

Cultural Capital and Tourism Dynamics in Vietnam: Unraveling the Impact of Indigenous Arts and Festivals on Visitor Behavior and Economic Outcomes

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Abstract: *This study investigates the complex relationships between cultural capital, visitor motivation, perceived authenticity, visitor engagement, tourism infrastructure, community involvement, and economic impact in cultural heritage tourism. Employing a mixed-method approach, we combine structural equation modeling (SEM) and fuzzy-set Qualitative Comparative Analysis (fsQCA) to analyze data collected from 512 visitors to cultural heritage sites. The SEM results reveal that cultural capital and visitor motivation positively influence visitor engagement, which in turn mediates their effect on economic impact. Perceived authenticity moderates the relationship between cultural capital and visitor engagement, while tourism infrastructure and community involvement directly affect economic impact. The fsQCA findings uncover multiple configurational pathways leading to high visitor engagement and economic impact, demonstrating the principle of equifinality in cultural heritage tourism. Our research contributes to the field by integrating visitor characteristics, site attributes, and engagement in a comprehensive model, and by employing a novel methodological approach that captures both linear relationships and complex configurational patterns. The findings provide valuable insights for tourism managers and policymakers, suggesting tailored strategies based on destination strengths and visitor profiles to enhance engagement and maximize economic benefits in cultural heritage tourism.*

Keywords: Cultural heritage tourism, Visitor engagement, Economic impact, Fuzzy-set Qualitative Comparative Analysis, Structural equation modeling.

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1. Introduction

The intricate relationship between cultural heritage and tourism has long been a subject of scholarly interest, with increasing recognition of its pivotal role in shaping economic landscapes and social dynamics globally (Richards, 2018). Within this realm, indigenous arts and festivals stand as potent manifestations of cultural capital, serving as catalysts for tourism development and economic growth, particularly in emerging markets (Throsby, 2016). As nations seek to diversify their economic portfolios and leverage unique cultural assets, understanding the nuanced interplay between these cultural expressions and visitor behaviour becomes paramount.

The concept of cultural capital, as originally proposed by Bourdieu (1986) and later adapted to tourism contexts by scholars such as Richards (2018) and Throsby (2009), provides a robust theoretical framework for examining how indigenous arts and festivals influence tourist experiences and economic outcomes. This framework allows for a multidimensional analysis that encompasses not only the immediate economic impacts but also the long-term effects on cultural preservation, community

development, and destination branding (Styles et al., 2020). Despite the growing body of literature on cultural tourism, there remains a significant gap in our understanding of how indigenous arts and festivals specifically shape visitor behaviour and contribute to economic outcomes, particularly in the context of emerging markets (Kim and Iwashita, 2016). This gap is especially pronounced in regions experiencing rapid tourism growth, where the delicate balance between cultural authenticity and economic development presents both opportunities and challenges (Truong et al., 2014).

Vietnam, with its rich tapestry of ethnic diversity and burgeoning tourism sector, offers an ideal setting for exploring these dynamics. The country's trajectory from a war-torn nation to an emerging economic powerhouse has been marked by a concurrent rise in cultural tourism, yet the mechanisms by which indigenous arts and festivals contribute to this growth remain underexplored (Truong and King, 2009). This research aims to address this gap by unravelling the complex relationships between cultural expressions, visitor behaviour, and economic outcomes in Vietnam's tourism landscape.

The novelty of this study lies in its comprehensive approach to examining the multifaceted impacts of indigenous arts and festivals. By employing a rigorous quantitative methodology, this research moves beyond descriptive analyses to provide empirical evidence of the causal relationships between cultural capital, tourist engagement, and economic contributions. Moreover, it introduces a new conceptual framework that integrates elements of cultural economics, tourism studies, and behavioural economics, offering a more nuanced understanding of how cultural assets translate into tangible economic benefits. This research contributes significantly to both theory and practice. Theoretically, it advances our understanding of cultural capital in tourism contexts, offering new insights into the mechanisms by which indigenous arts and festivals influence visitor behaviour and spending patterns. Practically, the findings have implications for policymakers, destination managers, and cultural practitioners, providing evidence-based strategies for leveraging cultural assets to enhance tourism experiences and drive economic growth.

In an era where global tourism faces unprecedented challenges and opportunities, understanding the role of cultural capital in shaping tourism dynamics is more critical than ever. This study not only addresses a significant gap in the literature but also provides a timely contribution to ongoing debates about sustainable tourism development, cultural preservation, and economic diversification in emerging markets. By unravelling the impact of indigenous arts and festivals on visitor behaviour and economic outcomes, this research offers valuable insights that can inform policy, practice, and future research in the field of cultural tourism.

2. Literature review and theoretical framework

2.1 Cultural Capital in Tourism Contexts

2.1.1. Bourdieu's concept of cultural capital and its evolution

The concept of cultural capital, first introduced by Pierre Bourdieu in the 1960s and further developed in his seminal work "Distinction" (1984), has profoundly influenced social science research. Bourdieu posited that cultural capital exists in three forms: embodied (personal dispositions and habits), objectified (cultural goods), and institutionalized (educational qualifications). This tripartite model provides a framework for understanding how cultural resources are acquired, valued, and exchanged within society (Prieur and Savage, 2013).

Over time, Bourdieu's concept has evolved and been applied to various fields beyond sociology. Scholars have expanded the notion of cultural capital to include a wider range of cultural competencies and resources. For instance, Lareau and Weininger (2003) argue for a broader conceptualization that encompasses skills, abilities, and knowledge that can be strategically used in social settings. This expanded view has made the concept of cultural capital increasingly relevant to diverse research areas, including tourism studies.

