MASTER THESIS

World heritage listed sites – Does it attract tourists?

A study of factors influencing Norwegian tourist's intention to visit Unesco's world heritage listed sites

BE309E International Business and Marketing

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Abstract

Sites from the Unesco's world heritage list are widely used in marketing campaigns to attract tourists, with little knowledge of this being effective. Researchers are not coming to an agreement whether or not a world heritage listing foster tourism demand for the site.

This study therefore tried to fill the knowledge gap in the literature, by investigating the antecedents of a tourist's intention to visit a world heritage listed site. A proposed research model based on Ajzen (1991) theory of planned behaviour implied that attitude, subjective norm, perceived behavioural control, self-congruity, perception of the site and knowledge had an effect on intention. In addition, education, gender and age were added to the model as control variables.

An online questionnaire based on measures from previous researchers, was used to gather the data. The final sample consisted of 165 Norwegian tourists. The data was analysed with SPSS, using multiple linear regression analysis to investigate the hypothesis.

It was discovered that attitude and subjective norm had an effect on intention. However, perceived behavioural control, perception of the site, knowledge and gender were the major antecedents of intention to visit a world heritage listed site. The findings gave practical implications for managers of heritage tourism. The results also identified that world heritage listing foster tourism demand.

Acknowledgement

This thesis is written as the final part of my master degree, at Bodø Graduate School of Business. The thesis is written within the specialisation international business and marketing, and counts for 30 ECTS.

I grew up in a little town in west of Norway, where I dreamt about discovering the world. Therefore I developed an interest for tourism and marketing, which inspired me to write a thesis about world heritage.

I would like to express my gratitude to my supervisor Professor Tor Korneliussen. You are fantastic! Thank you for keeping your door open, listening to my frustrations and helping me find solutions to problems which have occurred through the process. I have learnt so much from you about quantitative research and analysing statistics. Thank you for your knowledge, patience, inspiration, encouraging words, and your constructive feedback.

It has been a journey with ups and downs, and now it has come to an end. I wish to thank my fellow students for a brilliant time.

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Kristina Robinson

Samandrag

Stader frå Unesco si verdsarvliste er hyppig brukt i marknadsføring for å tiltrekke turistar, utan å vite om dette faktisk er effektivt. Forskarar klarar ikkje å bli einig om verdsarvstader fører til auka etterspørsel frå turistar.

Denne studien tar for seg «forskingsgapet», ved å undersøke faktorar som påverkar ein turist sin intensjon om å besøke verdsarvstader. Ein forskingsmodell basert på (Ajzen 1991) teori om planlagt åtferd indikerte at haldning, subjektiv norm, opplevd åtferdskontroll, sjølv-kongruens, oppfatning av staden og kunnskap var predikatorer av intensjon. I tillegg vart utdanning, kjønn og alder brukt som kontrollvariablar i modellen.

For å samle inn data til studien, distribuerte eg ein spørjeundersøking med spørsmål basert på tidlegare forskarar. Utvalet bestod til slutt av 165 norske turistar. Hypotesane i undersøkinga vart analysert med multippel lineær regresjon, i dataprogrammet SPSS.

Resultat frå studien viste at haldning og subjektiv norm hadde ein effekt på intensjon. Hovudfunna i studien viste at dei viktigaste faktorane som påverkar intensjon var opplevd åtferdskontroll, oppfatning av staden, kunnskap og kjønn. Resultat frå studien er nyttig for næringar i verdsarv turismen. Funna kan brukast til strategiske avgjersler, for å påverke turistar sin intensjon om å besøke verdsarvstader. I tillegg indikerte funna at verdsarv bidrog til auka turisme for staden.

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1.0 Introduction

1.1 Background and research question

International tourism is a fast growing industry (Middleton et al. 2009). The travel and tourism market is reflecting the demand of tourists and the supply of services, by a wide range of commercial and public sector organisations. According to Middleton et al. (2009) the interest of finding a countries potential of global travel and tourism have increased. The international tourism industry is an important contributor to economic development, measured in terms of investment, employment and balance of payment. There are few regions of our modern world where tourism and the contribution of the tourist's economy to the region are not relevant, and travel extends to all parts of most countries (Middleton et al. 2009).

As a result of a growing tourism industry, a lot of researchers have been studying efficient ways to attract tourist and gain benefits. There are several factors which are identified to lead to an increase in tourism flow, one of them is having your site inscribed on the world heritage list (WHL) (Tucker and Emge 2010). The WHL is created by United Nations Educational, Scientific, and cultural Organisation (Unesco). The WHL was created to encourage the identification, protection and preservation of cultural and natural heritage around the world considered to be of outstanding value to humanity (Unesco 2014). To get a WHL designation, the site must be of outstanding universal value and meet at least one out of ten selection criteria which are explained in the *Operational Guidelines for the Implementation of the World Heritage Convention* (Unesco 2013).

Although the WHL was created to protect cultural and natural heritage, the WHL is widely used as a tool for creating marketing campaigns (Frey and Steiner 2011; Huang et al. 2012). Today there is a common belief that if a site is listed on Unesco's WHL, it will attract more tourists to the destination. However, given the importance of WHL as a destination choice, little academic research has been conducted to identify WHL in the context of tourism (Shen et al. 2009). The researchers who have tried to understand WHL in the context of tourism, the debate is focused on to which degree WHL have an influence on tourism demand.

The debate among the researchers studying WHL, and its impact on attracting tourist is concentrated around three areas: 1) WHL do not foster tourism demand (Rodwell 2002;

Huang et al. 2012; Lai 2013; Poria et al. 2013). These researchers argue that WHL and its relationship to attracting tourist are not significant. 2) WHL does foster tourism demand (Shackley 1998; Buckley 2004; Fredman et al. 2007; Tucker and Emge 2010; Yang et al. 2010). These researchers argue that WHL is one of the major driving forces for tourist travelling to a destination. 3) We do not know if WHL foster tourism demand (Timothy and Boyd 2003; Leask and Fyall 2006; Arezki et al. 2009; Cellini 2011; Frey and Steiner 2011). These researchers argue that the degree to which WHL attracts tourist is confusing. The researchers believe it may have an impact on less established sites, or that WHL only attracts tourists if the cultural and natural sites are valued by the tourist.

The debate concerning to what degree WHL is fostering tourism demand to a destination, is also applicable to Norway. The country has seven sites inscribed on Unesco's WHL; bryggen i Bergen, rock art of Alta, Røros mining town and the Circumference, Struve geodetic arc, Urnes stave church, Vega Island and the west Norwegian fjords – Geirangerfjord and Nærøyfjord (Unesco 2014). Today Norway has two nominations for the WHL (Norway-OECD 2014). Whether or not these sites will get a WHL designation will be decided in 2015. There are few studies in Norway which have contributed to the debate whether or not WHL is fostering tourism demand. One study arguing that it is unclear (Jårvik 2008), and the other research presenting results of WHL fostering tourism demand (Bjordal 2013). Especially, the WHL site Vega Island experienced a sixfold increase in visitor numbers after the designation in 2004 (Magnason 2014).

Given this background, we are able to comprehend that the researchers are not coming to an agreement whether or not WHL designations attract tourists. The concept of WHL in context of tourism is still poorly understood, but then again the common idea of WHL designations attracting tourists is still a strong belief. Meaning, WHL are still used in marketing campaigns with little knowledge of this being effective. There is a need for new insight and knowledge to find out what is actually true. Hence, to fill this gap in the literature there was a need to understand the factors influencing tourist's intention to visit a WHL site. Knowledge of the tourists intention, would give a clearer answer to whether or not the tourists would visit a WHL, meaning if WHL is fostering tourism demand. Thus, I studied a tourist's intention to visit a WHL site within the next 12 months.

This study aimed to investigate the research question; *What are the antecedents of a tourists intention to visit a world heritage listed site?*

In trying to answer this research question, I integrated WHL into the Ajzen (1991) theory of planned behaviour (TPB). The reasoning for this I argued in the next chapter.

By studying the factors which influence intention to visit a WHL site, there were five expected contributions to the literature. First, as far as I knew there were only one previous study which had researched WHL using Ajzen (1991) TPB (e.g. Shen et al. 2009). Meaning, there were few studies that have used the TPB to understand tourist's intention to visit a WHL site. Second, there is a great deal of theory concerning consumer behaviour and decision making, and a lot of studies who have implemented the TPB. However, this research was thought to be differentiated from the former studies using the theory, because this study added to the literature by integrating self-congruity, perception of the site and knowledge into the theory. Therefore this study tried to contribute to new insights in Ajzen (1991) theory. Third, the research findings revealed that the two new variables perception of the site and knowledge, also had an explanation power of intention. Fourth, this study contributed to the debate whether or not WHL foster tourism demand, with findings leaning towards fostering tourism demand. Fifth, studying such an effect contributed to practice. When knowing the factors influencing a tourist intention to visit a WHL site, managers are able to improve marketing strategies. Essentially, this study enhanced the knowledge of heritage tourism, and tried to help managers to understand how to evaluate strategies for growth in heritage tourism.

This thesis was built up with five chapters. Chapter one expressed the background of the study, the knowledge gap, research question and contribution. Chapter two discussed the theoretical background of the study, justified six hypotheses and presented a proposed research model. Chapter three focused on the research methodology, sampling design, the research credibility, describing the analysis which were used in the study and presented the final sample. Chapter four presented the analysis and discussed the findings related to the theoretical background in the research. Chapter five expressed the conclusion, implication and further research.

2.0 Theoretical perspective

Several different theories are used to justify, describe and anticipate an individual's behaviour. Theories such as the satisfying theory (Simon 1956), theory of expected utility (von Neumann and Morgenstern 1947), theory of consumer decision process (Engel et al. 1978), the theory of expectation, motivation and attitude (Hsu et al. 2010), theory of reasoned action approach (Ajzen and Fishbein 1980) and its derivative; TPB (Ajzen 1991).

Trying to overcome the confusion in the literature, I chose to draw on the TPB (Ajzen 1991). It is a well-known, simple theory and was therefore well suited to fit with my research question. The TPB is a framework for understanding, predicting, and changing human social behaviour. This theory explains individual's intentions and behaviour using three factors: attitude towards the behaviour, subjective norm and perceived behavioural control (Ajzen 1991).

I argue that the TPB has great validity for predicting power of intention (Armitage and Conner 2001) and is frequently used by researchers (e.g. Lugoe and Rise 1999; Latimer and Martin Ginis 2005; Moan and Rise 2005; Myers and Horswill 2006; Kuo and Young 2008; Lee 2009). The TPB has been used with success in several range of contexts, including tourism, e.g. a study of understanding attitudes of Chinese tourists considering international travel (Sparks and Pan 2009), choice of travel mode (Bamberg et al. 2003), and a study of potential tourists intention to take a wine-based tourism (Sparks 2007).

In this study I integrated WHL, self-congruity, perception of the site and knowledge into the TPB. WHL was added to Ajzen (1991) theory, to be able to use the model for investigating the research question. Self-congruity was added to the theory because it is extensively used in tourism studies (e.g. Sirgy and Su 2000; Litvin and Goh 2002; Hung and Petrick 2011). However, I had not yet seen a study where the concept self-congruity was used to research WHL, neither integrated into Ajzen (1991) theory. The reasoning for including perception of the site, was to see if this variable would affect the visitor's intention to visit a WHL site. The perception of the site concept had been used before in a study of tourist's motivations and expectations of heritage sites (e.g. Poria et al. 2006a), therefore I wanted to test its validity. Knowledge was added to the theory, because former studies show that peoples knowledge

about WHL, influence their decisions and perceptions of WHL (e.g. Reinius and Fredman 2007; King 2011).

2.1 World heritage listing and tourism

Heritage is a concept which is widely studied by scholars (e.g. Wahab 2012; Hølleland 2013), practitioners (e.g. Harvey 2001) and institutions (Sørensen and Carman 2009). The investigation of heritage have given expertise from a range of academic fields, such as anthropology (e.g. Poria et al. 2006a; Chen and Chen 2010), archaeology (e.g. Jårvik 2008; Bjordal 2013), architecture (e.g. Bowring et al. 2009), art (e.g. Maaba 2008; Merrill 2015), history (e.g. Jackson 2008; Opp 2011), psychology (e.g. McIntosh 1999), sociology (e.g. Wallerstein 1999; Cohen and Cohen 2012), and tourism (e.g. Prentice et al. 1998; Chhabra et al. 2003; Timothy and Boyd 2003). The heritage can be understood differently, and may be approached as an object which generate income (Leask and Fyall 2006), as part of a political action (e.g. Bianchi and Boniface 2002; Waterton and Smith 2010; D'Eramo 2014), or sustainable development to engender community spirit and involvement (Sørensen and Carman 2009). Heritage is a fundamental resource and structural component of tourism. It is also an important part of culture, this is because of the history related to our ancestors and the heritage (Sørensen and Carman 2009).

World heritage was a central concept in this study. This concept came to being after a growing awareness of the threats to the cultural and natural heritage of the world after World War II (Leask and Fyall 2006; Unesco 2014). As an answer to these challenges, Unesco established a convention concerning the protection of the world's cultural and natural heritage, adopted 16 November 1972 (Unesco 2014). The Unesco convention establishes state parties in member countries, which are tasked to nominate sites for inscription on the WHL (Leask and Fyall, 2006). The WHL is considered an excellent effort to save the world's common history in form of cultural monuments and landscapes which are worth preserving (Frey and Steiner 2011). The WHL contains over 1000 different sites, both cultural heritage and natural heritage (Unesco 2014). A WHL designation is seen as the highest honour a protected area can receive (Shackley 1998; Timothy and Boyd 2003)

The motivation for a country to get a WHL designation varies. Motivations could be higher economic growth from tourism (Timothy and Boyd 2003), opportunity to access the World

Heritage Fund, gain recognition and prestige, political esteem and pride (Leask and Fyall 2006). The motivations are often varied and debatable if they actually give benefits or just provide the country with challenges, but they are often of political interest (Leask and Fyall 2006).

