

The Impact of Digital Technology on Heritage Tourism Development: from Vietnam Practice

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Abstract: Heritage is the core of national identity only by preserving its soul can tourism have a sustainable future. This article synthesizes practical evidence in Vietnam to build a framework of factors affecting heritage tourism development (Heritage Tourism Development HTD), including: (1) institutions governance; (2) heritage integrity and capacity; (3) infrastructure access; (4) product experience innovation; (5) community participation benefit sharing; (6) market visa brand; (7) digital transformation–interpretation; (8) human capacity; (9) environment climate safety. The article uses a systematic literature review, policy analysis, and case study vignettes (Ha Long-Cat Ba, Trang An, Hoi An, Hue, Yen Tu, Vinh Nghiem Con Son, Kiep Bac cluster) to contrast growth targets with conservation requirements. The results propose a set of HTD measurement indicators, a multi-level policy recommendation model (Central local management board enterprise community) and a roadmap for implementation “sustainability first, growth later” honest, without embellishment.

Keywords: Heritage tourism, Carrying capacity, Digital transformation, Visa, Vietnam.

JEL Code: Z32, L83, O21.

INTRODUCTION

Destination branding (DB) is a multifaceted communication form that encapsulates a place's identity, shaped by its culture, history, economy, and people. It aims to create an enduring and distinct identity by amalgamating various characteristics unique to that destination (Campelo, 2013). The DB process encompasses three primary elements: brand image, brand positioning, and brand identity. Brand positioning, situated as the next phase in the DB process, involves activities designed to precisely position the brand. Brand images, held by consumers (the demand side), are influenced by the brand positioning process, as well as various other sources such as reports, documentaries, blogs, films, and social media. Meanwhile, brand identity is meticulously constructed by destination marketers to appropriately define the destination's image for presentation to stakeholders (the supply side) and the market at large (Yusofa et al, 2014). Destination branding serves as the vehicle for crafting appealing

and distinct identity values that are intentionally intertwined with the essence of a destination (Wheeler et al, 2011).

However, it is important to note that branding a place or destination is a complex undertaking that extends beyond the creation of brand logos and slogans, which many places are currently attempting. Effective branding must strike a balance between creativity, such as the development of engaging logos and memorable slogans, and restraint to ensure a thoughtful approach to the branding process. The DB process goes beyond mere advertising and promotional activities; it entails discerning the true identity or value of a destination and understanding visitors' perceptions of that destination. To establish a consistent and clear image within a market segment, the brand must possess distinctive attributes (Kavaratzis, et al, 2013).

An increasingly well-liked strategy for promoting and drawing attention to a heritage site is using branding. Attributes related to history and heritage are key elements in crafting the marketing of a destination (Korstanje, 2018). A heritage site's visibility, reputation, and financial performance can all benefit from branding. Heritage sites may bring in new audiences, build a favorable image, and prompt increased visitor traffic with the help of branding. The potential for greater financial gain, which can be used to safeguard and preserve the destination, is also raised by branding. Additionally, branding can foster a sense of pride and ownership in both locals and tourists, which can promote engagement with and admiration for the location.

Cultural tourism has gained great significance in recent times (Seraphin, 2018). Internal tourism has a big part to play in relation to heritage sites. It allows visitors to engage in cultural and historical experiences that can deepen their knowledge of, appreciation for, and understanding of a nation's history and culture. In addition to fostering a sense of pride and identity in the nation, these monuments can also boost economic activity by generating jobs and drawing both domestic and foreign tourists. This research aims to identify the various factors that contribute to the development of cultural and heritage tourism.

METHODOLOGY

The methodology and research strategy for conducting this research is illustrated in Figure 1. As the figure illustrates, four steps were involved in conducting the research.

2.1. Collection of Data

Data are essential for any research to be carried out. They could be collected through primary and secondary sources. This research has made use of secondary sources of data for conducting the review and developing the model. Various research articles and research papers that were peer-reviewed and printed in high-quality

journals indexed in reputable databases have been considered as data sources.

