e_i$$

Whereas, Y_i = Mean value of revisit intention for i^{th} respondents.
 X_{1i} = Mean value of objective authenticity for i^{th} respondents.
 X_{2i} = Mean value of constructive authenticity for i^{th} respondents.
 X_{3i} = Mean value of existential authenticity for i^{th} respondents.

The empirical results of this study were come out after adopting this model. Table (4) describes the output of multiple linear regression analysis.



Table (4) Effect of Culture Authenticity on Revisit Intention

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.731	.230		3.182	.002
Objective authenticity mean	.664***	.056	.556	11.817	.000
Constructive authenticity mean	.012	.051	.011	.239	.811
Existential authenticity mean	.203***	.057	.179	3.553	.000
R square			0.468		
Adjusted R square			0.463		

Source : Survey Data (2022)

As shown in Table (4), the objective authenticity and existential authenticity have positively significant effect on revisit intention at 1% level. The regression coefficient of objective authenticity and existential authenticity are 0.664 and 0.203 respectively. The physical evidence of ancient Bagan city can attract the local travelers. According to this analysis, most of the respondents have perceived value on Bagan ancient city that these destinations reflect the local travelers to maintain the Myanmar identity.

Discussion

As the result of empirical analysis, the mean value of revisit intention above the agree scale. This reflects the perception of local travelers tend to make the revisit intention to Bagan ancient city. Four statements were used for revisit intention of respondents. The mean value for each statement round about “agree” scale.

According to the data analysis, revisit intention is really influenced by objective authenticity and existential authenticity. These findings reflect both tangible and intangible culture authenticity factors affect on revisit intention. Considering the tangible and intangible culture heritage was mainly important for make revisit intention to local travelers.

Based on the research and discussion, suggestions were made for development of tangible and intangible cultural heritage sites for ancient Bagan city. Moreover, other historical tourist destination was expected to benefits form same promotions after studying the Bagan ancient city as case study.

5. Conclusion

As the sequence of research findings, the important factors arose for practical implications. Based on these factors, major conclusions were made for this-



1. In the development of culture heritage destination, travel organizations and local authority should promote and maintain the Bagan ancient pagodas and temples as ancient architect design not make modifying the physical objects. Moreover, every stakeholder should coordinate in order to innovate the and continuous present the Myanmar culture arts such as puppeteer events in order to attract the travelers.
2. The government, UNCESO and other tourist associations should develop the lone term strategic plan for Bagan culture authenticity places in comprehensive views. The threat of nature disaster, security concern, political instability may damage the authenticity theme of Bagan ancient city. The management of culture heritage should focus on improving the travelers' satisfaction in order to increase the positive word of mouth publicity.

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Appendix 1 Bagan Temples



Shwezigon is a beautiful bell shape structure with golden color most of the site, it was a result of more than 3000 kg of gold leaves plates covering



Ananda temple is the most architecture, holiest temple in Bagan. Most pagodas in Bagan are the quite same style, however, this one has the most



Thatbyinnyu temple with the height of above 60 meters, it is the award for the tallest temple in Bagan. A large building, with seven eastern



Dhammayangyi temple is the largest monument in Bagan which has unique for its pyramidal shape. It is thought that King Narathu built Dhammayangyi

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