CULTURAL HERITAGE PERCEPTIONS AND TOURIST SATISFACTION: A STRUCTURAL MODEL OF PERFORMANCE VALUE, IDENTITY, AND EXISTENTIAL AUTHENTICITY

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ABSTRACT

The purpose of this study was to determine the impact of consciousness of cultural heritage, transfer of cultural heritage and cultural heritage for the society on performance orientation resort value. Furthermore, the study investigated the impact of performance orientation resort value on tourist satisfaction. Whereas the mediating role of performance orientation resort value was tested between consciousness of cultural heritage, transfer of cultural heritage and cultural heritage for the society and tourist satisfaction. Meanwhile, the moderating role of cultural identity and existential authenticity was tested between performance orientation resort value and tourist satisfaction. The study collected data from international tourists using systematic random sampling. A collected sample of 422 respondents was analyzed using JASP statistical analysis tool. The findings of this study highlighted that consciousness of cultural heritage has no impact on performance orientation resort value. While the study found that the transfer of cultural heritage and cultural heritage for the society has a significant impact on performance orientation resort value. The study found that performance orientation resort value has a significant impact on tourist satisfaction. Furthermore, the study found that there is no mediating role of performance orientation resort value between consciousness of cultural heritage, transfer of cultural heritage and cultural heritage for the society and tourist satisfaction. Meanwhile, the study found that the moderating role of cultural identity and existential authenticity was tested between performance orientation resort value and tourist satisfaction was accepted. The findings of this research have theoretical as well as practical contributions to tourist satisfaction.

1. INTRODUCTION

Cultural heritage has become a defining element of contemporary tourism, shaping how destinations present their identity and how visitors construct meaningful travel experiences (Abd Aziz et al., 2020). Across the global tourism landscape, travelers show growing interest in cultural immersion, local traditions, and heritage-rich environments that reflect the values, history, and creativity of host communities (Alrwajfah et al., 2021). Cultural heritage encompassing tangible elements such as monuments, architecture, and artifacts, as well as intangible expressions including rituals, arts, and customs serves as a critical foundation for authentic tourism experiences (Kunasegaran et al., 2020). As tourists increasingly seek more leisure-based activities, the symbolic and experiential value of cultural heritage influences their expectations, emotional engagement, and perceptions of a destination's uniqueness (Kim et al., 2025). Understanding this relationship is crucial because heritage-oriented tourism not only supports cultural preservation but also contributes significantly to visitor satisfaction and long-term destination competitiveness (Panagiotis, 2023).

The experience of cultural heritage is strongly shaped by service environments, particularly resorts, hotels, and other hospitality settings that act as gateways to cultural encounters (Pandey & Sahu, 2020). These settings mediate how visitors interpret and interact with local cultural values. Performance orientation within hospitality reflected in culturally sensitive service delivery, heritage-informed ambiance, and staff behavior grounded in cultural understanding enhances the value tourists attach to cultural experiences (Fang et al., 2024). Hospitality practices that incorporate local artistic expressions, storytelling, cultural etiquette, or traditional design elements help translate heritage into lived experience (Pérez Gálvez et al., 2021). This integration reduces cultural distance, facilitates knowledge exchange, and encourages deeper engagement with the destination's cultural identity. Existing literature emphasizes that when hospitality performance aligns with cultural expectations, tourists evaluate their experience more positively, leading to higher satisfaction and stronger emotional connections with the destination (Deng, 2025).

Tourist satisfaction in cultural contexts is influenced by a combination of heritage attributes and the effectiveness with which those attributes are communicated and experienced (Pitogo et al., 2025). The richness, authenticity, and accessibility of cultural heritage shape emotional responses, while the transfer of cultural values through services,

interactions, and environmental cues strengthens cognitive evaluations of the destination (Olorunsola et al., 2023). Positive cultural encounters such as interacting with local traditions, observing artistic practices, or engaging with community narratives contribute to memorable experiences that enhance satisfaction (Qu et al., 2025). The concepts of cultural identity and existential authenticity further deepen this relationship (Rachoene et al., 2023). Cultural identity shapes how tourists interpret cultural signals, influencing their comfort and openness during heritage encounters (Said, 2022). Existential authenticity, on the other hand, refers to moments when tourists feel genuine, meaningful engagement with people, places, or cultural practices, making the experience personally significant (Nihayah et al., 2020). These factors collectively highlight the importance of integrating cultural heritage into service performance to create emotionally resonant and satisfaction-enhancing tourism experiences.