2.2. Assessment of Quality

The collected papers were checked by investigators, who confirmed whether

they were eligible for inclusion in our review of the literature. Three quality

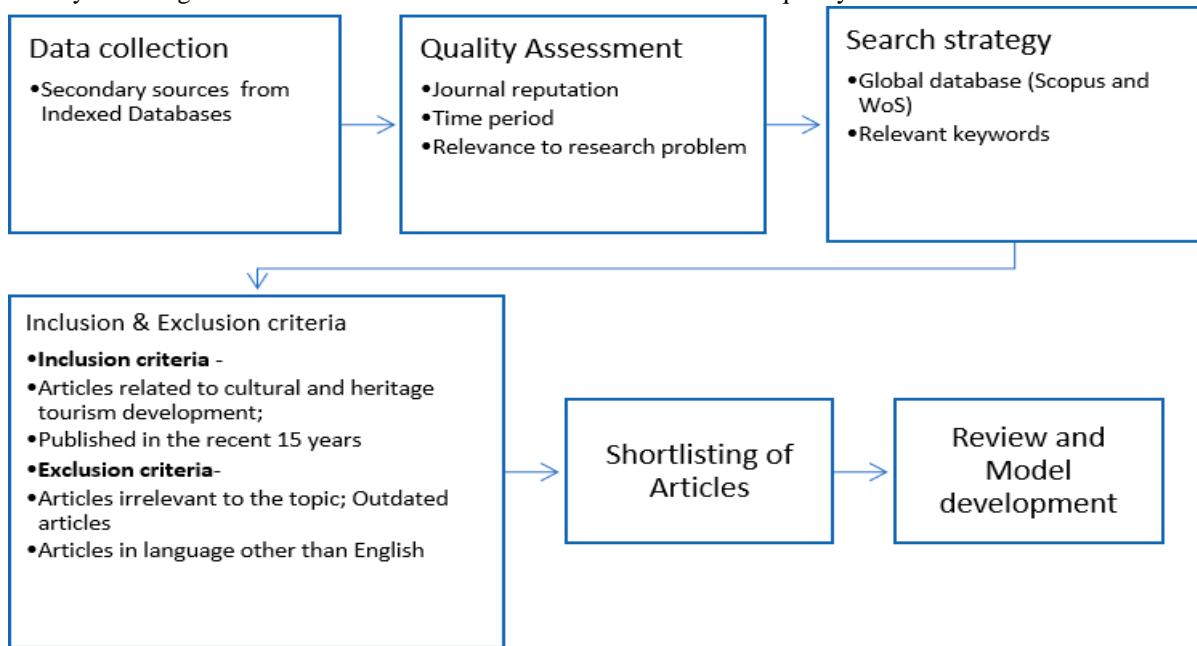


Figure 1. Research methodology.

(Source: author)

criteria were set to shortlist articles: (1) the time period in which the research article was published (in other words, if the article had been published in recent times); (2) the reputation of the research journal in which the article had been published (in other words, if the article had been published in a journal of high repute, or an indexed journal); and (3) the relevance of the content of the article to the research problem identified. In other words, the article was examined to confirm if it was related to the topic of heritage destination tourism. A checklist with following four keywords, 'Yes', 'Maybe', 'Cannot Decide' and 'No', was prepared in order to determine whether the article was written on the subject of heritage destination tourism. Moreover, the selected papers were sorted into three categories, namely not applicable, averagely applicable, and highly recommended. Articles that came under highly recommended and averagely applicable were included in the study, and other papers were discarded.

2.3. Search Strategy

The databases chosen for the selection of articles included Scopus, Web of Science, ABDC, and PubMed, etc. At the same time, Google Scholar was not considered a valid database for searching articles, because it is marred by

less frequently updated and inad- equate citation information (Falagas, 2008). A search for articles published in highly ranked journals such as SAGE, Wiley, Elsevier, Springer, and MDPI was made. The keywords used for searching were destination branding, place branding, cultural heritage, tourist's percep- tions, visitors' perceptions, marketing strategy, destination planning, reputation, revisit intention, and cultural tourism. Articles that were published in the last 15 years were searched in the database.

Figure 2 presents the evaluation process that was undertaken in the shortlisting of articles for review and model development. The total number of articles examined in the database was 285. There were 48 duplicate papers excluded from the research. There were 83 papers that were irrelevant to the aim of the research. Papers that were relevant to aim of the research and met the quality criteria totaled 154. The articles that only featured an abstract and title were excluded from this study, and these totaled 52. There were 102 full-text papers and articles reviewed in this research.

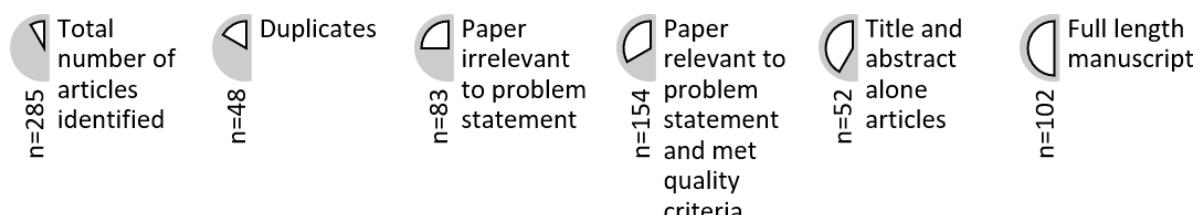


Figure 2. Evaluation process for inclusion of articles.

(Source: Author)

Inclusion Criteria

Inclusion criteria used for selecting the articles of the research:

Studies related to destination branding and cultural heritage;

Articles with statistical results and review papers;

Articles published in reputable journals.

2.4. Exclusion Criteria

Research articles on topics other than destination branding and cultural heritage were not chosen for this research;

Papers not from the last 15 years;

Research articles that were authored in languages other than English.

The shortlisted articles were subject to review, and a conceptual model was developed in order to identify the factors that contribute to the development of heritage tourism.

LITERATURE REVIEW

3.1. The Relationship between Brand Value Enhancement and the Development of Heritage Tourism

International historical and cultural tourism is a developing sector in the global tourism industry, with many nations investing in its growth to boost the value of their national brands (Henderson, et al 2018). Enhancing brand value is an important aspect of this growth, since it allows nations to use their cultural history to give visitors from other countries an exceptional and unforgettable experience (Kapoor, et al 2019). Brand value can be increased via a variety of tactics, including marketing campaigns, the creation of cultural activities, and the promotion of tourism attractions. The construction of tourist-friendly infrastructure, better access to historical locations, and the implementation of educational initiatives and cultural experiences are further ways to promote heritage and cultural tourism (Liu, et al 2019). Countries can boost the value of their domestic brands and attract more foreign tourists to their regions by implementing these techniques.

