

Evaluating Local Cultural Immersion Strategies and Their Impact on Visitor Loyalty Toward Destination Hospitality Providers

Nguyen Gia Han

Vinschool The Harmony, Hanoi, Vietnam

Corresponding author

Nguyen Gia Han, Vinschool The Harmony, Hanoi, Vietnam.

Received: October 01, 2026; **Accepted:** October 13, 2026; **Published:** October 20, 2026

ABSTRACT

This conceptual paper proposes an economics and business framework for evaluating how local cultural immersion may influence visitor loyalty toward destination hospitality providers. Cultural immersion is defined as provider-facilitated, respectful participation in local traditions and practices, including food preparation, storytelling, craft-making, heritage walks and interaction with residents. The proposed model examines perceived authenticity, memorable experience quality, satisfaction and place attachment as potential antecedents of provider-specific rebooking, recommendation and positive electronic word-of-mouth intentions.

A sequential exploratory mixed-method, multi-provider design is proposed, combining local stakeholder interviews, a structured visitor questionnaire and a prespecified statistical analysis. Conceptual figures, explicitly synthetic illustrations, procedural algorithms and measurement tables outline future implementation. The framework integrates community participation, cultural safeguarding and transparent economic evaluation. No field data have been collected or analyzed for this paper, and the proposed relationships remain untested. The term impact in the title denotes the focus of future empirical evaluation, rather than an established effect. The paper offers a conceptual managerial framework and research protocol, not empirical findings.

Keywords: Cultural Immersion, Hospitality, Authentic Experiences, Destination Loyalty, Visitor Satisfaction, Place Attachment, Tourism Economics, Community-Based Tourism

Introduction

Hospitality firms are increasingly going head to head on experiences as well as accommodation, meals and standard service quality. It's possible to learn something from local people, experience local traditions and develop an emotional bond with a place via a programme that's locally distinctive. According to theories of experience-economy and co-creation, memorable participation can make a difference in otherwise similar offers from service providers [1-6].

Customers who enjoy a vacation stay at a resort are not always satisfied with it. A visitor might enjoy a trip without having to stay in the same hotel and may suggest a cultural district and not a specific provider. Hence, this study distinguishes between destination loyalty and rebooking and advocacy from providers [7-10].

This paper develops a conceptual framework and a proposed evaluation protocol; it does not report a completed empirical study. The impact identified in the title is the subject of future empirical testing. The proposed pathways therefore represent theoretical expectations, and no causal effect or observed association is claimed.

Research Problem and Motivation

Studies on the concept of authenticity and memorable travel experiences tend to be destination-wide. However, managers need to be aware of activities that can be delivered respectfully, the cost, if local partners benefit, and if visitors attribute the experience to the provider that coordinated it. If this distinction is not made, cultural programming can enhance the image of a destination, but it can be of little value to the long-term retention of the customer in a property [11-14].

Aim, Objectives and Research Questions

Aim: propose a conceptual framework and research protocol for evaluating how locally embedded cultural immersion may influence visitor loyalty toward destination hospitality providers.

Citation: Nguyen Gia Han. Evaluating Local Cultural Immersion Strategies and Their Impact on Visitor Loyalty Toward Destination Hospitality Providers. *J Bus Econo Stud*. 2026. 3(5): 1-7. DOI: doi.org/10.61440/JBES.2026.v3.152

Objectives:

- (i) classify immersion strategies;
- (ii) measure authenticity, memorable experience quality, satisfaction and place attachment;
- (iii) distinguish provider loyalty from destination loyalty;
- (iv) assess heterogeneous visitor effects;
- (v) evaluate operating costs and community safeguards.

RQ1: Which immersion dimensions are most strongly associated with visitor loyalty? RQ2: Do authenticity, satisfaction and attachment mediate that relationship? RQ3: Does cultural interest or prior visitation moderate effects? RQ4: What economic and ethical conditions make programmes sustainable?

