ABSTRACT

This study measures the motivational factors of Thai visitors who make their repeated pilgrimage trip to Kyite Htee Yoe or Golden Rock Pagoda of Myanmar. As tourism at Golden Rock Pagoda has grown to be famous and becoming one of the world's popular pilgrimage tourist destinations, this study of Thai repeat-tourists—who outnumber other non-resident tourists for over 6 year—seek to identify the factors of the tourists' Faith, Site-Experience, Travelling Companionship and Attractions at the site in accordance with their demography. A survey, using non-probability convenience sampling, was conducted on 200 Thai repeat-visitors at the site of Golden Rock Pagoda during February 2012. This study treats the result by using Descriptive Analysis through One-way ANOVA, Independent T-test and Pearson's correlation coefficient test. This study discovered the key motivational factors, ranked from the most favorable one to the least respectively, being Faith and Spiritual Attainment, Attractions, followed by its Accompanying People and Site Experience. Moreover, a positive association was found within the motivational factors of Site Experience, Accompanying People and Attractions; all having relations with Faith and Spiritual Attainment. Based on the hypothesis testing results, different views were found among visitors' Faith and Spiritual Attainment when judged by their gender. Thai visitors' age and occupation played significant roles in determining their views on Site Experience, while their factors of age, gender, marital status, and occupation could significantly influence their views on Accompanying People. Marital status alone could be an influential factor to Thai repeat visitors' views on Attractions of Golden Rock Pagoda. To provide appropriate environment for the Thai repeat-visitors to Golden Rock Pagoda, this study recommends that the authorities concerned improve tourism facilities and the religious sanctuaries to be more conducive and enhancing to the Thai repeat-visitors.