Many nations have investigated the connection between building brand value and developing cultural and historical tourism. For instance, a study carried out in the UK discovered that places and attractions connected to particular cultural and historical themes can be utilized to generate and increase brand value (O'Neill, 2007). According to this study, developing historical and cultural tourism can increase brand value by fostering a favorable perception of a location or attraction. In addition, history and cultural tourism can give visitors an exceptional and unforgettable experience. This can enhance the reputation of the destination or attraction and foster positive associations with it. Furthermore, a Chinese study discovered that developing heritage and cultural tourism can help in raising the brand value of a tourist destination (Luo, et al 2013). The study revealed that developing heritage and cultural tourism can help in raising brand awareness, improving tourists' perceptions of the location or attraction, and enhancing visitor numbers. The study also discovered that developing heritage and cultural tourism can contribute to a destination or attraction's image of exclusivity and uniqueness, which can help to raise the value of its brand.

The authors of (Chauhan, 2021) conducted a study on the role of cultural and heritage destination branding in the economic development of Jaunsar Bawar in the Himalayas. According to the study, consumers see destination branding as a useful technique for promoting tourism in industries related to the cultural and historical perspectives of tribal regions like Jaunsar Bawar. The study also found that various initiatives in the field of developing a destination brand strengthened the reputation of the place, and developed a very strong, distinctive, and competitive brand in the minds of locals and tourists/visitors who are planning or who have visited Jaunsar Bawar; this resulted in the economic development of the Himalayan tribal region.

The authors of (He, 2022) state that brand value is an indicator that can be used to assign value to objects with

cultural heritage. Discovering these cultural heritages sites' distinctive qualities and utilizing them to build brand and financial value is vital to the brand products to be made from them. Each site of cultural heritage in Zhejiang Province has unique resources that can be used in the integration of cultural tourism. As a result, the key to cultural heritage branding is to investigate each site's unique cultural connotations, create original, derivative, creative products, and establish the brand's core. By satisfying the public's need for individualization, distinctiveness, and variety, the brand's core can be established in order to achieve sustainable growth through the production of cultural heritage and creative goods that are both distinct and abundant.

According to (García et al, 2019), brand value in cultural heritage sites is the “economic, social, cultural, and symbolic value connected with a product or service.” These values can include the potential for tourism, contributions to a country's identity, and the preservation of history in the context of cultural heritage sites (Boullón, et al 2017). For instance, Stonehenge in the United Kingdom serves as both a significant tourist site and a representation of the country's identity (Briscoe, et al 2017).

The protection of a nation's brand value depends on the preservation of its cultural heritage monuments. The perceptions of a nation and its shared ideals are referred to as brand value, and they can be exploited to advance economic and political advantages (Park, 2017). Because they are manifestations of the distinctive culture, traditions, and history of the nation, cultural heritage sites are essential to a nation's brand value (Mukhtar, et al 2019). For instance, the Taj Mahal in India is a representation of the nation's rich culture, and has grown to be an iconic building in India, adding to the country's brand value (Sinha, et al 2019). Similarly, by presenting Saudi Arabia's historical heritage, the Al-Ula archaeological site enhances the value of the nation's brand (Al-Khalifa, et al 2020).

The promotion and marketing of cultural heritage sites frequently reflect the fact that a nation's cultural heritage may be a potent weapon for enhancing its sense of national identity. The branding of heritage monuments is viewed as a vital aspect in both their preservation and in growing tourist numbers in nations such as India, where cultural heritage is strongly ingrained in the national identity (Bhaduri, 2010). A brand's ability to evoke familiarity and nostalgia can be leveraged to draw tourists and promote financial support for cultural sites' preservation.

Cultural heritage sites are “locations of tremendous worth, both real and intangible, to humanity and its shared identity,” claims the UNWTO (UNWTO, 2023). A cultural heritage site can forge strong ties to the neighborhood, region, and nation when it is successfully branded and promoted, which in turn serves to increase the site's brand value. As one of the most famous cultural heritage monuments in the world, the Taj Mahal in India has been

branded and promoted as a representation of the country's rich cultural legacy and a tribute to love (Kumar, et al 2016). Similar to this, the Acropolis in Athens, Greece has come to represent the nation's ancient Greek heritage and culture, and is a crucial component of the country's national identity (Katsikis, 2019). These illustrations show how cultural heritage places may be branded and promoted to build a strong bond with a nation, and how they can enhance the site's brand value.

Countries all over the world have just started to understand how important brand value is to their cultural heritage assets. To improve the reputation and value of its cultural heritage properties, the National Trust in the United Kingdom has adopted a branded strategy (Efthymiou, 2017). Similar to this, as part of its "Cultural Italy" program, the Ministry of Cultural Heritage and Activities in Italy has invested in promoting cultural heritage sites and their brand value (Saraceno, 2019).

A measure of a cultural heritage site's intangible value, such as its reputation, recognition, and perceived quality, is associated with its brand value. It is crucial to make sure that a cultural heritage site is well-maintained and promoted in order to increase its brand value. This can entail a range of actions, including promoting the website through print and online media, participating in cultural events, and creating products and services that are connected to the website. Table 1 lists the studies that have identified the aspects of brand value that contribute to the development of heritage tourism.

Table 1. The role of brand value in the development of heritage tourism.