Scope and Boundary of the Study

The design includes hotel, guesthouse, eco-lodge and locally based experience-linked hospitality providers. The term cultural immersion means “voluntary, respectful involvement in community-led or community-approved activities” and does not count as the same as sightseeing. Comparisons between domestic and international visitors are suggested in the proposed analysis, which needs to be translated appropriately and checked for measurement-invariance.

The results of the visitation surveys would be correlative and not causative. The profitability of the provider and the community benefits should also be calculated independently through the use of cost logs and partner interviews. The data for a site, respondent count or effect size are not presented [15-18].

Literature Review

Authenticity, co-created participation, service experience, and emotional bonds and follow-up behavioral intentions are possible ways to organize the literature. These constructs are conceptually related, but should be assessed using separate items and theoretically justifiable pathways.

Authenticity and Local Cultural Encounters

The staged-authenticity argument, and subsequent authenticity frameworks, by MacCannell, caution against the possibility of apparent local performances being organized for the consumption of tourists. Authenticity may take the form of the tangible object, socially produced or existential, and expectations and perceptions are influenced by the context and the visitor. Co-designed offerings should not be stereotyped culture but rather living communities [11,12,19,20].

Experience Economy and Co-Creation

According to the theory of Experience Economy it emphasizes participation, learning, entertainment and personal significance. Co-creation research puts the residents, the companies and the visitors into the role of the service provider. When consent and fair compensation, and service delivery, are sufficient, activities like craft workshops or guided food preparation can have an educational, interactive, and novel element to them but not otherwise [1-6,21-23].

Memorable Experiences, Satisfaction and Loyalty

The literature of memorable tourism experience mentions the following elements: local culture, participation, knowledge, and

newness. These factors can positively affect affect ratings and aid recall in a hospitality setting. Satisfaction is still a measure of general satisfaction with service, and loyalty includes action plans of return and advocacy [7-10,13 24-26].

Destination studies find meaningful links among experience, attachment and loyalty, but effects should not be assumed identical for an accommodation brand. The meta-analysis by Zou and colleagues supports the general attachment-loyalty relationship; a Pakistan-based study highlights experience authenticity and engagement in an emerging-economy setting [27,28].

Research Gap

There is a need for an integrated, provider-attributed model that combines cultural-immersion design quality, psychological mechanisms, repeat-business indicators, operational feasibility and community safeguards. The research should directly ask whether visitors identify which business curated the experience rather than inferring provider loyalty from affection for the destination.

Table 1: Comparative Cultural Immersion Assessment

Strategy	Visitor value mechanism	Provider concern
Local cuisine workshops	Participation and learning	Food safety and capacity
Community-guided heritage	Narrative and identity	Guide consent and accuracy
Artisan demonstrations	Skill, personal contact	Fair fees and representation
Resident storytelling	Meaning and memory	Privacy and over-commercialization

Theoretical Foundations

Service-dominant logic treats value as jointly created through interactions rather than only embedded in services. The theory of planned behavior provides a lens on attitudes and future intentions, while place-attachment research explains emotional bonds to particular places. These theories motivate, but do not predetermine, the proposed positive relationships [5,9,27,29].

Proposed Contribution

The report contributes an operational definition of provider-enabled cultural immersion, a multistage conceptual model, a repeatable evaluation protocol and an economics-focused decision framework for sustainable programming. It separates conceptual illustration from evidence and explicitly recognizes the possible tension between visitor satisfaction and local community priorities.

Proposed Methodology

A sequential exploratory mixed-method design is proposed. First, stakeholder interviews and programme audits identify culturally appropriate activities and measurable design features. Second, a structured survey measures visitor perceptions following an experience [30]. Third, confirmatory analysis assesses the measurement model and estimates the prespecified associations with provider loyalty [18,31]. Potential common-method bias

will be assessed when perceptions and intentions are collected from the same respondents [32].

Conceptual Research Architecture

Figure 1 translates local participation into a proposed chain of perceived authenticity, memorable experience and attachment, with direct and indirect links to provider-level loyalty. Satisfaction and value-for-money perceptions should be included as separate covariates. The arrows express hypotheses rather than statistically established effects [8,13,27,33].

