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A Structural Relationship between Local's Appreciation, Knowledge and Actual Visitation to Adaptive Reuse Heritage Buildings

Adlin Baizura Ariffin [1]

1. Faculty of Economics, University of Algarve, Faro, Portugal; Faculty of Hospitality and Tourism Management, UCSI University Sarawak Campus, Malaysia

ABSTRACT

Appreciation on adaptive reuse historical buildings (ARHB) can be stimulated by visitor's knowledge on historical and cultural background of the building, which later translated through their actual visitation; ultimately increase their revisitation and recommendation to others. The study aims to examine the effects of appreciation and knowledge towards actual visitation to ARHB from local perspectives. This study developed and empirically tests a conceptualized model based on 241 surveys collected among local visitors at two historical buildings reused as a restaurant and event space in Kuching, Sarawak. A Structural Equation Modelling (SEM) via Partial-Least Square (PLS) technique was adopted to test the hypotheses developed. The empirical findings were revealed; (1) visual elements of ARHB have significant effects on appreciation and actual visitation, (2) clarity purpose of ARHB have significant effect on appreciation but not on actual visitation, (3) appreciation have direct effects on actual visitation, (4) appreciation mediates the relationship between ARHB attributes and actual visitation, and (5) knowledge does not moderate the relationship between ARHB attributes and appreciation. The study outcomes provide additional insight on appreciation and knowledge in adaptive reuse historical buildings context in tourism and hospitality management theory and suggests, in practice, to adapt this 'new light' urban regeneration strategy for tourism development and sustainability.

KEYWORDS

Adaptive Reuse Historical Building (ARHB), Clarity Purpose, Visual Elements, Knowledge, Appreciation, Actual Visitation, Heritage Tourism.

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CORRESPONDING AUTHOR CONTACT Adlin Baizura Ariffin adlinbaizura0810@gmail.com Faculty of Economics, University of Algarve, Faro, Portugal

1. Introduction

The commercialization of heritage can generate revenue to conserve heritage resources and improve the economic development of local communities while increasing income, creating employment opportunities, improving living standards, as well as promoting and preserving local culture (Rasoolimanesh et al., 2017). However, many heritage sites and historical buildings suffered dilapidation resulting to abandonment and demolition, even worst, extinction. Like in the case of Singapore, the country's heritage tourism was affected due to the declination of its heritage assets as most of the heritage shophouses were replaced with high-rise and modern buildings (Irene, 2016). In recent years, adaptive reuse gained much attention as an effective urban renewal strategy as it reduces the need for demolition and reproduction of building materials for the transformation of existing structure (Wong, 2022). According to Bottero et al. (2019), the expected outcome of the application of adaptive reuse in cultural heritage is not only about raising the awareness and protection of the building itself, rather it is for a greater preservation of its cultural, historical and architectural significance. Moreover, it retains the symbolic values and the adaptation to a new economically profitable alternative. The said approach could prolong the lifespan of existing structure and preserve the heritage value of the building (Edward, 2021; Wong, 2022). Moreover, repurpose of historical buildings include for educational, cultural and commercial purposes which aid the city's tourism development (Mehmood & Jan, 2022). Essentially, adaptive reuse historical buildings help to retain tourist visitation and at the same time can add value so the current and future generations able to appreciate for what have been left from the past (Ali et al., 2018).

Owing to the importance of heritage tourism particularly in Sarawak, the largest state in Malaysia, historical buildings are regarded as valuable local cultural heritage assets that requires sustainable protection and preservation (Lorna, 2022). This is because historic buildings have existential values beyond historiography that enhance place, personal and group identity of the local people (Coeterier, 2002). In Sarawak, restoration and conservation are considered newfangled alternative to preserve the valuable historical buildings. In line with the 11th Malaysian Plan (2016-2020), the local authorities including Sarawak Museum Department have been collaboratively involved in upgrading and maintaining the state's heritage projects (Tawie, 2022). One of the initiatives is to encourage the reuse and re-purposing of heritage buildings from dilapidation and abandonment as part of heritage tourism development and sustainability. There are two adaptive reused historical buildings successfully converted for commercial purposes, the Old Court House, formerly served as the seat of Sarawak's government and state council meetings, which now served as a restaurant cum event space known as The Commons. Secondly, the former detention center known as the Square Tower that currently served as one of the local and tourist eating spot, The Magenta Restaurant. These buildings are located in the heart of the capital city that purposely reuse to re-live the site as one of tourist attractions. As of 2021, another city's 135-year-old historical building which was used for various civil purposes was converted into a restaurant known as The Round Tower 1886. According to the Minister of Tourism, Creative Industry and Performing Arts Sarawak, "many forts were upgraded for useful purposes but their main structure of outlook is being preserved…These buildings may be old but whomever we lease them out to will be able to look after them so that they can be appreciated by the future generations" (Edward, 2021).

