

RESIDENTS' AWARENESS AND ATTITUDE TOWARD THE CONSERVATION OF CULTURAL HERITAGE TOURISM DESTINATION

Leah Rose D. Gacuma, CTP, MSHM, James Andrew D. Oyo, and Raymart B. Abella
STI West Negros University, Bacolod City
leirrose@gmail.com
oujiamei3@gmail.com
rbabella@up.edu.ph

Abstract

Preserving cultural heritage is crucial for maintaining communities' historical and cultural fabric; however, ensuring practical preservation remains a significant challenge. In this context, this study aimed to ascertain residents' awareness and attitudes towards preserving cultural heritage tourism destinations in one of the cities in Metro Bacolod, utilizing the conceptual framework of Value Orientation and Identity Theory. Data for this descriptive study were collected from 384 residents living in four villages within the heritage district using a rigorously validated and reliable researcher-made instrument. The results indicate that residents exhibit a high level of awareness regarding the conservation of cultural heritage tourism destinations, particularly in aspects such as historic preservation functions, the role of government, preservation criteria, features, and facilities. Furthermore, residents demonstrate a responsible attitude towards conservation, evidenced by solid personal norms, high place satisfaction, a sense of responsibility behavior, and vital place identity. Significant differences were found in residents' awareness of conservation efforts based on age, educational level, location, and length of stay. Similarly, significant differences were observed in residents' attitudes towards conservation across these demographic profiles. However, no significant relationship was found between residents' awareness and attitudes towards conserving cultural heritage tourism destinations. These findings call for an action plan to enhance community involvement in the sustainable management of heritage resources and to strengthen community cultural heritage education. This approach aims to raise awareness and knowledge of heritage assets, thereby contributing to the practical preservation of cultural heritage tourism destinations.

Keywords: Cultural heritage tourism destination, residents' awareness and attitude, conservation and preservation, empirical-based approach, Silay City, Philippines.

Bionote:

Leah Rose D. Gacuma is the Program Head for the Bachelor of Science in Tourism Management at STI West Negros University, Bacolod City. She holds a Master of Science in Hospitality Management from La Consolacion College Bacolod. Currently, her research interests revolve around hospitality and tourism management, and she is recognized as a Certified Tourism Professional.

James Andrew D. Oyo is the Program Head for the Bachelor of Science in Hospitality Management at STI West Negros University, Bacolod City. He holds a Doctor of Philosophy in Business Management from the University of St. La Salle Bacolod and

concurrently completed a Master of Science in Hospitality Management and a Master's in Business Administration with a focus on Human Resource Management at La Consolacion College Bacolod. He also serves as President of the Council of Hotel and Restaurant Educators of the Philippines in Negros Island and Siquijor.

Raymart B. Abella currently serves as the Administrative Assistant in the Research Office of STI West Negros University in Bacolod City. He holds a Bachelor's degree in Statistics from the University of the Philippines Visayas. His research interests lie in data analysis, particularly regression and exploratory data analysis.

Introduction

Rationale

The conservation and management of heritage sites are vital for preserving cultural heritage, supporting education and the economy, fostering social cohesion, and contributing to global and environmental sustainability. In this context, a significant amount of global attention has been given to the conservation and management of heritage sites since the mid-20th century (Chen et al., 2020; Wells et al., 2015). This trend is driven by a growing recognition of preserving cultural and historical heritage for future generations. It involves the professionalization of conservation efforts, the development of sustainable management strategies for heritage destinations, the involvement of local communities, advancements in technology, and the establishment of legal frameworks to protect cultural sites. This global movement reflects a deepening understanding of cultural heritage's role in shaping identities and the need to preserve it in the face of modern challenges.

Despite the importance of heritage, more research is needed on heritage awareness among community residents, who, in the words of Nyaupane and Dallen (2016), are the ultimate guardians of heritage products. Heritage awareness is crucial to heritage conservation (Carbone et al., 2012; Abdelazim Ahmed, 2017). One of the primary reasons for the damage to heritage is the need for more community awareness and the non-involvement of people in the conservation process (Shankar & Swamy, 2013; Abdelazim Ahmed, 2017). To enhance conservation efforts, it is essential to increase residents' awareness and actively involve them in the preservation process. By doing so, communities can better protect their cultural heritage, ensuring its preservation for future generations.