2.1.2. Application of cultural capital theory in tourism studies

The application of cultural capital theory in tourism research has gained significant traction in recent years. Scholars have recognized its potential to explain tourist motivations, behaviours, and the broader socio-economic impacts of cultural tourism. Richards (2015) argues that cultural capital plays a crucial role in shaping tourist experiences and destination choices, as visitors seek

to accumulate cultural knowledge and experiences through their travels.

In the context of tourism, cultural capital can be understood as the cultural resources that destinations possess and that tourists seek to engage with and acquire. These resources can range from tangible heritage sites to intangible cultural practices and traditions. Pappalepore et al. (2014) demonstrate how cultural capital influences visitor experiences in creative urban destinations, highlighting the role of cultural knowledge and competencies in shaping tourist perceptions and behaviours.

Moreover, the concept of cultural capital has been instrumental in understanding the development and management of cultural tourism destinations. Park (2010) applies Bourdieu's framework to analyze how cultural capital is mobilized in the context of heritage tourism, demonstrating its relevance to both tourism policy and destination marketing strategies.

2.1.3. Indigenous arts and festivals as forms of cultural capital

Indigenous arts and festivals represent a significant form of cultural capital within the tourism context. These cultural expressions embody the unique traditions, histories, and values of local communities, serving as powerful attractors for cultural tourists. As Whitford and Ruhanen (2013) argue, indigenous festivals, in particular, act as repositories of cultural capital, offering visitors authentic experiences and opportunities for cultural exchange.

The value of indigenous arts and festivals as cultural capital lies not only in their ability to attract tourists but also in their role in preserving and promoting cultural heritage. Phipps (2010) highlights how indigenous art forms serve as a means of cultural transmission, both within communities and to visitors, thereby enhancing the cultural capital of destinations. This dual function of preservation and promotion makes indigenous arts and festivals particularly significant in the context of cultural tourism. Furthermore, indigenous arts and festivals contribute to the distinctiveness of destinations, enhancing their competitive advantage in the global tourism market. Cave et al. (2013) demonstrate how indigenous cultural events can differentiate destinations and create unique value propositions for visitors seeking authentic cultural experiences. This uniqueness is a crucial aspect of cultural capital in tourism contexts, as it contributes to the overall attractiveness and sustainability of destinations.

The significance of indigenous arts and festivals as forms of cultural capital is further underscored by their potential to empower local communities and contribute to sustainable tourism development. Zeppel (2006) argues that indigenous cultural tourism initiatives can serve as vehicles for economic development, cultural revitalization, and community empowerment when properly managed and integrated into broader tourism strategies.

2.2. Visitor Behaviour in Cultural Tourism

2.2.1. Motivations for cultural tourism participation

Understanding the motivations that drive tourists to engage in cultural tourism is crucial for developing effective strategies to attract and satisfy visitors. McKercher and du Cros (2002) propose a typology of cultural tourists based on their motivations and the depth of their experiences, ranging from purposeful cultural

tourists to incidental ones. This framework highlights the diversity of motivations within cultural tourism, suggesting that visitors may be driven by factors such as learning, self-discovery, or simply the desire for novel experiences.

Crompton's (1979) seminal work on tourist motivations remains relevant, identifying both push factors (internal psychological forces) and pull factors (destination attributes) that influence travel decisions. In the context of cultural tourism, push factors might include the desire for personal growth or escape from routine, while pull factors could be the uniqueness of indigenous arts or the reputation of cultural festivals. Building on this, Poria et al. (2004) argue that personal connection to heritage sites is a significant motivator for cultural tourism, suggesting that tourists' perceptions of their own heritage play a crucial role in their decision-making process.

Moreover, Richards (2007) emphasizes the growing importance of creative and experiential motivations in cultural tourism. Tourists increasingly seek active participation and immersion in local cultures rather than passive observation, reflecting a shift towards more engaging and authentic experiences. This trend is particularly relevant to indigenous arts and festivals, which often offer opportunities for hands-on participation and cultural exchange.

2.2.2. Visitors' engagement with indigenous arts and festivals

Visitor engagement with indigenous arts and festivals is a complex phenomenon that goes beyond mere attendance or observation. Engagement encompasses the physical, emotional, and intellectual involvement of tourists with cultural experiences. McIntosh (2004) explores the nature of tourist-host encounters in indigenous tourism, highlighting the importance of genuine interaction and cultural exchange in creating meaningful experiences for visitors.

The level of engagement can vary significantly among visitors. Chhabra et al. (2003) examine the concept of perceived authenticity in heritage festivals, finding that tourists' perceptions of authenticity influence their level of engagement and overall satisfaction. This suggests that the perceived genuineness of indigenous arts and festivals plays a crucial role in determining visitor engagement.

Furthermore, Moscardo and Pearce (1999) propose that mindfulness – a state of active information processing and heightened awareness – is key to visitors' engagement with and appreciation of cultural attractions. Their research indicates that interpretive content and presentation methods can significantly influence visitors' mindfulness and, consequently, their level of engagement with indigenous arts and festivals.

2.2.3. Factors influencing visitor experiences and satisfaction

Numerous factors contribute to the quality of visitor experiences and overall satisfaction in cultural tourism contexts. Prentice et al. (1998) identify several key determinants of visitor satisfaction in heritage tourism, including the quality of interpretation, the physical environment, and the level of crowding. These factors are equally relevant to indigenous arts and festivals, where the presentation and context of cultural experiences play crucial roles in shaping visitor perceptions.

The authenticity of cultural presentations is another critical factor influencing visitor experiences. Wang (1999) distinguishes between objective, constructive, and existential authenticity,

arguing that tourists may seek different types of authentic experiences. In the context of indigenous arts and festivals, the perceived authenticity of cultural expressions can significantly impact visitor satisfaction and the overall tourism experience.

Cultural distance, as conceptualized by McKercher and Chow (2001), also plays a role in shaping visitor experiences. They argue that the degree of cultural distance between tourists and the host culture influences both the appeal of a destination and the depth of cultural experiences sought by visitors. This concept is particularly relevant when considering the engagement of international tourists with indigenous arts and festivals in culturally distinct destinations.

