WHAT DRIVES THE REVISIT INTENTION OF HERITAGE HOTEL CONSUMERS? A SYSTEMATIC LITERATURE REVIEW

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Abstract

Purpose – This study explores the determinant factors affecting the revisit intention of heritage hotel consumers and understand the key attributes of a heritage hotel.

Methodology/Design/Approach – This paper involves systematic literature review (SLR) using the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) protocol to answer the proposed research questions.

Findings – The findings indicate a growing trend of this theme in the last five years. In addition, six core attributes of heritage hotels were identified, including location, historic charm, experience, authenticity, ambience, and culture. This review paper also identified several variables, e.g., perceived authenticity, perceived experience, perceived value, brand image, and service quality, as the primary factors influencing the revisit intention of heritage hotel customers.

Originality of the research – The results of this study can contribute to the literature of hospitality and tourism literature by determining the key attributes of heritage hotels and the determinant factors affecting revisit intention of heritage hotels. This study also provides valuable insights for hotel managers and marketers to enhance consumer satisfaction and increase revisit rates, which in turn will drive business success in this niche market.

Keywords Revisit Intention, Heritage Hotels, Heritage Attributes, Consumer Satisfaction

INTRODUCTION

The tourism and hotel industries are often linked and complement each other. The hotel industry can take benefit from the tourism sector by offering unique experiences and activities that fascinate to both business and customer (Kaushal & Srivastava, 2021). The concept of heritage hotels is gaining popularity in the tourism industry as a way to attract visitors who are interested in experiencing the history and culture of a destination (Hussein & Hapsari, 2021). Hotel heritages have become more prevalent since the changes in customer behaviour and preferences as travellers increasingly seek unique and authentic experiences (Ng et al., 2021; Al Riyami et al., 2022). The term 'heritage' is often linked with the history, traditions, and values that a nation has possessed over the years and is considered an essential part of the character of that nation (Jones, 2017; Lee & Chhabra, 2015). In some cases, heritage is commonly adapted as the theme for boutique hotels to offer distinctive personality and uniqueness (Lee & Chhabra, 2015). Heritage hotels are different from other types of contemporary hotels.

Heritage hotels offer a unique experience that sets them apart from conventional accommodation, such as historical ambience, cultural immersion, authentic architecture, and so forth (Thirumaran et al., 2023). The effort to establish the prominent role of heritage hotels was influenced by some scholars' discussions of heritage hotels. Preliminary studies noted that heritage hotels emphasise the consumer-driven need for unique experiences instead of simply product-driven lenses (Noermijati & Azzuhri, 2018; Xie & Shi, 2020). In this present study, we used the term heritage hotel as a place to stay within a historically important structure, frequently a transformed mansion, castle, or palace, granting visitors the chance to immerse themselves in the atmosphere of a past time while supplying contemporary comforts and lodgings.

Heritage hotels are seen as a way to promote sustainable tourism, support local economies, and provide a unique and memorable travel experience for guests (Thirumaran et al., 2023). Heritage hotel establishment can boost local economies by creating jobs, generating income for local communities, and contributing to the growth of the tourism sector. Renovating historic buildings for hotel use can also stimulate related industries, e.g., handicrafts, local cuisine, and traditional arts. In recent years, many countries have been investing in heritage hotel projects to promote their cultural heritage and attract tourists. For example, India has converted several historic palaces and forts into luxury hotels, such as the Umaid Bhawan Palace in Jodhpur and the Rambagh Palace in Jaipur (Jhala, 2016). In Malaysia, many historic buildings are converted into heritage hotels, with the aim of preserving the country's cultural heritage and promoting sustainable tourism (Amir et al., 2015; Md. Khairi et al., 2022). Similarly, in Indonesia, many sites and historical architecture have been transformed into heritage hotels (Hussein & Hapsari, 2021; Lukman, 2020).