Literature Review

In exploring specific operational approaches for sustainable heritage tourism, the host community has frequently been identified as a central tenet (Liu et al., 2013; Salazar, 2012; Cros, 2001; Yulong et al., 2015). Therefore, researching how to foster positive attitudes and the willingness of communities to participate in conservation is essential (Han et al., 2016). With the approval of the UNESCO Recommendation on the Historic Urban Landscape, community participation is recognized as a fundamental tool in heritage management practices (Taylor, 2016; UNESCO, 2011; Veldpaus et al., 2013; Li

et al., 2020).

Although heritage tourism heavily relies on heritage resources and their sustainable management, it also depends on residents' attitudes and behaviors towards environmental responsibility and heritage protection (McKercher et al., 2005; Gursoy et al., 2019). Studies argue that community members' attitudes toward heritage resource protection and preservation can be influenced by several factors, including their satisfaction with the area, personal norms, perceptions, and identification with the place and heritage resources (Strzelecka et al., 2017). Despite significant efforts to encourage built-heritage conservation, residents often need to catch up on such efforts (Mapunda, 2013; Nyupane & Timothy, 2010; Kesavaperumal et al., 2020).

There appears to be a tendency in the Philippines to destroy rather than preserve cultural heritage assets (Cruz, 2017). For instance, heritage buildings in Calle de la Escolta, Manila, are being demolished one after another to be replaced by modern architecture serving new functions and purposes (Cruz, 2019). Cruz (2017) highlights that in Negros Occidental, a premier heritage destination, the trend of adaptive reuse of heritage buildings continues. This well-known heritage destination in the province boasts 29 heritage houses recognized by the National Historical Commission of the Philippines, with many being converted into cafés, bars, accommodations, and other business ventures to boost heritage tourism.

Objectives

The study aimed to determine residents' awareness and attitudes toward conserving cultural heritage tourism destinations. Specifically, it sought to 1) examine the level of residents' awareness regarding the conservation of cultural heritage tourism destinations in aspects such as historic preservation functions, the role of government in historic preservation, preservation criteria, features, and facilities, 2) investigate residents' attitudes concerning personal norms, place satisfaction, responsibility behavior, and place identity, 3) determine if there are significant differences in residents' awareness of conservation efforts based on these aspects and when grouped by age, sex, educational level, location, and length of stay, 4) determine if there are significant differences in residents' attitudes across the residents' demographic profile, and 5) examine the relationship between residents' awareness and attitudes towards the conservation of cultural heritage tourism destinations.

Hypothesis

The study assumed no significant differences in residents' awareness of cultural heritage tourism conservation across various factors such as historic preservation functions, the role of government, preservation criteria, and features/facilities. It likewise assumed no significant difference in residents' attitudes across the residents' demographic profile. Finally, this paper assumes no significant relationship exists between residents' awareness and attitudes towards the conservation of cultural heritage tourism destinations.

Methodology

This chapter presents the study's methodology, which includes the research design, study locale, respondents, data gathering instrument, data gathering procedure, validity of the research instrument, reliability of the data research instrument, and statistical treatment used.

Research Design

The study employed a descriptive research design to determine residents' awareness and attitudes toward the conservation of cultural tourism destinations in four villages within the heritage district of one of the cities in Metro Bacolod. The descriptive aspect of the design aimed to provide a detailed account of the residents' awareness and attitudes. It involved collecting data to describe the current situation, such as how well residents understood the importance of conservation and their attitudes toward preserving cultural tourism destinations. The correlation aspect of the design sought to explore the relationships between these two mentioned variables. In this case, the study examined the relationship between residents' awareness and their attitudes toward conservation. The goal was to determine whether higher levels of awareness are associated with more positive attitudes toward conservation.

Study Respondents

The study's respondents were 384 residents living in four villages within the heritage district of one of the Cities in Metro Bacolod. The paper used a simple random technique to determine the respondents of its study.

Data Gathering Instrument

The study employed a modified survey questionnaire designed by the researcher to gather essential data addressing the research problem. Divided into three parts, the questionnaire first collected socio-demographic information such as age, geographical location, duration of residency in the community, and educational attainment. The second part focused on residents' awareness of cultural heritage tourism destinations, probing their perceptions of historic preservation functions, governmental roles in preservation efforts, preservation criteria, and site features/facilities. Lastly, the third part delved into residents' awareness of cultural heritage tourism destinations by exploring personal norms, place satisfaction, place identity, and responsibility behaviors. Respondents expressed their level of awareness or agreement for each item using a four-point Likert scale, ranging from (1) unaware to (4) highly aware of part two, and from (1) strongly disagree to (4) strongly agree for part three.

