



***AUTHENTICITY, CULTURAL MOTIVATION AND PLACE ATTACHMENT AS
ANTECEDENTS TO TOURISTS' RECOMMEND INTENTION IN MELAKA
AND GEORGE TOWN HERITAGE SITES, MALAYSIA***

KHAIRUNNISAK BINTI LATIFF

FEP 2019 38



**AUTHENTICITY, CULTURAL MOTIVATION AND PLACE ATTACHMENT
AS ANTECEDENTS TO TOURISTS' RECOMMEND INTENTION IN
MELAKA AND GEORGE TOWN HERITAGE SITES, MALAYSIA**

By

KHAIRUNNISAK BINTI LATIFF

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

May 2019

All material contained within the thesis, including without limitation text, logos, icons, photographs and all other artwork, is copyright material of Universiti Putra Malaysia unless otherwise stated. Use may be made of any material contained within the thesis for non-commercial purposes from the copyright holder. Commercial use of material may only be made with the express, prior, written permission of Universiti Putra Malaysia.

Copyright © Universiti Putra Malaysia



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

**AUTHENTICITY, CULTURAL MOTIVATION AND PLACE ATTACHMENT
AS ANTECEDENTS TO TOURISTS' RECOMMEND INTENTION IN MELAKA
AND GEORGE TOWN HERITAGE SITES, MALAYSIA**

By

KHAIRUNNISAK BINTI LATIFF

May 2019

Chair : Ng Siew Imm, PhD
Faculty : Economics and Management

Melaka and George Town have been inscribed by the United Nations Educational, Scientific and Cultural Organization (UNESCO) as the World Cultural Heritage Sites. However, there are reports indicating that the authenticity of the cultural elements in these two heritage sites were questioned particularly by tourists. Therefore, this study attempts to address the issues by looking at dimensions of authenticity that draw tourists to both heritage sites and how these dimensions influence their place attachment and intention to recommend. By using the Stimulus-Organism-Response (S-O-R) model, this study proposes a conceptual framework with a total of 17 hypotheses to examine the relationship of i) authenticity and place attachment, ii) place attachment and intention to recommend, iii) authenticity and intention to recommend, iv) mediating role of attachment on authenticity and intention to recommend and v) moderating role of cultural motivation on authenticity and place attachment. Questionnaires were distributed to tourists who visited Melaka and George Town heritage sites through judgmental sampling. A total of 470 questionnaires filled by tourists were used in the analysis. SmartPLS was used to analyze the data. The findings revealed i) objective authenticity, constructive authenticity and existential authenticity have positive relationships with place attachment, ii) place attachment drives intention to recommend, iii) objective authenticity, existential authenticity, and food authenticity are significant stimuli of intention to recommend, iv) place attachment mediates the relationship between constructive authenticity and intention to recommend and the relationship between existential authenticity and intention to recommend and v) cultural motivation moderates the relationship between objective authenticity-place attachment, constructive authenticity-place attachment, and existential authenticity-place attachment. Drawing from the findings, this study discovered multiple dimensions of authenticity relevant to heritage sites, introduced attachment theory to understand the process in which authenticity impacts intention to recommend and extended the S-O-R model by introducing a moderating variable in understanding the strength of the relationship between authenticity and place attachment. Therefore,

destination managers are suggested to emphasize on authenticity and attachment elements because these elements lead to tourists recommending and encouraging their friends and relatives to visit the heritage sites and therefore, indirectly promoting the heritage sites. However, this study did not examine tourists' actual behavior and analyze place attachment at its sub-dimensional level. Therefore, it is recommended for future studies to examine these research gaps.



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

**KEASLIAN, MOTIVASI KEBUDAYAAN DAN EMOSI SETEMPAT SEBAGAI
ANTESEDAN KEPADA HASRAT PELANCONG UNTUK MENGESYORKAN
TAPAK WARISAN MELAKA DAN GEORGE TOWN, MALAYSIA**

Oleh

KHAIRUNNISAK BINTI LATIFF

Mei 2019

Pengerusi : Ng Siew Imm, PhD
Fakulti : Ekonomi dan Pengurusan

Melaka dan George Town telah diisytiharkan oleh Pertubuhan Pendidikan, Saintifik dan Kebudayaan PBB sebagai Tapak Warisan Budaya Dunia. Walau bagaimanapun, terdapat beberapa laporan yang menunjukkan bahawa keaslian unsur kebudayaan di kedua-dua tapak warisan ini telah dipersoalkan terutamanya oleh pelancong. Oleh itu, kajian ini ingin menangani isu ini dengan melihat aspek keaslian yang menarik pelancong untuk melawat tapak warisan dan bagaimana aspek keaslian ini mempengaruhi emosi setempat dan hasrat untuk mengesyorkan tapak warisan. Dengan menggunakan model ransangan-organisma-tindak balas, kajian ini mencadangkan satu kerangka konseptual yang mempunyai sejumlah 17 hipotesis untuk mengkaji hubungan i) keaslian dan emosi setempat, ii) emosi setempat dan hasrat untuk mengesyorkan iii) keaslian dan hasrat untuk mengesyorkan iv) peranan perantara emosi setempat ke atas keaslian dan hasrat untuk mengesyorkan v) peranan sederhana motivasi kebudayaan ke atas keaslian dan emosi setempat. Borang soal selidik telah diedarkan kepada para pelancong yang telah melawat tapak warisan Melaka dan George Town melalui persampelan pertimbangan. Sebanyak 470 borang soal selidik yang telah diisi oleh para pelancong digunakan untuk dianalisa. SmartPLS telah digunakan untuk menganalisa data. Hasil kajian menunjukkan i) keaslian objektif, keaslian konstruktif dan keaslian kewujudan mempunyai hubungan yang positif dengan emosi setempat, ii) emosi setempat mendorong hasrat untuk mengesyorkan, iii) keaslian objektif, keaslian kewujudan dan keaslian makanan adalah ransangan yang penting kepada hasrat untuk mengesyorkan, iv) emosi setempat ialah perantara kepada hubungan keaslian konstruktif dan hasrat untuk mengesyorkan dan hubungan keaslian kewujudan dan hasrat untuk mengesyorkan dan v) motivasi kebudayaan ialah pembolehubah sederhana kepada hubungan antara keaslian objektif-emosi setempat, keaslian konstruktif-emosi setempat dan keaslian kewujudan-emosi setempat. Berdasarkan hasil kajian ini, ia menemui pelbagai aspek keaslian yang relevan dengan tapak warisan, memperkenalkan teori emosi setempat untuk memahami proses bagaimana keaslian mempengaruhi hasrat untuk mengesyorkan dan melanjutkan model ransangan-organisma-tindak balas

dengan memperkenalkan pembolehubah sederhana dalam memahami kekuatan hubungan antara keaslian dan emosi setempat. Oleh itu, pengurus tapak warisan dicadangkan untuk memberi penekanan kepada keaslian dan emosi setempat kerana ia mendorong para pelancong untuk mengesyorkan dan menggalakkan rakan-rakan dan saudara-mara mereka untuk melawat tapak warisan dan secara tidak langsung, mempromosikan tapak warisan. Walau bagaimanapun, kajian ini tidak mengkaji tingkah laku sebenar para pelancong dan menganalisa emosi setempat pada peringkat sub-dimensinya. Oleh itu, adalah dicadangkan untuk kajian masa depan untuk mengkaji jurang penyelidikan ini.



ACKNOWLEDGEMENTS

First and for most, all praises to Allah and his blessings for the completion of this thesis. I would like to express my heartfelt gratitude to my supervisor, Associate Professor Dr. Ng Siew Imm. Dr, thank you very much for your time and effort spent in showering me with your constant guidance, support, attention, and encouragement. It has been a great pleasure and honor to work under your supervision. I would like to also convey my appreciation to Associate Professor Dr. Yuhanis Abdul Aziz, Associate Professor Dr. Lee Chin and Dr. Norazlyn Kamal Basha for their invaluable support, advice, and guidance. I gratefully acknowledge the Ministry of Education Malaysia and Universiti Putra Malaysia as the funders of my study.

On the personal side, my utmost gratitude goes out to my parents. Their prayers, encouragement, understanding and financial support have been an essential part of the execution of this study. I dedicate this work to my late grandfather, a role model who was full of patience, positive thinking, and selflessness. I also dedicate this work to my late grandmother. Even though she did not have the opportunity to go for tertiary education, her life story has been my source of inspiration and motivation to pursue for a higher academic qualification. I wish both of you were here with me to witness what I have accomplished. To my extended family members; grand uncle, grand aunties, uncles, aunties, and cousins who gave their support, thank you. Special thanks to my friends for their constant assistance I needed throughout this journey. Last but not least, my appreciation goes to all those who have helped me to complete this study, either directly or indirectly in any part of the preparation of this thesis. Your effort is greatly appreciated. Thank you very much.

Declaration by graduate student

I hereby confirm that:

- this thesis is my original work;
- quotations, illustrations and citations have been duly referenced;
- this thesis has not been submitted previously or concurrently for any other degree at any other institutions;
- intellectual property from the thesis and copyright of thesis are fully-owned by Universiti Putra Malaysia, as according to the Universiti Putra Malaysia (Research) Rules 2012;
- written permission must be obtained from supervisor and the office of Deputy Vice-Chancellor (Research and Innovation) before thesis is published (in the form of written, printed or in electronic form) including books, journals, modules, proceedings, popular writings, seminar papers, manuscripts, posters, reports, lecture notes, learning modules or any other materials as stated in the Universiti Putra Malaysia (Research) Rules 2012;
- there is no plagiarism or data falsification/fabrication in the thesis, and scholarly integrity is upheld as according to the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) and the Universiti Putra Malaysia (Research) Rules 2012. The thesis has undergone plagiarism detection software.

Signature: _____ Date: _____

Name and Matric No.: Khairunnisak binti Latiff, GS45591

Declaration by Members of Supervisory Committee

This is to confirm that:

- the research conducted and the writing of this thesis was under our supervision;
- supervision responsibilities as stated in the Universiti Putra Malaysia (Graduate Studies) Rules 2003 (Revision 2012-2013) are adhered to.

Signature: _____

Name of Chairman of
Supervisory
Committee:

Associate Professor Dr. Ng Siew Imm

Signature: _____

Name of Member of
Supervisory
Committee:

Associate Professor Dr. Yuhanis Binti Abdul Aziz

Signature: _____

Name of Member of
Supervisory
Committee:

Associate Professor Dr. Lee Chin

TABLE OF CONTENTS

	Page
ABSTRACT	i
ABSTRAK	iii
ACKNOWLEDGEMENTS	v
APPROVAL	vi
DECLARATION	viii
LIST OF TABLES	xiv
LIST OF FIGURES	xvii
LIST OF ABBREVIATIONS	xviii
 CHAPTER	
 1 INTRODUCTION	 1
1.1 Chapter Overview	1
1.2 Background of the Study	1
1.2.1 Cultural Heritage Sites in Malaysia	3
1.2.2 Melaka World Heritage Site	5
1.2.3 George Town World Heritage Site	8
1.2.4 UNESCO World Heritage Centre	9
1.3 Problem Statement	11
1.4 Research Questions	15
1.5 Research Objectives	15
1.6 Hypotheses	15
1.7 Significance of the Study	16
1.7.1 Theoretical Significance	16
1.7.2 Managerial Significance	17
1.8 Scope of the Study	17
1.9 Organization of the Thesis	18
1.10 Operational Definitions	20
1.11 Chapter Summary	20
 2 LITERATURE REVIEW	 21
2.1 Chapter Overview	21
2.2 Cultural Tourism in World Heritage Site	21
2.3 Authenticity	23
2.4 Dimensions of Authenticity	24
2.4.1 Objective Authenticity	24
2.4.2 Constructive Authenticity	26
2.4.3 Existential Authenticity	28
2.4.4 Food Authenticity	29

2.5	Place Attachment	32
2.5.1.	Attachment Theory	33
2.5.2.	Place Dependence	33
2.5.3.	Place Identity	33
2.5.4.	Affective Attachment	35
2.5.5.	Social Bond	36
2.6	Intention to Recommend	36
2.7	Stimulus-Organism-Response Model	38
2.7.1	Stimulus-Response Theory	38
2.7.2	Stimulus-Organism-Response Model	39
2.7.3	Stimulus	40
2.7.4	Organism	41
2.7.5	Response	41
2.8	Cultural Motivation	41
2.8.1	Motivation Theories in Tourism Research	42
2.8.2	Dimensions of Cultural Motivation	43
2.9	Research Gaps	44
2.10	Chapter Summary	46
3	PRELIMINARY STUDY	47
3.1	Chapter Overview	47
3.2	Purpose of Qualitative Approach	47
3.3	Ethical Considerations	48
3.4	Sampling Procedure	48
3.5	Sample Size and Participation	49
3.6	Data Collection	49
3.7	Data Analysis Procedure	51
3.8	Demographic Profile of Respondents	53
3.9	Findings	54
3.9.1	Objective Authenticity	54
3.9.2	Constructive Authenticity	57
3.9.3	Existential Authenticity	58
3.9.4	Food Authenticity	58
3.10	Discussion	60
3.11	Chapter Summary	62
4	HYPOTHESES DEVELOPMENT AND CONCEPTUAL FRAMEWORK	63
4.1	Chapter Overview	63
4.2	Application of Stimulus-Organism-Response Model	63
4.3	Proposed Conceptual Framework	64
4.4	Relationship Between Authenticity and Place Attachment	67

4.5	Relationship Between Place Attachment and Intention to Recommend	68
4.6	Relationship Between Authenticity and Intention to Recommend	69
4.7	Mediating Role of Place Attachment	70
4.8	Moderating Role of Cultural Motivation	71
4.9	Chapter Summary	72
5	METHODOLOGY	74
5.1	Chapter Overview	74
5.2	Research Paradigm	74
5.3	Research Design	76
5.4	Population of Study	76
5.5	Sampling Technique	77
5.6	Sample Size	77
5.7	Measurement	78
5.7.1	Authenticity Scale	79
5.7.2	Place Attachment Scale	83
5.7.3	Intention to Recommend Scale	84
5.7.4	Cultural Motivation Scale	85
5.8	Questionnaire Design	85
5.9	Data Collection Procedure	86
5.10	Pre-test and Pilot Test	87
5.11	Data Analysis	89
5.11.1	Exploratory Factor Analysis (EFA)	89
5.11.2	Partial Least Square (PLS-SEM)	90
5.11.3	Measurement Model	92
5.11.4	Structural Model	97
5.11.5	Mediator Analysis	98
5.11.6	Moderator Analysis	99
5.12	Chapter Summary	99
6	DATA ANALYSIS	100
6.1	Chapter Overview	100
6.2	Data Preparation	100
6.3	Respondent Profile	100
6.4	Exploratory Factor Analysis (EFA)	102
6.5	Measurement Model Assessment	104
6.5.1	Reflective Measurement	105
6.5.2	Formative Measurement	112
6.6	Descriptive Statistics	114
6.7	Structural Model Assessment	115
6.7.1	Collinearity Issues Assessment for Structural Model	115

