

Research on the Behavioral Intentions of Tourists in Historical and Cultural Blocks Based on Data Analysis: Correlation Between Dimensions and Its Application

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ABSTRACT

As important venues for both material and spiritual life, historical and cultural districts carry a profound historical heritage and local culture, offering tourists diverse perceptions and experiences. This study, focusing on the Chengnan Historical and Cultural District in Quanzhou City, Fujian Province, China, aims to explore the correlations among destination image, perceived value, place attachment, and tourist behavioral intentions. Through literature analysis and theoretical research, this study combined specific spatial features with the extraction and establishment of a scientific evaluation index system. A questionnaire survey and data collection were conducted using tourists as the survey subjects, and quantitative analysis was conducted using SPSS.27. The study demonstrated a correlation between the various variables, providing not only strategies for managers of historical and cultural districts to optimize tourist experiences and district development, but also theoretical support for further exploration of the relationship between destination image and tourist behavior within the academic community.

Keywords: Historical and cultural districts, Destination image, Perceived value, Place attachment, Tourist behavioral intentions.

1. INTRODUCTION

Cultural tourism, as a form of travel encompassing a city's tangible and intangible cultural heritage alongside other attractions[1], is a process that embodies spiritual culture through physical carriers, offers authentic experiences, and reflects cultural history and narratives[2]. According to the Tourism Economic Impact Report released by the World Travel & Tourism Council (WTTC), as society develops, tourists increasingly focus on the tourism industry and related cultural industries and resources at destinations. This trend prompts more travel groups to consider elements such as the physical environment and spiritual characteristics as comprehensive indicators for evaluating travel choices. Therefore, compared to other destinations, regions bearing distinctive cultural imprints and symbols are better positioned to evoke visitors' cultural resonance. This fosters

more positive perceptual experiences, ultimately translating into economic value and consumption growth.

Historic and cultural districts, as tourist destinations rich in material culture and profound humanistic significance, represent the spaces within urban areas that most vividly embody regional characteristics. The development of destination image is an indispensable element in tourist activities, authentically reflecting traditional layouts and historical features while offering visitors diverse and enriching cultural experiences[3]. However, current research predominantly focuses on the renewal and development of historic cultural districts, often neglecting visitor-centered destination image building. Alternatively, studies may analyze the relationship between historic districts and visitors solely through the lens of individual influencing factors, failing to proactively establish scientific theoretical models and

evaluation systems to enhance visitors' perceptual experiences and positive behaviors within these districts. Therefore, this study first reviews the development of relevant conceptual research and selects the Chengnan Historic and Cultural District in Quanzhou City, Fujian Province as the primary research subject. Through literature review and field research, variables and their dimensions are identified. Tourists were selected as the research subjects. Sample data were collected and integrated through questionnaire surveys. Statistical analysis methods were employed, combining qualitative analysis with quantitative research, to explore the relationships between variables from a statistical perspective. The findings were summarized, and corresponding rational recommendations were proposed. This study also aims to provide scientific references for the sustainable development of other historical and cultural districts.

2. LITERATURE REVIEW

Historical and cultural districts, shaped by prolonged social transformations, encompass rich material spaces and historical contexts, forming vital components of a city's heritage. From economic and tourism perspectives, visiting these districts allows travelers to directly experience tangible cultural elements—such as architectural landscapes, facilities, and social functions—while simultaneously immersing in humanistic sentiments and spiritual culture during their exploration. Consequently, traveling to regions with abundant cultural heritage has become one of the most popular activities among tourists. [4]. This helps tourists establish a specific image of the destination during their experience, thereby influencing their subjective perceptions, behavioral choices, and destination decisions [5]. To a certain extent, this reinforces positive feedback loops among visitors. Simultaneously, tourists' perceptions of the tourism image of historic districts affect their perceived value, which in turn shapes their emotional connection to these areas [6], ultimately exerting significant influence on their behavioral intentions [7].