In this study one of the major motivations was to reveal if heritage tourism was fostering tourism demand. As established in the introduction, it was unclear and debateable if a WHL designation attracts a tourist to a site. The debate was categorised into three main areas; 1) WHL do not foster tourism demand (Rodwell 2002; Lai 2013; Huang et al. 2012; Poria et al. 2013), 2) WHL does foster tourism demand (Shackley 1998; Buckley 2004; Fredman et al. 2007; Tucker and Emge 2010; Yang et al. 2010) and 3) We do not know if WHL foster tourism demand (Timothy and Boyd 2003; Leask and Fyall 2006; Arezki et al. 2009; Cellini 2011; Frey and Steiner 2011).

World heritage listing do not foster tourism demand

A WHL designation may not lead to a boost in tourist demand. According to an article from CNN Travel (Lai 2013), a site which was famous before it got a WHL designation will become more famous. If it was unknown before the designation it is not going to mean much for the visitor numbers. The article argues that in some cases, after a site has received a WHL designation the numbers of visitors have dropped. The tourist sites do not only depend on the sites heritage value, but also on the infrastructure in the country (Lai 2013).

Rodwell (2002) argues that there is no proof that there is a relationship between WHL and an increase in visitor numbers. He highlights how the facilitation, marketing and competition from other sites, will determine whether or not the tourist will visit the site.
A study of Macau, show that WHL have little impact on attracting tourist to Macau (Huang et al. 2012). Macau is a small region from the republic of China and has only one WHL site. The researchers investigated the effects of WHL attracting tourist by using the gravity model. Huang et al. (2012) argue that many countries are using WHL as a marketing tool to attract tourist, but with little knowledge of this actually being an effective tool. Their empirical evidence show that the WHL inscription had a short-term enhancing effect in the beginning,

but this effect did not last. They argued that WHL only made an impact on Asian tourists going to Macau, therefore the effects of WHL are different among countries and regions.

Huang et al. (2012) also found that Macau's infrastructure and crime rate where the most relevant factors for the tourism demand. However, their study only included a country with one WHL site, therefore I could argue that their results cannot be applied to all WHL sites.

Poria et al. (2013) focused on the tourist's perception of a WHL site and found results arguing that WHL may only have an impact on the visitor's perceptions of the site and on-site experience, but not so much in attracting the tourist to the destination. Their study also show that WHL have a negative impact on attracting tourist, where the tourist perceive the site as being overcrowded by lots of tourists.

World heritage listing does foster tourism demand

Tourist arouses positive association of WHL, such as trust, security, confidence, status and strength (Shimp 2010). According to Yang et al. (2010) WHL is one of the major driving forces of international tourist arriving to China. WHL has contributed to China becoming an important and popular destination for international tourists. WHL are separated into cultural and natural heritage sites, and Yang et al. (2010) found that the cultural WHL have a stronger impact on attracting tourist to a heritage site. They found that modern facilities are less relevant for attracting tourists, but they are important for countries which do not have a site on the WHL. However, the researchers argued that it is hard to identify the influence on labelling policy on tourism demand.

Tucker and Emge (2010) show that WHL designations often lead to an increase in tourist demand. However, a listing does not always bring benefits. In the study of Tucker and Emge (2010) they debate how the relationship between the heritage site, the local community and the cultural tourism has led to conflicts and confusion. The researchers highlight the need to develop a managing platform between the local, regional, national and international stakeholders, in order to develop an understanding of the WHL not only as a historic site but also as a rapidly changing tourist site.

According to Shackley (1998), WHL is recognised by tourists as something unique and outstanding that they must see. Shackley (1998) argue that WHL is the main reason for a tourist to decide to visit a specific site.

Buckley (2004) studied the effect of WHL fostering tourism in Australia. He found results arguing that the WHL sites in the research had received several times more visitors, than the control sites in the study. Despite, the reason for this is unclear. He also found that numbers of international visitors had increased after inscription. Fredman et al. (2007) studied the effects of a WHL designation on a National Park in Sweden. Their study also revealed that numbers of international visitors had increased after inscription. The designation of the National Park led to an increase in visitor numbers, the perception of the site as being more crowded and a stronger positive attitude towards the site. Fredman et al. (2007) found that in the long run, they could expect a decrease in visitor numbers. However, the numbers of visitors would still be higher, compared to before the National Park was inscribed.

We do not know if world heritage listing foster tourism demand

According to Leask and Fyall (2006) increased tourism activity depends upon the existing levels, location, theme and promotion. The role of WHL designation is not specific to tourism, rather for conservation and protection of the cultural and natural heritage. However, they argue that there is also a need to recognise the significant role of tourism in the effective sustainable management of WHL. Tourism has a vital role to play in the future for a collective responsibility to safeguard the world's heritage (Leask and Fyall 2006).

Cellini (2011) questioned the results of Yang et al. (2010), who debated that WHL have a major role in attracting tourist. Cellini (2011) comments how the idea of WHL representing a powerful engine for tourism demand, is because of media and policy comments. He argues that when correct econometric evaluations are done, there are unclear results about WHL fostering tourism. He points out that an external recognition such as world heritage listing will give a more effective valorisation. Therefore it will be wise to believe such a listing will attract tourists to the destination, but unfortunately there is no evidence of this being true. He discusses the fact that the results of the field of studies are far from being clear-cut, and it

looks like researchers sometimes try to convince the readers that the evidence of cultural endowment and the heritage listing is significant.

Another study from Arezki et al. (2009), show that WHL may affect growth in tourism, but it depends on how cultural and natural sites are valued by the tourist. However, they argue that the process of selecting which sites that are accepted on the list, can lead to a mismatch between the tourist and values of the site.

Frey and Steiner (2011) argue that WHL are widely used in marketing campaigns to promote tourism. However, they claim that there is no significant increase in numbers of visitors on a site which is already an established attraction. Nonetheless, a site which is less established before inscription the result of a WHL designation is higher number of visitors (Frey and Steiner 2011). Timothy and Boyd (2003) however, debate that only heritage sites which is more famous before inscription will bring in larger visitor numbers.

2.2 Theory of planned behaviour

The TPB hold the fundamental idea that a person's behaviour is guided by the persons intention (Ajzen 1991; Ajzen 2012). The tourists intention to visit a destination, can be examined by better understanding the three factors which influence intention and behaviour; attitude towards the behaviour, subjective norm and perceived behavioural control (Fishbein and Ajzen 2010).

The first concept, *attitude towards the behaviour,* is the tourist's perception of performing the behaviour. Attitude is defined as a hidden disposition or tendency to respond with some degree of favourableness or unfavourableness to a psychological object (Fishbein and Ajzen 2010). A rational person will always choose the alternative which will give him or her most favourable outcome.

The second concept, *subjective norm,* is the tourist perceived social pressure influencing the tourist to either engage or not engage in the behaviour. A human behaviour is often guided by self-interest, but a social norm may place limits on the intended behaviour (Fishbein and Ajzen 2010). The norms offer guidelines on how to behave appropriate or inappropriate, usually guided by common patterns in the social environment.

The third concept, *perceived behavioural control*, is the tourist ability to comply with the behaviour. Perceived behavioural control takes into account all the available information, opportunities, skills and other resources the person will need to comply with the behaviour (Fishbein and Ajzen 2010).

The importance of these three factors and how each of them determines intention will vary from behaviour to behaviour, and from tourist to tourist. The stronger the intention, the more likely it will be for the individual to carry out the behaviour (Ajzen 1991;Fishbein and Ajzen 2010; Ajzen 2012).

2.3 Intention to visit a world heritage listed site

A tourist behaviour is guided by intentions (Ajzen and Cote 2008; Fishbein and Ajzen 2010; Ajzen 2012), and intentions are the immediate predictors of behaviour (Fishbein and Ajzen 2010), or the tourist's decision to perform a specific action (Sheeran 2002). '

An individual's behaviour may be based on the individual's class, gender, ethnicity and sexuality (Edensor 2001). These factors are related to the tourists habits, distinct, ways of being, and common sense (Bourdieu 1984).

In the TPB (Ajzen 1991), an understanding of the tourist intention can be determined by attitude towards the behaviour, subjective norm and perceived behavioural control. When these three factors are combined together and represent a powerful favourable intention, the more likely is the outcome of behavioural intention, meaning performing the behaviour (Fishbein and Ajzen 2010). Sheeran (2002) argue that behavioural intention indicates a person's motivation to comply with the behaviour.

There is a need to understand a tourist motivation to visit a site (Lam and Hsu 2006; Hsu et al. 2010). This is because when we know a tourist motivation, we are able to understand why the tourist visit a site and what factors influence the tourist behavioural intention to visit a site (Lam and Hsu 2006).

2.4 Attitude towards world heritage and intention to visit a world heritage listed site

Behavioural belief is assumed to determine a person's attitude towards complying with the behaviour (Fishbein and Ajzen 2010). Beliefs are the foundation of the tourist's attitudes towards a destination, meaning tourists create beliefs about an object by connecting it to different attributes (Buhalis 2000; Ajzen and Cote 2008). These beliefs can originate from personal experiences, education, radio, newspapers, internet and other media (Buhalis 2000; Middleton et al. 2009; Fishbein and Ajzen 2010). The beliefs vary between cognitive and motivational processes, and can either be precisely and reflect the reality or be biased and not reflect the reality (Ajzen and Cote 2008). However, even though the beliefs may be biased, they present information about how the tourist forms a cognitive foundation about a destination (Ajzen and Cote 2008).

Buhalis (2000) argued that a tourist intention to visit a destination will be perceived subjectively by tourists, depending on their travel itinerary, purpose of visiting a destination, educational level, cultural background and past experience. This implies that a tourist personality will affect his or her attitude for visiting a destination. An individual's psychographic attributes may be measured by using dimensions such as being confident or diffident, social or unsocial, hysteric or well balanced, uptight or relaxed, daring or cautious, risk taker and risk avoider (Middleton et al. 2009).

As the tourists age, they become more interested in visiting heritage sites (Timothy and Boyd, 2003). According to Timothy and Boyd (2003) the tourist visiting heritages sites, may do it for reasons such as natural, industrial, religious, political, ethnic or cultural. The typical tourist visiting heritage has a high level of education and income (Timothy and Boyd 2003). Heritage tourists seek to enrich his or her personal knowledge and look for new experiences. The typical heritage tourist is curious about the different cultures or has a certain feeling of nostalgia for the specific heritage. Some of the tourist wishes to show family and friends where they grew up, or what they have seen on television or in other Medias (Timothy and Boyd 2003). In addition, Richards (2001) argue that cultural activities have a tendency to attract more females than men.

There is a fascination for heritage, because people are proud of their past and the past of others. Heritage tourism exists because people want to visit a place that represents values and lifestyles that are "lost" in the modern society. A heritage tourist seeks to discover the past, and return to it (Timothy and Boyd 2003). When drawing comparisons to Chhabra et al. (2003) the tourists desire when visiting a heritage site, is to consume the past and present culture. The tourist is seeking to try new food, see handcrafts and performances and participate in activities.

According to Oh et al. (2014) heritage tourism is compared to the search for authenticity. Meaning, the tourist seek to visit the past or remains of people and places. Cohen (2004) argues that one of the major motivations for tourists visiting a destination could be the quest for meaning and authenticity.

The theory argues that a tourist, who has a favourable attitude towards world heritage sites, would more likely intend to visit a world heritage listed site within the next 12 months. On the basis of this I deducted the following hypothesis:

Hypothesis 1: There is a positive relationship between attitude towards world heritage and intention to visit a world heritage listed site within the next 12 months.

2.5 Subjective norm and intention to visit a world heritage listed site

According to French and Raven (1959), others may influence our behaviour, because they possess power over us. It is distinguished between five different types of power: 1) Reward power: Important others are thought to have the power over us 2) Coercive power: Important others are thought to be able to punish for behaving or not behaving 3) Legitimate power: Important others are thought to have the right to prescribe behaviour 4) Expert power: Important others are thought to have abilities, skills and knowledge, and 5) Referent power: The thought of wanting to identify with the important others.

Subjective norm is defined as a specific behaviour, with either a sense of approval or restriction attributed to a certain type of power (Fishbein and Ajzen 1975; Ajzen 2012). The perception of the individual, may or may not reflect what the important others might think about the specific behaviour. This implies that a particular individual or group which is

important to the tourist, may or may not want the tourist to visit a destination. By linking subjective norm to French and Raven (1959) five powers which influence behaviour, it is argued that the tourist might experience pressure. This is because the important others have the power to reward or punish the tourist, if he do or does not behave in accordance to what the important others perceive. The tourist is therefore motivated to visit a destination if they believe the important others think they should visit the destination (Fishbein and Ajzen 2010).

Middleton et al. (2009) argue that the opinions of friends and family are important for the tourist. They argue that a tourist is motivated by the need for belonging and having a status. The tourists wish to behave as individuals or groups, which he or she admire and aspire. Not only friends and family influence the tourists, also work colleagues, celebrities and other individuals he or she observe in media (Middleton et al. 2009).

Social media have a crucial role in attracting tourist to a destination (Xiang and Gretzel 2010). Tourist use popular sources on the internet such as blogs, social networks, YouTube and virtual communities. Tourists use them to share travel-related comments, opinions and experiences with each other (Xiang and Gretzel 2010).

