IJSCET

International Journal of Sustainable Construction Engineering and Technology

Willingness of Residents to Participate in UAE Heritage and Culture Tourism Industry

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Abstract: Heritage and culture tourism is very cruicial to the economic development of a country. Thus, it is essential that native people should have knowledge about heritage and culture so that they able to spread the knowledge by taking advantage of the media channel. The current study assessed the willingness of the UAE residents on the heritage and culture tourism of UAE. hence, this paper presents a quantitative study to assess the willingness of UAE residents to involve in heritage and culture tourism of their country. A questionnaire survey was conducted to gauge 11 questions related to heritage and culture tourism from the participants in terms of their level of agreement using 5-points Likert scale. A total of 558 questionnaire samples were distributed however 501 completed questionnaire forms were collected and analysed. The analysis found that majority of the respondents has basic information regarding heritrage and tourism of the UAE. They are interested and willing to know more about the heritage and culture of the UAE. A significant number of respondents mentioned that they wish to visit UAE heritage with their family. It was also pointed out by the respondents that they have not experience all types of tourism to heritage locations in UAE. The findings from this study emphasis the need of promoting more about the heritage eventhough the media has playing very important role in distributing awareness and knowledge regarding heritage and tourism of the UAE.

Keywords: Heritage, culture, tourism, UAE

1. Introduction

Heritage includes natural, cultural, tangible and intangible entities, as well as urban and rural areas, landscapes, tourist destinations, centers of creative industries, archives and digital records. It brings significant growth in cultural and heritage tourism. It is not only an acknowledgment of new societal and political expectations, but these led to a conceptual and methodological renewal of the social sciences and humanities that virtually all academic disciplines were concerned with the study of cultural heritage. As a result, the social sciences and humanities have gained prominence in both scholarly research and societal application, such as in the representation of values, traditions, and customs. The importance of cultural heritage and cultural tourism and strategies for its growth should therefore be considered in this study along with the following:

• Cultural heritage includes everything that is inherited, chosen and used to create an identity. It also reorganizes these elements into complex groups that are constantly in communication with other levels of identity formation (from global to local)

• Local cultural heritage is built and rebuilt on and between these levels. Cultural heritage can also be a target of these competing interpretations of heritage and legacies because identities are often shaped by them; As a result, many authorized letters of inheritance coexist.

• Social and political constructions as well as the use of regional cultural heritage inevitably change the role of representatives of the social sciences and humanities in these identity formations, as their critical and reflective tradition is a valuable asset that needs to be conveyed through novel approaches and methods.

2. Literature Review

The roots of civilization can be found in the tree. The strength of the tree and its ability to withstand the vicissitudes of time increase as more trees are planted. The nation's entire cultural output can also be referred to as "the heritage of the nation" Heritage is what ancestors left behind as a lesson from the past and a way for children to express themselves from the present to the future. Chai (2019) debating the significance of cultural characteristics and heritage in the tourism sector pointed out that after Georgetown, Penang was designated a heritage city by UNESCO in 2008. This city is well-known for its heritage, culture, and abundance of beautiful urban and architectural landmarks. It was chosen as one of the cities in the introduction to globalization-friendly cities. However, the harsh reality was that it was difficult to preserve cultural heritage for the benefit of architectural and economic development. This study sought to examine strategies for dealing with heritage tourist attractions that alternate between the ancient and the modern, as well as the challenges city planners face in fusing various cultures in one location.

There are numerous contradictions between the preservation of cultural heritage and how authentically cultural heritage and heritage tourism are perceived (Dai et al. 2021). The two researchers discussed these contradictions in great detail to address the sustainability of heritage tourism in China. In order to achieve this, the researchers in Nanjing, China, interviewed several experts in the field of tourist attractions and distributed a questionnaire on cultural heritage (Xia, 2020). This study discovered that tourists' awareness of the cultural significance of the monuments they visit is a sign that the past is being preserved. It also discovered that one of the ideas underlying the sustainability of cultural tourism is the evaluation of heritage monuments and their authenticity, which has an impact on how credibly visitors deal with these monuments. The two researchers disagreed on monument preservation as well. These monuments' cultural significance and compatibility with ongoing depreciation processes under a variety of environmental factors and conditions demonstrated the value of adequately disseminating information about heritage tourism to promote the sharing of heritage knowledge and to maintain the sustainability of heritage tourism. In a discussion regarding the issues that tourist cities and regions face, as well as the attacks that call for the removal of these monuments and the construction of more civilised and progressive landmarks, Salonia's (2020) highlighted that tourist areas are places with multiple historical phenomena. This opinion is the result of the tourist attractions not being suitable for today's civilization, which demands more refined and refined appearances. The study also covered multiculturalism between native-born people and immigrants, the inability to predict strategic visions for development policies in tourist attractions, and the challenge of following the official data released by the UNESCO and other international bodies on tourism development in regions with historic landmarks.