Following among mention issues and gaps, this study aims to examine how different dimensions of cultural heritage consciousness, transfer of cultural values, and cultural heritage for society contribute to tourist satisfaction through the mediating role of performance orientation in hospitality settings. The study also investigates whether cultural identity and existential authenticity moderate the link between performance orientation and tourist satisfaction, thereby influencing how tourists interpret the quality and authenticity of cultural experiences. By developing and validating a structural model based on international tourists with diverse cultural backgrounds, the study seeks to advance theoretical understanding of how cultural heritage is operationalized within tourism services and how it shapes satisfaction outcomes. The objective is to assess the direct, mediating, and moderating effects within this heritage performance satisfaction framework, contributing to broader research on cultural tourism, service excellence, and visitor experience management.

2. REVIEW OF LITERATURE

The cultural heritage plays an important role in the tourism sector where people from different culture visit different countries to observe (Luyao et al., 2024). In this regard, the importance of cultural heritage becomes important when the other factors such as the accommodation are according to the high standard of the tourists (Moreno-Manzo et al., 2024). Accordingly, consciousness about cultural heritage at the cultural values is necessary to improve the behavior of tourist when they are traveling to different countries. The resort value is also considered as part of cultural heritage where the accommodation of the host

country at the staff play an important role according to their culture (Genc & Gulertekin Genc, 2023). The difficult level of consciousness is developed with the help of cultural heritage and people of different culture can celebrate in that tourism destination if the host country has cultural values (Su & Rahman, 2025). Meanwhile, the countries which less focus on the cultural values and developments, the tourism sector struggle from cultural heritage as the international tourists have no interest to visit without observing the culture (Tao & Duan, 2024). Therefore, consciousness of the culture is considered as significant factor for cultural tourism in the modern time (Olorunsola et al., 2023). Accordingly, it is necessary to work on cultural heritage and get performance orientation-based work which can improve the tourism sector at tourists can celebrate cultural values. Based on this, the following hypothesis is developed.

H1: There is a relationship between consciousness of cultural heritage and performance orientation resort value.

The cultural values are transferred from one community to another with the help of tourism (Nihayah et al., 2020). An individual who visits to observe the culture of another country or civilization, adapts the cultural values and transfers them back to their country. These cultural values can be the lifestyle and food at standard of living. Accordingly, the transfer of cultural heritage can be possible with the help of art and music (Hernández-Rojas & Huete Alcocer, 2021). The significance of cultural heritage is improved when the performance orientation of resort and hotels is aligned with the expectation of the tourists (Panagiotis, 2023). A reliable service to the tourist is necessary for improving cultural understanding and transfer of cultural values. Cultural values play a significant role in memory development and word of mouth for the culture of other people (Napompech, 2023). The discussion on culture and visiting cultural sites can improve the behaviour of tourists when they are encountered with the different public. A culture is always considered as representative of the community and civilization, an appropriate level of working out cultural heritage can improve the performance of result economically and socially (Castaño-Prieto et al., 2024). Based on this, the following hypothesis is developed.

H2: There is a relationship between transfer of cultural heritage and performance orientation resort value.

Culture is always representative of society reflecting their way of living and celebrating different patterns in their life (Carvalho et al., 2023). It has become important factor because with the help of culture different societies can understand the phenomena and living standard of others. In the core

of cultural heritage, cultural art and values are reflected that highlights the priorities and novelty of the civilizations (Hou & Paidi, 2025). Accordingly, society and cultural performance are considered as significant factors where performance orientation can help to improve cultural values in different countries. The role of cultural values is necessary to improve the performance of wild cultural heritage becomes significant factor for tourist to transfer to their community (Valverde-Roda et al., 2021). The host society of any cultural heritage has important role in depicting the cultural values in their behaviour and action that can be helpful for the visitors to understand the culture in better way. It has become significant phenomenon that people from different geographies can learn the culture of other geographies by observing (Bae et al., 2020). Therefore, the working world society to adopt cultural heritage can improve the tourist attraction that can be economically beneficial for the resort and hotels. Based on this, the following hypothesis is developed.

