

Tourist Perceptions of Cultural Value and Service Quality: Implications for Tourism Management Practices

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Article Info	ABSTRACT
<p>Article history:</p> <p>Received : 17.05.2025 Revised : 13.06.2025 Accepted : 19.07.2025</p>	<p>Cultural tourism has been observed as a competitiveness instrument into the destination, with the perceived value due to cultural significance of a certain destination and service quality to be given a pivotal role in determining tourist experiences and tourist intentions. Although more scholars have taken interest in this, little empirical evidence has concurrently investigated the structural relations between cultural value, service quality, tourist satisfaction and revisit intention as part of a single model. This research would be conducted to explore the relationship between perceived cultural value and service quality of tourists and levels of satisfaction and revisit intention as well as draw implications to tourism management practise. A cross sectional survey was performed on 412 tourists visiting the specific cultural sites in a quantitative survey. The obtained data were processed with the help of the Partial Least Squares Structural Equation Modelling (PLS-SEM) that incorporated bootstrapping (5,000 resamples). According to the results, the cultural value is strongly and positively related to the service quality ($\beta = 0.61, p < 0.001$) and tourist satisfaction ($\beta = 0.28, p < 0.01$). Service quality has a strong predictive power concerning satisfaction ($\beta = 0.47, p < 0.001$) and satisfaction has a strong predictive power concerning revisit intention ($\beta = 0.52, p < 0.001$). The model accounts 54% of the variation in satisfaction and 49% in revisit intention predicting moderate to substantial power. The research results emphasise the strategic processes in the relationship between authentic cultural experiences and service quality as the means to boost tourist satisfaction and loyalty. Culturally, as a manager, destination managers need to put more emphasis on cultural authenticity, service excellence and experience design to enhance destination branding and growth of sustainable tourism.</p>
<p>Keywords:</p> <p>Cultural value; Service quality; Tourist satisfaction; Revisit intention; PLS-SEM; Tourism management.</p>	

1. INTRODUCTION

Cultural tourism has emerged as one of the most vibrant aspects of the world tourism industry that has played a major role towards competitiveness of destinations and sustained economic growth. Cultural heritage destinations, cultural traditions, cultural arts and community identity give a destination a premium unique experience that helps it stand out in a highly competitive tourism industry. Cultural value, through the eyes of tourists, does not only depict the reality and symbolic significance of local culture, but also emotional and experiential gain experienced in the process of interaction of cultural resources. As mentioned earlier, prior studies established that perceptions of value and quality are key in influencing destination loyalty and destination behavioural intentions [5]. On the same note interpretive experiences and significant cultural

interactions have been found to add value to the satisfaction and intention to revisit by tourists [6]. With the changing nature of contemporary tourism towards consumption based on experience, it is crucial that destinations management realises the structural impact of cultural value on the perceptions of the tourists.

Service quality is also a primary predictor of tourist satisfaction and the post-visit behavioural outcome along with the cultural value. Encounter services, hospitality, responsiveness and experience design all impact the formation of cognitive and affective destination appraisals in tourists. Empirically, it is confirmed that 1) perceived service quality has a significant impact on visitor satisfaction and revisit intention [11], [8]. Further, empirical studies of the perceived quality and value dependencies indicate that perception of quality can be used as a mediator

variable between experiential characteristics and the resultant loyalty [5]. The service experience goes past functional performance to emotional engagements and relationship interactions in the new tourism settings with new smart technologies and the high experience services [9], [17]. Such changes serve as a reminder of the need to incorporate the level of service that must be employed in larger cultural tourism review systems.

The tourism management literature is still poor in gaps that exist in terms of destination loyalty and service quality. Most empirical research undertaken has focused on service quality, perceived value or satisfaction without considering cultural value as a key explanatory construct. Even though structural relationships between quality, value and loyalty have been studied in tourism settings [5], the effect of cultural value on service quality on satisfaction together with the revisit intention has received little research modelling of the two factors in one predictive model. Also, although Partial Least Squares Structural Equation Modelling (PLS-SEM) has become a well-known tool in the analysis of more intricate relationships in the tourism research [1], [4], its usage in reviewing integrated cultural value-service quality models has not been widely used.

