Cultural Identity, Experience Quality and Revisit Intention to Mount Tai as A Heritage Tourism Destinations: Mediation Roles of Perceived Value, Perceived Destination Image and Satisfaction

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Abstract

The purpose of this research is to examine the effects of cultural identity, experience quality, and perceived value on tourists' revisit intention to Mount Taishan as a heritage destinations, and to investigate the roles of perceived destination image and satisfaction in influencing revisit intention, particularly to reveal satisfaction as a mediator between perceived value and revisit intention. Using a structured questionnaire survey, data were collected from 438 tourists who have the tourism experience in Mount Taishan. We then use structural equation modeling (SEM) approach to process the data analysis. The findings indicate that cultural identity, experience quality, and perceived value significantly influence revisit intention, with cultural identity showing the strongest effect. Furthermore, perceived destination image and satisfaction play crucial roles in shaping revisit intention, with satisfaction mediating the effect of perceived value. These insights underscore the importance of fostering a strong cultural connection, enhancing experience quality, and maintaining a positive destination image to promote sustainable repeat visitation at heritage sites like Mount Taishan.

Keywords: *Cultural Identity，Experience Quality，Perceived Value，Revisit Intention，Heritage Tourism.*

Introduction

In recent years, with the advancement of globalization and economic development, cultural tourism has emerged as a significant component of the global tourism industry, attracting increasing attention. Cultural heritage tourism not only stimulates economic growth but also plays a critical role in cultural preservation and education (Rabajalee et al., 2023). In China, heritage tourism has gradually become a key driver for fostering cultural pride and supporting local economic development (Ma & Guo, 2023). According to data from China's Ministry of Culture and Tourism, domestic tourism revenue in 2019 reached 6.63 trillion RMB, an 11.7% year-over-year increase, with cultural heritage tourism comprising a substantial portion of this revenue (Hui et al., 2023).

China's heritage tourism market continues to expand, fueled by a growing middle class and an increasing demand for high-quality travel experiences (Gao et al., 2022). Mount Taishan, an iconic symbol of Chinese culture and history with a heritage spanning over 3,000 years, draws a significant number of visitors each year (Peng, 2023). The development of tourism in Mount Taishan not only contributes to the local economy but also raises critical issues related to cultural preservation and the quality of the visitor experience (Zhang et al., 2024).

Located in Shandong Province, Mount Taishan is renowned as the foremost of China's Five Great Mountains, celebrated for its majestic natural scenery and profound cultural significance (Wang et al., 2022). Designated as both a UNESCO World Heritage Site and one of China's first national scenic areas, Mount Taishan attracts millions of visitors annually (Gao et al., 2023). In 2019, the site hosted over 5.6 million visitors, generating 860 million RMB in tourism revenue，a 9.2% increase from the previous year (Liu & Qiu, 2022).

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As a UNESCO World Heritage Site, Mount Taishan attracts numerous tourists with its unique natural and cultural resources, including 112 named peaks, extensive forest coverage, rare flora and fauna, as well as 22 ancient temples and over 1,000 cliff inscriptions (Nian et al., 2024). Economically, Mount Taishan contributes significantly to Tai'an City's tourism revenue and GDP, as illustrated by the first half of 2023, when key scenic spots in the city welcomed 15.9785 million visitors—a year-on-year increase of 185.28%—generating 823.4781 million RMB in tourism revenue, up 264.94%. Among these, Mount Taishan alone accounted for 5.38452 million visitors and 241.6722 million RMB in ticket revenue, marking respective increases of 661.12% and 246.51% (Nian et al., 2024) . Additionally, initiatives by the Taishan Cultural Tourism Group to shift from a "ticket-driven economy" to a diversified economic model have further boosted its value. This substantial economic impact underscores the importance of examining factors that influence tourists' revisit intentions, particularly cultural identity, experience quality, and perceived value. In heritage tourism, these factors are crucial: cultural identity fosters a sense of belonging and emotional connection to Mount Taishan, supporting its appeal as a cultural landmark; experience quality enhances satisfaction and loyalty through well-maintained facilities and services; and perceived value shapes tourists' overall assessment of their cultural and emotional experiences. Understanding these dynamics can aid management in meeting tourists' needs and sustaining Mount Taishan's cultural and economic appeal.

While this growth has provided substantial economic benefits to the region, it has also introduced considerable challenges to Mount Taishan's cultural and natural environment. Increased visitor numbers have led to overcrowding, placing strain on both the cultural ambiance and the maintenance of infrastructure (Jia et al., 2024). Balancing the need to accommodate tourists while preserving Mount Taishan's cultural integrity and natural resources has become a pressing issue (Zhang et al., 2022). In response, the management authorities at Mount Taishan have implemented a range of policies focused on cultural preservation and enhancing the quality of the visitor experience (Gao & Jones, 2021). For example, the site enforces visitor flow control measures, limiting daily attendance to 80,000 to reduce environmental and heritage-related stress. Additionally, the government has invested in infrastructure improvements, including upgraded transportation facilities, new visitor centers, and enhanced tour guidance services, all aimed at improving visitor satisfaction and loyalty (Wu & Wang, 2024). However, to further enhance Mount Taishan's appeal as a heritage tourism destination, it is essential to conduct in-depth research on visitors' revisit intentions, particularly exploring how factors such as cultural identity, experience quality, and perceived value influence these intentions.

The research objective are 1) to examine the impact of cultural identity, experience quality, and perceived value on tourists' intentions to revisit Mount Taishan 2) to validate the mediating roles of destination image and satisfaction.

After the introduction, section 2 provides a literature review, introducing the relevant theoretical framework, core variables, and hypotheses; Section 3 discusses the research methodology, including data collection and analysis procedures; Section 4 presents the research findings; Section 5 offers a discussion of the results and practical implications; and Finally, Section 6 concludes the study and suggests directions for future research.