Placing perceived value within the spatial environment from a visitor's perspective, Irena et al. tested a model of visitor perceived value, satisfaction, and behavioral intentions, proposing that perceived value significantly influences visitor satisfaction and future behavioral expectations [8]. Waluya et al. explored how perceived risk and perceived value affect visitor satisfaction at Selm

Cave, helping visitors cultivate their perceptions of risk and value [9]. Thus, within the context of historic cultural districts, perceived value manifests as visitors' aggregate emotional responses and experiences at the destination. Place attachment primarily denotes emotional bonds with specific geographic areas and the meaning ascribed to these connections. It stems from social interactions and evaluations of the spatial environment, becoming internalized at an unconscious level during development and subjectively expressed as attachment to the place [10]. As tourists' place attachment to destinations intensifies, it drives strong tourism demand and satisfaction [11,12], gradually crystallizing into two distinct research dimensions: place identification and place dependence. In tourism, behavioral intention primarily refers to the subjective willingness tourists develop after completing a travel activity. As the optimal predictor of future tourist behavior, it is analyzed through two dimensions: revisit intention and recommendation intention [13]. In related studies, tourist behavioral intentions are typically explored within the cognitive-affective-behavioral framework [14]. As the most relevant and influential component throughout the tourism process, emotions often influence tourists at every stage of their travel experience, providing significant reference value for promoting a comprehensive understanding of tourist behavioral intentions.

3. MATERIALS AND METHODS

3.1 Research Objects

The Quanzhou Chengnan Historic and Cultural District is situated in the southern part of Quanzhou's old city. Its protected area spans 22.3 hectares, with a core conservation zone covering 13.7 hectares. The district is bounded by Wanshou Road to the north, Quanzhou Bridge to the south, Jiangbin North Road to the west, and Qinglong Lane to the east.

The historic district features significant cultural heritage sites including the national-level protected Tianhou Temple and Deji Gate Ruins, the provincial-level protected Li Zhi Residence, and municipal-level protected sites such as the Laiyuan Post Station Ruins and Quan Jun Fumei Temple. Traditional streets and alleys remain well-preserved. Simultaneously, the facade textures of the district's streets and alleys preserve the decorative characteristics of Min Nan architectural facades,

embodying the region's unique cultural traits and holding significant historical preservation value. They also reflect the urban planning concepts and construction standards of a specific era, showcasing the district's distinctive humanistic features. With their continuity and organic growth, these elements serve as crucial clues for deeply understanding the cultural context of the historic district.

3.2 Variable Measurement

Based on a review of past scientific research and relevant literature, combined with the specific physical spaces and rich cultural resources of the historic cultural district. Simultaneously referencing

guiding documents such as the Quanzhou Regulations on the Protection of Historic and Cultural Cities and the Guidelines for the Protection and Enhancement of Historic and Cultural Cities and Districts, while considering the characteristics and actual conditions of each variable. Expert opinions were formed through the Delphi method, incorporating objective research and professional judgment. Similar items were consolidated, unreasonable items were eliminated, and existing mature scales were appropriately adjusted to refine the measurement items. This process ultimately yielded a comprehensive scale encompassing all relevant factors ("Table 1", "Table 2", "Table 3", "Table 4").

Table 1. Design of survey items for measuring the tourism image of historic and cultural districts

Variable	Serial Number	Item
Physical Environment	PE1	The historic district is clean and well-maintained.
	PE2	The climate is pleasant, perfect for tourism.
	PE3	Transportation is convenient, ensuring easy access.
	PE4	Guidance facilities are comprehensive, with clear informational signage.
	PE5	The buildings are in excellent condition.
Social Function	SF1	Shops and catering services meet the needs of tourists
	SF2	Retains a distinct residential atmosphere
	SF3	Interaction between local residents and visitors
	SF4	Excellent public spaces and social areas
	SF5	Accommodation and shopping are convenient with ample options
Cultural Heritage	CH1	It showcases a wealth of historical and cultural resources and information.
	CH2	It possesses a unique local cultural atmosphere.
	CH3	It preserves traditional customs and intangible cultural heritage.
	CH4	It embodies unique folk customs and local culture.
	CH5	It has high cultural value and educational significance.
Emotional Image	EI1	This historic district is an impressive place.
	EI2	This historic district is a relaxing place.
	EI3	This historic district is a delightful place.
	EI4	This historic district offers an immersive experience.
	EI5	This historic district feels novel.