With the aim of filling these gaps, the current paper explores the structural correlations between the perceived cultural value, service quality, tourist satisfaction, as well as revisit intention in cultural tourism destinations. Particularly, the research questions are presented in the following way: Does cultural value play a significant role in facilitating perceptions of service quality? Does both constructs affect satisfaction? Does satisfaction act as a critical predictor of revisit intentions? With the implementation of PLS-SEM, the study offers a proactive estimation of the suggested theory and measures its power of the explanation, based on the variance explained in the satisfaction and behavioural intention results.

This research makes contributions to the field of tourism and management studies in a number of ways. It is theoretically based and incorporates the perspectives of value of cultures to service quality and satisfaction frameworks into a holistic structural model hence a logical extension of the current research on destination loyalty [5], [8]. It is done methodologically using PLS-SEM in accordance with the latest suggestions of dealing with complex predictive models of tourism-related studies [1], [7]. In practise, the results provide strategic explanations to the destination managers on how to enhance cultural authenticity and service excellence as supplementary sources of tourist satisfaction and long-term loyalty. The

combination of these approaches allows the study to build on the knowledge of the relationship between cultural value and service quality in terms of defining sustainable tourism management practises.

2. Literature Review and Hypothesis Development

The theory of perceived value presents a basic framework in the examination of the overall evaluations of the cultural destinations by the tourists. Perceived value is often considered to be the total evaluation of the value obtained concerning the costs borne including both cognitive and affective evaluations. Under the culture tourism connotation, the value of culture is not merely the functional utility but also the authenticity, heritage, symbolism, learning and emotional enhancement. Cultural destination sites offer their experiences based on history, art, traditions, and community identity that cumulatively define the thoughts of the tourists about uniqueness, and depth of the experience. Previous empirical literature has shown that perceived value is a strong predictor of tourist satisfaction and destination loyalty hence indicating that value perceptions is a determinant of behavioural intentions [5], [6]. In cases where tourists have a sense of high cultural value, chances of attaining positive emotional reactions and positive assessments of the destination are high.

The theory of service quality has been extensively used in the study of tourism and hospitality where services quality is determined through the SERVQUAL framework. The service quality is in most cases defined in terms of reliability, responsiveness, assurance, empathy, and tangibles. Service quality in the tourism context involves employee experiences, condition of infrastructure, and presence of information, accessibility and experience delivery in general. Due to the intangibility of tourism services and co-production aspects of these experiences through interactions between visitors and service suppliers, perceived quality of services is at the centre of overall experience opinions. A lot of literature supports the fact that perceived service quality plays a major role in determining the outcome of tourist satisfaction and loyalty [5], [11]. Besides, satisfaction would be found on quality service encounters and this has been proposed to predict destination loyalty and revisit intention [8].

The service quality and cultural value are considered two different constructs but in the case of cultural tourism they are linked. Cultural value throws back intrinsic and symbolic characteristics of a destinations whereas service quality thrives within the aspects of functional and relational

character of experience delivery. Providing the cultural offerings in ways that are perceived authentic and meaningful, the tourists can perceive service interactions more favourably, which results in improved quality judgments. According to the empirical evidence, perceived value and perceived quality are hypothesised to exist in hierarchical relationships that eventually affects satisfaction and loyalty [5]. A combination of cultural value with service quality models hence offers a better profile of the tourist perception in the cultural tourism.

Tourist satisfaction has generally been defined as a post consumption assessment that is established to be based on comparisons between expectation and experience. Satisfaction built on behavioural intentions with the value and quality perception plays a mediating role in tourism research. High expectations that are fulfilled or surpassed by the experiences of tourists will positively influence their development of loyalty behaviours including revisit intention and positive word-of-mouth communication. It has always been found, that satisfaction is a predictor of revisit intention and destination loyalty [8], [11]. Since cultural tourism is experience-based, cultural value satisfaction, as well as service quality satisfaction, is likely to be a determining factor in future decision concerning the behaviour of the tourists. According to the theoretical assumptions and the earlier results of the research, the hypotheses of the research are as follows: perceived cultural value positively affects perceived service quality and tourist satisfaction perceived service quality positively affects tourist satisfaction and tourist satisfaction positively affects revisit intention. The proposed structural model is based on these hypotheses, which are tested with the help of PLS-SEM in order to determine the explanatory and predictive relationships between the constructs.

