



# Cultural Heritage Rejuvenation: Post-modern and Traditional Tourists' Experiences Quality and Destination Image

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## INTRODUCTION

Renovating cultural heritage is a crucial approach to safeguarding and utilizing cultural heritage (Bullen & Love, 2011). The quality of visitor experience has emerged as a significant factor influencing the image of tourist destinations and destination advocacy. Enhancing and optimizing tourists' experience in renovating cultural heritage will contribute to improving the destination's image (Kim, 2018), thereby fostering word-of-mouth recommendations from tourists and enhancing other forms of destination advocacy. In light of the prevailing postmodernist trend, addressing how to enhance the experiential quality for both postmodernist and traditional tourists in activating cultural heritage, as well as improving their perception of the destination and support for it, has become a pivotal concern for cultural heritage management organization.



## METHODOLOGY

- ❖ Both qualitative and quantitative method will be applied in this research.
- ❖ This study conducted the **semi structured interview** to explore strategies for enhancing tourists' destination image and destination advocacy through improving the experiential quality of cultural heritage rejuvenation. Total ten participants, which include seven tourists who had culture heritage rejuvenation travel experiences and three tourism industry experts, would be invited to participant in the interview and all of them had more than six times travel experience of cultural heritage rejuvenation.
- ❖ In quantitative method, the **convenience sampling** method was adopted in this study. the questionnaires were collected and the data were entered into SPSS 27 and Smart-PLS 3 for specific analyses. A total of 605 questionnaires were collected in this study, 554 questionnaires were valid with a validity rate of 91.6%. Among them, 264 samples of post-modern tourists and 290 samples of traditional tourists.

## LITERATURE REVIEW

- ❖ **Cultural heritage rejuvenation experience quality:** The quality of cultural heritage rejuvenation experience specifically pertains to tourists' evaluation of their experiences in engaging with activated cultural heritage during tourism activities and is determined by comparing tourists' needs and expectations for such activation (Zhou & Pu, 2022). This study aims to explore three dimensions related to the experience quality of cultural heritage rejuvenation: (1) Museum rejuvenation experience quality; (2) Former site rejuvenation experience quality; (3) Cultural products rejuvenation experience quality (Tang & He, 2020).
- ❖ **Post-modern tourists:** Post-modern tourism is regarded as a form of specialized and customized niche tourism, emphasizing its execution within the realms of everyday time and space, encompassing more innovative and discretionary forms of travel (Yang & Wang, 2016). Post-modern tourists are characterized as fluid, adaptable, and subjective individuals (Maoz & Bekerman, 2010).
- ❖ **Destination Image:** The destination image is considered to be the manifestation of an individual or a group's comprehensive understanding, preconceptions, imaginative perceptions, and emotional thoughts about a specific place (Lawson & Baud Bovy, 1977). As tourism heavily relies on imagery, tourists' perception of the destination image ultimately influences their choices and behavioral intentions (Chen & Tsai, 2007).

## FINDINGS & CONCLUSIONS

### Theoretical implications:

1. This study is the first to empirically examine the impact of multi-group comparative analysis on the quality of experience in cultural heritage rejuvenation, thereby introducing a novel perspective for investigating the influence of experience quality in cultural heritage rejuvenation.
2. The moderating effect of post-modern tourists on the relationship between experience quality and cultural heritage activation is confirmed, providing a theoretical foundation for further research on the influence of experience quality of cultural heritage rejuvenation.

### Practical implications:

1. The experience quality of cultural heritage rejuvenation measures the actual tourist experience in cultural heritage destinations from three perspectives: museums, relics, and cultural products. This study elucidates the disparity between post-modern tourists and traditional tourists in terms of their experience quality across these three aspects, with a focus on destination image and destination advocacy through multi-group comparative analysis.
2. This study provides valuable insights for managers of cultural heritage destinations to develop tailored strategies for different tourist groups in order to enhance the quality of tourist experiences and stimulate advocacy behaviors.

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