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ORIGINAL RESEARCH

The Influence of Norms and Attitude on Place Attachment

Abdul Manan Tahir[1,*], Jamil Ahmad[2] and Munir Ahmed[3]

[1,2,3] *Department of Management Sciences, COMSATS University Islamabad, Vehari Campus, Pakistan.*
Emails: Jamil Ahmad: jamil.ahmad@cuivehari.edu.pk; Munir Ahmed: munirahmed@cuivehari.edu.pk

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ABSTRACT

Heritage tourism depends partly on visitors' willingness to remain engaged, yet social expectations and personal obligations provide distinct explanations for their future intentions. This study examines their direct associations with heritage tourism intentions, the intervening role of attitude, and differences between joint and nuclear family settings. A cross-sectional questionnaire produced 430 valid responses from adult Pakistani visitors associated with Badshahi Mosque, Lahore Fort, Rohtas Fort, and Harappa. The reported covariance-based structural equation model indicates positive associations of subjective norms and personal norms with attitude and intentions. Attitude has the largest reported direct coefficient for intentions, alongside subjective norms and personal norms. Reported indirect associations through attitude are .14 and .16, respectively. The subjective norm attitude coefficient is descriptively larger among joint family respondents, whereas the personal norm attitude coefficient is larger among nuclear family respondents. These contrasts require measurement invariance and formal between-group tests before moderation can be established. The findings support an account in which normative commitments and favourable evaluations coexist in heritage engagement.

1 Introduction

Heritage destinations invite visitors to encounter material remains of the past while negotiating their relevance to present identities and relationships. The same monument may be approached as an educational resource, a setting for family recreation, a religious landmark, or an expression of cultural belonging. Consequently, the significance of heritage tourism cannot be inferred from the historical status of an attraction alone. Poria et al. (2003) locate heritage tourism in visitors' relationships with the heritage presented, while Park (2010) demonstrates the importance of emotional interpretation in encounters with national heritage. These perspectives make visitors' social and moral commitments relevant to understanding their willingness to maintain relationships with heritage destinations.

For destination managers, favourable future intentions matter because visitors can return, recommend sites, and extend their engagement to other heritage attractions. These responses nevertheless have different meanings. A recommendation expresses advocacy, an intended return concerns an existing destination relationship, and a desire to explore additional sites concerns a broader tourism category. None automatically demonstrates conservation support. Research must identify the behaviour represented by its measures before translating findings into claims about loyalty or sustainability. This distinction is especially important when historical preservation provides the moral language of a survey but the outcome concerns tourism consumption.

Reasoned action research offers an established account of the relationship between evaluations, perceived social expectations, and intentions (Fishbein & Ajzen, 1975). Tourism applications show its relevance to destination choice and environmentally oriented accommodation decisions (Han et al., 2010; Lam & Hsu, 2006). However, the approval of significant others differs conceptually from a personally experienced obligation. A visitor may believe that family members favour heritage tourism without experiencing a moral responsibility to participate. Another may feel responsible for cultural continuity even when companions have little interest. Separating these normative sources allows a more precise explanation of engagement than treating culture as a single background influence.

Recent studies already recognise normative influences in heritage contexts. Huang et al. (2024) examine subjective and

*** Corresponding author**
Abdul Manan Tahir, Department of Management Sciences, COMSATS University Islamabad, Vehari Campus, Pakistan.
Email: abdul.manan@baraniinstitute.edu.pk

personal norms in local residents' support for cultural heritage tourism. Osiako and Szente (2024) extend planned behaviour research to domestic heritage visitation. These contributions mean that the relevant research question is not whether norms have ever been studied. Rather, it concerns how distinct normative commitments are associated with visitors' evaluations and future intentions, and whether their relationships differ across household arrangements within the same national setting. Visitors and residents occupy different relationships with destinations, and support for tourism development is not interchangeable with intentions to participate in tourism.

Family structure provides a potentially useful context for examining such variation. Co-residence with extended family members may create frequent occasions for negotiating shared activities and discussing cultural obligations. Nuclear households may organise these negotiations differently. These possibilities should not be converted into assumptions that everyone in a joint family is dependent or everyone in a nuclear family is autonomous. Research on family tourism documents differences between family members' perceptions of influence, demonstrating the limitations of treating a household as a unified decision-maker (Rojas-de-Gracia, 2025). The relevant issue is whether household arrangements are associated with different relationships among norms, attitudes, and intentions.

Current research also places family communication within heritage interpretation. Yao and Siriphon (2026) examine how family historical communication relates to visitors' meaning-making and tourism-supportive intentions. This advances understanding of the resources families provide before a visit. Household structure poses a related but different question: whether external expectations and personal obligations have different associations with evaluations across living arrangements. Examining these relationships can help distinguish the content of family influence from the context in which it is experienced. This distinction locates the present study alongside existing family research while specifying the additional question addressed.

The study draws on responses from 430 adult Pakistani visitors to four heritage destinations in Punjab. It examines five direct relationships, two indirect relationships through attitude, and two family-related differences in the normative predictors of attitude. Its contribution is a differentiated account of social approval, personal obligation, and evaluation in heritage tourism intentions. The family comparison adds a question about variation within a national context, although the available estimates support descriptive interpretation rather than a definitive moderation claim. The analysis therefore clarifies which normative relationships the framework supports and which family differences require further testing.

