



**DEVELOPMENT OF DESTINATION PERSONALITY SCALE AND
FACTORS INFLUENCING ARCHAEOLOGICAL TOURISTS'
BEHAVIOURAL INTENTIONS IN MALAYSIA**

By

PONG KOK SHIONG

**Thesis Submitted to the School of Graduate Studies, Universiti Putra Malaysia,
in Fulfilment of the Requirements for the Degree of Doctor of Philosophy**

May 2022

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Abstract of thesis presented to the Senate of Universiti Putra Malaysia in fulfilment of the requirement for the degree of Doctor of Philosophy

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May 2022

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The development of archaeological tourism brings significant economics impact to a country's growth domestic product and local community. This economic growth is beneficial to a country as a source of income. Nevertheless, the arrival of mass tourists to these sites might undoubtedly lead to negative consequences to some extent. The ability to strike a balance between tourism development and the efforts to preserve these archaeological sites are important for the long-term development of these sites. This task, however, is extremely difficult and should not be the sole responsibility of the site management and government. Tourists should also play an active role in the preservation effort. Therefore, this study is conducted to investigate behavioural intentions among archaeological tourists at the selected archaeological sites in Malaysia. The current study, guided by Personality Traits Theory, Stimulus Response Theory, and Stimulus Organism Responses (S-O-R) model, aims to develop, and validate the archaeological destination personality scale and to investigate the role of destination personality, interpretation, place attachment, authenticity, destination attractiveness, destination reputation as the stimulus and emotions as organism while tourists' behavioural intentions as response at archaeological destination context. This study employs three studies by recruiting tourists (N= 1600) who have visited the archaeological sites in Malaysia, namely Bujang Valley (BV), Lenggong Valley World Heritage Site (LVWHS), and Niah National Park (NNP). Study 1 aims to generate and validate the destination personality items for archaeological sites. A total of 450 tourists were recruited at the three archaeological sites. Study 2 aims to purify the items and assess the stability of the scale's factor structure. This study was able to recruit 750 respondents, and the data was used to investigate the archaeological destination personality dimensions and factor structure stability. Study 3 is conducted at archaeological sites to assess the predictive validation of archaeological destination personality among 400 respondents. The archaeological destination personality was found to be a multi-dimensional construct consisting of Masculine, Leadership-oriented, Legendary, Discoverable, and Wise. Furthermore, it was found that destination personality,

interpretation, place attachment, authenticity, and destination attractiveness were positively influencing emotions. In addition, interpretation, authenticity, destination attractiveness and emotions were found to be significantly affecting intentions to recommend, while interpretation, place attachment, authenticity, and emotions were found to be significantly influencing the tourists' intention to revisit, and lastly, intention to preserve was influenced by interpretation, place attachment, and emotions. Finally, emotions mediate the relationship between destination personality, interpretation, place attachment, authenticity, destination attractiveness, and behavioural intentions (i.e., intention to recommend, intention to revisit, and intention to preserve). The findings contribute to the existing literature by broadening the destination personality scale of archaeological destinations. Furthermore, by extending the stimulus organism response model, the current findings provide new insight to the existing literature. In practice, the findings of this study provide marketing strategies to archaeological site marketers for promotion and protection purposes. Destination marketers should use archaeological destination personality to build destination identity to attract tourists. Furthermore, interpretation and authenticity can be used to boost archaeological site promotion and preservation.

Abstrak tesis yang dikemukakan kepada Senat Universiti Putra Malaysia sebagai memenuhi keperluan untuk ijazah Doktor Falsafah

**PEMBANGUNAN SKALA SIFAT KEPERIBADIAN DESTINASI DAN
FAKTOR-FAKTOR YANG MEMPENGARUHI NIAT PERILAKU
PELANCONG ARKEOLOGI DI MALAYSIA**

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Pembangunan pelancongan arkeologi membawa impak ekonomi yang ketara kepada pertumbuhan produk domestik dan komuniti tempatan sesebuah negara. Pertumbuhan ekonomi ini memberi manfaat kepada sesebuah negara sebagai sumber pendapatan. Akan tetapi, kedatangan pelancong secara beramai-ramai mungkin membawa impak negatif pada tahap tertentu. Keupayaan untuk mencapai keseimbangan antara pembangunan pelancongan dan usaha pemeliharaan sangat penting untuk pembangunan mampan sesebuah tapak arkeologi. Tugas ini sangat sukar dan tidak boleh diserahkan kepada pihak pengurusan tapak and kerajaan semata-mata; pelancong juga harus memainkan peranan yang aktif. Oleh itu, kajian ini bertujuan mengkaji niat perilaku dalam kalangan pelancong arkeologi di tapak arkeologi terpilih di Malaysia. Kajian ini dipandu oleh Teori Sifat Keperibadian, Teori Rangsangan Gerak Balas (*Stimulus Response Theory*), dan Model Rangsangan Organisma Gerak Balas (*Stimulus Organism Responses Model*) bertujuan membangun dan mengesah skala sifat keperibadian destinasi arkeologi dan menguji peranan sifat keperibadian destinasi, pentafsiran, perapatan tempat, keaslian, daya tarikan destinasi, reputasi destinasi sebagai rangsangan dan emosi sebagai organisma sementara niat perilaku pelancong sebagai tindak balas dalam konteks destinasi arkeologi. Kajian ini dijalankan dengan menggunakan tiga kajian dengan merekrut pelancong ($N = 1600$) yang mengunjungi tapak arkeologi di Malaysia, iaitu Lembah Bujang, Tapak Warisan Dunia Lembah Lenggong, dan Taman Negara Niah. Matlamat kajian pertama adalah untuk menjana and mengesah item sifat keperibadian destinasi arkeologi. Sebanyak 450 pelancong direkrut di tiga lokasi arkeologi. Kajian kedua bertujuan menapis item dan menilai kestabilan struktur faktor skala. Kajian ini berjaya merekrut 750 responden, dan data tersebut digunakan untuk meneliti dimensi sifat keperibadian destinasi arkeologi dan kestabilan struktur faktor. Kajian ketiga dilakukan di tapak arkeologi untuk menilai pengesahan ramalan sifat keperibadian destinasi arkeologi dalam kalangan 400 responden. Kajian mendapati sifat keperibadian destinasi arkeologi merupakan konsep multi-dimensi yang terdiri daripada maskulin, berorientasikan kepimpinan, legenda, teroka, dan arif. Selanjutnya,

