The Hong Kong Polytechnic University

SCHOOL OF HOTEL AND TOURISM MANAGEMENT

Residents' and Tourists' Perceptions on the

Adaptation and Authenticity

of Heritage Buildings as a Tourism Product

By

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A thesis

submitted in partial fulfilment of the requirement for the degree of

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Certificate of Originality

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Abstract

The purpose of this study is to examine how residents and tourists define and perceive cultural attraction development through the revitalization of historic buildings and its authenticity. This research addressed the adaptive reuse and perceived authenticity of historic buildings which have been transformed into hotels from the perspectives of local residents and tourists. The study objectives were: 1) to examine how tourists and residents perceive adaptation and authenticity regarding revitalized heritage resources; 2) to examine how residents and tourists define the authenticity of the built heritage; 3) to examine the nature of the relationship, if any, between perceived authenticity and the tourist experience when visiting revitalized heritage buildings/resources; and 4) to evaluate whether revitalization of heritage buildings promotes cultural tourism by examining the experiences of: a) culture-seeking tourists; and b) non-culture seeking tourists, who have visited or stayed at a revitalized heritage hotel building.

Based on the questionnaire survey results, five factors, namely: 1) Conservation; 2) Self-fulfilment; 3) Benefits gained; 4) Commodification; and 5) Protection, were identified by residents in perceiving adaptive reuse. Four factors were discovered when tourists perceive the transformation of heritage buildings, namely: 1) Conservation; 2) Benefits gained; 3) Self-fulfilment; and 4) Commodification.

In understanding how tourists and residents perceive authenticity, five factors

emerged from the resident's survey. They were: 1) Objective/constructive authenticity; 2) Existential authenticity; 3) Appearance; 4) Original purpose; and 5) Influence. For the tourists' perspective on authenticity, five factors also emerged, namely: 1) Existential authenticity; 2) Value/uniqueness; 3) Objective authenticity; 4) Influence; and 5) Structure and external/comparison.

The study also examined the nature of the relationship between perceived authenticity and tourist experience with historic buildings now used as a hotel. The results showed that there is a relationship between overall tourist experience and factors such as existential authenticity, value/uniqueness, objective authenticity and structure with statistically significant results being obtained. Significant results were also obtained when examining the relationship between authenticity, memorable experience and satisfaction with four dimensions of perceived authenticitythe factors.

Lastly, the research study also evaluated whether the revitalization of a heritage building can promote cultural tourism to the tourist. It was found that non-cultural seeking tourists and non-in-house guests of the hotel were more positive about their experience in the hotel and also likely to seek more information about the local heritage.

This research concluded that tourists prefer 'simple' and 'do less' in the adaptive reuse hotel. To gain the support from the residents, adaptive reuse heritage should also incorporate residents' benefits into the planning and management of heritage conservation and ensure the community can enjoy on-going use of the building. The findings indicated that the concept of authenticity, mainstream discussion of

authenticity i.e. objective authenticity, constructive authenticity and existential

authenticity, should continue and will be ongoing.

Keywords: Adaptive Reuse, Authenticity, Heritage, Hotel

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CHAPTER ONE INTRODUCTION

1.1 Research Background

Cultural tourism appears to be omnipresent, and in the eyes of many it also appears to have become omnipotent (G. Richards, 2007). In recent years, the issues of cultural tourism have increasingly received awareness and much attention from the general public. The current generation of tourists will search for depth and breadth of tourism experiences which support the principle of heritage preservation and cultural diversity (Chambers, 2009). This trend applies to and is happening throughout the world and its impacts are critical. The public now have much more concerns about cultural preservation and they are seeking to sustain their own heritage. Residents are now giving growing attention to historic buildings (Ma, 2010). One of the cultural strategies adopted by governments is supporting cultural projects to convert historical buildings into different tourism attractions as a means to promote tourism (Cartier, 1996; Low & Wong, 1997; Nyaupane & Timothy, 2010) . Instead of demolishing a historic building, adaptive use/reuse of historic buildings has been gaining popularity (Ball, 1999; Bullen & Love, 2010) and this trend has been clearly stated (Bullen, 2007). In adaptive reuse, the original use and function of historic buildings may no longer be suitable for today's society. Therefore, a number of these old buildings are transformed for different purposes such as hotels and restaurants to create economic benefits as well as to sustain the heritage. Culture and heritage have been regarded as an important propellant in economic and urban regeneration (Alzua, O'Leary, & Morrison, 1998). The strategies emphasize maintaining the facade of a

building, but renovating the interior for new function (Cartier, 1996). In recent decades, these transformations have become popular not only in Western society but also in Asian countries. However, the alterations of the use of such buildings are also being criticized for the possibilities of degrading the values of the buildings.

Tourism, as an economic activity, has been blamed for the commodification of cultures and privatization of public spaces (T. C. Chang & Teo, 2009). Once a product, object, or performance has been developed for tourist consumption, it may lead to 'staged' authenticity or faked experiences created specifically for customers. It violates the meaning of the ritual, destroying its authenticity and its power for the people (Greenwood, 1989). Such a loss of authenticity can be damaging to the host community and also to the visitor experience (Macleod, 2006). How visitors perceive the authenticity of the cultural product will affect their experience. Therefore, it is necessary to understand how residents and tourists perceive the authenticity of the revitalized product.

Tourism has been blamed for commodifying local culture. Once culture is defined as an object of, or attraction for, tourism, its authenticity is reduced (Taylor, 2001). However, tourism can also bring positive benefits to the local community. Laws & Pan (2008) cited Britton's (1991) view on the commodification of places. It occurs in two ways: 1) by controlling access to a site so that a fee or rental charge can be collected from visitors; or 2) by commodification of other aspects of the visit, either essential tourist services such as hotels and restaurants, or the site markers which tourists purchase there to take home. It appears that the first way considers the heritage product as a profit-making tool. However, with the second meaning of

Britton's commodification, it may be an opportunity to present heritage to people who are not aware of the heritage, but may get a better understanding and deeper experience of heritage through visiting the hotels and restaurants which have been transformed. Tourism can also sustain traditional performances that might otherwise be abandoned (Hitchcock, 2001). In a recent study by Nyaupane & Timothy (2010), the authors suggested that tourists and residents can create heritage awareness by visiting heritage sites.

However, can the transformation of historic buildings sustain the heritage as well as provide economic benefits? This also raises a further question:

> ***Could the adaptive use/reuse of historic buildings enhance tourists' experiences and their understanding of heritage?***

Tourists do not only travel to a destination for a single purpose, however, they may consider it as offering a taste of different culture. Various forms of cultural activities may lead to diverse experiences. Therefore, it is essential to understand whether converting heritage resources into a tourism product will actually enhance the tourists' experiences. ICOMOS (1999b) has highlighted the principle that conservation and tourism planning for heritage places should ensure that the visitor experience would be worthwhile, satisfying, and enjoyable. Therefore, a satisfying and memorable experience for the tourists is crucial to the success of any heritage tourism projects.

1.1.1 Authenticity

Authenticity has been addressed at the global level. The International Council on Monuments and Sites (ICOMOS) has published several significant documents and charters on different aspects of culture and heritage (Australia ICOMOS, 1999; Council of Europe, 1975; ICOMOS Quebec, 2008; ICOMOS, 1994b; ICOMOS, 1999a; ICOMOS, 1999b; ICOMOS, 2003; ICOMOS, 2008). Authenticity plays an important role in different aspects of conservation such as cultural tourism and interpretation and presentation of heritage sites.

In academic circles, authenticity is also regarded as a hot topic and has been described as slippery (Wall & Xie, 2005) and problematic. Alberts & Hazen (2010) acknowledged that the concept of authenticity is not easy to define. The debate arises from the incongruent viewpoints between Boorstin (1971) and MacCannell (1973). The key point of the argument is whether tourists are searching for authentic experiences or not. Many scholars have joined in the discussion; however, there is still a lack of consensus regarding the definition of authenticity.

Tourists play a consuming role in a heritage setting (Bagnall, 1996); however, relatively little research has asked the tourists (i.e. the users) what they think about authenticity and examined how authenticity affects their travel experiences. This leads to another question:

> *What are tourists' perspectives on authenticity? Do they like it? Do*
> *they care about authenticity or not?*

Timothy & Boyd (2003) claim that visitor satisfaction is based on the perception that the experience is real or authentic. If we understand whether authenticity would enhance, worsen or have no effect on the tourist's experience, this would shed some light on how we position the authenticity issue in the tourism industry.

Evans-Pritchard (1987, p.291) pinpointed the problems of "who decides what is authentic?" (i.e. authentication) in his research about Indian jewellery. In a similar vein, Wall & Xie (2005) stressed that knowing "who authenticates" is more appropriate than arguing about the definition of authenticity. In their research, Xie & Wall (2003) examined the views of stakeholders, governments, visitors, tourism businesses and ethnic dancers on the issue of authenticity. Whether the indigenous culture or the tourists' view is more influential in defining what is considered authentic is still open for discussion (Alberts & Hazen, 2010). Local residents have the right to express their opinion or authenticate because this is about their culture and heritage. They also play an important role in the heritage environment. ICOMOS Quebec (2008) also recognized that local communities are generally in the best position to comprehend the spirit of places. In the definitions of authenticity provided by MacCannell (1973) and Hall (2007), they also indicated that authenticity is related to the local area or origin. Chambers (2010, chap. 5) pointed out that the local community is often restricted in expressing what they represent. Therefore, it is essential to understand the viewpoint of residents as the historic buildings do belong to the locals; otherwise misunderstandings may occur.

1.1.2 The Gap & Problem

The transformation of heritage is generally an irreversible process, once the structure or design of a built heritage is changed. It may not be reversible to the original state and even minor changes could also cause irrecoverable damage. N. Wang (1997) emphasized that several conditions must be fulfilled in order to achieve sustainable tourism in his case study about 'Hutong" Tourism. One of the critical issues raised by N. Wang (1997) is whether the local residents oppose the tourism project. Therefore, it is crucial to understand if such transformation would benefit society and whether the authenticity could be sustained after revitalization. It is not easy to evaluate whether such transformation is beneficial and measuring the perceived authenticity of tourists and residents may be the only means to confirm the value of a transformation project. In the existing literature, only a few studies could be identified which examined perceived authenticity in a tourism context, but these studies have focused on arts and crafts (J. Chang, Wall, & Chang, 2008; Littrell, Anderson, & Brown, 1993; Revilla & Dodd, 2003), historic parks (Chronis & Hampton, 2006; Chronis & Hampton, 2008), heritage sites (Kolar & Zabkar, 2007; Kolar & Zabkar, 2010) and festival events (Chhabra, Healy, & Sills, 2003). The importance of authenticity has been demonstrated. The perceived authenticity of adaptive use/reuse of built heritage, where changes have been made for new uses, is particularly important; however, this area has been neglected and is not well addressed in the existing literature. In their book about heritage tourism, Timothy & Boyd (2003) concluded that it is unclear whether or not tourists see authenticity in the same vein as scholars. He further pointed out that academics who are conscious of the notion of authenticity tend to neglect what tourists know and really value in the end. This research will address the issue of the perceived authenticity of adaptive

use/reuse of built heritage and investigate authenticity from the residents' and tourists' perspectives.

1.2 Significance of This Study

This study is important not only for the theoretical contribution, but also for giving practical information to the tourism industry. The significance is explained in the following paragraphs.

1.2.1 Theoretical Significance

Theoretically, this research attempts to shed more light on perceptions of adaptation and authenticity, and in particular it tries to identify how authenticity is perceived from both the tourists' and residents' perspectives. From this research, the attributes of perceived authenticity will be explored and examined. This information is vital for developing a better understanding of heritage tourism in which authenticity reflects the cultural significance of heritage place, and influence how one interpret and understand the cultural heritage. Also, the research will look at the nature of the relationship between tourists' experiences and perceived authenticity; and the transformation of heritage as a tourist attraction. This could help us further understand the nature of the relationship between tourism attractions and tourists' experiences.

1.2.2 Managerial Significance

From a practical point of view, the proposed study will enable key decision makers and the community to examine and address adaptation and authenticity issues and to

assess whether a transformation project can sustain heritage resources and/or enhance the tourists' experiences. Such information can also provide an indication of the extent to which transformation is appropriate or acceptable in conserving built heritage and its resources. The information can also help conservationists, architects and consultants to formulate transformation plans. From the information obtained in this research, they would be better able to provide the rationale and justification for the transformation plan for changing a historic building into a tourism product.

1.3 Research Questions and Objectives

The ideal result of adaptive use/reuse is to create the dual benefits of economic gain and heritage preservation (Bullen & Love, 2010). However, some people may challenge that the reality could introduce in the issue of commodification and the possibility of damaging the historic value of the buildings. The inconclusiveness of the reality versus idealism has led to doubts about the value of transformation. The importance of authenticity has been debated for decades. An authentic environment could enable tourists to immerse themselves in the historical context (DeLyser, 1999), while Pearce & Moscardo (1986) contend that perceived authenticity is an important mediating variable affecting tourist satisfaction. Since heritage is a product of human creative imagination, only the authenticity of the experience perceived by the user would be applicable in the heritage context (Ashworth, 2009).

However, the perceived authenticity of adaptation has not been fully discussed in the academic literature. In view of the above, the key research question to be examined in this study is:

What is the perceived authenticity of transformed heritage among residents and tourists? And what is the relationship, if any, between perceived authenticity and the visitor's experience with the adaptive reuse of resources?

In this project, the purpose is to identify and examine authenticity by residents and tourists perceptions toward cultural attraction development through the revitalization of historic buildings. Specific objectives include the following:

1. To examine how tourists and residents perceive adaptation and authenticity regarding revitalized heritage resources;

2. To examine how residents and tourists define the authenticity of the built heritage;

3. To examine the nature of the relationship, if any, between perceived authenticity and the tourist experience when visiting revitalized heritage buildings/resources;

4. To evaluate whether revitalization of heritage buildings promotes cultural tourism by examining the experiences of: a) culture-seeking tourists; and b) non-culture seeking tourists, who have visited or stayed at a revitalized heritage hotel building.

1.4 Definitions

In this section, we will provide the definition of two important concepts to be examined in this study, i.e. Adaptation and Authenticity.

1.4.1 Defining Adaptation

The Appleton Charter first mentioned adaptive reuse under another terminology, namely rehabilitation, which means modification of a resource to contemporary functional standards which may involve adaptation for new use (ICOMOS Canada, 1983). In *The Burra Charter*, article 1.9, adaptation means modifying a place to suit the existing use or a proposed use while, 'place' has been defined as site, area, land, landscape, building or other work, group of buildings or other works and may include components, contents, spaces and views (Australia ICOMOS, 1999). It also emphasizes that the term 'adaptation' is acceptable only where the adaptation has minimal impact on the cultural significance of the place (Article 21.1, The Burra Charter) and involves minimal change to significant fabric, achieved only after considering alternatives (Article 21.2, The Burra Charter). Later on, the component of integrity was added in the *Charter on the built vernacular heritage* (ICOMOS, 1999), adaptation and reuse should be carried out in a manner which will respect the integrity of the structure, its character and form being compatible with an acceptable standard of living (ICOMOS, 1999a). As cited in *Adaptive reuse - preserving our past, building our future* (Department of the Environment and Heritage, Australia Government, 2004), adaptive reuse "is a process that changes a disused or ineffective item into a new item that can be used for different purposes". Sometimes, nothing changes, but the item's uses and functions. Hassan, Badarulzaman, Ahmad, & Mohamed (2002) indicated that adaptive reuse refers to a change in the main

function of a building, whilst maintaining its original form and character.

In this study, we will focus on both types of adaptation as provided in *The Appleton Charter and Charter on the built vernacular heritage,* i.e. adaptation and reuse. ICOMOS does not provide a clear definition that distinguishes between adaptation and reuse. For this study, we adopt and modify the definition from *The Burra Charter* to give:

> *"Adaptive Use   Modification of resources to contemporary functional standards which will involve or has involved new use where the building is/was still serving its original purpose of use*
>
> *Adaptive Reuse   Modification of resources to contemporary function standards which may involve new use where the building is no longer in use or ineffective in today's current environment.*
>
> *Adaptation   Involves both adaptive use and adaptive reuse"*

- The major difference between adaptive use and adaptive reuse is whether the building still functions or was left vacant before transforming to a new purpose and use.

- Adaptive Hotel means a heritage building that has been converted to hotel uses. Before conversion, this building can be still serving its original function or is no longer in use.

- Adaptive Use Hotel means a building that is still serving its original function before transformation to use as a hotel.

- Adaptive Reuse Hotel means the heritage building was no longer in use before its transformation to a hotel.

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In this study, we will focus on both adaptive use and adaptive reuse hotels, with the new purpose of the building being set aside for accommodation purposes. Also, according to ICOMOS, the changes or alterations to the building should have minimal impacts on its cultural significance.

1.4.2 Definition of Authenticity

The definition of authenticity has been under considerable debate and it is believed that authenticity is decided in the eyes of the beholder (Wall & Xie, 2005). The debate on authenticity, especially its definition will be discussed in the next chapter (see Chapter 2.4). The purpose of thstudy is to examine residents' and tourists' perceptions of heritage use and reuse, within which authenticity is one of the concerns. A definition, however, is still required to benchmark and facilitate the project. Generally, there are three commonly recognized types of authenticity – that is, objective, constructive and existential authenticity.

In this research, I propose the following definition:

> *Perceived authenticity refers to the object, meaning, or feeling of an experience that is genuine or original, which varies depending on the eyes of the beholder, and is facilitated by its tangible attributes and is also influenced by social values, involvement and time. (Source: Author)*

In view of the complexity of authenticity, we try to provide a definition that addresses the three major types of authenticity in the following ways:

- "**Object**" and "**tangible**" refers to the physical aspects which are being emphasized in objective authenticity.

- "**Meaning**", "**varies depending on the eyes of beholder**", "**social values**" and "**time**" addresses the concerns of constructive authenticity which is negotiable and a function of imagination, expectation and beliefs. Authenticity may be changed or influenced over time i.e. an inauthentic building from the past may become authentic today.

- "**Feeling of experience**" and "**involvement**" embraces the existential aspects of authenticity. Involvement refers to the beholder's involvement in the activity or setting.

- This definition reflects the shift toward a combined definition. We ignore whether these three authenticities are complementary or work against each other.

For authenticity, although there are definitions in the tourism dictionary (Medlik, 2003) and encyclopaedia of tourism (N. Wang, 2000), the definitions given tend to focus on objective authenticity i.e. whether it is genuine; real or true. However, these definitions may not truly reflect the reality and complexity of authenticity in the cultural context.

1.5 Chapter Summary

In this section, we have provided an overview of this study and an overview of the current situation. We initially identified gaps in the literature and existing research. In the past, no attempt has been made to examine perceived authenticity in an adaptation context, which is a crucial matter for irreversible cultural resources. This project aims to answer the stated research questions and objectives which attempt to fill the research gap on perceptions of adaptation and authenticity. Definitions of the key concepts, adaptation and authenticity are provided. In the next chapter, we will discuss the existing literature on cultural heritage tourism, adaptation and authenticity which will facilitate our understanding of adaptation and issues pertaining to authenticity.

CHAPTER TWO LITERATURE REVIEW

2.1 Introduction

In this chapter, several concepts will be addressed. We will begin with the concept of

cultural heritage tourism and adaptation. In the second part, we will discuss

authenticity from the original debate to recent focus on the development on typology;

We will examine and see how these concepts will shape the tourist's experiences.

2.2 Cultural Heritage and Tourism

Cultural heritage and tourism seem to be inseparable. In many cases, cultural

heritage has a drawing power to attract tourists. Tourists, with their spending in the

sites or destinations, are always regarded as contributing to the society economically.

Heritage tourism, which is a part of cultural tourism, is regarded as one of the most

noteworthy and well-known forms of tourism and the oldest form of travel (Timothy

& Boyd, 2006). On the downside, tourism spawns problems such as changes in

hosts' behaviours, cultural commodification and uneven distribution of economic

benefits (Pedersen, 2002).

In this section, the definitions of cultural and heritage tourism will be explored.