Literature Review

This study integrates three theoretical frameworks—cultural identity theory, perceived value theory, and tourism destination image theory—to construct a model that examines the influences on tourists' revisit intentions.

Cultural Identity Theory explains that individuals with strong cultural connections to heritage sites, such as Mount Taishan, may experience a heightened sense of belonging and connection, which positively impacts their intention to revisit (Liu, 2023). Perceived Value Theory suggests that tourists assess a destination based on the value it offers, such as cultural and emotional benefits, which plays a significant role in revisit intentions (Brochado et al., 2022). Finally, Tourism Destination Image Theory posits that a positive image

of a destination—encompassing perceptions of its cultural significance and maintenance quality—encourages tourists to form favorable intentions toward revisiting the site (Susanto et al., 2024).

Cultural Identity Theory suggests that an individual's cultural identity, shaped by shared traditions, values, and historical connections, plays a significant role in shaping behaviors and preferences, particularly in heritage tourism contexts (Y. Yang et al., 2022). This sense of cultural belonging strengthens the emotional connection between tourists and heritage sites, encouraging them to seek out destinations aligned with their cultural background, which reinforces their cultural identity (Cheng & Chen, 2022). Cultural identity not only enhances revisit intention but also influences perceptions of value, destination image, and satisfaction in the context of culturally significant sites (Tian et al., 2020). Based on these theoretical foundations, the study proposes:

H1: Cultural identity has a positive impact on the revisit intention to heritage destinations of traveller.

H2: Cultural identity has a positive effect on perceived value.

H3: Cultural identity has a positive impact on the perceived destination image.

H4: Cultural identity has a positive effect on satisfaction.

Quality of a visitor's experience, encompassing aspects such as service quality, authenticity, and environmental aesthetics, plays a crucial role in shaping perceived value and satisfaction (Chen et al., 2023). In heritage tourism, high-quality experiences not only add personal significance to the visit but also enhance the cognitive and affective evaluations of the site, thus promoting positive destination image and revisit intention (Tajeddini et al., 2021). This theoretical perspective suggests that a high-quality experience at a culturally significant site, such as Mount Taishan, will positively influence perceived value, destination image, satisfaction, and revisit intention. Therefore, the following hypotheses are proposed:

H5: The quality of experience has a positive impact on perceived value.

H6: The quality of experience has a positive impact on the perceived destination image.

H7: The quality of experience has a positive impact on satisfaction.

H8: Experience quality has a positive impact on the revisit intention to heritage destinations of traveller.

Perceived value theory emphasizes that tourists' overall assessment of the benefits received relative to costs incurred plays a critical role in influencing their satisfaction and loyalty behaviors, including revisit intention (Brochado et al., 2022). Perceived value refers to the subjective evaluation by tourists of the benefits they gain from their travel experience relative to the costs they have incurred, such as money, time, and effort .(Vishwakarma et al., 2020) This assessment is not limited to financial considerations but also includes emotional and experiential factors. Tourists who perceive that they have received significant value from their visit are more likely to feel that their time was well-spent, leading to increased satisfaction and loyalty to the destination (Jimber del Río et al., 2020). In the context of heritage tourism, when tourists perceive high value in their experiences, they are more likely to feel that their visit was meaningful and rewarding, which increases their likelihood of returning to the site. Therefore, we propose:

H9: Perceived value has a positive impact on the revisit intention to heritage destinations of traveller.

Destination image theory holds that tourists' cognitive and affective impressions of a destination play a significant role in shaping their intentions to return (Woosnam et al., 2020). A favorable destination image enhances the perceived attractiveness of a heritage site, thus encouraging revisit intentions. Furthermore, satisfaction theory posits that tourists' overall satisfaction, based on whether their expectations were met or exceeded, strongly predicts loyalty behaviors, including revisit intentions (Kim, 2024). Based on these theoretical insights, we propose:

H10: The perceived destination image has a positive impact on the revisit intention to heritage destinations of traveller.

H11: Satisfaction has a positive impact on revisit intention to heritage destinations of traveller.

In heritage tourism, perceived value, destination image, and satisfaction serve not only as direct predictors of revisit intention but also as mediators in the relationships between cultural identity, experience quality, and revisit intention (Yen, 2020). Perceived value intensifies the impact of cultural identity and experience quality on revisit intention by adding personal significance to the experience (Shoukat & Ramkissoon, 2022). Similarly, destination image and satisfaction reinforce the emotional and cognitive connections to heritage sites, further promoting revisit intentions (Li & Shang, 2020). Based on these mediating effects, we propose the following hypotheses:

H12: Perceived value plays an active role in the relationship between cultural identity and the revisit intention to heritage destinations of traveller.

H13: Perceived value plays a positive role in the relationship between experience quality and the revisit intention to heritage destinations of traveller.

The perceived destination image refers to the overall impression that tourists form about a destination based on both cognitive and affective evaluations (Woosnam et al., 2020). It encompasses dimensions such as cognitive aspects—tourists' knowledge, beliefs, and perceptions about the destination's attributes (e.g., cultural landmarks, historical significance, natural beauty)—and affective aspects, which include the emotions and feelings evoked by the destination, such as relaxation, inspiration, or nostalgia. This multifaceted image plays a crucial role in shaping tourists' travel decisions, particularly in contexts where cultural significance is involved. For instance, Taishan (Mount Tai) is widely recognized not just for its stunning landscapes but also for its profound spiritual and cultural heritage, which together form a rich destination image that attracts culturally motivated travelers. In tourism decision-making models, perceived destination image often acts as a mediator, influencing the relationship between cultural identity, experience quality, and revisit intention. Tourists with a strong cultural identity are likely to develop a favorable image of heritage sites that align with their cultural background, thereby strengthening their intention to revisit (Zhou et al., 2023). Similarly, when tourists have high-quality experiences at a site, this positive experience enhances their perception of the destination, making them more likely to return. This mediating role has been validated in various fields such as heritage and eco-tourism, where a positive destination image significantly enhances tourists' satisfaction, loyalty, and future behavioral intentions (M et al., 2020).we propose the following hypotheses:

H14: The perceived destination image mediates the relationship between cultural identity and revisit intention to heritage destinations of traveller.

