

ABSTRACT

EFFECT OF THE DESTINATION'S SERVICE QUALITY AND TOUR GUIDES' COMPETENCY ON REVISIT INTENTION IN MYANMAR TOURISM INDUSTRY

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Tourism is a global phenomenon and it is also a source of income for many countries in the world. In addition, it is also a key factor for human resource development of a country by creating job opportunities and giving more global exposure to local people. The success of the tourism industry and ultimately of the destination depend on the quality of service providers working in the industry. To amplify the understanding of how service quality of the destination, competency and customer satisfaction influence on revisit intention which is important for success of the tourism industry, emphasis is on the tourism industry of Myanmar. The aim of this research is to examine the effect of perceived service quality, customer satisfaction and competency of tour guides of revisit intention, which plays an important role in enhancing the development of tourism industry. Five hypothesis are constructed to answer the research questions. To analyze the data, the Partial Least Square analysis (smartPLS-3) is used. According to the results of the study, only four hypotheses are approved and Hypothesis 5 is not accepted. This research indicates that the dimensions of customer satisfaction can vary according to some conditions like region, and background of the destination.

Keywords: *Revisit Intention, Competency, Service Quality*