Furthermore, we will discuss the existing literature about tourists and the

relationship of cultural heritage management and tourism.

2.2.1 Definitions of the concept

The definitions of cultural tourism are numerous. McKercher & du Cros (2002) provided various definitions from different aspects, tourism-derived, motivational, experiential, and operational. The tourism-derived definitions position cultural tourism as a special interest; the motivational definition provided by the UNWTO (1985) cited by McKercher & du Cros (2002) regard cultural tourism as a movement of persons essentially for cultural motivations such as study tours, performing arts, travel to festivals and other events, and visits to sites and monuments. In this research, an operational definition suggested by McKercher & du Cros, (2002, p.5), will be adopted. That is:

> ***Cultural tourism is defined by participation of the following range of activities or experiences: the use of cultural heritage assets, archaeological sites, museums, castles, palaces, historical buildings, famous buildings, ruins, art, sculpture, crafts, galleries, festivals, events, music and dance, folk arts, theatre, primitive culture, subculture, ethnic communities, churches, cathedrals, and any other things that represents people and their cultures.***

Timothy & Boyd (2006) added in monuments, dwellings, rural and agricultural landscapes, events places and dark tourism to the above list.

Heritage was firstly defined by the Venice Charter (ICOMOS, 1994b), where heritage is:

> *Imbued with a message from the past, the historic monuments of generations of people remain to the present day as living witnesses of their age-old traditions.*

Heritage is a broad concept and includes both the natural and cultural environment. It includes landscapes, historic places, sites and built environment as well as biodiversity, collections, past and continuing cultural practices, knowledge and living experiences (ICOMOS, 1999b). Heritage includes three categories: natural, cultural and built heritage. Vecco (2010) provided five criteria for heritage, namely: 1) historic; 2) artistic; 3) cultural value; 4) value of identity; and 5) capacity with memory.

Pendlebury, Short, & While (2009) addressed the pressure to present heritage locations in ways deemed suitable by the tourism industry, that is to commodity them for tourist consumption which raises tension with management objectives centered around notions of cultural authenticity. Heritage tourism usually refers to the built or natural environment and can be more clearly delineated whereas cultural tourism is a much more ambiguous term (Busby (2006) cited by Wheeller (2009)). A vast amount of existing research has focused on the tourists' or visitors' behaviours dimension at heritage sites, while there is a considerable number of research studies that have been done on cultural tourism development and management perspectives.

2.2.2 Heritage as an Attraction

Most of heritage may be regarded as attractions in the eyes of tourists. Many heritage resources have become popular tourist attractions. Heritage tourism seeks to draw visitors to historic and culture sites (Dickinson, 1996). Heritage attractions can be a tool in strengthening national cultural identities (Henderson, 2002). However, tourism also poses challenges to heritage attractions. UNESCO recognized that it is important to achieve balanced development between threats to the site's original value and tourism revenue at World Heritage Sites (Pedersen, 2002). Currently, a lot of renowned heritage attractions are mega sites and listed internationally or at the national level. McKercher & Ho (2006) assessed the potential for small scale cultural and heritage attractions and found that smaller ones are often insufficient in terms of remoteness, isolation from other attractions, small scale, lack of uniqueness and poor setting by evaluating the cultural values, physical values, product values, and experiential values.

2.2.3 Tourists at Heritage Attractions

Tourists visiting the same destination may not have the same motivations. Biran, Poria, & Reichel (2006) have identified that heritage experience, education experience and recreation experience are the motivations for tourists who visit heritage sites. Lynch, Duinker, Sheehan, & Chute (2010) confirmed the motivation of tourists in their recent research, and found that 'being in and appreciating a different place' is a very important motivation for visiting a cultural site followed by 'learning and experiencing'. It is interesting that 'buying authentic products' was rated as the least important. The study also found that authenticity of the experience is what mattered most to tourists. The perceptions of the site also related to the

expectation (Poria, Reichel, & Biran, 2006). If the visitor perceived it as their own heritage, they will exercise a higher expectation of the interpretation, and it will affect the visitor's emotional experience. de Rojas & Camarero (2008) found that perceived quality is a direct influencing factor of satisfaction. Similarly, Chen & Chen (2010) confirmed the relationship of experience quality to perceived value, satisfaction and behavioural intention. H. Kim, Cheng, & O'Leary (2007) found that education of the visitor plays a contributing role in selecting cultural activities. Atmosphere of the environment also played a role in shaping the tourists experience at heritage sites. It can be used to create uniqueness in the mind of consumers (Bonn, Joseph-Mathews, Dai, Hayes, & Cave, 2007).

Residents and tourists could create their heritage awareness by visiting heritage sites (Nyaupane & Timothy, 2010). Poria, Butler, & Airey (2003) provided a further examination of the relationship between heritage awareness and motivation to visit a heritage site, which will be discussed later in Chapter 2.2.4(p.20).

2.2.3.1   Activity Engaged

The level of consumption or involvement in the activities may also influence experience. McKercher & du Cros (2006) identified three types of consumption at heritage sites. The consumption in renovated historic buildings is regarded as active consumption for dining and accommodation. The level of involvement may influence the experience, the experience that tourists obtain by walking around in the historic area or dining at a transformed restaurant, or staying in a revitalized hotel can influence their perceived authenticity and the experience gained.

Tourist experiences at heritage sites are influenced by internal and external factors affecting tourists. One point to distinguish heritage attractions from other tourist attractions such as a theme park, beach or gallery is the authenticity and cultural significance of the heritage attraction, or of the sites. Heritage is linked with the past; however, it seems that some of the above scholarly works (such as Bonn et al. (2007)), when they are examining the tourists, forgets these important points.

2.2.4 Classification of Cultural Tourists

M. K. Smith (2003) provided a comparison of post tourists and cultural tourists. The comparison is shown in Table 1.

Table 1 Comparison of Post-tourist and Cultural Tourist

Dimension	Post Tourists	Cultural Tourists
Purpose	Enjoyed simulated experiences, often in the home	Keen on personal displacement and the notion of 'travelling'
Differentiation	Little differentiation between tourism, leisure and lifestyle	Actively seeking differences
Authenticity	Acceptance that there is no true authentic experience	Seeking objective authenticity in cultural experiences
	Treats the commodification of the tourist experience playfully	Concerned with existential authenticity and enhancement of self
Interactions	Ironic detachment from experiences	Earnest interaction with destinations and inhabitants
Expectations	Little interest in differentiating between reality and fantasy	May have idealized expectations of places and people
Type of experiences	Interested in hyper real experiences	Interested in real experiences
Acceptance of simulacrum	Acceptance of representations and simulacrum	Disdain for representations and simulacrum

Adapted from M. K. Smith (2003)

In M. K. Smith's (2003) comparison, the purpose of the trip, the behaviours and the quest for experience is different between post-tourists and cultural tourists. The

cultural tourist may have higher expectations and are sensitive to real and fake. This comparison is based more on the intrinsic side of tourists. Poria et al. (2003) provided a classification of cultural tourists and identified four types of tourists with their awareness of heritage attributes and motivation to visit a heritage attraction. They are:

1. Tourists who are not aware of the heritage attributes of the site

2. Tourists who are aware of the heritage attributes of the site, but are motivated by other attributes to visit the site.

3. Tourists who are motivated by the heritage attributes of the site, but do not consider these attributes as part of their own heritage

4. Tourists who are motivated by the heritage attributes of the site and consider the site as part of their own heritage.

The research also noted the differences exist between "heritage" tourists and tourists at heritage places. The purpose of Type 1 tourists is to visit the place 'just because it is there'. This group of tourists is not aware the heritage attributes nor are they motivated by a desire to learn. Type 2 tourists are those who aware of the heritage attributes, but are motivated by other attributes to visit the site. These tourists may visit an old building because of other reasons apart from experiencing or learning about the culture. If a site was transformed into a restaurant, people may visit the historic site solely for the purpose of dining, even though they are aware that the building is historically significant. It is important to understand the experience of Type 2 tourists as a transformed site may appeal to people to visit a heritage site; however, an investigation is required to examine what tourists experience when visiting the historic buildings.

The Type 3 and Type 4 tourists are visiting a site because they are motivated by the heritage attributes and would be defined as cultural seeking tourists who are likely to have different perceptions than those in the first two categories. In a similar manner to Group 2 tourists, an investigation is required to examine if and how converted historic buildings could enhance their cultural knowledge and experience.

McKercher (2002) surveyed tourists visiting Hong Kong and found that cultural tourism may play only a minor role in the decision to visit a destination. However, tourists did have shallow cultural tourism experiences. He further classified the respondents into two dimensions, namely: 1) centrality of cultural tourism in a decision to visit a destination; and 2) depth of experience. He also identified five different types of tourists according to this two dimension model as:

1. Purposeful cultural tourist (high centrality / deep experience)

2. Sightseeing cultural tourist (high centrality / shallow experience)

3. Casual cultural tourist (modest centrality / shallow experience)

4. Incidental cultural tourist (low centrality / shallow experience)

5. Serendipitous cultural tourist (low centrality / deep experience)

One of the objectives for this research is to evaluate whether a revitalized building can promote cultural tourism to non-cultural tourists. The above characteristics of cultural tourists and classifications of tourists, as well as the definition of cultural tourism mentioned in section 2.2.1 will be employed in this research to distinguish cultural tourists from other tourists. That is, cultural tourism refers to the participation in any cultural related activities ranging from old heritage to contemporary creative industries.

2.2.5 Relationship of Tourism & Heritage Development

In the past, tourism was generally thoughts to conflict with cultural heritage management (McKercher & du Cros, 2002). A considerable amount of work has been done by scholars on the social and cultural impacts of tourism development (e.g. Besculides, Lee, & McCormick, 2002; Haley, Snaith, & Miller, 2005). However, tourism may not be in conflict with cultural heritage. The relationship can range from denial by the manager of a heritage site that the site is a tourist attraction, to unrealistic tourism benefits, to a more neutral relationship where roles are clearly defined for cultural tourism and cultural heritage management to conflicts with the beginning of development. Co-management, partnership and cross purpose are methods to help moving towards the mature stage of a relationship (McKercher, Ho, & du Cros, 2005). Ashworth (2009) also provided a rejoinder referring to inappropriate behaviours of tourists and defence for the tourists. Debeşa (2011) raised the issue that authenticity is an important dimension being neglected in cultural tourism development. He suggested that cultural uniqueness will be lost if no proper strategy is applied to restore authenticity.

There are several issues raised about the nature of the relationship between tourism and heritage. M. K. Smith (2003) identified nine issues: 1) ownership of heritage; 2) questions surrounding appropriate use of heritage; 3) access versus conservation; 4) heritage as an industry, business or product; 5) heritage as entertainment; 6) heritage as formal or informal education; 7) the interpretation of heritage; 8) heritage and authenticity; and, 9) heritage and representation. It may not be easy to tackle all the issues between tourism and heritage. Throsby (2009) suggested three rules for cultural heritage tourism. The first rule is getting values right to ensure that the

aesthetic value, spiritual value, social value, historical value, symbolic value and authenticity value are maintained. The second rule is sustainability. To make it sustainable, cultural heritage tourism should follow the principles of continuity, intergenerational equity, intra-generational equity, diversity, balance between the natural and cultural ecosystems, and interdependence. The final rule is getting the right analytical methods.

Though there are several suggestions, models or frameworks for managing cultural heritage sites, the issues seem to be still unresolved. Ownership can refer to the physical right to have the site or collective memory which belongs to the community. It will affect the use of heritage. In the case of any heritage museums, almost all the nine above mentioned issues will occur. The heritage items displayed (as a product); the way of their presentation (interpretation); the location that they displayed in is out of the appropriate environment (authenticity); the selection of the product is reflecting the heritage of the community (representation). Visitors, tourists and local residents visiting the museum can be for education or entertainment purposes. This maybe an extreme case, however, we should note that these issues may be raised in any heritage attractions.

Understanding the relationship between heritage development and tourism is very important. UNESCO's World Heritage List designation has provided a platform for tourists to know more about significant heritage site. However, the popularity of the heritage site is not only drawing tourists' attention to the cultural significance but also giving challenges to the heritage management especially regarding visitor management.

Some tourists (such as those identified as purpose cultural tourist in McKercher's model) may be highly desired by heritage management. However, those serendipitous or incidental cultural tourists may have greater potential in marketing. They may not be necessarily the mass tourists. They can be low volume and high yield. It may have a greater influence on these two groups of cultural tourists if they can become aware of the heritage and gain some understanding through their visit to the heritage site. This could help us to sustain the heritage.

2.2.6 Summary –Cultural Heritage and Tourism

In this section, we briefly examined the definitions of cultural tourism, heritage tourism and tourist types in a heritage setting. We also provided some thoughts and insights about the nature of the relationship between tourism and cultural heritage from the conventional opposite relationship to now a partner instead of competitor relationship.

The basic understanding of cultural heritage is important in this research. The existing literature about tourists such as perceptions, satisfaction and experience will serve as a reference in the discussion chapter. In the next section, we will cover another concept which can serve as part of heritage – adaptation of heritage buildings.

2.3 Adaptation: Adaptive Use and Adaptive Reuse

In Section 1.4.1 (p.10), we provided the definition of adaptive use and adaptive reuse. where the function of the building is changed while the building is still serving its original function (i.e. Adaptive use) or is no longer in use or effective in today's environment (Adaptive Reuse). It is important to maintain the intrinsic heritage and cultural values of these buildings (Langston, Wong, Hui, & Shen, 2007). In most cases, adaptation involves historic buildings or buildings with significant cultural value. If the buildings do not have any significance, they may keep serving their original purpose or they may be demolished during urban regeneration. Adaptive use building can be regarded as a heritage attraction in some sense. In this section, we will review the existing literature on several aspects such as the benefits and constraints of adaptation, and adaptation in a tourism context.

2.3.1 Adaptation Benefits and Constraints

In her recent publication, Chhabra (2010, chap. 6) illustrated how the heritage hotel concept could serve as an important method to facilitate preservation and restoration of special and unique buildings with four examples in the UK, US, India and Japan. She acknowledged that there is relatively limited research focusing on historic and heritage hotels. It is difficult to find existing research addressing the adaptive use of heritage buildings except N. Wang, (1997). He published a case study about hutong tourism in China, where the traditional local residence was transformed into a hotel. It is suggested that the "hutong" hotel could reduce the negative impact of modernization upon local traditions and traditional styles of houses.

Adaptive Reuse

Unlike adaptive use, some insight into adaptive reuse can be found from the architectural and building perspectives. The concept of adaptive reuse has significant support as a positive strategy for sustainability (Bullen, 2007). Not only does it extend the life of a building rather than demolishing and rebuilding it, it also reduces resources, energy consumption and emissions; it creates community resources from unproductive property as well as revitalizing existing neighbourhoods. Furthermore, it reduces land consumption and enhances the aesthetic appeal of the built environment. Shipley, Utz, & Parsons (2006) supported Bullen's (2007) idea and provided more concrete evidence for adaptive reuse in a Canadian context. The benefits of adaptive reuse include the special characteristics of the building and the building's location; high return on investment; and government incentives. The uniqueness of the building is the fundamental reason why some developers embrace adaptive reuse. 'Location, location, location' is always the first and main consideration for each plan or development. On top of the right supply and demand mix, right location and preserved historical facades are part of the success of adaptive reuse. Governments sometimes will provide incentives for adaptive reuse e.g. tax reduction, and the return on investment is sometimes higher than for a new building, although the renovation cost may be higher than the construction cost. In line with this, Ball (1999) found that the reuse benefits were higher than the reuse constraints in the eyes of UK developers. Heritage significance and features were the most important factors and focus in making adaptive reuse decisions (Bullen, 2007) and in measuring the sustainability by developers (Ball, 1999).

However, there are still several constraints on adaptive reuse in the eyes of the developer. For old building reuse, Shipley et al. (2006) identified several constraints on adaptive reuse. They include a greater degree of uncertainty such as unexpected costs for site remediation, and difficulty in applying today's standards with existing old structures. The research also noted that skilled and experienced labour is difficult to find.

2.3.2 Adaptive Reuse in a Tourism Context

Adaptive reuse is commonly adopted as a regeneration strategy for a community or neighbourhood, e.g. Temple Bar in Dublin and Lowell in Massachusetts, US (Tiesdell, Oc, & Heath, 1996). Regeneration brings considerable tourism benefits to the destination. T. C. Chang & Teo, (2009) found that the vernacular in a shophouse hotel in Singapore is related to Singaporean identity and criticized the commoditization of the shophouse by modern hoteliers. Conserving the built environment could generate a place as a heritage tourism destination (Cartier, 1996). However, there are still several considerations when converting a historic building into a hotel. The challenges include: 1) minimum intervention on the building; 2) compliance to standards set by the authority; 3) technological factors with the requirements of a hotel; 4) complying with conservation and design guidelines; and 5) marketing promotion.

If an old building or site has very strong cultural significance such as being listed as a World Heritage Site, conservationists will preserve the site instead of changing the purpose or use. People may focus more on the renowned site rather than on adaptive reuse buildings which are less significant compared to a world heritage listed site.

The promotion of tourism and adaptive reuse for tourism may be caused by the de-industrialization of the 1980s (Tiesdell et al., 1996). Tourism is perceived as a tool for the economy to reverse the situation of the high unemployment rate at the time. Instead of demolishing all the factories, they change the usage of buildings for tourism purposes. In this case, the focus on tourism research is mostly on the economic benefits or socio-cultural impacts brought to the community or the cultural strategies adopted as a whole. Assessment or research on individual adaptive buildings related to tourism seems to have been overlooked.

We should also pay attention to the management or supply side of heritage buildings. It may include the government, non-profit making organizations or private companies. Different management of adaptive reuse buildings may bring with it various considerations. Ball (1999) found that developers were in favour of the reuse of buildings when conditions allow. In the case of Canada, adaptive reuses are undertaken by private sector projects (Shipley et al., 2006). Ownership may be one of the problems. If the building is privately owned, then we should consider whether we should use public money for conservation. If private companies are involved in conservation, there may be an issue of privatization, while heritage may belong to the community. Non-governmental organizations have more experience than the government in maintaining cultural heritage due to their long history of establishment in the community (Ma, 2010). However, we should consider the financial sustainability of adaptive reuse buildings. Collaboration partnerships are common in some Western countries. However, it may not be easy to establish communications channels in stakeholder collaboration and, in some cases, the locals may not have the confidence to participate in heritage management (Aas, Ladkin, &

Fletcher, 2005). The Private-Public Partnership scheme has been adopted in some countries where public and private sector are in cooperation in cultural heritage tourism. Darcy & Wearing (2009) studied perceptions towards public-private partnership in cultural heritage tourism in Australia and revealed that privatization is still an issue in incorporating the public interest agenda with the economic use-value of the market.

2.3.3 Summary – Adaptive Use and Adaptive Reuse

In this section, we have examined the benefits and constrains of adaptive reuse. Through this analysis, we should have a better understanding of the constraints or benefits if we decide to alter the historic building functions. We also found there is some existing literature, although limited, addressing the adaptive reuse tourism resources. However, relatively little research could be located for the adaptive use context although Chhabra (2010, chap. 2) has shown the benefits of this strategy. Understanding the adaptation context is important in this research. As the original purpose of the building changes, it may raise the authenticity issue. However, this area still has not been addressed in the existing literature.

2.4 *Authenticity*

Authenticity has been widely discussed in the academic literature. The authenticity dialogue in tourism has gained attention with Boorstin's book (1962) subsequently updated in 1971 about pseudo-events. After that, many scholars from different disciplines have joined the discussion in: a) debating whether the tourist looks for authentic experiences (Cohen, 1988; MacCannell, 1973); b) defining authenticity

(Bruner, 1994; Handler, 1986; MacCannell, 1973; Medlik, 2003); and c) classifying tourists into different categories according to their intention to seek authenticity (Goulding, 1998; Pearce & Moscardo, 1986; Redfoot, 1984). The first two mainstream discussions have been acknowledged recently by Cohen (2010) who critically examined the definition of authenticity and the extent to which modern tourists indeed seek authenticity on their trips. In recent decades, the focus has slightly changed to the typology of authenticity (Gilmore & Pine, 2007; Selwyn, 1996; Timothy & Boyd, 2003; N. Wang, 1999; N. Wang, 2000). To understand authenticity, we will also look at tourism from different perspectives.