H3: There is a relationship between cultural heritage for society and performance orientation resort value.

The satisfaction level of tourists is improved with the advancement of cultural values and according to their standard of expectations (Arif et al., 2021a). When the hotel and resort have high standard of tourist satisfaction and they work on this priority; their work bracket can be better where they can attract tourists from different localities. The cultural values of different countries are different, and people are recommended to celebrate the joint culture with proper effort and sense of celebration (Karimi & Boley, 2023). The performance orientation result value is considered as significant factor to attract the tourist which improved their satisfaction level for the cultural values (Su & Rahman, 2025). In the meantime, the tourists feel Satisfied with they are encountered with the public of different cultural background, and they understand their cultural values (Fang et al., 2024). Therefore, the cultural values followed by the resort are considered as significant factor for perverting the culture and developing the satisfaction level of the tourists. Different countries use this cultural orientation framework to attract more tourists to their countries by working on the factor of tourist satisfaction (Tao & Duan, 2024). Based on this, the following hypothesis is developed.

H4: There is a relationship between performance orientation resort value and tourist satisfaction.

The courteousness regarding cultural heritage is an important factor in improving the tourist attention in any country (Cao et al., 2023). The cultural heritage influenced the tourist to visit the destination country

where they can celebrate the culture and enjoy the living standard of people (Gao et al., 2021). In the dimension of cultural heritage, different countries' tourism industry instructs the result to provide high quality value to the foreign tourists (Said, 2022). It is necessary factor to develop cultural understanding about the tourists from different countries that can develop harmony with the host country culture. This kind of harmony in positive way improves the satisfaction level of the tourists (Rachoene et al., 2023). When the tourists are highly concerned about the cultural heritage, they are conscious about their performance regarding cultural values, and their satisfaction level is improved. Based on this, the following hypothesis is developed.

H5: There is a mediating role of performance orientation resort value between consciousness of cultural heritage and tourist satisfaction.

The transfer of cultural values from one country to another country can be significant when internal harmony is developed among the people of two different geographies (Pérez Gálvez et al., 2021). This kind of cultural values can be transformed with the help of cultural behavior at heritage-related orientation of resort in the host country where the tourists are visiting (Pitogo et al., 2025). It becomes significant to transfer the culture to other country where the values are prioritized at the resort orders are recommended to develop the resort policy to serve the international that multi-cultural guests (Qu et al., 2025). The transfer of culture is also necessary regarding the tourist satisfaction Where the tourists can experience the best and improve their standard behaviour toward the host culture (Valverde-Roda et al., 2021). It is also necessary factor to develop shared cultural values and heritage that can significantly contribute to the satisfaction of tourists. Based on this, the following hypothesis is developed.

H6: There is a mediating role of performance orientation resort value between transfer of cultural heritage and tourist satisfaction.

That culture is considered as the social value of what society is highlighted to another country (Pandey & Sahu, 2020). The value in cultural harmony can help the society to develop strong relationship with other cultural society (Calderón-Fajardo et al., 2024). It becomes a significant factor for improving the cultural heritage where the tourists can develop their significant understanding related to cultural values (Lin et al., 2022). The performance orientation values of the culture of one country can contribute significantly to other country where the cultural values are considered as high priority (Brogni et al., 2024). Therefore, the role of society is considered important when resort performance based on their cultural values can improve the standard of living and intercultural harmony is developed among the people. Based on this, the following hypothesis is developed.

H7: There is a mediating role of performance orientation resort value between cultural heritage for society and tourist satisfaction.