2 Theoretical background and hypotheses

2.1 Distinguishing normative commitment from evaluation

The theory of reasoned action explains behavioural intentions through attitudes towards a behaviour and subjective norms concerning that behaviour (Fishbein & Ajzen, 1975). Attitude expresses an overall evaluation, while subjective norms concern perceived expectations of important others. The theory of planned behaviour subsequently adds perceived behavioural control to address situations in which action is constrained by resources or opportunities (Ajzen, 1991). The present model does not measure perceived behavioural control and should therefore be understood as a reasoned action-informed extension rather than a complete test of planned behaviour. Its additional paths from norms to attitude also extend the basic architecture instead of representing relationships prescribed by the original model.

Personal norms introduce a different motivational basis. Schwartz (1977) describes personally held moral obligations as relevant to action, with their activation depending on circumstances. A full norm activation model includes antecedents such as awareness of consequences and responsibility ascription. Those antecedents were not measured here. The study instead draws on the personal obligation component to consider why a person may regard heritage engagement as something they ought to undertake. This selective use of theory permits a focused question without implying that the entire activation process has been tested.

Social and personal norms can be related without being equivalent. Family approval may contribute to the development of personal commitments, but an obligation can also remain meaningful when social approval is absent. Similarly, social expectations can be followed without being internalised. Environmental behaviour research supports distinguishing different motivational influences rather than assuming a single moral explanation for all participation (Bamberg & Möser, 2007; Stern, 2000). Tourism scholarship has already combined reasoned action-related and moral perspectives, including perceived moral obligation in green hotel intentions and the integration of planned behaviour with value-belief-norm theory (Chen & Tung, 2014; Han, 2015). The present framework applies that established distinction to heritage engagement rather than claiming theoretical integration as a novelty in itself. In heritage tourism, the distinction helps separate the wish to meet others' expectations from a personally endorsed responsibility towards cultural continuity.

A further distinction concerns the relationship between evaluating heritage tourism and evaluating preservation as a moral objective. The study's attitude construct addresses the activity through enjoyment, worthwhileness, satisfaction, and pride. Its personal norm construct addresses responsibility and obligation. A person may support preservation while disliking a proposed visit, or enjoy the activity without experiencing a moral duty. Maintaining both constructs therefore allows an empirical question about their association instead of treating moral approval and favourable evaluation as interchangeable. This distinction is also relevant to practical interpretation: communication that affirms a duty and interpretation that makes an experience worthwhile need not operate through the same psychological response.

2.2 Direct associations between norms and intentions

Subjective norms may influence heritage engagement because tourism choices can be socially consequential. A proposed visit may be easier to endorse when significant others consider it worthwhile, and visiting may provide an occasion to fulfil expectations associated with family participation or cultural learning. The normative element lies in perceived approval rather than in the objective frequency with which other people

visit. Accordingly, a person can experience social expectations even without observing many comparable visits in their immediate network.

The questionnaire operationalises these expectations through important others, family support, friends' appreciation, and broader societal expectations. These referents may vary in their relevance, but they share a concern with an external social audience. In heritage tourism, such an audience can make engagement feel appropriate and socially valued. This mechanism offers a reason for subjective norms to remain associated with intentions after favourable attitudes have been considered. A visitor may intend to participate partly because doing so supports a relationship, even where the visitor's personal enthusiasm is limited.

Evidence from green hotel choice identifies positive relationships between subjective norms and intentions, although the setting differs from heritage visitation (Han et al., 2010). Heritage research also supports investigating social expectations directly rather than assuming that an attraction's cultural status guarantees demand (Osiako & Szente, 2024). The present prediction concerns an association with reported future engagement without assuming that social expectations necessarily produce long-term loyalty.

H1 Subjective norms are positively associated with heritage tourism intentions.

Personal norms may support engagement because heritage can be understood as a responsibility extending beyond immediate leisure benefits. Visitors who regard learning about history or supporting cultural continuity as obligations may express stronger intentions to participate. Such commitments can provide a reason to engage even when a destination is less convenient or offers fewer recreational attractions. However, moral endorsement should not be treated as evidence that visits actually contribute to preservation. The relationship predicted here concerns the person's intended engagement.

The questionnaire's personal norm items refer to responsibility for cultural heritage, duty towards history, moral endorsement of visitation, and commitment to cultural values. Some of these statements concern preservation more broadly than the measured tourism outcome. Their shared premise is that heritage has a claim on the individual that is not exhausted by entertainment or others' approval. Huang et al. (2024) likewise distinguish personal norms from social expectations in explaining heritage-related support. Applying this distinction to visitors allows the study to examine whether personal obligation retains an association with tourism intentions alongside subjective norms.

H2 Personal norms are positively associated with heritage tourism intentions.

2.3 Norms as antecedents of attitude

The proposed relationship between subjective norms and attitude concerns the possibility that significant others influence evaluations as well as expressed choices. Family conversations can make heritage relevant to shared memories, introduce historical interpretations, or establish cultural learning as a worthwhile activity. When an individual accepts these meanings, a visit may be evaluated more positively. This is different from complying with a request while remaining indifferent to the activity. The model allows both possibilities by retaining a direct normative path to intentions alongside an indirect path through attitude.