Validity and Reliability

The survey questionnaire was validated by fifteen validators renowned for their expertise in the hospitality and tourism industry and research methodology. Their feedback, comments, and suggestions were solicited to refine the questionnaire further. Subsequently, the validity index was computed, yielding a score of 0.97 for content validity ratio, which indicates an "excellent" level of validity, thus affirming the questionnaire's reliability. Following the validation process, the reliability of the questionnaire was tested by administering it to thirty residents residing outside the heritage district, who were not included as the research respondents in the actual study sample. The data collected from this reliability test were meticulously organized and subjected to analysis utilizing the Cronbach Alpha formula. The resulting alpha coefficient, calculated at 0.953, signifies excellent reliability. This outcome underscores the high level of trustworthiness and consistency exhibited by the research instrument devised by the researcher.

Data Gathering Procedure

The data-gathering instrument was promptly disseminated to the designated respondents for the study upon confirmation of its validity and reliability. The questionnaire was distributed to the participants after securing letters of approval from the Silay City Mayor's Office and the Silay Tourism Office. Village officers were pivotal in facilitating the distribution process, ensuring the survey reached four heritage villages. The researcher personally explained the questionnaire's contents and the research objectives to the respondents, emphasizing the importance of providing honest responses to ensure the integrity of the data collected. Upon completion of the survey by the respondents, the data were meticulously gathered and collated.

Data Analysis and Statistical Treatment

Objective 1 used the descriptive analytical scheme and mean as a statistical measure to examine the level of residents' awareness regarding the conservation of cultural heritage tourism destinations in aspects such as historic preservation functions, the role of government in historic preservation, preservation criteria, features, and facilities. Objective 2 also used a descriptive-analytical scheme and mean as a statistical measure to investigate residents' attitudes concerning personal norms, place satisfaction, responsibility behavior, and place identity. Objectives 3 and 4 used the comparative analytical scheme and t-test and ANOVA as statistical tests to determine if there are significant differences in residents' awareness of conservation efforts based on these aspects and when grouped by age, sex, educational level, location, and length of stay and in residents' attitudes across the same demographic profile. Lastly, Objective 5 used a correlational analytical scheme and Pearson Product Moment Correlation Coefficient (Pearson r) to examine the relationship between residents' awareness and attitudes towards the conservation of cultural heritage tourism destinations.

Ethical Considerations

Before administering the survey questionnaire to households surrounding the cultural heritage tourism district in one of the cities of Metro Bacolod, Negros Occidental, the researchers took proactive steps to secure letters of approval. These letters were obtained from the City Tourism Office and the respective Punong Barangays of the

four villages involved in the study. Subsequently, the researchers personally administered the survey questionnaire to all participants, ensuring direct engagement with each respondent. To adhere to ethical standards, the researchers considered the legal age of the respondents during the survey process. Moreover, respondents were informed of their right to refuse participation or withdraw responses if they felt any conflict with their interests or privacy concerns. This approach aimed to uphold the research's ethical integrity and prioritize the participants' rights and well-being.

Results and Discussion

In this section, the data gathered were further treated, presented, analyzed, and interpreted to focus on the specific problems of the study. It presents the study's findings through statistical tools and descriptive and inferential data treatment.

Table 1

Distribution of Residents' Awareness towards the Conservation of Cultural Heritage Tourism Destination in the aspect of Heritage Preservation

Groupings	Mean	SD	Verbal Interpretation
Functions in Historic Preservation	3.01	0.541	Aware
Role of government in historic preservation	3.14	0.568	Aware
Preservation Criteria	2.96	0.607	Aware
Features/facilities	2.93	0.580	Aware
Total	3.00	0.503	Aware

Table 1 illustrates residents' awareness of conservation efforts at cultural heritage tourism destinations with a mean score of 3.0. The highest mean score of 3.14 (SD = 0.568), interpreted as Aware, was attributed to the role of government in historic preservation. In contrast, features and facilities received the lowest mean score of 2.93 (SD = 0.580), also interpreted as Aware. In simple terms, this result implies that the role of government in historic preservation has made residents aware of the need to conserve cultural heritage tourism destinations. It means that government actions—such as implementing policies, providing education, or funding preservation efforts—have raised awareness among community members about the importance of protecting and maintaining these sites.