3. RESEARCH METHODOLOGY

In this study, the research problem assumes the quantitative research methodology to investigate the structural consciousness between perceived cultural value, service quality, and tourist satisfaction and revisit intention. The primary data on tourists visiting the chosen cultural sites was gathered by use of the cross-sectional surveys design. The quantitative design will be suitable in testing the hypothesised relationships and the predictive models involving the assessment of a Partial Least Squares Structural Equation Modelling (PLS-SEM). The structured questionnaire would be created to enable consistency and reliability in the answers of the participants.

The research was done among tourists who have visits to cultural sites including heritage sites,

museums, historical sites and cultural events in the recent past. The target population was the domestic and international visitors of the age 18 years and older. The purposive sampling approach was non-probability, because the respondents were identified being those who had a proximal close response to the cultural offerings at the destination. Such a methodological choice is in line with the studies of tourism, in which respondents need to have a competent knowledge regarding the experience. The participants who provided their questionnaires physically were 450 and those who submitted their questionnaires online were 412 with 412 articles passing the screening to represent usability and consistency of the responses. This sample is large enough as per the recommended thresholds in PLS-SEM analysis, and it is large enough to provide sufficient statistical power in estimating the model.

The data collection process was based on application of questionnaires at the points of departures of cultural attraction sites and providing a digital copy via tourism-based services. The respondents were advised on the confidentiality of the research and guaranteed anonymity. There was no personal identifiable data gathered since participation was voluntary. Before the actual collection of data was made a pilot study of 30 respondents was held with the aim of making the words more precise and to establish content validity.

The measurement scale was previously tested scales that were adapted as part of the already established tourism and service quality research. Everything was assessed on a seven-point Likert scale (between 1 and 7, where the former was a strong disagree and the latter a strong agree) that offered a higher ability to respond to questions. Some small adjustments to words were introduced so as that the context would be relevant to cultural tourism destinations. The questionnaire had four constructs that were cultural value, service quality, tourist satisfaction and revisit intention. The cultural value scale made use of five items describing authenticity, heritage significance, cultural richness, learning opportunities, and emotional involvement. Service quality was measured based on five questions that showed reliability, responsiveness, assurance, empathy, and tangible parts of service delivery. Tourist satisfaction was determined based on four questions on overall satisfaction and experience satisfaction. Revisit intention was also evaluated through the three questions that evaluated the probability of re-visit and recommendation of the destination. Table 1 shows descriptive statistics of the demographics of the respondents, including their gender, age, their education level, and the frequency of visiting the hospital. There is a

balanced representation of both male and female responders, most of them being between the age brackets of 25-44 and possessing a bachelor's degree. Table 2 is a summary of measurement items, construct definition and sources based on

previous research. Such tables offer an evaluation of the sample features and the instrument structure before the process of measuring and testing the structural models with the help of PLS-SEM.

Table 1. Measurement Scale Items and Sources

Construct	Items	Source	Scale
Cultural Value (CV)	CV1: The destination offers authentic cultural experiences. CV2: The cultural heritage of this destination is unique and valuable. CV3: Visiting this destination enriches my cultural knowledge. CV4: The cultural attractions provide meaningful experiences. CV5: The local traditions and lifestyle enhance my travel experience.	Adapted from Hallak et al. (2018) [5]; Huang et al. (2015) [6]	7-point Likert (1 = Strongly Disagree, 7 = Strongly Agree)
Service Quality (SQ)	SQ1: Services at the destination are delivered reliably. SQ2: Staff are responsive to tourists' needs. SQ3: Employees are knowledgeable and trustworthy. SQ4: Staff provide personalized attention. SQ5: Facilities and physical infrastructure are well maintained.	Adapted from SERVQUAL framework; Hallak et al. (2018) [5]	7-point Likert (1 = Strongly Disagree, 7 = Strongly Agree)
Tourist Satisfaction (TS)	TS1: I am satisfied with my overall experience at this destination. TS2: My experience met my expectations. TS3: I am pleased with my decision to visit this destination. TS4: The visit was a rewarding experience.	Adapted from Lee et al. (2020) [11]; Joo et al. (2020) [8]	7-point Likert (1 = Strongly Disagree, 7 = Strongly Agree)
Revisit Intention (RI)	RI1: I intend to revisit this destination in the future. RI2: I will recommend this destination to others. RI3: I consider this destination as my preferred choice for future travel.	Adapted from Joo et al. (2020) [8]; Huang et al. (2015) [6]	7-point Likert (1 = Strongly Disagree, 7 = Strongly Agree)

