



The Effect of Authenticity towards Cultural Heritage Tourists' Behavioral Intention: Case Study of the Graeco-Roman Museum

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Abstract

This study examines the influence of perceived authenticity on the behavioral intentions of cultural heritage visitors at the Graeco-Roman Museum in Alexandria. In July 2024, the researchers conducted a survey, collecting data from 300 museum visitors and assessing 236 valid responses. The research utilizes structural equation modeling (SEM) with WarpPLS to investigate the interconnections among perceived authenticity, tourist satisfaction, perceived value, quality of experience, and emotional responses. The results demonstrate that authenticity significantly improves tourist satisfaction, perceived value, and the overall quality of the experience. Tourists who perceive the museum as an authentic experience engage with a greater sense of belonging, resulting in a higher willingness to recommend the site or revisit. The research stresses that authenticity is crucial in influencing emotional reactions, including joy and nostalgia, hence enhancing tourists' attachment to the cultural heritage site.

This research is significant due to its practical consequences for museum administration and cultural tourism. Facilitating genuine encounters at heritage sites such as the Graeco-Roman Museum can improve visitor satisfaction, encourage return visits, and enhance favorable word-of-mouth advertising. The study highlights the necessity of effectively maintaining authenticity to foster significant and enduring visitor experiences, establishing cultural heritage assets as vital aspects of sustainable tourism.

Keywords: Authenticity, Behavioral Intention, Culture Heritage Tourism, Graeco -Roman Museum

1.Introduction:

International recognition for the Mediterranean and global history and culture of the Graeco -Roman museum of Alexandria, one of Egypt's four main museums, underscores the importance of this research. The museum,

which is Egypt's cultural tourism hub, has preserved a Greek-Roman legacy. In 2023, the museum reopened after nearly two decades of

notable renovations, attracting local and international tourists to its possessions. This

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paper examines how museum authenticity affects cultural heritage tourists' behavior. A study on authenticity and tourist behavior assists in clarifying how cultural heritage sites like the Graeco -Roman Museum might attract and retain visitors, especially after its projected reopening and heightened importance.

Since the Graeco -Roman Museum is the case study of this research; the study examined the influence of perceived authenticity on the behaviors and intentions of cultural heritage tourists who visited the Graeco -Roman museum, as well as the impact of authenticity on key factors such as tourist's satisfaction, perceived value, experiential quality, and emotional responses.

Authenticity is critical for enhancing cultural tourism, fostering meaningful emotional connections, enriching the overall experience, and increasing the likelihood of visitors revisiting or recommending the museum to others.

The study clarified how authenticity enhances more substantial and enduring vacation memories. It offers practical recommendations for tourism managers and historic site administrators, highlighting the significance of sustaining authentic experiences to enhance visitor satisfaction and foster ongoing engagement with cultural heritage sites. This study advances academic discussions on cultural tourism management, highlighting the impact of authenticity on tourist behavior.

2.Literature Review:

2.1 Graeco Roman Museum

The Graeco-Roman museum of Alexandria is one of the most essential museums, not only in the wider area of Mideterranea but also in the world, whose history goes back to the 19th century. (Fig. 1)



Figure 1: “The Graeco -Roman museum in the Late 19th Century”; source: de Lagarenne, Édouard 1897, *L’Égypte fantaisiste*, Alexandria, Imprimerie de la Correspondance Egyptienne, fig.2

It is also considered one of Egypt's four major museums. It contains not only the main archeological artifacts found in Alexandria and the surrounding region, but also those discovered all over Egypt dating from the Graeco -Roman Period. Seif el-Din (2010) Giuseppe Botti, an Italian archeologist who arrived in Alexandria in 1884 as the head of the Italian School, played a crucial role in the museum's foundation. Together with the British council Sir Charles Cookson and a few others, Bottin founded the Graeco -Roman museum in Alexandria, based on signed agreements by Jacques de Morgan and Khedive Abbas Helmy II. On October 17, Bottin officially inaugurated the museum and opened it to the public on November 1, 1892, nominating Botti as the first director (1892–1903). Hassan (2002) Evaristo Brccia, the second Italian director (1904-1932), succeeded him, Breccia (1922) and Achille Adriani (1932-1939) followed. Henri Riad served as the first Egyptian director from 1958 to 1967. Seif el-Din (2010)

Since then, the museum seems to have recovered its international reputation, becoming again an essential institution for all the scientific schools served as a prominent center of historical, cultural, and intellectual importance, drawing scholars, archaeologists, and history enthusiasts from across the world.