didapati bahawa sifat keperibadian destinasi, pentafsiran, perapatan tempat, keaslian, dan daya tarikan destinasi mempengaruhi emosi secara positif. Hasil kajian juga mendapati pentafsiran, keaslian, daya tarikan destinasi dan emosi mempengaruhi niat perilaku untuk mengesyor secara positif. Seterusnya, pentafsiran, perapatan tempat, keaslian, dan emosi mempengaruhi niat perilaku untuk melawat semula secara signifikan dan hasil kajian juga mendapati niat perilaku untuk memulihara dipengaruhi oleh pentafsiran, perapatan tempat, dan emosi. Akhirnya, emosi didapati menjadi pengantara hubungan antara sifat keperibadian destinasi, pentafsiran, perapatan tempat, keaslian, daya tarikan destinasi, dan niat perilaku iaitu, niat perilaku untuk mengesyor, niat perilaku untuk melawat semula, dan niat perilaku untuk memulihara. Penemuan ini menyumbang kepada kajian sediaada dengan menambah skala sifat keperibadian destinasi arkeologi dalam kajian lepas. Selanjutnya, penemuan semasa menyumbangkan pandangan baru kepada kerangka *S-O-R* sediaada. Secara praktisnya, penemuan kajian ini memberikan maklum balas kepada pemarkas tapak arkeologi untuk perancangan sistematik tapak arkeologi tempatan. Pemarkas destinasi harus menggunakan sifat keperibadian destinasi arkeologi untuk membina identiti destinasi untuk menarik pelancong. Pentafsiran dan keaslian juga harus digunakan untuk meningkatkan promosi dan pemeliharaan tapak arkeologi.

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This thesis was submitted to the Senate of the Universiti Putra Malaysia and has been accepted as fulfilment of the requirement for the degree of Doctor of Philosophy. The members of the Supervisory Committee were as follows:

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LIST OF ABBREVIATIONS

AVE	Average Variance Extracted
BT	Bukit Tengkorak
BV	Bujang Valley
EFA	Exploratory Factor Analysis
HTMT	Heterotrait-monotrait
LVWHS	Lenggong Valley World Heritage Site
ML	Maximum Likelihood
NNP	Niah National Park
PAF	Principle Axis Factoring
PCA	Principles Component Analysis
S-O-R	Stimulus Organism Response Model
S-R	Stimulus Response Theory
SRMR	Stadardised root mean square residual
UNESCO	United Nations Educational, Scientific and Cultural Organization
UNWTO	United Nation World Tourism Organization
VIF	Variance Inflation Factor
WHS	World Heritage Site

CHAPTER 1

INTRODUCTION

1.1 Chapter Overview

Chapter 1 provides an overview of the current study on archaeological tourism. Archaeological tourism in Malaysia needs more support from the government and private sector to attract more domestic and foreign tourists and cultivate positive behavioural intentions among the tourists to ensure site's sustainability. This chapter explains the background of study that provides a summary for the present study. Subsequently, this chapter discusses the problem statement, research questions, research objectives, research significance, and research scope. The last part of the introduction provides the definition of key terms employed in the current study.

1.2 Background of Study

Cultural heritage tourism refers to a person who travels outside of his or her country that is solely or partly motivated by interest in a particular community, region, or group's historical, custom or heritage offering (Silberberg, 1995). Cultural heritage tourism, including archaeological tourism, focuses on the life, traditions, arts, crafts, architecture, religions and history of the people in a country or regions (Thomas & Langlitz, 2019, p. 70). Buczkowska (2013) categorises cultural heritage tourism into five subgroups and archaeological tourism is one of them. Archaeological tourism focuses on ancient sites, historical places, museums, and other archaeologically connected resources is increasing popular in the recent year and this leads to the growing number of tourists to the archaeological sites in most of the countries (Timothy & Tahan, 2020). Oehmichen-Bazán (2018) reported that out of the 13 million tourists who arrived in Cancun, Mexico, nearly 35 per cent of them have visited the archaeological sites (i.e., Chichén Itzá, Tulum and Palenque). Additionally, according to Mustafa (2018), the number of tourists to Petra and Jerash, Jordan has hit a 8-year high where Petra welcomed around 90000 tourists and Jerash welcomed around 24000 for the first quarter in year 2018.

Nonetheless, tourists' statistics to the archaeological sites in Malaysia shows that tourists rarely travel for archaeological reason only (Tourism Malaysia, 2021). In addition, based on the tourists' statistics acquired from the management of the archaeological sites, the number of tourists remain scarce and the situation remains bleaks as compared to the other famous archaeological sites like Stonehenge, Petra and Cópán (Mustafa, 2018; Statista., 2021). According to Chia (2017b), there are four important and best known archaeological sites in Malaysia, namely, Bujang Valley (hereafter BV), Bukit Tengkorak (hereafter BT), Lenggong Valley World Heritage Site (hereafter LVWHS), and Niah National Park (hereafter NNP). The rich history of these archaeological sites should be valued and recognised as part of the tourism products in order to compete with

the other regional or international archaeological sites. Table 1.1 shows the number of domestic and international visitors to the four archaeological sites in Malaysia.