Appreciation can be stimulated by the visitor's knowledge on cultural and historical background of the building, which eventually increase their repeat visitation and recommendation to others (Coeterier, 2002; Plevoets et al., 2012; Ariffin et al., 2020; Fajarwati & Hendrassukma, 2022; Liu et al., 2023; Lee et al., 2023). Without visitor's appreciation towards adaptive reuse heritage sites that indirectly affect their local experiences, the implementation of adaptive reuse for tourism will unlikely to succeed (Adiwibowo et al., 2015). Although appreciation and knowledge can complement for one another to enhance tourist experience, the role of appreciation and knowledge as significant drivers of tourist behaviours are still inconsistent (Liu et al., 2023). Adiwibowo et el. (2015) argued that knowledge does not influence visitors' appreciation and visitation to adaptive reuse historical building that reuse for retail purposes, contradicting Coterier's (2002). However, Ariffin et al. (2020) later revealed that knowledge on building's background is regarded as one of the essential factors that influence visitor's appreciation and actual visitation to adaptive reuse historical building (ARHB) that converted into a restaurant. Therefore, the current study

aims to; (1) identify the key factor influencing appreciation towards adaptive reuse historical buildings; (2) examine the mediation effect of appreciation in the relationship between adaptive reuse historical buildings and actual visitation; (3) determine the moderation effect of knowledge on building's historical background in the relationship between adaptive reuse historical buildings and appreciation.

2. Literature Review

2.1 Adaptive Reuse Historical Buildings on Actual Visitation

Adaptive reuse is regarded as a process by which structurally sound older buildings are developed for economically viable new uses (Austin et al., 1988 in Rodrigues & Freire, 2017). The concept of adaptive reuse or reuse of buildings into other functions indirectly increases competition to attract tourists resulting many historic buildings converted for commercial purposes (Ariffin et al., 2020; Fajarwati & Hendrassukma, 2022). According to Black (1990), the clarity of new purpose of the reused building and its visual elements plays significant role when evaluating adaptive reuse historical building in determining the public's preferences. Adiwibowo et al. (2015) found that exterior façade positively stimulates the publics' appreciation and behavioral intention to visit historical buildings that reused as retail stores in Bandung, Indonesia. Supporting Adiwibowo's, Ariffin et al. (2020) further revealed that tourists' appreciation is enhanced by the positive perceptions on clarity purpose, visual elements and knowledge of adaptive reuse historical buildings (ARHB), which further influenced their actual visitation. The visual elements and interior design of adaptive reuse heritage building enhances dining experience which become one of the reasons of visitation (Fajarwati & Hendrassukma, 2022). Since appreciation is part of human's consciousness, Lee et al. (2023) found that the more aesthetic experience the visitors gained in a reused heritage building, the stronger their behavior intention in the future. Hence, it is hypothesized:

H1. Clarity purpose of adaptive reuse historical buildings have significant direct effect on locals' actual visitation.
H2. Visual elements of adaptive reuse historical buildings have significant direct effect on locals' actual visitation.

2.2 Local's Appreciation as a Mediator in the Relationship between Adaptive Reuse Historical Buildings and Actual Visitation

Appreciation is an essential ingredient for post-consumption service evaluation, including behavioral intention and repeat visitation to a place that have cultural and heritage elements (Liu et al., 2023). Earlier findings by Plevoets et al. (2012) and Adiwibowo et al. (2015) found that appreciation positively correlate adaptive reuse historical buildings and intention to visit. Fajarwati & Wulandari (2020) described adaptive reuse helps to create awareness and indirectly develop a sense of community among the local citizens which increase their level of appreciation towards the area that provide occupant-friendly environment. Local people are regarded as an integral part of the "heritage locus" who can contribute vitality to an area and thereby assist in the maintenance of an atmosphere conducive to tourism (Schulz,1980 in Nuryanti, 1996, p. 256). As mentioned by Coeterier (2002), the local residents or so called 'lay people' bears the 'genius loci' of the place identity, the reminiscences and feelings as well as the identity of the town, thus granting them to have a voice in the fate of the valuable historic buildings within their locality.

Consequently, this sense of feeling could enhance their appreciation and foster knowledge towards historical buildings, thus supporting the initiative of sustainable adaptive reuse historical buildings through their visitation. In adaptive reuse historical buildings context, several studies on intention to visit and revisit to adaptive reuse heritage buildings have been widely explored in different contexts such as museum (Jamal et al., 2014), retail store (Adiwibowo et al., 2015), heritage hotel (See & Goh, 2019), dining outlets (Maulina et al., 2022), and public art space (Sahahril & Mohamed, 2022). Ariffin et al. (2020) further revealed that the local tourists' perception on adaptive reuse historical buildings that converted

into dining and event space increases the appreciation level and further influence their actual visitation and returns. Typically, studies that examining the actual behavior in most areas including tourism are less compared to the behavioral intention due to the complexity in tracking actual behavior (Hsu & Huang, 2012). Therefore, it is hypothesized:

H3. Clarity purpose of adaptive reuse historical buildings have significant direct effect on locals' appreciation.
H4. Visual elements of adaptive reuse historical buildings have significant direct effect on locals' appreciation
H5. Local's appreciation has significant direct effect on actual visitation to adaptive reuse historical buildings.
H6. The locals' appreciation significantly mediates the relationship between clarity purpose and local residents' actual visitation.
H7. The locals' appreciation significantly mediates the relationship between visual elements and local residents' actual visitation.

2.3 Knowledge on Building's Historical Background as a Moderator in the Relationship of Adaptive Reuse Historical Building Attributes and Local's Appreciation

Possessing knowledge and information about a destination prior visit is essential in tourists' decision making to visit a destination (Tessitore et al., 2014). Tourists are more incline to revisit and recommend to others when they know if the building has significant heritage values which could enhance their positive emotions and satisfaction (Samuell et al., 2012), leading to appreciating its existence as historical tangible asset that left from the past for the current and future generations. Despite the goodness of adaptation for new commercial purposes, the significance historical value of the old historical buildings should be highlighted as one of the main reasons of visitation for long-term sustainability and livability (Bullen, 2007; Bullen & Love, 2011).

