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Ministry of Natural Resources and Environmental Conservation
Myanma Timber Enterprise



**Peoples' Perceptions, Satisfaction and Loyalty intentions towards Elephant
Conservation Based Tourism Development
(A Case Study in Ngalaik Sakanthar Elephant Camp, Nay Pyi Taw)**



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**ဆင်ထိန်းသိမ်းစောင့်ရှောက်ရေးအခြေပြုခရီးသွားလုပ်ငန်းဖွံ့ဖြိုးလာမှုအပေါ်
လူထု၏ သဘောထားအမြင် ၊ စိတ်ကျေနပ်မှုနှင့် ထောက်ခံအားပေးမှုအခြေအနေ
(နေပြည်တော်၊ ငလိုက်စခန်းသာဆင်စခန်း၏ဖြစ်ရပ်အား လေ့လာဆန်းစစ်ခြင်း)**

ခန့်ကျော်ကျော် ^{*၁} ၊ ဒေါက်တာခိုင်ခိုင်စိုး ^၂

^၁ သစ်အုပ်ကြီး ၊ သစ်ထုတ်ရေးဌာန ၊ မြန်မာ့သစ်လုပ်ငန်း

^၂ တွဲဖက်ပါမောက္ခ ၊ သစ်တောနှင့်ပတ်ဝန်းကျင်ဆိုင်ရာတက္ကသိုလ် ၊ ရေဆင်း

စာတမ်းအကျဉ်း

တောရိုင်းတိရိစ္ဆာန်အခြေပြုခရီးသွားလုပ်ငန်းသည် ဖွံ့ဖြိုးဆဲနိုင်ငံများအတွက် စီးပွားရေးနှင့် ရေရှည် တည်တံ့စေသော တောရိုင်းတိရိစ္ဆာန်အရင်းအမြစ်များအပေါ် စီမံခန့်ခွဲနိုင်သည့်အခွင့်အလမ်းကို တိုးတက် လာစေနိုင်သည့်အပြင် ခရီးသွားဧည့်သည်များ၏ ပတ်ဝန်းကျင်နှင့်ထိန်းသိမ်းစောင့်ရှောက်ရေး ထင်မြင် ယူဆချက်များသည် ကမ္ဘာအနှံ့တွင် တဖြည်းဖြည်းပြောင်းလဲလာခဲ့သည်။ အထူးသဖြင့် တောရိုင်းတိရိစ္ဆာန် များ၏ အခန်းကဏ္ဍအပေါ် ကမ္ဘာလှည့်ခရီးသွားများနှင့် သဘာဝပတ်ဝန်းကျင်ထိန်းသိမ်းရေးသမားများ ၏ စိတ်ဝင်စားမှုကို များစွာရရှိလာခဲ့သည်။ ဆင်ထိန်းသိမ်းရေးအခြေပြုခရီးသွားလုပ်ငန်းကို ၂၀၁၆ ခုနှစ်မှစတင်၍ မြန်မာ့သစ်လုပ်ငန်းမှ စတင်ခဲ့ပြီး ရည်ရွယ်ချက်အမျိုးမျိုးရှိသူများ၏ အာရုံစူးစိုက်မှုကို နှစ်စဉ် ရရှိခဲ့သော်လည်းဆင်စခန်းများနှင့် ပတ်သက်၍ ၎င်းတို့၏ သဘောထားနှင့် ကျေနပ်အားရမှု အခြေအနေကို အနည်းငယ်သာမျှသာသိရှိခဲ့ရသည်။ ဤလေ့လာမှု၏ ရည်ရွယ်ချက်မှာ အများပြည်သူ ခရီးသွားဧည့်သည်များ၏ရှုထောင့်များကို အထူးဂရုပြုခြင်းဖြင့် ဆင်ထိန်းသိမ်းရေး အခြေပြုခရီးသွား လုပ်ငန်းအပေါ် ပြည်သူလူထု၏သဘောထားအမြင်နှင့်ကျေနပ်မှု၊ သစ္စာစောင့်သိမှုတို့ကို စူးစမ်းရန် ဖြစ်သည်။ ဆင်စခန်းသို့လာရောက်ကြသော ခရီးသွားဧည့်သည်စုစုပေါင်း (၃၅၀)ဦးအား အခြေခံကျ သောအချက်အလက်အတွက် တစ်စိတ်တစ်ပိုင်းဖွဲ့စည်းထားသည့် မေးခွန်းလွှာများမှတစ်ဆင့် ကျပန်း တွေ့ဆုံမေးမြန်းခဲ့ပြီး လိုအပ်သည့် အချက်အလက်ကိုလည်း မြန်မာ့သစ်လုပ်ငန်းမှ ရယူခဲ့သည်။ ပြည်သူလူထု၏အမြင်ကိုဆုံးဖြတ်ရန် အချက်အလက်များကို ပြန်လည်ရှင်းလင်းပြီးနောက် ကျန်ရှိနေ သော မေးခွန်း(၃၀၆)ခုအား အချက်အလက်များကိုဖော်ပြသည့် စာရင်းအင်းပညာကို အသုံးပြု၍ ဆန်းစစ် လေ့လာခဲ့ပြီး (၅- ချက် Likert Scale) ကိုအသုံးပြုခြင်းဖြင့် ၎င်းတို့၏ကျေနပ်အားရမှုကို သိရှိရှိခဲ့သည်။ Multiple Regression ခွဲခြမ်းစိတ်ဖြာနည်းလမ်းကို တည်ဆောက်ထားသည့် ယူဆချက်ကို စမ်းသပ်ရန် အသုံးပြုခဲ့သည်။ ဆင်ထိန်းသိမ်းစောင့်ရှောက်ရေးတွင် ထိန်းသိမ်းစောင့်ရှောက်ထားသည့် ဆင်များ၏ လူမှုဖူလုံရေးဆိုင်ရာအခြေအနေများ စိုးရိမ်မှုများနှင့် ပတ်သက်၍ ခရီးသွားဧည့်သည်များ၏ အပြု သဘောဆောင်သည့် တုံ့ပြန်ချက်များအရ စခန်းတွင်းရှိဆင်များကို ရုပ်ပိုင်းဆိုင်ရာအားဖြင့် ကောင်းမွန်သည့်ပတ်ဝန်းကျင်တွင် ထိန်းသိမ်းစောင့်ရှောက်ထားပြီး ၎င်းဆင်စခန်းသည် ဆင်များ တရားမဝင် အမဲလိုက်သတ်ဖြတ်ခံရမှုကို လျော့နည်းစေရန်၊ အများပြည်သူ၏အသိပညာနှိုးကြားစေရန်၊ ဆင်ထိန်းသိမ်း ကာကွယ်စောင့်ရှောက်ရန် ကောင်းမွန်သောနေရာတစ်ခုအဖြစ် ရပ်တည်လျက်ရှိသည်ကို

