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An Evaluation of Tourists' Intention towards the Sustainable Conservation of Cultural Heritage Destinations: The Role of Place Identity, Destination Image & Sustainable Intelligence

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ABSTRACT

Cultural heritage tourism is widely acknowledged as one of the main attractions of tourism and the role of various stakeholders in the conservation and sustainable development of these irreplaceable destinations is widely discussed. However, little attention has been paid to the investigation of the tourists' role in the sustainability of Cultural heritage destinations. Thus, this empirical study looks at the elements influencing tourists' engagement in the sustainable conservation of cultural heritage destinations. Accordingly, it broadens the Theory of planned behaviour (TPB) by including Place Identity, Destination Image and Sustainable Intelligence as antecedents of Sustainable behaviour. The data is analysed using structural equations modelling with AMOS (V23) and SPSS (V25) software and the suggested hypotheses are statistically verified. The research's outcomes offer insightful data that may be considered a guide for the sustainable development of cultural heritage destinations. The findings add to a further comprehensive understanding of sustainable heritage management through deeper insight into visitors' decision-making approach to protecting cultural heritage destinations. The results are instrumental for various tourism and destination marketing organizations, heritage tourism planners, various policymakers, and the government at large.

KEYWORDS

Cultural Heritage Destination, Sustainable**,** Place Identity, Destination Image, Sustainable Intelligence, Theory of Planned Behaviour.

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1. Introduction

Cultural heritage tourism (CHT) is now an integral aspect of the tourism sector due to its tremendous cultural, historical and environmental potential (Ballantyne et al., 2014). The United Nations' World Heritage Convention states that cultural heritage is invaluable and irreplaceable to every country and every person (Luo et al., 2022). The United Nations Science and Cultural Organization (UNSCO) defines cultural heritage (CH) as "the material or immaterial vestiges of distinctive and universal worth generated by human history, inherited and handed on to future generations by current people" (Xu et al., 2014). Among the notable surviving cultural artwork are the remnants of elements erected by previous people, often known as historical heritage or ruins, such as historical burial grounds, spiritual locations, holy old wells and other building structures (Muceniece, 2015). Heritage structures constitute some of the utmost significant assets for the growth of tourism since they represent the character and traditions of a nation or region, and tourism performs a pivotal role in the functions ascribed to cultural heritage (Conti, 2015). Even though tourism is simply one of the various aspects of heritage, it has assumed a significant part in the preservation and management of heritage due to its enormous commercial prospect (Aas et al., 2005; Chauhan, 2022). CHT is generally acknowledged by the local community as a possibility to revitalise the local economy and elevate employment opportunities. In addition to being a method for passing down and spreading knowledge, traditions, and customs, CHT is also considered to be a means to preserve the community's CH (Poria et al., 2001; Weng et al., 2019). Given its significant influence on human lifestyles, especially regarding their monetary and public dimensions, sustainable development has recently been the subject of multiple worldwide discourses in the framework of CHT (De Medici et al., 2019; Peng & Tzeng., 2019; Petti et al., 2020; Gonçalves et al., 2020a; Hsu et al., 2022; Dameria et al., 2022; Zhang & Lee, 2022).

The relevance of connecting heritage and sustainability has been brought to the forefront as a result of heritage's inclusion on the international agenda for sustainable development (Gonçalves et al., 2020a). A sustainable approach to heritage tourism is hence essential to avoid disastrous consequences for a destination and its communities. Depending on how it is deployed and handled, it may be a boon or a bane (Hall et al., 1993). The idea of sustainable conservation nowadays is seen as an addendum to sustainable development, emphasising the need of preserving the past's legacies for current and coming generations (Gonçalves et al., 2020b). Cultural heritage conservation has, in all of its manifestations and throughout its antiquity, sought to preserve the values associated with the characteristics of heritage (Wirilander, 2012). Furthermore, culture as a tourism product may be a significant factor in advocating for the upkeep of the destination's historic, cultural, religious, and industrial heritage (McKercher et al., 2005). To guarantee that future generations may benefit from this heritage and to provide a positive experience for tourists, preservation is thus of the utmost importance (Pederson, 2002). The notion of using tourism both as an instrument for historical conservation and as a product in and of itself is fundamental to the notion of sustainability in tourism (Chauhan, 2022). Resources for heritage tourism are depletable and irreplaceable. The preservation and transmission of these cultural heritage assets to subsequent generations are completely reliant on the stakeholders, which include both private and governmental organisations and the locales (Muñoz-Fernández et al., 2018). However, how highly such resources are esteemed by different groups within a society is a major factor in whether or not they will be preserved and protected (Gursoy et al., 2019). Management and conservation of historic locations have received substantial interest from both researchers and experts in recent years as the number of heritage sites, activities and visitors to such sites have increased (Wells et al., 2015; Buckley, 2018; Gursoy et al., 2019). However, there is a nuanced link between tourist growth and heritage conservation; for example, although tourism businesses may come to endorse the protection of heritage sites, there is no research indicating that tourists too share this view (Buckley, 2018). Nonetheless, tourism centred on cultural heritage places considerable emphasis on tourist adoption of sustainable behaviours (Buonincontri et al., 2017). That is why, sustainable cultural tourism is dependent on principles that incorporate education, not just for local populations but also for tourists (Conti, 2015). Accordingly, the awareness of tourists about heritage preservation and associated information may increase their feelings of heritage preservation and inspire ecologically sustainable behaviour, both of which are beneficial for heritage preservation (Palau-Saumell et al., 2013; Nian et al.,

2019). Tourists exert a robust influence on a place's environmental, psychological and infrastructural capacity since they are the primary component of heritage tourism activities and significant participants in heritage conservation (Nian et al., 2019).