Table 2. Demographic Profile of Respondents (N = 412)

Variable	Category	Frequency	%
Gender	Male	198	48.1
	Female	214	51.9
Age	18-24 years	86	20.9
	25-34 years	142	34.5
	35-44 years	104	25.2
	45-54 years	54	13.1
	55 years and above	26	6.3
Education Level	High School	72	17.5
	Bachelor's Degree	214	51.9
	Master's Degree	98	23.8
	Doctorate/Other	28	6.8
Visit Type	First-time visitor	238	57.8
	Repeat visitor	174	42.2
Nationality	Domestic	264	64.1
	International	148	35.9

4. Data Analysis Using PLS-SEM

The data analysis was done via the use of Partial Least Squares Structural Equation Modelling (PLS-SEM) as a type of structural model that is based on the use of variance and is the most appropriate method of analysis when conducting a predictive study and where the model comprises of more than just a few latent constructs. PLS-SEM is recommended especially when the study aims at development of the theory and prediction and not necessarily to confirm the specific theory in tourism research. Seeing how the study under consideration was aimed at analysing the topological connexions between subjects such as cultural value, service quality, tourist satisfaction, and revisit intention, PLS-SEM allows one to work with non-normal data distributions and comparatively intricate path networks. The analysis was done with SmartPLS (version 4), but similar procedures may be done with WarpPLS or plspm/seminr packages on R. SmartPLS was chosen because it is more effective in estimating measurement and structural models, and also because it has superior bootstrapping and predictive assessment features. It was analysed in two steps, the first step being the evaluation of the measurement model to evaluate the reliability and validity and the second step involving evaluation of the structural model that would test the hypothesised relationships.

In order to estimate the significance of path coefficients, a non-parametric bootstrapping was used with 5,000 resamples. Bootstrapping makes it possible to estimate the standard errors and t-values as well as confidence intervals without distributional assumptions. This method makes the statistical inferences more stable and robust especially when conducting behavioural and tourism researches. The statistical significance of direct effect among constructs based on t-values and p-values was determined on the basis of bootstrapping results.

In case of measurement model assessment, outer loading was used in measuring the indicator reliability whereas Cronbach's alpha and Composite Reliability (CR) was used in measuring internal consistency reliability. Convergent validity was also tested using the Average Variance Extracted (AVE) whereby each construct explained

over 50 percent of the variance of its indicators. The Fornell-Larcker criterion and the Heterotrait insert MonotraitHeterotrait (HTMT) ratio were used to determine discriminant validity. To assess the structural model, path coefficients (β), determination coefficients (R^2), effect size (f^2), predictive relevance (Q^2), and standardised root mean square residual (SRMR) were used to determine the overall fitting of the model. This holistic assessment system is a guarantee of explanatory rigour as well as predictive rigour in evaluating the proposed model. In this process, the research will offer strong empirical data on the structural association between cultural value, service quality, satisfaction, and revisit intention in cultural tourism sites.

5. Measurement Model Assessment

Measurement model was tested before analysing the structural relationships so that the constructs fulfilled the standards of reliability and validity. In accordance with the conventional PLS-SEM practises, the evaluation provided indicator reliability, internal consistency reliability, convergent and discriminant validity. The reliability of the indicators was tested using the outer loadings of the reflective indicators. All loading of items were above the prescribed limit of 0.70, with all the loading values falling within the lower limit of 0.72-0.89, and this shows that all the indicators are able to reflect their respective latent construct appropriately. Cronbach alpha (α) and Composite Reliability (CR) were used as measuring internal consistency reliability. All the alpha values of Cronbach were more than 0.70, and they varied between 0.82 and 0.90, which indicated adequate reliability. The values of Composite Reliability were 0.88 to 0.93, which is higher than the suggested minimum of 0.70. These results confirm that the constructs have good internal consistency. The Evaluation of convergent validity was done through Average Variance Extracted (AVE). The constructs all attained AVE values of above 0.50 with a value of 0.59 to 0.73 which means that more than half the variance of the indicators is attributed to the latent constructs. Table 3 indicates the results of reliability and convergent validity.

