

## **Predicting Indonesia's Urban Heritage Tourist Loyalty: The Impact of Memorable Tourism Experience, Cultural Destination Image, and Cultural Motivation**

**Yesiana Ihda Kusnayain, Ananda Sabil Hussein\***

*Department of Management, Faculty of Economic and Business, Universitas Brawijaya, Malang,  
Indonesia*

*\*Corresponding author: sabil@ub.ac.id*

**ABSTRACT.** The rich tapestry of Indonesian culture, with its multifaceted and diverse expressions, exerts a significant influence on the nation's tourist industry. Recognizing this, the integration of cultural heritage into tourism development has become a central pillar of national strategies aimed at boosting tourism revenue and strengthening the national economy. This study aims to elucidate the interconnected relationship between memorable tourism experiences, cultural destination image, and cultural motivation in influencing tourist loyalty within the context of Indonesia's urban heritage tourism. This research employs the structural equation modelling-partial least squares (SEM-PLS) approach, utilizing SmartPLS 4.0 software for data analysis. The main findings of this study confirmed that memorable tourism experiences could encourage tourist loyalty in Indonesia's urban heritage. Moreover, the study emphasises the essential contribution of cultural motivation in driving tourist loyalty. This study holds significant managerial implication, this research will give several pictures like how to attract the tourism through tourist experience features.

### **1. INTRODUCTION**

Indonesia is known worldwide for its distinctive heritage and rich and varied tapestry of cultural expressions. The nation's cultural environment is greatly enhanced and dynamized by its multiplicity. Indonesian culture's complex and diverse aspects significantly impact the tourist industry. Indonesia's rich cultural legacy gives its tourist spots an unmatched sense of authenticity, which raises their allure. Indonesia, which is well-known for having many heritage sites, provides tourists with immersive historical, cultural, and natural beauty experiences. With nine cultural heritage sites, Indonesia is the country in Southeast Asia with the most UNESCO World Heritage Sites [1]. This unique character has garnered

---

Received Nov. 1, 2024

2020 *Mathematics Subject Classification.* 91F99, 00A99, 91C05.

*Key words and phrases.* urban heritage tourism; tourist loyalty; memorable tourism experience; tourism sustainability.

international recognition for Indonesia's cultural landscape. However, the tourism sector in Indonesia lags behind that of Singapore, Malaysia and Thailand, which currently holds the fifth position in ASEAN rankings (UNWTO, 2022). It hardly proved that Indonesian tourism growing significantly and potentially contributed for sustainability.

The rapid growth of heritage tourism in Indonesia has transcended its initial focus on mere cultural experiences with an "old accent" charm. It has evolved into a form of urban tourism imbued with the concept of heritage, more aptly termed urban heritage tourism. This burgeoning sector encompasses diverse tourist activities within urban environments, focusing on natural resources, cultural heritage, architectural landmarks, and the intrinsic social value woven into the city fabric. Fusco Girard and Nijkamp's [2] study posits that urban heritage can catalyse positive transformations in the socio-economic, historical, and conservation domains. Indeed, integrating cultural heritage with tourism has become a cornerstone of national strategies to enhance tourism revenues and bolster the national economy [3]. In Indonesia, the speedy development of urban heritage tourism serves as an economic engine and a vital means of cultural preservation and knowledge dissemination for visitors.

The Republic of Indonesia's Ministry of Tourism and Creative Economy reported that there is a rivalry between tourism destinations since Indonesia is a country with substantial development in tourism. To improve visitor retention, it is necessary to comprehend the factors that influence visitor loyalty. The advantages of fostering strong visitor loyalty include excellent ties between the tourism industry and the community, word-of-mouth referrals, and higher business earnings. Moreover, unique and impactful experiences are etched into memory and readily shared with others, becoming part of personal narratives. Memorable experiences are often characterised by an influx of positive emotions such as joy, excitement, awe, and contentment [4]. This organic storytelling strengthens brand awareness and loyalty, attracting new customers through positive word-of-mouth recommendations [5]. Ultimately, these advantages boost a location's edge over rivals and open the door for long-term, sustainable tourist growth. Previous research has established a positive and significant relationship between memorable tourist experiences and tourist loyalty [6], [7], [8], [9]. The underlying rationale posits that such memorable experiences engender a sense of loyalty toward the destination [10].

While prior research has discovered the impact of memorable tourist experiences (MTE's) on tourist loyalty, a literature review reveals certain inconsistencies. Some studies contradict this relationship, suggesting that neither visitation experience nor service quality significantly impacts tourist loyalty [11], [12]. In an effort to bridge this research gap, the study introduces an intervening variable that is anticipated to yield novel insights and address the limitations of previous studies. The present study proposes cultural destination image as a mediating variable to address this research gap. This variable builds upon established knowledge regarding the positive influence of destination image on tourist loyalty [13] and its role as an outcome of memorable tourist experiences [14]. Based on this rationale, the study hypothesises an indirect effect of cultural destination image on tourist loyalty. In the realm of scholarly discourse, it is imperative to understand cultural motivation as a moderating variable to bridge the identified research

gap. Travelers with strong cultural motivation who have positive and satisfying cultural experiences in a destination tend to have stronger intentions to revisit than those with less experience. Furthermore, positive cultural experiences can foster a sense of connection and belonging to the visited destination, thus strengthening the likelihood of future visits.

Considering the background mentioned earlier, this study aims to develop the comprehensive model to predict urban heritage tourist loyalty by notion memorable tourism experiences (MTEs), cultural destination image, and cultural motivation. It explores how factors like memorable experiences, positive cultural destination image, and strong cultural motivation can foster tourist loyalty. Indonesia's Urban Heritage Tourism serves as the research focus due to the nation's rich cultural heritage, encompassing thousands of sites. This selection offers significant potential for practical and theoretical contributions.

By fulfilling these research objectives, this study aspires to make both theoretical and practical contributions. Theoretically, the study seeks to develop a comprehensive model that leverages MTEs, CDI, and cultural motivation to predict tourist loyalty. This model enriches the existing body of knowledge by providing a nuanced understanding of these variables' interplay in fostering lasting loyalty among tourists. To foster a deeper understanding, this research explores direct and indirect effects. The concept of cultural destination image as a mediating variable in tourism research is an interesting and potentially fruitful avenue for investigation, it provides a deeper understanding of the underlying mechanisms influencing tourist behavior. More than that, this study also investigates the impact of cultural motivation as a moderation variable for fostering tourism sustainability. Practically, the findings of this study have the potential to significantly contribute to enhancing the sustainability of tourism in Indonesia. By equipping tourism stakeholders with deeper insights into the factors that cultivate tourist loyalty, the study's findings can inform the development and implementation of strategies that attract and retain visitors, ultimately contributing to the long-term viability of the tourism industry. The inherent experiential nature of tourism products renders the experience economy concept particularly valuable for destination positioning. This framework underscores the necessity for destination managers to recognize experiences as economic assets, as highlighted by [15].

## 2. LITERATURE REVIEW

### 2.1 Tourist Loyalty

Tourist loyalty has received much attention in the tourist marketing literature [16]. Gaining and improving the loyalty of customers has both short and long-term impacts on the performance and profitability of tourism [17], [18]. Recognising the importance of loyalty in this sector, several research studies have been conducted to better understand loyalty dynamics. Research is usually conducted using two approaches: behavioural and attitudinal [19], [20]. The behavioural approach defines loyalty as a continuous pattern of tourist behaviour, as demonstrated by repeated returns to a place or interaction with its services over time [21]. In contrast, the attitudinal approach focuses on tourist loyalty intentions, or conative loyalty [22]. This latter technique is still used to measure loyalty since it effectively forecasts future visitor behaviour.

