

GEN X TOURIST'S INTENTION TO VISIT NON-  
ENDORSED WORLD HERITAGE SITES IN  
MALAYSIA - A MODIFICATION OF UNCERTAINTY  
REDUCTION THEORY

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A final year project submitted in partial fulfillment of the  
requirement for the degree of

BACHELOR OF MARKETING (HONS)

UNIVERSITI TUNKU ABDUL RAHMAN

FACULTY OF BUSINESS AND FINANCE  
DEPARTMENT OF MARKETING

SEPTEMBER 2020






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## ACKNOWLEDGEMENT

We would like to express our deepest appreciation to our beloved supervisor, Dr. Chong Yee Lee, for the valuable help and guidance. We are thankful to Dr Chong for the support by sharing her experiences and knowledge to us in completing the research.

Secondly, we are also grateful to respected Mr. Choy Johnn Yee for providing his opinion in our research during the viva presentation to enrich our contents.

Moreover, we also appreciate Universiti Tunku Abdul Rahman (UTAR) for providing us this grand opportunity to conduct this research. Besides that, we would like to thank each respondent in helping us to complete the questionnaire survey distributed. Their contributions are fully appreciated.

Last but not least, we are thankful to our family members as well as friends for providing us the moral support and encouragement.

Thank you.

## DEDICATION

This research project is merely devoted to our supervisor, Dr. Chong Yee Lee, as well as our peers and families. Thank you for the assistance, suggestions and encouragement that provided by them so that we can accomplish this research on time.

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## LIST OF ABBREVIATIONS

DV	Dependent Variable
IV	Independent Variable
A	Awareness to cultural heritage
PV	Perceived Value
PIS	Perceived Infrastructure Support
PA	Perceived Attractiveness
SI	Social Influence
BI	Behavioural Intention

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## PREFACE

This study is a final work as partial requirement for the Bachelor of Marketing (Hons) degree in the Faculty of Business and Finance in Universiti Tunku Abdul Rahman. Heritage tourism plays as an important role to boost the economic development of a country. Our study is titled “Gen X tourist’s intention to visit non-endorsed world heritage sites in Malaysia - A modification of uncertainty reduction theory.” Currently, there is a trend of Gen X spending time to travel around visiting heritage tourism site. However, there are only limited studies that focus on the Gen X tourist’s intention to visit non-endorsed world heritage sites in Malaysia. Thus, a modification of uncertainty reduction theory was utilized in this study and there are five influential elements influencing tourist’s intention to visit non-endorsed world heritage sites in Malaysia. The variables are including awareness to cultural heritage, perceived value, perceived infrastructure support, perceived attractiveness, and social influence.

## ABSTRACT

Visitation to cultural heritage tourism destinations can help local community to gain additional income and jobs, encourage people from different culture to live more harmoniously, and reduce the outflow of local currency. Tourist visitation at the destinations in Malaysia however was concentrated on the four world heritage sites, as designated by UNESCO. To materialize the benefits, it is important to understand the uncertainty factors that have been influencing domestic Gen-X tourist's visitation intention to destinations that is not endorsed as world heritage site. Gen-X tourists is targeted because they have the urge to experience something that can evoke nostalgia feeling, higher disposable income compare to boomers, and have more leisure time for vacationing compare to younger generations.

Past study results have showed that tourist's intention to visit a tourism destination was related to uncertainty factors that are grouped in few perspectives - tourist's resources, possibly of unfulfilling requirements, risk and etc. The uncertainty reduction theory's literature is enriched by consolidating the examination of the uncertainty variables that are grouped in the two perspectives - tourist's resources (awareness of culture heritage, and social influence) and requirement (perceived value, perceived infrastructure support, perceived attractiveness) which is rarely been undertaken by past researchers. The result shows that one uncertainty variable: perceived infrastructure support is not significantly related to tourist's intentional behavior. From the result, recommendations that are related to the measuring items of the respective variable are suggested to policy planning.

## **CHAPTER 1: INTRODUCTION**

### **1.0 Study Background**

Tourism industry is developing rapidly in worldwide countries, including Malaysia (Ramli, 2017). In 2017, the heritage tourism had contributed 14.9% to the Gross National Production (GNP) and 23.2% of total national employment rate (Department of Statistics Malaysia (DOS), 2017). In 2018, the number of tourist arrivals in Malaysia was 25.83 million (DOS, 2017). Tourist's expenditure has increased by 6.9% or about RM66.14 billion in 2019 compared to RM61.85 billion in 2018 (The Star Online,2020). In brief, tourism is helping the country to earn foreign exchange and local community to gain additional income through the creation of additional job opportunity.

Cultural heritage tourism is not a new sub-sector in tourism. The number of tourists of cultural heritage tourism has increased from 54 percent until 76 percent and has generated about annual revenue of USD171 billion dollars to worldwide service providers (Mandala Research, 2013). Cultural heritage tourism is important to local community to reinforce and preserve its cultural heritage (Richards, 1996), such as music, living culture, handicrafts, and cuisine that have been adopted by predecessor and descend to heir.

Malaysia is unique, populated by multiethnic group of people with diversifying cultural and heritage. As a result, the development of cultural and heritage tourism in Malaysia has been encouraging the inflow of tourists who are interested in seeking the opportunity to experience authentic local culture and heritage with local community (Jani, Sumrahadi, Mohamad, 2018; Chourasia and Chourasia, 2012;

Kunwar and Chand, 2016). Cultural heritage can be viewed from two perspectives; tangible symbols such as building architecture or artifacts and intangible symbols which are related to a community's way of life – include language, beliefs, and production of arts and crafts (Ismail, Masron, and Ahmad, 2014).

## **1.1 Potential and Challenges of Developing Cultural Heritage Tourism in Malaysia**

The practicing of different culture and heritage has prospered Malaysia as a unique tourism destination among the cultural heritage tourists (Sudipta, Sarat, and Babu 2010) whom are motivated to broaden their knowledge about foreign destination's history, location, culture and even religion (Ghazali, Najmin, Thirumoorthi and Taha, 2017). However, not all the cultural heritage tourism destinations in Malaysia are well-developed (Abd Hamid and Mohd Isa, 2020). Tourist visitation at cultural heritage tourism destinations however was concentrated on the four world heritage sites, designated by UNESCO (United Nations Educational, Scientific and Cultural Organization (UNESCO): archeological heritage destination at Lenggong Valley, Gunung Mulu National Park at Sarawak, Kinabalu Park in Sabah, and historical cities at Georgetown, Penang and Malacca (Mariani & Guizzardi, 2019; Chin, 11 Sept, 2019; See and Goh, 2017).

To capitalize the multi society cultural practice, the government has been planning strategic policies so that additional income and job opportunity can be created for community in local and adjacent areas. Also, the development of cultural heritage tourism at non designated world heritage sites can facilitate harmony and understanding among the local people and tourists (Ismail, Masron and Ahmad, 2014). Public fund has been allocated on preserving the heritage culture and building (Kalsum, Mohd Isa, Mohd Yazid, Mohd Hairy, and Mazdi, 2020), such as the establishment of Badan Warisan Malaysia in Kuala Lumpur (famous of heritage



collective) and Niah National Park Museum in Sarawak (Haigh, 2020). Various cultural activities and events were organized and planned. For example, the Batik Festival was carried out to expose the tourists of the art of batik and enhance tourist's appreciation of batik products.

To summarize, the Malaysia government is aware of the importance of conservation and preservation of heritage culture from embezzlement. Public policies have been carried out to promote cultural heritage tourism destinations and yet, tourist's intention to visit the destinations that are not designated by UNESCO is challenging. This study therefore is focusing on solving the problems that have been discouraging the visitation of cultural heritage tourism destinations in Malaysia.

In Blake (2000); and Del Pozo, P.B., and Gonzalez, P.A. (2012) studies, the authors argued that tourist's behavior of the visited heritage tourism destination cannot be generalized easily as tourists have different social cultural background. Therefore, instead of involving tourist respondents with different social cultural background, this study is targeting the domestic tourists. Planning effective strategies that can encourage more domestic tourists to spend their vacation and expenses in Malaysia can reduce the outflow of local currency and at the meantime can strengthen the harmony ties among local people with different ethnicity.

Despite Millennials or Gen-Y people (born from 1980 to 1995) is representing the largest group of tourists in many countries, they were not willing to devote much of their leisure time on understanding cultural heritage which is, far less compare to other activities like eating out, watching movies or theatre or spending time in a gym (Paterlini, 2017). Gen-X (1965–1980) has been long involved in labor market and generally, is going to retire soon. Also, Gen-X is psychologically loyal to their family's custom (Kampf, Lorincová, Hitka, and Stopka, 2017) and is sensitive towards other people's culture.

In other words, Gen-X tourists have the sentimental yearning for return to or experiencing something that can evokes nostalgia. Compare to older generation, boomers who are born between 1946 and 1964 (Kampf, Lorincová, Hitka, and Stopka, 2017), Gen-X is relatively younger and still have the energy to visit secluded places. Gen-X (1965–1980) has the sentimental yearning for return to or experiencing something that can evokes nostalgia, higher disposable income compares to boomer's generation, and more time for vacationing as some may have opted for early retirement. Therefore, facilitate the visitation among Gen-X tourists could be more beneficial to local community, in terms of creation of economic and social benefits.

## **1.2 Problem Statements**

Past studies showed that tourist's visitation intention was related to uncertainty factors that can be grouped into few perspectives such as tourist's resources and requirement. Tourist's resources can be further divided into two components, internal and external resources. Awareness of culture heritage was an utmost important internal resource that can ensure the continuity of a cultural heritage tourism destination (Özdemir and Kose, 2019; Sheldon and Abenoja, 2001; Su et al., 2017; Timothy, 2000; Tosun, 2000; Kelly, 2018; Zhang, et al. 2015). In responds to past studies' findings, the variable was examined in this study.

Uncertainty feeling arise when tourists were not sure that their requirements can be fulfilled upon visiting a destination. Past studies suggested that perceived value was related to intentional behavior (Brady and Cronin, 2001; Rust and Oliver, 1994, Wu and Li, 2017). The studies explained that potential tourists were less likely to visit a destination if they feel that the perceived value that they would gain is not worth for the money, efforts and time that they would spend. Therefore, this variable was examined as well.

Another uncertainty factor related to tourist's requirement is related to local infrastructure. Poor infrastructure can deteriorate or ruin the destination's authentic heritage values (Ismail, Masron, and Admad, 2014). As a numerous of heritage destinations are located at hilly and secluded geographical areas; the provision of road, utilities and communication infrastructure are very costly to the government and private service providers (Jusoh, Sauman, Nayan, and Ramli, 2017). Poor infrastructure relates to accessibility, hygiene and safety problems (Piramanayagam, Rathore, and Seal, 2020). Therefore, current authors have examined this variable.

Perceived attractiveness of the tourism destination was an uncertainty factor that had been influencing tourist's visitation intention (Li, Zhang, Nian, and Zhang, 2017). Tourists may get frustrated when the destinations fail in offering interesting historical attractions or cultural events (Io, 2019). Moreover, certain heritage sites failed to ensure a stable stream of revenue to cover its conservation costs as it has insufficient tourists flow rate, mainly due to its unattractiveness (Chapman, Light, and Richards, 2020). As recommended by past researchers, this uncertainty factor was examined in this study too.

Social influence is an external resource that has been influencing Gen-X's behavior because they are strongly influence by others people like family, friends, social community or social networking in their decision making (Bhavna and Ratinder, 2017; Herrero, San Martín, and De los Salmenes, 2017). A survey found that 81% of its Gen-X respondents, originated from different countries were actively interacting with their social media follower to share ideas (Generation X - Global Web Index Report, 2018). As a result, the effect of social influence to current study's respondents was tested in this project.

To solve the uncertainty factors that may have been influencing the Gen-X's visitation intention, uncertainty reduction theory (URT) is best as the basic theory of this study.

### **1.3 Research Questions**

- i. Do the uncertainty variables that associate with tourist's internal and external resources (awareness of culture heritage and social influence) are related to their intention to visit cultural heritage destinations in Malaysia that is not endorsed as a world heritage site?
- ii. Do the uncertainty variables associate with tourist's requirement (perceived value, perceived infrastructure support, perceived attractiveness) are related to their intention to visit cultural heritage destinations in Malaysia that is not endorsed as a world heritage site?

### **1.4 Research Objectives**

Generally, this study is examining the uncertainty factors that are related to the respondent's visitation intention. Specifically, this study has the following objectives.

- i. To evaluate the direct effects that can be generated by awareness of culture heritage and social influence on domestic Gen-X tourists' intention to visit cultural heritage destination that is not endorsed as a world heritage site.
- ii. To estimate the direct effect that can be generated by perceived value, perceived infrastructure support, perceived attractiveness on the tourists' intention to visit cultural heritage destination that is not endorsed as a world heritage site.

## **1.5 Significance of the Study**

### **1.5.1 To Academics**

Uncertainty reduction theory (URT) has been used by past researchers to examine how tourist's resources can affect their visitation behavior. For example, past study findings show that tourist was less likely to visit unfamiliar places if they were lack of specific knowledge (Fam et al., 2017; Williams and Baláž, 2015) or need to confront specific risk (Karl, 2018; Williams and Baláž, 2015). Uncertainty also emerges when tourists doubt that their specific requirements cannot be fulfilled upon their visit (Karl, 2018; Fam et al., 2017).

In summary, URT can be flexibly enriched and the selection of the uncertainty variables depends on the study's perspectives and must be related the problems highlighted in the study. This study is enriching the URT literature by consolidating the examination of the uncertainty variables that are grouped in the two perspectives - tourist's resources (awareness of culture heritage, and social influence) and requirement (perceived value, perceived infrastructure support, perceived attractiveness) which was rarely done in past studies. By consolidating the perspective uncertainty variables, this study can suggest a more robust and comprehensive conceptual framework for the study of tourism heritage.

Uncertainty factors are playing great roles if the cultural heritage tourism destination has some connection to the respondent's nostalgia feeling. Studies that were specifically focusing on Gen-X however are still limited in cultural heritage tourism literature. This study therefore intends to fill in another literature gaps by examining the Gen-X tourists.

### **1.5.2 To Policy Makers**

Even though it is not easy to develop and conserve all cultural heritage tourism destination in Malaysia, the government has been playing an important role in helping local community to earn additional incomes (Ismail, et al., 2018). On top of increasing the living standard of local community, encouraging local tourists to tour in Malaysia can help to reduce the outflow of Malaysian currency. When the demand for cultural heritage tourism is growing in increasing, more secondary industry like homestays in rural areas and supplies to primary industry can be established (Ramli, 2017).

In summary, cultural heritage tourism can create economic and social benefits to community living at local and adjacent areas. Therefore, more tactical strategies need to be carried out to develop more cultural heritage tourism destinations in Malaysia.

## **CHAPTER 2: LITERATURE REVIEW**

### **2.1 Overview the Theoretical Frameworks of Uncertainty Reduction Theory (URT)**

The URT theory was developed by consolidating the concepts highlighted in the model of communication (proposed by Shannon and Weaver) and Initial Interaction Theory (IIT) that was founded by Berger and Calabrese in 1975 (Yuksel, n.d.). The IIT explains that reduction of uncertainty can be initiated under the following circumstances –motivating forces such as rewards are given by others; and when the person realize that the original anticipated outcome was not being planned in accordance with right order (Sunnafrank, 1986). In response to the second circumstance highlighted by IIT, URT explains that individuals will initiate interpersonal communication so that the necessary knowledge or information can be acquired if they intend to reduce the uncertainty feeling (Redmond, 2015).

Many uncertainty variables have been examined in literature. For example, Shin, Lee, and Yang, (2017) had examined how customer's uncertainty of the company product's perceived usefulness can be reduced by providing useful information related to product details and usage benefit. In Karl's (2018) study, the result supported that when respondents had gained sufficient related travel experience, uncertainty to travel to the studied destination has decreased. To elaborate, inexperienced travelers may have lower self-efficacy capacity and therefore uncertainty to travel to the studied destination was intensified. In another research, the perceived situation of one's tourism destination was an important uncertainty factor that had affected respondent's travel intentions (Karl, 2018). In Abu Bakar's study (2016), uncertainty has arisen as a result of the dissemination of negative word of mouth and vice-versa when positive word of mouth was received by the respondents.

In summary, different uncertainty variables have been tested in different studies. As long as the identified problems that have triggered the emergence of the study's issue are related to uncertainty factors, URT can be suitably used as the basic theory of the study. Similarly, URT is used in this study as the theory can guide current authors to construct an appropriate research framework that can solve the uncertainty factors which have been affecting the Gen-X respondents in visiting cultural heritage destinations in Malaysia that are not endorsed by UNESCO as world heritage sites.

## **2.2 Overview Relevant Past Studies' URT Research Models**

Many studies related to cultural heritage tourism have been carried out and a number of the studies conceptual framework was based on URT conceptualization. However, only few studies were using URT to examine people's intentional and actual behavior towards the visitation to cultural heritage tourism destinations. To detect the literature gaps, the relevant URT studies were examined (see Table 2.1).

Table 2.1 shows that uncertainty factors have been influencing respondents' travel decision, especially after the 911 terror attack incident (Mansfeld, 2006). The study results showed that risk and uncertainty had affected respondent's willingness to travel or selecting a destination. The study results also supported the suggestions highlighted in Drakos and Kutan's (2003) study; risk and uncertainty are important factors influencing destination choice.



Table 2.1

*Overview past studies' conceptual framework that related to URT*

Author's name (year of publication)	● Research model's Variables	Research Findings
Alvarez, Campo, & Fuchs. (2020)	<ul style="list-style-type: none"> <li>● Perceived attractiveness</li> <li>● Perceived risk</li> </ul>	The antagonism feeling that tourists may have towards certain country could influences the perceived attractiveness of the destination.
Cruz & Guzman (2017)	<ul style="list-style-type: none"> <li>● Perceive value</li> <li>● Infrastructure support</li> </ul>	Perceive value is the significant relationship between the tourists' behavior by having intention to visit heritage site in Malaysia
Karl (2018)	<ul style="list-style-type: none"> <li>● Uncertainty avoidance:</li> <li>● Novelty-seeking</li> <li>● Sensation-seeking</li> <li>● Risk-taking propensity</li> </ul>	All the studied risk and uncertainty variables had influenced travelers' intention and engagement in selecting a destination significantly.
Lai, & Vinh (2013)	<ul style="list-style-type: none"> <li>● Destination image</li> <li>● Destination awareness</li> <li>● Visitors satisfaction</li> </ul>	The successful destination awareness is able to enhance positive destination image and increase customer satisfaction to have intention to revisit heritage site again.
Munhurruna, Seebalucka, Naidoo,(2015)	<ul style="list-style-type: none"> <li>● Perceived value</li> </ul>	Perceived value of the tourist is an important factor that can influence tourist's travel purchase decisions and intentions
Fam et al. (2017)	<ul style="list-style-type: none"> <li>● Fulfilling Prestige</li> <li>● Enhancing Relation</li> <li>● Seeking Relaxation</li> <li>● Escaping from Daily Routine</li> <li>● Gaining Knowledge</li> <li>● Events and Activities</li> <li>● History and Culture attraction</li> <li>● Easy Access and Affordable</li> </ul>	The study found that respondents' intention to visit cultural heritage tourism destination was significantly related to the following variables: gaining knowledge and historical and cultural attraction.

