

## Serial mediation: Destination image and perceived value in the relationship between perceived authenticity and behavioural intentions

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### Abstract

The aim of study is to determine whether destination image and perceived value have a serial mediating role in the relationship between perceived authenticity and behavioural intentions such as repurchase intention and recommendation in a cultural heritage destination. In this study, the convenience sampling method was used. Results are based on sample were collected through a questionnaire of 443 visitors. Findings demonstrated that both perceived value what refers trade-off between perceived benefits and perceived costs and destination image act as a mediator for the influence of perceived authenticity on behavioural intentions. Furthermore, as simultaneously in a serial model, destination image mediates the relationship between perceived authenticity and perceived value, perceived value mediates the relationship between destination image and behavioural intentions. Study's findings extend the tourism literature by casting light on previously unexamined aspects of repurchase intention and recommendation that contributes to the perceived authenticity of tourists and advancing the sustainable development of cultural heritage tourism.

**Keywords:** Destination Image; Perceived Authenticity; Perceived Value; Beypazarı; Behavioural Intentions; Heritage Tourism

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## 1. Introduction

This study is based on the sense of authenticity created by the cultural richness of Beypazarı district in Ankara province, which is one of the most important cultural heritage sites in Turkey and was included on the UNESCO World Heritage Tentative List in 2020. The study examines the effect of destination images and perceived value on the behaviour of touristic consumers. The indirect relations and interactions between the variables determined in this study will contribute to the preservation, enhancement, and sustainable marketing of cultural heritage sites. In addressing the gap in the literature for research where the mediative effects between the variables of perceived authenticity, destination image, perceived value, and behavioural intentions were modelled using serial mediation effects, this study provides an important contribution regarding the role of authenticity in the formation of behavioural intentions in heritage tourism.

Authenticity is one of the most popular topics in recent studies in tourism sociology. Nowadays, consumers are more interested in the nostalgic and the noncontemporary. The search for authenticity is one of the most convenient ways of experiencing the noncontemporary. Tourism destinations strive to draw consumers by catering to their hedonistic emotions and transform this desire into behaviours such as revisitation or recommendation, providing added value to the touristic destination. Therefore, authenticity is considered to be an important concept for tourism. One of the most important characteristics of heritage tourism is that it is based on authenticity (Chhabra, Healy & Sills, 2003). The mission of heritage tourism is to promote and market nostalgia, authenticity, education, and entertainment in order to preserve heritage resources for next generations. This approach aims to invigorate the urban economy and give meaning to urban life (Telfer, 2014). Fyall and Garrod (1998, as cited in Chhabra *et al.*, 2003) define heritage tourism as an economic activity that uses socio-cultural assets to attract visitors. Being a non-commercial phenomenon, the concept of heritage also strengthens the local identity. Therefore, it contributes to the flourishing of a society's traditions and culture and the strengthening of social structures that ensure the sense of an authentic identity (Alonso, O'Neill & Kim, 2010). According to Hollinshead (1988, as cited in Chhabra *et al.*, 2003), local traditions and community heritage may be used as areas of attraction, and heritage tourism encompasses folkloric traditions, arts and crafts, ethnic history, social traditions, and cultural festivities. In contrast, Bruner (1994) suggests that cultural heritage areas are constantly reproduced and reconstructed, and this results from the human habit of reinventing ideocratic cultures. Therefore, along with tourists' meaning-making activities that affect personal identity, cases such as the construction of an experience related to heritage also encompass senses of belonging-not belonging, authentic-nonauthentic existence, and authentic-nonauthentic senses of experience (Jamal & Hill, 2002).

Authenticity in tourism is typically experienced in cultural heritage sites. Thus, authenticity in heritage tourism is demanded more each day (Chhabra, 2010). Authenticity is used by today's marketers as a brand positioning and product attractiveness strategy (Lu, Gursoy & Lu, 2015). Recent studies show that objective signs of authenticity are sources of motivation for the long-distance travels of heritage tourists (Chhabra, 2012). Because of its role in marketing cultural heritage areas, the concept of authenticity is crucial for tourism. Authenticity is one of the factors that provides motivation for tourism activities (Kolar & Zabkar, 2010). Authenticity perception is a crucial attractiveness factor that affects the evaluation of historical destinations (Naoi, 2004). Places with rich history and heritage are perceived as authentic. This is because history is more of an epitome of reality, rather than a falsified thing (Yeoman, Brass & McMahon, 2007). The results of various studies conducted within this context indicate that the commercial presentations of history, heritage, and culture are more or less perceived as authentic by tourists (Kolar & Zabkar, 2010). The authentic experiential values of destinations' cultural heritage resources play a significant role in creating the destination's image (Ivanovic, 2011). Authenticity is a

significant feature of heritage tourism; indeed, focusing on authenticity is a fundamental principle that helps to improve cultural heritage tourism (Chhabra *et al.*, 2003). In cultural heritage tourism, authenticity has two functions: the authenticity of the observed objects (supply) and the tourist's authentic experience (demand). This places authenticity at the centre of Dann's (1977, as cited in Ivanovic, 2011) push-and-pull structural tourism model. Thus, along with its unequalled ability to improve tourist experiences, the authenticity perceived in a cultural heritage area creates a semiotic source, a performance, and leads to its acceptance as an ideology in tourism. Beypazarı is a popular destination where many civilizations ruled and left their mark, including the Hittites, Phrygians, Galatians, Romans, Seljuks, and Ottomans. Beypazarı is located on important trade routes that connected Istanbul to Ankara and Baghdad during the Roman and Ottoman periods, and it became an important economic and commercial centre. There are many historical mansions, mosques, and museums reflecting the rich history of the city, making Beypazarı an area with many signs and sites of authenticity. The city is also known today for several local food and beverage brands ([www.beypazari.gov.tr](http://www.beypazari.gov.tr)).

When visitors whose conception of authenticity is based on the originality and authentic presence of the object demand historical-cultural sites and objects in a destination, they can help contribute both to the economic development and the socio-cultural advancement of the destination. Within this context, the mediating effect of a destination's image between authenticity and behavioural intentions – as well as the magnitude of this effect – becomes a significant aspect for sustainable tourism strategies. The use of Beypazarı's cultural heritage resources for a sustainable purpose would be useful for the economic development of the local community and would also create resources and awareness for protecting cultural heritage resources. It would also make the local people and the visitors, being aware of the value of cultural heritage resources, be more willing to pass these cultural heritage resources down to the next generations. The positive authenticity perception created by cultural heritage resources of Beypazarı is expected to have an impact on the tourism demand of Beypazarı. For example, the windows and entrance doors of historical Beypazarı mansions face each other diagonally. This is because people respected the privacy of their neighbours, and they did not want to interrupt the daylight of another mansion due to the importance of greenery. In addition, many other factors, such as landforms, dominant wind directions, ground safety and defence, and cultural and social characteristics (e.g., large families), had a direct or indirect impact on positioning these mansions in the city ([www.beypazari.bel.tr](http://www.beypazari.bel.tr)). Unveiling authenticity regarding many other verbal and nonverbal cultural heritage factors may increase the impact of a destination's image and perceived value on behavioural intentions. The destination's image affects tourists' behaviour in such a way that a strong and positive image increases the likelihood of being considered and preferred in the decision-making process for a vacation. The analyses regarding a destination's image are crucial since they provide a basis for future studies on changing, strengthening, or protecting certain elements of the image so that the destination will become more marketable (Gartner, 1989).

According to Sweeney and Soutar (2001), consumers should be more willing to purchase a product if they perceive the product to be highly valued, and if they expect fewer problems regarding the product, they should become more willing to recommend that particular product. Therefore, it should be noted that the worthiness of perceived value depends on the distinctions of various market sections in phases of occurrence of the perceived value. For instance, the value of souvenirs purchased in a culture tourism activity and the value of souvenirs purchased in another type of tourism activity may be perceived differently (Petrick, 2004b). Within this context, understanding the perceived value in both situations improves the qualities of the tourism product and helps to predict the purchasing behaviours of the tourists (Petrick, 2002).

Thus, this study asks the key question: How does the mediating effects of destination image and perceived value regarding authenticity influence tourists' behavioural intentions? To address this question, this study empirically explores the destination image and perceived value linkages of perceived authenticity and the associated mechanisms and boundary conditions. The study hypothesizes that destination image and perceived value are positively related to perceived authenticity, a relation that subsequently leads to behavioural intentions as a serial mediator. The findings address the knowledge gap and provide insights for cultural heritage destination partners such as marketers, the public, and local authorities to create meaningful authentic settings and thereby achieve positive behavioural intentions from the consumers.

## 2. Literature Review

### 2.1. Perceived Authenticity

The *Oxford Dictionary* defines authenticity as genuine, traditional, or true to its original form; it is absolute and reliable ([www.oxforddictionaries.com](http://www.oxforddictionaries.com), 2019). Bruner (1994) suggests that authenticity has four meanings: it implies being reliable; it is a perfect replica; it is original, as in, the antonym of a replica, but without imitation; and it is that which has been approved and legally recognized. According to Cole (2007), authenticity is a Western concept that refers to both the opposite of modernity and the primitive other.

The relation between tourism and modern society became a topical issue for the first time with Boorstin's (1964) concept of pseudo-events (Wang, 2000). Investigating the concept of authenticity in tourism, Boorstin (1961, 1964) argues that standardized experiences created by mass tourism and the presence of tourists corrupt and commercialize cultures. According to Boorstin, tourists have a narrow point of view where they demand the commercialized and, therefore, the non-authentic (Reisinger & Steiner, 2006). MacCannell (1976), the first scholar to relate the concepts of tourism and sociology of modernity, came up with the notion of staged authenticity to refer to the fabricated, distorted presentations of what is supposedly reality (Rojek, 1995). MacCannell's (1973) concept of staged authenticity is an expansion of Goffman's (1959) stage theory into six steps with the 'front versus back' distinction. In MacCannell's (1973) staged authenticity, an authentic environment is fabricated in which the tourist is allowed to roam free, straying further away from the true culture (Pretes, 1995). The transience of images produced by consumer culture raises awareness of the artificiality of life, so human beings develop a reactionary desire for truth. By creating this staged authenticity as outlined by MacCannell (1973), the entertainment industry caters to this desire (Rojek, 1995).

Because the social environment plays a large role in decision-making processes for touristic activities, it is crucial to define the social and cultural drives that influence decision-making processes. Authenticity is a crucial theme in the sociology of tourism (Sharpley, 2006), and the role of authenticity in marketing cultural heritage makes it a key element in tourism (Kolar & Zabkar, 2010). The customer has a vision in their mind and a desire to obtain that vision; at that point, authenticity is merely an expression that justifies travel and consumer preferences (Wight, 2009).