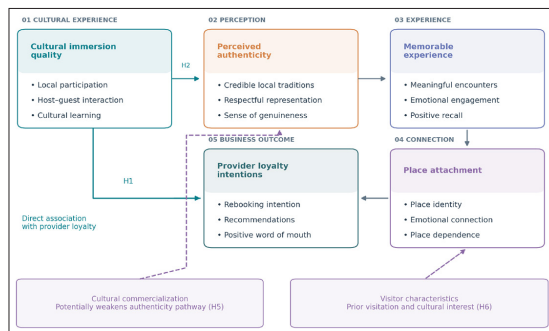


Figure 1: Proposed cultural immersion-to-loyalty conceptual architecture.

Research Hypotheses

H1: perceived cultural-immersion quality is positively associated with provider loyalty intentions. H2: perceived authenticity mediates this association. H3: memorable experience quality and overall satisfaction jointly explain additional variation. H4: place attachment mediates the relation between experiences and loyalty. H5: perceived cultural commercialization weakens the authenticity pathway. H6: previous visitation and cultural interest moderate selected associations.

Construct Definitions and Indicators

Immersion quality is operationalized in this study as participatory depth, local interaction, interpretive learning and respectful access; these proposed indicators require pilot validation. Authenticity concerns credible links to living traditions and honest presentation, with measures adapted from the consumer-based authenticity model [12]. Memorable experience measures will be adapted from published tourism-experience scales [13,24]. Satisfaction concerns the provider's overall delivery, while provider loyalty concerns rebooking and recommendation intentions. These items will be adapted from service-quality and behavioral-intention research and validated for this context [8,10,25]. Willingness to pay a premium will be analyzed separately rather than assumed to be interchangeable with loyalty. Place attachment will distinguish place identity from place dependence using established measurement work [34].

Sampling and Recruitment

The target population comprises adults who recently completed a local cultural experience facilitated by a participating hospitality provider. Recruit across accommodation categories, domestic/international groups and both first-time and repeat visitors. A proposed planning target is 300-450 usable questionnaires, subject to a formal power analysis for the eventual model and expected effect sizes; this is not a claim of data collection.

To reduce selection bias, compare participants and eligible nonparticipants where ethical and feasible, record invitation denominators and collect pre-visit cultural motivation. Multi-site cluster effects should be considered. Interviews with resident partners and provider managers offer contextual interpretation rather than population estimates.

Survey Instrument and Administration

Use five- or seven-point response scales with balanced wording, validated item adaptation, translation checks and a short pilot. Collect survey responses shortly after the activity; where feasible follow up weeks later to measure retained memory and actual recommendation or booking behavior. Separate provider-specific questions from destination questions to reduce construct contamination [10,13,25,26,32].

Research Ethics and Community Participation

Obtain voluntary consent, minimize personal data, protect participant privacy and allow refusal without affecting service. Engage local cultural bearers in programme design, protect sacred or restricted practices, establish transparent payments and provide channels for withdrawal and complaints. Commercial success must not override cultural rights or resident well-being [15,16].

Measurement and Statistical Processing

The workflow in Figure 2 begins with instrument specification and ends with model estimation. Examine missingness, careless responses, internal consistency, convergent validity and discriminant validity before substantive hypothesis testing. For reflective constructs, report composite reliability and average variance extracted where appropriate; use robust sensitivity checks rather than relying on a single threshold [18,31].

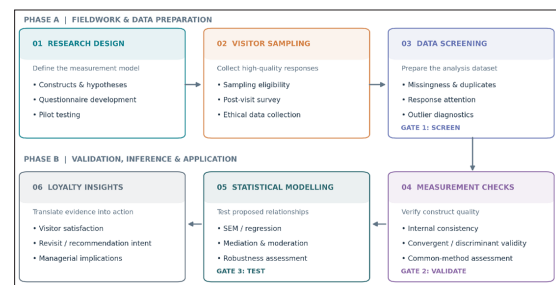


Figure 2: Proposed quality-aware survey and statistical processing pipeline.