Chhabra et al. (2003) argue that Heritage tourism gets a high level of publicity through word of mouth (WOM). Litvin et al. (2008) argue that WOM is the most important information source for a tourist, when deciding to do a certain behaviour. WOM is defined as the communication between tourist about the specific destination, either online or face to face contact (Litvin et al. 2008). The information shared through WOM is both positive and negative experiences that the tourists have had. Tourist share their hospitality and opinions about hotels, attraction, restaurants, etc. Litvin et al. (2008) imply that the WOM has a stronger influence on behaviour, if it comes from family, other relatives and friends. WOM from strangers and acquaintances have a weaker influence. This implies that a more favourable WOM increase the tourist's behaviour to visit a destination.

Bonn et al. (2007) discuss that there is a new trend to visit exotic and different environments. This have led to a high interest in visiting historical attractions, and created a niche market which is referred to as the cultural and heritage tourism. Bonn et al. (2007) argue that the presences of staff which have knowledge about heritage are crucial for a positive WOM. Also Chhabra et al. (2003) argued that quality and service are important for a good WOM, and increasing the tourist demand.

The theory argues that a tourist who decided to visit a WHL site, believe that the information and recommendations from important others are essential. Therefore it was reasonable to assume that the tourist would have a stronger intention to visit a WHL site within the next 12 months. On the basis of this I deducted the following hypothesis:

Hypothesis 2: There is a positive relationship between subjective norm and intention to visit a world heritage listed site within the next 12 months.

2.6 Perceived behavioural control and intention to visit a world heritage listed site

Intentions are influenced by perceived control over complying with the behaviour (Fishbein and Ajzen 2010). If a person believes they have enough control to comply with the behaviour, the behavioural intention is strong.

If a tourist alters their motivation into action, is depending on amount of leisure time and available income they have to use on tourist activities (Middleton et al. 2009).

According to Decrop (1999) situational influences are important for a tourist when deciding to visit a destination. Environmental factors such as time, health and money, pressure the tourist to visit. Physical surroundings like weather or geographical location may also affect the behaviour. Social surroundings like a place being overcrowded, may affect the tourist to not visit because he wants to relax in an open space. Temporal perspective may influence behaviour with time constrains, meaning a tourist is limited by period, such as school holiday or paid holiday.

How a tourist perceive risk is one of the major factors influencing choice of destination (Sharifpour et al. 2014). Risk could be the fear of being robbed, culture and communication differences, hostile residence, accidents, food safety problems or being involved in a terrorist attack.

Sparks (2007) also argue that structural barriers such as season, work schedule, financial resource or family life-cycle, will influence the intention.

According to the theory tourists may think they possess a lot of required resources and opportunities, and have few obstacles to visit a WHL site. Therefore it was reasonable to assume that the tourist will have a stronger intention to visit a world heritage listed site within the next 12 months. On the basis of this I deducted the following hypothesis:

Hypothesis 3: There is a positive relationship between perceived behavioural control and intention to visit a world heritage listed site within the next 12 months.

2.7 Self-congruity and intention to visit a world heritage listed site

Destination marketing organisations focus on a growing awareness on making marketing campaigns, which emphasise a destinations distinctive personality (Usakli and Baloglu 2011). Moreover, Usakli and Baloglu (2011) show that according to the self-congruity theory, there should be a match between the destinations distinctive personality and the tourist's self-concept.

Self-congruity is a concept which describes the connection between a tourists needs and brand personality perceptions, to the tourists overall destination image/attitude (Sirgy and Su 2000). A tourist may perceive destinations and the kind of people who visit these destinations different, referred to as destination visitor image. Self-congruity involves a match/mismatch between the destination visitor image and the visitor's self-concept. The more positive the match between the tourists self-concept and the destination visitor image, more likely the tourist will travel to the destination (Sirgy and Su 2000).

There is at least four different aspects of self-concepts which is used to explain and predict a tourists behaviour (Sirgy and Su 2000). These four are; actual self-image which describes how the tourist see themselves, the ideal self-image referred to how tourist would like to see themselves, the social self-image is defined as how the tourist believe they are seen by important others, and the ideal social self-image which is how the tourist would like to be seen by the important others.

Sirgy and Su (2000) argue that tourist want to protect their own personal identity. Meaning the tourist might feel they are in the wrong place, if they visit a destination which do not reflect their actual self.

On the basis of the theory I argued that a tourist, who had a strong positive self-congruity towards WHL, would have a stronger intention to visit a world heritage listed site within the next 12 months. Therefore, I deducted the following hypothesis:

Hypothesis 4: There is a positive relationship between self-congruity and intention to visit a world heritage listed site within the next 12 months.

2.8 Perception of world heritage and intention to visit a world heritage listed site

Cognitive mapping is referred to spatial images that a tourist creates about a destination (Young 1999). Meaning, how a tourist collects, organise, store, recall and manipulate information, reveals the tourists knowledge and images about a specific destination. This implies that a strong image of a destination, will give the tourist a clearer picture of how he perceive the destination. Since the tourist would choose the most favourable outcome, the tourist would choose to visit the destination with the strongest positive image.

By drawing comparisons to Buhalis (2000) destination life cycle and tourism impacts, it is shown that a destination starts out in the introduction face where the visitor numbers are few, and then the destination grows and the visitor numbers increases. After a while the visitor numbers will stagnate or decline. Meaning, tourist's knowledge and image about a destination can change over time. Ajzen and Cote (2008) argue that perception proceed over time, while others weaken or disappear, and then the tourist form new perceptions.

During the past few years, sites have competed for WHL designations (Jimura 2011). According to Bianchi (2002), WHL designations function as a marker of authenticity and quality, meaning a WHL designation enhances the site image. A WHL site is known to be in a good condition (Jimura 2011), and therefore improves the quality and perception of the site. Quality perceptions of a site affects the tourists intention (Žabkar et al. 2010), if the tourists perceive the quality of the site as high, the stronger willingness the tourist has to visit a the site (Buhalis 2000).

Authenticity is considered important for the tourist, and the greater the perceived authenticity and culture sustainability, the more positive experience the tourist will have. This will lead to

a strong positive communication of WOM. This implies that more tourists will visit a heritage sites, if the perceived authenticity is good. Chhabra et al. (2003) also debate that heritage tourist may have different perceived levels of authenticity, which may lead to different opinions about the heritage. This is because people have different backgrounds and connections with the specific heritage (Cheung 1999; Poria et al. 2003; Timothy and Boyd 2003). Because of these different perceptions of heritage, it will lead to differences in behaviour (Poria et al. 2003). A tourist could perceive a heritage site as giving health benefits, gaining spiritual rewards, relaxation or as recreation activities (Timothy and Boyd 2003). Additionally, a tourist may perceive a heritage site as more crowded by tourists and more expensive than other destinations (Poria et al. 2013). Because a tourist may have had different experiences, the tourist enjoys telling other individuals about travel stories (Bell and Lyall 2002). As a result, this could also influence the tourist's perception about a site and the tourist's intention to visit (Xiang and Gretzel 2010).

Heritage tourists are interested in enhancing personal knowledge, and learn about culture and nature which has been important for the world's history (Timothy and Boyd 2003). A WHL designation indicates that the site is of outstanding universal value (Unesco 2013), and a heritage site is related to artefacts of the past (Timothy and Boyd 2003). Therefore a WHL designation gives the heritage tourist an assurance of quality, and an assurance that he or she will gain knowledge about the past when visiting. Because it is the central government which nominate sites for Unesco (Leask and Fyall 2006), the tourist may perceive the designation as more trustworthy.

According to Bell and Lyall (2002) a tourist seeks for a feeling of "been there done that". The tourist wants to travel the world for adventures and acquire worldliness, heroism and a lot of experiences. This implies that a tourist perception of a destination may also be seen as a "trophy", where the tourist can add a destination to his or hers life story.

There is also a concern that tourists may feel they have an obligation to visit a world heritage listed site (Poria et al. 2003). The tourist might perceive the site as a part of their own background, and therefore the motivation for visiting a heritage site is based on a sense of obligation.

According to the theory a tourist who had a strong perception of a WHL site, would more likely intend to visit a world heritage listed site within the next 12 months. On the basis of this I deducted the following hypothesis:

Hypothesis 5: There is a positive relationship between perception of a world heritage site and intention to visit a world heritage listed site within the next 12 months.

2.9 Knowledge of world heritage and intention to visit a world heritage listed site

The tourist's knowledge about world heritage is the best advantage for attracting him or her to the destination (Keller 1993). The tourist's knowledge about a destination can occur from various types of resources, such as marketing campaigns, experience, package information and WOM (Alba et al. 1991), and as discussed in section 2.8, knowledge may occur from cognitive mapping (Young 1999)

Marcotte and Bourdeau (2006) studied tourist knowledge about WHL in Canada. They claim that A WHL designation does not say anything about the visitor experience. It only reveals that the place is of outstanding value and beautiful, but not actually what activities the tourist can do at the site. WHL does not have the same impact as famous "landmarks" has (Marcotte and Bourdeau 2006). Therefore, managers need to target the audience with most knowledge of WHL, to be able to use it in marketing campaigns (Marcotte and Bourdeau 2006).Their study reveals that tourist from USA are less aware of WHL, and tourist from Europe are more aware of WHL. Thus, it is most common to use WHL in marketing campaigns aimed at Europeans.

When using WHL in marketing campaigns, it is expected to attract cultural tourists (Marcotte and Bourdeau 2006). According to Kertsetter et al. (2001) cultural tourist possess more knowledge and experience about WHL, than other common tourists. Cultural tourists also have a tendency to specialise on a specific field, to be more satisfied from their visit to the site (Kertsetter et al. 2001). Nonetheless, the cultural tourists do not have the same experiences and desires (McKercher 2002). The decision whether or not to visit a WHL, depends on the tourist motivation, knowledge and cultural-site visiting rate (Kertsetter et al. 2001).

However, a tourist is able to have knowledge about WHL, but may not be interested in visiting a WHL site (Marcotte and Bourdeau 2006). These tourists argue that they do not relate themselves to this specific market, and prefer to emphasise other factors when deciding where to visit. Furthermore, a tourist with little knowledge of WHL, need more guidance and more concrete elements to define their expectations of the site (Marcotte and Bourdeau 2006).

People believe they possess enough knowledge, to make a decision that will satisfy them (Alba et al. 1991). However, a person may have biased information concerning knowledge. Therefore a tourist decision to visit a WHL may rely on their general knowledge about WHL, even if it is true or not.

With background in the theory, I argued that a tourist believed they possessed a lot of knowledge of WHL. Therefore, It was reasonable to assume that the tourist would have a stronger intention to visit a world heritage listed site within the next 12 months. On the basis of this I deducted the following hypothesis:

Hypothesis 6: There is a positive relationship between knowledge of world heritage and intention to visit a world heritage listed site within the next 12 months.

2.10 Proposed research model

In this thesis the aim was to determine a tourist's intention to visit a world heritage listed site within the next 12 months. This study therefore addressed the following research question:

- *What are the antecedents of a tourist intention to visit a world heritage listed site?*

To examine my research question I developed a research model, illustrated in Figure 1.
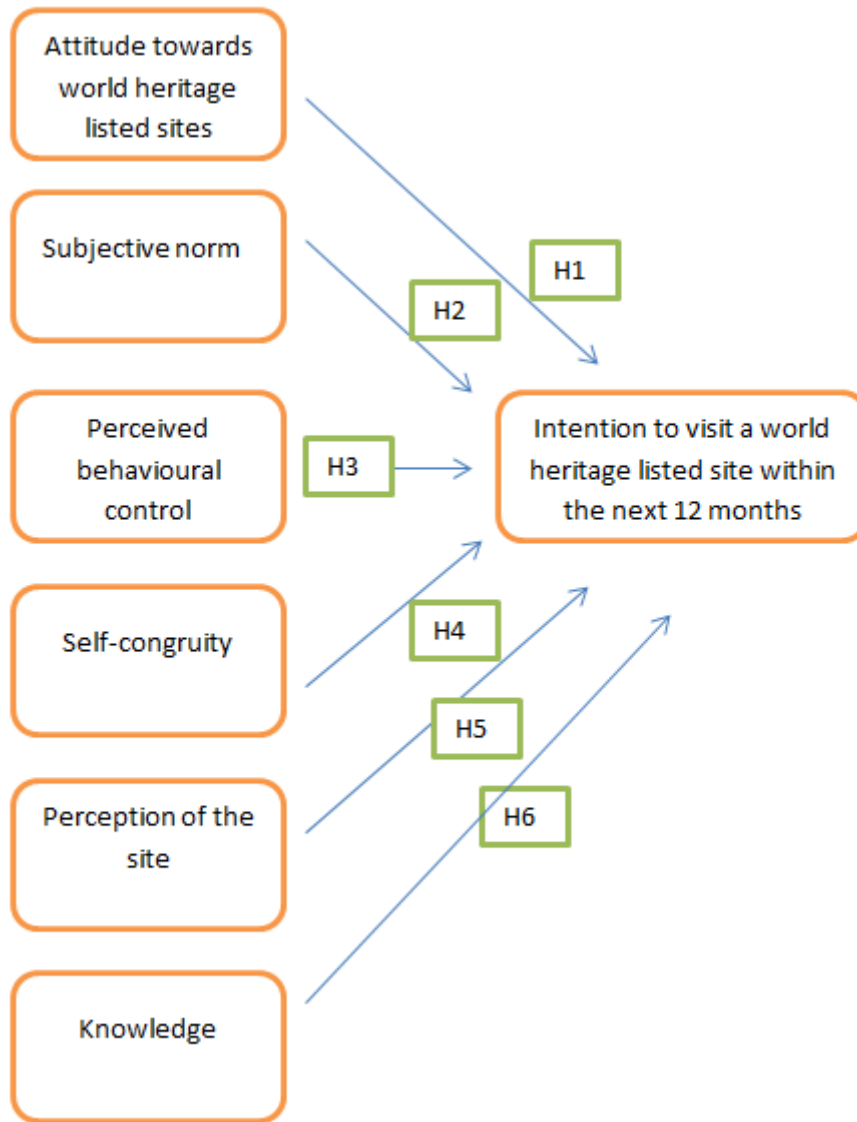
Figure 1: Proposed research model

According to the TPB (Ajzen 1991), the dependent variable (Intention to visit a world heritage site within the next 12 months) can be predicted by the three independent variables: 1) The tourist evaluation of WHL sites (attitude towards WHL), 2) The tourist assumptions of what important individuals think of visiting WHL sites (subjective norm) and 3) The tourists belief that he or she has the skills and ability to visit a WHL site (perceived behavioural control). When all three independent variables reflect a favourable outcome, the relationship with the dependent variable (intention to visit a world heritage listed site within the next 12 months) would be positive. Meaning, the tourist would visit a WHL site.

