

Place Attachment Mediating Perceived Destination Competitiveness and Visitors' Intention in Ethnic Enclave Tourism Destination in Brickfields, Malaysia

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ABSTRACT

This study explored the factors influencing local tourists' intention to visit and explore an ethnic enclave. The research focused on Little India in Brickfields, a historic area known for its British colonial architecture with structures that have endured for over a century. The investigation examined the influence of perceived destination competitiveness and place attachment on tourist' intention to visit ethnic enclave-related tourism destinations. The study employed a positivist research philosophy and quantitative methods to collect data. A sample of 407 domestic tourists who visited Little India Brickfields was targeted for this study. The Cochran formula was applied to calculate the sample size due to the unavailability of information regarding the population. The study's

outcomes indicated that perceived destination competitiveness is insignificant to travel intentions. Similarly, place attachment does not mediate between domestic tourists' perception of destination competitiveness and their visit intention. Specifically, this study contributes to the perceived destination competitiveness and attachment theory literature with the integration of ethnic enclave tourism nexus.

Keywords: Destination competitiveness, ethnic enclave, intention to visit, Little India, place attachment

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INTRODUCTION

In the framework of a globalised capitalist economy, tourism is frequently seen as a secure asset that enables towns to display the exceptional characteristics that outline their characteristics and relevance (Amore, 2019; Zimmerman, 2008). Past studies on tourist development have emphasised its significance (Bunghez, 2016; Mulet-Forteza et al., 2021; Neilson, 2015). For instance, Malaysia offers various leisure and recreational activities, from adventure, sports, urban, rural, and cultural tourism, as well as entertainment and beach or island tourism (Eliot & Bickersteth, 2002; Mosbah & Saleh, 2014; Musa, 2012). Most studies have examined the effects of Tourism Malaysia over the last 20 years, particularly its contribution to the nation's growth (Shahbaz et al., 2020; Wan Mohd Zain, 2019). Malaysia is known for its diverse ethnic makeup and as an enclave tourism destination. An enclave designates an area where the activities—both commercial and residential—of a particular ethnic group are concentrated. These places offer migrant populations or ethnic minorities a sense of security and familiarity, which creates the feeling of being "at home" in a strange place (Khan, 2015).

Ethnic enclaves have emerged as popular visitor destinations, enriching the cultural identity of their regions via cultural and socio-economic influences (Sithas & Surangi, 2021; Song & Kim, 2022). Such enclaves are commonly labeled as "Little" or "Town" (Raju & Kunasekaran, 2022; Thirumaran, 2022). Notably, 'Little India' emerges as a notable

cultural attraction, drawing tourists through its gastronomic offerings, traditional attire, decorative adornments, and immersive sensory environment (Henderson, 2003; Khan, 2015). Historically, Brickfields, a region in Kuala Lumpur often referred to as Little India, was established as a brick-manufacturing hub during the British colonial period. Jalan Tun Sambanthan Road, once known as Brickfields Road, is populated with shops selling a variety of Indian foods, snacks, sweets, clothes, ornaments, garlands, and other items typically used by Indian families.

In a city's development, public areas are especially important for increasing tourism and making the city livelier (Boivin & Tanguay, 2019; Kim, 2015). Despite "Little India" being an engrossing, alive and energetic film, its congested and small geographic space severely restricts the experience. This limited space causes traffic congestion and crowding, which irritates visitors (Khan, 2015). To attract tourists, tourist locations are increasingly promoting local cuisines and culinary events (Lai et al., 2018; Stone et al., 2018). Stone et al. (2018) emphasise that exceptional culinary and beverage experiences play a pivotal role in encouraging customer retention and repeat visits.