On the other hand, historical cultural centres are firmly rooted in historical cities and have infrastructure that is resilient to time and its changes. Despite the pressures that tourist cities face and the desire for civilised development at the expense of historical monuments, these cities adapt to change in accordance with the diversity of identities (Salonia, 2020). In order to ensure the sustainability of heritage tourism, Asmelash (2019) conducted a study. This study sought to examine the relationship between visitor satisfaction and the sustainability of heritage tourism in Tigray, which is regarded as one of the cradles of ancient Ethiopian civilization. This study used a questionnaire to gather information from both domestic and foreign tourists. 392 tourists were selected at random to receive the questionnaire. The findings showed that tourists are aware of the importance of and topics related to sustainable tourism, as well as societal, cultural, and economic sustainability. The interaction of cultures between visitors and locals is a crucial indicator of sustainability that influences visitors' satisfaction and necessitates improved management of tourism-related activities for institutional sustainability. Palembang is regarded as an economic and political powerhouse in Southeast Asia due to its popularity with Chinese and Persian tourists. Lussetyowati (2020) discussed Palembang's tourism potential as well as the role of the government in protecting the city's architectural heritage, creating a variety of job opportunities based on heritage tourism, and enhancing the quality of life for locals. To preserve urban culture and heritage while simultaneously fostering economic growth and development to bring about the desired economic benefits, heritage and cultural tourism must be connected to the local economy.

Additionally, Light (2019) examined the history of dark tourism, which spanned the years 1996 to 2016. He also examined the concepts of thanatourism and the evolution of these concepts, highlighting the contrasts and continuities among these forms of travel. The topic was assessed in light of the moral dilemmas surrounding these forms of travel, their ideological and political underpinnings, as well as the character of the destinations visited and the suffering experienced by travellers there. Data for this study were gathered using a questionnaire tool, and this information helped to show where there is a disconnect between the demand for these kinds of travel and the advertising that encourages people to try it. The researcher argued for the significance of the aforementioned types of tourism to

heritage tourism. In spite of the presence of numerous monuments, tourist attractions, and things that can be studied in terms of anthropology, sociology, history, and religion. Nwankwo (2019) introduced a study for heritage tourism in the Igbo region of Nigeria, where there are many challenges that the local people face in reviving their tourism. The study's goal was to identify the obstacles and determine how to overcome them, whether they were caused by geographic separation between tourist hotspots, cultural taboos among locals, or widespread degradation of heritage resources due to national events. In order to advance the public interest and implement corrective measures to address the imbalance between tourism and cultural resources, the study stressed the need to concentrate on enhancing heritage resources. It also recommended tolerance for traditional values and collaboration with others.

Ursache (2020) argued about a variety of social and economic phenomena including tourism, one of the most effective social constructors. One of the most pressing needs of the present time is the promotion of heritage tourism, which has become a significant contributor to economic development. The preservation of historical sites and other tangible, intangible, and intangible resources that foster innovation in cultural and heritage tourism is important. Through the evaluation of heritage destinations, the researcher examined the strategies for tying tourism and sustainable development together. It also used qualitative analysis, highlighting the sustainable development model while discussing the economic value of tourism in Southeast Europe and the need to link tourism and heritage relations among the member states of the European Union. In Indonesia's Borobudur Temple, where the temple has been listed as a World Heritage Site since 1991, Hasanah (2020) introduced a study about climate comfort assessment for tourism purposes. This has led to the temple drawing large crowds of visitors as a result of the climate comfort, which is one of the factors promoting tourism to this temple. The tourism climate index, temperature and humidity index, and holiday climate index are used in this study to analyse the levels of climatic comfort. The number of tourists increased in the period of the comfortable months, which was from June to August, according to climate data collected for the years 2010 to 2019. The findings also revealed that a large percentage of foreign visitors to the temple are climate-sensitive and that the comfort of the climate has a significant impact on the number of visits to the temple. This study aims to comprehend the relationship between climate indicators and visitor numbers and to assist local governments in using climate data to develop effective tourism policies.