Since the matters and potentials of heritage hotels, understanding the revisit intention of heritage hotel consumers has gained traction to meet customer needs and wants. In addition, some scholars mentioned that understanding consumer behaviour can tailor their services to meet customer expectations, which can help them stand out in a highly competitive market. However, the majority of studies regarding behavioural intention are concerned in general hotels (e.g., Abdullah et al., 2016; Kim et al., 2017), restaurants (e.g., Cakici et al., 2019; Rajput & Gahfoor, 2020), and tourism (e.g., Soliman, 2021; Sinambela, 2021). There is not much research comprehensive research on factors driving the revisit intention of heritage hotel consumers.In addition, recent studies by Chittiprolu et al. (2021) remarked that the preservation of heritage in hotels can enhance guest experiences through a sense of authenticity and cultural immersion. Another study by Xie and Shi (2019) remarked that hotels with a strong heritage component can differentiate themselves from competitors and increase brand loyalty. However, some issues with non-heritage hotels are often declared as heritage hotels, which can lead to customer dissatisfaction, and promote a negative mindset and revisit intention.

Therefore, it is essential to explore the determinants of revisit intention among heritage hotel consumers. This is important because understanding the factors that influence customers' intentions to revisit a heritage hotel site can help hotel managers and marketers develop more effective strategies to retain customers and increase revenue. By identifying the determinants of revisit intention, managers can tailor their marketing efforts to meet their customers preferences and increase customer satisfaction and loyalty. This study will provide a starting point for scholars, managers, and businesses to deal with heritage hotels. To address the gaps in the previous studies, this review paper is provided by three main research questions. RQ1: what is the research trend on the revisit intention of heritage hotel consumers in the last ten years? RQ2: what are the main attributes of a heritage hotel? RQ3: what factors affect the revisit intention of heritage hotel consumers?.

The rest of this paper is provided as follows. The next section (section 1) provides a methodological approach using PRISMA protocol for identification, screening, and reporting results. Section 2 presents the findings and discussions. The last section provides the conclusions, limitations, and future suggestions.

1. METHOD

1.1. Research Design

To understand factors linked to heritage hotel revisit intention, we performed a systematic literature review (SLR) using the PRISMA protocol. SLR is considered an effective method to identify research gaps and factors linked to a certain topic or theme. The use of PRISMA protocol provides some advantages, such as concerning on the background and purposes of identified articles. There are several stages for the PRISMA, including identification, screening, and inclusion of relevant papers. Moreover, PRISMA protocol has benefit in promoting comprehensive findings and offering more transparent and less biased results (see Figure 1). In this review paper, we followed the procedures from Page et al. (2021), which consist of (1) determining purposes and research questions, (2) involving relevant search strings, (3) assessing the eligibility of papers, (4) synthesising and analysing the results, and (5) presenting the discussion.

1.2. Data and Literature Search

The first stage of systematic literature review is initiated by identification papers. Published papers identified undergoing literature search approaches separately for each database. In addition, the data were gathered from the most reputable and comprehensive databases: Scopus and Web of Science (WoS). To search the database, we used the combinations of search strings "hotel heritage", "heritage hotel", "revisit intention", and "behavioural intention". In detail, the search strings for these two datasets are provided in Table 1. In this review paper, we focused about datasets in English in the fields of economics, tourism, management, business, hospitality, and social sciences.

Table 1: **Search strings in Scopus and Web of Science**

| Databases	Keywords
Scopus	TITLE-ABS-KEY "hotel heritage" OR "heritage hotel" OR "heritage hotels" AND "revisit intention" OR "behavioural intention"
Web of Science	(((AB=(hotel heritage)) OR AB=(heritage hotel)) OR AB=(heritage hotels)) AND AB=(revisit intention)

1.3. Screening Criteria

We proposed inclusion and exclusion criteria to provide selection on retrieved papers. The criteria were used to determine eligible papers that have been provided as follows (1) papers that deal with heritage hotels, (2) papers that propose frameworks for heritage hotels, (3) papers that be written in English, and (4) papers linked with revisit intention or behavioural intention in the hotel. While exclusion criteria to determine eligible papers were presented as below (1) conference papers, editorial papers,

books, and review papers, (2) papers that were not written in English, (3) papers that are not accessible, and (4) papers were not part of the theme. The process of selection has started with a review of the title, abstract, and content. The process of selecting eligible papers involved three researchers to reach a consensus, and it has been discussion for the possibility of disagreement.

