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Examining the AISAS Model and Tourist Citizenship Behaviour in context of Mining Heritage Tourism

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Abstract

Therefore, the objective of the research is to test the effectiveness of the Attention-Interest-Search-Action-Share model in mining heritage tourism but replacing the Action component with tourist citizenship behaviour. This will therefore yield new and key insights because there are few studies conducted in this area. The current study selected 220 tourists through a convenience sampling technique. The gathered data was treated with exploratory factor analysis and structural equation modelling techniques. Confirmatory results found on the acceptance of the first hypothesis, which is Attention Influences Interest, attention becomes very important in ensuring riveting tactics are put in place when promoting mining heritage tourism. The second hypothesis, Curiosity influences Search, is also supported and confirms that only in the condition of a deep level of curiosity, tourists search for information. The third hypothesis is stating that interest influences TCB. The fourth hypothesis postulates that interest influences Share. It supported the sixth hypothesis stating that Search influences TCB. The rejection was of the sixth hypothesis that stated Search influences Share. The seventh theory stated that TCB influences Share, thereby is accepted. These findings bear some significant implications for attaining the sustainable development goals. Precisely, it means that the promotion of mining heritage tourism advances SDG 11—Sustainable Cities and Communities—since this ensures cultural heritage is preserved and contributes to inclusive and sustainable urban development. Likewise, with increased engagement of tourists during citizenship behaviours, this particular act contributes to SDG 12 through the aspect of sustainable tourism and raising awareness. Similarly, the positive experiences that are increasingly wide follow up essentially give rise to SDG 8 through the promotion of tourism as one of the prime movers for improving the economy..

Keywords: *AISAS model, destination marketing, consumer behaviour, mining heritage tourism, sustainable tourism.*

Introduction

Heritage tourism in mining entails visiting former mining sites, most of which have historical and cultural significance. Such tourism will aim to popularise those places and attract tourists with special interests to acquire information on the history of mining, its technology, and other socio-economic impacts resulting from it. Measham et al. (2021) describe a few characteristics of tourism within Kapunda, a town in Australia that includes local museums and mining heritage trails, among some other leisure activities located around the former mining sites. Although that adds less than three percent to the economy, it is one of the essential factors for community identity and thus helps in supporting other economic industries related to accommodation and hospitality services. Pijet-Migo (2022) in turn gives a clear illustration of the rising prominence of geotourism. It involves taking places that were formerly mined and projects them as learning areas. What remains relevant is the issue of the relationship between mining heritage and local people regarding sustainable development. According to Daulay (Daulay et al., 2020), formerly mined areas are turned into tourist places capable of promoting opportunity while at the same time conserving culture and heritage for locals. It's an active transition, involving locals in increasing income and strengthening cultural identity. Samuil et al. (2020) focus on the specifics of the process regarding the transformation of old mining sites into cultural and administrative centres, like in Petrila. In fact, this transformation is a real key to the social and economic revival of communities affected by mine closures. On the contrary, Byström (2022)sees a growth in mining legacy tourism in northern Sweden. Having been an integral part of the mining heritage and local identity, it is an attractive feature for tourist visits; however, potential conflicts are arising between different notions of land use on the part of nature-based and industrial tourism.

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Research in mining heritage and consumer behaviour is relatively scant, with that on the AISAS model and tourist citizenship behaviour. Rasoolimanesh et al. (2022) attempt to explore the influence of memorable tourism experience on tourists' behavioural intentions. MTE is comprised of various factors, which include local culture, involvements, and knowledge that contribute immensely to enhancing satisfaction and repeater and positive word-of-mouth behaviour. Three major factors detected in heritage tourism with a great impact on the variables of motivation, authenticity, and destination image are motivation, authenticity, and destination image. They are indicators of the motivation and willingness to learn about history and local culture by visitors as drivers of intention to visit. Besides, it could improve satisfaction, but also increase revisiting purposes with the aid of authenticity and positive destination images. The study reveals that perceived authenticity moderates the influence of MTEs on emotional place attachment in revisit intentions. Atzeni et al. (2022) identify the use of VR to create real experiences regarding enhancing happiness and loyalty, hence increasing willingness to visit in person. Finally, Kaharuddin et al. (2021) underline the fact that what ultimately matters in visitors' decisions to revisit heritage sites is motivation of tourists, service quality, and attractiveness of destination. They indicated that satisfaction alone would not play a dramatic role in revisit intentions; these elements acted in very important roles.

There are many reasons to study the AISAS model in mining heritage tourism, especially since "action" is currently turning into "tourist citizenship behaviour." Tourism related to mining heritage corresponds to a niche in the tourism industry related to historic and cultural aspects associated with former mining areas. This kind of tourism is particular to the countries that originated it; beyond giving a push to the conversation of culture, uniquely helps in the economic development of the local regions, as is evidenced in Sawahlunto, Indonesia. Profiling consumer behaviour through an insight from the AISAS model will give better targeting and promotional activities among the stakeholders to attract more visitors and enhance experiences. This understanding also defines the development of experiences that, besides underscoring their deep historical and cultural significance, will assure their long-term viability.

Replacement of "action" by "tourist citizenship behaviour" shifts attention from mere transactional interactions to some more highly engaged and responsible behaviours manifested by tourists. Tourist citizenship behaviour refers to actions on the part of tourists that delineate involvement in and commitment to the sustainability and protection of the tourism location. Two important aspects pertaining to mining heritage tourism include sustainable sites and communities involving local people. It is through the promotion of environmental stewardship, cultural respect, and local enterprise support that more sustainable measures for tourism practices may begin to be realised as having long-term benefits at the community level. Stepped within broader trends of sustainable tourism and responsible travel, tourist citizenship behaviour is going to boost the formation of overall tourist experiences, which finally lead to positive word-of-mouth and raise awareness with a loyal section of visitors about cultural and historical value forever held by mining heritage sites.