Several studies have investigated the multifaceted factors influencing tourist loyalty. The tourism marketing literature has extensively explored various determinants, including destination image, perceived quality, customer satisfaction [23], security concerns, cultural variances, past experiences [24], traveller motivations, and overall trip satisfaction [6], [25].

## **2.2 Memorable Tourism Experience (MTE)**

Within the tourism industry and service sector, the imperative of delivering memorable customer experiences has held longstanding recognition [26], [27]. Indeed, consumers prioritise acquiring such experiences [28]. However, defining the "tourism experience" concept presents a significant challenge due to its inherent complexity and multifaceted nature. As [16] highlight, the definition and components of travel experiences remain subject to diverse interpretations within academic discourse.

Although tourist experience and memorable tourism experience (MTE) are interconnected, they have differences in terms of their essence and scope. Not all tourist experiences achieve the status of MTEs, reserved for those that leave an enduring mark on memory, selectively revisited and reconstructed when recounting specific trips. [7] are the pioneers in developing a measurement scale specifically designed to capture the essence of a memorable tourism experience (MTE). They formulated seven dimensions: hedonism, refreshment, local culture, meaningfulness, knowledge, engagement, and novelty. These dimensions encapsulate the specific feelings and perceptions associated with such experiences. For this study adopted single dimension from [6] because it's simpler and easy to understand

## **2.3 Cultural Destination Image**

In the tourism marketing context, destination image broadly aggregates travellers' knowledge, emotions, and perceptions encompassing a particular destination [28], [29]. Researchers [30], [31] have extensively explored the diverse factors influencing this image, including tourist experiences with tourism products and services, promotional strategies, and external influences such as mass media, popular culture, and social networks [32], [33]. The enduring prominence of destination image within both tourism research and practice underscores its fundamental significance. Unravelling its constituent elements, the factors that shape it, and its influence on tourist behaviour is paramount for the effective management of thriving tourism destinations [33]. The burgeoning influence of digital media and sustainability necessitates continuous exploration of destination image to ensure effective adaptation within the evolving tourism landscape.

The concept of cultural destination image is the development of a variable destination image. Cultural destination image emerged as a tourism marketing concept that emphasises the distinct cultural identity or reputation of a destination. Distinct from the overarching destination image, the cultural image focuses on travellers' beliefs, ideas, and impressions regarding a destination's cultural offerings, attractions, and associated experiences. People with a shared national identity, reflected in their beliefs, customs, and how they act [34], are characterized by similar lifestyle, leisure, and consumer behavior patterns (Heinrich, 2022) [29]. Consequently, cultural frameworks significantly influence the perception and evaluation of destination image [35].

By a view fostering a deeper understanding, cultural destination image defines as tourist perception of cultural offering, tradition, and heritage in destination place. Cultural destination image emphasizes the destination image in the context of culture dan heritage. In scholarly discourse, it can be viewed as a refinement of the broader destination image concept, specifically highlighting the significance of culture as a holistic entity.

## **2.4 Cultural Motivation**

Motivation is an internal drive to achieve specific goals [36], [37]. In tourism, motivation is an essential factor influencing tourists' decisions to travel [28]. Conversely, culture encompasses a particular group's shared and learned behavioural patterns, beliefs, and values, shaped through historical experiences and interactions and transmitted across generations [38]. Culture significantly influences consumer needs, desires, attitudes, and preferences. Furthermore, it is worth noting that cultural tourism is defined as travel involving individuals seeking out cultural attractions outside their habitual residential spheres and is fuelled by a pursuit of new knowledge and immersive experiences aimed at gratifying their individual cultural needs [39].

To uphold a more profound understanding, cultural motivation, defined as the desire to learn and understand a place's culture, history, and heritage [40], is a significant driver of tourist behaviour [41]. Previous research from [3] defines the cultural tourist as “someone who visits, or intends to visit, a cultural tourism attraction, art, gallery, museum or historic site”. This intrinsic motivator can be fuelled by various factors, such as intellectual curiosity, a yearning to immerse oneself in diverse cultures, or a desire to connect with the past [40]. Previous research has identified several attributes within the cultural motivation construct, such as cultural uniqueness [42], cultural knowledge [43], and the discovery of new things [44].

## **3. HYPOTHESIS DEVELOPMENT**

### **3.1 The relationship between Memorable Tourism Experiences (MTEs) and Tourist Loyalty**

In the modern tourism sector, delivering memorable experiences has transcended the value of mere material resources [45], [46]. Prioritizing exceptional event-related experiences and promoting tourist engagement through experience sharing is crucial [46]. These Memorable Tourism Experiences (MTEs), selectively retrieved and cherished post-trip, serve as potent drivers of tourist loyalty, prompting revisits and positive word-of-mouth (WOM) communication [6], [47]. Empirical research in tourism consistently demonstrates a significant association between MTEs and behavioural intentions [48], [49], [50], [51]. These intentions encompass the likelihood of revisiting the destination and engaging in positive WOM, signifying the enduring impact of MTEs [47], [50]. Building upon this established body of knowledge, the present research proposes the following hypothesis:

**H1: Memorable tourism experiences have a positive effect on tourist loyalty**

### **3.2 The effect of Cultural Destination image**

In general, destination image has been measured before travel, rarely capturing the post-experience perspective of tourists. Supporting this notion, [31] argue that direct experiences significantly shape

tourists' comprehensive image of a destination. This position aligns with the tourism consumption theory, positing that tourists' assessment of individual experiences informs their overall evaluation of the destination [52]. Consequently, the positive impact of Memorable Tourism Experiences (MTEs) on cultural destination image is theoretically sound.

The influence of destination image (DI) on tourist loyalty has been extensively explored and acknowledged in numerous studies [14]. This body of research highlights both the direct and indirect effects of DI on loyalty. Early investigations established a direct link between DI and tourists' revisit intention and their propensity to recommend the destination to others [53], [54], [55]. Given its unique focus on the cultural aspects of a destination, CDI presents a potentially powerful influence on tourist behaviour.

According to [54] cultural destination image has a positive influence on tourists' revisit intention and recommendation intention. Prior research has indicated that a stronger cultural destination image can enhance tourist loyalty towards a destination [56] and that cultural destination image is shaped by tourists' experiences at a destination [57]. Therefore, destination image plays a crucial role in fostering tourist loyalty as an intervening variable. The following research hypotheses are proposed:

**H2: MTE has positive effects on cultural destination image**

**H3: Cultural destination image has a positive effect on tourist loyalty**

**H4: Memorable tourism experiences have a positive effect on Tourist Loyalty through cultural destination image**

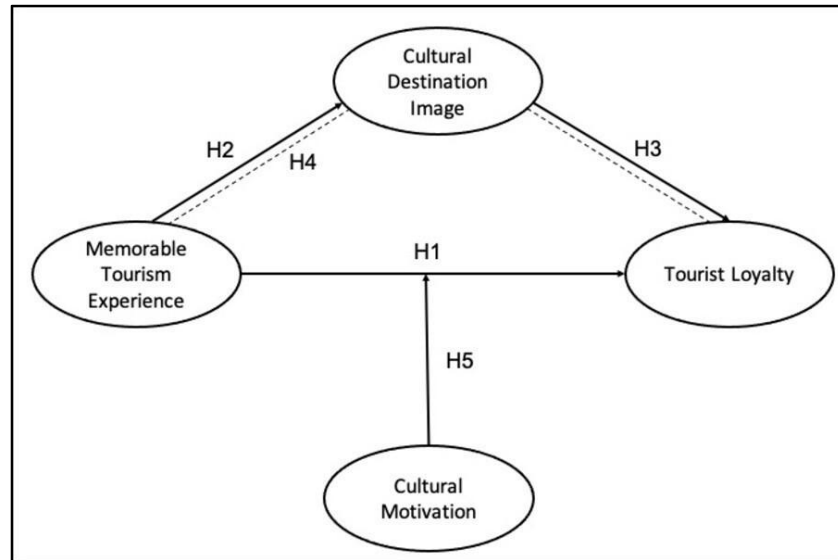
### **3.3 The effect of cultural motivation as a moderating variable**

Drawing a link between cultural motivation and authentic experiences, [40] also included loyalty as one of the determinants in perceiving authenticity. Within the context of cultural heritage tourism, research suggests a positive relationship between loyalty and perceived authenticity [58], implying that enjoyable experiences foster loyalty. Cultural motivation refers to the intrinsic desires driving tourists to actively seek cultural encounters during their travels, such as delving into local traditions, customs, art forms, historical remnants, and diverse lifestyles.

Tourists fuelled by strong cultural motivations often favour immersive experiences and forging connections with local communities. Notably, such individuals who encounter enriching and positive cultural experiences at their destination demonstrate a heightened propensity to revisit compared to those whose experiences prove less impactful. Research further indicates that enjoyable cultural engagements can cultivate a sense of attachment and affiliation with the visited destination, enhancing the likelihood of future visits [46]. Delving deeper into the role of cultural motivation, scholars posit its potential to strengthen relationships due to the intrinsic drive it ignites within individuals. This cultural encouragement ultimately influences the acceptance and significance attributed to experienced events and activities. Building upon this established knowledge base, the present research posits the following hypothesis:

**H5: Cultural motivation moderates the relationship between memorable tourism experiences and tourist loyalty**

Synthesizing the proposed hypotheses, we construct the conceptual framework in Figure 1 below:



**Figure 1.** Conceptual Framework

## 4. MATERIAL AND METHOD

### 4.1 Population and sample

This research investigates the interrelationships between Memorable Tourism Experiences (MTEs), Cultural Destination Image (CDI), Cultural Motivation (CM), and Tourist Loyalty (TL) in the context of Indonesian heritage tourism. Data was collected from various urban heritage tourism destination in east java provinces in Indonesia such as Malang heritage Kayoetangan, Tunjungan street Surabaya, and Surabaya old town both online and offline. Moreover, the 3 locations are well-known urban heritage sites in Indonesia that are visited by many tourists. A self-administered questionnaire was employed to collect the data from a purposive sample of respondents who met specific criteria: (1) Indonesia citizen (2) being over 18 years old and (3) having prior experience visiting heritage destinations in Indonesia. The sample recruited can be generalised to Indonesia because people who come to the location from various regions in Indonesia so that the sample can represent Indonesians. Researchers used an online and offline questionnaires that was sent to the respondents from November 3, 2023 to February 3 2024. While 350 questionnaires were distributed, only 335 were deemed usable for further analysis due to sampling criteria, yielding a 94% response rate. All respondents who participated in this questionnaire survey had verbally confirmed their availability and consent. Obtaining the verbal consent is very suitable in Indonesian culture. The obtained consent is recorded by researchers. It is kept by the researchers as part of research files.

### 4.2 Measurement

The survey instrument employed in this study is comprised of two sections. The first section gathers demographic data from respondents, including age, gender, education level, and income. The second

section focuses on measuring the critical constructs of the research: Tourist Loyalty, Memorable Tourism Experience (MTE), Cultural Destination Image, and Cultural Motivation. There are 17 questions in all, each on a 5-point Likert scale from 1 for strongly disagree to 5 for strongly agree.

In this study, tourist loyalty is measured with four items adapted from other researchers [7], [49], [50], [59]. Meanwhile, 6 question items were used to measure memorable tourism experiences (MTEs), which came from [7], [50]. The instrument for cultural destination image assessment draws upon three items developed by [60]. Finally, cultural motivation is assessed using four items adapted from [40], [58], [61].

To ensure the validity and reliability of the research instrument, a pilot study was conducted before the main data collection phase. The pilot study involved administering the questionnaire to a sample of 30 respondents. The analysis of the pilot study data confirmed the instrument's suitability for the intended research objectives. Before collecting data, the research team discussed the questionnaire with two tourism management professionals and two academics to ensure the logical flow and clarity of the questionnaire items. Furthermore, since the measurement instruments were adapted from English literature, the research team conducted a back-translation process to ensure the semantic equivalence of the questionnaires for the Indonesian respondent population.

#### **4.3 Ethical consent**

All respondents who participated in this questionnaire survey had verbally confirmed their availability and consent. Obtaining the verbal consent is very suitable in Indonesian culture. The obtained consent is recorded by researchers. It is kept by the researchers as part of research files. Furthermore, the authors have been approved the ethical clearance related to obtain the human participant by The Research and Community Service Agency Faculty of Economics and Business, Universitas Brawijaya. The number of ethical clearance is 5606/UN.10.F02.06/TU/2024.

#### **4.4 Data Analysis**

This research employs the structural equation modelling-partial least squares (SEM-PLS) approach, utilising SmartPLS 4.0 software for data analysis. This method is particularly suited for investigating relationships between variables containing complex constructs due to its robust handling of non-normality and small sample sizes [62]. The selection aligns with the research objectives focused on testing relationships between constructs. The SEM-PLS analysis follows a three-stage process: inner model assessment (structural model), outer model assessment (measurement model), and hypothesis testing. Furthermore, the inner model determines the specifications of the relationship between latent constructs and other latent constructs, while the inner model determines the relationship between latent constructs and their indicators [62].

## **5. RESULT**

### **5.1 Demographics Respondent**

Of the research population, 46.6% of respondents were male, and 53% were female. Notably, over 80% of the respondents are Generation Z (aged 18-30). Regarding education level, both high school and bachelor's



degrees hold similar proportions, each representing approximately 40% of the sample. Regarding income, the majority (51%) earn less than \$123,32 or 2 Million in rupiah. Table 1 depicts the demographics of respondents.

**Table 1.** Demographic Respondents

<b>Indicators</b>		<b>f</b>	<b>Percentage</b>
<b>Gender</b>	Male	156	46.6%
	Female	179	53.4%
<b>Occupation</b>	Private Sector Employee	36	10.7%
	Students	243	72.5%
	Civil servants/ Police	26	7.8%
	Entrepreneurs	23	6.9%
	Others	7	2.1%
<b>Age (In Years)</b>	< 18	10	3.0%
	18 - 30	281	83.9%
	31 - 45	27	8.1%
	46 - 60	12	3.6%
	>60	5	1.5%
<b>Education</b>	Diplomas	22	6.6%
	Undergraduate	142	42.4%
	Master	18	5.4%
	Doctorate	3	0.9%
	High School	150	44.8%
<b>Monthly Income (in Rupiahs)</b>	< 2	174	51.9%
	2 - 4	78	23.3%
	4 - 10	65	19.4%
	More than 10	18	5.4%

Sources: Author, 2024

The SEM-PLS analysis was conducted in three phases: assessment of the inner model (structural model), assessment of the outer model (measurement model), and hypothesis testing. Evaluation of the outer model in PLS involves assessing Convergent Validity, Discriminant Validity, and Composite Reliability. Convergent Validity is typically measured using the factor loading values, with a benchmark of above 0.70 for individual items and a recommended AVE score above 0.5 [62]. While the table indicates that most outer loadings exceed 0.7, the MTE3 and MTE4 items fall below this threshold and have been removed from the research construct. The composite reliability (CR) value should ideally be above 0.70, although a minimum of 0.60 is acceptable [62]. Table 2 shows that both CR and AVE values meet these reliability criteria.

