



# The role of authenticity, involvement and experience quality in heritage destinations

## El rol de la autenticidad, la involucración y la calidad de la experiencia en los destinos patrimoniales

**Abdullah Uslu** 

Akdeniz University, Manavgat Tourism Faculty, Tourism Management Department, Turkey,  
auslu@akdeniz.edu.tr

**Nuria Recuero-Virto** 

Universidad Complutense de Madrid, Faculty of Commerce and Tourism, Marketing Department, Madrid, Spain,  
nrecuero@ucm.es

**Ramazan Eren** 

Akdeniz University, Manavgat Tourism Faculty, Tourism Management Department, Turkey,  
ramazaneren@akdeniz.edu.tr

**Maria Francisca Blasco-López** 

Universidad Complutense de Madrid, Faculty of Commerce and Tourism, Marketing Department, Madrid, Spain,  
fblasco@ucm.es

**Received:** 08.01.2024; **Revisions required:** 21.03.2024; **Accepted:** 30.05.2024

### Abstract

This research explores the impact of authenticity and involvement on destination image, aiming to comprehend visitor satisfaction, experience quality, re-patronage intentions, willingness to pay more, and word-of-mouth. Structural equation modelling was employed for analysis using data from 394 visitors to Side, Turkey. According to research findings, authenticity and involvement positively influence destination image. The findings demonstrate that developing re-patronage intentions, word-of-mouth recommendations, and willingness to pay more can be facilitated through experience quality and satisfaction. Also, it is proved that satisfaction is positively influenced by destination image. Moreover, authenticity and involvement positively influence destination image. According to research results, to increase willingness to pay, it is imperative to offer a high-quality cultural tourism experience, wherein tourists gain knowledge about the heritage destination and enjoy the experience while deeply engaging with the surroundings. Furthermore, public and private organisations should design visitor experiences that consider authenticity and involvement to enhance destination image and increase customer satisfaction.

**Keywords:** Authenticity, Involvement, Destination Image, Experience Quality, Satisfaction, Side (Turkey).

### Resumen

Esta investigación analiza el impacto de la autenticidad y la involucración en la imagen del destino, con el objetivo de comprender la satisfacción de los visitantes, la calidad de la experiencia, las intenciones de volver, la disposición a pagar más y el boca a boca. Para el análisis se emplearon ecuaciones estructurales utilizando datos de 394 visitantes a Side, Turquía. Según los resultados de la investigación, la autenticidad y la involucración influyen positivamente en la imagen del destino. Los resultados demuestran que el desarrollo de intenciones de volver, recomendaciones de boca a boca y la disposición a pagar más pueden ser facilitados a través de la calidad de la experiencia y la satisfacción. También se comprobó que la satisfacción está influida de forma positiva por la imagen del destino. Además, la autenticidad y la involucración influyen positivamente en la imagen del destino. Según los resultados de la investigación, para aumentar la disposición a pagar, es necesario ofrecer una experiencia de turismo cultural de alta calidad, en la que los turistas adquieran conocimientos sobre el destino patrimonial y disfruten de la experiencia mientras se implican profundamente con el entorno. Además, las organizaciones públicas y privadas deben diseñar experiencias para los visitantes que consideren la autenticidad y la involucración para mejorar la imagen del destino y aumentar su satisfacción.

**Palabras clave:** Autenticidad, Involucración, Imagen del Destino, Calidad de la Experiencia, Satisfacción, Side (Turquía).

## 1. Introduction

Destination image emerges as an important phenomenon to see tourism's economic effects in destinations (Uslu & Inanir, 2020). Destination image affects tourists' destination perceptions and destination choice. Tourists create the destination image by choosing different information sources (Cooper & Hall, 2023). A positive image in the minds of tourists makes them intend to revisit destinations (Atmari & Putri, 2021). However, another reason why tourists visit destinations is due to their previous cultural heritage tourism experiences. The surge in demand for cultural heritage tourism has garnered increasing attention from scholars in recent years (Kempiak et al., 2017; Nguyen & Cheung, 2015), leading to numerous studies aiming to reveal the behavioural attitudes of tourists in this context (Alrawadieh et al., 2019; Wu & Li, 2017). Authenticity and involvement stand out as essential factors shaping tourist behaviours and perceptions.

Researchers have long emphasised the vital role of authenticity in cultural heritage tourism, suggesting that tourists seek authentic experiences to attain self-actualisation and a sense of well-being (Kolar & Zabkar, 2010). Consequently, the importance of authenticity in enhancing the quality of cultural heritage tourism is widely acknowledged (Lu et al., 2015; Ram et al., 2016). Studies have consistently shown a positive correlation between increasing demand and satisfying customer experiences in cultural heritage



tourism (Brodie et al., 2011; Higgins & Scholer, 2009), influencing tourists' perceptions regarding destination image. Yet, further research is needed to explore the effects of tourists' involvement levels on shaping a positive destination image.

This research aims to analyse the effects of authenticity and involvement on destination image, shedding light on tourists' perceptions. Destination image components, including infrastructure, socio-economic environment, natural and cultural resources, atmosphere, and overall image, are conceptualised for examination. Thus, destination image can be expressed as an attitudinal structure consisting of intellectual/perceptual, sensory and general image, which is a total summary of the ideas, beliefs and impressions that people have towards a certain area (Baloglu & McCleary, 1999; Styliadis, 2016). Destination image can be the visitor's objective perception of the reality of the destination (Chen & Tsai, 2007). The study was conducted in Side, located in Antalya, an internationally renowned beach heritage destination. Side boasts significant historical sites and natural wonders such as sandy beaches, coastal forests, rivers, and archaeological sites. However, rapid and unplanned development since the 1990s has led to concerns about damage to archaeological sites and landscapes (Gezici, 2006; Brodie et al., 2011). Consequently, the study's findings offer practical insights to local administrations to develop sustainable tourism policies and stakeholders to better understand tourists' needs and preferences.

## **2. Literature framework and hypotheses**

### **2.1 Effects of authenticity on destination image**

Cultural heritage tourism is linked to authenticity, offering well-preserved historical and traditional experiences (Belhassen et al., 2008; Park et al., 2019). Extensive research in the literature indicates authenticity as a central characteristic and primary motivation in cultural heritage tourism, facilitating tourists' connection with destinations (Lindberg et al., 2014; Lu et al., 2015). The main idea is that tourists' authenticity needs towards an object are formed in advance by internal or external factors, and the residents can provide tourism activities and products that meet their imagination and needs, which means co-creating authentic tourism experiences with tourists (Zu et al., 2024).

Visitors actively seek authentic experiences in cultural heritage destinations, indicating a strong desire for genuine encounters (Viljoen & Henama, 2017). Satisfied tourists' interest in authentic experiences significantly enhances the quality of cultural heritage tourism, thereby creating a positive destination image (Lu et al., 2015; Ram et al., 2016). Researchers consistently conclude that authenticity plays a primordial function in shaping a positive destination image (Frost, 2006; Park et al., 2019). Based on this rationale, the following hypothesis is proposed:

*H1: Authenticity positively and significantly impacts destination image.*

### **2.2 Effects of involvement on destination image**

Involvement is a noticeable construct in the tourism and marketing fields due to its recognised power to explain and predict changes in the behaviour and attitudes of tourists (Campos et al., 2017). Involvement may be felt towards an activity, a product, an issue, an advertisement, a situation or a decision (Bezençon & Blili, 2010). Thus, involvement, defined as the motivation or willingness to engage in an activity, is crucial in tourism (Gursoy & Gavcar, 2003).

