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Revisited cultural heritage & architectural heritage preferences to leverage sustainable tourism performance: Empirical research on Indonesia World Heritage Sites

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Abstract

Present study investigated the local benevolence uniqueness (LBU) and Aesthetical Environmental Look (AEL) on Sustainable Tourism Performance (STP) mediated by Revisited Cultural Heritage Value (RCHV) & Architectural Heritage Preferences (AHP. Data was gathering through survey with questionnaires based from January to June 2022, also questionnaires were distributed to email as well as other social media platform with google forms. Data collection is gained from the domestics' tourists who have made traveling more than twice and visiting cultural heritage sites. 500 questionnaires were sent and 400 were returned and 383 could be used for further analysis. with non-purposive sampling and purposive sampling technique, respondents should have made traveling). Structural Equation Modeling (SEM) with AMOS 22 was deployed to analyze data. Statistical outputs demonstrated the research findings showing all the proposed hypotheses have significant impact on sustain tourism performance.

Keywords

Local Benevolence Uniqueness, Aesthetical Environmental Look, Revisited Cultural Heritage Value, Architectural Heritage Preferences

INTRODUCTION

It has been predicted that tourism industry will be developing and growing for the next coming years (Council, 2010). Thus, bring the positive impact of tourism for host destination in many aspects, tourism and traveling growth led to the increase tense in to environment as well heritage sites. The shifting toward tourism behavior continuously offers advantages in to environment. Going concern tourism attracted the industries sector (Dowling & Fennell, 2003).

A going concerns or sustainable tourism performance as managed by tourism industry could be defined as a tourism which brings benefit from the economics factors without exploitation natural resources for future sake, mainly the environment as well as host tourism destination (Swarbrooke, 1999). This study is started from the definition made by tourism industry and tourist intention to reconsider the alternatives to a more friendly-environment destination, as consequences, is this the definition is still aligned with current environment situation (Solomon S et al., 2007). Previous research has shown the relationship of individual value, behavior (Environmental concern) and behavior (Mehmetoglu, Hines, Graumann, & Greibrokk, 2010). Besides, various tourist in environmental care and concern and value orientation (Mehmetoglu, 2010), these two factors had the impact on tourist intention to engage in environmental concern activities. In assessing whether the tourist their own responsibility in tourism sustainability, previous research has (Dodds, Graci, & Holmes, 2009), Relationship between value and environmental (Andre´ Hansla, Amelie Gamble, Asgeir Juliusson, & Garling, 2008; Laroche, Bergeron, & Barbaro-Forleo, 2011).

More recent studies which focused on world heritage, which reported about world heritage sites as a cultural capital, perception as the economics and cultural values drivers. This study is designed to identify and evaluate based on heritage sites as regional development, and it will be a base for local authority to regulate and support cultural heritage usage (Kalamarovaa, Loucanovab, Parobekc, & Supin, 2015). Other study

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investigated cultural heritage and natural which focused on some locations of heritage conservation (Throsby, Zednik, & Araña, 2021).

Heritage brand image, quality and perceived value has a significant impact on tourist intention of becoming preferences to revisit. However, Heritage brand awareness had a negative impact to revisit intention. Other aspect such as security mediated the relationship between heritage brand and destination security on revisit intention (Mohammed, Mahmoud, & Hinson, 2021).

Other study which stated that the originality of tourism heritage is heritage preferences had a direct and indirect relationship which mediated by tourist experiences. Research finding enriched the existed literatures concern on originality and revisit intention relationship and offered theoretical based to promote originality and revisit intention (Zhou, Chen, & Wu, 2022)

Previous studies have identified some determinant factors which motivating the awareness on environment (Laroche et al., 2011). For more understanding green intention behavior within tourism context, current study would like to investigate the predictors of sustainable tourism performance. Revisited cultural heritage value and architectural heritage preferences proposed as the mediating variable, while local benevolence uniqueness and aesthetic environmental look as the antecedents. The finding is expected will increase the holistic understanding how the local host tourism destination protects and conserve the heritages site and maintain their local wisdom as the original value to attracts the tourists.