The research results showed that basic and strict assumptions are acceptable according to the Fornell-Lacker criteria for discriminant validity. It is important to note that the diagonal value (in bold) of the Fornell-Lacker table in Table 2 indicates that the value of discriminant validity has exceeded the minimum value of 0.7 [62]. In addition, the AVE value of each measured construct must have a square root of AVE more significant than 0.5 [63]. Thus, all variable constructs for the measurement model meet the convergent validity criteria

**Table 2** Summary of Factor Loading, AVE, Discriminant Validity

Variable	Item	Factor Loading	CR	AVE	Discriminant Validity			
					CDI	CM	MTE	TL
<b>Cultural Destination Image (CDI)</b>	Cultural heritage sites in this urban heritage tourism area have a good cultural reputation	0,759	0,66	0,594	0,770			
	Cultural heritage sites in this urban heritage tourism area form a good image in the minds of tourists	0,807						
	Cultural heritage sites in this urban heritage tourism area reflect a historical atmosphere.	0,744						
<b>Cultural Motivation (CM)</b>	I can feel connected to history by visiting urban heritage tourism.	0,801	0,871	0,628	0,571	0,792		
	Visiting urban heritage tourism is my way of showing interest in culture/history.	0,775						
	I can increase my cultural/historical knowledge by visiting urban heritage tourism	0,806						
	I want to learn about history at urban heritage tourism	0,786						
<b>Memorable Tourism Experience (MTE)</b>	I really enjoyed the experience of travelling in urban heritage tourism.	0,764	0,835	0,558	0,566	0,626	0,747	
	I felt that the experience of travelling in urban heritage tourism 'was very pleasant'	0,766						
	I learnt something about myself from my urban heritage tourism experience.	0,738						
	I feel that this cultural tourism experience is different from before	0,72						
<b>Tourist Loyalty (TL)</b>	I plan to revisit urban heritage tourism	0,787	0,885	0,658	0,570	0,581	0,735	0,811
	I will return to urban heritage tourism to make a tourist trip	0,812						
	I will give a good recommendation about urban heritage tourism to others	0,824						
	I will encourage my family and friends to travel to urban heritage tourism.	0,822						

Sources: Author, 2024

## 5.2 Structural Model Evaluation

The structural model needs further evaluation after the measurement model has been evaluated. The first step is to analyse the coefficient of determination (R<sup>2</sup>), which measures how much of the variance in the dependent latent variable is explained by the independent latent variable. [62] state that the recommended R<sup>2</sup> value ranges from 0.576 to 0.636. Alternatively, when assessing the model's goodness-of-fit, researchers often categorise it into three levels: "GoF small" for values up to 0.1, "GoF medium" for values between 0.1 and 0.25, and "GoF high" for values above 0.25. This study's GoF value of 0.27 falls within the "GoF medium" category. Based on the R-square and goodness of fit (GoF) values in Table 3, the structural model in this study is well-fitting and can be used to test the hypotheses.

**Table 3.** Summary of R-square and GoF

Variable	R-Square
CDI	0,32
TL	0,59
<b>GOF: <math>\sqrt{0,609 \times 0,455} = 0,277</math></b>	

Sources: Author, 2024

## 5.3 Common method variance

This cross-sectional study design employing a self-reported questionnaire from a single informant raises concerns about potential common method bias. This research addressed potential common method variance (CMV) through the application of Harman's single-factor test and the evaluation of Variance Inflation Factor (VIF) scores. The analysis employing a single-factor model accounted for 39.203% of the total variance in the data. This value falls short of the established cut-off criterion of 50%, suggesting that a single factor may not adequately capture the underlying structure of the data. For this study, the VIF must be below 10 [62]. Our analysis revealed that all variance inflation factor (VIF) scores fell below the established threshold of 10. This finding suggests an absence of multicollinearity among the independent variables within the model.

## 5.4 Hypothesis Testing

This study investigates five research hypotheses related to tourist loyalty. Employing a significance level of  $\alpha = 0.05$  (a critical t-value of 1.96), the study analyses the relationships between various constructs using hypothesis testing procedures. Table 4 summarizes the results of these tests, demonstrating that all five hypotheses are supported by the significance mentioned above. This finding signifies statistically significant relationships between the investigated constructs, warranting further interpretation and discussion

Hypothesis 1 predicts a positive and statistically significant relationship between memorable tourism experiences and tourist loyalty. The statistical estimation results support this prediction, showing a positive and statistically significant relationship ( $\beta = 0.440$ ;  $t = 13.360$ ). Therefore, H1 is accepted. This indicates that a more memorable tourist experience leads to higher loyalty towards tourism destinations, especially urban heritage tourism. In addition, Hypothesis 2 shows a positive and statistically effecting the relationship

between memorable tourism experience and cultural destination images. The results of SEM analysis again support this prediction, showing a positive and statistically significant effect ( $\beta = 0.393$ ;  $t = 10.499$ ). Thus, H2 is accepted.

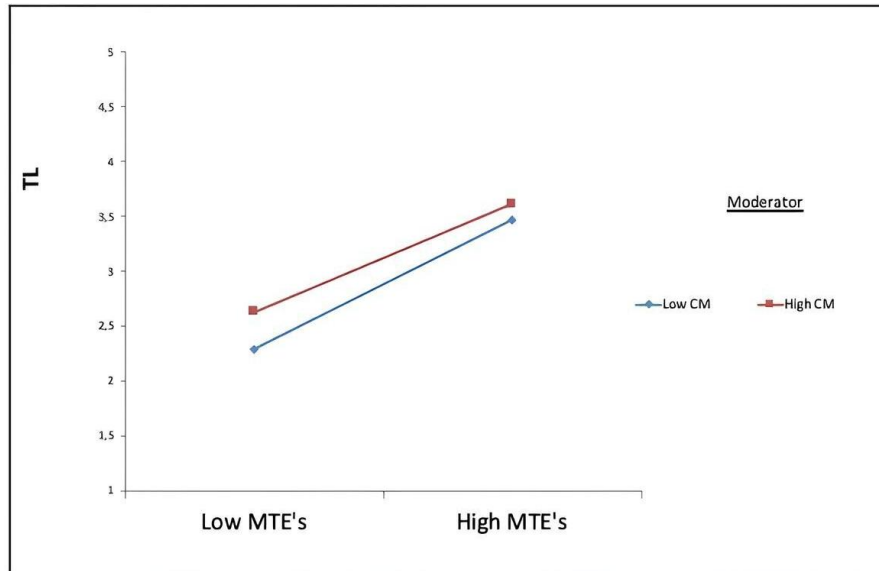
Hypothesis 3 examines the relationship between cultural destination image and tourist loyalty. The results show that there is a positive and significant relationship between cultural destination image and tourist loyalty ( $\beta = 0.114$ ;  $t = 3.220$ ) This indicates that a more favourable destination image in the eyes of tourists is associated with increased loyalty to an urban heritage tourism destination.

