

Table of Contents

| | | | |
|---|----|----|----|
| Chapter One | 1 | | |
| Introduction | 1 | | |
| Definition of Heritage Tourism | | | 3 |
| Purpose of the Study | 4 | | |
| Statement of the Problem | | 4 | |
| Perceived Behavioral Control | | | 7 |
| Subjective Norms | 9 | | |
| Objectives | 9 | | |
| Research Questions | 10 | | |
| Justification of the Study | | | 10 |
| Summary | 11 | | |
| Organization of the Dissertation | | | 11 |
| | | | |
| Chapter Two | 12 | | |
| Introduction | 12 | | |
| Trends | 13 | | |
| Definitions | 15 | | |
| Heritage Tourism | | 16 | |
| Cultural Tourism | | 17 | |
| Explanation for Heritage Tourism Growth | | | 19 |
| Need | 19 | | |
| Postmodernism | | 20 | |

| | | |
|--|----|----|
| Heritage Industry | 22 | |
| Components of the Heritage Industry | | 22 |
| Visitor Surveys | 24 | |
| Type of Heritage Visitors | | 24 |
| Profiles of Cultural and Heritage Tourists | | 25 |
| Perceptions of Heritage Sites | 25 | |
| Benefits and Experience Sought at Heritage Sites | 26 | |
| Historic Preservation-Planning and Development | | 27 |
| Heritage Sites | 27 | |
| Interpretation | 28 | |
| Authenticity | 28 | |
| Sense of Place | 29 | |
| Benefits | 30 | |
| Demand and Motivation | 32 | |
| Influences on Demand and Motivation | | 33 |
| Service | 34 | |
| Service Quality Dimensions | | 34 |
| Service Gap Theory | 38 | |
| Tangibility/Intangibility of Service | | 39 |
| Motivational Theory | 40 | |
| Expectancy Theory | | 40 |
| Theory of Planned Behavior-Attitude and Subjective Norms | 41 | |

| | |
|---|----|
| Environmental Preservationist Attitude | 44 |
| Modified Theory of Planned Behavior | 45 |
| Summary | 49 |
| Chapter Three | 50 |
| Introduction | 50 |
| Research Framework | 51 |
| Research Hypotheses | 51 |
| Model | 51 |
| Research Design | 53 |
| Sample | 53 |
| Non-Response Bias | 55 |
| Survey Instrument | 55 |
| Pilot Test One | 56 |
| Pilot Test Two | 56 |
| Pilot Test Three | 62 |
| Constructs | 65 |
| Dependent Variables: Type of Heritage Experience | 65 |
| Independent Variables | 67 |
| Environmental Preservationist Attitude Construct | 68 |
| Historical Preservationist Attitude Construct | 70 |

| | |
|--|----|
| Benefits Sought Construct | 71 |
| Services Sought Construct | 73 |
| General Information | 74 |
| Data Analysis | 74 |
| Mean Responses | 74 |
| Factor Analysis | 75 |
| Correlations | 75 |
| Summary | 76 |
| | |
| Chapter Four | 78 |
| Introduction | 78 |
| Respondents | 78 |
| Profile of the Respondents | 79 |
| Demographic Comparisons | 83 |
| Profile of Responses | 84 |
| Mean Responses | 84 |
| Environmental Preservationist Attitude | 84 |
| Historical Preservationist Attitude | 87 |
| Benefits Sought | 89 |
| Services Sought | 91 |
| Historic Site Preference | 93 |
| Factor Analysis | 95 |
| Environmental Preservationist Attitude | 95 |

VIII

| | |
|---|-----|
| Historical Preservationist Attitude | 100 |
| Benefits Sought | 103 |
| Services Sought | 106 |
| Results of Hypotheses Testing | 109 |
| Results of H ₁ | 109 |
| Results of H ₂ | 113 |
| Results of H ₃ | 117 |
| Results of H ₄ | 121 |
| Summary | 124 |
| | |
| Chapter Five | 125 |
| Introduction | 125 |
| Analysis of Results | 125 |
| Mean Responses | 125 |
| Environmental Preservationist Attitude | 126 |
| Historical Preservationist Attitude | 127 |
| Benefits Sought | 127 |
| Services Sought | 128 |
| Historic Site Preferences | 128 |
| Discussion of Hypotheses and Further Correlational Analysis | 129 |
| Environmental Preservationist Attitude | 129 |
| Historical Preservationist Attitude | 130 |
| Benefits Sought | 131 |

IX

| | |
|--|-----|
| Services Sought | 133 |
| Contributions of the Study | 134 |
| Limitations of the Study | 136 |
| Future Research Areas | 137 |
| Conclusions | 137 |
| References | 139 |
| Appendix A Cover Letter | 147 |
| Appendix B Final Survey | 148 |
| Appendix C January 8-10, 1998 Pilot Test Survey | 155 |
| Appendix D March 9, 1998 Pilot Test Survey | 162 |
| Appendix E March 19, 1998 Pilot Test Survey | 166 |
| Appendix F Environmental Preservationist Attitude and Demographic Comparisons | 172 |
| Appendix G Historical Preservationist Attitude and Demographics Comparisons | 177 |
| Appendix H Benefits Sought at Heritage Sites and Demographic Comparisons | 181 |
| Appendix I Services Sought at Heritage Sites and Demographic Comparisons | 186 |
| Appendix J Historic Site Preference and Demographic Comparisons | 192 |
| Vitae | 195 |