1.4. Inclusion Process and Eligibility

To begin with, we provided queries in the Scopus database with combinations of keywords in the "topic" and "title" fields. Papers published from 2013 to May 2023 were included in the analysis. The Scopus search resulted in 163 studies in total. Later, we repeated the process on the WoS database, resulting in 602 papers. After eliminating proceedings, book chapters, and editorial material, the final result was 681 papers. Furthermore, we provided selection for papers in both databases considering the abstract and its content, resulting in 86 papers. In this literature paper, we also removed 39 restricted papers. In the final stage, we checked the duplicate papers in both databases and removed 20 papers irrelevant to this literature review. Thus, 15 papers were considered eligible for detailed synthesis and analysis. The detail of selection process is shown in Figure 1.

Figure 1: **PRISMA model**
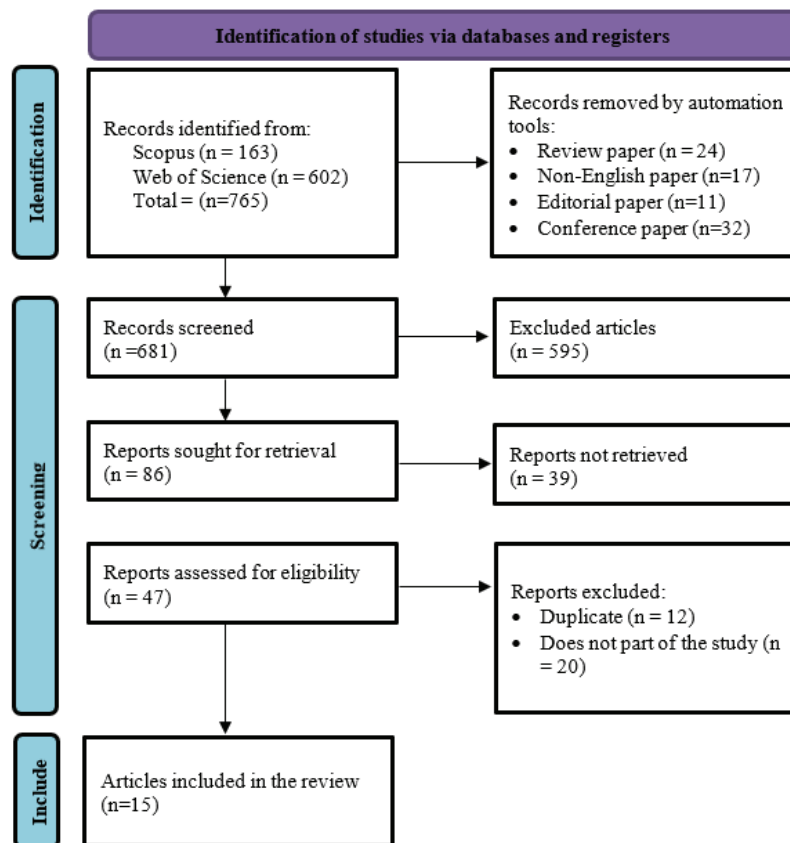
2. RESULTS

The current systematic literature review is purposed to investigate what drives the revisit intentions of heritage hotel customers. This literature review paper followed the procedures of PRISMA to access the included and excluded articles. A flowchart of selection process is presented in Figure 1. The PRISMA protocol includes identification, screening, and inclusion of relevant papers. This study collected 765 papers, with 163 from Scopus and 602 from Web of Science. Later, we automatically removed articles that were categorised as review papers, non-English papers, editorial papers, and conference papers. Furthermore, we screened the obtained papers and excluded 595 articles. After removing duplication and irrelevant papers, it resulted in 15 articles for investigation.

2.1. Summary of Included Papers

Table 2 provides information about the demographic papers on the theme of heritage hotels, which have shown a considerable upward trend in the last five years. The highest year of study was 2018, with a total of five studies in various countries, such as Macau, Indonesia, Malaysia, and Poland. Later, there were two research studies on this theme that were conducted in Indonesia and Iran. The information in Table 2 also illustrates that the majority of studies on the theme of heritage hotels were performed in Indonesia, with a total of three studies, followed by Malaysia and India. However, this is considered a global topic since it

was performed in more than nine countries. It can also be inferred from the method used in the study of heritage hotels is almost equal between quantitative and qualitative methods and a study using mixed methods. The table also informs that the theme of heritage hotels was published in the Journal of Heritage Tourism (Taylor & Francis) with a percentage of 33 per cent. Other papers included in the review were published in the journal with the field of business, management, and social sciences, such as Tourism Management Perspectives, Asian Journal of Tourism Research, and International Journal of Business Management and Research. The findings are most likely attributable to the significance of the discussion of hotel heritages from the perspectives of economics, business, management, tourism, and social sciences.