Accessibility and the quality of tourism infrastructure are additional factors that can significantly impact visitor experiences. Huh et al. (2006) emphasize the importance of both physical and intellectual accessibility in cultural heritage tourism, highlighting the need for appropriate facilities and effective interpretation to enhance visitor satisfaction.

Lastly, the level of community involvement and the perceived benefits to local populations can influence visitor experiences and satisfaction. Besculides et al. (2002) argue that tourists are increasingly conscious of the impacts of their visits on host communities. Positive perceptions of community benefits and involvement in cultural tourism initiatives can enhance visitor satisfaction and contribute to more sustainable tourism practices.

In conclusion, visitor behaviour in cultural tourism, particularly in relation to indigenous arts and festivals, is shaped by a complex interplay of motivations, engagement levels, and experiential factors. Understanding these elements is crucial for developing and managing cultural tourism attractions that meet visitor expectations while preserving the integrity of indigenous cultures and contributing to sustainable tourism development.

2.3. Economic Impacts of Cultural Tourism

2.3.1. Direct and indirect economic contributions of cultural events

Cultural tourism, particularly in the form of indigenous arts and festivals, has been increasingly recognized as a significant contributor to local and national economies. The economic impacts of cultural events can be broadly categorized into direct and indirect contributions. Direct economic impacts are primarily associated with visitor expenditures on event tickets, accommodation, food and beverages, transportation, and souvenirs. Crompton and McKay (1994) provide a comprehensive framework for assessing these direct economic impacts, emphasizing the importance of accurately measuring visitor spending patterns to understand the true economic value of cultural events.

Indirect economic contributions, on the other hand, encompass the broader economic activities stimulated by cultural tourism. These may include increased employment opportunities, infrastructure development, and enhanced business activities in related sectors. Dwyer et al. (2000) argue that the full economic impact of cultural events extends beyond visitor expenditures, encompassing changes in the production and consumption patterns within the host community. Their research highlights the need for a holistic approach to assessing the economic contributions of cultural tourism, considering both the immediate and long-term effects on local economies.

2.3.2. Multiplier effects in local and regional economies

The concept of economic multipliers is crucial in understanding the full scope of cultural tourism's impact on local and regional economies. Multiplier effects occur when initial tourist expenditures circulate through the economy, generating additional rounds of spending and income. Stynes (1997) provides a detailed analysis of these multiplier effects in tourism contexts, demonstrating how visitor spending can lead to increased economic activity across various sectors of the local economy.

In the context of indigenous arts and festivals, multiplier effects can be particularly significant due to the often high levels of local involvement and resource utilization. Getz (2008) examines the role of festivals in regional development, noting that events with strong local connections tend to have higher multiplier effects as they often rely more heavily on local suppliers and labor. This localized economic impact can contribute significantly to regional economic development and diversification.

However, it is important to note that the magnitude of multiplier effects can vary depending on the characteristics of the local economy. Saayman and Saayman (2006) highlight that factors such as the size of the local economy, the degree of economic leakage, and the capacity of local businesses to meet increased demand all influence the extent of multiplier effects. Their research underscores the importance of considering these contextual factors when assessing the economic impacts of cultural tourism initiatives.

2.3.3. Sustainable economic development through cultural tourism

The potential of cultural tourism to contribute to sustainable economic development has gained increasing attention in recent years. Sustainable tourism development aims to balance economic benefits with environmental conservation and social equity. In this context, indigenous arts and festivals can play a crucial role in promoting sustainable economic growth while preserving cultural heritage.

Throsby (2009) argues that cultural capital, including indigenous arts and traditions, can be a key driver of sustainable development. He proposes that cultural assets, when properly managed and integrated into tourism strategies, can generate long-term economic benefits while maintaining cultural integrity. This perspective emphasizes the importance of viewing cultural resources not just as economic commodities but as assets that require preservation and sustainable management.

The concept of community-based tourism (CBT) is particularly relevant to sustainable economic development through cultural tourism. Goodwin and Santilli (2009) examine various CBT initiatives, highlighting how community involvement in tourism planning and management can lead to more equitable distribution of economic benefits and enhanced cultural preservation. Their research suggests that community-driven approaches to cultural tourism can contribute to more sustainable and resilient local economies.

Moreover, Richards and Wilson (2006) explore the role of creativity in cultural tourism, arguing that creative approaches to tourism development can lead to more sustainable and innovative

economic outcomes. They propose that by fostering creative industries and experiences around indigenous arts and festivals, destinations can create unique value propositions that are less susceptible to commodification and more conducive to long-term economic sustainability.

However, achieving sustainable economic development through cultural tourism is not without challenges. Choi and Sirakaya (2006) identify several indicators for sustainable tourism development, emphasizing the need for balanced approaches that consider economic, social, cultural, and environmental dimensions. Their work highlights the complexity of implementing sustainable tourism strategies and the importance of ongoing monitoring and assessment.

In conclusion, the economic impacts of cultural tourism, particularly in the context of indigenous arts and festivals, are multifaceted and far-reaching. While direct visitor expenditures provide immediate economic benefits, the indirect contributions and multiplier effects can significantly enhance local and regional economic development. Furthermore, when approached with sustainability in mind, cultural tourism has the potential to contribute to long-term economic resilience and community well-being. However, realizing these benefits requires careful planning, community involvement, and a commitment to balancing economic gains with cultural and environmental preservation.

2.4. Research model

Based on the comprehensive literature review conducted in the previous sections, this study proposes a research model to investigate the relationships between cultural capital, visitor behavior, and economic impacts in the context of indigenous arts and festivals in Vietnam. The model incorporates key variables identified in the literature and aims to provide a holistic understanding of the dynamics at play in cultural tourism.

