# Youth Awareness and Engagement in Promoting Yangon as Tourism Destination

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## ABSTRACT

**Purpose** – The role of youth is becoming important in promoting tourism destination. The major aim of this study is to assess the role of youth for promoting Yangon as tourism destination. There are two specific objectives for this study- 1) To assess the knowledge, attitude and behavior of youth for promoting the Yangon as tourism destination and 2)To examine the relationship of youth knowledge, attitude and behavior for promoting the Yangon as tourism destination. **Methodology/approach** – This study adopted the knowledge-attitude-behavior (KBA) model to assess the youth perception. The 133 students who currently studying the undergraduate program of private collages in Myanmar participated as major respondents in this study. The systematic sampling method was applied in this study. The reliability analysis, composite reliability , factors loading techniques applied to assess the youth knowledge, attitude and behavior for promoting the Yangon as tourism destination. The Pearson correlation analysis used as the hypothesis testing tools in this study. **Findings** – The findings of this study reveal the acceptance of proposed research hypotheses. There is positively relationship between knowledge, attitude and behavior of Youth for promoting Yangon as tourism destination.**Novelty/value** – This study recommends the integration of social media usage how applied in destination promotion and how design effective policy framework for promotion the Yangon as tourism destination.

## INTRODUCTION

Many nations' economic and cultural development depends heavily on tourism, especially emerging nations where historical sites and cultural heritage are essential to the sense of national identity. Since the early 2010s, Myanmar's tourism industry has been acknowledged as a potential engine of economic expansion and cross-cultural interaction. Yangon is one of the nation's most popular tourist destinations because of its colonial architecture, churches, and vibrant city (Myanmar Tourism Master Plan, 2013). Yangon is a popular destination for both domestic and foreign tourists because of its cultural and historical significance, which is highlighted by landmarks like the Shwedagon Pagoda, Bogyoke Aung San Market, and Kandawgyi Lake (Lwin, 2018).

At the same time , there has been a growing focus on the role of youth in promoting tourism. The United Nations World Tourism Organization (UNWTO, 2020) asserts that young people play a key role in determining the nature of travel experiences, especially because of their strong social media presence, creativity, and digital literacy. Research in Southeast Asia has shown that young people use digital

platforms to promote cultural tourism, serving as unofficial ambassadors for their nations (Yusof et al., 2016). The use of digital tools by citizens, especially younger generations, to promote national images and represent their culture to the world community is in line with global trends in digital cultural diplomacy (Melissen, 2013). In Myanmar, social media campaigns and grassroots projects have been the main ways that young people have been involved in promoting travel. For instance, youth organizations and university students in the area have been actively involved in creating digital content and promotional videos that showcase Yangon's attractions to audiences both domestically and abroad (Aung, 2015). Due to the quick growth of social media sites like Facebook, YouTube, and TikTok in Myanmar, these youth-led projects support national branding and cultural awareness while also advancing tourism and a new kind of participatory communication (Tun, 2021).

Despite these developments, the level of youth awareness and engagement in tourism promotion within Yangon remains under-researched. Studies on heritage preservation (Htun & Moe, 2019) and community participation in tourism (Zaw, 2017) have been conducted, but few have explicitly looked at how young people view their role in promoting tourist destinations and how their awareness, attitudes, and behaviors translate into offline or online engagement. Since young people are both the tourism industry's future workforce and key players in determining Myanmar's reputation abroad, it is imperative to comprehend their role in creating sustainable tourism strategies. Therefore, this study aims to assess youth awareness and engagement in tourism promotion with a focus on Yangon's destination places. By examining how young people use digital media and cultural narratives to promote Yangon, this study contributes to the broader discussions of cultural diplomacy, youth empowerment, and sustainable tourism development in Myanmar.