6.7.2	Path Co-efficient Assessment	115
6.7.3	Level of R ² Assessment	118
6.7.4	Effect Size (f^2) Assessment	118
6.7.5	Predictive Relevance (Q ²) Assessment	119
6.8	Mediation Effect Assessment	119
6.9	Moderation Effect Assessment	122
6.10	Overall Hypothesis Result	124
6.11	Chapter Summary	126
7	DISCUSSION AND CONCLUSION	127
7.1	Chapter Overview	127
7.2	Discussion of Findings	127
7.2.1	Authenticity Has a Positive Relationship with Place Attachment	127
7.2.2	Place Attachment Has a Positive Relationship with Intention to Recommend	128
7.2.3	Authenticity Has a Positive Relationship with Intention to Recommend	129
7.2.4	Place Attachment Mediates the Relationship between Authenticity and Intention to Recommend	131
7.2.5	Cultural Motivation Moderates the Relationship between Authenticity and Place Attachment	132
7.3	Summary of Findings by Research Questions	133
7.4	Theoretical Implications of the Study	134
7.5	Managerial Implications of the Study	135
7.5.1	Destination Managers	135
7.5.2	UNESCO Task Force of the Heritage Site	138
7.2	Limitations of the Study	139
7.3	Recommendations for Future Research	140
7.4	Conclusion	141
	REFERENCES	142
	APPENDICES	166
	BIODATA OF STUDENT	182
	PUBLICATION	183

LIST OF TABLES

Table	Page
1.1 Tourist arrivals in Melaka, 2008 – 2017	10
1.2 Tourist arrivals in Penang, 2008 - 2017	11
1.3 Definition of Main Constructs	20
3.1 Interview Structure Continuum	50
3.2 Authenticity Themes	53
3.3 Summary of Participants Profile	54
3.4 Summary of Participants' Qualitative Results	63
4.1 Hypotheses Statement	73
5.1 Summary of Research Paradigms	75
5.2 Sample Size Power	78
5.3 Measurement Scale of Objective Authenticity	80
5.4 Measurement Scale of Constructive Authenticity	81
5.5 Measurement Scale of Existential Authenticity	82
5.6 Measurement Scale of Food Authenticity	83
5.7 Measurement Scale of Place Attachment	84
5.8 Measurement Scale of Intention to Recommend	85
5.9 Measurement Scale of Cultural Motivation	85

5.10	Pre-Testing Feedbacks	88
5.11	Pilot Test Results	89
5.12	Summary of Rules of Thumb in Selecting between PLS-SEM or CB-SEM	92
5.13	Summary of Validity Guidelines for Reflective and Formative Measurement Model	96
5.14	Indices for Structural Model Analysis using Partial Least Square SEM (PLS-SEM)	98
6.1	Respondent Profile	101
6.2	Exploratory Factor Analysis (EFA) Result	103
6.3	Reflective Measurement Model: Loadings, AVE, CR	105
6.4	Discriminant Validity using Fornell and Larcker Criterion	108
6.5	Discriminant Validity using Cross-Loadings	109
6.6	Discriminant Validity using Heterotrait-Monotrait (HTMT) Criterion	111
6.7	Formative Measurement Model Properties	113
6.8	Descriptive Analysis for Authenticity Construct	114
6.9	Descriptive Analysis	114
6.10	Lateral Collinearity Assessment	115
6.11	Path-Coefficient Assessment	117
6.12	Co-efficient of Determination (R^2)	118
6.13	Effect Size (f^2)	119
6.14	Predictive Relevance (Q^2)	119

6.15	Mediating Result	121
6.16	Moderating Result	122
6.17	Summary of Hypothesis Testing	125



LIST OF FIGURES

Figure		Page
1.1	Map of Malaysia showing George Town and Melaka are on the west coast of Peninsular Malaysia	6
1.2	Map of Melaka UNESCO World Heritage Site	7
1.3	Map of George Town UNESCO World Heritage Site	8
1.4	Organization of Thesis	19
2.1	Four cell model of tourist situations	27
2.2	Mehrabian-Russell Stimulus-Organism-Response Model	39
3.1	Data Analysis Process	52
4.1	Proposed Conceptual Framework	66
6.1	The Measurement Model	106
6.2	The Structural Model	116
6.3	Objective Authenticity*Cultural Motivation Interaction Plot	123
6.4	Constructive Authenticity*Cultural Motivation Interaction Plot	123
6.5	Existential Authenticity*Cultural Motivation Interaction Plot	124

LIST OF ABBREVIATIONS

AVE	Average Variance Extracted
CB-SEM	Covariance Based - Structural Equation Model
CMV	Common Method Variance
CR	Composite Reliability
f^2	Effect Size
ICOMOS	International Council on Monuments and Sites
NGO	Non-Governmental Organization
PLS-SEM	Partial Least Square – Structural Equation Model
Q^2	Predictive Relevance
R^2	Co-efficient of Determination
SEM	Structural Equation Model
SPSS	Statistical Package for the Social Science Window software
S-O-R	Stimulus-Organism-Response Model
S-R	Stimulus Response Theory
UNESCO	United Nations Educational, Scientific and Cultural Organization
VAF	Variance Accounted For
VIF	Variance Inflation Factor
WHS	World Heritage Site

CHAPTER 1

INTRODUCTION

1.1 Chapter Overview

This chapter highlights the background of tourism, mainly on cultural tourism and the inscription of Melaka and George Town as the Historic Cities of the Straits of Malacca by United Nations Educational, Scientific and Cultural Organization (UNESCO) World Heritage as well as the practical issues. In the later part of this chapter contains the problem statement, research questions, objectives and significance of study. Also, it outlines the scope of study, organization of study and operational definitions.

1.2 Background of Study

Earlier, culture is defined as an individual's attainment of knowledge, faith, artwork, ethics, rules, practices, and any other competencies and behaviors as an associate of a community (Tylor, 1871). Later, in a broader context, culture refers to the accumulation of layers of knowledge, practical understanding, ethics, characters, behaviors, significances, hierarchies, faith, religion, notions of time, spatial connections, conceptions of the universe, physical items and belongings attained by a group of individuals in the course of generations through individual and group striving (Hofstede, 1997). Overall, these cultural elements can be categorized into visible culture and invisible culture (Hofstede, 2001). Visible culture relevant to touristic activities includes food, building, custom, and color. Invisible culture relevant to touristic experience includes language, beliefs, and values that tourists learned from interacting with local residents.

Culture has been reported to influence tourists' decisions in many aspects. For instance, culture was reported to be a factor in recommending destinations to others (Ramkissoon, Uysal, & Brown, 2011) and food culture was rated as the main reason for traveling to Hong Kong (Kivela & Crotts, 2006). Cultural experience is knowing how tourists behave in exploring for authenticity and sincerity (Trilling, 1972). If authenticity continues to deteriorate, the destination may lose its charm in providing cultural experiences. In Malaysia, there are reports indicating that Melaka and George Town heritage sites are losing its cultural authenticity (Tan, 2010; Noordin, 2015; Chin, 2016). Maintaining cultural heritage is key to sustaining UNESCO World Heritage Site status. Thus, researching these two heritage sites to uncover aspects of authenticity to tourists is timely.

Tourism is a series of activities carried out by an individual momentarily outside of his or her ordinary surroundings for a duration of not more than a year for a wide array of relaxation, professional, spiritual, fitness and personal motives apart from the search of remuneration from within the place visited or long-term change of residency (Smith,

2004). Tourism can be subdivided according to product characteristics such as nature tourism, medical tourism, green tourism, ecotourism and cultural tourism (Pearce, 1988). This study focuses on cultural tourism. In the context of the World Heritage Site (WHS), cultural attractiveness is the main tourism pull factor (Sans & Ramirez, 2013).

Cultural tourism has many definitions (McKercher & Du Cros, 2002). For instance, the ICOMOS Charter for Cultural Tourism defines cultural tourism as an activity that allows individuals to be exposed to other peoples' ways of life. As such, they can gain a first-hand understanding of other peoples' practices, customs, physical surrounding, intellectual viewpoints and those places of architectural, historic, archaeological or other cultural significance which still remain from former times (ICOMOS Charter for Cultural Tourism, 1997). As for the World Tourism Organization (WTO), cultural tourism is interpreted as individuals' movements mainly for cultural motivations. For example, movements to festivals, cultural occasions, heritage sites, monuments, natural surroundings, traditional stories, performing arts and handicrafts and movements as pilgrimages (World Tourism Organization, 1985). Similarly, Richards (1996) defines cultural tourism as movements to cultural attractions which are away from individuals' residency with the purpose to fulfill their cultural desires by collecting new information and experiences. Examples of cultural attractions are heritage places, arts, drama, artistic and cultural exhibitions. Cultural tourism is also defined as visits by individuals who do not come from the host community and are attracted either entirely or partially to the host community's historical, artistic, scientific, lifestyle or heritage offerings (Silberberg, 1995). In short, cultural tourism relates to the motivation of gaining direct contact with cultural elements in a destination.

Cultural tourism is used interchangeably with heritage tourism and there is a discussion among researchers trying to differentiate these two terms (Christou, 2005). Heritage tourism is a category of cultural tourism which generally highlights the destination site's physical attributes (Gelbman & Ron, 2009). Heritage, as a term, refers to a community's past and history that leads and assists in developing their present and future (Mohd, Ahmad, & Mat Suhaimi, 2015). It is an important element of national symbolization because it reflects the symbolic foundations of a nation's ethnicities, nationalities and identities and heritage is often used to continuously remind the community about this symbolization (Park, 2010). Heritage is an extensive concept. It includes the cultural and natural environment and incorporates sceneries, historic sites, physical surroundings, biodiversity, collections, knowledge, ways of life, experiences, former and current cultural traditions (Konrad, 1982). Heritage sites refer to monuments, museums, battlefields, historical structures as well as landmarks (Konrad, 1982).

Cultural heritage is a way society established an articulation of their lifestyle and is handed down from one generation to another. This includes traditions, conduct, sites, materials, arts manifestations, and principles and frequently articulated as tangible and intangible elements (ICOMOS International Cultural Tourism Charter, 2002). Tangible cultural heritage elements comprise tremendous creations and works of humankind. It includes buildings, structures, living places, rural areas, townships, metropolises, official papers, handicrafts, artworks, musical instruments, furnishings, apparel, personal decoration items, spiritual, customary and funerary items, tools, equipment,

machinery and industrial systems (ICOMOS International Cultural Tourism Charter, 2002).

In contrast, intangible cultural heritage elements comprise all kinds of classical and well-known folk culture, cumulative creations invented based on tradition in a particular community. These creations are passed from one generation to another verbally or by body movements and are reformed over a period of time, through a method of cumulative recreation. Examples of intangible cultural heritage are verbal practices, customs, dialects, instrumental sounds, dance, ceremonials, carnivals, traditional remedies and medicine, popular sports, cuisine, culinary arts and all types of distinctive skills associated with a culture's physical elements (ICOMOS International Cultural Tourism Charter, 2002). In view of the vast experiences of tangible and intangible cultural elements a cultural heritage site may offer to tourists, it is imperative for cultural heritage destination managers to identify which of these elements are key to their survival. The authenticity of these key cultural elements can then be maintained to ensure recommendation from tourists because it is reported that recommendations from tourists are the most effective approach to promoting a destination (Kozak & Rimmington, 2000). The following explains cultural heritage in Malaysia and the authenticity criteria which qualifies a destination as a cultural heritage site.

1.2.1 Cultural Heritage Sites in Malaysia

As of now, Malaysia has four heritage sites listed in the World Heritage List. Melaka and George Town, Historic Cities of the Straits of Malacca and Archeological Heritage of the Lenggong Valley were inscribed as World Cultural Heritage in 2008 and 2012 respectively while Gunung Mulu National Park and Kinabalu Park were inscribed as World Natural Heritage in 2000.

This study focuses on the inscription of Melaka and George Town, Historic Cities of the Straits of Malacca because it is Malaysia's first cultural heritage site listed as the WHS. In addition, it is reported that compared to world natural heritage sites, world cultural heritage sites use the WHS title to a larger extent (Hall & Piggin, 2001). Each UNESCO World Cultural Heritage Site must meet a minimum of one out of six cultural selection criteria, namely Selection Criteria (i), (ii), (iii), (iv), (v), and (vi) set by UNESCO. The Selection Criteria are as follows:

- i. heritage site symbolizes a masterpiece of human creative genius
- ii. heritage site displays a significant exchange of human values on developments in architecture or technology, monumental arts, town planning or landscape design within a cultural area of the world or over a period of time
- iii. heritage site bears an exclusive or minimum amount of incomparable testament to a cultural practice or to a human social development which has become extinct
- iv. heritage site represents an exceptional illustration of the architectural, structural or technological landscape that exemplifies a symbolic phase in human history

- v. heritage site represents an exceptional example of a traditional human settlement, land-use or sea-use that represents a culture, cultures or a human interaction with the environment particularly when it has become vulnerable due the irrevocable modification
- vi. heritage site represents a direct or tangible connection with living traditions or events

As for Melaka and George Town, both heritage sites met three selection criteria which are Selection Criteria (ii), (iii) and (iv). Selection Criteria (ii) indicates that Melaka and George Town are incomparable to other historic port cities on the Straits of Malacca or in the East because Melaka and George Town were operated as settlements for almost 500 years by the three great European powers which are the Portuguese, the Dutch, and the British. Also, Melaka and George Town endured a succession of interesting history from the era of the Malay Sultanate, the Chinese, the three successive European colonial and the post-colonial which are rare in the world. Therefore, the inscription is due to both heritage sites symbolizing an outstanding example of multicultural trading towns in the Southeast Asia and the East, molded for almost 500 years from the commercial activities and exchanges of Malay, Chinese, Indian, and European colonial powers culture. Every single era has its own distinctive structural design, urban form, technology and monumental art traces (UNESCO World Heritage Centre, 2018c). This selection criterion corresponds to objective authenticity which is defined as the genuineness of tangible heritage (Nguyen & Cheung, 2016).

Selection criteria (iii) indicates that Melaka and George Town are incomparable to other historic port cities on the Straits of Malacca in Asia because Melaka and George Town provide a vibrant multicultural living heritage. It is because the Malay, Chinese and Indian societies within the heritage zone, generally still practice identical cultural traditions as they used to in the olden days. Both heritage sites offer a multireligious community where each community practices its own heritage values and traditions. In addition, both heritage sites exhibit the architecture of their religious buildings such as mosques, Buddhist temples, Hindu temples, and churches. Therefore, the inscription is due to Melaka and George Town being a living testimony of the multicultural heritage and tradition of Asian and European colonial influences. This multicultural heritage is conveyed in an extensive variety of religious buildings of different beliefs, racial residences, dialects, religious and worship festivals, art, music, dances, attires, cuisine, and everyday routine (UNESCO World Heritage Centre, 2018c). This selection criterion corresponds to constructive authenticity which is defined as the local essence of tourists' experiences (Nguyen & Cheung, 2016).

Lastly, selection criteria (iv) indicates that Melaka and George Town until the present time sustain the town's architectural heritage that includes numerous styles of heritage buildings such as religious buildings, colonial buildings and a great number of townhouses and shophouses. Furthermore, it states that Melaka and George Town are incomparable to other historic port cities on the Straits of Malacca or in Asia because Melaka and George Town offer a wide array of shophouses with unique architecture. Generally, the architecture can be grouped into few categories based on its style and influences. Therefore, the inscription is because Melaka and George Town represent a combination of inspirations that have produced a distinctive architecture, townscape,

and culture that is not similar to any other places in the East and South Asia. Specifically, Melaka and George Town exhibit an outstanding collection of townhouses and shophouses that exhibit various and diverse stages and types of development of the building (UNESCO World Heritage Centre, 2018c). Similar to selection criteria (ii), this selection criteria (iv) also corresponds to objective authenticity which is regarded as the genuineness of tangible heritage (Nguyen & Cheung, 2016).