In the past, decision-making procedures in heritage tourism have banked heavily on a professional-led outlook that disregards the perspectives of other stakeholders (Timothy & Boyd, 2003; Alazaizeh et al., 2020). However, lately, heritage has become an issue of concern not just for professionals but for a diverse spectrum of social actors, including the general public as essential stakeholders (Conti, 2015). And, hence the dynamics are now shifting away from this professional-led paradigm and toward a more people-centred strategy that emphasises public choices and perspectives (Apostolakis & Jaffry, 2005).

Tourists' sustainable behaviours at heritage destinations may be tied to their understanding of the cultural and environmental importance of these sites, their inclination to partake in preservation efforts, and measures they take to make certain that heritage is well-preserved for coming generations (Buonincontri et al., 2017). Therefore, the sustainable behaviour of tourists is characterized by their intentions to participate in or abstain from participating in a certain environmental preservation-oriented action (Brown et al., 2010). Within the tourism literature, the topic of conservation has been the focus of several studies investigating the role of various stakeholders (Aas et al., 2005; Parkinson et al., 2016; Roy & Kalidindi, 2017; Henderson & Edwards, 2019; Wu & Hou, 2019; Weng et al., 2019; Paunović et al., 2020; Gonçalves et al., 2021; Dameria et al., 2022; Hsu et al., 2022) and particularly residents (Lwoga, 2017; Chinyele & Lwoga, 2018; Lwoga, 2018; Lee et al., 2021b; Lee et al., 2022; Luo et al., 2022). However, there is a scarcity of literature dealing with the tourist's role in heritage conservation (López-Sánchez & Pulido-Fernández, 2016; Buonincontri et al., 2017; Nian et al., 2019). Hence, this research investigates the conservation intention of tourists towards Cultural heritage destinations through the lens of sustainability by extending the cognitive framework of the Theory of planned behaviour (TPB) by including Place Identity (PI), Destination Image (DI) and Sustainable Intelligence (SI) as antecedents of sustainable behaviour.

2. Review of Literature and Development of Hypotheses

2.1 Theory of Planned Behaviour (TPB)

The TPB (Ajzen, 1991) as an intention-based paradigm offers an account for a person's stimulus to take part in a particular action. This framework states that an act's likelihood to occur increases with its degree of intention. Conforming to TPB, three variables influence intention: Attitude (ATT), Subjective Norm (SN) and Perceived Behavioural Control (PBC). The TPB serves as a helpful instrument for describing a person's participation in activities that are of their own volition, such as their involvement in conservation. (Lwoga, 2017). The TPB is regarded as an extremely useful methodology for anticipating intentions and behaviours (Ajzen, 1991) and has been successfully applied across a myriad of settings to understand diverse behaviours (Kaiser et al., 2005; Hsu & Huang, 2012; Khan et al., 2019; Paunović et al., 2020; Gonçalves et al., 2021; Lee et al., 2021a; Sujood et al., 2021a; Hsu et al., 2022; Sujood et al., 2022a).

2.2 Attitude (ATT)

ATT in the tourism industry are the subjective sentiments or inclinations that a traveller has toward a place or experience based on their impressions of distinct factors (Moutinho, 1987). The narrative in the present context conceptualises the attitude toward a cultural heritage destination through the perspective of sustainable conservation. An individual's attitude toward a certain phenomenon, such as conservation, encompasses both instrumental features (such as rewarding or unrewarding) and experiential components (happy or unhappy) (Ajzen, 2006; Lwoga, 2017). A vast majority of studies have established ATT to have a positive affiliation with behavioural Intention (Lwoga, 2016a; Chinyele & Lwoga, 2018; Zhang et al., 2019; Saleem et al., 2021; Goncalves et al., 2021; Lee et al., 2021a; Sujood et al., 2021b; Lee et al., 2021b; Luo et al., 2022). The subsequent hypothesis is thus suggested:

H1: ATT has a significant and positive relationship with tourists' intentions towards the sustainable conservation of cultural heritage destinations.

2.3 Subjective Norms (SN)

SN pertain to how people interpret societal pressure in their daily lives, or whether a certain behaviour is seen as acceptable or objectionable by other people. This construct determines whether a person thinks other people are supporting or criticising their activities (Ajzen, 1991). The choices of a person's sustainable decisions may be influenced by family and friends, who can also dissuade unsustainable conduct. Those who are exposed to higher peer pressure are more likely to engage in sustainable actions (Khan et al., 2019; Sujood et al., 2022b). Prior literature demonstrates a positive relation concerning SN and intentions (Lwoga, 2016a; Zhang et al., 2019; Saleem et al., 2021; Gonçalves et al., 2021; Lee et al., 2021a; Hamid et al., 2022; Luo et al., 2022; Al Rousan et al., 2022). Drawing on the above discourse, we put forward the subsequent hypothesis:

H2: SN has a significant and positive relationship with tourists' intentions towards the sustainable conservation of cultural heritage destinations.

