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THE AUTHENTICITY OF INTANGIBLE CULTURAL HERITAGE MODEL BASED ON TOURISM TERMINATE INTENTION

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Abstract

Recent studies have extensively examined the motivation of tourism intention related to the authenticity of intangible cultural heritage (ICH), but however, the factors influencing tourism termination intention are still poorly understood. This study proposes an integrated research model of the ICH tourism termination intention. The model is constructed based on the theoretical perspectives of the (Expectation Confirmation Theory) ECT and (Landscape Perception Theory) LPT. The objectives of this study are to investigate the factors and mechanisms influencing the termination of tourism intention. This study adopted the quantitative method and analysed 311 questionnaires using structural equation modelling by making assumptions about the relationships among the constituent factors and examining the influence of tourists' anticipatory motives and landscape perception factors. The findings not only elucidate the impact of low expectation confirmation on tourists' intentions to terminate their visits but also offer valuable insights into potential negative phenomena in intangible cultural heritage tourism. This study highlights the crucial role of perceived authenticity in shaping tourists' decision-making processes and establishes a new theoretical framework for the preservation and management of intangible cultural heritage.

Keywords: Authenticity; Intangible Cultural Heritage; Landscape Perception; Tourism

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INTRODUCTION

Research on the authenticity of ICH tourism and the motivation of ICH tourism has gained the attention of multidisciplinary scholars, who have employed various perspectives, including perceived quality, perceived value, and place identity(Madkhali et al., 2024), as well as satisfaction, well-being, and behavioural intentions (Chen, 2023). The literature also contains a cumulative body of evidence indicating negative outcomes resulting from a lack of authenticity (García-Esparza, 2016), outcomes that lead people to attempt to terminate travel intentions (Park et al., 2019). While these streams of research have provided thoughtful scholarship on tourism research, an alternative research perspective has recently emerged that discusses the impact of landscape perception on tourism intentions (Azinuddin et al., 2022). Consistent with this line, this current study aims to investigate the factors and mechanisms that influence the termination of tourism intention by combining ECT and LPT.

This study proposes an integrated research model from a dual theoretical perspective, aiming to investigate the factors and mechanisms influencing the termination of tourism intention. The antecedent factors affecting tourists 'expectations of the authenticity of ICH tourism are revealed, and how these factors influence tourists' tour termination intentions through landscape perceptions are analysed. First, tourists have certain expectations about the authenticity of ICH, and these expectations drive their travelling intentions to a certain extent; second, tourists' expectancy motivation affects their perception of the authenticity of ICH landscapes; third, when tourists perceive a lack of authenticity in ICH landscapes, it leads to low expectancy confirmations, and such low expectancy confirmations further affect their travelling termination Finally, low expectation confirmation mediated by the perceived authenticity of ICH landscapes ultimately determines tourists' intention to terminate the tour.

In addition, the model elucidates the statistically significant effects of each factor of perceived lack of authenticity in ICH landscapes on tourists' intention to terminate their trips. Through this comprehensive framework, this study provides an in-depth understanding of tourist behaviour in ICH tourism, reveals how the perceived lack of authenticity in ICH landscapes affects the termination of tourism intention, and provides a theoretical foundation for research and practice in related fields.

LITERATURE REVIEW

Expectation confirmation theory (ECT)

Expectation Confirmation Theory (ECT) posits that the discrepancy between tourists' expectations and their actual experiences significantly influences the level of expectation confirmation, subsequently impacting their behavioral intentions. ECT elucidates how tourists' motivations shape their perceptions of the authenticity of intangible cultural heritage (ICH) landscapes, thereby