**Problem Statement**
The largest city in Myanmar, Yangon, has a wealth of historical, religious, and cultural attractions that could draw tourists from both domestic and foreign countries (Lwin, 2018). Nonetheless, Yangon's tourism promotion is still disjointed and uneven. Youth potential in tourism promotion has been underutilized as a result of traditional campaigns, which are frequently run by government agencies, not making the most of youth participation or digital platforms (Tun, 2021).Therefore this study tries to fill the three-research gap- literature gap, contextual gap and empirical gap.
The very first part of this research gap is literature gap. According to the review of previous literature works, Youth tourism engagement has not been examined using the Knowledge–Attitude–Behavior (KAB) model (Wang et al., 2017), which is extensively utilized in consumer studies, health, and education. Although the Theory of Planned Behavior (Ajzen, 1991) and Social Identity Theory (Tajfel & Turner, 1979) are frequently used in tourism research, little is known about how youth awareness results in favorable attitudes and subsequent behavioral engagement in tourism promotion.
For the second points of contextual gap, previous research in Myanmar has looked at heritage preservation (Htun & Moe, 2019) and community involvement in tourism (Zaw, 2017).Youth involvement in tourism promotion, however, is still mainly unstudied. Instead of being active promoters or digital cultural ambassadors, youth are frequently viewed as passive beneficiaries.
The final one is the empirical gap. Although the research scholars recognize the important of youth creating for tourism promoting activities on social media platform , it's still lack in systematic describing of youth promoting activities for Yangon as tourism distinction in Myanmar context. According to this

research gaps and problem statement , this study tries to assess the Youth awareness and engagement in promoting Yangon as tourism destination by applying Knowledge- Attitude – Behavior model.

**Research Aim**

This major aim of this study is to assess the youth awareness and engagement on promoting the Yangon as tourism destination.

**Research Objectives**

The major objectives of this research are as follows-

1.  To assess the knowledge, attitude and behavior of youth for promoting the Yangon as tourism destination.

2.  To examine the relationship of youth knowledge, attitude and behavior for promoting the Yangon as tourism destination.

**LITERATURE REVIEW (if any)**

This section describes the literature work for Knowledge- Attitude-Behavior model, theory of planned behavior and social identity theory to support the conceptual framework of this study. Moreover, the study constructed the framework of this study by reviewing previous literature works and proposed the research hypothesis for this study .

*1. Youth Engagement in Tourism Promotion*

Due to their invention, social media power, and digital connectivity, young people are becoming more and more acknowledged as essential players in the growth and promotion of tourism. Young people are essential in influencing travel experiences, promoting places through peer-to-peer interaction, and serving as cultural ambassadors, according to UNWTO (2020). According to research conducted in Southeast Asia, young people actively participate in producing digital content about tourism that shapes opinions both domestically and abroad (Yusof et al., 2016).

In Myanmar, the rapid rise of social media platforms such as Facebook, TikTok, and YouTube has opened new avenues for youth to promote Yangon's cultural and historical attractions (Tun, 2021). Youth-led video campaigns highlighting Yangon's iconic sites—such as Shwedagon Pagoda and Bogyoke Market—not only attract potential tourists but also foster cultural pride among local communities (Aung, 2015). However, there remains limited scholarly attention to how youth awareness, attitudes, and behaviors interact in the context of tourism promotion in Myanmar.

*2. Knowledge- Attitude- Behavior Model*

The KAB model explains that knowledge shapes individuals' attitudes, which in turn influence their behaviors (Wang et al., 2017). This concept majority applied in health and education studies, the model has been adapted to consumer behavior and communication research. In tourism, knowledge about cultural and historical sites can shape positive attitudes toward heritage preservation and encourage proactive promotional behavior (Park & Kim, 2014).

In the Myanmar context, applying the KAB model allows researchers to explore how youth awareness of Yangon's attractions influences their attitudes toward tourism promotion.Moreover, KAB model well explained how drive youth behavioral .Despite its potential, there is no previous studies have applied the KAB model to youth engagement in tourism promotion, representing a clear theoretical gap.

