A Multi-Dimensional Study on Cultural Heritage Tourism: a Global Perspective

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Abstract
This study has some critical purposes such as: 1) To develop a theoretical structural model of cultural heritage tourism destination image formation and future intentions by investigating tourist functional motivation, motivational conflicts, and perceived value in cultural heritage tourism; and, 2) To test empirically the conceptual model of relationships among the constructs, 3) To identify the differences of functional motivation, perceived value, overall destination image and future intentions across the demographic and visiting behaviors of cultural tourists; 4) To examine the impact of tourist functional motivation on perceived value in cultural heritage tourism; 5) To examine the relationship among perceived value, overall destination image, and future intentions in cultural heritage tourism; 6) To examine the differences of gender motivational conflict on functional motivation, perceived value, overall destination image and future intentions; and, 7) To examine the influences of cultural distance on functional motivation, perceived value, overall destination image and future intentions in cultural heritage tourists. Data were collected from tourists visiting the Iran. The six-stage procedures of structural equation modeling, which was suggested by Hair et al. (2006, p.734) was adopted to test the multiple relationships in the proposed model. This study will contribute to both research and practice.
Keywords: cultural heritage tourism, perceived values, domestic and international tourists

Introduction

Nowadays, tourists' increased demand and expectations regarding destinations have led to the emergence of specific niche markets. For instance, in addition to the typical conventional "mass" experiences best characterized by destinations fulfilling the "three S" type experience of sun, sand, and sea, ecotourism of the mid-1980s created a sustainable tourism and adventure travel market for less developed world destinations (Boo, 1990; Boyd & Butler, 2000). However, since the late 1990s, interest in promoting the past as a tourist "experience" has emerged (Prentice, 1993). Such experience tourism concentrates on the value of an area's historic, natural, and cultural resources. Cultural heritage tourism is not a new phenomenon; rather, it is a reflection of increased tourist demand creating a broader market for offering new and more varied experiences to domestic and foreign tourists (Prentice, 1993; Timothy & Boyd, 2003). According to the World Tourism Organization, cultural tourism currently accounts for 37 percent of all tourist trips—a demand that is growing by 15 percent every year (Richard, 1996a). Recent statistics also demonstrate that around 70 percent of all Americans are traveling to Europe to seek cultural heritage experiences. During 1996, approximately half of all American domestic travelers—almost 65 million people—participated in some type of cultural or heritage tourism activity, such as visiting a historic site or museum or attending a musical arts or other cultural event (Miller, 1997). In addition, Statistics Canada (1997) found that international travelers place greater emphasis on visits to natural heritage sites; their major markets include the United States and Western Europe. With regard to the American market, over 13 million trips of one night or more were recorded in 1996, with culture being cited as one of the four top reasons for travel. Similarly, in the Western European region, over 700,000 visitors from the United Kingdom and 450,000 from Germany visited the region in 1996 to experience aboriginal culture and see aspects of natural heritage (i.e., national or provincial parks). Furthermore, over 450,000 visitors from France cited culture as the main reason for travel. As a complex social and psychological experience, tourist motivation has provided practical managerial insights as well as integral theoretical contributions to tourism research. Motivation research suggests that, although both internal and external forces influence tourist motivation, internal forces such as tourists' psychological aspects should take precedence over external factors, such as destination attraction, regardless of the importance of both push and pull factors. This research has resulted in the functional motivation approach, which addresses the psychological reasons people hold the attitudes they do (Fodness, 1994; Katz, 1960; Smith, Bruner, & White, 1956). Sheth, Newman, and Gross (1991) further suggested that, as an interactive preference experience, the functional motivation aspects of individuals influence the evaluation of a destination. Because motivation has a strong relation with the way that different people perceive thesame space or destination, individuals perceive and encounter spaces differently based on their own cultural motivation toward specific destination. Moreover, cultural tourists do not all have the same past

experiences or the same desire for an intense cultural experience (McKercher, 2002). Their participation in cultural activities depends upon their motivations. Since they possess more cultural motivation as well as more knowledge and experience than other tourists, cultural tourists spend more time participating at their cultural destination sites or cultural experiences. Cultural tourists eventually perceive the value of cultural places based on the degree of cultural motivation and their past or present experience. The stronger the cultural motivation, the stronger the perceived value a tourist obtains. Thus, understanding cultural tourists' behaviors at such spaces requires exploring the link between the motivation and the perceived value. However, since the tourist experience is a complex psychological phenomenon, regardless of the strong relationship between tourist motivation and perceived value of the destination, their behaviors at a destination sites are controlled by external stimuli such as site location, inconvenience, lack of time, and lack of money (Howard & Crompton, 1984). In other words, the perceived value of a cultural heritage destination will be influenced by situational factors or their socio-demographics. Thus, while they travel, tourists may feel motivational conflict due to their level of experience, available time, level of authenticity, demographics, or cultural differences. This will result in perceived value being controlled by the situational or conditional factors (Sheth et al., 1991). For instance, suppose two tourists have a strong cultural motivation for travel. Although both have the same amount of cultural motivation, the cultural tourist whospends a significant amount of time—such as four hours—at the sites may have a stronger perceived value than the tourist who only spends a couple of minutes at the sites. Consequently, the former will be better able to appreciate the content of the trip and have more realistic expectations about the available cultural attractions. Both tourists will form a global view of their travel experience; accordingly, they will determine the value of the travel based on their cultural experience. Perceived value has been identified as one of the most important measures for gaining a competitive advantage in consumer behavior research (Holbrook, 1999), affecting behaviors such as product choice, purchase intention, and repeat purchasing. As the trade-off between product quality and perceptions of consumer sacrifice, perceived value is acknowledged as a significant determinant of whether a tourist will intend to return and revisit a destination (Chen & Tsai, 2007; Dodds, Monroe, & Grewal, 1991; Murphy, Prichard, & Smith, 2000). In addition, prior research in tourism recommends that, rather than using one-dimensional value, adopting multi-item measurements of perceived value is more effective for predicting tourist behaviors. Because the tourism phenomena involves very complicated individual experiences, tourist behaviors are influenced by all the values such as emotional, economic, social, artistic, and so on. On the other hand, research about the destination image formation process suggests that people's perceptions of various attributes within a destination ultimately form an overall destination image, which indicates that their overall destination image depends on the perception of individual attributes (i.e., perceived value) (Ahmed, 1991; Baloglu & McCleary, 1999a, 1999b; Beerli & Martin, 2004a, 2004b; Stern & Krakover, 1993). Furthermore, studies in destination image posit that the influence of destinationimage is not limited to the stage of choosing the destination, but also affects the future behaviors of tourists (Ashworth & Goodall, 1998; Bigne, Sanchez, & Sanchez, 2001; Chen & Gursoy, 2001; Mansfeld, 1992). As a result, the major concept presented in this study contains a series of tourist behaviors, such as tourist functional motivation, perceived value, motivational conflicts, destination image and future intentions, in cultural heritage tourism. Once a tourist has identified his or her desires and needs in cultural heritage tourism, he or she perceives the value of a tourist destination in a different way and then forms the destination image based on his or her own evaluation. However, while tourists are traveling to a destination site, they also simultaneously feel conscious and unconscious motivational conflicts due to internal and external stimuli. Thus, perceived value will be moderated by motivational conflicts. Finally, the perceived value of tourists impacts the formation of their destination image and their future intentions. Based on their destination image, tourists may consider future intentions. this study adopts the following two main purposes:

1) To develop a theoretical structural model of cultural heritage tourism destination image formation and future intentions by investigating tourist functional motivation, motivational conflicts, and perceived value in cultural heritage tourism; and,

2) To test empirically the conceptual model of relationships among the constructs

The specific objectives of the study are:

1) To identify the differences of functional motivation, perceived value, overall destination image and future intentions across the demographic and visiting behaviors of cultural tourists;

2) To examine the impact of tourist functional motivation on perceived value in cultural heritage tourism;

3) To examine the relationship among perceived value, overall destination image, and future intentions in cultural heritage tourism;

4) To examine the differences of gender motivational conflict on functional motivation, perceived value, overall destination image and future intentions; and,

5) To examine the influences of cultural distance on functional motivation, perceived value, overall destination image and future intentions in cultural heritage tourists.