affecting the degree of expectation confirmation. When expectation confirmation is low—often due to a perceived lack of authenticity—tourists may develop intentions to terminate their participation in tourism activities, such as shortening the visit, discontinuing the experience, or opting not to engage in future ICH tourism(Yuan & Marzuki, 2024).ECT has been widely applied in research concerning tourism, consumer behaviour, and service quality, with several countries utilizing it to examine tourists' destination intentions (Basil Chibuike et al., 2021). For instance, Fan and Xie explored tourists' perceptions of ancient village landscapes to enhance attractiveness and experiential quality (Zhuang et al., 2022). The study by Akhir et al. (2021) supports the notion that environmental design can enhance tourists' expectation confirmation by creating visually appealing and authentic settings (Mt Akhir et al., 2021). In the context of ICH tourism, ECT offers a framework for understanding tourists' perceptions and preferences, contributing to enhanced experiences and cultural preservation. Expectation motivation is a crucial factor in determining termination intentions, as tourists may be inclined to end their trip due to low confirmation levels, and vice versa.

Landscape Perception Theory（LPT）

Landscape Perception Theory (LPT) examines how human perceptions of landscapes influence interactions within these environments (Tan & Teoh, 2019) Combining principles from environmental psychology and landscape design, LPT investigates the ways in which humans perceive, prefer, and evaluate landscapes(Shi et al., 2023).Zube et al. (1982) identified four primary research paradigms—expert, psychophysical, cognitive, and empirical—and integrated them into a comprehensive landscape perception model that includes three core dimensions: human, landscape, and interaction(Gobster et al., 2003).According to this model, landscapes consist of both material and immaterial elements, with interaction being central to the perception process (Khanom et al., 2019). This finding suggests that in the realm of ICH tourism, tourists' perceptions of landscape authenticity—including material authenticity, cultural interaction, and local engagement—are critical factors influencing their overall experience and behavioural intentions. This supports Zube et al.'s integrated model, which emphasizes the interconnected elements of people, landscape, and interaction.

Summary of Conceptual Model of the Study

This study empirically examines an integrated model to understand processes influencing tourism disruption intentions in ICH tourism. ICH tourism, centered on participating in and experiencing cultural elements such as traditional performing arts, craft skills, social customs, and festivals, emphasizes respect for cultural roots. Through immersive experiences, it not only enriches tourists' visits but also aids in cultural preservation and promotes sustainable development,

highlighting authenticity as a core element for both ICH tourism and preservation (Lei et al., 2022).

The model (Figure 1) is built on several key arguments: Tourists' expectations of ICH authenticity shape their travel intentions. These expectations influence how they perceive landscape authenticity, where perceived authenticity encompasses the physical setting, cultural interactions, and engagement with the destination. When perceived authenticity does not meet expectations, it results in low confirmation, which may increase the likelihood of tour termination. Thus, unmet authenticity expectations drive a higher intent to discontinue the visit.

This study investigates these dynamics within a theoretical model, linking expectation-based authenticity perceptions to tour termination intentions. Employing expectancy confirmation theory, this model explains how perceived landscape authenticity influences tourist behaviours in ICH tourism. This framework offers new insights and theoretical foundations for understanding tourist behaviour in ICH settings.