The museum's extensive collection of antiquities, reflecting centuries of Graeco - Roman influence in Egypt, provides a distinctive insight into the complex history of ancient civilizations. By the 1990s, the museum had restored its worldwide reputation, becoming a premier destination for global travellers. The museum's cultural significance during this period was paralleled by its economic impact, as the surge of tourists established it as a primary source of hard income for Alexandria. The Graeco -Roman Museum functioned as a nexus for cultural legacy and an economic catalyst, significantly elevating Alexandria's prominence as a global metropolis and a focal point for cultural tourism. This, in turn, strengthened the cosmopolitan identity of Alexandria, a city renowned for its fusion of many cultures and histories, rendering it an increasingly appealing destination for foreign tourists desiring a profound connection with its distinctive legacy. The museum completely closed in 2005 for renovations.

2.2 Culture Heritage Tourism

The literature on cultural heritage tourism emphasizes the importance of authenticity and its influence on tourists' behavioral intentions. Authenticity in cultural heritage sites refers to the preservation of traditional practices, art, and history that reflect the identity of a culture or place. This authenticity enhances tourists' experiences, encouraging them to revisit and recommend the sites to others (Ariffin & Mansour, 2018; Domínguez-Quintero et al., 2020).

(Wee & Ariffin, 2021) suggests that service quality, novelty, and leisure experiences are the key determinants of tourists' behavioral intention in cultural heritage tourism. Focusing on novelty experiences, research shows mixed results regarding their influence on repeat visits in cultural tourism. Novelty appeals more to

first-time visitors, while factors like leisure and service experiences contribute more significantly to future behavioral intentions. The study of Malta, a UNESCO World Heritage Site, highlights how leisure activities, combined with service excellence, significantly impact tourists' intentions to revisit.

However, (Seyfi et al., 2020; Domínguez-Quintero et al., 2020) notes that the relationship between novelty and behavioral intention is weaker in cultural heritage tourism than in other types of tourism. Authenticity and the depth of experience in cultural heritage sites seem to stand on their own, with tourists valuing the opportunity to connect with the historical and cultural narrative of the location.

Scholars (Sterry & Beaumont, 2006; Witcomb, 2007; Smith, 2015) generally view museums as educational spaces that collect, preserve, and display cultural heritage, catering to both locals and tourists for cultural tourism. However, as museum experiences increasingly incorporate cognitive and emotional interactions, the recreational aspect of museums becomes equally important. This shift marks a change in the focus of museums, from mere artifact preservation to the creation of immersive visitor experiences (Jin, Xiao, & Shen, 2020).

3. Developing Research Hypotheses and Model

3.1 Perceived Authenticity

Authenticity is often associated with tourist artifacts, heritage sites, and experiences. Tourists are pursuing authenticity as a response to a daily existence filled with counterfeit and counterfeit features (Rickly-Boyd, 2012), hence reinforcing this trend as a core characteristic of culture heritage (Mura, 2015). Pursuing heritage and authentic experiences has emerged as a primary incentive for travel (Lu et al., 2015; Frisvoll, 2013). Heritage sites highlight authenticity as a crucial factor that influences tourist experiences. Previous studies have emphasized the significance of