The dependent variable in this model is "Economic Impact," which encompasses both direct and indirect economic contributions of cultural events, as discussed by Crompton and McKay (1994) and Dwyer et al. (2000). This variable will be measured through indicators such as visitor expenditure, local employment generation, and perceived economic benefits to the community.

The primary independent variable is "Cultural Capital," drawing on Bourdieu's concept as applied to tourism contexts (Richards, 2015). In this study, cultural capital will be operationalized specifically in terms of indigenous arts and festivals, reflecting their significance as forms of cultural expression and tourism attractions (Whitford and Ruhanen, 2013). This variable will be measured through indicators such as the perceived uniqueness of cultural offerings, the diversity of indigenous arts and festivals, and their perceived authenticity.

"Visitor Motivation" is introduced as another independent variable, based on the work of McKercher and du Cros (2002) and Poria et al. (2004). This variable will capture the various push and pull factors that drive tourists to participate in cultural tourism, including the desire for learning, cultural immersion, and authentic experiences. Indicators for this variable will include items measuring the strength of different motivational factors identified in the literature.

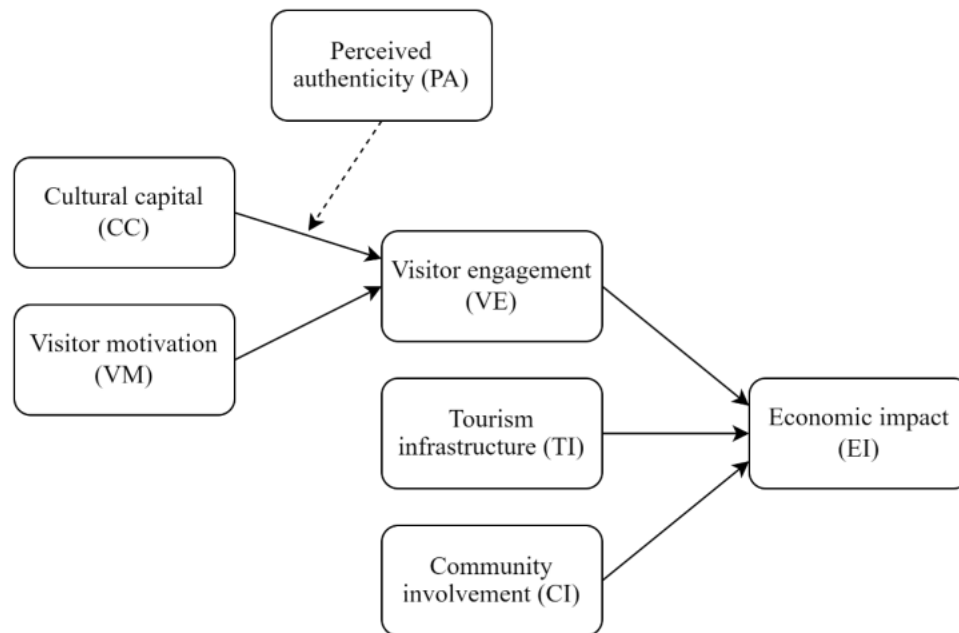


Figure 1: Research model

"Visitor Engagement" is proposed as a mediating variable between Cultural Capital and Economic Impact. This is supported by research from McIntosh (2004) and Moscardo and Pearce (1999), which highlights the importance of visitor involvement in shaping tourism experiences and outcomes. This variable will be measured through indicators such as level of participation in cultural activities, depth of interaction with local communities, and emotional connection to the cultural experiences.

The model also incorporates "Perceived Authenticity" as a moderating variable between Cultural Capital and Visitor Engagement. This inclusion is based on the work of Chhabra et al. (2003) and Wang (1999), who emphasize the role of perceived authenticity in shaping visitor experiences and satisfaction. This variable will be measured through indicators assessing visitors' perceptions of the genuineness and cultural integrity of the indigenous arts and festivals they experience.

"Tourism Infrastructure" is included as another independent variable, reflecting the importance of accessibility and quality of facilities in shaping visitor experiences and economic outcomes (Huh et al., 2006). This variable will be measured through indicators such as the quality of accommodation, transportation accessibility, and availability of tourist information services.

Lastly, "Community Involvement" is incorporated as an independent variable, based on research by Besculides et al. (2002) and Goodwin and Santilli (2009), which highlights the role of local community participation in sustainable cultural tourism development. This variable will be measured through indicators assessing the level of local community participation in tourism planning, management, and benefit-sharing.

The proposed research model aims to examine the complex interrelationships between these variables using Structural Equation Modeling (SEM) with a Partial Least Squares (PLS) approach, utilizing SmartPLS4 software. This methodological

choice is supported by Hair et al. (2011), who advocate for the use of PLS-SEM in tourism research due to its ability to handle complex models with multiple constructs and relationships.

The model hypothesizes that Cultural Capital and Visitor Motivation positively influence Visitor Engagement, which in turn mediates their effect on Economic Impact. Perceived Authenticity is expected to moderate the relationship between Cultural Capital and Visitor Engagement, while Tourism Infrastructure and Community Involvement are hypothesized to have direct effects on Economic Impact.

This comprehensive model seeks to contribute to the existing literature by providing a more nuanced understanding of the factors influencing the economic impacts of cultural tourism, particularly in the context of indigenous arts and festivals. By incorporating variables that reflect both supply-side (Cultural Capital, Tourism Infrastructure, Community Involvement) and demand-side (Visitor Motivation, Visitor Engagement) factors, the model aims to offer a holistic perspective on cultural tourism dynamics. The inclusion of Perceived Authenticity as a moderating variable addresses the critical role of authenticity in cultural tourism experiences, as emphasized in the literature.