Brand Value and Heritage Tourism

S. No	Author	Year	Aspects of Brand Value That Contribute to the Development of Heritage Tourism
1	[8]	2018	Promotion of cultural and historical significance
2	[9]	2019	Leveraging cultural heritage for tourism branding
3	[10]	2019	Good access, well-managed visitors, good marketing strategies, and adequate resources to support the site
4	[11]	2007	Quality of tourism experience
5	[12]	2013	Active management of the site
6	[13]	2021	Promotion
7	[14]	2022	Promotion
8	[20]	2019	Marketing and promotion
9	[21]	2020	Visitors' experience
10	[24]	2016	Historical significance
11	[25]	2019	Active management of the site
12	[26]	2017	Promotion of quality experience

13	[15]	2019	Quality management
14	[16]	2017	Ability to attract visitors
15	[23]	2017	Visitors' experience
16	[19]	2019	Conservation of the heritage site
17	[18]	2017	Historical significance and marketing and promotion
18	[22]	2010	Promotion
19	[27]	2019	Visitors' experience

(Source: Author)

The Relationship between Destination Reputation Enhancement and the Development of Heritage Tourism

The advertising of cultural heritage places must take into account the reputation of the destination. A specific cultural heritage site may draw visitors if the area has a positive reputation (Tosun, 2010). For instance, the 15th-century Incan citadel of Machu Picchu in Peru's Andes Mountains is one of the most well-known cultural heritage places in the world due to its excellent reputation amongst travelers (Rai, 2017; UNESCO, 2019). The growth of heritage and cultural tourism is a good approach to improve a place's reputation, since it may provide locals a sense of pride and identity while simultaneously giving potential tourists a special and memorable experience. A destination's distinctive history, culture, and customs can be promoted through historical and cultural tourism, which can enhance the area's reputation and draw more tourists. Moreover, history and cultural tourism can support the local economy by generating jobs and promoting activities locally.

The reputation of a visitor destination is objective, and subject to a valuation made by external and internal stakeholders based on communication, stakeholders' mindsets, and direct experiences of the target destination that entail WOM (word-of-mouth) and offline and online media such as radio, print media, digital media, and the Internet (Darwish, 2019; Artigas, 2015) carried out an investigation to explore the mediating impact of familiarity on emotions and the reputation of a visitor destination, and identified that familiarity will not normalize the impact of emotional and cognitive perceptions of a destination's reputation. Furthermore, it was noticed that places with a good reputation are considered destinations with greater trustworthiness and credibility levels, when compared with other places.

In data strong positive influences and motivational attributions of social responsibility around internal tourism destinations were identified in comparison with external tourism destinations when the tourist hotspot had a good reputation. A model was proposed for measuring the link between destination competitiveness and online reputation, and it was identified that good reputation of destination tourism has an optimistic impact on tourists' loyalty and destination competitiveness. The study claimed that it is essential to enhance the reputation of destinations among tourists. The reputation of destination is assessed by landscape, leisure activities, accommodation, attractions and catering. Authors also found that reputation creates an effect on a tourist destination and enhances the readiness of tourists to revisit the place (Su, L. 2020; Dorcic, 2017; Wang, 2021; Coelho, 2017; Foroudi, 2019; Perles-Ribes, 2019; Chatzigeorgiou, 2016).

The authors of studied the expectations of tourists before traveling, and the travel- ing experiences of visitors. They found that traveling experiences are made unforgettable through the interaction of shared memories, and that these memories influence future deci- sions and behaviors. The reputation of any destination means tourists have expectations before they travel, and such expectations and feelings around traveling can inform each other by influencing or forming memorability. A destination's reputation is developed by various elements, and needs a shared approach that incorporates all the various themes of a destination; managing the reputation of a destination is an essential operational and strategic activity that local, regional, and state authorities are responsible. Cities with good reputations are able to maximize their attractiveness to tourists (Sterchele, 2020; Morgan, 2011).

Likewise, cities and states with good reputations have the capacity to attract new visitors and re-attract existing visitors. According to [45], such cities will increase economic growth and motivate the growth of tourist firms, as well as minimizing unemployment rates [46,47]. In addition, a higher quality of accommodation increases tourist satisfaction and enhances the reputation of a destination. Furthermore, these factors can influence huge numbers of visitors and tourists [48], as well as people and creative industries [49]. In addition, the authors also identified that a destination's reputation is important in branding the destination [50–53]. A number of variables, such as the potential of the cultural and historical attractions, the accessibility of the location, the safety and security of the location, the availability of activities and services, and the quality of the lodging and hospitality, play a major role in forming the reputation of a destination (Gammelsæter, 2017; López-López, 2018; Dastgerdi, 2019; Wijngaarden, 2019; Bock, 2015; Postma, 2017; Luxor Tour, 2021; Khor, 2020; Mansouri, 2015; Zhang, 2015; Prentice, 2013; Cabrera, 2016; Carrillo, 2016; World Tourism Organization, 2020).

Table 2 presents studies that have identified the aspects of a destination's reputation that contribute to the development of heritage tourism.

Table 2. The role of a destination's reputation in promoting heritage tourism.