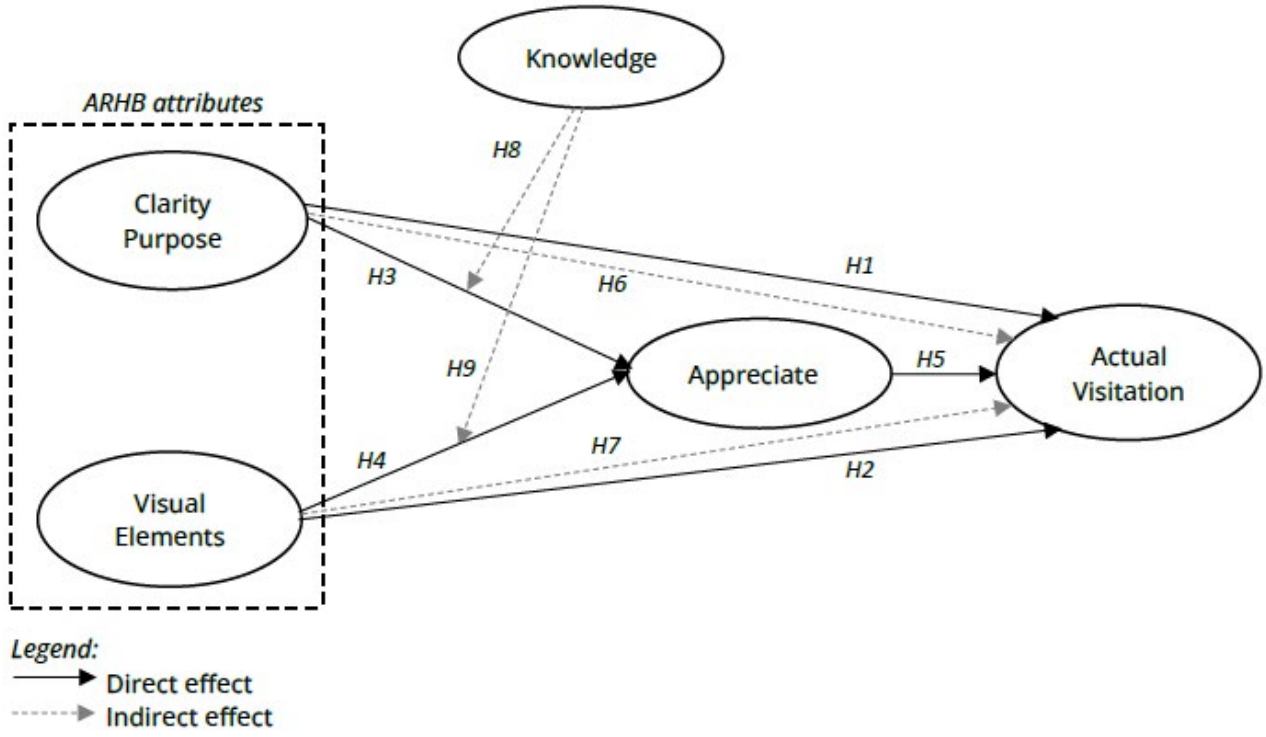
Previous studies revealed that prior knowledge on the historic background of the reused buildings for commercial lodging and F&B purposes have significant impacts on the intention to visit (See & Goh, 2019), actual visitation (Ariffin et al., 2020) and repeat visitation (Maulina et al., 2022). In line with Coeterier's (2002) earlier finding, he found that educated people valued the historic information and knowledge more compared to those who have less knowledge on reused building's historical background, thus inclined more to preserve and appreciate the rare buildings. However, Adiwibowo et al. (2015) argued that visitors' knowledge on the reused historical buildings as retail store does not influence their appreciation towards the converted building. As a result, there was weak relationship between visitor's knowledge and intention to visit to the adaptive reuse historical building that converted for retail purposes. Addressing the inconsistency of the findings on the role of building's background knowledge in adaptive reuse historical building for different commercial purposes, thus, it is hypothesized:

H8.The knowledge on building's historical background significantly moderates the relationship between clarity purpose and local's appreciation.
H9. The knowledge on building's historical background significantly moderates the relationship between visual elements and local residents' appreciation.

3. Methodology

Figure 1 presents the conceptual framework of the effects of adaptive reuse historical buildings attributes on knowledge, appreciation and actual visitation.

Figure 1. Conceptual Model



Source: Own Elaboration

3.1 Survey Instrument

A questionnaire was adapted from Ariffin et al. (2020) to test the hypotheses formulated. All four latent constructs in the model were constructed using eight-item scale and slight modification was made in the sentence structure to meet the suitability of the study context. A Likert scale of 1 (strongly disagree) to 5 (strongly agree) was employed. The instrument was pre-tested through pilot study for the internal consistency assessment. The reliability analysis based on Cronbach's alpha score was performed for all latent constructs; clarity purpose, visual elements, knowledge, appreciation and actual visitation. Based on the pilot results, all constructs exceeded the acceptable Cronbach alpha value of greater than .70 (Hair et al., 2007) indicating strong association among the items measured; clarity purpose (α=.897), visual elements (α=0.894), knowledge (α=.707), appreciation (α=.905), and actual visitation (α=.772). Therefore, all items were proceeded for actual study.