This study tests the AISAS model—Attention, Interest, Search, Action, and Share—in mining heritage tourism settings. The AISAS model was first put forward by Sugiyama and Andree (2010). In this case, however, "action" is uniquely replaced with "tourist citizenship behaviour". Some of the leading-edge insights that have been discovered in this research include the following: foremost, there is still very limited consumer behaviour research into mining heritage tourism. Second, it inspects the AISAS model for the setting of mining heritage tourism. Third, this paper changes the "action" component in AISAS to "tourist citizenship behaviour," taking into consideration the peculiarities of tourist activation at heritage tourism settings. This is totally a new approach that brings invaluable insight into this regard.

The setting for this research was in Indonesia, where the testing of AISAS model parameters—attention, interest, search, action, and share—was conducted on mining heritage tourism. By this, in proposing this research, is uniquely replaced "action" by "tourist citizenship behaviour." According to previous studies in Indonesia regarding mining heritage tourism conducted by Rohaendi et al. (2022), Sawahlunto has started to grow as a special interest in tourism because of its historic-value national geopark area, tourist zones, activities of the community, problems, and opportunities. Further, Caesarina and Hirsan (2020) find the

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potential for peri-urban former mining areas to be rehabilitated into sustainable tourism destinations like Danau Seran, oriented to community and environmental development. Sawahlunto's transformation from a coal mining city into a cultured mining heritage tourism city is stated by Syafrini et al. (6) by emphasising economic recovery, use, education, cultural awareness, and ethnic diversity using heritage resources. According to Armis (2021), mining heritage, despite being very valuable, is not the most influential attribute of the Sawahlunto area on competitiveness as a tourist destination. Other attributes include sports and recreation, shopping, and culinary experience. Finally, Singgalen (2022) informs how mining and tourism industries interact in North Halmahera; however, from the context of shifting livelihoods of people on forest resources to tourism as an economic alternative, it does not argue explicitly about mining heritage tourism.

Literature Review

Attention

It is accepted that customer attention is a multi-dimensional phenomenon. The same gets influenced by several elements and hence includes the effect of both bottom-up and top-down influence. According to Orquin et al. (2020), visual salience, size, and relative position are major factors in catching attention. All these can be classified under bottom-up factors. Other than these, cognitive control and consumer goals, popularly known as top-down factors, also have prominent roles in capturing eyeballs. Nugraha et al. (2023) describe the role of customer attention in marketing a museum through its website; through asynchronous research, the work has been proven to have appropriately designed elements of attention with potential visitor attraction and search effects for further information. Mormann et al. (2020) considered customer attention pertaining to eye fixations and saccades. This makes sense, as orbits and saccades give insight into the cognitive processes at play in decision-making. The research by Mohr et al. (2012) examines how marketer-suggested portion sizes influence the extent of consumer processing of calorie information and—disquietly—guilt, purchase intentions, and product choice behaviour. For instance, in the case of online fashion design, factors such as shape, color, and pattern are able to drive visual attention and raise the emotional component of buying experiences, which has been further demonstrated by Mo et al. (2023).

Attention and Interest

In particular, the AISAS model repeatedly exposes that attention can have a significant influence on interest in many studies. Yuliati and Simanjuntak (2024) note that merely directing attention to food waste issues independently influences the person's interest, hence triggering an additional information searching behaviour. Rusli and Pradina (2021) inspect the various ways through which firms capture consumer attention to "trigger interest is by using some of the same attention capturing activities which are used to effectively trigger interest described in this pathway, such as Instagram adverts and message blasts" and they do that by creating relevant content and activity, like quizzes. Aisyah and Handriyotopo (2024) confirm that it is necessary to have the audience involved in advertisements to build interest in the products or brands being advertised. Fang et al. further strengthens this point by proving that customers' attention to ceramic product-related content on TikTok strongly influences interest in those products.

The following hypothesis is based on the findings from the review of past research.

H1 – Attention will have a significant impact on interest.

Interest

Consumer interest may be a concept that is very complex and influenced by so many factors in different contexts. Nugroho et al. (2018) stress that it is driven by the inter-relation of one's attitudes, subjective norms, and perceived behaviour control in respect to consumer interest in adopting the use of electronic money. Melgar-Lalanne et al. (2019), describe how interest among people for consumption of insects as food is driven by knowledge, attitude, eating habits, influence of culture, product availability, and promotion. It was depicted from the study that among the European consumers more acceptance of the

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insect-based foodstuffs it is when not easily recognisable—in forms such as flour. Elsewhere, Kirchherr et al. (2018) pinpoints consumer interest in sustainable goods as the pre-requisite that underpins the circular economy and narrows the focus on consumer awareness towards making environment-friendlier purchase choices. Kietzmann et al. (2018) explore the extent to which AI methods can predict customer interest by operating in the context of customers' real-time online behaviour such that marketers are in a better position to instantaneously develop very comprehensive profiles of consumers. Lastly, Culpepper and Thelen (2020) think about the nexus between customer interest and political power of the platform firms in which consumer preference also impacts preview regulatory positions.

Interest and Search

Interest and search in the AISAS model are well grounded on several studies evidencing interest as influencing the succeeding search behaviour of users. In this regard, Suhud and Allan (2020), and Sasmita and Achmadi (2022), supported the same by proving that interest is the trigger for an increase in information search, more especially in cases such as marketing communication through TikTok. While this is even further specified by Saadah et al. (2023) as interest likely to have an effect at the share stage, suggesting it is consumer engagement at its level of interest that empowers search and sharing behaviours together. Rochman and Iskandar (2015) and Ramadhani et al. (2019) also quote the positive association of interest and search, explaining that at the point where customers start developing an interest, they are likely to need more information on the products. On the other hand, Pranawukir and Elisabet (2023) postulate that although interest comes before search, the two factors in AISAS do not have any direct effects on each other, but sequential functions.