Furthermore, the study indicates that government involvement in heritage preservation significantly impacts the community, mainly when actively promoting heritage awareness for the sustainability of heritage assets. Residents expect the government to play a crucial role in conserving and protecting heritage assets within the community. Governments can encourage conservation and restoration and implement policies to stimulate private sector investment in heritage. Rasoolimanesh et al. (2017) suggest that resident involvement in tourism development benefits the local community

by ensuring that tourism planners prioritize indigenous culture, identity, and heritage. Consequently, residents with greater involvement in tourism development tend to be more optimistic about the positive impacts of tourism on their community (Andereck & Nyaupane, 2011; Nicholas et al., 2009; Cruz, 2019)

Table 2

Distribution of Residents' Responsibility Attitude towards the Conservation of Cultural Heritage Tourism Destinations in the aspect of Heritage Preservation

Aspects	Mean	SD	Verbal Interpretation
Personal Norms	3.25	0.511	Agree
Place Attachment	3.20	0.514	Agree
Place Identity	3.15	0.597	Agree
Responsibility Behavior	3.29	0.523	Agree
Total	3.22	0.449	Agree

Table 2 presents the distribution of residents' responsibility behavior towards heritage conservation. Responsibility behavior achieved the highest mean score of 3.29 (SD = 0.523), interpreted as agree among the four aspects examined.

This indicates that respondents recognize their responsibility in conserving heritage assets and are willing to participate in conservation programs to raise awareness and protect heritage properties for sustainability. Notably, age influences residents' attitudes over time. Almeida-García et al. (2016) found that older residents tend to have a more positive attitude towards tourism's impact on the local environment but a more negative view of its economic impact. Conversely, younger residents perceive tourism as having a more positive economic impact.

Table 3

Significant Difference in Residents' Awareness towards the Conservation of Cultural Heritage Tourism Destination in terms of Age

Groupings	Significant p-value	Significance @0.05 level	Status of Hypothesis
Functions in Historic Preservation	0.781	Not Significant	Accepted
Role of government in historic preservation	0.272	Not Significant	Accepted
Preservation Criteria	0.050	Significant	Rejected
Features/facilities	0.001	Significant	Rejected

Table 3 shows a significant difference in residents' awareness of cultural heritage tourism conservation when analyzed by age groupings. Two of the four criteria

used to assess heritage preservation were found to be statistically significant: the "preservation criteria," with a p-value of 0.050, and "features/facilities," with a p-value of 0.001. The rejection of the null hypothesis highlights age as a critical factor influencing residents' awareness of these aspects. The differences in awareness among age groups suggest that preservation strategies should be tailored to address specific age demographics.

Bagri and Kala (2016) underscore the role of age in shaping residents' attitudes toward tourism, with significant differences observed, particularly in features or facilities that are perceived as less critical. Notably, features considered least important were attributed greater significance by the unaware/not visited group than other demographics (Nyaupane & Dallen, 2010). Tourism initiatives have the potential to enhance residents' quality of life by fostering the development of facilities and infrastructure. Investments in tourism-related amenities, such as health and transportation infrastructure, recreational facilities, and public spaces, can benefit local communities.

The other two criteria on "functions in historic preservation" and the "role of the government in historic preservation" were not statistically significant; hence, the null hypotheses were correspondingly accepted. Residents' awareness of these aspects does not vary significantly across different age groups. In other words, age is not a critical factor influencing how residents perceive or understand these two aspects of historic preservation.

Table 4

Significant difference in Residents' Awareness of the Conservation of Cultural Heritage Tourism Destinations in Terms of Educational Attainment

Groupings	Significant p-value	Significance @ 0.05 level	Status of Hypothesis
Functions in Historic Preservation	< 0.001	Significant	Rejected
Role of government in historicpreservation	0.009	Significant	Rejected
Preservation Criteria	< 0.001	Significant	Rejected
Features/facilities	< 0.001	Significant	Rejected

Table 4 illustrates the significant difference in the residents' awareness of the conservation of cultural heritage tourism destinations regarding respondents' educational attainment. The p-values of 0.001 for functions in historic preservation, 0.009 for the role of the government in historic preservation, 0.001 for preservation criteria, and 0.001 for features/facilities were all found below the 0.05 significance level and are henceforth deemed statistically significant.