A study on international competition in the field of heritage tourism and the creation of novel and unheard-of travel destinations was presented by Sushant Kumar in 2020. The goal of many international initiatives was to increase countries' competitiveness in the field of heritage and cultural tourism. The study found that it is challenging to identify the most well-liked and preferred tourist destinations for visitors from abroad. It also emphasised the need to investigate the connection between heritage, culture, and a country's tourism competitiveness. Further, the relationship between the competitiveness of various countries and the national cultures of 73 countries was examined in this study in order to provide a thorough explanation of the concept of competitiveness in the tourism industry. Multiple regression was used to investigate these relationships, as well as a cluster analysis to categorise these countries. The findings showed the need to create national policies to match tourism competitiveness and improve these countries' capacities to compete and draw in foreign tourists, as well as the existence of individual dimensions and differences between countries in the long-term trends to promote cultural and heritage tourism (Kumar, 2020). Ismail (2019) argued that visiting the Capitan Keeling Mosque in Penang, which is one of the heritage and cultural resorts of the Muslim community in India. The study highlighted the significance of ethnic, cultural, and heritage identity in sustaining heritage tourism in this resort, particularly with the creation of monuments in a way that appeals to tourists. Besides these, it was indicated that this resort is regarded as one of the primary and pivotal symbols in growing and enhancing the social strength and quality of life of the community in Georgetown, India, which is why heritage tourism has been successful for the Muslim community there. Krishnamurthy (2021) asserted the 2011 UNESCO recommendation, which emphasised the value of community involvement in integrating heritage practises into the sustainable development of urban and tourist areas, is extremely significant. The study emphasised that these practises are rare in China and that the government should work to create, test, and evaluate strategies for local and global participation in heritage preservation.

Kemperman (2021) examined publications on heritage tourism for more than 45 tourism journals for the period between 2010 and 2020. He then analysed the results and experiences of these publications on tourism research and the best of these experiences in order to select the useful ones, provide measures for tourists' preferences, and suggest suitable heritage and cultural tourism alternatives while determining the abilit. The researcher used an independent methodology to study and analyse these experiences.According to a recent study by Bhosale et al. (2021), many geological discoveries have been made in western India, more specifically in the Kachchh Rift Basin. This basin is regarded as a significant location for geologists because it allows them to comprehend the typical geological changes through a number of sedimentary sequences of an era. Additionally, India lost a significant competitive advantage as a result of the lack of preservation of these tourist attractions due to the lack of interest in these regions. Due to their enormous potential to be used as the first "Jurassic" Geological Park of the Kashe Basin, the study proposed two significant geosynthetic sites, namely the Fort Canthkot Hill and the bed of the Trambao River. The study highlighted the significance of safeguarding geological heritage to achieve sustainable economic development by encouraging awareness and a collaborative approach among locals, visitors, and geological experts.

Khan (2021) presented data on household spending on heritage and cultural tourism as well as the ability for families to travel within Pakistan. This information helps Pakistani families play a more active role in promoting local tourism customs and cultural and heritage tourism within Pakistan. In order to strengthen the role of the family in tourism practises, the researcher concentrated on the role played by Pakistani women in allocating travel expenses and making wise decisions for their families' domestic travel. The findings demonstrated that improving the role of the family in tourism practises still has an impact on the stimulation of tourism to the extent necessary for economic and social development in Pakistan, despite the fact that most of them have declined. Tuladhar (2021) pointed out that mountain tourism in Nepal, the country's landscape, and the sizeable areas that draw visitors are all closely related to the topography of the country and have an impact on community life. Using a social ecosystem approach, the researcher looked into the relationships between the cryosphere and high mountain livelihoods. It was reported that with the influx of tourists, the population's reliance on imported goods grew and turned into a significant source of national income in Nepal. The study reported that most significant issue is the lack of effective strategies in the Nepalese economy to help reduce risks that complicate people's lives and prevent the activation of new forms of tourism, like cultural and heritage tourism.