The cultural identity of one nation differentiates it from the based on the values shared by the people (Lai et al., 2025). However, subcultures have easy observation of the values of other culture where their identity at large is not challenging but at small it is influenced by other cultures (Lin et al., 2022). This kind of influence can be the music, living standard or food of the other culture where the influence of world culture is less. However, the role of cultural identity becomes significant where the public from different cultures will take any tourist site to celebrate the cultural heritage (Kim et al., 2025). The responsibility of resort is to provide significant value to the host culture, and they should also consider the guest culture as priority (Chirieleison et al., 2022). It is significant to understand the cultural identity of different country tourist that can become a point of cultural linkage. This kind of initiative is necessary and should be supported by government policies to improve the tourist satisfaction from different cultures based on the result value for performance (Moutela et al., 2020). Based on this, the following hypothesis is developed.

H8: There is a moderating role of cultural identity between performance orientation resort value and tourist satisfaction.

The authenticity of any culture and its values play a significant role in cultural performance and orientation (Deng, 2025). When the cultural values are at the high stake, the host add guest culture should be based on cultural linkage. It is the best way to protect cultural values from the influence of other culture (Leong et al., 2024). The tourist belonging to different cultural locations are recommended to have positive attitude to the host culture where they can enjoy their time in the best way. However, the lack of respect for the host culture by the tourist reduces the values and the existential threat to the culture of the host country is possible (Moreno-Mendoza et al., 2020). Therefore, the host country would have adaptability in terms of cultural values and develop a significant mechanism which can contribute to cultural understanding (Kim & Kim, 2020). Based on this, the following hypothesis is developed.

H9: There is a moderating role of existential authenticity between performance orientation resort value and tourist satisfaction.

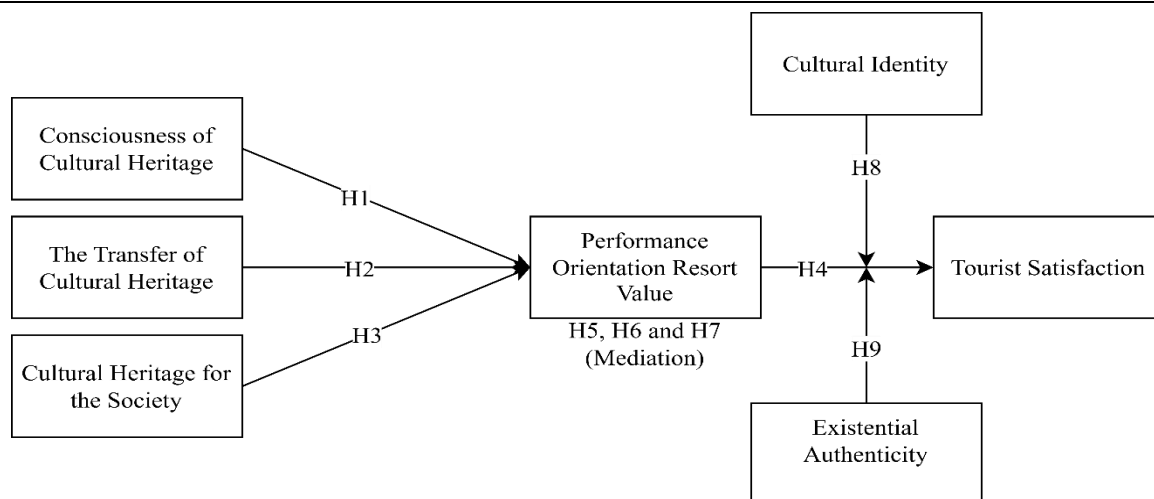The model of this study is reported in Figure 1.

Figure 1: Research Model

3. METHODOLOGY

This study was based on positivist philosophy of research where the data was collected from external sources and subjective understanding of the researchers were not part of this research. For this purpose, this study used a survey-based method to collect data from international travelers. Since the international travelers were population in this research, it was not possible to collect longitudinal data. Therefore, this research was based on cross-sectional data. Accordingly, the time collecting data from international travelers was not sufficient, and they were approached by quantitative instrument to collect the data that is user friendly and time saving apart from interview-based data collection. Therefore, this study used quantitative data collection method to collect the data and understand the findings in a broader context.