*3. Theory of Planned Behavior (TPB)*

This section is expanded upon by the Ttheory of planned behavior (Ajzen, 1991), which highlights the three constructs of attitudes, subjective norms, and perceived behavioral control that influence behavior. This theory has been widely used in tourism studies to predict visitor intentions and behaviors, such as visiting heritage sites (Chen & Tung, 2014) and traveling sustainably (Lam & Hsu, 2006).This model suggested the precise definition on each construct such as attitudes toward tourism promotion reflect their belief in the importance of showcasing the culture,subjective norms may be shaped by peer influence, as youth are often motivated by what their friends or online communities are doing. Finally, perceived behavioral control relates to their confidence in using digital tools to create and share tourism content.

*4. Social Identity Theory*

The origin of social identity theory explains the how individuals' sense of belonging to social groups shapes their attitudes and actions from culture perspective (Tajfel & Turner, 1979). In tourism promotion, youth may engage in cultural advocacy as a way to express pride in their heritage and identity (Hudson et al., 2015). For Myanmar youth, creating digital content about Yangon can serve as both an act of self-expression and a means of affirming their cultural identity.

This identity-driven engagement aligns with the idea of "everyday cultural diplomacy," where ordinary citizens—particularly youth—act as informal ambassadors of their country (Cull, 2019). By incorporating Social Identity Theory, this study highlights how cultural pride motivates youth engagement in tourism promotion.

**Research Framework**

After reviewing the previous literature work, this study adopted the Knowledge- Attitude-Behavior model as the study framework for this study. The Figure (1) visualize the study framework for this study.
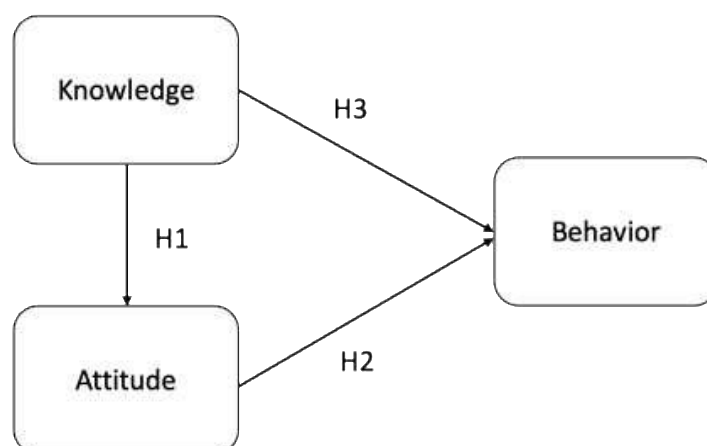


**Figure 1**
**Conceptual Framework of the Study**

The KAB model suggests that knowledge forms the foundation of individuals' beliefs and shapes their attitudes toward a subject (Wang et al., 2017). In tourism contexts, when individuals gain more knowledge about cultural heritage and attractions, they tend to develop more favorable attitudes toward tourism promotion and preservation (Park & Kim, 2014). Previous study in environmental education also confirms that increased awareness and knowledge positively influence pro-environmental attitudes (Kollmuss & Agyeman, 2002). Therefore, for Myanmar youth, greater knowledge of Yangon's tourism assets is expected to enhance their positive attitudes toward tourism promotion.The first hypothesis of this study is-

*H1 : knowledge has a positive relationship with attitude towards tourism promotion among Youth.*

In tourism research, positive attitudes toward sustainable practices and cultural promotion have been shown to translate into supportive behaviors, such as participating in campaigns, volunteering, or sharing promotional content (Chen & Tung, 2014; Lam & Hsu, 2006). In the youth context, studies highlight that favorable attitudes toward tourism directly increase participation in tourism-related activities and advocacy (Yusof et al., 2016). Thus, if Myanmar youth hold positive attitudes toward promoting Yangon's attractions, they are more likely to engage in actual promotional behaviors.Based on this result of previous study, this study proposed the second hypothesis as follow-