In the context of tourism, previous studies have explored the social dynamics within local people, particularly focusing on various ethnic enclaves across the region (Foo & Krishnapillai, 2018; Tan & Aminuddin, 2019). While the popularity of local food as a tourist attraction is growing, most studies have focused on

the positive effects of dining experiences, such as contentment and the intention to return, without fully exploring the mechanisms behind these effects. Few studies have examined the connection between memorable dining experiences and location attachment (Sthapit et al., 2020; Yang et al., 2024).

Some researchers have found that the majority of previous research on ethnic enclave destinations has focused on socioeconomics, local community engagement, and stakeholder perspectives (Raju & Kunasekaran, 2022; Woosnam et al., 2020); very few studies have examined the Indian ethnic enclave. In addition, place attachment has the potential to mediate and reflect various visitor or tourist sentiments towards tourist destinations. The findings of Chan et al. (2020) emphasised a notable influence on pro-environmental actions, while some studies have demonstrated the important mediating role of place attachment in influencing future visit intentions (Isa et al., 2020; Nursyamsiah & Setiawan, 2023). Hence, the mediating role of place attachment in enclave tourism remains a relatively unexplored area. As such, this research investigates the mediating effect of place attachment on the relationship between perceived destination competitiveness and tourists' intentions in the context of ethnic enclaves.

Literature Review

Ethnic Enclave Tourism

Ethnic tourism has become a vital aspect of daily life and has moved beyond the

boundaries of minority communities (Park et al., 2020). This trend is somewhat apparent in areas inhabited by ethnic minorities, where the cultural traditions and lifestyles of the local population play a significant role in attracting tourists (Ma et al., 2021). Ethnic enclave sites have become among some of the most popular travel destinations globally in recent years (Kim, 2018; Rath et al., 2018). Visitors are drawn to these locations in search of intangible cultural heritage strongly linked to particular ethnic communities (George, 2010). The value of ethnic enclave destinations lies in their ability to offer a reliable and sustainable source of tourism revenue throughout the year (Lin, 2013).

Ethnic tourism has evolved, moving beyond the confines of minority communities to become a significant aspect of daily life (Park et al., 2020; Yang & Wall, 2016). This trend is particularly evident in areas with ethnic minorities, where the local culture and way of life attract tourists (Grogan et al., 2020; Su et al., 2016). Ethnic enclaves are now among the most popular tourist attractions worldwide (Kim, 2018; Rath et al., 2018). These locations attract tourists seeking to experience the intangible cultural heritage associated with ethnic communities (George, 2010). Enclave tourism destinations are important resources that offer a reliable, sustainable, and consistent income stream for local economies throughout the year (Lin, 2013). These sites allow domestic communities to engage visitors in various approaches, depending on the activities they offer (Saarinen & Wall-Reinius, 2019). By fostering mutual understanding,

these exchanges help tourists and ethnic communities better comprehend one another's customs and lifestyles. Building on this, Woosnam et al. (2019) developed the idea of "Ethnic Neighbourhood Tourism," which emphasises the commercialisation of distinctive ethnic cultures present in certain neighbourhoods and provides experiences that are difficult to find in other parts of the city or country.

Enclave tourism not only creates more employment options for minority people, but it also emphasises the importance of their active participation in the creation and growth of the tourism industry. Therefore, rather than focusing solely on economic growth, tourism planners in ethnic enclaves should prioritise fostering intercultural understanding and awareness, while educating minority groups about the significance of their cultural heritage (Hardy et al., 2002). Cultural interactions allow visitors to engage with ethnic communities, which benefits the local economy (Zhuang et al., 2017). Participation in tourism activities helps local populations gain a better understanding of one another's traditions and ways of life, which benefits both travellers and the growth of tourist destinations. In a particular ethnic place, this may lead to exchanges amongst tourists seeking genuine ethnic culture (Yang, 2018). As the tourism industry expands, travellers can establish authentic ties with ethnic groups, which contributes to boosting the nation's economy (Zhuang et al., 2017).