Ukpabi & Karjaluoto, 2017)	<ul style="list-style-type: none"> <li>• Social influence</li> </ul>	Social influences through the social media can significantly influence the heritage tourism brands by comments and reviews from consumers.
Robinson (2015)	<ul style="list-style-type: none"> <li>• Social Influence</li> </ul>	To draw the tourists to a tourism destination, social media such as blogs, You Tube, Facebook and so on play a major role
Wong& Teoh (2015)	<ul style="list-style-type: none"> <li>• Enhance destination awareness</li> <li>• Improve brand awareness</li> </ul>	The past studies that shown out that online promotion is the method to enhance the destination awareness and tourists' intention to visit heritage site behavior to increase the brand name of heritage site in Malaysia.
Williams and Baláž, 2015	<ul style="list-style-type: none"> <li>• Knowledge</li> <li>• Risk</li> <li>• Uncertainty</li> </ul>	The two main sources of risk and uncertainty among the traveler respondents were related to unpredicted cause and effect that may arise during the visit in future. Both variables are related to limited information and knowledge of the place. In addition, the risk factor also can safeguard tourism innovation from being imitated by competitors.
Xie, Lee & Wong (2019)	<ul style="list-style-type: none"> <li>• Residents' attitude toward industrial heritage tourism</li> <li>• Co-creation</li> <li>• Place attachment</li> <li>• Authenticity</li> </ul>	The studied variables were significantly related to the development, conservation, and preservation of heritage culture when the destinations have experienced revitalization and urbanization.
Zhang, Pan& Xu (2016)	<ul style="list-style-type: none"> <li>• Social Influence</li> <li>• Trust</li> </ul>	Trust and social influence have significant relationships with intentions and reuse intentions to a tourism service provider.

Zheng, & Liang & Ritchie (2020)	● Perceived attractiveness	Tourists that have self-efficacy towards the heritage tourism would boost their perceived attractiveness.
Kisusi & Masele (2018)	● Public awareness	Public awareness able to increase cultural heritage tourism to fill the literature gap in this study and measure the heritage assets' public awareness of creation strategies.

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Overall, URT can provide useful guidelines in assisting researchers to develop their study conceptual framework. For example, uncertainty that derived from local residents' attitude, intention to collaborate with service provides, and perceptions of how the local culture heritage was going to be shared, conserved, and preserved are related to the destination's capacity in maintaining its competitiveness and sustainability (Xie, Lee & Wong, 2019). Past researcher Samukelisiwe stated awareness involves the public toward creation value of knowledge toward the cultural of heritage destination that involving the value of conservation (Kisusi & Masele, 2018). The result collaborates with Timothy's (2014) study result, awareness among the local community and tourists can become a significant factor if they were aware of the importance to protect, conserve and preserve specific heritage culture from theft, reduction and embezzlement losses.

The past studies that shown out that online promotion is the method to enhance the destination awareness and tourists' intention to visit heritage site behavior to increase the brand name of heritage site in Malaysia (Wong, 2008) This is able to improve brand awareness of heritage sites in Malaysia which ultimately reduces uncertainty and increase the number of local and international tourists to visit the heritage site in Malaysia. This is supported by a study from Lai & Vinh (2013), that the successful destination awareness is able to enhance positive destination image and increase

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customer satisfaction to have intention to revisit heritage site again. Zhang, Pan & Xu (2016) found that trust and social influence have significant relationships with intentions and reuse intentions to a tourism service provider.

The impression is a reflection of the tourist's attitude towards several cues of the destination. Perceived value of the tourist is an important factor that can influence tourist's travel purchase decisions and intentions (Munhurrana, Seebalucka, Naidoo, 2015). Perceive value is the significant relationship between the tourists' behavior by having intention to visit heritage site in Malaysia. It is necessary to be improved tourism destination in terms of the accommodation, cleanliness, safety for tourism in order to have a quality infrastructure support of the heritage site (Cruz & Guzman, 2017). According to Zheng & Liang & Ritchie (2020), tourists that have self-efficacy towards the heritage tourism would boost their perceived attractiveness as tourists feel confident when they are visiting the destinations. Robinson (2015) found that in order to draw the tourists to a tourism destination, social media such as blogs, YouTube, Facebook and so on play a major role.

The antagonism feeling that tourists may have towards certain country could influences the perceived attractiveness of the destination, and therefore influences the intentions to visit the place as well. Furthermore, these antagonism feelings could increase the perceived risk of the possible occurrence of terror attacks at the destination. (Alvarez, Campo, & Fuchs, 2020). In summary, social influences through the social media can significantly influence the heritage tourism brands by comments and reviews from consumers. Such comments can significantly influence visit and revisit intentions. (Ukpabi & Karjaluoto, 2017)

### **2.3 Relevant Studies Related to Social Influence**

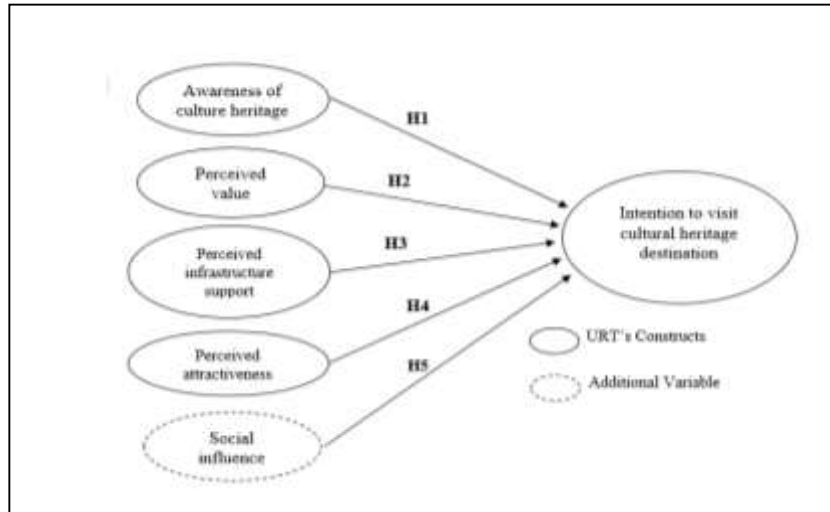
In the marketing and tourism domain, social influence has been broadly utilized as a structure for foreseeing human's action (Hsieh, Park & McNally, 2016). Social influence relates to how the studied respondent's intentional and actual behavior can change as a result of the influences received from other people (Maness, Cirillo & Dugundji, 2015). People interacted with each other through social networking. Advancement in information technology has intensified the effect of social influence formed by virtual communities which is connected through social media. To conclude, social influence can become a significant variable when the respondents were strongly attached to social media (Yurtoğlu, 2018). As the current study respondents, Gen-X is psychologically loyal and attached to their family members and friends (Kampf, Lorincová, Hitka, and Stopka, 2017); and social media followers (Bhavna & Ratinder, 2017; Herrero, San Martín, and De los Salmones, 2017); the relationship between social influence and respondent's intention to visit cultural heritage destinations should be examined in this study.

### **2.4 The Proposed Conceptual Framework**

To identify problems that have triggered the research issue and literature gaps highlighted in the sub-topics above has helped current authors to form the following conceptual framework.

Figure 2.1

*Current Study's Conceptual Framework*



Culture heritage is the important asset values of combination on culture, history in the society that revokes feelings of nostalgia to unite the sharing of the common past among the individuals of the society (Karadeiz, 2020; Ichumbaki & Lubao,2019).

Awareness on culture heritage is important to increase public awareness (Connolly, 2019); encourage inflow of tourists who are interested in seeking the opportunity to experience authentic local culture and heritage with local community (Jani, Sumrahadi, Mohamad, 2018; Chourasia and Chourasia, 2012; Kunwar and Chand, 2016). It was an utmost important internal resource to ensure the continuity of a cultural heritage tourism destination (Özdemir and Kose, 2019; Sheldon and Abenoja, 2001; Su et al., 2017; Timothy, 2000; Tosun, 2000; Kelly, 2018; Zhang, et al. 2015). Therefore, awareness is significant to increase public awareness, individuals to react more aware or influence with heritage cultures if individuals face in the new culture of new environments or cross-cultural boundary experiences or even congregation nationals encountering foreign immigrants (Lu, Lai & Liu, 2018; Gao, Lin, Sonia & Zhang, 2020).

Perceived value of a destination can be defined as the tourist's impression in terms of value a destination (Lee, et al; 2015). The impression is a reflection of the tourist's attitude towards several cues of the destination and the quality services provided by local community. (Jamilena & Garcia, 2018; Munhurrana, Seebalucka, Naidoo, 2015). According Wu & Li (2014), perceived value toward the heritage destinations is important toward the tourists to have good or bad impression, satisfaction and quality services by the local community. Heritage image is important to explain the potential tourists feel that the perceived value that they would gain is not worth for the money, efforts and time that they would spend (Wu & Li, 2017; Cruz & Guzman, 2017).

The infrastructure are functional facilities and infrastructure that used to support tourism destinations to fulfil all needs and wants of tourist even it is not specifically stimulating development but it is improving at the same time after a destination has been developed (Vidya, 2016). It is vital for tourism management to understand travelers' multi-attraction travel behaviour in terms of well-developed or designed accommodations, transportation, proper facilities and infrastructure to support the heritage destination site (Kim, Thanpa and Kim, 2018). The sufficient of facilities can highly impact on destination competitively therefore it can make the service available and increase the production efficiency to attract tourism frequently visit to the non-endorsed destination site. However, shortage of infrastructure support can lead to invisible and difficult to access to non-endorsed tourism destinations, hence it is important to develop the user-friendly infrastructure to support the particular destination for non-endorsed tourism (Chin and Lo, 2017).

According to Yang (2018), attractiveness is the power that attracts a person in pursuing satisfaction with a conscious instinct or liking for an object, and the attractiveness of tourism can be explained as the mix of facilitating factors given to conveniences pursued by the travellers and the faith of recognition that the tourist sites deliver such conveniences. According to Piramanayagam, Rathore, and Seal (2020), perceived attractiveness is related to how the respondents have perceived the

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attractiveness of the destination. According to Ariya, Wishitemi and Sitati's (2017) research, the attractiveness of a tourism destination has become the motivating force for tourists to make decisions among competing destinations. Besides, offering interesting cultural events in non-endorsed heritage destinations would enhance perceived attractiveness to the tourists as the visitation experience plays an important role in determining the tourists' intention to visit (Piramanayagam, Rathore & Seal, 2020). Subsequently, perceived attractions within heritage destination influence tourists to spend longer time as tourists find interesting joining cultural exploration activities (Lin, Huang & Ho, 2020).

Social influence has been widely tested in literature. The variable is synonymously measured as the subjective norm variable, a theory of planned behavior's variable. According to See & Goh (2018), social influence consults to the effect of social norms on way of doing a thing, which is caused by the interplay and interdependence between consumers with or without personal consciousness. Furthermore, to make them more like other people with whom they interact, a person may alter their views, manners, beliefs or actions (Flache et al., 2017). Moreover, concept of social influence can be defined as a person's attitudes, decisions or intentions are easily affect by other people's point of view. These views may have an impact role and exert pressure on individuals to perform specific actions, such as visit heritage tourism (Yean, Johari & Sukery, 2015).

## **2.5 The Development of Current Hypotheses**

### **2.5.1 The relationship between tourist's awareness of heritage culture and intentional to visit non-endorsed world heritage site in Malaysia**

Awareness making only able to justify the cognitive concept aspect on how much visitors on learning and retain knowledge when visiting heritage site destination

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(Nelson, 2019). It is able to maintain the competitiveness of cities' sustainable of heritage tourism industry and protecting the cultural heritage from destruction, theft and others (Zhang, Zhong, Xu, Wang, and Dang, 2015). Consciousness of heritage culture able to educate younger generation by participating the related workshop or activities (Abd Hamid & Mohd Isa, 2020). Heritage culture is able to create tourist's awareness of heritage culture heritage site, increase positive impacts of tourism development to have the behavioral intention to visit. (Timothy, 2014). Local community aware on heritage culture, sites that are not designated by UNESCO to protect them well and ensuring the continuity numbers of visitors visiting (Abd Hamid & Mohd Isa, 2020).

H1: Tourist's awareness of culture heritage is related to Gen-X's intention to visit specific culture heritage tourism destination in Malaysia that is not endorsed as a world heritage site.

### **2.5.2 The relationship between perceived value and intentional to visit non-endorsed world heritage site in Malaysia**

Literature has supported the relationship between perceived value and intentional behavior. For example, positive perceived value has improved consumers' visitation and re-visitation intention (Lee, Phau, Hughes, Li, & Quintal (2015); Rasoolimanesh, Dahalan, & Jaafar, 2016; Xin & Chia, 2015). Oriade & Schofield, (2019) found and support that several significant theoretical propositions related to the relationships between customer satisfaction, perceived value, quality, and behavioral intentions is existed when viewed from visitors' perspective. Overall, positive perceived value can enhance the uniqueness of the destination. Therefore, current authors predict that perceived value that may be gained by respondents if the visitation takes place is related to the respondent's intention to visit the destination.

H2: The perceived value of visiting cultural heritage destination is related to Gen-X's intention to visit specific culture heritage tourism destination in Malaysia that is not endorsed as a world heritage site.

### **2.5.3 The relationship between perceived infrastructure support and intentional to visit non-endorsed world heritage site in Malaysia**

Past study results did support that tourist's intention to visit cultural heritage tourism destination had increased positively if the destination is well-equipped with infrastructure and facilities that can improve tourist's perception of the destination's safety, comfort feeling, and cleanliness measures; and availability of the accommodation (Jusoh, et al. 2017). Abuamoud et al.'s (2014) study result suggested that the frequency count of visitation at cultural heritage destination would increase if the destination can be accessed comfortably by targeted respondents. As the target respondents of this study is tourists and age between 40 and 55, availability of good infrastructure support therefore is expected to function as a key determinant factor that can encourage their visitation intention. Thus, the authors predict that perceived infrastructure support is related to the respondent's behavioral intention.

H3: Tourist's perceived infrastructure support is related to Gen-X's intention to visit specific culture heritage tourism destination in Malaysia that is not endorsed as a world heritage site.

### **2.5.4 The relationship between perceived attractiveness and intention to visit non-endorsed world heritage site in Malaysia**

Attraction indeed is an important factor that can increase respondents' intention to visit specific cultural tourism destinations (Ismail et al. 2018; See & Goh, 2018). In

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Omar, Razak, Rawi, and Ramey's (2018) study, the authors highlighted that heritage tourism should not be only informative, but interesting enough to capture the eye of tourists. Another researcher also added the high degree of attractiveness of one heritage site motivates tourists to be more enjoyed during the journey (Antón, Camarero & Laguna-García, 2014). Tourism destinations with interactive exhibitions have a higher tendency to be perceived as more attractive by tourists compared to a traditional static gallery (Kempiak, Hollywood, Bolan & McMahon-Beattie, 2017). Buonincontri, Marasco, and Ramkissoon (2017) also added that tourists' behavioral intention towards non-endorsed heritage tourism stem from perceived attractiveness in various aspects, such as tourist's feelings, activities, sensation stimulation, belief and emotional reactions. We anticipated that the relationship between the perceived attractiveness and intentional behavior variables are related.

H4: Tourist's perceived attractiveness towards heritage tourism is related to Gen-X's intention to visit specific culture heritage tourism destination in Malaysia that is not endorsed world heritage sites in Malaysia.

### **2.5.5 The relationship between social influence and intention to visit non-endorsed world heritage site in Malaysia**

Social pressure from other reference group has affected tourist's intention to visit the studied cultural heritage tourism destination (Lo & Qu, 2015). According to Confente & Vigolo (2018), tourism experience can be disseminated through word of mouth among the tourists and the people surrounding them especially through social media. Moreover, a person's behaviour is mostly impact by important peoples around them such as their family members, friends, co-workers and so on (Song et al., 2014). As discussed earlier, a big number of Gen-X population living in worldwide countries has their own social networking and also they are attached to their family members

and friends. Therefore, we hypothesize that social influence and intentional behavior is related in the context of this study.

H5: Social influence is related to Gen-X's intention to visit culture heritage tourism destination that are not endorsed as a world heritage site.

## **CHAPTER 3: RESEARCH METHODOLOGY**

### **3.1 Research Design**

As URT variables have been tested in many past studies, exploring the items that can measure the variables via qualitative approach is not necessary. Quantitative data was collected to confirm the theoretical propositions and past study results using statistical testing.

### **3.2 Sampling Design**

#### **3.2.1 Target Population**

According to the World Tourist Organization, visitor is referring to individuals who reside in an area outside the study region and visit the study region for official purpose or personal matters like vacationing. Similarly, this project defined tourist as individuals who has taken a short break from his/her normal living schedule and travel to somewhere else for holiday (McCabe, 2005).

Precisely, the target population of this project is defined as Gen-X tourists (1965-1980), residing in Malaysia, and is willing to travel to cultural heritage tourism destinations in Malaysia which are not designated as world heritage sites by UNESCO. Selecting a niche segment with similar characters allows current project to provide more useful indications to policy makers in planning strategic policies. A policy that aims to target a broad range of consumers or users may end up satisfying no ones.

Gen-X is targeted as they have more savings or disposable income compare to boomers and younger generations like Gen-Y or millennial or Gen-Z. Boomers were born after World War II in which the economic sectors were just at recovering stage. Although the younger generations are receiving higher numeration, much of their monetary resources are spent on asset purchases like car and house. Furthermore, the younger generations have lesser time for leisure as compare to Gen-X and boomers as they are expected to be very tied up with work. As Gen-X is heading for retirement age, part of their purchases installment is going to or has been settled and they use their employee provident fund soon. Gen-X people also like to seek cultural heritage experiences that can help to immerse them in nostalgia environment and memories (Virduoso, 2016).

### **3.2.2 Sampling Method**

Probability sampling is a perfect sampling method to reduce biasness issue in selecting respondents. However, this method cannot be used in this project as the sampling frame with the list for Gen-X population in Malaysia is not available. Hence, a non-probability sampling, snowball sampling method is used to collect the data. Nevertheless, careful planning in selecting the sample was undertaken to minimize the biasness issue.

In implementing the snowball sampling method, we have collaborated with the respondents of initial phase. The respondents were requested to assist current authors to distribute the questionnaire to their family members/relatives/friends/acquaintances/colleagues. The respondents therefore have acted as a referrer on behalf of current authors. When the targeted count of questionnaire was collected, the current authors stopped the distribution of questionnaire.

### 3.2.3 Sample Size

According to the Department of Statistics Malaysia (DOS) (2019), 32.68 million of population were resided in Malaysia in the fourth quarter of 2019. Published records that show the counts for Gen-X population in Malaysia however is not available.

Nonetheless, according to DOS's estimation, 70% of the population in Malaysia was aged between 15 to 64 years old. Based on this reference, the current authors thereby estimated that the population counts of Gen-X were about 250,000. In deciding the sample size of targeted respondents of this project, Morgan's table for sample size was used (see figure 3.1). From the sample size table, the sample size for 250,000 counts is 384.

Figure 3.1

*Sample Size Table*

**MORGAN'S TABLE FOR SAMPLE SIZE**

Population Size	Confidence = 95%				Confidence = 99%			
	Margin of Error				Margin of Error			
	5.0%	3.5%	2.5%	1.0%	5.0%	3.5%	2.5%	1.0%
10	10	10	10	10	10	10	10	10
20	19	20	20	20	19	20	20	20
30	28	29	29	30	29	29	30	30
50	44	47	48	50	47	48	49	50
75	63	69	72	74	67	71	73	75
100	80	89	94	99	87	93	96	99
150	108	126	137	148	122	135	142	149
200	132	160	177	196	154	174	186	198
250	152	190	215	244	182	211	229	246
300	169	217	251	291	207	246	270	295
400	196	265	318	384	250	309	348	391
500	217	306	377	475	285	365	421	485
600	234	340	432	565	315	416	490	579
700	248	370	481	653	341	462	554	672
800	260	396	526	739	363	503	615	763
1000	278	440	606	906	399	575	727	943
1200	291	474	674	1067	427	636	827	1119
1500	306	515	759	1297	460	712	959	1376
2000	322	563	869	1655	498	808	1141	1785
2500	333	597	952	1984	524	879	1288	2173
3500	346	641	1068	2565	558	977	1510	2890
5000	357	678	1176	3288	586	1066	1734	3842
7500	365	710	1275	4211	610	1147	1960	5165
10000	370	727	1332	4899	622	1193	2098	6239
25000	378	760	1448	6939	646	1285	2399	9972
50000	381	772	1491	8056	655	1318	2520	12455
75000	382	776	1506	8514	658	1330	2563	13583
100000	383	778	1513	8762	659	1336	2585	14227
250000	384	782	1527	9248	662	1347	2626	15555
500000	384	783	1532	9423	663	1350	2640	16055
1000000	384	783	1534	9512	663	1352	2647	16317
2500000	384	784	1536	9567	663	1353	2651	16478
10000000	384	784	1536	9594	663	1354	2653	16560
100000000	384	784	1537	9603	663	1354	2654	16584
300000000	384	784	1537	9603	663	1354	2654	16586

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Source: The Research Advisors (2006)

### **3.2.4 Development of Research Tool**

To develop the research tool, current study questionnaire was designed by using the measurement items used in past studies. For instance, the concept and awareness of preserving items was added for awareness of heritage culture variable. Besides, the measurement item of important people was added for social influence variable. For the perceived value, items that in term of price, efforts and time was added in questionnaires. Next, the items regarding to safety and hygiene issues, infrastructure and accommodation had been added to variable of perceived infrastructure support.