2.4 Perceived Behavioural Control (PBC)

PBC describes human behaviour as a person's confidence in the accessibility of assets and opportunities required to undertake an activity (Ajzen, 1991). In the tourism realm, if a tourist believes she/he has appropriate access to resources and opportunities, her/his perceived abilities will surpass her/his actual capacity to participate in travel-related behaviour (Hsu & Huang, 2012). Individuals who perceive themselves to be in charge of a situation are more inclined to take conservation-related action (Kaiser et al., 2005). In the past where some studies have stated a favourable link between PBC and behavioural intentions (Lwoga, 2016a; Zhang et al., 2019; Saleem et al., 2021; Lee et al., 2021b; Luo et al., 2022) others have found the opposite (Gonçalves et al., 2021). Thus, the ensuing hypothesis is formulated:

H3: PBC has a significant and positive relationship with tourists' intentions towards the sustainable conservation of cultural heritage destinations.

2.5 Place Identity (PI)

Place identity, concerned with distinctive localised experiences, can foster a connection between the individual and the place and is one of the identities that may greatly support heritage preservation (Jiang et al., 2017). PI is described as a person's ideas, perceptions, or feelings that the self is social in a certain spatial environment. Additionally, it connects individual and social identities and includes both conscious and unconscious beliefs, values, propensities for action, and abilities (Proshansky et al., 1983). Individuals who identify with a place are much more prone to conserve its heritage (Lee, 2011). The identities that locals and tourists acquire are a crucial factor in determining the success of attempts to preserve cultural heritage resources (Gursoy et al., 2019). Past literature has shown that behavioural intentions are positively influenced by PI (Prayag et al., 2017; Gursoy et al., 2019; Yang et al., 2022). Hence, the subsequent hypothesis has been framed:

H4: PI has a significant and positive relationship with tourists' intentions towards the sustainable conservation of cultural heritage destinations.

2.6 Destination Image (DI)

The foundation of DI is the idea of "image," or "the tourist's psychological construction of the place" that serves as a holistic representation of cognizance, conduct, and sentiment (Cakmak & Issac, 2012). Tourists' impressions (image) of a destination are very subjective since they are based on their particular experiences there (Huete Alcocer & Lopez Ruiz, 2020). In travel and tourism, a DI is the entirety of travellers' impressions, philosophies, notions, and anticipation of a location (Crompton, 1979; Piramanayagam et

al., 2021). Tourists' preferences concerning tourism-related searches, destination satisfaction and behavioural intention are influenced by the destination image, especially when compared to alternatives (Tavitiyaman & Qu, 2013). The manner a place is seen by prospective visitors may have a substantial outcome on the number of tourists that visit and the place's overall success or failure (Tasci & Gartner, 2007). The genuine worth of a destination's image rests in the massive, direct effect it exerts on other major tourist concerns (Carreira et al., 2022) such as the issues of preservation and conservation of the heritage, sustainability of the destination as well as tourist footfall, among others. Tourists to heritage destinations place greater value on participation and image than on typical mass tourism destinations (Piramanayagam et al., 2021). The notion of DI has been investigated in a plethora of settings under the umbrella of tourism (Crompton, 1979; Cakmak & Issac, 2012; Jiang et al., 2017; Sun et al., 2021; Huete Alcocer & Lopez Ruiz, 2020; Carreira et al., 2022) however, research remains scant on the issue linking destination image to heritage conservation. Hence, the following suggested hypothesis:

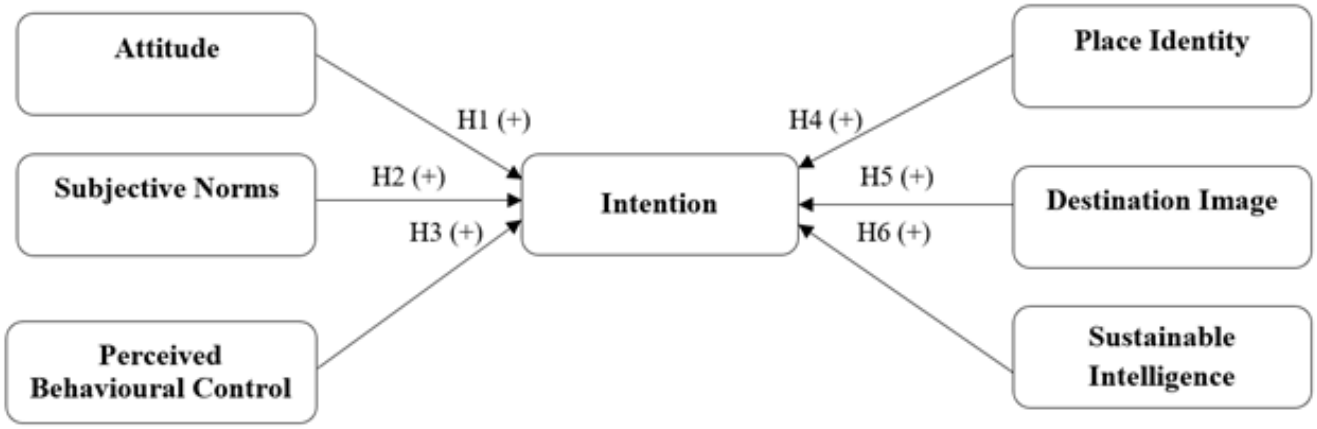
H5: DI has a significant and positive relationship with tourists' intentions towards the sustainable conservation of cultural heritage destinations.