Additionally, ethnic groups should actively participate actively in planning and decision-making to address the demand for

tourism products (Abascal et al., 2016). This underscores that research on enclave tourism is still in its early stages and highlights the demand for further studies in this area.

Integrated Model (IM) of Destination Competitiveness

In the tourism sector, destination competitiveness is a complex concept that encompasses several elements that affect a destination's overall appeal, including activities, services, infrastructure, and attractions (Mitiku, 2018; Nasr, 2017). It describes a place's capacity to draw more tourists and boost tourism expenditures while offering fulfilling and pleasurable experiences (Croes et al., 2020; Teixeira et al., 2019). There are several key models of competitiveness, which typically include five different frameworks and recognise the interdependence of the elements affecting a destination's attractiveness. These models acknowledge that competitiveness is a multifaceted phenomenon shaped by a combination of objective and subjective factors. The present research focuses on the factors connecting destination competitiveness with visit intentions to ethnic enclave destinations and introduces the Integrated Model (IM) of competitiveness (Nadalipour et al., 2019). In the Integrated Model, the aspects of destinations that attract and motivate tourists to visit are referred to as resources or core resources.

In the Integrated Model, the features of a destination that attract tourists and encourage visits are identified as resources or core resources. These resources can be grouped into three categories: Endowed

(Inherited), Created, and Supporting (Armenski et al., 2018; Crouch, 2011; Fernández et al., 2020). Endowed resources include cultural or heritage assets such as food, crafts, rituals, language, architectural monuments, and customs. Created resources encompass accommodation, dining options, activities, tours, and shopping. Supporting resources enhance the tourism experience by adding value through aspects such as local hospitality, telecommunications, local government practices, ease of access to the destination, and positive interactions with the local population (Crouch, 2011; Fernández et al., 2020).

Place Attachment

Place attachment refers to the emotional, cognitive, and functional bonds that individuals form with specific places (Lewicka, 2011). Attachment theory has advanced over the decades to become a firmly-established scientific concept. The concept of place attachment has been widely studied, with its development traced back to the late 1950s. Despite variations in definitions, scholars generally agree that place attachment is a construct with multiple dimensions, consisting of social connection, place affect, place identity, and place dependence (Scannell & Gifford, 2010; Hinds & Sparks, 2008; Halpenny, 2010; Prayag & Ryan, 2012; Ramkissoon, 2016). Evidence indicates that place attachment significantly influences behaviour, demonstrating a person's inclination to defend significant and profound places, even when other tourism sites hold similar importance (Loureiro, 2014; Peroff et al.,

2020). Earlier research has emphasised the mediating effect of place attachment in the relationship between destination loyalty and visitor enjoyment (Song et al., 2017). Place attachment has been shown to have a favourable and significant effect on visitors' sentiments, happiness, responsible behaviour, word-of-mouth recommendations, and revisit intention (Chen et al., 2018; Tsai, 2016). Chen and Dwyer (2017) demonstrated a direct positive correlation between site attachment and ambassador behaviour. In contrast, negative relationships were observed between visitors' place happiness and social bonding, and between their overall contentment and place attachment (Chen & Phou, 2013; Ramkissoon & Mavondo, 2017).

Theories

The study's fundamental underpinnings were Attachment Theory, Theory of Planned Behaviour (TPB), and the Integrated Model (IM) of Destination Competitiveness. Extending the Theory of Reasoned Action, the TPB forecasts behaviour by considering a person's abilities, dispositions, assets, and individual standards (Mahardika et al., 2019; Utami, 2017). As the TPB states, an individual's behaviour or actions are determined by their attitudes and perceptions, subjective social standards, and perceived control over their actions (Chen & Tung, 2014; Japutra et al., 2019). The theory establishes the foundation for investigating the dependent variable concerning travelers' intentions to explore ethnic enclave destinations. Similarly, place

attachment is grounded in attachment theory, which derives from naturalistic observations of the interactions between infants and their mothers. Attachment theory describes the connection behaviours of children that promote a sense of attachment and elicit caregiving responses in adults. Moving beyond the behaviourist perspective, Bowlby (1974) argued that subjective emotional experiences drive attachment behaviours. In tourism, attachment theory explores the relationship between people and places. The integration of attachment theory with place theory contributes to the growth and development of environmental understanding.