The measurement about interesting of heritage tourism was added for perceived attractiveness variables.

The drafted statement of each measurement item is given to selected pilot test sample. After refining the drafted questionnaire statement, current authors had distributed the final questionnaire to the online as the e-survey form and let the participants who meet our respondent's characteristics to fill in.

### **3.3 Data Collection Method**

Two sets of data were collected for pilot test and main statistical test. The following sub-topics explained the data collection processes for each method.

### **3.4 Pilot Study**

The purpose of pilot test is to minimize the non-sampling error. The item statement in the questionnaire draft was examined thoroughly so that the statement is measuring what it is intended to measure. To strengthen the construct validity, the drafted questionnaire was given to the project supervisor for vetting. The supervisor



suggested that the statement should clearly let the respondents know that the studied object is referring to cultural heritage tourism destination that is not endorsed as a world heritage site. The measuring item statements therefore were modified accordingly.

After that, the modified draft of questionnaire was given to a small sample of tourists' participants. Fifteen participants were engaged through social media platform using convenience sampling. The main purpose of this exercise is to validate how much the participants can understand the truth meaning of each item statement. After a series of question and answer sessions, the current authors were confident that respondents of the main survey would share the same understanding as the pilot participants. No amendment was suggested by the participants.

The participants then were requested to answer the questionnaire so that a reliability test can be carried out. The result of the reliability test is shown at Table 3.2. The Cronbach's alpha score for all items is more than 0.65, which means in general, the participants could provide consistent response towards all the items that have been used to measure the respective variable.

Table 3.2

*The Reliability Test's Result from Pilot Study*

Variable's name	Cronbach's alpha score	Number of items
Awareness of culture heritage	0.703	4
Social influence	0.735	3
Perceived value	0.741	3
Perceived infrastructure support	0.691	4
Perceived attractiveness	0.693	2
Intention to visit cultural heritage tourism destination	0.683	3

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### **3.4.1 Main Study**

During the movement control order period as a result of Covid19 pandemic, it was not feasible for current authors to hand over the questionnaire hardcopy to respondents. Only limited number of questionnaire hardcopies has been distributed to current author's family members. Using the snowball sampling method, the family members were requested to distribute the e-questionnaire to other family members, friends, acquaintances, and colleagues who were categorized in Gen-X group. The second phase of respondents was then requested to distribute the e-questionnaire to their family members, friends, acquaintances, and colleagues using their social networking platforms. The same procedure was continued. Gen-X that resides in Malaysia and has the intention to visit cultural heritage destination in Malaysia are qualified to answer the questionnaire, regardless of their religion, race, and gender.

To ensure sufficient answered questionnaires can be collected for statistical analysis, current authors were using e-social media platforms like facebook and instagram to identify the initial phase of respondents as well. The same procedure was carried out for the distribution of e-questionnaire to the subsequent phases of respondents. Distributing questionnaire using smart devices like computers and smartphones were easily done as most of the Gen-X population in Malaysia does own at least one device. On the cover letter, the topic of the project was shown so that the participants were aware that our target respondents are Gen-X people. Current authors' email address was shown on cover page too to facilitate the respondents to contact us for clarification or assistance, even though this is a self-administered questionnaire.

### **3.5 Questionnaire Design for Main Study**

To further ensuring that the respondents are a representative of Gen-X and has the intention to visit any cultural heritage tourism destination in Malaysia that is not endorsed as a world heritage site, screening questions was placed on top of Section A and Section B's contents. The questionnaire includes two parts: Section A (for respondents to provide their demography data); and Section B (to seek for respondents' feedback on every item that was used to measure its respective variable using five-point Likert scale). Please see appendix 1 for the master copy of questionnaire designed for main survey.

#### **3.5.1 Measurements of the Current Research's Variables**

Five independent variables (IVs): awareness of culture heritage, social influence; perceived value, perceived infrastructure support, and perceived attractiveness, and one dependent variable (DV) (intention to visit cultural heritage destination that is not endorsed as a world heritage site) were examined. All the measuring items for the studied variables were adapted from respective past studies. After modifying the wordings of the measuring item's statements adopted from past studies, the statements then were used to draft the questionnaire for pilot survey testing. Table 3.3 shows the modified measuring item statement for each studied variable and its sources of adoption.

Table 3.3:

*The Measuring Items of Current Studied Variable and its Respective*

**Questionnaire Statement**

Variables	Measuring Items	Adapted from...
Awareness of heritage culture	A1. I am familiar with the term of culture heritage. A2. I know about the concept of culture heritage. A3. I am aware that culture heritage needs to be preserved like preserving and restoring historic relics that are significant to a culture or heritage. A4. I am aware of the importance for protecting the cultural heritage from damage, destruction, theft, embezzlement or other loss.	Zhang, Zhong, Xu, Wang, and Dang. (2015)
Perceived value	The visit to a specific cultural heritage destination that is not endorsed as a world heritage site by UNESCO should be ...  PV1. worth the price that I have paid. PV2. worth the efforts that I may have invested. PV3. worth the time that I may have spent.	Wu and Li (2017)
Perceived infrastructure support	The cultural heritage destination that is not endorsed as a world heritage site by UNESCO should be ...  PIS1. having quality infrastructure (road and utilities like electricity and water supply, etc). PIS2. having suitable accommodation. PIS3. having good standard of hygiene and cleanliness	Piramanayagam, Rathore, and Seal (2020)

PIS4. safe to visit.

Perceived attractiveness	The cultural heritage destination that is not endorsed as a world heritage site by UNESCO should be ...	Piramanayagam, Rathore, and Seal (2020)
	PA1: having interesting historical attractions	
	PA2: offering interesting cultural events	
Social influence	<p>SI1 - People who are important to me agree that I should visit a cultural heritage destination that is not endorsed as a world heritage site by UNESCO.</p> <p>SI2 - People who influence my behavior think that I should visit a cultural heritage destination that is not endorsed as a world heritage site by UNESCO.</p> <p>SI3 - People whose opinions I value think I should visit a cultural heritage destination that is not endorsed as a world heritage site by UNESCO.</p>	Herrero, San Martín, and De los Salmones (2017)
Behavioural Intention (BI)	<p>BI1 - I intend to visit a cultural heritage destination that is not endorsed as a world heritage site by UNESCO in future.</p> <p>BI2 - I will probably visit a cultural heritage destination that is not endorsed as a world heritage site by UNESCO soon.</p> <p>BI3 - I have positive feelings about cultural heritage tourism that is not endorsed as a world heritage site by UNESCO.</p>	<p>Herrero, San Martín, and De los Salmones (2017); and</p> <p>Piramanayagam, Rathore, and Seal (2020)</p>

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### 3.6 Data Analysis Tool

The population demographic profiles data was analyzed descriptively. To confirm the project's hypotheses, a series of statistical tests were carried out. Internal consistency reliability test was used to ensure the respondents have answered the items of each variable at a consistent manner. If the Cronbach alpha score is above the threshold of 0.7, the data will be deliberate as reliable. After that, a Q-Q graph of each variable was drafted to affirm that the data for each variable is normally distributed.

Before running the regression analysis, the correlation relationship between the IVs and DV were checked. The relationship between the two variables is positive if the Pearson's correlation coefficient value is greater than 0. The value of less than 0 shows a negative association. However, problem happened when the IVs itself are highly correlated. To reduce the multicollinearity effect, variance inflation factors (VIF) test was carried out. The IVs are considered not highly correlated if the VIF value is lower than the threshold value of ten (10) (Mela and Kopalle, 2002). Finally, multiple linear regressions analysis was carried out to confirm current hypotheses at significance level of 0.05. The following shows the multiple regression equation of this project:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5$$

Where,

Y: Dependent Variable (intention to visit cultural heritage destination)

X<sub>1</sub>: Awareness of culture heritage

X<sub>2</sub>: Social influence

X<sub>3</sub>: Perceived value of visiting cultural heritage destination

X<sub>4</sub>: Perceived infrastructure support

X<sub>5</sub>: Perceived attractiveness

a: y-intercept or constant statement

b<sub>1</sub>, b<sub>2</sub>, b<sub>3</sub>, b<sub>4</sub> and b<sub>5</sub>: Regression coefficient of X<sub>1</sub>, X<sub>2</sub>, X<sub>3</sub>, X<sub>4</sub> and X<sub>5</sub>

### **3.7 Ethical Considerations**

To assure the respondents that data collected for this project is merely for academic purpose and their demographic data will not be commercialized, the personal data protection statement is attached with the questionnaire (see appendix 1). The endorsement of the statement by the respondent signified to their voluntary participation.

## CHAPTER 4: RESULT AND DISCUSSION

### 4.1 Introduction

The collected data were used for descriptive and inferential analysis. The following topics elaborate the results in detail.

### 4.2 Descriptive Result

#### 4.2.1 Respondent Demographic Profile

A total of 384 completed questionnaires were collected. Comparatively, more male respondents have answered the questionnaire. Half of the respondent counts have visited a cultural tourism destination one to three times. Such response is not surprising as Malaysia has four world heritage sites, endorsed by UNESCO.

Table 4.1

*Distribution of Demographic Profile Data*

	Frequency Count	Valid Percent	Cumulative Percent
<b>Gender</b>			
Male	242	63.0	63.0
Female	142	37.0	100.0
Total	384	100.0	
<b>Age</b>			
40-47 years old	236	61.5	61.5
48-54 years old	148	38.5	100.0
Total	384	100.0	
<b>Previous visitation to Heritage Site in Malaysia</b>			
None	48	12.5	12.5
1-3 times	190	49.5	62.0



Gen X tourist's intention to visit non-endorsed world heritage sites in Malaysia -  
A modification of uncertainty reduction theory.

4-8 times	84	21.9	83.9
> 8 times	<u>62</u>	<u>16.1</u>	100.0
Total	384	100.0	
<b>Current occupation</b>			
Retired	50	13.0	13.0
Self-employed	165	<u>43.0</u>	56.0
Unemployed	42	10.9	66.9
Others	<u>127</u>	<u>33.1</u>	100.0
Total	384	100.0	

#### 4.2.2 Association between demographic variables and studied variables

On top of examining the frequency count of the demographic factors, examining how the categories of demographic variable react towards the studied variable would allow current authors to give a useful indication to policy makers to specially focus on specific demographic group. The crosstabulation result that shows the association between variables can only be considered valid if the statistical test (Chi-Square) is significant, below 0.05.

A series of crosstabulation tests were undertaken and only one crosstab table (see Table 4.2) show the association between variables is still valid at 0.075 (or at confidence level on 92.5%). The result shows that 62.2% females compared to 37.8% males feel that awareness is an important factor. Plausible, this is because females are more likely to take the leading role in planning family (Remoaldo et al. 2014). Therefore females are more aware of availability and types of tourism compared to males (Karatsoli and Nathanail, 2020).

Table 4.2

*The Relationship between Gender and Awareness*

Gender * Awareness Crosstabulation						
			Awareness			Total
			Disagree (1.00 to 2.99)	Neutral (3.00)	Agree (3.01 to 5.00)	
Gender	Female	Count	7	28	207	242
		% within Gender	2.9%	11.6%	85.5%	100.0%
		% within Awareness	46.7%	77.8%	62.2%	63.0%
		% of Total	1.8%	7.3%	53.9%	63.0%
	Male	Count	8	8	126	142
		% within Gender	5.6%	5.6%	88.7%	100.0%
		% within Awareness	53.3%	22.2%	37.8%	37.0%
		% of Total	2.1%	2.1%	32.8%	37.0%
	Total	Count	15	36	333	384
		% within Gender	3.9%	9.4%	86.7%	100.0%
		% within Awareness	100.0%	100.0%	100.0%	100.0%
		% of Total	3.9%	9.4%	86.7%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.191 <sup>a</sup>	2	.075
Likelihood Ratio	5.392	2	.067
Linear-by-Linear Association	.008	1	.927
N of Valid Cases	384		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.55.

### 4.3 Inferential Analysis Result

A series of statistical analyses were carried out before confirming current study's hypotheses.

### 4.3.1 Reliability Result

Table 4.3 shows that the reliability coefficients for all variables are higher than the threshold value of 0.7 and this indicate that the data is reliable for further statistical analyses.

Table 4.3

#### *Reliability Test's Result*

Variable	Cronbach's alpha score	No. of items
Awareness	0.853	4
Social Influence	0.892	3
Perceived Value	0.683	3
Perceived Infrastructure Support	0.825	4
Perceived Attractiveness	0.793	2
Intention to visit cultural heritage tourism destination	0.766	3

### 4.3.2 Correlation Result

Table 4.4 shows that the Pearson's correlation coefficient scores are less than 0.6 which signify that each IV is not strongly correlated with the DV. Therefore, it would be interesting to check the causal relationship between the IVs and DV in the regression analysis.

Table 4.4

*Bivariate Correlation between Independent and Dependent Variables*

	Awareness	Social influence	Perceived value	Infrastructure support	Attractiveness	Intention
<b>Awareness of culture heritage</b>						
Pearson Correlation	1	.441**	.433**	.362**	.432**	.452**
Sig. (2-tailed)		.000	.000	.000	.000	.000
N	384	384	384	384	384	384
<b>Social influence</b>						
Pearson Correlation	.441**	1	.471**	.455**	.477**	.593**
Sig. (2-tailed)	.000		.000	.000	.000	.000
N	384	384	384	384	384	384
<b>Perceived value of visiting cultural heritage destination</b>						
Pearson Correlation	.433**	.471**	1	.494**	.467**	.452**
Sig. (2-tailed)	.000	.000		.000	.000	.000
N	384	384	384	384	384	384
<b>Perceived infrastructure support</b>						
Pearson Correlation	.362**	.455**	.494**	1	.545**	.377**
Sig. (2-tailed)	.000	.000	.000		.000	.000
N	384	384	384	384	384	384
<b>Perceived attractiveness</b>						
Pearson Correlation	.432**	.477**	.467**	.545**	1	.455**
Sig. (2-tailed)	.000	.000	.000	.000		.000
N	384	384	384	384	384	384
<b>Behavioral Intention</b>						
Pearson Correlation	.452**	.593**	.452**	.377**	.455**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	
N	384	384	384	384	384	384

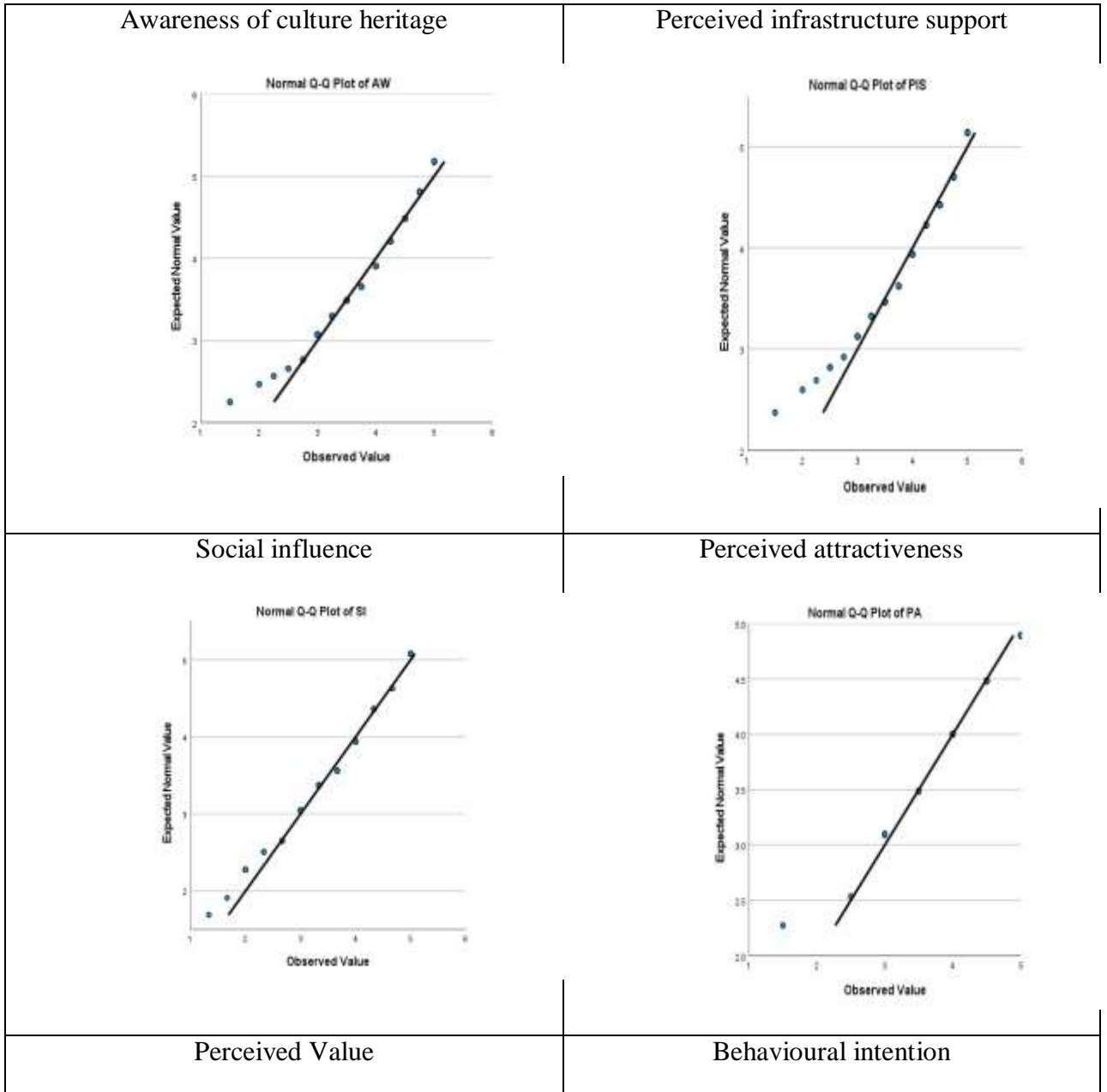
\*\* . Correlation is significant at the 0.01 level (2-tailed).