လေ့လာ သုံးသပ်ရသည်။ အမြင့်ဆုံးပျမ်းမျှရမှတ်များကိုထောက်ရှုခြင်းဖြင့် ဆင်ထိန်းသိမ်းရေးအခြေပြု ခရီးသွား လုပ်ငန်း၏ ရုပ်ပိုင်းဆိုင်ရာနှင့် ဝန်ဆောင်မှုများသည် ခရီးသွားပြည်သူများ၏ ကျေနပ်မှုအပေါ် သိသာ ထင်ရှားသော သြဇာလွှမ်းမိုးမှုရှိသည်ဟု ဖော်ပြသည်။ ဆက်သွယ်မှုဆိုင်ရာနှင့် သယံဇာတ အရင်းအမြစ် များဆိုင်ရာမှီခိုမှုမရှိသောကိန်းရှင်များကို ဧည့်သည်များ၏ ဆင်စခန်းနှင့်ပတ်သက်၍ စိတ်ကျေနပ်မှု အပေါ် သိသာထင်ရှားစွာလွှမ်းမိုးမှုရှိနေသော ကိန်းရှင်များအဖြစ် ဤလေ့လာမှု၏ တွေ့ရှိချက်အရ သတ်မှတ်သည်။ နောက်ဆုံးအနေဖြင့် ခရီးသွားပြည်သူများ၏ စိတ်ကျေနပ်မှုနှင့် ၎င်းတို့၏ ထောက်ခံ အားပေးမှုအကြားတွင် သိသာထင်ရှားသော ဆက်သွယ်မှုရှိနေသည်ကိုလည်း လေ့လာ တွေ့ရှိရသည်။ ထို့ကြောင့် ဤလေ့လာတွေ့ရှိချက်များသည် နောင်အနာဂတ် မြန်မာနိုင်ငံဆင်ထိန်းသိမ်းရေး အခြေပြုခရီးသွားလုပ်ငန်း၏ ကျင့်ဝတ်နှင့်ညီညွတ်ကောင်းမွန်သော ရေရှည်တည်တံ့စေမည့် ဖွံ့ဖြိုးတိုးတက်ရေး အတွက် အခြေခံကျသည့် သုတေသနဆိုင်ရာအချက်အလက်များနှင့် အထောက်အထားကောင်းများအဖြစ် အထောက်အပံ့ပြုနိုင်လိမ့်မည် ဖြစ်ပါသည်။

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ABSTRACT

Wildlife tourism could improve economy for developing countries and opportunity to manage sustainable wildlife resources and the perceptions of visitors to the environment and conservation have gradually changed over the globe and especially status of wildlife has received mass interest by many conservationists in tourism environment. Although Elephant Conservation Based Tourism (ECBT) has developed by Myanma Timber Enterprise (MTE) since 2016 and got much attention by people with different purposes, it is still limited study about their perceptions, satisfaction and loyalty intentions toward the ECBT camps. The aim of this study is to explore peoples' perceptions, satisfaction and loyalty intentions towards ECBT development with special attention to visitors' aspects. A total of 350 camp visitors were randomly interviewed through semi-structured questionnaires for primary data and secondary data were also collected from MTE. The 306 left questionnaires after refining data were analyzed by descriptive statistics to determine overall public perception and their satisfactions were accessed by using 5-point Likert Scale. Multiple regression analysis was also applied to test the built hypotheses. The positive visitors' feedbacks about welfare concerns and role of elephant camp in conservation status of captive elephant showed that camp elephants are maintained under good physical environment and the elephant camp also stands as a good platform for reducing elephant poaching, public awareness raising and captive elephant conservation. The high mean scores revealed that ECBT dimensions have a significant influence on visitors' satisfaction and Communication and Natural resources were identified as appropriate visitors' satisfier variables in this study. Finally, visitors' satisfaction has a significant influence on visitors' loyalty intentions. These findings would therefore contribute basic facts and evidences to be an ethical and sustainable growth of elephant based tourism in the future.