Interest and Tourist Citizenship Behaviour

To this day, studies that have focused specifically on the effect of interest on TCB are few. It may, however, be necessary for one to clearly know the relationship between interest and action, as it was meant to replace the variable of action in the AISAS model, and such knowledge can provide key insights. Abdurrahim et al. (2019) find out that Interest will not have a significant effect on action; this indicates that probably the formation of interest alone might not be sufficient to provoke the customer's actions. However, assumes Consumer attitude towards e-commerce tourism websites may result in consequent behaviour. To this end, this research recognises that further research is still required to ascertain this relationship. Rochman and Iskandar (2015) proved that interest and search have a positive relationship but failed to find out any relation directly between interest and action. However, on the bright side, Mulyana et al. (2023) proved that interest plays a very significant role in stimulating millennials' buying behaviour related to the retail industry. Thus, evoking interest would be an effective way towards enhancing consumers' activities. The study conducted by Tee, Chaw and Khan (2023) found that there is no mediating effect of green entrepreneurial knowledge on green entrepreneurial intention. The research conducted by Liu et al. (2024) addresses the existing gaps in the literature on smart hotels. It introduces new frameworks that help in comprehending customer decision-making processes in the context of technological advancements and environmental responsibilities.

Interest and Share

Attention-interest has been postulated by the AISAS model as a relationship that forms the basis for many studies in bringing out this important role that attention plays in triggering consumer interest. For example, Pelawi and Aprilia (2019) investigate how such creative marketing communication methods should be applied to capture clients' interest so that interest is aroused on the products introduced. Attention has a huge influence with respect to interest within the context of fintech Syariah investment decisions, so suggests Ramadhani et al. (2019) Rini and Harahab (2018) consider the use of social media influencers as useful in manipulating customer attention for the better to enhance interest in diversified products advertised. This assertion is backed by Suhud and Allan (2020), where the huge effect of attention on interest has been indicated and postulates that early attention can motivate consumers to search for more information actively. According to Suhud et al. (2022), attention toward social media content has a significant influence on heightened interest among micro and small entrepreneurs. Eventually, attention

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becomes the first and core component of the AISAS model emphasised by Suhud, Sulistyowati, Sihotang (2024), and other researchers in their study. According to the same researchers, this model is aimed at really capturing customers' attention, finally leading to the creation of lasting interest.

In view of several past studies, we can, for testing purposes, deduce the following hypotheses.

H2 – Interest will have a significant impact on search.

H3 - Interest will have a significant impact on tourist citizenship behaviour.

H4 - Interest will have a significant impact on share.

Search

Basically, consumer search behavior is prerequisite to any meaningful decision-making process in most businesses, involving active efforts on the part of consumers to acquire information concerning goods or services. For instance, Sun and Wang (2020) show that those who actively search for green products tend to be highly concerned about the environment and demonstrate a greater willingness to partake in sustainable purchases. According to Ursu (2018) online search reduces search effort and money while improving well-being by searching for products that meet consumer needs. In explaining the AISAS model, Sugiyama and Andree (2010) created the search phase as the most vital step consumers should take to obtain all information before they carry out subsequent actions. Suhud et al. (2024) indicate that the search stage is equally important in enabling customers to make effective decisions by reviewing various sources available on the internet. Santos (2018) adds that, in respect to online bookstore retailers, there exists evidence that the consumer confines his/her search behaviour to a small number of favourite shops, tantamount to implying a high degree of brand loyalty. Pop et al. (2022) further reiterate the role played by social media and influencers in consumer search within the tourism business, noticing to what degree they condition digital platforms and thus eventually affect travel choices.

Search and Tourist Citizenship Behaviour

Few studies explicitly examine the effects of search on tourism citizenship behaviour. TCB could, however, be classified as a type of activity belonging to the AISAS paradigm. Many studies stress the proper role played by the search phase in influencing subsequent behaviours. Yuliati and Simanjuntak (2024) clearly relate information search with the behaviors aimed at reducing food wastage, and they express that consumers are on their own in searching for more information to reduce potential risks associated with their decision-making process. According to Xue et al. (2021), the search activities have been documented as an effective determinant of behaviour regarding online consumer behaviour in the context of the tourism industry, which goes on to insinuate there is information searching before and during a trip that leads to affecting consumer behaviour after the trip. As indicated by Sulastry (2022), knowledge diffusion is impacted by an action stage and encounters inside social media. This, however, does not set a direct relate search and action. According to Suhud, Sulistyowati, Sihotang et al. (2024), information searching has a strong positive relation to sharing behaviour, that denotes the much more extensive search of certain information leads to frequent sharing activities. In their research, Suhud et al. (2022) express how micro and small entrepreneurs' searching behaviour for information influences their further actions tremendously. It was important to emphasise the information search stage in the decision-making process for such entrepreneurs.

Search and Share

Nevertheless, it is believed that in different research, the relationship between the search and share stages has been characterised by inconsistent results. Another studies Rusli and Pradina (2021) and Rini and Harahab (2018) reveal that the Search stage significantly and positively influences the Share stage. This also

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means that consumers who wilfully seek information about the product, following purchase, will share their experience and reviews online or often by word-of-mouth. These two studies put together echoed the importance of the process of information search in influencing future sharing behaviour, more so in situations involving social media and online influencers. The research by Ramadhani et al. (2019) and Fannani and Najib (2020) brought out inconsequential relationships between Search and Share, which prima facie allows one to draw the inference that searching for information does not ultimately lead to any act of sharing, whatsoever happens. No explicit investigation into a direct relationship between Search and Share is made in Jun et al. (2021). On the other side, they focus on the examination of the other aspects of the AISAS model and leave this subject open in their study.