The instruments of this study were measured by adapting the scale from previous research. A notable scale to measure consciousness of cultural heritage was adapted from previous studies to determine its impact on performance orientation resort value in the complex framework (Akbaba, 2014). Accordingly, the instrument to mayor the transfer of cultural heritage was adapted from previous studies to measure its impact on performance orientation resort value (Akbaba, 2014). At third, the instrument for cultural heritage for the society was adopted from (Akbaba, 2014) to determine its impact on performance orientation resort value. Similarly, and instrument provided by (Yusof et al., 2012) was used by this research to measure performance orientation resort value. Another instrument to measure tourist satisfaction was adapted by (Correia et al., 2013) to operationalize in the context of this study.

The instrument for the moderating variable cultural identity was adapted by (Tian et al., 2020) and the instrument for existential authenticity was adapted same study (Tian et al., 2020). The instrument was used to determine the moderating effect of these

two variables in the context of this study. The questionnaire of this study was developed into section, and the first section was based on demographic data collection. However, the second section of this study questionnaire was based on measuring the relationships between the research variables. This research used systematic random sampling where every fifth tourist was approached to collect the data. This sampling method was appropriate because this study had no information about tourist numbers and simple random sampling was not suitable to use. To collect the data, this study approached the tourist and asked for their verbally informed consent prior to surveying the questionnaire.

After developing understanding and briefing the respondents on the questionnaire, this study surveyed the questionnaire to collect the data. According to Krejcie and Morgan (1970) a sample of 384 is considered appropriate when the population is large. Since the international travelers were in the large population, the minimum threshold for sample size was 384. However, this study distributed 700 questionnaires in public places and cultural heritage destinations. In return, 429 responses were collected but some of them were full of missing values and inconsistent data. After the treatment of missing values and data, only 422 responses were left for this study as appropriate to analyze the data. For data analysis, this study used 2 step approaches. At the first step, the study used IBM SPSS 26 to analyze the data to confirm the data's normality and validity. While at the second stage this study used JASP statistical program to analyze the data.

4. DATA ANALYSIS AND FINDINGS

This study analyzed demographic data using IBM SPSS 26. There is a significant age difference among those who responded with a greater number of respondents between the ages of 31 and 50 (70% of respondents). Younger (21-30) and older (56 and over) respondents were both underrepresented.

There were slightly more female respondents (55%) than males (45%). On average, respondents had very high education (76% of respondents have a four-year college degree or higher) meaning respondents were well-educated individuals. Many respondents were from Europe (44%), followed by Africa (36%), with a much smaller amount from Asia (17%) and the Middle East (3%). Cultural and heritage tourism was the most common reason for visiting the destination (61% of respondents), followed by business travel

(28%), both examples demonstrating the cultural appeal of the destination. The repeat visitation process is apparent in this study as 73% of respondents indicated they have visited this destination at least once before; with the largest number (36%) of respondents indicating they had visited three times, providing evidence of high levels of loyalty to the destination. The findings are reported in Table 1.

Table 1: Demographics

Variable	Level	Proportion
Age Group	21–30 years	6%
	31–45 years	40%
	46–50 years	30%
	51–55 years	22%
	Above 56 years	2%
Gender	Male	45%
	Female	55%
Education Level	Secondary or below	23%
	Bachelor's degree	55%
	Master's degree	16%
	Doctoral degree	5%
	Other	1%
Nationality Region	Asia	17%
	Europe	44%
	Africa	36%
	Middle East	3%
Purpose of Visit	Leisure / Vacation	9%
	Cultural / Heritage Tourism	61%
	Business	28%
	Visiting Friends or Relatives	2%
Number of Previous Visits to This Destination	First time	27%
	2 times	24%
	3 times	36%
	4 times	9%
	5 times	5%

The descriptive findings of the collected data were taken to investigate the mean value and standard deviation. There was no missing value in the data, and all 422 responses were valid. Furthermore, the study used five-point Likert scale instruments, while the findings confirmed that mean value was accepted

(± 3). Accordingly, the standard deviation value was also investigated, and the value near to 1 is accepted as significant (Bougie & Sekaran, 2019). Hence, the data reported in Table 2 confirmed that all variables achieved significant reliability and validity.