LITERATURE REVIEW AND HYPOTHESES DEVELOPMENT

The Relationship Among Local Benevolence Uniqueness and Revisited Cultural Heritage Value and Architectural Heritage Preferences

Previous studies have shown that value played crucial role within environmental problems (Chaira & Nowaczek, 2015). This studies claimed that there was relationship among individual values and environmental concern (Andre´ Hansla et al., 2008). this research showed the positive relationship between behavior (environmental concern) and green intention (Y & SM, 2005) also relationship among value and behavior (Honkanen & Verplanken, 2004).

Value was conceptualized as the central guidance principles in society. The similar value will be grouped and formed individual value orientation (Rohan, 2000), classification of human being values stated that motivation structure is a base for various different values within two dimensions, the transparency for change against the conservation, and self-transcendent to self-improvements. A study investigated the relationship between values and environment which exclusively focused on self-transcendent and continuously self-improvement (Schultz et al., 2005). There are four types of universal values as the base such as universalism and benevolence which include in value orientation self-transcendence, meanwhile authority and achievement are a part of value orientation self-enhancement(Schultz & Zelezny, 1999).

Other study which contributed on the understanding of trust based on capability perceived, benevolence and integrated function within network ((Svare, Gausdal, & Möllering, 2019), value orientation united and traveling advantageous described the more details description and more realistic tourism experiences which is searched by tourist (Cavagnaro, Staffieri, & Postma, 2018). Making decision mainly from the perspective of Local tourism policy, regional as well as national to promote rural development and economic growth (López-Sanz JM, Penelas-Leguía A, Gutiérrez-Rodríguez, & Cuesta-Valiño, 2021).

Furthermore, the study concerned on aesthetical such as Aesthetic Environmental concern, product attributes, environmental knowledge and subjective norms emerged as determinant factors (Joshia & Rahman, 2015) and a study which explored on how to achieve consensus on cultural tourism development and sustainability (Lin, Ling, Lin, & Liang, 2021).

The uniqueness of destination will lead to the tourist preference to revisit heritages. This is to suggest the local tourist authorities to sustain the originality of heritage and improve the accommodation as well as services. This is to proposed the following hypotheses:

H1: Local Benevolence Uniqueness has a Significant Relationship with Revisited Cultural Heritage Value.

H2: Local Benevolence Uniqueness has a Significant Relationship with Architectural Heritage Preferences.

The Relationship Among Aesthetic Environmental Look on Revisited Cultural Heritage Value and Architectural Heritage Preferences

Various studies investigated the relationship among values, behavior and attitude within different context. Such as examining the role of values (Poortinga, Steg, & Vlek, 2004). This study defined the seven dimensions of different values and the findings showed that benevolence or humanity values are related with the environmental concerned and others environmental concern types. People with high environmental honor have higher environmental concern. The insignificant relationship is found among value dimensions such as self-improvement and environmental concern.

Some tourism studies have shown the significant relationship among values and travellers attitude (Mehmetoglu, 2010). In the field of sustainable ecology tourism which focused on the relationship between biocentrism and anthropocentric value orientation on the ecolabel (Fairweather & Maslin, 2005). The findings showed that some group of people with biocentrism value. This is to explain the self-consequence from the fewer tourists with environmental exploitation perspective. The respondents with biosphere value orientation had a positive and significant attitude on environment and showed the interest on environmental label. They concerned more on traveling behavior with the relationship with environment and preferred to spend more fund to reduce negative impact on environment. Tourist with biosphere behavior are more familiar with eco-tourism compared with ambivalent tourist. The findings also demonstrated that there was a strong relationship between value orientation and responses on sustainable tourism.

In tourism research, some findings have shown that tourist with environmental positive attitude and environmental awareness is more engaged in environmental concern behavior instead of those who do not awarded (Lee & Moscardo, 2008). Though the possibility to behave environmental concern without pro-environmental. This study showed that the relationship among values, attitude and behavior are existed in some aspects within tourism context.