### **4.3.3 Normality of Data Distribution**

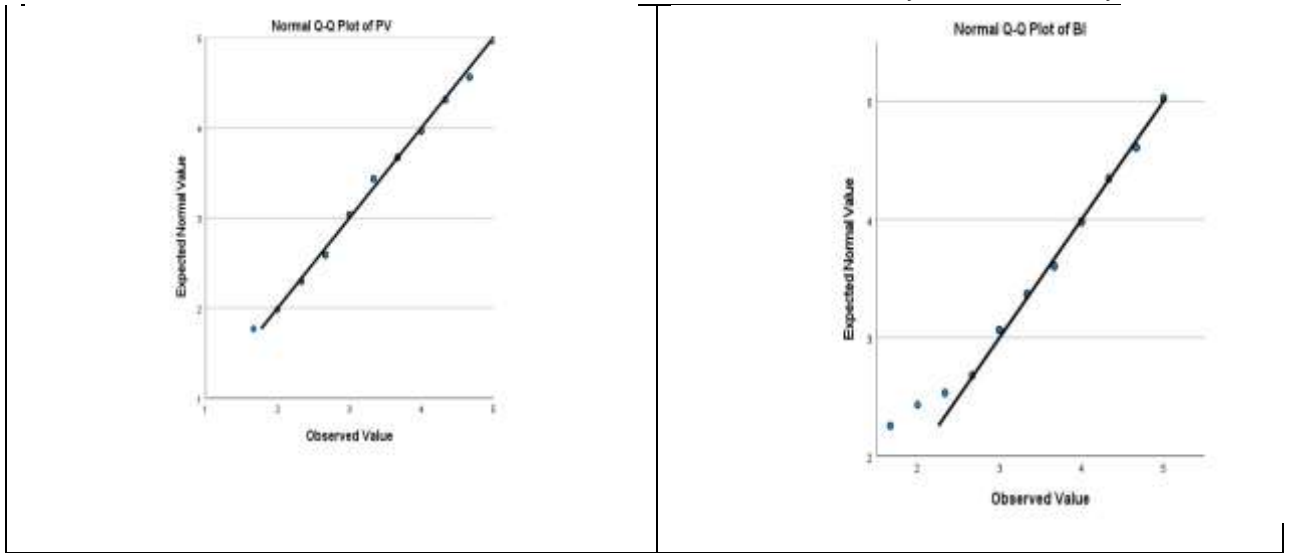
It is necessary to ensure the data of each variable is distributed normally. Q-Q plot for each studied variable were plotted. Figure 4.1 shows that the observed and expected values for each variable's data is linearly associated, which indicates that multiple regression using linear function can be used to check the causal relationship between the studied variables. If the data is not normally or linearly distributed, a different version of multiple regression analysis needs to be used.

Figure 4.1

*Normality of Data Distribution of Each Variable*



Gen X tourist's intention to visit non-endorsed world heritage sites in Malaysia -  
A modification of uncertainty reduction theory.



#### 4.3.4 Multiple Linear Regression Result

Table 4.5a, 4.5b, and 4.5c shows the breakdown of multiple linear regression results. First, the ‘model summary above’ shown in Table 4.5a indicates that 42.8% of the variation in the dependent variable can be explained by four IVs: social influence, awareness of culture heritage, perceived value, perceived attractiveness. The balance 57.2% of the variation is explained by other variables that are not investigated in this project.

Table 4.5a

*Regression Result – Model Summary Table*

Model Summary <sup>a</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.593 <sup>a</sup>	.351	.349	.49224
2	.629 <sup>b</sup>	.396	.393	.47544
3	.645 <sup>c</sup>	.416	.412	.46806
4	.654 <sup>d</sup>	.428	.422	.46387

a. Predictors: (Constant), IV5: Social influence

b. Predictors: (Constant), IV5: Social influence, IV1: Awareness

c. Predictors: (Constant), IV5: Social influence, IV1: Awareness, IV2: Perceived value

d. Predictors: (Constant), IV5: Social influence, IV1: Awareness, IV2: Perceived value, IV4: Perceived attractiveness

e. Dependent Variable: DV: intention to visit specific culture heritage tourism destination in Malaysia that is not endorsed as a world heritage site by UNESCO.

Secondly, the result shown in the ANOVA table indicates that at least one of the significant IVs is related to the DV at the significant level of 0.05 (see Table 4.5b).

Table 4.5b

*Regression Result – ANOVA Table*

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50.077	1	50.077	206.672	.000 <sup>b</sup>
	Residual	92.560	382	.242		
	Total	142.638	383			
2	Regression	56.515	2	28.257	125.007	.000 <sup>c</sup>
	Residual	86.123	381	.226		
	Total	142.638	383			
3	Regression	59.389	3	19.796	90.362	.000 <sup>d</sup>
	Residual	83.249	380	.219		
	Total	142.638	383			
4	Regression	61.087	4	15.272	70.975	.000 <sup>e</sup>
	Residual	81.550	379	.215		
	Total	142.638	383			

a. Dependent Variable: DV intention to visit specific culture heritage tourism destination in Malaysia that is not endorsed as a world heritage site by UNESCO.

b. Predictors: (Constant), IV5: Social influence

c. Predictors: (Constant), IV5: Social influence, IV1: Awareness

d. Predictors: (Constant), IV5: Social influence, IV1: Awareness, IV2: Perceived value

e. Predictors: (Constant), IV5: Social influence, IV1: Awareness, IV2: Perceived value, IV4: Perceived attractiveness

Before determining the relationship between the IVs and DV, it is important to ensure the significant IVs are not highly correlated (see Table 4.5c). As the VIF scores for all the significant IVs are less than the threshold value of 10 (Mela & Kopalle, 2002), the IVs therefore are independent. To determine which IV can explain the change of the DV, regression t-test analysis was carried out. Through the coefficient table, the social influence has the highest regression coefficient score, followed by awareness, perceived value and perceived attractiveness. In other words, social influence is among the most significant factor that had affected gen-X's visitation intention.



Table 4.5c

*Regression Result – Regression Coefficient Scores*

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
<b>Model 1</b>							
(Constant)	2.009	.136		14.734	.000		
IV5: Social influence	.510	.036	.593	14.376	.000	1.000	1.000
<b>Model 2</b>							
(Constant)	1.465	.167		8.792	.000		
IV5: Social influence	.420	.038	.488	11.004	.000	.805	1.242
IV1: Awareness	.224	.042	.237	5.336	.000	.805	1.242
<b>Model 3</b>							
(Constant)	1.266	.173		7.318	.000		
IV5: Social influence	.370	.040	.430	9.234	.000	.709	1.410
IV1: Awareness	.179	.043	.190	4.166	.000	.740	1.351
IV2: Perceived value	.148	.041	.168	3.622	.000	.715	1.398
<b>Model 4</b>							
(Constant)	1.084	.183		5.915	.000		
<b>IV5: Social influence</b>	<b>.339</b>	.041	.394	8.230	.000	.659	<b>1.518</b>
<b>IV1: Awareness</b>	<b>.153</b>	.044	.162	3.515	.000	.707	<b>1.414</b>
<b>IV2: Perceived value</b>	<b>.118</b>	.042	.134	2.824	.005	.669	<b>1.494</b>
<b>IV4: Perceived attractiveness</b>	<b>.127</b>	.045	.134	2.810	.005	.665	<b>1.503</b>

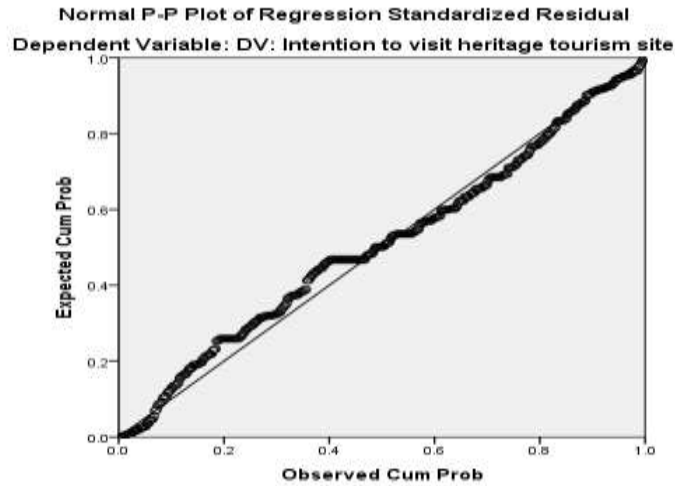
To summarize, the multiple regression equation is as shown below:

$$\text{Intentional behaviour (Y)} = 1.084 + 0.339 (\text{Social influence}) + 0.153 (\text{Awareness}) + 0.118 (\text{Perceived value}) + 0.127 (\text{Perceived attractiveness})$$

The regression result shows that one of the IV, perceived infrastructure support does not have significant relationship with the DV at the precision level of 0.05. Finally, figure 4.2 confirmed that whether the accumulated effect created by the significant IVs is linearly related to the DV.

Figure 4.2

*Normal P-P Plot of Regression Standardized Residual*

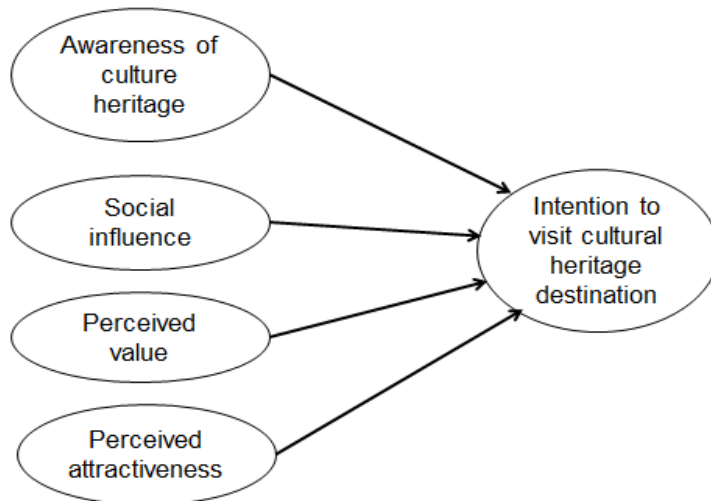


#### 4.4 Current Developed Research Model

Based on the result, the final research conceptual model for this project is shown by figure 4.3.

Figure 4.3

*Current Developed Research Model*



## 4.5 Conclusion

In confirming current hypotheses, a series of statistical analysis have been undertaken to ensure the data and result can meet the respective reliability and validity requirements. Overall, the URT variables that have been tested in past studies are applicable in the context of this study, except the perceived infrastructure support variable. Table 4.6 shows the summary of the confirmation of current project's hypotheses.

Table 4.6

### *Confirmation of Current Hypotheses*

Details of hypothesis	Remarks
H1: Tourist's awareness of culture heritage is related to gen-X's intention to visit specific culture heritage tourism destination in Malaysia that is not endorsed as a world heritage site by UNESCO.	Supported
H2: Social influence is related to gen-X's intention to visit specific culture heritage tourism destination in Malaysia that is not endorsed as a world heritage site by UNESCO.	Supported
H3: The perceived value of visiting cultural heritage destination is related to gen-X's intention to visit specific culture heritage tourism destination in Malaysia that is not endorsed as a world heritage site by UNESCO.	Supported
H4: Tourist's perceived infrastructure support is related to gen-X's intention to visit specific culture heritage tourism destination in Malaysia that is not endorsed as a world heritage site by UNESCO.	Not Supported
H5: Tourist's perceived attractiveness towards the heritage tourism is related to gen-X's intention to visit specific culture heritage tourism destination in Malaysia that is not endorsed as a world heritage site by UNESCO.	Supported

## **CHAPTER 5: CONCLUSION AND IMPLICATIONS**

### **5.1 Accomplishment of Research Objectives**

To solve the uncertainty problems, two specific objectives are established. The first objective is established to test two uncertainty variables (awareness and social influence) and the result shows that the two hypotheses (H1 and H2) are supported. To encourage Gen-X tourists to visit the destination, it's important to ensure that they are aware of the concept and the need to preserve culture heritage. Social influence is the most important variable and because Gen-X is strongly attached to family and social networking support. Advices or suggestions given by the tourist's networking counterpart plays a significant role in influencing their visitation behaviour.

The second objective of this project has three hypotheses (H3, H4, and H5) - related to perceived value, perceived infrastructure support, and perceived attractiveness variables. However, only H3 and H5 are supported. This implies that in considering the visitation, the respondents became uncertain when they were not sure that their money and non-monetary resources would be worth spending. Besides that, if the respondents are uncertain of the destinations' attractiveness – in terms of the historical facts or myth and the cultural events, they may have less visitation intention. H4 is not supported. Probably, this is because Gen-X respondents were inconsistent in determining the effect of perceived infrastructure support on the DV. Let's look at the four world heritage sites in Malaysia. The heritage cities (Georgetown and Malacca) are well supported by road, water, communication, and health infrastructure. World heritage sites located in remote areas like Gunung Kinabalu are less equipped with excellent infrastructure support. As a result, a group of the respondents may feel that infrastructure support is an important factor that can increase their intentional behavior which is opposite to another group's perception. The following topic discusses the implication of the results to the academics and policy makers.

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## **5.2 Implications**

### **5.2.1 Implications for Academics**

Studies on uncertainty factors have been widely tested in tourism literature. Uncertain variables from the following perspective - what the tourists need to possess so that the visitation can be materialized - were examined as well. In conjunction to the detected problems that have been causing the less visitation intentional behavior, this study is examining the uncertainty variables from two perspectives: what the tourists hope to acquire upon their visit (perceived value and perceived infrastructure support); and how internal resource (awareness of culture heritage) and external resource (social influence) have influenced their visitation behavior. To summarize, URT can be flexibly enriched and the selection of the uncertainty variables depends on the study's perspective(s) and must be related the problems highlighted in the study. In addition, studies that have compiled the examination of current studied variables in literature are still rarely been undertaken.

### **5.2.1 Implications for Policy Makers**

Visitation to cultural heritage tourism destinations that is not endorsed as a world heritage site can help local community to gain additional income and jobs. Appreciating local culture heritage also can encourage people from different culture to live harmoniously. In addition, encouraging Malaysian to vacation in domestic tourism destination can reduce the outflow of local currency. To materialize the mutual benefits, both the public and private sectors need to collaborate.

In response to the significant effects generated by awareness, perceived value and perceived attractiveness; the government and service providers should advertise and promote the destination that can reach the Gen-X. Focus on highlighting the advantages or benefits that could map the gen's X requirement. Educating Gen-X to conserve the cultural heritage of specific destination through documentary showcase, and organizing public talks or local events, even though the place is not designated as a world heritage site. By exposing the local lifestyle to the respondents, Gen-X will become more aware of the importance in preserving the local culture heritage, can roughly estimate the cost for holidaying there, and will appreciate the attractiveness of the historical facts or myth and local people way of life.

As Gen-X tourists are strongly attached to its social networking, the advertisement and promotion strategy can involve social influencers and/or social networking platforms. Social influencers are credible people who have vast knowledge and expertise about the local cultural heritage. Special forum or social media platform can be set up so that the influencers can disseminate their messages. Getting the right target and right media, the message can be snowballing to the Gen-X respondents.

Based on the cross tabulation test (see table 4.2) shows that 62.2% females compared to 37.8% makes feel that awareness is an important factor. The public and private policy makers can actively by supporting a shared culture and heritage, mutual identity and cultural diversity; promoting communities and individual talents; preserving heritage sites and local arts which can highly impact of women's awareness to the availability of cultural heritage site that is not endorsed by UNESCO.

### **5.3 Research Limitations**

Every data collection method has its pros and cons. The data collection method used in this project has its limitation. As the population movement is constraint by the

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standard operation procedures implemented by the government, disseminating the questionnaire using smart devices and e-platforms were used. As the authors have less opportunity to interact with the respondents face-to-face, the authors cannot guarantee that the respondents have interpreted the questionnaire item statement as what the authors intended to measure. So far, the authors have not received any e-queries from respondents. It could be a good news or a bad news.

Unable to interpret the questionnaire item statement cohesively among the respondents could be a reason why the perceived infrastructure support variable is non-significantly related to the intention behavior variable. For example, respondents could have interpreted the meaning of 'suitable' accommodation as 'comfortable' or 'authentic'.

#### **5.4 Recommendation for Future Research**

To enhance the respondents understanding of the questionnaire item statement, the e-questionnaire should be prepared in several languages; English, Bahasa Malaysia, Mandarin and Indian for the respondents to choose. This approach hopes that incoherent responses will be minimized which may compromise the accuracy of the end results.

To reduce the discrepancy in interpreting the meaning of the questionnaire item statement, the future researchers need to explain more clearly of what they want to measure.

To ensure the respondents of gender is distributed more equally between male and female, the initial phase respondents must be equally contributed by different gender. There is advice for the referrer to distribute the questionnaire to both genders.

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## APPENDICES

### Appendix 1.0: Questionnaire



UNIVERSITI TUNKU ABDUL RAHMAN

Faculty of Business and Finance

BACHELOR OF MARKETING (HONS)

FINAL YEAR PROJECT

**Title of topic: Gen X tourist's intention to visit non-endorsed world heritage sites in Malaysia- A modification of uncertainty reduction theory.**

### Survey Questionnaire

Dear Participants,

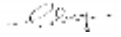
We are the undergraduate final year students from Faculty of Business and Finance in Universiti Tunku Abdul Rahman (UTAR). We are doing a study that related to the subject mentioned above. Your response is very useful to us in providing useful indications to relevant policy makers to develop appropriate policy that can increase tourist's intention to visit heritage site in Malaysia.

Please take a few moments to answer the following questions. There will be no risk involved on your participation in this survey. Your identity and responses will be kept private and confidential. Your voluntary participation in this survey is greatly appreciated. The completion of this study implies consent for us to consolidate your data with others and to publish the results without identifying any respondents.

If you have any questions regarding to this research, please contact us via the email addresses. Thank you for your consideration, and participation in this research project.

Supervisor Endorsement

Name: Chong Yee Lee

Signature: 

Date: 23/06/2020

Yours Sincerely,

<u>Student's name</u>	<u>ID</u>	<u>Email</u>
1. Chai Yah Chee	1603186	ahchee1015@gmail.com
2. Chee Wai Loon	1405677	cheewailoon96@gmail.com
3. Cheong Jia Ying	1603417	jiaying9832@gmail.com
4. Fong Man Syuen	1603919	mansyuen98@gmail.com
5. Yap Mun Ching	1706497	ching_090897@outlook.com

#### PERSONAL DATA PROTECTION STATEMENT

Please be informed that in accordance with Personal Data Protection Act 2010 (“PDPA”) which came into force on 15 November 2013, Universiti Tunku Abdul Rahman (“UTAR”) is hereby bound to make notice and require consent in relation to **collection, recording, storage, usage and retention of personal information.**

##### Notice:

1. The purposes for which your personal data may be used are inclusive but not limited to:-
  - *For assessment of any application to UTAR*
  - *For processing any benefits and services*
  - *For communication purposes*
  - *For advertorial and news*
  - *For general administration and record purposes*
  - *For enhancing the value of education*
  - *For educational and related purposes consequential to UTAR*
  - *For the purpose of our corporate governance*
  - *For consideration as a guarantor for UTAR staff/ student applying for his/her scholarship/ study loan*
2. Your personal data may be transferred and/or disclosed to third party and/or UTAR collaborative partners including but not limited to the respective and appointed outsourcing agents for purpose of fulfilling our obligations to you in respect of the purposes and all such other purposes that are related to the purposes and also in providing integrated services, maintaining and storing records. Your data may be shared when required by laws and when disclosure is necessary to comply with applicable laws.

Gen X tourist's intention to visit non-endorsed world heritage sites in Malaysia -  
A modification of uncertainty reduction theory.

3. Any personal information retained by UTAR shall be destroyed and/or deleted in accordance with our retention policy applicable for us in the event such information is no longer required.
4. UTAR is committed in ensuring the confidentiality, protection, security and accuracy of your personal information made available to us and it has been our ongoing strict policy to ensure that your personal information is accurate, complete, not misleading and updated. UTAR would also ensure that your personal data shall not be used for political and commercial purposes.

Consent:

1. By submitting this form you hereby authorize and consent to us processing (including disclosing) your personal data and any updates of your information, for the purposes and/or for any other purposes related to the purpose.
2. If you do not consent or subsequently withdraw your consent to the processing and disclosure of your personal data, UTAR will not be able to fulfil our obligations or to contact you or to assist you in respect of the purposes and/or for any other purposes related to the purpose.
3. You may access and update your personal data by writing to us at [chongyl@utar.edu.my](mailto:chongyl@utar.edu.my)

Acknowledgment of Notice

- [  ] I have been notified by you and that I hereby understood, consented and agreed per UTAR above notice.
- [  ] I disagree. My personal data will not be processed.