A number of scholars (Grayson & Martinec, 2004; Leigh *et al.*, 2006; Yeoman *et al.*, 2007) recognize authenticity as a leading element of tourist behaviour (Kolar & Zabkar, 2010). As the consumption economy matures into its final stages, the consumer needs to search for a genuine experience instead of purchasing fabricated, fake goods. Hence, consumers will prefer places that feel more authentic, rather than theme parks designed for tourists (Yeoman *et al.*, 2007).

According to Wang (1999), the first type of authenticity is objective authenticity; in the context of tourism, this refers to the authenticity of objects or events as realities. Objectivism represents cultural sustainability and MacCannell's (1973) concept of staged authenticity. The second type of authenticity, the existential view, argues that the deliberation of meanings constructed on an individual level can lead to an authentic experience. Self-discovery, self-realization, and joy that is experienced in a touristic experience constitute the existentialist view (Chhabra, 2010). Studies on existential authenticity (Wang, 1999; Knudsen & Waade, 2010) mostly focus on emotions, relations, and the sense of self (Rickly-Boyd, 2013). According to Wang (1999), experiences such as cruises, visiting relatives, seaside vacations, nature tourism, theme park vacations, and hobbies such as shopping, hunting, and sports have nothing to do with what MacCannell (1973, 1976) defines as authentic. In these cases, the tourist is seeking intra-personal and inter-personal authenticity.

Finally, the third type of authenticity found in the literature is constructivist authenticity. In opposition to objective authenticity, constructivist authenticity is not an empirically distinguishable, real, and objective phenomenon (Reisinger & Steiner, 2006). Cohen (1988) argues that authenticity is not a philosophical concept as postulated by MacCannell (1973); rather, it is a socially constructed phenomenon that can be understood differently by every individual tourist. Wang (1999) and Olsen (2002) state that authenticity is not a measurable quality that can be applied to a specific place, event, or experience (Sharpley & Stone, 2009). According to Cohen (1988), tourists are in a real-time search for authenticity, yet there is no monotype of tourists that is searching for 'total authenticity' as MacCannell (1973) suggests.

This study predicts that visitors' perceptions of objective authenticity may be more effective than their perceptions of existential and constructivist authenticity, since there are too many physical cultural heritage factors in Beypazarı, and these factors are more noticeable to the visitors. While there are many different definitions in the literature, this study uses the terms 'genuine', 'traditional', 'literal', 'essential', and 'reliable' to represent the concept of authenticity.

In previous tourism studies, the authenticity of a destination has been discussed as a general assessment of the reality of a tourism destination. Thus, the perception of a destination as authentic becomes a significant driver of the travel motivation of modern tourists (Lee *et al.*, 2016). External clues such as the setting, colour palette, and overall view of the destination enable us to generally assess the authenticity of a destination (Jang, Ha & Park, 2012), while original artworks and events at the destination also play a significant role in conveying the authenticity of the destination (Grayson & Martinec, 2004).

## 2.2. Destination Image

Sırakaya, Sönmez, and Choi (2000) define an image as the collection of beliefs and observations that are formed with the processing of information that have been gathered over time from various sources, which results in internalized mental structures. In marketing, images are the total experiences, observations, feelings, and information that consumers have regarding an establishment (Aaker, 1996). Meanwhile, the World Tourism Organization defines destination as the main place that is the reason why a trip is being made (UNWTO, 2020). Accordingly, definitions of destination image foreground notions such as place, visitation, and visitor. According to Dichter (1985), a destination image is the totality of impressions and notions others have about a product or a place, rather than the real qualities of said product or place. For Parenteau (1995), it is the positive and negative prejudices about a product or destination (as cited in Gallarza, Saura & Garcia, 2002).

Echtner and Ritchie (2003) suggest that destination images are the result of the destination's tangible qualities, which includes both its functional and psychological qualities. People's knowledge of and beliefs about a thing are referred to as the cognitive aspect, and their feelings towards a thing are the affective evaluation. The cognitive image of a tourist destination is the evaluation of characteristics relating to the resources of a touristic region or its tourist attractions. According to Holbrook (1978) and Russel and Pratt (1980), the cognitive components precede the emotional components (as cited in Beerli & Martin, 2004).

Reynold (1965) describes the formation of images as the construction of a mental picture from a few selected impressions among a cluster of information. These clusters consist of information gathered from travel brochures, acquaintances, travel agents, newspapers, television, and so on (as cited in Echtner & Ritchie, 2003). According to Gunn (1972), images are organic and stimulated. While stimulated images are generated by external influences such as promotions and advertisements, organic images come to be when a destination is actually visited (as cited in Gartner, 1989).

Destination images are universally regarded to be crucial (Chon, 1990; Echtner & Ritchie, 1991) because they have an influence on destination choices by means of perception being turned into behaviour (Gallarza *et al.*, 2002). Studies have shown that images are an important factor in tourists' decisions and choices of destination (Gunn, 1972; Um & Crompton, 1990; Gartner, 1993; Baloğlu & Mangaloğlu, 2001). Features such as the natural environment, culture, historical landmarks, climate, and so on, as well as cost-of-service areas such as accommodation, food and beverages, and transportation, are markers that can help estimate the value of a destination (Murphy, Pritchard & Smith, 2000). Kolar and Zabkar (2010) suggest that, when discussed within the context of heritage tourism, the more authentic a destination, the more value is perceived in that destination. Therefore, this study predicts that a destination image that reflects the authentic identity of a cultural heritage area may have a positive impact on its value as perceived by visitors.

### 2.3. Perceived Value

Oliver (2015) approaches the concept of value from three main aspects. The first is the benefit of the consumer product to the consumer despite its value and cost – where, in its absence, the individual feels worthless and lacking. The second aspect suggests that value must be estimated in comparison with its alternatives, regardless of their dissimilarities. The third aspect reflects the results of an equation that compares the losses to find the best purchase value. What is common in all three instances is that, as with benefits, value is added to the consumer. This aspect of value that is added can involve pleasure, monetary gain, or simple benefit (Oliver, 2015). The value perceived by the customer is the result of a prospective customer's evaluation of all the benefits and costs of an offer and its perceived alternatives. The total customer benefit here is the financial, functional, and psychological value. The total cost, on the other hand, is the sum of all the expected costs in the acquisition, utilization, and disposal of an offer, including the costs of money, time, and energy, as well as the psychological costs (Kotler & Keller, 2016). For Zeithaml (1988), perceived value is defined as the 'result of a general evaluation of the consumer on his perception of what he gets for what he gives regarding the use of a product'. The perceived value from the perspective of the tourist is the overall evaluation of a destination based on the benefits acquired from it (Chen & Tsai, 2007). The value achieved from travel is a mental estimation reached by the evaluation of cost/gain that results in a person's value perceptions. Perceived value plays a key role not only in understanding the positive effect of pricing, total quality, and relationship marketing practices of businesses on their competitiveness (Ravald & Grönroos, 1996; Petrick, 2002; Fernandez & Bonillo, 2007), but also in explaining consumer behaviour in the marketing literature as well (Oh, 2000; Petrick, 2004; Munhurrn, Seebaluck & Naidoo, 2015). Customer

evaluations are needed because the values they attach have an impact on product selection, purchasing, customer satisfaction before and after making a purchase, recommendation, and repurchase behaviours (Bishop, 1984; Doyle, 1984; Schlechter, 1984; Jacoby & Olson, 1985; Dodds, Monroe & Grewal, 1991; Parasuraman & Grewal, 2000; Petrick 2001; Zeithaml, 1988; Al-Sabbahy, Ekinci & Riley, 2004).

Perceived value is conceptualized in two ways: the one-dimensional approach and the multidimensional approach. Perceived value in one-dimensional approaches are uniplanar views structured by the concepts of benefits acquired and the cost of acquisition (Sanchez *et al.*, 2006). Recent studies on this concept (Babin *et al.*, 1994; Huber *et al.*, 2000; Williams & Soutar, 2000; Sweeney & Soutar, 2001) focus on multidimensional approaches where the emphasis on economic gain is reduced and the role of customer emotions is highlighted as a factor that influences consumer behaviour (Fernandez & Bonillo, 2007). Based on the findings of previous studies (Waitt, 2000; Poria *et al.*, 2006; Nguyen, 2016), it is assumed that cultural heritage may allow visitors to establish stronger emotional bonds with their past and with the historical and cultural factors of authenticity, famous personages, and traditions, among others. In this study, determining whether the value perceived by domestic visitors visiting cultural heritage areas is emotional or rational plays a significant role in understanding what lies beneath the behavioural intentions of domestic cultural heritage visitors. For that reason, selecting a multidimensional perceived value scale in this study makes more sense.

#### 2.4. Behavioural Intentions

Behavioural intentions are defined as the degree to which a person makes conscious plans about a certain act that they may or may not undertake in the future (Warshaw & Davis, 1985). According to Fishbein and Ajzen (2011), the possibility of undertaking such an act is related to the existence of a powerful positive intention. In marketing, behavioural intentions are concerned with how the behaviour of a consumer is shaped by the impressions they have about a product after they have purchased it. For instance, if a customer praises a business, prefers it to other businesses, and increases its sales volume, then the customer is behaviourally loyal to a business by means of presenting these signs of behavioural intentions (Zeithaml, Berry & Parasuraman, 1996). Oliver (1999) defines behavioural intentions in the context of consumer behaviour as the attitude toward making a purchase with reference to previous experiences. This attitude is strongly related to the consumers' intention to repurchase a service or product or recommend it to others (Jin, Lee & Lee, 2013a: 86). Behavioural intentions in modern marketing practices play a crucial role, especially in identifying tourism destinations for which tourists harbour an intention to revisit (Wang, Lu & Xia, 2012).

Our study discusses behavioural intentions through a marketing viewpoint. Within this context, studies on behavioural intention in the tourism literature mainly focus on recommendation (Bigne, Sanchez & Sanchez, 2001; Jin, Lee & Lee, 2013b; Kim, Ritchie & Tung, 2010), returning intentions/repeating (Kozak, 2001; Bigne, Sanchez & Sanchez, 2001; Petrick, Morais & Norman, 2001; Jin, Lee & Lee, 2013a; Kim, Ritchie & Tung, 2010), and word-of-mouth communication (Kim, Ritchie & Tung, 2010). For example, Jin, Lee, and Lee (2013) suggest that perceived value and image have a positive impact on behavioural intentions. Past experiences are also among the factors that affect the behavioural intention to revisit a destination. According to Bigne, Sanchez, and Sanchez (2001), image is a direct antecedent of intentions to return and the willingness to recommend a destination.