Key Words: Conservation, Elephant camp, Visitors' Perceptions, Visitors' Satisfaction, Tourism

1. Introduction

Elephant is an integral part of culture and mythology in Myanmar and elsewhere in Asia but are also of major country's economic importance in the past and present, especially in reduced impact logging operations. Myanmar is also home to the world's largest captive Asian elephant population and perhaps with the best developed and organized captive management system, which originated from the British colonial period (Leimgruber et al., 2008). On the other hand, these elephants, called "flagship species", are now listed as endangered in the 2016 IUCN¹ Red List of Threatened Species and the overall population seemed to have declined significantly over recent decades. Based on current reports, captive elephants make up roughly 80% of the total elephant population with wild elephants the remaining 20% in Myanmar (MECAP, 2018). Additionally, Myanma Timber Enterprise (MTE) takes in charge of about 3,078 captive elephants. At the present, the estimated original range of the Asian Elephant was 9 million km² but it has declined to about 500,000 km² (Sukumar, 2003). Due to the decrease in the number of elephants, there is a risk of extinction (Wallmark, 2008). Furthermore, other problems such as deforestation, human conflicts and poaching in Myanmar remain unresolved. Conversely, ten years logging ban policy in Bago-Yoma Region since 2016 and reducing annual timber harvesting quota in every year have saddled Myanmar with the captive elephants and their mahouts (handlers) unemployment crisis. These call for elephants to be trained and used for ecotourism purposes, so called Elephant Conservation-Based Tourism (ECBT). Currently, ECBT is reflected to be a handy solution to solve the problems of out-of-work, insecure elephants and their mahouts. Among these, establishing the elephant camps would be the solution to solve this problem because they could make a good connection of the elephants in captivity with their conservation in the future. Therefore MTE implemented the development of ECBT camps in a nationwide since 2016 and there are presently twenty one ECBT camps across the country under the purposes of conservation and releasing replenishing out-of-work captive elephants together with their mahouts' families. These elephant camps could help to expand the general knowledge about elephants among the public and, in case of Myanmar, they could also raise awareness on importance role of elephants in biodiversity conservation.

¹ *International Union for Conservation of Nature*

2. Problem Statement

Wildlife tourism is also the business which uses animals to satisfy human desires, attract money, and boost its profit margins but animal welfares are totally ignored or neglected (Shani, 2008). Over the globe, the perceptions of visitors to the environment and conservation have gradually changed over time and especially status of wildlife has received mass interest by many conservationists in tourism environment. Formerly, attention to and the study of captive elephants may aid conservation effort (Sukumar and Santiapillai, 2006). Besides, peoples' perception especially destination image, tourist satisfaction and destination loyalty are vital factors which are used to explain visitor motivation or their intention to revisit a tourist destination (Chi and Qu, 2008) and they are also vital elements in the survival of any tourism attraction/facility or destination in tourism industry as it plays a significant role in the tourist deciding whether to recommend a place to others or to revisit the sites (Kozak and Rimmington, 2000). On the other hand, many elephant camps in Myanmar have settled since 2016 and got much consideration as attractive destinations for visitors and conservationists. In contrast, millions of people with different purposes visit these camps and got much attention on an annual basis. But, it is very little know about their perceptions and satisfaction of wide variety of background concerning these ECBT camps in Myanmar. Consequently, visitors could become questionable about elephant conservation status and the quality of dimensions provided in the camp.

Once, Myanmar Ecotourism Policy and Management Strategy for Protected Areas (2015) highlighted that “Promoting responsible practices in elephant tourism for strengthening investing in infrastructure and responsible business models, and strengthening research and monitoring for developing ecotourism”. The stakeholders' perception of economy aspects is important to be assessed as an indicator to ensure that there is public welfare improvement affected by elephant ecotourism (Winarno et al., 2015). Alternatively, it is also highlighted to be “Towards the development of Green Economy by running business with Elephant Conservation Based Tourism (ECBT) Camps” in the mission of ECBT. For these reasons, a study needed to assess peoples' perceptions and their satisfaction and loyalty intentions towards ECBT development becomes a key to ensure the long term growth of the ECBT in Myanmar.

In addition, there is still limited study about ECBT development: the linkage of tourism and elephant, and also weak in research to explore how visitors' perceived attitudes on issues of current elephant conservation and dimensions in the ECBT camps' settings. As a result, it becomes to study the conservation status of captive elephants and camp's dimensions from the stand point of the elephant camp's visitors.

3. Objectives

This study is aimed to attain people's opinions especially visitors' aspects through the changing condition from captive elephant conservation in timber camps to ECBT camps in order to contribute ethical and sustainable growth of elephant based tourism in Myanmar. Hence, the specific objectives were;

- to explore peoples' perceptions on the use of camp's elephants in ECBT camps and
- to analyse peoples' satisfaction and loyalty intentions on the facilities and services provided at the ECBT camp.

4. Materials and Methods

4.1 Descriptions of Study Area

This study was conducted in Ngalaik Sakanthar elephant camp (Figure 1) which is located between 19° 52' 51" N and 96° 0' 22" E in Oaktara Thiri Township, Nay Pyi Taw Union Territory. The camp is situated inside the Ngalaik Reserved Forest and near Ngalaik Dam and founded by MTE since 2017. The camp covers 573 acres (232 ha) and last about two furlongs far from the mile post (217/0) of the Yangon-Mandalay highway road. Admission fee and elephant riding fee include 1,000 MMK² and 3,000 MMK for domestic visitors. Users' fees which include admission fee and elephant riding fee will cost 10,000 MMK for foreigners. Camp elephants could also be fed by 1,000 MMK per food tray. This elephant camp offers variety of attractions and services including elephant show under confirmed shelters and elephant feeding, elephant riding, memorial tree planting, nursery observation, observation of teak and pine plantations and variety of orchids, enjoying food at the food stall near the dam, playground for children, boat riding in the Ngalaik Dam and enjoying the canopy walk within the pine forest.