The null hypotheses in the objective section of this paper are henceforth rejected. However, more importantly, the significant difference in residents' awareness of the conservation of cultural heritage tourism destinations based on educational attainment

means that the level of education a person has attained influences their awareness and understanding of cultural heritage conservation. In short, the level of education significantly impacts how well residents understand and engage with the conservation of these sites. Fiallo and Jacobson (1995) corroborate the preceding result with their report that positive attitudes tended to increase with respondents' level of education and knowledge about conservation issues.

Table 5

Significant Difference in Residents' Awareness of the Conservation of Cultural Heritage Tourism Destination in terms of Location

Groupings	Significant p-value	Significance @0.05 level	Status of Hypothesis
Functions in Historic Preservation	0.006	Significant	Rejected
Role of government in historic preservation	0.003	Significant	Rejected
Preservation Criteria	< 0.001	Significant	Rejected
Features/facilities	< 0.001	Significant	Rejected

Table 5 reveals notable differences in residents' awareness of cultural heritage tourism site conservation based on location. The criteria for preservation, features/facilities, the function of historic preservation, and the role of government in historic preservation all showed p-values below 0.05, which signifies that the null hypotheses for these factors are rejected.

Heritage awareness proves to be a key factor, as residents and more aware stakeholders generally show more positive attitudes towards heritage preservation. Most of the variables were significant when comparing different types of residents based on demographic factors and their attitudes towards preservation, including preservation criteria and the importance of features and facilities. Notably, the group that is both aware and has visited heritage sites displayed a more favorable attitude than others (Nyaupane & Dallen, 2010).

However, despite the widespread attention received by Carthage and other world heritage sites, there still needs to be a gap in assessing the degree of support among Carthage residents for cultural heritage tourism within their community (Megeirhi et al., 2020). Heritage awareness remains a critical factor for preservation (Nyaupane & Dallen, 2016), with suggestions such as incorporating cultural heritage education into the formal educational curriculum to advance sustainable development goals (Abdelazim Ahmed, 2017).

Table 6

Significant Difference in Residents' Awareness of the Conservation of Cultural Heritage Tourism Destination in terms of Length of Stay

Groupings	Significant p-value	Significance @0.05 level	Status of Hypothesis
Functions in Historic Preservation	0.774	Not Significant	Accepted
Role of government in historic preservation	0.888	Not Significant	Accepted
Preservation Criteria	0.077	Not Significant	Accepted
Features/facilities	0.012	Significant	Rejected

Table 6 shows a significant difference in residents' awareness of cultural heritage tourism conservation based on the length of their stay. For the criteria "functions in historic preservation," "role of government in historic preservation," and "preservation criteria," the p-values were higher than 0.05, indicating no significant differences and leading to the acceptance of the null hypothesis. In contrast, the "features/facilities" criterion had a p-value below 0.05, suggesting a statistically significant difference and rejecting the null hypothesis. This indicates a notable difference in awareness of the "features/facilities" criterion based on how long residents have been in the community.

In addition to physical proximity, the sense of connection and emotional attachment to a place, as indicated by the length of residence, are essential factors influencing participation (Dragouni, 2017). The findings of this study reveal a significant positive correlation between place identity and heritage responsibility behavior. This means that residents with a stronger sense of place identity are likelier to engage in behaviors that demonstrate responsibility toward heritage. Consequently, place identity, as claimed by Gursoy et al. (2019), is a crucial factor that precedes and influences heritage responsibility behaviors.

Table 7

Significant Difference in Residents' Responsibility Attitude towards the Conservation of Cultural Heritage Tourism Destination in terms Age

Groupings	Significant p-value	Significance @0.05 level	Status of Hypothesis
Personal Norms	0.015	Significant	Rejected
Place Satisfaction	0.001	Significant	Rejected
Place Identity	0.001	Significant	Rejected
Responsibility Behavior	0.001	Significant	Rejected

Table 7 shows the significant difference in residents' attitudes towards conserving cultural heritage tourism destinations based on age groupings. The results reveal that all attitudinal criteria were significant, rejecting the null hypothesis.

Ramkissoo et al. (2013) suggested that personal norms (sense of responsibility) and heritage responsibility are essential indicators of residents' heritage responsibility behavior. Younger residents are often less involved in the history of the old town and more interested in modern culture. While this diverse interest can enrich the town, it may also hinder protection efforts. Therefore, managing the diversity of opinions within the community and developing strategies to engage younger generations in feeling part of the local community (Gursoy et al., 2019) is crucial.