authenticity in tourism experiences, particularly in heritage tourism contexts. (Zhu, C, 2023). Authenticity is also very important in driving tourist satisfaction, loyalty, and overall tourism experiences at heritage sites. (Eck et al., 2023; Lu, W. et al., 2022) focused on perceived authenticity in the context of cultural heritage tourism, emphasizing the significance of authenticity in enhancing the overall tourist experience. (Zhou et al., 2022) emphasize the importance of authenticity in heritage tourism, highlighting how authenticity is a core attribute that attracts tourists to experience historical sites. It discusses the significance of authenticity in connecting the supply and demand aspects of heritage tourism destinations. Park et al., (2019) tackled the idea of authenticity profoundly influences tourists' behavioural intentions for museum visits. In this context, authenticity indicates a perception that museum displays, experiences, and cultural presentations are legitimate and loyal to their origins. Genuine experiences can deepen tourists' emotional ties to cultural assets, resulting in increased satisfaction and encouraging repeat visits or favorable recommendations. As tourists increasingly pursue distinctive and genuine experiences, museums must ensure that their exhibits harmonize traditional history with contemporary interpretations to maintain relevance and engagement. Pine and Gilmore (2007) show how museums must adjust to this requirement by presenting their collections, frameworks, and experiences in ways that correspond with visitors' perceptions of authenticity. This entails establishing an atmosphere that authentically reflects the museum's identity while fulfilling its commitments. In tourism, a museum's capability to provide authentic experiences impacts visitors' perceptions of the value of their visit, therefore influencing their likelihood of returning or recommending the museum to

others. Effectively managing authenticity not only improves visitor pleasure but also bolsters the museum's competitive standing in the expanding experience economy.

3.2 Behavioral Intention

Behavioral intention is a fundamental idea in comprehending consumer behavior, especially within the realm of tourism. It denotes the probability that an individual will partake in a particular action, such as returning to a location, influenced by their attitudes, perceptions, and prior experiences. (Zhou, 2022). Several studies have explored various factors that influence behavioral intention in tourism. These include tourists' satisfaction, perceived value, quality of experience, and emotional responses Karim et al., (2024). Satisfaction, in particular, plays a crucial role in shaping behavioral intentions. Satisfied tourists are more likely to exhibit positive behaviors such as repeat visitation and word-of-mouth recommendations. Wang et al., (2017)

Rehman et al., (2023) found that tourist experience quality, perceived price reasonableness, and regenerative tourism involvement significantly influenced tourist satisfaction, which in turn affected their behavioral intentions in the Ha'il Region of Saudi Arabia. Additionally, An, W. et al., (2022) confirmed that emotional solidarity among volunteer tourists positively influenced their on-site experiences and revisit intentions.

3.2.1 Effect of Authenticity on Tourists' Satisfaction

Dewi (2024) highlights the significant impact of perceived authenticity on tourist satisfaction at cultural heritage sites. For instance, a study in Langzhong Ancient City, China, scrutinized the impact of various forms of authenticity—objective, constructive, existential, and postmodern—on the satisfaction of tourists. The results showed that authenticity, especially objective and existential authenticity, plays a crucial role in enhancing tourist satisfaction and

loyalty. The same case study tackled by Zhang, Yin, and Peng (2021) highlights how perceived authenticity enhances tourist satisfaction, especially in cultural heritage tourism, which shows that objective, existential, constructive, and postmodern authenticity increases tourist satisfaction and loyalty. Commercialization linked with authentic experiences might boost tourists' authenticity and contentment, according to the research. This study highlights the delicate interplay between commercialization and authenticity in cultural tourism and recommends intelligent management measures to maintain cultural integrity while meeting visitor expectations. Seyitoğlu (2022), a study on tourists visiting the monastery of Mor Hananyo in Turkey, also confirmed that authenticity perceptions significantly influence satisfaction. This research demonstrated that heritage and ancestral motivations lead to higher perceived authenticity, contributing to a richer and more satisfying tourist experience. Wang and Hsu (2010) and Liu (2015) assert that variables such as the physical environment, expenses, and climate significantly influence tourist satisfaction. These studies together assert that, in addition to facilities and services, the authenticity of the urban environment—comprising historic architecture and local cultural elements—enhances the visitor experience, resulting in elevated satisfaction levels.

Hypothesis 1 (H1): Perceived authenticity has a positive effect on Tourist's Satisfaction.