Literature review

Functional Value

The functional value is the perceived utility acquired by an alternative as a result of its ability to perform its functional, utilitarian, or physical purposes. Alternatives acquire functional value through the possession of salient functional, utilitarian, or physical attributes. The functional value has been investigated through research on utility, attributes, and needs, with the majority of work focusing on the concepts of utility, attributes, and needs. Utility theory posits that consumers make choices based on their total utility; they allocate expenditures among alternatives so that the utility of the last dollar spent on each is equal (Alchian, 1953). Meanwhile, attributes refers to the instrument used to determine an alternative's capacity to perform. Rachford (1975) suggested that consumers' attributes and beliefs regarding product attributes, rather than product attributes themselves, determine a product's value. Research has further suggested that customers decisions result from efforts to meet a variety of intrinsic needs (Katz, 1960; Maslow, 1970; Sheth et al., 1991). Sheth et al. suggested that both Maslow's physiological needs and safety needs as well as Katz's instrumental, adjustive, and utilitarian needs are subsumed in a functional value construct. The subsequent arousal of a utilitarian motivation pushes the tourist toward action believed to lead, emphasizing the importance of customer needs and perceived value. Functional value is often associated with physical attributes. Very often, price is considered the most salient functional value. Tourists may perceive functional value based on their needs, especially strong utilitarian function needs, which may have a positive relationship with the functional value.

Social Value

Social value is the perceived utility acquired by an alternative as a result of its association with one or more specific groups. Alternatives acquire social value though association with positively or negatively stereotyped demographic, socioeconomic, and cultural ethnic groups. Market choices (tourist behavior) may be determined primarily by social value users' drive for products that convey an image congruent with the norms of their friendsor associates or that convey the social image they wish to project. Since the choice of products as well as activities to share with others is often driven by social value, the degree of perceived social value may differ from the need of socialization motivation; in turn, the perceived value may determine the final decision and destination image. More specifically, social value results from identification with positively or negatively stereotyped demographic and cultural or ethnic groups (Sheth et al., 1991). Recent research has focused on social class, symbolic value, reference groups, conspicuous and compensatory consumption, and the normative components of attitude. Sheth et al.(1991) suggested that Maslow's love and belongingness needs and Katz's value expressive needs all pertain to social value. Further, Hanna's (1980) acceptance, recognition, and influence needs are subsumed under the concept of social value.

Emotional Value

Emotional value is the perceived utility acquired by an alternative as a result of its ability to arouse feelings or affective states. Alternatives acquire emotional value when associated with specific feelings or when they facilitate or perpetuate feelings. Emotional value is often related to aesthetic alternatives, such as music and art, and with various forms of entertainment. Individual tourists may choose different activities at the tourist site to arouse different types of feelings. The strong need to feel pleasure or fun may enhance the possibility of participation and evoke positive feelings of involvement at the site. Utilitarian precuts are also associated with emotional value. Emotional value plays a an influential role in many market areas, emphasizing unconscious and subconscious motives (Freud, 1966; Hall & Lindzey, 1970) and seeking to understand those largely alternative mechanisms that "bridge the world of objects and the world ofthe mind" (Dichter, 1964, p. 385). Emotional value can even dominate in an organizational buying personality, marketing, and promotional mix variables. Maslow's love and belongingness needs as well as Katz's ego defensive and value expressive needs are also relevant to the emotional value.

Epistemic Value

Epistemic value is the perceived value utility acquired by an alternative as a result of its ability to arouse curiosity, provide novelty, and/or satisfy a desire for knowledge. Alternatives acquire epistemic value through the capacity to provide something new or different. A consumer driven by epistemic value may have a good overall destination image of the visited site. The epistemic value has been examined by theory and research in personality and in social psychology as well as marketing and consumer behaviors. Previous research refers to variety-seeking and novelty-seeking behavior. Sheth et al. (1991) suggested that Maslow's self-actualized need and Katz' knowledge needs are all consistent with knowledge motivation and novelty-seeking motivation. Katz and Lazarsfeld (1955) found that consumers often purchase new brands simply because they desire a change. A tourist who pursues new culture or new circumstances is oneexhibiting important motivation as it may influence the perceived epistemic value.

Conditional Value

Conditional value is the perceived utility acquired by an alternative as a result of the specific situation or the context faced by the choice maker. Alternatives acquire conditional value in the presence of antecedent physical

or social contingencies that enhance their functional or social value, but do not otherwise possess this value. The conditional value provides extrinsic rather than intrinsic utility; in other words, it can be possessed inside the situation. It results from its association with the antecedent situation. When a tourist perceives a conditional value, the decision is contingent on antecedent circumstances. Since conditional value does possess the same degree of utility inside, it has little worth to the tourist until faced with a specific set of tourism circumstances that give intentions to the activity experience.

Tourist Destination Image

The importance of the tourists' destination image is universally acknowledged since it affects an individual's subjective perception and consequent behavior as well as destination choice (Chon, 1991). Thus far, the current study has pointed to several studies on tourism destination image, such as conceptualization and dimension, destination image formation process (static and dynamic), assessment and measurement of destination image, influence of distance on destination image, destination image change over time, active and passive role of residents in image study, and destination image management policies. In this study, the focus is the relationship between destination image formed through the tourists' experiences at a destination as well as tourists' behaviors, such as future intentions. Therefore, the study will focus on the destination image formation process, including influential factors that may change the destination image, such as cultural distance and demographic variables. Destination image formation process. According to Gallazara, Saura, and Garcia (2002), the study of the destination image formation process has adopted two approaches: static and dynamic. The former studies the relationship between image and tourist behaviors while the latter focuses on the structure and formation of destination image itself. However, first it is important to explore the relationship with tourist behavior to understand the structure of destination image formation before examining the relationship with tourist behavior. The antecedent of the destination image incorporates both external (external stimuli) and internal factors. According to Stern and Krakover (1993), image formation procedure contains a set of factors that influence image formation, involving both information sources and the characteristics of the individual. These two factors influence the image formation system controlling the external stimuli, ultimately producing a compound image of the objects. Baloglu and McCleary (1999a) also propose a general theoretical model of image-formation factors that differentiates between stimulus factors (information sources, previous experience, and distribution) and personal factors (psychological and social). By applying Baloglu and McCleary's (1999a, 1999b) basic concept of destination image formation, Beerli and Martin (2004) analyzed the determinants of a destination's perceived post-visit image, proposing an empirical study aimed at developing and validating a model for defining such factors. The model was developed to differentiate between first-time and repeat tourists for several reasons. First, certain differences may exist between the image perceived by each group of individuals that would affect on the results. In addition, the relationship between secondary information sources and perceived image can only be analyzed in the case of first-timers since repeat tourists could have difficulty recalling the sources of information used before visiting the place for the first time. Moreover, differences may exist between the two groups in terms of their level of knowledge of the destination and in their motivations, depending on whether they had previously visited the place or not. Finally, this structure enabled the validation of the proposed model using two independent samples.

Future Intentions

Destination image and future intentions

Image is referred to as the general impression that a tourist has about a destination. Image has been identified as a relevant factor in a customer's final evaluation of a service (Castro, Armario, & Ruiz, 2007; Gronroos, 1984). However, as a composition of several elements that goes beyond the perception of any given individual, image is considered the outcome of interactions among various experiences, impressions, beliefs, feelings, and fragments of knowledge that customers have about a particular organization. Image is thus characterized by both cognitive aspects (beliefs) and affective aspects (feelings) (Baloglu & Brinberg, 1997; Beerli et al., 2002; Bigne et al., 2001). Therefore, the combination of these cognitive and affective aspects provides a "global image" reflecting an overall positive or negative assessment of the destination (Baloglu & McCleary, 1999a, 1999b). The influence of tourism image on the selection of destination has been considered by various authors examining tourist decision-making processes. The influence of image is not limited to the stage of choosing the destination; it also affects the future behavior of tourists (Ashworth & Goodall, 1998; Bigne et al., 2001; Chen & Gursoy, 2001; Mansfeld, 1992). Therefore, destinations with more favorable positive images are thought to have a higher probability of being included and chosen in the process of decision making.

Perceived value and future intentions.

Perceived value is the result of the tradeoff between product quality and price-based perceptions of consumer sacrifice (Dodds et al., 1991; Monroe & Chapman, 1987) and is thought to be a significant determinant of whether a tourist intends to return and visit a destination again. Thus, the notion of visitors returning has become an important outcome measure for destination marketing (Chen & Tsai, 2007; Cronin et al., 2000; Dodds et al., 1991; Grewal et al., 1998; Monroe & Chapman, 1987). Murphy et al. (2000) also found that a high sense of

perceived value corresponded with a tourist's intent to return to a destination. However, Petrick, Morais, and Norman (2001) demonstrated different results. They investigated the variables of past behavior, satisfaction, and perceived value and determined that they are poor predictors of intentions to visit and attend live theater entertainment or book an entertainment package during a visit. When perceiving high levels of value from a travel, tourists tend to express high levels of willingness to buy eventually. Although contradicting results exist among the studies, most studies agreed with the positive impact of perceived value on future intentions. Researchers have examined future purchase intention frequently and found it to be an importantconsequence of value perceptions (Dodds et al., 1991). As such, the higher the tourist value perceptions, the higher their intentions to revisit the destination.