H15: The perceived destination image mediates the relationship between experience quality and the revisit intention to heritage destinations of traveller.

Satisfaction refers to the extent to which tourists' expectations are met or exceeded by their actual experiences, leading to a positive overall evaluation of their visit (Saayman et al., 2018). It encompasses both cognitive and affective dimensions: cognitive satisfaction involves the evaluation of tangible elements such as service quality, facilities, and cultural offerings, while affective satisfaction pertains to emotional responses like joy, contentment, and a sense of fulfillment. In the context of heritage tourism, satisfaction is pivotal in shaping tourists' decisions, as it directly influences their willingness to revisit and recommend a site. For example, tourists who feel a strong cultural connection with a heritage site are likely to derive higher satisfaction from their visit, which in turn strengthens their revisit intentions (Zhou & Pu, 2022). Moreover, high-quality experiences—such as engaging cultural activities, well-maintained heritage sites, and informative services—enhance satisfaction, thereby encouraging repeat visits (Arumugam et al., 2023). In tourism decision-making models, satisfaction often acts as a mediator that links cultural identity and experience quality with revisit intentions. By enhancing the positive impact of cultural identity, satisfaction

strengthens the emotional attachment tourists feel towards heritage destinations, thus boosting their loyalty and long-term engagement (Yang et al., 2022). This mediating effect has been validated in various tourism contexts, including heritage, eco-tourism, and cultural tourism, where satisfaction significantly influences tourists' loyalty behaviors and long-term commitment to a destination.Based on these theoretical insights, we propose:

H16: Satisfaction mediates the relationship between cultural identity and the revisit intention to heritage destinations of traveller.

H17: Satisfaction mediates the relationship between experience quality and the revisit intention to heritage destinations of traveller.

Combined with the above content, figure 1 embodies the empirical mode l. The empirical framework positions cultural identity, experience quality, and perceived value as independent variables that influence tourists' revisit intentions, both directly and indirectly, through two key mediators: destination image and satisfaction. Specifically, cultural identity and experience quality shape the perceived value, destination image, and satisfaction, which collectively affect revisit intention (Su et al., 2020). By examining both direct and mediated pathways, this model provides a comprehensive framework for understanding the determinants of revisit intention in heritage tourism, contributing to effective management and sustainable development of heritage sites like Mount Taishan.
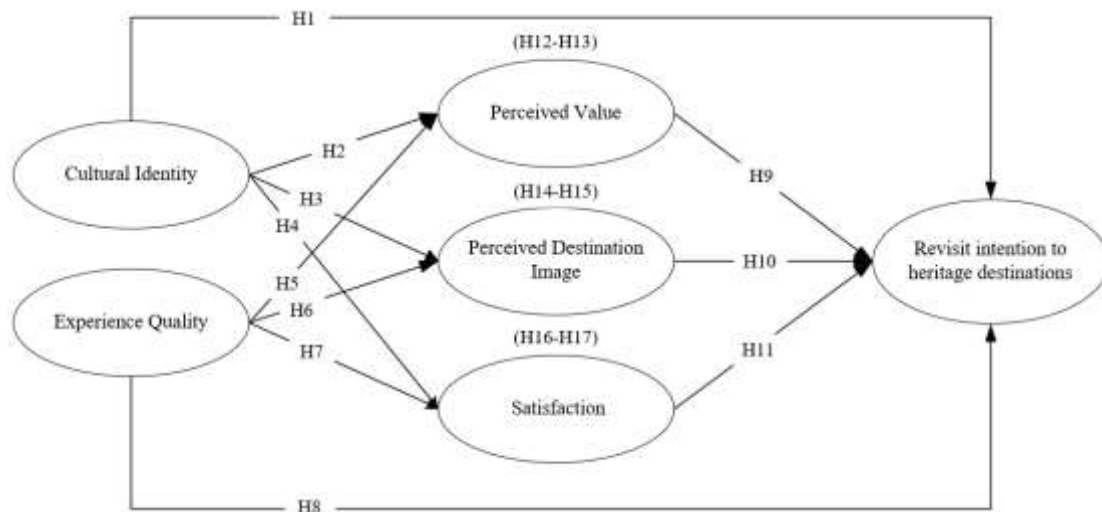

Figure 1. The Empirical Framework of the Study

Research Method

This study utilized a structured questionnaire to gather data from domestic tourists interested in or who had previously visited Mount Taishan, a UNESCO World Heritage Site. Data were collected through an online survey platform, Questionnaire Star, which allowed for efficient distribution across Shandong and neighboring provinces: Henan, Hebei, and Shanxi. These regions were selected due to their high visitor rates to Mount Taishan and strong cultural ties, making them suitable for examining factors influencing revisit intentions. A convenience sampling method was employed to capture a representative yet accessible group of participants. The study successfully obtained 438 valid responses from tourists residing in Shandong, Henan, Hebei, and Shanxi.

The demographic profile of the sample consisted of 47.3% male and 52.7% female participants. Age distribution included a broad range, with 31.1% aged 26-40 and 29.0% under 25, indicating significant interest in heritage tourism across various age groups. Educational backgrounds were diverse, with the largest groups being undergraduates (27.4%) and junior college students (25.8%). In terms of visitation

patterns, 38.6% had visited Mount Taishan once, 32.2% twice, and 16.4% three times, indicating a mixture of first-time and repeat visitors. Most participants stayed for one to two days per visit, reflecting a tendency toward short trips.

