

The link between travel motivation and satisfaction towards a heritage destination: The role of visitor engagement, visitor experience and heritage destination image

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ABSTRACT

There are shortcomings in studying tourist satisfaction from the direct effect of travel motivation. The current study constructed an integrated model of motivation-satisfaction towards a heritage destination with the addition of experience-related factors and destination image. Unlike previous studies mainly focusing on pre or after the experience, this research employed a survey aiming at tourists during their on-site experiences. By using Partial Least Square-Structural Equation Modeling, the proposed structural model was tested with a sample of 352 visitors at Hoi An UNESCO World Heritage Site, Vietnam. Motivation had significant effects on visitor engagement, visitor experience, and heritage destination image, which in turn led to heritage tourists' satisfaction. The indirect link between motivation and satisfaction was also confirmed, contributing to a better understanding of the formation of satisfaction in the context of heritage tourism. Practical implications are provided for Destination Management Organizations (DMOs) of heritage sites.

1. Introduction

Heritage tourism has been one of the fastest-growing tourism markets, with hundreds of millions of visitors traveling every year (Hollywood, Bolan, & McMahon-Beattie, 2017; Nguyen & Cheung, 2015). Thus, tourist behavior towards heritage sites has become the emerging interest as well as the long-standing interest for scholars in the tourism field (Poria, Reichel, & Biran, 2006). Several behavioral variables in tourism including loyalty, satisfaction, and behavioral intention have been studied in the context of heritage tourism (Alrawadieh, Prayag, Alrawadieh, & Alsalamdeen, 2019; Chen & Chen, 2010; De Rojas & Camarero, 2008; Shen, Schüttemeyer, & Braun, 2009; Wu & Li, 2017). Out of these variables, visitor satisfaction is the focus of this study because it plays a vital role in performing other behaviors.

Previous studies have provided an understanding of tourist satisfaction from the comparison of service quality and customers' expectations (Bowen & Clarke, 2002; Oliver, 1980, 1993; Yüksel & Yüksel, 2001). Another approach is to uncover factors that influence visitor satisfaction and can be socio-demographic characteristics of tourists, psychological factors, or experimental factors (Devesa, Laguna, & Palacios, 2010; Wu & Li, 2017). Regarding this, a direct effect of motivation and satisfaction has been widely studied in the tourism and

marketing literature (Devesa et al., 2010). However, few studies investigated the indirect relationship between them in tourism generally and in heritage tourism particularly (Albayrak & Caber, 2018), indicating a first research gap for study.

Considering the influences of experience-related factors, tourists' experiences through their engagement during visitation should be considered as the determinants of tourists' satisfaction (Szymanski & Henard, 2001; Taheri, Jafari, & O'Gorman, 2014; Wirtz, Mattila, & Tan, 2000). However, there is a lack of research investigating the influences of two constructs, visitor experience and visitor engagement in the relationships between motivation and satisfaction or at best few studies tested relationships between two out of four constructs in the context of heritage tourism (Alrawadieh et al., 2019; Bryce, Curran, O'Gorman, & Taheri, 2015; Chen & Rahman, 2018; De Rojas & Cararero, 2008). As a result, a second research gap is needed to fill in.

Destination image plays an important role in tourists' perception of a destination (Remoaldo, Ribeiro, Vareiro, & Santos, 2014). Likewise, destination image also contributes to understanding tourists' destination choice and satisfaction with destination experiences. However, previous studies have mainly focused on examining recalled trips or re-evaluated decisions (Smith, Li, Pan, Wite, & Doherty, 2015). Although the relationship of motivation - destination image - behavior (e.g.,

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satisfaction, revisit intention) has been uncovered in some studies (Li, Cai, Lehto, & Huang, 2010; Pratminingsih, Rudatin, & Rimenta, 2014; Tang, 2014), this causal link only concentrated on pre or post-trip phases. Smith et al. (2015, p.114) supposed that “destination image may also be affected by contextual factors and experience through the course of vacation and vary across the stages.” A lack of study on on-site experiences and engagement has not yet been investigated in the formation of destination image (Smith et al., 2015), revealing a third research gap.

By understanding three identified research gaps, the objective of this study is to construct and validate an integrated model of motivation - satisfaction with the addition of three variables, visitor engagement, visitor experience, and destination image applied to the context of heritage tourism. The research contributes to the literature by providing an understanding of the indirect relationship between motivation and satisfaction mediated by experiential factors and heritage destination image perceived by tourists during experiences. The results also provide practical implications for Destination Management Organizations (DMOs) to design and develop strategies aiming to enhance visitor satisfaction at a heritage site.

2. Theoretical background

Motivation is a psychological need or desire that can explain why an action is performed (Dann, 1981). There are four major approaches to examine motivation, including “need-based, values-based, benefits sought or realized, and expectancy theory” (Albayrak & Caber, 2018, p. 202). In addition, the push-pull framework found by Dann (1977) has been a popular theory applied to provide an understanding of travel motivation. While push factors refer to intrinsic factors motivating a tourist to travel, attractive features of a destination are considered as pull factors of motivation (Dann, 1977). Likewise in the tourism literature, travel motivation has been widely studied in the context of heritage, specifically in different heritage settings such as museums, religious sites and waterfronts (Jansen-Verbeke & Rekom, 1996; Poria et al., 2006; Poria, Butler, & Airey, 2004; Prentice, Davies, & Beeho, 1997). Recreational experiences, heritage experiences, and learning history are found to be common reasons for visiting heritage sites (Poria et al., 2004). Similar to other forms of tourism, heritage tourists have a desire to be relaxed and entertained, which could be referred to as biological needs (Moscardo, 1996; Poria et al., 2004). In addition, visitors want to be involved in emotional experiences, which make them feel like part of their own heritage (Kerstetter, Confer, & Graefe, 2001; Poria et al., 2004). A desire to learn about the physical nature and history of heritage sites is also a reason for heritage visitors to travel (Kerstetter et al., 2001; Moscardo, 1996; Poria et al., 2004). Other motives for heritage tourism include social motives (Moscardo, 1996), authentic experiences (Kerstetter et al., 2001), and cultural motives (Chen & Chen, 2010). Among these identified motivations, the travel reason for learning/ education has been stated as the most crucial motivation for heritage tourists (Goh, 1997; Jansen-Verbeke & Rekom, 1996). Derived from previous studies, three dimensions of heritage travel motivation are identified in this study, including emotional experiences, recreational experiences, and educational/ cultural experiences.