Hsiao (2021) argued that investing in tourism at cultural heritage sites can have numerous positive economic, social, cultural, and environmental effects. Investments in the practise of developing resources, such as the concentration of resources with areas of cultural heritage, yield benefits. Because of this, the literature such as experiences as a tourist destination around the globe emphasizes the value of cultural heritage as crucial to achieving economic as well as social development, thereby indicating at the very least a new vision for sustainable development that focuses on the local communities as it realises opportunities for learning as the development of human resources.

3. Research Methodology

A self-administered questionnaire survey was conducted to collect the data. A questionnaire survey is an efficient method which saves times as well as money (Almarashda et al. 2021). The willingness of the people to learn about the UAE heritage was assessed using 5-point likert scale The Likert scale is a multi-variable psychometric scale. Respondents can choose to express their thoughts, attitudes, or feelings about a specific issue (Nemoto and Beglar, 2014 cited by Almansoori et al. 2021). It is a one-dimensional scale that ensures all items of measurement measure the same thing. It is one of the most widely used measurement scales in survey research (Giudici, 2005; Oppenheim, 2000). The scale used in this study was strongly agree, agree, neutral, disagree and strongly disagree.

Data collection focused all seven Emirates where the total population was around 500,000 people, and the sample was 558 participants for the study as in table 1.

Table 1 - UAE population and sample size (age 18 to 40 years)

Emirate	Population	Sample	Percentage
Abu Dhabi	349000	146	26%
Dubai	115000	137	25%
Sharjah	27130	89	16%
Ras Al Khaima	4670	73	13%
Ajman	2080	49	9%
Fujairah	1051	35	6%
Umm Al Quwain	910	29	5%
Total	499841	558	100%

Table 1 shows that a total 558 sampels were collected from the personnel of age from 18 year to 40 years. Some of the questionnairte forms were incomplete and contained missing data which were rejected and not included in the analysis. A total of 501 questionnaire forms were complete in all aspected which were considered vcalid and used for further analysis.

4. Results and Discussion

Data collected from the respondents through 501 completed questionnaire was analyzed statistically to conclude the perception of the respondents. Before analyes of the 11 questionnaire asked from the respondents to assess their willingness for learning about the heritage of the UAE, the basic information of the respondents was analyzed. These respondents involved personnel from both the genders i.e male and femal as summarized in table 2.

Table 2 - Gender distriobution of the respondents

Gender	Frequency	Percentage
Males	390	78.0%
Females	111	22.0%

Total	501	100.0%

Table 2 shows that majority of the respondents participating in the survey were male respondents representing 78% of the survey data. Remaining 22% respondents are female citizens. The marital status of the respondents was also resported as in table 3.

Table 3 - Marital status of the respondents

Marital Status	Frequency	Percentage
Single	212	42.0%
Married	289	58.0%
Total	501	100.0%

From table 3 it is perceived that 42% respondents are single and 58% respondents are married. Marital status was asked from the respondents as it plays important role in affecting the trends of tourism for individuals, as most of individuals are heading to take their vacation outside the country, and we aim to encourage them to spend their vacations inside the country and enjoy the tourism in UAE with its culture and heritage destinations. The age distribution of the respondents is summarized in table 4.

Table 4 - Age distribution of the respondents

Age	Frequency	Percentage
18-25	165	33.0%
25-30	120	24.0%
30-35	127	25.0%
35-40	89	18.0%
Total	501	100.0%

It is seen from table 4 that a significant number of the respondents is of age 18 years to 25 years representing 33%. This is a great portion of the society that must be focused on promoting the heritage through the media and social networks as the increase of using smartphones and internet is supporting the expansion of social media and other media channels onlineThis is followed by the respondents of age 30 years to 35 years represented by 25% respondents. On the other hand, 24% respondents are of age group in between 25 years to 30 years while remaining 18% respondents are 35 years to 40 years old. These respondents have obtained various level of education as presented in table 5.