2.4.1 The Foundation of the Authenticity Debate

Boorstin, an American historian, published a book about the American culture (Boorstin, 1971). In his book, Boorstin described that culture shifts where reproduction or simulation of events is more important than the real event. He observed that the shift is mainly based on advertising. He analyzed the travel patterns of tourists starting from ancient times to recent decades. He noted that the motive for travel was to see the unfamiliar in ancient times and this changed with more emphasis on safety, enjoy better meals, escape boredom and discover the exotic in the 17th century. Travel was for learning as well. Boorstin (1971) noticed that travel patterns changed with the emergence of travel mediating companies, such as travel agencies and cruise lines which prevented the tourists encountering the locals, which was the original purpose of travel. He observed that the efficiency of an airplane takes away the landscape and non-customized services provided. He believed that the notion that the ideal tourist's hotel is the one like home is a travesty. Boorstin goes on to challenge destinations and attractions like museums that provide

contrived indirect experiences and artificial experiences and products where the objects are out of context with the proper surroundings as being unreal and misrepresentative in character. As a result of the introduction of travel guidebooks, tourists go to test the image by the reality but not to test reality by the image. Boorstin (1971) has provided a detailed examination on how each tourism sector provides contrived experiences to tourists. With all these realities identified, Boorstin (1971) commented that tourists seldom like the authentic products of a foreign culture and, in fact, tourists prefer their own provincial (i.e. narrow-minded) expectations. He made this claim based on the assumption that the tourism industry inevitably creates inauthentic experiences and tourists accept these without questioning.

MacCannell (1973) holds an opposite point of view. He embraced the idea that modern tourists seek real or authentic experiences based on the same assumption made by Boorstin (that is the tourism industry inevitably creates inauthentic experiences & tourists accept it without questioning) and contends that authenticity can be objectively measured. Tourists desire to know about real life in the places visited, and living culture. MacCannell (1973) acknowledges the claims of Boorstin, (1971) as prevalent in mass tourism. Here, he did not oppose the idea of Boorstin (1971) but limits the relevance to the travel characteristic of mass tourism.

In these two seminal works, it is not difficult to understand that Boorstin (1971) and MacCannell (1973) are describing tourists with different motivations and travel purposes. Their scholarship constitutes the foundation of the authenticity debate. The foundation has provoked three main discussion points: 1) whether tourists search for

authenticity; 2) the definition of authenticity; and 3) whether authenticity is measurable.

2.4.2 Authenticity Seeking and the Assumptions Made

Urry (2002) analyzed whether tourists seek authenticity in a consumerism approach. He noted that tourists seek to experience 'in reality' the pleasurable dreams they have already experienced in their constructed imagination. However, several scholars insist that tourists do look for authenticity, because they have been bored by their inauthentic daily life (MacCannell, 1976/1999). Handler & Saxton (1988) maintained a similar idea to MacCannell, where tourists seek for the authentic as our everyday experience is unreal or inauthentic, and alienating. However, Bruner (1994) challenged these ideas. Nunez (1989) mentioned that tourists in search of exotic and natural vacation setting result in the place is spoiled by tourism. In fact, they look for something that is different from home. We should note that different motivations may affect what a tourist looking for in travel. In the earlier stages, people travel led for pilgrimage or travel was the privilege of the middle and upper classes. However, today, travel is no longer a privilege, and pilgrimage is not the only reason for travel. Cohen (1979a) classified 5 types of touristic experiences according to the degree to which the journey represents a 'quest for the centre' and 'the nature of that centre'. The five modes of touristic experience are 1) recreational mode; 2) diversionary mode; 3) experiential mode; 4) experimental mode; and 5) existential mode. The recreational and diversionary modes are mostly irrelevant to authenticity. The experiential mode is created because tourists have lost their own centre and thus look for the authentic experience of other people. With the experimental mode, the tourists put themselves into the authentic life of others. They may even try to be

involved in the authentic experience for a period of time, but not forever. With the last mode of touristic experience, the existential mode, tourists are fully committed to an elective centre. They may not commit to the places but they are willing to visit the place regularly. The modes are on a continuum from desire for mere pleasure to quest for meaning, authenticity and religion. Redfoot (1984) provided a similar analysis of tourists and classified them into four types according to their search for reality in travel. With this touristic experience analysis, it may be more easy to understand when people would look for authenticity. Cohen emphasized that it is possible to have multi modes in a single trip. Redfoot (1984) criticized the tourists as still participating in their form of inauthenticity. From her observations of heritage attractions, Goulding (1998) has identified three types of tourists; 1) existential; 2) social; and 3) aesthetic. The first group of people is looking for observable, tangible and familiar objects, while the aesthetic group searches for the real authentic experience, but recognizes that is may be unobtainable. The second group, social, is described as mainstream tourists who appreciate authenticity. It seems that not every single tourist looks for authentic experiences. People travel for various purposes such as vacation, learning about other cultures, conventions, etc. Therefore, it may be more appropriate to discuss authenticity for those with culture seeking as their travel purpose – a group of people who have an interest in culture. However, further research may need to focus on the general tourists instead of culture specific tourists.

Lindholm (2008, chap. 3) found that tourists do not penetrate the MacCannell's (1973) backstage. They do not care whether something is fake, if it is well done. However, tourism businesses are aware that some of the tourists are looking for authentic experiences. Timothy & Boyd (2003) indicated that travel agents seem to

agree that people search for authentic, because they use the terms 'real', 'authentic', and 'genuine' extensively in their promotions. 'Authentic', 'genuine' and 'exotic' are always being used in marketing materials for a destination. Not only the private sector, but also some Destination Marketing Organizations (DMO) apply these descriptions in their official websites and promotional materials. It is prevalent to describe events, festivals and attractions as authentic historical sites and exotic cultural art. It seems that both the private sector and governments recognize that tourists look for authenticity.

Boorstin (1971) and MacCannell (1973) have made assumptions to examine their opinions towards tourists searching for authenticity. It should be questioned if the assumptions made are valid. For the first assumption: 'Tourism inevitably creates inauthentic experience and tourists accept it without questioning'. This inauthenticity of tourism has also been criticized by Moscardo (2001). Here, we should focus whether tourists accept inauthentic experiences deliberately or if they are capable of identifying the inauthentic. Boorstin (1971) believe that tourists are gullible and easily accept experiences as authentic. However, Urry (2002) holds a different viewpoint and argued that the tourist is capable of distinguishing between authentic and inauthentic or staged experiences. We may notice that Urry makes an assumption that all tourists have the same level of intelligence and education to distinguish the differences that he claims. However, in some situations, even the expert cannot tell the difference between real and fake. In the case of Indian crafts, Evans-Pritchard (1987) found that even the experts were not able to tell the difference between what is recognized as authentic and what is regarded as a copy. Moreover, what governments think of as authentic may not mean the same thing according to the

academics' or conservationists' definitions. In the case illustrated by Wall & Xie (2005), the original meaning of bamboo dancing has been changed from ritual to celebration and the material used from red bamboo to green bamboo. However, such performances are authenticated by the government. It is not easy for a tourist to distinguish what is authentic or inauthentic. It should be noted that the issue of authentication (i.e. who can say it is authentic) and power imbalance among stakeholders (a stakeholder with greater power may have the right to authenticate compared to the stakeholder with less power) may be involved. The tourist's motivation and the unconsolidated definition of authenticity may weaken Urry's (2002) claim that tourist is capable of distinguishing authentic and inauthentic. For non culture seeking tourists, they may not care about authenticity as their travel purpose is solely for vacation or shopping, they may not have an interest to dig deep into the history of the site and they may not have sufficient information to judge whether it is real and fake.

The second assumption made by MacCannell (1973) is that authenticity can be measured objectively. Several scholars have diverse viewpoints opposing the objective measurement debate (Cohen, 1979b; Pearce & Moscardo, 1986; Salamone, 1997). They believe that authenticity is a socially constructed and culturally defined concept and cannot be measured. So this assumption has been challenged. If this assumption is valid, this implies that there is definitive answer as to what is authentic or inauthentic. However, many scholars have noted that authenticity depends on the eyes of the beholder rather than being an objective feature of tourist attractions. Detailed discussion is covered in section 2.4.4.2 (p.42) about emergent/ constructed/ constructive authenticity.

2.4.3 Defining Authenticity

The definition of authenticity plays a central role in the debate provoked by the Boostin and MacCannell dialogue. Many scholars have defined authenticity in their research, however, some still leave it open. Table 2 shows the definitions adopted or suggested by scholars from different perspectives.

Table 2 Definitions of Authenticity

Source	*Definition*
Anthropological	
Handler (1986)	Search for authentic cultural experience is the search for the unspoiled, pristine, genuine, untouched, and traditional
Bruner (1994)	Four meanings of authenticity 1. Credible and convincing 2. Not only resembles the original but is a complete and immaculate simulation 3. Original as opposed to a copy 4. Duly authorized, certified, or legally valid
Chambers (2010)	Authentic occurs under conditions in which people have significant control over their affairs, to the extent that they are able to play an active role in determining how changes occur in their social setting
Sociological	
Schudson (1979)	Seeking the authentic, means avoiding commercialization, avoiding other tourists, and even avoiding the consciousness of oneself as a tourist, is the essence of tourism
Bagnall (1996)	Authenticity is associated with emotional response and stimulates the imagination.
N. Wang (2000)**	The original use of authenticity was in the museum, conveying the meaning of whether objects of art are what they appear to be or are claimed to be and hence worth the price that is asked for them
Cohen (1988)	Authenticity is socially constructed and thus is negotiable
Geographical	
Waitt (2000)	Followed the conventional definition: accurate, real, genuine, true or actual.
Xie (2003)	Authentic is not a fixed property of an object or a situation, but it is a negotiated attribute with multiple dimensions whose status is evaluated by different assessors
Tourism	
McIntosh & Prentice (1999)	Visitors gain diverse experiences of authenticity due to the assimilation of information that is of direct personal meaning or significance.
Medlik (2003)	Authenticity – the quality of being genuine, real or true, as opposed to simulated, contrived or fake. Applied in tourism in particular to heritage sites and to event attractions, when referring, for example, to buildings and objects of art, or to ceremonies and performances

Con't

Psychological etc. (including Consumer Behavior, Marketing, Management)	
Hall (2007)	Authenticity is an important concept – inherent to modernity as in traditional societies where there are no disputes about origins
Kolar & Zabkar (2007)	Authentic experiences are closely related with escapes to foreign, distant, less well-known, primitive & exotic places.
Architectural etc. (including Conservation, Urban Planning)	
Niskasaari (2008)	Authenticity means preservation of the original material and form, as well as protection of the history and outward appearance of a site.
*Shorter oxford English dictionary (*2007) cited by Ito (1995)	• Of authority, authoritative • Legally valid • Entitled to belief as being in accordance with or as stating fact; reliable • Original first hand; opposite to copied • Real, actual, genuine; opposite to pretended • Really proceeding from its reputed source or author; genuine; opposite to counterfeit, forged etc
Others etc. (including Business, Clothing/Textiles, Economic, Futuristic)	
Florida (2002)	The opposite of generic (in the context of place, real building, real people, real history; Authentic place offers unique and original experience)
Yeoman, Brass, & McMahon-Beattie (2007)	Authentic seeking is defined as consumer searching for authenticity from a range of products, services and experiences of looking for it within themselves.

* based on the first degree training received by first author or the department with which the author is affiliated

** currently affiliated to tourism institution or departments

In the early stages, scholars kept to defining authenticity using the terms sincere, essential, natural, original and real. Lindholm (2008) recognized that these items are the minimum and leading set of values in defining authenticity. Greenwood (1989) and Handler (1986) emphasized that the meaning that they provided is applicable in Western culture rather than non-Western cultures. However, many authors also noticed that authenticity exists in different forms, multifold and under different conditions, which will be further discussed in the next section. Bruner (1994) criticized that the fundamental problem with authenticity is the terms used: original vs. copy; authentic vs. inauthentic, where there is a built-in biased judgment which implies that the original is better than a copy and authentic undermines inauthentic.

Authenticity, especially that of living culture and cultural traditions, is changing and evolving (Samidi, 1995). Jokilehto (1994) pointed out that it is difficult to use this term. In his later publication, he urged allowing each culture to have its own definition of authenticity (Jokilehto, 2009). It is a slippery (Wall & Xie, 2005) and problematic term. Authenticity is still an issue, not only in terms of the consensus of its definition, but the term is used without clarifying whether it is for an object or experience, and the lack of explanation regarding the underlying assumptions and attributes when we use the terms (Jamal & Hill, 2002).

To date, a consensus regarding the definition of authenticity is still missing. A trend is observed that scholars have noticed that and have developed different forms or degrees of authenticity. Several typologies have been constructed and this will be explained next.

2.4.4 Typology, Degree and Form of Authenticity

Different approaches have been undertaken by scholars to better understand authenticity. A detailed summary of the typologies or forms suggested by scholars are shown in Table 3 according to the author's perspective and discipline. There are three main existing categories of authenticity - 1) objective, 2) constructed, and 3) existential. For each type of authenticity, previous research has given a detailed explanation and considerable discussion. Therefore, we will not focus on the discussion of justifying the concept; rather, we will present a basic understanding of it.

2.4.4.1 Objective Oriented

Whether authenticity can be objectively measure has been challenged. Some scholars have provided some insights on authenticity with a judged on the basis of tangible objects.

MacCannell (1973) suggested authenticity has different degrees when he applied Goffman's front-back dichotomy into six stages of authenticity from front region to back region. Different stages have different representations in the authenticity continuum. The first stage is in a fake environment with fake people to the last stage with real people in a real situation. The last stage is referring to the kind of scenarios or social space that motivates tourist consciousness. The stage is based on the people involved and the environment the people are situated in that is real or fake. What (MacCannell, 1973) means is that everything is authentic, just in different stages. (Bruner, 1994) suggested four types of authentic reproduction which include: 1) verisimilitude (means credible and convincing); 2) complete simulation; 3) original; and 4) certified. From an architectural perspective, Jokilehto (1994) explained the

four aspects of authenticity in his research, these are related to: 1) design, 2) materials, 3) workmanship, and 4) setting.

The characteristics of these three typologies of authenticity can be judged by physical objects or the environment. Cole (2007) found that tourists consider authenticity in relation to poverty in the Indonesian context. Tourists preferred villages that appeared economically poor as poverty symbolizes the authenticity of a village. It may be explained that tourists were seeking exotic places and in a traditional sense of tourism, that is tourist flow from developed countries to less developed countries.

The objective aspect of authenticity has been adopted in the practical usage of authenticity, especially by UNESCO and ICOMOS. In the modern world, the tangible aspects could facilitate the judgment on the selection of heritage to conserve.

However, at a later stage, many scholars embraced authenticity not as a fixed property of an object or a situation, but as a negotiated attribute with multiple dimensions whose status is evaluated by assessors (Xie, 2003).

2.4.4.2 Emergent/Constructed/Constructive Authenticity

Different people may have different ideas of authenticity. One sees a heritage site as authentic, but this may not be necessarily mean that another person does. Authenticity is a like the assessment of beauty, in the eye of the beholder and it is negotiable (Cohen, 1988; Wall & Xie, 2005; Xie & Wall, 2003).

Emergent/Constructed authenticity is negotiable (Cohen, 1988); inauthentic may become authentic one day (Cohen, 1988; Wall & Xie, 2005); it is based on imagination, expectation, preference, belief and power (N. Wang, 1999); it is a function of values, beliefs, culture, and aspiration interacting with the larger geo-political and socio-cultural matrix (Jamal & Hill, 2002). Timothy & Boyd (2003) have a similar form of authenticity in their Distortion Past typology i.e. invented places, relative authenticity and ethnic intruders. Cohen (1979b) further elaborated on the touristic situations suggested in MacCannell's (1973) approach with his fieldwork results from Thailand. Cohen (1979b) suggested four scenarios according to two dimensions, namely: Nature of the scene; and Tourist's impression of scene. In Cohen's two-dimension framework, four situations are formed by tourist's impression of scene and the nature of scene. The four situations are namely: 1) authentic; 2) staged authenticity; 3) denial of authenticity; and 4) contrived. Cohen divided the nature of the scene into 'real' and 'staged'. However, it should be noted that situations may not be clearly defined especially in an adaptation context. Changes have been made in adaptation and so it is hard to define if it is a real scene. It is also hard to define if adaptation is a staged scene, where the establishment, i.e. buildings, are not staged. Pearce & Moscardo (1986) further extended Cohen's model and develop nine touristic situations. They divided the environment and people into three categories: 1) back stage; 2) front stage; and 3) meaningless/little concerns. The first four types of touristic situations are similar to Cohen's. The remaining five types of situation are based on the combination of people / environment in different categories: 1) backstage people where environment with no clear role; 2) front stage people with little emphasis on environment; 3) focus on environment; 4) front stage region with little emphasis on environment; and 5) backstage and frontage distinction is irrelevant.

Constructive authenticity involves values/beliefs, imagination and expectations. It does not require the consensus of others because different people may harbour different views on authenticity. It is solely dependent on the viewpoint of the beholder. Socially constructed authenticity is conceived of as a negotiation process between various stakeholders in that place (Waitt, 2000). Y. Wang (2007) introduced the concept of customized authenticity. Her concept of authenticity is quite similar to constructive authenticity which includes imagination. She added a new component of unconsciousness. In a later interpretation of the definition in a UNESCO document, the original four types of authenticity (design, materials, workmanship and setting) were consolidated into new three types, namely, authenticity by creation, historical-material authenticity and socio-cultural authenticity (Jokilehto, 2009). A new intangible dimension, socio-cultural, was added in the interpretation which relates to spirit and feeling.

Chambers (2010) pointed out that authenticity is community related. The value and authenticity of any object of material culture is probably best judged by its social vitality. Imagination is crucial in the concept of authenticity. In the foundation debate, Boorstin (1971) criticized the influence of postcards and travel books. Tourists use photos to judge the reality rather than judging the photo by reality. Lindholm (2008, chap. 3) agreed that the media has an influence on authenticity. The media influences the tourist's hopes and dreams and this may lead to an unsatisfactory result in finding authenticity. The notion of authenticity should not be used with respect to things or places, it is instead derived from the property of connectedness of the individual to the perceived everyday world and environment (Hall, 2007).

2.4.4.3 Existential Authenticity

Those who engage in active participation rather than observation are more likely to experience existential authenticity (Macleod, 2006). Feeling is based on the individual sense. N. Wang (1999) suggested the concept of existential authenticity and further divided it into two types: Intrapersonal and Interpersonal. The intrapersonal is the bodily feeling and self making of the individual. Jamal & Hill (2002) shared a similar point under their classification of personal authenticity which refers to the emotive, psychological aspects, personal meaning and identity. N. Wang (2000) extended the approach to Postmodernist authenticity which abolished the distinction between copies and originals, and where there is neither fake nor real. According to Wang, there is neither fake nor real.