² Myanmar Kyats

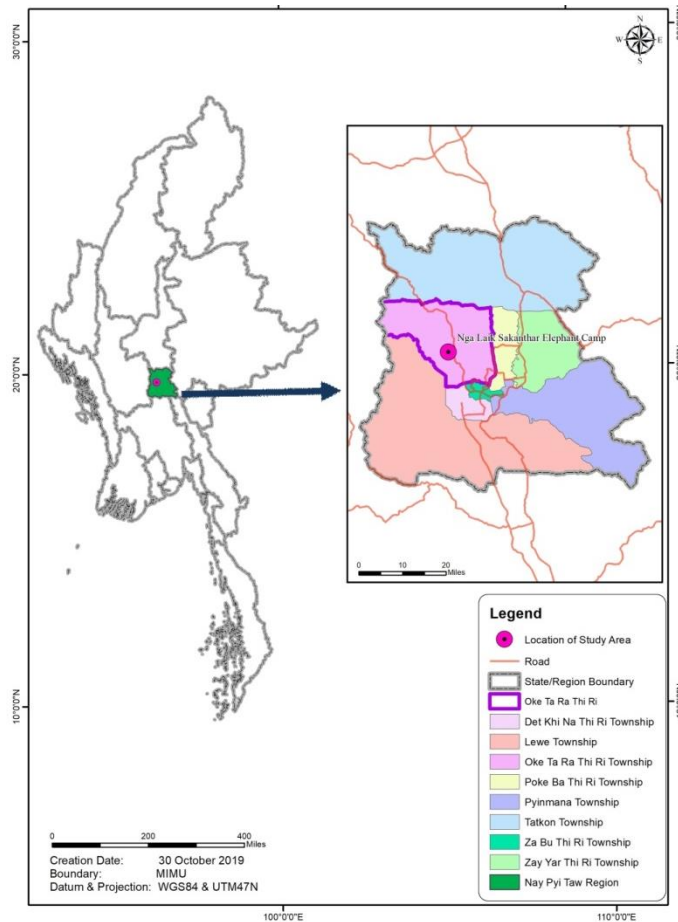


Figure 1 Location map showing study area

4.2 Data Collection

With the purpose to gather all appropriate information, mixed method of research (both quantitative and qualitative) was conducted for this case study. Data were collected between February to March in 2019. A pilot survey was taken for a few days one month prior to the field survey in order to test the consistency of questionnaires format in practical. A total of 350 camp visitors were randomly interviewed through semi-structured questionnaires for primary data. To ensure data validity through triangulation, camp manager, mahouts and one veterinarian were interviewed by face-to-face discussion. Secondary information related to ECBT and Ngalaik Sakanthar elephant camp was also collected from MTE.

4.3 Data Analysis

After sorting out the invalid questionnaires, 306 questionnaires left and these data were coded, computed and analyzed using the Microsoft Excel 2010 and the Statistical Package of Social

Sciences (SPSS) version 20. To determine overall peoples' perception, descriptive statistics was applied and their satisfaction and loyalty intentions were accessed by using five point Likert Scale ranging from 1=strongly disagree, 2=disagree, 3=neither disagree nor agree, 4= agree, 5=strongly agree. Ritchie (1991; 1995) argues that Likert scales are appropriate for evaluating visitor experiences of attractions as they are effective in measuring customer attitudes and are easy to construct and manage. Multiple regression analysis was employed in a number of satisfaction studies looking at tourists satisfaction with hospitality services (Pizam & Ellis, 1999), with tourism destinations (Kozak & Rimmington, 2000), and tourism attractions (McMullan & O'Neill, 2010). Therefore, the two hypotheses were tested using multiple regression analysis to explore the relationship between independent variables (factors related to the elephant camp dimensions) and dependent variables (visitors' satisfaction and loyalty intentions). The built hypotheses were as followed;

H₁: Elephant camp's dimensions have a significant influence on visitors' satisfaction.

H₂: Elephant camp's dimensions and satisfaction have a significant influence on visitors' loyalty intentions.

The first model measured elephant camp's dimensions on visitors' satisfaction and had the following form: **SAT = f (RES, TANG, PRC, COMM, ASSU, NR)**, where: SAT= Visitors' Satisfaction, RES= Responsiveness, TANG= Tangible, PRC= Price, COMM= Communication, ASSU= Assurance, NR= Natural Resources.

The second model measured elephant camp's dimensions and visitors' satisfaction as independent variables on visitors' loyalty intentions as a dependent variable and had the following form: **LOYALTY = f (RES, TANG, PRC, COMM, ASSU, NR, SAT)**.