The emotional connection that people have to their environment varies depending on their level of attachment. In this study, "place attachment" serves as a mediator to describe individuals' feelings toward favourable, unfavourable, or unclear locations in human-place interactions. The Integrated Model (IM) of Destination Competitiveness, which includes the

fundamental elements of perceived destination competitiveness—(i) resources, (ii) destination management, (iii) demand conditions, and (iv) situational variables—reflects the overall competitiveness of a destination. Tourism scholars generally acknowledge that the perception of a location is important, not only in determining the choice of destination but also in influencing customers' general purchasing and travel habits.

Research Framework

Using theoretical frameworks, this study examines how destination competitiveness affects travellers' intentions in ethnically isolated destinations. This research centered on Little India in Brickfields, a well-known ethnic enclave in Malaysia. The study underscores key determinants of perceived destination competitiveness, concentrating on the resource factors that enable the delivery of tourism-related goods and services. Hence, the research framework for this study is illustrated in Figure 1.

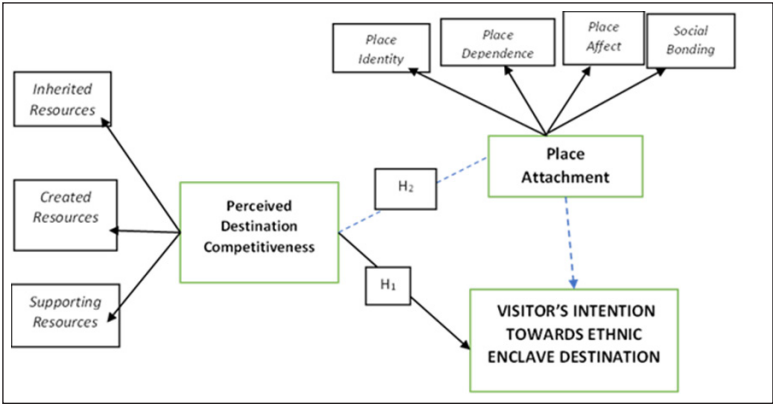


Figure 1. Research framework

Source: Authors' work

This study utilised a modified version of Dwyer and Kim's (2003) research paradigm, which is frequently used by researchers in destination-related studies. In this framework, place attachment serves as the mediator, with perceived destination competitiveness as the independent variable and visitors' intentions to visit ethnic enclave destinations as the dependent variable.

The study's hypotheses are as follows:

H₁: Perceived destination competitiveness positively influences visitors' intentions towards ethnic enclave destinations.

H₂: Place attachment mediates the relationship between perceived destination competitiveness and visitors' intentions.

MATERIALS AND METHODS

This study adopted a deductive approach and a positivist research philosophy, focusing on testing hypotheses, validating models and methodologies, quantifying variables, and extrapolating results from a sample that represents the whole population (Majeed, 2019; Mohajan, 2018; Park et al., 2020).

The research was carried out in Little India, where data was collected to test the proposed theoretical framework. Surveys are commonly acknowledged as a dependable and efficient instrument for gathering firsthand data. Due to the absence of evidence indicating that tourists to Kuala Lumpur specifically visit Little India, the target demographic for the study remained undefined. Thus, the Cochran Formula (1977) was used to establish the required

sample size, which yielded a need for 385 respondents. Both online surveys and direct distribution methods were employed to collect data.