3.2 Data Collection and Analysis

A total of 300 self-administered questionnaires were distributed and 241 valid samples were returned with a recovery rate of 80%. The data were collected among the visitors who visited to two adaptive reuse historical buildings located in the central of Kuching city, the Old Court House Kuching (currently known as The Commons) and the Square Tower (currently known as Magenta Restaurant) either for dining or attending an event, during a 3-week survey period. In reaching the targeted samples, a purposive sampling technique was employed. This non-probability sampling allows the researcher to specify and be selective for the most suitable sample in meeting the research objectives. The majority of respondents were local visitors who resided within Kuching city (refer to Table 1). More than half of the respondents were male (52%); the highest proportion of respondents were aged 21-30 years (40%); and majority were single (56%). Most of the respondents were undergraduate background (52%) and worked in private sectors (31%).

Table 1. Respondents' Demographic Profile (N=241)

Demographic Items	Frequency	Percentage (%)
Gender		
Male	124	52
Female	117	48
Residency		
Within Kuching city	212	88
Outside Kuching city	29	12
Age (years old)		
18-20	25	10
21-30	96	40
31-40	28	34
41-50	30	12
51-60 and above	8	4
Marital Status		
Single	135	56
Married	106	44
Education Level Attained		
Secondary school	70	29
Undergraduate	126	52
Postgraduate	19	45
Profession		
Professional	36	15
Government sector	58	24
Private sector	76	31
Self-employed	28	12
Student	43	18

Source: Own Elaboration

4. Results

This study implemented Structural Equation Modelling (SEM) via Partial-Least Squares (PLS) technique, using Smart PLS v4.0 software to examine the hypotheses. PLS-SEM is utilized for "maximizing the amount of variance explained in the endogenous constructs of the structural model, often viewed as prediction, and at the same time facilitating explanation of the model relationships" (Hair, 2021, p. 5). It is a "combination of theory explanation and prediction that allows both prediction and the ability to describe the relationship among the theoretical constructs" (Gregor, 2006 in Hair, 2021, p. 5). Basically it "predicts and explains a key target construct and/or to identify its relevant antecedent constructs" (Chin et al., 2020, pp. 21-62). Hence, the measurement model and structural model were assessed.

4.1 Measurement Model

The outer model was assessed based on reliability and validity, internal consistency reliability, indicator reliability, convergent validity and discriminant validity. First, as displayed in Table 2, the structure's

internal consistency reliability was tested with Cronbach's alpha (α) ranging from 0.832 to 0.877 and the composite reliability (CR) ranging from 0.831 to 0.898. Secondly, most of the indicators' reliability was acceptable as all loading values of the structure indicators were higher than 0.60. Conversely, indicators with factor loading lower than 0.6 (Gefen & Straub, 2005) were removed from the model; VE3= 0.597, KNW6= 0.148, KNW7= 0.157, APP4= 0.543, AV1= 0.584, AV7= 0.577 and AV8= 0.462. Thirdly, the convergent validity was evaluated by the average variance extracted (AVE) values exceeding satisfactory value of 0.50 (Ringle et al., 2018). Finally, to assess the discriminant validity of the constructs, three commonly used criteria were implemented; cross-loading, Fornell-Larcker criterion and heterotrait-monotrait ratio (HTMT) (Fornell & Larcker, 1981; Hult et al., 2022). As presented in Table 2 and 3, the outer-loading for each latent variable was higher than the cross-loading with other measurements. Values of the AVEs in the diagonal column are greater than the correlation coefficient between variables as illustrated in Table 4. According to Hair et al. (2019), HTMT criterion should be utilized for testing discriminant validity in PLS-SEM measurement model as the accuracy of the validity "ensures each construct is empirically unique and captures a phenomenon not represented by other construct in a statistical model". All model constructs' HTMT values were assessed with threshold value of 0.90 (Henseler et al., 2015; Hair et al., 2019; Hult et al., 2022), thus indicating that the model's discriminant validity is well established. As a result, the outer measurement model's outputs were sufficient and appropriate for structural model's assessment.

Table 2. Assessment of the Measurement Model

Code	Items	Outer Loading	α	C.R	AVE
	Clarity Purpose of ARHB		**0.871**	**0.898**	**0.527**
CP1	The overall conversion of the reused historical building is a very good move	0.674			
CP2	The conversion made is useful for commercial purposes (eg: restaurant/hotel/art gallery)	0.621			
CP3	The conversion made gives a new life to the old building	0.709			
CP4	The adaptive reuse of historic building is one of the ways of preserving from extinction	0.756			
CP5	Adaptive reuse of historical building promotes sustainable benefits	0.795			
CP6	Adaptive reuse of historical building promotes country's economic development	0.798			
CP7	Adaptive reuse of historical building promotes sustainable environment	0.721			
CP8	Adaptive reuse not only for preservation, but it gives significant historical values	0.715			
	Visual Elements of ARHB		**0.840**	**0.846**	**0.511**
VE1	The involvement of the overall visual elements of the reused historical building plays an important role	0691			
VE2	The visual elements undertaken makes the building looks new and refresh	0.745			
VE4	The visual changes through decoration and color beautified the historical building	0.653			
VE5	The interior decoration of the reused historical building creates the ambience of the past	0.728			
VE6	The interior decoration included old and historic materials	0.800			
VE7	The color of the building plays the role in portraying the authenticity	0.691			
VE8	The reuse historical building is well-maintained with its original color	0.687			