Destination Reputation and Heritage Tourism

S. No	Author	Year	Aspects of Destination Reputation That Contribute to the Development of Heritage Tourism
1	[34]	2019	Word of mouth
2	[35]	2015	Trustworthiness and credibility
3	[36]	2020	Positive feedback of internal destination tourism
4	[37]	2017	Loyalty and destination competitiveness
5	[38]	2021	Landscape, leisure activities, accommodation, attractions and catering
6	[52]	2021	Availability of activities and services
7	[41]	2019	Quality of accommodation and hospitality
8	[56]	2013	Accessibility of the destination
9	[57]	2016	Sustainable development initiatives

10	[31]	2019	Community participation
11	[39]	2017	Touristic attractiveness
12	[28]	2010	Encouraging the involvement of local communities
13	[40]	2019	Identity and heritage
14	[45]	2017	Media visibility
15	[46]	2018	E-Government transparency
16	[49]	2019	Creative place reputation
17	[43]	2020	Tourists' experience
18	[58]	2016	Increasing the level of sustainable tourism
19	[29]	2017	Encouraging the involvement of Local communities
20	[42]	2016	Building trust
21	[44]	2011	Marketing and promotion
22	[51]	2017	Developing an authentic local experience
23	[53]	2021	Engaging local people
24	[50]	2015	Tourists' experience
25	[48]	2019	Investing in city branding initiatives
26	[33]	2020	Creating positive image through promotion
27	[32]	2020	Quality attractions, events and services
28	[54]	2015	Providing targeted marketing
29	[55]	2015	Positive word of mouth

(Source: Author)

The Relationship between Tourist Experience Enhancement and the Development of Heritage Tourism

The most important elements of the tourism business include the growth of cultural tourism, historic tourism, and tourism experiences. These components of tourism can be improved to increase the number of visiting tourists, spur economic growth, and raise the standard of living of locals. Research by the World Tourism Organization found that nations who have made investments in the growth of their cultural tourism and heritage have gained significant economic benefits. Moreover, cultural tourism can offer visitors a singular and unforgettable experience, and help residents feel more connected to one another.

The authors of pointed out that perceptions of visitors are important, since the tourism sector is becoming more and more competitive every day. Tourist destinations have to portray themselves well in order to influence tourists and visitors. Understanding tourists' behaviors and perceptions, enhancing a destination's image, creating an effective group of stakeholders, and providing a pleasant experience to can contribute to effective destination branding. Heritage and cultural destinations have to be creatively main- tained and used in an ecological way, both for their own survival, and so that they make an effective contribution to enhancing the image of a tourist destination.

The authors of discuss that tourists' impressions of travel experiences and per- ceptions of a given destination are the most trustworthy sources of facts for determining the intention of tourists to revisit. Optimistic moods and emotions regarding previous trips influence visitors' future behavior and decisions. The intent to revisit is defined as the willingness and readiness of an individual to visit a tourist destination again. The behavior of tourists (i.e., choosing a destination to visit, evaluating the decision about a particular destination, and their future intent to visit the destination) depend upon their willingness to visit a destination again. The

growth of a majority of destinations depends upon repeat visits from tourists, because the marketing of retaining repeat tourists are lower than the costs of attracting new visitors.

The authors of identified seven components, namely knowledge, local culture, novelty, involvement, refreshment, hedonism, and meaningfulness, as major factors in influencing the experience of tourists and impacting their individual memorability. Understanding and supporting the optimistic memories of visitors is said to offer competitive benefits in the marketplace of modern tourism. Furthermore, there are also studies that focus on measuring the experiences of tourists with respect to a particular destination.

The authors of argue that visitors develop their dissatisfaction or satisfaction about a vacation on the basis of their perceptions and attitudes. The perceptions of tourists are dissimilar, and vary based on individual values and preferences. The attitudes of visitors play a main role in the development of tourism. Assessing the perceptions of tourists could be used as a strategy for creating new infrastructure upgrades and tourism policies in a destination. If visitors are satisfied with the facilities of a destination, the destination will be perceived as reliable, and visitors may suggest the destination to others, or revisit.

The increase in overall service quality, which includes accommodation, travel, food, entertainment, and other services required for a pleasurable stay, contributes to the enhancement of the tourist experience. By offering high-quality services like a welcoming environment, effective transportation, and cozy lodging, a destination can improve tourists' experience. A destination can also offer visitors educational and cultural experiences, including workshops and guided tours, to help them better understand the customs and culture of that particular area.

Heritage tourism is known to be influenced by visitor experiences and brand perception. According to the authors of visitor experiences can affect how people view a place generally, and whether they have a favorable or negative attitude towards it. This can have an impact on how well the particular destination performs as a tourist attraction. Brand image, on the other hand, can help heritage places stand out from the competition, and encourage more visitors from different demographics. Strong brand perceptions can also enhance the overall quality of the tourist's experience, and promote return visits. Heritage tourism sites can increase their competitive edge and forge a deep bond with visitors by developing a strong and distinctive brand image.

Table 3 presents the literature that has identified the aspects of tourist experience that contribute to the development of heritage tourism.

Table 3. The role of tourists' experience in promoting heritage sites

Tourist Experience and Heritage Tourism

S. No	Author	Year	Aspects of Tourist Experience That Contribute to the Development of Heritage Tourism
1	[60]	2017	Role of visitors
2	[63]	2017	Impressions of tourists
3	[59]	2020	Revisiting intentions
4	[66]	2018	Visitors' memory
5	[71]	2015	Visitors' perception
6	[69]	2014	Tourist perception
7	[65]	2012	Visitors' memory

8	[74]	2011	Tourist perception
9	[75]	2017	Tourist perception
10	[61]	2019	Destination branding
11	[62]	2015	Intangible cultural heritage
12	[68]	2017	Local food consumption
13	[64]	2016	Place attachment
14	[70]	2020	Destination satisfaction
15	[67]	2019	Forest recreation
16	[72]	2012	Climate change
17	[73]	2011	Extreme long-haul air travel
18	[76]	2021	Tourists' perceptions
19	[78]	2018	Heritage and cultural tourism
20	[77]	2018	Integrated approach
21	[82]	2011	Brand image
22	[83]	2016	Destination brand image
23	[80]	2014	Heritage tourism
24	[81]	2015	Destination image
25	[79]	2009	Image, experience and heritage tourism

Source: author.