2.7 Sustainable Intelligence (SI)

The literature frequently overlooks the importance of tourists and the function they play in promoting sustainable tourism (Stanford, 2008). The affluence of societies all over the globe, the preservation and conservation of the natural environment and heritage, the accomplishment of future commercial success, and the legitimacy of the notion of sustainability itself are all dependent on the development of sustainability intelligence (Beyne et al., 2022). SI refers to the capability of travellers to utilize their expertise and understanding to take proactive measures in support of sustainable travel (Lee et al., 2021b). To facilitate sustainability intelligence, it is critical to understand people's motives for operating sustainably (Kassel et al., 2016). A tourist with a high rate of "sustainable intelligence" is sympathetic to the growth of sustainable tourism in the region where he spends his vacations. López-Sánchez & Pulido-Fernández (2016) placed a strong emphasis on the investigation of the sustainability of destinations from the point of view of tourists. They concentrated especially on how tourists perceive the problems and how they respond to them to provide knowledge that was valuable for the management of the resort. Additionally, sustainable intelligence aids destination administrators comprehend visitors and their wants so they may provide better service. Consequently, destinations are seeing a growth in tourists with significant levels of sustainable intelligence engaging in sustainable tourism development activities (López-Sánchez & Pulido-Fernández, 2016; Silvestre & Fonseca, 2020). The term "sustainable intelligence" here, denotes the capacity of tourists to make informed decisions through their cognizance and awareness about how to demonstrate pro-environmental behaviours for the sustainable conservation of CH resources and the heritage destination by making conscious decisions and taking appropriate actions. A few handfuls of studies that have been conducted in the background of tourism have found a favourable connotation between Sustainable Intelligence and Intentions (Lee et al., 2021b; Lee et al., 2021c; Lee et al., 2022). Therefore:

H6: SI has a significant and positive relationship with tourists' intentions towards the sustainable conservation of cultural heritage destinations.

Figure 1. Conceptual Framework



Source: Own Elaboration

Table 1. Former Noteworthy Works Linked to TPB, Tourist Behaviour, Cultural Heritage, Conservation and Sustainability

Author's/ (Year)	Objective	Country	Sample (n)	Theory	Outcome
Luo et al. (2022)	To explore how residents take part in conserving Intangible CH: The Nushu Female script.	China	194	TPB	• The residents' ATT, SN and PBC all significantly influence their BI. • The influence of subjective standards is the most significant of all factors.
Hsu et al. (2022)	To inspect the sustainability of intangible cultural heritage (ICH) tourism from the standpoint of rational behavioural processes	Macao	196	TPB	• ICH tourism decision-making is influenced by both egoistic benefit and altruistic intention. The egoistic benefit is not the only factor that influences such choices.
Lee et al. (2021a)	To evaluate the influence of Cultural Worldview (CW) in anticipating the BI of heritage tourists using two fundamental behaviour models.	South Korea	323	TRA and TPB	• CW was a strong predictor of BI among heritage tourists; it may be used in place of PBC. • The strongest predictor of BI was SN. • The total predictive values outperform earlier TRA/TPB studies' 20% and 50% intervals in BI.
Gonçalves et al. (2021)	To assess the disparity between actual design choices made and the objectives of designers for the conservation of heritage	The Netherlands	63	TPB	• A strong correlation between ATT and actual behaviour is established. • Intention and behaviour do not correlate even with high PBC.
Saleem et al. (2021)	To analyse the effects of destination brand engagement in shaping Environmentally responsible tourist behaviours (ERTB) in an Asian context.	Malaysia and Pakistan	718	TPB	• ATT, SN and PBC have a significant favourable influence on ERTB • ERTB intention is validated as an immediate predictor of self-reported ERTB, but ERTB scores are lower than the ones for intention.
Lee et al. (2021b)	To comprehend the locals' decision-making process about the conservation of Jeju Batdam as a global agricultural heritage place.	South Korea	368	TRA and TPB	• CW and SI have a substantial effect on resident behaviour. • Residents' BI to preserve the heritage is influenced by ATT, positive and negative anticipated emotions, and PBC.
Megeirhi et al. (2020)	To investigate the psychological underpinnings of citizens' behavioural intentions to promote cultural heritage tourism	Tunisia	465	VBN	• 15 of the 19 presented hypotheses were validated, resulting in the explanation of 28% of the variation in the BI of locals to promote cultural heritage tourism.
Chinyele & Lwoga (2019)	To investigate the impact of local inhabitants' engagement in decision-making on the preservation of heritage buildings on conservation ATT	Tanzania	209	AMCP	• Involvement in decision-making and ATT toward conservation are strongly positively correlated. • The statistics demonstrated that involvement in decision-making is largely tokenistic.
Zhang et al. (2019)	To determine the conflicts locals face and how they respond to resolve them in the contemporary cultural heritage tourist locations	China	250	TPB	• ATT, SN, PBC and Self-regulatory behaviour demonstrate a significantly positive correlation with intentions to seek conflict resolution.
Lwoga (2017)	To better comprehend what elements affect people's willingness to participate in the preservation of the built heritage	Tanzania	398	TPB	• Strong and positive relationship between conservation intention and all of the three TPB constructs and heritage affection.