1.2.2 Melaka World Heritage Site

The Historic City of Melaka is situated in the state of Melaka. Melaka is located on the west coast of Peninsular Malaysia, bordered by the state of Negeri Sembilan to the north, state of Johor to the south and Straits of Malacca to the west as shown in Figure 1.1. There are two conservation zones, the core zone and the buffer zone. The core zone consists of two major areas. First, the St. Paul's Hill Civic Zone, which has the original fortress town, museums, government buildings, churches, and the urban square. The second major area is the commercial zone and historic residential zone which has commercial and residential buildings, shophouses, tombs and religious buildings. This buffer zone surrounds and protects the core zone.



Figure 1.1: Map of Malaysia Showing George Town and Melaka on the West Coast of Peninsular Malaysia

(Reprinted from Experiences of Two UNESCO World Heritage Cities: National and local politics in branding the past by Lai & Ooi, 2015)

In the early stages of inscription in 2008, the core zone only covered 38.6 hectares and the buffer zone only covered 134.0 hectares. However, there were minor modifications done to these two zones in 2011. The modification was to include the Bukit China cemetery in the buffer zone which was recommended by International Council on Monuments and Sites (ICOMOS) resulting in an increase in the area of the core zone from an original 38.6 hectares to 45.3 hectares and the buffer zone from an original 134.0 hectares to 242.8 hectares as shown in Figure 1.2 (UNESCO World Heritage Centre, 2018d). A' Famosa Fort, Dutch Square, Christ Church, St. Paul's Church, Stadthuys, Melaka Sultanate Palace, Kampung Hulu Mosque, Cheng Hoon Teng Temple, Cheng Ho's Museum, Baba Nyonya Museum, Sri Poyyatha Moorthi Temple are a few tourist attractions located in Melaka WHS. Tourists can enjoy a panoramic view of Melaka city from a height of 80 meters at Taming Sari Tower or explore Melaka's heritage by hopping on a Melaka River cruise.



Figure 1.2: Map of Melaka UNESCO World Heritage Site
(Reprinted from Melaka State Government, 2016)

1.2.3 George Town World Heritage Site

The Historic City of George Town is situated in the state of Penang. Penang consists of the mainland component of Seberang Prai and Penang Island, which is located off the coast of northern Peninsular Malaysia as shown in Figure 1.1. George Town is located in the Penang Island and is the state capital. Similarly, George Town too has two conservation zones — core zone and buffer zone. The core zone covers an area of 109.38 hectares bounded by Gat Lebu Melayu and Jalan Dr Lim Chwee Leong to the South-West corner, the Straits of Melaka on the north-eastern cape of Penang Island and Love Lane to the North-West. This zone consists of various historic buildings.

On the other hand, the buffer zone surrounds the core zone with an area of 150.04 hectares which is bounded by the stretch of sea area around the harbor, Transfer Road to the North-West corner and Jalan Perangin to the South-West corner. This area comprises a rich collection of different styles of historic buildings, mainly the anglo-indian bungalow, shophouses, and several religious buildings (UNESCO World Heritage Centre, 2018d). Fort Cornwallis, St George's Church, City Hall, Penang State Museum, Penang Peranakan Mansion, Kapitan Keling Mosque, Benggali Mosque, Teochew Temple, Yap Kongs Temple, Mahamariamman Temple, Cheong Fatt Tze Mansion are a few tourist attractions located in George Town WHS. Figure 1.3 exhibits George Town UNESCO heritage site's conservation zone.

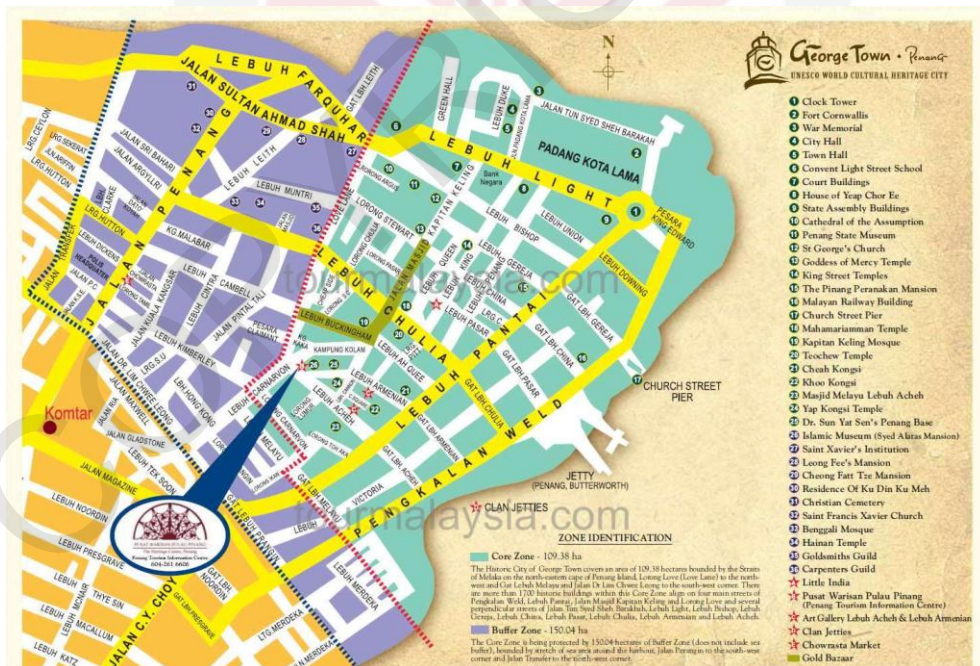


Figure 1.3: Map of George Town UNESCO World Heritage Site
(Reprinted from MyPenang, 2016)

1.2.4 UNESCO World Heritage Centre

The world heritage concept begun subsequently due to increasing awareness on the threats occurring toward the natural and cultural heritage around the globe (Leask & Fyall, 2006). In order to address these threats, UNESCO initiated a convention that focuses on protecting cultural and natural heritage around the world. This convention established States Parties in member countries to propose their heritage to be included on the world heritage list (Leask & Fyall, 2006). It is an outstanding work to protect the world's collective history in the form of cultural monuments and landscapes (Frey & Steiner, 2011).

Later, in 1992, the UNESCO World Heritage Centre was established. It acts as the principal body and coordinator within UNESCO for all issues in regards to world heritage. It is also an agency by the United Nations that supports the identification, preservation and protection of cultural and natural heritage around the world which are considered to have exceptional value to humanity (UNESCO World Heritage Centre, 2018a). UNESCO World Heritage has eight missions as follows:

1. Ensure protection of heritage by encouraging countries to sign the World Heritage Convention
2. Support countries to recommend to the Convention on the insertion of the sites inside their national territory for the World Heritage List
3. Support countries to set up management plans and reporting systems on the state of conservation of their World Heritage sites
4. Protect World Heritage properties by assisting countries in providing professional training and technical assistance
5. Supply urgent aid for World Heritage Sites facing immediate danger
6. Encourage community awareness activities organized by countries for World Heritage conservation
7. Support local population to participate in preserving their cultural and natural heritage
8. Support universal collaboration in conserving cultural and natural heritage around the world

World heritage listing is the utmost award or honor a protected area can obtain (Shackley, 1998). Heritage sites are categorized into three categories, namely cultural, natural, and mixed. In order to be listed on the UNESCO World Heritage list, each site must have outstanding universal values and meet minimally, one out of ten selection criteria: six cultural criteria and four natural criteria. These criteria are revised regularly by the World Heritage Committee (UNESCO World Heritage Centre, 2018b). There are numerous motives for a site to get into the world heritage list, such as to gain higher economic growth from tourism, obtain recognition, prestige, political esteem and the opportunity to access the world heritage fund. These motives are regularly controversial whether the listing actually provides benefits or merely giving challenges (Timothy & Boyd, 2003; Leask & Fyall, 2006).

Despite the controversial benefits-challenges issue, it is reported that there are advantages to having a place recognized as a WHS. Firstly, it brands the place. WHS is an internationally recognized accreditation. Therefore, it enables a place with a WHS to stand out against other places that do not have this accreditation (Ooi, 2011). Secondly, the WHS brand highlights that the place has intrinsic, special, exclusive and distinctive value that should be preserved (Hall & Piggin, 2003). Thirdly, marketing experts cannot create or develop the WHS title because it is assessed and appraised by the UNESCO body itself. As such, it is not just a marketing or commercial gimmick but a genuine and authentic appraisal (Westwood, 2011). It is easier for a city or country to attract tourists and promote its tourism sector and activities if it is rich in heritage and culture (Alberini & Longo, 2006). As a matter of fact, tourist arrivals in heritage sites are increasing across the globe (Gilmore, Carson, & Ascencao, 2007). Therefore, together with the ‘World Heritage Site’ status by UNESCO, the number of tourist arrivals has been increasing for Melaka as shown in Table 1.1 and for Penang with the exception of year 2009, 2013 and 2015 as shown in Table 1.2. All in all, WHS is a precious title that Melaka and George Town should strive to maintain.

Table 1.1: Tourist Arrivals in Melaka, 2008 – 2017

Year	Local Tourist	Foreign Tourist	Total	Percentage Growth (%)
2008	6,004,104	1,201,387	7,205,492	-
2009	7,293,762	1,611,511	8,905,273	23.6
2010	8,177,869	2,176,792	10,354,661	16.3
2011	9,070,901	3,094,965	12,165,866	17.5
2012	10,198,855	3,512,279	13,711,134	12.7
2013	10,366,594	3,946,123	14,312,717	4.4
2014	10,846,706	4,185,324	15,032,030	5.0
2015	11,270,392	4,466,467	15,736,859	4.7
2016	11,222,455	5,059,626	16,282,081	3.5
2017	11,049,328	5,745,140	16,794,468	3.2

(Source: Melaka Tourism Promotion Division, 2018)

Table 1.2: Tourist Arrivals in Penang, 2008 - 2017

Year	Local Tourist	Foreign Tourist	Total	Percentage Growth (%)
2008	3,496,293	2,811,175	6,307,468	-
2009	2,982,687	2,977,642	5,960,329	-5.5
2010	2,942,544	3,048,320	5,990,864	0.5
2011	2,956,390	3,063,564	6,019,954	0.5
2012	2,996,282	3,096,907	6,093,189	1.2
2013	2,639,182	2,062,917	4,702,099	-22.8
2014	3,617,170	3,230,399	6,847,569	45.6
2015	3,467,719	2,879,899	6,347,618	-7.3
2016	3,467,402	2,911,783	6,379,185	0.5
2017	3,470,322	2,911,429	6,381,751	0.1

(Source: Ministry of Tourism and Culture, Pulau Pinang Office, 2016; Tourism Malaysia, 2018)

1.3 Problem Statement

Literature commonly uses intention to recommend to predict tourists' visitation because it is a good proxy for future behavior (Baker & Crompton, 2000). Therefore, with adequate measures, tourists' future behavior can be predicted effectively (Lin, 2015) such as through intention to recommend. Table 1.1 and Table 1.2 explained earlier show that the tourist arrivals percentage growth rate for Melaka and Penang have been fluctuating from year to year. This fluctuation is likely influenced by recommend intention among tourists who have visited Melaka and George Town heritage sites. Tourists who have visited the heritage sites and have a low level or no intention to recommend are not likely to say positive things about the heritage sites to others or encourage friends and relatives to visit them. Therefore, repeat or new tourists are less likely to visit the heritage sites. This causes the percentage growth rate of tourist arrivals to fluctuate from year to year. Hence, this issue requires research attention and inspires this study to examine the intention to recommend among tourists who have visited Melaka and George Town heritage sites.

Although cultural tourists are attracted to visit World Cultural Heritage Sites like Melaka and George Town, evidence points to the fact that these two heritage sites are losing their cultural charm where the authenticity of cultural elements which have influence on the UNESCO Selection Criteria were being compromised. Firstly, tourists perceived that the heritage inscribed in Melaka and George Town as un-Malaysian as they feel that the sites were western-centric. Also, many pre-war shophouses have been converted to boutique hotels, designer cafes and souvenir shops (Ng & Looi, 2016; Tan, 2019). One of the tourists mentioned that he was pleased to see old traditional shops are occupied and operated by local barbers, cobblers and furniture makers. These are the things that he wanted to capture in his photographs and show to his friends back

home (Noordin, 2015). However, the true multiculturalism was diluted with the conversion of modern, westernized styled restaurants to replace traditional family businesses (Tan, 2010). Therefore, this issue may affect UNESCO's evaluation of Melaka and George Town as selection criteria (ii) indicates that the two heritage sites were recognized for outstanding illustrations of multicultural trading towns forged for almost 500 years from the commercial and cultural exchanges of Malay, Chinese, Indian, Portuguese, Dutch and British (UNESCO World Heritage Centre, 2018c).

Secondly, tourists were unable to view and experience the intangible culture of the sites. In the George Town heritage site, there is a trend of moving original residents off the site. Previously, George Town was occupied by 50,000 original residents. However, this number has decreased to only 9,000 original residents (Noordin, 2015). Specifically, statistics by a community-focused urban regeneration organization in George Town indicated that the number of Chinese households decreased to 1,505 in 2013 compared to 1,701 in 2009 while Indian families nosedived from 304 to 252 (Tan, 2019). This is due to the major increment of rental rates in the heritage site (Noordin, 2015; The Edge Markets, 2019). The heritage site is also about the living culture and its heritage. As a case in point, one Chinese family celebrates about fifteen small or big cultural festivals or rituals in a year. Once this family or the heritage bearers move out from the heritage site, they will also bring along the intangible heritage values and the place becomes barren. In addition, it is reported that there is insufficient protection of living heritage activities around the core heritage buildings (The Star, 2011).

Similarly, Friends of Melaka Museums chairman states that high rentals and a poor road system pressure traditional Malay merchants to move out from the Kampung Pantai area in Melaka. In addition, the President of Badan Warisan Malaysia indicates that preserving Melaka's heritage also refers to protecting the living traditions of the multicultural. Therefore, in order to insert Melaka's old world charm, support and encouragement should be given to traditional businesses and activities such as clog makers, beaded shoemakers, wooden blinds makers, basket weavers, keris makers, and blacksmiths to occupy residencies in the heritage site (Chin, 2016). This issue may impact UNESCO's evaluation of selection criteria (iii) of Melaka and George Town. The selection criteria indicate that Melaka and George Town are the living testimony of Asian and European colonial influences. This multicultural heritage is conveyed in extensive variation by religious buildings of different beliefs, racial residences, dialects, religious and worship festivals, arts, music, dances, attire, cuisine, and everyday routine (UNESCO World Heritage Centre, 2018c).