Descriptive statistical analysis was conducted to provide an overview of the sample characteristics. Structural Equation Modeling (SEM) was applied to test the hypothesized relationships among variables, including cultural identity, experience quality, perceived value, destination image, satisfaction, and revisit intention. This analytical approach ensured rigorous examination of both direct and mediated effects, thereby validating the research model's structure and hypotheses.

Table 1. Essential Information

Information and options		Frequency	Percent
Gender	Male	207	47.3
	Female	231	52.7
Age	under 25	127	29.0
	26-40	136	31.1
	41-60	125	28.5
	61 and above	50	11.4
Education Level	Junior College Students	113	25.8
	Undergraduate	120	27.4
	Graduate	91	20.8
	Others	114	26.0
Hometown	Shandong	107	24.4
	Shanxi	123	28.1
	Henan	110	25.1
	Hebei	98	22.4
How many times have you been there?	one times	169	38.6
	two times	141	32.2
	three times	72	16.4
	More than 3 times	56	12.8
How long will you stay each time?	one day	177	40.4
	two days	161	36.8
	three days	78	17.8
	More than three days	22	5.0

Instrument

The research instrument was a structured questionnaire designed to assess factors influencing tourists' revisit intentions to Mount Taishan, a renowned heritage site. The questionnaire was divided into distinct sections, each focusing on a specific construct, using adapted and validated scales from previous studies. Respondents rated each item on a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), providing a comprehensive assessment of the psychological and behavioral factors associated with heritage tourism. The scale measurement is illustrated in appendix.

The first section of the questionnaire collected demographic information, including age, gender, education level, hometown, and previous visitation history. This background information helped create a detailed profile of respondents, allowing for analysis of potential demographic influences on revisit intentions. The second section assessed cultural identity, measuring tourists' sense of cultural connection and pride associated with Mount Taishan. This section consisted of five items adapted from Zhang et al. (2020). Experience quality with four items adapted from Saha et al. (2023), focusing on tourists' satisfaction with various aspects of the heritage experience. The fourth section measured perceived value using five items also adapted from Saha et al. (2023). This section evaluated the perceived cultural, educational, and emotional benefits of visiting Mount Taishan. Perceived destination image with four items adapted from Ahmed Kamel (2021), examining tourists' cognitive and affective impressions of Mount Taishan. Satisfaction measurement using three items adapted from Saha et al. (2023). This section aimed to gauge tourists' overall contentment with their visit, provided insight into the level of fulfillment tourists felt regarding their experience. Finally, the seventh section measured revisit intention through five items adapted from Zhang et al. (2020).

Data Analysis Tool

Based on survey data, a pilot test with 27 respondents was conducted to ensure the reliability and validity of the measurement items. Descriptive statistics and reliability analysis confirmed the internal consistency of the scales, with all constructs meeting the acceptable threshold for Cronbach's alpha. Structural Equation Modeling (SEM) was then applied, performing Confirmatory Factor Analysis (CFA) to validate the measurement model and path analysis to examine hypothesized relationships. Finally, mediation effect tests were conducted to explore interaction effects within the model, providing a comprehensive analysis of factors influencing revisit intention to Mount Taishan.

Results

In this study, a pilot test with 27 participants was conducted to rigorously assess the reliability and validity of the survey items before the main data collection phase. This step involved evaluating the internal consistency of each construct through Cronbach's alpha, with all constructs surpassing the commonly accepted threshold of 0.7, thus confirming their satisfactory reliability. The high reliability scores across constructs indicate that the items consistently measure the targeted dimensions of cultural identity, experience quality, perceived value, destination image, satisfaction, and revisit intention. Additionally, the pilot test included validity analysis using the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Test of Sphericity, which confirmed the sample's adequacy for factor analysis. These measures ensured that the constructs were both reliable and appropriately structured for capturing the essential aspects of tourists' revisit intentions at Mount Taishan. This pilot phase laid a robust foundation for the comprehensive data collection, enhancing the overall accuracy and rigor of the study's subsequent analyses

Reliability Test

Table 2 presents the Cronbach's alpha coefficients for each construct in this study, indicating the internal consistency of the measurement scales. All constructs demonstrate satisfactory reliability with Cronbach's α values above the accepted threshold of 0.7 (Cheung et al., 2024). The highest reliability is observed in the Experience Quality construct, with a Cronbach's α of 0.862, reflecting strong internal consistency among the five items assessing this variable. Other constructs, including Cultural Identity, Perceived Destination Image, and Satisfaction, also exhibit high reliability, with α values of 0.841, 0.837, and 0.853, respectively, indicating robust agreement among responses within these scales. Although the Revisit Intention construct shows a lower Cronbach's α of 0.722, it remains within the acceptable range, affirming the reliability of this two-item measure. Overall, these results confirm that the survey items consistently measure the intended constructs, supporting the reliability of data used for subsequent analyses.

Table 2. Reliability Statistics

Study variables	Number of questions	Cronbach's α
Cultural identity	4	0.841
Experience quality	5	0.862
Perceived value	4	0.824
Perceived destination image	4	0.837
Satisfaction	4	0.853
Revisit intention	2	0.722

Validity Analysis

Table 3 presents the results of the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity, both essential for determining the suitability of the data for factor analysis in the study of factors influencing revisit intentions to heritage destinations. The KMO measure yielded a high score of 0.937, indicating "very suitable" sampling adequacy for factor analysis. This value, well above the minimum acceptable level of 0.6, suggests that a significant portion of variance in the responses can be attributed to underlying factors, providing a solid basis for reliable factor analysis.

Additionally, Bartlett's Test of Sphericity produced an approximate chi-square value of 4889.758 with 253 degrees of freedom and a significance level of 0.000, decisively rejecting the null hypothesis that the correlation matrix is an identity matrix. This result indicates that the variables are sufficiently interrelated, making it feasible to extract reliable and distinct factors. The statistical significance ($p < 0.001$) strongly supports the factorability of the correlation matrix, confirming that the data is appropriate for structural detection through principal components or factor analysis.