### 3. Research Model and Hypothesis Development

Authenticity as understood with reference to the model in Figure 1; it leads to the generation of behavioural intentions by influencing the destination image and perceived value. Aside from these two single mediating influences, it is presumed that destination image has a serial multiple mediation role

in the relationship between perceived authenticity and perceived value, and that perceived value has such a role in the relationship between destination image and behavioural intentions.

Planned behaviour theory can explain the overall framework of our research. Theories of reasoned action and planned behaviour are among the approaches that are used to explain behavioural intentions. The core variable is the intention behind an action, and intention is the first premise of action. In reasoned action theory, the aim is to predict and explain the social behaviour of a person under their voluntary control. In planned behaviour theory, the investigation examines both voluntarily controlled behaviours and involuntary ones. Intention in reasoned action theory is considered to be a function of the attitudes and personal norms that are the two main determinants of behaviour. In planned behaviour theory, intention is predicted with the addition of a third determinant, perceived behavioural control (Marcoux & Shope, 1997). In this theory, if the behavioural beliefs are positive, the individual's attitude towards that behaviour is also positive. Personal norms, as a function of beliefs, apply a social pressure on whether a person behaves in one way or another. In perceived behavioural control, the individual's belief in the existence of factors that make the performing of an action easier or harder has an effect on the outcome of such an act (Ajzen, 2005).

An experience of a behaviour is the most important source of information about behavioural control. Thus, perceived behavioural control can play a crucial role in investigating the effects of past actions on later behaviour (Ajzen, 2005). According to Bentler and Speckart (1979) and Sönmez and Greafe (1998), past actions are related to future purchasing and behavioural intentions. Eagly and Chaiken (1993) and Ouellette and Wood (1998), in contrast, state that the most important antecedent of future behaviours and intentions is the frequency of past actions that are in direct relation with the anticipated behavioural intentions (as cited in Petrick, Morais & Norman, 2001). Kozak (2001) states that the number of trips taken in the past has a strong influence on the intention of revisiting a place. The repetition of a past action in the future can be associated with behavioural intentions such as reutilization and repurchasing, which are considered to be dimensions of behavioural intentions. For instance, Mc Kercher and Tse (2012) suggest that the intention to revisit a destination is standard for the tendency to actually repeat that action. This view is in line with the assumption that there is a direct and predictive relation between the possibility of actually revisiting and the intention to do so, as postulated with the principles of planned behaviour theory.

Recommendation, which means suggesting an action or a course of action and affirming its acceptability ([www.merriam-webster.com](http://www.merriam-webster.com), 2021), is used as a dimension that measures behavioural intentions in a number of studies. As a factor that steers the actions of individuals or groups, recommendation can be explained with the principle of behaviour modification in reasoned action and planned behaviour theories. According to Fishbein and Ajzen (2011), who focus on the modification of behavioural intentions instead of their development, behavioural beliefs must be modified to change the attitude towards a behaviour, normative beliefs must be modified to change a perceived norm, and control beliefs must be modified to change perceived behavioural control. Another important factor when making modifications is to consider whether the behaviour that is to be modified has been experienced before. A person who has acted in a certain way before can more easily be convinced to repeat that action. Hence, when it comes to belief modification, a distinction must be made between those with experience and those without. At times, it could be advisable to make behavioural modifications by emphasizing new beliefs and presenting new information rather than interfering in attitudes, norms, or behavioural control.



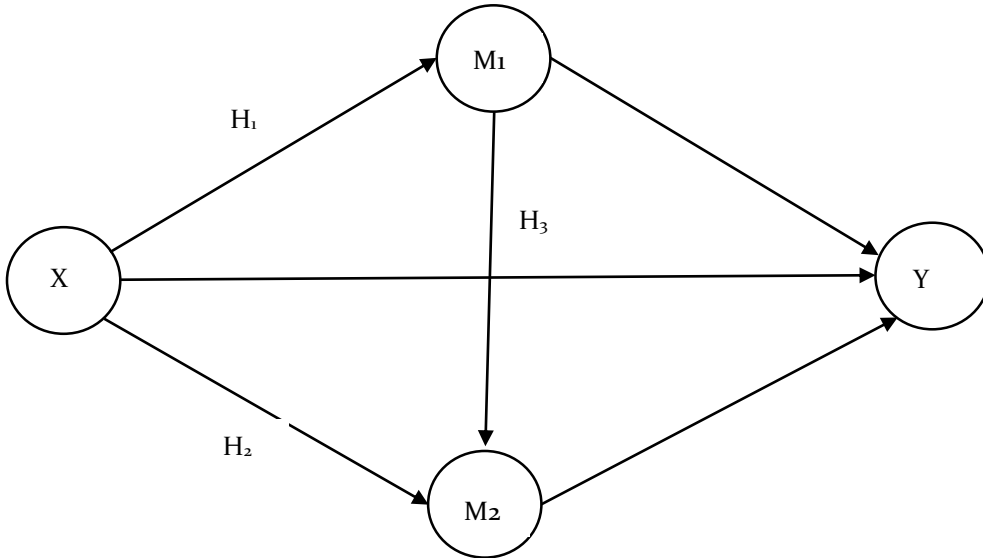
This study assumes that perceived behavioural control, which is one of the components of the theory of planned behaviour, has an impact on beliefs. Therefore, an individual's belief in factors that facilitate and obstruct the performance of an action has an impact in forming their behavioural intentions. Thus, an individual's belief is impacted by the quality of a destination perceived as authentic; destination factors such as cultural and historical heritage values, architectural structures, and art activities; and the types of values perceived by the individual, such as emotional, financial, and reputational values. This impact results in positive or negative behavioural intentions. For example, a positive opinion regarding an individual's previous visit to a cultural heritage destination (i.e., a destination that represents its past) may lead to a positive attitude towards revisiting and recommending that destination.

We developed the hypotheses by analysing the relation between the variables in the model. According to MacCannell (1973), authenticity plays a role in tourists' desire to revisit a place they have been to. As a universal motto, human beings desire to reexperience ways of living by means of tourism (Chhabra *et al.*, 2003). Authenticity is a driving force for tourists to travel to faraway places at the cost of time (Kolar & Zabkar, 2010). According to Kim, Song, and Youn (2020), tourists' perception of authenticity has a direct impact on their intention to make a purchase. Jang and Ha (2015) state that authenticity leads to positive behavioural intentions.

Authenticity increases the quality of heritage tourism to a considerable degree (Chhabra *et al.*, 2003). Efforts to create authenticity make tourists inclined towards heritage tourism. All in all, the authenticity perceived by tourists adds to the conception of a positive destination image (Frost, 2006). According to Sönmez and Sırakaya (2002), authenticity is one of the antecedents of destination image. Lu, Ghi, and Liu (2015) show the positive effect that authenticity has on destination image. According to Lu, Chi, and Liu (2015), conducting a study in a historical cultural heritage region in China's Litchi Gulf, perceived authenticity was an antecedent with direct impact on building the image of the cultural heritage region. In a study conducted with domestic tourists in China, Kim *et al.* (2020) reported that authenticity perceived by tourists had a direct and indirect impact on purchasing intentions in the mediating role of a restaurant's image. Lu, Gursoy, and Lu (2015) examine the relationships between perceived authenticity and brand value aspects within the context of ethnic restaurants. Their findings show that authenticity perception is a critical determinant of brand value. Lu, Gursoy, and Lu (2015) state that authenticity is a key marketing tool, and that authenticity and image are positively correlated. According to Hassan and Ekiz (2021), authenticity and technology application can stay parallel to each other in heritage sites. Therefore, in today, the relationship between destination image and authenticity is getting stronger in cultural heritage sites.

Studies in destination marketing show that destination images have a positive influence on revisitations and recommendations (Petrick, 2004a). Chen and Tsai (2007) suggest that the creation, amelioration, or development of a destination image will make loyal visitors reevaluate their behaviour or make promotive behaviour easier, proving the importance of image for a tourism destination. Chen and Tsai (2007) and Kim, Holland, and Han (2012) determined that destination image has a direct and positive effect on behavioural intentions. The first hypothesis is thus formulated as follows:

*H<sub>1</sub>: Destination image mediates the relation between perceived authenticity and behavioural intentions.*



X: Perceived Authenticity (PA); M1: Destination Image (DI); M2: Perceived Value (PV);  
Y: Behavioural Intentions (BI)

**Figure 1.** *The Serial Multiple Mediators Model*

The sense of authenticity increases the value perceived by tourists (Chen & Chen, 2010). According to Ramkissoon and Uysal (2011), authenticity is an important antecedent of tourist behaviour. Jang, Ha, and Park (2012) determined that authentic features create high levels of value for tourists. Lin and Wang (2012) and Jang *et al.* (2012) argue that authenticity has a direct and positive effect on perceived value. Lin and Wang's (2012) study in Taiwan examines the effect of perceived authenticity on repurchasing intention for authentic souvenirs in a model where perceived value assumed the mediating role. According to the findings, perceived authenticity is a significant antecedent of perceived value.

In the literature, there is a dynamic relation between perceived value and behavioural intentions. According to Chen and Tsai (2007), perceived value in touristic experiences has a positive effect on future willingness to revisit and recommend. Chen and Chen's (2010) study of a cultural heritage region in Tainan, Taiwan found that perceived value had a considerable direct positive impact on behavioural intentions. Cronin, Brady, and Hult (2000), Oh (2000), and Petrick and Backman (2002) determined that perceived value is an important antecedent of purchase intentions (as cited in Petrick, 2004a). Kashyap and Bojanic (2000), Petrick *et al.* (2001), and Tam (2004) reveal that there is a direct correlation between perceived value and behavioural intentions (as cited in Bajs, 2015). The second hypothesis is thus formulated as follows:

*H<sub>2</sub>: Perceived value mediates the relation between perceived authenticity and behavioural intentions.*

Kim *et al.* (2012) and Munhurrun *et al.* (2015) determined that destination image has a direct and positive effect on perceived value. According to Meng, Liang, and Yang (2011), destination image has a positive effect on perceived value and an indirect effect on post-purchase behavioural intentions. Taşçı and Gartner (2007) reveal that destination image has a direct effect on visitor behaviour before, during, and after the visit. Prayag (2009) states that destination image has direct and indirect effects on future consumer behaviours.

In light of the relations between the variables consisting of the justifications of  $H_1$  and  $H_2$  and the statements above, we were inspired to ask the question whether the mediative variables in this model have a simultaneous serial multiple mediation effect. Thus, the third hypothesis is formulated as follows:

***H<sub>3</sub>***: Destination image has a mediating effect on the relation between perceived authenticity and perceived value, and perceived value has a mediating effect on the relation between destination image and behavioural intentions.