Aesthetic experiences are illustrated in the work frame which referred to natural environment. These frame covered two wide perspectives. Firstly, from the functional and aesthetic which investigated within biology, socio-cultural attitude system and phycology (Averill, Stanat, & More, 1999). The understanding about psychology relationship between human being and heritages site have been changed a lot. It is not only about the heritage site but also the surrounding which formed visitor's experiences (Annechini, Menardo, Hall, & Pasini, 2020). The emotional change was anticipated to change the environmental concern.

Regarding on aesthetical environmental value changed, the finding showed that aesthetic environmental value and emotional affected environmental concern (Li et al., 2022). This finding supported (Lavdas & Schirpke, 2020) which stated that the environmental has a relationship with mental changed. The back ground and aesthetic environmental context, key drivers and critical reviewed supported theory of contemporary.

The aesthetic features are considered in related issues with preservation, conservation, and natural recovery (Brady & Prior, 2020). Rational cognition and aesthetical perception complemented and interacted each other and strengthen the aesthetic environmental, this leveraged the environmental concern behavior (Wang & Yu, 2018). Then proposing the following hypotheses:

H3: Aesthetic Environmental Look has a Significant Relationship with Revisited Cultural Heritage Value.

H4: Aesthetic Environmental Look has a Significant Relationship with Architectural Heritage Preferences.

The Relationship Between Revisited Cultural Heritage Value on Sustainable Tourism Performance

Some research findings claimed that the tourist willingness to pay more regarding on environmental concern within different context (Andre´ Hansla et al., 2008; Bang Nguyen Viet , Dang, & Nguyen, 2020) . Previous research showed the willingness affected that different environmental concern behavior (Gelissen, 2007). Tourist economic scarification to protect environment had a positive impact on environmentally friendly products which leads to environmental concern intention

(Thogersen, 2004). Other study investigated the tourist willingness to pay regarding on the conservation at the destination (Dodds et al., 2009). Attitude and intention responsibility on staying in the destination, tourist are willing to pay more with environmental destination.

capital. Many features of cultural heritage could be identified as characteristics of public building. Cultural heritage could not be changed and had crucial characters which distinguished from common buildings.

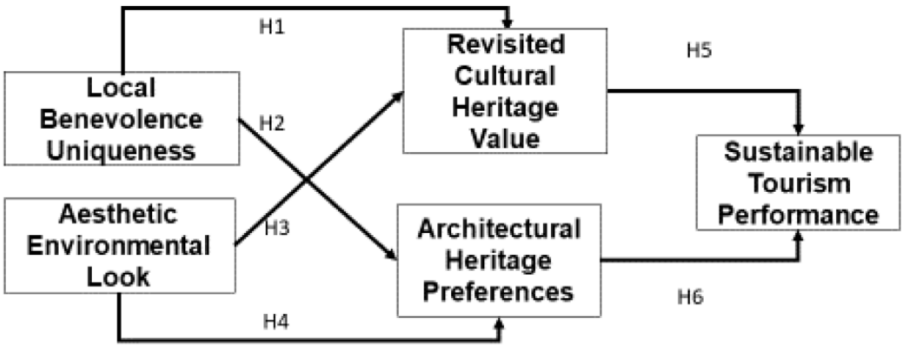

Figure 1.
Grand Theoritical Model

Meanwhile, the originality of heritage site is becoming the crucial factors to attract tourist, and destination authenticity related with revisit intention (Zhou et al., 2022), this finding aligned with tourist loyalty on the destination as well as revisit intention to the heritage site (Río & Hernández-Rojas, 2020). Other determinant on revisit attention is unforgettable experiences (Torabi, Shalbafian, Allam, Ghaderi, & Murgant, 2022).

The inclusion of site in the world heritage sites is widely considered as effective tools to promote tourism industry. Yet, the study which systematically investigate the real impact of WHS on tourism is still lack of which is led to different result (Yang & Lin, 2014). Other study concerns on investigating the antecedents of revisit intention to WHS (Ghazanfar Ali Abbasi, Janani Kumaravelu, and, & Singh, 2021; Hamid & Mohamad, 2020). Having reviewed some previous studies, this is to propose the following hypothesis:

H5: Revisited Cultural Heritage Value has a Significant Relationship with Sustainable Tourism Performance.