Model Equations

A proposed baseline equation is: $Loyalty_i = \beta_0 + \beta_1 Immersion_i + \beta_2 Authenticity_i + \beta_3 Satisfaction_i + \beta_4 Attachment_i + \gamma^T Controls_i + u_{Provider} + \epsilon_i$. A mediation model adds equations for authenticity, memorable experience and attachment. Coefficients are unknown until data are collected; their signs are hypotheses, not results.

For grouped hotel data, uncertainty estimates should account for dependence among visitors within the same provider. Cluster-robust inference or a multilevel model should be selected according to the number of providers, cluster sizes and model assumptions, with small-cluster limitations reported [35,36]. Same-source perception measures require checks for common-method bias [32]. Cross-sectional indirect paths should not be interpreted as evidence of a longitudinal causal mechanism [37].

Algorithmic Procedure

Algorithm 1: Cultural Immersion Quality Scoring

Input: verified programme descriptions, participant survey items, community-partner feedback and item coding guide.

1. Confirm each experience's eligibility and community authorization.
2. Standardize coding of participation, interaction, learning and presentation authenticity.
3. Reverse-code negatively keyed items.
4. Test item reliability and dimensionality on the pilot sample.
5. Compute prespecified subscale scores only when missing-data rules are met.
6. Flag low-quality responses rather than inventing values.
7. Report dimensional scores with uncertainty and provider coverage.

Output: reproducible cultural-immersion scores and data-quality flags.

Algorithm 2: Provider Loyalty and Mediation Analysis

Input: cleaned visitor-level scores, provider identifiers, prespecified hypotheses and control variables.

Output: association and mediation report; no causal claim from a cross-sectional model.

Begin

1. Evaluate construct distinctness and measurement fit.
2. Estimate baseline provider-loyalty model.
3. Add authenticity, experience quality, satisfaction and attachment mediators.
4. Bootstrap indirect-effect intervals at an appropriate sampling level.
5. Evaluate sensitivity to site effects, nonresponse and previous visits.
6. Adjust for prespecified multiple tests or clearly label exploratory tests.
7. Compare destination and provider loyalty as separate outcomes.
8. Record coefficients, confidence intervals and model limitations.

End

Algorithm 3: Economic and Community Sustainability Evaluation

Input: activity-level costs, bookings, observed uptake, attributable revenue assumptions, partner payments, qualitative safeguards and visitor feedback.

Output: transparent operating scenarios and ethical decision gates.

Begin

1. Record full variable and fixed programme costs.
2. Allocate costs by documented participant counts.
3. Estimate incremental contribution margins under conservative and optimistic attribution assumptions.
4. Calculate break-even participants and capacity constraints.
5. Audit resident compensation, cultural consent and environmental pressure.
6. Compare options on financial and safeguarding criteria.
7. Rank only viable alternatives and identify uncertainty.
8. Update estimates with real operating data.

End

Validity, Reference and Triangulation

Questionnaire measures should be adapted from published scales and reviewed with tourism scholars and community advisors [10,12,13,25,34]. As a proposed validation step, where operational records are available, declared repeat-purchase intentions will be compared with subsequent bookings in privacy-preserving aggregates. The correspondence between survey sentiment and actual repeat transactions will be evaluated rather than assumed.

Secure Data Handling

Record coded participant IDs and anonymized provider categories. Keep contact information, if used for follow-up, separately encrypted. Restrict analyst access, report only aggregated groups, and define deletion schedules and partner agreements before collection. No identifiable visitor itineraries or cultural knowledge designated confidential should be disclosed.

Implementation Workflow

A practical rollout proceeds from local-partner consultation to prototype experiences, visitor testing and redesign. The iterative cycle shown in Figure 3 is intended to give cultural partners equal standing in interpretation and revision decisions.