Development of the Structure of the Study

In this study, the relationships among tourist motivation, motivation conflicts, perceived value, tourist destination image, and future intentions in cultural heritage tourism are investigated. The study was consisted of two phases, the structural equation modeling of the proposed model (phase1) and the group differences (phase 2). Phase 1. Phase 1 tested the proposed model in cultural heritage tourism. A series of constructs in the model contains the following concepts. First of all, the tourist functional motivation approach was applied to examine a series of cultural tourist behaviors. The tourist functional motivation approach emphasizes the psychological function or emotional needs for cultural heritage tourism and directly addresses the reasons that cultural tourists behave as they do. In turn, the functions served by tourist motives influence tourist behaviors such as perceived value. Different individuals perceive destination value based on their own motivation. Using a functional approachhas important implications for understanding tourist behaviors since the functional approach represents the psychological function or needs for vacation, and directly addresses the reasons tourists behave as they do (Katz, 1960). In this study, six functional motivations were examined: learning, novelty, pleasure, escape, socialization, and egoenhancement (Fodness, 1994; Katz, 1960; Smith et al., 1956). Sheth et al. (1991) demonstrated the relation between functional motivation and perceived value. Thus, the stronger the cultural motivation, the stronger the perceived value a tourist assigns (H1). Next, as an outcome of perceived value, two variables are identified in this study: overall destination image and future intentions. Within a destination image formationprocess, tourists form their overall destination image based on the perception of individual attributes (H2). Furthermore, the destination image affects the future behaviors of a tourist (H3). The perceived value is acknowledged as a significant determinant of whether a tourist will intend to return and revisit a destination (H4). Based on the flow, the following model is developed (see Figure 1)
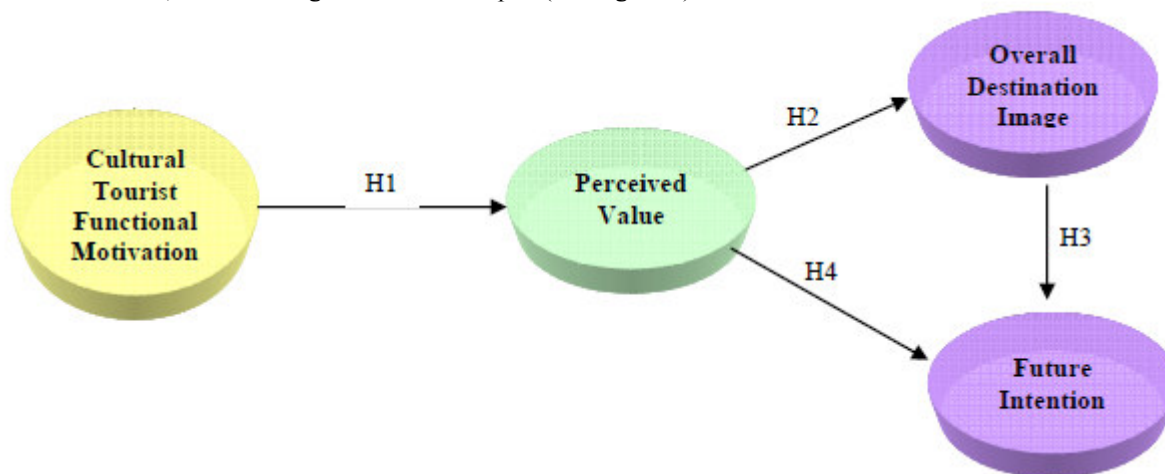

Figure 1: Conceptual Framework of the Study (Phase 1)

Meanwhile, additional research suggests that the importance of motivational conflicts, which indicate internal or external conflicts, may influence various needs for engaging in particular tourism behaviors. Thus, understanding tourists' motivations and their motivational conflicts provides a better understanding of how tourists perceive the value of cultural heritage sites as a cultural heritage destination than when focusing on motivation alone. Thus, the fifth hypothesis (H5) states that the impact of gender motivational conflicts on a series of cultural tourist behaviors including tourist functional motivation, perceived value, overall destination image, and future intentions (i.e., male orfemale). Finally, hypothesis six (H6) states that cultural heritage tourist's behaviors may differ from cultural distance (i.e., nationality). In sum, the six hypotheses are:

H1: The higher the tourist functional motivation of cultural heritage tourism, the higher the probability of perceived value.

H2: The higher the perceived value of the trip, the more (less) favorable the overall image of the destination.

H3: The higher the perceived overall image of the destination, the higher the probability of future intentions.

H4: The higher the perceived value of the trip, the higher (lower) the probability of future intentions.

H5: Cultural heritage tourist's behaviors may differ from gender.

H6: Cultural heritage tourist's behaviors may differ from cultural distance (nationality).

Phase 1: Model of Functional Motivation and Perceived Value in Cultural Heritage Tourism Tourist functional motivation and perceived value. Based on the above the conceptual structure, detailed hypotheses were developed. This study proposes travel functional motivations. A functional approach has important implications for understanding tourist behaviors since the functional approach represents the psychological function or needs for vacation and directly addresses the reasons tourists behave as they do (Fodness, 1994; Katz, 1960; Smith et al., 1956). This study develops six functional motivations—learning, novelty, pleasure, escape, socialization, value expressive function—which led to several hypotheses. Functional value. Sheth et al. (1991) suggested that Maslow's physiological needs and safety needs as well as Katz's instrumental, adjustive, and utilitarian needs are subsumed in the functional value construct. Thus, the arousal of a utilitarian motivation pushes the tourist toward action that is believed to lead the tourist. These researchers emphasized the importance of customer needs and perceived value. Therefore:

H1a: The higher the pleasure motivation of cultural heritage tourism, the higher the probability of the perceived functional value.

H1b: The higher the escape motivation of cultural heritage tourism, the higher the probability of the perceived functional value.

Social value. Sheth et al. (1991) also suggested that Maslow's love and belongingness needs and Katz's value expressive needs all pertain to social value. Further, Hanna's (1980) acceptance, recognition, and influence needs are subsumed under the concept of social value. Therefore:

H1c: The higher the socialization motivation of cultural heritage tourism, the higher the probability of the perceived social value.

H1d: The higher the value-expressive motivation of cultural heritage tourism, the higher the probability of the perceived social value.

Emotional value. Emotional value can even dominate in an organizational buying personality, marketing, and promotional mix variables. Maslow's love and belongingness needs as well as Katz's ego defensive and value expressive needs are also relevant to the emotional value (Sheth et al., 1991). Therefore:

H1e: The higher the pleasure motivation of cultural heritage tourism, the higher the probability of the perceived emotional value.

H1f: The higher the escape motivation of cultural heritage tourism, the higher the probability of the perceived emotional value.

H1g: The higher the socialization motivation of cultural heritage tourism, the higher the probability of the perceived emotional value.

H1h: The higher the value-expressive motivation of cultural heritage tourism, the higher the probability of the perceived emotional value.

Epistemic value. Sheth et al. (1991) further suggested that Maslow's selfactualized need and Katz's knowledge needs are consistent with learning motivation and novelty-seeking motivation. Katz and Lazasfeld (1955) found that consumers often purchase new brands simply because they desire a change. Tourists who pursue new cultures or new circumstances follow an important motivation that may influence the perceived epistemic value. Therefore:

H1i: The higher the learning motivation of cultural heritage tourism, the higher the probability of the perceived epistemic value.

H1j: The higher the novelty seeking motivation of cultural heritage tourism, the higher the probability of the perceived epistemic value.

Perceived value, overall destination image, and future intentions. Perceived value has been identified as one of the most important measures for gaining a competitive advantage in consumer behavior research (Holbrook, 1999), including product choice, purchase intention, and repeat purchasing. Furthermore, previous research in tourism recommends that, rather than adopting a single dimensional value, multi-item measurements of perceived value are more effective in predicting tourist behaviors. As a trade-off between product quality and perceptions of consumer sacrifice, perceived valuehas been determined to be a significant determinant of whether a tourist intends to return and revisit a destination (Chen & Tsai, 2006; Dodds et al., 1991; Murphy et al., 2000). Meanwhile, research on destination image formation process has suggested that tourists' perceptions of various attributes within a destination ultimately form an overall destination image, indicating that their overall destination image depends on the perception of individual attributes (i.e., perceived value) (Ahmed, 1991; Baloglu & McCleary, 1999a, 1999b; Beerli & Martin, 2004; Stern & Krakover, 1993). Furthermore, studies in destination image assert that destination image's influence is not limited to choosing the destination; it also affects tourists' future behaviors (Ashworth & Goodall, 1998; Bigne et al., 2001; Chen & Gursoy, 2001; Mansfeld, 1992). Based on this research, several hypotheses can be developed. In regards to perceived value and

overall destination image:

H2a: The higher the perceived functional value during travel, the more favorable the probability of the overall image of destination.

H2b: The higher the perceived social value during travel, the more favorable the probability of the overall image of destination.

H2c: The higher the perceived emotional value during travel, the more favorable the probability of the overall image of destination.