Earlier studies have mainly focused on the involvement of the tourists' (Campos et al., 2017; Hou et al., 2005; Lu et al., 2015) and destinations' residents' perspectives (Aleshinloye et al., 2021; Erul et al., 2023; Erul et al., 2024) in tourism literature. For instance, tourists' levels of involvement significantly influence their perceptions of destination image, with higher involvement correlating with more positive destination image perceptions (Lin & Chen, 2006). Chon (1991) suggests that tourist involvement directly influences tourist experience, positively affecting destination image perceptions. Hou, Lin, and Morais (2005) also find a positive relationship between tourist involvement in cultural heritage tourism and perceptions of destination image. Therefore, it stands to reason that active involvement in tourism activities positively influences destination image perceptions. Numerous studies support this notion, highlighting a positive correlation between involvement and destination image (Lu et al., 2015; Prayag & Ryan, 2012; Kutlu & Ayyıldız, 2021). Consequently, the following hypothesis is posited:

*H2: Involvement positively and significantly impacts destination image.*

### **2.3 Effects of destination image on satisfaction**

The image concept holds significant relevance in marketing and behavioural sciences, representing individuals' perceptions of products, objects, and events driven by beliefs, feelings, and impressions (Crompton, 1979). In the context of tourism destination marketing, destination image has emerged as a crucial indicator of branding success, representing individuals' impressions, opinions, expectations, and emotional associations with a place (Tasci et al., 2022; Uslu et al., 2020). Conceptualised with tangible and intangible dimensions, destination image encompasses infrastructure, socio-economic environment, natural and cultural resources, atmosphere, and overall characteristics (Zhang et al., 2014).



The concept of destination image, first introduced by Hunt (1971), is expressed as the sum of visitors' thoughts, beliefs, ideas, impressions or feelings about destinations. Afterwards, Gartner's (1993) framework conceptualises destination image as having three hierarchical components: cognitive, affective, and conative. Cognitive image reflects individuals' beliefs and knowledge regarding destination characteristics, affective image pertains to emotional reactions or evaluations influencing destination choice, and conative image represents active tourist evaluation of a potential holiday destination (Gartner, 1993). According to Echtner and Ritchie (1993), destination image consists of feature-based and holistic structures. It is stated that each of these features includes functional and psychological features. Destination images can vary from those based on common functional and psychological characteristics to more distinctive or even unique features, events, emotions or auras. Previous research highlights a direct effect of destination image on tourist satisfaction (Lee & Xue, 2020; Kutlu & Ayyıldız, 2021; Tasci et al., 2022). Accordingly, the following hypothesis is proposed:

*H3: Destination image positively and significantly impacts satisfaction*

#### **2.4 Effects of experience quality on satisfaction**

Experience quality, as perceived by tourism stakeholders, refers to the psychological and subjective evaluation of benefits gained from the tourism experience (Rehman et al., 2023). Research indicates that the benefits derived from the tourism experience influence tourist satisfaction (Altunel & Erkut, 2015; Domínguez-Quintero et al., 2019). Examination of experience quality elucidates tourists' satisfaction during tourism activities, emotions, loyalty, and behavioural intentions, as it may impact these factors (Domínguez-Quintero et al., 2019; Mansour & Ariffin, 2016). Numerous studies demonstrate a positive and meaningful relationship between experience quality and satisfaction (Altunel & Erkut, 2015; Parreira et al., 2021). According to Tiwari et al. (2023), enhancing tourism experience should focus on human emotions such as joy, love, and positive surprise.

In a similar vein, scholars have explored experience quality using various dimensions. For instance, Kao et al. (2008) and Jin et al. (2016) studied it with immersion, surprise, involvement, and fun, while Cole and Scott (2004) identified entertainment, education, and community as dimensions of exhibition experience quality. However, Altunel and Erkut (2015) assessed experience quality with the dimensions of escape, learning, enjoyment, fear and displeasure. Consequently, the following hypothesis is suggested:

*H4a: Experience quality positively and significantly impacts satisfaction*

#### **2.5 Effects of experience quality on re-patronage intentions, word-of-mouth and willingness to pay more**

High-quality experiences serve as potent predictors of tourists' behavioural intentions. Tourists' behavioural intention, defined as their perceptions of expectations regarding what to do in a specific situation, influences their decisions and actions (Ajzen & Fishbein, 2000). Electronic word-of-mouth (eWOM) emerges as a trusted source of information regarding tourists' intentions to revisit based on their positive travel memories, which drive their inclination towards revisiting (Ali et al., 2016; Coudounaris & Sthapit, 2017; Tung & My, 2023). Given the role of experience quality in shaping these positive memories, it is plausible to suggest that revisiting intentions are also influenced (Ha & Jang, 2010; Lee et al., 2012). Hence, the following hypothesis is proposed:

*H4b: Experience quality positively and significantly impacts re-patronage intentions.*

Word-of-mouth (WOM) communication holds significant sway in the tourism industry, with both positive and negative effects observed across various types of tourism. Tourists often convey their thoughts and experiences through WOM, which serves as a crucial predictor of their behaviours (Calvo-Porrall et al., 2017). Given that tourists who experience high-quality experiences in cultural heritage tourism are likely to become advocates for the destinations they visit, it is imperative to understand how experience quality influences WOM. Thus, the following hypothesis is proposed:

*H4c: Experience quality positively and significantly impacts word-of-mouth.*

Tourists often perceive a relationship between price and quality, with higher prices often associated with higher quality, indicating prestige (Wiedmann et al., 2009). This perception may motivate tourists to be willing to pay more for better-quality experiences (O'Cass & Frost, 2002). Therefore, it is likely that experiencing better-quality experiences would positively influence tourists' willingness to pay more. Accordingly, the following hypothesis is proposed:

*H4d: Experience quality positively and significantly impacts willingness to pay more.*

#### **2.6 Effects of satisfaction on re-patronage intentions, word-of-mouth and willingness to pay more**

Satisfaction is a critical parameter for measuring the overall perceived performance of a tourism experience (Yoon & Uysal, 2005). It encompasses individuals' expectations before travel experiences and their perceived performance afterwards (Chen & Chen, 2010). Tourist satisfaction is a pivotal factor in revisiting intentions, as evidenced by previous studies on destination loyalty (Cong, 2016; Cong & Dam, 2017; Luvsandavaajav et al., 2022). Moreover, positive word-of-mouth communication and recommendations from tourists contribute significantly to increasing potential visitor numbers and destination appeal (Kozak & Beaman, 2006; Santos



et al., 2013). Additionally, tourists are often willing to pay more for nature conservation, sustainable destinations, climate change mitigation, and overall quality improvement and development in destination experiences (Mgxekewa et al., 2019). Considering the positive and meaningful correlation between satisfaction and behavioural intentions observed in previous studies (García-Madariaga et al., 2022; Nam et al., 2011), the following hypotheses are proposed:

*H5a: Satisfaction positively and significantly impacts re-patronage intentions.*