Source: Own Elaboration

3. Research Methodology

3.1 Research Instrument and Data Collection

The items to measure the variables of the research were adapted from previous studies (Lwoga, 2016; Park et al., 2017; Prayag et al., 2018; Wu & Chen, 2018; Gursoy et al., 2019; Shen & Shen, 2020; Megeirhi et al., 2020; Lee et al., 2021; Nowacki et al., 2021). To ensure that the scales accurately reflect the context of Cultural Heritage Destinations, several adjustments were done. Appendix A includes all of the final items. The instrument employed a seven-point Likert scale with the options "strongly disagree (1)" and "strongly agree (7)" to measure the variables. Additionally, a pilot test with 30 responses was conducted, and based on the outcomes of the pilot study, a few items (SN4, DI4) were eliminated. An e-questionnaire was developed through google forms to collect the data and its link was circulated online through social networking sites. It was shared on social media web pages of Cultural Heritage sites.

3.2 Data Analysis

Statistical tests are performed on the data and hypotheses given via SEM in combination with AMOS Version 23 and SPSS Version 25. A conventional two-stage method was employed to analyse the study's data (Anderson & Gerbing, 1988). The first thing that the researchers did was carry out a confirmatory factor analysis (also known as a CFA), which enabled them to validate the measurement scales. In the second part of the process, the SEM was utilized to test the hypotheses of the study.

4. Results

4.1 Respondents Profile

Table 2 illustrates the sample of the investigation comprising 460 respondents. The majority of responders are male, at 61.30 per cent of the total, compared to 38.70 per cent of females. The largest chunk of the share consisted of tourists from the age range of 21-23 at 29.35 per cent. Regarding educational attainment, the overwhelming majority of respondents (41.09%) were graduates. The bulk of responders (33.26) earn between Rs20, 000 and 50,000 per month.

Table 2. Respondents' Profile (n = 460)

Items	Frequency	Percent (%)
Gender		
Male	282	61.30
Female	178	38.70
Age (Years)		
<18	98	21.30
18-20	120	26.09
21-23	135	29.35
23-25	107	23.26
Qualification		
High School	49	10.65
Intermediate	123	26.74
Graduation	189	41.09
Post-Graduation	99	21.52
Family Income (INR)		
<20,000	73	15.87
20,001- 50,000	153	33.26
50,001- 80,000	106	23.04
80,001- 1, 10,000	89	19.35
>1, 10,000	39	19.35

Source: Own Elaboration

4.2 Screening of the Data

After checking data for outliers and missing values, data normality and common method bias (CMB) have been examined. The skewness and kurtosis values given in Table 3, which are +3 and -3, are below the acceptable range (George & Mallery, 2003). Data is therefore normally distributed. The descriptive analysis of the variables was conducted using SPSS. The means of all the variables is higher than the median value of 4 except SI (Table 3). The CMB was evaluated using Harman's single-factor test. The results revealed that the variance in the data could be described by a single factor to the extent of 42.696%, which is below the 50% threshold signifying the absence of a CMB threat (Podsakoff et al., 2003).

Table 3. Descriptive and Factor Analysis

Items	Loadings	M	SD	Skew	Kurt	EV	Variance (%)	Cumulative (%)	CA
ATT		5.7085	1.28447	-0.992	0.470	12.809	16.239	16.239	0.944
ATT1	.769								
ATT2	.771								
ATT3	.815								
ATT4	.777								
ATT5	.737								
ATT6	.752								
PBC		5.9330	1.25846	-1.170	0.790	3.434	13.480	29.719	0.921
PBC1	.760								
PBC2	.829								
PBC3	.864								
PBC4	.865								
PBC5	.813								
SI		3.4983	1.73645	0.235	-1.004	2.784	12.240	41.960	0.900
SI1	.816								
SI2	.859								
SI3	.907								
SI4	.814								
SI5	.791								
INT		5.1254	1.45535	-0.828	0.053	1.659	11.893	53.852	0.935
INT1	.816								
INT2	.820								
INT3	.806								
INT4	.779								
PI		5.4621	1.43257	0.857	0.038	1.290	10.633	64.486	0.952
PI1	.751								
PI2	.746								
PI3	.778								
PI4	.765								
DI		5.0077	1.39556	-0.700	-0.057	1.079	8.215	72.700	0.865
DI1	.811								
DI2	.747								
DI3	.810								
DI4[a]									
SN		5.0584	1.35963	-0.893	0.273	1.017	7.538	80.238	0.877
SN1	.742								
SN2	.712								
SN3	.751								
SN4[a]									