A positive association is plausible when important referents communicate the relevance of heritage in ways the respondent finds credible. It is less likely when expectations are experienced as coercive or when the destination experience conflicts with favourable social messages. The hypothesised direction therefore represents an expected average relationship in the study setting rather than a universal response to pressure. Because the data are cross-sectional, they cannot distinguish whether social expectations precede favourable evaluation or are themselves inferred from a person's existing enthusiasm.

H3 Subjective norms are positively associated with attitude towards heritage tourism.

Personal norms may be associated with attitude through the perceived consistency between an activity and an individual's values. A visitor who considers historical learning an obligation may evaluate opportunities to undertake it as worthwhile. Personal endorsement can give meaning to an otherwise ordinary visit, connecting leisure activity with responsibility or continuity. This reasoning predicts a positive relationship without requiring moral duty to be identical to enjoyment. A person may still experience an important obligation as inconvenient or demanding.

Heritage-related intentions also need to be distinguished from intentions to protect an environment. Zhang and Ran (2024) consider subjective norms, personal norms, and attitudes in tourists' willingness to undertake ecological protection at intangible heritage sites. That outcome has a more explicit protective target than the participation intentions examined here. Accordingly, the current hypotheses cannot be interpreted as evidence about ecological protection merely because some personal norm items invoke cultural responsibility.

The distinction matters because the attitude scale includes enjoyment, worthwhileness, satisfaction, and pride. Moral commitment may be most closely aligned with some of these evaluations rather than all of them. The present model nevertheless treats attitude as the evaluative construct reported in the original analysis. A positive association would indicate that stronger obligations coexist with more favourable evaluations, while leaving open which evaluative dimension accounts for that relationship.

H4 Personal norms are positively associated with attitude towards heritage tourism.

2.4 Attitude and the indirect relationships

Favourable attitudes provide a proximal reason to express future tourism intentions. Visitors who consider heritage engagement enjoyable or worthwhile can anticipate benefits from returning, recommending an attraction, or exploring additional destinations. Attitude therefore connects the meaning assigned to heritage with a willingness to maintain engagement. Destination choice research supports the relevance of evaluation to intention, while also indicating that other considerations can remain important (Lam & Hsu, 2006). The present model accordingly retains the normative predictors rather than treating attitude as an exhaustive explanation.

H5 Favourable attitude towards heritage tourism is positively associated with heritage tourism intentions.

The combination of H3 and H5 implies an indirect relationship between subjective norms and intentions through attitude. Social expectations may be associated with a favourable evaluation, which is in turn associated with future engagement. A direct relationship can remain because relational obligations or practical coordination can matter independently of evaluation. The prediction consequently permits partial mediation. It does not imply that favourable attitude is necessary for every socially encouraged visit, nor that a statistical indirect effect demonstrates the internalisation of a norm.

H6 Subjective norms have a positive indirect association with heritage tourism intentions through attitude.

The combination of H4 and H5 yields an equivalent indirect pathway for personal norms. A felt obligation can coexist with a favourable assessment of heritage engagement, and this assessment may account for part of the relationship with intentions. Another part may remain directly associated with duty. Such a structure recognises that people can both value an experience and consider it a responsibility. The cross-sectional design tests the covariance pattern implied by this explanation; it does not identify the temporal process through which obligations become evaluations.

H7 Personal norms have a positive indirect association with heritage tourism intentions through attitude.

2.5 Family structure as a boundary condition

Joint and nuclear family arrangements may provide different contexts in which normative commitments are discussed and enacted. Co-residence with extended family members can increase opportunities for intergenerational negotiation about leisure, education, and cultural obligations. Expectations may become salient through routine interaction rather than formal requests. A joint family setting could therefore strengthen the association between subjective norms and the evaluation of heritage tourism. This is a contextual proposition about opportunities for influence, not an assertion that household structure determines an individual's values.

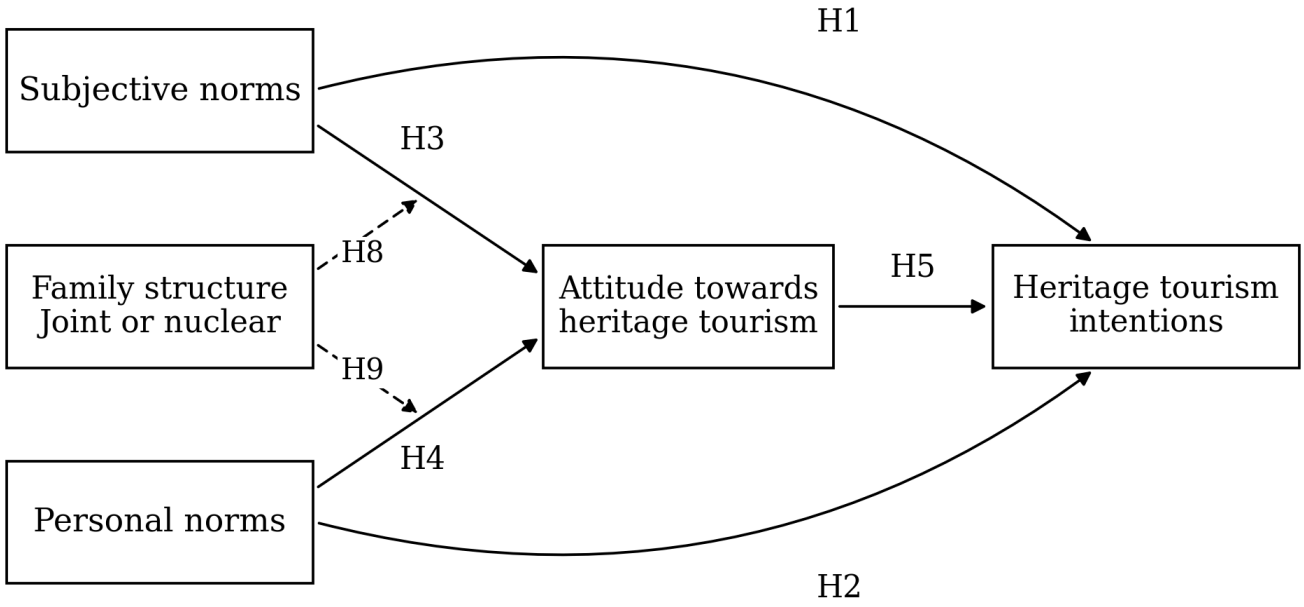
In nuclear households, fewer co-resident generations may change how tourism choices are negotiated. Personal commitments could carry relatively greater weight in an individual's evaluation where everyday coordination involves fewer extended family members. Yet extended kin can remain influential through visits, communication, and financial relationships. Family structure is consequently an imperfect proxy for the relational processes proposed. Research on filial tourism demonstrates that intergenerational obligations warrant direct attention, while recent work on family decision-making cautions against equating one person's report with household consensus (Qiao et al., 2024; Rojas-de-Gracia, 2025).