The Relationship Between Architectural Heritage Preferences on Sustainable Tourism Performance

The architectural of cultural heritages are the tangible and intangible with historical value and high cultural value as well as society identification nature, then worth to conserve for the next generation. Cultural heritage is considered as the uniqueness of cultural

A research which focused on cultural heritages, reported the new perspective regarding on cultural heritages as culture capital, the perception is as culture value and economic trigger. This goal of this study is to identify and evaluate based on the theoretical cultural heritages as the potency of destination development, the instruments used by local government to regulate and support the utilization of cultural heritage (Kalamarovaa et al., 2015).

A goal of study to evaluate the cultural heritage and nature project are often focused on some sites, while the planning decision regarding on fund allocation to conserve heritages is dealing with others heritage sites (Throsby et al., 2021). The finding revealed that the heritage brand image, quality and perceived-value had a positive significant impact on revisit heritages. Yet, heritage brand awareness had a negative impact on revisit intention (Mohammed et al., 2021). After reviewed aforementioned findings, this is to propose the following hypothesis:

H6: Architectural Heritage Preferences has a Significant Relationship with Sustainable Tourism Performance.

RESEARCH METHOD

Sample and Data Collection Process

Data was gathering through survey with questionnaires from January to June 2022, also questionnaires were distributed to email

as well as other social media platform with google forms. Data collection is gained from the domestics' tourists who have made traveling more than twice. 500 questionnaires were sent and 400 were returned and 383 could be used for further analysis. There are some categories that respondents should meet to be considered as current research respondent, with non-purposive sampling and

Table 1.
Variables Definition and Indicators

Variable	Indicator	Definition	Sources
Local Benevolence Uniqueness	• Having desire & responsibility to good conduct • Keep building truth which enhance well-being. • Offering attributed of humanitarian aid • Endorsing social harmony & comprises equality. • Predicting pro-social behaviors, justice, and peace	Local benevolence uniqueness defined as the nature of human being to have responsibility and desire to conduct benefits and good to others, prioritize and build trust, willingness for offering aids, endorse social harmony and comprise equality as well as pro-social behaviors, justice and peace.	(Cavagnaro Et Al., 2018; Joshia & Rahman, 2015; Lin Et Al., 2021; Malloy & Kinney, 2017; Shaw, Tang, & Liao, 2020; Svare Et Al., 2019)
Aesthetic Environmental Look	• Less environmental pollution & waste • Environmental biodiversity • Preservation & conservation ethic. • The harmless effects of human activities on the environment • Pro-environmental behavior (religion, urban-rural differences, norms, social class, proximity to problematic environmental sites and cultural and ethnic variations)	Aesthetic environmental look is known with less pollution and waste, biodiversity, preservation and conservation ethic, harmless human activity on environment as well as pro-environmental behaviors.	(Averill Et Al., 1999; Brady & Prior, 2020; Lavdas & Schirpke, 2020; Wang & Yu, 2018)
Architectural Heritage Preferences	• Specified the beauty and attributes of heritage architectural. • Distinguished of heritage aesthetic value • Accentuated features of heritage sites • Generated great historical & culture value. • Integrated the conservation, sustaining and maintenance of heritages.	Architectural heritage preferences is specified from its beauty and attributes, aesthetic value, accentuated features, great historical and cultural value, as well as integrated conservation and heritage sustainability and maintenance	(Kalamarovaa Et Al., 2015; Mohammed Et Al., 2021; Throsby Et Al., 2021)
Revisited Cultural Heritage Value	• The awareness on perceived value of cultural heritage. • Beneficial experiences gained from attractive heritage. • Most favorable experience of consumption • Perceived satisfaction of tourism destination	Revisited cultural heritage value is defined as the awareness on the value and cultural heritages, benefits obtained from the experiences, the most favorable experience and satisfaction that lead to memorable experiences perceived	(Hamid & Mohamad, 2020; Río & Hernández-Rojas, 2020; Torabi Et Al., 2022; Yang & Lin, 2014; Zhou Et Al., 2022)
Sustainable Tourism Performance	• Global sustainability of tourism destination • Quality improvement of social & economic • Preserved and preference of tourism destination environment. • Developed & managed tourism activities. • Conserved authentic tourist even & experiences.	Sustainable tourism performance could be defined as the sustain of tourism destination globally, economic, and social quality improvement, preservation of destination environment, developing and managing tourism activities as well as maintaining the authentic destination.	(Andre´ Hansla Et Al., 2008; Mehmetoglu, 2010; Mehmetoglu Et Al., 2010).