*H5b: Satisfaction positively and significantly impacts word-of-mouth.*

*H5c: Satisfaction positively and significantly impacts willingness to pay more*

### 3. Methodology

#### 3.1 Quantitative Research

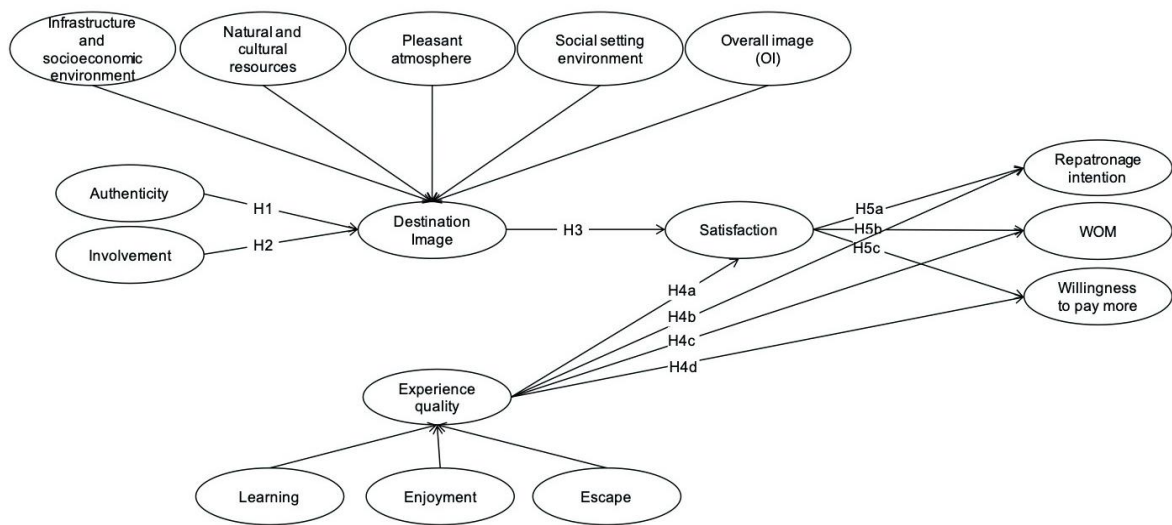
Quantitative research transforms data obtained from participants with specific measurement tools into generalisable and universal information using various statistical analyses. Hence, quantitative research has a nature that requires evidence-seeking identity and working on large sample groups (Baltaci, 2019).

Since the most appropriate way of working for the purposes of the study is to perform analyses using hypothesis testing techniques, a quantitative research approach based on the positivist paradigm was adopted. Data was analysed using statistical methods, and the significance of the relevant effects was revealed and it was decided to accept or reject the hypotheses.

#### 3.2 Proposed Model

This study examines the effects of authenticity and involvement on destination image. Additionally, it investigates the effects of experience quality and destination image on satisfaction, repatronage intention, WOM, and willingness to pay more. Therefore the proposed model of the study is illustrated in Figure 1.

Figure 1- Proposed model



#### 3.3 Data collection and analysis

Questionnaires were administered in Side, either in English or Turkish, depending on the origin of the participants. Trained interviewers conducted face-to-face interviews, as this technique has been shown to yield a high response rate (Xu & Fox, 2014). Quota sampling was employed based on the population characteristics of Side’s tourist profile (see Table 1). The questionnaire administration took place from the 1st of June to the 1st of November 2019. In total, 394 valid questionnaires were collected. The model tests the relationships depicted in Figure 1. Data were analysed using SPSS 27.0 for descriptive analyses and Smart PLS 3.2.2 statistical programs with PLS-SEM. Descriptive statistical analysis, reliability and validity analysis, PLS-SEM analysis were performed for this study.

#### 3.4 Measures

The scale items were adopted from prior studies and rated on a seven-point Likert scale (see Table 1). Destination image was adapted from García et al. (2012). Authenticity, involvement, and satisfaction were assessed using Lu et al.’s (2015) scale. Experience quality was operationalised using the three first-order dimensions: enjoyment, escape, and learning, proposed by Altunel and Erkut (2015). Word-of-mouth and re-patronage intentions were measured using Sirakaya-Turk et al.’s scale (2015). Willingness to pay more was adapted from Bigné et al. (2008).



**Table 1- Descriptive analysis**

**Construct/Associated Items**

**Destination image**

Infrastructure and socio-economic environment (IS)

1. Good opportunities for recreation activities
2. Good shopping facilities.
3. High quality of accommodation.
4. High quality of infrastructure.
5. Low prices of tourism services.
6. Good value for money.

Natural and cultural resources (NC)

1. Beautiful landscapes.
2. Fascinating architecture.
3. Interesting cultural attractions.
4. Unusual ways of life and customs.
5. Interesting cultural attractions.

Pleasant atmosphere (PA)

1. Relaxing atmosphere/peaceful place.
2. It is slightly crowded.
3. Place to rest.

Social setting environment (SS)

1. High level of personal safety.
2. High level of cleanliness.
3. Unpolluted environment.

Overall image (OI)

1. The image that I have of this destination is as good or even better than other similar destinations.
2. Overall destination image is very positive.

**Satisfaction (SA)**

1. Do you feel happy about the trip?
2. Do you feel satisfied about the trip?
3. Do you feel that you have a better understanding of local history and culture after the trip?
4. After the visit, do you feel that your expectation before the trip has been met?

**Authenticity (AU)**

1. Historical architectures are well preserved at Side.
2. Side is an authentic portrayal of ancient life and customs.
3. Side presents local history and culture very well.
4. Side arouses feelings of authentic history and culture.

**Experience quality (EQ)**

Learning (LE)

1. I expanded my understanding of Side.
2. I gained information and knowledge about Side.
3. I learned many different things about Side.

Enjoyment (EN)

1. I had fun.
2. I enjoyed being in Side.
3. I am feeling I am deriving a lot of pleasure from my visit to Side.

Escape (ES)

1. I am feeling like I am in another world.
2. I am getting away from it all.
3. I getting so involved that I am forgetting everything else.

**Destination word-of-mouth (WOM)**

1. I will mention Side as a vacation destination to others quite frequently.
2. I will tell more people about Side than I've told about most other destinations I've visited.
3. I will seldom miss an opportunity to tell others about Side.
4. When I tell others about Side I will talk about the city in great detail.
5. I am proud to tell others that I visit Side.

**Destination repatronage intentions (DR)**

1. I am very loyal to Side as a vacation destination.
2. In the future, I plan to return to Side for vacation.
3. I am very committed to vacationing in Side.
4. I don't consider myself to be very loyal to Side as a vacation destination.

**Willingness to pay more (WP)**

1. Come back to Side even if the price increases.
2. Pay a higher price than for other destinations.

**Involvement (IN)**



1. There are a variety of activities for you to participate.
2. The activities that you can participate are interesting.
3. You can freely participate in various tourist activities.

#### 4. Findings

##### 4.1 Profile of participants

As seen in Table 2, the demographics of the 397 participants were mostly male (53.00%) and aged 25-34 years (33.10%). 56.3% of the participants stated that they are living as a couple or married. According to education level, most participants (63.7%) graduated from university. Half of the participants (%49.5) are employees. Related to household income per month, most of the participants were under 1.000 Euros. Roughly most of the participants were first-time visitors (55.3%). Lastly, most participants were tourists (85.8%) except day-trippers.