Table 3 The Approach and/or Form of Authenticity

Source	Approach /Dimensions	Type/Form of Authenticity	Meaning /Characteristics
Anthropological Approach			
Bruner (1994)		1st	Verisimilitude, credible and convincing
		2nd	Resembles the original but is a complete and immaculate simulation
		3rd	Original as opposed to a copy
		4th	Duly authorized, certified, or legally valid
Selwyn (1996)		Hot authenticity	Refers to the myth of authentic other and the authentically social (e.g. quest for the other); admitted fake, but enjoyable
		Cold authenticity	Genuine and real
Y. Wang (2007)		Customized authenticity	A preoccupied imagery of 'otherness' and inherent pursuit of a "sense of home", tourists, may unconsciously, looking for something familiar to their home environment but within the hosts setting
Lindholm (2008) cited Lyng (2005)	Authenticity in multiple variations	Personal authenticity	The ineffable feeling of communion and the sense of hyper-reality
Lindholm (2008)			Desire of authenticity can lead people to extreme of self-sacrifice and risk
			Loss of authenticity can be a source of grief and despair
			Authenticity relate to real, essential, and vital, providing participants with meaning, unity and a surpassing a sense of belonging
			Authenticity can be sought internally from transforming ecstatic experience or externally from consuming good which symbolize real
			Ratified by experts who prove the origin and source
			A evocative feelings that are immediate and irrefutable
			Authenticity has higher more spiritual claims to make

(Con't)

Architectural etc. Approach (including Conservation, Urban Planning)			
Jokilehto (1994)	Four aspects of authenticity (refer to the operational guidelines of World Heritage List)	Authenticity in design	Architectural, artistic, engineering and functional design (restoration, historical straitgraphy; anastylosis)
		Authenticity in materials	Physical substance of the original heritage resource (preventive action; replacement of original elements; consolidation and reinforcement)
		Authenticity in workmanship	Keeping evidence on the workmanship of construction on top of material authenticity (conservation; consolidation; maintenance)
		Authenticity in setting	Resources as maintained and its physical context
Jokilehto (2009)	Three aspects of authenticity	Authenticity by creation	Refers to form and design, materials, location and setting
		Historical-material authenticity	Refers to traditions and technique on top on materials, substance, location and setting. It is mainly applicable in built-heritage
		Social-cultural authenticity	Intangible aspects of heritage – use and function, traditions and technique, spirit and feeling, in reference to traditional continuity
Geographical Approach*			
Timothy & Boyd (2003)*	Distorted Past: Various international actions, economic and business processes, political pressure and tourists expectation are part of force in distorting the past	Invented places	Invented or imaginary places or ethnicity e.g. Beatrix Potter's farm
		Relative authenticity	Authenticity is culturally constructed and subjective at the personal level through assimilation, cognitive perception and retroactive association
		Ethnic intruders	Authenticity is diminished because of the outsider is utilized to conserve and interpret
		Sanitized and idealized past	Unfavourable or undesired elements of the past is taken out e.g. dirty
		The unknown past	True authenticity is impossible because modern day cannot understand the lives of the past precisely

(Con't)

Psychological etc. Approach (including Consumer Behaviour, Marketing, Management)*			
Pearce & Moscardo (1986)*	Classification of authentic experience according to the type of people (back stage ; front stage; meaningless/little effects)in different type of environment (back stage ; front stage; meaningless/little effect)	1-9 categories	
Jamal & Hill (2002)*/** and H. Kim & Jamal (2007)*	Spatio-temporal (time and space) typology of authenticity; based on the aspects of time and space	Objective (Clock stop at historic time; real stage; pre-modern as original and unique)	Refers to an objective property of fact in the world
		Constructed (Rewind the clock to heritage time; production of attraction; meaning of authenticity is negotiated and emergent)	Authenticity is socially and politically constructed – a function of values, beliefs, culture, and aspiration interacting with the larger geo-political and socio-cultural matrix
		Personal (Resident/visitor time; interactive space; phenomenological, historical and embodied 'being-in-the-world')	Emotive and psychological aspects; authentic aspects of fakes or reconstruction; deeper existential aspect related to personal meaning and identity.

(Con't)

Sociological Approach			
MacCannell, (1973)	Adopting Goffman's front-back dichotomy; while Stage 1 represents the front region with lower degree authenticity and Stage 6 is the back region with a higher degree of authenticity	Stage 1	Truly front region
		Stage 2	Front region is decorated to reminded the back region activities
		Stage 3	Front region is decorated same as back region
		Stage 4	Back region open to outsider
		Stage 5	Back region but altered to facilitate tourism
		Stage 6	Truly back region
Cohen (1979b)	A matrix of nature of scene and tourists impression of scene	Authentic	The real situation is accepted as real in tourists
		Staged authenticity	The staged situation is accepted as real in tourists
		Denial of authenticity	The real situation is accepted as staged in tourists
		Contrived	The staged situation is accepted as staged in tourists
Bagnall (1996)	Two folds of authenticity	Emotional	Genuine pleasure from the ability of the sites to provoke
		Imaginary	Feel as if they have had a taste of re-living the past
Cohen (1988)		Emergent authenticity	Authenticity is negotiable; inauthentic may become authentic
N. Wang (1999)		Objective (objective related)	Authenticity of originals
		Constructive (objective related)	Authenticity is projected by tourists or tourism, based on their imagery, expectation, preferences, beliefs, powers
		Existential — Intrapersonal	Bodily feeling, self making
		Existential — Interpersonal	Family ties, touristic communitas
N. Wang (2000)	5 approaches explained in "Encyclopaedia of Tourism"	Cognitive objectivism	Authenticity is treated as original or origins
		Constructivist	Social or cultural constructions, negotiable
		Semiotic	Tourists search for signs of authenticity
		Critical	Quest for the authenticity of other
		Postmodernist	Abolishing the distinction between originals and copies. See the world as hyper reality, neither real nor false.
Belhassen, Caton, & Stewart (2008)*		Experienced authenticity	Place and belief is the physical and social context through which individual pilgrims negotiate meaning with their touristic activities; and then to view this as the foundation to give rise the experience of existential authenticity

(Con't)

Others etc. (including Business, Clothing/Textiles, Economic, Futuristic)			
Gilmore & Pine (2007)*	Real-Real / Fake-Fake 5 polarities	Natural authenticity	Artificial means fake while natural represent real
		Original authenticity	Imitation means fake while original represent real
		Exceptional authenticity	Disingenuous means fake while genuine represent real
		Referential authenticity	Fake means fake while real represent real
		Influential authenticity	Insincere means fake while sincere represent real
Yeoman et al. (2007)*			Authenticity should be ethical, natural, honest, simple, beautiful, rotted and human.

* based on the first degree training received by first author or the department with which the author affiliated
** currently affiliated to tourism institution or departments

2.4.4.4 Multi-Disciplinary Approach to Authenticity

The above analysis showed that authenticity indeed is a multi-disciplinary concept. The controversial idea raised by Reisinger & Steiner (2006) has heated and intensified the authenticity discussion by suggesting moving from the traditional debate, that is whether tourists seek authenticity to whether to abandon the objective authenticity concept. In their paper, they suggested abandoning the objective authenticity concept due to the difficulties in defining the concept.

In their article, it suggested that "If the postmodernists are right in claiming that tourists are less concerned about authenticity, then worrying about objective authenticity is a waste of time. No one including tourists cares about it anymore. If the constructivists are right in claiming that authenticity is socially constructed, then objective authenticity as a phenomenon is so fluid, insubstantial and beyond consensus that it is useless as a basis for future research and knowledge making" (p.73). Reisinger & Steiner's (2006) suggestion is flawed and unconvincing, based on several reasons, as follows: 1) we should not abandon a concept due to the difficulties understanding the concept. Instead, we need try to find out more about the nature of the concept or understand it in a different way; 2) Postmodernism is not the only perspective found in the reality. There are several other approaches that could be followed i.e. existential and constructive. It has been widely acknowledged that there is more than one type of tourist. In her book, M. K. Smith (2003) provided a classification for post tourists and cultural tourists; 3) There is no suggestion that the existing approaches are mutually exclusive to each other or that they are complementary; 4) We also need to understand that tourists may not have the ability to distinguish the inauthentic, but we should not jump to the conclusion that they are

not concerned about or care about authenticity; 5) Not all tourists are the same. Different tourists have their different expectations or purpose for each trip. Therefore, we should not use a single perspective to represent the whole population; and 6) Some people may still need to use the authenticity of tangible objects to justify their authentic experience. Although there is no empirical support to show that objective authenticity could influence existential authenticity, it is related (Rickly-Boyd, 2011). In the research conducted by Lynch et al., (2010), they found that the authenticity of an experience is what mattered to tourists most. In the case that there are still tourists concerned about authenticity, we should not discard any related notions or dimensions of the concept. In the rejoinders and commentary of Belhassen & Caton (2006), they concur with the idea that as long as the notions of objective authenticity still exist, they should not be ignored.

The multiple perspectives of authenticity have been recently acknowledged by Rickly-Boyd (2011). She reviewed the Benjaminian approach, which was originally developed in 1968, to authenticity and aura. She criticized the fact that some researchers only use a single paradigm to understand the multiple perspectives of authenticity and suggests that authenticity is relational as there is a strong interaction between object, site and experience. She emphasized that these three components are not mutually exclusive.

For the notion of authenticity, inconclusive ideas prevail in the academic literature. Authenticity is multi-dimensional and any attempt to seek consensus on a single definition may become too ideal and unrealistic. Rather than finding academic consensus, we could take a down-to-earth approach to find the answer from the

residents who may not be bounded by their background, education, live with, and are embraced by their culture and heritage; they may, indeed, have a better opinion on what is authentic to them.

2.4.4.5 Summary on Typologies of Authenticity

The proliferation of typologies of authenticity has advanced the knowledge of authenticity. Objective authenticity gives a good reference point or benchmark for people to judge authenticity; however it neglects the intangible aspects of authenticity. Constructive authenticity respects the idea of individualism and acknowledges that information and image could influence the people's perceptions or opinions. It is quite aligned to the concept of social representation theory in which the print media, social interaction and direct experience will shape everyday social knowledge and thinking. Prentice (2001) suggested that authenticity is presented in multiple ways: through direct experience, objectivism, naturalness, location, association with famous people or events, place branding, national origins, celebration and through both learned and contrived authenticity. The existential is based on feelings, however, we should note that if we judge authenticity solely based on an existential viewpoint, that may give us the case that a village, which has not been visited by tourists, and which may not be classified as authentic by first-time visitors since he/she does not get excited or the village does not fulfil his/her stereotype of the village even though it is primitive. When scholars develop a typology, they may neglect to consider whether their typology could co-exist with other typologies and whether the three main types of authenticity, objective, constructive and existential are complementary to, or in conflict with each other.

The existing literature creates several terminologies. Some labels share similar meanings with other labelling although the terminology is under a different classification. The proliferation of typologies also creates confusion. An understanding of the definition and typologies of authenticity are vital to this research. This research focus on finding the criteria for perceived authenticity could help to shed some light on the three main types of authenticity and whether they can co-exist or are independent and separate from each other.

2.4.5 Existing Literature on Perceived Authenticity

In the last section, we have identified various definitions and typologies of authenticity. Furthermore, Moscardo (2001) and Jamal & Hill (2002) have provided detailed summaries of the existing literature regarding authenticity issues. It appears that the concept of authenticity is problematic and it is hard to achieve a consensus among scholars. Rather than insisting on an agreed definition (which may be does not exist at all), scholars have recently shifted their focus to explore perceived authenticity. However, research is still limited after Littrell et al.'s (1993) initial research on perceived authenticity which focused on arts and craft using quantitative methods. A new trend is noticed that scholars now attempt to measure perceived authenticity in a contextual site (Chronis & Hampton, 2006; Chronis & Hampton, 2008; Grayson & Martinec, 2004; Robinson & Clifford, 2011; Thyne, Hede, & White, 2009)

2.4.5.1 On Arts and Crafts

In the research by Littrell et al. (1993) which examined the characteristics of authentic craft products, they found that uniqueness/originality, workmanship, aesthetics, function/use, cultural/historical integrity, craftsperson/materials, shopping experience and genuiness are the criteria used by tourists to define the authenticity of a craft. They also noticed that some tourists employed external criteria for defining authenticity, but some used intrinsic criteria to formulate authenticity. Uniqueness/differences were found to be a dominant theme when defining authenticity. Revilla & Dodd (2003) found that appearance, traditional characteristics, difficulty in obtaining, being locally produced and low cost were the criteria used in judging authenticity by visitors including locals, domestic travellers and international travellers. A weakness of this research is that the sample size for factor analysis was below the appropriate recommended sample size which would ensure stability of the results (Hair, Black, Babin, Anderson, & Tatham, 2006). The scale developed by Revilla & Dodd (2003) was employed by J. Chang et al. (2008) in a Taiwan context. Four factors were identified including: 1) local flavour; 2) traditional characteristics; 3) utility/appearance; and 4) market-oriented. Evans-Pritchard (1987) found that: 1) assumptions; 2) attitudes; 3) concerns of public; 4) the law; and 5) the conservationist were the factors which intervene in the manufacture, production and sales of crafts in India

The instrument employed by Littrell et al. (1993) is more objectively focused. Perceived authenticity was based on the tangible aspects of the arts and crafts. Interestingly, vendors of Scottish traditional craft products have different perceptions towards authenticity (Chhabra, 2005). They identified that connection to the past,

consumer demand, negotiation process, representation of Scottish traditions, an illusion, and "Made in Scotland" contributed to the authenticity of a product.

2.4.5.2   On Historic/Heritage Sites

Other than arts and crafts, Chronis & Hampton (2008) and Ramkissoon & Uysal (2010) conducted research on perceived authenticity at a historic site. In a historic site, there are five different ways to articulate authenticity. They are; 1) object related; 2) factual; 3) locational; 4) personage; and 5) contextual, which are related to the perception of the site's authenticity (Chronis & Hampton, 2008). The object related authenticity refers to being original, correct or authentic which means they are the ones that were present in the past. Factual authenticity refers to consumers' perceptions of the historical accuracy of the provided narrative. They prefer to know the full story about what happened in the past. Personage authenticity is the belief that actual people have lived and acted in historical events. Locational authenticity is the perception of the actual place or exact location where a particular historical event took place. The last type of contextual authenticity indicates the perception of an unchanged, unmediated and faithful environmental context where the event takes place. All types of authenticity are based on an objective measure except the personage authenticity which is based on belief which is constructed by visitors. Chronis & Hampton (2008) found that consumer established standards of what is authentic will influence their assessment of the site's authenticity. Similar research has been recently done by Kolar & Zabkar (2010) with multiple heritage sites selected in four European countries. Twenty-three motivations, object based, existential based and loyalty statements were rated by respondents. This research provided three major findings, namely: 1) objective based authenticity influences

existential authenticity; 2) cultural motivation positively influences objective bases authenticity and existential authenticity; and 3) objective based authenticity, existential authenticity and cultural motivation all positively influence loyalty. This study has provided useful information about authenticity. With respect to heritage sites, it was found that visitors had gone through the affective process, and cognitive process and incorporated the personal dimension to aid creation of their own experience of authenticity (McIntosh & Prentice, 1999). Ramkissoon & Uysal (2010) measured the role of authenticity in the behavioural intention to consume cultural heritage attractions. The findings supported the idea that 'felt authenticity' has a significant and positive relationship with the behavioural intention to consume cultural attractions in 10 heritage sites in the Mauritius. The 'felt authenticity' dimensions are constructed based on a literature review. As acknowledged by Ramkissoon & Uysal (2010), the dimensions of felt authenticity are contextual bounded. The use of the existing literature to develop the construct may not truly reflect the dimensions of the 'felt authenticity' in Mauritius.

2.4.5.3 Other Research

Chhabra (2007) conducted an interesting survey to see how museum curators, the managers of an attraction, perceive authenticity. She found out that curators perceive authenticity as representations of the past, true to the original object, documented history and from the actual period. This information is important as the curator presents the history or knowledge to the visitors. Jokilehto (2009) cited Lovata (2006) that the meaning or value of an object, even if it is inauthentic, a copy or replica, will depend on public perception. The perceived level of authenticity is controlled partly by the media and partly by the people themselves (Chhabra et al., 2003). Moscardo

& Pearce (1986) noticed that heritage visitors who feel they have learned and gained insight from their visits have obviously found some degree of authenticity. Tasci & Knutson (2004) attempted to find a balance between familiarity and authenticity. However, authenticity and familiarity may not be necessarily opposite to each other. Salamone (1997) found that an original restaurant in Mexico and its replica in Orlando's Disney World were both found to be authentic in their own ways. There are different criteria used by visitors to justify their perceptions. Also, Cohen (1988) acknowledged the higher the concerns about authenticity the lower the authenticity that tourists would feel. Vice versa, the lower the concerns about authenticity, the higher the authenticity that tourist could obtain. As identified by Yeoman et al. (2007), other potential trends that could influence authentic tourists may include: 1) global network; 2) ethical consumption/volunteering; 3) the affluent consumer and the experience economy; 4) the educated consumer; 5) trust in the past; 6) individualism; 7) multi-culturalism; 8) resistance to marketing; 9) time pressures and authenticity; and 10) increased competition amongst tourism destinations.

2.4.5.4 Summary on Perceived Authenticity

We have reviewed the literature on perceptions of authenticity in arts and crafts, historic/heritage sites, museum, and a fake construction (i.e. Mexican restaurants in Disney World). However, there is one missing aspect that seems to be ignored by existing researchers i.e. adaptive use and adaptive reuse. In a historic site, the place is where the historic events take place where as in a museum, we understand that the objects are displayed in a non-original environment. However, for the case of adaptive reuse, the primary original purpose of the building has been changed; the function of the building no longer serves as the original one. This change of function

may or may not influence the tourists or residents perceive authenticity.

2.4.6   Residents' Perspective on Authenticity

Many research studies have focused on the tourists and visitor perspectives of authenticity; however, relatively few are concerned with how the residents view authenticity. Revilla & Dodd (2003) have included local visitors in their survey on arts and crafts. Cole (2007) found that locals denied there was conflict between tradition and modernization. They welcomed tourists to participate in the rituals, but refuse to stage the rituals for tourism purposes. The locals are proud that their crafts − Nua, can make money. Tourism makes the locals proud of their cultural heritage. However it is crucial to understand the perceptions of authenticity from the residents' point of view. The heritage shown at the site represent the roots or the history of the locals. They may have different criteria to evaluate whether their heritage is authentic. It is especially essential in the local culture, where the significance of their culture may not be well known by outsiders. Also, in the adaptive reuse context, where the function of the heritage has been changed, how the locals perceive authenticity in the adaptive reuse building may have an influence on the authenticity perceived by others. The residents' perspective may also influence their attitudes to tourists and tourism development, which is vital to any tourism planning and development project.

2.4.7   Host and Guest

Nunez (1989) commented that not only tourists are on stage, but the hosts are also on stage to provide services to tourists. A comment made regarding Pearce & Moscardo's (1986) typologies of front stage/backstage of people/environments is

whether the relationship between hosts and tourists affect authenticity instead of the role that tourist or hosts play. The tourists were blamed for commodification and even destroying heritage. Ashworth (2009) defended the tourists. When the tourists were blamed for ruining the heritage, Ashworth (2009) argued that history is a creative product. In heritage, there are no perceived authentic objects and only authentic experiences as perceived by the users or visitors. He also noted that with heritage experiences, the hosts are being more commendable than visitors in deciding whether education or aesthetic motives and behaviours are more acceptable at the heritage site.

The relationship between hosts and guests sometimes is mutually beneficial, but sometimes they may have opposing positions. Maintaining a sense of intimacy and attachment to a unique place and promoting and sharing the place with large numbers of outside visitors is fundamental for a community to accept and support tourism development (Lew, 1989). When examining the perceived authenticity of a heritage building which is directly related to the identity or history of the residents, we should try to find out if the residents and visitors are using the same set of criteria; if not, this may impede the host and guest relationship and hinder tourism development.

2.4.8   Other Notable Concepts

There are some other aspects of authenticity that would help us to understand the concept better such as Western/Eastern notion; authentication and stakeholders.

2.4.8.1 Western or Eastern Notions of Authenticity

Earlier on, we discuss the definition and it was mentioned that Greenwood (1989) and Handler (1986) had emphasized that the meaning they provided is applicable in a Western cultural context rather than a Non-Western context. It seems that scholars may have different thoughts on the Eastern or Asian notions of authenticity. Western concepts may not necessarily be applicable in the East. For example, Charoenwongsa (1995) shared a case in Thailand about preserving Buddhism. The traditional Western concept of authenticity would be leave it as it is, which means a limb will not added back to a Buddha statue if its limb had been damaged. However, the local Thais would prefer to restore it as the Buddha is an item for reverence, not a museum object. It raises the issue of authenticity and its link with the spiritual concept of art and religion. The word 'Authenticity' originated from ancient Greek and Latin. Therefore, most Europeans and Americans could easily understand the meaning of authenticity compared to Asians. Ito (1995) expressed that there is no proper word representing the notion of authenticity in Japanese as well as in other Asian languages. He also believed that this would apply to those languages that are not transformed from Latin. In a recent publication, Jokilehto (2009) urged that each culture should have its own definition of authenticity. Africans, Asians, Americans and Europeans can elaborate their own definition of authenticity.

