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Pilot Testing and Validation of a Measurement Instrument for Examining Perceived Authenticity, Smart Tourism Technologies Attributes, Memorable Tourism Experiences and Revisit Intentions in Cultural Heritage Destinations in Oman

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ABSTRACT

The growing significance of cultural and heritage tourism has underscored the necessity to comprehend the elements that shape visitors' memorable experiences and influence their behavioral intentions. Despite the revolution of smart tourism technologies and increased interest in obtaining authentic tourism experiences, there is a deficiency of research investigating their role in shaping memorable tourism experiences and emphasis revisiting intentions within cultural and heritage tourism. This study utilizes the Stimulus-Organism-Response (S-O-R) theory to establish and validate a conceptual framework that investigates the interrelations among smart tourism technologies (STTs), perceived authenticity, memorable tourism experiences (MTEs), and revisit. A pilot study was executed to evaluate the reliability and appropriateness of the measurement instruments. Data were gathered using a structured questionnaire distributed to domestic tourists, non-Omani residents, and international tourists who had visited cultural and heritage sites in Oman. A total of 34 valid responses were collected and evaluated with Smart PLS. The results validated the measurement instrument's reliability and indicated favorable opinions of smart tourism technology, perceived authenticity, memorable tourism experiences, and intentions to revisit among participants. No items require deletion, affirming the capability of the measurement scales for the broader scale investigation. The results offer initial validation for the suggested conceptual framework and illustrate the appropriateness of the research instrument for examining the impact of authenticity and smart tourism technologies on tourists' experiences and behavioral intentions. Future research may expand the proposed framework by investigating the moderating effect of technology readiness, the impact of eudaimonic experiences, and destination evangelism as a sophisticated behavioral outcome indicative of tourists' advocacy, recommendations, and promotional behaviors towards a destination.

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Introduction

The Sultanate of Oman as one of the oil-exporting countries, tourism represents a main pillar for economic diversification. In 2019, the hospitality travel and tourism sector reported 2.4 % GDP growth and a side form 100,000 job vacancies in the field of tourism [1]. However, due to the pandemic, the sector has encountered several challenges, for instance, restrictions on foreign travel. These regulations that last 18 months from (March 2020- October 2021) have severely impacted the local economy. In the first quarter of 2021, the outbound of international flights taken by Omani tourists have witnessed a dramatic decline by 94 % compared to the year before.

Moreover, in 2020, according to the NCSI the tourists' arrivals reported the largest reductions anticipated at between 70% and

80%. Due to this dramatic figure on the tourists visiting Oman; this had directly impacted on tourism private and government sector. According to the Under-Secretary at the Ministry of Heritage and Tourism (MOHT), the estimated losses caused by the pandemic accounted for a half billion Omani Rial by the end of September 2020 [2].

The Ministry of Heritage and Tourism puts a strong emphasis on heritage and natural-based tourism, striving to implement best practices to create memorable top-notch tourism experiences. This focus goes align with Oman's vision 2040, which is an integral part of government regulations intended to endorse sustainable tourism development and preserving the country's cultural and heritage identity. Tourism is pivotal sector in Oman's economic diversification strategy, particularly in the crucial post pandemic era between 2021 and 2025. The Ministry of Heritage and Tourism has emphasized 363 projects across Oman's governorates, values at RO 2.290 billion, with integrated tourism complex receiving the greatest investment share [3].

Authentic cultural and heritage tourism remains a core attraction of Oman, as specified by the Minister of Heritage and Tourism Dr. Salem bin Mohammed Al Mahrouqi; “fourteen projects are currently being developed to invest in heritage and historical monuments, totaling RO 13.8 million”. Furthermore, eight projects have been identified that are worth RO 17,000 to enhance museums and private heritage houses. In addition, an investment plan of RO 1.884 million that has been allocated to develop 34 historical sites including castles, forts, and other monuments across the nation [3].