.....  
Name:

Date:

1. Your age  40 - 47 years old  48 - 55 years old
2. Do you have the intention to visit any cultural heritage tourism destination in Malaysia that is not endorsed as a world heritage site by UNESCO?  Yes  No

Section A: Demographic profile

Please tick only ONE appropriate answer on each of the following question.

1. Gender  Male  Female
2. Previous visit to any cultural heritage tourism destination in Malaysia  None  1 – 3 times  
 4 – 8 times  8 times or above

Gen X tourist's intention to visit non-endorsed world heritage sites in Malaysia -  
A modification of uncertainty reduction theory.

3. Current occupation		Retired		Self-employed		Unemployed		Others
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Section B: Please circle the best answer based on the scale of 1 to 5, which [(1) = Strongly Disagree; (2) = Disagree; (3) = Neutral; (4) = Agree; (5) = Strongly Agree].

**Awareness of culture heritage**

Strongly Disagree → Strongly Agree

<b>A1</b>	I am familiar with the term of “heritage culture”.	1	2	3	4	5
<b>A2</b>	I know about the concept of “heritage culture”.	1	2	3	4	5
<b>A3</b>	I am aware that heritage culture needs to be preserved like preserving and restoring historic relics that are significant to a culture or heritage.	1	2	3	4	5
<b>A4</b>	I am aware of the importance for protecting the cultural heritage from damage, destruction, theft, embezzlement or other loss.	1	2	3	4	5

**Perceived value of visiting cultural heritage destination**

Strongly Disagree → Strongly Agree

	The visit to a specific cultural heritage destination that is not endorsed as a world heritage site by UNESCO should be ...					
<b>PV1</b>	worth the price that I have paid.	1	2	3	4	5
<b>PV2</b>	worth the efforts that I may have invested.	1	2	3	4	5
<b>PV3</b>	worth the time that I may have spent.	1	2	3	4	5

**Perceived infrastructure support**

Strongly Disagree → Strongly Agree

	The cultural heritage destination that is not endorsed as a world heritage site by UNESCO should be ...					
<b>PIS1</b>	having quality infrastructure (road and utilities like electricity and water supply, etc).	1	2	3	4	5
<b>PIS2</b>	having suitable accommodation.	1	2	3	4	5
<b>PIS3</b>	having good standard of hygiene and cleanliness.	1	2	3	4	5
<b>PIS4</b>	safe to visit.	1	2	3	4	5

**Perceived attractiveness**

Strongly Disagree → Strongly Agree

	The cultural heritage destination that is not endorsed as a world heritage site by UNESCO should be ...					
<b>PA 1</b>	having interesting historical attractions.	1	2	3	4	5
<b>PA 2</b>	offering interesting cultural events.	1	2	3	4	5

**Social influence**

Strongly Disagree → Strongly Agree

<b>SI1</b>	People who are important to me agree that I should visit a cultural heritage destination that is not endorsed as a world heritage site by UNESCO.	1	2	3	4	5
<b>SI2</b>	People who influence my behaviour think that I should visit a cultural heritage destination that is not endorsed as a world heritage site by UNESCO.	1	2	3	4	5
<b>SI3</b>	People whose opinions I value think I should visit a cultural heritage destination that is not endorsed as a world heritage site by UNESCO.	1	2	3	4	5

**Behavioral intention**

Strongly Disagree → Strongly Agree

<b>BI1</b>	I intend to visit a cultural heritage destination that is not endorsed as a world heritage site by UNESCO in future.	1	2	3	4	5
<b>BI2</b>	I will probably visit a cultural heritage destination that is not endorsed as a world heritage site by UNESCO soon.	1	2	3	4	5
<b>BI3</b>	I have positive feelings about cultural heritage tourism that is not endorsed as a world heritage site by UNESCO.	1	2	3	4	5

## Appendix 2.0: Permission Letter to Conduct Survey



**UNIVERSITI TUNKU ABDUL RAHMAN**  
Wholly Owned by UTAR Education Foundation (Company No. 578227-M)

23<sup>rd</sup> June 2020

### To Whom It May Concern

Dear Sir/Madam,

### Permission to Conduct Survey

This is to confirm that the following students are currently pursuing their *Bachelor of Marketing (Hons)* program at the Faculty of Business and Finance, Universiti Tunku Abdul Rahman (UTAR) Perak Campus.

I would be most grateful if you could assist them by allowing them to conduct their research at your institution. All information collected will be kept confidential and used only for academic purposes.

The students are as follows:

<u>Name of Student</u>	<u>Student ID</u>
Chai Yah Chee	16ABB03186
Chee Wai Loon	14ABB05677
Cheong Jia Ying	16ABB03417
Fong Man Syuen	16ABB03919
Yap Mun Ching	17ABB06497

If you need further verification, please do not hesitate to contact me.

Thank you.

Yours sincerely,

*Choy*

Mr Choy Johnn Yee  
Head of Department  
Faculty of Business and Finance  
Email: choyjy@utar.edu.my

*Chong Yee Lee*

Dr Chong Yee Lee  
Supervisor  
Faculty of Business and Finance  
Email: chongyl@utar.edu.my

Kampar Campus : Jalan Universiti, Bandar Baru, 31900 Kampar, Perak Darul Ridzuan, Malaysia  
Tel: (605) 468 3808 Fax: (605) 466 1313  
Sungai Long Campus : Jalan Sungai Long, Bandar Sungai Long, Cheras, 43000 Kajang, Selangor Darul Ehsan, Malaysia  
Tel: (603) 9086 0288 Fax: (603) 9019 4868  
Website: www.utar.edu.my





















## Appendix 4.0: Turnitin Report

# Final Report Checking

by Mk011 2001

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**Submission date:** 07-Sep-2020 08:24PM (UTC+0800)  
**Submission ID:** 1381343477  
**File name:** FYP\_draft\_MK011\_2001\_-with\_questionnaire\_but\_wo\_PDPS.docx (1.38M)  
**Word count:** 13308  
**Character count:** 78026



Title: Gen X tourist's intention to visit non-endorsed world heritage sites in Malaysia- A modification of uncertainty reduction theory.

**Abstract**

Visitation to cultural heritage tourism destinations can help local community to gain additional income and jobs, encourage people from different culture to live more harmoniously, and reduce the outflow of local currency. Tourist visitation at the destinations in Malaysia however was concentrated on the four world heritage sites, as designated by UNESCO. To materialize the benefits, it is important to understand the uncertainty factors that have been influencing domestic Gen-X tourist's visitation intention to destinations that is not endorsed as world heritage site. Gen-X tourists is targeted because they have the urge to experience something that can evoke nostalgia feeling, higher disposable income compare to boomers, and have more leisure time for vacationing compare to younger generations.

Past study results have showed that tourist's intention to visit a tourism destination was related to uncertainty factors that are grouped in few perspectives - tourist's resources, possibly of unfulfilling requirements, risk and etc. The uncertainty reduction theory's literature is enriched by consolidating the examination of the uncertainty variables that are grouped in the two perspectives - tourist's resources (awareness of culture heritage, and social influence) and requirement (perceived value, perceived infrastructure support, perceived attractiveness) which is rarely been undertaken by past researchers. The result shows that one uncertainty variable: perceived infrastructure support is not significantly related to tourist's intentional behavior. From the result, recommendations that are related to the measuring items of the respective variable are suggested to policy planning.

## **Chapter 1: Introduction**

### **1.0 Study Background**

Tourism industry is developing rapidly in worldwide countries, including Malaysia (Ramli, 2017). In 2017, the heritage tourism had contributed 14.9% to the Gross National Production (GNP) and 23.2% of total national employment rate (Department of Statistics Malaysia (DOS), 2017). In 2018, the number of tourist arrivals in Malaysia was 25.83 million (DOS, 2017). Tourist's expenditure has increased by 6.9% or about RM66.14 billion in 2019 compared to RM61.85 billion in 2018 (The Star Online, 2020). In brief, tourism is helping the country to earn foreign exchange and local community to gain additional income through the creation of additional job opportunity.

Cultural heritage tourism is not a new sub-sector in tourism. The number of tourists of cultural heritage tourism has increased from 54 percent until 76 percent and has generated about annual revenue of USD171 billion dollars to worldwide service providers (Mandala Research, 2013). Cultural heritage tourism is important to local community to reinforce and preserve its cultural heritage (Richards, 1996), such as music, living culture, handicrafts, and cuisine that have been adopted by predecessor and descend to heir.

Malaysia is unique, populated by multiethnic group of people with diversifying cultural and heritage. As a result, the development of cultural and heritage tourism in Malaysia has been encouraging the inflow of tourists who are interested in seeking the opportunity to experience authentic local culture and heritage with local community (Jani, Sumrahadi, Mohamad, 2018; Chourasia and Chourasia, 2012; Kunwar and Chand, 2016). Cultural heritage can be viewed from two perspectives; tangible symbols such as building architecture or artifacts and intangible symbols which are related to a community's way of life – include language, beliefs, and production of arts and crafts (Ismail, Masron, and Ahmad, 2014).

### **1.1 Potential and Challenges of Developing Cultural Heritage Tourism in Malaysia**

The practicing of different culture and heritage has prospered Malaysia as a unique tourism destination among the cultural heritage tourists (Sudipta, Sarat, and Babu 2010) whom are motivated to broaden their knowledge about foreign destination's history, location, culture

and even religion (Ghazali, Najmin, Thirumoorthi and Taha, 2017). However, not all the cultural heritage tourism destinations in Malaysia are well-developed (Abd Hamid and Mohd Isa, 2020). Tourist visitation at cultural heritage tourism destinations however was concentrated on the four world heritage sites, designated by UNESCO (United Nations Educational, Scientific and Cultural Organization (UNESCO): archeological heritage destination at Lenggong Valley, Gunung Mulu National Park at Sarawak, Kinabalu Park in Sabah, and historical cities at Georgetown, Penang and Malacca (Mariani & Guizzardi, 2019; Chin, 11 Sept, 2019; See and Goh, 2017).

To capitalize the multi society cultural practice, the government has been planning strategic policies so that additional income and job opportunity can be created for community in local and adjacent areas. Also, the development of cultural heritage tourism at non designated world heritage sites can facilitate harmony and understanding among the local people and tourists (Ismail, Masron and Ahmad, 2014). Public fund has been allocated on preserving the heritage culture and building (Kalsum, Mohd Isa, Mohd Yazid, Mohd Hairy, and Mazdi, 2020), such as the establishment of Badan Warisan Malaysia in Kuala Lumpur (famous of heritage collective) and Niah National Park Museum in Sarawak (Haigh, 2020). Various cultural activities and events were organized and planned. For example, the Batik Festival was carried out to expose the tourists of the art of batik and enhance tourist's appreciation of batik products.

To summarize, the Malaysia government is aware of the importance of conservation and preservation of heritage culture from embezzlement. Public policies have been carried out to promote cultural heritage tourism destinations and yet, tourist's intention to visit the destinations that are not designated by UNESCO is challenging. This study therefore is focusing on solving the problems that have been discouraging the visitation of cultural heritage tourism destinations in Malaysia.

In Blake (2000); and Del Pozo, P.B., and Gonzalez, P.A. (2012) studies, the authors argued that tourist's behavior of the visited heritage tourism destination cannot be generalized easily as tourists have different social cultural background. Therefore, instead of involving tourist respondents with different social cultural background, this study is targeting the domestic tourists. Planning effective strategies that can encourage more domestic tourists to spend their vacation and expenses in Malaysia can reduce the outflow of local currency and at the meantime can strengthen the harmony ties among local people with different ethnicity.

Despite Millennials or Gen-Y people (born from 1980 to 1995) is representing the largest group of tourists in many countries, they were not willing to devote much of their leisure time on understanding cultural heritage which is, far less compare to other activities like eating out, watching movies or theatre or spending time in a gym (Paterlini, 2017). Gen-X (1965–1980) has been long involved in labor market and generally, is going to retire soon. Also, Gen-X is psychologically loyal to their family's custom (Kampf, Lorincová, Hitka, and Stopka, 2017) and is sensitive towards other people's culture.

In other words, Gen-X tourists have the sentimental yearning for return to or experiencing something that can evokes nostalgia. Compare to older generation, boomers who are born between 1946 and 1964 (Kampf, Lorincová, Hitka, and Stopka, 2017), Gen-X is relatively younger and still have the energy to visit secluded places. Gen-X (1965–1980) has the sentimental yearning for return to or experiencing something that can evokes nostalgia, higher disposable income compares to boomer's generation, and more time for vacationing as some may have opted for early retirement. Therefore, facilitate the visitation among Gen-X tourists could be more beneficial to local community, in terms of creation of economic and social benefits.

## 1.2 Problem Statements

Past studies showed that tourist's visitation intention was related to uncertainty factors that can be grouped into few perspectives such as tourist's resources and requirement. Tourist's resources can be further divided into two components, internal and external resources. Awareness of culture heritage was an utmost important internal resource that can ensure the continuity of a cultural heritage tourism destination (Özdemir and Kose, 2019; Sheldon and Abenoja, 2001; Su et al., 2017; Timothy, 2000; Tosun, 2000; Kelly, 2018; Zhang, et al. 2015). In responds to past studies' findings, the variable was examined in this study.

Uncertainty feeling arise when tourists were not sure that their requirements can be fulfilled upon visiting a destination. Past studies suggested that perceived value was related to intentional behavior (Brady and Cronin, 2001; Rust and Oliver, 1994, Wu and Li, 2017). The studies explained that potential tourists were less likely to visit a destination if they feel that the perceived value that they would gain is not worth for the money, efforts and time that they would spend. Therefore, this variable was examined as well.

Another uncertainty factor related to tourist's requirement is related to local infrastructure. Poor infrastructure can deteriorate or ruin the destination's authentic heritage values (Ismail, Masron, and Admad, 2014). As a numerous of heritage destinations are located at hilly and secluded geographical areas; the provision of road, utilities and communication infrastructure are very costly to the government and private service providers (Jusoh, Sauman, Nayan, and Ramli, 2017). Poor infrastructure relates to accessibility, hygiene and safety problems (Piramanayagam, Rathore, and Seal, 2020). Therefore, current authors have examined this variable.

Perceived attractiveness of the tourism destination was an uncertainty factor that had been influencing tourist's visitation intention (Li, Zhang, Nian, and Zhang, 2017). Tourists may get frustrated when the destinations fail in offering interesting historical attractions or cultural events (Io, 2019). Moreover, certain heritage sites failed to ensure a stable stream of revenue to cover its conservation costs as it has insufficient tourists flow rate, mainly due to its unattractiveness (Chapman, Light, and Richards, 2020). As recommended by past researchers, this uncertainty factor was examined in this study too.

Social influence is an external resource that has been influencing Gen-X's behavior because they are strongly influence by others people like family, friends, social community or social networking in their decision making (Bhavna and Ratinder, 2017; Herrero, San Martín, and De los Salmones, 2017). A survey found that 81% of its Gen-X respondents, originated from different countries were actively interacting with their social media follower to share ideas (Generation X - Global Web Index Report, 2018). As a result, the effect of social influence to current study's respondents was tested in this project.

To solve the uncertainty factors that may have been influencing the Gen-X's visitation intention, uncertainty reduction theory (URT) is best as the basic theory of this study.

### 1.3 Research Questions

- i. Do the uncertainty variables that associate with tourist's internal and external resources (awareness of culture heritage and social influence) are related to their intention to visit cultural heritage destinations in Malaysia that is not endorsed as a world heritage site?

- ii. Do the uncertainty variables associate with tourist's requirement (perceived value, perceived infrastructure support, perceived attractiveness) are related to their intention to visit cultural heritage destinations in Malaysia that is not endorsed as a world heritage site?

#### **1.4 Research Objectives**

Generally, this study is examining the uncertainty factors that are related to the respondent's visitation intention. Specifically, this study has the following objectives.

- i. To evaluate the direct effects that can be generated by awareness of culture heritage and social influence on domestic Gen-X tourists' intention to visit cultural heritage destination that is not endorsed as a world heritage site.
- ii. To estimate the direct effect that can be generated by perceived value, perceived infrastructure support, perceived attractiveness on the tourists' intention to visit cultural heritage destination that is not endorsed as a world heritage site.

#### **1.5 Significance of the Study**

##### **1.5.1 To Academics**

Uncertainty reduction theory (URT) has been used by past researchers to examine how tourist's resources can affect their visitation behavior. For example, past study findings show that tourist was less likely to visit unfamiliar places if they were lack of specific knowledge (Fam et al., 2017; Williams and Baláz, 2015) or need to confront specific risk (Karl, 2018; Williams and Baláz, 2015). Uncertainty also emerges when tourists doubt that their specific requirements cannot be fulfilled upon their visit (Karl, 2018; Fam et al., 2017).

In summary, URT can be flexibly enriched and the selection of the uncertainty variables depends on the study's perspectives and must be related the problems highlighted in the study. This study is enriching the URT literature by consolidating the examination of the uncertainty variables that are grouped in the two perspectives - tourist's resources (awareness of culture heritage, and social influence) and requirement (perceived value, perceived infrastructure support, perceived attractiveness) which was rarely done in past studies. By consolidating the perspective uncertainty variables, this study can suggest a more robust and comprehensive conceptual framework for the study of tourism heritage.

Uncertainty factors are playing great roles if the cultural heritage tourism destination has some connection to the respondent's nostalgia feeling. Studies that were specifically focusing on Gen-X however are still limited in cultural heritage tourism literature. This study therefore intends to fill in another literature gaps by examining the Gen-X tourists.

### **1.5.2 To Policy Makers**

Even though it is not easy to develop and conserve all cultural heritage tourism destination in Malaysia, the government has been playing an important role in helping local community to earn additional incomes (Ismail, et al., 2018). On top of increasing the living standard of local community, encouraging local tourists to tour in Malaysia can help to reduce the outflow of Malaysian currency. When the demand for cultural heritage tourism is growing in increasing, more secondary industry like homestays in rural areas and supplies to primary industry can be established (Ramli, 2017).

In summary, cultural heritage tourism can create economic and social benefits to community living at local and adjacent areas. Therefore, more tactical strategies need to be carried out to develop more cultural heritage tourism destinations in Malaysia.

## **Chapter 2: Literature Review**

### **2.1 Overview the Theoretical Frameworks of Uncertainty Reduction Theory (URT)**

The URT theory was developed by consolidating the concepts highlighted in the model of communication (proposed by Shannon and Weaver) and Initial Interaction Theory (IIT) that was founded by Berger and Calabrese in 1975 (Yuksel, n.d.). The IIT explains that reduction of uncertainty can be initiated under the following circumstances –motivating forces such as rewards are given by others; and when the person realize that the original anticipated outcome was not being planned in accordance with right order (Sunnaf Frank, 1986). In response to the second circumstance highlighted by IIT, URT explains that individuals will initiate interpersonal communication so that the necessary knowledge or information can be acquired if they intend to reduce the uncertainty feeling (Redmond, 2015).

Many uncertainty variables have been examined in literature. For example, Shin, Lee, and Yang, (2017) had examined how customer's uncertainty of the company product's perceived usefulness can be reduced by providing useful information related to product details and usage benefit. In Karl's (2018) study, the result supported that when respondents had gained sufficient related travel experience, uncertainty to travel to the studied destination has decreased. To elaborate, inexperienced travelers may have lower self-efficacy capacity and therefore uncertainty to travel to the studied destination was intensified. In another research, the perceived situation of one's tourism destination was an important uncertainty factor that had affected respondent's travel intentions (Karl, 2018). In Abu Bakar's study (2016), uncertainty has arisen as a result of the dissemination of negative word of mouth and vice-versa when positive word of mouth was received by the respondents.

In summary, different uncertainty variables have been tested in different studies. As long as the identified problems that have triggered the emergence of the study's issue are related to uncertainty factors, URT can be suitably used as the basic theory of the study. Similarly, URT is used in this study as the theory can guide current authors to construct an appropriate research framework that can solve the uncertainty factors which have been affecting the Gen-X respondents in visiting cultural heritage destinations in Malaysia that are not endorsed by UNESCO as world heritage sites.