The third problem concerns the abandonment of heritage buildings. Tourists found that there are some shops that were closed down and many unoccupied buildings which were left to rot and they were an eyesore to tourists (Noordin, 2015). The moving out of original residents led to pre-war shophouses being left empty, neglected and not taken care of. Additionally, the Penang government has been urged to set up a department which exclusively handles the maintenance of the state's historic and heritage buildings because it appears that the Penang local government agencies are paying no attention to upkeep the historic buildings such as the iconic Penang Town Hall building (Kaur, 2019). This issue may also affect UNESCO's evaluation of

selection criteria (iv) of Melaka and George Town as both heritage sites were recognized for reflecting a combination of influences that have generated a distinctive townscape, architecture, and culture without compare in East and South Asia. Specifically, exhibiting an extraordinary collection of townhouses and shophouses (UNESCO World Heritage Centre, 2018c), and deteriorated buildings will only jeopardize Melaka and George Town's position as WHS.

Maintaining cultural heritage and its authenticity are key in sustaining UNESCO WHS status. The issues addressed above are compromising Melaka and George Town's authenticity and UNESCO's evaluation of selection criteria (ii), (iii) and (iv). Therefore, researching these two heritage sites to uncover aspects of authenticity criteria to tourists is timely. It inspires this study to examine the authenticity of these heritage sites, to what extent these authenticity elements desired by tourists are being preserved and what can be done to upkeep the authenticity of the heritage sites.

In fact, tourism literature suggested a few research gaps that require closure. Firstly, there is a lack of empirical studies on dimensions of authenticity that draw tourists to Melaka and George Town. Individuals can perceive authenticity in different ways and the Asian world is lacking in the investigation of the definition of authenticity, thus requiring a closer observation on this (Nguyen & Cheung, 2016). A number of authenticity's scales have been developed and used such as Chhabra (2010), who uses authenticity ideologies to categorize authenticity constructs (objectivist, negotiation, constructivist, and existentialist), Kolar and Zabkar (2010) who uses two dimensions of authenticity (object-based authenticity and existential authenticity) and Nguyen and Cheung (2016) who uses authenticity in different dimensions besides its comparison to expectation dimension (objective authenticity, constructive authenticity, existential authenticity, and comparison to expectation). However, these scales may not be sufficient in describing and reflecting the overall authenticity of Melaka and George Town's heritage sites. For example, the trading town, people and architecture authenticity highlighted as concerns by stakeholders (Tan, 2010; Noordin, 2015; Chin, 2016) were not measured as separate dimensions in the literature review. Thus, there is a research gap to discover dimensions of authenticity that draw tourists to Melaka and George Town.

Secondly, past studies on authenticity focus on adapting the Stimulus-Organism-Response (S-O-R) model developed by Mehrabian and Russell (1974) in nature-based tourism and it is recommended to test the S-O-R model in different contexts of authenticity (Jiang et al., 2016). Therefore, this study responds to this call by adapting the S-O-R model to the cultural heritage tourism context. The stimulus (S) consists of marketing mix variables and other environmental inputs that are external to a person. Organism (O) represents internal manners that intercede in between external stimuli and final responses, actions or reactions. Response (R) is the outcome or behavioral reactions (Bagozzi, 1986). This model is established based on the Stimulus-Response (S-R) theory which indicates that the relationship between a stimulus and a response is due to the simultaneous reaction (Pavlov, 1927).

It is known in the literature that place attachment is a mediator between desired conditions, particularly benefits attained, source credibility and image and favorable outcomes, particularly future visit intention and satisfaction (Kil et al., 2012; Veasna, Wu, & Huang, 2013). The concept of place attachment derived from attachment theory, an influential psychological theory that delineates attachment as a bond of affection between a person and an entity such as place (Bowlby, 1969; Chen, Dwyer, & Firth, 2014). The mediation of place attachment is in line with the S-O-R model. However, the relationship between authenticity as the stimulus, place attachment as the organism and intention to recommend as the response as well as mediating role of place attachment are under-researched particularly in the context of cultural heritage sites like Melaka and George Town. Authenticity may be a desired condition for tourists to visit a cultural heritage destination such as Melaka and George Town while the intention to recommend is a favorable outcome heritage sites intend to achieve. Thus, it is likely that place attachment mediates authenticity and intention to recommend and this relationship has not been tested in the WHS context, specifically on Melaka and George Town heritage sites. Therefore, this relationship will be examined in this research.

Third is the limited studies that examine the moderating role of cultural motivation on the relationship between authenticity and place attachment. The most frequently used motivation theory in the tourism literature is Dann's (1977) push-pull theory that classifies tourism motives into two groups, which are push motives referring to internal and psychological factors, and pull motives referring to external and cognitive factors (Yoon & Uysal, 2005). Pull motives also refers to tourists' perceptions, expectations and the appeal of the destination including tangible properties such as historical, artistic, cultural, natural or culinary heritage (Uysal & Jurowski, 1994). Based on Nguyen and Cheung (2016), cultural motivation pertains to internal, push motives which include pursuit of knowledge and tourists' desire in learning about heritage sites' history and culture. Authenticity reflects on destination attributes, which are genuineness of heritage (Nguyen & Cheung, 2016), product of object's subjective interpretation as compared to immanent belongings (Cohen, 1988a), and emotion or self-achievement that tourists achieve if they experience a state of existentialism as a result of the reciprocal action with items at the destination (Wang, 1999) that pertain to external, pull motives. External motive (authenticity) alone would not make tourists more attached to heritage sites like Melaka and George Town without the existence of internal motive (cultural motivation). In short, there is a gap to assess if the combination of push and pull motives increase tourists' attachment toward heritage sites like Melaka and George Town.

Literature reports that knowledge moderates the relationship between heritage buildings and emotions (Palau-Saumell et. al., 2013). Cultural motivation circles around knowledge motives, authenticity includes tangible heritage such as heritage buildings, while place attachment refers to emotions built toward the destination. Therefore, based on this reported moderating findings as well as the push-pull motivation theory, it is likely that cultural motivation moderates the relationship between authenticity and place attachment. However, empirical support of this moderating relationship was not filled. The three literature gaps above lead to three research questions and objectives outlined next.

1.4 Research Questions

In addressing the research gaps highlighted earlier, three research questions were developed as follows:

1. What are the dimensions of authenticity that draw tourists to Melaka and George Town?
2. Is there a mediating effect of place attachment on the relationship between authenticity and intention to recommend?
3. Is there a moderating effect of cultural motivation on the relationship between authenticity and place attachment?

1.5 Research Objectives

From the research questions above, research objectives were constructed. The general objective of this study is to examine the relationships between authenticity of Melaka and George Town, place attachment, intention to recommend and cultural motivation. The specific objectives are as follows:

1. To discover dimensions of authenticity that draw tourists to Melaka and George Town heritage sites.
2. To examine if there is a mediating effect of place attachment on the relationship between authenticity and intention to recommend.
3. To examine if there is a moderating effect of cultural motivation on the relationship between authenticity and place attachment.

1.6 Hypotheses

The following four main hypotheses were developed to achieve the second research objective of this study which is to examine if there is mediating effect of place attachment on the relationship between authenticity and intention to recommend.

1. Authenticity has a positive relationship with place attachment.
2. Place attachment has a positive relationship with intention to recommend.
3. Authenticity has a positive relationship with intention to recommend.
4. Place attachment mediates the relationship between authenticity and intention to recommend.

One main hypothesis was developed to achieve the third research objective of this study which is to examine if there is a moderating effect of cultural motivation on the relationship between authenticity and place attachment.

1. Cultural motivation moderates the relationship between authenticity and place attachment.

1.7 Significance of the Study

This study provides contributions in theoretical and practical aspects. Theoretical significance is presented in Section 1.7.1 and managerial significance is presented in Section 1.7.2.

1.7.1 Theoretical Significance

In terms of theoretical significance, this study is significant in four ways. Firstly, this study discovers alternative dimensions of authenticity. Individuals perceive authenticity in different ways and the Asian world is lacking in the investigation of authenticity's definition, requiring a closer observation on this (Nguyen & Cheung, 2016). Current scales of authenticity are insufficient in describing and reflecting the overall authenticity of Melaka and George Town's heritage sites. Therefore, this study discovers dimensions of authenticity that draw tourists to Melaka and George Town heritage sites.

Secondly, this study extends the S-O-R model to the cultural heritage tourism context. The S-O-R model is developed by Mehrabian and Russell (1974). Jiang et al. (2016) adapted this model in its study to the World Natural Heritage context. Therefore, this study extends the adaptation of the S-O-R model to the World Cultural Heritage Sites, specifically Melaka and George Town. In this model, an individual's emotional responses are placed as a means between stimuli and behaviors. Stimulus affects emotional reactions and these emotional reactions affect a person's behavior (Mehrabian & Russell, 1974). This model is developed based on the Stimulus-Response (S-R) theory founded by Pavlov (1927). This theory indicates that the relationship between a stimulus and a response is due to the simultaneous reaction (Pavlov, 1927).

Thirdly, it introduces mediators to understand the process in which authenticity impacts intention to recommend by borrowing the S-O-R model. It is reported that place attachment is a significant mediator between desired condition and favorable outcome (Kil et al., 2012). The concept of place attachment derived from attachment theory, an influential psychological theory that delineates attachment as a bond of affection between a person and an entity such as place (Bowlby, 1969; Chen, Dwyer, & Firth, 2014). Therefore, by adapting the S-O-R model and significant mediation in previous studies, this study introduces a mediator which is place attachment to understand the process in which authenticity influences intention to recommend.

Fourthly, this study extends the S-O-R model by introducing moderators in understanding the strength of the relationship between authenticity and place attachment by borrowing the concept of push and pull motivation theory. In the tourism field, motivation can be categorized into two, which are push motivation and pull motivation. Push motivation refers to tourists' internal, psychological factors while pull motivation refers to external factors (Dann, 1977). Cultural motivation pertains to push motivation (Nguyen & Cheung, 2016) while authenticity reflects on destination attributes and pertains to pull motivation. Tourists motivated by both push (cultural

motivation) and pull motivation (authenticity), might enhance their place attachment. Therefore, this study provides empirical evidence to close this gap in the moderating relationship.

1.7.2 Managerial Significance

In terms of managerial significance, this study is significant in three ways. First, it helps the destination managers of Melaka and George Town heritage sites to better manage tourists' expectations of the cultural heritage sites by highlighting authenticity elements expected by tourists. With this information, destination managers will have better insights on authenticity from tourists' eyes and point of view. Hence, destination managers can use this information to polish their current marketing tools and to give them better ideas to attract tourists.

Second, this study helps destination managers in developing sustainability strategies and actions to maintain the heritage sites by highlighting current practical issues that need to be curbed and literature gaps to be filled. Therefore, the destination managers may utilize this information to develop detailed strategies in maintaining authenticity, attachment, recommend intention and motivation.

Third, this study helps the UNESCO task force of Melaka and George Town heritage site to sustain the UNESCO WHS status by highlighting the criteria that performed poorly in order for them to take corrective action. There are authenticity issues raised by tourists which may jeopardize their ability to fulfill the criteria of Melaka and George Town being selected as a WHS. Therefore, the UNESCO task force of the heritage sites would be able to use this information for corrective measures and help in sustaining the UNESCO WHS status.

1.8 Scope of the Study

This study aims to understand authenticity and its impact toward intention to recommend the destination in the context of cultural heritage tourism. This study only covers Melaka and George Town UNESCO World Heritage Sites because these sites are Malaysia's very first cultural heritage sites that are inscribed as the UNESCO World Heritage Site. Also, both heritage sites are jointly inscribed under one inscription. Therefore, these heritage sites are distinctive as compared to other heritage sites in Malaysia. On top of that, there are authenticity issues in these two WHS that require solutions.

This study only concentrates on tourists who have visited Melaka and George Town UNESCO World Heritage Site. Studies that focus on tourists are becoming more and more important in the tourism industry (Petr, 2015). However, information on tourists' micro-level behavior at heritage sites is slightly inadequate regardless of the importance of tourists at heritage sites (Holmes et al., 2006). Therefore, this study is interested in the tourists' opinions.

This study focuses on adapting the S-O-R model to examine and understand authenticity as external stimuli and its impact on place attachment (organism) and intention to recommend (response). Although other studies used authenticity as a mediator while attachment as an antecedent, this study model otherwise. Based on the S-O-R model suggestion, authenticity, which is a stimulus, predicts emotions in the form of attachment which then leads to intention to recommend. The S-O-R was deemed appropriate to address the research questions of this study that looks at how external stimuli combined with internal motivation (cultural motivation) may enhance place attachment, which leads to greater recommend intention.

1.9 Organization of the Thesis

Figure 1.4 describes the organization of this thesis. Chapter 1 of this study gives a brief description of Melaka and George Town as a UNESCO World Heritage Site. Later in the chapter, it discusses practical issues faced by the heritage sites, theoretical research gaps, research questions, objectives, hypothesis, significance and scope of the study. Chapter 2 comprises a review of the literature and relevant studies associated with constructs and theories used in this study, namely authenticity, place attachment, intention to recommend, cultural motivation, and the S-O-R model. Next, Chapter 3 contains details of the qualitative preliminary study conducted to discover dimensions of authenticity to be included in the research framework. The details include the purpose of conducting qualitative approach, sampling procedure, sample size, data collection, data analysis procedure as well as qualitative results and discussions.

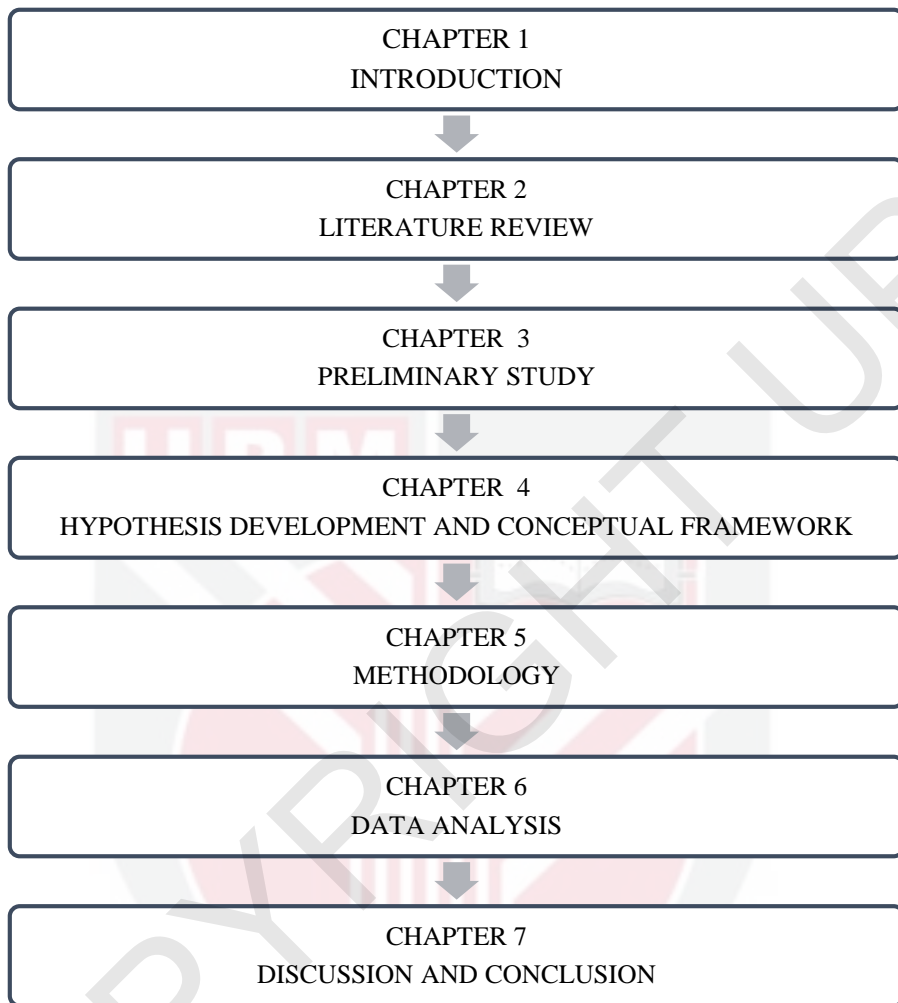


Figure 1.4: Organization of Thesis

Chapter 4 outlines the hypotheses development and the research framework. It focuses on how the relationships between constructs are developed based on theories and previous studies besides describing how these relationships are gathered to build a research framework. Chapter 5 highlights the methodology for the quantitative approach of this study. It discusses the research paradigm, research design, population of the study, sampling method, sample size, data collection, operational definitions, measurement as well as data analysis used for this study. Chapter 6 displays results from the analysis using SPSS and PLS-SEM version 3.0. This chapter deliberates the exploratory factor analysis, measurement and structural model assessment, mediation and moderation effect assessment. It also summarizes the overall hypothesis result. Chapter 7 discusses the overall findings, implications, and limitations of this study. Besides that, it outlines suggestions for future studies.