The two family hypotheses complete the framework by specifying directional differences in the normative predictors of attitude. Their empirical assessment requires more than unequal standardised coefficients: the constructs must be sufficiently comparable across groups, followed by a formal test of the relevant path difference. These requirements matter because different factor variances or measurement properties can produce apparent contrasts in standardised estimates (Chen, 2007).

H8 The positive association between subjective norms and attitude is stronger among joint family respondents than among nuclear family respondents.

H9 The positive association between personal norms and attitude is stronger among nuclear family respondents than among joint family respondents.

Figure 1. Complete study model



Note. Solid arrows show H1-H5. H6 and H7 concern the respective indirect relationships through attitude. Dashed arrows show the proposed family differences H8 and H9; their statistical confirmation requires formal group comparisons.

3 Method

3.1 Design setting and participants

The study employed a deductive, cross-sectional survey of adult Pakistani heritage visitors. Four destinations in Punjab formed the study setting: Badshahi Mosque, Lahore Fort, Rohtas Fort, and Harappa. Together, they represent religious, monumental, military, and archaeological heritage settings. This variation provides a broader context than a single attraction, but does not constitute a probability sample of destinations or demonstrate that the relationships are identical across site types. The documented structural results combine respondents across the four settings.

Eligibility required respondents to be at least 18 years old and to have visited a heritage site in Punjab during the preceding six months. The thesis identifies Pakistani visitors rather than international tourists as the population of interest and describes excluding immediate-area residents whose presence was unrelated to tourism. Participants were recruited purposively. Online completion used Google Forms and WhatsApp invitations; the study documentation also describes approaches to visitors at the selected sites. The contribution of each recruitment route and destination to the final sample is not reported. The resulting sample should therefore be understood as a sample of eligible recent visitors reached through these procedures.

There were 430 valid responses after duplicate or incomplete entries were removed. The numbers approached, excluded, or refusing participation are not documented, so a response rate cannot be calculated. The thesis describes a target based on a sample-to-parameter rule. That rule is not treated here as proof of statistical power because the sample requirements of a structural equation model depend on specification, loadings, effect sizes, and missingness (Wolf et al., 2013). No model-specific prospective power analysis is reported. Table 1 summarises the participants using the documented counts.

Table 1. Participant characteristics

Characteristic	Category	n	%
Gender	Male	248	57.7
	Female	182	42.3
Age in years	18-25	162	37.7
	26-35	145	33.7
	36-50	91	21.2
	51 and above	32	7.4
Education	Intermediate or below	51	11.9
	Bachelor's degree	203	47.2
	Master's degree or above	176	40.9
Family structure	Joint	218	50.7
	Nuclear	212	49.3

Note. N = 430. Percentages were calculated from the reported frequencies and rounded to one decimal place.

3.2 Instrument and construct interpretation

Responses used a five-point agreement scale from 1, strongly disagree, to 5, strongly agree. The questionnaire was prepared in English and translated into Urdu. A pilot involving 30 respondents assessed clarity and led to minor wording adjustments. The documentation does not establish whether formal back-translation was undertaken or whether pilot participants were excluded from the final sample. These procedures should therefore be distinguished from evidence of linguistic equivalence. The study measured subjective norms, personal norms, attitude, and future tourism intentions, together with demographic characteristics and joint or nuclear family membership.

Subjective norm statements concern perceived support or expectations from important others, family, friends, and society. Personal norm statements concern responsibilities and obligations towards heritage and cultural values. Attitude statements address enjoyment, worthwhileness, satisfaction, and pride in heritage tourism. The questionnaire therefore captures conceptually related but distinct responses to heritage. The instrument's use of general references to heritage places also means that these responses cannot automatically be interpreted as evaluations of one consistently identified destination.

The outcome requires particular care. Its three documented statements concern revisiting enjoyed heritage places, recommending heritage sites, and exploring more heritage places. Because these represent several forms of intended engagement, the construct is termed heritage tourism intentions throughout this article. This label preserves the original items while avoiding an unsupported claim that the scale measures only repeat visits to the same destination. It also prevents recommendation intentions from being interpreted as observed advocacy. Future validation should establish whether the three intentions form a defensible common factor or require separate outcomes.