Satisfaction can be understood as “a static state of fulfillment of needs or motives” (Albayrak & Caber, 2018, p.202). It can be conceptualized from two perspectives: cognitive and emotional. While the former refers satisfaction as ‘a post-experience evaluation’ (Bowen & Clarke, 2002), the latter considers an individual's response that she/ he has after an experience (del Bosque & San Martin, 2008). Satisfaction can be observed as a uni- or multi-dimensional construct; however, it is used as a unidimensional construct reflecting an emotional concept in this study.

Previous studies in the travel and tourism field used different methods to measure tourists' motivations and satisfaction. Accordingly,

satisfaction measures outcomes after their experience, while motivation should be measured before tourists experience a product/ service or visit a travel destination (Snepenger, King, Marshall, & Uysal, 2006). However, it seems to be difficult to collect data from respondents before and after tourists travel. As a result, motivation has almost been measured along with satisfaction during the experience (Battour, Battor, & Ismail, 2012; Caber & Albayrak, 2016; Lee, Reisinger, Kim, & Yoon, 2014; Meng & Uysal, 2008; Schofield & Thompson, 2007; Tang, 2014; Yoon & Uysal, 2005) or after the experience (Huang, Luo, Ding, & Scott, 2014; Lee & Hsu, 2013; Pan & Ryan, 2007; Prebensen, Woo, Chen, & Uysal, 2012; Qiao, Chen, Guan, & Kim, 2008).

The motivation - satisfaction relationship has become a popular research interest of many researchers in the hospitality, tourism and travel field. Different approaches have been applied to understand such a relationship that could be categorized into two major groups (Albayrak & Caber, 2018). In the first group, travel motivation has been investigated as a sole predictor of tourist satisfaction. By contrast, apart from motivation, the second group has uncovered other variables that have influences on satisfaction. Results from these two applied approaches indicated a linear relationship between motivation and satisfaction (Albayrak & Caber, 2018). However, the literature shows that most of the studies applying the first approach have failed to explain the direct influence of motivation on satisfaction (Fluker & Turner, 2000). The reason for this result is because the relationship between these two constructs might be indirectly mediated by other variables (Schofield & Thompson, 2007). Due to this, the current study applied the second approach by examining other variables than motivation, which might be antecedents of satisfaction. As a result, the three variables (visitor engagement, visitor experiences, and heritage destination image), which have been considered as major constructs in tourists' experience process, are added into the relationship between motivation and satisfaction. Each newly added construct is discussed in detail.

2.1. Visitor engagement

In different academic disciplines, engagement has been studied with various terms such as civic engagement in social science, task engagement in psychology, employee engagement in organizational behavior, and customer engagement in marketing (Brodie, Hollebeek, Juric, & Llic, 2011). Derived from terms used in the marketing and service literature, visitor engagement is employed in this study but consistently conceptualized with the terms, consumer engagement, or customer engagement. Engagement can be defined in four different ways, including attachment, commitment, devotion, and emotional connection (Taberi et al., 2014). In the social science literature, engagement has been considered as a multi-dimensional construct representing three perspectives: cognitive, emotional, and/or behavioral (Hu, 2010; Huo, Binning, & Molina, 2009; Macey & Schneider, 2008; Matthews et al., 2010). However, it can also be expressed as a uni-dimensional concept for the simplicity that focused on either the emotional (Catteuw, Flynn, & Vonderhorst, 2007; Roberts & Davenport, 2002), or cognitive (Blumenfeld & Meece, 1998; Guthrie & Cox, 2001), or behavioral perspective (Downer, Rimm-Kaufman, & Pianta, 2007; Saczynski et al., 2006). In organizational behavior literature, Patterson, Yu, and Ruyter (2006) identified four dimensions of engagement, including absorption, dedication, vigor, and interaction. While absorption reflects the consciousness on engagement object that denotes the cognitive aspect of engagement, a sense of belonging to a brand explained as dedication is considered as the emotional aspect of the engagement. Vigor and interaction representing interaction with engagement objects are the reflections of a behavioral dimension of engagement (Brodie et al., 2011). This study considers engagement from the perspective of behavior to understand its influence on visitors' satisfaction. Accordingly, engagement can be defined as an interaction between subjects (visitors) and objects (heritage destination) (Hollebeek, 2010). In addition, a behavioral definition of engagement is also stated in this study that

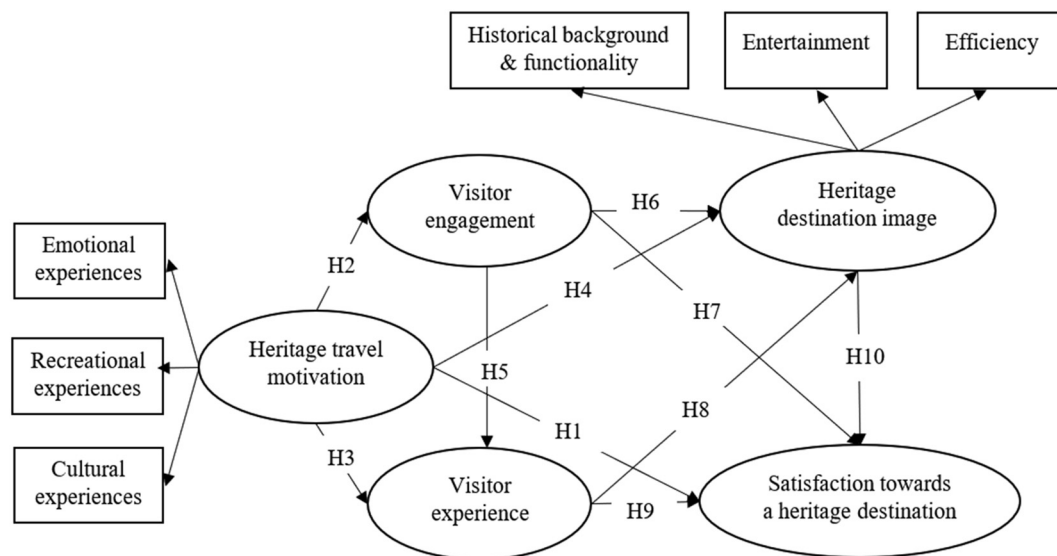


Fig. 1. Conceptual framework of the study.

customers involved in specific types or patterns of engagement activities (Pham & Avnet, 2009; Van Doorn et al., 2010).