Furthermore, my proposed research model had integrated three more independent variables to the model, which explained the dependent variable: Self-congruity, perception of the site and knowledge. Therefore, this model argue that if the tourist has a positive attitude towards WHL, the recommendations from important others are influential, they perceive less obstacles to comply with the behaviour, have a favourable self-congruity, have a positive perception of the WHL site and a lot of knowledge of WHL, the greater the probability will be for a tourist to visit a WHL site.

3.0 Research methodology

In this chapter I described the methodological approaches that were employed in the research. This chapter includes the choice of research design, sampling design, pre-test, measurement of the concepts, the research credibility, the data analyse methods that were used, and present the final sample.

3.1 Choice of research design

Easterby-Smith et al. (2012: 37) define research design as "organising research activity, including the collection of data, in ways that are most likely to achieve the research aims". In order to investigate my six hypotheses, I needed to determine the tourist's intention to visit WHL. Because I was lacking secondary data, primary research was used to test my hypothesis (Jacobsen 2011). Therefore, I adopted a cross-sectional survey research design. The sample was gathered to measure and examine potential relationships between the independent variables and intention (Easterby-Smith et al. 2012). This was anticipated to give enough variation both on the dependent variable and the independent variables.

3.2 Sampling design

In quantitative research we want to make inference about the population (Jacobsen 2011). A sample is therefore drawn from a population, to give the researcher evidence to make statements about the population that the sample is drawn from (Easterby-Smith et al. 2012).

The population which is of interest in this study is visitors with knowledge of Unesco world heritage. There are over 1000 different sites from all over the world, listed on the Unesco world heritage list (Unesco 2014). This meant that the population of interest was considerable large.

We distinguish between probability sampling and non-probability sampling, where probability sampling has a stronger credibility in general (Easterby-Smith et al. 2012). However, in this study it would have been impossible to get complete lists of all the visitors who knew what world heritage listing was, and draw a random sample from this. I had no other criteria for the sample, other than the respondents had to have knowledge of WHL. My sample therefore was a non-probability convenient sample. Convenient sampling refers to

selecting your respondents on the basis of how easy you can access them (Easterby-Smith et al. 2012). When the purpose of the study is theory testing, which this study was focusing on, then the sample only require that the respondents selected must provide an accurate result of the theory which is tested (Calder et al. 1981).

A self-administered questionnaire was constructed with a tool called google survey. This tool was convenient to use, and I was able to follow the respondent's rate as they were registered. To gather a sample consisting of different countries, the survey was distributed in English language. I insured the respondent that the survey was anonymous, and the results should not be used for anything other than this study. In order to give meaningful replies to the survey question, the respondents had to be aware of what WHL was.

In order to exclude those who did not know about WHL, the first question was "Do you know what a Unesco world heritage listed site is?" Only those who answered yes could answer the questionnaire. The respondents who answered no, was kicked out of the questionnaire.

The questionnaire was distributed on Facebook, with a two week deadline. I made a Facebook event, where I explained the purpose of the study and added a link to the questionnaire. Then I invited all my friends and acquaintances to join the event, and which they also shared and invited their friends. This resulted in a snowball sampling effect; where you start with one who meets the criteria for inclusion and this person name others who also are qualified (Easterby-Smith et al. 2012). The survey was distributed on internet, to get a larger sample and to get a faster respondents rate (Jacobsen 2011).

However, it is difficult to control how the respondent understands and answers the questionnaire (Bryman and Bell 2007). It could also be challenging to make the respondents answer. They could perhaps not be bothered, or do not want to answer (Jacobsen 2011). This could be disadvantages with distributing the survey online, and it could be a challenge to get enough answers. Therefore I made a short survey, which took the respondents approximately five minutes to complete. The respondent's rate was very low after five days. Thus, I reminded the participants of the Facebook event to answer, posted the link in travel and tourism forums and Facebook pages. I also got tourist agencies to post the survey link on Facebook. The survey had a total of 287 respondents. 98 of the respondents answered that they did not have any knowledge of Unesco world heritage. 189 were aware of what Unesco world heritage was, 165 of these were from Norway. Thus, the sample size was narrowed down to Norwegian visitors with knowledge of Unesco world heritage. Therefore my sample

consisted of Homogeneous respondents, which is a chosen group of individuals that had the similar dimension (Cook and Campbell 1979). An advantage with a homogenous sample is that it creates a more comprehensive sample, because there will be fewer external factors affecting the dependent variable and the independents variables (Cook and Campbell 1979).

3.3 Pre-test

In advance of the data collection, I conducted a pre-test. This I did to make sure that the survey was measuring what I wanted to measure, and that the questions were understandable for the respondents. The pre-test consisted of a sample of 16 respondents. These respondents were selected via a convenience sample of friends, and friends of friends who knew what WHL was. I gave them a self-administered questionnaire, and conducted a factor analysis test to investigate whether the items worked the way I expected them to do. Problematic items where replaces or revised. Then I designed a final questionnaire in google survey, and distributed it to the respondents.

3.4 Measurement of the concepts

The questionnaire was intentionally made to examine tourist intention to visit a world heritage listed site within the next 12 months, their attitude towards world heritage listed sites, subjective norm, perceived behavioural control, self-congruity towards world heritage sites, their perception of world heritage and their knowledge about world heritage. I constructed the questionnaire to be fairly easy to respond to, not too long and convenient for the respondent to answer. The concepts where measured by statements, which the respondents could answer on a seven-point Likert scale, ranging from strongly agree (7) to strongly disagree (1).

In addition, some demographic variables where added to the questionnaire, such as country of residence, age, gender and education. Age, gender and education were also used as control variables.

Intention

The intention was a measure on how likely the tourist would visit a world heritage listed site within the next 12 months. A period of 12 months was given, because it is a common timeframe in behaviour research (Lam and Hsu 2006; Shen et al. 2009; Sparks 2007). To measure this concept, I asked three statements based on Lam and Hsu (2006) and Hrubes et al. (2001):

"I have an intention to visit a world heritage listed site within the next 12 months"

"I will most likely visit a world heritage listed site within the next 12 months"

"I am planning to visit a world heritage listed site within the next 12 months"

Attitude

The attitude was a measure of what the individual tourist believe he or she thinks about visiting a world heritage listed site. To measure attitude, I asked the respondent three statements based on Shen et al. (2009):

"A place with a world heritage listed site is more attractive than a place without the title"

"A place with a world heritage listed site is more meaningful than a place without the title"

"A place with a world heritage listed site is more pleasant than a place without the title"

Subjective norm

The subjective norm was a measure of how the individual tourist, perceive the important others opinions about visiting a world heritage listed site. It was also a measure on how the tourist perceived the important others opinions about him or her visiting a world heritage site. The measures of this concept was based on Lam and Hsu (2006) and Lugoe and Rise (1999). I asked the respondent three statements:

"My parents would like me to visit a world heritage listed site within the next 12 months"

"My friends would like me to visit a world heritage listed site within the next 12 months"

"My colleagues would like me to visit a world heritage listed site within the next 12 months"

Perceived behavioural control

The perceived behavioural control was a measure of how the tourist experienced having control, over visiting a world heritage listed site within the next 12 months. To measure this concept I asked the respondent four statements based on Lam and Hsu (2006) and Ajzen (2002):

"I can without problems visit a world heritage listed site"

"If I want to I am able to visit a world heritage listed site"

"I am in full control to visit a world heritage listed site"

"It is entirely up to me whether or not I visit a world heritage listed site".

Self-congruity

The self-congruity concept was a measure on how strong the world heritage listed destination visitor image was in the minds of the tourist, compared to their self-concept. The concept was measured based on Bosnjak et al. (2011) and Sirgy and Su (2000), and modified to fit with this study. I asked the respondents five statements:

"I feel that visiting a world heritage listed site reflects the kind of person I am" (Actual self-image)

"I feel that people who are important to me thinks of me as the kind of person who visit a world heritage listed site" (Social self-image)

"I feel that people who visit world heritage listed sites are very different from me" (Actual self-image)

"I would like it if visiting a world heritage listed site would reflect the kind of person I am" (Ideal self-image)

"I would like others to see me as the kind of person who would visit a world heritage listed site" (Ideal social self-image)

Perception of the site

The perception of the site concept was a measure on how tourists perceive world heritage listed sites in relation to their own heritage. Perception of the site was measured based on Poria et al. (2006b). The respondent was asked to answer four statements:

"World heritage listed sites has a symbolic meaning to me"

"World heritage listed sites generates a sense of belonging for me"

"World heritage listed sites represents a part of my own heritage"

"I consider World heritage listed sites to be a part of my own heritage".

Knowledge

The knowledge concept was a measure on how much insight the tourist had about world heritage listed sites. Knowledge was measured based on Reinius and Fredman (2007) and King (2011). The respondent was asked two statements:

"I have a lot of general knowledge about world heritage listed sites"

"I know that a world heritage listing is the highest honour a protected area can receive"

Control variables

Three control variables where added to the proposed research model, education, gender and age. Education was a binary variable coded from 1 to 5. Where 1 described those with high school education, 2 described profession certificate, 3 were bachelor degree, 4 master degree and 5 represented a doctoral degree. Then I recoded high school and profession certificate into 0, representing low education. Bachelor degree, master degree and doctoral degree were recoded into 1, representing high education. Gender was a binary variable, where the value 0

represented female and 1 expressed male. Age was a continuous variable, ranging from 10 to 100 years old.

3.5 The research credibility

The research credibility addresses validity and reliability. Meaning the importance of making sure you measure what you actually want to measure, that the measures are perceived as relevant, and that the measures of the sample can be generalised to the population (Jacobsen 2011). To make sure that the research had credibility, I worked with reliability and validity throughout the process of designing the survey, collecting the data, analysis and interpretation of the data. In the following sections, I shall clarify these concepts.

3.5.1 Reliability

Reliability refers to what extent the techniques for data collection or analysis procedures, will give consistent findings if it was repeated in other occasions (Saunders et al. 2009). An important aspect is to make sure that the research process is thought thru and not containing any false assumptions. It is important to be transparent, make others judge for themselves and be able to replicate the study if they want to. However, even though reliability is supposed to give quality to the research, we cannot exclude a risk of biased quality (Saunders et al. 2009). Therefore, to reduce data quality issues I used measures from former studies, which had measured the variables I wanted to apply to my study (Lugoe and Rise 1999; Sirgy and Su 2000; Hrubes et al. 2001; Ajzen 2002; Lam and Hsu 2006; Poria et al. 2006b; Reinius and Fredman 2007; Shen et al. 2009; Bosnjak et al. 2011; King 2011).

The internal reliability of the research was measured by the Cronbach's alpha coefficient (Easterby-Smith et al. 2012). This coefficient measures the reliability of a composite scale, on the average correlation among the observed variables. The Cronbach alpha varies from 0 to 1. A value greater than 0,70 will indicate that the research has an acceptable level of reliability (Easterby-Smith et al. 2012). The internal reliability of the concepts ranged between a Cronbach alpha of 0,89 and 0,96, and was well above the recommended level of 0,70.

3.5.2 Validity

Validity refers to what extent the measures and findings in the research provide an accurate representation, of what it is supposed to be describing (Saunders et al. 2009; Easterby-Smith et al. 2012). We distinguish between external validity and internal validity (Easterby-Smith et al. 2012), and convergent validity and discriminant validity (Campbell and Fiske 1959).

External validity refers to whether the results from the research can easily be generalised to other contexts and settings. In this study the sample was a non-probability sample, meaning there was a concern for whether or not the sample was accurate and generalisable (Ringdal 2013). However, as argued in the sampling design a convenience sample was used, because any sample within the theory could be used (Calder et al. 1981). Also, the survey was distributed in English, which is the global language of the world (Crystal 2012). This indicated that the majority of tourists would have a good understanding of the language. Another good validity in the research was how the survey was answered. I distributed the survey online, and the respondent was able to take the survey whenever they had the time. Therefore they were able to sit down in a quiet private place, and answer the survey uninterrupted.