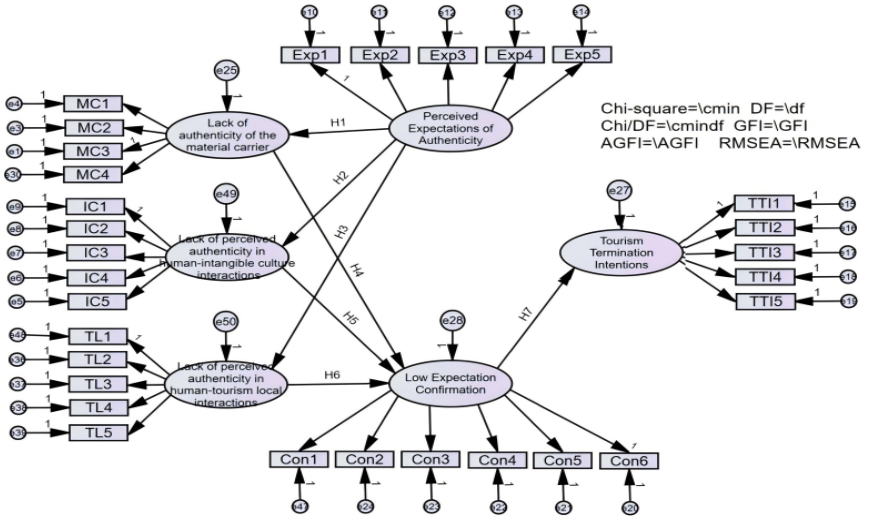

Figure 1. The Authenticity of Intangible Cultural Heritage Model Based on Tourism Terminate Intention
Source: Author's Model Based

RESEARCH HYPOTHESIS

Based on the integrated model of Expectation Confirmation Theory and Landscape Perception Theory, this study investigates the factors and mechanisms influencing the termination of tourism intention, lack of authenticity in human and ICH interactions, lack of authenticity in human-tourism local interactions,

low expectation confirmation, and the willingness to terminate tourism. Based on the above discussion, this paper proposes the following hypotheses.

H1: Perceived expectations of authenticity are positively related to material carriers' perceived lack of authenticity regarding terminating tourism intentions.
H2: Perceived expectations of authenticity are positively related to perceived lack of authenticity in human-intangible cultural heritage interactions about termination of tourism intention.
H3: Perceived expectations of authenticity are positively related to the perceived lack of authenticity of human-tourism local interaction localities regarding termination of tourist intentions.
H4: Perceived lack of authenticity of the material carriers is positively associated with low expectation confirmation regarding the intention to terminate the tour.
H5: Perceived lack of authenticity in human-intangible cultural heritage interactions is positively related to low expectation for confirmation of intention to terminate tourism.
H6: Perceived lack of authenticity of human-tourism local interaction is positively related to low expectation for confirmation of the intention to terminate tourism.
H7: Low expectations for confirmation of perceived authenticity is positively associated with tourists' intention to terminate the tour.

RESEARCH METHODOLOGY

Participants and procedures

This study examines factors influencing tourism termination intentions in the context of ICH tourism in China. ICH, a vital symbol of cultural heritage, plays a significant role in preserving traditional culture. As of 2023, China has 43 ICH items listed by UNESCO, the highest globally (Lei et al., 2022). Chinese policies encourage the exploration and promotion of local ICH resources through tourism. While focusing on Chinese ICH, this study addresses common issues relevant to ICH tourism worldwide, enhancing generalizability.

To capture diverse perspectives, no restrictions on gender, age, or occupation were set for respondents. Survey participants included those who had experienced or were interested in ICH tourism. Respondents accessed the questionnaire through a QR code or link, with voluntary and informed participation ensured. The survey was conducted on the Chinese Question Star platform and other online channels, collecting 311 valid responses between May and June 2024, meeting Bentler and Chou's (1987) minimum sample requirement of five times the estimated parameter.

Survey instruments

Validated scales from relevant literature were adapted to fit this study. The questionnaire was divided into two parts: Part 1 collected demographic information (Table 1), and Part 2 assessed the impact of perceived authenticity on tourism behaviour. Responses were recorded using a seven-point Likert scale, from "1" (totally disagree) to "7" (totally agree). Table 2 presents the operational definitions, question items, and scales.

Table 1: Descriptive statistics

	Category	Number	Percentage
Gender	Male	142	45.7
	Female	169	54.3
Age	Under 20	38	12.2
	21-30	70	22.5
	31-40	99	31.8
	41-50	78	25.1
	51-60	17	5.5
	Over 61	9	2.9
Education	Junior high school or below	17	5.5
	High school or junior college	101	32.5
	Bachelor's degree or college	153	48.9
	Master's degree	36	11.6
	Doctor or above	5	1.6
Occupation	company employee	99	31.8
	Employees of government agencies and institutions	32	10.3
	Self-employed	41	13.2
	Designers	88	28.3
	Students	38	12.2
	Retirees	9	2.9
	Others	4	1.3

Source: Author's Calculation

Table 2: Definition of variable operability and reference scales.