**Table 2- Profile of Participants (n=394)**

Characteristics	Frequency	Percentage (%)
<b>Gender</b>		
Female	185	47,0
Male	209	53,0
<b>Age</b>		
25 – 34	130	33,1
35 – 44	83	21,1
45 – 54	61	15,5
55 – 64	28	7,1
Over 65	7	1,8
Under 24	84	21,4
<b>Marital status</b>		
Living as a couple/married	222	56,3
Separated/divorced	23	5,8
Single	140	35,5
Widower	9	2,3
<b>Education</b>		
Primary studies	31	7,9
Secondary studies	95	24,1
University	251	63,7
Without studies	17	4,3
<b>Occupation</b>		
Employee	195	49,5
Freelancer	11	2,8
Housewife	15	3,8
Retired	15	3,8
Self-employed	46	11,7
Student	71	18,0
Unemployed	41	10,4
<b>Household income per month</b>		
1000-1500 euros	80	20,3
1501-2000 euros	74	18,8
2001-2500 euros	87	22,1
2501-3000 euros	26	6,6
Over 3000 euros	25	6,3
Under 1000 euros	102	25,9
<b>Length of stay</b>		
Day-tripper	56	14,2
Tourist	338	85,8
<b>Visitation status</b>		
First time	218	55,3
Repeat visit	176	44,7



**4.2 Reliability and validity evaluation of the proposed model**

The proposed model was computed using PLS-SEM in SmartPLS software 3.3.2, as preliminary tests on the sample indicated non-normal data. PLS-SEM is less stringent when working with this data type (Hair et al., 2014). The two-stage approach was employed to evaluate the second-order constructs (Hair et al., 2014).

Indicator reliability was assessed, with meaningful standardised loadings higher than .70. Internal consistency reliability was evaluated using Composite Reliability (CR), with values higher than .70 (Bagozzi & Yi, 1988). Convergent validity was examined through Average Variance Extracted (AVE), with values higher than .50 (Bagozzi & Yi, 1988).

Discriminant validity was established by ensuring that each construct’s AVE was greater than its squared correlation with any other construct (Fornell & Larcker, 1981). The heterotrait-monotrait ratio of correlations (HTMT) ratio was also calculated to determine discriminant validity, with every indicator below .85 (Henseler et al., 2014). Tables 3 and 4 display the proposed model's favourable reliability and validity properties.

**Table 3- Reliability and convergent validity of the final measurement model**

Factor	Indicator						
		Standardised	t-Value	CA	rho_A	CR	AVE
Authenticity	AU1	0.822	38.487	0.869	0.871	0.910	0.718
	AU2	0.854	47.110				
	AU3	0.864	61.306				
	AU4	0.849	53.140				
Repatronage	DR1	0.886	61.401	0.874	0.875	0.923	0.799
	DR3	0.900	71.153	0.820	0.821	0.893	0.735
	DR4	0.098	1.344				
DW1	0.849	50.933					
WOM	DW2	0.843	50.677	0.845	0.850	0.885	0.564
	DW3	0.855	35.567				
	DW4	0.853	42.125				
	DW5	0.848	45.273				
	EN1	0.882	59.951				
Enjoyment	EN2	0.872	56.344	0.886	0.887	0.929	0.814
	EN3	0.817	43.888				
	ES1	0.890	69.465				
Escape	ES2	0.898	73.185	0.826	0.830	0.896	0.742
	ES3	0.894	62.949				
	IN1	0.898	61.166				
Involvement	IN2	0.917	69.642	0.838	0.850	0.886	0.611
	IN3	0.892	52.600				
	IS1	0.803	34.084				
Infrastructure and socio-economic	IS3	0.766	27.189	0.724	0.737	0.878	0.783
	IS4	0.751	21.981				
	IS5	0.674	16.975				
	IS6	0.742	20.481				
	LE1	0.873	61.502				
	LE2	0.886	61.407				
Learning	LE3	0.824	28.477	0.667	0.687	0.818	0.601
	NC1	0.736	22.398				
	NC2	0.832	37.885				
Natural and cultural resources	NC3	0.842	45.515	0.704	0.874	0.833	0.608
	NC4	0.652	15.696				
	NC5	0.831	45.162				
	OI1	0.865	46.854				
	OI2	0.904	92.278				
Overall image	PA1	0.803	25.848	0.852	0.856	0.900	0.692



atmosphere	PA2	0.682	12.689					
	PA3	0.832	38.943					
Satisfaction	SA1	0.848	59.067	0.746	0.753	0.855	0.664	
	SA2	0.848	45.582					
	SA3	0.808	32.944					
	SA4	0.823	43.536					
Social setting environment	SS1	0.750	16.242	0.904	0.904	0.928	0.722	
	SS2	0.855	46.512					
	SS3	0.836	41.302					
Willingness to pay more	WP1	0.954	137.089	0.903	0.903	0.954	0.911	
	WP2	0.955	147.292					
Destination image	Infrastructure and socio-economic environment (IS)	0.880	70.046	0.880	0.885	0.913	0.677	
	Natural and cultural resources (NC)	0.758	22.404					
	Pleasant atmosphere (PA)	0.838	58.614					
	Social setting environment (SS)	0.813	39.862					
	Overall image (OI)	0.821	48.739	0.875	0.881	0.923	0.800	
	Learning (LE)	0.856	45.739					
Experience quality (EQ)	Enjoyment (EN)	0.911	115.583					
	Escape (ES)	0.916	93.245					

Note: All loadings are significant at  $p < .01$  level. CA = Cronbach's alpha; CR = composite reliability; AVE = average variance extracted.

**Table 4- Measurement model discriminant validity for the higher-order construct**

Factor		1	2	3	4	5	6	7	8
1	Authenticity	0.847	0.881	0.800	0.679	0.569	0.877	0.693	0.388
2	Destination image	0.772	0.823	0.859	0.795	0.705	0.883	0.756	0.519
3	Experience quality	0.694	0.753	0.895	0.713	0.818	0.896	0.898	0.521
4	Involvement	0.595	0.705	0.629	0.902	0.742	0.698	0.723	0.723
5	Repatronage intention	0.448	0.562	0.657	0.595	0.780	0.718	0.871	0.708
6	Satisfaction	0.757	0.772	0.775	0.611	0.574	0.832	0.811	0.442
7	WOM	0.615	0.676	0.802	0.646	0.719	0.716	0.850	0.549
8	Willingness to pay more	0.343	0.464	0.466	0.647	0.564	0.397	0.495	0.954

As shown in Table 5,  $R^2$  was calculated to assess the model's explanatory power (Hair et al., 2014), revealing that all dependent constructs were above 0.10 (Falk & Miller, 1992). Additionally, positive Stone–Geisser's  $Q^2$  values were estimated using blindfolding (Henseler et al., 2009), indicating good predictive power as the values were above zero.

**Table 5- Evaluation of the estimated models**

Concept	$R^2$	$Q^2$
Destination image	0.688	0.460
Repatronage intention	0.439	0.261
Satisfaction	0.680	0.463
WOM	0.664	0.473
Willingness to pay more	0.216	0.194

As a result of reliability and validity analysis, and measurement of the model have been established. The hypotheses formulated in the research model can now be examined, and it is proposed that the model aligns well.