In the context of heritage tourism, domestic and international tourists mostly associate their memorable experiences with sentimental memories [4,5]. Despite these comprehensive initiatives, a deficiency of empirical research persists on visitors' behavioral intentions and the influence of memorable travel experiences on these intentions. This study seeks to fill the existing gap by examining how cultural tourism attributes enhance memorable tourism experiences and affect tourists' intentions to revisit cultural and heritage places in the context of Oman.

Also, despite Oman's substantial investments in tourist development and post-pandemic recovery initiatives, the sector's contribution to GDP is still insufficient compared to the contributions of some neighboring Gulf Cooperation Council countries (WTTC, 2024b). This indicates that destination promotion to attract visitation is inadequate, highlighting the necessity of understanding the elements that cultivate memorable tourism experiences and promote repeat visitation. Consequently, analyzing the influence of genuine destination characteristics and smart tourism technologies on revisit intentions is both pertinent and essential. Thus, this study seeks to examine the impact of authentic destination attributes and smart tourism technology on forming memorable tourism experiences and their subsequent effect on tourists' desire to revisit Oman.

Smart tourism technologies (STTs) have become progressively embedded in Oman's tourism sector, facilitating multiple phases of the visitor experience. Numerous digital systems have been created to streamline travel planning, reservations, transportation, and destination experiences.

VisitOman.com functions as the official tourism portal, including information on lodging, attractions, transportation, events, and digital payment options (Salaam Gateway, 2021). Booking and reservation services are provided via platforms such as Yalla Pass, MyEvents.com, Valo, and Massarah, allowing travelers to secure hotels, events, and recreational activities (Visit Oman, 2025). Moreover, programs like Jawlah and Oman Explorer augment tourists' experiences by linking visitors with local guides, genuine cultural encounters, itinerary planning resources, and location insights. Safarjala facilitates adventure and activity booking services, while transportation technologies encompass the Mwasalat application, which offers real-time transport information and electronic ticketing, alongside ride-hailing services like Otaxi and Marhaba. Moreover, companies like Godoba provide digital travel management solutions for corporate travelers. These technologies collectively enhance accessibility, convenience, information availability, and overall tourist experiences in Oman, illustrating the nation's progressive shift towards smart tourism development (Observer, 2025).

Despite the increasing implementation of smart tourism technologies (STTs) in Oman such as integrated digital platforms, AI applications, social media and mobile applications that improve navigation, accessibility, and personalized experiences there is a

considerable deficiency of empirical research examining the actual impacts of these technologies on creating memorable tourism experiences (MTEs) and tourists' tendencies to return to cultural heritage sites. Despite the growing visibility of governmental initiatives and digital advances, academic literature remains insufficient in assessing their impact on tourists' perception towards cultural and heritage destinations in Oman. This gap underscores the necessity for academic inquiry into the role of STTs in shaping memorable cultural travel experience and enhancing tourists' behavioral intention to repeat visitation to cultural heritage sites. The aim of this study is to address this gap by exploring the impact of the current evolving trends of technological advancements on enhancing revisit intention to the destination. Despite the extensive research on tourism management and development, limited attention has been given to investigate how the emergence of technologies contributes to tourism growth in Oman [6].

Although Oman's tourism sector has successfully rebounded post-COVID-19, with visitor arrivals exceeding 2.3 million by June 2024 driven by governmental recovery programs and economic support measures, a substantial gap persists in comprehending tourists' revisit behavior [7]. At this stage, there is no official data concerning repeat travel to Oman's cultural and heritage attractions, hence constraining understanding of tourist loyalty and the long-term competitiveness of the destination. This gap is significant as return intention is acknowledged as a crucial measure of tourist satisfaction, favorable experiences, and loyalty to a destination. Furthermore, returning tourists constitute a highly significant market niche, as they often exhibit longer stays, engage in more activities, produce favorable word-of-mouth, and incur lesser marketing expenses compared to first-time visitors [8-10]. Consequently, examining revisit intention and its causes is crucial for enhancing the sustainable development and competitiveness of Oman's cultural tourism business. Prior to executing the in-depth investigation, a pilot study was conducted to assess the reliability and validity of the measurement instrument and to identify any concerns with questionnaire design and data collection methods.