Table 2. Perceived value measurement item design

Variable	Serial Number	Item
Perceived Value	PV1	The experience in this historic district was incredibly rewarding and met all expectations.
	PV2	The experience in this historic district provided a sense of psychological satisfaction.
	PV3	The experience in this historic district enhanced social interaction.
	PV4	The experience in this historic district enhanced visitors' understanding of history and culture.

Table 3. Item design for the place attachment scale

Variable	Serial Number	Item
Place Attachment	PA1	This historic district means so much to me, it's more than just a tourist destination.
	PA2	I have a special emotional connection to this historic district.
	PA3	I'd be sad to leave it.
	PA4	I'd feel a sense of loss if it were to change or disappear.
	PA5	I identify deeply with the lifestyle of this historic district.
	PA6	I love this historic district.
	PA7	This historic district offers an irreplaceable travel experience.
	PA8	I have a strong sense of belonging to this historic district.

Table 4. Item design for measuring tourist behavioral intentions

Variable	Serial Number	Item
Behavioral Intention	BI1	I would like to visit this historic district again in the near future.
	BI2	If the opportunity arises, I would prioritize returning here.
	BI3	I would recommend this historic district to friends and family as a travel destination.
	BI4	I would share my experience in this historic district on social media.
	BI5	I would be willing to pay for cultural experiences, guided tours, or cultural and creative products in this historic district.
	BI6	If this historic district offers paid cultural programs, I would be willing to try them.

3.3 Questionnaire Design and Data Collection

Based on prior research, the questionnaire was designed in three sections: the purpose of the survey, the main questionnaire body, and basic respondent information. The main body of the questionnaire primarily measured tourists' perceptions of the destination image of the historic and cultural district. It comprised four dimensions: physical environment, social functions, cultural heritage, and emotional image. Additionally, it included measurements of perceived value, place attachment, and tourist behavioral intentions. All relevant scale items were measured using a 5-point Likert scale, where "1-5" represented ranging from very dissatisfied to very satisfied. This approach yielded simpler, clearer data results with strong operational applicability.

Data was collected from tourists visiting the Chengnan Historic and Cultural District in

Quanzhou City, Fujian Province, China, between January and May 2025. Considering the district's specific geographical environment and spatial layout, on-site surveys were conducted by collecting questionnaires from tourists at peak traffic locations during various time periods (Figure 1). Simultaneously, data sources were determined through conditional screening, with the following criteria: (1) tourists; (2) having a relatively complete experience process. Participants were randomly selected from each location during designated time periods. A total of 450 questionnaires were distributed and all were returned. After excluding invalid responses—such as incomplete forms, abnormally short completion times, or obvious logical errors—423 valid questionnaires were obtained. The questionnaire return rate was 100%, with a valid response rate of 94%. Overall, the collection process yielded satisfactory results, with both sample size and validity meeting the fundamental requirements for subsequent statistical analysis.