	Knowledge on building's background		**0.869**	**0.886**	**0.654**
KNW1	Although I am not growing with the historical building, but I know it is a heritage building	0.780			
KNW2	I care about the history of the building	0.843			
KNW3	I believe the building has its own history	0.861			
KNW4	I know the building aged more than hundred years	0.718			
KNW5	I know the building has significant historical values	0.835			
	Appreciation		**0.877**	**0.879**	**0.578**
APP1	I support the overall conversion made towards the historical buildings	0.749			
APP2	I appreciate that the building has been converted instead of demolish	0.774			
APP3	I appreciate the historical building being reused for the new commercial purpose	0.656			
APP5	I really appreciate of maintaining the preservation of the reuse historical building	0.802			
APP6	I wanted more abandoned historical building to be adaptively reused	0.791			
APP7	I wanted more adaptive reuse of historical building to be sustained for future generation	0.835			
APP8	I translated my appreciation through visitation	0.700			
	Actual Visitation		**0.832**	**0.831**	**0.601**
AV2	Because of the importance of preserving the historical building through adaptive reuse made me to visit	0.684			
AV3	Because of the attractive beauty of the building itself made me to visit	0.745			
AV4	Although changes are made, maintaining the originality of the building made me to visit	0.791			
AV5	My appreciation towards the conversion of the building made me to visit	0.839			
AV6	My appreciation towards the preservation of historical building through adaptive reuse made me to visit	0.807			

Source: Own Elaboration

Table 3. Cross Loading Results

	Actual Visit	Appreciate	Clarity Purpose	Knowledge	Visual Elements
AV2	**0.684**	0.515	0.472	0.453	0.427
AV3	**0.745**	0.451	0.33	0.204	0.434
AV4	**0.791**	0.398	0.361	0.317	0.410
AV5	**0.839**	0.449	0.390	0.333	0.366
AV6	**0.807**	0.474	0.417	0.437	0.375
APP1	0.496	**0.749**	0.586	0.332	0.529
APP2	0.393	**0.774**	0.572	0.447	0.502
APP3	0.470	**0.657**	0.584	0.25	0.435
APP5	0.464	**0.802**	0.501	0.559	0.461
APP6	0.399	**0.791**	0.528	0.473	0.490
APP7	0.478	**0.835**	0.599	0.579	0.496
APP8	0.467	**0.7**	0.513	0.406	0.536

CP1	0.332	0.499	**0.674**	0.252	0.456
CP2	0.239	0.433	**0.621**	0.068	0.388
CP3	0.37	0.553	**0.709**	0.324	0.467
CP4	0.332	0.529	**0.756**	0.341	0.369
CP5	0.419	0.540	**0.795**	0.383	0.451
CP6	0.473	0.583	**0.798**	0.444	0.449
CP7	0.381	0.494	**0.721**	0.323	0.462
CP8	0.396	0.588	**0.715**	0.444	0.537
KNW1	0.444	0.505	0.378	**0.780**	0.343
KNW2	0.377	0.432	0.354	**0.843**	0.299
KNW3	0.333	0.509	0.411	**0.861**	0.287
KNW4	0.277	0.266	0.211	**0.718**	0.250
KNW5	0.389	0.533	0.435	**0.835**	0.384
VE1	0.311	0.564	0.513	0.324	**0.691**
VE2	0.437	0.55	0.547	0.300	**0.745**
VE4	0.371	0.346	0.354	0.143	**0.653**
VE5	0.396	0.498	0.478	0.379	**0.728**
VE6	0.368	0.484	0.473	0.322	**0.800**
VE7	0.326	0.309	0.315	0.237	**0.691**
VE8	0.395	0.422	0.347	0.217	**0.687**

Source: Own Elaboration

Table 4. Inter-construct Correlations, the Square Root of AVE and HTMT Results

	Fornell-Locker AVEs Values					HTMT Values				
Variables	**AV**	**APP**	**CP**	**KNW**	**VE**	**AV**	**APP**	**CP**	**KNW**	**VE**
AV	**0.775**									
APP	0.597	**0.760**				0.692				
CP	0.514	0.731	**0.726**			0.590	0.834			
KNW	0.457	0.576	0.459	**0.809**		0.521	0.632	0.492		
VE	0.523	0.649	0.618	0.393	**0.715**	0.619	0.740	0.707	0.442	

Source: Own Elaboration

4.2 Structural Model

The hypotheses were then tested by a structural equation analysis (SEM). The VIF values indicated below 5 which ranging from 1.497 to 2.481. In particular, the model's explanatory power was assessed using coefficient of determination, R^2. The estimated coefficient value enables the relevant construct in a model explain the direct, indirect and total effect of a targeted construct of interest (Chin et al., 2020). The R^2 values for endogenous latent constructs of appreciate and actual visitation met the acceptable limit of 0.10 (Chin, 1998 in Chin et al., 2020). Hence, the adequacy of predictive validity for the structural model was confirmed.