We have constructed hypotheses that we aim to test based on a literature review and a comprehensive assessment of multiple past studies.

H5 – Search will have a significant impact on tourist citizenship behaviour.

H6 – Search will have a significant impact on share.

Tourist Citizenship Behaviour

Tourist Citizenship Behaviour refers to positive, voluntary, unselfish actions done by tourists that guarantee gains for tourism firms and locations. Al Halbusi et al. (2020) explained TCB as activities of customers which are not directly bound by criteria of enforced role. They focus on actions which help in building the value of customers. Arıca and Çorbaci (2020) explain how advocacy, tolerance, helping, and feedback behaviours would improve the quality of visitor experience and thus influence marketing opportunities and electronic word-of-mouth dynamics. Zhang et al. (2022) have been defining TCB as a package of affirmative actions that assist in environmental sustainability, activate communities, and provide constructive criticism for sustainable cultural tourism. While Liu and Tsaur (2014) are focused on the role and importance of TCB or tourist collective behaviour with regards to group tours, they underline acts that foster peace and help the service providers derive a satisfying experience for all.

Tourist Citizenship Behaviour and Share

To this day, little research has been conducted to establish how TCB influences sharing behaviour. There are, however, a few relevant studies that provide useful insights into similar patterns. Evidence presented by Ramasamy and Thamaraiselvan (2011) and Rika and Nurhayati (2017), shows that organisational citizenship behaviours in the form of altruism, civility, conscientiousness, sportsmanship, and civic virtue have a positive influence on knowledge sharing within organisations. Han et al. (2019) further argue that perceived organisational support only has an influence on knowledge sharing intentions with the mediation of OCB. This goes to underscore once again how materially OCB influences knowledge sharing at work. Wang and Ho (2017) use such earlier works to develop an inextricable strong influence of consumer citizenship behaviour arising from the sharing economy, reflecting more especially on sharing platforms like Airbnb, and underline the requirement for social capital. Sun and Wang (Sun & Wang, 2020) direct their attention to TCB, and in this regard, they are of the positive view of its impact towards the knowledge sharing culture within organisations. They go ahead to theorise that the presence of altruism, courtesy, and other factors of OCB lead to knowledge sharing.

Based on a critical review of some past research studies, the hypothesis is formulated as:

H7 – Tourist citizenship behaviour will have significant impact on share.

Figure 1 Theoretical framework outlining the relationships between Attention, Interest, Search, Tourist Citizenship Behaviour, and Share stages of the revised AISAS model. Theory supports that Attention positively influences H1 Interest, which in turns positively influences H2 Search behaviours. Interest also influences a concept developed to replace the traditional "Action" stage; that is, Tourist Citizenship Behaviour. Conceptualisation advocates and involves behaviours. While interest directly influences Share

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with H5, on the other hand Search influence it with H6. Customer shares experiences or knowledge in these sets of behaviour. Furthermore, the search factor at H4 influences TCB that in turn has a strong influence in improving Share activities with H7. The model seeks to explain the shift from mere awareness of the consumer to one of active involvement and sharing, emphasising an exploration into how tourist citizenship behaviours will strengthen the sharing phase.

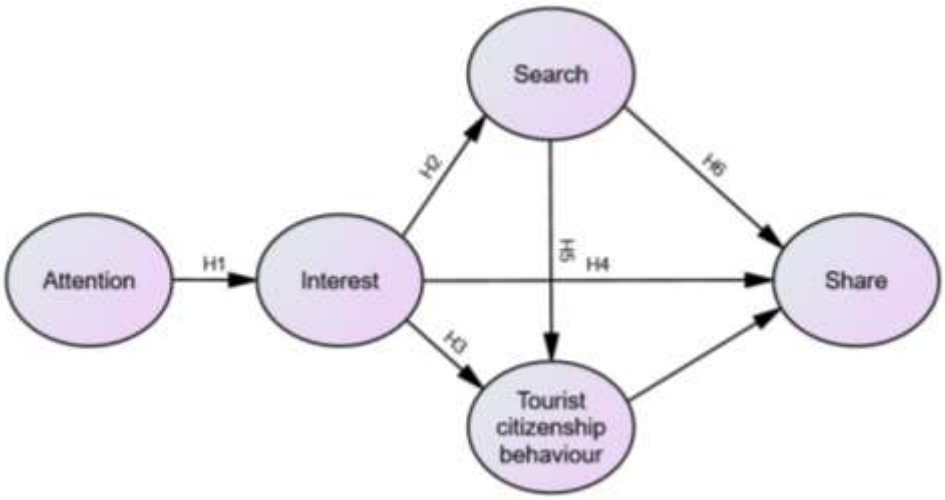

Figure 1: The Theoretical Framework

Methods

Measures

Quantitative testing of the AISAS model, introduced by Sugiyama and Andree, has been conducted in different studies by various scholars. The variables in this study were measured by indicators adopted from past studies. Indicators for measuring the AISAS model were adopted in this research from Wei and Lu (2013), Suhud and Allan (2020), and Suhud et al. (2022). Indicators from Zhang et al. (2022) were used for measuring Tourist Citizenship Behaviour. Such indicators were measured by 6-point Likert-type scales ranging from 1 = strongly disagree to 6 = strongly agree. The approach ensures that this construed measure in the framework is assessed with sufficient reliability and validity.