Table 2 records the constructs and the number of items visible in the questionnaire appendix. These counts describe the available instrument, not a verified inventory of indicators retained in the final CFA. The original method description identifies 14 subjective norm items, whereas the questionnaire appendix supplies four. The precise analysed inventory cannot be reconstructed from aggregate reliability statistics. Theoretical sources are therefore used to define constructs

rather than presented as proof that an unchanged, previously validated scale was administered.

Table 2. Construct measurement overview

Construct	Items shown	Content and example
Subjective norms	4	Expectations or approval of important others, family, friends, and society. Example: "People important to me think I should visit heritage sites."
Personal norms	5	Personal responsibility, duty, moral endorsement, and commitment towards cultural heritage. Example: "I feel personally responsible to support cultural heritage."
Attitude	4	Enjoyment, worthwhileness, satisfaction, and pride. Example: "Visiting heritage sites is enjoyable for me."
Heritage tourism intentions	3	Intended revisitation, recommendation, and further heritage exploration. Example: "I plan to revisit heritage places I enjoyed."

Note. Items shown are the statements present in the supplied questionnaire appendix. They are not verified retained CFA indicator counts. The method chapter instead describes 14 subjective norm items. Family structure was recorded as joint or nuclear. All attitudinal and normative items used five-point agreement scales.

3.3 Analysis and reporting boundaries

The analysis used SPSS for screening and AMOS for confirmatory factor analysis and covariance-based structural equation modelling. This follows the distinction between assessing measurement properties and evaluating structural relationships (Anderson & Gerbing, 1988). Screening reportedly found no missing values among retained cases and broadly acceptable univariate skewness and kurtosis. Outliers were checked using univariate z-scores. Some extreme observations were retained because they did not materially affect the results. Numerical diagnostics and sensitivity estimates are not supplied, so these descriptions do not establish multivariate normality or robustness to alternative estimators.

Internal consistency was evaluated using Cronbach's alpha and composite reliability, with average variance extracted used to summarise convergent validity. A Fornell-Larcker comparison was also reported, although the correlation matrix needed to reproduce it is not available (Fornell & Larcker, 1981). Overall fit is assessed from the indices supplied. Because the estimator, full chi-square statistic, degrees of freedom, and residual diagnostics are not identified, fit is interpreted cautiously. Conventional thresholds guide appraisal rather than provide universal evidence that the specification is correct (Hu & Bentler, 1999).

The direct and indirect coefficients follow the original structural tables. Narrative summaries contain different values, which require reconciliation against the original analysis files. The tabulated indirect effects are internally consistent with the products of the corresponding rounded direct coefficients. The documented mediation procedure used 5,000 bootstrap resamples. Bootstrap confidence intervals were not supplied and are not reconstructed from the reported standard errors. Resampling is appropriate for assessing indirect effects, but complete interval estimates remain necessary for evaluating their precision (Preacher & Hayes, 2008). No new statistical estimation was possible from the aggregate thesis record.

Family comparisons use the documented joint family group of 218 and nuclear family group of 212. Group-specific coefficients are reported descriptively because measurement invariance results and formal equality tests are unavailable. These boundaries allow all documented elements of the model to be represented without supplying missing coefficients, confidence limits, or significance tests.

3.4 Research ethics

Participation was voluntary, the study purpose was explained, and respondents provided informed consent. The thesis reports anonymity, confidentiality, and the right to stop participation. It also states that university research ethics approval was obtained. The committee's formal name, approval identifier, and approval date are not included in the supplied record and require confirmation from the original approval documentation. No identifiable respondent information is reproduced in this article.

4 Results

4.1 Participant characteristics and measurement results

The sample included 248 men and 182 women. Respondents aged 18-35 represented 71.4% of participants, and 88.1% held at least a bachelor's degree. Joint and nuclear family respondents were almost equally represented. These characteristics provide a reasonably balanced numerical basis for the family comparison but do not establish population representativeness. The concentration of younger and highly educated participants is relevant when interpreting an electronically completed survey of heritage engagement.

Reported alpha coefficients range from .784 to .901, composite reliability coefficients from .835 to .915, and average variance extracted from .561 to .644 (Table 3). These aggregate values are consistent with the conventional benchmarks used in the thesis. However, their interpretation depends on the retained indicator inventory and the method of calculation. In particular, the apparent adequacy of aggregate reliability should not be treated as verification of the conflicting item counts. The original analysis reports loadings above .60 but does not provide individual estimates or uncertainty intervals.

Table 3. Reported reliability and convergent validity

Construct	Cronbach's α	CR	AVE
Subjective norms	.842	.879	.561
Personal norms	.901	.915	.644
Attitude	.784	.835	.589
Heritage tourism intentions	.803	.841	.573

Note. CR = composite reliability; AVE = average variance extracted. Values reproduce the original summary tables. Their compatibility with the retained item inventory must be checked against the original loadings and residual variances.

Table 4 presents the reported fit indices: $\chi^2/df = 2.71$, CFI = .931, TLI = .918, RMSEA = .062, and GFI = .905. They indicate a potentially usable specification under the conventional criteria adopted in the thesis, although the incremental indices fall below more demanding approximate-fit heuristics. Without the complete model output, these results should be read as provisional evidence of fit. No separate measurement-versus-structural fit comparison, RMSEA confidence interval, or standardised residual index can be evaluated.