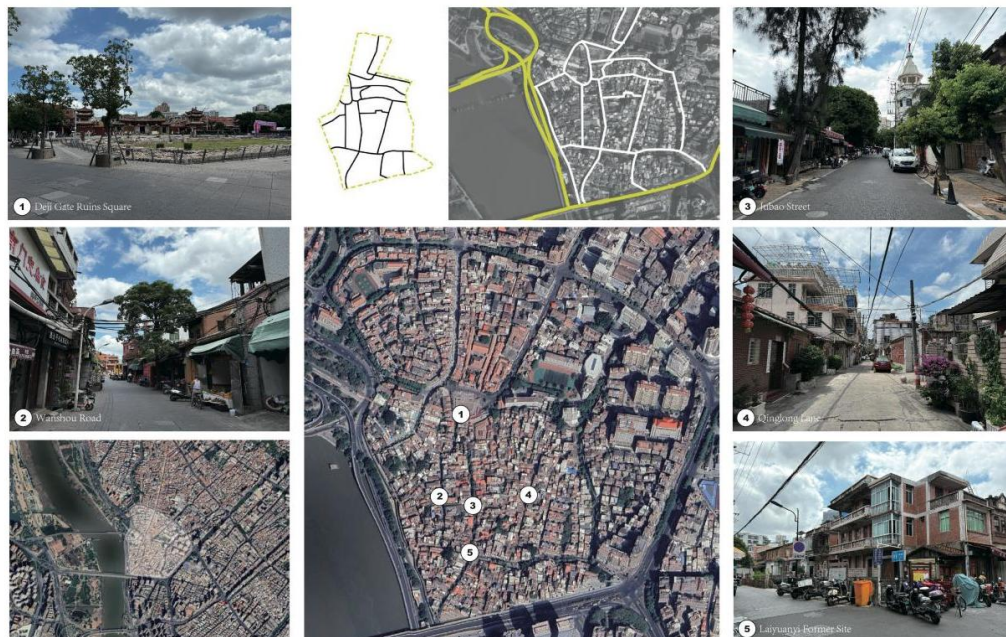


Figure 1 Questionnaire Distribution Locations Map.

4. RESULTS

4.1 Descriptive Statistical Analysis

This study conducted a descriptive analysis of the demographic characteristics of 423 valid

questionnaires, mainly covering eight basic information such as the respondents' gender, age, education level, monthly income level, occupation distribution, source area, travel mode and publicity, as shown in “Figure 2”.