Variable		Adapted Construct Items		Source
Perceived Expectations of Authenticity	Exp1	Expect attractions to provide a rich traditional cultural experience.	1=completely disagree, 7=completely agree	Zhao and Lu (2018)
	Exp2	Expect the historical buildings and cultural activities of the attractions to remain original and authentic.		
	Exp3	Expect to discover new places and things.		
	Exp4	I expect the attractions to give me insights and broaden my horizons.		
	Exp5	I expect to see landscapes that are different from the environment in which I live.		
Lack of Perceived Authenticity of Material Carriers	MC1	The smaller the proportion of historical buildings (ancestral halls, pagodas, ancient dwellings, etc.), the more authenticity is missing.	1=completely disagree, 7=completely agree	(Li et al., 2022)
	MC2	Landscape with obvious traces of commercialization or modernization will lead to a lack of authenticity.		
	MC3	Historical buildings are only used as sightseeing attractions, and the intangible cultural values they carry have not been passed on, which will lead to a lack of authenticity.		
	MC4	There is no cultural heritage protection and exhibition centre to inherit and protect intangible cultural heritage, which will lead to a lack of authenticity.		
Lack of Authenticity in Human-Intangible	IC1	Failure to perceive traditional ways of production and life (food and drink, traditional crafts, etc.) can lead to a lack of authenticity.	1=completely disagree,	

Variable		Adapted Construct Items		Source
Cultural Heritage Interactions	IC2	Failure to perceive traditional customs and practices (religious and sacrificial activities, temple fairs and gatherings, etc.) can lead to a lack of authenticity.	7=completely agree	(Li et al., 2022)
	IC3	Failure to perceive traditional spirituality (religious beliefs, totems, values, etc.) can lead to a lack of authenticity.		
	IC4	Failure to perceive traditional cultural entertainment (folk art, Nuo opera, theatre, etc.) can lead to a lack of authenticity.		
	IC5	Failure to perceive historical records (myths and legends, historical figures, historical events, etc.) can lead to a lack of authenticity.		
Lack of Authenticity of Human-Tourism Local Interaction	TL1	Failure to perceive the use of traditional materials for handicrafts can lead to a lack of authenticity.	1=completely disagree, 7=completely agree	(Li et al., 2022)
	TL2	Failure to perceive special flavour foods (snacks, special dishes) and traditional clothing can lead to a lack of authenticity.		
	TL3	Failure to perceive the handmade production of handicrafts can lead to a lack of authenticity.		
	TL4	Failure to perceive the use of instruments and crafts related to traditional crafts will lead to a lack of authenticity.		
	TL5	Failure to perceive the use of the local dialect of tourism can lead to a lack of authenticity.		
Low Expectation Confirmation	Con1	There is no deep experience and feeling of the traditional culture of tourist attractions.	1=completely disagree, 7=completely agree	Kay (2009) and Zhao and Lu (2018)
	Con2	Land for tourism construction is constantly seizing land for cultural resources and replacing it with imitations or other facilities with better economic benefits.		
	Con3	Local landscapes have been modernised at will, and most of them have been constructively damaged, losing their original ancient meaning.		
	Con4	I did not have a full and effective exposure to and experience of the original culture but accepted a 'pseudo-culture' that has been 'packaged'.		
	Con5	I am willing to participate in non-heritage activities, but I cannot really experience and learn more traditional skills and customs during the tour.		
	Con6	Activities organised by tourist attractions are not meaningful to the transmission and education of non-heritage culture.		
Tourism Termination Intentions	TTI1	I am not willing to revisit the tourist attraction because of the lack of authenticity experience.	1=completely disagree, 7=completely agree	(Luqman et al., 2018)
	TTI2	Because of the lack of perceived authenticity, I would consider not visiting similar tourist attractions in the future.		
	TTI3	Because of the lack of perceived authenticity, I would not recommend others to visit similar tourist attractions.		
	TTI4	Because of the lack of perceived authenticity, I would shorten the duration of the tour.		
	TSI5	Because of the perceived lack of authenticity, I am not interested in intangible cultural heritage tourism.		