Sources: Literature Review (2022)

purposive sampling technique, respondents should have made traveling. For more details, see the following table 2.

Demographic Profile of Respondents

Current research categorizes the respondent demographic into five groups. As many as 67 percent are female tourist which is a half of male respondents. 70 percent are married compared with single status 30 percent. The age between 41 – 45 years old dominate the respondents followed by retired group. Mostly the respondent has higher education with 36 percent are the under graduated followed by college graduated. Meanwhile the full-time employed with 31 percent is the highest and 30 percent for Part-time employed respectively.

Variables Measurements

Proposing the antecedents of current research model (Local Benevolence Uniqueness & Aesthetic Environmental Look), Revisited Cultural Heritage Value & Architectural Heritage Preferences addressed as mediating variable and Sustainable Tourism Performance as the consequences. To measure the variable, a ten likert's scale was applied where 10 is addressed as a strongly agree and 1 is strongly disagree. The following is statistical equation:

$$Y=B_0 + B_1X_1 + B_2X_2 + B_3X_3 + B_4X_4 + e$$

Where:
β0 - Constant
Y- Dependent variable (Sustainable Tourism Performance-STP)

X1= Independent variable (Local Benevolence Uniqueness - LBU)
X2= Independent variable (Aesthetic Environmental Look - AEL)
X3= Independent variable – Moderating (Revisited Cultural Heritage Value - RCHV)
X4= Independent variable – Moderating (Architectural Heritage Preferences - AHP)
β1 – β4 = Regression coefficient for each exogenous

Table 2.
Respondents Demographic Profile

Demographic Profiles Of Respondents	Characteristics Of Respondent	Total	%
Gender	Female	255	67%
	Male	128	33%
Marital Status	Single	112	30%
	Married	271	70%
Ages Group	20-30	57	14%
	31-40	96	24%
	41-50	107	30%
	51 -	123	32%
Education	Senior High	56	15%
	College	95	25%
	Under Graduate	140	36%
	Post Graduate	87	23%
Profession Status/Job	Doctoral	5	1%
	Students	30	8%
	Full-Time Employed	120	31%
	Part-Time Employed	112	30%
	Entrepreneurship	55	14%
	Retired	66	17%

Source: Data Analysis (2022)

DATA ANALYSIS AND FINDING

Data Analysis

Reliability and validity were tested and analyzed through statistical tool, Structural Equation Modeling with AMOS was deployed,

as well as to investigate the direct and indirect relationship within the model.

Common Method Bias

In order to avoid the common method bias (CMB), research empirical model (EM) was designed through procedural improvement, either, it has the same policy with questionnaires administration (the indicators of each variable was designed through the previous robust studies). All variables proposed is based on a robust consideration and defined the epistemology, ontology as well axiology. CMB is conducted to prevent the interference of external factor during final findings justification.

As requested, all information regarding on respondents is kept confidential, and to examine and check the CMB, the single testing factor Harman is used. As the first factor rotated merely obtained 25% within all the data, and statistical output highlighted that there is no any single factor found. This is to claim that the CMB was not existed within the data.

Reliability and Validity

Obtaining the Psychometric Scale Properties (PSP), Convergent Validity (CV) & Reliability Scale (RS) were conducted through Confirmatory Factor Analysis (CFA) (Anderson & Gerbing, 1988). Furthermore, to have validated measurements, current research content validity was examined the previous related literatures.