**Table 4.** Hypothesis Testing

Hypothesis	Path	$\beta$	T-stat	Remark	Mediating effect
H1	MTE - TL	0.440	13.360*	Supported	-
H2	MTE - CDI	0.393	10.499*	Supported	-
H3	CDI - TL	0.114	3,220*	Supported	-
H4	MTE - CDI - TL	0.093	2.928*	Supported	Partial Mediation
H5	CM x MTE - TL	-0.049	2.204*	Supported	-

Sources: Author, 2024

The mediation effect analysis reveals that cultural destination image significantly mediates the relationship between memorable tourism experience (MTE) and tourist loyalty. Based on the statistical results, an indirect influence of cultural destination image is observed ( $\beta = 0.093$ ;  $t = 2.298$ ), supporting the acceptance of H4. This indicates the presence of partial mediation, suggesting that while cultural destination image plays a role in influencing tourist loyalty, it does not fully mediate the relationship between MTE and loyalty.



**Figure 2.** Interaction Effect

This research further investigates the moderating role of cultural motivation and its influence on the relationship between MTE and tourist loyalty at different levels. The Excel bootstrapping technique was employed to test the moderating effect, generating values from the interaction effect. The findings reveal a positive effect of MTE on tourist loyalty ( $\beta = 0.440$ ;  $t = 13,360$ ). Additionally, the moderating effect of cultural motivation is significant ( $p < 0.05$ ), indicating its ability to moderate the MTE-TL relationship. Figure 2 depicts the interaction effect to visualise its nature as strengthening or weakening. The calculated interaction effect indicates a "strengthening" moderating relationship, supporting H5. This implies that cultural motivation strengthens the link between memorable tourism experiences and tourist loyalty. Therefore, cultural motivation can serve as a supporting factor in enhancing visitor loyalty towards urban heritage tourism destinations.

## 6. DISCUSSION

Urban heritage tourism (UHT) has emerged as a distinct paradigm within the broader tourism landscape, characterised by its seamless integration of cultural authenticity, sustainable practices, and engaging visitor experiences. Moving beyond a simplistic focus on the past, UHT fosters a dynamic interplay between historical legacies, contemporary life, and future aspirations within the urban fabric. This innovative approach to tourism caters to the growing demand for immersive and meaningful travel experiences, as evidenced by a 2019 study by the European Travel Commission highlighting the vital interest of Millennials and Gen Z in cultural offerings and local engagement of about 68%. In this context, UHT presents exciting possibilities for fostering sustainable tourism development by leveraging the inherent value of cultural heritage and promoting responsible visitor behaviour.

This study investigates factors influencing tourist loyalty within the context of urban heritage tourism. The findings highlight the critical role of memorable experiences in fostering loyalty. Tourists who encounter positive and enriching experiences during their visit demonstrate a heightened propensity to revisit and advocate for the destination to others. These results align with prior research emphasizing the centrality of experience in tourism [12]. Tourists seek immersive experiences that generate positive emotions and cultivate deeper connections with the destination or activity [4], [50] (Kim, 2018; Knobloch et al., 2017). Such positive experiences can foster loyalty-building behaviours, leading individuals to support and revisit places or service providers associated with past enjoyment [9], [12], [50].

It cannot be denied that memorable experiences in heritage tourism can change individual perceptions of a cultural destination [47], [64]. Their point of view is more authentic and characterful than previously thought. This research found that memorable experiences can improve the cultural destination image of urban heritage tourism. Tourism that offers engaging experiences will have a more positive and enjoyable image. Therefore, balancing tourism with cultural, environmental, and experiential preservation is essential. This is to protect the unique features that attract visitors and maintain the positive image of tourism in the long term [24], [40], [65].

This study's findings support that a positive cultural destination image significantly increases tourist loyalty. This aligns with prior research by [50], highlighting the positive impact of destination image on

both revisit intention and word-of-mouth recommendations. A study by [50] emphasises that tourists' perceived image of a destination plays a crucial role in their decision-making process, encompassing destination choice, post-trip evaluation, and future behaviour. Furthermore, these findings suggest that investments aimed at establishing a solid and authentic cultural heritage tourism image significantly contribute to enhancing tourist loyalty, encouraging positive word-of-mouth recommendations and, ultimately, fostering the sustainable growth of the tourism industry [9], [47], [50], [66].

In addition to its direct influence on tourist loyalty, this study discovered that cultural destination image plays a mediating role in the link between memorable tourism experiences and tourist loyalty. Our findings show that cultural destination image strongly affects the association between memorable tourism experiences and visitor loyalty. This is consistent with the prior study by [50], who found that visitors with good cultural destination image impressions report higher levels of pleasure, engagement, and emotional connection during their stay. By investigating the mediating effect of cultural destination image, this study contributes to a more comprehensive understanding of the complex interplay between memorable tourism experiences, cultural destination image, and their combined influence on future visitor behaviour.

While prior research recognises the significance of memorable tourism experiences and cultural destination image in fostering tourist loyalty, [61] posits that cultural motivation holds further potential to strengthen these relationships, particularly in enhancing loyalty towards tourism activities. Consistent with these expectations, the present study's findings demonstrate that cultural motivation moderates the positive effect of MTEs on loyalty to heritage tourism destinations. This suggests that tourists with elevated cultural motivation, driven by knowledge, interest, and intrinsic cultural attraction, are more likely to derive meaningful experiences from heritage tours rich in authentic cultural elements. Cultural motivation can serve as a supporting factor in enhancing visitor loyalty towards urban heritage tourism destinations because tourists motivated by cultural exploration often seek to broaden their horizons, learn about different ways of life, and challenge their perspectives. By engaging with a new culture, they can gain new knowledge, develop new skills, and potentially even transform their worldview. This sense of personal growth fosters a feeling of attachment to the destination and a desire to return for further exploration and learning. Consequently, their cultural motivation facilitates deeper immersion and fosters a stronger sense of loyalty towards the destination.

## 7. CONCLUSION

After completing the analysis, this study provides some theoretical contributions. Firstly, this research succeeded in developing a comprehensive model that leverages MTEs, cultural destination image, and cultural motivation to predict tourist loyalty. This sheds light on the complex psychological processes fuelling loyalty, including emotional attachment, perceived value, and sense of personal transformation [51]. Such models contribute to theoretical frameworks in tourism psychology, consumer behaviour, and destination branding. Secondly, this research contributes to theoretical validation for explaining the notion of customer loyalty. This study found that cultural destination image should mediate memorable tourism experiences. Furthermore, the study underscores the critical role of cultural motivation in encouraging

loyalty, suggesting that individuals driven by cultural interests are more likely to develop strong bonds with destinations.

In terms of practical implications, these findings help tourism agencies boost their tourism sustainability. The findings provide valuable insights that can inform the development and implementation of effective strategies to attract and retain visitors, ultimately bolstering the long-term viability of the tourism industry. By identifying key factors that stimulate tourist loyalty, tourism practitioners can leverage these insights to achieve multiple objectives such as profitability, customer relationship, and destination competitiveness. For instance, some successful heritage tourism destinations have focussed on making their destination more attractive with cultural features; an attractive experience could boost tourist experience and engagement. Therefore, tourism management should focus on an authenticity and immersive travel experience, fostering connections between visitors and a destination's unique heritage, traditions, and way of life. If tourism management implements the suggestion, it will increase tourist loyalty and competitive advantage.