Table 8

Significant Difference in Residents' Responsibility Behavior towards the Conservation of Cultural Heritage Tourism Destination in terms of Educational Attainment

Groupings	Significant p-value	Significance @0.05 level	Status of Hypothesis
Personal Norms	0.416	Not Significant	Accepted
Place Satisfaction	< 0.001	Significant	Rejected
Place Identity	< 0.001	Significant	Rejected
Responsibility Behavior	0.016	Significant	Rejected

Table 8 shows the significant difference in residents' responsibility attitudes toward the conservation of cultural heritage tourism destinations when grouped by educational attainment. For personal norms, the obtained p -value was 0.416, which is higher than the significance level of 0.05; hence, the null hypothesis was accepted. In contrast, the identical p -values of 0.001 for place satisfaction and place identity and 0.016 for responsibility behavior were all found way below the significance level of 0.05, resulting in the rejection of the null hypotheses.

The findings from this study indicate a significant difference in the heritage responsibility attitudes on the aspects of place identity when respondents are grouped by educational attainment, suggesting that the stronger the residents' place identity, the more likely they are to exhibit heritage responsibility attitudes. This was affirmed by studies from Gursoy, Zhang, and Chi (2019), which highlight that place identity is an essential antecedent of heritage responsibility attitudes. Massey (2004) also argues that identities are relational and significantly impact individuals' attitudes and behaviors.

Table 9

Significant Difference in Residents' Responsibility Behavior towards the Conservation of Cultural Heritage Tourism Destination in terms of Location

Groupings	Significant p-value	Significance @0.05 level	Status of Hypothesis
Personal Norms	0.826	Not Significant	Accepted
Place Satisfaction	0.040	Significant	Rejected
Place Identity	< 0.001	Significant	Rejected
Responsibility Behavior	0.323	Not Significant	Accepted

Table 9 illustrates the significant difference in residents' attitudes towards the conservation of cultural heritage tourism destinations regarding location. Personal norms ($p = 0.826$) and responsibility attitudes ($p = 0.323$) had p-values higher than the significance level of 0.05. Therefore, the null hypotheses were accepted. In contrast, place satisfaction ($p = 0.040$) and place identity ($p = < 0.001$) had p-values below the significance level of 0.05, leading to the rejection of these null hypotheses.

These findings imply a significant difference between the demographic variable location and aspects of heritage preservation, precisely place identity and place satisfaction. Respondents near the tourism area tend to have a positive attitude towards tourism if they feel an identity and attachment to their living environment.

Place identity can enhance the quality of life and bring happiness to residents, especially in terms of philosophy, personality, and positioning. When people are happy and healthy, they contribute to community development (Foroudi et al., 2020). Dragouni and Fouseki (2018) suggested that community attitudes can be influenced by proximity to heritage tourism locations, as tourism development is more likely to affect their everyday lives and access to heritage. Thus, geographical proximity is a significant factor that progressively alters community attitudes towards participation.

Furthermore, strong identification and satisfaction with a community and place will likely increase residents' sense of responsibility toward preserving cultural heritage resources (Kaiser et al., 1999). According to the place identity paradigm, when residents possess a high level of place identification, they are more likely to experience high place satisfaction. This alignment of values and beliefs with those of the place can result in solid personal norms related to preserving cultural heritage (Gursoy et al., 2019).

Table 10

Significant Difference in Residents' Responsibility Behavior towards the Conservation of Cultural Heritage Tourism Destination in terms Length of Stay

Groupings	Significant p-value	Significance @0.05 level	Status of Hypothesis
Personal Norms	0.029	Significant	Rejected
Place Satisfaction	0.008	Significant	Rejected
Place Identity	0.015	Significant	Rejected
Responsibility Behavior	0.035	Significant	Rejected

Table 10 shows the significant difference in test results in residents' responsibility attitudes towards the conservation of cultural heritage tourism destinations when grouped by length of stay. All four criteria—personal norms ($p = 0.029$), place satisfaction ($p = 0.008$), place identity ($p = 0.015$), and responsibility attitudes ($p = 0.035$)—had p-values lower than the significance level of 0.05, leading to the rejection of each null hypothesis.