5. Results and Discussions

5.1 People's Perceptions on Captive Elephant Conservation in the Camp

Kontogeorgopoulos (2009) indicates welfare problems of camp elephants in six areas: lack of an appropriate set of laws, suffering injuries related to working, poor nutrition, limited social environments, improper training, and the declining quality of mahouts. According to my study, 80% of total visitors strongly considered that food and shelter provided in the camp were

sufficient enough for the camp elephants whereas some did not assume like that as reported by 13% of total responses. Based on field observations, this might be because of the reason that some of the elephants in the camp were very eager and always ready to have more food while fed by the visitors and some of shelters were not well-maintained enough for the elephants to satisfy the visitors' judgment. According to feedbacks from the camp's manager, the camp elephants were provided with (i) food fed by the visitors (ii) cut fodder as stall feeding regularly when they are not fed by visitors (ii) supplementary diets of salt and ripen tamarind and also grains and millets in cooked form, and (iii) natural foraging by themselves. Sixty three percent of visitors described that camp elephants had no pain and suffering during their visit but remarkably 22% thought that some of these elephants had rounds and one visitor stated that "an elephant was seem to be blind and had ear-bleeding when feeding that elephant". But, it was also confirmed that "these kinds of physical suffering in appearance of that elephant was due to a wound by leech during elephant bathing" based on prompt response by the mahout of that elephant.

Moreover, some of the visitors mentioned that they did not observe any suffering of elephants because of their mahouts' handling. Over two-third of total visitors; 79% stated that there was no force to elephants in the camp because of tourism demand but, 15% mentioned that there might be some kinds of force to elephants because of tourism demand, especially in the peak seasons. There was no activity like elephant performance show during the research period which uses elephant power more and an elephant riding was allowed under the guidelines of departmental standards and welfare concerns. Regarding to peoples' attitude towards the use of captive elephants in tourism, 58% of sampled visitors thought that these elephants were better off living in the wild, rather than keeping here for the purpose of tourism. This result was consistent with the findings of Teeranadechatorn (2015) that "elephants should be released in the wild rather exploited in the camp for human purposes". On the contrary, some visitors thought that the elephants should not be released back into wild. Thirty eight percent of total visitors did not agree with re-wilding because these captive elephants at present were clever and close enough with mankind and therefore there might be risky if they were released back into the wild. They also supposed that these elephants would be more secure under such an atmosphere that the ECBT camp could provide adequate wellbeing and safety against the poachers (Figure 2).

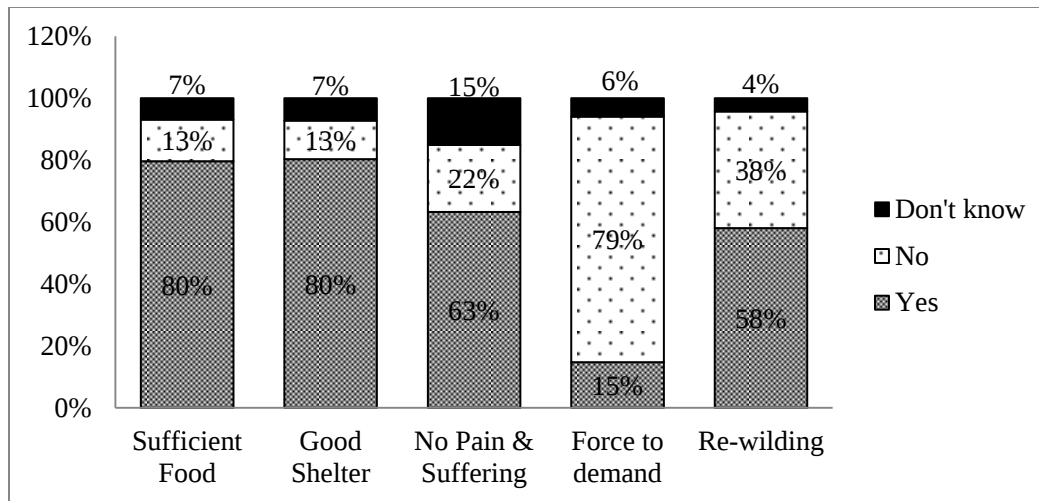


Figure 2 Peoples' Perceptions on Captive Elephant Conservation (N=306)

(Sufficient Food= *Do you think elephants in the camp are provided with sufficient food?*; Good Shelter= *Do you think elephants are placed under good shelter in the camp?*; No Pain& Suffering= *Do you think elephants are not experiencing from pain and suffering?*; Force to demand= *Do you think elephants are forced to fulfil any demand to provide services to visitors in the camp?*; Re-wilding= *How do you think elephants are better off in the wild, rather than exploited here because of tourism?*)

Since all the percentages of visitors' feedbacks about welfare related questions including food supplement, living conditions and physical welfare concerns of camp elephants were high enough, it can generally be deliberated that these camp elephants are maintained under good physical environment and also meet good welfare status in the camp to some extent according to additional responses by the veterinarian and the mahouts (Box 1).

Box 1 Explanations about caring of camp elephants in face-to-face interview

"Other than daily food fed by visitors, the camp elephants are regularly provided with some supplementary food like salt, ripen tamarind and allowed with a long chain to make free roaming in nearby forest at night. In the camp, elephants are not chained" (Responded by a head of the mahouts).

"Their body temperature, dung and urea are daily checked in the morning by the mahouts under the camp's manager and my supervision to determine whether the elephants are fit enough to work or not" (Responded by the camp's authorized veterinarian).

"For the safety of visitors, we are only allowed to use the bullhooks when riding the elephants to control and command them" (Responded by a mahout).

"Camp elephants are conserved and controlled in line with departmental and standard orders under the good supervisions and administrations of authorities in MTE" (Responded by the camp's manager).