Internal validity refers to the assurance of the results being true and conclusions are correct, through a process of elimination of potential bias. When preparing the questionnaire I worked thoroughly with validity. Making sure the theory I used and the researchers had high validity, and the theory was updated. In addition, I ensured that the survey was distributed to the right population. An advantage with distributing the survey over the web, instead of sending the survey over email, was the opportunity to get a broader and richer group of respondents (Bryman and Bell 2007). It was important to find a website, which was related to my research question. Xiang and Gretzel (2010) argue that social media have a crucial role as an information source for travellers. As mentioned earlier, the survey was distributed via a link on Facebook. Facebook is the largest and most used social media among tourists on the web (Stankov et al. 2010). Meaning, it was a good platform to distribute my survey, consisting of a large group of potential respondents. In addition I conducted a pre-test to develop a survey which had correct measures and questions which the respondents could understand. The survey was constructed to be short, to be certain that the respondents would finish the questionnaire, and I was not left with outsiders. To enhance the internal validity I made sure that my research model was logic (Yin 2014). I exposed all my assumptions before justifying the hypothesis, and explaining the research model.

Convergent validity refers to which degree the measures of a concept are consistent with the concept it is assigned to (Hair et al. 2010). To indicate the convergent validity in this research, I evaluated the factor loadings for the indicators. According to Hair et al. (2010) the factor loadings should at least express a value of 0,50, preferably a value over 0,70. After examining the results of the data, the factor loadings varied between 0,82 and 0,97, indicating a good convergent validity.

Discriminant validity refers to the measures of the seven different concepts intention, attitude, subjective norm, perceived behavioural control, self-congruity, perception of the site and knowledge are independent of each other, and represents seven different phenomena (Hair et al. 2010). To test the discriminant validity I carried out a correlation analysis. The correlation analysis wanted to discover covariance between the seven different concepts. None of the concepts in the correlation analysis exceeded the maximum level of 0,80 (Hair et al. 2010). This implied that the requirement for discriminant validity was fulfilled.

3.6 Analyse of the data

In this section I will describe the data analyses methods which were used to interpret the collected data from the survey. To be able to analyse the collected data, I entered the data into excel and exported it into SPSS (Statistical Package for Social Sciences). I used SPSS to run an exploratory factor analysis with a reliability analysis, a correlation analysis, and to test the hypothesis I performed a multiple linear regression analysis. Since this was a quantitative study, the collected data was presented in numbers.

Exploratory factor analysis

Exploratory factor analysis is used to investigate if there are any patterns in the correlation between variables (Johannessen 2009). The analysis wants to determine if the answers to the different questions have a tendency to group together. It will also tell me if some of the variables load on different factors, than expected (Gripsrud et al. 2010). This enabled me to see which variables to remove and keep, and which variables I could bring together representing a concept. To bring the variables into a concept, I added the indicators which where grouping together representing one phenomenon. To retain the original scale ranging from 1 to 7, I divided the added values on numbers of indicators.

Correlation analysis

I used a correlation analysis to evaluate the discriminant validity. A correlation analysis looks at the covariance between the different variables, measured with the correlation coefficient r (Johannessen 2009). The relationship between the variables could either be negative or positive correlated. The correlation coefficient varies between -1 to +1 (Hair et al. 2010).

Multiple linear regression analysis

A linear regression analysis is denoted as a multivariate analysis (Easterby-Smith et al. 2012). A multivariate analysis wishes to find a method to summarise the relationship among variables. The purpose of a regression analysis is to examine how many and which of the independent variables, may predict the outcome of the dependent variable (Johannessen 2009). When a regression analysis includes more than two variables, the analysis is called multiple regressions (Johannessen 2009). In this thesis I conducted a multiple linear regression analysis to test my hypothesis.

3.7 Sample

A total of 287 respondents answered the online survey. 189 (65,9 %) of them knew what WHL was, and 98 (34,1 %) did not know what WHL was. Only the 189 respondents, who knew about WHL were included in my final sample. Of these respondents, there were 66 males (34,9) and 123 females (65,1 %). The data consisted of more females than males. This could perhaps be an indication of females having more empathy (Hoffman 1977), which could perhaps make females more willing to participate in a student survey. Although the majority of the sample was female, the sample only had to represent the theory which was tested, not depending on gender (Calder et al. 1981).

The respondent's age difference varied between 10 and 69 years old. There were few respondents in their middle ages, and the largest group consisted of 23 to 26 year olds (35,4 %). Another age group which also were fairly sizeable were the 65 year olds (7,9 %). Without knowing the reasoning for these two dominant age groups, it could perhaps reflect that the survey had been passed around to other students and their parents/grandparents.

Of the 189 respondents, 136 (72 %) of them had a higher education, i.e., either a bachelor degree, master degree or doctoral degree.

The sample consisted of 11 different nationalities. The majority of respondents came from Norway with a total of 165 (87,3 %). The survey had poor response from the remaining 10 countries, where the largest group of foreigners came from Lithuania with a total of 6 (3,2 %) respondents. The respondents rate from the 9 other countries is illustrated in table 1, which show a summary of the demographic frequency distribution. Perhaps, this was a reflection of the disadvantages with convenience sampling. The survey was distributed from Norway, and it looks like it was mainly passed around to groups of Norwegians. It could also reflect the time constrains, maybe the respondent's rate could have been larger if it was distributed for another two weeks.

The Norwegian sample was consisting of 113 (68,5 %) female and 52 (31,5 %) male, ranging from 10 to 69 years old. The majority of the sample had a high education, where Bachelor degree was dominating. The summary of the Norwegian sample demographic is illustrated in appendix 1.

Table 1: Demographic frequency distribution total sample

Classification	Variable	N	Percentage
Country of residence	Belgium	1	0,5
	Denmark	1	0,5
	England	3	1,6
	Germany	1	0,5
	India	1	0,5
	Lithuania	6	3,2
	Mexico	5	2,6
	Norway	165	87,3
	Russia	3	1,6
	Switzerland	1	0,5
	USA	2	1,1
Gender	Female	123	65,1
	Male	66	34,9

Age			
	10	1	0,5
	16	1	0,5
	18	2	1,1
	19	2	1,1
	20	5	2,6
	21	7	3,7
	22	8	4,2
	23	24	12,7
	24	16	8,5
	25	15	7,9
	26	12	6,3
	27	7	3,7
	28	4	2,1
	29	8	4,2
	30	5	2,6
	31	6	3,2
	32	2	1,1
	33	3	1,6
	34	1	0,5
	35	3	1,6
	36	2	1,1
	37	2	1,1
	38	3	1,6
	39	2	1,1
	42	2	1,1
	43	1	0,5
	44	1	0,5
	45	1	0,5
	47	2	1,1
	48	1	0,5
	49	2	1,1
	50	6	3,2
	51	1	0,5

	52	2	1,1
	53	1	0,5
	54	1	0,5
	55	4	2,1
	56	1	0,5
	57	1	0,5
	58	1	0,5
	59	3	1,6
	62	1	0,5
	65	15	7,9
	69	1	0,5
Education	High school or lower	33	17,5
	Profession certificate	20	10,6
	Bachelor degree	65	34,4
	Master degree	54	28,6
	Doctoral degree	17	9,0
Total		**189**	**100 %**

4.0 Analysis and discussion

In this chapter I presented the empirical results from my analysis, and discussed the findings up against the theoretical framework. I started off by presenting an exploratory factor analysis, followed by a correlation analysis, and then presented the regression analyses.

4.1 Measure validation

I conducted an exploratory factor analysis to test the factor structure of the measures of intention, attitude, subjective norm, perceived behavioural control, self-congruity, perception of the site and knowledge. In addition the Cronbach alpha coefficient was checked, to determine the internal reliability of the concepts (Hair et al. 2010).

I started the analysis with examining the factor loadings between the measures, for each of the individual concepts. The reasoning for this was to see if the concepts alone had convergent validity and internal reliability. This analysis I conducted for both the total sample and the Norwegian sample, which is found in appendix 2.

From the Norwegian sample the factor loading of Intention varied between 0,95 and 0,97, with a Cronbach alpha of 0,96. The factor loadings of attitude varied between 0,87 and 0,93, with a Cronbach alpha of 0,89. The factor loadings of subjective norm varied between 0,90 and 0,93, with a Cronbach alpha of 0,91. The factor loading of perceived behavioural control varied between 0,85 and 0,93, with a Cronbach alpha of 0,91. The factor loadings of Self-congruity varied between 0,82 and 0,90, with a Cronbach alpha of 0,92. The factor loadings of Perception of the site varied between 0,89 and 0,94, with a Cronbach alpha of 0,94. Both the knowledge measures had a factor loading of 0,89, with a Cronbach alpha of 0,72. This revealed that the measures were indicating an excellent convergent validity, where the factor loadings were higher than 0,70 (Tabachnick and Fidell cited in Johannessen 2009; Hair et al. 2010). Seven Cronbach Alpha values greater than 0,70 indicated that the research had an acceptable level of reliability (Easterby-Smith et al. 2012).

The analysis revealed small differences between the total sample and the Norwegian sample. I could have assumed that there were very little or almost no differences between the two samples, and therefore combine these two and conduct an analysis. However, the majority of the sample consisted of 165 Norwegians, and 24 foreigners distributed on ten different

nationalities. In order to have a more homogeneous sample, I excluded the foreign sample from the total sample, and continued the analysis with the Norwegian sample.

The first factor analysis indicated that the questions asked in the survey, was consistent with what it was supposed to be measuring. However, I had to examine if some of the measures represented another phenomenon which it was not supposed to represent. Therefore I conducted a factor rotation analysis, to be able to get a clearer pattern between the variables (Johannessen 2009). Factor rotation enables higher loadings on one factor, and lower loadings on the remaining factors. In this thesis I used varimax rotation, which highlights the correlation between the factors. This would make me able to exclude those variables which described several factors (Johannessen 2009). Meaning, I was left with the factors which were independent from each other, and able to best describe the different concepts.

In this research I conducted two rotation analyses. The first analysis expressed a factor rotation before removing the variables which had small factor loadings or had large cross-loadings on several factors (Hair et al. 2010). The second analysis presents a revised rotation model after the unwanted variables were removed.

The first rotation analysis presented in appendix 3 revealed that the measures was spread over four factors. Factor one explained 30,59 % of the total variance, factor 2 explained 15,61 % of the total variance, factor 3 explained 15,19 % of the total variance and factor 4 explained 13,53 % of the total variance. Factor one was capturing measures which were related to the concepts intention, attitude, subjective norm, self-congruity, perception of the site and knowledge. Factor two captured measures which were related to perceived behavioural control and knowledge. Factor three was capturing measures which were related to intention, perception of the site and knowledge. Factor four captured measures which were related to attitude, self-congruity, perception of the site and knowledge.

Three of the measures were excluded from the research after performing a factor varimax rotation analysis, because they were not related to the concept it was supposed to be connected with. The first variable I removed was a measure for Self-congruity "I feel that visiting a world heritage listed site reflects the kind of person I am". This variable had large cross-loadings on factor one (0,59) and four (0,47). This implied that the variable were measuring two factors, and were not representing what it was supposed to measure. The second variable which I removed, was a measure for perception of the site "World heritage listing has a symbolic meaning to me". Although the variable had a factor loading of 0,64 on

factor one and were related to the other measures for perception of the site, the variable also had large cross-loadings on factor three (0.32) and factor four (0,44). The third and last variable I removed was a measure for knowledge "I know that world heritage listing is the highest honour a protected area can receive". This variable was not at all related to the other measure for knowledge with a factor loading of 0,37 on factor one. The variable also had large cross-loadings on factor two (0,48) and on factor four (0,37).

After removing these three measures from the factor analysis, I conducted a new rotation analysis presented in table 2. In the rotation analysis I suppressed values less than 0,30, in order to create a table that was easier to grasp.

Table 2: Factor rotation analysis for the Norwegian sample

	Factor 1	Factor 2	Factor 3	Factor 4
Intention I have an intention to visit a world heritage listed site within the next 12 months		0,85		
I will most likely visit a world heritage listed site within the next 12 months		0,87		
I am planning to visit a world heritage listed site within the next 12 months		0,87		
Attitude A place with a world heritage listed site is more attractive than a place without the title	0,36			0,75
A place with a world heritage listed site is more meaningful than a place without the title	0,35			0,82
A place with a world heritage listed site is more pleasant than a place without the title	0,34			0,80
Subjective Norm My parent would like me to visit a world heritage listed site	0,79			
My friends would like me to visit a world heritage listed site	0,77			
My colleagues would like me to visit a world heritage listed site	0,76			
Perceived behavioural control I can without problem visit a			0,78	

	Factor 1	Factor 2	Factor 3	Factor 4
world heritage listed site				
If I want to I am able to visit a world heritage listed site			0,88	
I am in full control to visit a world heritage listed site			0,87	
It is entirely up to me whether or not I visit a world heritage listed site			0,82	
Self-congruity				
I feel that people who are important to me thinks of me as the kind of person who would visit a world heritage listed site	0,73			
I feel that people who visits world heritage listed sites are very similar to me	0,80			
I would like it if visiting a world heritage listed site would reflect the kind of person I am	0,70			
I would like others to see me as the kind of person who would visit a world heritage listed site	0,73			
Perception of the site				
World heritage listed sites generates a sense of belonging for me	0,70	0,47		0,31
World heritage listed sites represents a part of my own heritage	0,66	0,43		
I consider world heritage listed sites to be a part of my own heritage	0,71	0,42		
Knowledge				
I have a lot of general knowledge about world heritage listed sites	0,62	0,47		
Explained variance %	30,99	16,92	16,25	12,63

There was not much difference in the explained variances compared to the first analysis. Factor one, two and three indicated a slightly higher percent in the new analysis. Factor four was the only factor which the explained variance percentage decreased. However, the differences were small. As the previous analysis, the new rotation analysis also revealed four factors. This was not corresponding with the theoretical framework in this research, where I expected seven different factors. The exploratory factor analysis did not distinguish between these seven different concepts. This gave me an indication that the statements in the survey could be similar. However, to strengthen the reliability in the research the measures in the

study were based on previous researchers (Lugoe and Rise 1999; Sirgy and Su 2000; Hrubes et al. 2001; Ajzen 2002; Lam and Hsu 2006; Poria et al. 2006b; Reinius and Fredman 2007; Shen et al. 2009; Bosnjak et al. 2011; King 2011), with some slight modifications to fit with this research. Perhaps the statements were poorly worded, or the respondents had difficulty answering the statements. It could also indicate a possibility of too few statements which measured the different concepts. However, to avoid that the respondents would be bothered to answer or exit in the middle of the survey, I decided to have a short survey.