3.2.2 Effect of Authenticity on Perceived Value

Research on perceived value commenced gaining prominence in the 1990s, with academics like Porter (1985) emphasizing its significance in consumer decision-making. Zeithaml (1988) characterizes perceived value as a consumer's comprehensive assessment of a product or service. Perceived value in tourism denotes the tourist's holistic evaluation of a tourism experience, considering the equilibrium between the advantages obtained and the costs incurred. It is a multifaceted construct encompassing emotional, social, and functional (quality and monetary) qualities that

substantially influence tourist satisfaction and loyalty. Sweeney & Soutar, (2001). Research indicates that tourists who recognize greater value in their experiences are more inclined to demonstrate loyalty and participate in sustainable practices (Prebensen et al., 2013; Yen, 2020). Tourists assess the quality of their experiences based on perceived costs and advantages, a process referred to as perceived value. Studies demonstrate that perceived authenticity at destinations positively affects perceived value, thus influencing satisfaction Wu et al., (2019). Tourists who encounter authenticity at cultural heritage sites express elevated perceived value due to the significant connections established with the location Zhang et al., (2019). Yang et al., (2023) revealed that perceived authenticity significantly affects perceived value, hence impacting tourists' environmental responsibility and their inclinations to revisit. This emphasizes the significance of authenticity in influencing tourist experiences at heritage sites and its contribution to sustainable tourism promotion. In industrial heritage tourism, the perceived value of an experience is profoundly influenced by real encounters, which can evoke positive emotions and elevate the tourist's general evaluation of the site's value Zhang et al., (2022). Solakis et al., (2022) shown that value co-creation within hospitality services, encompassing discussion, access, risk, and transparency, may strengthen and enhance tourists' perceived value.

The concept of authenticity plays a significant role in shaping the perceived value of cultural attractions, including museums. For example, factors such as uniqueness, historical relevance, and the museum's ability to provoke thought have a significant impact on how visitors perceive its authenticity. The dynamic and subjective nature of authenticity makes it a central element in enhancing the value that visitors derive from museum visits. Brida et al., (2012).

Hypothesis 2 (H2): Perceived authenticity has a positive effect on perceived value

3.2.3 Effect of Authenticity on Quality Experience

Recent research indicate that perceived authenticity, both constructive and existential, strongly influences the quality of tourist encounters and pleasure at cultural heritage sites. Constructive authenticity, associated with historical reliability, increase satisfaction via the mediation of experience quality, although existential authenticity, connected to personal participation, also contributes considerably Lu et al., (2022); Domínguez Quintero et al., (2020).

Kolar & Zabkar (2010) discuss both dimensions of authenticity and conclude that they positively influence the quality of the tourist experience, with objective elements like architecture and restoration work laying the groundwork for deeper, subjective experiences. Studies have demonstrated that high levels of perceived authenticity significantly enhance the overall quality of the tourist's experience, allowing them to connect more meaningfully with the destination and its cultural significance Shen & Wen, (2016).

Authenticity and experience quality are fundamental elements in shaping the tourist experience at cultural heritage destinations. Dominguez-Quintero et al., (2019) emphasizes the distinction between objective authenticity, which pertains to the tangible aspects of heritage like architecture and artifacts, and existential authenticity, which encompasses the visitor's personal and immersive experiences. Both types of authenticity significantly influence the quality of the tourist's experience as visitors engage with both the material heritage and the broader cultural context. The interaction between these dimensions of authenticity and the perceived quality of the experience plays a pivotal role in shaping a visitor's overall satisfaction with the destination. Notable research applied concepts of authenticity and quality of experience. This study that investigates the perceived authenticity of museum experiences, highlighting both objective elements (e.g., historical accuracy of exhibits) and existential elements (personal connections formed by visitors). This study found that higher perceived authenticity leads to greater visitor satisfaction and influences the emotional response during

museum visits. It suggests that managing both the tangible and intangible aspects of authenticity can significantly enhance visitor experience quality and satisfaction in museums Hede et al., (2014).