### 4.3 Results of the structural model

Bootstrapping was completed with individual sign changes of 5,000 samples to determine parameter significance. As seen in Table 6, the results show that authenticity has a significant and positive influence on destination image (H1;  $\beta = 0.54$ ;  $p < .01$ ). Likewise, involvement has a significant and positive influence on destination image (H2;  $\beta = 0.38$ ;  $p < .01$ ). Besides, destination image has a significant and positive influence on satisfaction (H3;  $\beta = 0.43$ ;  $p < .01$ ) and similarly experience quality has a significant and positive influence on destination image (H4a;  $\beta = 0.45$ ;  $p < .01$ ). Experience quality has a significant and positive influence on re-patronage intentions (H4b;  $\beta = 0.53$ ;  $p < .01$ ), WOM (H4c;  $\beta = 0.62$ ;  $p < .01$ ) and willingness to pay more (H4d;  $\beta = 0.4$ ;  $p < .01$ ). Satisfaction has a significant and positive influence on re-patronage intentions (H5a;  $\beta = 0.16$ ;  $p < .01$ ) and WOM (H4a;  $\beta = 0.24$ ;  $p < .01$ ). However, it has been demonstrated that satisfaction has no significant effect on willingness to pay more (H5c;  $\beta = 0.09$ ).





Table 6- Hypotheses testing

Hypothesis	Path	Standardised Path Coefficients	t-value (bootstrap)	
H1	Authenticity -> Destination image	0.545	14.044	***
H2	Involvement -> Destination image	0.381	10.316	***
H3	Destination image -> Satisfaction	0.435	7.457	***
H4a	Experience quality -> Satisfaction	0.447	7.975	***
H4b	Experience quality -> Repatronage intention	0.531	7.036	***
H4c	Experience quality -> WOM	0.618	8.852	***
H4d	Experience quality -> Willingness to pay more	0.396	4.783	***
H5a	Satisfaction -> Repatronage intention	0.162	2.078	***
H5b	Satisfaction -> WOM	0.237	3.111	***
H5c	Satisfaction -> Willingness to pay more	0.090	1.026	

Note: \*\*\*p<0.01; \*\*p<0.05; \*p<0.10

Based on R<sup>2</sup> values of the structural model, the highest rate of destination image was 69%, and the lowest rate of willingness to pay more was 22%. These findings demonstrate that the disclosure rate of the study variables had a high and medium level of disclosure (Henseler et al., 2014).

## 5. Discussion

Nowadays, cultural tourists have many options for cultural and entertainment offerings, leading to intense competition in the cultural market. The main purposes of cultural tourists are to get information and gain experiences concerning traditional and local properties. In this context, the experience of tourists is a substantial component of cultural heritage tourism. For this reason, understanding the behavioural patterns of tourists engaged in cultural heritage tourism is crucial for the survival of areas with cultural heritage sites, helping them withstand the passage of time and elucidating the processes that lead tourists to recommend them. Therefore, enhancing the understanding of tourist behaviour is essential for cultural heritage and tourism professionals, planners, marketing managers, and officials. Research on satisfaction with visiting historical, cultural areas in the context of heritage tourism is important to develop correct tourism strategies.

The research findings indicate that the quality of experience provided to tourists visiting cultural heritage places positively influences satisfaction, intention to recommend, willingness to pay more, and word-of-mouth. These findings corroborate previous studies that have identified positive relationships between satisfaction with experience quality, willingness to pay, word-of-mouth, and intention to recommend (Aliedan et al., 2021). Additionally, positive relationships were found between involvement, authenticity, and destination image, consistent with previous research by Lu, Chi, and Lui (2015) and Prayag and Ryan (2012). The positive and significant relationship between destination image and tourist satisfaction has been well-documented in the literature (Aliedan et al., 2021; Uslu & Inanir, 2020). Destination image plays a crucial role in tourists' decision-making processes, directly influencing their behavioural intentions. Corroborating with this, Lee & Xue (2020) argue that destination image directly affects tourist satisfaction. Uslu et al. (2020) also discuss the relationship between the dimensions of destination image, destination curiosity and loyalty. Research findings indicate significant relationships between the dimensions of the destination image, curiosity and loyalty.

This research advances knowledge by proposing hypotheses to demonstrate the effects of authenticity and involvement on destination image and examining the impact of experience quality on behavioural intentions compared to the relationship between satisfaction and behavioural intentions. Consequently, this study contributes to the literature on destination image, experience quality, and behavioural intentions for several reasons. Firstly, it extends destination image literature by empirically analysing the effects of authenticity and involvement on destination image across tangible and intangible attributes. Furthermore, it sheds light on Ancient Side tourists' evolving perceptions towards a positive and sustainable destination image (Gezici, 2006; Uslu & Inanir, 2020; Uslu et al., 2020). Secondly, the comparison between the effects of experience quality and satisfaction on behavioural intentions provides valuable academic and managerial insights to enhance loyalty attitudes among tourism professionals. Thirdly, the study highlights a lack of significant effect between satisfaction and willingness to pay more, prompting further exploration of this linkage in different contexts. Finally, this research contributes to tourism management literature and consumer research, as the proposed model can be applied in various contexts.

## 6. Conclusions and implications

### 6.1 Conclusions

In this research on the effect of originality and involvement on destination image, the findings demonstrate that satisfaction is influenced by destination image. Moreover, destination image is also shaped by authenticity and involvement. The findings also demonstrate that developing re-patronage intentions, WOM recommendations, and willingness to pay more can be facilitated



through experience quality and satisfaction. Notably, the study highlights that satisfaction does not significantly impact willingness to pay. The findings underscore the pivotal roles of satisfaction and experience quality in shaping tourist re-patronage intentions and WOM motivation. However, for achieving a higher willingness to pay, the quality of experience emerges as the most critical factor, while satisfaction plays a minor role.

### 6.2 Theoretical contributions

This study makes a significant contribution to the literature by examining tourist behaviour in heritage destinations. The analysis reveals that destination image comprises five dimensions: infrastructure and socio-economic environment, natural and cultural resources, pleasant atmosphere, social setting environment, and overall image, while experience quality can be characterised by three dimensions: learning, enjoyment, and escape. These dimensions are substantial for understanding the determiner of tourist behaviour and perceptions in heritage destinations. These dimensions are also important to explore the effects of tourists' involvement levels on shaping a positive destination image. Unlike previous research (Lu et al., 2015, Prayag & Ryan, 2012), a fundamental contribution made by this study is its singularity in segmenting determiners of tourist behaviour in heritage destinations. This study also provides empirical evidence for understanding destination image, aiming to comprehend visitor satisfaction, experience quality, re-patronage intentions, willingness to pay more, and word-of-mouth and their interrelationships within a heritage destination. Even though the image of heritage sites has been examined in previous research, this study contributes to the literature by defining it across tangible and intangible attributes. Finally, this research contributes to tourism management literature and consumer research, as the proposed model can be applied in various contexts.

### 6.3 Practical implications

Based on this research, there are some managerial implications. These results suggest that both public and private organisations overseeing tourist destinations should design visitor experiences that consider authenticity and involvement to enhance destination image and elevate customer satisfaction. This approach encourages repeat visits and promotes positive recommendations to others. Similarly, designing visits to heritage destinations with a focus on experience quality can yield similar outcomes. Furthermore, to increase willingness to pay, it is imperative to offer a high-quality cultural tourism experience, wherein tourists gain knowledge about the heritage destination and enjoy the experience while deeply engaging with the surroundings.