*H2 : Attitude and Behavior are positive relationship for Tourism promotion among youth.*

Research studies suggest that knowledge can directly influence behavior, especially when awareness is closely linked to skills or opportunities to act (Hsu et al., 2017). In the tourism field, knowledge of attractions or environmental issues can directly drive behaviors such as visiting destinations, sharing experiences, or engaging in promotional activities (Rahman & Reynolds, 2019).This study expect that if youth have strong knowledge that highly motivate to promote the Yangon as tourism destination. Therefore, the final hypothesis of this study is –

*H3 : Knowledge has a positive relationship with behavior towards tourism promotion among youth.*

## METHOD

This section discusses the process on how conduct this study systematically. The discussion will make with three parts- the first one is questionnaire design, the second one is process of sample size selection and the final is data analysis techniques.

*Questionnaire Design*

Survey methos is the major techniques for this study. Systematic questionnaire is vital input for implementing the survey techniques. This study creates the self-administrative questionnaire form with two parts. The first one is exploring the respondents' demographic characteristics such as age, gender, experiences with tourism education as well and the second part is assessing the respondents' perception on tourism promotions specifically classified with three main fold – knowledge (awareness), attitude and behavior (engagement). For this part , total 13 scale items used adopted from various scholars' works. They were 4 scale items for examine the respondents' perception on knowledge towards tourism promotion extracted from the work of Wang, Li, & Liu (2017), Park & Kim (2014). For the attitude parts, 5 scale items used by modifying the works of Chen & Tung (2014).The final part is tries to examine the respondents'' perception on behavior or engagement of tourism promotion by applying the works of Rahman & Reynolds (2019).

*Sample Size*

The study area of this study is to target the undergraduates' students of private colleges and universities in Myanmar. Total 200 students from three private higher institutes of Myanmar concerned with this study. The Yamane (1967) sample size formula was used to determine the required sample size.

According to the results of sample size calculation, 133 respondents participated in this study. Systematic sampling techniques applied in this study. All of these respondents are students who studying the undergraduate program specialize in tourism and business administration courses at DBU International collage, British United Collage and Myanmar Imperial Collage.

*Data Analysis techniques*

Descriptive analysis , reliability and validity analysis , correlation analysis are the major techniques for analyze the collected data. The descriptive analysis used for analyzed the demographic profiles of respondents. For assessing the reliability and validity analysis, four fundamental indicators used – individual item factor loading, Cronbach alpha, composite reliability of each variable, and average variance extracted (AVE) for each variable (Jr., 2017).The Pearson correlation analysis used to test the proposed hypotheses. For the use of Pearson correlation for data analysis, Pearson Correlation test are statistical tools used to determine the test of associations between two variables (WONU, 2021).

## RESULT AND DISCUSSION

### 1. Demographic Profile of Respondents

This section discusses the result of research findings. There are three major components in this section. The first one is demographic profile of respondents. The second one is result of reliability analysis, factor loading , composite reliability and average variance extracted value. Table (1) is the result of demographic statistics for respondents.

**Table 1. Profile of Respondents**

| Items | Variables | Nubmer | Percentage |
|---|---|---|---|
| Gender | Male | 40 | 30 |
| | Female | 78 | 58 |
| | Prefer not to say | 15 | 12 |
| Age | <18 | 15 | 11 |
| | 18-20 | 67 | 50 |
| | 20-22 | 50 | 37 |
| | 22-23 | 1 | 2 |
| | 23< | 0 | 0 |
| Education | First Year | 56 | 42 |
| | Second Year | 43 | 32 |
| | Final Year | 34 | 26 |
| Affilation | Myanmar Imperial Collage | 70 | 53 |
| | British United Collage | 32 | 24 |
| | DBU International Collage | 31 | 23 |
| Specialization Major | Tourism and Hospitality | 57 | 43 |
| | Business Administration | 45 | 33 |
| | International Business | 20 | 15 |