## 4. Methodology

### 4.1. Data Collection and Sample

The population of this study consists of domestic tourists visiting Beypazarı as excursionists. As the number of tourists visiting Beypazarı was unclear, we opted to follow nonprobability sampling methods. Accordingly, we used a convenience sampling method. This method is a sampling method where members of the population can be reached easily, and all participants can be included in the sampling (Turner, 2020). The data were collected in June 2019 by distributing 558 questionnaires at the ancient and historical centre of Beypazarı; 443 of these questionnaires were included in the analysis.

### 4.2. Preliminary Evaluation of Data Set

One of the basic assumptions of multivariate analyses is whether a metric variable is normally distributed (Hair, Black, Babin & Rolph, 2014). According to Hair *et al.* (2014), skewness values outside  $\pm 1$  indicate a highly skewed distribution. The average of normally distributed data is expected to be close to '0' and the standard deviation to be close to '1' (Field, 2005).

If one of the z values, which is calculated by the division of skewness value by its own standard error and kurtosis value by its own standard error, is above the critical level, the distribution is abnormal. For normal distribution, critical value at 95% confidence interval is  $z = \pm 1.96$ , at 99% confidence interval  $z = \pm 2.58$ , and at 99.9% confidence interval  $z = \pm 3.29$  (Gravetter & Wallnau, 2007). Kolmogorov-Smirnov ( $n > 50$ ) analysis showing the level of importance for variations in a normal distribution is another statistical test to ensure normal distribution (Hair *et al.*, 2014). Kolmogorov-Smirnov analysis shows that if  $p > 0.05$ , sample data distribution is not significantly different from normal distribution (Field, 2005).

In the current study, the skewness and kurtosis values were found to be  $\pm 1$ , and critical values were found to be between  $\pm 3.29$ . The Kolmogorov-Smirnov test showed that the significance value of variables was greater than 0.05. An examination of the histogram graphs, stem and leaf, normal Q-Q, detrended normal Q-Q, and boxplots of variables showed that they were normally distributed.

### 4.3. Validity and Reliability

Perceived authenticity, destination image, and perceived value were measured with higher-order reflective models. The reflective model indicates that the lower-order constructs are reflectively measured constructs that form a general concept that fully mediates the influence on subsequent endogenous variables (Fu, Liu, Wang & Chao, 2018). Due to this, the study considered three dimensions that formed the construct of perceived authenticity, two dimensions that formed the construct of destination image, and five dimensions that formed the construct of perceived value. Each dimension was measured using reflective indicators.

The perceived authenticity scale was adapted from Nguyen and Cheung (2016). Four statements in total were added to this scale from Kolar and Zabkar (2010), Cho (2012), and Chhabra (2010). The perceived authenticity scale consists of 3 dimensions – objectivism, constructivism, existentialism – and 19 statements. The destination image scale has two dimensions – cognitive and affective – and 26 statements. The cognitive image scale consists of statements from Del Bosque and Martin (2008), Baloğlu and Mangaloğlu (2001), and Ramkissoon and Uysal (2011). The affective image scale was designed around statements from Baloğlu and Mangaloğlu (2001) and by adapting the bipolar scale in Russell (1980: 1164) to a five-point Likert scale. The perceived value scale is Petrick's (2002) Serv-Perval scale. The scale consists of 5 dimensions – quality value, emotional reaction, monetary cost, behavioural cost, and reputation value – and 22 statements. The behavioural intention scale was adapted from Ramkissoon and Uysal (2011). In this scale, 2 statements measure recommendation intentions and 2 measure revisitation intentions. This study uses a five-point Likert scale (1 = Strongly Disagree to 5 = Strongly Agree).

Hair *et al.* (2014) suggest conducting exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) to evaluate construct validity. EFA helps define variables in relation with one another (Tabachnick & Fidell, 2012). The Kaiser-Meyer-Olkin (KMO) test shows the measure of sampling adequacy, and it is suggested to be over 0.50 (Hair *et al.*, 2014). The variance ratio in EFA is expected to be over 60% (Hair *et al.*, 2014). Cronbach's alpha coefficient ( $\alpha$ ) was used to measure reliability. Alpha value is accepted as 0.70 (Hair *et al.*, 2014). CFA tests whether variables represent the structures in the model (Hair *et al.*, 2014). The aim of CFA is to identify the factors that explain the variation and covariation in a series of indicators. The temporary model is formed with EFA and validated with CFA (Brown, 2015).

The acceptability of the model was evaluated with goodness-of-fit values and parameter estimations (Brown, 2015). Values over 0.71 in CFA are considered to be excellent. Kline (2005) advises not including factor load values under 0.60 (as cited in Harrington, 2009). The goodness-of-fit scales used to measure the validity of the model in CFA and the threshold values are given in Table 1, which indicates the acceptable thresholds of goodness-of-fit indices in the literature.

**Table 1.** Goodness-of-fit thresholds ( $N > 250$ )

Goodness-of-fit indices	Good fit	Acceptable
$\chi^2$ (CMIN)		$p > 0.05$
$\chi^2/df$	$< 3$	$3 < \chi^2/df < 5$
RMSEA	$\leq 0.05$	$\leq 0.08$
SRMR	$\leq 0.05$	$\leq 0.10$
NFI	$\geq 0.95$	$\geq 0.90$
CFI	$> .95$	$> .90$
GFI	$\geq 0.95$	$\geq 0.90$

Source: (Schermelleh-Engel, Moosbrugger & Müller, 2003; Hair *et al.*, 2014).

Construct validity is defined as how much a group of measured variables can represent in reality a theoretical latent structure they were designed to measure. The first condition for construct validity is that factor loads are at least 0.5 and ideally 0.7 (Hair *et al.*, 2014). Construct validity is examined in terms of convergent and discriminant validities in this study. Convergent validity measures the degree of correlation between two measurements of the same concept, and high correlation means that the scales

are appropriate for the measurement that was aimed for (Hair *et al.*, 2014). Average variance extracted (AVE) is the mean variance that is calculated for the items put in a structure. AVE over 0.5 indicates convergence validity. Convergent validity (CR), meanwhile, refers to the measuring of the reliability and validity of variables representing a latent structure. CR value over 0.7 indicates high reliability. Another condition for validity is that CR must be higher than AVE (Hair *et al.*, 2014). The AVE and CR values are presented for the first-order reflective model (construct) in Tables 2–5.

Discriminant validity is the evaluation of the difference between two conceptually similar notions. In order to be considered a divergence, AVE value must be higher than the square of the correlation between two factors (Hair *et al.*, 2014). The average of the square of maximum shared variance (MSV) and the square of average share value (ASV) shows the discriminant validity of structures. In order for the structures in a model to have discriminant validity, the conditions of  $MSV < AVE$ ,  $ASV < AVE$ , and  $\sqrt{AVE} > \text{correlation between factors}$  must be fulfilled (Hair *et al.*, 2014).

The Bartlett Sphericity Test values for all four variables are significant ( $p < 0.05$ ), showing that the variables are suitable for EFA hypothesis. EFA results for perceived authenticity (PA) can be found in Table 2. The KMO value for this scale is 0.918.  $KMO > 0.90$  is considered to be excellent (Sharma, 1996). The statements ‘Beypazarı is a real reproduction of the past’ and ‘Beypazarı represents market demand’ were removed from the analysis, as they were formulated under a different factor. The Cronbach’s alpha value for the PA scale, which consists of 3 dimensions and 17 statements prior to CFA, is at a good level with  $\alpha: 0.921$  (Field, 2005).

As a result of the first first-order CFA conducted on the perceived authenticity scale, the goodness-of-fit values of Table 1 could not be achieved. The statement of constructivist authenticity, ‘Beypazarı is old and ancient’, was formulated under a different factor. The statement ‘Beypazarı provides an opportunity to experience local culture’ has a low factor load. Thus, these two statements were removed from the analysis. When the first-order CFA was run again, the goodness-of-fit values and factor loads found in Table 2 were achieved. In this context, the three-dimensional PA structure (objectivism, constructivism, existentialism) was confirmed [ $\chi^2/df = 3.841$ ,  $RMSEA = 0.080$ ,  $SRMR = 0.064$ ,  $NFI = 0.907$ ,  $CFI = 0.929$ , and  $GFI = 0.907$ ] and the standardized factor loadings of items ranged from 0.830 to 0.890 with an acceptable level of significance. When the findings were compared to the values in Table 1, it was concluded that the model and the data were consistent. According to Table 2, all factors in the PA scale have high reliability ( $CR > 0.7$ ). The AVE values of the factors are above 0.5. As  $CR > AVE$ , it can be said that the PA scale has convergent validity. Other findings demonstrate that AVE values for all factors are greater than MSV and ASV values. Moreover, the square root of the AVE of each construct (objectivism, constructivism, existentialism) is greater than its highest correlation with any other construct. All these show that the factors have discriminant validity.

**Table 2.** EFA, first- order CFA and validity, reliability for the perceived authenticity (PA).

Dimensions		EFA			CFA							
		Factor Loadings	KMO and Bartlett's Test of Sphericity	Eigenvalue and Explained of variance	Factor Loadings	Composite Reliability	AVE ( $\sqrt{\text{AVE}}$ )	MSV	ASV	$\alpha$		
Objectivism	documented history	0.894	0.918	7.627	0.884	0.890	0.610	0.390	0.360	0.910		
	old and ancient	0.855			<i>deleted</i>							
	kept from the actual period	0.806			0.795							
	represents its past	0.757			0.738							
	true to its original	0.733			0.812							
	verified by historian/authorities	0.624			0.669							
Constructivism	represents local community	0.785	0.000	1.854	0.783	0.830	0.520	0.390	0.390	0.850		
	represents local ways of life	0.782			0.777							
	still in use for original purposes	0.735			0.733							
	allows for interaction with local	0.678			10.908%						0.605	(0.72)
	represents idea of local culture	0.545			0.699							
	provides opportunity to experience local culture	0.540			<i>deleted</i>							
Existentialism	felt relaxed my visit	0.829	0.000	1.380	0.780	0.840	0.510	0.390	0.360	0.836		
	enjoyed my visit	0.791			0.854							
	calm and peaceful atmosphere	0.705			0.687							
	related history, legends, and historical personalities	0.642			8.115%						0.607	(0.71)
	connected with human history and civilization.	0.600			0.598							
				63.887%						0.921		
<b>CFA Model</b>		$\chi^2$ (CMIN)	$\chi^2/df$	RMSEA	SRMR	NFI	CFI	GFI				
<b>goodness-of-fit indices results</b>		330.326	3.841	0.080	0.064	0.907	0.929	0.907				

EFA results for destination image (DI) are given in Table 3. The KMO value of this scale is 0.950, which is considered to be excellent. The cognitive image dimension statements 'Beyazari has many opportunities for the adventurous' and 'Beyazari has good nightlife and entertainment' have low factor loads, so they were removed from the analysis.