Data Analysis Methods

In this study, different stages through which data analysis is going to be processed involve some essential procedures that deal with the accuracy and consistency of the model and further examination of the set hypotheses. The Exploratory Factor Analysis is done to test data validity using SPSS because it unravels the principal underlying factor structure and confirms that each item is highly related to its respective construct. To check the convergent validity, computation for Average Variance Extracted will be ascertained, where the values obtained were larger than 0.50, exhibiting a high level of internal validity. Cronbach's Alpha and Composite Reliability, used for checking data reliability, are both above the threshold of 0.70, hence confirming that there is consistent measurement. Structural Equation Modelling in AMOS aids in hypothesis testing. These are: probability value ranging between 0.05 and 1.00, ratio of CMIN/DF less than 2, the value of CFI ranging from 0.95 to 1.00, and RMSEA less than or up to 0.06. All these explain themselves in Table 1. The entire methodology ensures the model: well-grounded, valid, and reliable; and the hypothesised relationships are statistically significant.

Table 1: The Criteria for a Fitted Model

Criteria	Rule of thumb	Resources

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Probability	$0.05 < p < 1.00$	Schermelleh-Engel et al. (2003)
CMIN/DF	$0 \leq CMIN/DF \leq 2$	Tabachnick et al. (2007)
CFI	$0.95 \leq CFI \leq 1.00$	Hu and Bentler (1995)
RMSEA	$0 \leq RMSEA \leq 0.06$	Hu and Bentler (1999)

Results

Participants

Information on the profile of research participants is presented in Table 2. The total population sample was 220, of which 31.4% were males (69) and 68.6 % females. The educational level is distributed as follows: undergraduate studies remain with the largest proportion, occupying 58.2%; those holding a diploma are 23.6%; high school education levels constitute 13.6%; postgraduate education makes up 3.6%; less than high school education is less than 0.9 %. Age distribution was 4.5% between 17-20, 36.4% between 21-24, 40.0% between 25-29 years, 17.3% between 30-34 years, and 1.8% were between 35-39 years. About occupational status, 86.4% of the respondents are currently employed, while 8.6% have no employment at all; the rest, 5.0%, work on their own. On marital status, statistics show 66.8% of those who have never been married, followed by 31.8% who are married, while the rest, 1.4%, separated or divorced.

Table 2: Profile of Participants

Profile		Frequency	Percent
Sex	Male	69	31.4
	female	151	68.6
	Total	220	100.0
Level of Education Has Been Completed	Less than high school	2	0.9
	Diploma	52	23.6
	Postgraduate	8	3.6
	Undergraduate	128	58.2
	High school	30	13.6
Group of Age	17-20	10	4.5
	21-24	80	36.4
	25-29	88	40.0
	30-34	38	17.3
	35-39	4	1.8
Occupational Status	Employed	190	86.4
	Unemployed	19	8.6
	Self-employed	11	5.0
Marital Status	Unmarried	147	66.8
	Separated/divorced	3	1.4
	Married	70	31.8

Data Validity, AVE, and Reliability Tests

Below is the table of data for the validity test, AVE, and the reliability tests on variables with indicators in Attention, Interest, Search, Tourist Citizenship Behaviour, and Share. Each variable was amenable with factor loadings, AVE, and Cronbach's alpha values. We could see from the table that there are two subsets of indicators belonging to the Variable Attention. In-set group A, the AVE is 0.635, while the composite factor loading was excellent at 0.478 for Attention 1, while for set group two, it dropped down to 0.375,

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below the sufficiency level of 0.5 for construct validity even if the factor loadings were above the minimum levels at 0.828 and 0.647 and so was Cronbach's alpha.

Interest variable had good reliability since it had an AVE of 0.768, while Cronbach's Alpha overall factor loading was 0.496. Strong construct validity can be inferred from the high factor loadings of individual indicators: "I will be interested in the destination if I have the opportunity to see photos and videos of the Mining Heritage Area posted on social media." Factor loadings of indicators for the variable Search, as shown by AVE: 0.745 and a range of 0.622 to 0.761. Descriptive statistics suggest a very good measurement of the concept under investigation by these indicators. Strong Cronbach's alpha further validates the consistency and confirms internal dependability for the same indicators.

The cited examples of tourist citizenship behaviour amongst others include promoting the Mining Heritage Area and sharing positive experiences. This construct is very robust and well measured; the high factor loading indicators of this construct range from 0.650 to 0.818; AVE is equal to 0.839, while the Cronbach alpha values are high. The last variable, which is sharing, reflects the tendency where people are obliged to share with others their posting about the experience in social media. All these indicators have high factor loadings ranging from 0.658 to 0.792. Its values of Cronbach's alpha and AVE are both 0.813, demonstrating their reliability.

Table 3: Results of Data Validity, AVE, and Reliability Tests

	Variables and Indicators	Factor Loadings	AVE	Cronbach's Alpha
	Attention (1)		0.478	0.635
At4	I will have the opportunity to see someone's upload about the Former Mining Area through my social media.	0.784		
At6	I will know the location of the Former Mining Area from someone's upload on social media.	0.660		
At1	I think someone's upload on social media about a review of the Former Mining Area will attract my attention.	0.640		
At2	I will find out the latest information about the Former Mining Area from someone's upload uploaded on a social media account.	0.635		
	Attention (2)		0.617	0.375
At5	I think someone's upload of photos and videos on social media about the Former Mining Area will attract my attention.	0.828		
At3	I think uploads on social media about someone's selfie photos and videos in the Former Mining Area will attract my attention.	0.647		
	Interest		0.496	0.768
In6	If I have the opportunity to see photos and videos of the Former Mining Area uploaded on social media, I will be interested in the destination.	0.737		
In3	I will be interested in finding out more about the Former Mining Area if I see someone's upload about the destination.	0.724		
In1	Most likely, I will be interested in learning more about the Former Mining Area because it is used as a place for someone's selfie uploaded on social media.	0.722		
In8	Someone's selfie photos and videos in the Former Mining Area will arouse my interest in visiting the destination.	0.694		
In9	If I have the opportunity to read someone's positive review of the Former Mining Area, I will like the destination.	0.680		