The Relationship between Marketing and Promotion and the Development of Heritage Tourism

A crucial component for sustainable economic development is the development of tourism based on heritage and culture. Effective marketing and promotion are essential for raising the awareness of the place and its attractions in order to reap the advantages of such tourism.

According to, heritage is developed in a destination on the basis of itineraries that include handicraft trails, temples, architecture, and so on. Heritage site centers have to be created in every destination of cultural and historic importance in order to increase awareness about the value of cultural heritage. Information centers could be opened for tourists, and offices could be set-up for providing technical help to district authorities. Furthermore, information centers can give related advice to local populations and authorities regarding the sites, and can also develop unique tools for protecting heritage. Appropriate advertisement through effective marketing, and promotion through electronic media about the cultural or heritage sites may influence the travelers to visit a specific destination.

The authors of state that effective tourism destinations establish multidimensional aspects in which intangible parts can be assessed alongside the experiences of tourists. If the values of cultures are linked with the promotion of destinations, their unique values can be assured. This economically distinguishes a destination from others. The destination of Madhya Pradesh is unique in that it can offer tourists a new experience, and it is chosen on this basis. The noticeability and strong memorability of place add value to of the destination's communication strategies. Memorability combines with a visitor's mental to form the reason for choosing a preferred destination. It is clear that promotional campaigns provide an identity to a destination which is non-replicable, and at the same time, when accepted globally, acts as a perfect destination identifier. For the state of Gujarat, the value promoted is that of diversity. Appealing and simple promotional messages that link both emotional and functional values create a perfect connection between tourists and a destination.

Activities in marketing and promotion aid in building a destination's brand identity and drawing tourists to a particular place. By educating potential visitors about a location's attractions, history, and cultural heritage through targeted marketing, it is possible to increase the intention or desire of tourists to visit that location. Advertising campaigns can also highlight distinctive events, such as particular cultural occasions that will draw tourists who are interested in the region's history and culture.

Tourism promotion may also include indirect tactics like sponsorship, public relations, and media relations, in addition to direct marketing operations. These activities can contribute to the development of a favorable perception of the tourist location and its cultural features, which will enhance its value and draw more visitors.

Additionally, it is crucial to think about the best ways to divide the target market and modify the messages for different categories of tourists. Marketing and promotion, for instance, can be tailored to appeal to specific age groups, cultures, and interests. A destination can more successfully sell its distinctive cultural legacy and draw more tourists by carefully choosing its target demographic population through proper segmentation.

Advertising campaigns have an impact on tourists' perception of a destination, as campaign content includes elements that draw the attention of target visitors. Each promotional advertisement campaign contains information for tourists or consumers. It is clear that advertising content provides transformational and informational content as a way of presenting new data to potential tourists, and can change their choice of tourist destination by offering as yet unexplored experiences.

A model was developed by for understanding the concept of multisensory brand- ing (MB) in the tourism sector. Use of MB for enhancing on-site tourists' bonds with a destination provides an optimal experience which fulfills tourists' expectations and results in positive image for the destination brand. MB enhances consumer enjoyment and thus maximizes the possibilities of repeat visits from consumers. Tourists depend on their observations to gain insight into destinations, and gain the most insight from visiting. Such hopes are developed by marketers using traditional and modern promotional tools. Thus, it is important to market destinations by utilizing tourists' perceptions. Brand knowledge and brand awareness must be created on the basis of tourists' perception.

Studies discuss destination branding through various digital platforms, and identified a concept called IMC (integrated marketing communication). IMC plays a major role in influencing the destination choice of tourists. Similarly, the channels used for communication, media campaigns, public relations, offline and online advertising, print and broadcast media, recommendations from friends, relatives and family, promotions by tour operators and travel agents, festivals, travel exhibitions, and events and carnivals all play a major role in promoting a destination.

When it comes to promoting new or under-marketed tourist locations, print media is extremely effective. Print advertisements can be used to tell potential visitors about the local area's amenities and accessible attractions. Images, descriptions of the attractions, and accounts of recent and historical events can all be used to do this. This might enhance the local sense of place and draw tourists who otherwise may not travel there.

In order to promote heritage and cultural tourism, conventional marketing strategies including print advertising, radio and television ads, and direct mail can be useful. Moreover, outdoor advertising in the form of billboards and signs can aid in highlighting specific locations or activities.

Another strategy to encourage the growth of heritage and cultural tourism is to make use of local talent. This may entail collaborating with regional musicians, storytellers, and artists to develop original attractions and experiences. Local organizations, including chambers of commerce, tourism boards, and volunteer groups, can

also be used to raise awareness and gain support for heritage and cultural tourism initiatives. Heritage and cultural tourism development can be effectively achieved through marketing and promotion, and by working with local and regional partners. This involves collaborating with local businesses, tourism boards, and other groups to establish marketing strategies, attractions, and experiences that reflect the history and culture of a region.