Tourists and the search for authenticity has been discussed in the Western context since the 1960s. Boorstin (1971) published his seminal work in 1962 on pseudo-events in an American context. United Nations Educational, Scientific and Cultural Organization (UNESCO) and International Council on Monuments and Sites (ICOMOS) were initially established in the West and are organisation where the

expertise was mainly Westerners. Previous research on perceived authenticity was carried out in the Western context, therefore, it may be the right time to shift the focus of authenticity to the Eastern part of the World, particularly as Asia and the Pacific has achieved the highest average annual growth rate in international tourist arrivals (UNWTO, 2009).

2.4.8.2 Authentication and Stakeholders Focus

Authenticity is described as slippery and problematic. Some scholars suggest investigating authentication (i.e. who say it is authentic) rather than authenticity. Xie & Wall (2003) cited Jackson (1999) who mentioned that, authentication refers to the identification of those who make claims for authenticity. The stakeholders may be the appropriate persons to authenticate. Xie & Wall (2003) identified four key stakeholders in cultural and ethnic tourism, namely: 1) governments, 2) tourism businesses, 3) visitors, and 4) ethnic communities. The visitors' perspective, which has been covered previously, will not be repeated here.

Government

In many cases, governments seem to play a role in tourism development. In the case of Hainan, China and Ngadha's villages in Indonesia, Xie & Wall (2003) and Cole (2007) both agreed that governments at the national and provincial levels focus on the positive economic impacts, but tend to ignore the negative cultural impacts such as commodification and social impacts, and restrictions on home renovation. In the case of Alarde in Spain, it is found that the government initiated payments to festival performers and Greenwood (1989) complained that it was violating the meaning of the festival's ritual and destroying the ritual's authenticity.

Tourism Business

In the Lijiang Old Town, a World Heritage Listed Town, Y. Wang (2007) found that the tourism business industry not only commoditized the sites but also invented Naxi authenticity which is perceived as authentic in the eye of the tourists. Not many research studies have examined authentication from the perspective of the tourism industry. Chhabra (2005), for example, asked the vendor's who should determine authenticity and almost all vendors who responded believed that the producer was the determinant of authenticity and less than one-tenth indicated that consumers dictate authenticity.

Locals / Local Communities

The authenticity of a tourism product is mostly based on the criterion that it is made by locals (MacCannell, 1973). Chambers (2010) drew attention to the fact that authenticity in a village could only be found when the local people or community have control over the village's affairs and have an active role in determining their social settings. The value and authenticity of any object of material culture is probably best judged by its social vitality. Charoenwongsa (1995) highlighted the point that the academic and conservationist viewpoints may not necessarily be congruent with those of the local community. Academics would prefer "as much as necessary and as little as possible" while the local community may believe in a full and complete restoration or reconstruction. Locals are recommended as the appropriate sources to authenticate the products since the culture belongs to them (Chambers, 2010).

2.4.9 Why Authenticity is an Issue?

The demand for or disregard of authenticity may cause tourists to be condemned for damaging the authenticity of the local culture. If tourists are seeking authenticity, it is easy to understand that the culture may be commoditized because the mediating company or the host wants to earn a dollar from the tourists' pocket and eventually, authenticity is damaged. If tourists are not in search of authenticity, tourists are being blamed for being naive and seeking staged experiences in which the authenticity is in doubt. However, the reality is not as simple as indicated above. There are several questions and issues related to authenticity, especially in relation to tourists or tourism. They are: 1) Do tourists look for authenticity? 2) Are they unable to distinguish the inauthentic from the authentic? and 3) Do tourists intentionally look for a staged experience?

The reasons for the above unsolved questions arising may due to the unclear definition of authenticity (which itself is one of the issues). If we are unable to answer the above questions, it is believed that authenticity will continue to be at the centre of debate in tourism studies.

On the residents' side, relatively little research has attempted to examine residents' perception of authenticity. Allerton (2003) found that a village in Indonesia which is untouched by tourism is fully engaged in discourses on authenticity and tradition. Revilla & Dodd (2003) surveyed local residents about their perceptions toward authenticity regarding the arts and crafts. However, in their research, they positioned the residents as local tourists. Similar research was done by J. Chang et al. (2008) in Taiwan, when they selected local tourists for their sample. It is important to

understand how residents view authenticity as their viewpoint is likely to be very different to that of the tourists. For example, a recent transformation case in Hong Kong has drawn public concerns. A business-led project, now known as Heritage 1881, which renovated the former Marine Police Headquarters into a luxury hotel-shopping complex has drawn considerable criticism for ruining the historic and heritage value of the building, cutting down numerous trees, and upsetting the local residents (Wong, 2009). It is not difficult to understand that local residents want to support the preservation of their heritage. However, once conservation begins, it may lead to ideas and discussions about how much needs to be preserved and which heritage needs to be preserved. If transformation is adopted, alterations must be made for today's use. If the level of restoration is regarded as unacceptable in the transformation, residents may subsequently oppose the tourism activities associated with it. Therefore, it is important to understand gradually from: 1) how the residents perceive authenticity; to 2) residents' opinions toward the transformation project; and finally 3) whether authenticity would affect residents' support toward the transformation of heritage building into a tourism resource. On the other hand, the tourist who may have little or no knowledge about this historic building and site may be none the wiser and have little or no reference point upon which to judge the quality and authenticity of the transformation. Hence, there is a dilemma as to - Whose needs must one try and meet?

Residents may have more concerns about the heritage resources than tourists in some cases. Residents have co-existed with the historic and heritage value of the resource. Therefore, they understand the past and historic value of the buildings etc. and attach a certain degree of significance to them. Tourists may also understand the history of

the buildings through guide books or other forms of interpretation. However, compared to tourists, residents may harbour the memory and attachment of the heritage as this is part of their day to day life and collective memory. When the tourists visit the adaptive building, the building is well prepared and the visit maybe a one-off visit. However, residents who have witnessed the transformation from the old to the revitalized stage are likely to perceive the authenticity of the transformation very differently to that of the tourists. Authenticity is a very important dimension of the cultural tourism industry. Hence, there is need to investigate the perceptions of authenticity and the adaptation project of both parties.

2.4.10 Summary - Authenticity

In this section, we have examined different aspects of authenticity. The trend has moved from discussing whether tourists seek authentic experiences and the inconclusive definitions of authenticity, which has been covered earlier in this chapter, to now, the focus has shifted to typologies of authenticity. The propagation of various types or different forms of authenticity has advanced our knowledge of authenticity, especially its definition. More recently, several research studies have attempted to measure perceived authenticity. In addition, we cover some other noteworthy authenticity related concepts; such as its Western notions that would lead for further investigation in application in the Chinese or Asian context. Who can authenticate or verify it? Residents may need some education to help them to identity what should be protected. If the tourism industry takes the role of authentication, caution should be made to determine if there is any conflict of interest between authentication and business concerns. We wrap up this section with the reasons that makes authenticity an issue focusing on the residents' perspective.

The above existing literature has reviewed the fundamental concepts of this research project and some criteria for perceived authenticity will be adopted later to construct a study questionnaire.

2.5   Chapter Summary

In this chapter, we have examined several concepts related to this research study: Cultural Heritage and Tourism, and Adaptation and Authenticity. In the beginning, we noted the relationship between cultural heritage and tourism; the typologies of culture seeking tourists will be adopted in this research to distinguish non-culture seeking tourists and culture seeking tourists in order to find out the answer of study Objective 4. We also provided some discussion on adaptive reuse and how it relates to tourism. Finally, we found out that authenticity is regarded as problematic and over the last few decades, we still lack of a consensus on the definition. Though, we do not have a commonly agreed definition, the use of typologies has advanced our understanding of the topic. Perceived authenticity on adaptive use and adaptive reuse has not been addressed, however, the perceived authenticity of arts and crafts, and heritage sites has provided a sound reference for this research especially in addressing Objectives 1, 2 and 3 of this study, that is: 1) to examine how tourists and residents perceive adaptation and authenticity regarding revitalized heritage resources; 2) to examine how residents and tourists define the authenticity of the built heritage; and 3) to examine the nature of the relationship, if any, between perceived authenticity and the tourist experience when visiting revitalized heritage buildings/resources. There are several concepts related to authenticity such as

Western/Eastern notions, authentication and stakeholder issues which should be noted.

The literature review part is crucial for understanding this project and also contributing to the methodology.

CHAPTER THREE   METHODOLOGY

3.1   Introduction

This chapter will describe the research design and methods which were employed in conducting this study. We will begin with the rationale for research design selection and the adoption of the case study technique. We will also discuss the purpose and reason for selecting the two sources of evidence (i.e. in-depth interviews and survey questionnaire). Sampling, proposed questions, and data analysis for each source of evidence will also be provided. Figure 1 provides the outline of the methodology adopted for this study.

Figure 1 Outline for Methodology Chapter

Research Design - Descriptive Research
Approach - Mixed Method – Qualitative & Quantitative
Methodological Technique / "Strategy"* - Case Study
Sources of Evidence – In-depth Interview Data Collection & Sampling Design
Sources of Evidence – Survey Questionnaire Data Collection, Sampling Design, Pilot Test & Questionnaire Design
Limitation
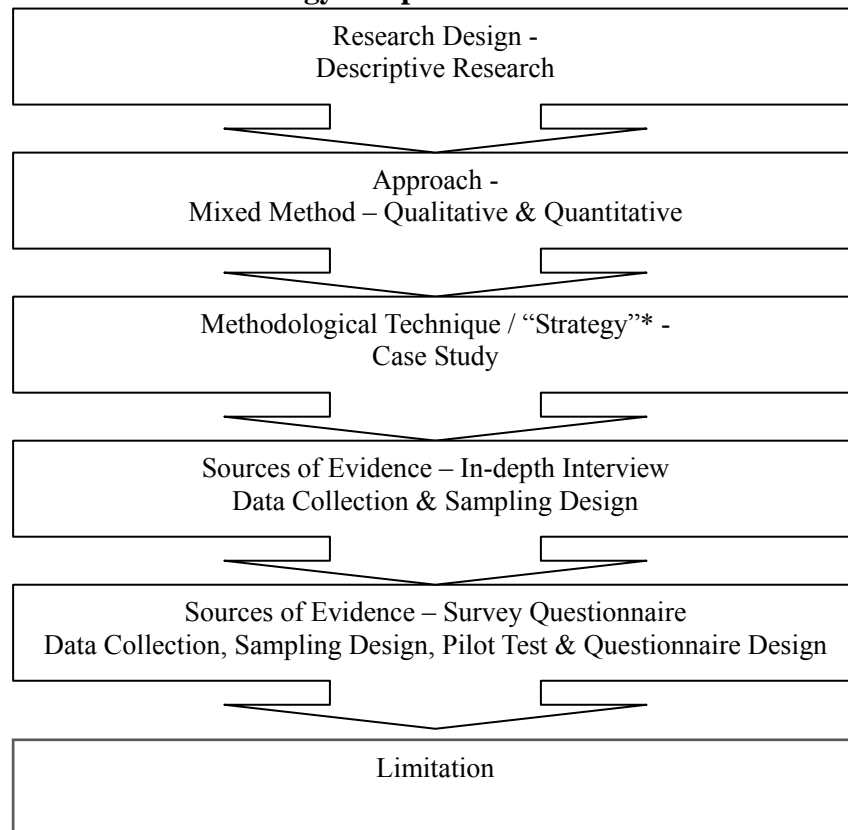
3.2   Selection of Research Design

A descriptive research design will be adopted using a qualitative approach and employing the Case Study technique. In this study, the purpose is to find how residents and tourists define and perceive adaptive reuse buildings and their authenticity. One of the major parts of this study is about authenticity which is a culturally defined domain. According to Bernard (2006), the qualitative approach is more appropriate for culturally defined domains. Creswell (2007) has provided a detailed analysis of the five approaches in qualitative research, namely: 1) narrative research; 2) phenomenology; 3) grounded theory; 4) ethnography; and 5) case study. The focus of this research is to examine the perceptions of residents and tourists towards the adaptive use/reuse of heritage resources. The case study approach was selected based on the focus of this research which aims to develop an in-depth description and analysis of a new phenomenon – adaptive reuse. In this study, we are neither exploring the life of an individual (which is more suitable for narrative research) nor describing and interpreting a culture sharing group (where ethnography is more appropriate). Phenomenology emphasizes the meaning of an experience for a number of individuals who have something in 'commons'. However, in this study, we are attempting to find out how people perceive the adaptive use/ reuse of heritage as well as authenticity and how they define authenticity. Case study research involves the study of an issue explored through one or more cases within a bounded system (Creswell, 2007). In the next section, we will discuss the case study as a research strategy and how we adopt this strategy in this study.

Case study research consists of a detailed investigation, often with data collected over a period of time, of phenomena, within their context (Hartley, 2004). Some people regard Case Studies (Hartley, 2004; Yin, 2002) as a research strategy whereas some does not regard it as a methodology, but a choice of what being to study (Stake, 2006). In this research, we will follow the approaches suggested by Yin (2002) and Stake (2006) on case studies.

3.2.1   Types of Case Study

Descriptive Case Study

In this research, the purpose is to find how residents and tourists define and perceive adaptive use/reuse of buildings and their authenticity. This research enables us to describe the adaptation of heritage buildings into hotels in terms of the residents' and tourists' perception of adaptation and perceived authenticity, but also focusing on who (i.e. tourists and residents) and how (to define authenticity) in adaptive resources. As per Yin (2002), a 'descriptive case study' will be conducted which describes an incidence or prevalence of a phenomenon.

Single or Multiple Case Study

A single case or multiple study may be adopted. The multiple case study design, named as multi-site case studies (Bishop, 2010) or collective case studies (Stake, 2006), uses the logic of replication, in which the inquirer replicates the procedures. In such a study, the selected cases will follow the same procedures. This means using the same unit of analysis as well as employing the same or similar data collection methods, analysis, and reporting approaches. Multiple case studies can elicit

common findings from across different settings (Bishop, 2010). The case selection and source of evidence will be discussed in next section. As suggested by Leask (2010), the case study approach offers deep insights into the individual nature of a site.

3.3 Unit of Analysis - Case(s) Selection for Case Study

Yin (2002) defines a case study and it characteristics as an empirical inquiry to investigate a contemporary phenomenon within its real-life context, especially when the boundaries between phenomenon and context are not clearly evident. It involves an intensive study of a participant or unit over an extended period of time. A case study is a comprehensive study of an event or unit, which involves a detailed and thorough examination and investigation by a combination of various data collection methods (i.e. multiple sources of evidence). The data collection methods can be quantitative or/and qualitative. The primary purpose of this study is to conduct a detailed investigation and analysis of the transformed resources.

The unit of analysis defines what is the 'case' in a case study research project (Yin, 2002). Cases can be defined as individual, organization, or events. The research question and subject of interest of this study is about the adaptation of historic buildings. Therefore, the unit of analysis of this case study is defined as an individual adaptive hotel as the hotel provides a real life context. In addition, each building has its own design, characteristics, cultural significance, and story. The level of restoration and alteration varies during transformation and the services provided and decoration of each hotel may affect how people perceive its authenticity. Based on

the uniqueness of the adaptive process, and the fluid and malleable nature of authenticity, an individual adaptive reuse hotel is defined as the unit of analysis of this study. The unit of analysis in case study research is different from the unit of analysis when examining the sources of evidence i.e. tourists and residents through the in-depth interviews and survey questionnaires. The unit of analysis in the in-depth interview and survey questionnaire will be discussed in the next section. One may suggest that tourists or residents could be the unit of analysis given the topic of this case study thesis; however, this will not truly reflect the in-depth subject of analysis which is focused on transformed heritage. The conclusions drawn for the case study will be based on two sources of evidence of the adaptive hotel. One must recognize that the main focus of the study is about adaptive transformation of historic buildings from the viewpoint of residents and tourists, and that the latter play more of a secondary and supporting role.

Purposive sampling will be adopted to select the cases. Purposive sampling allows selection of specific cases which solicit the different perspectives of residents and tourists perceptions towards adaptive reuse heritage (Creswell, 2007). Fletcher & Plakoyiannaki (2010) suggested that random sampling is not necessary or preferred in case study research. Bleijenbergh (2010) recommended that cases are ideally selected strategically rather than randomly. He also suggested that the selected cases in a descriptive case study should give maximum information about the specific features and characteristics of a particular social phenomenon. The focus of sampling is on selecting information-rich cases for in-depth study. Two cases were selected purposively, namely: Cheong Fatt Tze Mansion, Georgetown, Penang, Malaysia and The Fullerton Hotel, Singapore. These two hotels have a relatively long history (by

Asian standards) for hotel operation since their transformation. In the city or town where the studies will be conducted i.e. Georgetown, Penang and Singapore, there is a track record in transforming heritage buildings into tourism resources. Cheong Fatt Tze Mansion is located in the designated heritage town of Georgetown and The Fullerton Hotel is located in an international metropolitan city. The case studies will provide insights from each different environment. Brief information of the selected cases is provided next.

3.3.1 Singapore Case Study

The case study from Singapore examined how transformed hotels have created memorable experiences for the hotel guests, while concurrently conserving the hotel's authenticity and heritage values. Singapore has a relative long history in transforming historic buildings into tourism products in Asia (Cartier, 1996). As at October 2009, when this research project started, a total of 11 adaptive use hotels operate in Singapore. The first adaptive use hotel was The Fullerton Hotel which was transformed in 2000 from its original use in 1928 as a post office. The Fullerton Hotel has won several awards in the area of architecture and development as well as in service excellence.

3.3.1.1 Conservation and Heritage Movement in Singapore

In the 1970s, Singapore has faced an increasing demand of land for commercial purposes which lead to the demolition of numerous old buildings. However, Singapore also faced a decline in international tourist's arrival. The Singapore Tourism Board suggested retaining old buildings to attract international tourists (Yeo, 2008). Two plans made a major impact on conservation in Singapore, namely: 1)

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1988 Master Plan for the Civic and Cultural District which suggests to retain most of the historical building in central business area and undergo adaptive reuse process; and 2) *1989 Conservation Plan* which amended the criteria and methods for designating heritage conservation (Yeo, 2008). Since then, heritage conservation have been played an important role in Singapore and subsequently addressed in the national *Concept Plan 2001, 2002 Identity Plan,* and *Master Plan 2008*.

3.3.2   Georgetown Case Study

The Georgetown case study focused on the environment of a heritage town. The Cheong Fatt Tze Mansion (also known as the Blue Mansion) was selected. The house was constructed in 1880 as the residence of Cheong Fatt Tze, a businessman and also the Chinese Vice-Consulate. The house had been left vacant until a group of conservationists started restoration work in 1991 and opened it as a home stay in 1995. In 2000, The Blue Mansion was awarded "Most Excellent Heritage Conservation Award" for cultural heritage conservation by UNESCO.

3.3.2.1   Conservation and Heritage Movement in Georgetown

Georgetown had exercised rent control until 1997. *The Rent Control Act* has protected those buildings built on or before 1948. *The Rent Control Act* also incidentally protected some old buildings from demolition. The first conservation guideline for Georgetown was developed in 1987, namely: "*Design Guidelines for Conservation Areas in Inner City of Georgetown*" which was endorsed by the Malaysian Government in 1989. The 1987 Guidelines did not carry any legislative force on heritage buildings. In 1989, the Penang State Government developed and enforced the *"Guidelines for Conservation Areas and Heritage Building in*

Georgetown". These guidelines reflected a full statement of the Malaysian Government Policy on historic environment. Heritage conservation has also been recognised since then and has been incorporated in "The 2nd Penang Strategic Development Plan 2001-2010", and "The Penang Structure Plan 2005-2020". Tourism can be regarded as a facilitator for the heritage conservation. In 1992, the Penang's tourism industry professionals diversified their tourist's offerings from beach and sea to cultural heritage.