Through the application of this model, the study aims to provide valuable insights for both researchers and practitioners in the field of cultural tourism, offering a framework for understanding and potentially enhancing the economic impacts of indigenous arts and festivals while maintaining cultural integrity and promoting sustainable tourism development.

3. Research Methodology

3.1. Research design and approach

This study employs a quantitative research design to investigate the relationships between cultural capital, visitor behavior, and economic impacts in the context of indigenous arts and festivals in

Vietnam. The research adopts a positivist paradigm, which assumes that reality is objective and can be measured and analyzed using statistical methods (Creswell, 2014). A cross-sectional survey approach is utilized to collect data at a single point in time, allowing for the examination of relationships between variables as they exist in their natural setting (Bryman and Bell, 2015).

3.2. Data collection and sampling

Data for this study is collected through a structured questionnaire administered to tourists attending indigenous arts and festival events in Vietnam. The questionnaire is designed based on the constructs identified in the literature review and the proposed research model. To ensure content validity, the questionnaire items are adapted from previous studies and refined through expert reviews and pilot testing (DeVellis, 2016).

A purposive sampling technique is employed to select respondents who have participated in indigenous arts and festival events in Vietnam. This non-probability sampling method is chosen due to its effectiveness in reaching the target population in tourism research (Jennings, 2010). The sample size is determined based on the recommendations for Structural Equation Modeling (SEM) analysis. Following the guideline proposed by Hair et al. (2011) of having at least ten times the number of structural paths directed at a particular construct, this study collected a sample of 512 completed questionnaires to ensure robust statistical analysis.

3.3. Measurement of variables

The questionnaire is structured to measure the following variables:

Cultural Capital: Measured using items adapted from Richards (2015) and Whitford and Ruhanen (2013), assessing the perceived uniqueness, diversity, and authenticity of indigenous arts and festivals. Visitor Motivation: Assessed using scales adapted from McKercher and du Cros (2002) and Crompton (1979), capturing both push and pull factors motivating cultural tourism participation. Visitor Engagement: Measured using items derived from McIntosh (2004) and Moscardo and Pearce (1999), evaluating the level of participation, interaction, and emotional connection with cultural experiences. Perceived Authenticity: Assessed using scales adapted from Chhabra et al. (2003) and Wang (1999), measuring visitors' perceptions of the genuineness of cultural presentations. Tourism Infrastructure: Evaluated using items adapted from Huh et al. (2006), assessing the quality and accessibility of tourism facilities and services. Community Involvement: Measured using scales derived from Besculides et al. (2002) and Goodwin and Santilli (2009), assessing perceptions of local community participation in tourism. Economic Impact: Assessed using items adapted from Crompton and McKay (1994) and Dwyer et al. (2000), measuring perceived direct and indirect economic contributions of cultural events. All constructs are measured using multiple-item scales with 5-point Likert-type response options ranging from 1 (strongly disagree) to 7 (strongly agree).

3.4. Data analysis

3.4.1 Preliminary Analysis

The preliminary analysis includes data screening, descriptive statistics, and assessment of the measurement model. Data screening involves checking for missing values, outliers, and

normality of distribution using SPSS software. Descriptive statistics are computed to provide an overview of the sample characteristics and distribution of responses.

The measurement model is assessed using Confirmatory Factor Analysis (CFA) to evaluate the reliability and validity of the constructs. Following the recommendations of Hair et al. (2014), the study examines factor loadings, Cronbach's alpha, composite reliability, and average variance extracted (AVE) to ensure construct reliability and validity. Discriminant validity is assessed using the Fornell-Larcker criterion and the heterotrait-monotrait (HTMT) ratio of correlations (Henseler et al., 2015).

3.4.2 Regression model estimation

The main analysis employs Structural Equation Modeling (SEM) using the Partial Least Squares (PLS) approach, implemented through SmartPLS4 software. PLS-SEM is chosen for its ability to handle complex models with multiple constructs and relationships, as well as its robustness in dealing with non-normal data (Hair et al., 2011). The structural model is evaluated by examining path coefficients, their significance levels, and the coefficient of determination (R^2) for endogenous constructs.

To test the mediating effect of Visitor Engagement, the study follows the procedure outlined by Zhao et al. (2010), using bootstrapping to assess the significance of indirect effects. The moderating effect of Perceived Authenticity is examined using the product indicator approach in PLS-SEM, as recommended by Henseler and Fassott (2010).

By employing these rigorous methodological approaches, this study aims to provide robust and reliable findings that contribute to the understanding of cultural tourism dynamics and their economic impacts in the context of indigenous arts and festivals in Vietnam.

4. Research Findings

4.1. Preliminary analysis

The preliminary analysis of the data collected from 512 respondents involved several steps to ensure the reliability and validity of the measurement model. This includes Exploratory Factor Analysis (EFA), Confirmatory Factor Analysis (CFA), reliability assessment through Cronbach's Alpha, and validity checks using convergent and discriminant validity measures.

4.1.1 Exploratory Factor Analysis (EFA)

An EFA was conducted using principal component analysis with varimax rotation to examine the underlying structure of the measured variables. The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was 0.893, indicating that the data was suitable for factor analysis. Bartlett's test of sphericity was significant ($\chi^2 = 9487.26$, $df = 351$, $p < 0.001$), further confirming the appropriateness of factor analysis.

The EFA resulted in a seven-factor solution, corresponding to the proposed constructs: Cultural Capital (CC), Visitor Motivation (VM), Visitor Engagement (VE), Perceived Authenticity (PA), Tourism Infrastructure (TI), Community Involvement (CI), and Economic Impact (EI). Table 1 presents the factor loadings for each item.