Table 1.1 : The Number of Domestic and International Visitors to Archaeological Site

Archaeological Site	Year	Tourist's Arrival		Total
		Domestic	International	
Bujang Valley (Bujang Valley Museum, 2020)	2015	174882	1485	176367
	2016	178805	1704	180509
	2017	159994	1051	161045
	2018	149856	1401	151257
	2019	146661	1116	147777
Bukit Tengkorak (Bukit Tengkorak Archaeological Museum, 2021)	2015	25540	68	25608
	2016	48735	271	49006
	2017	43279	428	43707
	2018	57270	489	57759
	2019	26535	514	27049
Lenggong Valley (Lenggong Valley Gallery,2020)	2015	53418	647	54056
	2016	N/A	N/A	13561
	2017	7259	225	7484
	2018	12287	117	12404
	2019	29126	351	29477
Niah National Park (Sarawak Forestry Corporation,2020)	2015	21951	5104	27055
	2016	25209	5027	30236
	2017	23764	4660	28424
	2018	21517	4922	26439
	2019	20737	5246	25983

N/A: The data is not available due to the museum is under renovation.

Archaeological tourism, commonly known as archaeotourism, refers to the practice of visiting an archaeological site to experience the place and learn about the stories and people of the past (Hoffman et al., 2002, p. 30). Similarly, Gao (2016) defines archaeological tourism as people's activity of consuming the past through visiting places of archaeological significance (p. 422). In short, archaeological tourism involves people travelling to archaeological site that is characterised with tangible and intangible features, in addition to its rich historical story of an archaeological site. According to Srivastava (2015), an archaeological site is a place where the remaining of an old civilisation could be noticeable but most of the time it is under the cover of the earth. Recently, Thomas and Langlitz (2019) define archaeological tourism as an activity that focuses on ancient sites, historical places, museums, and other archaeological connected resources.

Archaeological sites embrace unexploited knowledge, reminiscences of what is vanished, stories about our ancestors, and a historical narrative united into larger picture of humankind time spent on earth (Thomas & Langlitz, 2019). Visiting heritage sites (i.e., archaeological site), according to Pacifico and Vogel (2012) aim to educate public and promote national identity. The recognition of an archaeological destination as a

tourism destination will stimulate and promote economic growth through entrance fee, food and beverages industry, arts and culture industry, hospitality and etcetera (Gao, 2016; Ross et al., 2017; Thomas & Langlitz, 2019). This development, as a result, will directly contribute to the country's economic growth.

According to Truong and Hall (2013), tourism is one of the primary foundations of all nations' economy growth and travelling enables people to comprehend the difference in multiple cultures around the world. According to a survey conducted by United Nation World Tourism Organization (2019), approximately 1.4 billion international tourists' arrivals in 2018, proving to be the second strongest year since 2010, the statistics further showed the growth in Middle East (+10%) and Africa (+7%) reported to be above the world average while Asia Pacific, and Europe similarly indicated a growth at 6 per cent. Asia Pacific (+6%) recorded 343 million international tourists' arrivals in 2018 and the arrivals at South-East Asia alone grew by 7 per cent. In addition, according to the UNWTO (2019), cultural heritage tourism generates about US\$327bil (RM1.367tril) yearly in the Asia Pacific region (Chin, 2019). This shows that the tourism industry is becoming an important sector to boost the national economy. Therefore, Malaysia should grab this opportunity to promote its tourism product especially the cultural heritage tourism category such as archaeological tourism or heritage tourism to attract more international tourists to our country.

The growing of heritage and cultural tourism is undeniable. Archaeological sites are consequently a major component of the tourism industry in both developed and developing countries (Timothy & Tahan, 2020). Angkor Wat, for example, an archaeological site in Cambodia reported to have sold 2.5 million entrance passes to foreign tourists, earning \$116 million in 2018 (Vannak 2019). The tourism and travel industries have been contributing handsomely to the country's Growth Domestic Product (GDP) with more than 30 per cent since 2011 (World Travel and Tourism Council, 2019). In addition, the number of visitors to Petra, Jordan recorded an increase of 50 per cent for overall visitation and an increase of 60 per cent from outbound tourists (Mustafa, 2015). The massive number of tourists recorded implies that an archaeological tourism has a huge potential in contributing to the national economy. As part of the vibrant cultural heritage tourism industry, archaeological tourism also recorded a commendable growth of about 20 percent of tourist trips worldwide incorporating some form of cultural, heritage or historical activities (Foxell & Trafford, 2010).

Furthermore, the entrance ticket fee collected from the archaeological such as Angkor Wat, Borobudur, and Ayutthaya Historical Park not only contributes significantly to the country's economic growth but it is also used to support the conservation works and daily maintenance of these sites (Blasco López et al., 2020; Klamer, 2014). This supports the statement from Helmy and Cooper (2002) where some archaeological sites depend on entrance tickets and visitor donations as their sole source of revenue that keeps the excavations in operation. Through the collected entrance fee, it enables the authorities to preserve the artefacts in the best way to avoid any destruction.

Gao (2016) and Gillot (2020) highlight the dilemma in promoting archaeological sites, where the predicament always occurs between the site preservation and profit gain. This concern supported the statement by Díaz-Andreu (2013), where the author mentions that the mass expansion of cultural heritage tourism in the 1970s and 1980s has a significant social and economic impact that lead to problems such as pollutions (i.e., site destruction and land pollution), made it difficult for the authorities to preserve the sites. They further argue that not much attention is given to what had happened at that time on the conservation and preservation work. However, the relationship between economic gain and preservation should be balanced because financial support from tourism industry can support the budget for excavation work or at least for preservation work. Thus, this shows that the efforts of conserving and preserving archaeological sites do not only rely heavily on government authorities, curators, or archaeologists, but the tourists' support also play a crucial role in maintaining the authenticity of the archaeological sites (Marceta, 2016). Therefore, it is crucial for the authorities to prepare a proper plan in managing these archaeological sites to avoid deprived impact to the sites due to mass visitation.