5.2 People's Perceptions on Role of Elephant Camp in Captive Elephant Conservation

Figure 3 demonstrates the overall visitors' perceptions on role of elephant camp in captive elephant conservation.

Among 306 visitors, 78% of visitors stated that the conservation of elephants in elephant camp could reduce elephant poaching in Myanmar whereas 13% did not mention as above because they did not know much how camp elephants are well conserved at the moment. On the other hand, "the elephant killing began earlier than in most places in Zakouma National Park and it was home to more than 4,000 elephants in 2002, but by 2010 that figure had plummeted to a mere 400 – a 90 percent drop" according to the report by National Geographic (2017). But, all the ECBT camps are currently under the administration of MTE and there is no evidence of elephants poaching in the camp. This is why, the camp has still received a good public impress toward the conservation status of such endangered species in Myanmar.

Because of elephant camp visiting, visitors had become to know more about elephants (by 94% of visitors), increased level of their knowledge about elephants (by 97% of visitors) and also become aware more to conserve elephants (by 96% of visitors) collectively, whereas only a few percent of visitors had not developed their willingness, knowledge and awareness. Similarly, 89% of visitors pointed out the elephant camps are important for public awareness raising about elephant conservation and increasing captive elephant population in Myanmar. Similar to this finding, public awareness could be increased in elephant camps because of better management by state agencies and it could help to stabilize the wild elephant population in Thailand (FAO & FIO, 2005).

Finally, 81% of total visitors replied that the establishment of elephant camps should be promoted throughout the country for conserving endangered captive elephants in Myanmar. Also, they ratified that more tourist revenue and donations could be obtained from development of more ECBT camps and they could directly be used in saving both captive and wild elephants. They also strongly described that elephants were protected as endangered species and could be used to be tourist attraction which would support public education about wildlife conservation and promote public awareness to protect their habitats from destruction. As a result, elephant camp got such a good image by the visitors that the elephant camp might help elephant conservation in captivity and stood as a platform to improve public awareness about conservation importance of such endangered species.

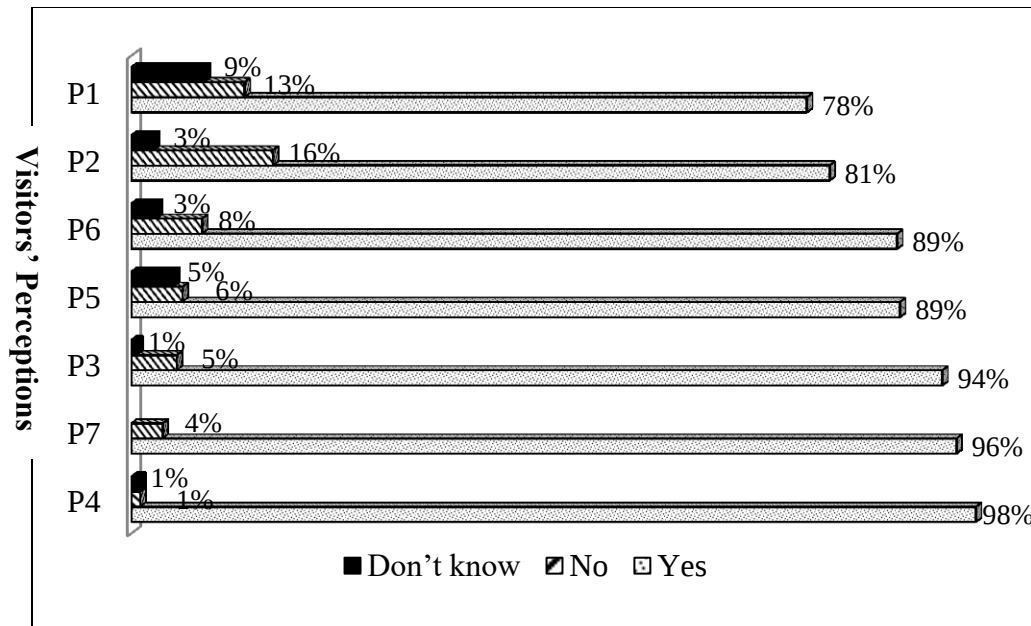


Figure 3 Visitors' Perceptions on Role of Elephant Camp in Captive Elephant Conservation

(P1 = *Do you think the conservation of elephants in elephant camp could reduce elephant poaching in Myanmar?*; P2 = *Should the establishment of elephant camp be promoted throughout the country for conserving endangered captive elephants in Myanmar?*; P3 = *Would you love to know more about elephants because of elephant camp visiting?*; P4 = *Has your level of knowledge about elephants increased because of elephant camp visiting?*; P5 = *Does elephant camp important for public awareness raising about elephant conservation in Myanmar?*; P6 = *Does elephant camp important for increasing captive elephant population in Myanmar?*; P7 = *Do you become aware more to conserve elephants because of elephant camp visiting?*)

5.3 People's Satisfaction with Facilities and Services of Elephant Camp's Dimensions

Based on review of literatures, there are six main dimensions for the characteristics of public aspects; especially visitors' satisfactions about camp's services qualities and two sub-attributes for loyalty dimension in this study while perception was based upon the visitors' experiences with their on-site visiting and satisfaction was based upon the visitors' fulfillment with their perceived expectations in the camp.