| | | |
|---|---|---|
| Business and Teachnology | 11 | 9 |

Base on Table 1. The survey sample consisted of 133 respondents, primarily female (58%) and within the age range of 18–22 years (87%), reflecting a youth-centered demographic relevant to tourism promotion studies. Most participants were first-year students (42%), with representation from Myanmar Imperial College (53%), British United College (24%), and DBU International College (23%). In terms of specialization, Tourism and Hospitality majors (43%) dominated, followed by Business Administration (33%), International Business (15%), and Business and Technology (9%). Overall, the demographic profile indicates a young, female-dominated, and tourism-oriented sample, which enhances the study's relevance in examining youth awareness of tourism promotion in Yangon.

## 2. Item Analysis

The major objectives of this study to assess the reliability and validity of each construct for tourism promotion from three perspectives youth awareness, youth attitude and youth engagement or behavior. Therefore, this study adopted the recommendations of Hari et al. that four fundamental indicators of individual item factor loadings, Cronbach's α, composite reliability of the latent variables, and average variance extracted (AVE) by the latent variables.The factor loading use to measure how well indicator for each construct. The value of factor loading typically above 0.7 that show strong relationship between observed variable and latent constructs (Thurstone,1931).The researchers proposed that the value of Cronbach alpha and composite reliability used to test the consistency between each construct. The value of both indicators above 0.7 also ensure the internal consistency over time. For the case of multicollinearity issue between constructs, the study used the discriminant validity. The result of each item analysis shown in Table (2)

**Table 2. Construct on Reliability and Convergent Validity of Youth knowledge, attitude and behavior**

| Construct | Items | Factor Loading | Mean Vlaue | Composite Reliability | Average Variance Extracted | Cronbach's Alpha Value |
|---|---|---|---|---|---|---|
| Knowledge | K1 | 0.848 | 3.624 | 0.897 | 0.687 | 0.522 |
| | K2 | 0.875 | 3.436 | | | |
| | K3 | 0.768 | 2.421 | | | |
| | K4 | 0.823 | 2.488 | | | |
| Attitude | A1 | 0.83 | 4.082 | 0.876 | 0.540 | 0.771 |
| | A2 | 0.725 | 3.872 | | | |
| | A3 | 0.690 | 3.879 | | | |
| | A4 | 0.685 | 3.969 | | | |
| | A5 | 0.687 | 4.067 | | | |
| Behavior | B1 | 0.806 | 3.300 | 0.884 | 0.656 | 0.826 |
| | B2 | 0.835 | 3.488 | | | |
| | B3 | 0.787 | 2.729 | | | |
| | B4 | 0.812 | 3.278 | | | |

*Note. Factor loadings > 0.60 indicate adequate indicator reliability (Hair et al., 2019). Composite reliability (CR) > 0.70 confirms internal consistency, and Average Variance Extracted (AVE) > 0.50*

*demonstrates convergent validity. Cronbach's alpha > 0.70 reflects acceptable reliability, except for the Knowledge construct, which showed moderate reliability.*

Base on Table 2  The results demonstrate that all constructs—Knowledge, Attitude, and Behavior—exhibited strong measurement reliability and validity. Factor loadings across items were above the recommended threshold of 0.60 (Hair et al., 2019), indicating good indicator reliability. Composite reliability (CR) values ranged between 0.876 and 0.897, exceeding the benchmark of 0.70, confirming internal consistency of the constructs. Furthermore, the Average Variance Extracted (AVE) values were above 0.50 for all constructs, suggesting that the items captured sufficient variance of the latent constructs and establishing convergent validity. Cronbach's alpha values were mostly above 0.70, which further supports acceptable reliability, although the Knowledge construct showed a slightly lower alpha (0.522), implying some variation in item consistency that warrants further attention.

n terms of item-level performance, the Knowledge construct showed high loadings for K1 (0.848) and K2 (0.875), but comparatively lower mean values for K3 (2.421) and K4 (2.488), suggesting uneven distribution of knowledge among respondents. This indicates that while some aspects of knowledge are well-internalized, others may require reinforcement. Attitude items had moderately strong loadings (0.685–0.830) and higher mean scores, ranging from 3.872 to 4.082, reflecting a generally positive disposition toward tourism promotion among youth. Meanwhile, the Behavior construct had consistently strong loadings (0.787–0.835) and acceptable mean values, though some items like B3 (mean = 2.729) revealed lower behavioral engagement compared to others, indicating a potential attitude-behavior gap.