2.2. Visitor experience

The tourism experience is hardly-defined due to its multi-dimensional nature (Chen & Rahman, 2018). For example, tourism experiences are an individual's emotional, physical, spiritual and intellectual impressions that he/ she obtains during the journey (Pine & Gilmore, 1999). In addition, Tung and Ritchie (2011, p. 1369) defined tourism experience as "an individual's subjective, evaluation and undergoing (i.e., affective, cognitive, and behavioral) of events related to his/ her tourist activities which begin before (e.g., planning and preparation), during (e.g., at the destination) and after the trip (e.g., recollection)." It can be acknowledged that tourism experiences are tourists' impressions/ evaluations, which can be measured by employing a longitudinal approach. However, this study only focused on understanding tourist's experiences when they have undergone their trip at a destination. If tourists had higher motivations when they visited a destination, the perception of the destination experience value would be stronger (Prebensen et al., 2012).

2.3. Heritage destination image

Destination image has been extensively studied in the tourism literature due to its importance in the understanding of travel behavior and decision-making process (Zhang, Fu, Cai, & Lu, 2014). Many previous studies attempted to define destination image; hence Gallarza et al. (2002, p. 60) stated that "there are almost as many definitions of the image as scholars devoted to its conceptualization." However, two main approaches have been employed to conceptualize destination images that are three-dimensional continuum (e.g., attribute-holistic, functional-psychological, and common-unique) (Echtner & Ritchie, 1991) and three-component (e.g., cognitive, affective and conative) approach (Gartner, 1996). Between these two approaches, the latter approach has been found to be more successful than the former one in explaining the formation of an image (Zhang et al., 2014). According to this approach, destination image is firstly formed by the cognitive component which refers tourists' beliefs and knowledge about the tangible and intangible attributes of a destination (Baloglu, 1997; Horng, Liu, Chou, & Tsai, 2012; Karim & Chi, 2010; Li et al., 2010; Lin, Morais, Kerstetter, & Hou, 2007; Prayag, 2009; Qu, Kim, & Im, 2011; Ramkissoon & Uysal, 2011; Ramkissoon, Uysal, & Brown, 2011). In

addition, the affective component represents an individual's feelings, emotions, and evaluations towards a destination (Horng et al., 2012; Lee, Scott, & Kim, 2008; Li et al., 2010; Lin et al., 2007; Qu et al., 2011). The final conative component is considered as a behavioral manifestation that evolves from the preceding components, cognitive and affective (Lee et al., 2008; Lin et al., 2007; Prayag, 2009). While three components (cognitive, affective and conative) have been extensively studies in the literature, the review by Zhang (2014, p.215) indicated that "cognitive image has been the focal point of investigation". This perspective of destination image has been applied to understand not only destination image, but also images of a destination's attractions such as event image (doValle, Mendes, & Guerreiro, 2012), or food image (Lai, Kho-Lattimore, & Wang, 2018). From the perspective of a destination, the cognitive image's attributes might include service quality, infrastructure, and environment (Beerli & Martín, 2004; Gallarza et al., 2002). In this study, the destination image is also examined from the cognitive perspective, which is conceptualized as tourists' perception of multiple attributes of a destination. In the context of heritage tourism, only a study by Remoaldo et al. (2014) uncovered attribute perceptions of a heritage destination that included historical background and functionality, shopping and entertainment, convenience, and efficiency. As a result, the current research inherited the multidimensional heritage destination image found by Remoaldo et al. (2014).

3. Conceptual framework and hypotheses development

Based on the literature review, an integrated model has been developed to advance a consumer-based model of satisfaction towards heritage tourism, which emphasizes interrelationships among five main constructs, heritage travel motivation, visitor engagement, visitor experience, heritage destination image, and satisfaction towards a heritage destination. Accordingly, tourists are motivated to visit a heritage site for emotional, recreational, and educational/ cultural experiences. A destination image is often based on marketing and media information gathered in the period of travel planning or previous travel experiences; however, the cognitive image including attributes of a heritage destination (historical background and functionality, entertainment and efficiency) is altered during the trip experiences when tourists engage and experience the activities or services offered at a destination. In the end, the destination is evaluated by tourists' satisfaction. Fig. 1 presents the conceptual framework of the study.

The motivation has become a "meta-concept" that functions as a

determinant of overall satisfaction with the trip (Devesa et al., 2010). The relationship between motivation and satisfaction has been extensively confirmed in various disciplines, such as organizational behavior, marketing, event, hospitality, and tourism. In the context of cultural and heritage of tourism, a vast of studies have concluded the positive influence of motivation on satisfaction (Battour et al., 2012; Correia, Moital, Costa, & Peres, 2008; Lee & Hsu, 2013; Schofield & Thompson, 2007). As a result, the study also proposed the casual link between heritage travel motivation and satisfaction:

Hypothesis 1 (H1). Heritage travel motivation has a significant direct influence on satisfaction towards a heritage destination.

Engagement has been found as an outcome of the desire or need to interact and cooperate with objects (e.g., brand, product, service, attraction) in the marketing literature (Calder, Malthouse, & Schadel, 2009; Higgins & Scholer, 2009; Patterson et al., 2006; Pham & Avnet, 2009; Van Doorn et al., 2010). For example, Van Doorn et al. (2010) asserted that consumers were more likely to commit and involve themselves in service offerings once they had higher motivations towards those offers. In the context of heritage tourism, multiple motivations were identified as the main drivers of engagement (Bryce et al., 2015; Taheri et al., 2014). Prebensen et al. (2012) indicated that motivation was an antecedent of the perceived value of the destination experience of tourists in Norway. Yan, Zhang, Zhang, Lu, and Guo (2016) also investigated the motivation-experience relationship in a dark tourism space, Beichuan earthquake relics, China. Accordingly, motivations (e.g., emotion, leisure, curiosity) partly affected dark tourism experience (Yan et al., 2016). In addition to the effects on visitor engagement and experience, travel motivation has also found to influence destination image. Particularly, Baloglu (2000) confirmed the effects of three motivational factors (escape/relaxation, knowledge, and prestige) on both the cognitive and affective image of a destination. A similar result was empirically supported in a study by Li et al. (2010) with all three dimensions of travel motivation (intellectual, belonging, and escape) having a positive influence on tourists' cognitive evaluation of a destination. Based on previous studies in the tourism literature, it can be anticipated the causal links of heritage travel motivation associated with visitor engagement, visitor experience and heritage destination image during the on-site experience in this study as below.

Hypothesis 2 (H2). Heritage travel motivation has a significant direct influence on visitor engagement.