Table 5 - Education level of the respondents

Education Level	Frequency	Percentage
Master or PhD	87	17.0%
BA	185	37.0%
High School	132	26.0%
Less than high school	97	19.0%
Total	501	100.0%

Table 5 shows that the majority of participants are educated with BA education level, and then the high school level, only 17% of the participants are having PhD education level and the remaining percentage are less than high school level. The percent of 26% are educated up to the high school only, and the majority have BA Degree with percent of 37%, and only 19% have education less than high school. Table 6 below presents the job/occupational status of the respondents.

Table 6 - Education level of the respondents

Job	Frequency	Percentage
Student	167	33.0%
Employee	90	18.0%
Free Business	201	40.0%
Not Employed	43	9.0%
Total	501	100.0%

From table 6, it is seen that 33% respondents are students who are considered the most important component of the society playing rolef or the tourism in field of cultural and heritage tourism. The major portion of the respondent i.e. 40% represent the the individuals who have free business and entrepreneurs from the society, only 18% are employed and 9% are unemployed. The respondents were asked about the williningness to gain more information about the

heritage of the UAE by asking different questions. The respondent were asked to express their opinion using scale as Strongly Agree(SA), Agree (A), Normal (N), Disagree (D) and Strongly Disagree (SD). First question which was asked by the respondents is "I am familiar with the progress and achievements of UAE and historical figures" while second question asked by the respondents is "I would like to know about UAE heritage". The responses of the collection by the respondents were analysed statistically and the results are presented in Figures 1 and 2.
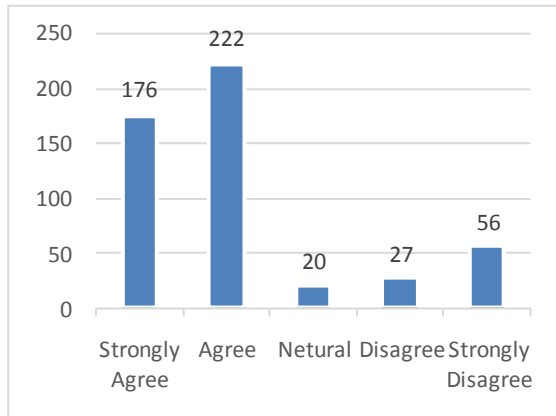
Fig. 1 - Familarity with progress and achievements of UAE
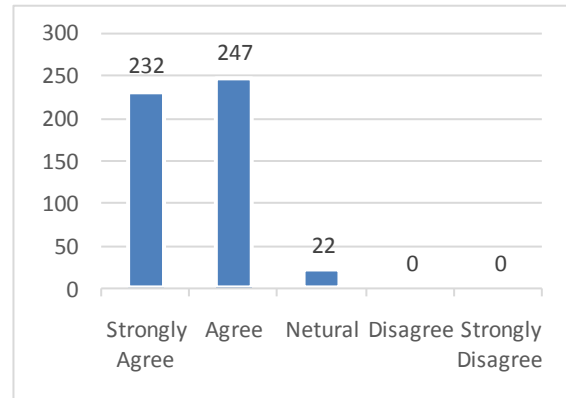
Fig. 2 - I would like to know about UAE heritage

Figure 1 portraits that 44% of the participants mentioned that they are familiar with progress and acheivements of UAE and historical figures, while 35% strongly agree too, only 5% disagree and 11% strongly disagree. This means that the majority are familiar with the progress and achievements of UAE and historical figures. While the response for question 2 as in figure 2 regarding the need to know more about the heritage in UAE, 46% respondents strongly agree and 49% agree which is considered the majority of participants is willing for gaining more knowledge about the heritage and culture. Third question of the survey was "I enjoy visiting museums in the country" while "The UAE has a great heritage and history" was fourth question which was asked from the respondents. The opinion of the participants was gathered and analyzed as presented in Figure 3 and 4.
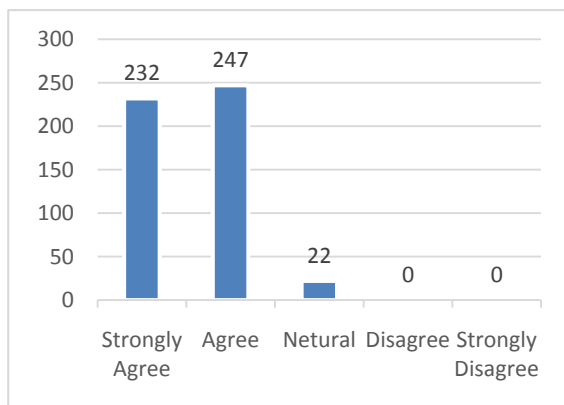