## **2.2 Overview Relevant Past Studies' URT Research Models**

Many studies related to cultural heritage tourism have been carried out and a number of the studies conceptual framework was based on URT conceptualization. However, only few studies were using URT to examine people's intentional and actual behavior towards the visitation to cultural heritage tourism destinations. To detect the literature gaps, the relevant URT studies were examined (see Table 2.1).

Table 2.1 shows that uncertainty factors have been influencing respondents' travel decision, especially after the 911 terror attack incident (Mansfeld, 2006). The study results showed that risk and uncertainty had affected respondent's willingness to travel or selecting a destination. The study results also supported the suggestions highlighted in Drakos and Kutan's (2003) study; risk and uncertainty are important factors influencing destination choice.

Table 2.1. Overview past studies' conceptual framework that related to URT

Author's name (year of publication)	● Research model's Variables	Research Findings
Alvarez, Campo, & Fuchs. (2020)	<ul style="list-style-type: none"> <li>● Perceived attractiveness</li> <li>● Perceived risk</li> </ul>	The antagonism feeling that tourists may have towards certain country could influences the perceived attractiveness of the destination.
Cruz & Guzman (2017)	<ul style="list-style-type: none"> <li>● Perceive value</li> <li>● Infrastructure support</li> </ul>	Perceive value is the significant relationship between the tourists' behavior by having intention to visit heritage site in Malaysia
Karl (2018)	<ul style="list-style-type: none"> <li>● Uncertainty avoidance:</li> <li>● Novelty-seeking</li> <li>● Sensation-seeking</li> <li>● Risk-taking propensity</li> </ul>	All the studied risk and uncertainty variables had influenced travelers' intention and engagement in selecting a destination significantly.
Lai, & Vinh (2013)	<ul style="list-style-type: none"> <li>● Destination image</li> <li>● Destination awareness</li> <li>● Visitors satisfaction</li> </ul>	The successful destination awareness is able to enhance positive destination image and increase customer satisfaction to have intention to revisit heritage site again.
Munhurrana, Seebalucka, Naidoo,(2015)	<ul style="list-style-type: none"> <li>● Perceived value</li> </ul>	Perceived value of the tourist is an important factor that can influence tourist's travel purchase decisions and intentions
Fam et al. (2017)	<ul style="list-style-type: none"> <li>● Fulfilling Prestige</li> <li>● Enhancing Relation</li> <li>● Seeking Relaxation</li> <li>● Escaping from Daily Routine</li> <li>● Gaining Knowledge</li> <li>● Events and Activities</li> <li>● History and Culture attraction</li> <li>● Easy Access and Affordable</li> </ul>	The study found that respondents' intention to visit cultural heritage tourism destination was significantly related to the following variables: gaining knowledge and historical and cultural attraction.
Ukpabi & Karjaluoto, 2017)	<ul style="list-style-type: none"> <li>● Social influence</li> </ul>	Social influences through the social media can significantly influence the heritage tourism brands by comments and reviews from consumers.

Robinson (2015)	<ul style="list-style-type: none"> <li>• Social Influence</li> </ul>	To draw the tourists to a tourism destination, social media such as blogs, You Tube, Facebook and so on play a major role
Wong& Teoh (2015)	<ul style="list-style-type: none"> <li>• Enhance destination awareness</li> <li>• Improve brand awareness</li> </ul>	The past studies that shown out that online promotion is the method to enhance the destination awareness and tourists' intention to visit heritage site behavior to increase the brand name of heritage site in Malaysia.
Williams and Baláz, 2015	<ul style="list-style-type: none"> <li>• Knowledge</li> <li>• Risk</li> <li>• Uncertainty</li> </ul>	The two main sources of risk and uncertainty among the traveler respondents were related to unpredicted cause and effect that may arise during the visit in future. Both variables are related to limited information and knowledge of the place. In addition, the risk factor also can safeguard tourism innovation from being imitated by competitors.
Xie, Lee & Wong (2019)	<ul style="list-style-type: none"> <li>• Residents' attitude toward industrial heritage tourism</li> <li>• Co-creation</li> <li>• Place attachment</li> <li>• Authenticity</li> </ul>	The studied variables were significantly related to the development, conservation, and preservation of heritage culture when the destinations have experienced revitalization and urbanization.
Zhang, Pan& Xu (2016)	<ul style="list-style-type: none"> <li>• Social Influence</li> <li>• Trust</li> </ul>	Trust and social influence have significant relationships with intentions and reuse intentions to a tourism service provider.
Zheng, & Liang & Ritchie (2020)	<ul style="list-style-type: none"> <li>• Perceived attractiveness</li> </ul>	Tourists that have self-efficacy towards the heritage tourism would boost their perceived attractiveness.
Kisusi & Masele (2018)	<ul style="list-style-type: none"> <li>• Public awareness</li> </ul>	Public awareness able to increase cultural heritage tourism to fill the literature gap in this study and measure the heritage assets' public awareness of creation strategies.

Overall, URT can provide useful guidelines in assisting researchers to develop their study conceptual framework. For example, uncertainty that derived from local residents' attitude, intention to collaborate with service providers, and perceptions of how the local culture heritage was going to be shared, conserved, and preserved are related to the destination's capacity in maintaining its competitiveness and sustainability (Xie, Lee & Wong, 2019). Past researcher Samukelisiwe stated awareness involves the public toward creation value of knowledge toward the cultural of heritage destination that involving the value of conservation (Kisusi & Masele, 2018). The result collaborates with Timothy's (2014) study result, awareness among the local community and tourists can become a significant factor if they were aware of the importance to protect, conserve and preserve specific heritage culture from theft, reduction and embezzlement losses.

The past studies that shown out that online promotion is the method to enhance the destination awareness and tourists' intention to visit heritage site behavior to increase the brand name of heritage site in Malaysia (Wong, 2008) This is able to improve brand awareness of heritage sites in Malaysia which ultimately reduces uncertainty and increase the number of local and international tourists to visit the heritage site in Malaysia. This is supported by a study from Lai & Vinh (2013), that the successful destination awareness is able to enhance positive destination image and increase customer satisfaction to have intention to revisit heritage site again. Zhang, Pan & Xu (2016) found that trust and social influence have significant relationships with intentions and reuse intentions to a tourism service provider.

The impression is a reflection of the tourist's attitude towards several cues of the destination. Perceived value of the tourist is an important factor that can influence tourist's travel purchase decisions and intentions (Munhurrana, Secbalucka, Naidoo, 2015). Perceive value is the significant relationship between the tourists' behavior by having intention to visit heritage site in Malaysia. It is necessary to be improved tourism destination in terms of the accommodation, cleanliness, safety for tourism in order to have a quality infrastructure support of the heritage site (Cruz & Guzman, 2017). According to Zheng & Liang & Ritchie (2020), tourists that have self-efficacy towards the heritage tourism would boost their perceived attractiveness as tourists feel confident when they are visiting the destinations. Robinson (2015) found that in order to draw the tourists to a tourism destination, social media such as blogs, YouTube, Facebook and so on play a major role.

The antagonism feeling that tourists may have towards certain country could influences the perceived attractiveness of the destination, and therefore influences the intentions to visit the place as well. Furthermore, these antagonism feelings could increase the perceived risk of the possible occurrence of terror attacks at the destination. (Alvarez, Campo, & Fuchs, 2020). In summary, social influences through the social media can significantly influence the heritage tourism brands by comments and reviews from consumers. Such comments can significantly influence visit and revisit intentions. (Ukpabi & Karjaluo, 2017)

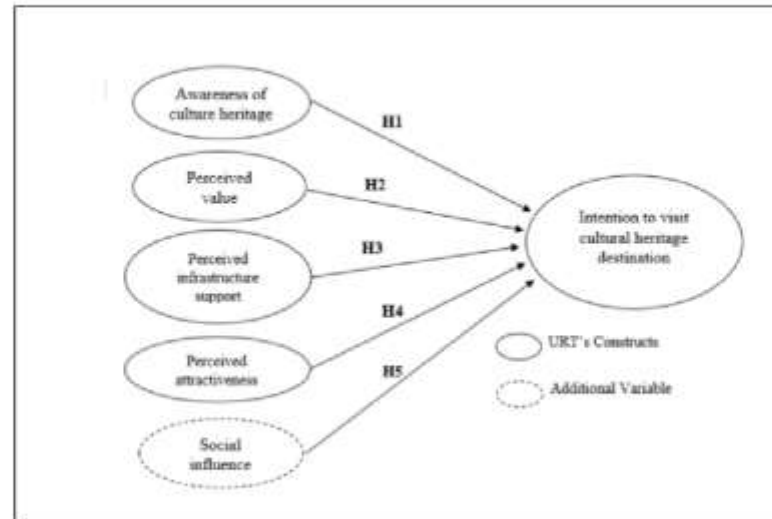
### 2.3 Relevant Studies Related to Social Influence

In the marketing and tourism domain, social influence has been broadly utilized as a structure for foreseeing human's action (Hsieh, Park & McNally, 2016). Social influence relates to how the studied respondent's intentional and actual behavior can change as a result of the influences received from other people (Maness, Cirillo & Dugundji, 2015). People interacted with each other through social networking. Advancement in information technology has intensified the effect of social influence formed by virtual communities which is connected through social media. To conclude, social influence can become a significant variable when the respondents were strongly attached to social media (Yurtoğlu, 2018). As the current study respondents, Gen-X is psychologically loyal and attached to their family members and friends (Kampf, Lorincová, Hitka, and Stopka, 2017); and social media followers (Bhavna & Ratinder, 2017; Herrero, San Martín, and De los Salmenes, 2017); the relationship between social influence and respondent's intention to visit cultural heritage destinations should be examined in this study.

### 2.4 The Proposed Conceptual Framework

To identify problems that have triggered the research issue and literature gaps highlighted in the sub-topics above has helped current authors to form the following conceptual framework.

#### Figure 2.1 Current Study's Conceptual Framework



Culture heritage is the important asset values of combination on culture, history in the society that revokes feelings of nostalgia to unite the sharing of the common past among the individuals of the society (Karadeiz, 2020; Ichumbaki & Lubao, 2019). Awareness on culture heritage is important to increase public awareness (Connolly, 2019); encourage inflow of tourists who are interested in seeking the opportunity to experience authentic local culture and heritage with local community (Jani, Sumrahadi, Mohamad, 2018; Chourasia and Chourasia, 2012; Kunwar and Chand, 2016). It was an utmost important internal resource to ensure the continuity of a cultural heritage tourism destination (Özdemir and Kose, 2019; Sheldon and Abenoja, 2001; Su et al., 2017; Timothy, 2000; Tosun, 2000; Kelly, 2018; Zhang, et al. 2015). Therefore, awareness is significant to increase public awareness, individuals to react more aware or influence with heritage cultures if individuals face in the new culture of new environments or cross-cultural boundary experiences or even congregation nationals encountering foreign immigrants (Lu, Lai & Liu, 2018; Gao, Lin, Sonia & Zhang, 2020).

Perceived value of a destination can be defined as the tourist's impression in terms of value a destination (Lee, et al; 2015). The impression is a reflection of the tourist's attitude towards several cues of the destination and the quality services provided by local community. (Jamilena & Garcia, 2018; Munhurrana, Seebalucka, Naidoo, 2015). According Wu & Li (2014),

perceived value toward the heritage destinations is important toward the tourists to have good or bad impression, satisfaction and quality services by the local community. Heritage image is important to explain the potential tourists feel that the perceived value that they would gain is not worth for the money, efforts and time that they would spend (Wu & Li, 2017; Cruz & Guzman, 2017).

The infrastructure are functional facilities and infrastructure that used to support tourism destinations to fulfil all needs and wants of tourist even it is not specifically stimulating development but it is improving at the same time after a destination has been developed (Vidya, 2016). It is vital for tourism management to understand travelers' multi-attraction travel behaviour in terms of well-developed or designed accommodations, transportation, proper facilities and infrastructure to support the heritage destination site (Kim, Thanpa and Kim, 2018). The sufficient of facilities can highly impact on destination competitively therefore it can make the service available and increase the production efficiency to attract tourism frequently visit to the non-endorsed destination site. However, shortage of infrastructure support can lead to invisible and difficult to access to non-endorsed tourism destinations, hence it is important to develop the user-friendly infrastructure to support the particular destination for non-endorsed tourism (Chin and Lo, 2017).

According to Yang (2018), attractiveness is the power that attracts a person in pursuing satisfaction with a conscious instinct or liking for an object, and the attractiveness of tourism can be explained as the mix of facilitating factors given to conveniences pursued by the travellers and the faith of recognition that the tourist sites deliver such conveniences. According to Piramanayagam, Rathore, and Seal (2020), perceived attractiveness is related to how the respondents have perceived the attractiveness of the destination. According to Ariya, Wishitemi and Sitati's (2017) research, the attractiveness of a tourism destination has become the motivating force for tourists to make decisions among competing destinations. Besides, offering interesting cultural events in non-endorsed heritage destinations would enhance perceived attractiveness to the tourists as the visitation experience plays an important role in determining the tourists' intention to visit (Piramanayagam, Rathore & Seal, 2020). Subsequently, perceived attractions within heritage destination influence tourists to spend longer time as tourists find interesting joining cultural exploration activities (Lin, Huang & Ho, 2020).

Social influence has been widely tested in literature. The variable is synonymously measured as the subjective norm variable, a theory of planned behavior's variable. According to See & Goh (2018), social influence consults to the effect of social norms on way of doing a thing, which is caused by the interplay and interdependence between consumers with or without personal consciousness. Furthermore, to make them more like other people with whom they interact, a person may alter their views, manners, beliefs or actions (Flache et al., 2017). Moreover, concept of social influence can be defined as a person's attitudes, decisions or intentions are easily affect by other people's point of view. These views may have an impact role and exert pressure on individuals to perform specific actions, such as visit heritage tourism (Yean, Johari & Sukery, 2015).

## **2.5 The Development of Current Hypotheses**

### **2.5.1 The relationship between tourist's awareness of heritage culture and intentional to visit non-endorsed world heritage site in Malaysia**

Awareness making only able to justify the cognitive concept aspect on how much visitors on learning and retain knowledge when visiting heritage site destination (Nelson, 2019). It is able to maintain the competitiveness of cities' sustainable of heritage tourism industry and protecting the cultural heritage from destruction, theft and others (Zhang, Zhong, Xu, Wang, and Dang, 2015). Consciousness of heritage culture able to educate younger generation by participating the related workshop or activities (Abd Hamid & Mohd Isa, 2020). Heritage culture is able to create tourist's awareness of heritage culture heritage site, increase positive impacts of tourism development to have the behavioral intention to visit. (Timothy, 2014). Local community aware on heritage culture, sites that are not designated by UNESCO to protect them well and ensuring the continuity numbers of visitors visiting (Abd Hamid & Mohd Isa, 2020).

H1: Tourist's awareness of culture heritage is related to Gen-X's intention to visit specific culture heritage tourism destination in Malaysia that is not endorsed as a world heritage site.

### **2.5.2 The relationship between perceived value and intentional to visit non-endorsed world heritage site in Malaysia**



Literature has supported the relationship between perceived value and intentional behavior. For example, positive perceived value has improved consumers' visitation and re-visit intention (Lee, Phau, Hughes, Li, & Quintal (2015); Rasoolimanesh, Dahalan, & Jaafar, 2016; Xin & Chia, 2015). Oriade & Schofield, (2019) found and support that several significant theoretical propositions related to the relationships between customer satisfaction, perceived value, quality, and behavioral intentions is existed when viewed from visitors' perspective. Overall, positive perceived value can enhance the uniqueness of the destination. Therefore, current authors predict that perceived value that may be gained by respondents if the visitation takes place is related to the respondent's intention to visit the destination.

H2: The perceived value of visiting cultural heritage destination is related to Gen-X's intention to visit specific culture heritage tourism destination in Malaysia that is not endorsed as a world heritage site.

### **2.5.3 The relationship between perceived infrastructure support and intentional to visit non-endorsed world heritage site in Malaysia**

Past study results did support that tourist's intention to visit cultural heritage tourism destination had increased positively if the destination is well-equipped with infrastructure and facilities that can improve tourist's perception of the destination's safety, comfort feeling, and cleanliness measures; and availability of the accommodation (Jusoh, et al. 2017). Abuamoud et al.'s (2014) study result suggested that the frequency count of visitation at cultural heritage destination would increase if the destination can be accessed comfortably by targeted respondents. As the target respondents of this study is tourists and age between 40 and 55, availability of good infrastructure support therefore is expected to function as a key determinant factor that can encourage their visitation intention. Thus, the authors predict that perceived infrastructure support is related to the respondent's behavioral intention.

H3: Tourist's perceived infrastructure support is related to Gen-X's intention to visit specific culture heritage tourism destination in Malaysia that is not endorsed as a world heritage site.

#### 2.5.4 The relationship between perceived attractiveness and intention to visit non-endorsed world heritage site in Malaysia

Attraction indeed is an important factor that can increase respondents' intention to visit specific cultural tourism destinations (Ismail et al. 2018; See & Goh, 2018). In Omar, Razak, Rawi, and Ramely's (2018) study, the authors highlighted that heritage tourism should not be only informative, but interesting enough to capture the eye of tourists. Another researcher also added the high degree of attractiveness of one heritage site motivates tourists to be more enjoyed during the journey (Antón, Camarero & Laguna-García, 2014). Tourism destinations with interactive exhibitions have a higher tendency to be perceived as more attractive by tourists compared to a traditional static gallery (Kempiak, Hollywood, Bolan & McMahon-Beattie, 2017). Buonincontri, Marasco, and Ramkissoon (2017) also added that tourists' behavioral intention towards non-endorsed heritage tourism stem from perceived attractiveness in various aspects, such as tourist's feelings, activities, sensation stimulation, belief and emotional reactions. We anticipated that the relationship between the perceived attractiveness and intentional behavior variables are related.

H4: Tourist's perceived attractiveness towards heritage tourism is related to Gen-X's intention to visit specific culture heritage tourism destination in Malaysia that is not endorsed world heritage sites in Malaysia.

#### 2.5.5 The relationship between social influence and intention to visit non-endorsed world heritage site in Malaysia

Social pressure from other reference group has affected tourist's intention to visit the studied cultural heritage tourism destination (Lo & Qu, 2015). According to Confente & Vigolo (2018), tourism experience can be disseminated through word of mouth among the tourists and the people surrounding them especially through social media. Moreover, a person's behaviour is mostly impact by important peoples around them such as their family members, friends, co-workers and so on (Song et al., 2014). As discussed earlier, a big number of Gen-X population living in worldwide countries has their own social networking and also they are attached to their family members and friends. Therefore, we hypothesize that social influence and intentional behavior is related in the context of this study.

H5: Social influence is related to Gen-X's intention to visit culture heritage tourism destination that are not endorsed as a world heritage site.

## **Chapter 3: Research Methodology**

### **3.1 Research Design**

As URT variables have been tested in many past studies, exploring the items that can measure the variables via qualitative approach is not necessary. Quantitative data was collected to confirm the theoretical propositions and past study results using statistical testing.

### **3.2 Sampling Design**

#### **3.2.1 Target Population**

According to the World Tourist Organization, visitor is referring to individuals who reside in an area outside the study region and visit the study region for official purpose or personal matters like vacationing. Similarly, this project defined tourist as individuals who has taken a short break from his/her normal living schedule and travel to somewhere else for holiday (McCabe, 2005).

Precisely, the target population of this project is defined as Gen-X tourists (1965-1980), residing in Malaysia, and is willing to travel to cultural heritage tourism destinations in Malaysia which are not designated as world heritage sites by UNESCO. Selecting a niche segment with similar characters allows current project to provide more useful indications to policy makers in planning strategic policies. A policy that aims to target a broad range of consumers or users may end up satisfying no ones.