Table 3. Reliability and Convergent Validity Results

Construct	Items	Loading Range	Cronbach's Alpha	CR	AVE
Cultural Value (CV)	5	0.74-0.88	0.89	0.92	0.70
Service Quality (SQ)	5	0.72-0.86	0.88	0.91	0.67
Tourist Satisfaction (TS)	4	0.78-0.89	0.90	0.93	0.73
Revisit Intention (RI)	3	0.76-0.87	0.82	0.88	0.59

The FornellLarcker criterion and the HeterotraitMonotrait (HTMT) ratio calculated the

discriminant validity. The square root of the AVE of individual constructs according to

Fornell-Larcker criterion must be more than the correlations of the construct with the others. Table 4 indicates that the diagonal elements (square-root

of AVE) are more than the inter-construct correlations, which reveals sufficient discriminant validity.

Table 4. Discriminant Validity (Fornell-Larcker Matrix)

Construct	CV	SQ	TS	RI
Cultural Value (CV)	0.84			
Service Quality (SQ)	0.61	0.82		
Tourist Satisfaction (TS)	0.58	0.65	0.85	
Revisit Intention (RI)	0.49	0.57	0.70	0.77

Besides, HTMT ratios were also analysed and all of them were under the recommended level of 0.85, which further confirms the existence of discriminant validity. Thus, there is an acceptable level of reliability and validity of the measurement model that proves the appropriateness of its use in the future study of the structural model.

6. Structural Model Assessment

After the reliability and validity of the measurement model were justified, the structural model was tested to examine the hypothesis of the relationship between cultural values, service quality, tourist satisfaction, and revisit intention. The analysis involved collinearity tests, bootstrapping hypothesis tests, an analysis of explanatory power (R^2) as well as assessing the effect sizes (f^2), predictive relevance (Q^2), and overall model fit. The Variance Inflation Factor (VIF) was used to test collinearity between constructs of predictors. All of the VIFs were between 1.42 and 2.31, which is very low compared to the suggested level of 5.0. This means that there is no concern of Multicollinearity as well as structural estimates are stable.

The hypothesis testing was performed by bootstrapping with a 5,000 resamples bootstrapping procedure. To gauge statistical significance; the standardised path coefficients (β), t-values and p-values were evaluated. The findings indicate that the perceived cultural value has a very strong and significant positive impact on the service quality ($\beta = 0.61$, $t = 14.87$, $p < 0.001$). To some extent, cultural value has a high and positive impact on tourist satisfaction ($\beta = 0.28$, $t = 4.96$, $p < 0.001$). Tourist satisfaction is greatly influenced by service quality ($\beta = 0.47$, $t = 8.72$, $p < 0.001$), which proves this concept as a central factor in the formation of the overall experience ratings. In addition, tourist satisfaction has a high positive effect on revisit intention ($\beta = 0.52$, $t = 11.35$, $p < 0.001$). All the proposed relationships are thus consented. The coefficient of determination (R^2) was utilised to determine the explanatory power of the model. The service quality variance ($R^2 = 0.37$) is explained by cultural value. The combination of cultural value and service quality accounts to 54% of tourist satisfaction variance ($R^2 = 0.54$),

whereas tourist satisfaction represents the 49% of the differences in revisit intention variance ($R^2 = 0.49$). Using generally agreed on criteria, an R^2 values of 0.25, 0.50, and 0.75 would imply the weak, moderate, and strong explanatory power respectively. In line with this, the model has a moderate level of explanatory power in the predictions of satisfaction and revisit intention, and reasonable explanatory power in the predictions of service quality.

The effect sizes (f^2) were taken to assess the relative contribution of individual predictors. The effect of cultural value on the quality of the service is large ($f^2 = 0.59$), whereas, the effect is small to medium on the tourist satisfaction ($f^2 = 0.10$). The effect of the service quality on tourist satisfaction is medium ($f^2 = 0.29$). The level of tourist satisfaction shows that it has a medium impact on revisit intention ($f^2 = 0.37$). These results emphasise the significant role of quality and satisfaction of services to the structural framework. The computation of the Q^2 values of Stone-Geisser was done through prediction relevant by means of the blindfolding technique. The model is adequate to predict the outcome with all endogenous constructs giving more than zero (Service Quality = 0.25; Tourist Satisfaction = 0.36; Revisit Intention = 0.31) as the value. Standardised Root Mean Square Residual (SRMR) was used as an overall model fit. The fact that the SRMR of 0.056 is lower than the recommended value of 0.08 shows that there is a good fit between the empirical data and the proposed structural model. All these findings have a strong empirical backing of the hypothesised relationships and show that cultural value and service quality have persuasive roles in influencing tourist satisfaction and revisit intention in cultural tourism destinations.