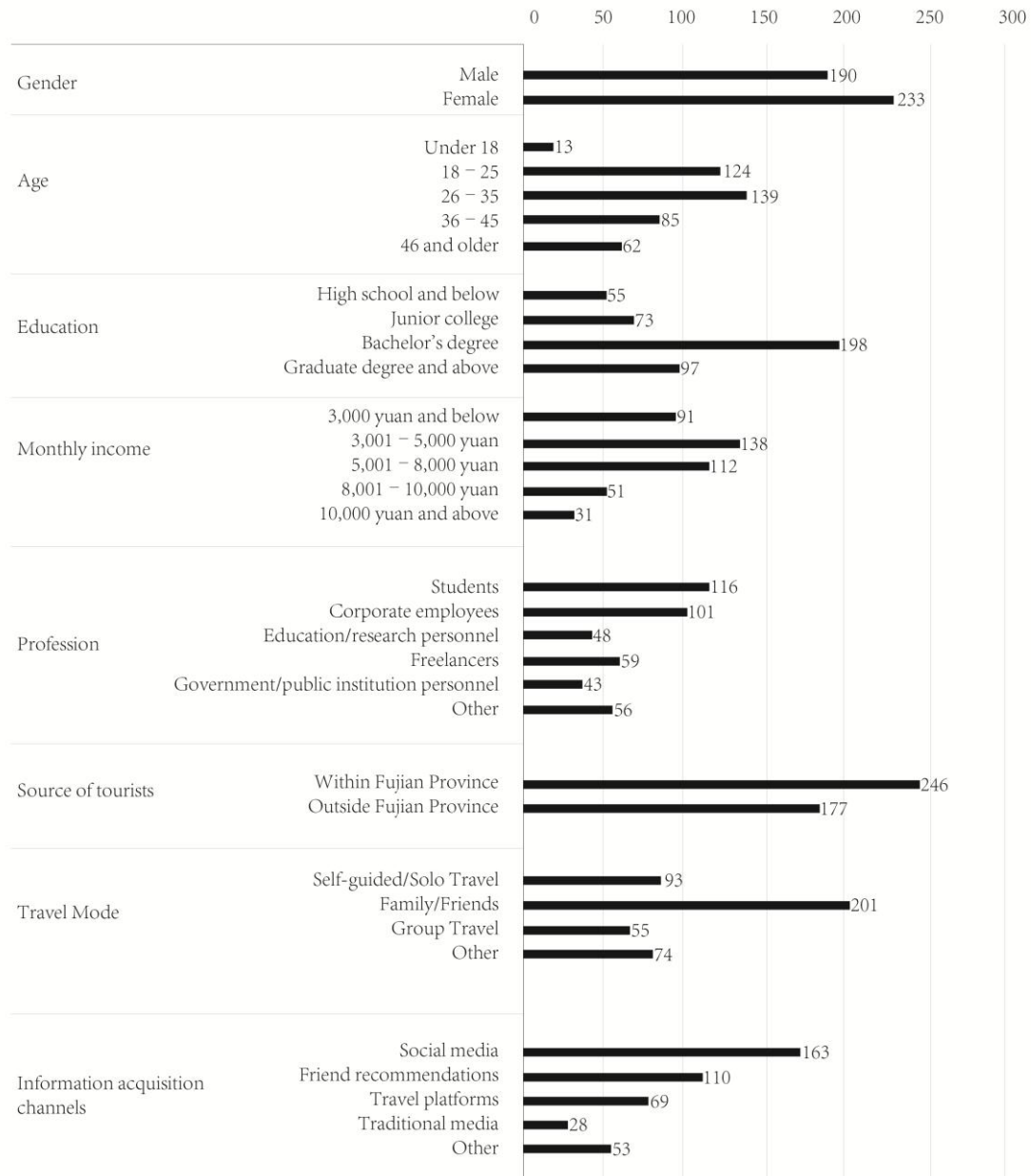


Figure 2 Demographic characteristics of the survey subjects.

4.2 Reliability Testing

In this study, all primary factors were measured using scales, making the verification of data quality in the measurement results a critical prerequisite for ensuring the scientific rigor and validity of

subsequent analyses. First, Cronbach's alpha coefficient was employed to assess the internal consistency reliability of each dimension. Cronbach's alpha ranges from 0 to 1, with higher values indicating greater reliability. Generally, a coefficient below 0.6 suggests insufficient

reliability, necessitating questionnaire redesign or data resampling. A coefficient between 0.6 and 0.7 is considered acceptable, between 0.7 and 0.8 indicates high reliability; between 0.8 and 0.9 indicates good reliability; and between 0.9 and 1 indicates extremely high reliability. Overall, reliability analysis aims to assess a scale's stability and internal consistency. Higher reliability indicates stronger internal consistency, while lower reliability suggests weaker consistency.

First, this study analyzed the overall reliability of the questionnaire. Specific results are presented in “Table 5”. The overall Cronbach's alpha

coefficient for the questionnaire was 0.814, indicating high internal consistency and reliability in the measurement of its items. Subsequently, reliability analyses were conducted separately for the following constructs: physical environment, social functions, cultural heritage, emotional image, perceived value, place attachment, and tourist behavioral intentions. The Cronbach's alpha coefficients for each observed variable exceeded 0.7, indicating good reliability for each scale. Overall, the scales demonstrate high reliability and validity, making them suitable for empirical analysis.

Table 5. Questionnaire reliability analysis

Variable	Number of items	Cronbach's Alpha
Physical Environment	5	0.912
Social Function	5	0.930
Cultural Heritage	5	0.945
Emotional Image	5	0.950
Perceived Value	4	0.920
Place Attachment	8	0.960
Behavioral Intention	6	0.956
Overall	38	0.814

4.3 Validity Testing

In order to test the construct validity of the relevant scales, this study used exploratory factor analysis to analyze the data obtained from the forecast research. The KMO test measures partial correlation among variables, with values ranging from 0 to 1. Generally, a KMO value above 0.6 indicates suitability for factor analysis, while a value above 0.8 suggests more ideal results. Bartlett's sphericity test examines whether items within the scale are independent of each other. According to “Table 6”, the KMO values for the

seven variables — physical environment, social functions, cultural heritage, emotional image, perceived value, place attachment, and behavioral intention — were 0.861, 0.901, 0.912, 0.915, 0.850, 0.962, and 0.936, respectively. All exceeded 0.8, indicating the scale structure possesses good suitability for factor analysis. Additionally, the Bartlett's sphericity test yielded significance levels consistently below 0.05 (approaching 0.000), rejecting the null hypothesis. This indicates strong correlations among the items, thereby satisfying the conditions for proceeding with factor analysis.