Table 2: **Summary of Included Paper**

No	Year	Author	Country	Method	Variables	Source
1	2013	Parveen & Sharma	India	Regression	Culture, authenticity, perceived value	International Journal of Business Management & Research
2	2016	Intrasorn et al.	India	Qualitative	Culture experiential, tourism organization, promotion	Najua: Architecture, Design and Built Environment
3	2016	Mathur & Dewani	France	Game Theory	Pricing, authenticity	Tourism Management Perspectives
4	2018	Gholitabar & Costa	Portugal	Qualitative	Architectural attractions, physical environment and quality of service on tourist satisfaction of	Revista Turismo & Desenvolvimento
5	2018	Henderson	Malaysia	Qualitative	Accommodation, unique design, heritage identity, location	Asian Journal of Tourism Research
6	2018	Noermijati & Azzuhri	Indonesia	PLS-SEM	Transformational leadership; organisational commitment; organisational citizenship behaviour	International Journal of Monetary Economics and Finance
7	2018	Sala	Poland	Qualitative	Efficiency and effectiveness, government support	Zeszyty Naukowe Małopolskiej Wyższej Szkoły Ekonomicznej w Tarnowie
8	2018	Sjah	Indonesia	PLS-SEM	Perceived value, brand loyalty, service quality, brand image	Journal of Economics, Business, & Accountancy Ventura
9	2019	Xie & Shi	Macau	Mixed-Method	Government support, authenticity, culture	Journal of Heritage Tourism
10	2019	See & Goh	Malaysia	PLS-SEM	Perceived price, experience quality, prior knowledge, perceived authenticity, social influence and perceived value exert positive and significant effects on tourists' intention to visit heritage hotels.	Journal of Heritage Tourism
11	2020	Ghaderi et al.	Iran	Qualitative	Experience, service quality, culture, and local community support	Journal of Heritage Tourism
12	2021	Hussein & Hapsari	Indonesia	PLS-SEM	Hotel image, satisfaction, experiential quality, authenticity	Journal of Heritage Tourism
13	2022	Al Riyami et al	Oman	Qualitative	Resources, competencies, culture, government support	International Journal of Tourism Research
14	2022	Elshaer et al.	Egypt	PLS-SEM	perceived authenticity, digital technology, self-congruity, nostalgia experience	International Journal of Environmental Research and Public Health
15	2023	Thirumaran et al	Singapore	Sentiment analysis	Iconic, location histories, authenticity	Journal of Heritage Tourism

2.2. Definition and Concept of Heritage Hotels

A total of 15 papers were involved in this review has provided several terms and definitions regarding heritage hotels. For instance, several studies (e.g., Hussein & Hapsari, 2021; See & Goh, 2019; Noermijati & Azzuhri, 2018) remarked that heritage hotels refer to lodging establishments situated within historically significant buildings that aim to provide guests with an experiential stay by retaining the authenticity and charm of the original structure while offering modern amenities. While other studies mentioned that heritage hotels are accommodations that have iconic status and historical significance (Thirumaran et al., 2023; Mathur & Dewani, 2016). Furthermore, some papers identified mentioned that heritage hotels are linked with accommodations that emphasize cultural authenticity and perceived value (Parveen & Sharma, 2013; Sala, 2018). These definitions collectively reflect the diverse aspects of heritage hotels across different countries and research methodologies, encompassing historical significance, cultural preservation, authenticity, and guest experience (Intrasorn et al., 2016; Gholitabar & Costa, 2018; Sala, 2018).