Table 3. KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.937
Bartlett's Test of Sphericity	Approx. Chi-Square	4889.758
	df	253
	Sig.	0.000

Measurement Model

Table 4 presents the results of the confirmatory factor analysis conducted to assess the convergent validity of the latent variables in this study on revisit intentions to heritage destinations. Convergent validity is confirmed when factor loadings, Composite Reliability (CR), and Average Variance Extracted (AVE) meet established thresholds, indicating that the indicators effectively represent their respective latent constructs. In this analysis, factor loadings for all observed items range from 0.784 to 0.886, exceeding the recommended threshold of 0.7, suggesting that each item strongly correlates with its corresponding latent variable (Zhai & Aryadoust, 2024).The CR values for all constructs surpass the critical value of 0.7, with values ranging from 0.878 to 0.901, confirming high internal consistency across constructs. Additionally,

the AVE values for each construct exceed the minimum acceptable level of 0.5, ranging from 0.645 to 0.783. These AVE values indicate that a significant portion of the variance in the observed items is explained by their respective latent variables, validating the robustness of the measurement model in accurately capturing the intended constructs.

Table 4. Convergence Validity

Latent variables	Observation items	Factor loading	CR	AVE
Cultural identity	CI1	0.820	0.894	0.678
	CI2	0.824		
	CI3	0.817		
	CI4	0.832		
Experience quality	EQ1	0.816	0.901	0.645
	EQ2	0.784		
	EQ3	0.792		
	EQ4	0.803		
	EQ5	0.821		
Perceived value	Pv1	0.790	0.882	0.652
	Pv2	0.789		
	Pv3	0.839		
	Pv4	0.811		
Perceived destination image	DI1	0.837	0.893	0.675
	DI2	0.813		
	DI3	0.818		
	DI4	0.818		
Satisfaction	SA1	0.847	0.901	0.694
	SA2	0.830		
	SA3	0.814		
	SA4	0.841		
Revisit intention	RT1	0.886	0.878	0.783
	RT2	0.884		

Table 5 presents the results of the discriminant validity test, an essential component of ensuring that constructs within a study are indeed distinct from one another. Discriminant validity is confirmed when the square root of the Average Variance Extracted (AVE) for each construct (displayed on the diagonal of the matrix) is greater than the correlations between that construct and all other constructs within the model (Rokonuzzaman et al., 2022). The diagonal elements, which represent the square root of the AVE for the latent variables such as Cultural Identity, Experience Quality, Perceived Value, Perceived Destination Image, Satisfaction, and The revisit intention, range from 0.803 to 0.885. These values exceed the corresponding off-diagonal elements in their respective rows and columns, thereby establishing the discriminant validity of the constructs.

This matrix clearly indicates that each construct shares more variance with its own indicators than with those of other constructs, as evidenced by the diagonal values being higher than the off-diagonal correlations in all cases. For instance, the square root of the AVE for Cultural Identity (0.823) is greater than its highest correlation with another construct (0.541 with Perceived Value), and similarly, for all other constructs. This result supports the distinctiveness of each construct, suggesting that respondents do not confuse the constructs with one another and that each construct is measuring a unique dimension as theorized.

Table 5. Discriminant Validity Test

Latent variables	CI	EQ	PV	DI	SA	RT
Cultural identity	**0.823**					
Experience quality	0.540	**0.803**				
Perceived value	0.541	0.515	**0.807**			
Perceived destination image	0.508	0.418	0.491	**0.822**		
Satisfaction	0.500	0.430	0.439	0.554	**0.833**	
Revisit intention	0.516	0.475	0.498	0.544	0.538	**0.885**

Note: The diagonal is the square root of the corresponding dimension AVE.

CI: Cultural identity; EQ: Experience quality; Pv: Perceived value; DI: Perceived destination image; SA: Satisfaction; RT: Revisit intention to heritage destinations of traveller.

Table 6 summarizes the explanatory and predictive power of the model using R^2 and Q^2 values, key indicators in Partial Least Squares Structural Equation Modeling (PLS-SEM). The R^2 values, which show the variance explained in each dependent variable by its predictors, exceed the 0.2 threshold, demonstrating sufficient explanatory power. For instance, Perceived Value has an R^2 of 0.363, Perceived Destination Image 0.287, Satisfaction 0.286, and Revisit Intention 0.449, confirming that a significant portion of variability in these constructs is accounted for by the model.

Q^2 values, derived through blindfolding, evaluate predictive relevance, where values above 0 indicate acceptable predictive capability. All constructs have positive Q^2 values: Perceived Value at 0.421, Perceived Destination Image at 0.447, Satisfaction at 0.483, and Revisit Intention at 0.319, supporting the model's predictive reliability. The absence of R^2 values for constructs like Cultural Identity and Experience Quality indicates these variables are not directly assessed for prediction within this model framework.

Table 6. Reliability Statistics

Study variables	R^2	Q^2
Cultural identify	-	0.457
Experience quality	-	0.464
Perceiced value	0.363	0.421
Perceived destination image	0.287	0.447
Satisfaction	0.286	0.483
Revisit intention	0.449	0.319
-:Indicates that there is no data available here.		

Table 7 presents the path analysis results, examining the direct effects between constructs in the structural model related to revisit intentions to heritage destinations. The path coefficient (β) quantifies the strength and direction of each relationship, with positive β values indicating a positive influence of the predictor variable on the outcome. Standard errors (S.E.) provide a measure of the accuracy of these estimates, with lower S.E. values signifying higher precision.

The t-value tests the hypothesis that each path coefficient equals zero, with values above 1.96 indicating statistical significance at the 95% confidence level. In this model, all t-values exceed this threshold, confirming the significance of each path. For instance, the t-value for H2 is 6.644, indicating a strong positive effect of Cultural Identity on Perceived Value ($\beta = 0.371$, $p < 0.001$). Similarly, all p-values are below 0.05, supporting the hypothesized relationships. For example, H1, with a β of 0.139 and a p-value of 0.027, demonstrates a significant impact of Cultural Identity on Revisit Intention.