Hypothesis 3 (H3): Perceived authenticity has a positive effect on Quality Experience

3.2.4 Effect of Authenticity on Emotional responses

Authenticity also plays a crucial role in shaping emotional responses at cultural heritage destinations. The personal, affective connection tourists form with the destination—whether through engagement with its history or immersion in its cultural activities—can evoke strong positive emotions. Domnguez-Quintero et al., 2019 strongly link these emotional responses, such as feelings of awe, nostalgia, or joy, to the perceived level of authenticity during the visit. Studies show that tourists who perceive high levels of both objective and existential authenticity tend to experience stronger positive emotions, which in turn lead to higher levels of satisfaction with the cultural site. This relationship underscores the importance of providing both authentic and emotionally engaging experiences to foster tourist satisfaction in cultural heritage tourism. Wu et al., (2019) examined how tourists' perceptions of authenticity influence their emotional well-being, with place attachment and satisfaction playing key mediating roles. The study highlights the significant positive impact of authenticity on enhancing emotional connections with heritage sites, as shown in a case study of the Palace Museum in China.

Meng & Luo (2024), focused on how existential authenticity (intrapersonal and interpersonal) and family interactions affect emotional responses in family tourists at UNESCO World Heritage Sites, such as Pingyao Ancient City. The findings suggest that these elements evoke strong emotional experiences, fostering family cohesion and storytelling.

Other studies have explored the emotional response of visitors, revealing that emotions such as awe, joy, and nostalgia significantly influence visitor satisfaction. One particular study on the National Museum of Archaeology in Sardinia demonstrated that visitors who

experienced stronger positive emotions tended to report higher levels of satisfaction, independent of demographic factors like age or education. This underscores the importance of curating emotionally engaging exhibits to foster deeper connections and enhance overall visitor satisfaction Del Chiappa et al., (2014).

Hypothesis 4 (H4): Perceived authenticity has a positive effect on Emotional responses

Therefore, based on the discussions of all the research hypotheses, the proposed research model is as follows: Figure 2

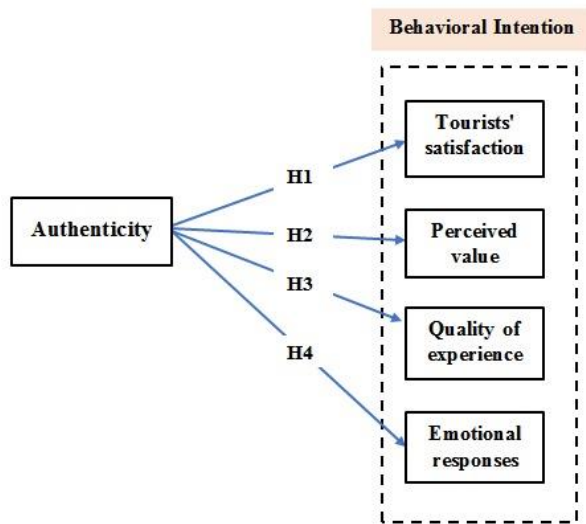


Figure 2: Proposed model based on illustrated hypotheses

4. Methods

4.1 The scale

This study employs five reflecting latent variables that have been assessed using scales in previous studies. The seven items that make up the perceived authenticity scale were derived from Lu et al., (2022). To gauge tourists' satisfaction, three items from Genc & Gulertekin Genc (2023) were used. Additionally, four phrases for the perceived value and five phrases for the quality experience were taken from González-Rodríguez et al., (2019). Lastly, emotional response was measured using four sentences based on Hosany et al. (2017). Every latent variable was measured using a 5-point Likert scale.

4.2 Sample and data collection:

The data was collected using the questionnaire. The questionnaire was divided into two sections: the first, which had 21 items, dealt with latent variables, and the second, which included 4 questions, covered the attributes of the research sample. Using the convenience sample, the questionnaire was delivered to 300 visitors in July 2024 who had visited the Greek and Roman museum. 236 valid responses were obtained and analyzed.