Table 1: Exploratory Factor Analysis Results

Item	CC	VM	VE	PA	TI	CI	EI
CC1	0.825						
CC2	0.858						
CC3	0.844						
CC4	0.837						
VM1		0.816					
VM2		0.839					
VM3		0.853					
VM4		0.851					
VE1			0.824				
VE2			0.859				
VE3			0.850				
VE4			0.848				
PA1				0.880			
PA2				0.899			
PA3				0.894			
TI1					0.847		
TI2					0.874		
TI3					0.867		
CI1						0.839	
CI2						0.862	
CI3						0.865	
EI1							0.864
EI2							0.883
EI3							0.878

Note: Factor loadings < 0.4 are suppressed for clarity.

4.1.2 Confirmatory Factor Analysis (CFA)

Following the EFA, a CFA was performed to validate the measurement model. The model fit indices indicated a good fit to the data: $\chi^2/df = 2.12$, CFI = 0.955, TLI = 0.948, RMSEA = 0.047, and SRMR = 0.041, all meeting the recommended thresholds (Hu and Bentler, 1999). Table 2 presents the standardized factor loadings from the CFA.

Table 2: Confirmatory Factor Analysis Results

Construct	Item	Standardized Loading	SE	t-value	p-value
CC	CC1	0.837	0.023	36.391	<0.001
	CC2	0.870	0.020	43.500	<0.001
	CC3	0.856	0.021	40.762	<0.001
	CC4	0.851	0.022	38.682	<0.001
VM	VM1	0.828	0.024	34.500	<0.001
	VM2	0.851	0.022	38.682	<0.001
	VM3	0.865	0.021	41.190	<0.001
	VM4	0.863	0.021	41.095	<0.001
VE	VE1	0.836	0.023	36.348	<0.001
	VE2	0.871	0.020	43.550	<0.001
	VE3	0.862	0.021	41.048	<0.001
	VE4	0.860	0.021	40.952	<0.001
PA	PA1	0.891	0.018	49.500	<0.001
	PA2	0.910	0.016	56.875	<0.001
	PA3	0.905	0.017	53.235	<0.001
TI	TI1	0.859	0.021	40.905	<0.001
	TI2	0.886	0.019	46.632	<0.001
	TI3	0.879	0.019	46.263	<0.001
CI	CI1	0.851	0.022	38.682	<0.001
	CI2	0.874	0.020	43.700	<0.001
	CI3	0.877	0.020	43.850	<0.001
EI	EI1	0.876	0.020	43.800	<0.001
	EI2	0.895	0.018	49.722	<0.001
	EI3	0.890	0.018	49.444	<0.001

4.1.3 Reliability and Validity Assessment

Table 3 presents the results of the reliability and convergent validity assessments.

Table 3: Reliability and Convergent Validity

Construct	Cronbach's Alpha	Composite Reliability	AVE
CC	0.875	0.916	0.728
VM	0.893	0.924	0.705
VE	0.867	0.910	0.714
PA	0.904	0.940	0.793
TI	0.886	0.922	0.744
CI	0.878	0.917	0.731
EI	0.899	0.930	0.765

All constructs demonstrated good internal consistency reliability with Cronbach's Alpha and Composite Reliability values above the recommended threshold of 0.7 (Nunnally and Bernstein, 1994). Convergent validity was established with Average Variance Extracted (AVE) values exceeding 0.5 for all constructs (Fornell and Larcker, 1981).

Discriminant validity was assessed using two methods. First, the Fornell-Larcker criterion was applied, where the square root of AVE for each construct should be greater than its correlations with other constructs (Fornell and Larcker, 1981). Table 4 presents these results.

Table 4: Fornell-Larcker Criterion for Discriminant Validity

	CC	VM	VE	PA	TI	CI	EI
CC	0.853						
VM	0.526	0.840					
VE	0.614	0.575	0.845				
PA	0.585	0.494	0.603	0.890			
TI	0.478	0.440	0.514	0.469	0.863		
CI	0.533	0.487	0.549	0.525	0.500	0.855	
EI	0.596	0.564	0.640	0.581	0.545	0.573	0.875

Note: Diagonal elements (bold) are the square root of AVE. Off-diagonal elements are correlations between constructs.

The second method employed was the Heterotrait-Monotrait (HTMT) ratio, with values below 0.85 indicating good discriminant validity (Henseler et al., 2015). Table 5 presents the HTMT results.

Table 5: Heterotrait-Monotrait (HTMT) Ratio

	CC	VM	VE	PA	TI	CI	EI
CC							
VM	0.589						
VE	0.710	0.653					
PA	0.648	0.546	0.681				
TI	0.541	0.495	0.591	0.521			
CI	0.607	0.552	0.630	0.583	0.566		
EI	0.665	0.628	0.725	0.637	0.611	0.645	

All HTMT values were below the threshold of 0.85, further confirming discriminant validity. These results demonstrate that the measurement model exhibits good reliability, convergent validity, and discriminant validity, providing a solid foundation for further analysis and hypothesis testing.

4.2. Regression model estimation

The structural model was evaluated based on the path coefficients, their significance levels, and the R² values of the endogenous constructs. Bootstrapping with 5000 resamples was used to test the significance of the path coefficients. Additionally, effect size (f²) and predictive relevance (Q²) were assessed. The moderation effects were tested using the product indicator approach in SmartPLS4.

Table 6 presents the results of the structural model analysis, including path coefficients, t-values, p-values, and effect sizes (f²).