Given the social distancing measures and government-imposed to limit movement and prevent the spread of disease, an online survey was deemed crucial for data collection. To reach possible respondents, social media platforms such as Facebook, Instagram, Twitter, and Telegram were utilised. Participants were given access to the survey link through Google Forms and Microsoft Forms for members of pertinent social media groups. Once local authorities lifted MCO restrictions, the researcher employed a direct distribution strategy to complete data collection. After thoroughly explaining the study's objectives to the potential respondents, the researcher visited Little India Brickfields and distributed questionnaires directly. After considering the possibility of receiving incomplete surveys, the researcher initially distributed 450 survey questionnaires among the target respondents. Of the 457 distributed, 411 were returned fully completed. Descriptive analysis was performed on 407 completed samples using SPSS, followed by Structural Equation Modelling (SEM) analysis with SmartPLS version 3. PLS-SEM was deemed suitable as it examines and validates theories for non-parametric data distributions. This approach included both measurement model and structural model analyses.

RESULTS AND DISCUSSION

Table 1 provides an overview of the demographic characteristics of the 407

participants. Females constitute the majority of participants (62.2%). The largest age group was 30 to 39 years old (52.6%), and most participants were married (64.4%). In terms of educational qualifications, the majority of respondents held a degree (34.4%), and most were employed in the private sector (40.5%). As for monthly income, 42.8% of respondents reported earning over RM5,001.

Assessments of Measurement Model (Reflective)

Assessing the reflective measurement model begins with examining the indicator loadings. This step is crucial to ensure adequate item reliability and verify that over 50% of the indicator’s variance is explained. For a reflective model, indicator loadings should typically be greater than 0.70 (Hair et al., 2018). Both indicator loadings, prior to and following item removals, were included in the analysis. One item (CR1) was removed due to its loading being less than 0.5. Since the cross-loading for CR1 was 0.675, this modification was done to guarantee that the Average Variance Extracted (AVE) for the produced resources variable was greater than 0.5. This was followed by a test of discriminant validity. Discriminant validity aids in evaluating the empirical differences between a construct and other structural model components (Hair et al., 2018). Fornell and Larcker (1981) contend that the outer indicator’s loading on its assigned construct should be higher than all of its cross-loadings on other constructs in the model. Discriminant validity is attained, and the study meets the

Table 1
Overview of demographic characteristics

Demographics	Frequencies (n)	Percentage (%)
Gender		
Male	154	58.1
Female	253	41.9
Age		
19 and below	18	4.4
20–29	62	15.2
30–39	214	52.6
40–49	61	15.0
50–59	38	9.3
60 and above	14	3.4
Marital Status		
Single	143	52.7
Married	262	21.4
Divorced	2	1.6
Education Level		
Secondary	45	11.1
Diploma/ A-Level	87	21.4
Bachelor’s Degree	140	34.4
Master	101	24.8
PhD	34	8.4
Monthly Income		
RM1000 below	19	4.7
RM1001–2000	33	8.1
RM2001–3000	55	13.5
RM3001–4000	65	16.0
RM 4001–5000	55	13.5
Above RM 5001	180	44.2

Table 2
Fornell- Lacker criterion analysis

	BI	PA	PDC
Behavioural Intention (BI)	1.000		
Place Attachment	0.902	1.000	
Destination Competitiveness (PDC)	0.670	0.681	1.000

Fornell and Larcker criteria, given that all indicators’ loading values are higher than their cross-loadings with other constructs (Table 2).

Assessing the Structural Model

The structural model was analysed after evaluating the measurement model. Hypothesis testing included evaluations of blindfolding and predictive relevance (Q^2), effect sizes (f^2), the coefficient of determination (R^2), and structural model path coefficients.

Assessing Coefficient of Determination (R^2)

The R^2 value is a parameter that quantifies in-sample predictive performance, with values falling within the range of 0 to 1. Hair et al. (2018, 2011) and Henseler et al. (2009) state that an R^2 value of 0.75 is classified as strong, 0.50 is moderate, and 0.25 is weak. As presented in Table 3, the R^2 value for behavioural intention is 0.826, meaning that place attachment explains 82.6% of the variance in travellers' visit intentions. In addition, 75.6% of the variance in place attachment is attributed to behavioural intention. These results indicate strong R^2 values for both place attachment and behavioural intention.