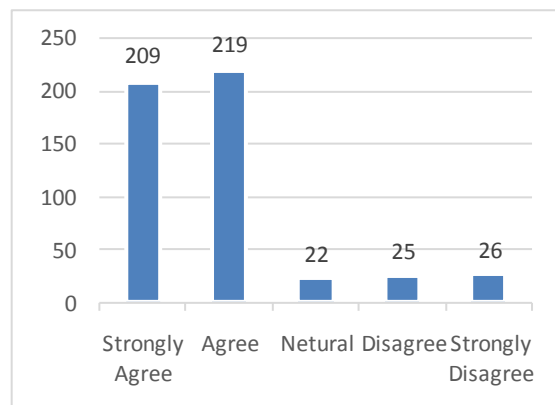**Fig. 3 - Enjoying heritage tourism**

Fig. 4 - UAE has a great heritage and history

Figure 3 shows that 80% respondents were agreed that they enjoy visiting the musems in UAE and only 16% said they don't agree. On the otherhand, 86% mentioned that UAE has great heritage and history while only 10% dis agreed that UAE has great heritage and 4% responded as netural answer for the question. The respondents were also asked that whether "Emiratis care about their national heritage" and "Enjoy the taste of UAE food and watching the UAE folklore" as question 5 and question 6. The summary of the responses is presented in figure 5 and figure 6 respectively.
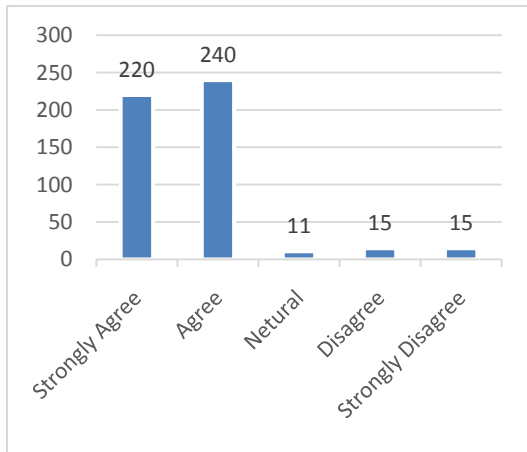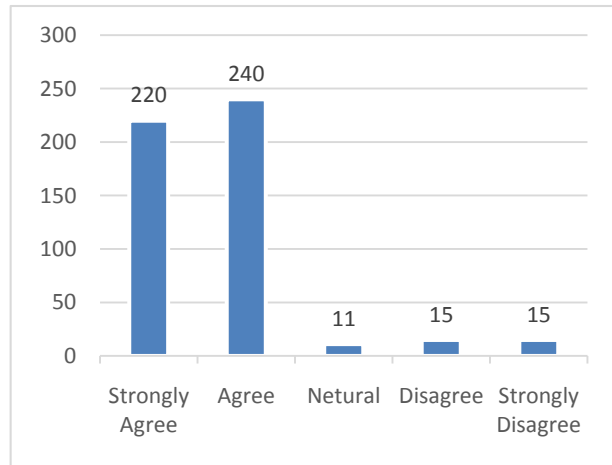
Fig. 5 - Caring about heritage and culture