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In5	After seeing someone's selfie photos and videos in the Former Mining Area uploaded on social media, I will be interested in the destination.	0.668		
	Search		0.496	0.745
Se1	If I have the opportunity to see someone's selfie photos and videos in the Former Mining Area uploaded on social media, I will look for information about the destination.	0.761		
Se3	If I have the opportunity to see someone's positive review of the Former Mining Area uploaded on social media, I hope to visit the destination	0.731		
Se2	If I have the opportunity to see someone's selfie photos and videos in the Former Mining Area uploaded on social media, I hope to visit the destination.	0.708		
Se4	Se4 If I have the opportunity to read someone's positive review about the Former Mining Area uploaded on social media, I will look for additional information about the destination from other sources.	0.691		
Se5	If I have the opportunity to see someone's photos and videos in the Former Mining Area uploaded on social media, I will ask that person about the destination they visited.	0.622		
	Tourist Citizenship Behaviour		0.554	0.839
Tcb6	I will encourage my relatives and friends to visit the Former Mining Area.	0.818		
Tcb5	I will recommend the Former Mining Area to others.	0.789		
Tcb4	I will say positive things about the Former Mining Area to others.	0.767		
Tcb1	If I have the opportunity to visit the Former Mining Area and when I have useful ideas about how to improve services in the Former Mining Area, I will inform the authorities there.	0.756		
Tcb3	Tcb3 If I have the opportunity to visit the Former Mining Area and when I experience problems there, I will inform the authorities there.	0.669		
Tcb2	If I have the opportunity to visit the Former Mining Area and when I receive good service from the officers in the Former Mining Area, I will comment on it.	0.650		
	Share		0.519	0.813
Sh1	If I have the opportunity to visit the Former Mining Area, I will share my experience by uploading my review to social media.	0.792		
Sh4	If I have the opportunity to visit the Former Mining Area, I think I will share my experience on social media.	0.755		
Sh3	If I have the opportunity to visit the Former Mining Area, I will upload recommendations for the destination on social media.	0.726		
Sh5	If I have the opportunity to visit the Former Mining Area, I will share my experience by uploading my experience on my social media account.	0.705		
Sh2	If I have the opportunity to visit the Former Mining Area, I will update my social media account status.	0.678		
Sh6	If I have the opportunity to visit the Former Mining Area, I will share my experience by uploading my experience on my social media account, and I will tag friends or other people who are related to my upload.	0.658		

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Hypotheses Tests

Figure 2: Structural model of the hypothesis's tests: Attention–Interest–Search–TCB–Share relationships adapted from the AISAS framework. It expresses notable paths using coefficients, which indicate the magnitude of these relationships from attention to interest = 0.71, from interest to search = 0.82, from interest to TCB = 0.14, from search to TCB = 0.42, from search to share = 0.14, and from TCB to share = 0.39. On the model fit indices: with a probability value of .095, the CMIN/DF ratio 1.167, the CFI of .983, and an RMSEA of.028, all these values show that it has a good model fit. The results indicate that there is very excellent fit to the data, permeated with significant correlations between Interest and Search, further between Search and TCB, and lastly to Share. The results also underline that one clear driver for Share behaviours is TCB.

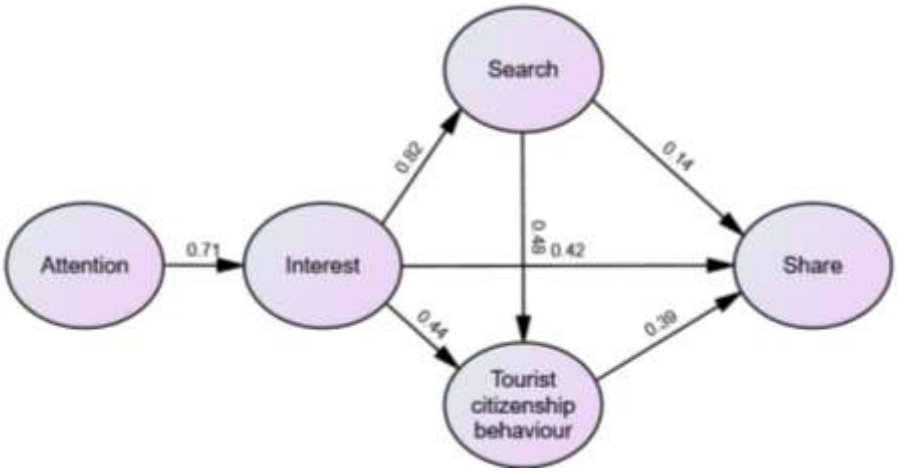

Figure 2: Structural Model of the Hypotheses Tests

Table 3 results of hypotheses testing within the theoretical framework: pathways, C.R., p-values, and results. Hypothesis H1, Attention has an impact on Interest, is supported by a value of C.R. 4.560 and with a highly significant p-value ***. Hypothesis 2, Interest has an impact on Search is also supported with a C.R. The C.R. is 5.967, and the p-value is ***. H3: Interest Influences TCB, with a C.R. of 2.532 and a p-value of 0.011. Then, H4: Interest Influences Share, has a C.R. of 2.407, with a p-value of 0.016. H5, stating that Search influences TCB, is supported with a C.R. of 2.712 and a p-value of 0.007. Meanwhile, the hypothesis H6, which states that Search influences Share, is rejected with a C.R. of 0.756 and a p-value of 0.450. The hypothesis H7, stating that TCB has an impact on Share, is confirmed with a C.R. The values are 2.241 and the p-value equals to 0.025. Most of the presumed relationships have been supported, except the direct search impact on share as shown in findings that spotlight attention interest to be very critical in this model, alongside TCB.