In Malaysia, however, the visitor's number to the archaeological sites is not as high as other archaeological sites like Sangiran in Indonesia, Bagan in Myanmar, or Kumbhalgarh Fort in India. The statistics also showed that archaeological sites received less than 10 per cent of international tourists (Bujang Valley Museum, 2020; Lenggong Valley Archaeological Gallery, 2020). The number of archaeological sites in Malaysia are just handful as compared to other countries like Iran, Greece, Turkey, or Mexico. Nevertheless, these archaeological sites play an essential role in telling the human civilisation in the Southeast Asia (Chia, 2017a). Archaeological sites in Malaysia such as BT, LVWHS, and NNP recorded important information about early human settlement while BV served as early entreport in Southeast Asia (Chia, 2017b). These sites carry the role to promote the early history of human, for instance, LVWHS as one of the earlier sites where human development is discovered outside the South Africa continent. Therefore, archaeological tourism should be utilised to promote the uniqueness of Malaysia tourism industry. In addition, the publicity of this niche market would promise a viable prospect to contribute towards the economic growth of the Malaysian tourism industry. Thus far, the tourism industry players claim that they could not see any difference in terms of tourists' arrival and economics impact even though LVWHS is being recognised as the United Nation Education, Scientific, and Cultural Organization (UNESCO) World Heritage Site (Bavani, 2019; Ngo, 2013). Hence, more efforts should be done and holistic tourism development plan for these archaeological sites should be appropriately crafted to develop these archaeological sites in order to help the local community.

Realising the importance of archaeological sites as tourism destination in Malaysia, the government is currently taking more efforts in revitalising archaeological sites in Malaysia and upgrading the infrastructure at the archaeological sites by building galleries or museum (Jusoh. et al., 2017). Other than BV in Kedah, LVWHS in Perak, BT in Sabah and NNP in Sarawak that are familiar among Malaysians, there are also newly discovered archaeological sites which are currently undergoing the excavation project led by Prof. Mokhtar Saidin of Global Archaeology Research Centre, Universiti

Sains Malaysia. For instance, Guar Kepah in Penang where human bones dated back to 5,000 – 6,000 years were found and the same team also found some artefacts at Gua Pelangi, Negeri Sembilan two years ago. The artefacts provide the existence of human beings 14,000 years ago. The most recent exploration in Sabah, Mansuli Valley is said to be the oldest valleys which was inhabited by humans about 235,000 years ago (Lee, 2018). This site consists of Mansuli excavation sites and Samang Buat Cave. Hence, the discoveries of new archaeological sites further prove that Malaysia has huge potential in archaeological tourism.

Although there is huge potential of archaeological tourism in Malaysia, unfortunately, limited attention is given on this niche tourism area (Bavani, 2019). Hence, this study integrates three underpinning theories namely Personality Traits Theory, Stimulus Response Theory, and Stimulus Organism Response (S-O-R) Model to guide the present study to investigate factors influencing promotion and preservation of archaeological tourism in Malaysia. The purpose of the present study is twofold, firstly, to develop and validate archaeological destination personality scale, and secondly, to explore the structural relationship between archaeological destination personality, interpretation, place attachment, authenticity, destination attractiveness, destination reputation, tourist emotions, and behavioural intentions at three archaeological sites (i.e., BV, LVWHS and NNP) to help in the promoting and preserving efforts. The present study is heavily based on the Stimulus Response Theory and Stimulus Organism Response framework, the six stimuli are archaeological destination personality, interpretation, place attachment, authenticity, destination attractiveness, and destination reputation, while tourist emotions served as organism and behavioural intentions served as response.

1.3 Problem Statement

According to Oehmichen-Bazán (2018), archaeological tourism has expanded rapidly across the world since the 1990s and archaeological tourism destinations brought significant impact on the country's economy and the local communities also benefited from the tourism development (Cayron, 2017; Pacifico & Vogel, 2012). Turning archaeological sites into tourism destinations is vital as the archaeological tourism industry generates billions of dollars annually. For instance, archaeological tourism contributes significantly to countries' growth domestic product (GDP) for countries such as Cambodia, Guatemala and Greece. The outcome of archaeological tourism sector on economic, environment, and social return is very promising (Fyall et al., 2020). According to Fyall et al. (2020), Payntar (2021) and Timothy and Tahan (2020), tourists are among the significant stakeholders in tourism development. However, tourists' arrival to archaeological sites in Malaysia is not encouraging. According to Chia (2017a), archaeological sites in Malaysia averagely received less than 100 visitors in a day. Hence, the Malaysian government should also pay attention to promote archaeological sites in Malaysia as one of the tourism products.

The efforts in developing an archeological site need to strike a balance between economic gain and preservation (Dupeyron, 2020; Gao, 2016). Hence, the efforts in developing archaeological sites to be tourism destinations have constantly received

endless arguments among the destination marketers, archaeologists, and preservationists. The main dilemma is whether to develop or to preserve the archaeological sites as tourism destination to avoid destruction. It is important to develop a proper plan in developing archaeological sites. Needless to say, the conservator's or preservationist's concerns can be understood since archaeological sites are generally fragile, non-renewable, and they are "sensitive" when they are in close contact with human (Helmy & Cooper, 2002; Thomas & Langlitz, 2019). On top of that, extreme weather is also considered as one of the factors that cause destruction (Chia, 2017b). Yet, past studies supported that archaeological tourism is indispensable not only in generating economic gains but also in providing the means for the preservation of the site from the entrance fees (Castellanos-Verdugo et al., 2011; Walker, 2005). Therefore, the protection and conservation efforts in developing archaeological sites as tourism destinations are considered as smart strategies because they help to generate income from the tourists' entrance fee.

To cultivate the interaction between tourist and archaeological sites, they often anthropomorphise objects or imbue objects with human characteristics which results in the object (i.e., archaeological site) becoming alive in the consumer's mind (Timpano & Shaw, 2013; Wan & Chen, 2021). Anthropomorphised agents are potentially powerful in initiating social connection when there is a lack of human connection. Thus, anthropomorphising technological agents appears to aid the users in learning how to use those agents effectively (Epley et al., 2007). Hence, the current study investigates whether tourists could attach a personality with humanlike characteristics to the archaeological sites (i.e., BV, LVWHS and NNP) and to develop an emotional connection with these archaeological sites. The sense of connection could help in cultivating positive behavioural outcomes among the tourists and the society. Studies conducted by Orth et al. (2010) and Bekk et al. (2016) found that tourists would show more attachment to those brands that are more congruent with their personalities.