Literature Review

Authentic Destination Attributes

Authenticity is acknowledged as a universal principle and a fundamental stimulus that drives tourists to travel to distant places and times [11,12]. In the academic literature on tourism, the concept of authenticity has become one of the key trends to be investigated due to its significant contribution in tourism marketing [13,14]. Authenticity serves as a central attribute in understanding tourists' experience, due to the experiential nature of tourism services [15]. Likewise, asserts that authenticity is a fundamental aspect of a profound heritage experience [16].

Authenticity is a crucial notion in tourism research, widely classified into object-based authenticity and existential (object-free) authenticity [17]. Object-based authenticity pertains to the veracity and originality of physical cultural features, including heritage sites, artifacts, and traditional architecture, which tourists regard as authentic representations of a place [18]. Conversely, existential authenticity highlights the personal feelings, emotions, and self-discovery of tourists during their experiences, embodying a sense of uniqueness, genuineness, and meaningful engagement with a destination, regardless of the objective authenticity of the environment. This study employs a multidimensional perspective on authenticity by integrating both object-based and existential authenticity, which is particularly important considering Oman's rich and well-preserved cultural and heritage assets.

Smart Tourism Technologies Attributes

Over the past few years, the implementation of smart tourism technology has emerged as an entire ecosystem established by smart tourism companies and smart technology infrastructure to enhance the perceived value of services and experiences for tourists [19,20]. ICTs are the central key factor of STTs and the development of smart tourism. STTs include multiple tools other than smart devices, for instance, social media platforms, cloud computing, big data, IoTs, artificial intelligence (AI), virtual reality (VR), Augmented reality (AR), mixed reality, NFC, and radio-frequency identification (RFID), that are relevant with tourism practices [21]. Accordingly, tourists will choose a destination that is dominant in information technology infrastructure which provides faster internet connectivity and networking. For this reason, smart tourism has become a predominant topic to be investigated by academics and practitioners [22-24]. In tourism literature smart tourism technology has been defined by multiple scholars and most of them endorse the multidimensional constructs of STTs that are categorized into four dimensions namely, accessibility, informativeness, interactivity and personalization [5-25].

Considering the vast number of tourism related applications, websites, and digital tools accessible to travelers (Discussed in Section 1), it is essential to analyze STTs attributes comprehensively, as this enables researchers and hospitality professionals to comprehend how the integrated functionality of these attributes molds tourists' experiences and affects their behavioral intentions to return. The implementation of smart tourism technologies within Oman's tourism sector is relatively new and in its developing phase, underscoring the necessity to assess how these technology-driven attributes can affect tourists' perceptions of the authenticity of cultural sites, enhance engagement with Oman's authentic cultural assets, and support practitioners in enhancing service delivery and visitor experiences.

Memorable Tourism Experience

MTEs are the positive post tourism activities memories [26]. Therefore, providing tourists with a memorable tourism experience is considered as a key marketing strategy for tourism destinations [27]. The tourist destinations environment is intensely competitive therefore; it is crucial to emphasize the efforts on constructing favorable experiences rather than just delivering products and services [28]. Providing tourists with MTEs will allow destinations to maintain sustainable competitive advantage as MTEs have considerable impact on consumer decision making, such as revisiting decisions [29]. For this reason, exploring the antecedents of MTEs is of great value for destinations to become highly competitive tourism marketplace [30]. Despite the significant attention in enhancing cultural heritage tourists' experiences and satisfaction and understanding the key components that trigger positive feelings towards certain authentic destinations [31,32]. There is a scarcity of research on the potential influences of MTEs in the context of heritage tourism.

Revisit Intention

Revisit intention refers to the eagerness and a strong desire to revisit a destination due to the positive emotions acquired from previous visit [33]. The intention to revisit is a crucial metric for assessing a visitor's desire to revisit a destination; it is not only a fundamental aspect of tourist behavior but also a crucial contribution to the growth and prosperity of the hospitality travel and tourism sector.