H2d: The higher the perceived epistemic value during travel, the more favorable the probability of the overall image of destination.

H2e: The higher the perceived conditional value during travel, the less favorable the probability of the overall image of destination.

In regards to destination image and future intentions:

H3: The more favorable the probability of the overall destination image destination,the higher the probability of future (purchasing) intentions.
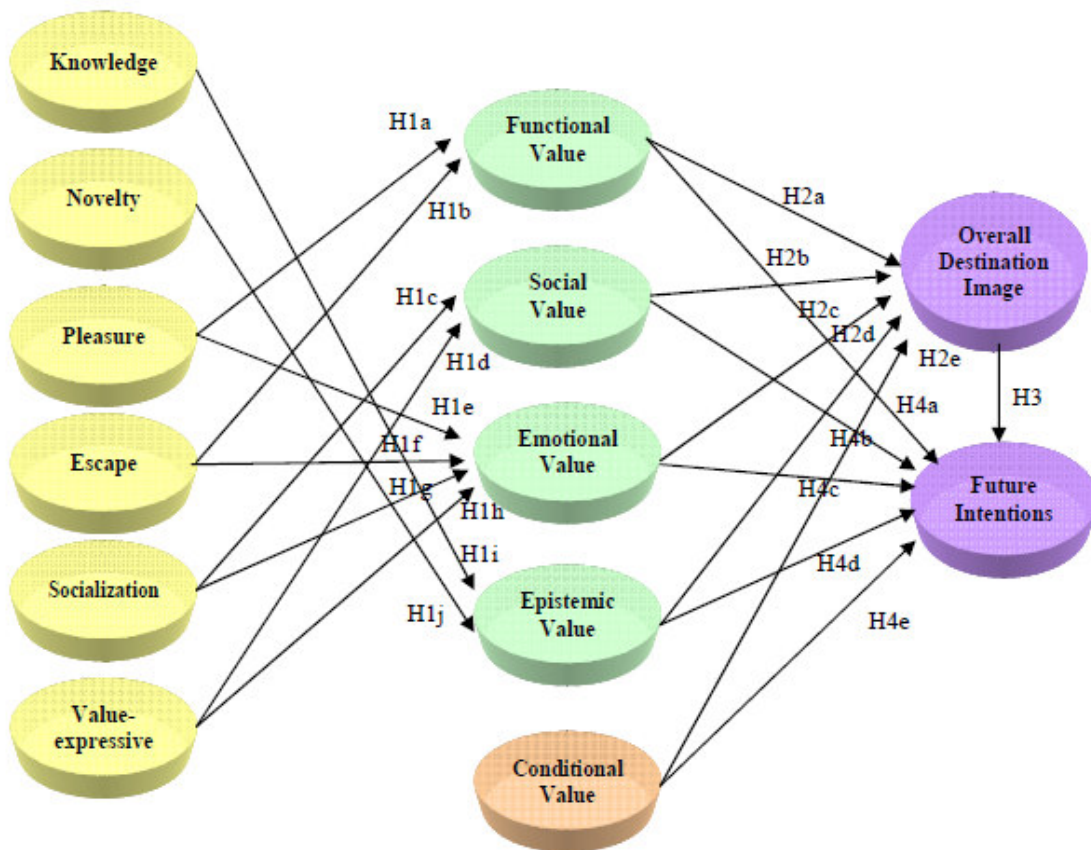

Figure 2: Proposed Model of the Study

In regards to perceived value and future intentions:

H4a: The higher the perceived functional value during travel, the higher the probability of future (purchasing) intentions.

H4b: The higher the perceived social value during travel, the higher the probability of future (purchasing) intentions.

H4c: The higher the perceived emotional value during travel, the higher the probability of future (purchasing) intentions.

H4d: The higher the perceived epistemic value during travel, the higher the probability of future (purchasing) intentions.

H4e: The higher the perceived conditional value during travel, the lower the probability of future (purchasing) intentions.

Phase 2: Influences of Motivational Conflicts

In a real situation, tourists often face conflicts within motivations, such as demographic characteristics (e.g., cultural distance, gender). Although tourists have strong motivation to visit the site, as an internal motivational conflict, gender or cultural distance may influence their behaviors, suggesting that differences of functional

motivation, perceived value, overall destination image, and future intentions. Cultural tourism and motivation studies have suggested that both gender and cultural distance are distinguishable variables for classifying cultural tourists. Emotional preference or different cultural background may cause strong commitment toward travel destination. Thus, gender and nationality variables are selected as motivation conflicts, providing the group differences in this study. Based on this discussion, the following hypotheses have been developed.

H5: Cultural heritage tourists' behaviors may differ from gender.

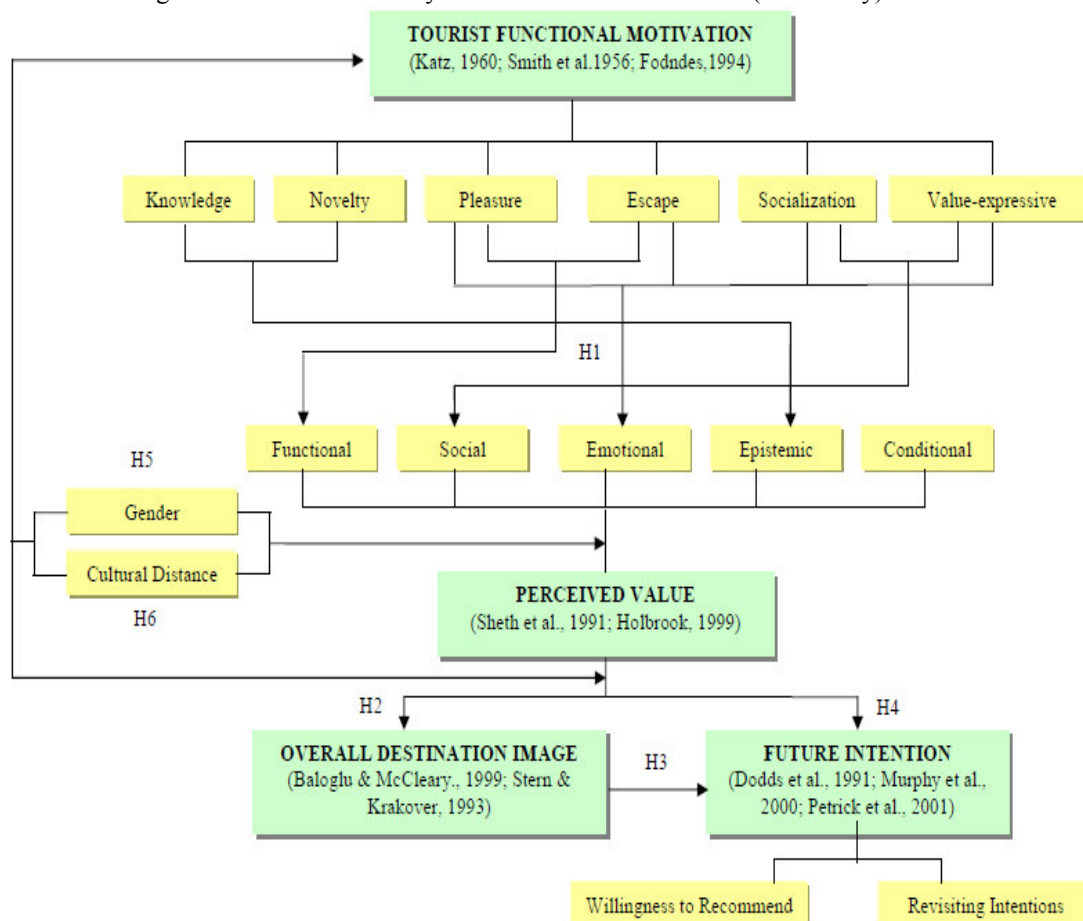H6: Cultural heritage tourists' behaviors may differ from cultural distance (nationality).