Table 6. KMO and Bartlett Spherical test results

Variable	KMO	Bartlett's Sphericity	Degrees of freedom	P-value
Physical Environment	0.861	1485.123	10	0.000
Social Function	0.901	1740.000	10	0.000
Cultural Heritage	0.912	1972.684	10	0.000
Emotional Image	0.915	2068.862	10	0.000
Perceived Value	0.850	1269.265	6	<0.001
Place Attachment	0.962	3454.074	28	0.000
Behavioral Intention	0.936	2638.682	15	0.000

Using the varimax method to rotate the factor loading matrix to amplify differences, the cumulative variance contribution of the seven

principal components extracted was 80.344%. This indicates that the seven common factors extracted can explain 80.344% of the information, which is

greater than the standard value of 60%. The degree of common factor explanation is high, and the seven principal components extracted are reasonable (See “Table 7” and “Table 8”). After identifying the common factors, the variables included in each factor were determined based on the rotated factor matrix. Factor 1 represents the “place attachment” factor, with factor loadings for each indicator ranging from 0.870 to 0.950; Factor 2 represents the “behavioral intention” factor, with factor loadings ranging from 0.892 to 0.974; Component 3 represents the “Emotional Image” factor, with factor loadings ranging from 0.901 to

0.929; Component 4 represents the “Cultural Heritage” factor, with loadings between 0.888 and 0.930; Component 5 represents the “Social Function” factor, with loadings ranging from 0.875 to 0.936; Component 6 represents the “Physical Environment” factor, with factor loadings ranging from 0.817 to 0.921; Component 7 represents the “Perceived Value” factor, with factor loadings ranging from 0.883 to 0.928. The analysis results indicate significant differences among the indicators, consistent with the dimensions constructed earlier.

Table 7. Total variance explained

Element	Initial Eigenvalues			Sum of Squares of Load Extraction			Rotating Load Square Sum		
	Total	Percentage of variance	Accumulation%	Total	Percentage of variance	Accumulation%	Total	Percentage of variance	Accumulation%
1	6.344	16.695	16.695	6.344	16.695	16.695	6.281	16.529	16.529
2	4.960	13.052	29.747	4.960	13.052	29.747	4.943	13.008	29.537
3	4.772	12.558	42.305	4.772	12.558	42.305	4.187	11.019	40.557
4	4.183	11.009	53.314	4.183	11.009	53.314	4.145	10.907	51.464
5	3.929	10.339	63.653	3.929	10.339	63.653	3.971	10.450	61.914
6	3.233	8.509	72.162	3.233	8.509	72.162	3.746	9.857	71.771
7	3.109	8.182	80.344	3.109	8.182	80.344	3.258	8.574	80.344
8	.467	1.228	81.572						
9	.434	1.142	82.715						
10	.365	.960	83.675						
11	.357	.940	84.615						
12	.348	.916	85.532						
13	.334	.880	86.412						
14	.311	.818	87.230						
15	.298	.785	88.015						
16	.288	.758	88.773						
17	.275	.725	89.498						
18	.270	.712	90.210						
19	.268	.705	90.915						
20	.252	.662	91.577						
21	.245	.644	92.221						
22	.242	.637	92.858						
23	.238	.625	93.484						
24	.222	.584	94.068						
25	.213	.560	94.628						
26	.212	.557	95.185						
27	.206	.542	95.727						
28	.198	.521	96.248						
29	.186	.490	96.738						
30	.173	.456	97.194						
31	.161	.424	97.617						
32	.159	.419	98.036						
33	.151	.397	98.433						
34	.140	.368	98.801						
35	.135	.355	99.156						
36	.123	.324	99.480						

Element	Initial Eigenvalues			Sum of Squares of Load Extraction			Rotating Load Square Sum		
	Total	Percentage of variance	Accumulation%	Total	Percentage of variance	Accumulation%	Total	Percentage of variance	Accumulation%
37	.109	.287	99.767						
38	.089	.233	100.000						

Extraction method: principal component analysis.