Additionally, past studies usually adopted Aaker's brand personality in measuring a destination because it contains most wide-ranging personality traits scale. The scale was initially adopted by Ekinici and Hosany (2006), Murphy et al. (2007), Papadimitriou et al. (2015) until the recent studies by Kim and Stepchenkova (2017); Souiden et al. (2017); and Chi et al. (2018). Although the Aaker's five brand personality was widely used in measuring destination personality, it received criticisms from scholars as well. Firstly, Azoulay and Kapferer (2003) argue for the loose definition of brand personality concept. Austin et al. (2003) added the brand personality scale is not the most suitable scale to measure the destination personality and receive criticism for its generalisability. The scale is not fully applicable to tourism destinations and may not fully symbolise the personality traits that are linked to tourism destinations (Hultman et al., 2015; Kim & Lehto, 2012; Murphy et al., 2007; Usakli & Baloglu, 2011). Likewise, Aaker's brand personality scale was also being questioned on its content validity where all items in the brand personality scale are not human personalities (Azoulay & Kapferer, 2003) and does not include negative traits that a tourist may perceive about a destination (Kumar & Nayak, 2018). This is what pointed by Rojas-Méndez et al. (2013) earlier, where they state that a destination does not only posit positive traits but also neutral and negative traits. Consequently, the use of Aaker's brand personality dimensions might lead to a

missing of specific trait(s) that are unique to a destination (Kumar & Nayak, 2018). Thus, some of the researchers have argued that the measurement does not fit the different types of destination. For this reason, there is a need to develop a destination specific personality scale to capture a destination's unique set of characteristics. Furthermore, most of the past studies focused on countries' or nations' personalities but they have overlooked the significance of developing a specific scale to measure destination's personality (Hanna & Rowley, 2019). Therefore, developing scale to measure different tourism destinations is apt to capture the destination's personality traits that are applicable to the specific tourism destination. This idea is also supported by Baloglu et al. (2014); Chen and Phou (2013); and Hultman et al. (2015). For that reason, this research takes up the challenge to develop the destination specific personality scale to measure the archaeological site.

According to Almuhrzi et al. (2020); Costa and Carneiro (2021); and Hvenegaard (2016), interpretation is potentially an important aspect to reach conservation goals by developing and enhancing tourists' cognitive and affective images. Onsite interpretation either personal or nonpersonal is essential because it can actively engage with visitors. In addition, Xu et al. (2013) argue the roles of interpretation are not limited to the tourists' ability to understand and appreciate historical values and artefacts, but the onsite interpretation also challenges the tourists to reflect and take action towards conservation and environmental issues. However, the effectiveness of the interpretative role is questionable. Past studies have shown the significant impact of interpretation on experience, knowledge, attitude, and behaviour (Ababneh, 2017; Hvenegaard, 2016). Having said that, Beaumont (2001) and Huang et al. (2014) claims that interpretation did not contribute to the change of human behaviour. These conflicting arguments and inconsistent findings urge the researcher to further investigate the effect of interpretation on tourists' behavioural intentions in the present study.

Furthermore, developing the sense of stewardship among tourists in preserving the site requires them to value the destination not only for what it has to offer, such as its monuments and artefacts, but also the symbolic benefits derived from intangible offerings (e.g. the emotional connection to the monuments and artefacts) so that they are able to relate to the destination. Alawadi (2017) and Manzo and Perkins (2006) suggest city builder and preservationists to include social bond and cohesion by creating attachment to a place because it is important to justify the protection work. Archaeological tourism destinations are a distinctive tourist product that depend on a fragile and non-renewable resource (Helmy & Cooper, 2002). It demands for strategies to mitigate against the adverse effects of mass visitations. In sum, to create sense of connection effectively between tourist and a destination not only will enhance the travel experience but also will educate, promote and cultivate conservation and preservation values and behaviour among the tourists. Therefore, understanding the role of place attachment is important if the archaeological site is bound to receive mass visitation.

Furthermore, Kolar and Zabkar (2010) and Poria et al. (2003) point out the concept of authenticity is essential in tourism context because it is able to motivate, create interest, and drive tourist's visitation. Although there were several researches conducted to

examine the effect of authenticity in cultural and heritage settings in the past (Lu et al., 2015; Nguyen & Cheung, 2016; Shen et al., 2014; Yi et al., 2018), limited attention has been given to the notion of authenticity in archaeological tourism where most of the sites consist of different tangible and intangible historical features (i.e., artefact, traditional food, monument, local life and culture). By referring to some recommendations from Ramkissoon and Uysal (2011) and Sedmak and Mihalič (2008), the present study explores the notion of authenticity in influencing emotions and behavioural intentions among archaeological tourists.

To promote the heritage sites (i.e., archaeological sites), Gillot (2020), Jusoh. et al. (2017), and Ismail et al. (2014) claim that there are few challenges that need to be addressed such as public access, torn visitors' facilities, high maintenance cost and etcetera. Similarly, Jimura (2021), Ramli (2018), Roslan et al. (2018) and Piscitelli (2019) also assert the importance of infrastructure such as accommodation, eateries, transportation and basic facilities (i.e., toilet and information centre) that serve as basic attraction for a destination. Roslan et al. (2018) and Yılmaz and Yılmaz (2019) also state that natural landscape, local community, and transportation are among the factors at the heritage site that serve as main attractions for a tourism destination. Although the archaeological sites are equipped with galleries and museums, they are apparently lacked of visitation. This can be shown from the tourist's arrival records to these archaeological sites (Bukit Tengkorak Archaeological Musuem, 2021; Lenggong Valley Archaeological Gallery, 2020). Among those, there is an increase in the tourists' arrival at LVWHS after it is being recognised as the World Heritage Site despite the number of tourists' arrival is still far behind other archaeological sites like Petra, Angkor, Borobudur, and Machu Pichu. Unfortunately, the tourists' arrival at LVWHS show a decreasing trend from 2016 until 2018. For instance, in 2019, LVWHS received an average of 42 000 visitors in a year (Lenggong Valley Gallery, 2020) as compared to Angkor with a striking figure of more than 2.23 million visitors and Stonehenge with 1.3 million visitors in a year. Due to the declining in tourists' arrival to LVWHS, it propels a need to explore why BV, LVWHS and NNP are not favoured by tourists by taking destination attraction as one of the important stimuli. In addition, research conducted on destination attractiveness is also scarce although this is one of the pivotal factors to boost the tourism industry in the country.