Overall, the measurement model results suggest that the scales used for Knowledge, Attitude, and Behavior are reliable and valid for examining youth engagement in tourism promotion. The findings imply that while youth possess positive attitudes and partial knowledge regarding tourism, their behavioral practices are less consistent, highlighting the classic knowledge-attitude-behavior gap identified in prior studies (Ajzen, 1991). This suggests that interventions should not only enhance knowledge but also focus on translating positive attitudes into consistent behaviors through participatory programs, training, and awareness campaigns. The moderate reliability of the Knowledge construct further suggests that future research may benefit from refining or expanding the knowledge items to better capture the diversity of youth understanding in tourism contexts.

   *3.  Hypothesis Testing*

Pearson correlation analysis used to test the proposed research hypotheses. The result of person correlation analysis shown in Table (3).

**Table 3.Correlation Test**

| No. | Hypothesis | Pearson Correlation | P-Value | Decision |
|-----|------------|---------------------|---------|----------|
| 1. | Knowledge ⟶ Attitude | .595 | .000 | Accept |
| 2. | Attitude ⟶ Behavior | .536 | .000 | Accept |
| 3. | Knowledge ⟶ Behavior | ..686 | .000 | Accept |

*Note. Pearson correlation coefficients (r) were calculated to test the hypothesized relationships. All correlations were positive and statistically significant at the p < .001 level.*

Base on Table 3  The findings support the theoretical assumption of the Knowledge-Attitude-Behavior (KAB) model, which posits that knowledge acquisition fosters positive attitudes, which in turn influence behavior. In the context of tourism promotion in Yangon, youth who possess greater awareness and knowledge of local attractions are more likely to develop positive perceptions of tourism and act as promoters within their networks.

The positive link between attitude and behavior aligns with the Theory of Planned Behavior (Ajzen, 1991), reinforcing the idea that favorable attitudes increase the likelihood of engaging in tourism promotion behaviors. Youth who perceive tourism as culturally valuable and economically beneficial demonstrate stronger willingness to support, share, and promote tourism initiatives, particularly through social media platforms. This finding suggests that interventions aimed at cultivating positive attitudes can effectively encourage pro-tourism behaviors.

Interestingly, the strongest relationship was observed between knowledge and behavior, suggesting that knowledge not only influences attitudes but also has a direct effect on actions. This may indicate that, in the digital age, access to tourism-related knowledge empowers youth to bypass attitudinal mediation and directly engage in promotion efforts (e.g., creating content, sharing videos, or participating in campaigns). This highlights the practical importance of educational initiatives, cultural awareness programs, and social media campaigns in equipping youth with knowledge that can translate into tangible promotional activities.

Discussion

The findings of this study provide empirical support for the Knowledge–Attitude–Behavior (KAB) framework in explaining youth engagement in tourism promotion. Overall, the measurement model demonstrates satisfactory reliability and validity, confirming that the constructs of Knowledge, Attitude, and Behavior are appropriate for examining youth involvement in tourism promotion activities. From the item analysis, most indicators showed strong factor loadings above the recommended threshold of 0.60 (Hair et al., 2019), indicating that the items adequately represent their respective constructs. Composite reliability (CR) values ranging from 0.876 to 0.897 further confirm internal consistency, while AVE values above 0.50 establish convergent validity. These results indicate that the measurement instruments are statistically sound and suitable for hypothesis testing. However, the Knowledge construct showed a relatively low Cronbach's alpha value (0.522), suggesting moderate internal consistency. Although the composite reliability and AVE values were acceptable, the low alpha implies that the knowledge items may capture diverse dimensions of tourism awareness that are not entirely homogeneous. This may reflect variations in youth exposure to tourism-related information, possibly influenced by differences in education, digital access, or personal interest. Future research should consider refining or expanding knowledge indicators to enhance measurement consistency and capture a broader spectrum of tourism literacy.