The first independent variable is Local Benevolence Uniqueness (LBU), it is reflected by five indicators such as Having desire & responsibility to good conduct (.65), keep building trust which enhance well-being (.76), offering attributed of humanitarian aid (.75), endorsing social harmony & Comprises equality (.71) and Predicting pro-social behaviors, justice and peace (.75). based on the respondents respond, the trust is the crucial. The indicator of building the trust is the highest loading factor among all. The respondents' perception is convergent to this item; this is to claim that having a trust is the most crucial during vacation among tourist and local people.

The second independent variable is Aesthetic Environmental Look; it is also mirroring with five items. They are Less Environmental pollution & waste (.85), Environmental biodiversity (.85), Preservation & conservation ethic (.68), the harmless effects of human activities on the environment (.69) and Pro-environmental behavior (religion, urban-rural differences, norms, social class, proximity to problematic environmental sites and cultural and ethnic variations) – (.67). the tourists preferred the less and biodiversity environment which can be seen from the highest loading factor. The AEL is presented by less pollution ad waste as well as biodiversity, this to suggest the local destination authority to sustain and improve the aesthetical.

The third one is Architectural Heritage Preferences. It is presented by five indicators. Namely Specified the beauty and attributes of heritage architectural (.58), distinguished of heritage aesthetic value (.64), Accentuated features of heritage sites (.76), Generated great historical & culture value (.83), Integrated the conservation, sustaining and maintenance of heritages (.69).

Furthermore, Revisited Cultural Heritage Value with four items, the awareness on perceived value of cultural heritage (.80), Beneficial experiences gained from attractive heritage (.87), Most favorable experience of consumption (.80), Perceived satisfaction of tourism destination (.81). the tourists strongly agree that the benefits from visiting heritage sites is the most important. Once they obtained unforgettable experience, they would like to revisit.

The last one is Sustainable Tourism Performance with four indicators, Global sustainability of tourism destination (.75), Quality improvement of social & economic (.79), Preserved and preference of tourism destination environment (.78) and Developed & managed tourism activities (.73). the most convergent of tourist perception is presented by the highest loading factor, that is life improvement which is triggered by leveraged social and economic of the destinations. For more details, see the following table.

Standardized Loading (λ) is conducted to find out the convergent validity. The statistical output shows all the loading factors is above ,5, to support this, the Fornell and Larcker criteria and Heterotrai-Monotrait ratio also deployed to examine the discriminant validity. The higher of square roof of Average Variance Extracted (AVE) is also demonstrated from all the correlation value when compared to all constructs.

Scale Accuracy Analysis

Table 3.
Scale Accuracy Analysis (SAA), Confirmatory Factor Analysis (CFA), Summary of Measurement Scale Results, Average Variance Extracted (AVE) and Validity

Variable	Indicators	Standardized Loading (λ)	Ave	Alpha (A)	Cr
Local Benevolence Uniqueness	• Having Desire & Responsibility To Good Conduct	0,65	.73	.76	.74
	• Keep Building Truth Which Enhance Well-Being.	0,76			
	• Offering Attributed Of Humanitarian Aid	0,75			
	• Endorsing Social Harmony & Comprises Equality	0,71			
	• Predicting Pro-Social Behaviors, Justice And Peace	0,75			
Aesthetic Environmental Look	• Less Environmental Pollution & Waste	0,85	.75	.77	.79
	• Environmental Biodiversity	0,85			
	• Preservation & Conservation Ethic.	0,68			
	• Harmless Effects Of Human Activities	0,69			
	• Pro-Environmental Behavior	0,67			
Architectural Heritage Preferences	• Specified The Beauty And Attributes Of Heritage Architectural.	0,58	.71	.73	.75
	• Distinguished Of Heritage Aesthetic Value	0,64			
	• Accentuated Features Of Heritage Sites	0,76			
	• Generated Great Historical & Culture Value	0,83			
	• Integrated The Conservation, Sustaining And Maintenance Of Heritages.	0,69			
Revisited Cultural Heritage Value	• The Awareness On Perceived Value Of Cultural Heritage	0,80	.82	.84	.86
	• Beneficial Experiences Gained From Attractive Heritage	0,87			
	• Most Favorable Experience Of Consumption	0,80			
	• Perceived Satisfaction Of Tourism Destination	0,81			
Sustainable Tourism Performance	• Global Sustainability Of Tourism Destination	0,75	.73	.75	.777
	• Quality Improvement Of Social & Economic.	0,79			
	• Preserved & Preference Of Tourism Destination Environment.	0,78			
	• Developed & Managed Tourism Activities.	0,73			