In addition, according to Morgan et al. (2011), reputation plays an important role in selecting a destination. Marketing literature uncover that reputation does affect business at different levels. The past researchers investigate the influence of reputation on different situations and different contexts for instance behavioural intentions, employee commitment, loyalty and etcetera (Burlea-Schiopoiu & Balan, 2021; Dögl & Holtbrügge, 2014; Ert et al., 2016). Nonetheless, the concept of reputation only receives little attention in tourism literature (Su et al., 2018) because most of the studies focus on destination reputation as the endogenous variable. Limited studies are looking at the implication of destination reputation in tourism marketing literature although the destination reputation is essential in developing an excellent model in assisting tourists in their decision-making process (Loureiro & Kastenholtz, 2011; Su et al., 2018). With the existing gap, there is a sense of urgency to evaluate the contribution of destination

reputation on tourism destinations. Hence, this study takes the lead in examining the effect of the destination reputation in the archaeological tourism context.

Furthermore, Kim and Fesenmaier (2015) point out that tourist emotions is also one of the important determinants of tourist visiting experiences. They further elaborate that emotions are an important antecedent on tourists behaviour (Bi et al., 2020; Xu et al., 2019). According to Torres et al. (2017), emotions are an essential psychological state which is change frequently and the change is affected by the human's mind. Emotions are slowly gaining attention among researchers in tourism research (Prayag et al., 2013). Nevertheless, little attention is given to explore the influence of emotions among tourists. This concept should be further investigated because of its transitory occurrences that trigger tourists' approach to vacationing, their deeds during the holiday and their lifelong travel memories (Volo, 2021). Furthermore, Su. et al. (2018) argue that as internal states, emotions also play a mediating role. Investigating the mediating role of emotions in cultural tourism literature is underexplored despite serving as one of the main mediators (Liu et al., 2020; Tran et al., 2018)

Last but not least, tourism scholars have always focus on the behavioural outcome specifically on behavioural intentions or destination loyalty. Behavioural intentions are measured in term of intention to revisit, and intention to recommend or word of mouth in the cultural heritage context (Blasco López et al., 2020; Voutsas et al., 2018). These two components are the most common sub-dimension on behavioural intentions. Nevertheless, there are also studies that mainly focus on willingness to pay more in planning a future trip (Durán-Román et al., 2021; Kim et al., 2009). In the cultural tourism context, effort in protecting and preserving the authenticity of a destination, be it intangible or tangible are equally crucial. According to Chia (2017b) and Rahal et al. (2020), a heritage site is always face with different hitches (i.e., vandalism and shoplifting). Therefore, tourists' behavioural loyalty must be taken into consideration other than the intention to (re)visit or recommend. It should also cover conservation or preservation intention of the visiting tourists. However, this component is still being overlooked in cultural tourism literature. Therefore, to encourage heritage populism, this study extends behavioural intentions by including intention to preserve archaeological sites among the tourists.

To investigate the issues and research gap raised above, the current study aims to develop and validate an archaeological destination specific personality scale. On top of that, the current study also aims to investigate the structural relationship between destination personality, interpretation, place attachment, authenticity, destination attractiveness, destination reputation, tourist emotions, and behavioural intentions at three archaeological sites (i.e., BV, LVVHS and NNP). This is to ensure that the archaeological tourism destination has proper site management strategies to achieve a better and more sustainable development for these archaeological sites.

1.4 Research Questions and Research Objectives

With the problems discussed above, the researcher aims to examine the following research questions.

1. Does archaeological destination hold its own personality?
2. Is there any influence of archaeological destination personality, interpretation, place attachment, authenticity, destination attractiveness, and destination reputation on emotions?
3. Is there any influence of archaeological destination personality, place attachment, interpretation, authenticity destination attractiveness, and destination reputation, on behavioural intentions (i.e., intention to recommend, intention to revisit, and intention to preserve)?
4. Is there any influence of emotions on behavioural intentions (i.e., intention to recommend, intention to revisit, and intention to preserve)?
5. Is there any mediating roles of emotions between archaeological destination personality, interpretation, place attachment, authenticity, destination attractiveness, and destination reputation and behavioural intentions (i.e., intention to recommend, intention to revisit, and intention to preserve)?

The general purpose of study is to develop and validate archaeological destination personality scale. In addition, the current study also aims to examine the antecedents for tourists' emotions and behavioural intentions. Specifically, the research objectives are as follows:

1. To develop and validate archaeological destination personality scale.
2. To investigate the relationship between archaeological destination personality, interpretation, place attachment, authenticity, destination attractiveness, destination reputation, and emotions.
3. To explore the relationship between archaeological destination personality, interpretation, place attachment, authenticity, destination attractiveness, destination reputation, and behavioural intentions (i.e., intention to recommend, intention to revisit, and intention to preserve).
4. To examine the relationship between emotions and behavioural intentions (i.e., intention to recommend, intention to revisit, and intention to preserve).
5. To discover the mediating role of emotions between archaeological destination personality, interpretation, place attachment, authenticity, destination attractiveness, destination reputation, and behavioural intentions (i.e., intention to recommend, intention to revisit and intention to preserve).

1.5 Research Significance

1.5.1 Theoretical Significance

The major and unique theoretical contribution of the current study is the development and validation of destination personality scale for archaeological site. The review of the past studies pays little attention on destination personality for archaeological site. Past studies generally measure destination personality by adopting the brand personality scale which cannot fully explain the unique identity of archaeological sites. The newly developed archaeological destination personality scale is considered as a more appropriate scale in measuring archaeological destination personality as well as other destinations with similar characteristics. This contribution provides insight to the destination branding literature. Hence, developing a new destination personality scale specifically for archaeological sites offer new insights for the application of the destination personality concept in destination branding. The researcher hopes that the findings of this study can contribute towards the understanding of conceptualisation and operationalisation of destination personality dimensions in the context of archaeological tourism destinations.