Tourists formulate a behavior or an attitude towards any destination by encountering three crucial phases; first the selection

of a destination to visit, then evaluate the decision made to visit the destination, subsequent the future behavioral intentions, are associated with their readiness to repeat visits [34]. Retaining tourists is the best marketing tool many destinations aim to achieve as it is cost effective in terms of retaining repeat visitors and attracting new ones via spreading positive WOM [35]. Despite the evolving impact of the concept of revisit intention on tourism industry, the concept has been neglected in the research of heritage tourism [36].

Conceptual Framework and Hypothesis

This study intends to use the Stimulus-Organism-Response (S-O-R) theory as the theoretical framework to better understand tourists' behavioral responses. The S-O-R paradigm posits that external stimuli affect an individual's interior cognitive and emotional states, which in turn dictate behavioral results. In tourism, authentic destination aspects and smart tourism technologies serve as external stimuli (S), memorable tourism experiences function as the organism (O), and revisit intention indicates the behavioral reaction (R) [37-39].

Authentic destination attributes are universally acknowledged as crucial components of travelers' experiences. Authenticity allows travelers to form significant relationships with destinations via authentic cultural, historical, and experiential interactions. Prior research indicates that authentic interactions enhance travelers' emotional involvement and facilitate the formation of memorable tourism experiences. Consequently, travelers that recognize greater authenticity are anticipated to cultivate more memorable encounters during their vacation [34]. Authenticity is a key to heritage tourism experience. Verified that authenticity correlates with tourism experience [40]. It is a dynamic concept that consists of several attributes and meanings including object-based and existential. Found a strong contrast between objects and existential authenticity which are totally irrelevant [17]. However, suggesting that both dimensions of authenticity may arise simultaneously within the same experience. Based on the multidimensional perspective, this study provides a hypothesis to empirically investigate perceived authenticity as a composite construct (Object-based and existential), investigating its impact on tourists' memorable tourism experiences and behavioral intentions [18].

H1: Perceived Authenticity Positively Influences Memorable Tourism Experiences

Likewise, smart tourism technologies have revolutionized the hospitality and tourism sector by enhancing accessibility, information availability, interaction, and personalization. The incorporation of digital technologies throughout the travel process promotes effective decision-making, increases convenience, and enhances the entire travel experience. Previous studies indicate that smart tourism technology enhances tourists' views and facilitates memorable tourism experiences [41,42]. However, most of them have explored tourists' use of STTs without adequate comprehensive understanding of how these technologies affect destination perceived authenticity [41,42]. Hence, this study aims to emphasize the need to bridge this gap by examining both aspects. The following research hypothesis is therefore proposed:

H2: Smart tourism technologies dimensions positively influence memorable tourism experiences

H3: Smart tourism technologies dimensions positively influence perceived authenticity.

Significant tourism experiences substantially impact travelers' future behavioral intentions. Tourists who had significant, pleasant, and unforgettable experiences are more inclined to form positive perceptions of a destination and exhibit greater desire to return. Thus, memorable tourism experiences are anticipated to act as a crucial mechanism by which authenticity and smart tourism technologies affect the intention to revisit.

Our study aims to investigate the potential mediating role of memorable tourism experience in the relationship between Smart Tourism Technologies and perceived authenticity, as well as their impact on tourists' revisit intentions. Existing literature has consistently demonstrated a significant association between STTs and tourists' satisfaction and behavioral intention [22-43]. This study incorporates MTE as a mediating variable, so aligning with theoretical foundations and offering a refined knowledge of the experiential mechanisms connecting STTs and perceived authenticity to behavioral intentions in cultural heritage tourism. Previous studies have provided evidence supporting the relationship between tourism authenticity and MTEs [44]. In the heritage tourism context, debates concerning the tourist experience are often associated with authenticity, where the experience or product is genuine and authentic [45]. Therefore, the following hypothesis was developed:

H4: Memorable tourism experiences mediate the relationship between authentic destination attributes and revisit intention.

H5: Memorable tourism experiences mediate the relationship between smart tourism technologies and revisit intention.