Table 4: Results of the Hypotheses Tests

Hypotheses	Paths	C.R.	P	Results
H1	Attention > Interest	4.560	***	Accepted
H2	Interest > Search	5.967	***	Accepted
H3	Interest > TCB	2.532	0.011	Accepted
H4	Interest > Share	2.407	0.016	Accepted
H5	Search > TCB	2.712	0.007	Accepted

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Hypotheses	Paths	C.R.	P	Results
H6	Search > Share	0.756	0.450	Rejected
H7	TCB > Share	2.241	0.025	Accepted

Discussion

The first hypothesis, Attention Influences Interest, is accepted. Past research by Yuliati and Simanjuntak (2024), Rusli and Pradina (2021), Aisyah and Handriyotopo (2024) have confirmed the fact that capturing customers' attention boosts their interest rather significantly. This may be attributed to the primary effect which is created because of attention-grabbing strategies in the form of convincingly appealing commercials as well as information that can successfully touch customers' attention and raise their interest in the subject. In the context of mining heritage tourism, catching the attention of potential tourists with eye-catching promotion materials full of information can easily arouse interest in visiting, more importantly, getting engaged at heritage sites. This will further reinforce the relevance of the Attention-Interest relationship within the AISAS model.

The second hypothesis, Interest influences Search, is supported. This finding is in line with earlier studies by Suhud and Allan (2020), Sasmita and Achmadi (2022), Ramadhani et al. (2019), all indicating increased curiosity playing a huge role in motivating the information search process. Validation of this hypothesis means that, when tourists develop a deep interest in mining heritage sites, they get motivated to seek more information. Such deep interest arouses curiosity or a desire to learn that drives these tourists into making detailed inquiries about the history, significance, and other logistics of heritage sites. The deep influence of interest in search behaviour puts into light the importance of creating engaging and involving information that arouses touristic interest, hence encouraging tourists to go deeper into details concerning the information provided. It is validation that underlines the very importance of interest as a motive within the context of the search stage in the AISAS model in mining heritage tourism.

The third hypothesis, "Interest influences TCB," is accepted, and this finding is supported by Abdurrahim et al. (2019) and Qinghao (2022), showing that if there is heightened interest in the subject, then there will be a significant improvement in proactive and positive behaviours. Acceptance of this hypothesis therefore means that in case tourists have a strong interest in being involved with mining heritage sites, the possibility of an increase in citizenship behaviours such as advocacy, participation in preservation activities, and giving constructive feedback also increases. A greater interest therefore develops a stronger emotional and intellectual attachment to heritage sites, motivating tourists to come up with activities that would support and promote these destinations. Interest has a strong influence on TCB; it therefore requires coming up with appealing information in their content to arouse and maintain tourists' interest, motivating behaviours beneficial for tourists and heritage sites. This underpins the primary role of interest in driving TCB as observed within the AISAS model in mining heritage tourism.

The fourth hypothesis, which describes Interest's influence on Share, is accepted. This result, therefore, came to support previous studies conducted by Pelawi and Aprilia (2019) and Rini and Harahab (2018), among others—the more one is interested in any product or service, the higher the tendency to share knowledge or experiences related to it. Validation of this assumption emphasises the paramount importance of consumer interest in motivating sharing behaviour. Persons who develop very intense interests in mining heritage destinations do extend their experiences and knowledge to others through word-of-mouth and online social media platforms. Examples of this behaviour increase the number of travellers visiting these historied sites. This high impact of interest on sharing behaviour underlined the necessity for the creation of interesting and captivating content to enhance tourists' interests in motivating the sharing of positive experiences. In this respect, it confirms the relationship between interest and sharing, as prescribed by the AISAS model within the context of mining heritage tourism.

The fifth hypothesis: Search influences TCB. This result supports that found in previous studies by Yuliati and Simanjuntak (2024), Xue et al. (2021), and Sulastry (2022) who found that the search process apparently significantly influences proactive and constructive behaviours. As a result, the fifth hypothesis—

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information search plays a very significant role in developing TCB—is accepted. The more active the search, the more knowledgeable and engaged a tourist is likely to be, hence more likely to have citizenship behaviours occur in the form of advocacy, helping, or even sharing positive experiences. In relation to mining heritage tourism, it is normal to find that tourists who have conducted searches at sites are more likely to develop an appreciation for, and commitment to preserving heritage sites. Suhud and Allan (2020) further supported this behaviour, showing that Mulyana et al. also supported what the phase of search stands for: an informed search supports engaged action, therefore justifying its relevance in motivating TCB through the AISAS model.

The sixth hypothesis, that Search influences Share, was rejected. This is contrary to previous research by Rusli and Pradina (2021), Rini and Harahab (2018), and Ramadhani et al. (2019), which unanimously indicate significant prediction ability on the possibility of sharing behaviour during a search process for information. Such is the case for the hypothesis: at least in the context of mining heritage tourism, information searching does not turn out to be information passing. This may be due to the kind of information sought or some specific characteristics in mining heritage tourism. In the case of the search phase, it would be possible to fulfil people's personal interest or need for decision-making, whereby they wouldn't have to be proactive in sharing. It is likely that tourists would have been forced to actively search for information, although this cannot guarantee that they have any motivation to be proactive and share what it is that they found or experienced. Probably, there are not enough stimulating motives or emotional involvement Regards attached to the pure act of searching. Therefore, in such a tourism context, other factors than search activities may need to be considered to trigger sharing behaviour.