Hypothesis 3 (H3). Heritage travel motivation has a significant direct influence on visitor experience.

Hypothesis 4 (H4). Heritage travel motivation has a significant direct influence on heritage destination image.

In this study, visitors' engagement refers to their involvement and commitment to tourism experiences (Brodie et al., 2011). It seems to be easier for tourists to have their individual assessment of subjective experiences after they are involved in real experience. Previous studies found that the high level of engagement visitors had with activities or service offerings at a destination can optimize the tourism experience (Chen & Rahman, 2018; Taheri et al., 2014). For example, Chen and Rahman (2018) found the significant influence of visitor engagement on the memorable tourism experience of American tourists towards visiting cultural tourist attractions. Although there has not yet been research investigating the influence of visitor engagement on destination image, Beerli and Martín (2004) emphasized that the level of tourist's interaction with destination could result in the level of experience and destination image. Simultaneous, if considering visitor engagement as involvement with tourism experience, Martín-Santana, Beerli-Palacio, and Nazzareno (2017) argued that the level of involvement of the tourist directly leads to the pre and post-visit gap in the cognitive image of a destination. Consumer engagement was also indicated as a predictor of satisfaction towards consumption experiences

(Brodie et al., 2011; Higgins & Scholer, 2009). As a result, the direct relationships between engagement and experience, destination image, satisfaction were supposed in this study.

Hypothesis 5 (H5). Visitor engagement has a significant direct influence on visitor experience.

Hypothesis 6 (H6). Visitor engagement has a significant direct influence on heritage destination image.

Hypothesis 7 (H7). Visitor engagement has a significant direct influence on satisfaction towards a heritage destination.

Previous studies have provided tenable evidence for the inter-relationships between destination image, experiential factors, and satisfaction. Regarding experiential factors, tourists would have a more realistic and differentiated image, which was affected by their on-site experiences about a destination when they visited and experienced it (Martín-Santana et al., 2017; Suhartanto, 2018). Indeed, during and after experiencing a place, tourists have a more realistic image of the destination (Gartner, 1996), and the preconceptions of the destination might change into a more complex perceived image (Beerli & Martín, 2004). Smith et al. (2015) also asserted that a tourist's experience was one of the main factors which altered the destination image during the trip. As a result, in this study, the visitor experience is supposed to have a direct influence on the heritage destination image. In turn, the destination image leads to tourist satisfaction towards the destination. Indeed, the higher evaluation a tourist holds of the destination's cognitive image, the higher level of satisfaction he or she feels towards that destination (Kim, 2017; Lai et al., 2018; Martín-Santana et al., 2017; Zhang et al., 2014). Kim (2017) also confirmed the positive relationship between memorable tourism experiences and satisfaction in a study of revisit intention of tourists traveling to Taiwan. Additionally, the experiential factors were found as the significant influencer to overall satisfaction in various contexts of tourism which are Bed & Breakfast service (Oh, Fiore, & Jeoung, 2007), cruise vacation onboard (Hosany & Witham, 2010), and yoga tourism (Sharma & Nayak, 2019). This aligns with Chen and Chen's (2010) assertion that experience quality was the direct predictor to tourists' satisfaction of visiting a Taiwanese heritage site. As a result, three hypotheses representing the causal links of visitor experience, destination image and satisfaction are stated in this study.

Hypothesis 8 (H8). Visitor experience has a significant direct influence on heritage destination image.

Hypothesis 9 (H9). Visitor experience has a significant direct influence on satisfaction towards a heritage destination.

Hypothesis 10 (H10). Heritage destination image has a significant direct influence on satisfaction towards a heritage destination.

4. Research methodology

4.1. Measurement instruments

A structured questionnaire including socio-demographic variables (ex., gender, age, education, region of residence), thirteen items measuring multi-dimensional heritage travel motivation (Bryce et al., 2015; Poria et al., 2004), sixteen items measuring multi-dimensional heritage destination image (Remoaldo et al., 2014), six items measuring visitor engagement (Taheri et al., 2014), eight items measuring visitor experience (Kim & Ritchie, 2014), and three items measuring satisfaction towards a heritage destination (De Rojas & Camarero, 2008; Žabkar, Brenčič, & Dmitrović, 2010) was designed in this study (Appendix A). Respondents were asked to evaluate the level of agreement on each measurement item using a seven-point Likert scale (1 = strongly disagree, 7 = strongly agree). The content validity of measures was reviewed by three academic experts in tourism to assess the applicability

and representativeness of each measurement item. The results indicated that most of the items were rated from moderately representative/applicable to the very representative/applicable. One item 'I visited the site because of its religious heritage' was argued by experts that it is not suitable for heritage travel motivation as the motive for religion should not be mixed with heritage values. As a result, this item was deleted, and the final 45 items were retained in the survey. After an expert panel review, a pilot study with a sample of 30 tourists was conducted to clarify the wording of measurement items, the language used and the structure of questionnaire.

4.2. Data collection and analysis

A self-administered on-site survey was carried out to collect data via non-probability sampling from both international and domestic tourists traveling to Hoi An World Heritage Site, which was known as a major traditional southeast Asian trading port and commercial center in the 16th and 17th centuries in Vietnam Central. It was recognized as a World Heritage Site by UNESCO in 1999 with the architecture displaying a combination of local cultures and foreign influences (mainly Chinese and Japanese with later European influences). Hoi An has become a living museum attracting millions of heritage tourists with notable heritage buildings such as Chinese temples, a Japanese-designed bridge, pagodas, wooden shop-houses, French-colonial houses, and old canals. In addition, tourists also visit Hoi An for natural landscapes such as beaches, islands just less than ten kilometers away from the town center.

Data was collected from the end of December 2018 to January 2019 as this period has been considered as the tourism high-season in Hoi An. The guideline by Hair, Black, Babin, Anderson, and Tatham (2006) was applied to decide the sample size in this study. The sample size should be at least five times larger than the number of variables; therefore, 45 number of measurement items require a sample size of at least 225. The questionnaire was first developed in English and translated into Vietnamese to target domestic tourists. To ensure the consistency of meaning between two versions, the questionnaire was double-translated. In particular, the questionnaire was translated into Vietnamese by an English-Vietnamese bilingual and then translated back to English by another. A total of 368 valid questionnaires were collected; however, 352 were qualified for data analysis after a data screening process, including the examination of missing data, unengaged responses, and extreme multivariate outliers. The total numbers of valid responses (352) met the requirement of sample size. In addition, the percentage of domestic and international tourists participating in this research was 49.7% and 50.3%, indicated the consistency with the statistics of tourists arrivals to Hoi An in 2018 (Quang Nam Department of Culture, 2018).