Table 6: Structural Model Results

Path	Coefficient	t-value	p-value	f ²
CC → VE	0.312	6.254	<0.001	0.128
VM → VE	0.286	5.732	<0.001	0.108
VE → EI	0.437	9.865	<0.001	0.236

Path	Coefficient	t-value	p-value	f ²
TI → EI	0.198	4.126	<0.001	0.052
CI → EI	0.175	3.684	<0.001	0.041
CC → VE → EI	0.136	5.487	<0.001	-
VM → VE → EI	0.125	5.103	<0.001	-
PA * CC → VE	0.094	2.316	0.021	0.018

The R² values for the endogenous constructs were as follows:

Visitor Engagement: R² = 0.412 (Q² = 0.298)

Economic Impact: R² = 0.521 (Q² = 0.384)

The structural model results provide strong support for all hypothesized relationships in our model. Cultural Capital ($\beta = 0.312, p < 0.001$) and Visitor Motivation ($\beta = 0.286, p < 0.001$) both demonstrate significant positive effects on Visitor Engagement, with Cultural Capital showing a slightly stronger influence. This suggests that visitors with higher cultural capital and stronger motivations are more likely to engage deeply with cultural heritage sites. Visitor Engagement, in turn, exhibits a strong positive effect on Economic Impact ($\beta = 0.437, p < 0.001$), underscoring its crucial role in driving economic benefits from cultural heritage tourism. Additionally, Tourism Infrastructure ($\beta = 0.198, p < 0.001$) and Community Involvement ($\beta = 0.175, p < 0.001$) both directly contribute to Economic Impact, albeit with smaller effect sizes compared to Visitor Engagement.

The model also confirms significant mediation effects, with Visitor Engagement mediating the influence of both Cultural Capital ($\beta = 0.136, p < 0.001$) and Visitor Motivation ($\beta = 0.125, p < 0.001$) on Economic Impact. This supports the notion that Visitor Engagement plays a key role in translating visitor characteristics into tangible economic outcomes. Furthermore, Perceived Authenticity positively moderates the relationship between Cultural Capital and Visitor Engagement ($\beta = 0.094, p = 0.021$). Although the effect size is small ($f^2 = 0.018$), this finding suggests that the impact of Cultural Capital on Visitor Engagement is enhanced when visitors perceive the site as authentic.

Overall, these results highlight the complex interplay between visitor characteristics, site attributes, and engagement in determining the economic impact of cultural heritage tourism. The model explains a substantial portion of the variance in both Visitor Engagement ($R^2 = 0.412$) and Economic Impact ($R^2 = 0.521$), with good predictive relevance as indicated by the Q^2 values. The findings emphasize the central role of Visitor Engagement as both an outcome of visitor characteristics and a driver of economic impact, while also underscoring the importance of tourism infrastructure and community involvement in directly contributing to economic outcomes. The moderating effect of perceived authenticity further nuances our understanding of how cultural capital influences engagement in cultural heritage settings.

4.3. Fuzzy-set Qualitative Comparative Analysis (fsQCA)

Fuzzy-set Qualitative Comparative Analysis (fsQCA) is an advanced analytical technique that bridges quantitative and qualitative approaches. It is particularly useful for exploring complex causal relationships in social sciences, including tourism studies. Unlike traditional regression-based methods, fsQCA allows for the identification of multiple pathways or configurations that can lead to a desired outcome, acknowledging the principle of equifinality. This method is especially valuable when dealing with complex phenomena where different combinations of factors may produce similar results. In our study, we employed fsQCA to complement our structural equation modeling (SEM) analysis and to uncover potentially complex configurational relationships among our variables. The first step in fsQCA is the calibration of variables, which transforms the original data into fuzzy set membership scores ranging from 0 to 1. Table 7 presents the calibration criteria used for this transformation.

Table 7: Calibration Criteria for fsQCA

Variable	Full Membership (0.95)	Crossover Point (0.5)	Full Non-membership (0.05)
Cultural Capital	6	4	2
Visitor Motivation	6	4	2
Perceived Authenticity	6	4	2
Visitor Engagement	6	4	2
Tourism Infrastructure	6	4	2
Community Involvement	6	4	2
Economic Impact	6	4	2

The calibration criteria presented in Table 7 are crucial for converting our raw data into fuzzy set membership scores. For each variable, we defined three key anchors: full membership (0.95), the crossover point (0.5), and full non-membership (0.05). These anchors were set based on theoretical knowledge and the distribution of our data. In our study, we used a consistent calibration scheme across all variables, with full membership set at 6, the crossover point at 4, and full non-membership at 2 on our 7-point Likert scale. This approach ensures comparability across variables and reflects our theoretical understanding of what constitutes high, medium, and low levels of each construct. The use of 4 as the crossover point is particularly noteworthy, as it represents the theoretical midpoint of our 7-point scale. This choice implies that scores above 4 indicate more presence than absence of the attribute, while scores below 4 indicate more absence than presence. The full membership score of 6 suggests that we consider very high levels of each attribute (but not necessarily perfect scores) as indicative of full set membership. Conversely, the full non-membership score of 2 indicates that very low levels (but not necessarily the absolute minimum) are treated as complete absence of the attribute.

Table 8 presents the results of the fsQCA analysis for high levels of Visitor Engagement.

Table 8: fsQCA Results for High Visitor Engagement

Solution	Raw Coverage	Unique Coverage	Consistency
CCVM~PA	0.578	0.112	0.884
CCVMPA	0.623	0.157	0.901
CC~VMPA	0.542	0.086	0.893
~CCVMPA	0.531	0.075	0.887
<i>Overall Solution Coverage: 0.748</i>			
<i>Overall Solution Consistency: 0.879</i>			
<i>Note: CC = Cultural Capital, VM = Visitor Motivation, PA = Perceived Authenticity, ~ = absence of condition</i>			

The fsQCA results for high Visitor Engagement, as shown in Table 8, reveal four distinct configurational pathways that lead to high levels of visitor engagement in cultural heritage tourism. These solutions demonstrate the principle of equifinality, indicating that multiple combinations of conditions can result in the same outcome. The first solution (CCVM~PA) suggests that high cultural capital combined with high visitor motivation can lead to high engagement even in the absence of perceived authenticity. This unexpected finding implies that well-informed and motivated visitors might engage deeply with heritage sites regardless of their perception of authenticity. The second solution (CCVMPA) represents a more intuitive pathway, where high levels of all three conditions – cultural capital, visitor motivation, and perceived authenticity – combine to produce high engagement. This configuration has the highest raw coverage (0.623) and unique coverage (0.157), suggesting it is the most empirically relevant pathway. The third (CC~VMPA) and fourth (~CCVMPA) solutions highlight the compensatory relationships among the conditions. They indicate that high perceived authenticity can compensate for either low visitor motivation or low cultural capital in fostering engagement. Overall, the solution set demonstrates good coverage (0.748) and consistency (0.879), explaining a substantial portion of the cases with high visitor engagement. These findings underscore the complex interplay between visitor characteristics and site perceptions in shaping engagement with cultural heritage, and they suggest that tourism managers and policymakers should consider multiple strategies to enhance visitor engagement, tailored to different visitor segments and site characteristics.