The seventh hypothesis, stating that TCB has a positive influence on share, is supported. Again, it elaborates on the past studies conducted by Ramasamy and Thamaraiselvan (2011), Rika and Nurhayati (2017), and Han et al. (2019), where it had been found that with citizenship behaviours like advocacy, helping, and positive word-of-mouth, sharing information goes up to a great extent. Specifically, this hypothesis reaffirms that already asserted fact that validation in this case has a basic influence on TCB, which fosters travellers to share their experiences and information with other people. As such, tourists who actively display considerable citizenship behaviours, such as providing feedback, taking part in community activities, advocating for heritage preservation and so on within the mining heritage tourism context, are much more likely to share their positive experiences through word-of-mouth and social media. This in turn promotes heritage sites themselves and raises awareness towards them in the eyes of any potential visitors. This validation chimes with the desire to promote TCB and acts to reinforce co-operation and collaboration for enhancing the sharing phase within the AISAS Paradigm.

Conclusion

The current study has ultimately tested the applicability of the AISAS model within heritage tourism at mining areas and has independently replaced the action component with tourist citizenship behaviour. The data confirms some basic hypotheses: Attention influences Interest; Interest affects Search. Interest also affects Time, Cost, Benefit, and Share. Search would in turn affect Time/Cost/Benefit, and this would then affect Share. These findings underline the paramount role of attention through interest in driving further engagement, including search- and share-related behaviours. However, the hypothesis that if Search influences Share, then an information search leads to sharing behaviours—at least in industrial heritage tourism contexts—is not supported. This underlines the requirement to introduce additional incentive variables. It simply means that this study shows an impact that engaging tourists has in inducing positive actions at heritage places, which would be productive and contributory toward the enhancement of carrying capacity at places to ensure conservation, as well as promotion, in heritage places. This can be done through increasing tourist involvement by way of facilitating information exchange.

partisan This research makes some useful contributions to theoretical insight into the application of an AISAS model within the relatively unexplored domain of mining heritage tourism, replacing the component of action by tourist citizenship behaviour. Specifically, based on test results for six out of the formulated seven hypotheses, it has been shown in this study that attention, interest, and search significantly affect both

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TCB and sharing behaviours. It shows that it is necessary to bring tourists' attention and hold onto it to foster proactive and involved behaviours which, consequently, would help heritage sites. By showing the results of TCB on sharing behaviours, it gives acknowledgement to the role of fostering citizenship behaviours in amplifying word-of-mouth and social media promotions. The present research will also extend the applicability of the AISAS model by including TCB and further enhance the understanding of consumer behaviour regarding heritage tourism. More importantly, it empowers a very solid platform for future research and practice in tourism marketing and historic site management.

The findings thus have opened scope for contributing valuable insights for heritage tourism managers in mining heritage tourism. This study verified the AISAS model of tourist citizenship behaviour and created a guide to increase the engagement of visitors towards heritage sites and to serve them better. These promotional materials are to be developed very carefully with an educational theme so that they trigger curiosity among tourists. Such compelling content may show interest, prompt tourists to actively seek more information, and yield a feeling of bonding with and commitment to the heritage site. In times when tourists are themselves involved in certain citizenship behaviours regarding preservation initiatives and their protection, better chances may emerge for them to distribute positive experiences. This is squarely helpful in advertising through word-of-mouth or on social media. These identified observations can, therefore, form a basis for managers to frame focused marketing strategies that activate visitors not only to visit the sites but also to motivate them to become dedicated ambassadors and caretakers of cultural heritage sites, thus improving the chances of increasing the number of visitors while advancing their capacity for issues of sustainability.

While this work has given valuable insights, numerous limitations should be noted. First, although the study is based on mining heritage tourism, it may imply that the conclusions are not transferable to other kinds of tourism or cultures. It therefore shows that the distinctive features of mining heritage sites and visitors lower the chance of generalising it to another tourism sector. Moreover, it can also be the case that the reliance upon self-reported data is biased in nature since people tend to overstate or understate their behaviours and attitudes. In enhancing future research, there needs to be more objective approaches in measuring tourist behaviours—for example, monitoring real-time search and sharing activities based on digital footprints. Inclusion of other theoretical models or variables—like emotional engagement or social influence—into this strong framework of AISAS might explain a more comprehensive understanding of tourist behaviour. Longitudinal research will help in looking at the development of interest, search, and tourist citizenship over time and their effects on sharing behaviour. Further, the generalisability of the results could be increased, and a more global perspective on the application of the AISAS model in tourist research would be afforded by geographical coverage of the study extended to other cultural contexts.

The findings of the research are endowed with far-reaching implications concerning the attainment of the SDGs, especially considering sustainable tourism and culture preservation. Moreover, this brings the promotion of mining heritage tourism very much in tandem with SDG 11, aimed at making cities and communities sustainable. This initiates a course of cultural heritage conservation and an advance further into fair and sustainable urban development. Taken together, these citizen behaviours involve tourists more in sustainable tourism and, hence, complement an SDG 12 goal through raising awareness. The impact of the second point is that it would help realise Goal 8 of Sustainable Development through a manifold spreading of positive experiences, thus helping to promote tourism as something associated with socio-economic upliftment. In general, results show that the integration of sustainable tourism practices into marketing strategies enhances tourist engagement for heritage conservation and thus contributes to more extensive SDGs pertaining to conservation.

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