Table 4. Reported model fit

Index	Value
Chi-square divided by degrees of freedom	2.71
Comparative fit index	.931
Tucker-Lewis index	.918
Root mean square error of approximation	.062
Goodness-of-fit index	.905

Note. The full chi-square statistic, degrees of freedom, estimator, RMSEA confidence interval, and separate CFA and structural model fit outputs are not provided in the source record.

4.2 Direct and indirect relationships

All five reported direct paths are positive and have reported p values below .001 (Table 5). Subjective norms are associated with heritage tourism intentions at β = .35, and personal norms at β = .38. Both norms are also associated with attitude, at β = .32 and β = .36, respectively. Attitude has a positive association with intentions at β = .44. Accordingly, the reported table supports H1-H5. Attitude has the largest numerical direct coefficient for intentions, but no test establishes whether it differs significantly from the two normative coefficients.

Table 5. Reported direct relationships

Hypothesis	Relationship	β	Reported SE	p
H1	Subjective norms → Intentions	.35	.05	< .001
H2	Personal norms → Intentions	.38	.06	< .001
H3	Subjective norms → Attitude	.32	.04	< .001
H4	Personal norms → Attitude	.36	.05	< .001
H5	Attitude → Intentions	.44	.06	< .001

Note. Intentions = heritage tourism intentions. Estimates follow the thesis direct-effects table. The source does not specify whether SEs accompany standardised or unstandardised estimates; these SEs are therefore reproduced without calculating new critical ratios. All five paths have reported statistical support.

The reported indirect associations through attitude are .14 for subjective norms and .16 for personal norms, both with $p < .01$ (Table 6). These values correspond approximately to .32 × .44 and .36 × .44 using the rounded direct coefficients. Thus, the reported estimates are consistent with H6 and H7. Because the direct normative coefficients remain positive and statistically significant in the reported model, the pattern is consistent with partial rather than complete mediation. The results do not support describing the indirect pathway as the predominant share of either normative relationship.

Table 6. Reported indirect relationships through attitude

Hypothesis	Indirect relationship	Estimate	Reported SE	p
H6	Subjective norms → Attitude → Intentions	.14	.04	< .01
H7	Personal norms → Attitude → Intentions	.16	.05	< .01

Note. The thesis reports 5,000 bootstrap resamples. Confidence intervals are not available. The indirect estimates are consistent with the products of the rounded direct coefficients. Both indirect paths have reported statistical support.

The cross-sectional indirect estimates describe a pattern consistent with the hypothesised intervening role of attitude. They cannot determine whether norms preceded attitudes or whether favourable evaluations influenced perceived obligations. This distinction matters because even statistically coherent cross-sectional mediation can misrepresent processes unfolding over time (Maxwell & Cole, 2007). The findings concern reported associations among visitors' responses, rather than observed changes in evaluations or subsequent tourism behaviour.

4.3 Family comparisons

For subjective norms and attitude, the reported coefficient is .39 among joint family respondents and .27 among nuclear family respondents. For personal norms and attitude, the reported coefficient is .31 among joint family respondents and .41 among nuclear family respondents. These descriptive contrasts follow the directions proposed in H8 and H9 (Table 7). However, differences between standardised estimates do not establish that the underlying structural relationships differ significantly. H8 and H9 therefore remain unconfirmed pending measurement equivalence and formal path comparisons.

Table 7. Descriptive family group comparisons

Hypothesis	Relationship	Joint family β	Nuclear family β	Interpretation
H8	Subjective norms → Attitude	.39	.27	Direction consistent; unconfirmed
H9	Personal norms → Attitude	.31	.41	Direction consistent; unconfirmed

Note. Joint family n = 218; nuclear family n = 212. Group coefficients are reproduced from the thesis narrative. No measurement invariance results, standard errors for the contrasts, or formal between-group test statistics are available. Differences are descriptive, and H8 and H9 are not treated as statistically confirmed.

These findings distinguish the two forms of evidence in the study. The direct and indirect hypotheses can be assessed against reported coefficients and significance levels. The family hypotheses can currently be assessed only for directional consistency. This difference should remain explicit when evaluating the full model: a plausible group pattern warrants investigation, while confirmation requires the additional statistical evidence described in the method section.

5 Discussion

5.1 Social approval and personal obligation in heritage engagement

The reported results are consistent with distinct social and personal normative associations with future heritage engagement. This matters because expectations from others and personally endorsed responsibilities can support similar intentions for different reasons. Social approval provides a relational basis for participation. Personal obligation provides an individually endorsed reason to regard engagement as important. Their simultaneous positive coefficients indicate that neither source exhausts the normative pattern represented in the model. They do not establish that the constructs are completely independent or that personal commitments developed without social influence.

This distinction refines the theoretical contribution beyond adding another predictor to a tourism intention model. If norms were collapsed into a general cultural orientation, the analysis could not distinguish whether intended participation reflected perceived expectations or personally experienced duty. The two constructs permit that distinction at the level of the reported model. The result also helps connect visitor research with Huang et al. (2024), while maintaining the difference between residents' support for tourism and visitors' intended participation. The similarity lies in considering normative sources, not in assuming equivalent outcomes or destination relationships.