1.10 Operational Definitions

There are seven main operational definitions employed in this study. These definitions are based on literature and are summarized in Table 1.3.

Table 1.3: Definition of Main Constructs

No.	Construct	Definition	Source (Year)
1	Objective authenticity	Genuineness of tangible heritage.	Nguyen & Cheung (2016)
2	Constructive authenticity	Local essence of tourists' experiences.	Nguyen & Cheung (2016)
3	Existential authenticity	More relaxed and social interactions with family, friends and local people.	Lin (2015)
4	Food authenticity	Food and dining experience which represents characteristics of a particular place.	Kim & Baker (2017)
5	Place attachment	Range of feelings an individual holds when connected with a particular setting.	Jiang et al. (2016)
6	Intention to recommend	Tourists' willingness to recommend and say positive things about the destination.	Bonn et al. (2007)
7	Cultural motivation	Tourists' desire to learn about history and culture of the heritage site.	Nguyen & Cheung (2016)

1.11 Chapter Summary

This chapter provides the background of study and problem statement which leads to highlighting research questions, objectives, hypothesis and significance of study. This chapter also provides scope and organization of study as well as operational definitions of main constructs used in the study. The following chapter discusses the literature review of this study.

REFERENCES

- Ajzen, I., & Fishbein, M. (1980). *Understanding attitudes and predicting social behavior*. Englewood Cliffs, N.J: Prentice-Hall.
- Alberini, A., & Longo, A. (2006). Combining the travel cost and contingent behavior methods to value cultural heritage sites: Evidence from Armenia *Journal of Cultural Economics*, 30(4), 287-304.
- Anholt, S. (2007). *Competitive Identity: The New Brand Management for Nations, Cities and Regions*. NewYork, NY: Palgrave Macmillan.
- Ashworth, G. J. (2001). *Heritage, Tourism and Cities: A Review*. In Contemporary Perspectives on Tourism, edited by G. Wall. Department of Geography Publication Series (pp. 143-180). Waterloo, Australia: University of Waterloo.
- Askari, A., & Dola, K. B. (2009). Influence of building facade visual element on its historical image, case of Kuala Lumpur Malaysia. *Journal of Design and Built Environment*, 5(1), 49-59.
- Bagozzi, R. P. (1986). *Principles of marketing management*. Chicago: Science Research Associates.
- Bagozzi, R., & Yi, Y. (1988). On the Evaluation of Structure Equation Models. *Journal of the Academy of Marketing Science*, 16(1), 74-94.
- Baker, D. A., & Crompton J. L. (2000). Quality, Satisfaction and Behavioral Intentions. *Annals of Tourism Research*, 27(3), 785–804.
- Barclay, D., Higgins, C., & Thompson, R. (1995). The partial least squares (PLS) approach to causal modeling: personal computer adoption and use as an illustration. *Technology Studies*, 2(2), 285–309.
- Baron, R. M., & Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173-1182.
- Beebe, K. R., Pell, R. J., & Seasholtz, M. B. (1998). *Chemometrics—A Practical Guide*. Wiley-Interscience, New York.
- Beer, S. (2008). Authenticity and food experience: Commercial and academic perspectives. *Journal of Foodservice*, 19(3), 153–163.
- Bell, D., & Valentine, G. (1997). *Consuming Geographies*. London: Routledge.
- Berger, P. L. (1973). Sincerity and Authenticity in Modern Society. *Public Interest*, 31, 81-90.
- Bessiere, J. (1998). Local development and heritage: Traditional food and cuisine as tourist attractions in rural areas. *Sociologia Ruralis*, 38 (1), 21–34.

- Bigne, J. E., Sanchez, M. I., & Sanchez, J. (2001). Tourism Image, Evaluation Variables and after purchase Behaviour: Inter-Relationship. *Tourism Management*, 22(6), 607-616.
- Bonn, M. A., Joseph-Mathews, S. M., Dai, M., Hayes, S., & Cave, J. (2007). Heritage/Cultural Attraction Atmospherics: Creating the Right Environment for the Heritage/Cultural Visitor. *Journal of Travel Research*, 45(3), 345-54.
- Bowlby, J. (1969). *Attachment and loss, Vol. 1: Attachment*. New York: Basic Books.
- Bowlby, J. (1973). *Attachment and loss, Vol. 2: Separation*. New York: Basic Books.
- Bowlby, J. (1980). *Attachment and loss, Vol. 3: Loss, sadness and depression*. New York: Basic Books.
- Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77-101.
- Brislin, R. W. (1970). Back-translation for cross-cultural research. *Journal of Cross-cultural Psychology*, 1(30), 185-216.
- Brocato, E. D. (2006). *Place attachment: An investigation of environments and outcomes in service context*. (Unpublished Doctoral Thesis). The University of Texas, Arlington.
- Brown, D. (1996). Genuine Fakes. In *The Tourist Image: Myths and Myth Making in Tourism*, Tom Selwyn, 33-47. Chichester: Wiley.
- Bruner, E. M. (1995). The Ethnographer/Tourist in Indonesia. In *International Tourism: Identity and Change*. M.-F. Lanfant, J. B. Allcock, and E. M. Bruner, eds, 224-241. London: Sage.
- Bryce, D., Ross, C., Kevin, O., & Taheri, B. (2015). Visitors' engagement and authenticity: Japanese heritage consumption. *Tourism Management*, 46, 571-581.
- Buchanan, T. (1985). Commitment and leisure behavior: A theoretical perspective. *Leisure Sciences*, 7(4), 401-420.
- Buchmann, A., Moore, K., & Fisher, D. (2010). Experiencing film tourism: Authenticity & fellowship. *Annals of Tourism Research*, 37(1), 229-248.
- Buckley, R. (2004). The effects of World Heritage listing on tourism to Australian national parks. *Journal of Sustainable Tourism*, 12(1), 70-84.
- Budruk, M., White, D. D., Wodrich, J. A., & Van Riper, C. J. (2008). Connecting visitors to people and place: Visitors' perceptions of authenticity at Canyon de Chelly National Monument, Arizona. *Journal of Heritage Tourism*, 3(3), 185-202.
- Byrne, B. M. (2016). *Structural Equation Modelling with AMOS: Basic Concepts, Applications, and Programming (3rd edition)*. New York: Routledge.

- Chai, L. T. (2011). Culture heritage tourism engineering at Penang: Complete the puzzle of the Pearl of Orient. *Systems Engineering Procedia*, 1, 358–364.
- Chang, H.-J., Eckman, M., & Yan, R.-N. (2011). Application of the Stimulus-Organism-Response model to the retail environment: the role of hedonic motivation in impulse buying behavior. *The International Review of Retail, Distribution and Consumer Research*, 21(3), 233-249.
- Chen, C.F., & Chen, F.S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management*, 31(1), 29-35.
- Chen, N., Dwyer, L., & Firth, T. (2014) Effect of dimensions of place attachment on residents' word-of-mouth behavior. *Tourism Geographies*, 16(5), 826-843.
- Chhabra, D. (2010). Back to the past: a sub-segment of Generation Y's perceptions of authenticity. *Journal of Sustainable Tourism*, 18(6), 793-809.
- Chhabra, D., Robert, H., & Erin, S. (2003). Staged authenticity and heritage tourism. *Annals of Tourism Research*, 30(3), 702-719.
- Chin, C. (2016). *Are we losing the real Malacca?* Retrieved from <http://www.star2.com/travel/malaysia/2016/10/15/are-we-losing-the-real-malacca/>
- Chin, W. W. (1998). The partial least squares approach to structural equation modelling. In G.A. Marcoulides (Ed.), *Modern business research methods*. Mahwah, NJ: Lawrence Erlbaum Associates.
- Chin, W. W., & Newsted, P. R. (1999). Structural equation modeling analysis with small samples using partial least squares. In R. H. Hoyle (Ed.), *Statistical strategies for small sample research* (pp. 307-341). Thousand Oaks: CA: Sage Publications.
- Chin, W.W., Marcolin, B.L., & Newsted, P.R. (2003). A Partial Least Squares Latent Variable Modeling Approach for Measuring Interaction Effects: Results from a Monte Carlo Simulation Study and an Electronic-Mail Emotion/Adoption Study. *Information Systems Research*, 14, 189-217.
- Chiu, H. C., Hsieh, Y. C., Li, Y. C., & Lee, M. (2005). Relationship marketing and consumer switching behaviour. *Journal of Business Research*, 58, 1681-1689.
- Cho, M. H. (2012). A study of authenticity in traditional Korean folk villages. *International Journal of Hospitality & Tourism Administration*, 13(2), 145–171.
- Christou, E. (2005). Heritage and cultural tourism: A marketing-focused approach. In Sigala, M. & Leslie, D. (eds.): *International cultural tourism: Management, implication and cases*, (pp. 3-15). Oxford: Elsevier Butterworth-Heinemann.
- Cohen, E. (1979). A Phenomenology of Tourist Experiences. *Sociology*, 13(2), 179–201.

- Cohen, E. (1988a). Authenticity and Commoditization in Tourism. *Annals of Tourism Research*, 15(3), 371-386.
- Cohen, E., & Avieli, N. (2004). Food in Tourism: Attraction and Impediment. *Annals of Tourism Research*, 31(4), 755-778.
- Cohen, J. (1988b). *Statistical Power Analysis for the Behavioral Sciences* (2nd edition). Hillsdale, NJ: Lawrence Erlbaum Associates.
- Cooper-Marcus, C. (1992). Environmental Memories, in Altman, I., & Low, S.M. (eds.) *Place Attachment*. London: Plenum.
- Costello A. B., & Osborne J. W. (2005). Best Practices in Exploratory Factor Analysis: Four Recommendations for Getting the Most from Your Analysis. *Practical Assessment, Research & Evaluation*, 10(7), 1-9.
- Cresswell, T. (2004) *Place: A short introduction*. Oxford: Blackwell.
- Creswell, J. W. (2012). *Educational research: Planning, conducting, and evaluating quantitative and qualitative research* (4th edition). Boston, MA: Pearson.
- Creswell, J. W. (2014). *Research design: qualitative, quantitative, and mixed methods approaches* (4th edition). Thousand Oaks, California: SAGE Publications.
- Creswell, J. W. (2015). *Educational Research: Planning, Conducting, and Evaluating Quantitative and Qualitative Research*. New York: Pearson.
- Creswell, J. W., & Plano Clark, V. L. (2011). *Designing and conducting mixed methods research* (2nd edition). Los Angeles: SAGE Publications.
- Crompton, J. L. (1979). Motivations for Pleasure Vacation. *Annals of Tourism Research*, 6(4), 408-424.
- Crompton, J. L., & McKay, S. L. (1997). Motives of visitors attending festival events. *Annals of Tourism Research*, 24(2), 425-439.
- Cronbach, L. J. (1971). *Test Validation*. In R. Thorndike (Ed.), *Educational Measurement* (2nd edition). Washington DC: American Council on Education.
- Csapo, J. (2012). The role and importance of cultural tourism in modern tourism industry. *Strategies for Tourism Industry: Micro and Macro Perspectives*, 201-232.
- Culler, J. (1981). Semiotics of Tourism. *American Journal of Semiotics*, 1(1-2), 127-140.
- Cunha, M. J. S. (2008). Cultural and religious tourism as a territorial development strategy. Proceedings from *International Congress - Cultural and Religious Tourism - Opportunities and Challenges for the 21st Century*. Abílio Vilaça and Varico Pereira (Eds.), TURL / TCR, Póvoa de Varzim.

- Dann, G. M. S. (1977). Anomie, Egoenhancement and tourism. *Annals of Tourism*, 4(4), 184-194.
- Dann, G. M. S. (1981). Tourism Motivation: An Appraisal. *Annals of Tourism Research*, 8(2), 187-219.
- Dawson, J. F. (2014). Moderation in management research: What, why, when and how. *Journal of Business and Psychology*, 29(1), 1-19.
- Debenedetti, A., Oppewal, H., & Arsel, Z. (2014). Place attachment in commercial settings: A gift economy perspective. *Journal of Consumer Research*, 40(5), 904–923.
- Demir, C. (2004). How do monetary operations impact tourism demand? The case of Turkey. *International Journal Tourism Research*, 6(2), 113-117.
- Denzin, N. K., & Lincoln, Y. S. (2013). *Collecting and interpreting qualitative materials* (4th edition). Thousand Oaks, CA: Sage.
- Diamantopoulos, A., & Sigauw, J.A. (2006). Formative versus reflective indicators in organizational measure development: a comparison and empirical illustration. *British Journal of Management*, 17(4), 263-282.
- Dick, A.S., & Basu, K. (1994). Customer Loyalty: Toward an Integrated Conceptual Framework. *Journal of the Academy of Marketing Science*, 22(2), 99-113.
- Dillman, D. A. (2007). *Mail and internet surveys: The tailored design method* (2nd edition). Hoboken, NJ, US: John Wiley & Sons Inc.
- Evanschitzky, H., & Wunderlich, M. (2006). An Examination of Moderator Effects in the Four-Stage Loyalty Model. *Journal of Service Research*, 8(4), 330-345.
- Everett, S., & Aitchison, C. (2008). The role of food tourism in sustaining regional identity: A case study of Cornwall, South West England. *Journal of Sustainable Tourism*, 16(2), 150 – 167.
- Faul, F., Erdfelder, E., Lang, A.G., & Buchner, A. (2007). G*Power 3: A flexible statistical power analysis program for the social, behavioral, and biomedical sciences. *Behavior Research Methods*, 39(2), 175-191.
- Fink, A. (2003). *The survey handbook*. Thousand Oaks, CA: SAGE Publications, Inc.
- Fishbein, M., & Ajzen, I. (1975). Belief, attitude, intention, and behavior: An introduction to theory and research. Reading, Mass: Addison-Wesley Pub. Co. Florida Case. *Journal of Travel Research*, 33(3), 21-27.
- Fornell, C. R., & Cha, J. (1994). *Partial Least Squares, Advanced Methods of Marketing Research*. Cambridge, England: Blackweel

- Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39-50.
- Frey, S. B., & Steiner, L. (2011). World Heritage List: Does it Make Sense? *International Journal of Cultural Policy*, 17(5), 555-573.
- Fried, M. (1963). The urban condition. *Grieving for a lost home*. In L. J. Duhl (Ed.), New York: Basic Books.
- Gallarza, M.G., & Gil Saura, I. (2006). Value Dimensions, Perceived Value, Satisfaction and Loyalty: An Investigation of University Students' Travel Behaviour. *Tourism Management*, 27(3), 437-452.
- Gefen, D, Straub, D., & Boudreau, M. (2000). Structural Equation Modelling and Regression: Guidelines for Research Practice. *Communications of the Association for Information Systems*, 4(7), 76.
- Geisser, S. (1975). The predictive sample reuse method with applications. *Journal of the American Statistical Association*, 70 (350), 320-328.
- Gelbman, A., & Ron, A. S. (2009). Heritage and cultural tourism: The present and future of the past. *Tourism Geographies*, 11(1), 127-129.
- Gifford, R. (2002). Environmental Psychology: Principles and Practice. Canada: Optimal Books.
- Gilmore, A., Carson, D., & Ascencao, M. (2007). Sustainable tourism marketing at a World Heritage site. *Journal of Strategic Marketing*, 15(2-3), 253-264.
- Goffman, E. (1959). *The presentation of self in everyday life*. New York: Anchor Books.
- Goh, M. L., Tan, S. H., Lam, M. S., & Yeo, S. F. (2012). A Preliminary Study of Perception and Impact of Tourism Development in Malacca, Malaysia. *Journal of Digital Marketing*, 3(1), 39-54.
- Gold, A. H., Malhotra, A., & Segars, A. H. (2001). Knowledge Management: An Organizational Capabilities Perspective. *Journal of Management Information System*, 18(1), 185-214.
- Gorsuch, R. L. (1983). *Factor Analysis*. Hillsdale, NJ: Erlbaum.
- Goulding, C. (2000). The commodification of the past, postmodern pastiche, and the search for authentic experiences at contemporary heritage attractions. *European Journal of Marketing*, 34(7), 835-853.
- Graburn, N. H. H. (1976). *Eskimo Art: The Eastern Canadian Arctic*. Berkeley: University of California Press.