Based on the foregoing discussion, the conceptual framework proposes that authentic destination attributes and smart tourism technologies positively influence memorable tourism experiences, which in turn enhance tourists' revisit intentions. Furthermore, memorable tourism experiences are acknowledged as a significant factor influencing travelers' future behavioral intentions. When tourists encounter distinctive, pleasurable, and significant experiences throughout their visit, they are more inclined to cultivate good perceptions of the place and preserve favorable recollections over time. Such experiences augment tourists' happiness, emotional connection, and loyalty, thereby elevating their tendency to revisit the destination in the future. Prior research has repeatedly shown that memorable tourism experiences enhance intentions to revisit by motivating travelers to return and recreate their favorable experiences [35]. Consequently, the subsequent hypothesis is posited:

H6: Memorable tourism experiences positively influence revisit intention.

This study formulates a conceptual framework based on current literature and the S-O-R theory to investigate the associations between authentic destination attributes, smart tourism technologies, memorable tourism experiences, and the intention to revisit. The suggested conceptual framework is presented in Figure 1.

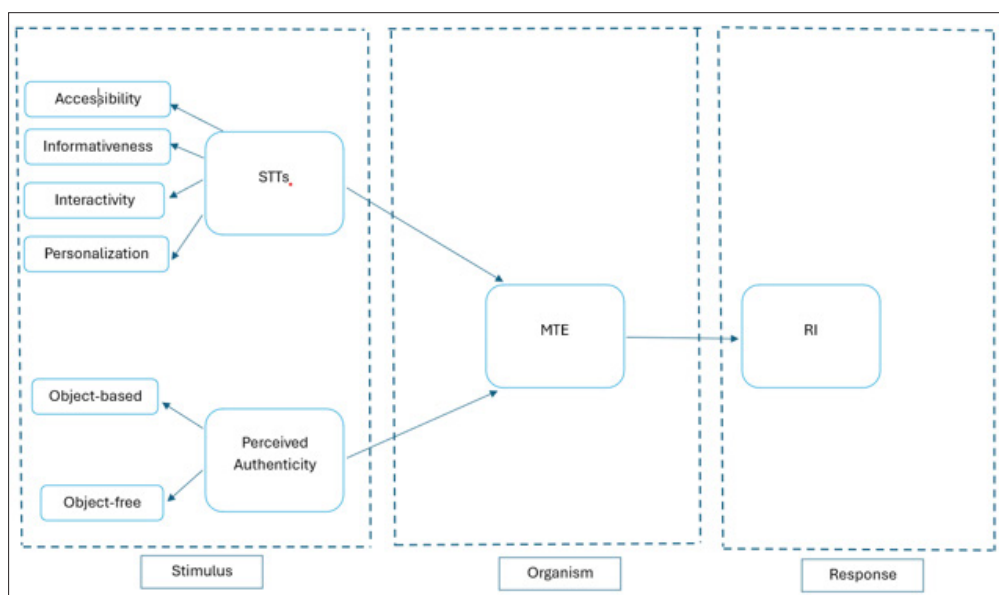


Figure 1: Conceptual Framework of the Study

Methodology

Participants and Study Design

Before executing the comprehensive study, a pilot study was conducted to evaluate the reliability and validity of the research instrument. Data were gathered through a structured questionnaire distributed to three distinct categories of tourists in Oman: domestic tourists (Omani citizens), resident tourists (non-Omani residents), and international tourists. A two-phase sampling method was utilized. Initially, selective sampling was employed to find significant cultural and heritage destinations that exemplify genuine Omani experiences, encompassing museums, historical sites, cultural festivals, and traditional marketplaces. Secondly, judgmental sampling was utilized to choose tourists who had engaged in these authentic experiences and were thus able to provide insightful feedback on smart tourism technology, perceived authenticity, memorable tourism experiences, and intentions to revisit. Screening questions were implemented to verify that responders fulfilled the study criteria. A total of 34 valid responses were collected for the pilot study and later analyzed using SmartPLS to assess the reliability and validity of the measurement instrument prior to the main data collection phase.