4.3 Sample profile

Table 1 presents a demographic profile of the study sample, providing a breakdown of gender, age, and education levels among participants. For gender, the majority of respondents were male, comprising 63.56% of the sample, while females represented 36.44%. Participants ranged in age across various age groups. The largest proportion (41.10%) was between 18 and 35 years, followed by those aged 36 to 50 years (27.97%). A smaller portion of respondents were either less than 18 years old (22.46%) or older than 50 years (8.47%). In terms of educational attainment, half of the respondents (50%) held a bachelor's degree. Other notable education levels included diploma holders (20.76%), those with other educational backgrounds (21.19%), and a minority of participants holding a master's degree (5.51%) or PhD.

Table 1. Sample profile (N=236):

Item		Frequency	Percent
Gender	Male	150	63.56
	Female	86	34.44
Age	Less 18 Years	53	22.46
	18 to 35 Years	97	41.10
	36 to 50 Years	66	27.97
	50 Years +	20	8.47
Education	Diploma	49	20.76
	Bachelor	118	50
	Master	13	5.51
	PhD	6	2.54
	Other	50	21.19

5. Analysis and Results

The researchers conducted "Structural Equation Modeling (SEM)," utilizing a collection of statistical techniques to explore the relationships between one or more independent and dependent variables. WarpPLS V.8 software, a modern tool for SEM that applies the partial least squares method, performed the analysis. WarpPLS stands out for its unique capabilities, including its ability to model nonlinear relationships between latent variables—features not commonly available in other SEM software. Additionally, it excels at calculating correlation coefficients for multivariate structural equation models (Kock, 2022).

5.1 Confirmatory factor analysis

Table (2) presents the results of the confirmatory factor analysis (CFA) for five constructs: perceived authenticity (PA), tourists' satisfaction (TS), perceived value (PV), quality experience (QE), and emotional responses (ER). Each construct is measured by several items, with their respective factor loadings ranging from 0.628 to 0.983, all being statistically significant (p-values < 0.001). According to Hair et al., (2010), loadings of 0.7 or higher are considered excellent, but loadings above 0.5 are often acceptable in the social sciences. Furthermore, Kline (2016) reported that a p-value <0.001, as in table 2, indicates that the item's loading is statistically significant, confirming its contribution to measuring the latent construct. The high loadings and significant p-values of the items demonstrate their accurate measurement of the intended latent constructs. This proves that the measurement model is reliable and valid.

Table 2: Confirmatory factor analysis

Items	Item Loading	P-value
Perceived Authenticity (PA)		
PA1	(0.713)	<0.001
PA2	(0.870)	<0.001
PA3	(0.827)	<0.001
PA4	(0.628)	<0.001

Items	Item Loading	P-value
PA5	(0.866)	<0.001
PA6	(0.860)	<0.001
PA7	(0.867)	<0.001
Tourists' Satisfaction (TS)		
TS1	(0.955)	<0.001
TS2	(0.983)	<0.001
TS3	(0.982)	<0.001
Perceived Value (PV)		
PV1	(0.836)	<0.001
PV2	(0.919)	<0.001
PV3	(0.860)	<0.001
PV4	(0.833)	<0.001
Quality Experience (QE)		
QE1	(0.861)	<0.001
QE2	(0.855)	<0.001
QE3	(0.865)	<0.001
QE4	(0.778)	<0.001
QE5	(0.669)	<0.001
Emotional responses (ER)		
ER1	(0.883)	<0.001
ER2	(0.791)	<0.001
ER3	(0.773)	<0.001
ER4	(0.955)	<0.001
ER5	(0.926)	<0.001
ER6	(0.924)	<0.001

5.2 Measurement model results

Table 3 presents the measurement model, assessing the reliability and validity of the constructs used in the study. All constructs exceed the commonly accepted threshold of 0.7, indicating high internal consistency (Hair et al., 2019). The values range from 0.904 to 0.982. Regarding Cronbach's alpha, it also demonstrates strong internal consistency for all constructs, with values ranging from 0.866 to 0.972, all of which surpass the threshold of 0.7 (Nunnally & Bernstein, 1994). The AVE values for all constructs are above the recommended minimum of 0.5, with values ranging from 0.655 to 0.948, confirming excellent convergent validity (Fornell & Larcker, 1981). These results suggest that the measurement model is both reliable and valid, ensuring the robustness of the constructs used in the study.