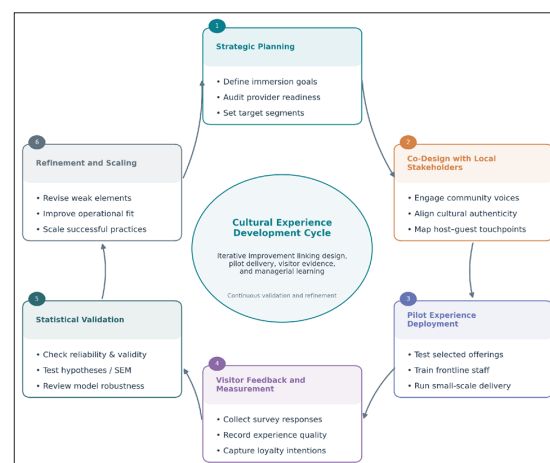


Figure 3: Iterative cultural-experience development and validation sequence.

Study Conditions and Comparators

The core comparison could include experience participants and otherwise eligible nonparticipants while controlling for cultural interest and booking context. A more credible future causal design would randomize invitation timing or programme availability where permitted, not cultural access itself. Separate weekend, seasonal and festival contexts because loyalty and willingness to pay can vary materially.

Session and Programmed Metadata

Document provider category, duration, season, group size, activity costs, facilitator role, language, fee, whether visitors opted in, participation intensity, travel party, prior visitation and booking channel. Freeze coding schemes before examining outcome relationships.

Proposed Evaluation and Validation Framework

This is a proposed evaluation framework and does not report an executed field experiment. Reproducibility requires predefined

inclusion criteria, consent processes, a versioned survey, consistent provider attribution and a declared statistical plan.

Table2: Study Test Matrix

Comparison	Source	Primary outcome	Likely bias
Workshop participants	Visitor survey	Provider loyalty	Self-selection
Nonparticipants	Visitor survey	Adjusted loyalty difference	Baseline motivation
Repeat visitors	Booking history	Rebooking intent	Prior attachment
Local partners	Interviews/payments	Fairness and benefit	Social desirability

Evaluation Variables

Primary outcome: provider-level loyalty intention, measured separately through rebooking and recommendation items. Secondary outcomes: destination revisit intention, positive word of mouth, net willingness to recommend, satisfaction, authenticity, attachment, partner-reported fairness and contribution margin. Do not infer actual repeat bookings solely from questionnaire intentions.

Illustration of Future Survey Presentation

Figure 4 shows an example of how programme-type ratings may be displayed. The values are deliberately synthetic and must not be interpreted as collected data or evidence that one strategy performs better than another.

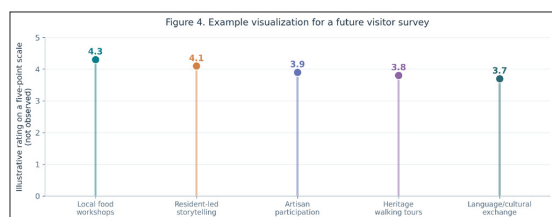


Figure 4: Synthetic programme ratings for display demonstration only; not field observations.

Model Performance and Interpretation

Report standardized coefficients, confidence intervals, explained variance and fit diagnostics alongside substantive effect sizes. Evaluate whether multi-item scales are invariant across visitor segments before claiming between-group differences. Include absolute and relative booking-related metrics when available, not only statistical significance [18,31].

Economic Analysis

The provider's incremental contribution can be defined as attributable incremental revenue less additional variable operating costs and appropriate fixed-programme allocations. Break-even attendance = allocated programme fixed cost ÷ (net revenue per attendee – variable cost per attendee), provided the denominator is positive. This is an accounting identity, not an estimated result.

A conservative scenario should assume many visitors would have booked without the cultural offer. A high survey score is not equivalent to incremental revenue, and expenditure leakage or uncompensated community labor can undermine claims of economic sustainability.