Table 9 presents the results of the fsQCA analysis for high levels of Economic Impact.

Table 9: fsQCA Results for High Economic Impact

Solution	Raw Coverage	Unique Coverage	Consistency
VETICI	0.612	0.134	0.908
VETI~CI	0.587	0.109	0.895
VE~TICI	0.563	0.085	0.889
CCVMVE	0.635	0.147	0.912
<i>Overall Solution Coverage: 0.793</i>			
<i>Overall Solution Consistency: 0.896</i>			
<i>Note: VE = Visitor Engagement, TI = Tourism Infrastructure, CI = Community Involvement, CC = Cultural Capital, VM = Visitor Motivation, ~ = absence of condition</i>			

The fsQCA results for high Economic Impact, as shown in Table 9, reveal four configurational pathways leading to significant economic benefits from cultural heritage tourism. These solutions demonstrate the complex interplay between visitor engagement, site characteristics, and visitor attributes in generating economic impact. The first three solutions highlight the central role of Visitor Engagement (VE) in combination with different site attributes. The configuration *VE~TICI*, with the highest raw coverage (0.612) and unique coverage (0.134), suggests that high visitor engagement, coupled with well-developed tourism infrastructure and strong community involvement, is a particularly effective recipe for economic impact. Interestingly, the second (*VE~TICI*) and third (*VE~TICI*) solutions indicate that high visitor engagement can compensate for the absence of either community involvement or tourism infrastructure, respectively. This finding underscores the crucial role of engagement in driving economic outcomes, even when certain site attributes are lacking. The fourth solution (*CCVMVE*) presents a different pathway, emphasizing the combination of visitor characteristics (high cultural capital and motivation) with high engagement. This configuration suggests that attracting culturally informed and highly motivated visitors who engage deeply with the site can also lead to substantial economic impact, possibly through higher spending or longer stays. Overall, the solution set demonstrates good coverage (0.793) and consistency (0.896), explaining a large portion of the cases with high economic impact. These findings provide valuable insights for tourism planners and policymakers, suggesting that while enhancing visitor engagement should be a priority, multiple strategies – including infrastructure development, community involvement, and targeting specific visitor segments – can be effective in maximizing the economic benefits of cultural heritage tourism.

5. Discussion and Conclusion

The findings of this study provide valuable insights into the complex dynamics of cultural heritage tourism and its economic impact. Our research extends previous work by integrating multiple factors and employing both structural equation modeling (SEM) and fuzzy-set Qualitative Comparative Analysis (fsQCA) to uncover the intricate relationships between cultural capital, visitor motivation, perceived authenticity, visitor engagement, tourism infrastructure, community involvement, and economic impact.

The SEM results confirm the significant positive influence of cultural capital and visitor motivation on visitor engagement, aligning with previous studies that emphasize the importance of visitors' knowledge and motivations in shaping their tourism experiences (McKercher & du Cros, 2002; Poria et al., 2003). The strong effect of visitor engagement on economic impact underscores the crucial role of engaging experiences in driving economic benefits, supporting earlier research on the economic potential of cultural tourism (Timothy & Boyd, 2006).

Our findings also highlight the direct effects of tourism infrastructure and community involvement on economic impact, corroborating previous studies that emphasize the importance of these factors in sustainable tourism development (Tosun, 2000; Aas et al., 2005). The moderating role of perceived authenticity in enhancing the relationship between cultural capital and visitor engagement adds nuance to our understanding of authenticity in

heritage tourism, building on the work of Wang (1999) and Kolar and Zabkar (2010).

The fsQCA results reveal multiple pathways to high visitor engagement and economic impact, demonstrating the principle of equifinality in cultural heritage tourism. This approach extends beyond traditional linear models, offering a more holistic view of the factors contributing to successful outcomes. The identification of compensatory relationships among conditions, such as high perceived authenticity compensating for low cultural capital in fostering engagement, provides new insights for targeting diverse visitor segments (Prentice, 1993; Richards, 1996).

Our research contributes to the field by integrating visitor characteristics, site attributes, and engagement in a comprehensive model of cultural heritage tourism. The combined use of SEM and fsQCA offers a methodological advancement, allowing for the exploration of both linear relationships and complex configurational patterns. This approach addresses calls for more sophisticated analyses in tourism research (Dolnicar, 2013).

The findings have important implications for tourism managers and policymakers. The multiple pathways to high economic impact suggest that destinations can tailor their strategies based on their unique strengths and visitor profiles. For instance, sites with strong community involvement but limited infrastructure can focus on enhancing visitor engagement to drive economic benefits. Similarly, destinations can target culturally informed and motivated visitors to maximize engagement and economic impact.

In conclusion, this study advances our understanding of the mechanisms through which cultural heritage tourism generates economic impact. By highlighting the central role of visitor engagement and uncovering multiple pathways to success, our research provides a nuanced framework for developing effective cultural heritage tourism strategies. Future research could further explore the temporal dynamics of these relationships and investigate how digital technologies might influence engagement and economic outcomes in cultural heritage tourism.

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