2.3. Factors Affecting the Revisit Intention of Heritage Hotels

A total of 15 papers were included indicating that the perceived authenticity factor has an essential role in influencing the revisit intention of heritage hotel customers in several countries, such as Indonesia (Hussein & Hapsari, 2021; Sjah, 2018), Malaysia (See & Goh, 2019), Egypt (Elshaer et al., 2022), France (Mathur & Dewani, 2016), India (Parveen & Sharma, 2013), Singapore (Thirumaran et al., 2023), and Macau (Xie & Shi, 2019). The next factor affecting the revisit intention of heritage hotels is perceived experience. The analysis from systematic review paper found that perceived experience can take various forms. For example, some studies mentioned perceived experience are linked with experiential quality (Hussein & Hapsari, 2021; See & Goh, 2019), service quality (Ghaderi et al., 2020; Sjah, 2018; Gholitabar & Costa, 2018), nostalgia experiential (Elshaer et al., 2022), and culture experiential (Intrasorn et al., 2016).

In addition, perceived value is also considered important in promoting the revisit intention of heritage hotels for some scholars in various countries. Perceived value in this context is a set of benefits expected to be obtained by heritage hotel customers, including service value, product value, and image value. Product values includes the enjoyment of attractions offered by heritage hotels, while service values, includes the accuracy in serving, friendliness, and involvement in the historical experience of heritage hotels (Parveen & Sharma, 2013; Sjah, 2018; See & Goh, 2019). Later, a total of seven papers were identified as suggesting that historical location has a significant impact on the revisit intention of hotel heritage customers. As previously mentioned, heritage hotels refer to the historical location of the hotel, which is supported by surrounding areas. For instance, a study by Thirumaran et al. (2023) reported that historical locations, such as the Fullerton Hotel in Singapore, highly influence customers to revisit the hotel. In addition, some identified papers (e.g., Mathur & Dewani, 2016; Hussein & Hapsari, 2021) documented that the location of heritage hotels invited customers to revisit the hotel.

The following result showed that other management factors, such as brand image also affect the revisit intention of hotel heritage customers. A total of three studies in Indonesia, Iran, and Malaysia noted that these variables can drive customers to revisit heritage hotels (Ghaderi et al., 2020; Sjah, 2018; See & Goh, 2019). These variables can help heritage hotels attract more customers and increase loyalty among existing customers. A heritage hotel with a positive brand image is often associated with quality, luxury, and exceptional service, which can set it apart from its competitors and create a unique selling proposition. Furthermore, from the identified papers, it was found that other variables are linked with the revisit intention of heritage hotel customers, including attractions, organisational support, government support, perceived value, culture, and brand loyalty.

2.4. Attributes of Heritage Hotels

Among the 15 papers identified, we found the core attributes core of heritage hotels, which include location, historic charm, experience, authenticity, ambience, and culture (see Table 3). In detail, a total of seven authors reported that location is the core attribute of heritage hotels (e.g., Hussein & Hapsari, 2021; Elshaer et al., 2022; Al Riyami et al., 2022; Thirumaran et al., 2023; Noermijati & Azzuhri, 2018; Mathur & Dewani, 2016; Intrasorn et al., 2016). In addition, the following attribute of heritage hotels is their heritage charm. It is acknowledged by seven authors from various countries, such as Egypt (Elshaer et al., 2022), Macau (Xie & Shi, 2019), Singapore (Thirumaran et al., 2023), and Indonesia (Noermijati & Azzuhri, 2018). Later, authenticity was identified as an attribute of heritage hotels. Authenticity is a hallmark of a heritage hotel. These accommodations strive to provide an authentic experience that reflects the local culture and history (e.g., Sala, 2018; Sjah, 2018; See & Goh, 2019; Thirumaran et al., 2023). This result of the review also showed that experience is also a determinant attribute of heritage hotels (e.g., Hussein & Hapsari, 2021; See & Goh, 2019; Ghaderi et al., 2020). The experience can cover unique amenities, personalised service, or exclusive access to events and activities. This could include local cuisine, traditional decor, or cultural events. Later, other components, such as ambience (Hussein & Hapsari, 2021; Sala, 2018) and culture (Parveen & Sharma, 2013; Intrasorn et al., 2016), also play a role as prominent attributes of heritage hotels perceived by customers.