Source: Author's Variable Operability and Reference Scales

RESULTS

Results of reliability analysis

In this study, SPSS 24.0 was used for reliability analysis to measure the degree of consistency or stability of the results; as shown in Table 3,the Cronbach's α coefficients of each measurement variable ranged from 0.870–0.916, which were all greater than 0.6, and the Cronbach's α if Item Deleted values are not higher than the current Cronbach's α value results, and Corrected Item-to-Total

Correlation values are all greater than 0.5, which indicates that the scale in this study has good reliability.

Table 3: Definition of variable operability and reference scales.

Dimension	Items	Corrected Item-to-Total Correlation	Cronbach's α if Item Deleted	Cronbach's α
Perceived Expectations of Authenticity	Exp1	0.788	0.853	0.890
	Exp2	0.739	0.865	
	Exp3	0.664	0.881	
	Exp4	0.727	0.868	
	Exp5	0.746	0.863	
Lack of Perceived Authenticity of Material Carriers	MC1	0.687	0.880	0.888
	MC2	0.783	0.844	
	MC3	0.849	0.819	
	MC4	0.701	0.875	
Lack of Authenticity in Human-Intangible Cultural Heritage Interactions	IC1	0.796	0.895	0.916
	IC2	0.751	0.904	
	IC3	0.785	0.897	
	IC4	0.820	0.890	
	IC5	0.773	0.900	
Lack of Authenticity of Human-Tourism Local Interaction	TL1	0.699	0.847	0.873
	TL2	0.677	0.852	
	TL3	0.699	0.848	
	TL4	0.671	0.853	
	TL5	0.765	0.830	
Low Expectation Confirmation	Con1	0.762	0.877	0.900
	Con2	0.669	0.891	
	Con3	0.665	0.891	
	Con4	0.782	0.874	
	Con5	0.790	0.873	
	Con6	0.702	0.886	
Tourism Termination Intentions	TTI1	0.743	0.830	0.870
	TTI2	0.659	0.851	
	TTI3	0.620	0.860	
	TTI4	0.796	0.816	
	TTI5	0.658	0.851	

Source: Author's Calculation

Exploratory factor analysis results

As shown in Table 4, this study conducted an exploratory factor analysis using SPSS 24.0 to analyse the data for Kaiser-Meyer-Olkin (KMO) measure and Bartlett's test of sphericity. The results showed that the KMO values of all variables were higher than 0.5 and the significance level of Bartlett's spherical test was less than 0.05, indicating that all variables were significant in Bartlett's spherical test. These results indicate that the data are suitable for factor analysis. After further factor analysis using principal component analysis, the results showed that only one factor with an eigen root greater than 1 could be extracted for each variable and the cumulative variance explained was more than 50%, indicating that the analysed factors explained the variables well. In addition, the covariance of all items was greater than 0.5 and the factor loadings were higher than 0.6, which is in line with previous recommendations. In summary, the conclusions drawn from this study have a high degree of consistency and reliability.