7. RESULTS AND DISCUSSION

7.1 Interpretation of Key Findings

Strong empirical evidence of the suggested relationships existing between cultural value, service quality, tourist satisfaction, and revisit intention is obtained with the help of the structural model results. As Table 5 summarises, the cultural value and service quality ($\beta = 0.61$, $p < 0.001$) are the strongest in the model variable since higher

values of cultural authenticity and experiences associated with meaningful heritage evoke more positive ratings of service performance. This observation implies that cultural value is a driving force with a supporting role of influencing overall experiential evaluations of tourists. The quality of services provided also shows significant positive influence on the satisfaction of tourists ($\beta = 0.47$, $p < 0.001$), which proves its essential impact on the post-consumption assessments of the visitors. Moreover, tourist satisfaction is a strong determinant of revisit intention ($\beta = 0.52$, $p < 0.001$), which is one of the highest determinants of the model. This finding underscores satisfaction as one of the determinants of loyalty when it comes to behaviour in cultural tourism. Figure 1 is a visual representation of the structural relationships and standardised coefficients. Figure 2 shows that 54 percent of the variability of tourist satisfaction and 49 percent of revisit intention is explained by the model. These moderately

elevated values of these R squared values imply that the combined model is a reasonably powerful explanatory factor of the main determinants of the tourist behavioural outcomes. The level of cultural values and service quality constitute a significant source of satisfaction, which in their turn results in revisit intention. On mediation effects, the findings show that tourist satisfaction has a partial mediational effect between service quality and revisit intention. Despite the fact that service quality is a direct factor on satisfaction, its effects on revisit intention act mainly via satisfaction. Also, the cultural value also has the indirect impact on the revisit intention just because of the quality of the service and satisfaction which also puts emphasis on the sequential impact of the experience and evaluative constructs within the framework. These patterns of mediation support the significance of satisfaction as another key mechanism of transforming perceived value and quality into loyalty intentions.

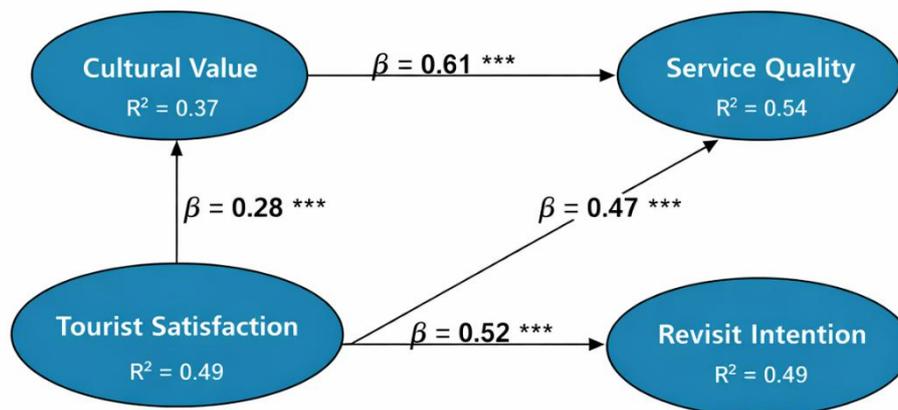


Fig. 1. Structural Model with Standardized Path Coefficients and Explained Variance (R^2).

7.2 Comparison with Previous Studies

The results can be compared to the previous tourism studies which highlighted the hierarchical correlation between the perceived value, the quality of the provided services, the levels of satisfaction and loyalty. It has been previously proven that the perceived quality and value are important predicates of destination loyalty based on satisfaction [5], [8]. The immense effectiveness that service quality on satisfaction is similar to the empirical results that high quality of service increases the experiential judgments and behavioural intentions of tourists [11]. Besides, the above positive correlation of cultural value and satisfaction encourages studies showing that significant interpretive experiences and cultural interest lead to increased rates of tourist fulfilment [6]. Nonetheless, the paper is an extension of the previous research that introduces the cultural value as a key antecedent of both service quality and satisfaction into a single structural equation.