Table 2: Mean and Standard Deviation

Variable	Valid	Missing	Mean	Std. Deviation
PORV	422	0	3.459	0.939
CHS	422	0	3.237	0.919
CCH	422	0	3.112	0.951
TCH	422	0	3.322	0.617
EA	422	0	3.305	0.815
CI	422	0	3.161	0.709
TS	422	0	3.418	0.803

CCH = Consciousness of Cultural Heritage, TCH = Transfer of Cultural Heritage, CHS = Cultural Heritage for the Society, PORV = Performance Orientation Resort Value, TS = Tourist Satisfaction, CI = Cultural Identity and EA = Existential Authenticity

The path findings were tested after confirming the normality of the data. The findings of H1 highlighted that there is no relationship between consciousness of cultural heritage and performance orientation resort value ($z = -1.812$). While the findings of H2 reported

that there is a significant relationship between transfer of cultural heritage and performance orientation resort value (z = 8.076). The findings of H3 discussed that there is a positive relationship between cultural heritage for society and performance

orientation resort value (z = 2.255). Finally, the findings of H4 reported that there is a positive relationship between performance orientation resort value and tourist satisfaction (z = 5.117). The findings are reported in Table 3.

Table 3: Direct Paths

Hypotheses	Predictor	Outcome	Estimate	Std. Error	z-value	p-value
H1	CCH	PORV	-0.115	0.063	-1.812	0.07
H2	TCH	PORV	0.596	0.074	8.076	< .001
H3	CHS	PORV	0.147	0.065	2.255	0.024
H4	PORV	TS	0.087	0.017	5.117	< .001

CCH = Consciousness of Cultural Heritage, TCH = Transfer of Cultural Heritage, CHS = Cultural Heritage for the Society and PORV = Performance Orientation Resort Value

Furthermore, the mediating relationships were analyzed. The findings of H5 reported that there is no mediating role of performance orientation resort value between consciousness of cultural heritage and

tourist satisfaction (z = -1.317). Similarly, the findings of H6 reported that there is no mediating role of performance orientation resort value between transfer of cultural heritage and tourist satisfaction (z = 1.866). Accordingly, the findings of H7 confirmed that there is no mediating role of performance orientation resort value between cultural heritage for society and tourist satisfaction (z = 1.461). The results of the mediating relationships are reported in Table 4.

Table 4: Mediating Paths

Hypothesis	Relationship	Estimate	Std. Error	z-value	p-value
H5	CCH → PORV → TS	-0.01	0.008	-1.317	0.188
H6	TCH → PORV → TS	0.052	0.028	1.866	0.062
H7	CHS → PORV → TS	0.013	0.009	1.461	0.144

CCH = Consciousness of Cultural Heritage, TCH = Transfer of Cultural Heritage, CHS = Cultural Heritage for the Society, PORV = Performance Orientation Resort Value and TS = Tourist Satisfaction

Finally, the results of moderating relationships were tested and reported in Table 5. The findings of

H8 confirmed that there is significant and moderating role of cultural identity between performance orientation resort value and tourist satisfaction (z = 6.400). Finally, the findings of H9 reported that there is a significant and moderating role of existential authenticity between performance orientation resort value and tourist satisfaction (z = 8.130).

Table 5: Moderating Paths

Hypotheses	Predictor	Outcome	Unstandardized	Std. Error	t-value	p-value
H8	EA * PORV	TS	0.224	0.035	6.400	< .001
H9	CI * PORV	TS	0.187	0.023	8.130	< .001

PORV = Performance Orientation Resort Value, TS = Tourist Satisfaction, CI = Cultural Identity and EA = Existential Authenticity

5. DISCUSSION

The empirical analysis of this research confirmed that some of the hypotheses were accepted, and a few were rejected. The findings of H1 highlighted that there is no relationship between consciousness of cultural heritage and performance orientation resort value. The findings of this relationship were inconsistent with existing studies (Gao et al., 2021) which reported that the understanding about cultural heritage associates public with performance orientation value at the resort where they stay during

the trip. However, Lin et al. (2022) stated that when individuals have consciousness about the culture of any destination, they celebrate the cultural holidays and get satisfaction from the available services. Furthermore, Genc and Gulertekin Genc (2023) stated that cultural heritage becomes significant when performance orientation resort value is accepted by the travelers. Hence, the findings of H1 were inconsistent with the existing studies but have a significant contribution to the body of knowledge.