Instrument Development

The survey instrument was created using previously validated scales from tourism literature and tailored to the context of cultural and heritage tourism in Oman. The questionnaire included sections devoted to assessing smart tourism technologies, perceived authenticity, memorable tourism experiences, and revisit intention, along with respondents' demographic data. Smart tourism technologies were implemented across four dimensions: accessibility, informativeness, interactivity, and personalization. Perceived authenticity was assessed in two dimensions: object-based authenticity and existential (object-free) authenticity. The items measuring perceived authenticity were modified from Kolar

and Zabkar, whereas the scales for smart tourism technology, memorable tourism experiences, and revisit intention were derived from recognized tourism research. All items were assessed utilizing a seven-point Likert scale, with values ranging from 1 ("strongly disagree") to 7 ("strongly agree"). Before the pilot study, the questionnaire was subjected to experts in hospitality and tourism to determine its content validity, clarity, and relevance. Subsequent minor alterations were implemented in accordance with the experts' recommendations. Table 1 outlines the constructs, dimensions, item count, and sources utilized in the formulation of the measurement instrument.

Table 1: Summary of Measurement Scale and Sources

Construct	Dimension	No of Items	Source
SSTs	Accessibility	2	43
	Informativeness	3	
	Interactivity	3	
	Informativeness	3	
Perceived Authenticity	Object-based	4	46
	Existential (Object-free)	6	
MTE	-	24	26
RI	-	3	32

Statistical Analysis Reliability and Results

A total of 34 questionnaires were gathered with no missing answers and then analyzed using SmartPLS. The sample comprised 53% female and 47% male respondents. The majority of participants were aged 18 to 30 years (50%), followed by those aged 30 to 50 years (44%). Omani visitors constituted the predominant segment of respondents at 70.6%, and non-Omani citizens and international tourists comprised 23.5% and 5.8%, respectively. The majority of respondents have a bachelor's degree (70.6%) and were employed (79.4%). In terms of travel behavior, Muscat was the most commonly visited region (58.8%), with 41.2% of respondents indicating they visited the place more than twice.

The reliability analysis demonstrated that all constructs attained Cronbach's alpha values over 0.80, indicating strong internal consistency dependability. These findings confirm that the measurement instrument is dependable and appropriate for the primary data gathering phase. As presented in table 2 all constructs attained Cronbach's alpha values beyond the required level, varying from 0.855 to 0.991. The reliability coefficients for STTs Accessibility, STTs Informativeness, STTs Interactivity, and STTs Personalization were 0.855, 0.938, 0.876, and 0.935, respectively. Object-based Authenticity and Object-free Authenticity recorded values of 0.978 and 0.961, but Memorable Tourism Experience and Revisit Intention attained values of 0.991 and 0.976, respectively. No items were removed throughout the reliability evaluation procedure. The findings indicate that all constructs exhibited excellent internal consistency and reliability were thus deemed appropriate for the main investigation.

Table 2: Reliability Analysis Result

Constructs	Cronbach Alpha	Items deleted
STTs Accessibility (2 Items)	0.855	None
STTs Informativeness (3 Items)	0.938	None
STTs Interactivity (3 Items)	0.876	None
STTs Personalization (3 Items)	0.935	None
Object-based Authenticity (4 Items)	0.978	None
Object-free Authenticity (6 Items)	0.961	None
Memorable Travel Experience (24 Items)	0.991	None
Revisit Intention (3 Items)	0.976	None

The descriptive data reveal relatively favorable attitudes among respondents about the study constructs. Memorable Tourism Experience achieved the highest mean score ($M = 5.26$), succeeded by Object-based Authenticity and Revisit Intention, both with a mean score of ($M = 5.18$). The characteristics of Smart Tourism Technology earned commendable mean values, specifically Personalization ($M = 5.09$) and Informativeness ($M = 5.07$). The data indicate that respondents primarily regarded tourism experiences in Oman as memorable and authentic, while also demonstrating positive inclinations to come back. The favorable assessments of the constructs offer initial validation for the suggested conceptual framework and support proceeding further in a broader scale [47].