The coefficients for personal norms are numerically larger than those for subjective norms in both the attitude and intention equations. This pattern may be compatible with the relevance of personal commitment, but it does not establish its statistical superiority. Differences in coefficient size can reflect measurement and covariance structures, and the relevant contrasts were not tested. A defensible interpretation is that both normative sources warrant attention. Claims that personal values are inherently more influential than social expectations would exceed the evidence, especially when measurement details remain incomplete.

The findings also discourage a simple account of national culture. A study conducted in Pakistan cannot infer that all participants share the same collectivist orientation or that a national cultural label caused the observed relationships. Cultural commitments can vary within countries, households, generations, and tourism contexts. The model's value lies in measuring specific perceptions and obligations rather than treating nationality as their equivalent. This reasoning makes the study relevant to broader tourism theory without assuming

that the coefficients would transfer unchanged to other populations.

5.2 Attitude as a concurrent evaluative route

The positive indirect associations suggest that norms and favourable evaluations coexist in the formation of tourism intentions. One interpretation is that socially endorsed or personally valued engagement becomes more attractive when visitors also evaluate the experience positively. Another is that existing enthusiasm encourages respondents to perceive greater social approval and moral relevance. The design cannot choose between these temporal accounts. Its contribution is the observed compatibility of normative and evaluative relationships rather than proof that one psychological state produces another.

The surviving direct normative paths have substantive importance. They indicate that an attitude-only account would omit associations represented in the reported model. An individual can intend to engage because participation is expected or considered right, even where enjoyment is not the sole basis of choice. Conversely, a visitor can find heritage tourism enjoyable without regarding it as a duty. Recognising these combinations gives a more realistic basis for interpreting the survey than assuming all engagement begins with either obligation or leisure preference.

The reported mediation pattern also changes the practical reading of the results. Because the direct coefficients exceed the indirect estimates, the study does not show that norms operate mainly through attitude. Nor does it establish that a visitor must develop a favourable attitude before participating. The more limited implication is that favourable evaluation offers an additional association with engagement alongside normative commitment. Managers can therefore consider experience quality and meaningful interpretation together with normative communication, while testing whether these actions actually change behaviour.

This explanation remains bounded by the attitude measure. Enjoyment and worthwhileness resemble evaluations of an activity, whereas satisfaction and pride can reflect reactions to an experience or identity. Their combination may be useful for a broad evaluation construct, but it also increases the importance of item-level validation. Before attributing the indirect association specifically to enjoyment, moral approval, or emotional resonance, researchers would need a more differentiated measurement model. The current evidence supports attitude at the aggregate level represented in the thesis.

5.3 What the family comparison contributes

The directional family contrasts provide a plausible basis for investigating household context in heritage tourism. The stronger subjective norm-attitude coefficient among joint family respondents is compatible with more frequent intergenerational discussion or greater salience of shared expectations. The stronger personal norm-attitude coefficient among nuclear family respondents is compatible with a greater role for personally articulated commitments. These are interpretations of a descriptive pattern. They are not established mechanisms, because the survey did not measure the frequency of family negotiation, elder influence, autonomy, or cultural transmission directly.

The theoretical opportunity is to study relational processes within a shared destination setting. Much can be lost when a family category is treated as a demographic control with no explanation of why it matters. Here, household structure is used to propose differences in how normative commitments relate to evaluation. At the same time, the binary classification conceals variation in household size, dependency, communication, and relationships with non-resident relatives. It is therefore a starting point for explanation rather than a complete description of the family environment.

Recent research makes this qualification particularly relevant. Rojas-de-Gracia (2025) shows that family members can disagree about who influences tourism decisions. Qiao et al. (2024) examine filial obligations through an intergenerational perspective. Together, these studies support looking beyond a single respondent's household label. The present comparison adds a specific normative question, but confirmation requires equivalent measurement, formal coefficient tests, and more direct observation of the relationships proposed. Until then, the contrasts should guide future investigation rather than justify fixed assumptions about joint and nuclear families.

5.4 Specifying the contribution beyond a combined model

The contribution is not established simply by bringing several familiar variables into one diagram. Reasoned action, personal norm research, and family tourism already offer explanations relevant to heritage engagement. The more useful contribution is to specify which relationships connect them and what would challenge that account. The simultaneous direct and indirect paths imply that an evaluative explanation can coexist with a normative one. If those direct paths disappear under better measurement or temporal separation, the argument for concurrent normative associations would weaken. If they remain, an attitude-only account would remain incomplete.

The family propositions similarly generate a more demanding question than whether household categories have different average intentions. They concern differences in the relationships between normative sources and evaluation. Yao and Siriphon (2026) show why family communication itself merits attention in heritage meaning-making; the present framework identifies household context as a possible condition under which particular normative associations vary. The next step is to test that distinction directly rather than assume that structure measures communication. This gives the model a falsifiable scope while avoiding a claim of demonstrated family mechanisms.

6 Managerial implications

The results suggest that heritage communication can address both shared expectations and personally meaningful commitments. A family-oriented message might invite visitors to learn together or connect an attraction with intergenerational conversations. A personally oriented message might emphasise historical understanding, curiosity, or the relevance of cultural continuity to the individual. These approaches translate the model's distinction between normative sources into testable communication choices. The study does not establish that either message will outperform an alternative, so managers should evaluate responses through field trials rather than treat the coefficients as advertising effect estimates.