Fig. 6 - Enjoying traditions, folklore, and food

In figure 5, the participants were reflecting the great importance of heritage by 85% where they are deeply caring for their culture and heritage, only 6% are not agree with the idea, but it is very important to have the care for the heritage and culture. Figure 6 shgows that 94% participants agreed that they enjoy the traditions, folklore, and UAE food that is available in festivals and national events, this percent is considered very high regarding the number of participants and compared to others. The respondents were also asked question 7 as "I need to know more about Emirati Heritage and culture and read more about it" while question 8 asked by the respondents was "I repost all posts about heritage and culture in UAE through my social media accounts". The summary of the answers of the respondents is presented in figure 7 and figure 8 respectively.
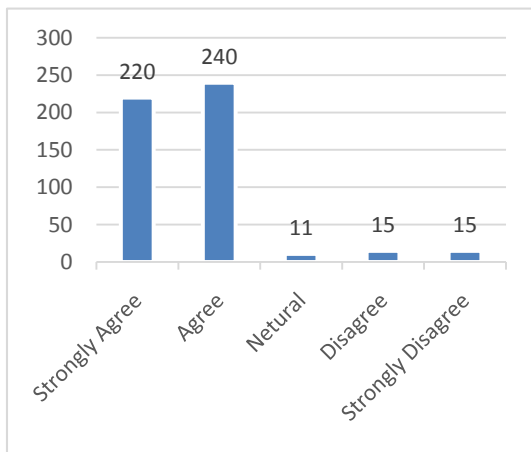

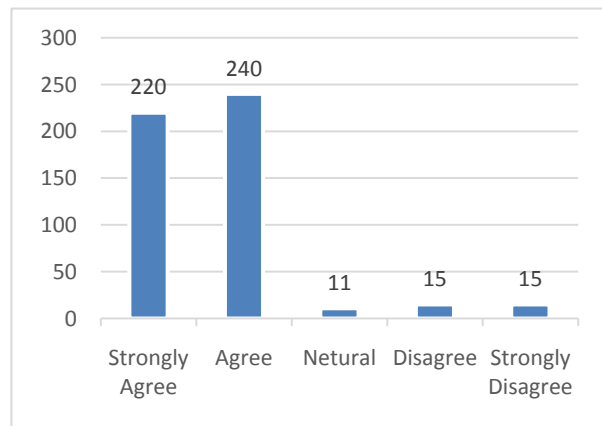**Fig. 7 - Knowing the heritage and culture**

Fig. 8 - Enjoying traditions, folklore, and food

Figure 7 depcits that 94% of the participants are in need for learning more about UAE heritage and culture and read more, while only 6% of the participants are either netural or don't agree for the point of learning heritage and culture for UAE. Further. using the social media to promote for tourism in UAE was an important point, we found that 86% of the participants agree to use their private accounts for the promotion of heritage and culture tourism in UAE, while only 8% disagree and 2% didn't provide specific answer. Question 9 and question 10 asked from the respondents were "I experienced all types of tourism to heritage locations in UAE and enjoyed them" and "I am always motivated to visit heritage and culture destinations in UAE".
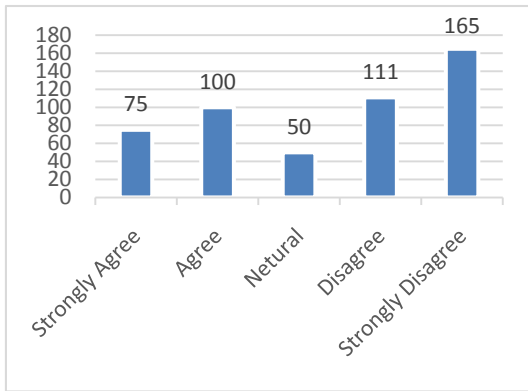
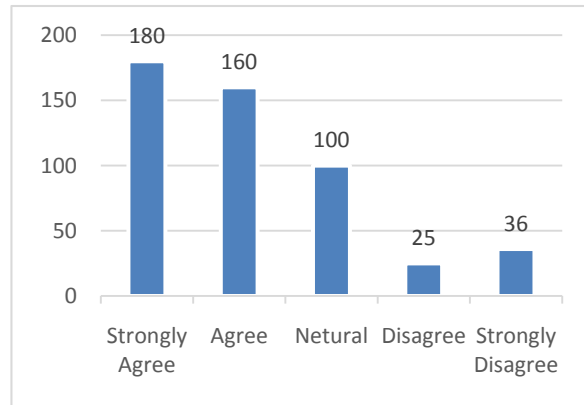**Fig. 9 - Experiencing tourism and enjoyment**