In the new analysis the measures for intention was loading on factor two. The factor loadings varied between 0,85 and 0,87, with a Cronbach alpha of 0,96. This indicated that the convergent validity was favourable with a value over 0,70 (Hair et al. 2010), and the internal reliability was excellent with a Cronbach Alpha value above 0,70 (Easterby-Smith et al. 2012). I therefore computed these three variables into one concept.

The measures for attitude however, had cross-loadings on both factor one and four. The loadings on factor one varied between 0,34 and 0,36. The size of the factor loadings on factor four varied between 0,75 and 0,82. A Cronbach alpha of 0,89 indicated a positive internal reliability. This enabled me to compute the three variables into one concept.

The measures for subjective norm were loading on factor one, with factor loadings between 0,76 and 0,79, with a Cronbach alpha of 0,91. This implied a good internal reliability for the measures. Therefore, I concluded that the three measures of subjective norm could be computed into one concept.

The measures for perceived behavioural control had high factor loadings on factor three. The size of the factor loadings varied between 0,78 and 0,88, with a Cronbach alpha of 0,91. This is indicated good measures, bot acceptable levels of convergent validity and internal reliability. I therefore computed the three variables into one concept.

After removing one of the measures for Self-congruity, the factor loadings between the remaining measures became higher. Self-congruity was now loading on factor one, with factor loadings varying between 0,70 and 0,80, with a Cronbach alpha of 0,96. Because they implied a favourable internal reliability, I was able to compute the measures into one concept.

The measures for perception of the site had large cross-loadings on both factor one and two. The loadings on factor two varied between 0,42 and 0,47. The factor loadings on factor one varied between 0,66 and 0,71, with a Cronbach alpha of 0,95. This implied a pretty good

internal reliability. Therefore, I concluded that the measures of perception of the site could be computed into one concept.

The measures for knowledge were first measured with two variables. One of the variables I had to remove in the first analysis, due to a poor factor loading and a problem of large cross-loadings on three different factors. Therefore I was left with one measure of knowledge "I have a lot of general knowledge about world heritage listed sites". I believed the content of the measure was consistent with the theory, and therefore the measure had high face validity (Hair et al. 2010). Therefore I kept the measure.

4.2 Correlation analysis

The correlation between the different variables was determined by the correlation coefficient r, presented in the correlation matrix table 3.

Table 3: Correlation matrix

	Intention	Attitude	Subjective norm	PBC	Self-congruity	Perception of the site	Knowledge
Intention	1						
Attitude	0,48**	1					
Subjective Norm	0,46**	0,59**	1				
PBC	0,50**	0,44**	0,38**	1			
Self-congruity	0,56**	0,62**	0,71**	0,47**	1		
Perception of the site	0,65**	0,64**	0,71**	0,44**	0,75**	1	
Knowledge	0,61**	0,53**	0,59**	0,42**	0,68**	0,76**	1
** Correlation is significant at the 0,01 level							

The discriminant validity was determined by the correlations between the factors in my research. A r value of 0,20 indicated weak correlations, a value of 0,30 to 0,40 were relatively

strong correlations, whilst a value of 0,50 or higher indicated a very strong correlation (Johannessen 2009). The correlation matrix indicated that there were high correlations between the seven different factors, which varied between 0,38 to 0,76. A correlation coefficient stronger than 0,70, could indicate that there would be problem of multicollinearity later in the multiple linear regression analysis (Johannessen 2009). Multicollinearity issue refers to independent variables being too strongly correlated with each other. However, Hair et al. (2010) argue that the correlations would not cause a problem before the r value exceeds a value of 0,90. None of the correlation coefficients in the matrix exceeded the r value of 0,76, implying the requirement for discriminant validity were fulfilled.

The correlation matrix implied that the concepts attitude, subjective norm, perceived behavioural control, self-congruity, perception of the site and knowledge had a significant correlation with intention.

Although the rotation analysis empirically expressed four factors, I could see from the correlation matrix that the seven factors where distinct. In sum, the correlation matrix indicated that the independent variables were a bit strong correlated, but it was possible to distinguish them from each other. Especially, there was a strong relationship between knowledge and perception of the site, they had a correlation coefficient of 0,76. Followed by Self-congruity and perception of the site, which had a high correlation coefficient of 0,75. Also subjective norm and self-congruity had a high correlation coefficient of 0,71. These three coefficients indicated a very strong relationship between the factors, expressing that these factors could to some degree overlap each other. However, as stated the concepts were all well below 0,90, meaning the concepts were valid for a regression analysis.

4.3 Hypothesis testing

In this section I used the concepts which were validated in the factor analysis, reliability analysis and correlation analysis to test my hypothesis. First I conducted a simple linear regression analysis, to get a better understanding of the relationship between the independent variables and the dependent variable. Second I determined if there was a problem of multicollinearity in the research. Third, I carried out two multiple linear regression analysis. The first analysis tested the three concepts from Ajzen (1991) TPB, while the second analysis tested the proposed research model and control variables.

I started out by doing a simple linear regression analysis presented in table 4. The analysis revealed that attitude were statistically significant on intention (b=0,73 t=7,36 p=0,00). Subjective norm also had a statistically significant effect on intention (b=0,62 t=7,22 p=0,00). Perceived behavioural control had a statistically significant impact on intention (b=0,75 t=7,18 p=0,00). Self-congruity were statistically significant on intention (b=0,76 t=8,52 p=0,00). Perception of the site had a statistically significant effect on intention (b=0,75 t=11,55 p=0,00). Knowledge also had a statistically significant impact on intention (b=0,69 t=9,72 p=0,00). This indicated that alone, the six independent variables had a strong ability to explain intention to visit a WHL site within the next 12 months.

Table 4: Simple linear regression analysis

Concepts:	b	t	Sig	R^2
Attitude	0,73	7,36	0,00	0,26
Subjective norm	0,62	7,22	0,00	0,25
Perceived behavioural control	0,75	7,18	0,00	0,25
Self-congruity	0,76	8,52	0,00	0,32
Perception of the site	0,75	11,55	0,00	0,46
Knowledge	0,69	9,72	0,00	0,38

A multiple linear regression analysis looks for the independent variables which are contributing to prediction of the dependent variable, which is expressed as the unstandardised regression coefficient b (Johannessen 2009). The significance level p, indicates if the b is making a statistically significant contribution to explaining the dependent variable. The most common significant levels are 0,001, 0,01 or 0,05 (Easterby-Smith et al. 2012). Meaning, if the p value is less than 0,05, the conclusion is that the independent variable is making a significant contribution in explaining the dependent variable (Pallant 2013).

A problem which occurs in a multiple linear regression analysis is independent variables which are strongly correlated to each other (Johannessen 2009). This is referred to as a multicollinearity problem. Meaning, there could be a problem of the factors overlapping each other, preventing the SPSS program to distinguish them from each other (Hair et al. 2010).

One way to assess the level of multicollinearity is to measure the variance inflation factor (VIF). VIF values above 10, would indicate a problem of multicollinearity (Pallant 2013). If the research consisted of high multicollinearity, the independent variables may have difficulty explaining the dependent variable. The VIF value was calculated for each factor, expressed in appendix 4. The highest VIF value was between the factors perceived behavioural control and perception of the site, with a value of 3,70. All of the VIF values were less than 10, therefore I concluded that multicollinearity was not a large issue in this research. Therefore, I continued with a multiple linear regression analysis of the TPB and my proposed research model.

Multiple linear regression analysis TPB

The theoretical foundation in this research argued that Ajzen (1991) TPB is a strong theory, which is tested multiple times. Therefore, I was interested in testing the three concepts attitude, subjective norm and perceived behavioural control together in a regression analysis. I wanted to test if the theory was valid, by checking if Ajzen (1991) concepts were statistically significant and contributing to explaining intention. This regression analysis is presented in table 5.

Table 5: Multiple linear regression analysis for the TPB concepts

Concepts:	*b*	*t*	*P*
Attitude	0,31	2,70	0,01
Subjective norm	0,26	2,65	0,01
Perceived behavioural control	0,48	4,46	0,00

R^2= 0,35

The results showed that attitude was statistically significant on intention (*b=0,31 t= 2,70 p= 0,01*). The independent variable subjective norm also had a statistically significant impact on intention (*b=0,26 t= 2,65 p=0,01*). The last variable perceived behavioural control, identified that it had a statistically significant effect on intention (*b=0,48 t=4,46 p=0,00*). This analysis identified like expected that attitude, subjective norm and perceived behavioural control had high explanation power for intention to visit a WHL site within the next 12 months.

The results indicated that attitude affects Norwegians visitors' intention to visit a WHL site. Other researches have also found the importance of attitude having a statistically significant impact on intention (e.g. Bamberg et al. 2003; Myers and Horswill 2006). My results indicated that tourists believe a heritage listed site is more attractive, meaningful and pleasant than a place without the title. This could perhaps be related to Oh et al. (2014) argument about comparing heritage tourism to authenticity, where the tourist motivation is seeking for meaning and authenticity (Cohen 2004).

Subjective norm had a statistically significant impact on Norwegian visitor's intention to visit a WHL site. Other researchers have also found that subjective norm influence intention (e.g. Bamberg et al. 2003; Lam and Hsu 2006; Sparks and Pan 2009). My results implied that the Norwegian tourist's intention to visit a WHL site is influenced by family, friends and colleagues. This supports Middleton et al. (2009), which stated that the opinions of friends, family and colleagues are important for the tourist, to feel the need for belonging. Bonn et al. (2007) argued that heritage tourism has become a niche market, which is trendy to visit. This again will perhaps lead to the tourist feeling the need of doing as important others, and getting some kind of status (Middleton et al. 2009).

Perceived behavioural control had a statistically significant effect on intention. This implied that if the tourist perceives there are no obstacles to visit a WHL, the intention will be stronger. Bamberg et al. (2003), Sparks and Pan (2009) and Shen et al. (2009) also revealed that perceived behavioural control have statistically significant influence on intention. My results implied that the Norwegian tourists can without problems, they are able to, in full control to and it is entirely up to them whether or not they would visit a WHL site.

To determine if the model was good, I looked at the multiple regression coefficient R^2 (Johannessen 2009). This coefficient concluded how much of the variation in the dependent variable, could be explained by the independent variables. The value varies between 0 and 1, where 1 indicates that the independent variable have a great influence on the dependent variable (Pallant 2013). The R^2 indicated that this model expressing attitude, subjective norm and perceived behavioural control explained 35 % of the variation in intention. This gives support for Ajzen (1991) TPB in explaining intention to visit a WHL site.

Multiple linear regression analysis of the research model

The multiple linear regression analysis for the proposed research model and control variables is presented in table 6.

Table 6: Multiple linear regression analysis for the research model and control variables

Concepts:	b	t	P
Attitude	0,09	0,80	0,43
Subjective norm	-0,10	-0,97	0,37
Perceived behavioural control	0,33	3,38	0,00
Self-congruity	0,06	0,48	0,63
Perception of the site	0,40	3,30	0,00
Knowledge	0,25	2,45	0,02
Education	0,39	1,44	0,15
Gender	-0,69	-2,62	0,01
Age	-0,01	-0,41	0,68

R^2= 0,51

This analysis was used to assess the hypothesis stated in the theoretical chapter, illustrated in figure 2. In addition the results of the control variables were examined.

Hypothesis 1 stated "There is a positive relationship between attitude towards world heritage and intention to visit a world heritage listed site within the next 12 months". In this sample, attitude did not have any statistically significant impact on intention (*b=0,09 t=0,80 p=0,43*). Hypothesis 1 was rejected, and concluding that attitude towards WHL did not have any significant effect on explaining intention to visit. On the other hand, the correlation matrix indicated that attitude had a high correlation with intention (0,48), indicating that attitude had a direct role in impacting intention. This revealed that attitude contributed to explaining intention, but was not decisive when it came to explaining intention.

Hypothesis 2 stated "There is a positive relationship between subjective norm and intention to visit a world heritage listed site within the next 12 months". Subjective norm did not have any

statistically significant impact on intention (b=-0,10 t=-0,97 p=0,37). Hypothesis 2 was not supported by the analysis. Subjective norm had a weaker correlation with intention than compared to attitude, but still a positive r value of 0.46. Therefore, subjective norm also was contributing to explaining intention, but was not definite. I also noticed that in this analysis the b value for subjective norm, had changed from a positive value (0,26) to an inverse value (-0,10). Meaning, subjective norm had a relative lower weighting on intention in this model, compared to the analysis expressing only the three concepts of the TPB.

Ajzen (1991) TPB is a well developed and tested model. Therefore it came as a surprise that the two concepts attitude and subjective norm, were not statistically significant in my research model. Similar results have also been found by other researchers. Lam and Hsu (2006) results showed that attitude did not have a significant effect on Taiwanese tourist's intention to visit Hong Kong. Sparks and Pan (2009) also found that attitude did not have a statistically significant impact on intention. Sparks (2007) found that subjective norm only partially supported the tourist's intention to visit a wine region. Also a study of Myers and Horswill (2006) indicated that subjective norm did not influence intention to use sun protection. Shen et al. (2009) found that both attitude and subjective norm, did not have a statistically significant effect on intention to visit world cultural heritage sites in China.