Source: Data Analysis (2022)

The analysis of current study scale accuracy as illustrated in table 3, it demonstrated that the reliability is examined through three steps, first is step is analyzing the α (Alpha coefficient), the second is the CR (composite reliability), and the last the AVE (average variance extract). All the construct scale accuracy is above .5 and aligned with the cut-off value suggested by (Hair, Hult, Ringle, & Sarstedt, 2016). This is to claim that current research reliability and other measurements is fit.

Evaluation of Full Structural Model, direct and Moderating Effect Testing

Present study proposed the direct and indirect relationships among endogenous and exogenous variables. For more detailed see the following Figure 2.

Some procedural to normalize the data with 383 samples were conducted and showed the significant relationship among all constructs. Proposing two mediating variables revisited cultural heritage and architectural heritage preferences strengthen the relationship among the antecedents and consequences of this model.

As in general, in a research model proposed, there are three measurements, they are the absolute, incremental and parsimony. All the measurements are suggested to meet the fit category in order to claim the good model. The statistical output showed the Chi-Square = 287,553, df=223 P=0,002 Cmin/DF= 1,289, GFI=0,940, AGFI=0,926, TLI= 0,982, CFI=0,984, NFI= 0,915 and RMSEA = ,028 and Hoelter (336). For more details, see table 2. Since all the categories required is met in this study, this is to claim that the proposed model is good.

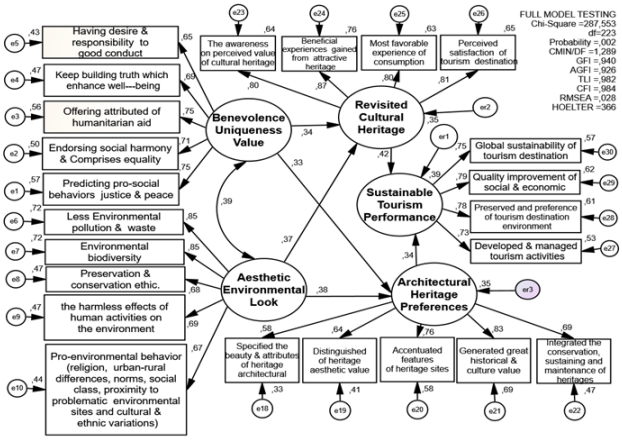

Figure 2.
Full Model Testing and Estimation

Hypotheses Testing & Findings

Two steps approach were conducted through Structural Equation Modeling (Anderson & Gerbing, 1988) for model measurements before structural relationship assessed. Current research proposed six hypotheses. The sustainable Tourism Performance as the consequences. The highest CR (7,126) could be seen from the relationship between Revisited Cultural Heritage (TCH) with Sustainable Tourism Performance (STP) as the H5 is accepted. The more tourists visit the destination, the higher rate of tourism performance and maintain its sustainability. This finding is aligned with (Río & Hernández-Rojas, 2020; Torabi et al., 2022; Zhou et al., 2022). Secondly, The relationship between Aesthetic Environmental Look (AEL) with Revisited.

Cultural Heritage (RCH) with CR (6,149). The logical connection between the two constructs defined that the more rate of the aesthetical environmental, the more tourists visit the cultural heritage as H3 is accepted. This finding also supported by previous finding (Brady & Prior, 2020; Lavdas & Schirpke, 2020; Li et al., 2022; Wang & Yu, 2018)

Thirdly, the relationship between Aesthetic Environmental Look with Architectural Heritage Preferences with CR (5,952). The respondents agreed that when they experienced the environmental is more aesthetic, the architectural heritages are become the preference to visit, this is to prove H4 is also accepted (Kalamarovaa et al., 2015; Mohammed et al., 2021; Throsby et al., 2021). Benevolence Uniqueness Value (BUV) as considered as the local wisdom of destination

is closely related with Revisited Cultural Heritage (RCH) with CR (5,727). The tourists are attracted and obtained unforgettable experiences from local people hospitalities as H2 is accepted (Malloy & Kinney, 2017; Shaw et al., 2020; Svare et al., 2019).