Digital marketing is a viable alternative to conventional marketing strategies for promoting heritage and cultural tourism. This includes utilizing social media to promote attractions and travel locations, as well as search engine optimization (SEO) to direct traffic to pertinent websites. Additionally, clients can receive offers and discounts via email marketing, as well as information about forthcoming events.

Digital marketing has been successfully employed in recent years to promote cultural and heritage sites, draw more visitors, and increase the profitability of local businesses. For instance, search engine optimization (SEO) and other internet marketing strategies have assisted in increasing traffic to historical and cultural sites.

According to [108], heritage and cultural tourism enterprises have been able to forge better bonds with their patrons and forge more personal connections through the usage of social media. This has made it possible for them to more effectively target particular demographics with their services, and to design experiences that highlight their distinctive products. Social media has also made it possible for companies who offer heritage and cultural tourism to clients in a more engaging and dynamic way, giving clients the chance to share their experiences and stories.

Table 4 presents studies that have identified the aspects of marketing and promotion that contribute to the development of heritage tourism.

Table 4. Review of different marketing strategies used for promoting heritage sites.

Marketing and Promotion and the Development of Heritage Tourism

S. No	Author	Year	Aspects of Marketing and Promotion That Contribute to the Development of Heritage Tourism
1	[88]	2015	Ad-campaign
2	[89]	2014	Multisensory branding:
3	[87]	2017	sponsorship, public relations, and media relations
4	[102]	2009	Print media:
5	[103]	2020	print advertising, radio and television ads, and direct mail
6	[104]	2020	Local talents:
7	[105]	2020	chambers of commerce, tourism boards, and volunteer groups
8	[108]	2017	Social media
9	[109]	2019	Traditional marketing
10	[110]	2020	Digital marketing
11	[85]	2015	Tourism development
12	[86]	2016	Advertising brand intangibles
13	[91]	2010	Nation Branding and integrated marketing communications
14	[90]	2011	Utilizing tourist-created content for destination branding
15	[95]	2013	Utilization of social media for place branding
16	[92]	2012	Relationship building between company and city brands
17	[93]	2015	Co-creation of destination branding with references to portugal

18	[94]	2015	Web content mining
19	[96]	2020	Strategies for visitors' selection of heritage destination
20	[100]	2011	Exhibition attributes for repeat visitation
21	[97]	2014	Utilizing newspaper reports for mega events
22	[98]	2013	Festival tourism and its key functions
23	[101]	2018	Branded events and carnivals
24	[84]	2017	Handbooks
25	[107]	2020	Digital marketing
26	[99]	2021	Festivals and cultural tourism
27	[110]	2020	Experiences as a tool for cultural heritage marketing
28	[111]	2020	Digital marketing
29	[106]	2020	Traditional marketing

Source: Author.

Findings, Conceptual Framework and Hypotheses

The factors that are critical towards the development of heritage tourism have been graphically expressed in Figure 3. As illustrated in Figure 3, brand value has been identified as a factor in 19 articles, destination reputation has been identified as a factor in 29 articles, tourist experience has been identified as a factor in 25 articles, and marketing and promotional activities have been identified as factors in 29 articles. Figure 4 lists the key findings and strategies, as identified by the existing researchers, to be adapted in order to facilitate the development of cultural and heritage tourism through the enhancement of four aspects, namely brand value, destination, reputation, tourists' experience, and marketing and promotion activities.

Figure 3. Factors that are critical towards promoting heritage tourism. Source: author.

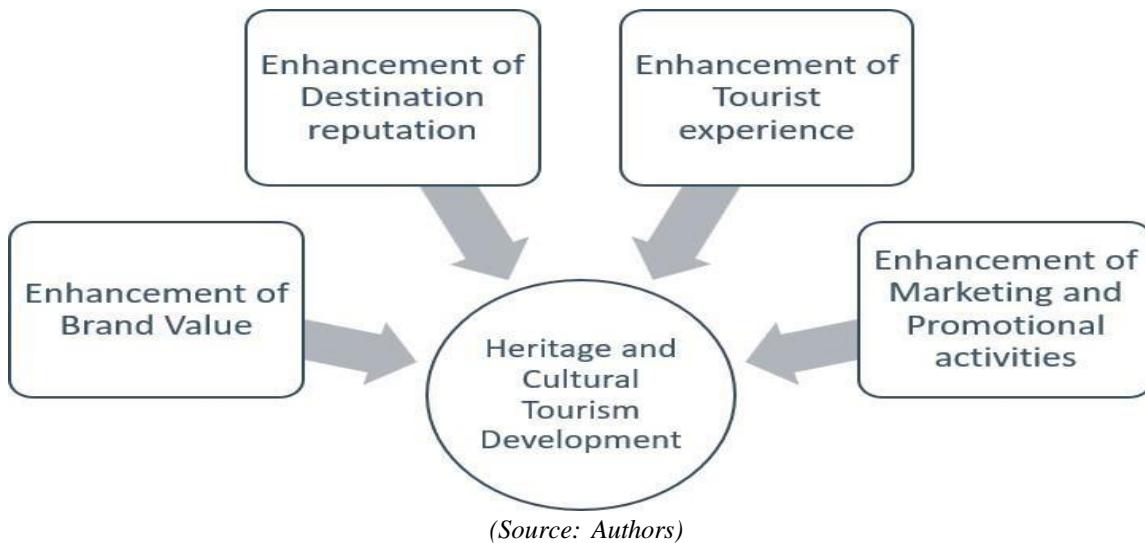
Figure 4. Key findings on strategies that are critical for promoting heritage tourism. *Source: authors.*