Table 4: Exploratory factor analysis results

Dimension	Items	KMO	Bartlett Sphere Test	Factor Loading	Commonality	Eigenvalue	Total variation explained%
Perceived Expectations of Authenticity	Exp1	0.881	0.000	0.771	0.761	3.475	69.506
	Exp2			0.755	0.705		
	Exp3			0.741	0.631		
	Exp4			0.784	0.703		
	Exp5			0.780	0.718		
Lack of Perceived Authenticity of Material Carriers	Mat1	0.818	0.000	0.854	0.673	2.997	74.926
	Mat2			0.833	0.790		
	Mat3			0.752	0.859		
	Mat4			0.743	0.686		
Lack of Authenticity in Human-Intangible Cultural Heritage Interactions	Emb1	0.896	0.000	0.787	0.765	3.745	74.897
	Emb2			0.772	0.706		
	Emb3			0.814	0.750		
	Emb4			0.843	0.801		
	Emb5			0.814	0.745		
Lack of Authenticity of Human-Tourism Local Interaction	Use1	0.867	0.000	0.786	0.682	3.324	66.476
	Use2			0.710	0.634		
	Use3			0.774	0.671		
	Use4			0.698	0.621		
	Use5			0.817	0.750		
Low Expectation Confirmation	Con1	0.872	0.000	0.762	0.714	3.353	67.068
	Con2			0.792	0.594		
	Con3			0.765	0.601		
	Con4			0.740	0.732		
	Con5			0.730	0.741		
	Con6			0.785	0.646		
Tourism Termination Intentions	TTI1	0.866	0.000	0.686	0.711	3.291	65.813
	TTI2			0.795	0.647		
	TTI3			0.698	0.573		
	TTI4			0.759	0.776		
	TTI5			0.747	0.614		

Source: Author's Calculation

Construct validity and reliability

This study calculated Cronbach's alpha and composite reliability values using Excel running formulas to indicate internal consistency between the items and constructs. The study showed that the Cronbach's alpha coefficient and composite reliability value were both greater than 0.7, indicating internal consistency between the data collection instrument and the items(Hair et al., 2020); as shown in Table 5, the Cronbach's alpha coefficient and composite reliability value were qualified, which proved that the items of each variable had internal consistency and reliability. Secondly, this study measures construct validity by extracting the average variance, and the literature suggests that the AVE value is at least 0.5, hypothesising that each variable meets the criteria for construct validity, as shown in Table 5, the AVE values are all greater than 0.5, indicating good construct validity.

Table 5: Construct validity and reliability

Variables	Cronbach's αlpha	Composite reliability	Average variance extracted (AVE)
Perceived Expectations of Authenticity	0.890	0.889	0.616
Lack of Perceived Authenticity of Material Carriers	0.888	0.891	0.674
Lack of Authenticity in Human-Intangible Cultural Heritage Interactions	0.916	0.916	0.686
Lack of Authenticity of Human-Tourism Local Interaction	0.873	0.874	0.582
Low Expectation Confirmation	0.900	0.894	0.586
Tourism Termination Intentions	0.870	0.870	0.575

Source: Author's Calculation

Results of the test of differential validity

Distinguishing validity refers to the variability between different latent variables. As shown in Table 6, the AVE square root values for each latent variable are significantly higher than the correlation coefficients between the variables, indicating that the scale has good discriminant validity across variables.

Table 6: Discriminant validity

	Perceived Expectations of Authenticity	Lack of Perceived Authenticity of Material Carriers	Lack of Authenticity in Human-Intangible Cultural Heritage Interactions	Lack of Authenticity of Human-Tourism Local Interaction	Low Expectation Confirmation	Tourism Termination Intentions
Perceived Expectations of Authenticity	0.785					
Lack of Perceived Authenticity of Material Carriers	0.548	0.762				
Lack of Authenticity in Human-Intangible Cultural Heritage Interactions	0.48	0.263	0.828			
Lack of Authenticity of Human-Tourism Local Interaction	0.492	0.269	0.236	0.821		
Low Expectation Confirmation	0.408	0.431	0.39	0.393	0.758	
Tourism Termination Intentions	0.221	0.233	0.211	0.213	0.541	0.758

Source: Author's Calculation

VIF test results

Table 7 shows the results of the multicollinearity test for the structural model, showing that the VIF values of all variables are less than 3.3, indicating that there is no multicollinearity problem between the variables.