Table 3
Coefficient of determination

Constructs	R^2
Behavioural Intention	0.826
Place Attachment	0.756

Table 4
Coefficient of determination (R^2) and effect size (f^2) analysis

Exogenous	Endogenous	R^2	Effect Size (f^2)	Effect Size Rating
Place Attachment	Behavioural Intention	0.756	0.000	Small effect
Destination Competitiveness	Behavioural Intention		0.352	Large effect
Destination Competitiveness	Place Attachment		0.632	Large effect

Effect Size (f^2)

The following phase involves assessing the effect size. The f^2 value evaluates how the exclusion of specific predictor constructs influences the R^2 value of the endogenous construct (Hair et al., 2018). When evaluating f^2 effect sizes, the conventional thresholds are used, where values of 0.02, 0.15, and 0.35 correspond to small, medium, and large effect sizes, respectively (Hair et al., 2014). Table 4 presents the results for both the coefficient of determination and effect size. The research findings suggest that destination competitiveness significantly impacts both behavioural intention and place attachment. Additionally, place attachment exerts a small effect on behavioural intention.

Examining Blindfolding and Predictive Relevance (Q^2)

Once the R^2 value and f^2 effect size have been examined, the Q^2 value is subsequently evaluated. The Q^2 value indicates the predictive relevance of the model, making it easier to predict the effect of the exogenous factor and individual item factors. Q^2 values greater than 0 are regarded as minor, 0.25 as medium, and 0.5 as significant in terms of the PLS path model prediction (Hair et al., 2018). Table 5 displays the findings

from the predictive relevance analysis. The Q² values in this study are greater than zero, and place attachment significantly influences behavioural intention with a Q² value of 0.816.

Table 5
Predictive relevance analysis

Exogenous Constructs	Q ² value
Place Attachment-> Behavioural Intention	0.816

Direct Relationship between Exogenous and Endogenous Analyses

Perceived destination competitiveness is the sole exogenous construct in this study. Bootstrapping was used to test the hypothesis, and Table 6 displays the findings. The findings indicate that perceived destination competitiveness does not have a direct significant effect on behavioural intention. Based on the statistical outcomes (path coefficient = 0.040; t-value = 1.000), H₁ was rejected, as these values fell substantially short of meeting the minimum significance threshold of 1.96. H₂ was also rejected, as place attachment does not influence the association between behavioural intention and destination competitiveness.

Table 6
Hypotheses testing

Hypotheses	Relationship (Exogenous -> Endogenous)	Path Coefficients (β)	t- values	P value*	Decision
H ₁	Destination Competitiveness-> Behavioural Intention	0.040	1.000	0.318	Rejected
H ₂	Destination Competitiveness -> Place Attachment-> Behavioural Intention	0.016	0.522	0.602	Rejected

*P significant at p < 0.05

Discussion

This research investigated the relationship between tourism competitiveness, place attachment, and visitors' behavioural intentions at an ethnic enclave destination in Malaysia. The findings show no significant correlation between behavioural intention and perceived destination competitiveness (t-value = 1.000). Our findings contradict previous research by Albayrak et al. (2016), Novais et al. (2018), and Zainuddin et al. (2016), which established strong links between behavioural intention and destination competitiveness. Nevertheless, the findings revealed that the combination of endowed resources (such as language, customs, belief systems, natural, cultural, and heritage elements, as well as special events, entertainment, accommodations, various tourism activities, restaurants, shopping, organised tours and transportation) and created resources (including lodging, telecommunications, local hospitality, local authorities' behaviour, destination accessibility, and relationships with locals) at Little India Brickfields may not have met visitors' expectations. This discrepancy could be attributed to the fact that, especially

during the pandemic (when the study was conducted), the enclave's tourism offerings did not align with the experiences visitors anticipated.