"M= Mean, SD= Standard Deviation, Skew= Skewness, Kurt= Kurtosis, EV= Eigen Value, CA= Cronbach`s Alpha" [a] Dropped items
Source: Own Elaboration

4.3 Measurement Model

Before using the measurement model and structural model, the underlying variables were analysed with exploratory factor analysis (EFA) (Anderson & Gerbing, 1988). The results of the sphericity tests by Bartlett and Kaiser-Meyer-Olkin (KMO) indicate that KMO = 0.924, which is significantly higher than 0.7. The data meet the criteria for factor analysis, according to the significance of the Bartlett test of sphericity. Using principal components analysis, common factors with eigenvalues above 1 were extracted. The orthogonal rotation on the factor loading matrix was performed using the varimax method. Seven common factors were extracted, with an 80.238% cumulative variance. As shown in Table 5, each component's factor loading value is greater than 0.5, and there is no cross loading, confirming good scale validity.

CFA was later performed. The model fit values were observed as CMIN/DF= 2.970, NFI= .914, RFI= .901, TLI= .932, CFI= .941 and RMSEA= .066, indicating a satisfactory model fit. Evaluating the coefficient alpha of the variables is the most effective method for determining internal consistency. Higher Cronbach's alpha values (Table 3) show that measures have higher internal consistency (Nunnally & Bernstein, 1978). In addition, tests for discriminant and convergent validity were conducted. Both the composite reliability (CR) and the average variance extracted (AVE) were greater than 0.7, placing them inside the allowable range (Fornell & Larcker, 1981). Table 4 displays the AVE and CR figures for each variable. Discriminant validity was established because the square root of each AVE value was greater than its correlation values with other variables (Table 4) (Fornell & Larcker, 1981).

Table 4. Convergent and Discriminant Validity Test

	CR	AVE	1	2	3	4	5	6	7
1- Attitude	0.944	0.737	**0.859**						
2- Perceived Behavioural Control	0.918	0.693	0.563***	**0.833**					
3- Sustainable Intelligence	0.897	0.637	-0.201***	-0.179***	**0.798**				
4- Intention	0.941	0.801	0.620***	0.393***	-0.092***	**0.895**			
5- Place Identity	0.952	0.832	0.738***	0.495***	-0.192***	0.634***	**0.912**		
6- Destination Image	0.867	0.684	0.540***	0.395***	-0.208***	0.606***	0.619***	**0.827**	
7- Subjective Norms	0.879	0.709	0.658***	0.349***	-0.218***	0.683***	0.677***	0.616***	**0.842**

"AVE = Average Variance Extracted; CR = Composite Reliability; MSV = Maximum Shared Squared Variance"
Source: Own Elaboration

4.4 Structural Model and Hypotheses Testing

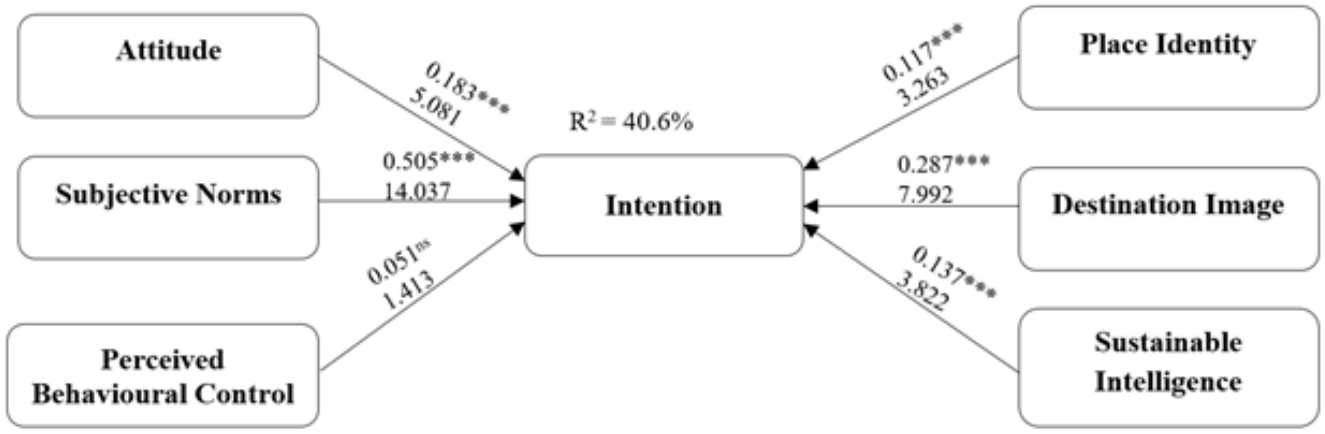
A SEM analysis was performed to test the study hypotheses. Except for one (H_3), the hypothesized relationships (H_1-H_6) were found to be supported (Table 5). Relationships between attitude and intention (β=.183, *t*-value=5.081, $p < .001$), subjective norms and intention (β=.505, *t*-value=14.037, $p < .001$), place identity and intention (β=.287, *t*-value= 7.992, $p < .001$), destination image and intention (β=.117, *t*-value= 3.263, $p < .001$), and sustainable intelligence and intention (β=.137, *t*-value=3.822, $p < .001$) were found to be significant and thus supported. However, the relationship between perceived behavioural control and intention (β=.051, *t*-value=1.413, p= 0.158) was not significant and was thus rejected. The variance explained for the intention was 40.6%.