Table 3: **Attributes of Heritage Hotel**

No	Author and Year	Location	Historic Charm	Experience	Authenticity	Ambience	Culture
1	Parveen & Sharma (2013)			•			•
2	Intrasorn et al. (2016)	•	•		•		•
3	Mathur & Dewani (2016)	•	•		•		
4.	Gholitabar & Costa et al. (2018)		•			•	
5	Henderson (2018)		•		•	•	
6	Noermijati & Azzuhri (2018)	•	•				
7	Sala (2018)				•	•	•
8	Sjah (2018)			•	•		
9	Xie & Shi (2019)		•		•		
10	See & Goh (2019)			•	•		
11	Hussein & Hapsari (2021)	•		•		•	
12	Ghaderi et al. (2020)			•			
13	Al Riyami et al. (2022)	•		•			
14	Elshaer et al. (2022)	•	•	•			
15	Thirumaran et al. (2023)	•	•	•	•		

3. DISCUSSIONS

Based on systematic review analysis using PRISMA, it is reported that there is an increasing trend towards heritage hotels. The concept of heritage hotels in the cited research pertains to accommodations positioned within historically or culturally prominent structures like mansions, castles, or palaces. These hotels maintain the genuine character and allure of the original edifice while incorporating contemporary conveniences, aiming to provide guests with an immersive encounter that bridges historical and modern aspects. The studies delve into topics, such as authenticity, cultural engagements, governmental backing, leadership, and guest contentment, all contributing to the distinctive and remarkable experience presented by heritage hotels. With regard to the conceptualisation of heritage hotels, this study reported that it is commonly viewed as an opportunity to experience in historical and cultural lenses (Gursoy & Chi, 2019). A possible explanation for this result is that many people today are interested in learning about the past and experiencing historical and cultural sites first-hand.

The study also identified the determinant factors affecting the revisit intention of heritage hotel customers. The analysis remarked that perceived authenticity plays a prominent role of revisit intention among heritage hotel customers (e.g., Hussein & Hapsari, 2021; See & Goh, 2019; Elshaer et al., 2022; Mathur & Dewani, 2016; Parveen & Sharma, 2013). This is because perceived authenticity can create a sense of emotional attachment and nostalgia. Furthermore, perceived authenticity can enhance the experience of while staying at a heritage hotel. Another variable that promotes the revisit intention of heritage hotel is perceived value, and it has been recognized by previous studies (Hussein & Hapsari, 2021; See & Goh, 2019). This result supports a prior study by Rasoolimanesh et al. (2023), which found that perceived value had a significant effect on both satisfaction and revisit intention.

This study also documented that management factors (e.g., brand image and service quality) also promote the revisit intention of heritage hotels. Scholars have recognised that those variables are matter for revisit intention of heritage hotel customers (e.g., Ghaderi et al., 2020; Sjah, 2018; See & Goh, 2019). The basic explanation is that a positive brand image can create a sense of trust and loyalty among customers, while high-quality service can enhance the overall experience of staying at a hotel (An et al., 2019). In this regard, heritage hotels can enhance these factors by highlighting their unique historical, cultural, and authentic experiences that create a memorable and positive impression on customers.

Regarding the main attributes of heritage hotels, we found that some components, such as location, historic charm, experience, authenticity, ambience, and culture, contribute to increasing revisit intention. These attributes contribute to the overall fascination of a heritage hotel and play a significant role in attracting customers and encouraging repeat visits. Some preliminary studies on this theme have acknowledged that one of the essential attributes of a heritage hotel is its location (Hussein & Hapsari, 2021; Elshaer et al., 2022; Al Riyami et al., 2022; Thirumaran et al., 2023; Noermijati & Azzuhri, 2018; Mathur & Dewani, 2016; Intrasorn et al., 2016). This is because heritage hotels are situated in historic districts or areas with cultural significance, which provides guests with a unique and immersive experience. Later, prior studies mentioned that the strategic location of a heritage hotel can contribute to the ambience and value of the heritage hotel (Al Riyami et al., 2022; Thirumaran et al., 2023).