Gen-X is targeted as they have more savings or disposable income compare to boomers and younger generations like Gen-Y or millennial or Gen-Z. Boomers were born after World War II in which the economic sectors were just at recovering stage. Although the younger generations are receiving higher numeration, much of their monetary resources are spent on asset purchases like car and house. Furthermore, the younger generations have lesser time for leisure as compare to Gen-X and boomers as they are expected to be very tied up with work. As Gen-X is heading for retirement age, part of their purchases installment is going to or has been settled and they use their employee provident fund soon. Gen-X people also like to seek cultural heritage experiences that can help to immerse them in nostalgia environment and memories (Virduso, 2016).

### **3.3.2 Sampling Method**

Probability sampling is a perfect sampling method to reduce biasness issue in selecting respondents. However, this method cannot be used in this project as the sampling frame with the list for Gen-X population in Malaysia is not available. Hence, a non-probability sampling, snowball sampling method is used to collect the data. Nevertheless, careful planning in selecting the sample was undertaken to minimize the biasness issue.

In implementing the snowball sampling method, we have collaborated with the respondents of initial phase. The respondents were requested to assist current authors to distribute the questionnaire to their family members/relatives/friends/acquaintances/colleagues. The respondents therefore have acted as a referrer on behalf of current authors. When the targeted count of questionnaire was collected, the current authors stopped the distribution of questionnaire.

### **3.3.3 Sample Size**

According to the Department of Statistics Malaysia (DOS) (2019), 32.68 million of population were resided in Malaysia in the fourth quarter of 2019. Published records that show the counts for Gen-X population in Malaysia however is not available. Nonetheless, according to DOS's estimation, 70% of the population in Malaysia was aged between 15 to 64 years old. Based on this reference, the current authors thereby estimated that the population counts of Gen-X were about 250,000. In deciding the sample size of targeted respondents of this project, Morgan's table for sample size was used (see figure 3.1). From the sample size table, the sample size for 250,000 counts is 384.

**Figure 3.1 Sample Size Table**

**MORGAN'S TABLE FOR SAMPLE SIZE**

Population Size	Confidence - 95%				Confidence - 99%			
	Margin of Error				Margin of Error			
	5.0%	3.5%	2.5%	1.0%	5.0%	3.5%	2.5%	1.0%
10	10	10	10	10	10	10	10	10
20	19	20	20	20	19	20	20	20
30	28	29	29	30	29	29	30	30
50	44	47	48	50	47	48	49	50
75	63	69	72	74	67	71	73	75
100	80	85	84	89	87	93	96	99
150	108	120	137	148	122	135	142	149
200	132	160	177	196	154	174	186	198
250	152	190	215	244	182	211	229	246
300	169	217	251	291	207	246	270	295
400	196	265	318	384	250	309	348	391
500	217	306	377	475	285	365	421	485
600	234	340	432	565	315	416	490	579
700	248	370	481	653	341	462	554	672
800	260	396	526	739	363	503	615	763
1000	278	440	606	906	399	575	727	943
1200	291	474	674	1067	427	638	827	1119
1500	306	515	759	1297	460	712	959	1376
2000	322	563	869	1655	498	808	1141	1785
2500	333	597	952	1984	524	879	1288	2173
3500	346	641	1068	2565	558	977	1510	2890
5000	357	678	1176	3288	586	1066	1734	3842
7500	365	710	1275	4211	610	1147	1960	5165
10000	370	727	1332	4899	622	1193	2098	6239
25000	378	760	1448	6939	646	1303	2399	9972
50000	381	772	1491	8956	655	1318	2520	12455
75000	382	776	1506	10514	658	1330	2563	13883
100000	383	778	1513	11762	659	1336	2585	14227
250000	384	782	1527	16348	662	1347	2626	15555
500000	384	783	1532	21423	663	1350	2640	16055
1000000	384	783	1534	28112	663	1352	2647	16317
2500000	384	784	1536	37667	663	1353	2651	16478
10000000	384	784	1536	50294	663	1354	2653	16560
100000000	384	784	1537	66031	663	1354	2654	16584
300000000	384	784	1537	86031	663	1354	2654	16586

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Source: The Research Advisors (2006)

### 3.4 Development of Research Tool

To develop the research tool, current study questionnaire was designed by using the measurement items used in past studies. For instance, the concept and awareness of preserving items was added for awareness of heritage culture variable. Besides, the measurement item of important people was added for social influence variable. For the perceived value, items that in term of price, efforts and time was added in questionnaires. Next, the items regarding to safety and hygiene issues, infrastructure and accommodation had been added to variable of perceived infrastructure support. The measurement about interesting of heritage tourism was added for perceived attractiveness variables.

The drafted statement of each measurement item is given to selected pilot test sample. After refining the drafted questionnaire statement, current authors had distributed the final

questionnaire to the online as the e-survey form and let the participants who meet our respondent's characteristics to fill in.

### 3.4.1 Measurements of the Current Research's Variables

Five independent variables (IVs): awareness of culture heritage, social influence; perceived value, perceived infrastructure support, and perceived attractiveness, and one dependent variable (DV) (intention to visit cultural heritage destination that is not endorsed as a world heritage site) were examined. All the measuring items for the studied variables were adapted from respective past studies. After modifying the wordings of the measuring item's statements adopted from past studies, the statements then were used to draft the questionnaire for pilot survey testing. Table 3.1 shows the modified measuring item statement for each studied variable and its sources of adoption.

**Table 3.1: The Measuring Items of Current Studied Variable and its Respective Questionnaire Statement**

Variables	Measuring Items	Adapted from...
Awareness of heritage culture	A1. I am familiar with the term of culture heritage.	Zhang, Zhong, Xu, Wang, and Dang, (2015)
	A2. I know about the concept of culture heritage.	
	A3. I am aware that culture heritage needs to be preserved like preserving and restoring historic relics that are significant to a culture or heritage.	
	A4. I am aware of the importance for protecting the cultural heritage from damage, destruction, theft, embezzlement or other loss.	
Perceived value	The visit to a specific cultural heritage destination that is not endorsed as a world heritage site by UNESCO should be ...	Wu and Li (2017)
	PV1. worth the price that I have paid.	
	PV2. worth the efforts that I may have invested.	
	PV3. worth the time that I may have spent.	

Perceived infrastructure support	<p>The cultural heritage destination that is not endorsed as a world heritage site by UNESCO should be ...</p> <p>PIS1. having quality infrastructure (road and utilities like electricity and water supply, etc).</p> <p>PIS2. having suitable accommodation.</p> <p>PIS3. having good standard of hygiene and cleanliness</p> <p>PIS4. safe to visit.</p>	Piramanayagam, Rathore, and Seal (2020)
Perceived attractiveness	<p>The cultural heritage destination that is not endorsed as a world heritage site by UNESCO should be ...</p> <p>PA1: having interesting historical attractions</p> <p>PA2: offering interesting cultural events</p>	Piramanayagam, Rathore, and Seal (2020)
Social influence	<p>S11 - People who are important to me agree that I should visit a cultural heritage destination that is not endorsed as a world heritage site by UNESCO.</p> <p>S12 - People who influence my behavior think that I should visit a cultural heritage destination that is not endorsed as a world heritage site by UNESCO.</p> <p>S13 - People whose opinions I value think I should visit a cultural heritage destination that is not endorsed as a world heritage site by UNESCO.</p>	Herrero, San Martín, and De los Salmones (2017)
Behavioural Intention (BI)	<p>B11 - I intend to visit a cultural heritage destination that is not endorsed as a world heritage site by UNESCO in future.</p> <p>B12 - I will probably visit a cultural heritage destination that is not endorsed as a world heritage site by UNESCO soon.</p> <p>B13 - I have positive feelings about cultural heritage tourism that is not endorsed as a world heritage site by UNESCO.</p>	<p>Herrero, San Martín, and De los Salmones (2017); and</p> <p>Piramanayagam, Rathore, and Seal (2020)</p>



### 3.5 Data Collection Method

Two sets of data were collected for pilot test and main statistical test. The following sub-topics explained the data collection processes for each method.

#### 3.5.1 Pilot Study

The purpose of pilot test is to minimize the non-sampling error. The item statement in the questionnaire draft was examined thoroughly so that the statement is measuring what it is intended to measure. To strengthen the construct validity, the drafted questionnaire was given to the project supervisor for vetting. The supervisor suggested that the statement should clearly let the respondents know that the studied object is referring to cultural heritage tourism destination that is not endorsed as a world heritage site. The measuring item statements therefore were modified accordingly.

After that, the modified draft of questionnaire was given to a small sample of tourists' participants. Fifteen participants were engaged through social media platform using convenience sampling. The main purpose of this exercise is to validate how much the participants can understand the truth meaning of each item statement. After a series of question and answer sessions, the current authors were confident that respondents of the main survey would share the same understanding as the pilot participants. No amendment was suggested by the participants.

The participants then were requested to answer the questionnaire so that a reliability test can be carried out. The result of the reliability test is shown at Table 3.2. The Cronbach's alpha score for all items is more than 0.65, which means in general, the participants could provide consistent response towards all the items that have been used to measure the respective variable.

**Table 3.2 The Reliability Test's Result from Pilot Study**

Variable's name	Cronbach's alpha score	Number of items
Awareness of culture heritage	0.703	4
Social influence	0.735	3
Perceived value	0.741	3
Perceived infrastructure support	0.691	4
Perceived attractiveness	0.693	2
Intention to visit cultural heritage tourism destination	0.683	3

### 3.5.2 Main Study

During the movement control order period as a result of Covid19 pandemic, it was not feasible for current authors to hand over the questionnaire hardcopy to respondents. Only limited number of questionnaire hardcopies has been distributed to current author's family members. Using the snowball sampling method, the family members were requested to distribute the e-questionnaire to other family members, friends, acquaintances, and colleagues who were categorized in Gen-X group. The second phase of respondents was then requested to distribute the e-questionnaire to their family members, friends, acquaintances, and colleagues using their social networking platforms. The same procedure was continued. Gen-X that resides in Malaysia and has the intention to visit cultural heritage destination in Malaysia are qualified to answer the questionnaire, regardless of their religion, race, and gender.

To ensure sufficient answered questionnaires can be collected for statistical analysis, current authors were using e-social media platforms like facebook and instagram to identify the initial phase of respondents as well. The same procedure was carried out for the distribution of e-questionnaire to the subsequent phases of respondents. Distributing questionnaire using smart devices like computers and smartphones were easily done as most of the Gen-X population in Malaysia does own at least one device.

On the cover letter, the topic of the project was shown so that the participants were aware that our target respondents are Gen-X people. Current authors' email address was shown on cover page too to facilitate the respondents to contact us for clarification or assistance, even though this is a self-administered questionnaire.

### 3.5.2.1 Questionnaire Design for Main Study

To further ensuring that the respondents are a representative of Gen-X and has the intention to visit any cultural heritage tourism destination in Malaysia that is not endorsed as a world heritage site, screening questions was placed on top of Section A and Section B's contents. The questionnaire includes two parts: Section A (for respondents to provide their demography data); and Section B (to seek for respondents' feedback on every item that was used to measure its respective variable using five-point Likert scale). Please see appendix 1 for the master copy of questionnaire designed for main survey.

### 3.5.2.2 Data Analysis Tool

The population demographic profiles data was analyzed descriptively. To confirm the project's hypotheses, a series of statistical tests were carried out. Internal consistency reliability test was used to ensure the respondents have answered the items of each variable at a consistent manner. If the Cronbach alpha score is above the threshold of 0.7, the data will be deliberate as reliable. After that, a Q-Q graph of each variable was drafted to affirm that the data for each variable is normally distributed.

Before running the regression analysis, the correlation relationship between the IVs and DV were checked. The relationship between the two variables is positive if the Pearson's correlation coefficient value is greater than 0. The value of less than 0 shows a negative association. However, problem happened when the IVs itself are highly correlated. To reduce the multicollinearity effect, variance inflation factors (VIF) test was carried out. The IVs are considered not highly correlated if the VIF value is lower than the threshold value of ten (10) (Mela and Kopalle, 2002).

Finally, multiple linear regressions analysis was carried out to confirm current hypotheses at significance level of 0.05. The following shows the multiple regression equation of this project:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + b_5X_5$$

Where,

- Y: Dependent Variable (intention to visit cultural heritage destination)
- X<sub>1</sub>: Awareness of culture heritage

X<sub>2</sub>: Social influence  
X<sub>3</sub>: Perceived value of visiting cultural heritage destination  
X<sub>4</sub>: Perceived infrastructure support  
X<sub>5</sub>: Perceived attractiveness  
a: y-intercept or constant statement  
b<sub>1</sub>, b<sub>2</sub>, b<sub>3</sub>, b<sub>4</sub> and b<sub>5</sub>: Regression coefficient of X<sub>1</sub>, X<sub>2</sub>, X<sub>3</sub>, X<sub>4</sub> and X<sub>5</sub>

### **3.6 Ethical Considerations**

To assure the respondents that data collected for this project is merely for academic purpose and their demographic data will not be commercialized, the personal data protection statement is attached with the questionnaire (see appendix 1). The endorsement of the statement by the respondent signified to their voluntary participation.

## Chapter 4: Result and Discussion

### 4.0 Introduction

The collected data were used for descriptive and inferential analysis. The following topics elaborate the results in detail.

### 4.1 Descriptive Result

#### 4.1.1 Respondent Demographic Profile

A total of 384 completed questionnaires were collected. Comparatively, more male respondents have answered the questionnaire. Half of the respondent counts have visited a cultural tourism destination one to three times. Such response is not surprising as Malaysia has four world heritage sites, endorsed by UNESCO.

**Table 4.1 Distribution of Demographic Profile Data**

	Frequency Count	Valid Percent	Cumulative Percent
<b>Gender</b>			
Male	242	63.0	63.0
Female	142	37.0	100.0
Total	384	100.0	
<b>Age</b>			
40-47 years old	236	61.5	61.5
48-54 years old	148	38.5	100.0
Total	384	100.0	
<b>Previous visitation to Heritage Site in Malaysia</b>			
None	48	12.5	12.5
1-3 times	190	49.5	62.0
4-8 times	84	21.9	83.9
> 8 times	62	16.1	100.0
Total	384	100.0	
<b>Current occupation</b>			
Retired	50	13.0	13.0
Self-employed	165	43.0	56.0
Unemployed	42	10.9	66.9
Others	127	33.1	100.0
Total	384	100.0	

#### 4.1.2 Association between demographic variables and studied variables

On top of examining the frequency count of the demographic factors, examining how the categories of demographic variable react towards the studied variable would allow current authors to give a useful indication to policy makers to specially focus on specific demographic group. The crosstabulation result that shows the association between variables can only be considered valid if the statistical test (Chi-Square) is significant, below 0.05.

A series of crosstabulation tests were undertaken and only one crosstab table (see Table 4.2) show the association between variables is still valid at 0.075 (or at confidence level on 92.5%). The result shows that 62.2% females compared to 37.8% males feel that awareness is an important factor. Plausible, this is because females are more likely to take the leading role in planning family (Remoaldo et al. 2014). Therefore females are more aware of availability and types of tourism compared to males (Karatsoli and Nathanail, 2020).

**Table 4.2 The Relationship between Gender and Awareness**

		Gender * Awareness Crosstabulation				
		Disagree (1.00 to 2.99)	Neutral (3.00)	Agree (3.01 to 5.00)	Total	
Gender	Female	Count	7	28	207	242
		% within Gender	2.9%	11.6%	85.5%	100.0%
		% within Awareness	46.7%	77.8%	62.2%	63.0%
		% of Total	1.8%	7.3%	53.9%	63.0%
	Male	Count	8	8	126	142
		% within Gender	5.6%	5.6%	88.7%	100.0%
		% within Awareness	53.3%	22.2%	37.8%	37.0%
		% of Total	2.1%	2.1%	32.8%	37.0%
Total	Count	15	38	333	384	
	% within Gender	3.9%	9.4%	86.7%	100.0%	
	% within Awareness	100.0%	100.0%	100.0%	100.0%	
	% of Total	3.9%	9.4%	86.7%	100.0%	

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.191 <sup>a</sup>	2	.075
Likelihood Ratio	5.392	2	.067
Linear-by-Linear Association	.008	1	.927
N of Valid Cases	384		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.55.

#### 4.2 Inferential Analysis Result

A series of statistical analyses were carried out before confirming current study's hypotheses.

##### 4.2.1 Reliability Result

Table 4.2 shows that the reliability coefficients for all variables are higher than the threshold value of 0.7 and this indicate that the data is reliable for further statistical analyses.

**Table 4.2 Reliability Test's Result**

Variable	Cronbach's alpha score	No. of items
Awareness	0.853	4
Social Influence	0.893	3
Perceived Value	0.683	3
Perceived Infrastructure Support	0.825	4
Perceived Attractiveness	0.793	2
Intention to visit cultural heritage tourism destination	0.766	3

##### 4.2.2 Correlation Result

Table 4.3 shows that the Pearson's correlation coefficient scores are less than 0.6 which signify that each IV is not strongly correlated with the DV. Therefore, it would be interesting to check the causal relationship between the IVs and DV in the regression analysis.

**Table 4.2 Bivariate Correlation between Independent and Dependent Variables**

	Awareness	Social influence	Perceived value	Infrastructure support	Attractiveness	Intention
<b>Awareness of culture heritage</b>						
Pearson Correlation	1	.441**	.433**	.362**	.432**	.452**
Sig. (2-tailed)		.000	.000	.000	.000	.000
N	384	384	384	384	384	384
<b>Social influence</b>						
Pearson Correlation	.441**	1	.471**	.455**	.477**	.593**
Sig. (2-tailed)	.000		.000	.000	.000	.000
N	384	384	384	384	384	384
<b>Perceived value of visiting cultural heritage destination</b>						
Pearson Correlation	.433**	.471**	1	.494**	.467**	.452**
Sig. (2-tailed)	.000	.000		.000	.000	.000
N	384	384	384	384	384	384
<b>Perceived infrastructure support</b>						
Pearson Correlation	.362**	.455**	.494**	1	.545**	.377**
Sig. (2-tailed)	.000	.000	.000		.000	.000
N	384	384	384	384	384	384
<b>Perceived attractiveness</b>						
Pearson Correlation	.432**	.477**	.467**	.545**	1	.455**
Sig. (2-tailed)	.000	.000	.000	.000		.000
N	384	384	384	384	384	384
<b>Behavioral Intention</b>						
Pearson Correlation	.452**	.593**	.452**	.377**	.455**	1
Sig. (2-tailed)	.000	.000	.000	.000	.000	
N	384	384	384	384	384	384

\*\* . Correlation is significant at the 0.01 level (2-tailed).