Brand Value	Key strategies for enhancement
•Promotion of cultural and historical significance	
•Leveraging cultural heritage for tourism branding	
•Good access, well-managed visitors, good marketing strategies, and adequate resources to support the site	
•Conservation of the heritage site	
•Active management of the site	
Destination reputation	Key strategies for enhancement
•Trustworthiness and credibility	
•Community Participation	
•Loyalty and destination competitiveness	
•Positive feedback of internal destination of tourism	
•Sustainable development initiatives	
Tourist Experience	Key strategies for enhancement
•Tourist impression	
•Revisit Intention	
•Visitor memory	
•Destination Satisfaction	
•Integrated Approach	
Marketing and Promotion	Key strategies for enhancement
•print advertising, radio and television ads, and direct mail	
•Digital Marketing	
•Social media	
•Web Content Mining	
•Nation Branding and Integrated Marketing Communications	

The key factors that are critical towards promoting heritage tourism have been identified in Figure 3. Furthermore, Figure 4 elaborates upon the key findings identified, and presents the important strategies to be adapted in order to promote cultural and heritage tourism.

The following model has been developed as a result of a detailed review of the existing literature on the factors to be adapted by different enterprises in promoting cultural and heritage tourism across the globe. Figure 5 presents the conceptual framework arrived at through an extensive review of the literature.

Figure 5. Conceptual framework on the factors contributing to the development of heritage and cultural tourism.



Based on the conceptual framework in Figure 5, the following hypotheses can be derived and tested in the future.

H1: *Enhancement of brand value has an impact on the heritage and cultural tourism development in a particular destination.*

H2: *Enhancement of a destination's reputation has an impact on the development of heritage and cultural tourism in that particular destination.*

H3: *Enhancement of tourists' experiences has an impact on the development of heritage and cultural tourism in a particular destination.*

H4: *Enhancement of marketing and promotional activities has an impact on the development of heritage and cultural tourism in a particular destination.*

Discussion, Conclusions and Future Work

It is evident that the factors of tourist experience, marketing and promotional activities, destination reputation, and brand value play a key role in promoting tourism in destinations of cultural and historical importance. It is clear from Figure 4 that the key strategies for the enhancement of brand value are the promotion of cultural and historical significance, leveraging cultural heritage for tourism branding, providing good access, well-managed visitors and adequate resources to support the site, conservation of heritage sites, and active management of heritage sites. The key strategies for the enhancement of a destination's reputation are trustworthiness and credibility, community participation, loyalty, the destination's competitiveness, positive feedback from internal tourism destinations, and sustainable development initiatives. The key strategies for

the enhancement of tourists' experiences have been identified as improving the impressions of tourists, creating the intent to revisit, producing good memories for visitors, destination satisfaction, and the adaptation of an integrated approach. Finally, the key activities to be adapted for the enhancement of marketing and the promotion of a heritage destination are print advertising, radio and television advertising, direct mail, digital marketing, social media, web content mining, nation branding, and integrated marketing communications.

Governments and other stakeholders must take into account a number of issues in order to improve the visitor experience and the growth of heritage and cultural tourism. For instance, improving a destination's infrastructure (such as its transportation and lodging) is crucial to increasing its accessibility and appeal to tourists. Promotion of nearby activities, attractions, and events can also aid in attracting tourists to a location. Additionally, conducting cultural events like festivals, workshops, and galleries can provide visitors a unique experience. In order to promote a sense of connection and appreciation, it is crucial to make sure that tourists are informed about the history and culture of a destination. Destinations may build a strong brand identity and raise awareness through targeted campaigns and events. More tourists will be drawn to the area as a result, and the local culture and traditions will be safeguarded for upcoming generations. It is clear that digital marketing has helped to advance the growth of cultural tourism and heritage. Heritage and cultural sites have been able to make their places more visible, and to give tourists more engaging experiences by utilizing digital marketing. The heritage and cultural tourism sectors can now more easily and affordably promote their goods and services to a wider range of audiences by using social media. It is also clear that print media is still a useful medium for fostering the growth of cultural and historical tourism.

Overall, it is clear in many nations that the development of historical and cultural tourism is correlated with brand value enhancement. The development of heritage and cultural tourism can help a location or attraction build a good name for itself, attract more tourists, and boost brand recognition. A destination's reputation is an important factor when considering cultural heritage sites as tourist destinations. It is understood that the development of historical tourism and cultural tourism is a significant component of the tourism industry. Governments and stakeholders can contribute to enhancing a destination's quality and bringing in more visitors by making investments in infrastructural development, promoting attractions, and offering cultural events.

The present research has also contributed a conceptual research model, and has presented a set of hypotheses. The hypotheses derived could be tested through the operationalization of the variables proposed in this model, through collection of primary data and analysis of the data in the future. The primary data could be collected from tourists from various destinations of historical importance across the globe, and the results could be compared in order to verify whether the factors identified by the model hold true for all heritage destinations across the globe.

Current research is limited to the concept of tourism development. The concept of over-tourism, which has emerged in the recent times, could be also studied in future in order to identify and understand how the arrival of tourists in large numbers could impact heritage destinations and places of cultural importance.

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