Figure 3: Conceptual Framework

Data Analysis

The six-stage procedures of structural equation modeling, which was suggested by Hair et al. (2006, p.734) was adopted to test the multiple relationships in the proposed model. The six stages cover 1) defining individual constructs, 2) developing the overall measurement model, 3) designing a study to produce empirical results, 4) assessing the measurement model validity, 5) specifying the structural model, and 6) assessing structural model validity. Figure 4 indicates the flow chart of the six-stage SEM procedure and the key issues that should be confirmed at each stage. The details of each stage are presented as follows:
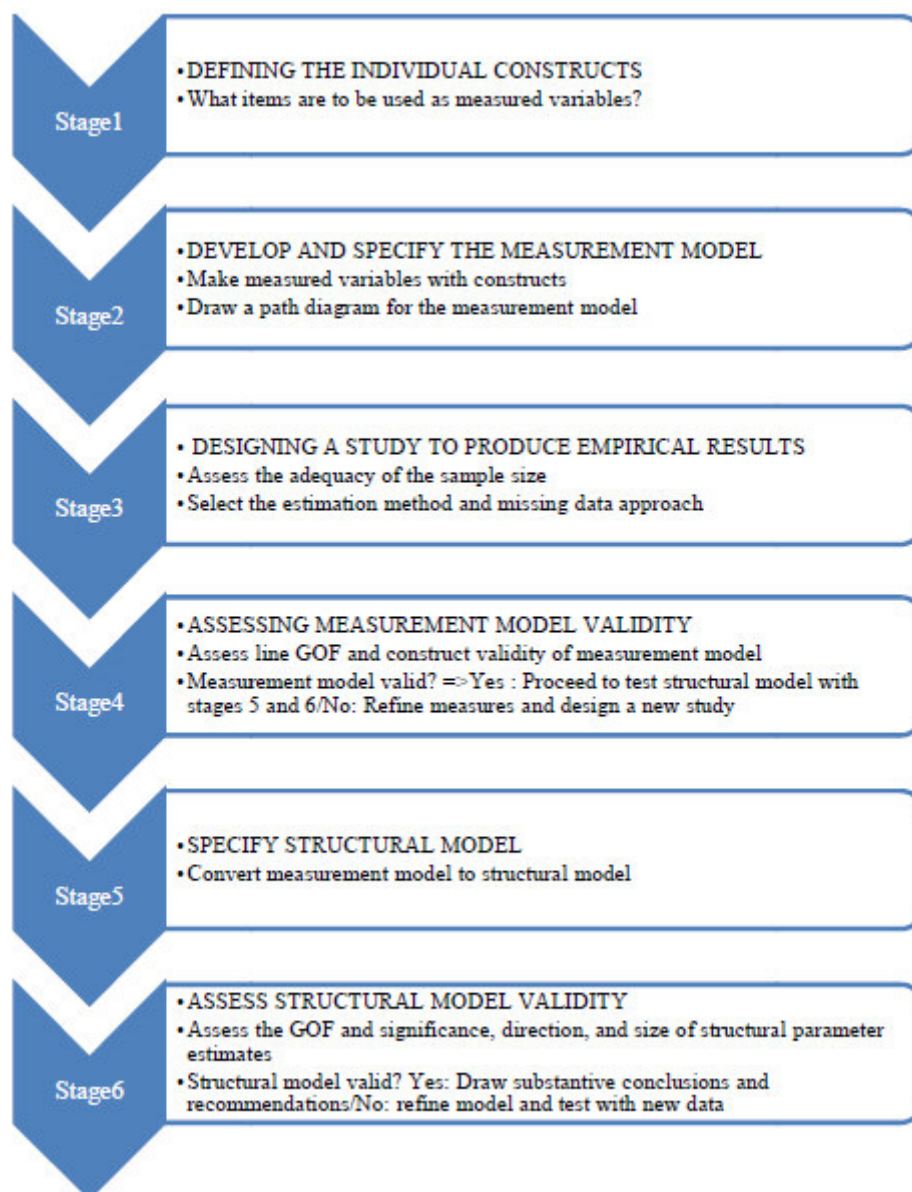
Figure 4: Six-Stage Process for Structural Equation Modeling

Stage 1: Defining individual constructs. The main issue of the first stage is to define and operationalize the constructs by selecting the measurement scale items and scale types. All constructs in the model must demonstrate adequate construct validity, whether they are new scales or scales taken from a previous review. Literature review for the construct and pretesting should be checked for content validity for further analysis. Two types of construct were applied: exogenous and endogenous. Exogenous constructs have six functional motivations (i.e., learning, novelty seeking, pleasure, escape, socialization, and value expressive) and one perceived value (i.e., conditional value), and endogenous constructs have four perceived values (i.e., functional value, social value, emotional value, and epistemic value), overall destination images, and future intentions. The latent variables and observed variables presented in the study were identified based on the previous literature review. The measurement of the functional motivation was developed based on Katz (1960), Smith et al. (1956), Fodness (1994), and other tourist motivation research. The perceived value scale was then completed by adapting and modifying the perceived value scale of Sheth et al. (1991), and Holbrook (1999). Cronbach's alphas supported the content validity for the constructs. The scales for the measurement of the overall destination image and future intention were also borrowed from previous research. A pretest was used to purify the measure prior to confirmatory testing, which revealed the high Cronbach's alpha. Stage 2: Developing and specifying the measurement model. The main purpose of the second stage is to specify the measurement model. The stage addresses validity and unidimentionality and refers to the process of identifying the number of indicators per construct. All observed variables in the model should be free to load only on one construct, which represents

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unidimentionality. Latent constructs should be indicated by at least three measurement variables, and preferably four or more. A minimum of items per constructs related to identification issues, which deals with whether enough information exits to identify a solution to a set of structural equations. According to Hair et al. (2006), a construct can be represented with two indicators, but three is the preferred minimum number, and there should also be a maximum limit for the number of indicators to be included. To determine if the indicators meet the minimum requirement for identification,the following formula could be applied:

$t \leq s/2$

where t = the number of parameters to be estimated

s = the number of variances and covariances amongst the manifest (observed)

variables, calculated as $(p + q)(p + q = 1)$

p = the number of y-variables

q = the number of x-variables

Stage 3: Designing a study to produce empirical results. The next step requires that the study be designed and executed to collect data for testing the measurement model. Such issues as research design and model estimation were considered. Research design included the type of data analyzed, missing data, and sample size; meanwhile model estimation included model structure, estimation techniques, and computer software.

Stage 4: Assessing measurement model validity. To assess the model fit, all aspects of construct validity through various empirical measures were examined, such as 1) EFA and reliability analysis, 2) overall model fit of CFA, and 3) AVE and CR results.

Stage 5: Specifying the structural model. After the measurement model was specified, the structural model must be specified by assessing relationships from one construct to another based on the proposed model (Hair, et al., 2006). Specifying the measurement model is a critical step in developing a SEM model. The structural model focuses on the relations among the latent variables. SEM is the hypothetical model that prescribes relationships among latent constructs and observed variables that are not indicators of latent constructs (Hoyle, 1995). In this way, the path diagram represents both the measurement and structural part of SEM in one model.

Stage 6: Assessing structural model validity. This stage evaluated the validity of the structural model and its corresponding hypothesized theoretical relationships. The pattern and size of standardized residuals can be used to identify problems in fit. The final stage involved efforts to test validity of structural model and its corresponding hypothesized theoretical relationships. Overall model fit can be assessed using the same criteria as the measurement model: using the __ value for the structural model: absolute fit indices, incremental fit indices, and parsimony fit indices.
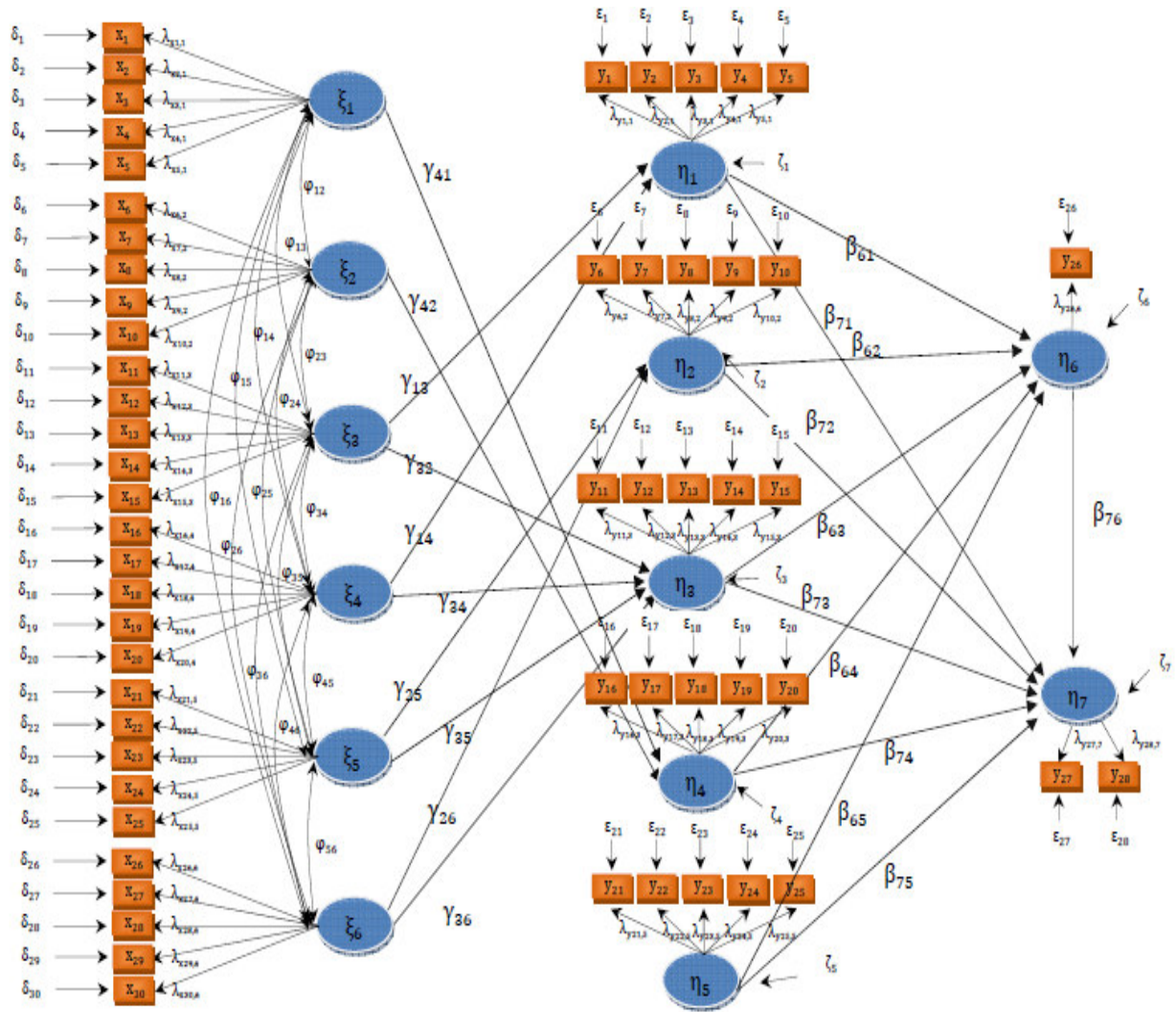
Journal of Tourism, Hospitality and Sports
ISSN (Paper) 2312-5187 ISSN (Online) 2312-5179   An International Peer-reviewed Journal
Vol.22, 2016