Table3: Reporting Template for Measured Outcomes

Metric	Proposed reporting	Current status
Provider loyalty scale	Mean, dispersion, model association	Not measured
Authenticity score	Scale reliability and association	Not measured
Place attachment	Direct and indirect paths	Not measured
Actual rebooking	Rate by group if records accessible	Not measured
Partner net benefit	Payments, costs, qualitative review	Not measured

Statistical Evaluation Strategy

Estimate models on a clearly defined analysis sample and transparently describe exclusions. Report missingness and, for longitudinal follow-up, attrition; choose missing-data procedures according to explicit assumptions and conduct sensitivity analyses [38]. If provider counts are small, evaluate the limitations of both cluster-robust inference and multilevel estimation before selecting a model. Report provider-stratified descriptive results and uncertainty when model-based inference is not defensible [35,36].

Threats to Inference and Failure Analysis

Self-selection into cultural activities, social desirability, halo effects from staff hospitality, common-source bias and differences in baseline motivation may all inflate associations. Experience cancellations, language mismatch and late surveys create missingness that should be reported. An unfavorable result may signal poor facilitation rather than absence of value in local culture [32].

Loyalty Trend

Figure 5 provides an entirely hypothetical relationship for communicating the intended model output; the curve and shading are not estimated from respondents. Actual analyses should show empirical points, honest axes and confidence intervals estimated from observed data.

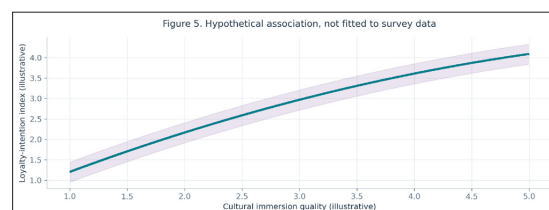


Figure 5: Hypothetical immersion quality loyalty trend; not estimated from empirical data.

Resource and Procurement Planning

A hospitality provider should budget facilitator compensation, translation, transportation, insurance, accessibility, booking software, cancellations, seasonal capacity and cultural permissions. Financial estimates should use dated local quotations before launch.

Expected Relationships and Discussion

The relationships proposed in this conceptual framework remain untested. The following scenarios outline how findings from future empirical research could be interpreted; they do not constitute observed results.

Interpreting Potential Findings

If authenticity predicts attachment but not provider rebooking, the programme may benefit destination reputation more than the individual hotel. Destination research supports examining authenticity, attachment and loyalty as related but distinct constructs; it does not establish the same effects for a named hospitality provider [7,8,27,33]. If satisfaction predicts provider loyalty after controlling for attachment, execution quality may also matter [9,10]. If the programme has strong recommendation intentions but negative margins, managers should redesign packaging or partnership arrangements rather than claim business success; this is a proposed managerial decision rule.

Hospitality Management Implications

Hospitality operators can test resident-led food sessions, workshops, heritage interpretation and small-group exchanges; give travelers clear prebooking descriptions and avoid suggesting staged performances are spontaneous private traditions. Train frontline staff to explain local partners' roles and follow through on guest accessibility requirements. Measure both visitor value and community outcomes.

Destination and Provider Loyalty Distinction

A destination can gain place-based advocacy even when travelers choose different accommodation on future trips. Destination studies examine loyalty toward the place, rather than automatically establishing retention by a named accommodation provider [7,8,27,39]. This study will therefore preserve separate identifiers and item wording for place attachment, destination loyalty and loyalty toward the named provider. Otherwise, the provider-level retention question remains unresolved.

Table 4: Risk Analysis and Mitigation

Risk	Potential effect	Mitigation
Cultural appropriation	Loss of trust	Community consent and control
Displaced resident access	Negative local impacts	Capacity and scheduling
Unequal payments	Unfair economic outcomes	Transparent negotiated fees
Selection bias	Misleading loyalty estimates	Comparator and sensitivity checks
Guest privacy breach	Reputational or legal harm	Minimize and secure data

Sustainability and Community Benefit

Community support should be assessed through fair payment, informed consent, control over cultural representation, local purchasing, resident congestion and ecological carrying capacity. A culturally popular programme can still be inappropriate if it extracts unpaid labor or trivializes practices designated private. UNESCO's intangible-heritage principles provide an essential starting point for respectful co-design [15,16].