A significant challenge facing numerous tourism destinations is the potential for visitor decline due to stagnation in development and innovation. This lack of progress can contribute to a destination's vulnerability and decline in tourist arrivals. This study posits that tourism managers must prioritise not only fostering innovation but also understanding evolving tourist behaviour. By effectively integrating these elements, destinations can cultivate sustainable competitive advantages and ensure long-term visitor loyalty. More than that, the results of this study are associated and affect the extent to which a tourist experience is memorable, the tourism industry could emphasize the tourism experience through attractive feature in heritage building, cultural architecture, or travel map for creating unforgettable and meaningful experience within tourists in urban heritage sites. Attractive feature can enhance competitive advantage among tourism sectors.

## 8. LIMITATION AND FUTURE RESEARCH

While this study contributes novel insights to understanding the factors influencing tourist behavioural intentions at heritage attractions, it acknowledges limitations that warrant further exploration in future research. Firstly, the study's focus on a single case of urban heritage tourism restricts the sample's representativeness. Expanding the scope to encompass diverse tourism domains would offer a more holistic understanding of tourist behaviour across various contexts. Secondly, using cross-sectional data limits the analysis to a specific timeframe. Employing longitudinal research designs in future studies would capture consumer behaviour dynamics over time, providing more comprehensive insights.

Furthermore, the present study utilises experience, image, and loyalty. Adopting a multi-structural approach incorporating additional dimensions, variables, or frameworks is encouraged in future research. This expanded approach could yield more intricate findings and enhance tourism competitiveness and sustainability. Moreover, this research potentially wide explores with comprehensive variable such as antecedent of brand love, holistic experiential model, or authenticity. More than that, the exploration of this research could take the kind of heritage site and compare between the object, it will expand the research

novelty about tourist loyalty. Finally, explaining the relationships between variables might benefit from broader literature elaboration in future studies, potentially leading to richer theoretical implications. To further enrich the understanding of these relationships, future research could explore more complex models by incorporating additional variables, such as destination love or experiential quality, and employing advanced statistical technique.

**Acknowledgement:** The research funding is provided by the Ministry of Education, Research, and Technology through the grant *Program Magister Menuju Doctor Untuk Sarjana Unggul* (PMDSU) (Number: 00309.19/UN10.A0501/B/PT.01.03.2/2024).

**Data Availability Statement:** The data supporting the findings of this study are available upon reasonable request from the corresponding author. The data are not publicly available due to information that could compromise the privacy of research participants

**Conflicts of Interest:** The authors declare that there are no conflicts of interest regarding the publication of this paper.

## References

- [1] UNESCO, UNESCO World Heritage Centre, Accessed: Dec. 25, 2023. <https://whc.unesco.org>.
- [2] A. Gravagnuolo, L. Fusco Girard, K. Kourtit, P. Nijkamp, Adaptive Re-Use of Urban Cultural Resources: Contours of Circular City Planning, *City Cult. Soc.* 26 (2021), 100416. <https://doi.org/10.1016/j.ccs.2021.100416>.
- [3] B. McKercher, Towards a Classification of Cultural Tourists, *Int. J. Tour. Res.* 4 (2002), 29–38. <https://doi.org/10.1002/jtr.346>.
- [4] U. Knobloch, K. Robertson, R. Aitken, Experience, Emotion, and Eudaimonia: A Consideration of Tourist Experiences and Well-Being, *J. Travel Res.* 56 (2017), 651–662. <https://doi.org/10.1177/0047287516650937>.
- [5] M. Abou-Shouk, M. Soliman, The Impact of Gamification Adoption Intention on Brand Awareness and Loyalty in Tourism: The Mediating Effect of Customer Engagement, *J. Destin. Mark. Manag.* 20 (2021), 100559. <https://doi.org/10.1016/j.jdmm.2021.100559>.
- [6] J.-H. Kim, The Impact of Memorable Tourism Experiences on Loyalty Behaviors: The Mediating Effects of Destination Image and Satisfaction, *J. Travel Res.* 57 (2018), 856–870. <https://doi.org/10.1177/0047287517721369>.
- [7] J.-H. Kim, J.R.B. Ritchie, B. McCormick, Development of a Scale to Measure Memorable Tourism Experiences, *J. Travel Res.* 51 (2012), 12–25. <https://doi.org/10.1177/0047287510385467>.
- [8] S.M. Rasoolimanesh, S. Seyfi, C.M. Hall, P. Hatamifar, Understanding Memorable Tourism Experiences and Behavioural Intentions of Heritage Tourists, *J. Destin. Mark. Manag.* 21 (2021), 100621. <https://doi.org/10.1016/j.jdmm.2021.100621>.



- [9] D.T. Kurniawan, S. Untari, R. Firmansyah, et al. The Effect of Destination Image, Memorable Tourism Experiences, e-WOM, and Brand Trust on Revisit Intention in Trenggalek, East Java Indonesia, in: H. Maulana, M. Sholahuddin, M. Anas, Z. Zufikar (Eds.), *Proceedings of the International Conference on Economics and Business Studies (ICOEBS-22-2)*, Atlantis Press International BV, Dordrecht, 2024: pp. 766–775. [https://doi.org/10.2991/978-94-6463-204-0\\_63](https://doi.org/10.2991/978-94-6463-204-0_63).
- [10] Z. Zhao, Z. Li, C. Chen, Reliving the Old Dream: Rural Tourism Autobiographical Memory on Behavioral Intention, *Front. Psychol.* 13 (2022), 736637. <https://doi.org/10.3389/fpsyg.2022.736637>.
- [11] S. Huang, C.H.C. Hsu, Effects of Travel Motivation, Past Experience, Perceived Constraint, and Attitude on Revisit Intention, *J. Travel Res.* 48 (2009), 29–44. <https://doi.org/10.1177/0047287508328793>.
- [12] W.L. Hung, Y.J. Lee, P.H. Huang, Creative Experiences, Memorability and Revisit Intention in Creative Tourism, *Curr. Issues Tour.* 19 (2016), 763–770. <https://doi.org/10.1080/13683500.2013.877422>.
- [13] Z. Song, X. Su, Liaoning Li, The Indirect Effects of Destination Image on Destination Loyalty Intention Through Tourist Satisfaction and Perceived Value: The Bootstrap Approach, *J. Travel Tour. Mark.* 30 (2013), 386–409. <https://doi.org/10.1080/10548408.2013.784157>.
- [14] G. Prayag, S. Hosany, B. Muskat, G. Del Chiappa, Understanding the Relationships between Tourists' Emotional Experiences, Perceived Overall Image, Satisfaction, and Intention to Recommend, *J. Travel Res.* 56 (2017), 41–54. <https://doi.org/10.1177/0047287515620567>.
- [15] S. Bhogal, A. Mittal, U. Tandon, Accessing Vicarious Nostalgia and Memorable Tourism Experiences in the Context of Heritage Tourism with the Moderating Influence of Social Return, *Int. J. Tour. Cities* 10 (2024), 860–880. <https://doi.org/10.1108/IJTC-09-2023-0195>.
- [16] H. Chen, I. Rahman, Cultural Tourism: An Analysis of Engagement, Cultural Contact, Memorable Tourism Experience and Destination Loyalty, *Tour. Manag. Perspect.* 26 (2018), 153–163. <https://doi.org/10.1016/j.tmp.2017.10.006>.
- [17] O.I. Moiescu, O.A. Gică, The Impact of Environmental and Social Responsibility on Customer Loyalty: A Multigroup Analysis among Generations X and Y, *Int. J. Environ. Res. Public Health* 17 (2020), 6466. <https://doi.org/10.3390/ijerph17186466>.
- [18] C. Lin, D. Bowman, The Impact of Introducing a Customer Loyalty Program on Category Sales and Profitability, *J. Retail. Consum. Serv.* 64 (2022), 102769. <https://doi.org/10.1016/j.jretconser.2021.102769>.
- [19] D. Suhartanto, A. Brien, I. Primiana, N. Wibisono, N.N. Triyuni, Tourist Loyalty in Creative Tourism: The Role of Experience Quality, Value, Satisfaction, and Motivation, *Curr. Issues Tour.* 23 (2020), 867–879. <https://doi.org/10.1080/13683500.2019.1568400>.
- [20] A.O. Dandis, M.B. Al Haj Eid, Customer Lifetime Value: Investigating the Factors Affecting Attitudinal and Behavioural Brand Loyalty, *TQM J.* 34 (2021), 476–493. <https://doi.org/10.1108/TQM-12-2020-0311>.