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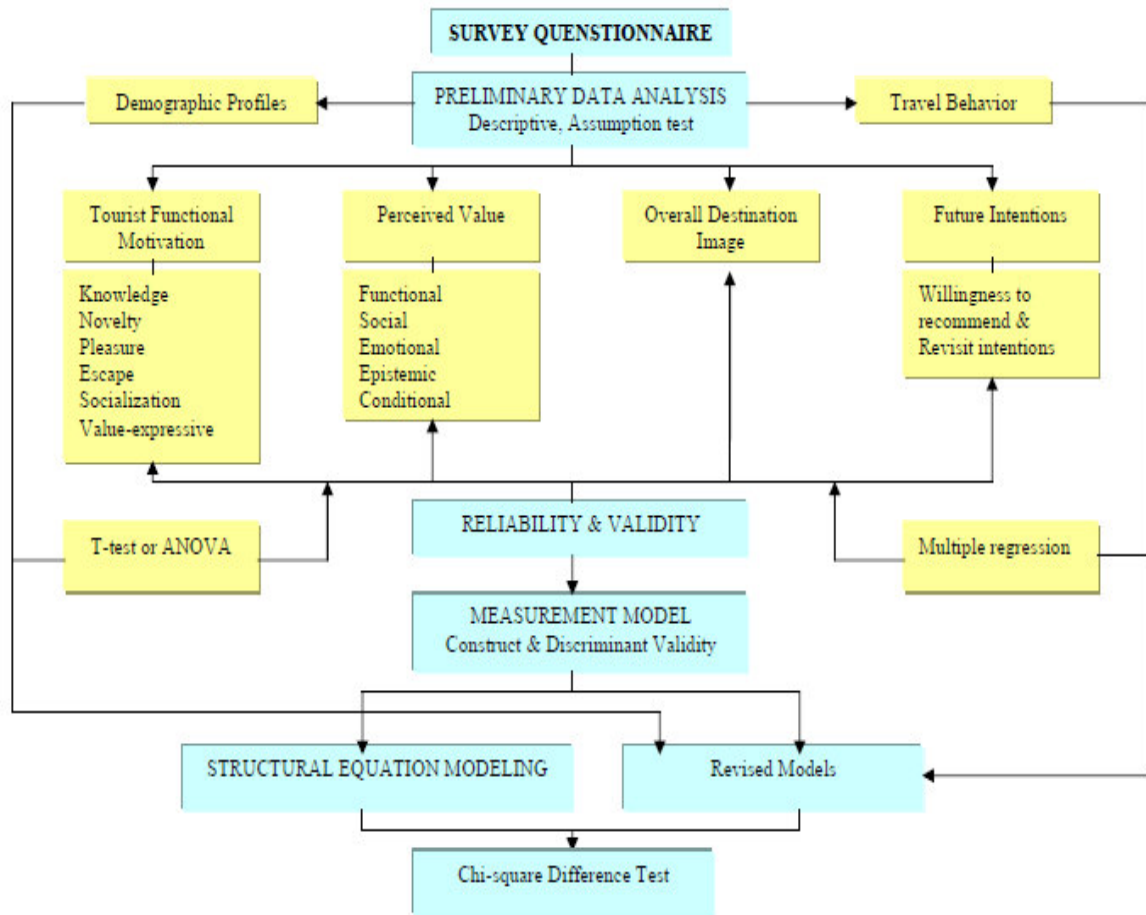IISTE

Figure 5: Path Diagram in the Structural Model

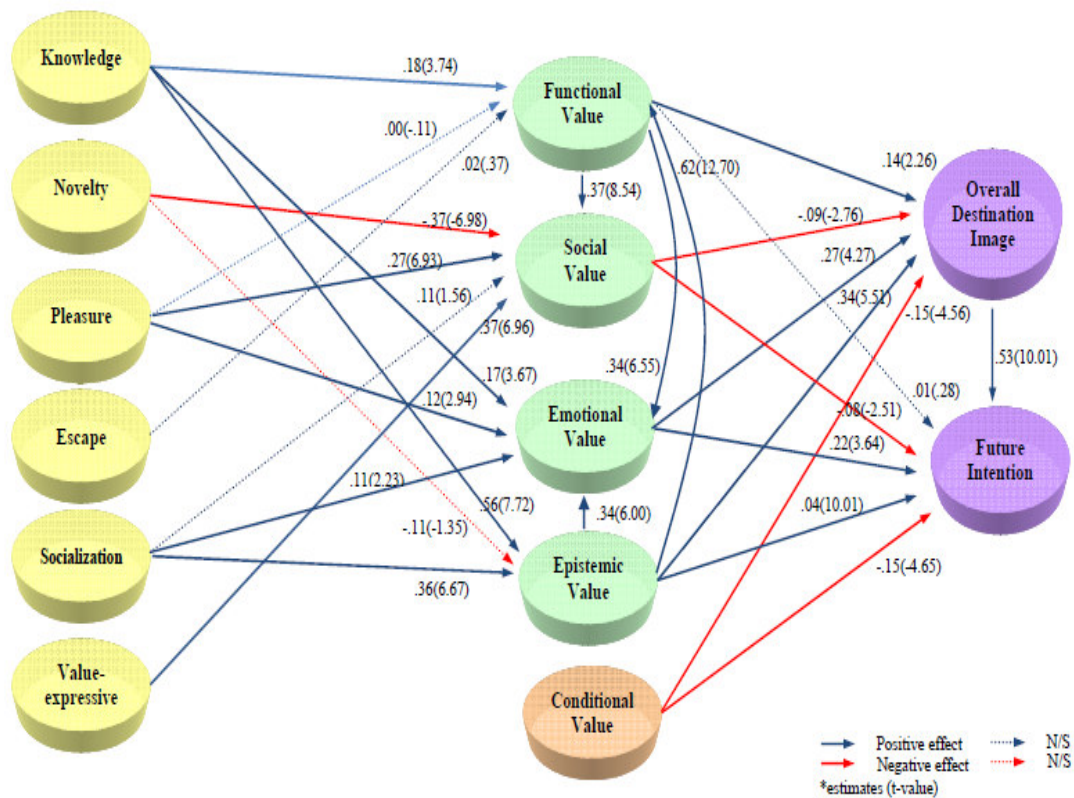Figure 6: Research Framework of the Study

Figure 7: Final Revised Model

Conclusion and Discussion

Summary of the Findings

Cultural tourists are considered as people who travel exclusively or primarily to pursue cultural heritage tourism activities. As they travel more often, tourists pursue more cultural experiences and have become more sophisticated than in the past. They seek new learning and something different from their travel experiences. As an aspect of postmodernism phenomenon, the characteristics of cultural tourists have been considered as different features from general tourists (e.g., natural tourist, eco-tourist, mass-tourists, etc). With regard to this point, this study was conducted to identify a series of cultural tourist behaviors, including major key concepts classifying their behaviors. Therefore, the main purpose of this study was to develop a theoretical structural model of cultural heritage tourism, destination image formation, and future intentions by investigating functional motivation, perceived value, and motivational conflicts in cultural heritage tourism. The study is also to test empirically the conceptual model of relationships among the constructs of the in Iran as a cultural heritage tourism destination. The study of cultural tourists' behavior has allowed drawing some basic conclusions about the norms related to tourist consumption of cultural heritage sites. In phase 1, the structural equation modeling method has demonstrated the structural relationship between tourist functional motivation and perceived value toward destination image and future intentions in cultural heritage tourism. The functional motivation explained the main reasons of cultural heritage tourism and the relative influences on the evaluation of multidimensional travel experiences at the destination site. It is essentially important that knowledge function of cultural heritage tourism is the main key to evaluate their value, destination image and future intentions. Phase 2 explained the moderating effect of cultural distance and gender differences involved in cultural heritage tourism. Overall despite group differences, the finding of the study corresponds with identifying major characteristics of cultural heritage tourism: a visitor especially interested in the culture and the heritage elements, with a high level of knowledge motivation, and very rich emotional experiences.