### 6.4 Limitations and suggestions for future research

To enhance the robustness of the findings, researchers are encouraged to consider the limitations of this study. Specifically, the proposed model could be further enriched by exploring additional relationships or incorporating new variables. Additionally, conducting a multi-group analysis that considers first-time visitors and repeat visitors could offer valuable insights into familiarity with the touristic destination. Moreover, future studies could explore satisfaction based on perceptions and incorporating expectations. Comparing results across samples from different countries' heritage tourism destinations through multi-group analysis would also be beneficial. Therefore, scholars are urged to replicate this study in diverse contexts while considering all the limitations outlined in the present research.

### Credit author statement

All authors have contributed equally. All authors have read and agreed to the published version of the manuscript.

**Declaration of competing interest:** None

### References

- Ajzen, I., & Fishbein, M. (2000). Attitudes and the Attitude-Behavior Relation: Reasoned and Automatic Processes. *European Review of Social Psychology*, 11(1), 1–33. <https://doi.org/10.1080/14792779943000116>
- Aleshinloye, K. D., Woosnam, K. M., Erul, E., Suess, C., Kong, I., Boley, B. B. (2021). Which construct is better at explaining residents' involvement in tourism; emotional solidarity or empowerment?. *Current Issues in Tourism*, 24, 3372-3386. <https://doi.org/10.1080/13683500.2021.1881051>
- Ali, F., Ryu, K., & Hussain, K. (2016). Influence of Experiences on Memories, Satisfaction and Behavioral Intentions: A Study of Creative Tourism. *Journal of Travel & Tourism Marketing*, 33(1), 85-100. <https://doi.org/10.1080/10548408.2015.1038418>
- Aliedan, M. M., Sobaih, A. E. E., & Elshaer, I. A. (2021). Influence of Cities-Based Entertainment on Tourist Satisfaction: Mediating Roles of Destination Image and Experience Quality. *Sustainability*, 13(19), 11086. <https://doi.org/10.3390/su131911086>
- Alrawadieh, Z., Prayag, G., Alrawadieh, Z., & Alsalamien, M. (2019). Self-identification with a heritage tourism site, visitors' engagement and destination loyalty: the mediating effects of overall satisfaction. *The Service Industries Journal*, 39(7–8), 541–558. <https://doi.org/10.1080/02642069.2018.1564284>
- Altunel, M., & Erkurt, B. (2015). Cultural tourism in Istanbul: The mediation effect of tourist experience and satisfaction on the relationship between involvement and recommendation intention. *Journal of Destination Marketing & Management*, 4(4), 213–221. <https://doi.org/10.1016/j.jdmm.2015.06.003>
- Atmari, N., & Putri, V. (2021). The effect of tourism experience on revisit intention through destination image and satisfaction. *Management Analysis Journal*, 85-94. <https://doi.org/10.15294/MAJ.V10I1.45503>



- Bagozzi, R. P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 16(1), 74–94. <https://doi.org/10.1007/bf02723327>
- Baloglu, S., & McCleary, K. W. (1999). A Model of Destination Image Formation. *Annals of Tourism Research*, 26(4), 868-897. [https://doi.org/10.1016/S0160-7383\(99\)00030-4](https://doi.org/10.1016/S0160-7383(99)00030-4)
- Baltaci, A. (2019). The Qualitative Research Process: How to Conduct a Qualitative Research? *Journal of Ahi Evran University Institute of Social Sciences*, 5(2), 368-388.
- Belhassen, Y., Caton, K., & Stewart, W. P. (2008). The search for authenticity in the pilgrim experience. *Annals of Tourism Research*, 35(3), 668–689. <https://doi.org/10.1016/j.annals.2008.03.007>
- Bezençon, V., & Bili, S. (2010). Ethical products and consumer involvement: what's new? *European Journal of Marketing*, 44(9/10), 1305-1321. <https://doi.org/10.1108/03090561011062853>
- Bigné, J., Mattila, A. S., & Andreu, L. (2008). The impact of experiential consumption cognitions and emotions on behavioral intentions. *Journal of Services Marketing*, 22(4), 303–315. <https://doi.org/10.1108/08876040810881704>
- Brodie, R. J., Hollebeek, L. D., Juric, B., & Llic, A. (2011). Customer engagement: Conceptual domain, fundamental propositions and implications for research. *Journal of Service Research*, 14(3), 252–271. <https://doi.org/10.1177/1094670511411703>
- Calvo-Porrá, C., Faiña-Medín, A., & Nieto-Mengotti, M. (2017). Exploring technology satisfaction: An approach through the flow experience. *Computers in Human Behavior*, 66, 400–408. <https://doi.org/10.1016/j.chb.2016.10.008>
- Chen, C., & Tsai, D. (2007). How Destination Image and Evaluative Factors Affect Behavioral Intentions? *Tourism Management*, 28(4), 1115-1122. <https://doi.org/10.1016/j.tourman.2006.07.007>
- Chen, C. F., & Chen, F. S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, 31(1), 29–35. <https://doi.org/10.1016/j.tourman.2009.02.008>
- Chon, K. S. (1991). Tourism destination image modification process. *Tourism Management*, 12(1), 68–72. [https://doi.org/10.1016/0261-5177\(91\)90030-w](https://doi.org/10.1016/0261-5177(91)90030-w)
- Cole, S. T., & Scott, D. (2004). Examining the mediating role of experience quality in a model of tourist experiences. *Journal of Travel & Tourism Marketing*, 16(1), 79–90. [https://doi.org/10.1300/j073v16n01\\_08](https://doi.org/10.1300/j073v16n01_08)
- Campos, A.C. Mendes, J., do Valle, P. O., & Scott, N. (2017). Co-creating animal-based tourist experiences: Attention, involvement and memorability. *Tourism Management*, 63, 100-114. <https://doi.org/10.1016/j.tourman.2017.06.001>
- Cong, L. C. (2016). A formative model of the relationship between destination quality, tourist satisfaction and intentional loyalty: An empirical test in Vietnam. *Journal of Hospitality and Tourism Management*, 26, 50–62. <https://doi.org/10.1016/j.jhtm.2015.12.002>
- Cong, L. C., & Dam, D. X. (2017). Factors affecting European tourists' satisfaction in Nha Trang City: Perceptions of destination quality. *International Journal of Tourism Cities*, 3(4), 350–362. <https://doi.org/10.1108/IJTC-04-2017-0022>
- Cooper, C., & Hall, C. (2023). *Contemporary Tourism: An International Approach* (5th Edition). Oxford: Goodfellow Publishers Limited.
- Coudounaris, D. N., & Sthapit, E. (2017). Antecedents of memorable tourism experience related to behavioral intentions. *Psychology & Marketing*, 34(12), 1084–1093. <https://doi.org/10.1002/mar.21048>
- Crompton, J. L. (1979). Motivations for pleasure vacation. *Annals of Tourism Research*, 6(4), 408-424. [https://doi.org/10.1016/0160-7383\(79\)90004-5](https://doi.org/10.1016/0160-7383(79)90004-5)
- Domínguez-Quintero, A. M., González-Rodríguez, M. R., & Roldán, J. L. (2019). The role of authenticity, experience quality, emotions, and satisfaction in a cultural heritage destination. *Journal of Heritage Tourism*, 14(5–6), 491–505. <https://doi.org/10.1080/1743873x.2018.1554666>
- Echtner, C. M., & Ritchie, J. R. B. (1993). The Measurement of Destination Image: An Empirical Assessment. *Journal of Travel Research*, 31(4), 3-13. <https://doi.org/10.1177/004728759303100402>
- Erul, E., Uslu, A., Cinar, K., & Woosnam, K.M. (2023). Using a value-attitude-behaviour model to test residents' pro-tourism behaviour and involvement in tourism amidst the COVID-19 pandemic. *Current Issues in Tourism*, 26(19), 3111-3124. <https://doi.org/10.1080/13683500.2022.2153013>
- Erul, E., Uslu, A., Woosnam, K.M., Santos, J.A.C., Aleshinloye, K.D., & Ribeiro, M.A. (2024). Navigating the New Normal: The Role of Residents' Involvement and Support in Sustainable Tourism Recovery. *Sustainability*, 16, 4333. <https://doi.org/10.3390/su16114333>
- Falk, R.F., & Miller, N.B. (1992). *A primer for soft modelling*. University of Akron Press, Akron, OH.
- Fornell, C., & Larcker, D. (1981). Structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39-50. <https://doi.org/10.2307/3151335>
- Frost, W. (2006). Braveheart-ed Ned Kelly: Historic films, heritage tourism and destination image. *Tourism Management*, 27(2), 247-254. <https://doi.org/10.1016/j.tourman.2004.09.006>
- García, J. A., Gómez, M., & Molina, A. (2012). A destination-branding model: An empirical analysis based on stakeholders. *Tourism Management*, 33(3), 646–661. <https://doi.org/10.1016/j.tourman.2011.07.006>
- García-Madariaga, J., Recuero Virto, N., & Blasco López, M. F. (2022). Scanning museum goers' willingness to pay more. *International Journal of Hospitality & Tourism Administration*, 23(1), 88-106. <https://doi.org/10.1080/15256480.2019.1708222>
- Gartner, W. B. (1993). Words lead to deeds: Towards an organisational emergence vocabulary. *Journal of Business Venturing*, 8(3), 231–239. [https://doi.org/10.1016/0883-9026\(93\)90029-5](https://doi.org/10.1016/0883-9026(93)90029-5)
- Gezici, F. (2006). Components of sustainability: Two cases from Turkey. *Annals of Tourism Research*, 33(2), 442–455. <https://doi.org/10.1016/j.annals.2005.11.002>
- Gursoy, D., & Gavcar, E. (2003). International leisure tourists' involvement profile. *Annals of Tourism Research*, 30(4), 906–926. [https://doi.org/10.1016/s0160-7383\(03\)00059-8](https://doi.org/10.1016/s0160-7383(03)00059-8)
- Ha, J., & Jang, S. (2010). Perceived values, satisfaction, and behavioral intentions: The role of familiarity in Korean restaurants. *International Journal of Hospitality Management*, 29(1), 2–13. <https://doi.org/10.1016/j.ijhm.2009.03.009>
- Hair Jr, J., Sarstedt, M., Hopkins, L., & G. Kuppelwieser, V. (2014). Partial least squares structural equation modeling (PLS-SEM). *European Business Review*, 26(2), 106–121. <https://doi.org/10.1108/eb-10-2013-0128>