Table 1 shows the statements reflecting visitors' satisfactions with the elephant camp dimensions. Respondents were asked to rate their satisfaction with the dimensions of Responsiveness, Tangibles, Price, Communication, Assurance, Natural Resources, their overall satisfaction and loyalty intentions. The mean value in responsiveness was 4.38 for the statement "Staffs are helpful". This result shows that the staffs in this camp were hospitable towards the

visitors. In tangible dimension, mean rate about the statement “the camp is lack of plastic and rubbish” was 4.07. This means that the elephant camp is unpolluted and the staffs are aware that they have to keep the sites clean and attractive to satisfy visitors. Besides, the mean value is 4.11 which is for “Direction signs are clear enough too helpful to show attractions around the camp” and 4.05 for “Physical facilities offered are well maintained” respectively which demonstrates the camp is well-maintained.

Table 1 Mean Scores showing Visitors’ Satisfaction with Facilities and Services of Elephant Camp’s Dimensions (N=306)

Dimensions of Elephant Camp		Mean	Std. Deviation
RESPONSIVENESS			
1.	Staffs are helpful.	4.38	0.682
TANGIBLE			
2.	The camp is lack of plastic and rubbish.	4.07	0.596
3.	Direction signs are clear enough too helpful to show attractions around the camp.	4.11	0.601
4.	The Physical facilities offered are well maintained.	4.05	0.594
PRICE			
5.	The entry price is reasonable.	4.26	0.669
6.	Elephant riding price is acceptable.	4.30	0.673
7.	Price for Elephant food is satisfactory.	4.25	0.668
COMMUNICATION			
8.	The information offered is sufficiently detailed to enjoy the attraction.	3.79	0.653
9.	I could learn elephants’ facts I want to know from the mahouts.	3.71	0.655
ASSURANCE			
10.	I feel safe and secure at the attraction.	4.24	0.695
11.	The camp is accessible in transportation.	4.20	0.691
NATURAL RESOURCES			
12.	Flora diversity is very knowledgeable for visitors.	4.24	0.672
13.	Landscape around the camp is exiting naturally.	4.28	0.675
Overall Service Quality		4.23	0.530
LOYALTY INTENTIONS			
14.	I will recommend this attraction to friends and relatives.	4.58	0.610
15.	I will revisit this attraction again.	4.54	0.606
VISITORS’ SATISFACTION			

16. I am satisfied with the facilities and services provided by the elephant camp.	4.02	0.611
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Regarding to the statements highlighting on price preference about the camp, mean value for the statement “The entry price is reasonable” was 4.26 while the statements about “Elephant riding price is acceptable” and “Price for Elephant food is satisfactory” were 4.30 and 4.25 individually. These results reveal that the visitors perceived that pricing the activities in the camp were averagely rated. Most of visitors felt worthy to give money for elephant food but a few foreign visitors expressed that a price discrimination system was imposed on them due to the difference in pricing for locals and foreigners. Additionally, some of local visitors suggested that elephant riding price should be uplifted than current price which can control over working pressures for camp elephants. Nevertheless, only 1% of visitors had willingness to ride elephants as their primary purpose of visiting based on investigation and therefore, there could be possible to set current pricing as yet.

Concerning about communication, maximum mean rate of response among the other dimensions was 3.79 for “The information offered is sufficiently detailed to enjoy the attraction” and 3.71 for “I could learn elephants’ facts I want to know from the mahouts”. Hence, visitors were neither disagreed nor agreed with communication dimensions and the managers should give more attention about information offered and in the camp. Most of the visitors strongly feel that it is necessary to offer leaflets and brochures as these will be really helpful for them to appreciate the attractions. Most of the Mahouts in the camp have low educational level and therefore, they cannot communicate with foreigners. During the data collection, some foreign visitors usually asked a few questions of the mahouts and they did not seem to be fully satisfied with the answers. Hence, the camp should offer the mahouts with adequate on-job language trainings to promote their communication skills and there should also be provided guide service especially for foreigners.

In assurance dimension, mean value was 4.24 for “I feel safe and secure at the attraction” and 4.2 for “The camp is accessible in transportation”. Therefore, visitors felt the camp is located within the reachable range for visitors although there is no public transportation and respondents having private cars, hired cars or travelling by coach can only easily access the site. It was also committed to keeping visitors safe and secure in the camp. But, some visitors recommended providing warning signs near the dam especially for the safety of children. Dealing with natural

resources, mean value was 4.24 for “Flora diversity is very knowledgeable for visitors” and 4.28 for “Landscape around the camp is exiting naturally” accordingly. Thus, visitors were satisfied with the uniqueness of the natural resources in the camp.

The overall service quality with the elephant camp dimensions was 4.02 indicating that respondents were satisfied with their visit. Loyalty intentions in Table 1 further revealed that respondents were more likely to recommend the attraction to their friends and relatives (mean value of 4.58) and they would also revisit it again (mean value of 4.54). As a result, this elephant camp is a developing one which got much attentions and satisfactions by the visitors among developing ECBT market in Myanmar. Accordingly, this kind of positive image about the camp should be kept well in line with standards and strategized planning for substantial development in the future.

5.4 Regression results of Elephant camp’s dimensions on Visitors’ Satisfaction and Loyalty intentions

The main rationale of the multiple regression analysis is to learn more about the relationship between independent variables and dependent variables. Here, the researcher has completed a multiple regression analysis between dependent variables Y (visitors’ satisfaction and loyalty intentions) and independent variables X (destination related factors about the elephant camp). The tables 2 and 3 will display the results of the analysis and it will be followed by the discussion of the results.