To achieve the study objectives, two sources of evidence were used in this research: 1) In-depth interviews; and 2) Survey questionnaire. Figure 2 shows the selected sources used for this study. Both qualitative and quantitative techniques were used for data collection and analysis to identify the perceptions of residents and tourists. In the case studies, an in-depth investigation of two selected sites was conducted using the same procedures.

Figure 2 Sources of Evidence
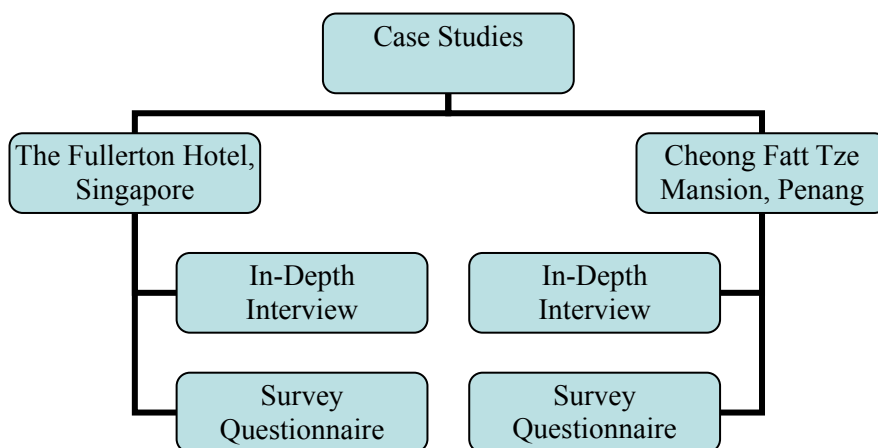
3.4 Data Collection / Sources of Evidence

There are several common ways to collect the data. Yin (2002) identified six sources of evidence, namely: 1) documentation; 2) archival records; 3) interviews; 4) direct observation; 5) participant observation; and 6) physical artefacts. In view of the study's objectives, in-depth interviews and survey questionnaires were selected as the sources of evidence. The research questions of this study were to find out how residents and tourists perceive authenticity in the context of an adaptive hotel. Therefore, the in-depth interview which provides one of the most direct ways to answer the question is employed. During the site visit, some observations and informal conversations were also recorded as part of the data collected and findings.

3.4.1 In-depth Interviews

Primary data were collected from local residents and tourists who visited the hotel in each site. In order to collect the relevant data the individual owner or the management of the hotel was interviewed. In-depth interviews were carried out during October to November, 2010. In Georgetown, four tourists were interviewed during their stay in CFTM. Three local residents who operate businesses in the neighbourhood and three management staff and owners of CFTM were also interviewed. A total of ten interviews were conducted in the Georgetown case study. In Singapore, four tourists who stayed in the Fullerton Hotel were interviewed. For the locals, three residents and one senior management member of the hotel were also interviewed. The profiles of the interviewees were shown in Table 4.

Each interview lasted from fifteen to ninety minutes. All interviews were audio-recorded except one interviewee who refused to be recorded. All interviews were transcribed into data script. Transcripts were sent back to interviewees for member

checking and to rule out the possibility of misinterpretation of the meaning. The main objective of the in-depth interview was to seek the tourists' and residents' perspectives on adaptive reuse of the heritage building and authenticity. The management team interviewees of the hotels could also provide professional opinions for transforming heritage buildings into hotel operations.

Table 4 Profile of Interviewees

Location	Type	Reference	Backgrounds
Georgetown	**Tourist**	GTT1	British male
		GTT2	Australian male
		GTT3	Australian male
		GTT4	American female
	Resident	GTR1	Mid-aged male
		GTR2	Young female
		GTR3	Young female
	Management	GTR4	Young male
		GTR5	Mid-aged female
		GTR6	Mid-aged male
Singapore	**Tourist**	SGT1	Canadian male
		SGT2	British female
		SGT3	Australian female
		SGT4	Hong Kong Chinese male
	Resident	SGR1	Mid aged local male
		SGR2	Mid aged local male
		SGR3	Mid aged local male

3.4.1.1 Sampling Method

Choosing the right interviewees for interview is crucial in this research. Key interviewees are people who know a lot about the culture and are willing to share their knowledge (Bernard, 2006). The criteria on perceived authenticity shared by the interviewees will constitute the major findings of this research and subsequently be employed in the second part of the research i.e. the questionnaire survey to examine the relationship between perceived authenticity and experience. Therefore, the interviewees should have relevant knowledge and/or experience with adaptive use/reuse hotel.

Tourists

Purposive sampling was adopted in finding the right interviewees for this case study. Since the objective was to find out how the residents and tourists perceive adaptive use/reuse and define authenticity of the built heritage, tourists with no experience in staying or visiting an adaptive use/reuse hotel, were excluded.

Residents

For the in-depth interviews with residents, the local residents who lived or worked in the local neighbourhood was approached. The sample size for the in-depth interview with tourists and residents was kept to approximately 17 (Guest, Bunce, & Johnson, 2006).

3.4.1.2   Semi-Structures Questions

For the in-depth interview, the questions were open-ended and assumed a conversational manner. The interview followed a set of questions. The questions included:

1. Is this your first time to visit Penang/Singapore?
2. What is the main purpose of you visit? For vacation or business?
3. So, why did you choose to stay in the CFTM/Fullerton Hotel?
4. How is your stay (or visit) in this hotel?
5. What opinions do you have about this hotel?
6. Do you like or dislike this hotel? Why?
7. How would you describe your experience in staying at this hotel?
8. Do you have any idea what this building was used for before it became a hotel?
9. What do you think about the changes made to this building?
10. After staying/visiting this place, does it raise your interest in the local culture? And how?
11. Some people may say, a historical building may not be true to the original structure or form once its converted to a hotel. What do you think?
12. In your own words, what does authenticity (show card) mean to you
13. Do you think this hotel is authentic?

3.4.2 Questionnaire Survey

In order to address the second, third and fourth objectives i.e. 2) to examine how residents and tourists define the authenticity of the built heritage; 3) to examine the nature of the relationship, if any, between perceived authenticity and the tourist experience when visiting revitalized heritage buildings/resources; and 4) to evaluate whether revitalization of heritage buildings promotes cultural tourism by examining the experiences of: a) culture-seeking tourists; and b) non-culture seeking tourists, who have visited or stayed at a revitalized heritage hotel building), a questionnaire survey was employed to find out how the residents and tourists define authenticity; the nature of the relationship between perceived authenticity and tourists' experiences; and finally to evaluate whether the transformation of a heritage building can promote cultural tourism.

3.4.2.1 Sampling Method

For the tourist survey, a non-random sampling design was adopted. Those who had visited or passed by the hotel were invited to complete the questionnaire. Convenience sampling was also employed in the residents' survey. To ensure the data collected from each site valid, screening questions were asked to ensure respondents had the relevant knowledge to respond to the questionnaire. For the Georgetown case study survey, only residents who lived or worked in the "core zone" and "buffer zone" of the designated area of the World Heritage Site (See Figure 3) were included.

By exercising this limitation, we could ensure the resident respondents had some knowledge about the heritage since it is in the neighbourhood that they live or work

in. Due to the different location and characteristics of the two selected hotels, the same limitations and/or screening question used in Georgetown may not be applicable in the Singapore case, where The Fullerton Hotel is located in the business district. For the Singapore case, a screening question was asked to ensure residents can provide valid feedback such as a minimum 2 years of residency in Singapore. By applying these criteria, we could ensure that the respondent had some of the knowledge about Singapore and thereby enhanced the validity of the data collected.

Figure 3 Selected Area for Residents Survey
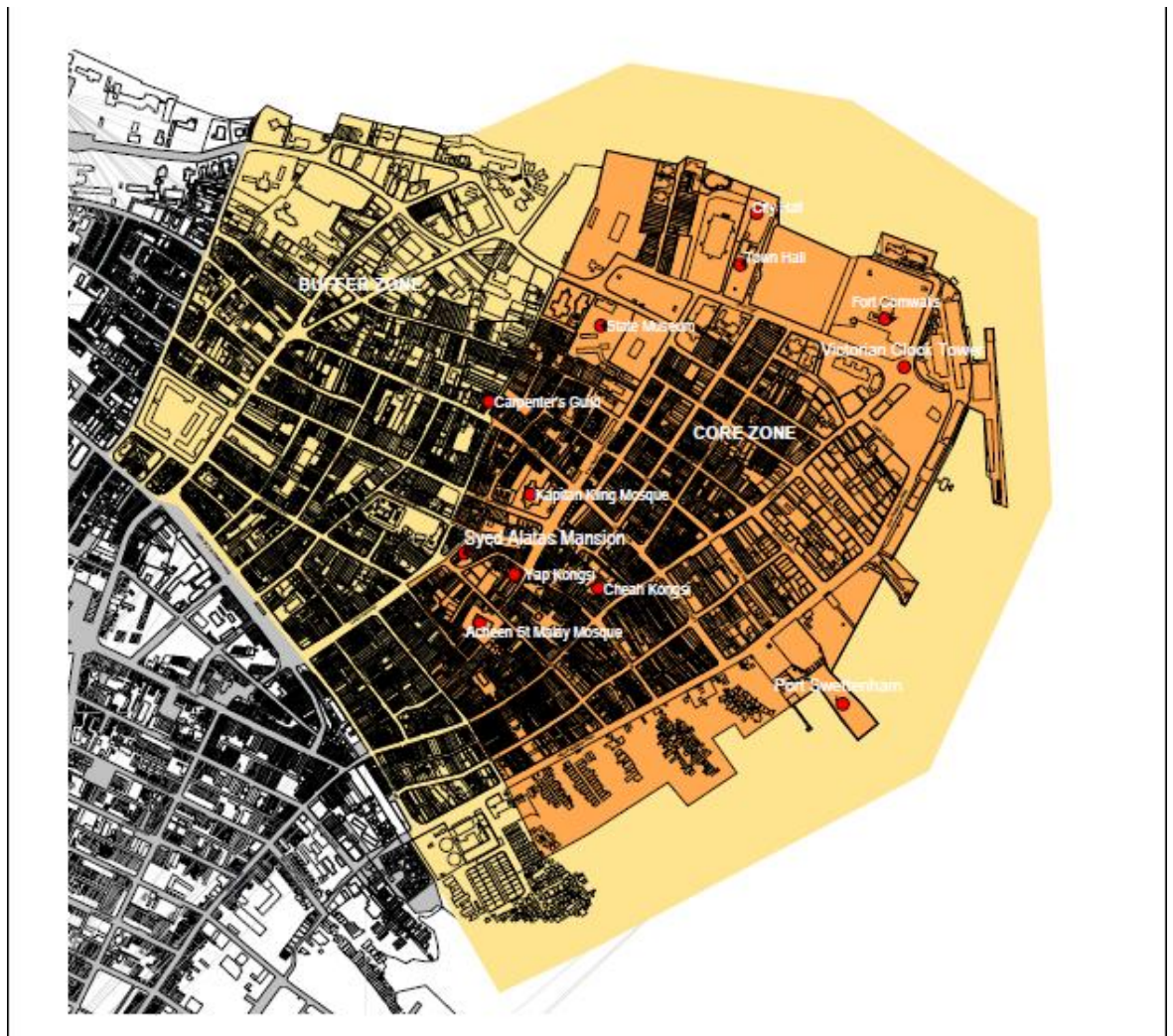
(Source: UNESCO)

Table 5 presents a summary of the sampling design adopted for this study:

Table 5 Sampling Design

Data Source		Georgetown Case Study	Singapore Case Study	Total
Survey questionnaire	Tourists	120	120	480
	Residents	120	120	

The targeted sample size for the survey questionnaire was 120 tourists and 120 residents for each case. These figures were estimated based on a recent survey done by Lynch et al. (2010) on motivation and satisfaction in participating in authentic cultural activities. In their research, 111 survey questionnaires were collected and they employed McKercher's typology for classifying tourists. In another study conducted by Grayson & Martinec (2004) on consumer perceptions of iconicity and indexicality and the influence on assessments of authentic market offerings, they collected 154 completed questionnaires at two sites i.e. 77 completed questionnaires for each site for comparison. From these two published research studies, we proposed a sample size of 120 for tourists and residents at each site. In this research, factor analysis was used to identify the resulting patterns or factors. The final sample size depends on the number of items in the questionnaire where a minimum number of 5 cases are required for each item (DeVellis, 2003; Tinsley & Tinsley, 1987).

3.4.2.2 Questionnaire Design

A structured survey questionnaire was used to collect the data. The questionnaire was divided into five sections. Section one was designed to obtain the visitor characteristics of respondents. Sevens questions were included to find out: 1) their country of residence; 2) first time visit to the hotel (CFTM and Fullerton Hotel); 3) purpose of visiting the hotel; 4) importance of heritage in their decision making to

visit; 5) activities on the trip; 6) activities in the hotel; and 7) knowledge of the original purpose of the building. The reason for inclusion of these items was to determine the respondent's category as a cultural or non-cultural tourist in accordance with McKercher's (2002) typology. The same typology to distinguish cultural tourists and non cultural tourists was also adopted by Lynch et al. (2010) in a cultural tourism context in Canada.

Part 2 of the questionnaire was composed of a list of statements about perceptions towards the CFTM or Fullerton Building as a hotel. Twenty four (24) statements were drawn from the existing literature and also from the in-depth interviews. The 24 items included five a priori dimensions, namely: 1) the personal benefit/experience of visitors; 2) building protection; 3) heritage conservation; 4) accessibility; and 5) commodification. Respondents were asked to indicate their level of agreement with statements with responses ranging from (1) strongly disagree to (7) strongly agree.

Part 3 of the questionnaire covered twenty six attributes of authenticity. These twenty six attributes were drawn from the previous studies such as J. Chang et al. (2008), Grayson & Martinec (2004), and Littrell et al. (1993) as well as from the in-depth interviews. These items covered three aspects of authenticity according to the mainstream discussion, i.e. objective authenticity, constructive authenticity and existential authenticity. Respondents were asked to indicate their level of agreement based on a 7-point Likert scale from (1) strongly disagree to (7) strongly agree. Authenticity is a culturally defined domain. It is believed that the attributes from the interview will be sufficient to form a set of criteria for perceived authenticity. However, there may be unexpected information provided by survey respondents and

special criteria not mentioned in the interviews. An open-ended question was provided in this part to allow respondents to provide any opinions about authenticity or their experience in the adaptive hotel which may not have been addressed in the questionnaire.

Parts 2 and 3 were designed to cover Objective 1 "To examine how tourists and residents perceive adaptation and authenticity regarding revitalized heritage resources" and Objective 2 "To examine how residents and tourists define the authenticity of the built heritage". Descriptive data were used to provide the answer to Objective 1. Factor analysis was conducted to find out the underlying dimensions of adaptation and authenticity to achieve Objective 2.

Part 4 consisted of two parts. The first part consisted of seven items related to the visitors' opinions toward an adaptive reuse hotel. Four items were asked in relation to their attitude towards the adaptive reuse hotel as to whether the respondents support the transformation project. Four questions were set to investigate respondents future intentions which included finding out more information about the local culture and heritage, future repeat visits and recommending to friends and families. In the second part, the flow-simplex, five 7-point bipolar semantic differential scales modified by Vittersø, Vorkinn, Vistad, & Vaagland (2000) and tested at six Norwegian attractions were used. An additional item, 'authentic - inauthentic', was included to determine whether visitors thought the experience is authentic or not. The scales adopted from Vittersø et al. (2000) were Not fun – fun; tense – relaxed; unpleasant – pleasant; interesting- uninteresting; and challenging-non-challenging.

We then evaluated whether the revitalization of heritage buildings can promote cultural tourism (Objective 4) by examining the different types of tourists identified in Part 1 and their experience and behavioural intention in Part 4. Independent samples T-tests were carried out to determine if there any significant differences between different types of tourists.

Part 5 measures the overall assessment, overall experience, over feeling of authenticity, whether it was a memorable trip and the level of satisfaction. Respondents were asked to indicate their overall assessment based on a 10-point scale. The overall experience questions were analyzed to examine the nature of the relationship between perceived authenticity and tourist experience (i.e. Objective 3). Multiple regression analysis was carried out to establish the relationship between perceived authenticity and tourist experience.

The final part of the questionnaire asked for the visitors' demographic information including age group, education level, and gender. (See Appendix I – Georgetown Questionnaire And Appendix II – Singapore Questionnaire). Pilot tests were carried in each site to ensure the clarity of the questionnaire and that it is easily understood by the respondents.

3.5   Justification of Using Multiple Sources of Evidence

No single source could provide all the required detailed information. Multiple sources of evidence are suggested to collect data and these sources shown be

complementary to each other. The multiple sources of evidence also have the advantage for case studies in which more than one source of data can be collected. The multiple sources can also address a broader range of historical, attitudinal and behavioural issues (Yin, 2002). The strengths and weaknesses of selected sources of evidence are presented in Table 6

Table 6 Sources of Evidence: Strengths and Weaknesses.

Source of Evidence	Strengths	Weaknesses
Interviews (In-depth Interview and Survey Questionnaire)	• Targeted – focuses directly on case study topics • Insightful – provides perceived causal inferences and explanations	• Bias due to poorly articulated questions • Responses bias • Inaccuracies due to poor recall • Reflexivity – interviewee gives the information that the interviewer wants to hear

Source: Extracted from Yin (2002)

3.6   Data Analysis

In this research, the data analysis will be divided into three parts. The first part focuses on how to analyze the two cases. The second part will be on the in-depth interviews. The proposed data analysis method for the questionnaire survey will be discussed in the final part.

3.6.1   Analytic Strategy – Case Study

General strategy

Yin (2002), recommends adopting a strategy to analyze a case study to help the researcher to treat the evidence fairly, produce analytic conclusions and rule out alternative interpretations. He suggested four different analytic strategies, namely: 1)

relying on theoretical propositions; 2) developing a case description; 3) using both qualitative and quantitative data; and 4) examining rival explanations. In this study, we will use both qualitative and quantitative data as the strategy. The key point in adopting both qualitative and quantitative data is that quantitative data are subjected to statistical analysis. Qualitative data from the in-depth interviews will be used to find out how tourists and residents define and perceive authenticity. From the survey questionnaire, we will analyze whether the adaptive hotel promotes cultural tourism.

Analytic Technique

Yin (2002) suggested several analytic techniques such as logic models and time-series analysis. Cross-case analysis was adopted in this study. This technique is especially relevant to multiple case studies especially where there are at least two cases. The cross case analysis reinforces validity and strengthens generalizability. The strategy proposed by Stake (2006) on cross-case analysis will be adopted. Firstly, one of the cases was examined for emergent patterns. The other case was involved in identifying the presence or absence of the pattern. Similarities or differences in the cases were identified through the above two steps.

3.6.2 For the In-depth Interview

Qualitative data analysis was employed since the data were all in text form. In the first part, qualitative data from interviews were analyzed using summation of content analysis. The first step was to reduce the complexity of the text. The criteria mentioned by the interviewee were listed. The data then was coded. Codes were then categorized. Themes were discovered by the pile-sorting method (Bernard, 2006) or topic coding (L. Richards, 2009). Similar quotes were put into the same pile. Each

pile was named to form the themes. Real quotes from interviews were cut and sorted. Step two involved organizing all the data according to their themes.

3.6.3   For the Questionnaire Survey

In the second part, SPSS (version 17.0) was used to analyze the survey data. All data collected were analyzed using descriptive statistics and bi-variate or multi-variate analysis, as appropriate. Descriptive analysis was conducted in order to find out the results for each question, its characteristics, and the mean scores (as appropriate) were also calculated. Independent sample T-tests were employed to find if there are differences in the perceptions between cultural seeking tourists and non-cultural seeking tourists towards perceived authenticity. Factor Analysis was conducted in order to identity the underlying dimensions of tourists or residents perceptions towards authenticity and adaptive reuse (i.e. Parts 3 & 4 of the questionnaire).

3.7   *Trustworthiness & Validity*

The trustworthiness and validity of data collected for the study can be judged by different aspects, namely through: 1) confirmability; 2) credibility; 3) transferability; and 4) dependability (Lincoln & Guba, 1984).