The Architectural Heritage Preferences (AHP) has a significant impact on Sustainable Tourism Performance (STP) with CR (5,650). Having the destination and the Architectural Heritage become preferences and most likely the tourist destination, it would lead to the higher tourism performance, as H6 is accepted (Mohammed et al., 2021).

Table 5.
Regression Weights Hypothesis Testing

Hypotheses			Estimate	S.E.	C.R.	P	Label	H
Sustainable Tourism Performance	←	Revisited Cultural Heritage	,466	,065	7,126	***	Par_25	Y
Revisited Cultural Heritage	←	Aesthetic Environmental Look	,393	,064	6,149	***	Par_20	Y
Architectural Heritage Preferences	←	Aesthetic Environmental Look	,371	,062	5,952	***	Par_24	Y
Revisited Cultural Heritage	←	Benevolence Uniqueness Value	,352	,061	5,727	***	Par_22	Y
Sustainable Tourism Performance	←	Architectural Heritage Preferences	,411	,073	5,650	***	Par_23	Y
Architectural Heritage Preferences	←	Benevolence Uniqueness Value	,308	,059	5,227	***	Par_21	Y

Source: Statistical Output of SEM with AMOS (2022)

The significant relationship between Benevolence Uniqueness Value and Architectural Heritage Preferences is also accepted with CR (5,227). The local people hospitality, benevolence and uniqueness are becoming the attractive determinants factors to revisit and put the architectural heritage to the list to visit (Lin et al., 2021; Malloy & Kinney, 2017). For more details, see the following Table 3.

DISCUSSION AND CONCLUSION

Present study investigated the local benevolence uniqueness (LBU) and Aesthetical Environmental Look (AEL) on Sustainable Tourism Performance (STP) mediated by Revisited Cultural Heritage Value (RCHV) & Architectural Heritage Preferences (AHP). Holistically, research findings showing all the proposed hypotheses have significant impact on sustain tourism performance.

To make the destination are becoming the preferences of traveler, the local people as well as authority should sustain people benevolence uniqueness and local wisdom(Shaw et al., 2020). Conservation on architectural heritage will strengthen the values embedded. Once the heritages sites are becoming the most wanted destination, the higher revisited intention. Benevolence truly showed as the determinant of RCHV and AHP.

RCHV & AHP are also triggered by the aesthetic environmental look(Trifkovi´c, Kuburi´c, Nestorovi´c, Jovanovi´c, & Kekanovi´, 2021). People with pro-environmental behavior will strongly agree if the cultural and architectural heritages are well maintained. In accordance with theory of value (Schwartz, 1992) is extended to considered the effect on environmental concern and intention to friendly environmental in tourism perspective. Tourist with universalism behavior will have positive significant relationship with environmental concern. In this study, people who deals with benevolence pay more respect to the heritage sites and architectural heritages values.

Research findings also showed that the respondents engaged in the research sample are proven to have benevolence and environmental concern behavior. Tourist will be more attracted with the originality of cultural heritage site as well as the architectural(Guedoudj, Ghenouchi, & Toussaint, 2020). The previous research had claimed that how the measurement on environmental concern was constructed to increase positive behavior (Sebastian & Bamberg, 2003). Attitude could become the better behavior predictor if well defined in accordance with behavior criteria.

The findings also highlighted that the marketing efforts to attract the tourists with altruism values regarding on human being and environmental concern and the alternatives of tourism will have wider opportunities in order to promote the tourism successfully as well as its sustainability. The last finding is to strengthen that only the local benevolence uniqueness and aesthetic environmental look could maintain the sustainability of tourist performance.

Further Research and Limitations

As other fundamental study, this research has limitation. Current research limitation is mixing the destination on heritage sites. The short time to collect data influence the research justification. Further research is recommended to focus in one heritages site destination and proposing some related variable such environmental concern as the endogenous variable.

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