Communication should also make the proposed activity concrete. A broad appeal to preserve heritage can leave visitors uncertain about what participation involves or how a visit contributes. Interpretation can explain which histories are presented, what visitors can learn, and which forms of respectful conduct are expected. Where claims are made about supporting preservation, those claims should be tied to actual site practices. Because conservation behaviour was not measured, the findings do not justify assuming that a stronger intention to visit will translate into protective action.

The role of attitude points towards the quality of the encounter itself. Normative appeals may attract attention, but visitors still evaluate whether an experience is worthwhile and enjoyable. Managers can test interpretive formats that connect historical information to visitors' questions, including short guided discussions, opportunities to compare perspectives across generations, and accessible explanations of why particular objects or spaces matter. Such proposals are informed by the model's evaluative component and broader cultural tourism scholarship, rather than effects directly estimated in this survey (Richards, 2018).

Family provision should offer choice. Guided experiences can include opportunities for shared discussion alongside routes or materials that allow visitors to proceed independently. This accommodates different preferences without assigning every joint family visitor to a collective activity or every nuclear family visitor to an individual experience. The descriptive group contrasts are too limited to justify rigid segmentation, and household type does not identify the person who makes the final decision. Offering flexible participation is therefore more defensible than inferring needs solely from co-residence.

Outcome measurement should separate return visits, recommendations, and exploration of additional sites. A campaign might increase recommendations without increasing repeat attendance, particularly when visitors regard a destination as an experience to complete once. Another might stimulate broader heritage exploration rather than loyalty to one attraction. Managers can monitor these responses separately through consent-based follow-up, booking records, or short post-visit surveys. This would make the practical evaluation more precise than treating a combined intention score as evidence of a single behavioural result.

Conservation objectives require their own indicators. Relevant outcomes might include compliance with protective rules, participation in interpretation, voluntary contributions, or verified involvement in preservation activities, where these fit the site's responsibilities. None should be inferred from the present intention coefficients. The value of the study is to suggest how normative and evaluative engagement might be encouraged; the effectiveness and environmental consequences of a resulting management programme require direct assessment. Higher visitor numbers alone do not establish a beneficial conservation outcome.

7 Limitations and future research

The cross-sectional design limits temporal interpretation. Respondents reported norms, attitudes, and intentions in one survey after a recent visit. Their experiences could have shaped their evaluations and perceptions of social approval before responding. Longitudinal research could measure expectations before a visit, evaluations immediately afterwards, and actual engagement later. Such sequencing would better address whether attitude mediates change rather than simply sharing covariance with norms and intentions (Maxwell & Cole, 2007). Experiments could additionally test communication effects while preserving the distinction between message response and sustained behaviour.

The measurement inventory requires reconciliation. The method chapter and questionnaire appendix specify different counts for subjective norms, and the final retained items are not listed. Aggregate reliability and variance statistics cannot resolve that discrepancy. Future analysis should report every retained indicator, its loading and uncertainty, the exact source and adaptation of each scale, and the calculations used for reliability and extracted variance. The mixed content of the intention measure also warrants testing against separate revisit, recommendation, and exploration factors. A general label improves interpretation but does not itself validate unidimensionality.

The structural evidence is incomplete. The thesis's narrative estimates differ from its tables, and complete AMOS output was unavailable. The current article uses the tabulated values consistently, but their accuracy still requires checking against the original analysis. Standard errors, the estimator, bootstrap confidence intervals, and the factor correlation matrix should be recovered. The reported explained-variance values are not carried forward because they cannot be reconciled confidently with the available specification.

Family moderation remains an open empirical question. The group coefficients should be accompanied by configural and metric invariance assessment and a formal comparison of constrained and unconstrained paths, or another valid test of the coefficient differences. Standardised coefficients can differ because the groups have different variances, even when unstandardised relationships are equivalent. Where latent means are compared, additional invariance requirements apply. Household characteristics such as generation composition, dependency, decision roles, and communication frequency should also be measured directly to examine the mechanism behind any confirmed family differences.

Sampling limits external validity. Purposive recruitment and electronic completion may favour visitors with stronger engagement, greater literacy, or easier digital access. The sample contains many younger and highly educated respondents, and the numbers associated with each destination are not available. Further research should document recruitment dates, invitation and exclusion counts, destination allocation, prior visit frequency, and whether more than one person came from the same household. Broader recruitment across regions and visitor groups would permit more credible assessment of generalisability and any destination-specific differences.

Common measurement conditions may have influenced the associations. All constructs were self-reported, and statements about moral responsibility can invite socially desirable answers. Anonymity provides some protection but does not demonstrate that common method bias is absent (Podsakoff et al., 2003). Future studies can separate measurement occasions, combine visitor reports with behavioural records, and include appropriate method diagnostics. They should also examine omitted explanations such as heritage interest, prior experience, access constraints, and perceived control. These

factors may influence both favourable evaluations and intended participation.

Finally, destination and behavioural referents should be aligned. Respondents may distinguish between returning to a particular attraction and engaging with heritage tourism more generally. Specifying the same target activity, context, and time frame for norms, attitudes, and intentions would improve interpretability. A stronger design could then assess whether social approval predicts a return to the same destination, whether personal responsibility predicts engagement with other heritage places, and whether the family differences persist across religious, monumental, and archaeological settings. These are questions for further investigation rather than conclusions from the pooled sample.

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