The Results column designates each hypothesis as 'Supported' if the p-value is below 0.05, confirming the theoretical framework and underscoring the role of constructs like Cultural Identity, Experience Quality, Perceived Value, Destination Image, and Satisfaction in influencing revisit intentions.

Table 7. Structural Model Path Test

Hypothesis	Path	β	S.E.	T	P	Results
H1	CI -> RT	0.139	0.063	2.209	0.027	Supported
H2	CI -> Pv	0.371	0.056	6.644	0.000	Supported
H3	CI -> DI	0.398	0.064	6.248	0.000	Supported
H4	CI -> SA	0.378	0.063	5.986	0.000	Supported
H5	EQ -> Pv	0.314	0.062	5.104	0.000	Supported
H6	EQ -> DI	0.203	0.066	3.077	0.002	Supported
H7	EQ -> SA	0.226	0.063	3.597	0.000	Supported
H8	EQ -> RT	0.136	0.059	2.327	0.020	Supported
H9	Pv -> RT	0.147	0.057	2.562	0.011	Supported
H10	DI -> RT	0.221	0.064	3.464	0.001	Supported
H11	SA -> RT	0.222	0.064	3.463	0.001	Supported

Note: CI: Cultural identity; EQ: Experience quality; Pv: Perceived value; DI: Perceived destination image; SA: Satisfaction; RT: The revisit intention to heritage destinations of traveller.

Table 8 presents the mediation effects within the structural model, using a bootstrap method to examine the significance of indirect pathways hypothesized in this study. Each row corresponds to a mediation hypothesis, detailing how an independent variable (e.g., Cultural Identity, Experience Quality) indirectly influences the revisit intention to heritage destinations through mediators like Perceived Value, Destination Image, and Satisfaction. The Effect Size column indicates the strength of the indirect effect, with values such as 0.054 for H12, suggesting a moderate impact of Cultural Identity on revisit intention via Perceived Value. Standard errors (SE) provide a measure of precision for these estimates, where lower SE values signify greater stability of the effect size across resamples. For example, an SE of 0.055 for H12 indicates a stable mediation effect. The Bias-Corrected 95% Confidence Interval (CI) provides a range where the true mediation effect is expected to fall with 95% confidence. This CI, derived through bootstrapping, supports the significance of a mediation effect if it does not include zero. In this analysis, all intervals for hypotheses H12 through H17 exclude zero, confirming the statistical significance of each indirect pathway.

Table 8. Mediation Effect Bootstrap Test

Hypothesis	Mediation path	Effect size	SE	Bias-Corrected 95%CI		Results
H12	CI-> Pv-> RT	0.054	0.055	0.035	0.145	Supported
H13	EQ-> Pv-> RT	0.046	0.047	0.034	0.148	Supported
H14	CI-> DI-> RT	0.088	0.086	0.016	0.097	Supported
H15	EQ-> DI-> RT	0.045	0.046	0.013	0.107	Supported
H16	CI-> SA-> RT	0.084	0.085	0.013	0.090	Supported
H17	EQ-> SA-> RT	0.050	0.051	0.009	0.089	Supported

Note: CI: Cultural identity; EQ: Experience quality; Pv: Perceived value; DI: Perceived destination image; SA: Satisfaction; RT: The revisit intention to heritage destinations of traveller.

Table 9 summarizes the total effects within the structural model, combining both direct and indirect influences among constructs related to revisit intentions to heritage destinations. Each effect path is described in terms of effect size, standard error (SE), and a bias-corrected 95% confidence interval (CI), providing a complete picture of the strength and reliability of these influences. The effect size quantifies the overall impact of one variable on another, incorporating all pathways. For instance, Cultural Identity (CI) has a notable total effect on Perceived Value (Pv) with an effect size of 0.371, indicating a strong association between increased cultural identity and perceived value. Standard errors (SE) measure the precision of these estimates, with smaller SE values reflecting more stable estimates across samples. The bias-corrected 95% confidence intervals further validate these effects; intervals that do not include zero confirm statistical significance (Gao et al., 2024). For example, the CI for CI -> Pv ranges from 0.260 to 0.479, affirming the significance of this pathway. Significant total effects are observed across all key constructs, such as Cultural Identity and Experience Quality, with strong overall influences on Perceived Value, Destination Image, Satisfaction, and ultimately Revisit Intention.

Table 9. Total Effects

Effect path	Effect size	SE	Bias-Corrected 95%CI	
CI->Pv	0.371	0.056	0.260	0.479
CI->DI	0.398	0.064	0.265	0.512
CI->SA	0.378	0.063	0.256	0.500
CI->RT	0.366	0.058	0.247	0.475
EQ->Pv	0.314	0.062	0.200	0.431
EQ->DI	0.203	0.066	0.078	0.342
EQ->SA	0.226	0.063	0.106	0.352
EQ->RT	0.278	0.056	0.169	0.390
Pv->RT	0.147	0.057	0.031	0.262
DI->RT	0.221	0.064	0.091	0.343
SA->RT	0.222	0.064	0.093	0.354

Note: CI: Cultural identity; EQ: Experience quality; Pv: Perceived value; DI: Perceived destination image; SA: Satisfaction; RT: The revisit intention to heritage destinations of traveller.

Discussion

Theoretical Implications

This study makes significant theoretical contributions to heritage tourism literature by validating a comprehensive model that encapsulates the influence of cultural identity, experience quality, perceived value, destination image, and satisfaction on revisit intention. The 17 hypotheses tested in this study confirm the interconnected roles of these constructs, providing robust support for cultural identity theory, perceived value theory, and tourism destination image theory in explaining tourists' loyalty to heritage sites.