Table 3. Measurement model

Variables	Composite reliability	Cronbach's alpha	AVE
1.PA	0.929	0.910	0.655
2.TS	0.982	0.972	0.948
3.PV	0.921	0.885	0.744
4.QE	0.904	0.866	0.655
5.ER	0.953	0.939	0.771

5.3 Discriminant validity

Table 4 shows the discriminant validity of the research variables. Discriminant validity determines if dissimilar constructs are distinct. In this table, the values on the diagonal represent the square root of the average variance extracted (AVE) for each construct, and the off-diagonal values are the correlations between constructs. All constructs have higher AVE values than their correlations with other constructs, suggesting excellent discriminant validity (Kline, 2016).

Table 4. Discriminant validity of the research variables

Variables	PA	TS	PV	QE	ER
1.PA	(0.809)				
2.TS	0.850	(0.974)			
3.PV	0.816	0.845	(0.863)		
4.QE	0.694	0.597	0.696	(0.809)	
5.ER	0.895	0.909	0.799	0.672	(0.878)

5.4 Model fit and quality indices for the model

Table 5 presents the model fit summary for structural equation modeling (SEM) analysis. Each fit index assesses different aspects of the model's quality. All fit indices collectively suggest that the model is well-fitting and robust, with all criteria meeting or exceeding the acceptable thresholds.

Table 5 Model fit summary

Fit index and model results	Criterion	Result
Average path coefficient (APC)= 0.833, P<0.001	p < 0.05	Acceptable
Average R-squared (ARS)=0.699, P<0.001	p < 0.05	Acceptable

Fit index and model results	Criterion	Result
Average adjusted R-squared (AARS)=0.697, P<0.001	p < 0.05	Acceptable
Simpson's paradox ratio (SPR)=1.000	acceptable if ≥ 0.7, ideally = 1	Ideally
R-squared contribution ratio (RSCR)=1.000	acceptable if ≥ 0.9, ideally = 1	Ideally
Statistical suppression ratio (SSR)=1.000	acceptable if ≥ 0.7	Acceptable

5.5 The testing of hypotheses structural models

Figure (3) displays the structural model of the research, along with the path coefficient analysis (b), R-square (R2), and P-value. The hypothesis test results indicate that perceived authenticity and tourists' satisfaction have a positive connection (b = 0.88, P 0.001). This showed that tourists are happier when they believe the Greek and Roman Museum is authentic. Therefore, H1 was verified. Additionally, the findings show that perceived authenticity positively influences perceived value (b = 0.84, P 0.001). This suggests that visitors' perception of the Greek and Roman Museum's authenticity enhances its perceived value. Accordingly, H2 was accepted. Similarly, perceived authenticity has a significant impact on quality experience (b = 0.71, P =< 0.01). This implies that visitors will have a better quality experience when they perceive the authenticity of the Greek and Roman Museum. So, H3 was accepted. In addition, perceived authenticity has a significant impact on emotional response (b = 0.90, P<0.01). This implies the degree of perceived authenticity by visitors to the Greek and Roman Museum. Alexandria increases with their emotional response. Thus, H4 was validated.

Furthermore, figure 3 demonstrated that perceived authenticity accounted for 50% of the variance in tourists' satisfaction ($R^2 = 0.50$) and 70% for perceived value ($R^2 = 0.70$). Moreover, perceived authenticity explained 51% of the variance in quality experience ($R^2 = 0.51$) and 81% of the variance in emotional response ($R^2 = 0.81$).