Table 2 Regression results showing Elephant camp’s dimensions on Visitors’ Satisfaction

<i>Independent variables</i>	<i>Visitors’ Satisfaction</i>		
	Standardized Coefficients	t-value	Sig.
Responsiveness (RES)	0.084	1.220	0.223
Tangible (TANG)	0.076	1.077	0.282
Price (PRC)	0.103	1.448	0.149
Communication (COMM)	0.156	2.851	0.005*
Assurance (ASSU)	0.021	0.319	0.750
Natural Resources (NR)	0.198	2.755	0.006*

Constant= 1.4; R^2 = 0.291; Adjusted R^2 = 0.276; F-value= 19.89, *Significant at 5%

In Table 2, (F value = 19.89, and $p = 0.005$) and it is confirmed that, there exists a multiple regression model between the dependent variable (visitors' satisfaction) and the independent variables (destination related factors about the camp) at the 5% level of significance. Interestingly, the coefficient for all of the six dimensions, namely responsiveness, tangible, price, communication, assurance, natural resources were positively and visitors' satisfaction were positive but only two dimensions namely; communication and natural resources were found to be statistically significant. The R^2 value of the following model is 0.291 and then 29.1 percent of the elephant camp's dimensions is associated with visitors' satisfaction. This value is reasonable for Likert scale data (Gnanapala, 2015). Therefore, the resultant regression model (1) is as follow;

$$\text{SAT} = 1.4 + 0.084 (\text{RES}) + 0.076 (\text{TANG}) + 0.103 (\text{PRC}) + 0.156 (\text{COMM}) + 0.021 (\text{ASSU}) + 0.198 (\text{NR})$$

The results of the regression model (1) indicate a significant predictive validity of the dimensions of the instrument. Hence, the hypothesis H_1 is supported to some extent. Overall, this finding concluded that some measures of elephant camp's dimensions (Communication and Natural resources) affect visitors' satisfaction and they could be taken as appropriate visitor satisfier variables in this study. It was also found that similar results which were obtained by Frochot and Hughes (2000) for Communication.

Table 3 Regression results showing Elephant camp's dimensions and Visitors Satisfaction on Loyalty Intentions

<i>Independent variables</i>	<i>Loyalty Intentions</i>		
	Standardized Coefficients	t-value	Sig.
Responsiveness (RES)	0.050	0.702	0.483
Tangible (TANG)	0.023	0.312	0.755
Price (PRC)	0.058	0.778	0.437
Communication (COMM)	0.083	1.433	0.153
Assurance (ASSU)	0.037	0.530	0.597
Natural Resources (NR)	0.136	1.785	0.075
Visitors' Satisfaction (SAT)	0.200	3.282	0.001*

Constant= 2.151; $R^2 = 0.226$; Adjusted $R^2 = 0.207$; F-value= 20.087, *Significant at 5%

Based on Table 3, the R^2 of 0.226 indicates that 22.6 percent of the elephant camp's dimensions and visitors' satisfaction is associated with their loyalty intentions at the 5% level of significance. The positive significant coefficients of all independent variables suggest that the highly perceived elephant camp's dimensions led to higher visitor loyalty. It is further observed that overall satisfaction is also positively and significantly associated with loyalty intentions. Therefore, visitors' satisfaction may be considered as a moderator to the extent to which it carries the influences of elephant camp's dimensions to visitors' loyalty intentions. Finally, the resulting regression model (2) is as follow;

$$\text{LOYALTY} = 2.151 + 0.050 (\text{RES}) + 0.023 (\text{TANG}) + 0.058 (\text{PRC}) + 0.083 (\text{COMM}) + 0.037 (\text{ASSU}) + 0.136 (\text{NR}) + 0.2 (\text{SAT})$$

Consequently, the hypothesis H_2 is partially supported and concluded that visitors' satisfactions about elephant camp's dimensions has profound influence on visitors' loyalty intentions. This result is consistent with the findings of Nature-Based Tourism Attractions by Naidoo, Ramseook-Munhurrin and Seegoolam (2011).

6. Conclusion and Recommendation

The purpose of developing ECBT camp is not only for peoples' visit, but also for elephant conservation and there should be the place where the captive elephants can be protected. The information obtained from this findings related to visitors' perceptions on captive elephant conservation and role of elephant camp in these elephant conservation could be used as a basic to investigate further exactly what kind of information should be provided for the visitors to gain their more constructive outlooks and substantial support for ECBT camps. These could also be useful to improve the facilities to expand their interest and knowledge about elephant facts which could lead to enhancing public awareness for the conservation importance of elephants in Myanmar. It was also found that visitors' satisfaction plays an important role in enhancing visitors' loyalty intentions. Thus, a satisfied elephant camp visitor is important in developing a loyal elephant camp visitor and satisfaction was also found to mediate the relationship of elephant camp dimensions and visitor loyalty. However, the weak attributes need to be readdressed as this might have the effect on visitors' satisfactions over the long-term. Future research could explore the differences between international tourists and local visitors'

perceptions of their satisfactions with camp's elephant welfare status and elephant camp dimensions. The findings of this study could assist organizations in developing better management approaches for captive elephant conservation through appropriately setting the elephant camp and providing the services and facilities required by their specific market segments. A different study could apply economic analysis after a decade of ECBT development to explore cost-benefit, market demands and also factor analyses to test the validity of the seven-dimension structure instrument as a generic tool to measure satisfactions in ECBT camp.

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