Discussion and Conclusion

The main aim of this pilot study was to assess the reliability and appropriateness of the measurement instrument before undertaking the comprehensive study. The results indicated that all constructs attained Cronbach's alpha values exceeding 0.80, varying from 0.855 to 0.991, indicating good to outstanding internal consistency reliability. Moreover, no items were eliminated during the reliability evaluation, indicating that the modified measurement scales are suitable for investigating smart tourism technologies, perceived authenticity, memorable tourism experiences, and revisit intention in the realm of cultural and heritage tourism in Oman.

The descriptive data reveal several significant conclusions. The Memorable Tourism Experience attained the highest mean score across all constructs, signifying that respondents predominantly regarded their visits to Oman's cultural and heritage attractions as significant and unforgettable. This discovery aligns with prior research that recognized memorable tourism experiences as a vital result of tourism consumption and a significant factor in destination competitiveness [26]. The outcome is especially significant in the Omani setting, where cultural heritage, historical sites, museums, forts, and traditional markets represent significant tourism assets. In the same way, object-based authenticity obtained one of the highest mean scores, indicating that respondents favorably assessed the originality and authenticity of Oman's cultural and heritage assets. This discovery corresponds with the research of Kolar and Zabkar and Wang who highlighted the significant influence of authentic cultural materials on tourists' experiences [15-17]. Oman possesses a substantial range of conserved heritage monuments, castles, forts, museums, and traditional cultural landscapes, potentially elucidating the positive judgments of authenticity expressed by respondents.

The findings also reveal favorable perceptions of the qualities of smart tourism technology, especially personalization and informativeness. The findings indicate that tourists value the accessibility of digital platforms and technology-driven services that enhance travel planning, information retrieval, and tailored experiences. The results verify earlier research indicating that smart tourism technologies enhance tourists' experiences by boosting convenience, accessibility, and engagement during their trip route [5-43]. Furthermore, the intention to revisit had a notably high mean score, reflecting respondents' want to return to Oman's cultural and heritage sites. This discovery is promising, as repeat visitors constitute a significant market segment due to their reduced acquisition costs, extended durations of stay, and enhanced word-of-mouth promotion [10-35].

Despite the promising results, various challenges must be recognized. The pilot study utilized a limited sample size of 34 respondents, hence constraining the generalizability of the findings. The data collection exclusively focused on tourists who had visited specific cultural and heritage landmarks in Oman, potentially failing to encompass the perspectives of other tourist demographics. Third, gathering comments from international tourists was difficult due to the seasonal characteristics of tourism and variations in tourist arrivals. Moreover, despite respondents indicating favorable views on authenticity, smart tourism technologies, memorable tourism experiences, and intentions to revisit, Oman still encounters obstacles in improving its tourism competitiveness relative to other GCC locations. The limitations encompass restricted visibility of international destinations, seasonal fluctuations, a comparatively modest contribution of tourism to GDP, and an absence of comprehensive data regarding repeat visiting patterns.

Consequently, the results of this pilot study must be viewed with cautious consideration and verified by a larger-scale investigation covering a more diversified sample of tourists.

Future research may enhance the existing paradigm by integrating additional variables that offer a more profound comprehension of tourist behavior in cultural and heritage tourism contexts. Specifically, technological readiness may be analyzed as a moderating variable, as tourists vary in their willingness and capacity to acquire and employ smart tourism technologies during their trip experiences. Moreover, the significance of eudaimonic experiences highlighting personal growth, self-discovery, meaningful participation, and cultural enrichment necessitate additional exploration due to their connection to authentic heritage tourist experiences. In addition, further research may investigate destination evangelism as an alternative or additional behavioral outcome. In contrast to revisit intention, destination evangelism signifies a greater degree of tourist commitment, wherein tourists actively endorse, encourage, and promote a location to others through positive word-of-mouth and social media interaction. Given that authentic and unforgettable experiences frequently extend beyond the travel experience itself, exploring destination evangelism may yield significant insights into how cultural and heritage sites like Oman can enhance destination branding, strengthen visitor advocacy, and attain sustainable tourism development.

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