There could be several reasons for these two concepts not becoming statistically significant in the analysis. The probability of getting statistically significant results could be affected by the effect size (Hair et al. 2010). The VIF values indicated that there were no large issues with multicollinearity in this research. However, the correlation between the independent variables were too high, and causing a problem where they were overlapping each other. Also, the limited sample size could have made it difficult to achieve statistically significant results, due to large standard errors. Meaning, an increased sample size could have produced a greater statistical test (Hair et al. 2010). Or it could perhaps be caused by special circumstances related to this specific sample.

Hypothesis 3 stated "There is a positive relationship between perceived behavioural control and intention to visit a world heritage listed site within the next 12 months". As compared to the first analysis of TPB, perceived behavioural control also had a statistically significant effect on intention in the proposed research model (b=0,33 t=3,38 p=0,00). This indicated that hypothesis 3 was supported by the analysis. Meaning, the Norwegian tourists believed

there were no obstacles preventing them from visiting a WHL site, and it was entirely up to them whether or not they would visit a WHL site.

Hypothesis 4 stated "There is a positive relationship between self-congruity and intention to visit a world heritage listed site within the next 12 months". Self-congruity was not making a statistically significant impact on intention ($b=0,06$ $t=0,48$ $p=0,63$). Therefore, the hypothesis was rejected. This finding implied that Norwegian tourist do not feel that important others, think of them as the kind of person who visits WHL. They do not feel that people who visit WHL are different from them. They also do not express that visiting WHL would reflect the kind of person they are, nor like others to see them as the person who visits WHL. Meaning, there was a strong mismatch between the Norwegian tourist's self-concepts and their visitor image of WHL sites. The theory implied that a mismatch between the tourists self-concept and the destination visitor image, would lead to the tourist most likely not visiting the destination (Sirgy and Su 2000). However, I could argue with a r value of 0,56, self-congruity had a higher correlation with intention compared to attitude and subjective norm. Accordingly, self-congruity did not have a significant impact on intention, but had still a direct role in impacting intention.

However, I could argue if the measures for self-congruity were weak. The factor rotation analysis revealed that the measures for Self-congruity was loading on factor one with three other concepts, indicating that it could perhaps be similar to these concepts. Self-congruity was divided into four different aspects, actual self-image, ideal self-image, social self-image and ideal social self-image (Sirgy and Su 2000). I measured self-congruity with five measures, and removed one in the factor rotation analysis. The four remaining measures represented one each of the four different aspects. To make the measure stronger, I could have added more questions to measure the four different aspects. Perhaps, I should have divided the four aspects into four different concepts, instead of making them represent one concept. On the other hand, the factor loadings expressed that these four indicators where actually representing a concept.

Hypothesis 5 stated "There is a positive relationship between perception of a world heritage site and intention to visit a world heritage listed site within the next 12 months". Perception of the site had a statistically significant impact on intention ($b=0,40$ $t=3,30$ $p=0,00$). This supported hypothesis 5, revealing that world heritage generates a sense of belonging for the Norwegian tourists. My results implied that the Norwegian tourists with intention to visit a

WHL site, feel that WHL represents a part of their own heritage. Meaning, they believe the heritage is related to their ancestors (Sørensen and Carman 2009). These results support Timothy and Boyd (2003) theory about the heritage tourist having a feeling of nostalgia for the specific heritage. Poria et al. (2013) expressed that WHL had an impact on perception of the site and on-site experience, but not so much in attracting the tourist to the destination. However, this result showed that perception of the site had an effect on the intention, indicating that it influences the tourist intention to visit a WHL site within the next 12 months. Also, Poria et al. (2006b) stated that tourists, who perceived the site as a part of their own heritage, would be more interested to visit the site. Bianchi (2002) argued that the tourist who seeks for authenticity, which I argued could be compared to heritage, looks for WHL designations. This is because it functions as a marker for authenticity. This again can be compared to Jimura (2011) and Žabkar et al. (2010) which implied that WHL designations improve the perceptions of the site, which again affect the tourists intention.

Hypothesis 6 stated "There is a positive relationship between knowledge of world heritage and intention to visit a world heritage listed site within the next 12 months". Knowledge was also statistically significant on intention ($b=0,25$ $t=2,45$ $p=0,02$) This analysis therefore supported hypothesis 6. Marcotte and Bourdeau (2006) argued that a tourist, who had a lot of general knowledge about WHL, did not necessarily want to visit a WHL site. In this research however, the Norwegian tourists who possess a lot of general knowledge have a stronger intention to visit a WHL, within the next 12 months. This supports Keller (1993), which stated that the tourist knowledge about WHL, is the best advantage for attracting them to the site. Kertsetter et al. (2001) also stated that the tourists decision whether or not to visit, could depend on the tourist's knowledge about the site.
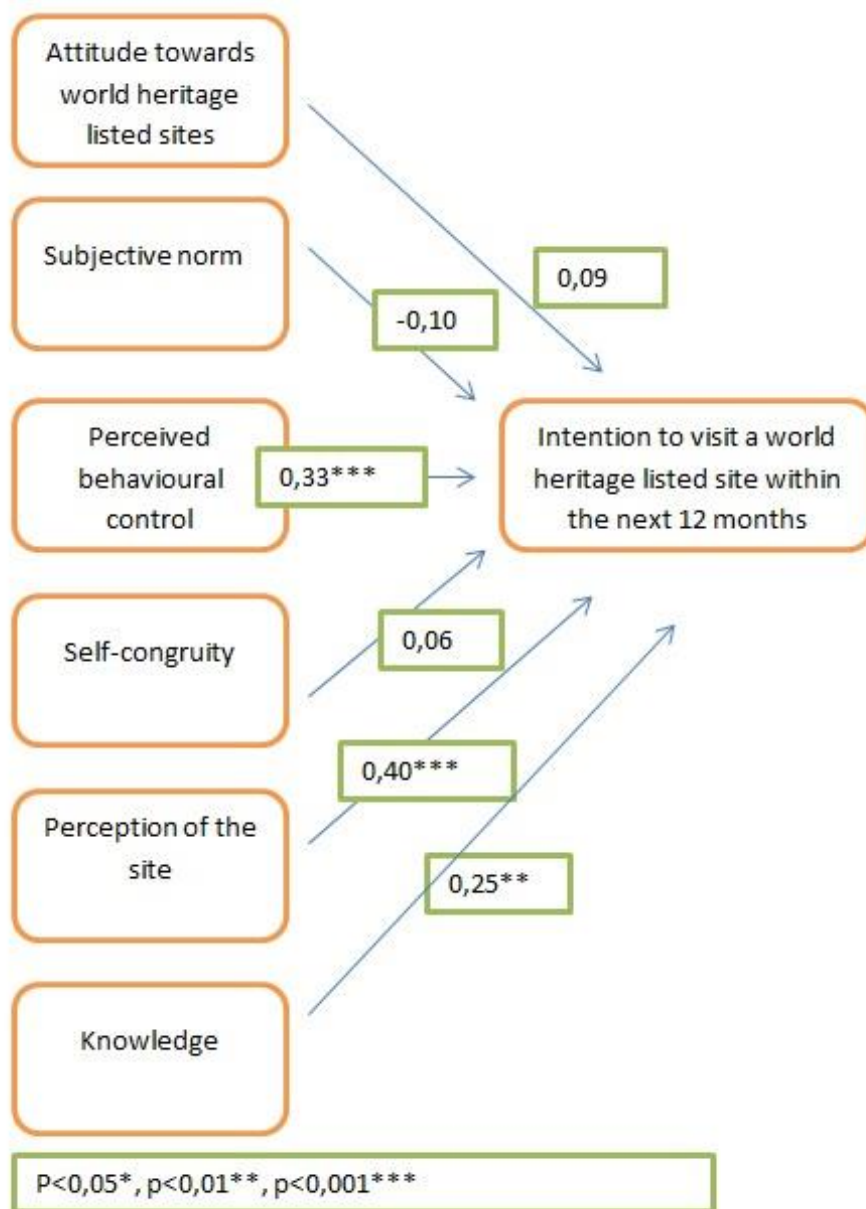
Figure 2: Results from the six hypothesis

In addition, education, gender and age where added to the multiple linear regression analysis as control variables.

I found that education was not statistically significant on intention ($b=0,39$ $t=1,44$ $p=0,15$). In the methodology chapter I assumed that high school and profession certificate represented low education, while bachelor, master and doctoral degree represented high education. However, it can be difficult to provide an accurate frame or limitation of high education. Therefore I changed high education into representing only master degree and doctoral degree.

This did also not give me a statistically significant result. I then tried doctoral degree as the only variable representing high education, and found that this was neither statistically significant. Timothy and Boyd (2003) stated that the typical heritage tourist have a high level of education. Thus, I tried three different combinations of high education, none of them showing a statistically significant result. Therefore I argued that education do not have any effect on intention to visit a WHL site within the next 12 months.

Gender had a statistically significant impact on intention (b= -0,69 t=-2,62 p=0,01). The result implied that females have a stronger intention to visit a WHL site within the next 12 months. This confirmed Richards (2001) theory arguing that female have a tendency to be more attracted to cultural sites.

Age did not have a statistically significant effect on intention (b= -0,01 t=-0,41 p=0,68). The reason for age not having a statistically significant impact on intention, could be related to the fact that most of the respondents were in their 20s, indicating that there was not enough variation on the variable. Timothy and Boyd (2003) implied that the older the tourist got, the more interested he or she would be in visiting heritage sites. I could therefore argue if a broader variation on the age, would have led to a stronger intention.

Adjusted R^2 for the proposed research model based on TPB, indicated that the model explained 51 % of the variation in intention. For being such a simple model, this is really good. The results of this research showed that my research model had utility, as a conceptual framework for predicting a tourist's intention to visit a WHL site within the next 12 months. However, what about the actual behaviour of visiting a WHL site, does WHL sites foster tourism demand?

This research was restricted to study the tourist's intention to visit a WHL site, not the actual behaviour of visiting a WHL site. On the other hand, Sheeran (2002) conducted a meta-analysis of ten meta-analyses involving measures of intention predicting behaviour. His analysis revealed correlations between intention and behaviour of 0,40 and 0,82. The average correlation of the meta-analysis was 0,53, and a r value of 0,50 indicates a large effect size (Cohen 1992 cited in Sheeran 2002). This revealed that intention accounts for 28 % of the variance of behaviour, which is considered as good. As argued in the theoretical chapter, (Ajzen 1991) TPB was a well-known and frequently used theory. Several empirical articles have been published using the TPB as a framework for identifying people's intentional behaviour. This indicated a strong and well-developed theory which argues that the stronger

the intention, the more likely the tourist will carry out the behaviour (Ajzen 1991; Fishbein and Ajzen 2010; Ajzen 2012). Therefore it was reasonable to assume that there were a strong relationship between intention to visit a WHL site, and the actual behaviour of visiting a WHL site. My sample consisted of tourists with knowledge of WHL. Meaning, my research argue that WHL foster tourism demand for those 65,9 % with knowledge of WHL. Regarding the 34,1 % of the sample who did not have knowledge of WHL, it was still unclear if WHL foster tourism demand for this group. Therefore I could also agree with Cellini (2011), who argued that there are unclear results about WHL fostering tourism demand. However, there were a larger percentage of respondents with knowledge of WHL, indicating that my study was mostly leaning towards WHL fostering tourism demand.

5.0 Conclusion, implications and further research

5.1 Conclusion

In this research I tried to understand a tourist's intention to visit a world heritage listed site. I therefore examined the following research question: "*What are the antecedents of a tourist's intention to visit a world heritage listed site?*

Six hypotheses were derived from the research literature. A proposed research model based on Ajzen (1991) TPB implied that attitude, subjective norm, perceived behavioural control, self-congruity, perception of the site and knowledge had an effect on intention. In addition the control variables education, gender and age were added to the research model.

The data was gathered with an online survey, based on measures from published research. The statements were designed with a Likert seven scale, ranging from strongly disagree to strongly agree. My final sample consisted of a homogenous group of Norwegian tourists with knowledge of WHL, ranging from 10 to 69 years old. The data was analysed with SPSS, were I performed a multiple linear regression analysis to test the hypothesis.

Based on my research the following results were made:

First, I conducted a multiple linear regression analysis containing the three concepts of Ajzen (1991) TPB. This analysis revealed that intention to visit a WHL site is influenced by attitude, subjective norm and perceived behavioural control. It goes to show that this study gives support to the framework of the TPB.

Second, I carried out a multiple linear regression analysis of my proposed research model and the control variables. This analysis compared to the first analysis, found that attitude and subjective norm did not have an influence on intention to visit a WHL site. Additionally, self-congruity, education and gender did not have an effect on intention. My research model revealed that the major antecedents of intention to visit a WHL site are perceived behavioural control, perception of the site, knowledge and gender. The results indicates that when a tourist believe there are no obstacles preventing them from visiting WHL sites, they perceive the heritage site as part of their own heritage, and they possess a lot of general knowledge about WHL, the stronger the intention and probability will be for the tourist to visit a WHL site. In

addition, the results revealed that Norwegian female tourists have a stronger intention to visit a WHL site.