**Table 3.** EFA, first-order CFA and validity, reliability for the destination image (DI)

Dimensions	Expressions	EFA			CFA						
		Factor Loadings	KMO and Bartlett's Test of Sphericity	Eigenvalue and Explained of variance	Factor Loadings	Composite Reliability	AVE ( $\sqrt{\text{AVE}}$ )	MSV	ASV	$\alpha$	
Cognitive	a lot of cultural attractions	0.816	0.950	9.186	0.829	0.920	0.520	0.340	0.340	0.928	
	hospitable people	0.791		0.806							
	interesting cultural activities	0.778		0.728							
	a safe place	0.738		0.723							
	easy accessibility	0.736		0.737							
	rich and varied gastronomy	0.716		0.731							
	deserves good value for money	0.704		0.697							
	famous destination	0.700		48.349%	0.718						(0.72)
	pleasant weather	0.668		0.665							
	beautiful natural parks	0.618		0.665							
	interesting historical attractions	0.587		deleted							
	quality of infrastructure	0.579		deleted							
shopping facilities	0.549	0.637									
Affective	a sleepy tourist destination	0.851	0.000	2.357	0.856	0.930	0.690	0.340	0.340	0.929	
	makes happy as a touristic place	0.847		0.876							
	a relaxing tourist destination	0.845		0.835							
	a peaceful tourist destination	0.822		12.406%	0.851						(0.83)
	a pleasant tourist destination	0.808		0.799							
	an arousing tourist destination	0.755		0.749							
				60.755%						0.940	
<b>CFA Model goodness-of-fit indices results</b>		$\chi^2$ (CMIN)	$\chi^2/\text{df}$	RMSEA	SRMR	NFI	CFI	GFI			
		345.496	2.928	0.066	0.046	0.930	0.953	0.916			

The statements ‘Bey pazarı has an unpolluted and unspoiled environment’, ‘Bey pazarı has quality accommodations’, ‘Bey pazarı has beautiful landscapes’, ‘Bey pazarı has interesting and friendly people’, and ‘Bey pazarı has a variety of fauna and flora’ found in the cognitive image dimension were removed from the analysis as they were formulated in the EFA under the affective image dimension. The DI scale, which consisted of 2 dimensions and 19 statements prior to the CFA, was found to have an  $\alpha$  value of 0.940, which is considered to be at a good level.

After the first first-order CFA conducted on the DI scale, the goodness-of-fit levels in Table 1 were not achieved. The statements ‘Bey pazarı has quality of infrastructure’ and ‘Bey pazarı has interesting

historical attractions’ under cognitive image were found to be formulated under the affective image factor and they were left out of the analysis. When the first-order CFA was run again, the values found in Table 3 were obtained [ $\chi^2/df = 2.928$ , RMSEA = 0.066, SRMR = 0.046, NFI = 0.930, CFI = 0.953, GFI = 0.916, and the standardized factor loadings of items ranged from 0.920 to 0.930].

**Table 4.** EFA, first-order CFA and validity, reliability for the perceived value (PV).

Dimensions	EFA			CFA						
	Factor Loadings	KMO and Bartlett's Test of Sphericity	Eigenvalue and Explained of variance	Factor Loadings	Composite Reliability	AVE ( $\sqrt{AVE}$ )	MSV	ASV	$\alpha$	
Emotional	gives me a sense a joy	0.861	43.980%	0.891	0.930	0.720	0.440	0.300	0.925	
	makes me feel delighted	0.844		0.895						
	gives me pleasure	0.788		0.86						
	makes me happiness	0.751		0.804						
	makes me feel good	0.681		0.777						
Monetary Price	reasonably priced	0.885	9.964%	0.941	0.910	0.680	0.360	0.260	0.910	
	economical	0.864		0.892						
	fairly priced	0.858		0.897						
	appears to be a good bargain worth the money	0.666		0.684						
Reputation	well thought of	0.792	8.092%	0.806	0.880	0.590	0.410	0.310	0.875	
	Status	0.788		0.807						
	reputable	0.768		0.794						
	well respected	0.683		0.754						
Behavioural	good reputation	0.646	6.075%	0.667	0.780	0.720	0.230	0.190	0.883	
	required little energy to purchase	0.874		0.837						
	required little effort to buy	0.830		0.802						
Quality	easy to buy	0.825	4.860%	0.852	0.810	0.530	0.440	0.340	0.794	
	very dependable	0.795		0.795						
	very consistent	0.702		0.682						
	very reliable	0.698		0.642						
outstanding quality	0.491	0.000								
			72.972%							0.937
<b>CFA Model goodness-of-fit indices results</b>	$\chi^2(CMI/N)$	$\chi^2/df$	RMSEA	SRMR	NFI	CFI	GFI			
	650.463	3.269	0.072	0.064	0.908	0.934	0.901			

Compared to Table 1, the DI scale’s estimated hypothetical structure was validated. Table 3 shows that the DI scale factors have high reliability (CR > 0.7). AVE values are over 0.5, CR > AVE, and DI has



convergent validity.  $AVE > MSV$  and  $AVE > ASV$ , demonstrating that the factors have discriminant validity. Additionally, the square root of the AVE of cognitive image and affective image is greater than its highest correlation with any other construct.

The EFA results for perceived value (PV) can be found in Table 4. The KMO value is 0.921, which is considered to be excellent. Before the CFA, the  $\alpha$  value for the PV scale consisting of 5 dimensions and 22 statements was found to be 0.937. The good-of-fit values and factor loads [ $\chi^2/df = 3.269$ , RMSEA = 0.072, SRMR = 0.064, NFI = 0.908, CFI = 0.934, GFI = 0.901, and the standardized factor loadings of items ranged from 0.780 to 0.930] found in the first first-order CFA conducted on the PV scale are shown in Table 4. Compared with the values in Table 1, it was determined that the scale is valid. Table 4 shows that all factors in the PV scale have high reliability ( $CR > 0.7$ ). The AVE values are over 0.5,  $CR > AVE$ , and the PV scale has convergent validity.  $AVE > MSV$  and  $AVE > ASV$ , demonstrating that the factors have discriminant validity. Moreover, the square root of the AVE of each construct (emotional response, monetary price, reputation, behavioural price, and quality) is greater than its highest correlation with any other construct.

**Table 5.** EFA, one factor CFA and validity, reliability for the behavioural intentions (BI).

Dimensions	EFA			CFA			
	Factor Loadings	KMO and Bartlett's Test of Sphericity	Eigenvalue and Explained of variance	Factor Loadings	Composite Reliability	AVE	$\alpha$
<b>Expressions</b>							
I want to visit Beypazari.	0.905		3.192	0.898	0.910	0.720	0.916
I would give good references of Beypazari to others.	0.898			0.823			
I would encourage my family and friends to come.	0.890	0.841	79.812%	0.812			
If I can. I have the intention of coming back to Beypazari.	0.881	0.000		0.85			
<b>CFA Model goodness-of-fit</b>	$\chi^2$ (CMIN)	$\chi^2/df$	RMSEA	SRMR	NFI	CFI	GFI
<b>indices results</b>	1.848	1.848	0.044	0.005	0.999	0.999	0.998

The EFA results for behavioural intentions (BI) are in Table 5. The KMO value of the scale is 0.841, which is considered to be good. The original scale of BI (Ramkissoon & Uysal, 2011) is a 2-dimension scale consisting of 2 recommendation statements and 2 revisitation statements. These were formulated in a factor analysis under a single dimension in this study. The  $\alpha$  value for the BI scale consisting of 1 dimension and 4 statements prior to the one-factor CFA was found to be 0.916. Table 5 demonstrates the goodness-of-fit values and factor loads for the BI variables [ $\chi^2/df = 1.848$ , RMSEA = 0.044, SRMR = 0.005, NFI = 0.999, CFI = 0.999, GFI = 0.998, and the standardized factor loading is 0.910]. Table 5 also indicates that the BI scale has high reliability ( $CR > 0.7$ ). The AVE values are greater than 0.5,  $CR > AVE$ , and the behavioural intentions scale has convergent validity.

A second-order factor model allows the tests of the patterns of relationships between the first-order factors and the second-order factors. Additionally, a second-order model explains the covariance among the first-order constructs sparingly. In addition, it provides a theoretically error-free estimate of specific factors (Leon, Atienza & Susilo, 2020). The second-order CFA model was also performed because this

research aims to examine the total effect of PA instead of discussing the subdimensions, as Kim *et al.* (2020) previously applied. The second-order CFA model was also confirmed for PA [ $\chi^2/df = 3.865$ , RMSEA = 0.080, SRMR = 0.063, CFI = 0.927, GFI = 0.903, NFI = 0.905], and the standardized factor loadings were found between 0.603 and 0.879; for DI [ $\chi^2/df = 2.928$ , RMSEA = 0.066, SRMR = 0.0460, CFI = 0.953, GFI = 0.916, NFI = 0.930], and factor loadings were between 0.665 and 0.876; and PV [ $\chi^2/df = 3.346$ , RMSEA = 0.073, SRMR = 0.0693, CFI = 0.930, GFI = 0.900, NFI = 0.904], and the factor loadings were between 0.664 and 0.941. The constructs were also confirmed according to the CFA results. The results of the EFA, first-order CFA, and second-order CFA indicate that the construct validity of the measures was supported in this research due to verified convergent and discriminant validity.

In this study, common method bias was prevented as follows. The questionnaire was carefully prepared not to reflect the causal relationship between the research variables to the participants. The scales testing these variables were already validated in the previous studies. Data were collected only from individuals who voluntarily participated in the survey, the participants were informed about the research and authors did not guide their answers. As a result of both methodological and statistical controls, it was accepted that this study had no issue related to common method bias (Bozionelos & Simmering, 2021; Lin *et al.*, 2007; Podsakoff *et al.*, 2003).

## 5. Results

According to the findings, 56.2% of participants were women and 43.8% were men. The middle age groups of 35–44 and 45–54 make up 52.4%. The middle age group is followed by youths, with 19.9%. The percentage of participants over the age 65 is 4.5%. Most of the participating visitors (76.1%) have a monthly income that is above the minimum wage, and 78.3% of visitors have a high level of education. Light and Prentice (1994) find that visitors to cultural heritage areas are well-educated middle-aged individuals from the middle class. Chandler and Costello (2002) suggest that cultural heritage visitors are mostly married middle-aged college graduates. Adie and Hall (2016) find that visitors to cultural heritage areas are well-educated individuals. Nguyen and Cheung (2013) state that visitors to cultural heritage areas are middle-aged, probably have good educational backgrounds, and have higher average annual income levels. Therefore, the demographic features found in this study are found to be similar to the results of the previous studies. According to Table 6, the visitor profile is suitable for the cultural tourist profile.