In this research it is proposed to use two sources of evidence (i.e. in-depth interview and survey questionnaire). The sources of evidence help to develop converging lines of inquiry, i.e. how the residents or tourists define and perceive authenticity; and serves as a source of triangulation which aims to corroborate the facts and phenomena. This strengthens the confirmability. For each of the sources of evidence,

through a sampling technique some measures have been provided to ascertain the validity of each source. The selection of the resident interviewees and the number was determined by theoretical saturation. The selection of tourists for the in-depth interviews will be screened by their experience in staying at or visiting an adaptive hotel. For the residents' survey, residents were screened to ensure they were aware of or have some knowledge about the adaptive hotel. By doing so, it is believed that the overall validity would be enhanced. Also, data triangulation is a thorough way to achieve credibility of description and interpretation. From the in-depth interview and questionnaire survey, we found the same result that the residents were reluctant to consume the hotel's services. Transferability refers to whether a study's findings are generalizable beyond the selected cases. In case studies, transferability relies more on replication logic instead of statistical generalization. In case study research, external validity more relies on analytic generalization instead of statistical generalization as in survey research. Eisenhardt (1989) asserts that in generalizing from the case study, using the existing literature to assess the extent of generalizable findings is important. The transferability of case studies does not rely on the populations, but made to the theory (Yin, 2002). Multiple cases can strengthen the results by replicating pattern-matching, thus increasing confidence in the robustness of the theory. Therefore, two cases, Georgetown and Singapore were selected. In this replication, the environment is altered to see whether the finding could be duplicated. Dependability consists of the researchers' documentation of data, methods and decisions made during a project. During the research process, the researcher recorded the procedures undertaken in this study.

3.8 Reflexivity

Riley & Love (2000) considered three aspects of the role of an investigator: 1) self-reflexivity; 2) multivocality; and 3) position of privilege. In this study, the investigator / researcher approached the hotel operator to conducting research for a Master level thesis. Before the researcher talked to the hotel operator interviewees, the researcher's identity was disclosed. The researcher adopted the role of omnipotent observer and privileged her own interpretation in the finding sections. However, the researcher also shared and included her observation and experience in the chapter of discussion. The researcher attempted to report the objective observation of reality. She also tried to reflect the reality with her own observation in the discussion sections. This research also allow multiple voices from different stakeholders i.e. management of the hotel, tourists who stayed in the hotel and the residents who lived near the hotel.

3.9 Limitations

Cultural heritage is not a single dimensional phenomenon. Perceived authenticity was only one of the dimensions used to study cultural heritage tourism. Commercialization, stakeholders' issues, and interpretation should also be recognized.

Commercialization may affect the authenticity perceived by the beholder or vice versa. Though this paper does not address the issue of commercialization in detail, we should understand that these two terms, authenticity and commercialization are inter-related and inseparable. Many studies have focused on stakeholder collaboration in heritage tourism and highlighted the importance of stakeholders' cooperation (Aas et al., 2005; Darcy & Wearing, 2009; McKercher et al., 2005; Yang & Wall, 2008). Stakeholders' concerns are also critical to the success of tourism projects. Heritage tourism relies on interpretation (Chhabra, 2010, chap2). Interpretation refers to "What story should be told?" and "How it should be told?" The interpretative materials deliver key messages to the visitors or audiences. The primary focus of adaptation is providing accommodation or dining services. Unlike a museum or historical site, where education and dissemination of knowledge may be their main purpose, the adaptive hotel may not provide any leaflet or guide to the visitors to explain the history of the building in detail.

Also, the context of this research focuses on tangible heritage i.e. a historic buildings and structures. We should understand that perceived authenticity could also apply to intangible heritage. The Yamato Declaration, indicated that intangible heritage and tangible heritage are both important (UNESCO, 2004). The scope of this particular research is focused on tangible built heritage. Caution must therefore be exercised if the reader would like to transfer the research results to the intangible context. The reader should note that the perceived authenticity of built heritage may be irrelevant in intangible cultural heritage context. This is supported by the Yamato Declaration, where "authenticity" as applied to tangible cultural heritage, is not relevant when identifying and safeguarding intangible cultural heritage. However, one should note

that the intangible elements of a site may affect authentic experience at the same time.

There are also some limitations in the methodology, as follows.

1. This research only focuses on two adaptive hotels, although justification has been provided.

2. In this study, the two selected cases, an adaptive use hotel in a heritage town and an adaptive reuse hotel in a city, provide two different scenarios. The reason for selecting these cases is to provide insights in two different contexts. Yin (2002) suggested that 1-3 cases should be used for lateral replication, while 4-6 cases are suitable for providing contrasts.

3. The analysis might be limited by the skill and experience of the researcher.

4. The questionnaire may not be comprehensive, for some factors only 1-2 items are available, but maybe deleted during the Factor Analysis process

5. This study did not differentiate between tourists' demographic differences (such as country of origin, gender, education level and age group).

6. This study did not differentiate between residents' demographic differences. It should be noted that Georgetown and Singapore are mixed with different races such as Chinese, Malaysian and Indians. A number of non-Asian retirees staying in Georgetown and a number of expatriates working in Singapore are also represented. The demographic variables may produce some inter-group differences in the perception of adaptive reuse and authenticity. Further studies may want to incorporate the respondent's ethnicity as a consideration.

7. In Georgetown, Cheong Fatt Tze Mansion was selected as a case study. It

should be noted that Cheong Fatt Tze was a Chinese. Other non-Chinese background residents may have limited knowledge or different opinions on CFTM.

8. Non-random convenience sampling was adopted in this research. Though it may not be feasible to apply random sampling to the tourist's survey, future research could consider applying random sampling for the resident's survey.

9. For the in-depth interviews, qualitative findings might be limited by the skill, experience and understanding of the interviewer in asking the questions and eliciting answers. This might influence responses and perhaps bias the result.

3.10 Chapter Summary - Methodology

In this chapter, we have provided the methodology to find out the answer to the research questions of this study. In the beginning, we provided the reason for selecting the Case Study approach as the research design and some comparison with other research designs. We have further provided details about the research design of this research, i.e. descriptive case study and multiple case studies. We identified the unit of analysis as the adaptive hotel based on the uniqueness of each hotel and also that the transformation level is different. Based on purposive sampling, we selected The Fullerton Hotel and Cheong Fatt Tze Mansion as the cases and justifications for selecting these two cases are provided. We moved on to the selection, sampling, questionnaire design and data analysis for the sources of evidence. In the final part, trustworthiness and validity were considered. Each study has its own limitations, and we closed this chapter by providing the limitations of this research. Table 7 shows a summary of how the research questions were answered and how each objective was addressed through the study methodology.

Table 7 Achieving the Objectives

Research Question	How Answered
1) What is the perceived authenticity of transformed heritage among the residents and tourists? & 2) What is the relationship, if any, between perceived authenticity and visitor's experience in adaptive use/reuse resources?	Through a case study – Case study analysis

Objectives		How to Achieved
1	To examine how tourists and residents perceive adaptation and authenticity towards revitalized heritage resources;	By in-depth interview: • Tourists who experienced staying in the adaptive hotel; • Residents who are living in the same neighbourhood as the hotel.
2	To examine how the residents and tourists define the authenticity of the built heritage;	By in-depth interviews Survey questionnaire using factor analysis to analyze the data
3	To examine the nature of the relationship, if any, between perceived authenticity and tourist experience in revitalized heritage buildings/resources;	By survey questionnaire of tourists and residents using multiple regression and independent t-test to analyze the data
4	To evaluate whether revitalization of heritage buildings promotes cultural tourism by examining the experiences of: a) cultural-seeking tourists; and b) non-cultural seeking tourists, who have visited or stayed at a revitalized heritage hotel building.	

CHAPTER FOUR
FINDINGS & DISCUSSION –
IN-DEPTH INTERVIEWS

4.1 Introduction

This chapter presents the findings from the first source of primary data – in-depth interviews. Content analysis was carried out to identify residents' and tourists' perceptions towards adaptive reuse and authenticity. The findings will be presented by each subgroup i.e. 1) Georgetown residents; 2) Georgetown tourists; 3) Singapore residents; and 4) Singapore tourists. For the Georgetown residents subgroup, six interviews are conducted. However, some of interviewees have dual roles in being a local resident as well as part of the management of the Cheong Fatt Tze Mansion (CFTM). To acknowledge the different perspectives that may exist between the local residents group and the management/residents group, separate data analyses were conducted to represent the opinions of Georgetown residents. Observations made by myself, being the researcher and interviewer for this study, during the data collection and conversation with locals on site are discussed after each subgroup.

4.2   Georgetown Local Residents

Figure 4 graphically displays the Georgetown residents' perceptions of adaptive reuse and authenticity of the Cheong Fatt Tze Mansion (CFTM).

4.2.1   Adaptive Reuse

With adaptive reuse, three perspectives were identified: 1) Benefits; 2) Best Practice; and 3) Limitations. According to the interviewees, Georgetown local residents were supportive of adaptive reuse although they recognized some limitations with it. To keep the authenticity of the heritage building, the residents recognized three perspectives, namely: 1) objective authenticity; 2) constructive authenticity; and 3) existential authenticity. Adaptive reuse and authenticity could affect the experience of visitors. It was also found that objective authenticity and existential authenticity were directly related through understanding the spirit of place.

Figure 4 Data Display Based on Georgetown Residents' Perceptions on Adaptive Reuse and Authenticity
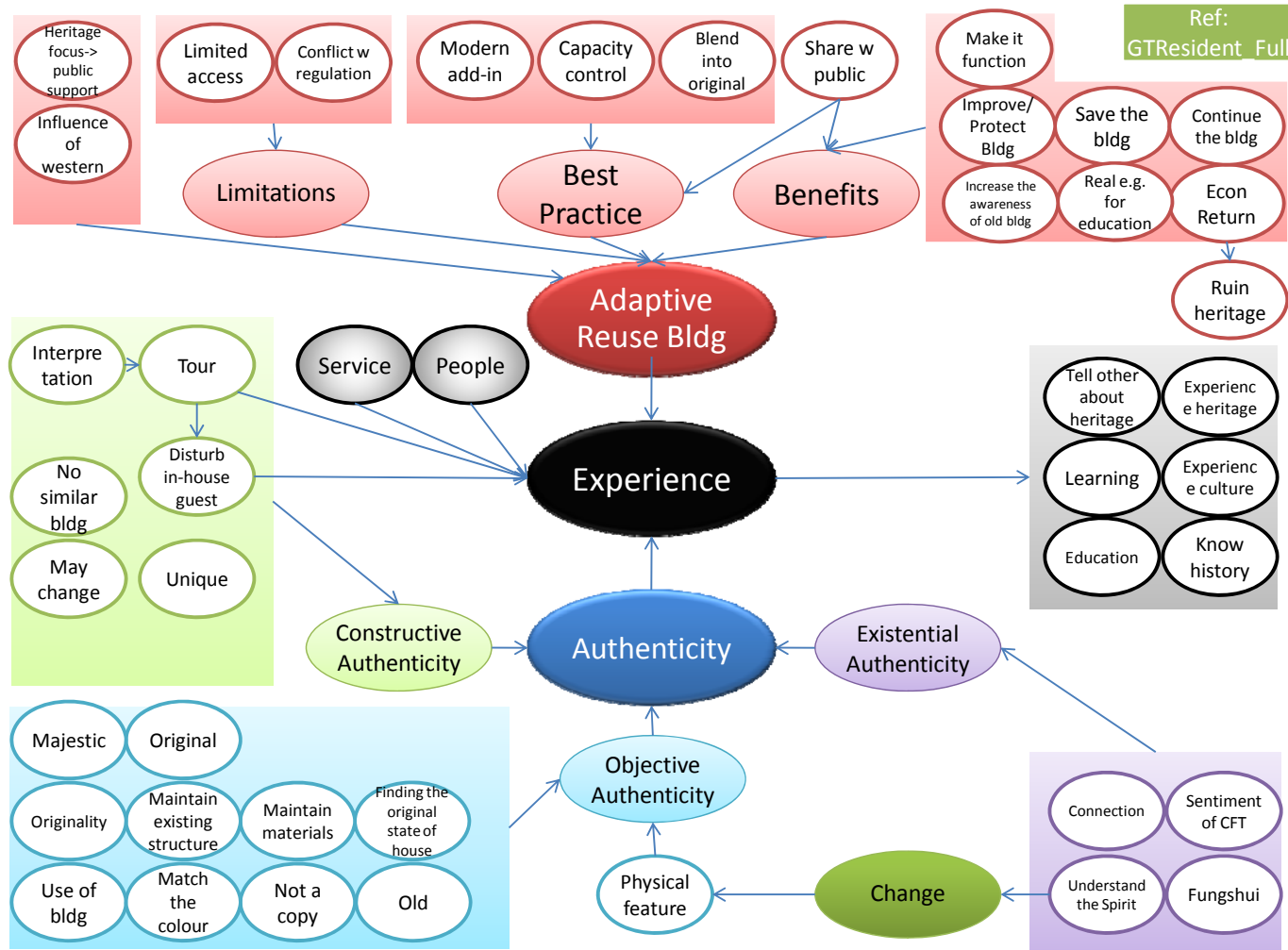
4.2.2 Benefits

The first and most cited benefits raised by the interviewees were about the building functions, benefits, and the advantages gained through adaptive reuse. The benefits included: economic return; continuation of and saving the building; used for educational purposes; and increased awareness of the old building. One overall comment was that:

"It was turned into a hotel, it continues and improves it"- GTR1

The same respondent (GTR1) expressed that the adaptive reuse could keep and improve the building. Another interviewee said that

"... It is to make use of the building. You have to invite people to (come) in ... it was a private building, no one can enter... it is a practical move. To invite people to use the place..." – GTR3

Another respondent noted that:

"Make it possible to keep the house and also possible to use the house" – GTR2

Transformation of the historic building is beneficial for the old building itself. Not only improving the building, the transformation could also bring economic benefits.

"...heritage building (hotel room) can sell at a higher price..." – GTR1

and

"...a lot of business always builds high-rise buildings to make money, but now more people know that old houses attract more. So they start thinking and everyone convert [building]..." – GTR2

This respondent further added on that the adaptive reuse can bring in revenue for maintenance and was aware that adaptive reuse could help and keep the house. The interviewee further added:

"...you need a lot of money for maintenance, if you don't have the money, you cannot keep the house. So you have to make it possible to keep the house and also possible to use the house..." – GTR2

This local resident (GTR2) also believed that the real example of adaptive reuse hotel should enable people to understand the house. Though economic benefits seem to be important in adaptive reuse, residents were also aware that adaptive reuse could turn into a solely profit making tool and it would change the nature of the heritage. Another resident commented that:

"...With history, artistic, interest or just money making hotel? If just money making, I think it really ruins the heritage. A lot of people will comment it badly, if you turn it to something more to the heritage direction. To support the heritage, cultural, artistic, people will appreciate it.." – GTR3

The over emphasis of the financial benefits would induce the drawback of ruining the heritage.

4.2.3 Best Practice of Transformation

It is noted that there were some options for adaptive reuse with options preferred by residents. Residents thought that limited access could protect the building; therefore capacity control was required even though the building was open and shared with the public. The control is for the good of the house.

"...it has to be controlled even though you want to share with the public… it has to control – for the good of the house. Too many people come to the house would damage the house. Things will be stolen and damaged…'Control' could be good for the building; good for the people and good for public." – GTR2

The same resident (GTR2) would like to strike a balance between visitation and conservation. Besides the capacity control, it is also important to equip modern facilities to make the heritage building suitable for hotel guests. The modern facility could include a sewage system, washroom, and air-conditioning. To achieve best practice of the adaptive reuse strategy, one resident suggested that the new construction should be integrated with the original.

"...Don't destroy what you can keep. The thing you add in – make sure it can blend in the original..." – GTR1

4.2.4 Limitations of Adaptive Reuse

The Georgetown resident interviewees not only were aware of the benefits of adaptive reuse and what is good practice, but they were also aware of the limitations

of adaptive reuse. With adaptive reuse they may not be able to enter or visit the building once transformation is done. The residents understood that the original configuration or setting of the heritage building may be in conflict with the current government regulations. The modern add-in components e.g. sewage system and electric supply may not complement the existing structure.

The residents raised the issue that if the adaptive reuse project is focusing on maintaining and keeping the heritage, the public would support the transformation program. They also believed that adaptive reuse movement is being influenced by the Western heritage preservation values.

4.2.5 Authenticity

During the interview, interviewees mentioned three notions of authenticity. They were: 1) objective authenticity; 2) constructive authenticity; and 3) existential authenticity. These three types of authenticity constitute and confirm the main concepts of authenticity and contribute to the experience of the building.

4.2.6 Objective Authenticity

When the interviewer asked a resident what authenticity meant to her, one of the interviewees immediately provided an answer – 'originality' (GTR3). She further explained and elaborated the meaning of originality and her emphasis of 'original' is in the meaning opposite to 'a copy':

"...Just look at the facade, it is very original, authentic ... .Not a copy of someone

or other architecture..." – GTR3

Residents were concerned the materials and existing structure as well:

"...try to maintain the materials and restore this place…and try to keep the original

as much as possible. If there are windows we try to maintain the windows"

– GTR1

Interviewee (GTR1) mentioned that it was also important to find the original state of the house, e.g. taking out the plaster to see the original structure and materials.

4.2.7 Constructive Authenticity

When the residents perceive authenticity, they may need an external reference or benchmark to justify the authenticity. The availability of similar buildings in the local neighbourhood would help them to judge authenticity:

"You can't see other building like this, because it has its own unique idea to build a

house like this." – GTR3

Not only that you could not find a similar building in the local neighbourhood, the uniqueness of the building is also part of the consideration for the residents to determine its authenticity. The availability of similar buildings in the local neighbourhood would facilitate them to judge authenticity. The uniqueness of the building was covered by another resident (GTR1):

"...They (visitors) like this kind of building comparing to modern hotel which you can get it anywhere... and it (heritage hotel) is something special." – GTR1

The "uniqueness" and "rarity" of the building contributed to their judgment of authenticity. The same interviewee also mentioned that people may change the authenticity. The authenticity may be changed by people because the information is lost or unknown.

"People may change the authenticity... it is important and authenticity must be there. I think it is very important that you try to be authentic in certain things. Sometimes, you may make mistakes because you don't know the real authenticity"

– GTR1

4.2.8 Existential Authenticity

There were three perspectives of existential authenticity raised by the residents: 1) sentimentality for CFTM; 2) understanding the spirit of the place; and 3) connection/ attachment to place. One interviewee mentioned that it is important to absorb the sentiment of the CFTM (GTR3). Another resident expressed that

"If you don't understand the building, then it could be a horrible mistake; if you understand the building and you know how to use it in future, then you know what to do with it - what is authenticity and what should be kept and what can be changed."

– GTR2

The resident (GTR2) emphasized the importance of understanding the building. It was found that if you understand the building, things can be changed. If physical features are changed, that may also influence objective authenticity.

4.2.9 Experience

The residents recognised that staying in or visiting a revitalized historic building could allow them to experience heritage and culture. The visitors or tourists could also know and learn about the history of the building and this can enhance their learning and understanding of the local heritage. It is part of education to tell others what is the local heritage or culture. By doing so, they can also deliver the message of the local heritage to the others through word of mouth.

4.2.10 Georgetown Residents' Discussion

From these interviews, it is clear that residents perceived adaptive reuse positively. They are supportive to adaptive reuse. The residents viewed adaptive reuse as an economic tool for maintaining and conserving the building; this finding is supported by research conducted in Hong Kong (Langston et al., 2007) which identified adaptive reuse as a process to ameliorate the financial contribution or cost in maintaining the buildings. Tourism is the major industry in Georgetown and accommodation is an important component in the tourism setting. The locals may realise that once the tourists decide to stay in an old building, income is generated. This can also help them to save the old buildings which may be left vacant or demolished if no income is generated through the building. However, Western countries view adaptive reuse of older buildings as uneconomical and a hindrance to the regeneration of the urban areas (Bullen & Love, 2009). One may note that in

some cases economic viability is not based on tourist receipts from hotel operations, but rather on the tax concessions and substantial financial incentives provided by the government (Bullen & Love, 2009).