- Henseler, J., Ringle, C. M., & Sarstedt, M. (2014). A new criterion for assessing discriminant validity in variance-based structural equation modeling. *Journal of the Academy of Marketing Science*, 43(1), 115–135. <https://doi.org/10.1007/s11747-014-0403-8>
- Henseler, J., Ringle, C.M., & Sinkovics, R.R. (2009). *The use of partial least squares path modeling in international marketing*, Sinkovics, R.R. and Ghauri, P.N. (Ed.) New Challenges to International Marketing (Advances in International Marketing, Vol. 20), Emerald Group Publishing Limited, Leeds, pp. 277-319. [https://doi.org/10.1108/S1474-7979\(2009\)0000020014](https://doi.org/10.1108/S1474-7979(2009)0000020014)
- Higgins, E. T., & Scholer, A. A. (2009). Engaging the consumer: The science and art of the value creation process. *Journal of Consumer Psychology*, 19(2), 100-114. <https://doi.org/10.1016/j.jcps.2009.02.002>
- Hou, J. S., Lin, C. H., & Morais, D. B. (2005). Antecedents of attachment to a cultural tourism destination: The case of Hakka and non-Hakka Taiwanese visitors to Pei-Pu, Taiwan. *Journal of Travel Research*, 44(2), 221-233. <https://doi.org/10.1177/0047287505278988>
- Hunt J.D. (1971). *Image: A factor in tourism*. Colorado State University, USA.
- Jin, Q., Hu, H., & Kavan, P. (2016). Factors Influencing Perceived Crowding of Tourists and Sustainable Tourism Destination Management. *Sustainability*, 8(10), 976. <https://doi.org/10.3390/su8100976>
- Kao, Y. F., Huang, L. S., & Wu, C. H. (2008). Effects of theatrical elements on experiential quality and loyalty intentions for theme parks. *Asia Pacific Journal of Tourism Research*, 13(2), 163–174. <https://doi.org/10.1080/10941660802048480>
- Kempiak, J., Hollywood, L., Bolan, P., & McMahon-Beattie, U. (2017). The heritage tourist: an understanding of the visitor experience at heritage attractions. *International Journal of Heritage Studies*, 23(4), 375–392. <https://doi.org/10.1080/13527258.2016.1277776>
- Kolar, T., & Zabkar, V. (2010). A consumer-based model of authenticity: An oxymoron or the foundation of cultural heritage marketing? *Tourism Management*, 31(5), 652–664. <https://doi.org/10.1016/j.tourman.2009.07.010>
- Kozak, M., & Beaman, J. (2006). Relationship between satisfaction and future behavior. *Tourism Analysis*, 11(6), 397-409. <https://doi.org/10.3727/108354206781040795>
- Kutlu, D., & Ayyıldız, H. (2021). The Role of the Destination Image in Creating Memorable Tourism Experience. *Journal of Tourism and Services*, 12(23), 199–216. <https://doi.org/10.29036/jots.v12i23.303>
- Lee, J. J., Kyle, G., & Scott, D. (2012). The mediating effect of place attachment on the relationship between festival satisfaction and loyalty to the festival hosting destination. *Journal of Travel Research*, 51(6), 754–767. <https://doi.org/10.1177/0047287512437859>
- Lee, S. W., & Xue, K. (2020). A model of destination loyalty: integrating destination image and sustainable tourism. *Asia Pacific Journal of Tourism Research*, 25(4), 393–408. <https://doi.org/10.1080/10941665.2020.1713185>
- Lin, L., & Chen, C. (2006). The influence of the country-of-origin image, product knowledge and product involvement on consumer purchase decisions: an empirical study of insurance and catering services in Taiwan. *Journal of Consumer Marketing*, 23(5), 248–265. <https://doi.org/10.1108/07363760610681655>
- Lindberg, F., Hansen, A. H., & Eide, D. (2014). A multirelational approach for understanding consumer experiences within tourism. *Journal of Hospitality Marketing & Management*, 23(5), 487–512. <https://doi.org/10.1080/19368623.2013.827609>
- Lu, L., Chi, C. G., & Liu, Y. (2015). Authenticity, involvement, and image: Evaluating tourist experiences at historic districts. *Tourism Management*, 50, 85–96. <https://doi.org/10.1016/j.tourman.2015.01.026>
- Luvandavaajav, O., Narantuya, G., Dalaibaatar, E., & Raffay, Z. (2022). A longitudinal study of destination image, tourist satisfaction, and revisit intention. *Journal of Tourism and Services*, 13(24), 128–149. <https://doi.org/10.29036/jots.v13i24.341>
- Mansour, J. S. A., & Ariffin, A. A. M. (2016). The effects of local hospitality, commercial hospitality and experience quality on behavioral intention in cultural heritage tourism. *Journal of Quality Assurance in Hospitality & Tourism*, 18(2), 149–172. <https://doi.org/10.1080/1528008x.2016.1169474>
- Mgxeakwa, B. B., Scholtz, M., & Saayman, M. (2019). A typology of memorable experience at Nelson Mandela heritage sites. *Journal of Heritage Tourism*, 14(4), 325-339. <https://doi.org/10.1080/1743873X.2018.1527339>
- Nam, J., Ekinci, Y., & Whyatt, G. (2011). Brand equity, brand loyalty and consumer satisfaction. *Annals of Tourism Research*, 38(3), 1009–1030. <https://doi.org/10.1016/j.annals.2011.01.015>
- Nguyen, T. H. H., & Cheung, C. (2015). Toward an Understanding of Tourists' Authentic Heritage Experiences: Evidence from Hong Kong. *Journal of Travel & Tourism Marketing*, 33(7), 999-1010. <https://doi.org/10.1080/10548408.2015.1075460>
- O'cass, A., & Frost, H. (2002). Status brands: examining the effects of non-product-related brand associations on status and conspicuous consumption. *Journal of Product & Brand Management*, 11(2), 67-88. <https://doi.org/10.1108/10610420210423455>
- Park, E., Choi, B. K., & Lee, T. J. (2019). The role and dimensions of authenticity in heritage tourism. *Tourism Management*, 74, 99–109. <https://doi.org/10.1016/j.tourman.2019.03.001>
- Parreira, A., Pestana, M.H., Santos, J.A.C., & Fernández-Gómez, M.A. (2021) Senior tourists' motivations for visiting cultural destinations: a cluster approach. *Anatolia*, 32(4), 604-616. <https://doi.org/10.1080/13032917.2021.1999757>
- Prayag, G., & Ryan, C. (2012). Antecedents of tourists' loyalty to Mauritius. *Journal of Travel Research*, 51(3), 342–356. <https://doi.org/10.1177/0047287511410321>
- Ram, Y., Björk, P., & Weidenfeld, A. (2016). Authenticity and place attachment of major visitor attractions. *Tourism Management*, 52, 110–122. <https://doi.org/10.1016/j.tourman.2015.06.010>
- Rehman, A.U., Abbas, M., Abbasi, F.A., & Khan, S. (2023). How tourist experience quality, perceived price reasonableness and regenerative tourism involvement influence tourist satisfaction: a study of Ha'il region, Saudi Arabia. *Sustainability*, 15(2),1340. <https://doi.org/10.3390/su15021340>
- Santos, C. M., Cabral Vieira, J., & Sarmiento, M. (2013). The willingness to recommend a visit to the Azores: a hierarchical ordered probit model with application to Scandinavian tourists. *Scandinavian Journal of Hospitality and Tourism*, 13(sup1), 73–83. <https://doi.org/10.1080/15022250.2014.960133>
- Sirakaya-Turk, E., Ekinci, Y., & Martin, D. (2015). The efficacy of shopping value in predicting destination loyalty. *Journal of Business Research*, 68(9), 1878–1885. <https://doi.org/10.1016/j.jbusres.2015.01.016>
- Stylidis, D. (2016). The role of place image dimensions in residents' support for tourism development. *International Journal of Tourism Research*, 18(2), 129-139. <https://doi.org/10.1002/jtr.2039>