**Table 6.** Demographic profile of respondents (N:443)

Items	%	Items	%
<b>Age</b>		Income per month	
18-24	13.1	n/a	8.6
25-34	19.9	<2.020 Turkish Lira	15.3
34-44	24.4	2.021-3,500 Turkish Lira	19.2
45-54	28	3,501-5000 Turkish Lira	27.3
55-64	10.2	> 5,001 Turkish Lira	29.6
65 +	4.5		
<b>Gender</b>		Education	
Male	43.8	Less than high school	5.4
Female	56.2	High school	16.3
		Vocational school	17.8
		Undergraduate	45.6
		Graduate	14.9

The direction and degree of the linear relationship between two variables are measured with a correlation test. Pearson correlation is used in data sets with a normal distribution (Gravetter & Wallnau, 2007). The findings of the Pearson correlation (Table 7) show that there is a significant and positive relation between all variables.

According to Brown (2015), high correlations ( $r > 0.85$ ) indicate a multicollinearity problem that is a sign for inadequate discriminant validity. As the significant correlations coefficients seen in Table 7 were below 0.85, discriminant validity was verified. Furthermore, VIF and tolerance values were calculated with a regression model.

**Table 7.** *Descriptive statistics, correlation matrix and multicollinearity*

Variables	Mean	SD	1	2	3	4	Tolerance	VIF
1 PA	61.8014	7.88413	-----				0.581	1.722
2 DI	65.1445	9.83285	0.509*	-----			0.521	1.918
3 PV	83.9774	11.25072	0.618*	0.670*	-----		0.436	2.292
4 BI	16.7494	2.61270	0.477*	0.750*	0.605*	-----	-----	-----

*N:443; \*p<.01; Sig=1-tailed*

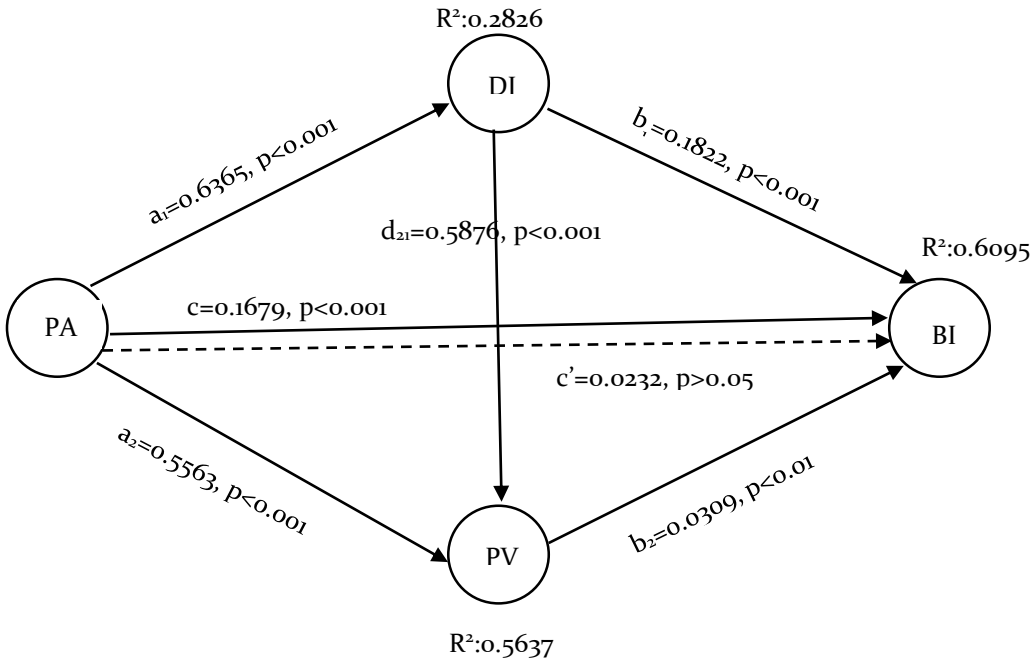
As can be seen in Table 7, VIF values ranged from 1.722 to 2.292 and tolerance values are between 0.436 and 0.581. As the VIF values  $< 10$  and tolerance values  $> 0.2$ , the results above are supported (Hair *et al.*, 2014; Field, 2005), showing that there is no multicollinearity problem in the research model.

The mediation effects between variables were calculated with Hayes's (2018) PROCESS macro modelling. Hayes argues that even if the values relating to paths 'a' and 'b' where mediation is tested are insignificant, an indirect effect is possible as long as 'axb' is significant. Hence, even if there is no total effect (c path), an indirect effect can be considered. Inferences in the bootstrapping test depend on an estimation of the indirect effect itself. Thus, it is more feasible to utilize the bootstrapping test, which does not have a sample distribution normalcy presumption and is much stronger. When confidence interval (CI) values are at 95% as a result of bootstrap analysis excluding '0', the effect is considered to be significant (Hayes, 2018).

The findings in Figure 2 demonstrate that perceived authenticity has a significant positive and direct influence on destination image ( $a_1$  path) ( $b = 0.64$ , 95% CI(0.5416, 0.7314),  $t_{(441)} = 13.18$ ,  $p < 0.001$ ). Perceived authenticity explains 28% ( $R^2 = 0.28$ ) of the fluctuations in destination image. According to another finding, perceived authenticity has a significant positive and direct effect on the perceived value ( $a_2$  path) ( $b = 0.56$ , 95% CI(0.4488, 0.6638),  $t_{(440)} = 10.16$ ,  $p < 0.001$ ). It was also determined that the first mediation variable of the model, destination image, has a significant positive and direct effect on the second mediation variable, which is perceived value ( $d_{21}$  path) ( $b = 0.59$ , 95% CI(0.4978, 0.6774),  $t_{(440)} = 12.86$ ,  $p < 0.001$ ). In addition, perceived authenticity and destination image explain 56% ( $R^2 = 0.56$ ) of the fluctuations in perceived value.

The first mediation variable, destination image, was found to have a significant positive and direct effect on behavioural intentions ( $b_1$  path) ( $b = 0.18$ , 95% CI(0.1592, 0.2052),  $t_{(439)} = 15.54$ ,  $p < 0.001$ ). Also, the second mediation variable, perceived value, was found to have a significant positive and direct effect on the behavioural intentions dependent variable ( $b = 0.03$ , 95% CI(0.0104, 0.0513),  $t_{(439)} = 2.96$ ,  $p < 0.01$ ). Perceived authenticity, destination image, and perceived value explains 61% ( $R^2 = 0.61$ ) of the

fluctuations in behavioural intentions. According to the findings, the effect of perceived authenticity on behavioural intentions (c path) is significantly direct and positive ( $b = 0.17$ , 95% CI(0.1402, 0.1955),  $t_{(441)} = 11.94$ ,  $p < 0.001$ ). When the dependent variable and all mediation variables are included simultaneously in the equation, perceived authenticity does not have a directly (c' path) significant effect on behavioural intentions ( $b = 0.02$ , 95% CI(-0.0029, 0.0493),  $t_{(439)} = 1.74$ ,  $p = 0.0818$ ,  $p > 0.05$ ). However, when the mediator variables were not included in the relation between dependent and independent variables (c path), a significant relation could be detected. This is in line with Hayes' (2018) assumption.



- Model 1:** ( $a_1b_1$ )=0.1160, 95% CI=(0.0939, 0.1386)
- Model 2:** ( $a_2b_2$ )=0.0172, 95% CI=(0.0045, 0.0307)
- Model 3:** ( $a_1d_{21}b_2$ )=0.0115, 95% CI=(0.0027, 0.0221)

**Figure 2.** Serial mediation of destination image and perceived value in the relationship

The findings on the hypothesis test analyses are given in Table 8, which illustrates a comparison between the indirect and definite effects of perceived authenticity on behavioural intentions by means of destination image and perceived value. The indirect effect value showing the possible indirect effect of perceived authenticity on behavioural intentions are shown with the confidence intervals in Table 8. The total value of indirect effect is 0.1447 and is a non-zero value, as it is determined by bootstrapping confidence intervals that exclude '0'. Hence, the total indirect effect (c-c') of perceived authenticity, which occurs through destination image and perceived value on behavioural intentions (point estimate = 0.1447; 95% BCa CI = [0.1172, 0.11717]), is statistically significant.

**Table 8.** Comparison of the indirect effects of PA on BI through DI and PV and its specific indirect effects.

Effects	Path Coefficients		Bootstrapping 95% BCa CI	
	Point Estimate	SE	Lower	Upper
<b>Total Indirect Effects</b>	0.1447	0.0140	0.1172	0.1717
<b>Model 1- PA → DI → BI</b>	0.1160	0.0113	0.0939	0.1386
<b>Model 2- PA → PV → BI</b>	0.0172	0.0067	0.0045	0.0307
<b>Model 3- PA → DI → PV → BI</b>	0.0115	0.0050	0.0027	0.0221
<b>Contrasts</b>				
<b>Model 1 vs. Model 2 (C1)</b>	0.0988	0.0151	0.0694	0.1282
<b>Model 1 vs. Model 3 (C2)</b>	0.1044	0.0131	0.0788	0.1303
<b>Model 2 vs. Model 3 (C3)</b>	0.0056	0.0038	-0.0007	0.0139
<b>Kappa-square for indirect effect (K<sup>2</sup>)</b>				
<b>Model 1- PA → DI → BI</b>	0.3414	0.0299	0.2834	0.3992
<b>Model 2- PA → PV → BI</b>	0.0505	0.0195	0.0129	0.0896
<b>Model 3- PA → DI → PV → BI</b>	0.0340	0.0144	0.0085	0.0642

$N=443$ ,  $k=5.000$ , \* $p<.05$ , \*\* $p<.01$ , \*\*\* $p<.001$ .

Additionally, model 1, which represents the first hypothesis of this study and is the primary indirect effect ( $a_1b_1 = 0.1160$ ), shows that the destination image's confidence interval values in a single mediation role in the effect of perceived authenticity on behavioural intentions is  $CI = (0.0939, 0.1386)$ . In model 2, which represents the second hypothesis of this study and is the second indirect effect ( $a_2b_2 = 0.0172$ ), shows confidence value  $CI = (0.0045, 0.0307)$  in the role of single mediation of perceived value over the effect of perceived authenticity on behavioural intentions. Model 3, which depicts the third hypothesis of the study and the serial multiple mediative effects ( $a_1d_2b_2 = 0.0115$ ), shows that the confidence value is between  $CI = (0.0027, 0.0221)$  for the mediation role of destination image on the relation between perceived authenticity and perceived value, and for the mediation role of perceived value on the relation between destination image and behavioural intentions. The effect size confidence interval of each model excludes '0' and are thus statistically significant. According to the findings, the hypothesis results of the study are shown in Table 9.