The results confirm that cultural identity directly influences revisit intention (H1), suggesting that a strong cultural connection to heritage sites fosters tourists' commitment to return. Additionally, cultural identity has a substantial positive effect on perceived value, destination image, and satisfaction (H2-H4), indicating that it shapes tourists' perceptions and emotional responses, which are crucial for fostering loyalty.

Experience quality is shown to be a key determinant of revisit intention (H8), and it also positively impacts perceived value, destination image, and satisfaction (H5-H7). These results underscore the importance of high-quality experiences in enhancing tourists' perceived value and satisfaction, as well as solidifying a favorable image of the heritage site, which collectively drive their intent to revisit. These findings are consistent with existing literature that positions experience quality as a primary factor in tourism loyalty.

The study also highlights the mediating roles of perceived value, destination image, and satisfaction, which together enhance the impact of cultural identity and experience quality on revisit intention. Perceived value mediates the influence of both cultural identity and experience quality on revisit intention (H12 and H13), suggesting that when tourists derive high perceived value from their visit, they are more inclined to return. Destination image similarly mediates the effects of cultural identity and experience quality on revisit intention (H14 and H15), indicating that favorable perceptions of the site's cultural significance and authenticity strengthen tourists' loyalty.

Satisfaction, a critical mediator, reinforces the impact of cultural identity and experience quality on revisit intention (H16 and H17). Tourists who feel satisfied with their experience are more likely to revisit, affirming satisfaction as a powerful predictor of loyalty within heritage tourism contexts.

Additionally, perceived value, destination image, and satisfaction each have direct effects on revisit intention (H9-H11), which further substantiates the model. These direct paths emphasize the unique contributions of each construct in influencing tourists' likelihood of returning to heritage sites.

The findings contribute to Cultural Identity Theory by underscoring the role of cultural identity in shaping tourism behaviors, demonstrating that cultural connections extend beyond initial attraction to influence long-term loyalty. The study also expands Perceived Value Theory by illustrating that perceived value is not solely functional but deeply rooted in cultural and emotional connections in heritage tourism. Furthermore, by incorporating Tourism Destination Image Theory, this research highlights the importance of destination image in reinforcing satisfaction and loyalty.

In conclusion, this study enhances theoretical frameworks in heritage tourism by demonstrating the interwoven effects of cultural identity, experience quality, perceived value, destination image, and satisfaction on revisit intention. The model confirms that both direct and mediated pathways are instrumental in fostering tourist loyalty, providing a holistic understanding of the mechanisms driving revisit intention in heritage tourism contexts.

Practical Implications

The findings of this study provide practical implications for heritage site managers, local communities, and policymakers working to promote revisit intentions at Mount Taishan. Each of the supported hypotheses offers insights into effective strategies that can strengthen tourists' loyalty to the site, enhance cultural engagement, and ultimately foster sustainable tourism growth.

Firstly, the study confirms that cultural identity has a direct influence on revisit intention (H1) and indirectly affects revisit intention through perceived value, destination image, and satisfaction (H2-H4). This suggests that stakeholders should prioritize initiatives that foster a strong cultural connection. Heritage site managers can enhance cultural identity by offering interactive experiences such as guided historical tours and traditional cultural performances, which deepen visitors' understanding and appreciation of Mount Taishan's heritage. Such efforts will strengthen tourists' emotional ties, increase perceived value, and enhance the overall image of the site, making it more likely that visitors will return.

Experience quality also plays a critical role in driving revisit intention, both directly (H8) and indirectly through its positive effects on perceived value, destination image, and satisfaction (H5-H7). This indicates that ensuring high-quality experiences is essential for encouraging repeat visits. Heritage managers and local communities should focus on improving infrastructure, maintaining cleanliness, and offering well-curated educational programs that reflect the historical richness of the site. Providing diverse and high-quality visitor

experiences will not only satisfy tourists but also reinforce their positive perceptions of the site, increasing their likelihood to revisit.

Perceived value directly impacts revisit intention (H9) and serves as a key mediator between both cultural identity and experience quality on revisit intention (H12 and H13). This finding highlights the importance of offering experiences that are both culturally enriching and financially worthwhile. For instance, pricing strategies could be aligned with the value visitors perceive, offering discounts for repeat visits or family packages that make the experience accessible while promoting the heritage value of the site. Such measures can help stakeholders enhance the perceived value of the experience, encouraging repeat visitation.

Destination image also emerged as a significant factor, influencing revisit intention directly (H10) and mediating the relationships between cultural identity, experience quality, and revisit intention (H14 and H15). A strong, positive image of Mount Taishan as a culturally rich and well-preserved site is crucial for attracting repeat visitors. Marketing campaigns should focus on promoting the scenic beauty and historical importance of Mount Taishan, using visual storytelling through social media and partnerships with cultural ambassadors to emphasize its unique appeal. Such efforts can cultivate a favorable image that reinforces tourists' desire to return.

Satisfaction serves as both a direct driver of revisit intention (H11) and a mediator for cultural identity and experience quality (H16 and H17). High levels of satisfaction can be achieved by ensuring that visitors' expectations are met through consistent service quality, accessible facilities, and engaging cultural narratives. Heritage site managers should gather regular feedback to identify areas for improvement and provide tailored experiences that meet the diverse needs of visitors. Satisfied visitors are more likely to develop a loyalty to the site, leading to sustained visitation.

Social influence also plays a moderating role, enhancing the relationships between perceived value, destination image, satisfaction, and revisit intention (H18-H22). This underscores the power of social endorsement in heritage tourism. Encouraging testimonials from past visitors, endorsements from cultural figures, and recommendations from local communities can amplify the attractiveness of Mount Taishan. Social media campaigns that promote visitor stories and peer recommendations will appeal especially to younger audiences, fostering a community around the heritage site that continuously attracts new and returning visitors.