Table 7: VIF test result

Dependent Variable: Tourism Suspension Intentions	VIF	1/VIF
Perceived Expectations of Authenticity	1.517	0.659
Lack of Perceived Authenticity of Material Carriers	1.452	0.689
Lack of Authenticity in Human-Intangible Cultural Heritage Interactions	1.412	0.708
Lack of Authenticity of Human-Tourism Local Interaction	1.441	0.693
Low Expectation Confirmation	1.437	0.696

Source: Author's Calculation

The mediating effect on discontinuance intention through landscape perception

This study first determined that the indirect effects of authenticity expectations on tourism termination intentions include lack of authenticity of material carriers (β=0.492, p<0.001), lack of authenticity of human-intangible cultural interactions (β=0.480, p<0.001)), lack of authenticity of human-tourism local interactions, and low expectancy confirmation (β=0.548, p<0.001) were all significant in their Indirect effects were all significant. The indirect effects of lack of authenticity of material carriers (β=0.254, p<0.001), lack of authenticity of human-intangible culture interactions (β=0.252, p<0.001), lack of authenticity of human-tourism local interactions, and low expectancy confirmation (β=0.297, p<0.001) on the intention to terminate tourism were also significant. All hypothesised paths with 95% confidence intervals (C I) do not contain 0, i.e. hypotheses H1-H7 are valid (Table 8).

Table 8: Results of hypothesis testing

Hypothesis	Path	Indirect effect (Standard Error)	Bootstrapping results		
			Lower		Upper
			Bias-corrected		confidence interval
H1	Authenticity Perception Expectation ->Lack of Perceived Authenticity of Material Carriers	0.492***	0.381	0.599	Supported
H2	Authenticity Perception Expectation ->Lack of Perceived Authenticity of Embody	0.480***	0.373	0.579	Supported
H3	Authenticity Perception Expectation ->Lack of Perceived Authenticity of Use	0.548***	0.446	0.641	Supported
H4	Lack of Perceived Authenticity of Material Carriers -> Low Expectation Confirmation	0.254***	0.118	0.389	Supported
H5	Lack of Perceived Authenticity of Embody -> Low Expectation Confirmation	0.252***	0.117	0.383	Supported
H6	Lack of Perceived Authenticity of Use -> Low Expectation Confirmation	0.297***	0.157	0.426	Supported

Hypothesis	Path	Indirect effect (Standard Error)	Bootstrapping results		
			Lower		Upper
			Bias-corrected		confidence interval
H7	Low Expectation Confirmation -> Tourism Termination Intentions	0.541***	0.433	0.641	Supported

Source: Author's Calculation

Measurement and structural model

In order test the measurement and structural modelling research model, this study performed structural equation modelling using AMOS 24.0 software. This powerful technique combines principal component analysis and regression to estimate measurement and structural models simultaneously. A CFA was fitted to the data following the two-step model estimation method (Anderson & Gerbing, 1988). The model fit indices [[$\chi 2/df$= 1.357, CFI= 0.897, IFI =0.975, GFI =0.897, RMSEA=0.034] were acceptable. All loadings were above 0.70 and significant ($p<0.001$) (Table 9). Therefore, the model has a sufficient fit (Figure 2).