- Tasci, A. D. A., Uslu, A., Styliadis, D., & Woosnam, K. M. (2022). Place-oriented or people-oriented concepts for destination loyalty: destination image and place attachment versus perceived distances and emotional solidarity. *Journal of Travel Research*, 61(2), 430-453. <https://doi.org/10.1177/0047287520982377>
- Tiwari, A. V., Bajpai, N., & Pandey, P. (2023). The role of human emotions in memorable tourism experience and revisit intention. *Tourism & Management Studies*, 19(1), 15-27. <https://doi.org/10.18089/tms.2023.190102>
- Tung, L. T., & My, D. T. H. (2023). Electronic word of mouth, attitude, motivation, and travel intention in the post-COVID-19 pandemic. *Journal of Tourism and Services*, 14(27), 181-196. <https://doi.org/10.29036/jots.v14i27.603>
- Uslu, A., & Inanir, A. (2020). The Effect of destination image on destination satisfaction and the mediating role of perceived quality of destination: The case of Manavgat. *Business & Management Studies: An International Journal*, 8(2), 1753-1776. <https://doi.org/10.15295/bmij.v8i2.1494>
- Uslu, A., Inanir, A., & Dagdelen, O. (2020). The Relationship between Destination Image, Curiosity and Destination Loyalty and the Moderator Role of Demographic Variables: A Research in Antalya Destination. *PASOS Revista De Turismo Y Patrimonio Cultural*, 18(4), 615-630. <https://doi.org/10.25145/j.pasos.2020.18.044>
- Wu, H. C., & Li, T. (2017). A study of experiential quality, perceived value, heritage image, experiential satisfaction, and behavioral intentions for heritage tourists. *Journal of Hospitality & Tourism Research*, 41(8), 904-944. <https://doi.org/10.1177/1096348014525638>
- Xu, F., & Fox, D. (2014). Modelling attitudes to nature, tourism and sustainable development in national parks: A survey of visitors in China and the UK. *Tourism Management*, 45, 142-158. <https://doi.org/10.1016/j.tourman.2014.03.005>
- Viljoen, J., & Henama, U. S. (2017). Growing heritage tourism and social cohesion in South Africa. *African Journal of Hospitality, Tourism and Leisure*, 6(4), 1-15.
- Wiedmann, K. P., Hennigs, N., & Siebels, A. (2009). Value-based segmentation of luxury consumption behavior. *Psychology & Marketing*, 26(7), 625-651. <https://doi.org/10.1002/mar.20292>
- Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. *Tourism Management*, 26(1), 45-56. <https://doi.org/10.1016/j.tourman.2003.08.016>
- Zhang, H., Fu, X., Cai, L. A., & Lu, L. (2014). Destination image and tourist loyalty: A meta-analysis. *Tourism Management*, 40, 213-223. <https://doi.org/10.1016/j.tourman.2013.06.006>
- Zuo, Y., Lan, T., Liu, S., & Zeng H. (2024). The post-effects of the authenticity of rural intangible cultural heritage and tourists' engagement. *Behavioral Sciences*. 14(4), 302. <https://doi.org/10.3390/bs14040302>