Table 8. Rotation component matrix of each variable

Element	Elements						
	1	2	3	4	5	6	7
The historic district is clean and well-maintained.						.921	
The climate is pleasant, perfect for tourism.						.875	
Transportation is convenient, ensuring easy access.						.817	
Guidance facilities are comprehensive, with clear informational signage.						.841	
The buildings are in excellent condition.						.845	
Shops and catering services meet the needs of tourists					.936		
Retains a distinct residential atmosphere					.875		
Interaction between local residents and visitors					.864		
Excellent public spaces and social areas					.880		
Accommodation and shopping are convenient with ample options					.885		
It showcases a wealth of historical and cultural resources and information.				.930			
It possesses a unique local cultural atmosphere.				.908			
It preserves traditional customs and intangible cultural heritage.				.888			
It embodies unique folk customs and local culture.				.903			
It has high cultural value and educational significance.				.901			
This historic district is an impressive place.			.929				
This historic district is a relaxing place.			.901				
This historic district is a delightful place.			.908				
This historic district offers an immersive experience.			.904				
This historic district feels novel.			.905				
The experience in this historic district was incredibly rewarding and met all expectations.							.928
The experience in this historic district provided a sense of psychological satisfaction.							.883
The experience in this historic district enhanced social interaction.							.889
The experience in this historic district enhanced visitors' understanding of history and culture.							.890
This historic district means so much to me, it's more than just a tourist destination.	.950						
I have a special emotional connection to this historic district.	.874						
I'd be sad to leave it.	.879						
I'd feel a sense of loss if it were to change or disappear.	.864						
I identify deeply with the lifestyle of this historic district.	.870						
I love this historic district.	.871						
This historic district offers an irreplaceable travel experience.	.882						
I have a strong sense of belonging to this historic district.	.885						
I would like to visit this historic district again in the near future.		.947					
If the opportunity arises, I would prioritize returning here.		.892					
I would recommend this historic district to friends and family as a travel destination.		.895					
I would share my experience in this historic district on social media.		.893					

Element	Elements						
	1	2	3	4	5	6	7
I would be willing to pay for cultural experiences, guided tours, or cultural and creative products in this historic district.		.904					
If this historic district offers paid cultural programs, I would be willing to try them.		.905					

Extraction method: Principal component analysis.
 Rotation method: Kaiser normalization with varimax.
 a. The rotation converged after 5 iterations.

5. CONCLUSION

This study, based on an empirical investigation of the Chengnan historical and cultural district in Quanzhou, Fujian Province, explored the relationship between destination image, perceived value, place attachment, and tourists' behavioral intentions. The findings indicate that the physical functions and implicit culture of historical and cultural districts influence tourists' behavioral intentions, while perceived value and place attachment also play a key role in tourists' decision-making. Through questionnaire surveys and SPSS quantitative analysis, this study revealed significant correlations among variables, further validating the profound influence of the spatial characteristics of historical and cultural districts on tourist behavior. This not only provides a scientific basis for optimizing the tourist experience and enhancing the appeal of cultural tourism, but also offers a scientifically sound reference for the sustainable development of historical and cultural districts.

Furthermore, this study proposes a scientific evaluation index system, building a comprehensive theoretical research framework by integrating literature analysis, theoretical research, and specific spatial characteristics. This framework provides a solid theoretical foundation and innovative perspective for understanding the complex relationships between destination image, perceived value, place attachment, and tourist behavior. The findings not only provide strategies for the management of historical and cultural districts to optimize tourists' perceived experience and enhance their appreciation of local culture, but also offer valuable insights for further exploration and deepening of related research areas.

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