During the outbreak, several restrictions were imposed that limited entry and hindered service providers from delivering the promised tourism experiences. Furthermore, the characteristics of the destination could also play a role in this outcome. When choosing to visit Brickfields, guests may not prioritise the availability of developed, endowed, and supporting resources, as Little India is largely known as a centre for trade and business. Our analysis revealed that the relationship between perceived destination competitiveness, place attachment, and behavioural intention was not statistically significant ($t\text{-value} = 0.52$). This conclusion differs substantially with the work of Nasir and Ghani (2021), Qian and Xue (2024), and Song et al. (2017), whose research established the mediating effect of place attachment in relating destination competitiveness with tourists' behavioural intentions. These findings are consistent with the research of Prayag & Ryan (2012), which proposed that emotional attachment to tourist destinations can be diminished when there is an inadequate provision of leisure and cultural facilities. Therefore, place attachment does not act as a mediator between destination competitiveness and behavioural intention in Brickfields, as the area is primarily focused on the trading of Indian cultural-related items.

The reduced accessibility during the pandemic significantly affected tourists'

behaviour and their perceptions of enclave tourism destinations. Travel restrictions and the reduced availability of services have likely led to poorer experience for visitors, potentially resulting in dissatisfaction and negative perceptions of the location. Due to economic uncertainty, tourists became more selective and opted for more affordable destinations, which weakened emotional attachments and limited social and cultural activities.

CONCLUSION AND IMPLICATIONS

This research calls for a comprehensive re-assessment of the elements that determine a destination's competitiveness, specifically focusing on ethnic enclaves. It urges stakeholders to rethink the contribution of various resources in attracting tourists. The findings indicate that visitors' perceptions of a destination's competitiveness have little influence on their behaviour, highlighting the need for marketing approaches that showcase experiential cultural offerings and distinctive commercial activities instead. Although place attachment did not serve as a mediator, developing stronger connections through community participation and cultural festivities could potentially foster greater visitor retention and loyalty over time. By doing so, the findings contribute to the understanding of tourism behaviour, offering a comparison with previous studies. When developing tourism strategies, policymakers are encouraged to consider the unique characteristics of ethnic enclaves, placing an emphasis on community involvement,

cultural preservation, and infrastructure in fostering sustainable development. Policymakers and interested parties could implement support mechanisms, including resource provision, skills development programmes, and monetary assistance, to help businesses within Little India adapt to evolving market dynamics. By incorporating more recreational activities and immersive cultural offerings into the visitor experience, this ethnic neighborhood could enhance its competitive position while creating more welcoming environments for tourists.

Limitations and Recommendations for Future Research

Several limitations of this research could be noted. Firstly, the sample may not fully represent all visitor perspectives as it only comprised 407 domestic tourists, excluding foreign visitors. The focus was on destination competitiveness and place attachment, without considering other potentially important factors. The pandemic likely impacted the results, which might have been different under normal circumstances. Additionally, the results may not be fully representative due to the selective nature of the sample and the absence of statistical data from Kuala Lumpur City Hall or the Malaysian Department of Statistics.

Future studies should examine the relationship between place attachment and destination competitiveness in other "Little India" regions of Malaysia, including Klang, Malacca, Penang, Johor, and Ipoh, while considering destination image as an additional factor influencing travellers' intentions. Future research would also

benefit from employing qualitative or mixed-methods research designs to explore how place attachment might function as a moderating variable, which was not examined in this study. Additionally, extending the research scope to incorporate international visitors would enhance the generalisability of the findings across different cultural contexts and visitor profiles. These variables may reveal interesting connections if explored in other ethnic enclaves, such as Kuala Lumpur's Chinatown. Incorporating sustainability considerations could also provide insights into how social and economic factors influence travellers' attitudes and intentions.

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