General Summary of the Study

This study proposed the relationships among tourist functional motivation, motivation conflicts, perceived value, destination image, and future intentions in cultural heritage tourism. To test the conceptual model, six hypotheses were proposed. To identify the structural relationships among the constructs, the LISREL procedures were adopted in Phase 1. In addition, the differences were examined among constructs across groups in Phase 2. Literature on cultural heritage tourism studies has already been written. Among critical classification variables for distinguishing cultural tourists, the most widely used variable is tourist motivation. By applying the tourist functional motivation, this study identified more specific psychological reasons for cultural heritage tourism. The major advantage of the functional motivation approach is that it approaches the psychological function or emotional needs for a vacation. For this reason, this study could directly address the reasons tourists behave as they do. The review of cultural heritage tourism literature represented that cultural tourists tend to be more focused on the knowledge function such as learning new culture and novelty of new experience. Also, they see cultural heritage travel as a chance for self development or socialization and seek experiences that will facilitate the achievement of their goals in their lives. In another function, cultural heritage tourism gives tourists an opportunity chance to enjoy recreation, refreshment and pleasure. The tourist functional motivation approach is related to a series of cultural tourist behaviors. The study focused on the issue that different individuals perceive destination value based on their own motivation. As a result, the study found six functional motivations in the cultural heritage tourism area: learning, novelty-seeking, pleasure, escape, socialization, and value expressive. The characteristics of specialized cultural tourists are understanding and knowledge of the cultural heritage sites and experiencing the authenticity of a cultural site. Six functional motivations of the cultural heritage site were supported with not only a literature review but also EFA, reliability, and CFA analysis. Each Cronbach's alpha value of the six functional motivations was higher than 0.841. Composite reliability (CR) and average variance extracted (AVE) were reasonable to support the constructs. Besides, perceived value has been considered as a good indicator for predicting customers or tourists. In this study, examining multidimensional perceived value of cultural tourists provided a better understanding of cultural tourists involved real tourism experiences. In terms of the dimensionality of perceived value, the approaches of five perceived values contributed the need for extended measurement of perceived value. Five dimensions were consisted of functional value, social value, emotional value, epistemic value, and conditional value. Along with the multidimensional contribution, the finding of the study identified the inter-relationship within the five perceived values. These values make a differential contribution in the cultural heritage situation independently as well as cause an effect on each other. The perceived value reflects the consumption experience driven from the interaction between tourists and their destination. Thus, the perceived value of tourists differs among individual tourists, unexpected destination situations, and destination characteristics. Particularly, the five perceived values examined were functional value, social value, emotional value, epistemic value, and conditional value. These five perceived values had values greater than Cronbach's value of 0.790 and supportable CR (0.71-0.86) and AVE (0.52-0.69) as well. As outcomes of perceived value, overall destination image and future intentions were identified. The perceived

Journal of Tourism, Hospitality and Sports
www.iiste.org
ISSN (Paper) 2312-5187 ISSN (Online) 2312-5179   An International Peer-reviewed Journal
Vol.22, 2016
IISTE

value is acknowledged as a significant determinant of whether a tourist will intend to revisit a destination in the future. Under the assumption of situational factors, unexpected situations or unconsciousness characteristics engaged in particular tourism behaviors. Thus, to better understand how tourists perceive the value of cultural heritage sites, motivational conflicts such as gender and cultural distance were examined in the study.

Summary of Phase 1

A structural equation modeling of cultural heritage tourist behavior constructs was conducted to test the hypotheses (H1 to H4). Overall, all hypotheses proposed in the Phase 1 were partially supported because some of the sub-hypotheses were not supported. In Hypothesis one, two gamma paths were removed (e.g., escape motivation to emotional value, value-expressive to emotional value) and additional four gamma paths were entered into the revised model, and four sub-hypotheses of H1 were not supported (See Table 1). In Hypotheses 2, 3, and 4, most of the hypotheses were supported except one (e.g., functional value to future intentions). Additionally, new paths during the SEM procedures were added into the revised model, and those were significant, which represented the inter-relationships among perceived value.

	Supported Path		Removed/not supported Path		Dependent variable
	Proposed	New	Not supported	Removed	
H1		Learning (3.74)	Pleasure Escape		Functional value
	Value-expressive (6.96)	Novelty-seeking (-6.98) Pleasure (6.93)	Socialization		Social value
	Pleasure (2.94) Socialization (2.23)	Learning (3.67)		Escape Value-expressive	Emotional value
	Learning (7.72)	Socialization (6.67)	Novelty-seeking		Epistemic value
H2	Functional value (2.26) Social value(-2.76) Emotional value (4.27) Epistemic value (5.51) Conditional value (-4.56)				Overall destination image
H3	Overall destination image (10.01)				Future intention
H4	Social value (-2.51) Emotional value (3.64) Epistemic value (10.01) Conditional value (-4.65)		Functional value		Future intention
New		Functional value → social value (8.54) Functional value → emotional value (6.55) Epistemic value → functional value (12.70) Epistemic value → emotional value (6.00)			Among perceived values

Note: ( ) = t-value

Table 5.1: Summary of Hypothesis Testing

Hypothesis 1. The higher the tourist functional motivation of cultural heritage tourism, the higher the probability of perceived value.

The first hypothesis confirmed that the functional approach addressed the reason for tourist behaviors, and in turn, it influences tourist post-behaviors. According to the results, learning motivation was related to functional value, emotional value, and epistemic value. Higher levels of learning function have been considered the main psychological forces driving people to travel to cultural heritage sites. The findings support the idea that the learning function (e.g., cultural exploration) is central to cultural tourism. The learning function has been identified as one of the important tourist motivations by numerous researchers, such as Botha et al. (1999), Chang (2006), Hanqin and Lam (1999), Jang and Wu (2006), Kim and Prideaux (2005), Lau and McKercher (2004), Lee (2000), Lee et al. (2004), Pearce and Lee (2005), Poria et al. (2004), Poria et al. (2006), Prebensen et al. (2003), Schneider and Backman (1996), Scott (1996), Swanson and Horridge (2006), and Yoon and Uysal (2005). Such cultural sites contain several self-developmental aspects that cannot be obtained elsewhere. Tourists who want to feel that they have truly experienced a different place perceive self-satisfaction when visiting cultural heritage sites. Consequently, they will be more satisfied in terms of functional, emotional, and epistemic value. They may think that the cultural heritage trip was worth their time because it helped them learn about different cultures. Also, they may consider that they had fun at the cultural heritage site, and they experienced a different culture on the cultural heritage trip. The novelty-seeking function is associated with cultural curiosity about cultural differences between religion, art, music, food, and lifestyles of people in the tourism destination (Lau & Mckercher, 2004). It is obvious that a strong mutual link exists between the novelty