- Graham, B., Ashworth, G. J., & Tunbridge, J. E. (2000). *The tourist-historic city; retrospect and prospect of managing the heritage city*. Oxford: Elsevier
- Griffiths, M. (2000). Tourism and Public Buildings: The Case for Parliament Houses as Tourism Attractions. *Journal of Tourism Studies*, 11(2), 53-60.
- Gross, M., & Brown, G. (2008). An empirical structural model of tourists and places: progressing involvement and place attachment into tourism. *Tourism Management*, 29(6), 1141-1151.
- Groves, A. (2001). Authentic British food products: A review of consumer perceptions. *International Journal of Consumer Studies*, 25, 246-254.
- Guba, E. G. (1990). *The Paradigm dialog*. Newbury Park, Calif: Sage Publications.
- Haenlein, M., & Kaplan, A. M. (2004). A beginner's guide to partial least squares (PLS) analysis. *Understanding Statistics*, 3(4), 283-297.
- Hair, J. F., Sarstedt, M., Pieper, T. M., & Ringle, C. M. (2012). The Use of Partial Least Squares Structural Equation Modeling in Strategic Management Research: A Review of Past Practices and Recommendations for Future Applications. *Long Range Planning*, 45(5-6), 320-340.
- Hair, J. F., Anderson, R. E., Tatham, R. L., & Black, W. C. (1995). *Multivariate data analysis* (4th edition). New Jersey: Prentice-Hall Inc.
- Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E. & Tatham, R. L. (2010). *Multivariate Data Analysis* (7th edition). Prentice Hall.
- Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed A Silver Bullet. *Journal of Marketing Theory and Practice*, 19(2), 139-151.
- Hair, J.F., Hult, G.T.M., Ringle, C.M., & Sarstedt, M. (2014). *A Primer on Partial Least Squares Structural Equation Modeling*. *Long Range Planning* (Volume 46). Thousand Oaks, California: Sage Publications, Inc.
- Hair, J.F., Hult, G.T.M., Ringle, C.M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (2nd edition). Thousand Oaks, California: Sage Publications, Inc.
- Halkier, B. (2004). Handling food-related risks: Political agency and governmentality', in Lien, M. E. and Nerlich, B. (eds.) *The Politics of Food, Berg, New York*, 21-38.
- Hall, C.M., & Piggin, R. (2003). *World heritage sites: Managing the brand*. B. Fyall, B. Garrod and A. Leask (eds.) *Managing Visitor Attractions, New Directions*. Oxford: Butterworth-Heinemann, 203-219.
- Hall, C. M., & Piggi, R. (2001). Tourism and World Heritage in OECD Countries. *Tourism Recreation Research*, 26(1), 103-105.

- Halpenny, E. (2006). *Environmental behavior, place attachment and park visitation: A case study of visitors to Point Pelee national park*. (Unpublished Doctoral Thesis). University of Waterloo, Waterloo: Canada.
- Hammitt, W. E., Backlund, E. A., & Bixler, R. D. (2006). Place bonding for recreational places: Conceptual and empirical development. *Leisure Studies*, 25(1), 17-41.
- Hammitt, W. E., Kyle, G. T., & Oh, C. O. (2009). Comparison of place bonding models in recreation resource management. *Journal of Leisure Research*, 41(1), 57-72.
- Haney, W., Russell, M., Gulek, C., & Fierros, E. (1998). Drawing on education: Using student drawings to promote middle school improvement. *Schools in the Middle*, 7(3), 38-43.
- Hashimoto, A., & Telfer, D. J. (2006). Selling Canadian culinary tourism: Branding the global and the regional product. *Tourism Geographies*, 8(1), 31–55.
- Hayes, A. F. (2009). Beyond Baron and Kenny: Statistical mediation analysis in the new millennium. *Communication Monographs*, 76(4), 408-420.
- Heidegger, M. (1927). *Being and time*. State University of New York Press.
- Hekman, D. R., Aquino, K., Owens, B. P., Mitchell, T. R., Schilpzand, P., & Leavitt, K. (2010). An examination of whether and how racial and gender biases influence customer satisfaction. *Academy of Management Journal*, 53, 238-264.
- Henseler, J., Ringle, C. M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modelling. *Journal of the Academy of Marketing Science*, 43(1), 115-135.
- Henson, R. K., & Roberts J. K. (2006). Use of Exploratory Factor Analysis in Published Research: Common Errors and Some Comment on Improved Practice. *Educational and Psychological Measurement*, 66(3), 393-416.
- Hertzman, E., Anderson, D & Rowley, S. (2008). Edutainment heritage tourist attractions: A portrait of visitors' experiences at Storyeum. *Museum Management and Curatorship*, 23(2), 155-175.
- Hidalgo, M. C., & Hernandez, B. (2001). Place Attachment: Conceptual and Empirical Questions. *Journal of Environmental Psychology*, 21(3), 273-281.
- Hofstede, G. (1997). *Cultures and Organizations: Software of the mind*. (1st edition). New York: McGraw Hill.
- Hofstede, G. (2001). *Culture's consequences: Comparing values, behaviors, institutions, and organizations across nations*. Thousand Oaks, Calif: Sage Publications.

- Holmes, K., Jones, P., Lockwood, A., Miller, G., Scarles, C., & Szivas, C. (2006). An eclectic agenda for Tourism and Hospitality Research. *Tourism and Hospitality Research*, 7(1), 76-82.
- Hosany, S., Prayag, G., Robert, V. D. V., Huang, S., & Deesilatham, S. (2016). Mediating Effects of Place Attachment and Satisfaction on the Relationship between Tourists Emotions and Intention to Recommend. *Journal of Travel Research*, 56(8), 1079-1093.
- Hou, J. S., Lin, C. H., & Morais, D. B. (2005). Antecedents of attachment to a cultural tourism destination: The case study of Hokka and non-Hokka Taiwanese. *Journal of Travel Research*, 44(2), 221-233.
- Hughes, G. (1995). Authenticity in Tourism. *Annals of Tourism Research*, 22(4), 781-803.
- Hulland, J. (1999). Use of partial least squares (PLS) in strategic management research: A review of four recent studies. *Strategic Management Journal*, 20(2), 195-204.
- Hunter, A. (1978). Persistence of local sentiments in man's society. C. Street (Ed.), *Handbook of contemporary urban life*, San Francisco: Jossey-Bass.
- Hwang, S. N., Lee, C., & Chen, H. J. (2005). The relationship among tourists' involvement, place attachment and interpretation satisfaction in Taiwan's national parks. *Tourism Management*, 26(2), 143-156.
- ICOMOS Charter for Cultural Tourism (1997). Retrieved from <http://www.icomos.org/tourism/>
- ICOMOS International Cultural Tourism Charter (2002). *Principles and Guidelines for Managing Tourism at Places of Cultural and Heritage Significance*. ICOMOS International Cultural Tourism Committee.
- Ilbery, B. & Kneafsey, M. (1998). Product and place: promoting quality products and services in the lagging rural regions of the Europe. *European Urban and Regional Studies*, 5(4), 329-341.
- Ilbery, B., & Kneafsey, M. (2000). Producer Constructions of Quality in Regional Speciality Food Production: A Case Study from South West England. *Journal of Rural Studies*, 16(20), 217-230.
- Inskip, E. (1991). *Tourism planning: an integrated and sustainable development approach*. Van Nostrand Reinhold.
- Iso-Ahola, S. E. (1982). Toward a Social Psychological Theory of Tourism Motivation: A Rejoinder. *Annals of Tourism Research*, 9(2), 256-262.
- Jacoby, J., & Chestnut, R. (1978). *Brand Loyalty: Measurement and Management*. John Wiley and Sons, New York.

- Jameson, F. (1984). Postmodernism, or the cultural logic of late capitalism. *New Left Review*, 146(July–August), 53–92.
- Jang, S. S., Ha, J., & Park, K. (2012). Effects of ethnic authenticity: Investigating Korean restaurant customers in the U.S. *International Journal of Hospitality Management*, 31(3), 990-1003.
- Jiang, Y., Ramkissoon, H., & Mavondo, F. (2015). Destination marketing and visitor experiences: The development of a conceptual framework. *Journal of Hospitality Marketing & Management*, 1-23.
- Jiang, Y., Ramkissoon, H., Mavondo, F. T., & Feng, S. (2016). Authenticity: The Link between Destination Image and Place Attachment. *Journal of Hospitality Marketing and Management*, 25(6), 653-675.
- Johnson, P., & Clark, M. (2006). Editors' introduction: Mapping the terrain: An overview of business and management research methodologies, P. Johnson and M. Clark (eds.) *Business and Management Research Methodologies*, London: Sage.
- Johnston, J., & Baumann, S. (2010). *Foodies: Democracy and Distinction in the Gourmet Foodscape*. New York: Routledge
- Jorgensen, B. S., & Stedman, R. (2001). Sense of place as an attitude: lakeshore property owners' attitudes toward their properties. *Journal of Environmental Psychology*, 21(3), 233–248.
- Kaur, B. (2019). Penang govt. asked: Why aren't you preserving your heritage buildings? *New Straits Times*. Retrieved from <https://www.nst.com.my/news/nation/2019/05/491588/penang-govt-asked-why-arent-you-preserving-your-heritage-buildings?fbclid=IwAR1oFXXmX9hzwQeUHupntIr60ftADt6mbv3IUboTHYni7WT7iv9OweNyHDk>
- Kerstetter, D. L., Confer, J. J., & Graefe, A. R. (2001). An exploration of the specialization concept within the context of heritage tourism. *Journal of Travel Research*, 39(3), 267-274.
- Kianicka, S., Buchecker M., Hunziker N., & Muller-Moker U. (2006). Locals' and tourists' sense of place: A case study in a Swiss Alpine village. *Mountain Research and Development*, 26(1), 55–63.
- Kil, N., Stephen, N. H., Taylor, S., & Ko, Y. J. (2012). Place Attachment as a Mediator of the Relationship Between Nature-based Recreation Benefits and Future Visit Intentions. *Journal of Sustainable Tourism*, 20(4), 603-626.
- Kim, K., & Baker, M. (2017). The Impacts of Service Provider Name, Ethnicity, and Menu Information on Perceived Authenticity and Behaviours. *Cornell Hospitality Quarterly*, 58(3), 312-318.

- Kim, H., & Jamal, T. (2007). Touristic quest for existential authenticity, *Annals of Tourism Research*, 34(1), 181–201.
- Kivela, J., & Crotts, J. C. (2006). Tourism and gastronomy: Gastronomy's influence on how tourists experience a destination. *Journal of Hospitality & Tourism Research*, 30(3), 354-377.
- Kline, R. B. (2011). *Principles and Practice of Structural Equation Model* (3rd edition). New York: Guilford Press.
- Kock, N., & Lynn, G. S. (2012). Lateral Collinearity and Misleading Results in Variance-Based SEM: An Illustration and Recommendations. *Journal of the Association for Information Systems*, 13(7), 546-580.
- 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.
- Konrad, V. (1982). Historical Artifacts as Recreational Resources, G. Wall and J. Marsh eds. *Recreational Land Use: Perspective on its Evolution in Canada*, Ottawa: Carleton University Press, 392-416.
- Kotler, P. (1973). Atmospheric as a Marketing Tool. *Journal of Retailing*, 49(4), 48-64.
- Kozak, M., & Rimmington, M. (2000). Tourist's satisfaction with Mallorca, Spain as an offseason holiday destination. *Journal of Travel Research*, 38(3), 260-269.
- Krippendorff, K. (1980). *Content analysis. An Introduction to its Methodology*. Beverly Hills: Sage.
- Kuon, V. (2011). *The Pursuit of Authenticity in Tourist Experiences* (Master dissertation). Lincoln University.
- Kuznesof, S., Tregear, A., & Moxey, A. (1997). Regional foods: A consumer perspective. *British Food Journal*, 99(6), 199–206.
- Kyle, G. T., Graefe, A. R., & Manning, R. (2005). Testing the dimensionality of place attachment in recreational settings. *Environment and Behavior*, 37(2), 153-177.
- Kyle, G. T., Mowen, A. J., & Tarrant, M. (2004). Linking place preferences with place meaning: an examination of the relationship between place motivation and place attachment. *Journal of Environmental Psychology*, 24(4), 439–454.
- Lai, S., & Ooi, C (2015). *Experiences of Two UNESCO World Heritage Cities: National and local politics in branding the past*. CLCS Working Paper Series.
- Laws, E. (1998). Conceptualizing Visitor Satisfaction Management in Heritage Settings: An Exploratory Blueprinting Analysis of Leeds Castle, Kent. *Tourism Management*, 19(6), 545-54.