- [21] D. Suhartanto, D. Dean, N. Wibisono, et al. Tourist Experience in Halal Tourism: What Leads to Loyalty?, *Curr. Issues Tour.* 24 (2021), 1976–1990. <https://doi.org/10.1080/13683500.2020.1813092>.
- [22] A. Almeida-Santana, S. Moreno-Gil, Understanding Tourism Loyalty: Horizontal vs. Destination Loyalty, *Tour. Manag.* 65 (2018), 245–255. <https://doi.org/10.1016/j.tourman.2017.10.011>.
- [23] J.E. Bigné, M.I. Sánchez, J. Sánchez, Tourism Image, Evaluation Variables and after Purchase Behaviour: Inter-Relationship, *Tour. Manag.* 22 (2001), 607–616. [https://doi.org/10.1016/S0261-5177\(01\)00035-8](https://doi.org/10.1016/S0261-5177(01)00035-8).
- [24] G. Zhou, W. Chen, Y. Wu, Research on the Effect of Authenticity on Revisit Intention in Heritage Tourism, *Front. Psychol.* 13 (2022), 883380. <https://doi.org/10.3389/fpsyg.2022.883380>.
- [25] D. Ghorbanzadeh, M.S. Shabbir, A. Mahmood, et al. Investigating the Role of Experience Quality in Predicting Destination Image, Perceived Value, Satisfaction, and Behavioural Intentions: A Case of War Tourism, *Curr. Issues Tour.* 24 (2021), 3090–3106. <https://doi.org/10.1080/13683500.2020.1863924>.
- [26] J.E. Otto, J.R.B. Ritchie, The Service Experience in Tourism, *Tour. Manag.* 17 (1996), 165–174. [https://doi.org/10.1016/0261-5177\(96\)00003-9](https://doi.org/10.1016/0261-5177(96)00003-9).
- [27] R. Ittamalla, D.V. Srinivas Kumar, Role of Service Experience on Vivid Memory and Loyalty, *Int. J. Hosp. Tour. Admin.* 22 (2021), 190–212. <https://doi.org/10.1080/15256480.2019.1598910>.
- [28] V.W.S. Tung, J.R.B. Ritchie, Exploring the Essence of Memorable Tourism Experiences, *Ann. Tour. Res.* 38 (2011), 1367–1386. <https://doi.org/10.1016/j.annals.2011.03.009>.
- [29] J.L. Crompton, Motivations for pleasure vacation, *Ann. Tour. Res.* 6 (1979), 408–424. [https://doi.org/10.1016/0160-7383\(79\)90004-5](https://doi.org/10.1016/0160-7383(79)90004-5).
- [30] A. Beerli, J.D. Martín, Factors Influencing Destination Image, *Ann. Tour. Res.* 31 (2004), 657–681. <https://doi.org/10.1016/j.annals.2004.01.010>.
- [31] J.D. Martín-Santana, A. Beerli-Palacio, P.A. Nazzareno, Antecedents and Consequences of Destination Image Gap, *Ann. Tour. Res.* 62 (2017), 13–25. <https://doi.org/10.1016/j.annals.2016.11.001>.
- [32] W. Bai, J. Wang, J.W.C. Wong, X. Han, Y. Guo, The Soundscape and Tourism Experience in Rural Destinations: An Empirical Investigation from Shawan Ancient Town, *Human. Soc. Sci. Commun.* 11 (2024), 492. <https://doi.org/10.1057/s41599-024-02997-4>.
- [33] M.R. Khan, H.U.R. Khan, C.K. Lim, K.L. Tan, M.F. Ahmed, Sustainable Tourism Policy, Destination Management and Sustainable Tourism Development: A Moderated-Mediation Model, *Sustainability* 13 (2021), 12156. <https://doi.org/10.3390/su132112156>.
- [34] H.C. Triandis, V. Vassiliou, Interpersonal Influence and Employee Selection in Two Cultures, *J. Appl. Psychol.* 56 (1972), 140–145. <https://doi.org/10.1037/h0032662>.
- [35] D. Suhartanto, M.D. Clemes, N. Wibisono, How Experiences With Cultural Attractions Affect Destination Image and Destination Loyalty, *Tour. Cult. Commun.* 18 (2018), 176–188. <https://doi.org/10.3727/109830418X15319363084463>.