Due to the complexity of the proposed model, structural equation modeling (SEM) was employed for data analysis. Between two forms of SEM, covariance-based SEM (CB-SEM) and least squares-based SEM (PLS-SEM), PLS-SEM is a component-based approach that is suitable for testing developmental theories (Fornell & Bookstein, 1982). Accordingly, SmartPLS 3.0 were utilized to analyze the data. A systematic procedure for data analysis included analysis of demographic information, evaluation of measurement model, and evaluation of the structural model.

5. Results

5.1. Profile of respondents

There were a total of 352 respondents after data screening, which demonstrates a diverse collection of demographic information concerning gender, age group, the region of origin, and educational levels (Table 1). The female participants outnumbered the male participants (59.9% compared to 40.1%). Tourists aged from 15 to 24 years old

Table 1
Demographic profile of respondents.

Group	Frequency	Percentage	Group	Frequency	Percentage
Gender			<i>Type of tourists</i>		
Male	141	40.1	Domestic tourists	175	49.7
Female	211	59.9	International tourists	177	50.3
Age			<i>Education</i>		
15–24	150	42.6	High school or equivalent	37	10.5
25–34	117	33.2	College	44	12.5
35–44	21	6	Bachelor's degree	195	55.4
45–54	22	6.3	Postgraduate	76	21.6
55–64	30	8.5			
65 and over	12	3.4			

contributed approximately half of respondents with 42.6% of the total, followed by the group from 25 to 34 years old. On the contrary, among the visitors surveyed, the eldest group from 65 years old and above scored the lowest percentage at 3.4%. In tandem with that, the age groups of 35–44 years old, 45–54 years old, 55–64 years fairly shared the remaining percentage, which constituted 6.0%, 6.3%, 8.5%, respectively.

The participants were grouped into two categories, including domestic tourists and international tourists. Over half of the respondents (50.3%) were international tourists, which demonstrated a moderately equal percentage with the Vietnamese sample. The majority of respondents (77%) reported that they had an undergraduate or postgraduate university degree, which indicated that tourists visiting Hoi An Ancient Town achieved high levels of education. Visitors graduating from high school or equivalent just occupied one-tenth of participants while college graduates accounted for 2% higher (12.5%).

5.2. Measurement model evaluation: first-order factor model

The first-order measurement model with nine factors, which were formed by 45 measurement items, was tested. The results were concluded based on the criteria set for the reflective measurement model evaluation in Table 2, which included internal consistency reliability, convergent validity, and discriminant validity.

First, the internal consistency reliability was measured by the composite reliability, with an adequate number was recommended to be higher than 0.7 (Henseler, Ringle, & Sinkovics, 2009). Accordingly, the results demonstrated that all the constructs' composite reliability values were from 0.796 to 0.909 and were statistically accepted.

Second, the convergent validity was assessed by the outer loadings and the average variance extracted (AVE) values. Findings showed that most factor loadings of measurement items were greater than the threshold value of 0.7 (Hulland, 1999). However, the factor loadings of five items 'I felt obliged to visit the site', 'I use guided tours at the site', 'I use videos and audios at the site', 'Beautiful weather' and 'Vietnam's birthplace' were 0.426, 0.584, 0.645, 0.456 and 0.539, respectively, which were lower than the minimum required value of 0.7. The deletion of those five items increased both CR and AVE values of their associated constructs; therefore, they are all eliminated from the measurement scales. Other items MOT4, DIM1, DIM7, DIM10, DIM12, DIM13, ENG3 and ENG6 which had outer loadings from 0.6 to under 0.7, were retained in the measurement scale because the deletion of these items did not make a significant change to both the CR and AVE values of their associated constructs. In summary, after deleting MOT3, ENG1, ENG2, DIM5, DIM6, all of the indicators for the nine constructs had the acceptable level of outer loadings that met the first criterion of convergent validity. Another criterion was the average variance

Table 2
Assessment of the first-order factor model.

Measurement scales	Mean (SD)	Loadings	CR	AVE
Heritage travel motivation's dimension 1 – Emotional experience (MEE)				
MOT1_I felt a sense of belonging to the site	4.48 (1.43)	0.850	0.796	0.510
MOT2_I wanted to feel emotionally involved	4.79 (1.29)	0.858		
MOT3_I felt obliged to visit the site	3.94 (1.75)	0.426		
MOT4_I felt I should visit the site	5.19 (1.47)	0.633		
Heritage travel motivation's dimension 2 – Recreational experience (MRE)				
MOT5_I wanted to be in a calm atmosphere	5.23 (1.42)	0.780	0.851	0.589
MOT6_I wanted to have a good time with friends	5.54 (1.40)	0.756		
MOT7_I wanted to have some entertainment	5.00 (1.46)	0.698		
MOT8_I wanted to relax	5.66 (1.26)	0.830		
Heritage travel motivation's dimension 3 – Educational/ Cultural experience (MCE)				
MOT9_I wanted to increase my knowledge about the site	5.56 (1.20)	0.771	0.892	0.674
MOT10_I visited the site because of its historic background (attractions/ events)	5.36 (1.27)	0.884		
MOT11_I visited the site because I am interested in history	5.02 (1.43)	0.833		
MOT12_I visited the site because of its cultural attractions/ events.	5.42 (1.29)	0.791		
Visitor engagement (ENG)				
ENG1_I use guided tours at the site	3.70 (1.91)	0.584	0.833	0.456
ENG2_I use videos and audios at the site	3.66 (1.92)	0.645		
ENG3_I use guide book and literature at the site	4.36 (1.79)	0.682		
ENG4_I seek help from staffs at the site	4.42 (1.69)	0.726		
ENG5_I play with materials to understand about the site	4.08 (1.70)	0.720		
ENG6_I use the on-site online facilities	5.01 (1.60)	0.684		
Visitor experience (VEX)				
VEX1_I am thrilled about having a new experience at the site	5.77 (1.00)	0.736	0.909	0.557
VEX2_I really enjoyed this tourism experience	5.91 (0.96)	0.767		
VEX3_This is a once-in-a-lifetime experience	5.33 (1.30)	0.716		
VEX4_The visit to the site is different from previous experiences of a heritage site	5.33 (1.22)	0.728		
VEX5_I have experienced something new about the site's local culture	5.60 (1.15)	0.716		
VEX6_I have enjoyed a sense of freedom	5.55 (1.20)	0.778		
VEX7_I feel refreshing while staying in the site	5.58 (1.14)	0.813		
VEX8_I was interested in the main activities of this tourism experience	5.47 (1.15)	0.707		
Heritage destination image's dimension 1: Historical background and functionality (IHF)				
DIM1_Easy accessibility	5.86 (0.98)	0.673	0.843	0.440
DIM2_Monumental and artistic heritage	5.78 (0.96)	0.742		
DIM3_Accurate signage and information	5.47 (1.10)	0.733		
DIM4_Diverse historic centre	5.64 (1.03)	0.782		
DIM5_Beautiful weather	5.30 (1.40)	0.456		
DIM6_Vietnam's birthplace	5.18 (1.27)	0.539		
DIM7_Perfect safety	5.47 (1.19)	0.656		
Heritage destination image's dimension 2: Entertainment (IEN)				
DIM8_Good entertainment quality	5.44 (1.04)	0.827	0.861	0.555
DIM 9_Considerable entertainment quantity	5.23 (1.10)	0.802		
DIM10 Plenty of shopping opportunities	5.64 (1.17)	0.697		
DIM11_Youth population	5.03 (1.22)	0.708		
DIM12_Regional centrality	5.45 (1.20)	0.679		
Heritage destination image's dimension 3: Efficiency (IEF)				
DIM13_Diverse gastronomy	5.70 (1.12)	0.695	0.863	0.613
DIM14_Welcoming city	5.99 (0.95)	0.817		
DIM15_High-quality hotels	5.64 (1.06)	0.824		
DIM16_Good value for money	5.90 (1.02)	0.789		
Satisfaction towards a heritage destination (SAT)				
SAT1_I am pleased with my decision to visit this heritage site	6.22 (0.87)	0.858	0.891	0.732
SAT2_I will say positive things about this site	6.22 (0.87)	0.904		
SAT3_The visit to the tourist destination exceeded my expectations	5.62 (1.21)	0.803		