Table 5. Hypotheses Testing Results

H	Paths	*β*-value	C.R	*p*-value	Results
H_1	AT ⟶ INT	0.183	5.081	***	Supported
H_2	SN ⟶ INT	0.505	14.037	***	Supported
H_3	PBC ⟶ INT	0.051	1.413	0.158	Not Supported
H_4	PI ⟶ INT	0.117	3.263	***	Supported
H_5	DI ⟶ INT	0.287	7.992	***	Supported
H_6	SI ⟶ INT	0.137	3.822	***	Supported

Source: Own Elaboration

Figure 2. Final Estimated Model



Source: Own Elaboration

5. Discussion and Conclusion

This research investigated the antecedents inducing tourists' intention to conserve cultural heritage destinations sustainably. The suggested model included the TPB with the addition of place identity, destination image, and sustainable intelligence as independent variables, with sustainable conservation intention acting as the dependent variable. It is clear from the results that five of the six hypotheses are supported, whereas one is not. The association between PBC and INT is insignificant, but that between ATT and SN among the TPB's inherent constructs considerably and favourably influences sustainable conservation intention. PI, DI, and SI are additional variables significantly and favourably correlated with INT.

The findings demonstrate a significantly positive relation between the tourists' attitude to the sustainable conservation of cultural heritage destinations and Intention (β = +0.183). Therefore H_1 was accepted. This result is in agreement with previous works (Lwoga, 2016b; Gonçalves et al., 2021; Saleem et al., 2021; Qiu et al., 2022; Rao et al., 2022). The tourists' perception that conserving cultural heritage destinations would be a positive, essential, beneficial and sensible activity and that the culture and heritage must be preserved might be the cause. The link between subjective norms and tourists' intention to conserve cultural and heritage destinations is also positive and significant (β = +0.505), which aligns with the prior findings (Lwoga, 2016b; Saleem et al., 2021; Rao et al., 2022; Luo et al., 2022). Hence, H_2 was accepted. SN appeared as the most accurate predictor of the intention of tourists to preserve cultural and heritage destinations across all the variables tested. This finding may be because the tourists' intention is influenced by the people (including family and friends) who are valuable to them and give their approval, support, or participation in conserving cultural and heritage destinations.

Another approach to comprehending most historical destinations in India concerns the people's religion. Therefore, consumers or tourists now consider conservation to be the norm. The findings demon-

strate that PBC does not positively and significantly effect (β = 0.051) the tourists' intention to preserve cultural and heritage destinations. Hence, H_3 was rejected. This finding corroborates prior research (Gonçalves et al., 2021; Sujood et al., 2022b). This finding could be because tourists believe they need access to the required opportunities and resources to conserve cultural and heritage destinations. As per the findings, tourists' intention to preserve cultural and heritage destinations is positively and significantly correlated/ associated (β = +0.117) with place identity. Thus, H_4 was accepted. This supports earlier studies (Vaske & Kobrin, 2001; Badruk et al., 2008; Gursoy et al., 2019).

This finding could result from tourists' strong attachment to their vacation experiences in culturally significant destinations based on their favourite destinations. The finding reveals that the destination image is significantly associated with the tourists' intention (β = +0.287) to conserve the cultural and heritage destinations. Therefore, H_5 was accepted. This result accords with preceding outcomes (Piramanayagam et al., 2021; Carreira et al., 2022). The second-best predictor of tourists' intentions to sustainably conserve cultural and historic destinations was found to be DI.

This finding could result from tourists' interest in conserving the cultural and heritage destination due to its various attractions, local food, engaging cultural events and activities, etc. Sustainable Intelligence is positively and significantly associated with the intention of tourists (β = +0.137) to conserve cultural and heritage destinations, thus validating H_6. This verdict corroborates prior results (López-Sánchez & Pulido-Fernández, 2016; Lee et al., 2021b; Lee et al., 2021c; Park et al., 2022). This finding could result from tourists being aware of the prominence and the essence of sustainably conserving cultural and heritage destinations. They also consider it their responsibility to preserve Cultural heritage destinations for the future generation.