At the item level, the Knowledge construct revealed uneven mean values. While K1 and K2 demonstrated high factor loadings and moderate mean scores, K3 and K4 showed lower mean values, indicating that certain aspects of tourism knowledge are less familiar to respondents. This suggests that youth awareness may be selective—strong in general tourism concepts but weaker in specific or localized tourism information. Such disparities highlight the need for targeted educational initiatives focusing on under-recognized tourism aspects. In contrast, the Attitude construct displayed relatively high mean scores (3.872–4.082), suggesting that youth generally hold positive perceptions toward tourism promotion. Although some factor loadings were slightly below 0.70, they remained within

acceptable limits. These findings indicate that young people recognize the cultural and economic importance of tourism and are psychologically inclined to support its development. The Behavior construct also demonstrated strong factor loadings and acceptable mean values. Nevertheless, certain items (e.g., B3 with a mean of 2.729) suggest lower levels of consistent behavioral engagement. This reflects a potential gap between favorable attitudes and actual promotional behaviors—a phenomenon widely discussed in behavioral research. The correlation analysis provides further insight into the relationships among constructs. The significant positive correlation between Knowledge and Attitude ($r = 0.595$, $p < .001$) confirms that greater tourism awareness is associated with more positive perceptions. This supports the foundational assumption of the KAB model that knowledge serves as a precursor to attitude formation. Similarly, the positive relationship between Attitude and Behavior ($r = 0.536$, $p < .001$) aligns with the Theory of Planned Behavior proposed by Icek Ajzen, which suggests that favorable attitudes increase the likelihood of behavioral intention and actual behavior. In this study, youth who perceive tourism as beneficial are more inclined to participate in promotional activities, particularly through digital platforms and social media engagement.

Interestingly, the strongest correlation was found between Knowledge and Behavior ($r = 0.686$, $p < .001$). This suggests that knowledge not only shapes attitudes but may also directly influence behavior. In the contemporary digital environment, access to tourism information through online media may empower youth to actively promote tourism without extensive attitudinal mediation. For example, youth who possess strong tourism knowledge may directly create and share content, recommend destinations, or engage in promotional campaigns.

These findings indicate that enhancing youth knowledge is a critical strategy for strengthening tourism promotion. While cultivating positive attitudes remains important, practical educational programs, digital literacy initiatives, and participatory campaigns may have a more immediate behavioral impact. The moderate reliability of the Knowledge construct further emphasizes the importance of developing comprehensive and contextually relevant knowledge materials.In summary, this study confirms that Knowledge, Attitude, and Behavior are positively and significantly interrelated in the context of youth engagement in tourism promotion. Although youth generally demonstrate positive attitudes, behavioral engagement varies, indicating the presence of a knowledge–attitude–behavior gap. Therefore, policymakers and tourism stakeholders should design integrated interventions that simultaneously improve knowledge, reinforce positive attitudes, and provide practical opportunities for youth participation in tourism promotion activities.

**Conclusions**

This study aimed to examine the role of Knowledge, Attitude, and Behavior in shaping youth engagement in tourism promotion. The findings confirm that the measurement model demonstrates adequate reliability and validity, as indicated by satisfactory factor loadings, composite reliability, and average variance extracted (AVE) values. Although the Knowledge construct showed moderate internal consistency based on Cronbach's alpha, overall the instruments were sufficiently robust to support further analysis. The hypothesis testing results revealed that all proposed relationships were positive and statistically significant. Knowledge was significantly correlated with Attitude, Attitude was