Note: SD = Standard Deviation; CR = Composite Reliability; AVE = Average Variance Extracted.

extracted (AVE), which should not be < 0.5 (Fornell & Larcker, 1981). Results showed that after the aforementioned indicators were removed, the AVE values of all constructs were higher than 0.5, ranging from 0.537 to 0.732. As a result, the measures of nine first-order constructs involved in the model were concluded to have high levels of convergent validity.

Finally, the evaluation of discriminant validity was checked by the square root of AVE using the Fornell-Larcker criterion. Accordingly, the square root of AVE for each construct was highest compared to its correlation values with other factors (see Table 3). In summary, the above discussion indicated that all evaluation criteria for the reliability,

convergent and discriminant validity were met, supporting all first-order measurement models in this study.

5.3. Measurement model evaluation: second-order factor model

After the evaluation of measurement constructs, heritage travel motivation (MOT) and heritage destination image (DIM) were found as second-order constructs. In particular, the higher-order construct MOT was formed by three lower-order components, namely emotional experience (MEE), recreational experience (MRE), and educational/ cultural experience (MCE). The higher-order construct DIM consisted of

Table 3
Fornell-Larcker Criterion of the first-order factor model.

Construct	MCE	IEF	MEE	ENG	IEN	IHF	VEX	MRE	SAT
MCE	0.821								
IEF	0.302	0.783							
MEE	0.247	0.189	0.791						
ENG	0.284	0.212	0.162	0.735					
IEN	0.207	0.552	0.222	0.200	0.745				
IHF	0.380	0.555	0.277	0.175	0.53	0.733			
VEX	0.363	0.520	0.310	0.323	0.562	0.593	0.746		
MRE	0.190	0.274	0.338	0.257	0.297	0.193	0.383	0.767	
SAT	0.321	0.586	0.262	0.130	0.457	0.587	0.648	0.232	0.856

Note: The bold diagonal elements are calculated by the square root of the AVEs and non-bold off-diagonal elements are latent variable correlations.

MEE = Motivation for emotional experiences; MRE = Motivation for recreational experiences; MCE = Motivation for educational/ cultural experiences; ENG = Visitor engagement; VEX = Visitor experience; IHF = Destination image of historical background and functionality; IEN = Destination image of entertainment; IEF = Destination image of efficiency; SAT = Satisfaction towards a heritage destination.

Table 4
Assessment of the second-order factor model.

Second-order/First-order constructs	Loadings	Composite reliability	Average variance extracted
Heritage travel motivation (MOT)		0.752	0.503
Emotional experience (MEE)	0.698		
Recreational experience (MRE)	0.710		
Educational/ Cultural experience (MCE)	0.718		
Heritage destination image (DIM)		0.873	0.697
Historical background and functionality (IHF)	0.846		
Entertainment (IEN)	0.816		
Efficiency (IEF)	0.842		

three components, namely historical background and functionality (IHF), entertainment (IEN), and efficiency (IEF). In order to examine the hierarchical relationships between constructs and their components, a second-order measurement model evaluation construct was tested. Accordingly, the first-order factors were used as the indicators in the model. The criteria for evaluating the second-order constructs were based on the same guidelines as for first-order construct assessment. According to the results shown in Table 4, the composite reliability values of MOT and DIM were 0.752 and 0.873, respectively, which were higher than the threshold of 0.7 (Henseler et al., 2009). This indicated high reliability of two higher-order constructs, MOT and DIM. Turning to convergent validity, the loading values of the indicators, which were the first-order constructs, were all above the recommended value of 0.7 (Hulland, 1999). The loading value of MEE (0.698) was also acceptable as it was very close to the value of 0.7 (see Table 4). The average variance extracted (AVE) values of MOT and DIM were 0.503 and 0.697, respectively, which were higher than Fornell and Larcker (1981)'s recommendation of 0.5. In summary, the results provided the empirical evidence that heritage travel motivation and heritage destination image fit best using the first-order model.