**Table 9.** The results of hypothesis

Hypothesis	Results
$H_1$ : Destination image mediates the relation between perceived authenticity and behavioural intentions.	Supported
$H_2$ : Perceived value mediates the relation between perceived authenticity and behavioural intentions.	Supported
$H_3$ : Destination image has a mediating effect on the relation between perceived authenticity and perceived value, perceived value has a mediating effect on the relation between destination image and behavioural intentions.	Supported

In order to determine whether one mediation variable's indirect effect is greater than others, contradicting pairs are calculated (Hayes, 2018). According to C1, it was determined that the mediation power of the destination image variable is higher than that of perceived value. As confidence interval values  $CI = (0.0694, 0.1282)$  exclude zero, these two indirect effects are statistically distinct. C2 shows that the power of the destination image variable is greater than the serial multiple mediation power of

destination image and perceived value. As confidence interval values  $CI = (0.0788, 0.1303)$  exclude zero, these two indirect effects are statistically distinct. According to  $C_3$ , as confidence interval values  $CI = (-0.0007, 0.0139)$  include zero, the mediation power of perceived value and the serial multiple mediation power of destination image and perceived value are not statistically distinct.

Table 8 shows data regarding the total standardized influence quantity of the research model. Influence quantities are interpreted as low if it is close to  $K^2 = 0.01$ , medium if  $K^2 = 0.09$ , and high if close to  $K^2 = 0.25$  (Preacher & Kelley, 2011). The mediation influence of destination image on the relation between perceived authenticity and behavioural intentions was found to be high ( $K^2 = 0.3414$ ), the mediation influence of perceived value on the relation between perceived authenticity and behavioural intentions was found to be medium ( $K^2 = 0.0505$ ). The mediation influence of destination image on the relation between authenticity and perceived value and the mediation influence of perceived value on the relation between destination image and behavioural intentions together – that is, the serial mediation influence – was found to be low ( $K^2 = 0.0340$ ).

## 6. Discussion

Although some pair relationships among the variables have been examined in previous studies, they did not examine the simultaneous effect of the mediating role of destination image and perceived value within the relationship between perceived authenticity and behavioural intentions. Piecing these variables together through the serial mediation model helps us understand the relative and several effects of the relationships.

This study aims to reveal the indirect relationships between the variables. However, it is important to take the direct relationships between the variables into consideration as well. In this study, a direct and positive relation was detected between perceived authenticity and destination image, perceived authenticity and perceived value, perceived authenticity and behavioural intentions, destination image and perceived value, destination image and behavioural intentions, and perceived value and behavioural intentions. These results suggest that the affective and cognitive experience values created by the authentic attractions of a heritage site in the construction of its destination image result in behaviours of positive recommendation and repurchase. This result is compatible with the tourism literature. The detection of factors that are at play in the creation of behavioural intentions and a correct prediction of their effects play a key role in the estimation of the repurchase and recommendation behaviours of visitors to cultural heritage sites.

According to the findings, perceived authenticity is a significant antecedent of destination image and of perceived value. Our study is also significant for a destination's shareholders' efforts to increase the value of local authentic souvenirs and strengthen the destination image, since it impacts perceived authenticity on purchasing intention. The results obtained from previous studies (Kim *et al.*, 2020; Lu, Gursoy & Lu, 2015; Lin & Wang, 2012) show similarities with our study in terms of both heritage destination as a market segment and the results obtained. The results indicate that perceived authenticity, destination image, and perceived value are determining factors in the revisitation or recommendation of the cultural heritage destinations. Moreover, destination image and perceived value are found to exercise a significant mediating effect on the respective relationships with perceived authenticity and with behavioural intentions. These findings extend the authenticity literature of tourism by casting light on previously unexamined aspects of destination image and value perception that contribute to visitors' revisitation or recommendation intentions, thus advancing the sustainable development of cultural heritage tourism (Lu, Chi & Liu, 2015; Chen & Chen, 2010).

Petrick (2004a) found that perceived value was the antecedent of behavioural intentions; the study was conducted on a cruise ship by using the Serv-Perval scale, showing that the reputation value was not a good indicator of the value perceived by passengers. However, our study shows that the reputation value was effective in explaining the perceived value. This may be explained with the differences between cruise ship passengers and cultural heritage tourists. Fu, Liu, Wang, and Chao (2018) found that, in post-modern experiential consumption environments such as theme parks, the authenticity of souvenirs, as a mediator of perceived value, had a strong impact on behavioural intentions. In our study, which was conducted on the different market segment of a cultural heritage destination, the effect of perceived value on behavioural intentions was found to be weaker. Chen and Tsai's (2007) study, conducted on the coastal destination of Kenting, Taiwan, showed that the destination image had a significant direct and indirect positive impact on behavioural intentions. This result is similar to our results. However, unlike our results, Chen and Tsai found that the destination image did not have a direct positive impact on perceived value. Moreover, the perceived value did not have a direct impact on behavioural intentions, but it did have an indirect impact. Munhurrun, Seebaluck, and Naidoo (2015) conducted their research on Mauritius, a small island destination famous for 3S tourism and adventure tourism. They found that the destination image had a direct impact on perceived value, but the perceived value did not have a significant impact on behavioural intentions. It was found that the effect of the destination image on perceived value was stronger than its effect on satisfaction. Kim, Holland, and Han's (2012) study on Orlando, which has a family-oriented market segment, found that the destination image had a positive impact on its perceived value. However, they also found that the perceived value had a significant positive impact on behavioural intentions. One of the differences between our study and Kim, Holland and Han's study is that they used a scale based on economic value for perceived value, which may be classified as a unidimensional scale; therefore, the effect of emotional factors was found to be less supportive. In contrast, our study used a multidimensional scale, where emotional factors also play a significant role.

## 7. Conclusion and Implications

The literature on tourism shows that the level of perceived authenticity is effective in creating a sense of value in visitors. Thus, the sense of authenticity that visitors feel in cultural and historical heritage sites can depend on how well the material and spiritual resources of a destination could be emphasized in presentation. Studies demonstrate that when authentic motifs in destination resources are highlighted, visitors' sense of value increases, which results in the revisitation and/or recommendation of the destination. Therefore, the relations between perceived authenticity, destination image, perceived value, and behavioural intentions become important.

### 7.1. Theoretical Implications

The current study developed a structural model for understanding the revisiting and recommending intentions of visitors who were involved in cultural heritage tourism. In the case of Beypazarı, the results show that destination image played an important role in revisiting and recommending intentions, in that a perception of authenticity directly affected the destination image. Thus, an important theoretical contribution of this study in the context of cultural heritage tourism is the identification of perceived authenticity, destination image, and perceived value as the salient predictors of revisiting and recommending intentions by visitors.

Kim *et al.* (2020) state that authenticity in tourism studies is mostly discussed with the help of the objective aspect, which bears cognitive characteristics. The emotional feature impacting consumer behaviours has been neglected. This study has aimed to discuss authenticity in terms of its constructivist and existentialist aspects in addition to its objective aspect, thus addressing the gap in the relevant

literature regarding emotional reactions in consumer behaviour intentions caused by perceived authenticity. The results of this study are expected to contribute to the comparison of the effect of emotionally intensive authenticity aspects on destination image, perceived value, and behavioural intentions with the results of other studies that were obtained through the objective aspect.

In this study, exploratory factor analysis indicated that the objective authenticity dimension was the most effective of the perceived authenticity dimensions, while cognitive image is effective for destination image. Physical objects abound in cultural heritage sites, and visitors generally evaluate sites through rational measurement. Therefore, objective factors such as objective authenticity and cognitive image were effective in visitors' perceptions of the environment. This is consistent with the literature.

As a theoretical contribution, the findings in Figure 2 show that perceived authenticity has a significant positive and direct influence on destination image. According to another finding (Figure 2), perceived authenticity has a significant positive and direct effect on perceived value. It was also determined that the first mediation variable of the model, destination image, has a significant positive and direct effect on the second mediation variable, perceived value. Our findings show that perceived authenticity and destination image have a different effect on perceived value. Specifically, the impact of destination image is greater than that of perceived authenticity on perceived value. It thus seems reasonable that these visitors emphasized destination image more than authenticity perception, indicating the importance of the presentation of the authentic in cultural heritage tourism experiences. According to MacCannell (1973), knowledge is important in objective authenticity. The visitor can evaluate the authenticity of the object through clues provided by the information presented. In addition, the combination of knowledge with experience amplifies the visitors' experience with the object. Therefore, the capability of the destination image components to transmit knowledge of the authentic plays an important role in the perception of value. Moreover, the fact that the tourism region has physical objects, places, architectural evidence, written and/or oral cultural/historical evidence, traditions and customs, clothing, language, religion, gastronomy, educational systems, and experience means that the tourists who visit can perceive the destination as authentic, which may mean that it will increase its image positively and significantly.

As such, organizing the resources of authenticity that a cultural heritage site has in accordance with the current expectations of its visitors in a creative way and presenting them in a flattering way without tempering its authenticity would help create a positive image in the minds of visitors about a destination. The positive effect of the process of correctly and efficiently conveying the information that constitutes the image by using the authenticity resources of the area, thus creating the desired destination image in the minds of the visitors, can be observed in a way that is in line with the literature. The results of this study show similarity to the findings of Fakeye and Crompton (1991); Baloglu and McCleary (1999); Lu, Ghi, and Liu (2015); Lu, GURSOY, and Lu (2015); and Kim, Song, and Youn (2020).

Authenticity and things related to it produce an economic value (Halewood & Hannam, 2001). In addition, relationships can be established between authenticity and value – monetary, non-monetary, and emotional, among others. Therefore, the perception of authenticity of the tourists can directly and positively affect the cognitive and emotional value that they will assign to the heritage of that region. According to Kolar and Zabkar (2010), the existential dimension of authenticity is concerned with the perceptions, feelings, and emotions of cultural heritage site visitors, such as the uniqueness of spiritual experience and a sense of attachment to one's past. Another important theoretical contribution of this study is the finding that the formation of revisiting and recommending intentions is influenced by the



affective aspect of perceived value in cultural heritage tourism for local visitors. Therefore, marketers offering products that emphasize the affective aspects of both authenticity and value may increase demand for cultural heritage sites.