6. Implications

6.1 Theoretical Implications

The findings suggest that the proposed extended TPB model with place identity, destination image and sustainable intelligence, may serve as a valuable framework for determining tourists' intentions when it comes to heritage management. Therefore, this work provides a significant theoretical extension to the body of knowledge on managing cultural heritage sustainably. Also, in the authors' opinion, this is the initial research to focus on how TPB with place identity, destination image, and sustainable intelligence affect Indian tourists' intention to preserve cultural and heritage destinations. Furthermore, the overwhelming of earlier research concentrated on residents and neglected the association between tourists and the preservation of cultural and heritage destinations. Therefore this makes a significant addition.

6.2 Practical Implications

With regards to the practical inferences, primarily, the findings may be helpful for strategically planning the sustainable and long-term conservation of varied cultural and heritage attractions in India. Next, the results suggest that heritage managers and conservation authorities utilize knowledge of tourists' decision-making processes to win over the interest of tourists in the conservation of cultural and heritage destinations. Additionally, the widespread preservation awareness campaigns, as well as the future expansion of cultural tourism and sharing of its probable advantages, have most likely produced a favourable attitude toward conservation. Moreover, the management should encourage handicraft manufacturing, natural scenery, museum exhibits, and other activities for tourists to have a more profound knowledge of traditional culture and how to conserve it. Furthermore, destination managers must emphasize a destination's architectural and environmental attributes more as they will perform a critical part in determining tourists' intentions to preserve cultural and heritage destinations.

7. Limitations and Directions for Future Research

This investigation undoubtedly provides enlightening information; however, several limits to this study need to be identified to overcome in further investigations. Firstly, given that this study's data was collected only in India, it may be challenging to generalize the findings about the conservation of cultural and historic sites outside India. Future research is a must to expand as spanning different countries and demographic groups to which these findings may be generalized. Secondly, the study included solely English-speaking Internet users. Since the methodology did not account for nonusers of this technology, it may be challenging to generalize the findings. Including nonusers in future research might improve validity. Additionally, future research should be undertaken to evaluate and improve the model presented in this study, emphasizing additional stakeholders like residents and various historical sites, including rural and urban settings. Other constructs might be incorporated in future, for example, motivation, place attachment, satisfaction, marketing, authenticity, etc.

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APPENDIX

Attitude (ATT) (Lwoga, 2016; Lee et al., 2021)
ATT1: The Cultural heritage destinations must be protected.
ATT2: The sustainable conservation of Cultural heritage destinations is an affirmative action.
ATT3: The sustainable conservation of Cultural heritage destinations is a necessary action.
ATT4: The sustainable conservation of Cultural heritage destinations is a beneficial action.
ATT5: The sustainable conservation of Cultural heritage destinations is a valuable action.
ATT6: The sustainable conservation of Cultural heritage destinations is sensible.

Subjective Norm (SN) (Lwoga, 2016; Megeirhi et al., 2020)
SN1: Most people who are important to me would approve of me participating in activities related to the sustainable conservation of Cultural heritage destinations.
SN2: I support the sustainable conservation of Cultural heritage destinations because most people who are important to me do support conservation.
SN3: I would be influenced by local tourism planning organizations to participate in efforts to support the sustainable conservation of Cultural heritage destinations.
SN4: Most people who are important to me think that I should sustainably conserve Cultural heritage destinations.

Perceived Behavioural Control (PBC) (Nowacki et al., 2021; Shen & Shen, 2020)
PBC1: I have plenty of opportunities and resources to engage in the sustainable conservation of the Cultural heritage destinations.
PBC2: I have enough time to engage in the sustainable conservation of the Cultural heritage destinations.
PBC3: For me to engage in sustainable conservation of the Cultural heritage destinations would be convenient.
PBC4: I know how to sustainably conserve the Cultural heritage destinations.
PBC5: I am confident that if I want, I can support the sustainable conservation of Cultural heritage destinations.

Place Identity (PI) (Prayag et al., 2018; Gursoy et al., 2019)
PI1: I feel much attached to Cultural heritage destinations.
P12: I identify strongly with the holiday experience of Cultural heritage destinations.
PI3: Everything about Cultural heritage destinations is a reflection of me.
PI4: Cultural heritage destinations are my favourite place to be.

Destination Image (DI) (Park et al., 2017; Wu & Chen, 2018)
I am interested in the sustainable conservation of Cultural heritage destinations due to the following:
DI1: Variety of unique attractions
DI2: Appealing local cuisine
DI3: Good quality and interesting
DI4: Attractive Cultural activities

Sustainable Intelligence (SI) (Lee et al., 2021)
SI1: I recognize Cultural heritage destinations as a sustainable tourism resource.
SI2: I know how the sustainability of Cultural heritage destinations is important.
SI3: I believe that activities for sustainability in Cultural heritage destinations are imperative.
SI4: I understand a need for financial support to preserve Cultural heritage destinations.
SI5: I will do responsible activities to preserve Cultural heritage destinations.

Intention to Conserve (INT) (Lwoga, 2016; Shen & Shen, 2020)

INT1: Willingness to spend my money in activities related to the conservation of cultural heritage.
INT2: Willingness to help others to learn about the values of cultural heritage.
INT3: Willingness to report to conservation authorities any unsympathetic activity.
INT4: Willingness to provide information to other tourists and contribute to enhance their experience.