- Leask, A., & Fyall, A. (2006). *Managing World Heritage Sites*. Oxford, MA: ButterworthHeinemann.
- LeCompte, M. D., & Schensul, J. J. (2010). *Designing & conducting ethnographic research: An introduction*. Rowman Altamira.
- Lee, C. C., & Allen, L. (1999). Understanding individuals' attachment to selected destination: an application of place attachment. *Tourism Analysis*, 4, 173-185.
- Lee, G., O'Leary, J.T., Lee, S. H., & Morrison, A. M. (2002). Comparison and Contrast of Push and Pull Motivational Effects on Trip Behavior: An Application of a Multinomial Logistic Regression Model. *Tourism Analysis*, 7(2), 89-104.
- Lee, J. (2014). Visitors' Emotional Responses to the Festival Environment. *Journal of Travel & Tourism Marketing*, 31(1), 114-131.
- 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.
- Lee, S., Ha, S., & Widdows, R. (2011). Consumer responses to high-technology products: Product attributes, cognition, and emotions. *Journal of Business Research*, 64(11), 1195-1200.
- Lee, S., Ian, P., Michael, H., Yu, F. L., & Vanessa, Q. (2015). Heritage Tourism in Singapore Chinatown: A Perceived Value Approach to Authenticity and Satisfaction. *Journal of Travel & Tourism Marketing*, 33(7), 981-998.
- Lee, T. H. (2011). How recreational involvement, place attachment and conservation commitment effect environmentally responsible behaviour. *Journal of Sustainable Tourism*, 19(7), 895-915.
- Lee, Y., Lee, C., Lee, S., & Babin, B. J. (2008). Festivalsapes and Patrons' Emotions, Satisfaction, and Loyalty. *Journal of Business Research*, 61(1), 56- 64.
- Lett, J. W. (1983). Ludic and Liminoid Aspects of Charter Yacht Tourism in the Caribbean. *Annals of Tourism Research*, 10(1), 35-56.
- Lew, A. A. (2007). *Sustainable Tourism and the Environment*. Retrieved from <http://p1376te.blogspot.com/2007/03/wk-10-negative.html>
- Li, M., Wu, B., & Cai, L. (2008). Tourism development of World Heritage Sites in China: A geographic perspective. *Tourism Management*, 29(2), 308-319.
- Lin, Y. C. (2015). The willingness of heritage tourists to pay for perceived authenticity in Pingxi, Taiwan. *Current Issues in Tourism*, 20(15), 1-26.
- Lin, Y., Pearson, T. E., & Cai, L. A. (2011). Food as a form of destination identity: A tourism destination brand perspective. *Tourism and Hospitality Research*, 11, 30-48.

- Lincoln Y. S., Lynham S. A., & Guba E. G. (2011). *Paradigmatic controversies, contradictions, and emerging confluences, revisited*. In Denzin N. K., Lincoln Y. S. (Eds.), *The Sage handbook of qualitative research* (4th edition). Thousand Oaks, CA: SAGE.
- Lincoln, Y. S., & Guba, E. G. (1985). *Naturalistic inquiry*. Beverly Hills, Calif: Sage Publications.
- Littrell, M., Anderson, L. F., & Brown, P. J. (1993). What Makes a Craft Souvenir Authentic? *Annals of Tourism Research*, 20(1), 197–215.
- Litvin, S., Goldsmith, R., & Pan, B. (2008). Electronic Word-of-Mouth in Hospitality and Tourism Management. *Tourism Management*, 29(3), 458-468.
- Liu, Y., & Jang, S. (2009). Perceptions of Chinese restaurants in the U.S.: What affects customer satisfaction and behavioural intentions? *International Journal of Hospitality Management*, 28(3), 338-348.
- Loureiro, S. (2014). The role of the rural tourism experience economy in place attachment and behavioral intentions. *International Journal of Hospitality Management*, 40, 1-9.
- Loureiro, S., & González, F. (2008). The Importance of Quality, Satisfaction, Trust, and Image in Relation to Rural Tourist Loyalty. *Journal of Travel & Tourism Marketing*, 25(2), 117-136.
- Lovelock, C. H., & Wirtz, J. (2004). *Services marketing: People, technology, strategy*. Upper Saddle River, N.J: Pearson/Prentice Hall.
- Low, S., & Altman, I. (1992). Place attachment: A conceptual inquiry. I. Altman & S. Low (Eds.), *Place attachment*, New York: Plenum, 1-12.
- Lu, S., & Fine, G. A. (1995). The presentation of ethnic authenticity: Chinese food as a social accomplishment. *The Sociological Quarterly*, 36(3), 535–553.
- MacCannell, D. (1973). Staged Authenticity: Arrangement of Social Space in Tourist Settings. *American Journal of Sociology*, 79(3), 589-603.
- MacCannell, D. (1976). *The Tourist: A New Theory of the Leisure Class*. New York: Schocken Books.
- MacCannell, D. (1977). *The tourist*. New York: Schocken.
- MacKenzie, S. B., & Podsakoff, P. M. (2012). Common method bias in marketing: Causes, mechanisms and procedural remedies. *Journal of Retailing*, 88(4), 542-555.
- Maslow, A. H. (1954). *Motivation and personality*. New York: Harper and Row.

- Mayring, P. (2014). *Qualitative content analysis: theoretical foundation, basic procedures and software solution*. Klagenfurt.
- McGehee, N. G., Loker-Murphy, L., & Uysal, M. (1996). The Australian international pleasure travel market: Motivations from a gendered perspective. *The Journal of Tourism Studies*, 7(1), 45–57.
- McIntosh, A. J., & Prentice, R. C. (1999). Affirming Authenticity Consuming Cultural Heritage. *Annals of Tourism Research*, 26(3), 589-612.
- McIntosh, A. J. (2004). Tourists' appreciation of Maori culture in New Zealand. *Tourism Management*, 25(1), 1–15.
- McKercher, B., & Du Cros, H. (2002). *Cultural Tourism: The Partnership between Tourism and Cultural Heritage Management*. New York: Hayworth Hospitality Press.
- Mehrabian, A., & Russell, J. A. (1974). *An Approach to Environmental Psychology*. Cambridge, MA: MIT Press.
- Melaka State Government. (2016). Map of Melaka UNESCO World Heritage Site. Retrieved from <https://www.melaka.gov.my/en/tourism/tourism-map/melaka-town-map>
- Melaka Tourism Promotion Division. (2018). Melaka tourist arrivals. Unpublished report.
- Mennen, F., & O' Keefe, M. (2005). Informed decisions in child welfare: The use of attachment theory. *Children and Youth Services Review*, 27(6), 577-593.
- Merriam, S. B., & Tisdell, E. J. (2016). *Qualitative research: a guide to design and implementation* (4th edition). San Francisco: Jossey-Bass.
- Mesch, G. S., & Manor, O. (1998). Social Ties, Environmental Perception, and Local Attachment. *Environment and Behavior*, 30(4), 504-520.
- Michels, N., & Bowen, D. (2005). The relevance of retail loyalty strategy and practice for leisure/tourism. *Journal of Vacation Marketing*, 11(1), 5-19.
- Millar, S. (1989). Heritage management for heritage tourism. *Tourism Management*, 10(1), 9-14.
- Milligan, M. J. (1998). Interactional Past and Potential: The Social Construction of Place Attachment. *Symbolic Interaction*, 21(1), 1–33.
- Milman, A., & Pizam, A. (1988). Social impacts of tourism on central Florida. *Annals of Tourism Research*, 15, 191–204.

- Ministry of Tourism and Culture, Pulau Pinang Office (2016). Retrieved from <http://www.data.gov.my/data/dataset/7e925b5a-19a7-44ee-97a0-7f048d0b7b40/resource/a0816d77-41bb-4830-917e-5cb86d5c87b9/download/10pelancongan.xls>
- Mohamed Rani, Z., Othman, N., & Ahmad, K. N. (2014). Perceived authenticity as a determinant to revisit heritage tourism sites in Penang. *Tourism, Leisure and Global Change*, 1(1), 1-59.
- Mohd, S., Ahmad, N., & Mat Suhaimi, N. A. S (2015). Tourist Participation in George Town Cultural Heritage Sites: Preliminary Findings. *International Journal of Environment, Society and Space*, 3(2), 10-21.
- Moore, J. (1995). *Some historical and conceptual relations among logical positivism, behaviorism, and cognitive psychology*. In J. T. Todd & E. K. Morris (Eds.), *Modern perspectives on B. F. Skinner and contemporary behaviourism* (pp. 51–84). Westport, CT: Greenwood.
- Moore, R. L., & Graefe, A. R. (1994). Attachments to recreation settings. *Leisure Sciences*, 16(1), 17–31.
- Moscardo, G. (1996). Mindful visitors Heritage and tourism. *Annals of Tourism Research*, 23(2), 376-397.
- Mynttinen S., Logren J., Sarkka-Tirkkonen M., & Rautiainen T. (2015). Perceptions of food and its locality among Russian tourists in the South Savo region of Finland. *Tourism Management*, 48, 455-466.
- MyPenang (2016). *Culture & heritage*. Retrieved from <https://mypenang.gov.my/culture-heritage/heritage-zones/>
- Ng, E., & Looi, S. C. (2016). *The Big Read: Penang – Whose version of Heritage?* Retrieved from <http://www.todayonline.com/world/big-read-penang-whose-version-heritage>
- Nguyen, T. H. H., & Cheung, C. (2016). Chinese heritage tourists to heritage sites: what are the effects of heritage motivation and perceived authenticity on satisfaction? *Asia Pacific Journal of Tourism Research*, 21(11), 1155-1168.
- Noordin, Z. (2015). Tourists lament back of life in Penang's heritage areas, Retrieved from <http://www.therakyatpost.com/news/2015/03/28/tourists-lament-lack-of-life-in-penangs-heritage-areas/>
- Nunnally, J. C., & Bernstein, I. H. (1994). The Assessment of Reliability. *Psychometric Theory*, 3, 248-292.
- Oliver, R. L. (1999). Whence Consumer Loyalty? *Journal of Marketing*, 63, 33-44.
- Oliver, R. L. (1997). *Satisfaction: A Behavioral Perspective on the Consumer*, New York, NY: McGraw-Hill.

- Ooi, C. S. (2011). Branding and the accreditation approach: Singapore. *N. Morgan, A. Pritchard and R. Pride (eds.)*, 185–196.
- Oppermann, M. (2000). Tourism Destination Loyalty. *Journal of Travel Research*, 39(1), 78–84.
- Ostrowski, P.L., O'Brien T.V., & Gordon, G.L. (1993). Service quality and customer loyalty in the commercial airline industry. *Journal of Marketing*, 22(2), 16-24.
- Palau-Saumell, R., Forgas-Coll, S., García, J. S., & Lluís Prats-Planagumà. (2013). Tourist Behavior Intentions and the Moderator Effect of Knowledge of UNESCO World Heritage Sites: The Case of La Sagrada Família. *Journal of Travel Research*, 52(30), 364-376.
- Parasecoli, F. (2002). *Tourism and taste: towards a semiotics of food*. (Unpublished manuscript, special lecture at the Florence Summer School, Food and Nutrition). Department of New York University.
- Park, H. Y. (2010). Heritage tourism emotional journeys into nationhood. *Annals of Tourism Research*, 37(1), 116– 135.
- Park, S. (1996). Relationship between involvement and attitudinal loyalty constructs in adult fitness programs. *Journal of Leisure Research*, 28(4), 233-250.
- Parsa, H. G., Self, J. T., Njite, D., & King, T. (2005). Why restaurants fail. *Cornell Hotel Restaurant, Adm. Q.*, 46(3), 304–322.
- Patton, M. Q. (1985). *Quality in qualitative research: Methodological principles and recent developments*. Invited address to Division J of the American Educational Research Association, Chicago.
- Patton, M. Q. (2015). *Qualitative Evaluation and Research Methods*. Thousand Oaks, CA: Sage.
- Pavlov, I. P. (1927). *Conditioned reflexes: an investigation of the physiological activity of the cerebral cortex*. Oxford, England: Oxford University Press.
- Pearce, P. L. (1988). *The Ulysses factor: Evaluating visitors in tourist settings*. New York, NY: Springer-Verlag.
- Pearce, P.L., & Caltabiano, M. L. (1983). Inferring travel motivation from travellers' experiences. *Journal of Travel Research*, 22(2), 16-20.
- Pedersen, P. E., & Nysveen, H. (2001). Shopbot banking: An exploratory study of customer loyalty effects. *International Journal of Bank Marketing*, 19(4), 146-155.
- Petr, C. (2015). How heritage site tourists may become monument visitors. *Tourism Management*, 51, 247-262.

- Pett, M. A., Lackey N. R., & Sullivan, J. J. (2003). *Making Sense of Factor Analysis: The use of factor analysis for instrument development in health care research*. California: Sage Publications Inc.
- Pieters, R., Baumgartner, H., & Allen, D. (1995). A means-end chain approach to consumers' goal structures. *International Journal of Research in Marketing*, 12(3), 227-244.
- Polit, D., & Hungler, B. (1999) *Nursing Research: Principle and Method* (6th edition), Philadelphia: Lippincott Company, 416-417.
- Poria, Y., Reichel, A., & Cohen. R. (2011). World heritage site—Is it an effective brand name? A case study of a religious heritage site. *Journal of Travel Research*, 50(5), 482-495.
- Poria, Y., Reichel, A., & Biran, A. (2006). Heritage site perceptions and motivations to visit, *Journal of Travel Research*, 44(3), 318-326.
- Prayag, G., & Ryan, C. (2012). Antecedents of tourists' loyalty to Mauritius: The role and influence of destination image, place attachment, personal involvement, and satisfaction. *Journal of Travel Research*, 51(3), 342-356.
- Preacher, K. J., & Hayes, A. F. (2008). Asymptotic and resampling strategies for assessing and comparing indirect effects in multiple mediator models. *Behavior Research Methods*, 40(3), 879-891.
- Prentice, R., Guerin, S., & McGugan, S. (1998). Visitor Learning at a Heritage Attraction: A Case Study of Discovery as a Media Product. *Tourism Management*, 19(1), 5–23.
- Pritchard, M. P., Howard, D. R., & Havitz, M. E. (1992). Loyalty measurement: A critical examination and theoretical extension. *Leisure Sciences*, 14, 155-164.
- Proshansky, H. M. (1978). The city and self-identity. *Environment and Behavior*, 10(2), 147–169.
- Proshansky, H. M., Fabian, A. K., & Kaminoff, R. (1983). Place identity: Physical social world socialization of the self. *Journal of Environmental Psychology*, 3(1), 57–83.
- Ram, Y., Bjork, P., & Weidenfeld, A. (2016). Authenticity and place attachment of major visitor attractions. *Tourism Management*, 52, 110-122.
- Ramayah, T., Cheah, J., Chuah, F., Ting, H., & Memon, M. A. (2018). *Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 3.0: An Updated Guide and Practical Guide to Statistical Analysis* (2nd edition). Kuala Lumpur, Malaysia: Pearson.