Although the existing studies have investigated the value-quality-loyalty relationships in isolation, the current findings present more detailed predictive model with the aid of the PLS-SEM analysis.

7.3 Theoretical Implications

This research paper adds to the list of studies that consider cultural value a useful tool in understanding the concept of satisfaction, as the perceived cultural value is not only a direct predictor of satisfaction, but also a predetermining of service quality, as established. The research has placed cultural value in the first place in experiential process of evaluation and this reflects its placement in the process of influencing cognitive and affective evaluation in the tourists. This assimilation enhances the prevailing models of value based tourism and emphasises upon multidimensionality of cultural experiences in destination competitiveness. Also, the results have expanded service quality literature in tourism

management by establishing that service quality is a key process in which experiential attributes impact on satisfaction and loyalty. The findings highlight that the service quality does not work in a vacuum only but also with the intrinsic destination characteristics like cultural authenticity. This combined view moves the knowledge level of the combined forces of

experiential and functional dimensions towards sustainable tourist loyalty. On the whole, the findings reported in Table 5 and the graphs in Figures 1 and 2 give strong empirical data of the offered model and give valuable theoretical conclusions to further development of cultural tourism and service management studies.

Table 5. Structural Model Results

Endogenous Construct	Predictor	β	t-value	p-value	f^2	R^2
Service Quality	Cultural Value	0.61	14.87	<0.001	0.59	0.37
Tourist Satisfaction	Cultural Value	0.28	4.96	<0.001	0.10	0.54
	Service Quality	0.47	8.72	<0.001	0.29	
Revisit Intention	Tourist Satisfaction	0.52	11.35	<0.001	0.37	0.49

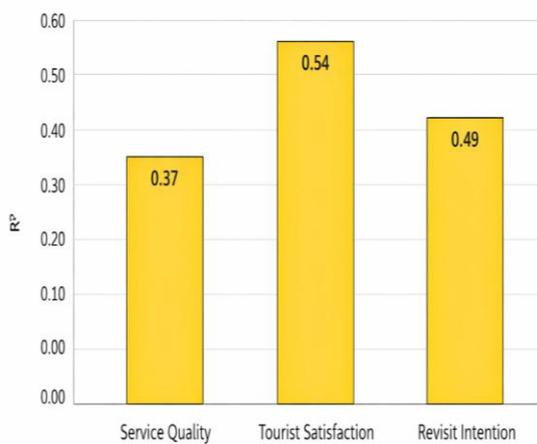


Fig. 2. Explained Variance (R^2) of Endogenous Constructs in the Structural Model.

8. Practical and Managerial Implications

Empirical results of the current research give practical information to the tourism administrators and policymakers who might want to enhance the competitiveness of cultural tourist destinations. Since cultural value is a compelling factor that influences service quality and satisfaction among tourists, the destination management ought to implement a combined approach that is able to integrate cultural heritage provision with quality service delivery. Instead of dealing with cultural assets and hospitality services separately, it is crucial to have a coherent approach integrating cultural storeys into the overall visitor experience. The service quality must be strategically enhanced with the focus in improving operational efficiency and experience of service. Frontline employees are not only supposed to be trained in ways of customer servicing but also be equipped with appropriate culture and the method of storytelling. Destinations can transform service encounters into the experience of cultures by ensuring that the staff is prepared to convey local history, traditions, and symbolic significance in an effective manner.

Service performance can also be monitored continuously, visitor feedback systems should be implemented and quality audits, regularly conducted to further guarantee consistency and reliability in service provision.

It is also important to improve cultural authenticity. The high role played by cultural value indicates that tourists are interested in having real and meaningful experiences as opposed to commoditized images. The destination managers are supposed to liaise with the local communities, cultural practitioners and heritage organisations to maintain classic practises and ensure safety in cultural integrity. The authenticity can be enhanced by encouraging community involvement in the tourism planning and product development, as well as encouragement of inclusive and sustainable development. The heritage conservation, interpretive programmes and the experience activities that are relating to the local identity will help to strengthen the perception of the cultural richness among the tourists. According to the elements of branding, cultural value must take centre stage relative to the destination marketing policies. The promotion of tourism brands must focus on distinctive heritage aspect, local tales and participatory cultural experiences as means of separating the destination in crowded marketplace. Real experiences on the ground should be in line with the communications made in marketing to ascertain the credibility and circumvent the gap between expectations and performance. By incorporating digital platforms, social media storytelling, and experience marketing campaigns, the cultural identity of the destination can be enhanced even more, and culturally oriented tourists will be attracted. Lastly, there should be a holistic and experience-focused framework adopted by destination management practises. The policy programmes are to promote cooperation among the tourism operators, cultural organisations, local governments and providers of hospitality services