Suggested Programme Review Gates

Gate A: local partners approve the concept and compensation. Gate B: feasibility, accessibility and safeguards are documented. Gate C: pilot visitors understand the offering and provider attribution. Gate D: measures pass a transparent validity review. Gate E: economic outcomes and community feedback jointly justify continuation or revision.

Limitations and Future Research

The central limitation is the absence of field data: figures are illustrative, algorithms are proposals and hypotheses remain untested. Self-report loyalty may differ from future bookings. Cultural immersion is culturally contingent; findings from one destination cannot be automatically generalized to others. Cross-sectional mediation is not proof of causal sequence [37].

Proposed Future Development

Future work should use time-separated measurements to examine whether the proposed mediation sequence holds over time [37]. Experience co-creation measures can inform the evaluation of participation and interaction [23]. Multidestination replication could test whether attachment and behavioral intentions vary across visitor contexts [27,28,33,39-41]. Actual repeat-booking records, quasi-experimental rollout comparisons and community-led qualitative inquiry are proposed extensions. Sustainability assessments should report both revenues retained locally and burdens placed on residents, informed by cultural safeguarding and tourism-culture partnership guidance [15-17].

Conclusion

This report proposes a structured business-research design to evaluate how provider-facilitated cultural immersion may shape visitor loyalty. It integrates authenticity, memorable experience quality, satisfaction, place attachment and provider-specific behavioral intentions with an operational evaluation plan. Three procedural algorithms and five clearly labeled conceptual or synthetic figures support future implementation. Evidence of a positive effect, causal impact or profitability requires real data collection, appropriately specified analysis and genuine community review.

References

1. Pine BJ, Gilmore JH. Welcome to the experience economy. *Harvard Business Review*. 1998. 76: 97-105.
2. Pine B J, Gilmore JH. *The Experience Economy: Work Is Theatre & Every Business a Stage*. Harvard Business School Press. 1999.
3. Oh H, Fiore AM, Jeoung M. Measuring experience economy concepts: Tourism applications. *Journal of Travel Research*. 2007. 46: 119-132.