In addition, this present study highlighted that another crucial attribute of a heritage hotel is its historic charm (Elshaer et al., 2022; Xie & Shi, 2019; Thirumaran et al., 2023; Noermijati & Azzuhri, 2018). Historic charm is often linked with historic buildings that have been preserved to maintain their authenticity and heritage character. Moreover, the historic charm can provide a sense of nostalgia, which is the main attraction for customers. Indeed, this study found that the experience is another main attribute of heritage hotels. It has been realised by some preliminary studies (e.g., Hussein & Hapsari, 2021; See & Goh, 2019; Ghaderi et al., 2020), in which experience cover unique amenities, personalised service, or exclusive access to traditional events and activities. Therefore, managers can manage to keep great experience to encourage revisit intention.

Authenticity is also a key attribute of a heritage hotel. Prior studies documented that customer prefers to stay at a heritage hotel for an authentic experience that can be reflected in the local culture and traditions (e.g., Sala, 2018; Sjah, 2018; See & Goh, 2019; Thirumaran et al., 2023). As its primary component, heritage hotels should manage its authenticity to attract visitor to revisit. Antecedent studies noted authenticity can be formed by several things, including traditional design elements, local cuisine, cultural experiences. Later, ambience is also an important attribute of a heritage hotel and it has been confirmed by Indonesian scholar (Hussein & Hapsari, 2021; Sala, 2018). The ambience of a heritage hotel should be reflective of the historic and cultural significance of the building and the local community. Lastly, culture is an essential attribute of a heritage hotel. Therefore, heritage hotels should embrace local culture and traditions, which can be promoted through cultural activities, local art and music, and local businesses (Parveen & Sharma, 2013; Intrasorn et al., 2016).

CONCLUSION

This review paper aims to explore the determinant factors of the revisit intention of heritage hotel customers and identify the attributes of heritage hotels employing the databases of Scopus and Web of Science during 2013 and 2023. In the examined papers, the term heritage hotels refer to lodgings situated in structures of historical or cultural significance, upholding their original charm while including contemporary conveniences; the research explores aspects such as genuineness, cultural involvement, official endorsement, management, and guest contentment, all playing a role in shaping the unique encounter these hotels provide. The findings indicate that there has been a growing trend of this theme in the last five years. In addition, this paper found six core attributes of heritage hotels, including location, historic charm, experience, authenticity, ambience, and culture. This review paper has also identified some variables of perceived authenticity, perceived experience, perceived value, brand image, and service quality as the main factors affecting the revisit intention of heritage hotel customers.

This review paper provided some implications for the hospitality industry, including managerial, theoretical, and practical implications. The managerial implication of this study remarks that managers of heritage hotels can use this knowledge to improve the management of their properties. Understanding the importance of location, historic charm, experience, authenticity, ambience, and culture, it can create a unique brand identity and differentiate their properties from competitors. In this case, managers can use this knowledge to improve the guest experience and satisfaction by providing high-quality service, enhancing authenticity, and optimising operations to meet guest expectations. For theoretical implication, this study adds to the existing body of literature in the theme of management, heritage hotels, and tourism. It enables to provide framework for understanding how they can be differentiated from other types of hotels, especially in the educational institution that focuses on tourism and heritage hotels. This also adds to the understanding of how guests perceive and evaluate heritage hotels, which can inform future research on hotel guest behaviour and preferences. In addition, the identification of attributes and factors affecting heritage hotels has implications for practitioners. First, practitioners can enhance targeted marketing campaigns that resonate with particular customer segments identified in the research, which can help provide messages that directly appeal to the preferences and values of these segments. For instance, hoteliers develop targeted marketing strategies to attract guests interested in unique and authentic experiences.

As with other review papers, this study has limitations. First, this review paper solely concerns a specific aspect or area of research and databases, which may not provide a comprehensive overview of all the relevant literature. This review paper has the potential to the biases and perspectives of the authors, which can affect the selection of studies and the interpretation of findings so that further scholars can involve experts in determining eligible papers. Future scholars should ensure that they have a comprehensive search strategy that includes a wide range of databases, journals, and sources of information to avoid any bias or narrow scope. Second, this review paper lies on the duplication removal in the last phase of eligibility papers, while future scholars are directed to provide duplication removal in the first stage of searching data. Later, based on the findings of this review paper, it is suggested to conduct a comprehensive study on the mentioned factors linked with the revisit intention of heritage hotels, which can provide a contribution to the literature in the field that is missing from the prior studies.

ACKNOWLEDGEMENTS

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