While the findings of H2 reported that there is a significant relationship between transfer of cultural heritage and performance orientation resort value. The results of H2 were aligned with the existing studies (Bae et al., 2020) where the findings confirmed

that cultural heritage transfer connects the tourists with the value they get at resort. Accordingly, Brogni et al. (2024) pointed out that cultural heritage transfer is necessary to have significant value for cultural harmony. The findings of Luyao et al. (2024) also stated that resort value and performance perception is considered significant when public from different cultures have interconnected value about the culture. Therefore, the findings of H2 are aligned with the existing studies in the body of knowledge.

The findings of H3 discussed that there is a positive relationship between cultural heritage for society and performance orientation resort value. The findings of Moreno-Mendoza et al. (2020) are also aligned with H3 where it is stated that cultural values of one society are reflected in the hospitality sector. However, Castaño-Prieto et al. (2024) stated that when a culture has open acceptance and sharing values traits, it becomes acceptable for the culture of other people to accept the value. Accordingly, Moutela et al. (2020) reported that cultural values from the perspective of society and cultural heritage can be helpful to connect the communities when cultural values are celebrated by the public. The findings of H3 are supported by the existing studies.

In addition, the findings of H4 reported that there is a positive relationship between performance orientation resort value and tourist satisfaction. The results of H4 are supported by the Napompech (2023) which stated that hospitality and performance orientation of any resort can improve the satisfaction level of the tourist. Furthermore, Cao et al. (2023) highlighted that tourist satisfaction level is improved when they find the shared value by different resorts to integrate cultural heritage. Hence, the findings of H4 were supported by the existing studies Chirieleison et al. (2022) where it was reported that tourist satisfaction is positively improved by the value they get at the resort at the destination.

The findings of H5 reported that there is no mediating role of performance orientation resort value between consciousness of cultural heritage and tourist satisfaction. The findings of H5 were not aligned with the previous studies where it was reported that resort value perception of tourist improves the understanding of culture and develop satisfaction level (Hernández-Rojas & Huete Alcocer, 2021). The study Karimi and Boley (2023) pointed out that when resort value perception is high among tourists, they feel more satisfied with cultural understanding. However, the results of H5 were not aligned with the existing studies and opens a new debate in the body of knowledge.

Similarly, the findings of H6 reported that there is no mediating role of performance orientation resort value between transfer of cultural heritage and tourist satisfaction. The findings of H6 were also not aligned with existing research (Carvalho et al., 2023) where the role of resort value was considered as significant for cultural transfer. The study Moreno-Manzo et al. (2024) reported the satisfaction level of tourists is increased when their cultural transfer related understandings are improved and their satisfaction level is high. Meanwhile, the findings of H6 are contrary to the previous studies, where the scholarship is new.

Accordingly, the findings of H7 confirmed that there is no mediating role of performance orientation resort value between cultural heritage for society and tourist satisfaction. The findings of H7 are also not aligned with previous research Hou and Paidi (2025) that confirmed that significant role of resort value for cultural heritage promotion and tourist satisfaction. Another study Lin et al. (2022) confirmed that cultural heritage and resort value are key contributors in tourists' satisfaction, while the findings of H7 are contradictory to the previous research. This new debate based on the findings of H7 have significant contribution to the knowledge and calls for further understanding.

The findings of H8 confirmed that there is significant and moderating role of cultural identity between performance orientation resort value and tourist satisfaction. The findings of this moderating relationship H8 were supported by Kim and Kim (2020). The study reported that when cultural identities are there, the tourists have significant perception for their value about the resort and their satisfaction is improved. Similarly, another previous research Lai et al. (2025) also stated that in the existence of cultural identities, the values of the tourists are shaped by their perception about the destination country. Hence, the moderating role of cultural identity supported by this research was advocated by previous studies in literature (Leong et al., 2024). Therefore, it was confirmed that in the presence of cultural identity, the impact of performance orientation resort value significantly improves on tourist satisfaction.