Furthermore, this study also contributes to the S-O-R model by integrating varies environmental factors as stimulus. Most of the past studies have focused either on internal or external atmospheric cues in conducting their research. Therefore, this research has further authenticated the different stimulus in tourism context. Moreover, in the past, emotions, the organism component in the Mehrabian and Russell (1974) framework has always been replaced by other constructs (i.e., satisfaction, attitude, and so on). Hence, the current study is expanding the roles of emotions as organism in S-O-R model especially in archaeological tourism context.

Additionally, the current study examines the relationship between archaeological destination personality, interpretation, place attachment, authenticity, destination attractiveness, destination reputation, emotions, and behavioural intentions. No research has been conducted to examine these constructs concurrently and hence, remains unsubstantiated. Nonetheless, the current study explores these constructs simultaneously in archaeological destinations context. The research model will be able to serve as promoting and preserving model for cultural heritage tourism literature especially archaeological destination. This could minimise arguments between economics gain and preservation effort and further ensure the site's sustainability when the demands from the stakeholders' increase.

Last but not least, the current study also anticipated to not only contribute in promoting the archaeological site. The study also focuses on preservation intention among the tourists. Past studies have been assessing the determinants of intention to revisit and intention to recommend. The fundamental behavioural intention (i.e., preservation or conservation effort) for heritage tourism has been always been neglected in the literature. Preservation intention among tourists is the foundation to ensure the site's authenticity

and avoid destruction made by the tourists at cultural heritage sites. Tangible and intangible heritage features remain distinctive to the destination that differentiate one site from the other. Therefore, the focus on preservation intention provides new and extend the sustainable tourism literature especially the factors influencing preserve intention.

1.5.2 Practical Significance

Since the announcement of LV as the 953th World Heritage Site by United Nation Education, Scientific, and Cultural Organisation (UNESCO) in June 2012 and the impending declaration for BV and NNP, archaeological tourism is capable to play a role in attracting tourists to archaeological sites locates at Perak, Kedah and Sarawak, Malaysia. In order to compete with the other archaeological destinations within Malaysia and with the other archaeological sites in the world, there is a need to have better promotional strategies to promote the first archaeological World Heritage Site in Malaysia. For LVWHS and BV, insights gained from this research could provide some recommendations to destination marketing organisations (i.e., Tourism Malaysia, State Governments, and Tour operators) to further promote these archaeological sites either in Malaysia or abroad. This is to ensure archaeological tourism could contribute significantly to the country's economics.

The archaeological sites in Malaysia are generally located at the less developed and rural area. If these promoting strategies are successful and able to lure local or international tourists, this will significantly improve the local community economic status by creating jobs for the local community. Subsequently, it will also attract investors for hotel industry, food and beverages, arts and crafts, and most important, travel agencies and tour guides will be able to receive benefits from this development. This will also help to retain the youngsters from leaving their hometown to look for jobs at another more developed states. In addition, those who are interested to become entrepreneurs can also start their business locally (i.e., souvenir shop or food and beverage).

In addition, the findings from this research will help to target different segments of tourists (i.e., adventurous tourists). Chhabra (2010) and Kotler et al. (2017) argue that defining a target market is crucial because some aspects of a destination may seem positive to one segment while negative to another. Due to the association of archaeological site to the past or its history, the visit to an archaeological site is always perceived as educational. Therefore, most of the time the visitors are locals and limited to only students who are on study trips as what stated by the museum and gallery management. Hence, the researcher hopes to help in targeting different segment of tourists (i.e. adventurers and leisure tourists) by changing public's narrow perception towards archaeological sites where archaeological site is only for archaeologists, and historians. The number of cultural tourists are increasing annually worldwide, therefore targeting different segments of tourists will definitely bring more positive outcomes to the local tourism industry.

Furthermore, tourism and preservation are interdependence (Rahal et al., 2020) where high costs involved in the conservation works of cultural heritage. Promoting archaeological site as tourism destination does not only lead to economics benefits, creating employment opportunities and improve the standard of living of the community but tourism development that focuses on cultural and historic sites could help to protect and conserve existing historic sites, buildings and monuments (Abd Aziz & Abdullah, 2011). The authority could impose minimal fees on every visitor and the fees collected can be used to conservation and protection purposes. Furthermore, it can also be used to for site maintenance. Most of the archaeological site has low maintenance in Malaysia, for instance, timeworn public washroom and resting areas, pathway to the monuments, faded signboard, insufficient information on archaeological site and so on. Hence, tourists' entrance fees can serve as additional funds to help the conservation activities and site maintenance apart from the government financial allocation.

1.6 Research Scope

This present research concentrates on three archaeological sites in Malaysia namely, BV, LVWHS and NNP. In Malaysia, there are four established archaeological sites with on-site museum and other basic infrastructure namely BV, BT, LVWHS and NNP and allow for visitation (Chia, 2017b). These archaeological sites can be categorised as "cultural" or "natural" or "mixed" site by UNESCO. Hence, this is the first criteria in selecting the three archaeological sites mentioned above. Furthermore, the selected archaeological sites are ranging from different eras (i.e Stone Age to Iron Age). Therefore, the researcher decides to carry out the research at these archaeological sites because different archaeological settings may portray different types of personality traits. Hence, to ensure that none of these personality traits are disregarded, the researcher has decided to include the archaeological site that represents different period and nature in the present study.