Table 5. Coefficient of Determination (R^2) of the Model

Endogenous Latent Construct	R^2
Appreciate	0.654
Actual Visitation	0.393

Source: Own Elaboration

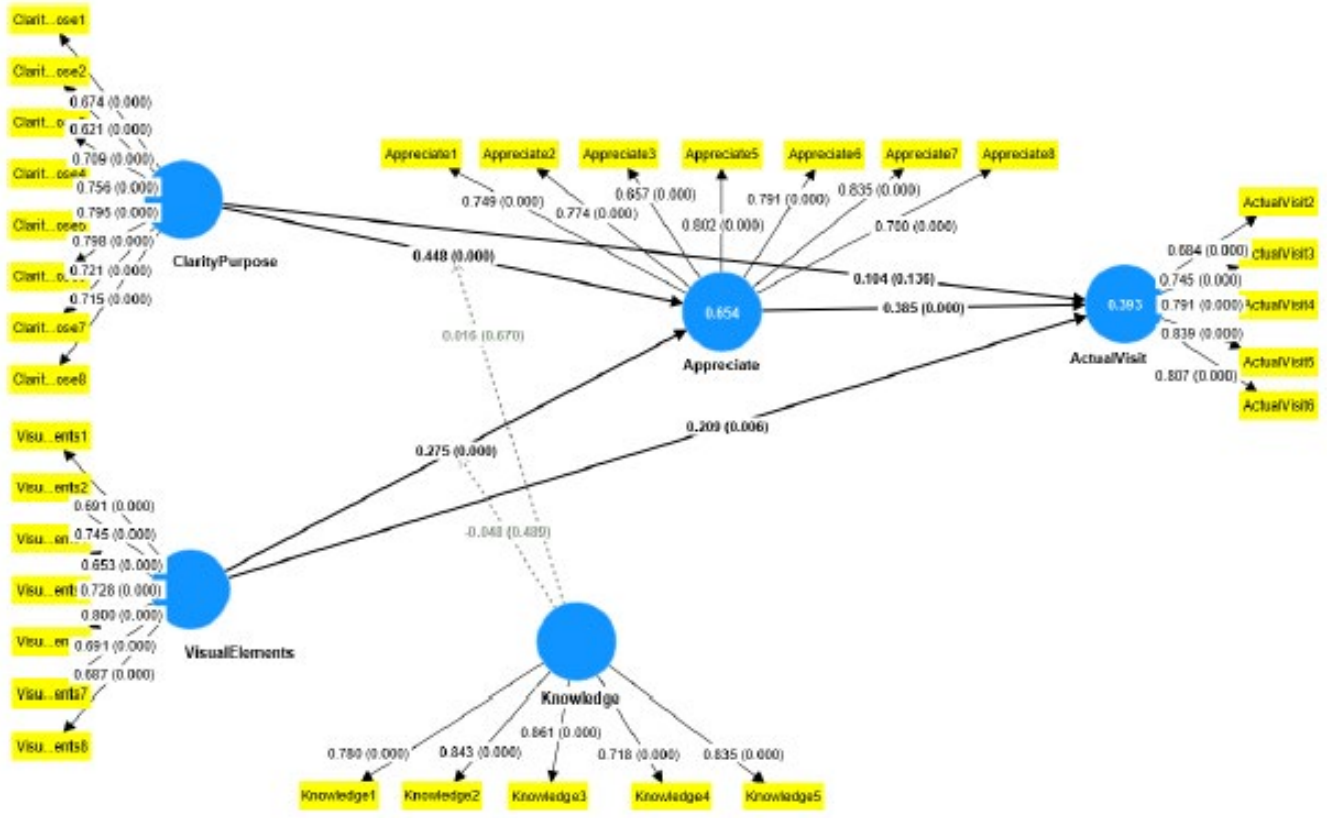
The path coefficient, *β, t*-value and *p*-value of the hypothesized association were analysed using a bootstrapping technique with 5,000 samples and no sign changes option to test for coefficient's significance (Becker et al., 2018). The hypotheses of the results were illustrated in Table 6 below, given the path coefficient values and the relevant significance. Based on the findings, clarity purpose was found to have no significant influence on actual visitation to ARHB (β=0.104, p=0.136), therefore H_1 was rejected. On the other hand, visual elements were found to be significantly influence actual visitation (β=0.209, p= 0.006), thus, H_2 was accepted. Secondly, both clarity purpose and visual elements were found to be significantly correlate to appreciation at β= 0.448 and β=0.275, p=0.000, respectively. Hence, hypotheses H_3 and H_4 were confirmed. Thirdly, the findings revealed that appreciate construct (β=0.275, p=0.000) have significant direct effect on actual visitation, supporting H_5. According to Lee at al. (2016), if both direct and indirect effects are significant, the results suggest partial mediation, while if the direct effects are insignificant, the results show full mediation. Surprisingly, the mediation results revealed that clarity purpose (β=0.172, p=0.000), has full mediation effect whilst visual elements (β=0.106, p=0.006), partially mediate the relationship. Overall, H_6 and H_7 were supported. Lastly, the results also confirm the moderation effect of knowledge on adaptive reuse historical building attributes towards appreciation. However, both attributes found to have insignificant moderation effect on appreciation. Therefore, H_8 and H_9 were rejected. Although insignificant, based on the path coefficient value for clarity purpose which is positive (β=0.016, p=0.67), this indicate that knowledge on building's historical background strengthens the positive relationship between clarity purpose and appreciate. Whereas visual elements (β=-0.048, p=0.489), indicated otherwise. Figure 3a and 3b depicts the graphical interaction of moderation effect of knowledge, using James Gaskin Statistical Tool.