Fig. 10 - Motivation to visit heritage and culture destinations

Figure 9 shows that 55% of the participants didn't experience any tourism visit to heritage and culture locations in UAE, which is a high percent that requires to work on promoting the tourism of heritage and culture and support the efforts of the UAE government that aims to increase the number of tourists. Whereas figure 10 shows that 68% of participants are motivated, while 20% didn't decide yet, which is a high percent and there must be a solution to motivate those participants, and also 12% are not willing to be motivated. The last question of the survey was "I intend to travel to heritage destinations with my family and friends in summer" and the response of the participants is depicted in figure 11.
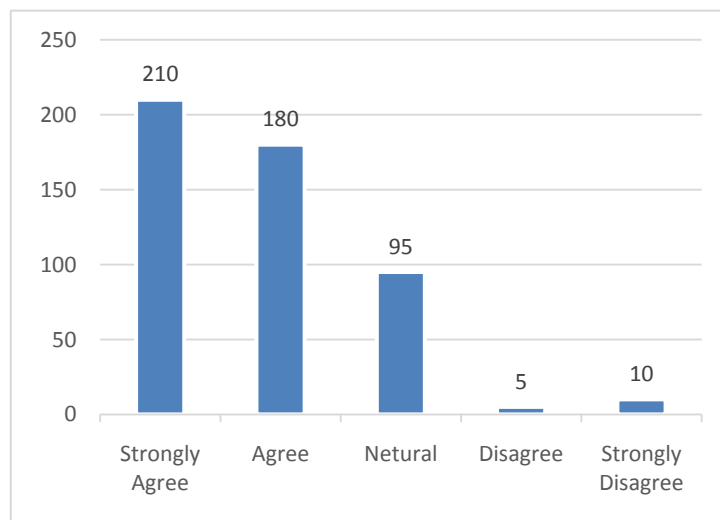

Fig. 11 - Have intention to visit UAE and visit heritage and culture area

Figure 11 shows tha the majority of participants with 78% are welling to visit UAE for heritage and culture tourism, while only 19% didn't decide and 3% are not welling to make tourism. Overall summary of the responses for all the 11 questions is presented in table.

Table 7 - Summary of the questionnaire findings

Nos.	Investigated Questions	SA	A	N	D	SD
1	I am familiar with the Emirati and historical figures.	35%	44%	4%	5%	11%
2	I would like to know about UAE heritage.	46%	49%	4%	0%	0%
3	I enjoy visiting museums in the country.	40%	40%	4%	7%	9%
4	The UAE has a great heritage and history.	42%	44%	4%	5%	5%
5	Emiratis care about their national heritage.	44%	48%	2%	3%	3%
6	Enjoy the taste of UAE food and watching the UAE folklore.	43%	51%	2%	2%	2%
7	I need to know more about Emirati Heritage and culture.	43%	51%	2%	2%	2%
8	I posted all the UAE heritage and culture in my social media accounts.	39%	47%	6%	2%	6%
9	I experienced all types of UAE tourism to heritage locations.	15%	20%	12%	22%	33%

| 10 | I am motivated to visit UAE heritage and culture destinations. | 36% | 32% | 20% | 5% | 7% |
| 11 | I intend to travel to heritage destinations with my family | 42% | 36% | 19% | 1% | 2% |

Based on the results, there are high indicators to the importance of developing new innovative promotion programs for the local tourism, espcially for those who are focusing on the external tourism, and also for those who are welling to discover more about the UAE heritage and culture, the majority are welcoming the internal tourism.

5. Conclusion

The current study measured how interested visitors and residents were in the UAE's history and tourism. The study involved asking the participants 11 questions on their levels of agreement. The majority of respondents had a basic understanding of UAE heritage and tourism, according to analysis of 501 questionnaire forms filled out by employees between the ages of 18 and 40. Additionally, they are eager to learn more about the history of the United Arab Emirates. A sizable portion of respondents said they would like to take their families to see the UAE's heritage. The respondents also emphasised that not all sorts of tourism to heritage sites in the UAE had been enjoyed by them. This emphasises the necessity of marketing heritage more, despite the media's crucial role in spreading awareness and understanding about history and tourism in the UAE.

Acknowledgement

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