Another theoretical contribution is the finding that perceived authenticity has a significant effect on behavioural intentions; thus, destination image and perceived value have a positive mediation effect on the relation between perceived authenticity and behavioural intentions. This result can be seen in Table 8, which show the magnitudes of indirect relationships and impact among the variables. Our study not only empirically supports former assumptions that authenticity is an effective factor in changing visitors' evaluations of cultural heritage destinations (Kolar & Zabkar, 2010; Kim *et al.*, 2020; Jang & Ha, 2015), but it also strengthens the underlying logic that visitors' authenticity perception positively affects behavioural intentions by forming a positive image. When considered from the perspective of existential authenticity in particular, this outcome can be interpreted as a driving element in cultural heritage tourism activities where visitors will afford the risk of losing time and money, experiencing exhaustion, and experiencing health and security issues to decide to travel. Factors such as the nostalgia visitors experience towards their past and the region, their value judgement of the reputation and qualities of a region, and the aim of reliving past experiences in a certain location can be important elements of competition in this economy of experience. Additionally, features of a touristic region such as natural resources, landscapes, historical and cultural heritage, safety, accessibility, price performance ratio, and entertainment allow tourists to evaluate it with the help of concrete and abstract evidence. The sense of authenticity created by the visitor's evaluation can have an effect on the visitor's behaviour. When visitors perceive tourist attractions in a place to be authentic, they create value, and this relation has an indirect positive effect on their behaviours such as revisiting or recommending this place to others.

Finally, the mediation role of destination image on the relation between perceived authenticity and perceived value and the mediation role of perceived value on the relation between destination image and behavioural intentions (serial mediation – model 3) indicate that the indirect effect of perceived authenticity on behavioural intentions is positive and significant. When a visitor perceives sources of authenticity in a tourism destination, it affects the visitor's sense of value by means of a destination image, which causes the visitor to display more substantial behavioural intentions. Each mediation variable in this study is positively correlated with the others, pointing to the fact that behavioural intentions positively increase with a serial multiple mediation effect. For instance, when visitors are aware of the evidence of authenticity in the local cuisine – one of the elements of the destination image, which has a cultural richness and variety – their admiration towards the image of such a tourism region can increase. This positive interaction between authenticity and destination image also increases the reputation value of a tourism region. Visitors with a sense of reputation value can display positive behavioural intentions towards this authentic local cuisine by revisiting or recommending. According to these findings, H<sub>1</sub>, H<sub>2</sub>, and H<sub>3</sub> were confirmed.

In addition, as a last theoretical contribution, the serial multiple model that includes all variables in the equation shows that destination image, which is influenced by perceived authenticity, could not create a strong effect on perceived value (Table 8). This indicates that the mediation influence of destination image on the relation between authenticity and perceived value and the mediation influence of perceived value on the relation between destination image and behavioural intentions (serial mediation – model 3) are weaker than the effect of other mediation relationships. This finding shows that a weak destination image in a visitor's mind does not have enough influence on the visitor's value perception, so the effect of perceived authenticity on behavioural intentions in this dual mediation

model is not strong. Therefore, the condition for the high influence of perceived value depends on a stronger destination image and perceived authenticity.

### *7.2. Practical Implications*

A destination's supply of touristic products is shaped by the touristic demand. As Boorstin (1964) and MacCannell (1973) suggest, the authenticity demanded by tourists is the kind that deceives the tourist; thus, the commodification of the destination and its culture becomes inevitable. An objective understanding of authenticity can evolve into constructivist authenticity over time. This transformation may have positive as well as negative effects on the sustainability of a destination. For instance, modern individuals can behold the exact replicas of the Egyptian pyramids in theme parks all over the world. Such examples may lead to the degeneration of numerous historical and cultural heritage sites. If the tourist demand bears the characteristics of an existential sense of authenticity, however, this can lead to the development of soft tourism in the destination. Individuals who are caught in the rush of the modern world can turn to types of tourism such as rural tourism and green tourism to turn inward and discover themselves. All in all, on the practical level, stakeholders such as tourism establishments, local governments, and communities are advised to correctly evaluate and identify the changes and developments in the sense of authenticity and take due measures in order to not miss any possible opportunities in the transformation.

Local governments and public communities should take responsibility for Beypazarı District to have a strong image as a tourism region, and it is important to improve the infrastructure, promote its historical and cultural heritage, be mindful of its environmental cleanliness, provide different entertainment options for different groups of people, give prominence to its local flora and fauna and natural landscapes, and provide high-quality accommodation options. Thus, a stronger destination image can contribute to the formation of stronger positive behavioural intentions by creating a multiplier effect between perceived authenticity and perceived value.

It is recommended to all local authorities and non-governmental organizations to conduct necessary preservation-renovation work and educate the public in order to successfully pass down all physical and nonphysical cultural assets of Beypazarı to the next generations, such as the historical Beypazarı mansions, mosques, museums, clothing, language, cuisine, and cultural traditions surrounding births, weddings, and death. Indeed, Beypazarı's sources of authenticity could be passed down to the next generations within the framework of sustainable tourism. For example, Sims (2009) states that local foods and cuisine appeal to visitors who are in pursuit of authenticity. Within this context, the local food consumed by visitors will contribute to the development of sustainable agriculture; thus, traditional agriculture methods and agricultural lands will be protected. As Aronsson (1994) stresses, an authentic place can be considered as a sustainable tourism product only if it is not altered by the elements of tourism. Therefore, the level of preservation-use should be designed around sustainability in authentic destinations.

It is recommended to the managers of accommodation and recreation facilities in Beypazarı to invest in necessary physical and human resources to ensure that their facilities are perceived as authentic. The efforts of both local authorities and facility managers to highlight the authentic elements of the city may contribute to the creation of an authenticity-based brand identity for Beypazarı. A brand identity with the perception of the 'boutique authentic city of Beypazarı' may increase the competitiveness of Beypazarı in the tourism market. The potential achievements of the local authorities and facilities may ensure that its authenticity has a greater impact on its destination image and perceived value, which may contribute to the formation of stronger behavioural intentions for revisiting or recommendation.

The tourists visiting the boutique authentic city of Beypazarı may have the chance to experience a memorable tourism experience, which is an antecedent of behavioural intentions. A memorable tourism experience is more important than an ordinary tourism experience because tourists' decision-making processes are influenced by the tourism experiences that they choose to remember. In the tourism literature, there are many examples proving that memorable tourism experiences result in positive behavioural intentions (Zhang, Wu & Buhalis, 2018). When souvenirs create the perception of authenticity, it becomes easier for visitors to remember the local culture, place, and time, as well as their valuable experiences (Fu *et al.*, 2018). Cultural heritage tourism contains experiential elements, and it requires the destination image elements to be improved in this respect. Therefore, the effect of memorable tourism experiences may be increased through the interaction between the visitor and the authentic place with the help of indigenous souvenirs, commemorative photographs, logos, tag lines, and other features that remind them of Beypazarı. For instance, souvenirs such as handmade dolls dressed in local clothing that represent the culture of Beypazarı may be displayed and sold. Since this type of initiative will strengthen the qualities of the touristic product, it may also affect the purchasing behaviour of the tourists. Therefore, the indigenous sources of authenticity may be protected by prohibiting the sale of non-indigenous objects. It may also contribute to economic and cultural sustainability. Souvenirs that can be acquired in experiential environments may help tourists better understand the culture and pass it down to the next generations more effectively. Thus, it is crucial to create thematic environments in the region without manipulating the elements of authenticity.

The managers of ethnic restaurants in Beypazarı and other tourism destinations are strongly recommended to take necessary precautions to ensure the preservation of the authenticity of dishes they serve. They are also advised to limit the use of ingredients that are not local produce in planning their menu and preparing food and beverages. In addition, it would be beneficial to use ingredients that have been organically produced, in keeping with a standard of perceived authenticity. Furthermore, businesses are encouraged to come up with scenarios where visitors can be involved in the production process of authentic food and beverages. They can thus experience authenticity more easily by being involved in an environment that is designed around authentic elements. Such efforts from ethnic restaurants could help strengthen the perception of a destination's image and value. Moreover, the inclusion of local authentic components in the posters, brochures, and websites of tour operators and travel agencies would have a positive impact on the decision-making process of prospective visitors.

## **8. Limitations and Suggestions for Future Research**

The primary limitation of this study is the convenience sampling method it employed. As the population frame could not be obtained, we were obliged to utilize this method. To overcome this limitation, future studies could be conducted using random sampling methods, which explore sample groups that are more heterogeneous. Additionally, using a sample from only one restricted area may limit the reliability of the data analyses. Researchers are advised to study these issues in different places in future research. Consumers can have various ideas about structures such as perceived authenticity and perceived value, which could lead to potential limitations in the measuring of scales. Respondents who fill out the questionnaire may have different evaluations of what authenticity means. Hence, the criteria that some visitors use to evaluate the authenticity of Beypazarı's heritage districts may be stricter than others. Therefore, an improved scale, which can also reveal what each respondent considers authenticity to be, would be more valuable. The current study was conducted in Turkey and targeted local citizens. To provide external validity, future research should consider different contexts to investigate the authenticity perception and/or consumer behaviours of foreign tourists toward a cultural heritage site. Destination image factors in the current study are considered to have cognitive and affective components. The conative aspect, which is another component of destination, may be examined in

future studies. In addition, the destination image and perceived value scales employed were adapted from existing scales created for tourism destinations, and these scales might not be enough when applying them to a cultural heritage site in particular.

Furthermore, the behavioural intentions scale was expected to measure behavioural intentions with two dimensions. However, due to the results of the EFA and the CFA, the behavioural intentions scale was employed as a one-dimensional structure instead of two-dimensional, with revisitation and recommendation. Therefore, the behavioural intentions variable was measured as a one-factor dimension. This leads to a limitation in terms of revealing the effect of other variables on behavioural intentions. This study was also limited to three dimensions of authenticity when discussing the antecedents of the perceived authenticity of a cultural heritage site. Therefore, future research on cultural heritage sites could examine the effects of theoplicity and the postmodern dimension.

The study is limited due to the omission of other variables that could be included in the model. Time constraints led to limitations on the amount of data collected. Increasing the period of observation for the relation between intention and behaviour can lead to changes in intentions. This could lead to a limitation in the prediction of behavioural intentions.

Further research should be conducted on perceived authenticity in tourism destinations listed by UNESCO as world heritage sites, such as Mardin, İstanbul, Şanlıurfa, and Cappadocia, where the authentic fabric is colourful, and an authenticity scale that is specific to Turkey can be formulated. Moreover, the authenticity perception of participants in the traditional Beyazarı Culture Festival could be examined from an existential viewpoint. Additionally, future studies could test new models with the use of variables such as flow experience, brand identity, place attachment, experience quality, memorable tourism experience, service experience, satisfaction, loyalty, and diaspora tourism, where authenticity and destination image or destination selection are associated.

## Note

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