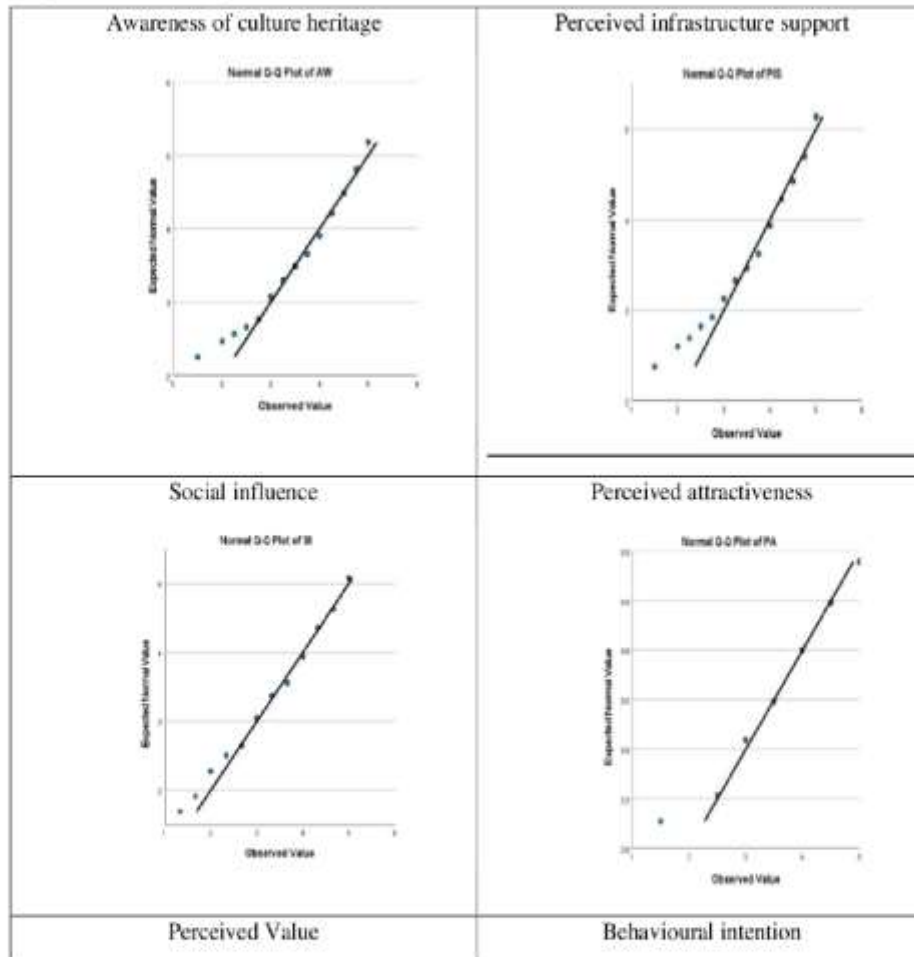
#### 4.2.3 Normality of Data Distribution

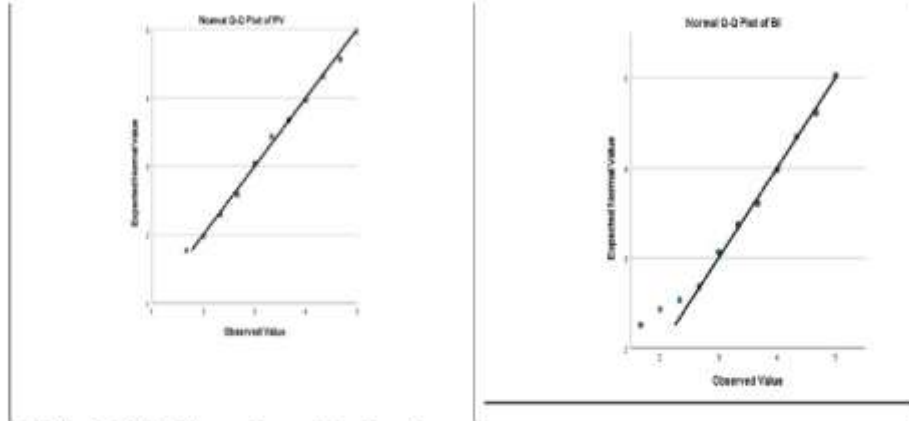
It is necessary to ensure the data of each variable is distributed normally. Q-Q plot for each studied variable were plotted. Figure 4.1 shows that the observed and expected values for each variable's data is linearly associated, which indicates that multiple regression using linear function can be used to check the causal relationship between the studied variables. If the data is



not normally or linearly distributed, a different version of multiple regression analysis needs to be used.

Figure 4.1 Normality of Data Distribution of Each Variable





**4.2.4 Multiple Linear Regression Result**

Table 4.3a, 4.3b, and 4.3c shows the breakdown of multiple linear regression results. First, the 'model summary above' shown in Table 4.3a indicates that 42.8% of the variation in the dependent variable can be explained by four IVs: social influence, awareness of culture heritage, perceived value, perceived attractiveness. The balance 57.2% of the variation is explained by other variables that are not investigated in this project.

**Table 4.3a Regression Result – Model Summary Table**

Model Summary <sup>a</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.593 <sup>a</sup>	.351	.349	.49224
2	.629 <sup>b</sup>	.396	.393	.47544
3	.645 <sup>c</sup>	.416	.412	.46806
4	.654 <sup>d</sup>	.428	.422	.46387

- a. Predictors: (Constant), IV5: Social influence
- b. Predictors: (Constant), IV5: Social influence, IV1: Awareness
- c. Predictors: (Constant), IV5: Social influence, IV1: Awareness, IV2: Perceived value
- d. Predictors: (Constant), IV5: Social influence, IV1: Awareness, IV2: Perceived value, IV4: Perceived attractiveness
- e. Dependent Variable: DV: intention to visit specific culture heritage tourism destination in Malaysia that is not endorsed as a world heritage site by UNESCO.

Secondly, the result shown in the ANOVA table indicates that at least one of the significant IVs is related to the DV at the significant level of 0.05 (see Table 4.3b).

**Table 4.3b Regression Result – ANOVA Table**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	50.077	1	50.077	206.672	.000 <sup>b</sup>
	Residual	92.500	382	.242		
	Total	142.638	383			
2	Regression	56.212	2	28.257	125.007	.000 <sup>c</sup>
	Residual	86.123	381	.226		
	Total	142.638	383			
3	Regression	59.389	3	19.796	90.362	.000 <sup>d</sup>
	Residual	83.249	380	.219		
	Total	142.638	383			
4	Regression	61.087	4	15.272	70.975	.000 <sup>e</sup>
	Residual	81.550	379	.215		
	Total	142.638	383			

a. Dependent Variable: DV intention to visit specific culture heritage tourism destination in Malaysia that is not endorsed as a world heritage site by UNESCO.

b. Predictors: (Constant), IV5: Social influence

c. Predictors: (Constant), IV5: Social influence, IV1: Awareness

d. Predictors: (Constant), IV5: Social influence, IV1: Awareness, IV2: Perceived value

e. Predictors: (Constant), IV5: Social influence, IV1: Awareness, IV2: Perceived value, IV4: Perceived attractiveness

Before determining the relationship between the IVs and DV, it is important to ensure the significant IVs are not highly correlated (see Table 4.3c). As the VIF scores for all the significant IVs are less than the threshold value of 10 (Mela & Kopalle, 2002), the IVs therefore are independent. To determine which IV can explain the change of the DV, regression t-test analysis was carried out. Through the coefficient table, the social influence has the highest regression coefficient score, followed by awareness, perceived value and perceived attractiveness. In other words, social influence is among the most significant factor that had affected gen-X's visitation intention.

**Table 4.3c Regression Result – Regression Coefficient Scores**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
Model 1							
(Constant)	2.009	.136		14.734	.000		
IV5: Social influence	.510	.036	.593	14.376	.000	1.000	1.000
Model 2							
(Constant)	1.465	.167		8.792	.000		
IV5: Social influence	.420	.038	.488	11.004	.000	.805	1.242
IV1: Awareness	.224	.042	.237	5.336	.000	.805	1.242
Model 3							
(Constant)	1.266	.173		7.318	.000		
IV5: Social influence	.370	.040	.430	9.234	.000	.709	1.410
IV1: Awareness	.179	.043	.190	4.166	.000	.740	1.351

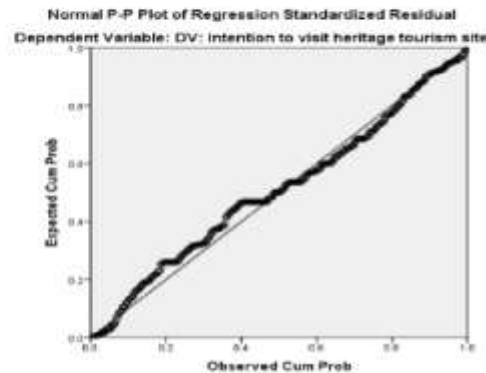
IV2: Perceived value	.148	.041	.168	3.622	.000	.715	1.398
Model 4 (Constant)	1.084	.183		5.915	.000		
IV5: Social influence	.339	.041	.394	8.230	.000	.659	1.518
IV1: Awareness	.153	.044	.162	3.515	.000	.707	1.414
IV2: Perceived value	.118	.042	.134	2.824	.005	.669	1.494
IV4: Perceived attractiveness	.127	.045	.134	2.810	.005	.665	1.503

To summarize, the multiple regression equation is as shown below:

$$\text{Intentional behaviour (Y)} = 1.084 + 0.339 (\text{Social influence}) + 0.153 (\text{Awareness}) + 0.118 (\text{Perceived value}) + 0.127 (\text{Perceived attractiveness})$$

The regression result shows that one of the IV, perceived infrastructure support does not have significant relationship with the DV at the precision level of 0.05. Finally, figure 4.1 confirmed that whether the accumulated effect created by the significant IVs is linearly related to the DV.

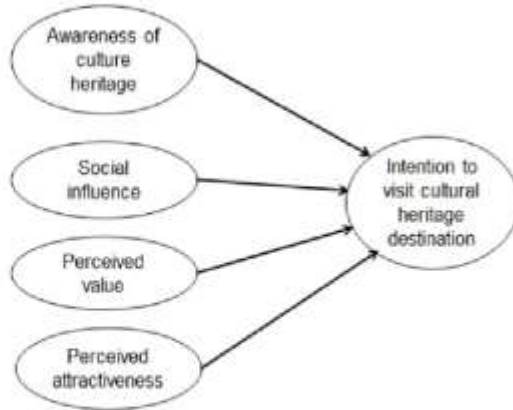
**Figure 4.2 Normal P-P Plot of Regression Standardized Residual**



#### 4.4 Current Developed Research Model

Based on the result, the final research conceptual model for this project is shown by figure 4.2.

**Figure 4.3 Current Developed Research Model**



#### 4.6 Conclusion

In confirming current hypotheses, a series of statistical analysis have been undertaken to ensure the data and result can meet the respective reliability and validity requirements. Overall, the URT variables that have been tested in past studies are applicable in the context of this study, except the perceived infrastructure support variable. Table 4.4 shows the summary of the confirmation of current project's hypotheses.

**Table 4.4 Confirmation of Current Hypotheses**

Details of hypothesis	Remarks
H1: Tourist's awareness of culture heritage is related to gen-X's intention to visit specific culture heritage tourism destination in Malaysia that is not endorsed as a world heritage site by UNESCO.	Supported
H2: Social influence is related to gen-X's intention to visit specific culture heritage tourism destination in Malaysia that is not endorsed as a world heritage site by UNESCO.	Supported
H3: The perceived value of visiting cultural heritage destination is related to gen-X's intention to visit specific culture heritage tourism destination in Malaysia that is not endorsed as a world heritage site by UNESCO.	Supported
H4: Tourist's perceived infrastructure support is related to gen-X's intention to visit specific culture heritage tourism destination in Malaysia that is not endorsed as a world heritage site by UNESCO.	Not Supported
H5: Tourist's perceived attractiveness towards the heritage tourism is related to gen-X's intention to visit specific culture heritage tourism destination in Malaysia that is not endorsed as a world heritage site by UNESCO.	Supported

## **CHAPTER 5: CONCLUSION AND IMPLICATIONS**

### **5.1 Accomplishment of Research Objectives**

To solve the uncertainty problems, two specific objectives are established. The first objective is established to test two uncertainty variables (awareness and social influence) and the result shows that the two hypotheses (H1 and H2) are supported. To encourage Gen-X tourists to visit the destination, it's important to ensure that they are aware of the concept and the need to preserve culture heritage. Social influence is the most important variable and because Gen-X is strongly attached to family and social networking support. Advices or suggestions given by the tourist's networking counterpart plays a significant role in influencing their visitation behaviour.

The second objective of this project has three hypotheses (H3, H4, and H5) - related to perceived value, perceived infrastructure support, and perceived attractiveness variables. However, only H3 and H5 are supported. This implies that in considering the visitation, the respondents became uncertain when they were not sure that their money and non-monetary resources would be worth spending. Besides that, if the respondents are uncertain of the destinations' attractiveness – in terms of the historical facts or myth and the cultural events, they may have less visitation intention.

H4 is not supported. Probably, this is because Gen-X respondents were inconsistent in determining the effect of perceived infrastructure support on the DV (see Table 5.1). Let's look at the four world heritage sites in Malaysia. The heritage cities (Georgetown and Malacca) are well supported by road, water, communication, and health infrastructure. World heritage sites located in remote areas like Gunung Kinabalu are less equipped with excellent infrastructure support. As a result, a group of the respondents may feel that infrastructure support is an important factor that can increase their intentional behavior which is opposite to another group's perception. The following topic discusses the implication of the results to the academics and policy makers.

### **5.2 Implications**

#### **5.2.1 Implications for Academia**

Studies on uncertainty factors have been widely tested in tourism literature. Uncertain variables from the following perspective - what the tourists need to possess so that the visitation

can be materialized - were examined as well. In conjunction to the detected problems that have been causing the less visitation intentional behavior, this study is examining the uncertainty variables from two perspectives: what the tourists hope to acquire upon their visit (perceived value and perceived infrastructure support); and how internal resource (awareness of culture heritage) and external resource (social influence) have influenced their visitation behavior. To summarize, URT can be flexibly enriched and the selection of the uncertainty variables depends on the study's perspective(s) and must be related the problems highlighted in the study. In addition, studies that have compiled the examination of current studied variables in literature are still rarely been undertaken.

### 5.2.1 Implications for Policy Makers

Visitation to cultural heritage tourism destinations that is not endorsed as a world heritage site can help local community to gain additional income and jobs. Appreciating local culture heritage also can encourage people from different culture to live harmoniously. In addition, encouraging Malaysian to vacation in domestic tourism destination can reduce the outflow of local currency. To materialize the mutual benefits, both the public and private sectors need to collaborate.

In response to the significant effects generated by awareness, perceived value and perceived attractiveness; the government and service providers should advertise and promote the destination that can reach the Gen-X. Focus on highlighting the advantages or benefits that could map the gen's X requirement. Educating Gen-X to conserve the cultural heritage of specific destination through documentary showcase, and organizing public talks or local events, even though the place is not designated as a world heritage site. By exposing the local lifestyle to the respondents, Gen-X will become more aware of the importance in preserving the local culture heritage, can roughly estimate the cost for holidaying there, and will appreciate the attractiveness of the historical facts or myth and local people way of life.

As Gen-X tourists are strongly attached to its social networking, the advertisement and promotion strategy can involve social influencers and/or social networking platforms. Social influencers are credible people who have vast knowledge and expertise about the local cultural heritage. Special forum or social media platform can be set up so that the influencers can



disseminate their messages. Getting the right target and right media, the message can be snowballing to the Gen-X respondents.

Based on the cross tabulation test (see table 4.2) shows that 62.2% females compared to 37.8% makes feel that awareness is an important factor. The public and private policy makers can actively be supporting a shared culture and heritage, mutual identity and cultural diversity; promoting communities and individual talents; preserving heritage sites and local arts which can highly impact of women's awareness to the availability of cultural heritage site that is not endorsed by UNESCO.

### **5.3 Research Limitations**

Every data collection method has its pros and cons. The data collection method used in this project has its limitation. As the population movement is constraint by the standard operation procedures implemented by the government, disseminating the questionnaire using smart devices and e-platforms were used. As the authors have less opportunity to interact with the respondents face-to-face, the authors cannot guarantee that the respondents have interpreted the questionnaire item statement as what the authors intended to measure. So far, the authors have not received any e-queries from respondents. It could be a good news or a bad news.

Unable to interpret the questionnaire item statement cohesively among the respondents could be a reason why the perceived infrastructure support variable is non-significantly related to the intention behavior variable. For example, respondents could have interpreted the meaning of 'suitable' accommodation as 'comfortable' or 'authentic'.

### **5.4 Recommendation for Future Research**

To enhance the respondents understanding of the questionnaire item statement, the e-questionnaire should be prepared in several languages; English, Bahasa Malaysia, Mandarin and Indian for the respondents to choose. This approach hopes that incoherent responses will be minimized which may compromise the accuracy of the end results.

To reduce the discrepancy in interpreting the meaning of the questionnaire item statement, the future researchers need to explain more clearly of what they want to measure.

To ensure the respondents of gender is distributed more equally between male and female, the initial phase respondents must be equally contributed by different gender. There is advice for the referrer to distribute the questionnaire to both genders.

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**Appendix 1: Questionnaire**

1. Your age  40 - 47 years old  48 - 55 years old
2. Do you have the intention to visit any cultural heritage tourism destination in Malaysia that is not endorsed as a world heritage site by UNESCO?  Yes  No

**Section A: Demographic profile**

Please tick only ONE appropriate answer on each of the following question.

1. Gender  Male  Female
2. Previous visit to any cultural heritage tourism destination in Malaysia  None  1 - 3 times  
 4 - 8 times  8 times or above
3. Current occupation  Retired  Self-employed  Unemployed  Others

Section B: Please circle the best answer based on the scale of 1 to 5, which [(1) = Strongly Disagree; (2) = Disagree; (3) = Neutral; (4) = Agree; (5) = Strongly Agree].

**Awareness of culture heritage**

Strongly Disagree → Strongly Agree

		1	2	3	4	5
<b>A1</b>	I am familiar with the term of "heritage culture".					
<b>A2</b>	I know about the concept of "heritage culture".					
<b>A3</b>	I am aware that heritage culture needs to be preserved like preserving and restoring historic relics that are significant to a culture or heritage.					
<b>A4</b>	I am aware of the importance for protecting the cultural heritage from damage, destruction, theft, embezzlement or other loss.					

**Perceived value of visiting cultural heritage destination**

Strongly Disagree → Strongly Agree

		1	2	3	4	5
	The visit to a specific cultural heritage destination that is not endorsed as a world heritage site by UNESCO should be ...					

<b>PV1</b>	worth the price that I have paid.	1	2	3	4	5
<b>PV2</b>	worth the efforts that I may have invested.	1	2	3	4	5
<b>PV3</b>	worth the time that I may have spent.	1	2	3	4	5

**Perceived infrastructure support**

Strongly Disagree → Strongly Agree

	The cultural heritage destination that is not endorsed as a world heritage site by UNESCO should be ...					
<b>PIS1</b>	having quality infrastructure (road and utilities like electricity and water supply, etc).	1	2	3	4	5
<b>PIS2</b>	having suitable accommodation.	1	2	3	4	5
<b>PIS3</b>	having good standard of hygiene and cleanliness.	1	2	3	4	5
<b>PIS4</b>	safe to visit.	1	2	3	4	5

**Perceived attractiveness**

Strongly Disagree → Strongly Agree

	The cultural heritage destination that is not endorsed as a world heritage site by UNESCO should be ...					
<b>PA 1</b>	having interesting historical attractions.	1	2	3	4	5
<b>PA 2</b>	offering interesting cultural events.	1	2	3	4	5

**Social influence**

Strongly Disagree → Strongly Agree

<b>SI1</b>	People who are important to me agree that I should visit a cultural heritage destination that is not endorsed as a world heritage site by UNESCO.	1	2	3	4	5
<b>SI2</b>	People who influence my behaviour think that I should visit a cultural heritage destination that is not endorsed as a world heritage site by UNESCO.	1	2	3	4	5
<b>SI3</b>	People whose opinions I value think I should visit a cultural heritage destination that is not endorsed as a world heritage site by UNESCO.	1	2	3	4	5

**Behavioral intention**

Strongly Disagree → Strongly Agree

<b>BI1</b>	I intend to visit a cultural heritage destination that is not endorsed as a world heritage site by UNESCO in future.	1	2	3	4	5
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<b>BI2</b>	I will probably visit a cultural heritage destination that is not endorsed as a world heritage site by UNESCO soon.	1	2	3	4	5
<b>BI3</b>	I have positive feelings about cultural heritage tourism that is not endorsed as a world heritage site by UNESCO.	1	2	3	4	5

## Final Report Checking

### ORIGINALITY REPORT

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9	Meehyang Chang, Jung-Hoon Kim, Daecheol Kim. "The Effect of Food Tourism Behavior on Food Festival Visitor's Revisit Intention", Sustainability, 2018 <small>Publication</small>	<1%
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