In conclusion, the practical implications of this study suggest that an integrated approach is needed to promote revisit intentions at Mount Taishan. By focusing on enhancing cultural identity, experience quality, perceived value, destination image, and satisfaction, stakeholders can create a memorable and enriching experience that resonates with visitors. Emphasizing the social influence of peer endorsements and cultural ambassadors can further strengthen this effect, creating a self-sustaining cycle of loyalty and engagement. These findings provide actionable strategies for heritage tourism stakeholders, positioning Mount Taishan as a premier heritage destination that appeals to both new and returning visitors.

Conclusion

This study systematically explored the factors affecting tourists' revisit intentions to heritage destinations, specifically Mount Taishan. Employing a structured questionnaire and rigorous analytical methods, the research confirmed significant relationships between cultural identity, experience quality, perceived value, destination image, satisfaction, and revisit intention. Key findings reveal that cultural identity and experience quality strongly influence revisit intention, mediated by perceived value and satisfaction. The structural equation modeling framework substantiated the role of these mediating variables, highlighting their importance in shaping revisit behaviors at heritage sites.

Despite its contributions, this study has limitations. First, the focus on Mount Taishan may limit the generalizability of findings to other heritage sites with distinct cultural or environmental contexts. Future research could extend this framework to a wider variety of heritage sites, both within China and internationally, to validate the generalizability across diverse cultural and historical settingsnally, the cross-

sectional design provides a static view of visitor attitudes and behaviors, which may change over time. Longitudinal studies would allow researchers to track how factors like cultural identity and satisfaction evolve, offering insights into long-term revisit intentions .

In conclusion, this research provides a comprehensive framework that integrates cultural identity, experience quality, perceived value, destination image, and satisfaction as critical predictors of revisit intention. The findings underscore the importance of enhancing visitor experiences and fostering cultural connections to encourage sustainable tourism development. This research offers valuable insights for heritage site managers, policymakers, and tourism service providers aiming to increase visitor satisfaction and foster repeat visits, contributing to the preservation and appreciation of cultural heritage.

Appendix 1. Measurement

Construct	Revised Items	Source
Cultural identity	CI1: Visiting Mount Taishan provides a holistic experience, where tourists can explore ancient temples, appreciate traditional Chinese architecture, and enjoy the mountain's natural scenery, which together represent an integration of history, culture, and natural beauty.	Zhang et al. (2020)
	CI2: Visiting Mount Taishan enhances my understanding of Chinese cultural heritage by allowing me to engage with its historical sites, learn about ancient Chinese beliefs, and experience cultural practices that have been preserved for centuries.	
	CI3: Experiencing the natural landscapes and historical architecture of Mount Taishan can deepen my aesthetic appreciation for the harmony between nature and traditional Chinese design, highlighting the beauty of cultural preservation.	
	CI4: The development and promotion of Mount Taishan as a cultural heritage site contribute to the preservation and protection of Chinese intangible cultural heritage, ensuring that traditional practices, beliefs, and historical significance are passed on to future generations.	
Experience quality	EQ1. Indulging interest in the rich history, cultural heritage, and ancient traditions of Mount Taishan, where visitors can immerse themselves in the stories and significance of this sacred site.	Saha et al. (2023)
	EQ2. Having fun exploring the scenic trails, ancient temples, and historical monuments of Mount Taishan, which offer both adventure and cultural discovery.	
	EQ3. Enjoying the friendly and welcoming atmosphere at Mount Taishan, where local guides and staff provide warm hospitality and insightful information about the mountain's history.	
	EQ4. Enjoying the cultural performances, traditional rituals, and festivals at Mount Taishan, which offer a unique glimpse into China's rich cultural traditions.	
	EQ5. Having a good time appreciating the breathtaking natural landscapes and the deep cultural significance of Mount Taishan, which together provide a fulfilling and memorable experience.	
Perceived value	Pv1. The quality of services at Mount Taishan, such as guided tours, accommodations, and facilities, is consistently high, ensuring a reliable and enjoyable experience.	Saha et al. (2023)
	Pv2. Everything was well-coordinated during my visit to Mount Taishan, including the smooth operation of transportation, site accessibility, and cultural activities.	

	Pv3. Experiencing the serene natural environment and cultural richness of Mount Taishan gave me a profound sense of well-being and relaxation.	
	Pv4. Visiting Mount Taishan, with its awe-inspiring landscapes and cultural significance, left me feeling elated and deeply connected to its heritage.	
Perceived destination image	DI1. Mount Taishan, as a tourism destination, offers a diverse range of cultural and natural attractions, including ancient temples, historical relics, and breathtaking landscapes.	Ahmed Kamel (2021)
	DI2. Mount Taishan is characterized as an intriguing and culturally rich tourist destination, where visitors can explore deep historical significance and spiritual heritage.	
	DI3. Mount Taishan is perceived as a safe and welcoming tourist destination, known for its well-maintained facilities and secure environment for visitors.	
	DI4. Mount Taishan offers a wide array of activities and sights for tourists, including hiking, cultural tours, and participation in traditional ceremonies.	
Satisfaction	SA1. I am highly satisfied with my decision to visit Mount Taishan, as it provided a meaningful and enriching experience that met my travel goals.	Saha et al. (2023)
	SA2. My overall experience at Mount Taishan was very positive, with engaging activities, well-preserved historical sites, and beautiful scenery contributing to my satisfaction.	
	SA3. I am pleased with my choice to visit Mount Taishan, as it fulfilled my expectations and provided a memorable and culturally rich experience.	
	SA4. My visit to Mount Taishan exceeded my expectations, offering more in terms of cultural depth, scenic beauty, and personal enrichment than I had anticipated.	
Revisit intention	RT1: In the future, I will speak positively about Mount Taishan as a heritage destination to others.	Zhu et al. (2022)
	RT2: In the future, I will recommend Mount Taishan as a heritage destination to my friends and relatives.	

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