- [36] M. Thiene, J. Swait, R. Scarpa, Choice Set Formation for Outdoor Destinations: The Role of Motivations and Preference Discrimination in Site Selection for the Management of Public Expenditures on Protected Areas, *J. Environ. Econ. Manag.* 81 (2017), 152–173.  
<https://doi.org/10.1016/j.jeem.2016.08.002>.
- [37] N. Yildiz, M.E. Öncüer, A. Tanrısevdi, Examining Multiple Mediation of Authenticity in the Relationship between Cultural Motivation Pattern and Satisfaction: A Case Study of Şirince in Turkey, *J. Hosp. Tour. Insights* 7 (2024), 676–696. <https://doi.org/10.1108/JHTI-09-2022-0404>.
- [38] A.W. Dameyasani, J. Abraham, Impulsive Buying, Cultural Values Dimensions, and Symbolic Meaning of Money: A Study on College Students in Indonesia's Capital City and Its Surrounding, *Int. J. Res. Stud. Psychol.* 2 (2013), 35-52. <https://doi.org/10.5861/ijrsp.2013.374>.
- [39] M. He, B. Liu, Y. Li, Tourist Inspiration: How the Wellness Tourism Experience Inspires Tourist Engagement, *J. Hosp. Tour. Res.* 47 (2023), 1115–1135. <https://doi.org/10.1177/10963480211026376>.
- [40] T. Kolar, V. Zabkar, A Consumer-Based Model of Authenticity: An Oxymoron or the Foundation of Cultural Heritage Marketing?, *Tour. Management* 31 (2010), 652–664.  
<https://doi.org/10.1016/j.tourman.2009.07.010>.
- [41] V. Carreira, M.R. González-Rodríguez, M.C. Díaz-Fernández, The Relevance of Motivation, Authenticity and Destination Image to Explain Future Behavioural Intention in a UNESCO World Heritage Site, *Curr. Issues Tour.* 25 (2022), 650–673. <https://doi.org/10.1080/13683500.2021.1905617>.
- [42] S. Naidu, A. Chand, P. Southgate, Determinants of Innovation in the Handicraft Industry of Fiji and Tonga: An Empirical Analysis from a Tourism Perspective, *J. Enterpris. Commun.* 8 (2014), 318–330.  
<https://doi.org/10.1108/JEC-11-2013-0033>.
- [43] D. Chhabra, Student Motivations: A Heritage Tourism Perspective, *Anatolia* 21 (2010), 249–269.  
<https://doi.org/10.1080/13032917.2010.9687102>.
- [44] J. Gnoth, Tourism Motivation and Expectation Formation, *Ann. Tour. Res.* 24 (1997), 283–304.  
[https://doi.org/10.1016/S0160-7383\(97\)80002-3](https://doi.org/10.1016/S0160-7383(97)80002-3).
- [45] H. Wang, B. Ma, R. Bai, L. Zhang, The Unexpected Effect of Frugality on Green Purchase Intention, *J. Retail. Consum. Serv.* 59 (2021), 102385. <https://doi.org/10.1016/j.jretconser.2020.102385>.
- [46] J.A. Folgado-Fernández, P. Duarte, J.M. Hernández-Mogollón, Tourist's Rational and Emotional Engagement across Events: A Multi-Event Integration View, *Int. J. Contemp. Hosp. Manag.* 33 (2021), 2371–2390. <https://doi.org/10.1108/IJCHM-09-2020-1098>.
- [47] S.M. Rasoolimanesh, S. Lu, Enhancing Emotional Responses of Tourists in Cultural Heritage Tourism: The Case of Pingyao, China, *J. Herit. Tour.* 19 (2024), 91–110.  
<https://doi.org/10.1080/1743873X.2023.2254420>.
- [48] C.A. Adongo, S.W. Anuga, F. Dayour, Will They Tell Others to Taste? International Tourists' Experience of Ghanaian Cuisines, *Tour. Manag. Perspect.* 15 (2015), 57–64.  
<https://doi.org/10.1016/j.tmp.2015.03.009>.

- [49] J.H. Kim, J.R.B. Ritchie, Cross-Cultural Validation of a Memorable Tourism Experience Scale (MTES), *J. Travel Res.* 53 (2014), 323–335. <https://doi.org/10.1177/0047287513496468>.
- [50] J.-H. Kim, The Impact of Memorable Tourism Experiences on Loyalty Behaviors: The Mediating Effects of Destination Image and Satisfaction, *J. Travel Res.* 57 (2018), 856–870. <https://doi.org/10.1177/0047287517721369>.
- [51] J.-H. Kim, J.R.B. Ritchie, V.W.S. Tung, The Effect of Memorable Experience on Behavioral Intentions in Tourism: A Structural Equation Modeling Approach, *Tour. Anal.* 15 (2010), 637–648. <https://doi.org/10.3727/108354210X12904412049776>.
- [52] N.K. Prebensen, E. Woo, J.S. Chen, M. Uysal, Motivation and Involvement as Antecedents of the Perceived Value of the Destination Experience, *J. Travel Res.* 52 (2013), 253–264. <https://doi.org/10.1177/0047287512461181>.
- [53] D. Agapito, P. Oom Do Valle, J. Da Costa Mendes, The Cognitive-Affective-Conative Model of Destination Image: A Confirmatory Analysis, *J. Travel Tour. Mark.* 30 (2013), 471–481. <https://doi.org/10.1080/10548408.2013.803393>.
- [54] K. Hallmann, A. Zehrer, S. Müller, Perceived Destination Image: An Image Model for a Winter Sports Destination and Its Effect on Intention to Revisit, *J. Travel Res.* 54 (2015), 94–106. <https://doi.org/10.1177/0047287513513161>.
- [55] F. Kock, A. Josiassen, A.G. Assaf, Advancing Destination Image: The Destination Content Model, *Ann. Tour. Res.* 61 (2016), 28–44. <https://doi.org/10.1016/j.annals.2016.07.003>.
- [56] P. Sharma, J.K. Nayak, Understanding Memorable Tourism Experiences as the Determinants of Tourists' Behaviour, *Int. J. Tour. Res.* 21 (2019), 504–518. <https://doi.org/10.1002/jtr.2278>.
- [57] Q. Zhou, Y. Pu, C. Su, The Mediating Roles of Memorable Tourism Experiences and Destination Image in the Correlation between Cultural Heritage Rejuvenation Experience Quality and Revisiting Intention, *Asia Pac. J. Mark. Logist.* 35 (2023), 1313–1329. <https://doi.org/10.1108/APJML-11-2021-0829>.
- [58] Y. Poria, A. Reichel, A. Biran, Heritage Site Perceptions and Motivations to Visit, *J. Travel Res.* 44 (2006), 318–326. <https://doi.org/10.1177/0047287505279004>.
- [59] F. Rohman, A.S. Hussein, R. Hapsari, D. Tamitiadini, Investigating Spiritual Tourism Experience Quality, Destination Image, and Loyalty: The Mediating Role of Perceived Sacredness and Subjective Wellbeing, *Tour. Hosp. Manag.* 29 (2023), 133–145. <https://doi.org/10.20867/thm.29.1.11>.
- [60] W. Obenour, J. Lengfelder, D. Groves, The Development of a Destination through the Image Assessment of Six Geographic Markets, *J. Vacat. Mark.* 11 (2005), 107–119. <https://doi.org/10.1177/1356766705052569>.
- [61] X. Li, Y. Niu, J. Xu, Factors Affecting Purchase Intention of Hanfu: Considering Product Identification, Cultural Motivation, and Perceived Authenticity, *Behav. Sci.* 13 (2023), 689. <https://doi.org/10.3390/bs13080689>.

- [62] W. Black, B.J. Babin, *Multivariate Data Analysis: Its Approach, Evolution, and Impact*, in: B.J. Babin, M. Sarstedt (Eds.), *The Great Facilitator*, Springer, Cham, 2019: pp. 121–130.  
[https://doi.org/10.1007/978-3-030-06031-2\\_16](https://doi.org/10.1007/978-3-030-06031-2_16).
- [63] J. Henseler, C.M. Ringle, M. Sarstedt, A New Criterion for Assessing Discriminant Validity in Variance-Based Structural Equation Modeling, *J. Acad. Mark. Sci.* 43 (2015), 115–135.  
<https://doi.org/10.1007/s11747-014-0403-8>.
- [64] Z. Horváth, *Cultural Value Perception in the Memorable Tourism Experience*, in: *The Routledge Handbook of Cultural Tourism*, Routledge, 2008. <https://doi.org/10.4324/9780203120958.ch47>.
- [65] Y. Fu, J.M. Luo, An Empirical Study on Cultural Identity Measurement and Its Influence Mechanism among Heritage Tourists, *Front. Psychol.* 13 (2023), 1032672.  
<https://doi.org/10.3389/fpsyg.2022.1032672>.
- [66] R. Hapsari, Creating Educational Theme Park Visitor Loyalty: The Role of Experience-Based Satisfaction, Image and Value, *Tour. Hosp. Manag.* 24 (2018), 359–374.  
<https://doi.org/10.20867/thm.24.2.7>.