Table 9: Model Fit Indices

X2/df	RMSEA	GFI	AGFI	CFI	IFI	TLI
1.357	0.034	0.897	0.879	0.974	0.975	0.972

Source: Author's Calculation

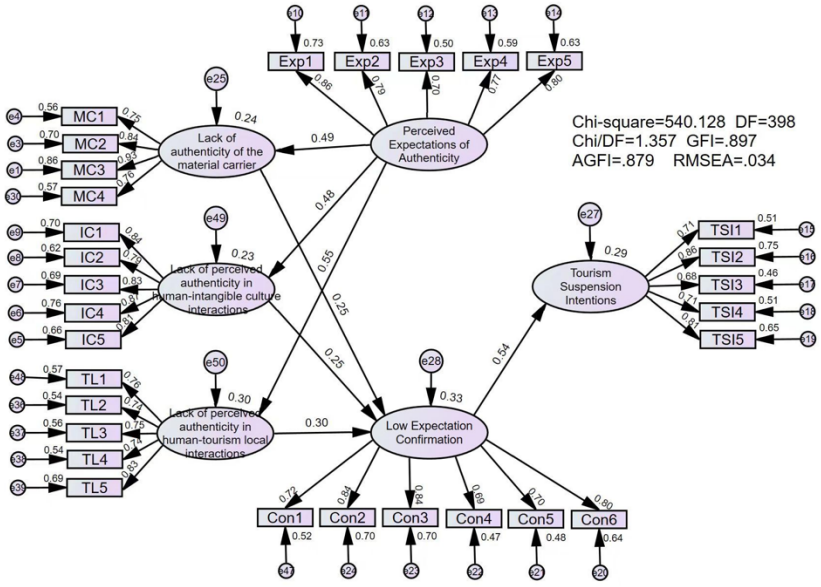

Figure 2. Intangible Cultural Heritage Authenticity Modeling Data Based on Tourism Termination Intentions

Source: Author's Modeling Data Based

DISCUSSIONS

This study presents an integrated research model from a dual theoretical perspective to substantiate the role of authenticity deficits in intangible cultural heritage tourism termination intention. The model is unique in that it attempts to combine authenticity expectations and landscape-perceived authenticity deficit to explore the factors and mechanisms influencing tourism termination behaviour. The model first argues that authenticity expectations have a significant impact on the three basic elements of perceived landscape authenticity. In addition, the landscape's perceived authenticity deficit mediates the tourism termination behaviour change process.

The results of the study show that authenticity expectations have a significant effect on the proximal predictors of tourism termination intention, i.e., lack of perceived authenticity of material carriers, lack of perceived authenticity of human and intangible cultural and cultural interactions, and lack of perceived authenticity of human and tourist destination interactions, and through the mediating role of these predictors, there is a significant indirect effect of authenticity expectations on low-expectation confirmations, and authenticity expectations have a significant indirect effect. These findings are also consistent with Lee's findings that tourists intend to terminate problematic tourism behaviour when they realise that their expectations are unmet and do not make sense to them. These findings are significant because they reveal that tourism intention behaviour can be externally controlled (Caballero, 2017), which may discourage tourists from giving up on continuing to travel to ICH destinations with perceived authenticity problems. Considering these findings, it can be argued that improving landscape authenticity perception factors and mechanisms are necessary to discourage the continuation of ICH tourism with authenticity deficit problems. The findings are also consistent with those of Yuan et al., which confirmed that tourists' motivation to travel directly influences how they perceive and confirm their tourism experience. Further analysis showed that tourists' perceived experience of lack of landscape authenticity directly determines their low expectation of confirmation and willingness to terminate the tour. The model theoretically verifies the importance of authenticity expectations and perceived landscape authenticity on tourism intention, and empirical analysis reveals the complex and close intrinsic relationship between the constituent factors.

CONCLUSION

This study provides antecedents and influences on tourism termination intention behaviour from the perspective of expectation confirmation. The study underscores the influence of landscapes' perceived lack of authenticity and the mechanistic problems associated with tourism termination intention, aiming to enlighten ICH researchers, particularly those delving into the darker aspects of ICH tourism. This comprehensive model further considers future approaches to

ICH preservation and transmission that can be replicated in other landscape design studies so future research can focus on different forms of landscape design for different ICH typologies and further analyse landscape authenticity perceptions and explore their constituent structures in future research has both theoretical and practical value.

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