5.4. Structural model evaluation

5.4.1. Evaluation of direct effects

Results of structural model evaluation, including path coefficients, the corresponding t-values, and p-values, were presented in Table 5. According to the recommendation of Hair, Hult, Ringle, and Sarstedt (2014), if the empirical t-value is greater than critical t-value of 1.65 at a significant level of 10%, 1.96 at a significant level of 5% and 2.57 at a significant level of 1%, the path coefficient is significant. Regarding direct relationships, findings illustrated that eight out of ten hypotheses were supported with t-values > 2.57 at a significant level of 1%. Particularly, heritage travel motivation had significant influences on the proposed constructs in the model, including visitor engagement, visitor experience, and heritage destination image. However, the direct relationship between heritage travel motivation and satisfaction towards

a heritage destination was rejected ($\beta_{\text{MOT} \rightarrow \text{SAT}} = +0.05$, $t = 1.013$, $p > .1$). The study found that visitor engagement was a significant determinant of visitor experience ($\beta_{\text{ENG} \rightarrow \text{VEX}} = +0.174$, $t = 3.212$, $p < .01$). Although heritage destination image was not affected by visitor engagement ($\beta_{\text{ENG} \rightarrow \text{DIM}} = -0.010$, $t = 0.226$, $p > .1$), it was directly affected by visitor experience ($\beta_{\text{VEX} \rightarrow \text{DIM}} = 0.597$, $t = 12.469$, $p < .01$). All three constructs, visitor engagement, visitor experience, and heritage destination image, were found as the determinants of heritage tourists' satisfaction in this model. Regarding the strength of direct relationships associated with satisfaction towards a heritage destination, heritage destination image had the strongest influence on satisfaction ($\beta_{\text{DIM} \rightarrow \text{SAT}} = 0.394$, $t = 6.646$, $p < .01$). Interestingly, the results indicated that there was an inverse relationship between visitor engagement and heritage tourists' satisfaction ($\beta_{\text{ENG} \rightarrow \text{SAT}} = -0.106$, $t = 2.607$, $p < .01$).

5.4.2. Evaluation of indirect relationships

The study also examined the mediating effects of three added constructs, visitor engagement, visitor experience, and heritage destination image, in the relationship between heritage travel motivation and visitor satisfaction by applying a bootstrapping method suggested by Zhao, Lynch, and Chen (2010). Accordingly, if the bootstrapped indirect effects are significant with a t-value > 1.96 at the significant level of 5%, and the confidence interval does not include the value of zero, mediation will be supported. According to Table 6, all three indirect paths from heritage travel motivation to satisfaction were significant, with t-values > 1.96 (p-values < .05). As motivation was found to have no significant direct influence on satisfaction (see Table 5), the findings indicated that all three variables (visitor engagement, visitor experience, and destination image) fully mediated the causal link between motivation and satisfaction in this study.

5.4.3. Evaluation of predictive capability

Two criteria were used to evaluate the predictive capability of a model, including the predictive accuracy and predictive relevance. The first one was evaluated based on the coefficient of determination (R^2),

Table 5
Results of direct effects.

Path relation (Hypothesis)	Path coefficient	t-value	p-values	Result
H1: Heritage travel motivation → Satisfaction towards a heritage destination	0.050	1.013 ^{ns}	0.311	Rejected
H2: Heritage travel motivation → Visitor engagement	0.338	5.521 ^{***}	0.000	Supported
H3: Heritage travel motivation → Visitor experience	0.440	7.958 ^{***}	0.000	Supported
H4: Heritage travel motivation → Heritage destination image	0.151	2.701 ^{***}	0.007	Supported
H5: Visitor engagement → Visitor experience	0.174	3.212 ^{***}	0.001	Supported
H6: Visitor engagement → Heritage destination image	−0.010	0.226 ^{ns}	0.822	Rejected
H7: Visitor engagement → Satisfaction towards a heritage destination	−0.106	2.607 ^{***}	0.009	Supported
H8: Visitor experience → Heritage destination image	0.597	12.469 ^{***}	0.000	Supported
H9: Visitor experience → Satisfaction towards a heritage destination	0.394	6.310 ^{***}	0.000	Supported
H10: Heritage destination image → Satisfaction towards a heritage destination	0.394	6.464 ^{***}	0.000	Supported

^{ns} non-significant

^{***} $p < .01$.

Table 6
Results of indirect effects.

Indirect paths	Path coefficient	t-value	p-value	97.5% confidence intervals	
				Lower	Upper
MOT → ENG → SAT	−0.036	2.397 ^{**}	0.017	−0.067	−0.008
MOT → VEX → SAT	0.173	4.599 ^{***}	0.000	0.107	0.254
MOT → DIM → SAT	0.059	2.291 ^{**}	0.022	0.016	0.118

Note: MOT = Heritage travel motivation; ENG = Visitor engagement; VEX = Visitor experience.

DIM = Heritage destination image; SAT = Satisfaction towards a heritage destination.

which presented the amount of explained variance of each endogenous latent variable (Hair et al., 2014). Accordingly, the model constructs explained 46% of the variance in heritage destination image and 51.3% of the variance in satisfaction towards a heritage destination. Second, applying the blindfolding procedure in SmartPLS 3.0, the value of $Q^2 > 0$ was used to assess the predictive relevance associated with the endogenous variable in the extended model (Chin, 2010). Accordingly, all the Q^2 values are positive, indicating the model's predictive relevance in this study.

6. Discussion and conclusion

The relationship between tourist motivation and satisfaction has been widely studied by academics in the tourism and hospitality field for the last couple of decades. However, previous studies mainly focused on the direct influence of motivation on satisfaction (Albayrak & Caber, 2018; Battour et al., 2012; Lee et al., 2014; Qiao et al., 2008). It is argued that the influence of motivation was found to have a low explanation ratio for satisfaction as the nature of this relationship should be indirect with the mediation effects of other variables (Albayrak & Caber, 2018; Schofield & Thompson, 2007). As a result, the current study constructed and validated a model of motivation - satisfaction towards heritage tourism with the addition of experience-related factors (visitor engagement and visitor experience) and heritage destination image, which makes both theoretical and practical contributions.

6.1. Theoretical contributions

Due to the primary problem related to the direct link between motivation and satisfaction, the study provided empirical evidence to support the indirect relationship between motivation and satisfaction via visitor experience, visitor engagement, and destination image. These additional factors explained 51.3% of the variation in satisfaction. It was much higher than the percentage of variance that

motivation directly explained satisfaction in previous studies. For example, Yoon and Uysal (2005) indicated that only 12% of the variance in tourist satisfaction was explained solely by motivation. As a result, this study confirmed that the indirect effect of motivation on satisfaction achieved a higher explanation ratio for satisfaction than the direct effect.