In sum, my research has contributed to the literature in five ways:

First, this study is one of few who have used the TPB to understand tourist's intention to visit a WHL site. Second, by integrating three new variables into Ajzen (1991) original framework, it has contributed to new insights into the theory. Third, the study revealed that perception of the site and knowledge has a statistically significant effect on intention, in addition to the three concepts of the TPB. Fourth, the results contributed to the debate concerning whether or not WHL is actually fostering tourism demand. Results indicated that WHL had a positive effect on attracting tourists. Fifth and last, the research has contributed to a better understanding of heritage tourism. Meaning, the results have led to practical implications for managers of heritage tourism.

5.2 Implications

A manager of a WHL site wants to attract more tourists to the site. The manager however cannot force the tourist to visit the site. The manager must know where to put focus on, trying to attract the tourists. Therefore there is a need to understand the process tourists go through, when deciding whether or not to visit a WHL site. The results from the empirical analysis have several implications for WHL site managers.

The first analysis of TPB revealed that attitude influences a tourist's intention to visit a WHL site. The tourist's attitude towards WHL sites are formed based on the beliefs the tourist has about WHL. The findings acknowledged that Norwegian tourists believe that WHL sites are more attractive, meaningful and pleasant than sites without the title. One way to influence such beliefs can originate from advertisement. Therefore managers of a WHL site need to deliberate create marketing campaigns, which are specialised to trigger the heritage tourist's beliefs. However, the beliefs of attitude may vary between the tourists, including biased beliefs about WHL. Therefore the managers need to identify the different tourists and their different attitude, to be able to make a more targeted marketing campaign. Regardless, attitude is an important aspect of the tourist decision to visit a WHL site.

The analysis of TPB also revealed that subjective norm affects a tourist's intention to visit a WHL site. This means that the managers should influence the tourist family, friends and

colleagues opinions about WHL sites. The tourist so called important others opinions about WHL sites, will again influence the tourist intention to visit. Perhaps, a focus of heritage tourism becoming trendy, will enhance the important others representation of WHL.

The proposed research model however, revealed that perceived behavioural control, perception of the site, knowledge and gender are the most important factors influencing intention to visit a WHL site. Therefore the managers should mostly focus on these factors, however keep in mind that attitude and subjective norm also have an effect on intention.

When it comes to perceived behavioural control, managers must make sure there are no barriers preventing the tourist for visiting. Barriers such as infrastructure, making sure there is transport, food, amenities and a place to stay. Other obstacles to prevent the tourist intention could be seasonal openings, communication and cultural problems.

The significance of perception of the site on intention, implies that managers should focus on emphasising the uniqueness of the heritage. The managers should create emotional advertisement, to try and provoke nostalgia feelings to try and generate a sense of belonging for the tourist (Timothy and Boyd 2003; Poria et al. 2006b). The study argues that it is important to use WHL designations as markers, to give the tourist an assurance of the site being authentic.

The knowledge concept implies that managers must focus on marketing campaigns, which give the tourist knowledge about WHL. As Keller (1993) stated, the tourist's knowledge about WHL is the best way to attract them. My study revealed that tourists with a lot of general knowledge about WHL had a stronger intention to visit. Timothy and Boyd (2003) stated that heritage tourist seeks to enrich his or her personal knowledge. Therefore the managers must identify the specific tourist they want to attract, and detect their level of knowledge, to make specific targeted campaigns.

The study also found that females have a stronger intention to visit a WHL site. This means that when managers create marketing campaigns, they must keep in mind that the audience consist to a large extent of female targets.

WHL site managers can therefore influence a tourist attitude, subjective norm, perceived behavioural control, perception of the site and their knowledge, and thus affect their intention to visit a WHL site.

5.3 Limitations and further research

Although my research explained a lot of the variation in intention, there is a need for further research. This study had several limitations in terms of the methodology and the sampling design. For instance the respondents in the survey were chosen with a convenient sampling method, which questions the generalisability of the findings (Ringdal 2013). However, it would be difficult to replicate this study using probability sampling, because it does not exists a list with the tourist whom has knowledge of WHL. The survey was distributed through Facebook. Perhaps it would have been more convenient to reach tourists with knowledge of WHL at a WHL site. Meaning, the study could be replicated by collecting a sample through hand out surveys at a WHL site, to see if the results would be different. This study only tested the model on those who had knowledge of WHL, it could perhaps be useful to do a study and compare with those without knowledge of WHL.

The majority of the total sample consisted of 165 Norwegians, and 24 respondents distributed on ten other nationalities. Huang et al. (2012) argued that the intention to visit a WHL site varied across different countries. For instance Marcotte and Bourdeau (2006) stated that tourists from USA are less aware of WHL, and tourists from Europe are more aware of WHL. Therefore a suggestion could be to replicate the study with a larger sample consisting of different nationalities or other specific nationalities, to look for differences in intention among them.

In addition, the intention could vary among the different regions of Norway, it could therefore be a possibility to further research difference among regions of Norway. Also, the age variable had little variance, consisting mostly of respondents in their 20s. A larger sample with a stronger variance of age, could perhaps have given a different result.

A possible limitation in this study could be that the respondents evaluated the statements regarded to one, or several of the 1000 different WHL sites in the world. Meaning, the respondents most likely evaluated the statements connected to preferred WHL sites. Perhaps the respondents only knew about 5, or 10 of the 1000 sites. Additionally the 1000 different sites are distinct from each other, representing both cultural and natural heritage. The sites have various heritage attributes, and which attracts the most? Is it the cultural or natural heritage? Is it the sites which are famous? The sites which have developed amenities? The sites which are located in a specific geographical area? Regardless, there is a need to research

which WHL sites attract tourists the most. In addition it could be interesting to research if WHL sites located in cities attract more, than WHL sites located at outskirts.

In this research there was identified a problem of having high correlations between the independent variables. This led to the exploratory factor analysis not distinguishing between the concepts, revealing four concepts instead of seven. I removed three measures because of large cross-loadings, one representing perception of the site, self-congruity and knowledge. There was a concern for the study containing questions which were similar, or that there were too few questions which measured the different concepts. There is a need to develop new measures which are more precise indicators for the different concepts, to reduce the correlation between the independent variables. Especially, the measures for the concept self-congruity need to be made clearer. In addition, only one single measure for knowledge was used. It would have been more preferable having several measures, to create a more robust variable. The measure for subjective norm was based on the primary groups, family, friends and colleagues. It could also be measured based on secondary groups such as travel agents, media, and as indicated in the theory chapter, heritage tourism has a high level of publicity through WOM. The measures was based on 12 months, the given time frame could perhaps be too short. Therefore I could suggest replicating the study with no time period or a longer time period. Because attitude and subjective norm were not statistically significant in the proposed research model, there is a need to evaluate their practical measures, and research these two concepts more in the context of tourism.

The control variable education, revealed no statistically significant effect on intention. On the other hand Timothy and Boyd (2003) argued that the typical heritage tourist had high education. Meaning, education affecting intention is still unclear, therefore there is a need to research education and intention further.

In trying to contribute to the debate concerning whether or not WHL foster tourism demand, my results was leaning towards fostering tourism demand. However, these results only expressed the behaviour of those with knowledge of WHL. Therefore there is a need to research the group with no knowledge of WHL, because this group is still unclear. To find a more accurate result of WHL fostering tourism demand, there is a need to research intention to visit a WHL site connected to the actual behaviour of visiting a WHL site. In addition, to understand heritage tourism even better, it could be interesting to research intention over a time period, from intention to visit, the visit, and after the visit.

In spite of these limitations and suggestions for further research, the study provides an insight into the factors influencing intention to visit a WHL site.

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7.0 Appendix

Appendix 1: Demographic summary of the Norwegian sample

Classification	Variable	N	Percentage
Gender	Female	113	68,5
	Male	52	31,5
Age	10	1	0,6
	16	1	0,6
	18	1	0,6
	20	5	3,0
	21	6	3,6
	22	7	4,2
	23	19	11,5
	24	12	7,3
	25	13	7,9
	26	11	6,7
	27	6	3,6
	28	3	1,8
	29	8	4,8
	30	4	2,4
	31	5	3,0
	32	2	1,2
	33	3	1,8
	34	1	0,6
	35	3	1,8
	36	2	1,2
	37	2	1,2
	38	3	1,8
	39	2	1,2
	42	2	1,2
	43	1	0,6

	44	1	0,6
	45	1	0,6
	47	2	1,2
	48	1	0,6
	49	2	1,2
	50	5	3,0
	51	1	0,6
	52	1	0,6
	53	1	0,6
	54	1	0,6
	55	4	2,4
	56	1	0,6
	57	1	0,6
	58	1	0,6
	59	3	1,8
	65	15	9,1
	69	1	0,6
Education	High school or lower	32	19,4
	Profession certificate	18	10,9
	Bachelor degree	54	32,7
	Master degree	45	27,3
	Doctoral degree	18	9,7
Total		**165**	**100 %**

Appendix 2: Factor analysis for each of the seven concepts (Total and Norwegian sample)

	Factor loading		Cronbach's Alpha	
	Norwegian sample	Total Sample	Norwegian sample	Total Sample
Intention			0,96	0,96
I have an intention to visit a world heritage listed site within the next 12 months	0,97	0,96		
I will most likely visit a world heritage listed site within the next 12 months	0,97	0,97		
I am planning to visit a world heritage listed site within the next 12 months	0,95	0,95		
Attitude			0,89	0,88
A place with a world heritage listed site is more attractive than a place without the title	0,87	0,86		
A place with a world heritage listed site is more meaningful than a place without the title	0,93	0,92		
A place with a world heritage listed site is more pleasant than a place without the title	0,92	0,91		
Subjective Norm			0,91	0,89
My parent would like me to visit a world heritage listed site	0,90	0,89		
My friends would like me to visit a world heritage listed site	0,93	0,91		
My colleagues would like me to visit a world heritage listed site	0,93	0,92		
Perceived behavioural control			0,91	0,90
I can without problem visit a world heritage listed site	0,87	0,86		
If I want to I am able to visit a world heritage listed site	0,93	0,92		
I am in full control to visit a world heritage listed site	0,91	0,91		
It is entirely up to me whether or not I visit a world heritage listed site	0,85	0,86		
Self-congruity			0,92	0,92
I feel that visiting a world heritage listed site reflects the kind of	0,82	0,85		

person I am				
I feel that people who are important to me thinks of me as the kind of person who would visit a world heritage listed site	0,88	0,89		
I feel that people who visits world heritage listed sites are very similar to me	0,84	0,86		
I would like it if visiting a world heritage listed site would reflect the kind of person I am	0,89	0,89		
I would like others to see me as the kind of person who would visit a world heritage listed site	0,90	0,89		
Perception of the site			0,94	0,94
World heritage listed sites has a symbolic meaning to me	0,89	0,89		
World heritage listed sites generates a sense of belonging for me	0,94	0,94		
World heritage listed sites represents a part of my own heritage	0,94	0,94		
I consider world heritage listed sites to be a part of my own heritage	0,94	0,93		
Knowledge			0,72	0,66
I have a lot of general knowledge about world heritage listed sites	0,89	0,87		
I know that world heritage listing is the highest honour a protected area can receive	0,89	0,87		

Appendix 3: First rotation analysis

	Factor 1	Factor 2	Factor 3	Factor 4
Intention I have an intention to visit a world heritage listed site within the next 12 months	0,30		0,84	
I will most likely visit a world heritage listed site within the next 12 months			0,87	
I am planning to visit a world heritage listed site within the next 12 months			0,86	

Attitude				
A place with a world heritage listed site is more attractive than a place without the title	0,35			0,76
A place with a world heritage listed site is more meaningful than a place without the title	0,34			0,81
A place with a world heritage listed site is more pleasant than a place without the title	0.33			0,80
Subjective Norm				
My parent would like me to visit a world heritage listed site	0,78			
My friends would like me to visit a world heritage listed site	0,77			
My colleagues would like me to visit a world heritage listed site	0,76			
Perceived behavioural control				
I can without problem visit a world heritage listed site		0,78		
If I want to I am able to visit a world heritage listed site		0,88		
I am in full control to visit a world heritage listed site		0,86		
It is entirely up to me whether or not I visit a world heritage listed site		0,82		
Self-congruity				
I feel that visiting a world heritage listed site reflects the kind of person I am	0,59			0,47
I feel that people who are important to me thinks of me as the kind of person who would visit a world heritage listed site	0,73			
I feel that people who visits world heritage listed sites are very similar to me	0,80			
I would like it if visiting a world heritage listed site would reflect the kind of person I am	0,69			
I would like others to see me as the kind of person who would visit a world heritage listed site	0,72			
Perception of the site				
World heritage listed sites has a symbolic meaning to me	0,64		0,32	0,44
World heritage listed sites generates a sense of belonging for me	0,70		0,46	0,34
me	0,66		0,42	

World heritage listed sites represents a part of my own heritage I consider world heritage listed sites to be a part of my own heritage	0,71		0,41	
Knowledge I have a lot of general knowledge about world heritage listed sites	0,62		0,46	
I know that world heritage listing is the highest honour a protected area can receive	0,37	0,48		0,37
Explained variance %	30,59	15,61	15,19	13,53

Appendix 4: VIF values

	VIF Attitude	VIF Subjective norm	VIF perceived behavioural control	VIF Self-congruity	VIF Perception of the site	VIF Knowledge
Attitude		1,91	1,89	1,90	1,86	1,95
Subjective norm	2,36		2,41	2,18	2,23	2,41
Perceived behavioural control	1,32	1,37		1,34	1,37	1,35
Self-congruity	2,93	2,72	2,95		2,82	2,89
Perception of the site	3,51	3,42	3,70	3,45		2,94
Knowledge	2,53	2,53	2,51	2,42	2,01	