significantly associated with Behavior, and Knowledge also showed a strong direct relationship with Behavior. These findings support the Knowledge–Attitude–Behavior (KAB) framework and are consistent with the Theory of Planned Behavior proposed by Icek Ajzen, which suggests that attitudes influence behavioral outcomes. Notably, the strongest relationship was observed between Knowledge and Behavior, indicating that tourism knowledge may directly encourage youth participation in promotional activities, particularly in the digital era. The results imply that while youth generally possess positive attitudes toward tourism promotion, their behavioral engagement is not always consistent, reflecting a partial knowledge–attitude–behavior gap. Therefore, strengthening tourism education, improving access to accurate tourism information, and creating participatory opportunities are essential strategies to transform awareness and positive perceptions into sustained promotional behavior. In conclusion, this study highlights the critical importance of empowering youth through knowledge enhancement and attitude development to foster active and meaningful engagement in tourism promotion. Future research is recommended to refine the measurement of tourism knowledge and explore additional variables that may influence youth behavioral participation in tourism initiatives..

## 1. Findings

The first objective was to assess the knowledge, attitude, and behavior of youth in promoting Yangon as a tourism destination. The descriptive analysis showed that youth demonstrated a moderate level of knowledge regarding Yangon's attractions, with mean values ranging from 2.42 to 3.62 across knowledge items. In contrast, their attitudes were generally positive, with higher mean values (3.87 to 4.08), indicating strong cultural appreciation and willingness to support tourism. Behavioral measures, however, were moderate (mean range 2.72 to 3.48), suggesting that while youth hold favorable perceptions, the translation of these attitudes into consistent promotional actions remains limited. These results imply that while awareness campaigns are effective in shaping attitudes, more practical opportunities are needed to foster active engagement in tourism promotion.

The second objective was to examine the relationship between knowledge, attitude, and behavior using correlation analysis. The results confirmed significant positive relationships among all three constructs. Knowledge was strongly correlated with attitude ($r = .595$, $p < .001$), demonstrating that higher awareness leads to more favorable perceptions of tourism. Attitude was positively associated with behavior ($r = .536$, $p < .001$), suggesting that favorable views influence youth to act in support of tourism promotion. The strongest relationship was observed between knowledge and behavior ($r = .686$, $p < .001$), highlighting that greater knowledge directly enhances promotional actions, even beyond attitudinal mediation. These findings validate the Knowledge-Attitude-Behavior (KAB) model in the context of Yangon tourism and emphasize the importance of equipping youth with both information and opportunities to actively participate in destination promotion.

## 2. Implications

### Academic Implications

This study contributes to the growing body of literature on youth engagement in tourism promotion by empirically validating the Knowledge-Attitude-Behavior (KAB) model in the context of Yangon as a tourism destination. The findings highlight that knowledge not only influences attitudes but also directly impacts behavior, thereby extending the theoretical understanding of the KAB framework. Moreover, the integration of youth perspectives provides fresh insights into how digital-native generations perceive and act upon tourism promotion opportunities, complementing existing studies that predominantly focus on tourists' behavior rather than local youth participation. Future research may further explore moderating variables such as social media literacy, cultural identity, or peer influence to deepen understanding of how youth transform awareness into promotional action.

### Policy Implications

From a policy issue, the results underscore the critical role of knowledge dissemination and capacity building in fostering youth-led tourism promotion. Since knowledge was found to have the strongest influence on behavior, tourism authorities, educational institutions, and cultural organizations should invest in targeted awareness programs, digital campaigns, and training workshops that equip youth with accurate information and practical skills to promote Yangon's attractions. Policies encouraging collaboration between universities and local tourism boards can create platforms for students to actively engage in promotional activities, such as content creation, guided tours, or cultural festivals. Additionally, given the positive link between attitude and behavior, policymakers should also emphasize initiatives that foster cultural pride and positive perceptions of tourism's economic and social benefits, thereby ensuring that youth not only possess the knowledge but also the motivation to act as effective tourism ambassadors

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