function and heritage sites. However, the results of the study suggested the negative influence of novelty-seeking on social value. Although novelty seeking is categorized under a broad learning function, specifically, novelty seeking is strongly associated with the physical aspect of a place, such as the authenticity of a specific destination rather than knowledge or learning. The results should be interpreted that rather than a negative impact of novelty seeking into social value, there is no relationship between novelty-seeking and social value. Those who have strong novelty seeking motivation are more interested in cultural heritage sites and seeing something they had not seen before. Thus, obtaining social approval or having a certain status and style do not pose a big issue to them. This point should be carefully considered for marketing strategy and site development. Next, the utilitarian function folded into two motivation types: pleasure and escape. The proposed hypothesis was the impact of pleasure motivation on functional and emotional value. However, the result indicated that pleasure motivation influences social value and emotional value, not functional value. One of the needs people try to meet when they travel is to find an enjoyable way to spend leisure time and escape their routine lifestyles for a while. Although a heritage site does not provide fun things or excitement, a heritage trip is meaningful to cultural tourists, for example, just walking around a heritage site or resting and relaxing is enough for them to feel emotions of social involvement and pleasure. They may feel comfortable at the cultural heritage site, which may make them feel better. In terms of escape motivation, two sub-hypotheses were proposed: influence of escape on function and emotional value. The result showed that under the cultural heritage situation, escape motivation is not a greatly important motivation, because it is not related to perceived value. It provides a different result with positive relationships suggested by Katz (1960). Socialization motivation is related to the social adjustment function suggested by Fodness (1994) and Smith et al. (1956). These motives represent the desire to interact with reference groups such as friends, family, or local people at a destination. The result of the study suggested that socialization motives are associated with emotional and epistemic value. A feeling of being together with people at the destination may allow the tourists to perceive more emotional value and epistemic value. Because they may try to be closer to people, they tend to have more fun with friends or family. Spending time with family or friends at a cultural heritage site creates a very valuable moment. Suppose a tourist meets with a local person who is working at a hotel or someone he or she meets on the street to ask for directions. If these individuals treat tourists kindly, it will make tourists happier and more comfortable. In terms of epistemic value, those who have strong socialization motives tend toward more positive reactions about new and different things. Thus, when tourists can have more social motives, they tend to perceive different cultures more positively. Value-expressive motives are associated with a sense of personal importance from visiting cultural heritage sites. When tourists visit a heritage site, they feel involved in a part of history and a sense of belonging to the site. Visiting cultural heritage sites gives them an opportunity to understand more about themselves. The result indicated the positive impact of value-expressive motives on social value. A feeling of self-esteem or ego enhancement could exist in social relationships. Between people or among groups, those who have strong value-expressive motives can perceive more social value on the trip. In the study, the strongest relationship between functional motivation and perceived value was the influence of learning motivation into epistemic value. A higher level of knowledge should be considered one of the main psychological forces driving people to cultural heritage sites. The higher the learning motivation of cultural heritage tourism, the higher the probability of the perceived epistemic value. For the cultural heritage tourist, since they wish to increase their knowledge of different destinations, they would think there are a variety of things to do and see at the cultural heritage site. The result supported the suggestion of Katz and Lazasfeld (1955) and Sheth et al. (1991).

Hypothesis 2. The higher the perceived value of the trip, the more favorable the overall image of the destination.
The study proposed a series of relationships among consequential behaviors: perceived value, overall destination image, and future intentions. The specific relationship can be explained as follows. As the study suggested, all perceived value influenced overall destination image except social value (negative influence). Destination image formation studies have suggested that the perception of tourists form an overall destination image. Cultural tourist destination image formation is formed when cultural heritage tourists evaluate and integrate perceptions of destination attributes. Then, they ultimately form an overall destination image. In other words, when cultural tourists perceived a good value for the money they paid, they felt relaxed on their cultural heritage trip, and learned about the unique culture and history of Iran, and in turn, they formed a better overall destination image toward the cultural heritage site. The results were supported by Baloglu and Brinberg (1997), Baloglu and McCleary (1999), Bigne et al. (2001), Beerli et al. (2002), Gartner (1986), and Mazursky and Jacoby's (1986). This means that people's global perceptions of an overall positive or negative assessment of the destination will interact to form a composite or overall image. Meanwhile, the negative effect of conditional value is consistent with Howard and Crompton (1984), Moutinho (1987), and Van Harssel (1994). As a travel constraint, the constraints are not experienced in the same way by everyone; however, generally as tourists face situational inconvenience, their overall destination image or future intention to repurchase or recommend may decrease. Along with the conditional value, the influence of social value on the overall destination image showed a negative effect. This was the opposite results proposed in the model. This effect can most likely be interpreted as

a problem with the Iran itself. In other words, as a cultural heritage site, the country has great value and preserves many historical sites and buildings, but the travel experience in the Iran does not provide social value to cultural tourists to increase their overall destination image. Another aspect is the sample problem. The data used in the data analysis contained all cross-cultural samples such as Korean, Japanese, Chinese, and Westerners. As suggested in the Phase 2 part, there are very different features among the four groups. Therefore, combining the samples may cause the negative results.

Hypothesis 3. The higher the perceived overall image of the destination, the higher the probability of future intentions.

The image of the destination has been identified as a relevant factor of final behaviors. The results suggest a strong positive relationship between overall destination image and future intentions. The findings were supported by Ashworth & Goodall (1998), Bigne et al. (2001), Chen and Gursoy (2001), and Mansfeld (1992). Alhemoud and Armstrong (1996) which demonstrated that destinations with more favorable positive images are thought to have a higher probability of being included and chosen in the process of decision making. The result supported that the influence of image is not limited to the stage of choosing the destination; it also affects the future behavior of tourists. Hypothesis 4. The higher the perceived value of the trip, the higher the probability of future intentions. The results confirmed that the perceived value is thought to be a significant determinant of whether a tourist intends to return and visit a destination again. The findings supported the notion that return visitors has become an important outcome measure for destination marketing (Chen & Tsai, 2007; Cronin et al., 2000; Dodds et al., 1991; Grewal et al., 1998; Monroe & Chapman, 1987). The study agreed with the positive impact of perceived value on future intentions. As a result, the higher (lower) the tourist value (conditional value) perceptions, the higher (lower) their intentions to revisit the destination. In addition to the proposed hypotheses, new relationships were found that coinfluence perceived values. Specifically, one of the most important values was emotional value, which impacts on functional value and epistemic value, and in turn functional value influences epistemic and social value. A tourist driven by epistemic value may have a good overall destination image. This is represented when tourists have fun at a cultural heritage site and they can think that the cultural heritage trip was a good quality vacation for a reasonable price. Because the strong need to feel pleasure or fun may enhance the possibility of participation at the destination site, emotional value could play an influential role at the cultural heritage destination site. It has a strong relation with "bridg[ing] the world of objects and the world of the mind," according to Dicher (1964). Emotional value dominates other values, even travel experience. Thus, when tourists feel emotional pleasure, their emotions are engaged in curiosity of something new and different. The other issue associated with functional value represents reasonable value for the price tourists paid. Usually, traveling abroad calls for quite a lot of money, and customers should save money before they travel. With this in mind, tourists make a decision based on their total utility. Price is considered the most salient functional value. Tourists may perceive functional value based on their emotional values, which may have a positive relationship with epistemic value and social value.

Summary of Phase 2

Gender differences (H5). There was clearly a gender-related difference in the cultural tourism behaviors. The finding is consistent with the previous studies (Bieger & Laesser, 2002; Kim, 1998; Ryan, 2000; Silberberg, 1995). Overall, females have more interest in cultural heritage sites. Females especially have more learning, escape, and socialization motivations than males. Females are more interested in learning about new cultures and experiencing different things. Women may believe that social relationships are important even at the travel destination. Women are also more sensitive about situational factors. For instance, females have a stronger escape motivation from work or routine life, which means that they can reduce the feeling of having too many things to do while on a cultural heritage trip. In terms of perceived value, females feel more emotional value. Emotional value is often related to such things as music, art, and other various forms of entertainment. Due to this, females are more likely to enjoy these aesthetic alternatives. However, they tend to react adversely to negative travel destination conditions such as bad weather, transportation inaccessibility, and lack of travel information, which supports the negative impact of conditional value.

Theoretical Contribution

This study will contribute to both research and practice. First, this study applies the functional approach to deal with the whole cultural heritage tourist process, from initial motivation to destination image and future intentions. To date, most tourism motivation research has focused primarily on "push-pull factor motivation," which is useful in explaining the external factors as well as the internal factors of tourists. However, by applying the tourist functional motivation, this study can identify more specific psychological reasons for cultural heritage travel. Second, perceived value has been considered as a good indicator for segmenting customers or tourists. Most previous studies of perceived value related to marketing subjects, such as service quality, customer satisfaction, and loyalty. Some studies in tourism research have been limited to sites such as golf resorts and

cruises. Very rarely has perceived value been included in research about cultural heritage tourism. In terms of the dimensionality of perceived value, the approaches of perceived value are folded into dichotomous methods, such as utilitarian and hedonic approaches or acquisition and transaction values. The approaches are useful and widely used for predicting customer behaviors. However, tourist behaviors contain complex psychological aspects such as emotional or social aspects; more dynamic dimensions of perceived value need to be explored. Therefore, in this study, examining multidimensional perceived value of cultural tourists may provide a better understanding of cultural tourists involved real tourism experiences. Finally, the study will expand the range of tourist motivation study. Although tourist motivation and perception are considered to be critical constructs for understanding tourist behaviors, most research has focused on examining the direct influence of a series of constructs to predict tourist behaviors. However, in real situations, when tourists travel to a destination, they are motivated by many other variables. Thus, if other variables are considered in predicting tourist behaviors, such behaviors will change according to the specific situation. This emphasizes the importance of considering both motivation and motivational conflicts simultaneously. Therefore, by considering other variables, such as motivation and motivational conflicts, at the same time, this study can examine not only the importance of cultural heritage tourist motivation, but also the impact of motivational conflicts in predicting tourist destination image and future intentions.

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