Table 6. The Structural Model's Results

	Hypotheses	Beta (β)	*t*-Values	*p*-Values	Results of Hypotheses
H_1	CP → AV	0.104	1.491	0.136	Rejected (InSig. direct effect)
H_2	VE → AV	0.209	2.774	0.006*	Accepted (Sig. direct effect)
H_3	CP → APP	0.448	8.76	0.000*	Accepted (Sig. direct effect)
H_4	VE → APP	0.275	4.219	0.000*	Accepted (Sig. direct effect)
H_5	APP → AV	0.385	4.205	0.000*	Accepted (Sig. direct effect)
H_6	CP → APP → AV	0.172	4.153	0.000*	Accepted, Full mediation
H_7	VE → APP → AV	0.106	2.723	0.006*	Accepted, Partial mediation
H_8	CP → KNW → APP	0.016	0.426	0.67	Rejected
H_9	VE → KNW → APP	-0.048	0.693	0.489	Rejected

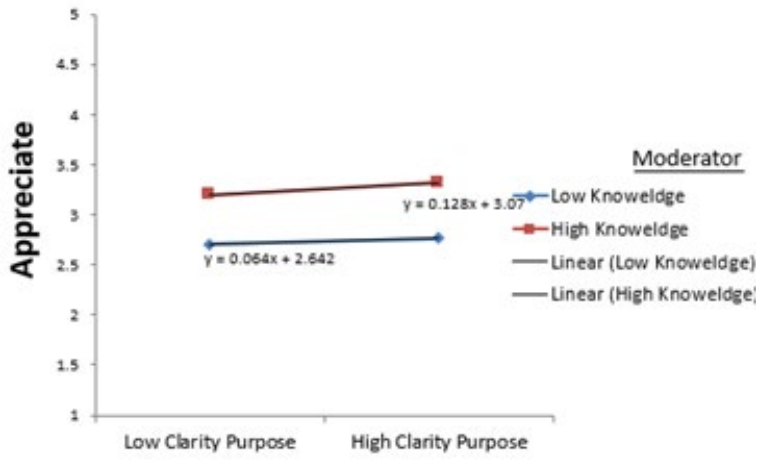
*p-value<0.05
Source: Own Elaboration

Figure 2. Tested Structural and Measurement Model



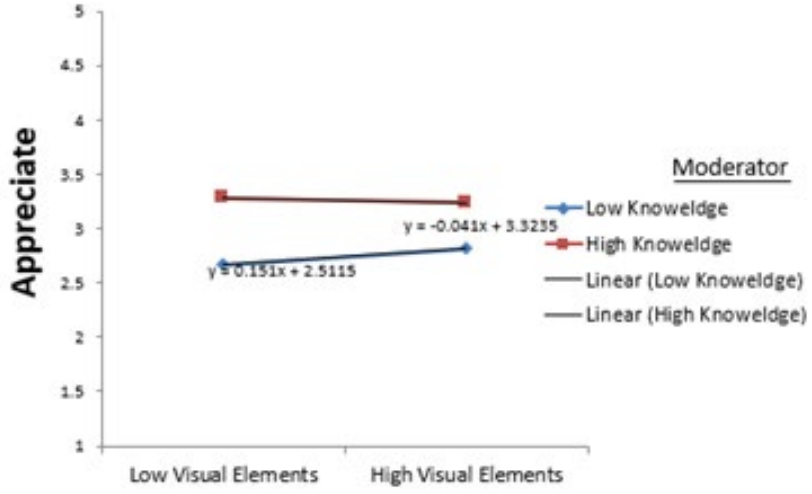
Source: Own Elaboration

Figure 3a. Interaction Plot for the Knowledge Moderation Effect on Clarity Purpose towards Appreciation



Source: Own Elaboration

Figure 3b. Interaction Plot for the Knowledge Moderation Effect on Visual Elements towards Appreciation



Source: Own Elaboration

5. Conclusion

5.1 Theoretical Implications

The SEM analysis support for the statistically significant relationships between visual elements of ARHB and actual visitation (H_2), ARHB attributes and appreciation (H_3 and H_4), and appreciation and actual visitation (H_5). The SEM analysis also confirmed the full mediation role of appreciation played between clarity purpose attribute and actual visitation (H_6), and partial mediation role of appreciation between visual elements attribute and actual visitation (H_7). The hypotheses H_1, H_8 and H_9 were rejected as there is no significant relationship between the constructs.

The findings strongly supported previous literatures (Plevoets et al., 2012; Adiwibowo et al., 2015; Ariffin et al., 2020) that adaptive reuse historical buildings play crucial role in locals' appreciation and actual visitation to converted buildings in an urban area. Interestingly, visual elements were found to have greater influence on locals' appreciation and actual visitation to ARHB. It is found that local visitors to adaptive reuse historical buildings appreciate more if the building's façade and interior design maintains the historical elements that creates past ambience. Such historic ambience able to reminisce and reconnect the locals with their own heritage, thus increasing their visitation (Fajarwati & Hendrassukma, 2022).

On contrary, clarity purpose of ARHB may influence locals' appreciation but may not affect their actual visitation. Unlike findings by previous scholars (Black, 1990; Adiwibowo et al., 2015; Ariffin et al., 2020), this finding contributes to the new body of knowledge which warrants further exploration on this variable in a different ARHB that reuse for different commercial purposes. As the present study conducted on ARHB that converted into a restaurant cum event space in an urban area, different heritage building reused for different purposes might affect the different level of appreciation and intention to visit to such places (Adiwibowo et al., 2015). This indicate that when the locals have a clear perceptions and acceptance on the practicality of reused historical building for a new function, the visitors will appreciate more as long the building is not being abandoned or destroyed. As highlighted by Coeterier (2002), it is essential to conserve the original form of the historical building although it is no longer reuse its original purpose.