- Ramkissoon, H., & Uysal, M. (2011). The effects of perceived authenticity, information search behaviour, and destination imagery on cultural behavioural intentions of tourists. *Current Issues in Tourism*, 14(6), 537-562.
- Ramkissoon, H., Uysal, M. S., & Brown, K. G. (2011). Relationship between destination image and behavioral intentions of tourists to consume cultural attractions. *Journal of Hospitality Marketing and Management*, 20, 575 - 595.
- Ramkissoon, H., Weiler, B., & Smith, L. D. G. (2012). Place attachment and proenvironmental behaviour in national parks: The development of a conceptual framework. *Journal of Sustainable Tourism*, 20(2), 257-276.
- Ramkissoon, H., Smith, L., & Weiler, B. (2013). Testing the dimensionality of place attachment and its relationships with place satisfaction and pro-environmental behaviours: A structural equation modelling approach. *Tourism Management*, 36, 552-566.
- Reisinger, Y., & Steiner, C.J. (2006). Reconceptualizing object authenticity. *Annals of Tourism Research*, 33(1), 65-86.
- Remoaldo, P. C., Ribeiro, J. C., Vareiro, L., & Santos, J. F. (2014). Tourists' perceptions of world heritage destinations: The case of Guimarães (Portugal). *Tourism and Hospitality Research*, 14(4), 206-218.
- Richards, G. (1996). *Cultural tourism in Europe*. Wallingford, Oxon, U.K.: CAB International.
- Rowley, J. (2014). Designing and using research questionnaires, *Management Research Review*, 37(3), 308-330.
- Russell, J. A., & Mehrabian, A. (1977). Evidence for a three-factor theory of emotions. *Journal of Research in Personality*, 11(3), 273-294.
- Ryu, K., & Jang, S. (2007). The effect of environmental perceptions on behavioral intentions through emotions: The case of upscale restaurants. *Journal of Hospitality & Tourism Research*, 31(1), 56-72.
- Sakamoto, R., & Allen, M (2011). There's something fishy about that sushi: How Japan interprets the global sushi boom. *International Journal of Japanese studies*, 23(1), 99-121.
- Sans, M. A. B., & Ramirez, R. L. (2013). Destination image analysis for Tarragona Cultural Heritage. *Review of Economic Analysis*, 5, 103-126.
- Saunders, M. N. K., Thornhill, A., & Lewis, P. (2009). *Research methods for business students*. Harlow: Financial Times/Prentice Hall.
- Scannell, L., & Gifford, R. (2010). Defining place attachment: A tripartite organizing framework. *Journal of Environmental Psychology*, 30(1), 1-10.

- Scarpato, R. (2002). Sustainable gastronomy as a tourist product. *A.M. Hjalager and G. Richards (Eds.), Tourism and gastronomy*, London: Routledge, 132-152.
- Scarpato, R., & Daniele, R. (2003). New global cuisine: Tourism, authenticity and sense of place in postmodern gastronomy. In C. M. Hall, L. Sharples, R. Mitchell, N. Macionis & B. Cambourne (Eds.). *Food tourism around the world: Development, management and markets* (pp. 296-313). Burlington, MA: Butterworth-Heinemann.
- Sekaran, U., & Bougie, R. (2009). *Research methods for business, a skill building approach*. Fifth Edition. John Wiley & Sons Ltd: United Kingdom.
- Sekaran, U., & Bougie, R. (2013) *Research Methods for Business: A Skill-Building Approach*. Sixth Edition. Wiley: New York.
- Shackley, M. (1998). *Introduction – World Cultural Heritage Sites*, In M. Shackley (eds.) *Visitor Management: Case Studies from World Heritage Sites*. (pp. 1-9) Oxford: ButterworthHeinemann.
- Sharpley, R. (2005). Travels to the edge of darkness: Towards a typology of dark tourism. In C. Ryan, et al (eds), *Taking Tourism To The Limits: Issues, Concepts And Managerial Perspectives* (pp. 217-228). Oxford: Elsevier
- Sheldon, P., & Var, T. (1984). Resident Attitudes to Tourism in North Wales. *Tourism Management*, 5(1), 40-48.
- Shen, S., Guo, J., & Wu, Y. (2014). Investigating the Structural Relationships among Authenticity, Loyalty, Involvement, and Attitude toward World Cultural Heritage Sites: An Empirical Study of Nanjing Xiaoling Tomb, China, *Asia Pacific Journal of Tourism Research*, 19(1), 103-121.
- Sherman, E., Mathur, A., & R. B. Smith. (1997). Store Environment and Consumer Purchase Behavior: Mediating Role of Consumer Emotions. *Psychology & Marketing*, 14(4), 361-378.
- Shi, X. (2013). *Visitor Perspectives of the Authenticity at a Heritage Destination: South Luogu Hutong in Beijing, China* (Open Access Theses), 117.
- Sidali, K. L., & Hemmerling, S. (2014). Developing an authenticity model of traditional food specialties. *British Food Journal*, 116(11), 1692 – 1709.
- Silberberg, T. (1995). Cultural tourism and business opportunity for museums and heritage sites. *Tourism Management*, 16(5), 361- 365.
- Sims, R. (2009). Food, place and authenticity: Local food and the sustainable tourism experience. *Journal of Sustainable Tourism*, 17(3), 321–336.
- Smith. S. (2004). *The measurement of global tourism: Old debates, new consensus, and continuing challenges*. In A. A. Lew, C.M. Hall, and A.M. Williams, *A companion to tourism*. (pp. 25-35). Oxford: Blackwell.

- Snell, S. A., & Dean, J. W. (1992). Integrated manufacturing and human resource management: A human capital perspective. *Academy of Management Journal*, 35(3), 467-504.
- Sosik, J. J., Kahai, S. S., & Piovosio, M. J. (2009). Silver Bullet or Voodoo Statistics? A Primer for Using the Partial Least Squares Data Analytic Technique in Group and Organization Research. *Group & Organization Management - Group Organ Manage*, 34(1), 5-36.
- Steiner, C. J., & Reisinger, Y. (2006). Understanding existential authenticity. *Elsevier*, 33(2), 299-318.
- Stemler, S (2001). An overview of content analysis. *Practical Assessment, Research & Evaluation*, 7(17).
- Stokols, D., & Shumaker, S. A. (1981). People in places: A transactional view of settings. In Harvey, J.H. (Ed.). *Cognition social behaviour and the environment*. (pp. 441-488). Hillsdale, NJ: Lawrence Erlbaum Assoc.
- Stone, M. (1974). Cross validatory choice and assessment of statistical predictions, *Journal of the Royal Statistical Society*, 36(2), 111-147.
- Story, J., & Hess, J. (2006). Segmenting customer-brand relations: Beyond the personal relationship metaphor. *Journal of Consumer Marketing*, 23(7), 406-413.
- Su, L. H. M., & Swanson, S. (2017). The Effect of Tourist Relationship Perception on Destination Loyalty at a World Heritage Site in China: The Mediating Role of Overall Destination Satisfaction and Trust. *Journal of Hospitality & Tourism Research*, 41(2), 180-210.
- Su, L. J., Hsu, M. K., & Swanson, S. (2014). The Effect of Tourist Relationship Perception on Destination Loyalty at a World Heritage Site in China: The Mediating Role of Overall Destination Satisfaction and Trust. *Journal of Hospitality & Tourism Research*, 41(2), 180-210.
- Su, L., Swanson, S. R., & Chen, X. (2015) Social responsibility and reputation influences on the intentions of Chinese Huitang Village tourists: Mediating effects of satisfaction with lodging providers. *International Journal of Contemporary Hospitality Management*, 27(8), 1750-1771.
- Sukalakamala, P., & Boyce, J. (2007). Customer perceptions for expectations and acceptance of an authentic dining experience in Thai restaurants. *Journal of Foodservice*, 18(2), 69-75.
- Sulaiman, M. Z. (2016). Translating Australian urban gastronomic experiences for Malay tourists. *Pertanika Journal of Social Sciences and Humanities*, 24, 21-36.
- Tabachnick, B. G. & Fidell, L. S. (2007). *Using Multivariate Statistics*. Boston: Pearson Education Inc.

- Taheri, B., Jafari, A., & O'Gorman, K. (2014). Keeping your audience: presenting a visitor engagement scale. *Tourism Management*, 42, 321-329.
- Tan, S. C. (2019). Savings George Town's charm. *The Star*. Retrieved from <https://www.thestar.com.my/news/nation/2019/03/30/saving-george-towns-charm/>
- Tan, Z. Y. (2010). *Heritage in Melaka*. Retrieved from <http://blog.nus.edu.sg/hy4210/2010/10/03/heritage-in-melaka/>
- Tasci, A. D. A., & Kozak, M. (2006). Destination brands vs destination images: do we know what we mean? *Journal of Vacation Marketing*, 12(4), 299-317.
- Taylor, J. (2001). *Authenticity and Sincerity in Tourism*. *Annals of Tourism Research*, 28(1), 7-26.
- Teo, C. B. C., Abdul Rahim, F., Khan, N. R., Chuah, S. C., & Hassan, F. H. (2011), Assessing tourists' attitude towards responsible cultural heritage tourism in Melaka: *Development and validation of responsible heritage tourism scale in the Proceeding of Colloquium on Humanities, Science and Engineering* (CHUSER 2011) at Penang, Malaysia.
- The Edge Market (2019). *As tourism drives residents out, Malaysia's heritage city turns to millennials*. Retrieved from <https://www.theedgemarkets.com/article/tourism-drives-residents-out-malaysias-heritage-city-turns-millennials>
- The Star (2011). *Panel: No Specific guidelines to protect living heritage*. Retrieved from <http://www.thestar.com.my/news/community/2011/04/28/panel-no-specific-guidelines-to-protect-living-culture/>
- Thompson, B. (2004). *Exploratory and confirmatory factor analysis: Understanding concepts and applications*. Washington, DC, US: American Psychological Association.
- Timothy, D. J., & Boyd, S. W. (2003). *Heritage Tourism*. UK: Pearson Education.
- Tourism Malaysia (2018). *Malaysia Tourism Data*. Retrieved from http://mytourismdata.tourism.gov.my/?page_id=362#!range=year&from=2008&to=2017&type=5587833dc8f82,55878dfdebb19&destination=34MYP007
- Tourism Trends for Europe. (2006). European travel commission, September 2006. Retrieved from <https://www.hospitalitynet.org/file/152002793.pdf>
- Trilling, L. (1972). *Sincerity and authenticity*. London: Oxford University Press.
- Tsai, C. (2016). Memorable tourist experiences and place attachment when consuming local food. *International Journal of Tourism Research*, 18(6), 536-548.
- Tsai, S. P. (2012). Place attachment and tourism marketing: investigating international tourists in Singapore, *International Journal of Tourism Research*, 14(2), 139-152.

- Tuan, Y. (1977). *Space and Place: The Perspective of Experience*. Minneapolis: University of Minnesota Press.
- Tuan, Y. (1980). Rootedness versus Sense of Place, *Landscape*, 24, 3-8.
- Tumanan, M. A. R., & Lansagan, J. R. G. (2012). More than Just a Cuppa Coffee: A Multi-dimensional Approach towards Analyzing the Factors That Define Place Attachment. *International Journal of Hospitality Management*, 31(2), 529-534.
- Turley, L. W., & Milliman, R. E. (2000). Atmospheric Effects on Shopping Behavior: A Review of the Experimental Evidence. *Journal of Business Research*, 49(2), 193-211.
- Twigger-Ross, C.L., & Uzzell, D. L. (1996) Place and Identity Processes. *Journal of Environmental Psychology*, 16(3), 205-220.
- Tylor, E. B. (1871). *Primitive Culture: Researches into the Development of Mythology, Philosophy, Religion, Language, Art and Custom* Harvard University. Boston, Estes and Lauriat, 491.
- UNESCO World Heritage Centre (2018a). "World Heritage." *UNESCO World Heritage Centre*, Retrieved from whc.unesco.org/en/about/.
- UNESCO World Heritage Centre (2018b). "World Heritage." *UNESCO World Heritage Centre*, Retrieved from whc.unesco.org/en/criteria/.
- UNESCO World Heritage Centre (2018c). "World Heritage List." *UNESCO World Heritage Centre*. Retrieved from <http://whc.unesco.org/en/list/1223>.
- UNESCO World Heritage Centre (2018d). *World Heritage List*. Retrieved from http://whc.unesco.org/en/list/1223/multiple=1&unique_number=1871
- Urbach, N., & Ahlemann, F. (2010). Structural equation modeling in information systems research using partial least squares. *JITTA: Journal of Information Technology Theory and Application*, 11(2), 5.
- Urry, J. (2002). *The Tourist Gaz* (2nd edition). London: Sage.
- Uysal, M., & Jurowski, C. (1994). Testing the push and pull factors. *Annals of Tourism Research*, 21(4), 844-846.
- Veasna, S., Wu, W. Y., & Huang, C. H. (2013). The impact of destination source credibility on destination satisfaction: The mediating effects of destination attachment and destination image. *Tourism Management*, 36, 511-526.
- Verlegh, P. W. J., & Van Ittersum, K. (2001). The origin of spices: the impact of geographic product origin on consumer decision making. In L. Frewer, E. Risvik, & H. Schifferstein (Eds.), *Food, people and society* (pp. 267-280). Berlin: Springer.

- Vidal Gonzalez, M. (2008). Intangible heritage tourism and identity. *Tourism Management*, 29(4), 807-810.
- Wang, N. (1999). Rethinking authenticity in tourism experience. *Annals of Tourism Research*, 26(2), 349-370.
- Waterton, E., & Watson, S. (2014). *The Semiotics of Heritage Tourism*. U.K.: Channel View Publications.
- Weber, R. P. (1990). *Basic Content Analysis (2nd edition)*. Newsbury Park, CA.
- Werts, C. E., Linn, R. L., & Joreskog, K. G. (1974). Interclass reliability estimates: Testing structural assumptions. *Education and Psychological Measurement*, 34(1), 25-33.
- Westwood, S. (2011). Branding a 'new' destination: Abu Dhabi. N. Morgan, A. Pritchard and R. Pride (eds.) *Destination Brands*. (pp. 197–212). Oxford: Butterworth-Heinemann.
- Williams, D. R., Patterson, M. E., Roggenbuck, J. W., & Watson, A. E. (1992). Beyond the commodity metaphor: Examining emotional and symbolic attachment to place. *Leisure Sciences*, 14(1), 29-46.
- Woodworth, R. S. (1929). *Psychology*. New York: H. Holt and Company.
- World Tourism Organization (1985). *The state's role in protecting and promoting culture as a factor of tourism development*. WTO, Madrid.
- Xu, Z., & Zhang, J. (2015). Antecedents and consequences of place attachment: A comparison of Chinese and Western urban tourists in Hangzhou, China. *Journal of Destination Marketing & Management*, 5(2), 86-96.
- Yang, W. (2013). *The authenticity of Sushi: modernizing and transforming a Japanese food*. (Unpublished Master's Thesis). The University of Arizona, Arizona.
- Yeoman, I., Brass, D., & McMahon-Beattie, U. (2007). Current issue in tourism: The authentic tourist. *Tourism Management*, 28(4), 1128-1138.
- 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.
- Youn, H., & Kim, J. (2017). Effects of ingredients, names and stories about food origins on perceived authenticity and purchase intentions. *International Journal of Hospitality Management*, 63, 11–21.
- Yuksel, A., Yuksel, F., & Bilim, Y. (2010). Destination attachment: Effects on customer satisfaction and cognitive, affective and conative loyalty, *Tourism Management*, 31(2), 274-284.

Yuncu, D. (2015). Relationships between perceptions of virtual destination environment, satisfaction and loyalty. *Journal of Hospitality and Tourism Technology*, 6(2), 160-173.

Zerubavel, Y. (1995). *Recovered Roots*. Chicago: The University of Chicago Press.

Zhao, X., Lynch, J. G., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and truths about mediation analysis. *Journal of Consumer Research*, 37(2), 197-206.