Finally, the findings of H9 reported that there is a significant and moderating role of existential authenticity between performance orientation resort value and tourist satisfaction. The results of H9 were aligned with the previous studies (Alrwajfah et al., 2021) which reported that existential authenticity related to any culture positively influences the tourist satisfaction level. The study Arif et al. (2021b) reported that when tourists are highly satisfied, they develop strong bonding to the host culture, where the performance orientation resort value is significantly perceived. The study Kunasegaran et al. (2020) reported that existential authenticity is necessary for

improving the cultural heritage related understanding, because the individuals from different cultures are required to have cultural harmony. Hence, the results of H9 are supported by previous research where existential authenticity was considered as a significant factor.

6. CONCLUSION AND IMPLICATIONS

To conclude, this study provides empirical evidence on the complex relationships between cultural heritage dimensions, performance-oriented resort value, and tourist satisfaction. The findings demonstrate that while consciousness of cultural heritage does not significantly influence performance orientation resort value, both the transfer of cultural heritage and cultural heritage for society exert significant positive effects on performance orientation. In turn, performance orientation resort value significantly enhances tourist satisfaction, confirming its central role in shaping visitor experiences. Contrary to expectations, the mediating role of performance orientation between cultural heritage dimensions and tourist satisfaction was not supported. However, the moderating effects of cultural identity and existential authenticity on the relationship between performance orientation and tourist satisfaction were found to be statistically significant, indicating that tourists' identity alignment and perceptions of authenticity strengthen the impact of resort performance on satisfaction outcomes.

From a theoretical perspective, this study advances the cultural tourism and hospitality literature by integrating cultural heritage constructs with performance orientation and psychological moderators within a single structural framework. The results highlight that cultural heritage contributes to tourist satisfaction not merely through awareness, but more critically through its effective transfer and social embodiment within host communities. The validated moderating roles of cultural identity and existential authenticity further extend experiential tourism theory by demonstrating how subjective meaning-making processes amplify satisfaction.

From a practical perspective, resort managers, destination planners, and tourism policymakers will benefit tremendously from the findings. Resorts should focus on how to transfer local cultural values by way of service design, employee behaviours, and culture-based experiences instead of relying only on marketing heritage awareness. Employee training programs that improve employees' cultural competence and storytelling skills will improve employee performance orientation and visitor engagement. Additionally, destination marketing strategies should focus on authentic and identity-resonating cultural experiences, enabling cultural tourism destinations to take advantage of the positive contribution of existential authenticity and cultural identity to destination loyalty and tourist satisfaction. Policymakers can promote community-based participation in tourism development to ensure that cultural heritage for society is integrated into the hospitality business effectively and, ultimately, that cultural tourism destinations experience increased tourist satisfaction and increased sustainable competitiveness in the industry.

7. LIMITATIONS AND FUTURE DIRECTIONS

Although this study contributes significantly to the body of knowledge and literature, there are limitations regarding the findings of this research. To begin with, this study has considered cultural heritage only for tourist satisfaction, while the external factors such as accommodation easiness to find at the behaviour of host country people is not considered in the framework. Therefore, the researchers suggested investigating the impact of host country public behavior and accommodation easiness on tourist satisfaction. This phenomenon would be helpful to understand the tourist satisfaction apart from cultural heritage but within one complex and integrated framework. The second limitation of this study is based on its data which was collected from international travelers on a single point of time. It was not possible to conduct this research on longitudinal data because it was impossible to contact the same international travelers again. Therefore, future studies are recommended to collect data from international travelers using online resources and request them to provide data again for longitudinal studies. It would be helpful to understand the relationship between variables in more complex and broader interpretation. Third, this study developed significant findings related to the moderating role of cultural identity, but it has not tested as independent variable and its direct impact on tourist satisfaction is not tested. Therefore, future studies are recommended to investigate the impact of cultural identity as direct variable to contribute to the body of knowledge. These suggestions would be helpful in future studies to contribute to the knowledge and improve the understanding of tourist satisfaction phenomena.

8. FUNDING

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