The investigation of heritage travel motivation as a hierarchical-order construct with three lower-order dimensions (i.e., emotional, recreational, and educational/ cultural experience) and its indirect effect on satisfaction was initially performed in this study. The study indicated that there was not a significant direct link between motivation and satisfaction towards a heritage destination. Unlike previous studies (Battour et al., 2012; Lee et al., 2014; Pan & Ryan, 2007; Qiao et al., 2008; Taheri et al., 2014) which indicated the direct influence of each separate motivational factors on satisfaction, our study uncovered the mediating role of three additional variables, visitor experience, visitor engagement and destination image in the link between motivation and satisfaction in the heritage tourism context. In particular, heritage travel motivation had a significant influence on visitor engagement with service offers or activities (e.g., tour guide, video, audios, guide books, on-site online facilities) at a heritage destination. In addition, the higher-order motivation was also found as a determinant of visitor experience during a heritage trip. In turn, both visitor engagement and visitor experience were indicated to have direct influences on satisfaction. These findings of the study contributed to clarifying the notion stated by Albayrak and Caber (2018) that satisfaction was the evaluation of visitors formed after experiences.

Another unique contribution of this study is the investigation of heritage destination image perceived by visitors during the experiences. While destination image has been usually conceptualized as a construct which was measured before the experiences and had an influence on visitor motivation prior to visiting a destination in previous studies (Kim, Hallab, & Kim, 2012; Zhang et al., 2014), this study was pioneer research investigating destination image as during or after-experience concept. Destination image was found to be an outcome of the visitor experience, but not a consequence of visitor engagement. While Martín-Santana et al. (2017) said that the perceived image was changed during and after the visit of tourists, the current research contributed to highlighting travel experience as an antecedent that lead to a change in the perceived image of tourists during the visit. In comparison with the other two experiential factors, engagement and experience, heritage destination image was found to be the best predictor of satisfaction towards a heritage destination in this study. Indeed, after being thrilled with different, new experiences about the site and local culture or activities offered by the site, visitors would have a heritage destination image of historical background and functionality, entertainment, and efficiency. The study affirmed that a highly positive image of a heritage destination could result in a high level of visitors' satisfaction. Our findings provided a better understanding of the experience-satisfaction relationship which was concerned with the image of a heritage

destination during the visit.

Among the few studies investigating visitor engagement in the context of heritage tourism, this study uncovered the relationship of motivation - visitor engagement - satisfaction. The significant link between motivation and engagement revealed the similarity with the previous studies (Brodie et al., 2011; Bryce et al., 2015; Taheri et al., 2014). However, the findings of the study surprisingly demonstrated that the relationship between visitor engagement and satisfaction towards a heritage destination was negative, not positive as supposed. It could be explained by contextualizing 'over-engagement' in tourism that was adapted from the organizational behavior literature (Griffiths & Karanika-Murray, 2012). Indeed, in the specially-themed tourism, engagement was measured by the interaction between visitors and engaging activities such as using guide books, seeking help from staffs, using on-site online facilities during visitors' experience at a destination. Therefore, over-engagement in such activities could lead to negative behavioral consequences.

6.2. Managerial contributions

By understanding factors found to have direct influences on satisfaction towards a heritage destination, this study provides heritage destination management and marketing organizations with several practical implications. First, the heritage destination image is the best predictor of visitor satisfaction towards a heritage site. In this study, the heritage site was perceived by visitors as a destination for historical background and functionality, shopping and entertainment, and efficiency during their visitation. As a result, some suggestions for destination managers can be proposed to prevent the degradation of architectural and artistic relics, renovate in combination with the restoration of monuments in terms of material culture, spiritual culture and environmental landscape. In addition, heritage site managers should concentrate on improving the quality of infrastructure, hotel services and amenities, gastronomy-related services, shopping and entertainment services to provide heritage visitors with a destination image of entertainment and efficiency.

The second important factor affecting tourists' satisfaction towards a heritage destination is the visitor experience. Reflecting on this finding, it is important for destination managers to provide visitors with new, enjoyable, and refreshing experiences at a heritage site, which helps visitors increase their sense of belonging and feeling about the site. The destination manager should also focus on providing experiences through local culture activities which help visitors deepen their understanding of the historical and cultural values of a heritage destination.

In addition, some implications arise from the positive relationship between visitor engagement and experience, for example, destination managers should design appropriate activities including guide books, guidance staff, supporting materials (e.g. map, brochure) and on-site online facilities to stimulate visitors' engagement at a heritage site. However, the negative link between engagement and satisfaction reminds managers to pay attention to the level of engagement as over-engagement can cause lower satisfaction. For example, the frequency of using complementary tools, the contents, programs, and facilities need to be considered in engagement activities at a heritage destination.

Finally, although motivation had no direct effect on visitor satisfaction at a heritage destination, it had an influence on visitor engagement, visitor experience, and perceived destination image. As a result, it is crucial for destination managers to grasp the main motives of heritage tourists. Besides the motivation for a recreational experience like general tourists, heritage tourists want to be satisfied with emotional and cultural experiences. The understanding of these motivations provides destination managers with guidelines in designing appropriate products and services which aim at enhancing visitors' engagement and experience and then creating a positive image for visitors after the experience.

6.3. Limitations and future research

Although the data collection from heritage tourists during the experience is the best way to fill the identified research gap, there are no criteria to clarify the scale of experience or degree of experience that respondents have obtained at a heritage destination. Therefore, it is anticipated that the scale/ degree of experience will have moderating effects on the causal relationships in the proposed model, generating the idea for future research. In addition, in this study, the survey questionnaire was only presented in two languages, English and Vietnamese, which caused the limitation to the respondents coming from non-native English-speaking countries such as China, Korea, Japan and so on. Therefore, these tourist markets should be targeted by using their languages in the survey to investigate the influence of cultural differences on tourists' evaluation in future research. For example, the question of whether the direct and indirect effect of heritage motivation on tourist satisfaction towards a heritage destination is different between different cultural groups (e.g., Asians and non-Asians) can be an ideal question for further research. It would also be interesting to do comparison studies between domestic and international tourists, between first-time and repeat visitors by applying the framework developed in the study. Finally, future research can extend the model with the additional factors playing the mediating role in the relationship between motivation and satisfaction to provide a comprehensive understanding of the complexity of heritage tourist behaviors.

Appendix A. Supplementary data

Supplementary data to this article can be found online at <https://doi.org/10.1016/j.tmp.2020.100634>.

References

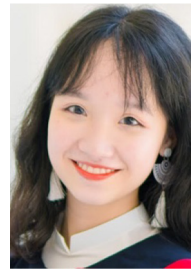
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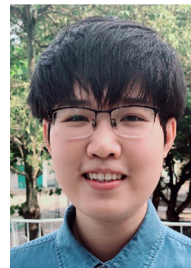
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