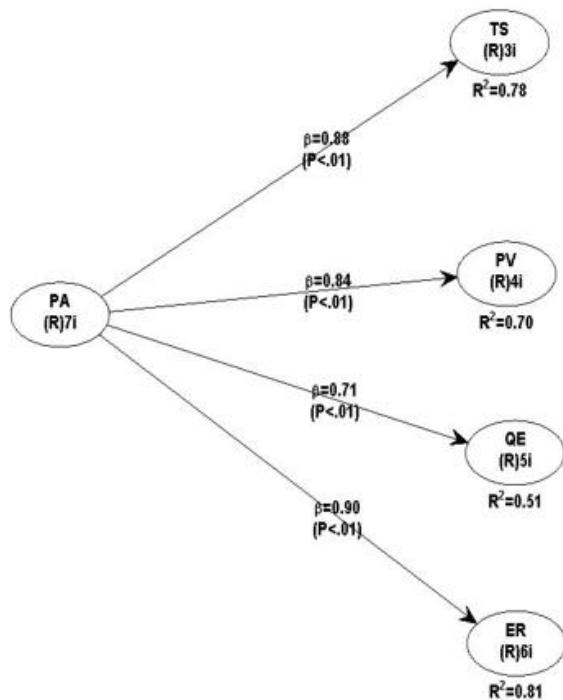


Figure 3: Results of the research model

6. Conclusion:

This study provides important insights into the substantial influence of perceived authenticity on the behavioral intentions of cultural heritage tourists, specifically at the Graeco -Roman museum in Alexandria. The results indicate that authenticity is a crucial factor influencing tourist satisfaction, perceived value, quality of experience, and emotional responses. Tourists who view museums as authentic exhibit higher levels of satisfaction and a greater willingness to revisit or recommend them, emphasizing the importance of authenticity in heritage tourism.

The study indicates that perceived authenticity markedly increases tourists' perceived value, influencing their total

experience. Authenticity acts as a conduit between the historical background of the cultural heritage site and the expectations of tourists, facilitating a profound emotional connection and involvement. Visitors appreciate the museum's displays' distinctiveness and historical significance, which enhances their perception of the experience.

This study addresses a notable deficiency in the literature by specifically examining the influence of authenticity on tourist satisfaction within museum contexts, a topic previously unexamined. This study examines the relationship by utilizing the Graeco -Roman museum as a case study, offering valuable insights into the influence of authentic experiences on tourists' behavioral intentions and satisfaction. The findings reveal novel possibilities for research regarding the influence of authenticity on visitor experiences, establishing a foundation for future investigations into how museums and cultural heritage sites might leverage authenticity to enhance tourist satisfaction and engagement.

The perceived authenticity of the Graeco -Roman museum influences the quality of the experience. Both objective authenticity, encompassing the historical accuracy of the exhibits, and existential authenticity, involving personal immersion, enhance the tourist experience. This relationship highlights the necessity for cultural heritage sites to prioritize not only the conservation of items but also the development of significant, immersive experiences for visitors.

Finally, the study highlights the crucial significance of authenticity in evoking profound emotional responses, including joy and nostalgia. These emotional connections increase visitor happiness and strengthen the museum's ability to encourage repeat visits and positive word-of-mouth promotion. By fostering genuine encounters, the Graeco -Roman museum may reinforce its status as a pivotal cultural hub of the cosmopolitan city

of Alexandria, reaping the advantages of sustainable tourism practices.

This research emphasizes the imperative for historic tourism management to promote authenticity in the services they provide to guarantee continuous visitor engagement and satisfaction. The results provide a significant framework for museum management and cultural heritage tourism strategies designed to cultivate substantial, enduring relationships between tourists and heritage sites.

7. Limitations:

The data gathered for this study was cross-sectional, acquired over a two-month duration. While the data provide valuable conclusions, they may not encompass the complete seasonal and temporal variations in tourist attitudes and behaviors. Conducting surveys at several intervals throughout the year may yield more comprehensive and transferable findings. Subsequent research should focus on gathering data over extended durations and across various seasons to accommodate any variations in tourist behavior, preferences, and emotional responses.

This study concentrated on a singular case—the Graeco -Roman museum in Alexandria. While the findings establish a robust basis for comprehending the significance of authenticity in heritage tourism, the results may not be readily applicable to other cultural heritage sites with distinct historical or cultural contexts. Additional research across diverse heritage tourism sites would be advantageous to corroborate and expand the findings of this study.

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