in order to ensure a steady service delivery rate, and the preservation of culture. Strategic planning and continuous improvement can be facilitated by data-driven decision-making such as the frequent use of satisfaction measurements and performance analytics. As satisfaction is identified as one of the mechanisms through which cultural value relates to service quality and revisit intention, it can be proposed that visitor experience management will be highlighted as the primary performance goal by the managers. On the whole, the results indicate the potential of attaining sustainability in cultural tourism through the synergistic merging of cultural authenticity and service excellence. Coordination of these factors may contribute to tourist satisfaction, increase loyalty, and make the destination become the most competitive in the long run and sustainable tourism development taking into consideration.

9. Limitations and Future Research

Though the study can give great value on the connexions between cultural values, quality of services, tourist satisfaction, and revisit intention, it also has a number of limitations. To begin with, the research design selected by the study will be that of cross-sectional research design, where the information is gathered at a single point in time. Even though this method is suitable in testing structural relationships under PLS-SEM, it restricts the sphere of depicting alteration in the perceptions of tourists in the long term. Depending on the frequency of visiting the destination, seasonal changes, or changes in the practise of managing the destination, tourist satisfaction and revisit intention could change. Future studies might implement longitudinal approaches to investigate the ways in which the perceptions of the value of different cultures and service quality change and affect the loyalty behaviour.

Secondly, the research is geographically restricted to choice of cultural destinations in a given context. The dynamics of cultural tourism can also be dramatically different in different regions since the heritage specifics, cultural genuineness, the level of the service and the type of visitors might be varied. Consequently, the research generalizability can be limited. It is recommended that future research be done to do comparative or multi-country studies concerning cross-cultural differences, and also to verify the proposed structural model across various tourism context. This kind of comparative analysis would be more helpful in strengthening the external validity of the framework and offer more to the managerial implications. Third, the authors use self-reported data that was collected using structured questionnaires. Though self-reported measures are officially employed in tourism study, they are likely to be vulnerable to

common methods bias and social desirability bias. Respondents can also exaggerate the level of satisfaction or in this case, they will revisit intentions as a result of the positive response tendencies. Future studies can alleviate these fears by considering several data sources, e.g., behavioural data, online review analytics, or observational measures that will be used in addition to survey-based evaluations.

Regarding the methodological development, the further study can expand the focus of analytical approach incorporating hybrid modelling methods like SEM ANN (Structure Equation Modelling and Artificial Neural Networks). Although PLS-SEM proves to be useful in testing theoretical relationships and providing direct and indirect effects, ANN can increase predictive power and discover any possible nonlinear relationships between constructs. The hybridification of SEM and ANN would enable scholars to prove the causal relationships and, at the same time, to enhance better prediction rates that would enable a better understanding of tourist behavioural patterns. Altogether, the assessment of these weaknesses by using the methods of longitudinal, multi-country, and sophisticated predictive models would contribute to the knowledge of the cultural tourism dynamics and to the enhancement of the theoretical and managerial implications of the field of study.

CONCLUSION

This research paper was meant to analyse structural relationship between perceived cultural values, service quality, tourist satisfaction, and revisit intention in a cultural tourism destination through a PLS-SEM test. The results suggest that cultural value plays a significant role in improving service quality perceptions, and is directly related to tourist satisfaction, whereas, service quality is at the centre of delivering satisfaction, which subsequently is a strong predictor of revisit intention. The model proves to have an average level of explanatory power which proves that incorporating both, the experiential and functional dimensions, can offer a powerful model of understanding the behavioural intentions of tourists. By placing cultural value as a basic motive of service appraisals and satisfaction, this study has enriched literature on tourism management by coming up with an overall predictive framework, which builds on the conventional service quality model. Finally, the findings emphasise that cultural authenticity and service excellence need to work together in terms of their strategic consistency in order to establish long-term tourist loyalty, which results in the necessity of the integration of the cultural heritage management and the high-quality service delivery.

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