This implies a significant difference in residents' attitudes towards heritage preservation when categorized by these demographics. Identifying values and beliefs that can influence community members' orientation towards heritage resource protection and conservation is critical. However, the time residents have lived in the community does not necessarily determine their participation or positive attitudes toward preserving heritage sites. This may be due to a need for more awareness and understanding of their responsibility to the community.

Studies argue that community members' attitudes towards heritage resource protection and preservation can be influenced by several factors, including their satisfaction with the area, personal norms, perceptions, and identification with the place and heritage resources (Boley et al., 2018; Cheng et al., 2013; Gursoy et al., 2019). Many studies suggest a "duration effect," which is that the longer individuals live in a community, the stronger their sense of attachment is. This leads to a more significant concern for issues affecting it. Contradicting these findings, Moswete, Thapa, and Darley (2020) argued that the length of residency only sometimes influences support for preservation, possibly due to limited access to resources.

This study also examines the relationships among residents' place identity, place satisfaction, personal norms, and heritage responsibility attitudes using value orientation and identity theories in prominent historical and cultural cities. The findings show that place identity, satisfaction, and personal norms are critical antecedents of heritage responsibility attitudes (Gursoy et al., 2019).

Table 11

Significant Relationships between Residents' Awareness of the Conservation of Cultural Heritage Tourism Destination and Residents' Responsibility Behavior

Significant p-value	Significance @0.05 level	Status of Hypothesis
0.605	Not Significant	Accepted

Table 11 reveals the significant relationships between residents' awareness of the conservation of cultural heritage tourism destinations and their corresponding responsibility behaviors. The results indicate that the level of residents' awareness and responsibility behavior is not statistically significant, as the p-value of the test exceeded the significance level of 0.05.

The findings imply a significant relationship between residents' awareness and responsibility attitudes. Various factors have been identified as influencing residents' attitudes toward tourism, such as age (McGehee & Andereck, 2004; Bagri & Kala, 2016), location, and length of stay (Moswete et al., 2020). Individuals' needs, understanding, and attitudes are generally influenced by their demographic characteristics, significantly shaping their attitudes and perceptions toward further development (Bagri & Kala, 2016).

Historical awareness is crucial for individuals, as those who understand and know their historical heritage may retain their identity (Halim & Tambi, 2021). Conversely, residents who are more aware and stay updated with news and information regarding tourism developments and conservation programs are more likely to promote heritage sites and participate in economic activities (Rasoolimanesh et al., 2017).

Heritage awareness is fundamental to preservation and management efforts (Abdelazim Ahmed, 2017).

Conclusion

The study reveals that residents recognize their community's conservation efforts for cultural heritage assets. They agree that they display a responsible attitude towards heritage conservation. Moreover, significant differences were found in the residents' awareness of conservation efforts at cultural heritage tourism destinations when grouped by educational attainment and location, indicating that individuals are more inclined to engage in cultural heritage tourism when they possess knowledge and awareness of such opportunities and requisite expertise. Moreover, when grouped by age and length of stay, significant differences were found in the residents' attitudes towards the conservation of cultural heritage tourism destinations. The study also reveals that the relationships between residents' awareness of the conservation of cultural heritage tourism destinations and their corresponding responsibility behaviors are not statistically significant at 0.05 level. The result indicates that residents were aware of the aspects of heritage preservation and that historical sites exist in their community. However, they needed to be made aware of the importance of the site, more specifically of the importance of features/facilities and preservation criteria.

Moreover, with residents needing a sense of attachment and place identity, they were moderately able to identify themselves with their living environment; hence, they needed more advocacy to preserve the place. Given this laxity of the respondents towards heritage awareness, they were still mindful of several criteria of heritage preservation. They agreed to their responsibility to protect and conserve heritage assets in the community. This study suggested that the criteria for heritage preservation and aspects of responsible behavior were essential in fostering the positive behavior of residents toward the conservation and protection of heritage resources. The preceding findings call for developing an action plan to improve community participation in the sustainable management of heritage resources and strengthen cultural heritage education to increase awareness and knowledge about heritage assets.

Conflict of Interest

In relation to our study titled "Residents' Awareness and Attitude towards the Conservation of Cultural Heritage Tourism Destination," the researchers hereby declare that there are no conflicts of interest. We have no financial, personal, or professional relationships that could be perceived as influencing the outcomes or conclusions of this research. All aspects of the study, including data collection, analysis, and interpretation, have been conducted impartially and solely for the advancement of knowledge in this area.

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