4. Prahalad CK, Ramaswamy V. Co-creation experiences: The next practice in value creation. *Journal of Interactive Marketing*. 2004. 18: 5-14.
5. Vargo SL, Lusch RF. Evolving to a new dominant logic for marketing. *Journal of Marketing*. 2004. 68: 1-17.
6. Binkhorst E, Den Dekker T. Agenda for co-creation tourism experience research. *Journal of Hospitality Marketing & Management*. 2009. 18:, 311-327.
7. Chen C-F, Tsai D. How destination image and evaluative factors affect behavioral intentions? *Tourism Management*. 2007. 28: 1115-1122.
8. Yoon Y, Uysal M. An examination of the effects of motivation and satisfaction on destination loyalty: A structural model. *Tourism Management*. 2005. 26: 45-56.
9. Oliver RL. Whence consumer loyalty? *Journal of Marketing*. 1999. 63: 33-44.
10. Zeithaml VA, Berry LL, Parasuraman A. The behavioral consequences of service quality. *Journal of Marketing*. 1996. 60: 31-46.
11. Wang N. Rethinking authenticity in tourism experience. *Annals of Tourism Research*. 1999. 26: 349-370.
12. Kolar T, Žabkar V. A consumer-based model of authenticity: An oxymoron or the foundation of cultural heritage marketing? *Tourism Management*. 2010. 31: 652-664.
13. Kim J-H, Ritchie JRB, McCormick B. Development of a scale to measure memorable tourism experiences. *Journal of Travel Research*. 2012. 51: 12-25.
14. Buhalis D. Marketing the competitive destination of the future. *Tourism Management*. 2000. 21: 97-116.
15. UNESCO. Convention for the safeguarding of the intangible cultural heritage. <https://ich.unesco.org/en/convention> 2003.
16. World Tourism Organization. Tourism and culture synergies. 2018.
17. World Tourism Organization. Tourism and culture partnership in Peru: Models for collaboration between tourism, culture and community. 2016.
18. Hair JF, Hult GTM, Ringle CM, Sarstedt M. A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM) (3rd ed.). SAGE. 2022.
19. MacCannell D. Staged authenticity: Arrangements of social space in tourist settings. *American Journal of Sociology*. 1973. 79: 589-603.
20. Cohen E. Authenticity and commoditization in tourism. *Annals of Tourism Research*. 1988. 15: 371-386.
21. Richards G. Creativity and tourism: The state of the art. *Annals of Tourism Research*. 2011. 38: 1225-1253.
22. Richards G, Wilson J. Developing creativity in tourist experiences: A solution to the serial reproduction of culture? *Tourism Management*. 2006. 27: 1209-1223.
23. Deng Y, Lee HM, Lee TJ, Hyun SS. Co-creation of the tourist experience: A systematic assessment scale. *Tourism Management Perspectives*. 2024. 51: 101212.
24. Kim J-H. The antecedents of memorable tourism experiences: The development of a scale to measure the destination attributes associated with memorable experiences. *Tourism Management*. 2014. 44: 34-45.
25. Parasuraman A, Zeithaml VA, Berry LL. SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*. 1988. 64: 12-40.
26. Brakus JJ, Schmitt BH, Zarantonello L. Brand experience: What is it? How is it measured? Does it affect loyalty? *Journal of Marketing*. 2009. 73: 52-68.
27. Zou W, Wei W, Ding S, Xue J. The relationship between place attachment and tourist loyalty: A meta-analysis. *Tourism Management Perspectives*. 2022. 43: 100983.
28. Din T ud, Attiq S, Moon MA. The influence of destination experience on destination loyalty in an emerging economy. *Pakistan Journal of Commerce and Social Sciences*. 2022. 16: 552-575.
29. Ajzen I. The theory of planned behavior. *Organizational Behavior and Human Decision Processes*. 1991. 50: 179-211.
30. Creswell JW, Plano Clark VL. Designing and conducting mixed methods research (3rd ed.). SAGE. 2018.
31. Fornell C, Larcker D F. Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*. 1981. 18: 39-50.
32. Podsakoff PM, MacKenzie SB, Lee J-Y, Podsakoff NP. method biases in behavioral research: A critical review of the literature and recommended remedies. *Journal of Applied Psychology*. 2003. 88: 879-903.
33. Shaykh-Baygloo R, Soltani Z. From authenticity to loyalty via subjective well-being and place attachment: Evidence from a World Heritage Site across local, national, and international visitors. *Journal of Destination Marketing & Management*. 2026. 39: 101059.
34. Williams DR, Vaske JJ. The measurement of place attachment: Validity and generalizability of a psychometric approach. *Forest Science*. 2003. 49: 830-840.
35. Cameron AC, Miller DL. A practitioner's guide to cluster-robust inference. *Journal of Human Resources*. 2015. 50: 317-372.
36. Maas CJM, Hox JJ. Sufficient sample sizes for multilevel modeling. *Methodology*. 2005. 1: 86-92.
37. Maxwell SE, Cole DA. Bias in cross-sectional analyses of longitudinal mediation. *Psychological Methods*. 2007. 12: 23-44.
38. Little RJA, Rubin DB. Statistical analysis with missing data (3rd ed.). Wiley. 2019.
39. Styliadis D, Woosnam KM, Ivkov, M, Kim SS. Destination loyalty explained through place attachment, destination familiarity and destination image. *International Journal of Tourism Research*. 2020. 22: 604-616.
40. Li H, Bibi S, Kanwel S, Khan A, Hussain B. Understanding of cultural heritage tourists' emotional experiences: How place attachment and satisfaction determine behavioral intentions. *Acta Psychologica*. 2025. 259: 105429.
41. Zhao S, Marzuki A. From cultural motivation to loyalty: Unveiling the necessary role of place attachment in urban heritage tourism. *SAGE Open*. 2026. 16.