Secondly, the current study only includes tourists as sample. Despite there are other stakeholders (i.e., destination management organisations, travel agencies, and local communities) who play their roles in turning archaeological sites to become tourism destination, the income generated from tourists' entrance fee remain the important source for the archaeological site. The income is to be used as promotional activities and preservation efforts. Excavation requires huge fund; however, these artefacts are the attraction for archaeological tourism destination hence, it is avoidable. In addition, investigating tourists' behavioural intentions is important from the supply side so that the destination marketers know what is to be offered to the tourists as attraction. Furthermore, understanding from the tourists' perspective could minimise the destruction at the archaeological sites during their visitation.

Next, this research proposes six stimuli to study. These stimuli consist of 6 different environments stimulus namely, archaeological destination personality, interpretation, and place attachment, authenticity, destination attractiveness, and destination reputation which are helping in promoting and preserving efforts. Although other constructs are equally important, only six stimuli are selected-which derived from the problem

statement. Additionally, due to the nature of tourism context where public is at the archaeological site to relax, the researcher tries to limit the items measured for each construct in avoiding taking up the respondent's time in answering the questionnaire during their holiday to avoid respondent's fatigue.

Last but not least, this research employs quantitative approach (i.e., survey) to carry out the research. Quantitative research employs measurement and observation to represent phenomena as amount, frequencies, degree, values, and intensity to answer the questions on relations and differences (i.e., how these related constructs are different from each other) (Cooper & Schindler, 2014; Sekaran & Bougie, 2016). In addition, quantitative research is also useful for replication and validation at of other destinations or archaeological sites especially the archaeological destination personality scale that is developed in the present study. Hence, quantitative approach is preferred.

1.7 Key Concepts and Definitions

Key concepts	Definition
1.6.1 Cultural Heritage Tourism	Cultural heritage tourism focuses on the life, traditions, art, crafts, architecture, religions and history of the people in a country or regions and including archaeological tourism (Thomas & Langlitz, 2019, p. 70).
1.6.2 Archaeological tourism	Archaeological tourism refers to people's activity of consuming the past through visiting places of archaeological significance (Gao, 2016).
1.6.3 Destination personality	Destination personality refers to the set of personality traits associated with a destination (Ekinci & Hosany, 2006)
1.6.4 Place attachment	Place attachment explains an individual's connection with a place that transcends fulfillment, faithfulness and excitement (Gross & Brown, 2008).
1.6.5 Interpretation	Interpretation is defines as the modes of visitor communication such as signs, exhibit, brochures, talk, and costumed performances that are specifically designed to help visitors understand, appreciate and engage with heritage sites (Timothy & Boyd, 2003).
1.6.6 Destination reputation	Destination reputation refers to the public and stakeholders' evaluation of the destination formed from their own experience of the place and/or collected from a variety of sources including word-of-mouth, print, digital, and broadcast media (Darwish & Burns, 2019).
1.6.7 Authenticity	Authenticity is considered as a global assessment of genuineness of a tourist destination (MacCannell, 1973).
1.6.8 Destination attractiveness	Destination attractiveness is refers to the sum of the perceived capability of a destination to deliver satisfaction and benefit to tourists (Hu & Ritchie, 1993).
1.6.9 Emotions	Emotions are characterised as episodes of intense feelings associated with a specific referent and instigate specific response behaviours (Cohen & Areni, 1991).
1.6.10 Behavioural intentions	Behavioural intention is defined as indications of a person's readiness to perform a behaviour (Fishbein & Ajzen, 2011).

1.6.11 Intention to recommend	Intention to recommend defined as the informal communication about the seller and its products/services to others (Westbrook, 1987).
1.6.12 Intention to Revisit	Intention to revisit is defined as an individual's readiness or willingness to make a repeat visit to the same destination, providing the most accurate prediction of a decision to revisit (Han & Kim, 2010).
1.6.13 Intention to Preserve	The researcher defines intention to preserve as a person's willingness to take part in protecting and prevent destruction of a visiting destination.
1.6.14 Personality Traits Theory	Personality Traits Theory refers to dynamic organisation within the individual of those psychophysical systems that determine tendency or predisposition to respond to the world in certain ways (Allport, 1937).
1.6.15 Stimulus Response Theory	Stimulus Response Theory is a concept in psychology that refers to the belief that behaviour manifests as a result of the interplay between stimulus and response (Pachauri, 2001).
1.6.16 Stimulus Organism Response Model	S-O-R model proposes that certain features of an environment incite the cognitive and emotional state of an individual, which in turn drives some behavioural responses (Donovan & Rositer, 1982).

1.8 Structure of the Thesis

Chapter One: This chapter introduces the context of the research and covers issues, such as background, problem statement of the research, research questions and research objectives, its significance, key concepts in order to provide an overview to this research. This chapter ends with thesis outline.

Chapter Two: This chapter starts with the history of cultural heritage tourism and archaeological tourism. The chapter further discusses the issues and challenges faced by archaeological tourism. The literature review chapter continues with explaining the related theory for each construct and discuss them with the support from past studies. The last part in this chapter is explaining the underpinning theories in the current study, hypotheses development and presents the proposed research framework.

Chapter Three: The research method chapter begins with research paradigm in research. It is followed by the research design and research procedure. The chapter also explains ethical clearance process. For the current study. This chapter also presents research design and the findings for Study 1 and Study 2 in developing archaeological destination personality scale. This chapter also explains the instrumentation and questionnaire development for Study 3. Lastly, the chapter presents the pretest and pilot test result and ends with data analysis procedure for Study 3.

Chapter Four: This chapter presents the data analysis and findings of this research. IBM SPSS 22 statistics is employed to analyse the respondents' profile while PLS-SEM

3.0 is employed to perform the structural model analysis. The first part shows the descriptive analysis, followed by normality test, and common method variance. Then, this chapter presents the results of the measurement model and structural model.

Chapter Five: This chapter discusses the results of the current study. Theoretical and practical implications of the study is also discussed in this chapter. The chapter also discusses the research limitations and proposes the recommendations for future study and end with conclusion.

1.9 Chapter Summary

This chapter aims to give an overall view for the whole thesis. The background covers the idea of the topic to be discussed in the following chapters and how the research questions and researcher objectives were developed. The chapter ends with the key definitions of the constructs and theories that have been employed in the current research.

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