Although previous scholars postulated that knowledge on building's historical background could enhance visitors' appreciation and visitation, surprisingly, the current study contradict past findings (Coeterier, 2002; See & Goh, 2019; Ariffin et al., 2020; Maulina et al., 2022). However, supporting Adiwibowo's et al. (2015) where knowledge on building's history and identity found to be a weak factor to influence visitor's behaviour towards reused historical building for commercial purposes. Despite of reuse for different

commercial purposes, local knowledge on cultural and historical values are essentials in stimulating positive attitude and behavioural intention (Liu et al., 2023). Therefore, the current finding indicates that locals' knowledge on building's historical background would impact on their visitation to ARHB. Whether they know about the history of the building or not, they might still visit the building just because the place has been reused for commercial purposes such as dining or event space, but the visitation may not really affect their appreciation level towards the historical significance of the building.

5.2 Managerial Implications

In addition to the above theoretical implications, the findings yield several relevant practical implications as well. First, supporting past literatures, adaptive reuse historical building is regarded as an urban regeneration catalyst for a holistic local tourism and economic development and sustainability. This study provided empirical evidence that historical buildings reused for tourism and commercial purposes receive positive support and perceptions from the locals. The findings revealed that the locals supported the government's efforts to preserve and protect the valuable historical buildings and expressed their appreciation towards ARHB through their visitation. Thus, this strongly provide indication to the local government and tourism stakeholders that ARHB help to increase tourist arrivals to the city.

Besides, the utilization of reusing abandoned historical building for commercial purposes bring a 'new light' to heritage tourism where the said approach not only helps to protect and preserve the building's historical values, but also creates safer and sustainable environment, where demolition and building new structure could be prevented. The government should therefore enforce more local and private stakeholders' involvement in reusing abandoned historical buildings for tourism and hospitality purposes not only in city area but also in rural areas, for rural tourism development. Furthermore, the local government and ARHB operators should strive to ensure in maintaining the original structure with minor modification made to the building that reflect the authenticity and aesthetic values of the building as this would influence the overall visitors' perceptions and support towards ARHB.

Additionally, the findings suggest that the managers of adaptive reuse historical building that converted for commercial purposes such as restaurant and event space should take into consideration to provide and display the historical information about the building so that it could generate visitor's knowledge and appreciation to establish repeat visitation and recommendation to others. Also, worth mentioning here, the ARHB operators should take into account on the 'new function' of ARHB should serve and meet the current and future generations' contemporary demand and preferences. That is, to adapt the changes according to the current trends in order to attract and sustain the continuous visitation to ARHB as well as to preserve the existing valuable historical treasures.

5.3 Limitation and Future Recommendations

Although the present study provides additional insights into the impact of appreciation and knowledge on actual visitation to adaptive reuse historical buildings, it is not without limitations. First, it is important to acknowledge that the conceptualized model in this study may not be comprehensive. Additional predictors and outcomes of actual visitation to adaptive reuse historical buildings may exist. It would be a fruitful research avenue to further integrate and investigate the role of other relevant factors such as cultural motivation (Liu et al., 2023), experience quality (Maulina et al., 2022) and life satisfaction (Fajarwati & Hendrassukma, 2022) that may reveal the omissions and misrepresentation of the relationships tested in the current study and to further conceptual refinement and extension.

Additionally, the respondents were limited to local visitors who reside within Kuching city and nearby districts. Future research can extend to international visitors to better comprehend their behaviour towards adaptive reuse historical building and at the same time promotes local heritage and culture. Besides, conducting cross-national comparative studies between neighbouring countries such as Indonesia, Thailand or Singapore can be worth consideration to extend and verify the results from both local and international perspectives.

Furthermore, additional brief information or materials about the building's historical background was not provided to the respondents in this study. This could lead to personal biasness and misinterpretation

when they are unable to identify, recall and/or get familiar with the past or history of the building, especially among the current generations who may not know much about the building before its transformation. Hence, future study may aid the survey with graphical or written information on historical background of the reused building.

Finally, the present study was conducted using quantitative approach mainly focused from local perspectives. Future research should consider to conduct qualitative or mixed method for robust representation of causal relationships of the conceptualized model, from both local and outside tourists. Also, to consider the appreciation and knowledge on adaptive reuse historical buildings for other tourism and hospitality purposes to continue moving towards a holistic account of the particularly important component of tourists' behaviour.

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ORCID

Adlin Ariffin https://orcid.org/0000-0002-9996-3856

Notes on contributors

Adlin Baizura Ariffin is a PhD candidate in Tourism from the Faculty of Economics at the University of Algarve. She holds a Master in Tourism at the Universiti Teknologi MARA, Malaysia. Prior pursuing her PhD, she has been working as a tourism lecturer from Faculty of Hospitality and Tourism Management at UCSI University, Sarawak Campus in Malaysia. She has also been working as a Business Development Executive at Sarawak Convention Bureau, Malaysia. Her current research interests include creative tourism, event and festivals, tourist experience, and cultural and heritage tourism.