The residents idea that adaptive reuse could help conserve the building may be due to the large number of old buildings left behind and, in fact, adaptive reuse could use the building rather than leaving it vacant. With the observation of the first visit to Georgetown in October, 2010, the researcher noticed that most of the heritage buildings were left vacant. When the researcher walked along Muntri Street, a street behind the main road named Chulia Street, only a few business shops on the ground floor were open. When the researcher looked inside through the broken window, the vacant dwellings were filled with dirt. It looked like the building had been vacant for decades. The paint on the wall was gone. The main door was broken with a big hole and locked with chains. Not just one building, but more than ten houses were in a similar state on the Muntri Street. The phenomenon of adaptive reuse to convert the old vacant buildings may explain why the residents would agree that adaptive reuse could make use of and continue the life of the building.

From the six month time gap between my first visit and second visit, I found that the number of adaptive reuse hotels had increased dramatically during the period. It was found that two hotels were newly opened with several buildings under renovation and conversion to hotels. The original residents sold their old residences and received enough money to buy a new flat. When I met several old men (around seventy years old) casually in the local cafe in Georgetown, they mentioned that they were asked to sell their house by a developer who would convert it into a hotel. The

old men do not want to move to a new area, however their sons or daughters would like to move to a house with a better environment even though it is outside the Georgetown area. Although gentrification and/or touristification were not objective(s) of this study, future research may focus on if or how gentrification and touristification would affect residents' perceptions of adaptive reuse.

Surprisingly, the residents suggested to control access to the buildings. While, the public may complain about the issue of commodification and subsequently limitation of access due to the private operation of a business after transformation, the locals support that certain measures should be in place to protect the building. Though the International Cultural Tourism Charter (ICOMOS, 1999b) focused on heritage being accessible to the host community and visitors, they also agree that proper management plans are desirable in relation to the impact of visitor numbers on the physical aspects of the place.

The reason for undergoing an adaptive reuse project also acts as an imperative factor when residents decide to support transformation or not. If the adaptive reuse project is planned with a strong heritage and conservation focus, they tend to support it. The residents were not supportive to business-focused operations and tried to avoid commercialization or commodification. The opposition to the business-focused operation could be found in Western countries as well (See Quinn (2011)). Georgetown residents may perceive heritage conservation as part of their benefits or they may gain benefits through heritage conservation, the more the benefits they perceived, the more support for the transformation project. They may gain benefits from revitalization through selling their old house, though some locals may not be

willing to. This echoed the finding of Y. Wang & Pfister (2008). In their research, they found that "personal benefits" and "downtown revitalization" were statistically significant to explain support for tourism development. Conservation, the purpose of revitalization, was also identified as a prioritized task in heritage attractions by professionals (Garrod & Fyall, 2000).

In an adaptive reuse building where several components have been modified for modern use, the Georgetown residents consider tangible items to evaluate the authenticity e.g. facade, plastering, materials and structure. It reinforces the ideas of Bruner (1994) where authenticity refers to original as opposed to a copy or what Pine & Gilmore (2008) have called "original authenticity". Tangible items seem to facilitate the resident's decision of authenticity. Though tourists also suggested that authenticity is a relative term where comparison with the local environment and contribution of uniqueness also facilitates them to justify authenticity. The first impression of authenticity is still objective related. In other cases, stone steps, cobbled streets, sandstone building, and terrace houses were particularly important contributors to the perceived authenticity (Waitt, 2000). Physical elements of the setting were regarded as the key signifiers for authenticity in the case of The Sydney's Rocks Redevelopment, Australia while social elements were not mentioned as authentic. Georgetown residents perceived in a similar fashion in that authenticity was examined in reference to the physical items/ structures or environment. However, one interesting point was Georgetown residents using physical items to substantiate authenticity; would also allow "changes" to be made to the items while change appears to conflict with the idea of "original", the Georgetown residents may only look at the overall picture to justify authenticity, but at same time indicators such as

original window frame or untouched ceiling could enhance the authenticity. Furthermore, identified forces such as spirit of place and connection to the building override physical change to the object and play imperative role in the authenticity decision. The existing literature does not advise on whether objective authenticity, constructive authenticity and existential authenticity are independent of each other or complementary. From the residents' viewpoints, it was found that the three authenticities co-exist. The co-existence of authenticity also supports the idea of authenticity as a fluid concept (Cohen, 1988), These three concepts did not conflict to each other: the constructive perspective support that authenticity is in the eyes of the beholder and it refers to the nature of authenticity that is based on e.g. expectation, preferences and beliefs, while the objective perspective refers to the tangible item and existential is solely related to the feelings of the beholder. There is a close similarity with the idea of authenticity as a product feature and authenticity as an experience (Chronis & Hampton, 2008). An interesting follow up question would be if these two types of authenticity were mutually exclusive with one or the other, to ask which authenticity aspects, i.e. objective or existential are the most influential factor for the resident to say 'it is authentic'.

4.3 Georgetown Management/ Resident

Three Georgetown management/residents were interviewed. To acknowledge their dual representation as a group of interviewees, we separated the findings from the solely residents group. The management/residents embraced slightly different ideas on adaptive reuse and authenticity. Their opinions are displayed in Figure 5. When they consider adaptive reuse, they think in terms of best practice. Thus, when they evaluate authenticity, they would consider objective authenticity, constructive authenticity and existential authenticity. This group of interviewees also emphasized the usage of the house and its influence on objective authenticity. A linkage was found between achieving best practice and maintaining existential authenticity in terms of the spirit of place.

Figure 5 Data Display Based on Georgetown Management/Residents' Perceptions on Adaptive Reuse and Authenticity

4.3.1 Best Practice

When the management interviewees talked about adaptive reuse, they covered extensively what is regarded as best practice in an adaptive reuse project. In general, they would not prefer any options that would exert pressure on the building. They would try to use the building 'gently', to minimize the impacts by keeping tight control on visitor numbers. In addition, they prefer the transformation to reflect the original value of the building and appreciate if the adaptive reuse project could change the local people's perceptions toward old buildings and their values. They believed that a good business plan was important and could find the best possible option which is also economically feasible. The results of the best practice should also allow the visitor to develop and acquire understanding of the building, and also memorable experience and stay.

As one management interviewee said:

"One is economic viability. Two is even too much work we do, not put much pressure on the house because it not likes a huge number of people. It controlled the pressure on the house… it will be gentle use. And I think if you have 40 rooms, you was not be a gentle use. Sixteen rooms are gentle. Events are controlled. We never have 500 people's event. But we can have 150 person or even 200 people outside the house. Impacts on the house are detrimental." – GTR5

Another management interviewee mentioned:

"The best way to do (adaptive reuse option) with the building is to find way to better

reflect the original value" – GTR6

Life and live experiences are also the key to best practice. The management complained that a museum typically has no life and emphasized the importance of retaining life in the house. With the option of transforming to a hotel, 'life' can still be found in the hotel as guests and staff would stay and work in the building. The other consideration is to maintain and re-inject the "spirit of place" of the building. The "spirit of place" is related to existential authenticity which will be discussed later. The other aspect of the best practice was to be cautious when making any changes to the house. All three management interviewees mentioned that they would be careful when making changes from the early stage of transformation to now with daily operation of the hotel. The transformation should not be over-done and it is better to do less than more because changes may be irreversible.

4.3.2 Objective Authenticity

To maintain authenticity, the management mentioned some tangible dimensions such as the colour and fabric of the building. They were also concerned about the control for new installations in the house. They would consider whether the new installation is real or not. The other component of objective authenticity is the usage of the house. The management believed that the usage of the home should create the same ambience as a "home" because CFTM was a family house. The home ambience

sought was to re-enact a big family atmosphere. They also agreed that the usage of the house should align with or reveal the personal achievements attained by its owner, Cheong Fatt Tze.

4.3.3 Constructive Authenticity

The management also took extra caution to change and modify items in the house to avoid ruining its authenticity. They believed that any changes to the house could influence its authenticity. Though change may affect the authenticity of the house, they acknowledged that change is also a natural process. They also think that the house is the representation of the heritage of Cheong Fatt Tze.

"I don't want to remove anything or change anything that will fade the authenticity of this place. For example, it would be nice to have everything air-conditioned. But in order to do that, you have to put glass up here or a wall [point to the open area of dining hall]. Wall of glass. ...and that's is not real" – GTR4

4.3.4 Existential Authenticity

The management emphasized broadly the need to establish an existential feeling of authenticity. To maintain the authenticity, they would create a place similar to what it was like in the past, to keep the flow of energy of the place, and to enact or repeat the cycle of life. The tourists/visitors would have an emotional attachment to the house and have a feeling towards the house.

"Thousands of year of history for people who live here; accumulated history; imagine the people walking around this house, in this hall, in the corridors and their life in this house; It doesn't get more real than that." "Look at the doorway, imagine people who woke up and how their daily life was….. It (the house) is the window of the past."

– GTR4

Imagination of the past, fungshui, and homely feeling were important for the management to maintain. The "spirit of place" was mentioned several times by each management interviewee. One management interviewee replied:

"The spirit of the place can be enhanced or weakened. If the spirit of place can be maintained – it is authenticity."– GTR6

;

"You cannot maintain the cycle of life, if you turn it into a cafe, the spirit of place has been changed."– GTR4

; and

"In natural authenticity, one is able to keep the spirit of place. Because once you lose it, you will lose the authenticity, to try to be as true and pure to the spirit of place."– GTR5

4.3.5 Unique Product & Capacity Control

From the management perspective, through keeping and maintaining the spirit of place (authenticity), a unique product is created in the building. The number of people who can visit the site could affect its authentic feeling. Lots of people could lead to crowding and mass access to the hotel may influence the "homely" feeling. The homely feeling in the house could be retained with a limited number of people visiting.

4.3.6 Georgetown Management Discussion

The Georgetown management gave a lot of emphasis to 'best practice of adaptive reuse' and the importance of 'spirit of place'. The spirit of place seems to be the "key" to good practice of adaptive reuse and authenticity. However, 'spirit of place' maybe technical or too abstract for the general public to understand. ICOMOS Quebec (2008) provided a definition for spirit of place as the tangible (buildings, sites, landscapes, routes, objects) and the intangible elements (memories, narratives, written documents, rituals, festivals, traditional knowledge, values, textures, colors, odors, etc.), that is to say the physical and the spiritual elements that give meaning, value, emotion and mystery to the place. The ICOMOS further added that rather than separate spirit from place, the intangible from the tangible, and consider them as opposed to each other, in which the two interact and mutually construct one another. For the management resident interviewees, the spirit of place is the heart of authenticity. Lose the spirit of place one will lose the authenticity. The management resident interviewees mentioned several actions to maintain the spirit of place. The criterion to be authentic is to uphold the spirit of place. We can deduce that one of

the criteria of best practice was to maintain authenticity. Spirit of place is rarely mentioned in the tourism literature. Bramwell & Lane (2005) raised the idea in their article published in 1993 (article reprinted in 2005). They agreed that it is a difficult, but important challenge to reveal the spirit of the place to all audiences. A guided tour is organised in CFTM three times everyday. As CFTM is a transformed hotel, what the management presents, influences how the local residents or the visitors understand the spirit of place of the house and eventually perceive authenticity. It relates to an important concept - interpretation. Interpretation is not a one-way communication. It also depends on whether tourists are mindful or mindless according to Moscardo (1999). The mindful visitor may be more receptive to the interpretation and open to learning; however the mindless tourists may only pay little attention.

From the findings, we could see that the management resident interviewees adopted a more cautious approach and are concerned with the spirit of place. In contrast, residents would take a relatively purposive approach and focus on benefits. The management was pressing the concerns of what contributes to best practice and the necessity of exercising capacity control and accessibility. However, most of the visitors to the house were non- local residents. In the next section, we will present how the visitor/tourists, who toured or stayed in the CFTM, perceived adaptive reuse and authenticity.

4.4 Georgetown Tourists

Figure 6 displays the Georgetown tourists' perceptions of adaptive reuse and authenticity. From the four in-depth interviews with in-house guests in CFTM which were conducted, where tourists perceived adaptive reuse, they would consider the benefits and changes. In perceiving authenticity, they would consider objective authenticity, constructive authenticity and existential authenticity. It is interesting that the nature and type of change of adaptive reuse could affect its constructive authenticity. Tourists did not look for a totally authentic environment, but rather only opt for a nice degree of authenticity when they stay in this historic building.

Figure 6 Data Display Based on Georgetown Tourists' Perceptions on Adaptive Reuse and Authenticity
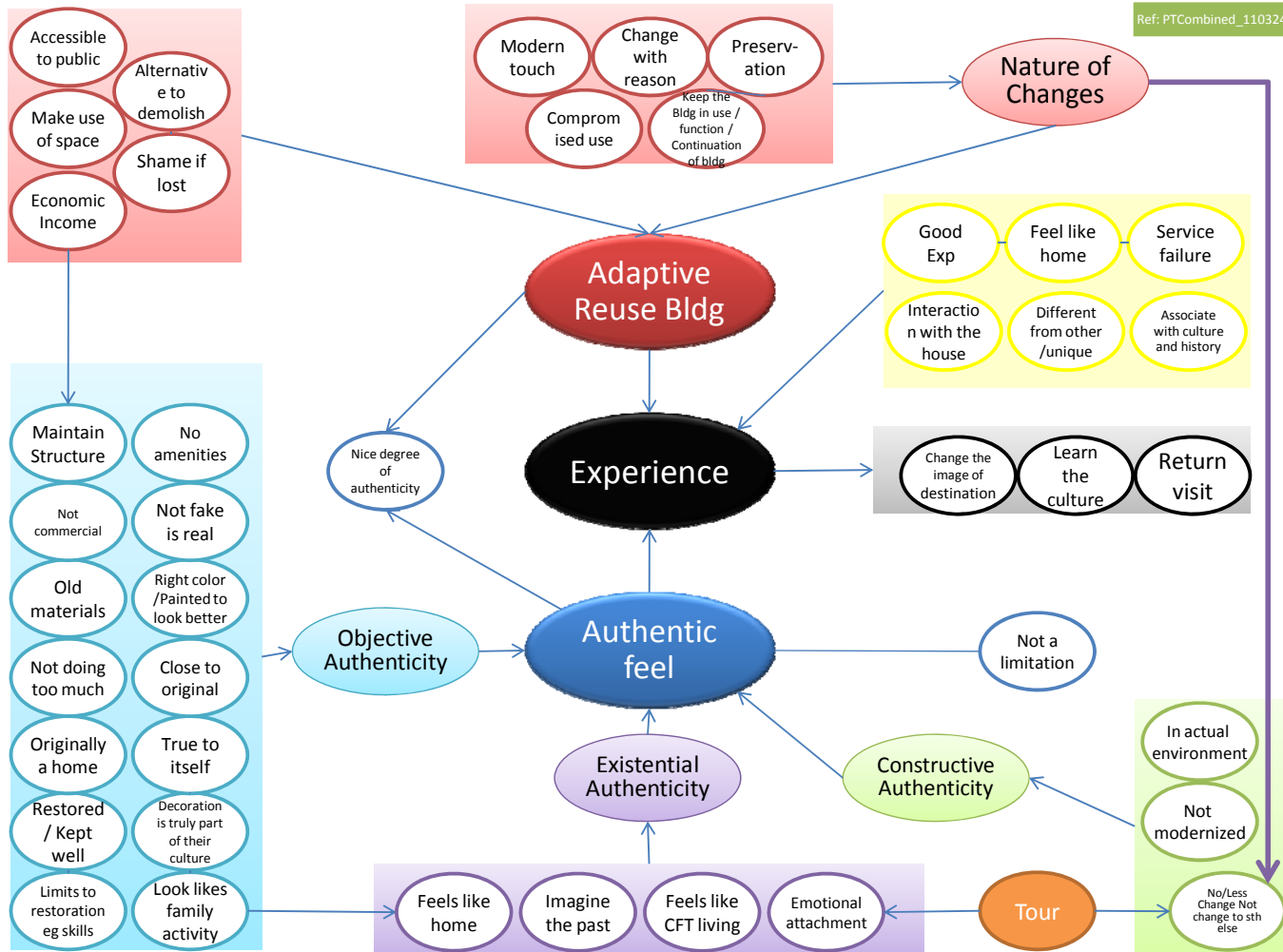
4.4.1   Perceptions of Adaptive Reuse

Tourists experienced that a transformed heritage building could allow the public to access the building:

"They (hotel management) make the site manageable and still get it open and accessible for tourists to coming in and taking tour." – GTT1

A tourist interviewee further stated that:

"At least to let people to see, to experience and people to know cultural heritage like Penang;" – GTT1

An American female tourist echoed:

"I think the way that they did it was good because, more people could get in...I think it is very amazing. It used to be one man family house. He wants to keep it and preserve it. I think it is amazing that they renovated and they open. So, more people can enjoy it. It is part of history...but it is very beautiful"

– GTT4

The tourist (GTT1) also agreed that adaptive reuse is better than demolition of the buildings and it would be a shame if the building was not kept. Interviewees did consider the situation that, where a restored boutique hotel is found or the city loses this building once and for all, they would prefer to retain the building. He also

realized that the hotel operation provided the financial resources to maintain the building.

4.4.2 Nature of Change

The tourists mentioned that the change is necessary in order to keep the building in use or to maintain its functions. It was a continuation of the building.

"So what you want to do with it with a huge space…there is nothing much you can do with it… you can turn it to government office something like that I suppose…it also has to apply for the function" – GTT3

With the continuation of the life of the building, modern touches or additions seem to be acceptable in the tourist interviewees' minds:

"...you won't have the bathroom, internet things like that …. It is nice to have modern touches... You don't have cold and hot running water like that, no air-con. "
– GTT2;

"...they don't have the pumping system, but would you stay if they don't have the facilities…" – GTT3

and

"They (the management) got compromised between turning it into the hotel"; "it has been changed with a reason" – GTT1

The compromised management action gained the support for change from the tourists. It is interesting to note that the tourists think the modern touch up is regarded as a minor change to the house.

"...they (the management) haven't changed it too much. It's still same look ...they painted to look better condition" ... – GTT3

and

"My understanding is I don't think here (CFTM) change that much, because he has all his children living here and our hotel room is a former bedroom of his children"

– GTT4

The change could be two-fold: 1) the facilities and decoration e.g. decoration, painting, modern facilities added in; and 2) the macro-environment where the usage of the room is still for accommodation purposes.

4.4.3 Objective Authenticity

In terms of objective authenticity, tourists used different objective measures or criteria to evaluate the authenticity. This included: maintain the structure, no amenities, old materials etc. When the tourists talk about 'authentic feel', they further evaluate:

"how the building is designed, for different levels, so and you see that it is maintained, the courtyard area, how the water flow through inside the buildings" –

GTT1

How the building design is maintained could contribute to the authentic feeling.

"The painting, maintenance process and person brought in the same technique, the method and the room … those are authentically restored. Authentic means something that is close to original status as much as possible. So it is authentically restored and refurbished in a manner that is keeping with how original it was built" – GTT1

An interviewee (GTT4) emphasized that the decoration and restoration should not be over done.

"Authentic is real; is not changed to something else; if they do too much, it will take away the authentic quality and keep it simple as possible, not that ostentatious and showy……and everything is truly part of their culture." – GTT4

One of the interviewees replied immediately when asked what authenticity is. He mentioned that "not fake is real" (GTT2). He continued that hotel guests stay in a house is just like a friend visiting a friend's family. This would contribute to other concepts about existential authenticity, which will be discussed later (See Section 4.4.5).

4.4.4 Constructive Authenticity

When tourists judged authenticity, it was found that they would use the external environment to evaluate authenticity. They would consider if it is in the actual environment. Whether the house is modernized or not could also affect how one

perceives authenticity. How tourists perceive authenticity is also based on whether the building has had little change or changed to something else (nature of change).

4.4.5 Existential Authenticity

The tourists perceived that their stay in the hotel was just like staying with friends, visiting a family. "Feels like home", "feel like CFT living" is cited by interviewees:

"it is more a house than a hotel; just feel like we are in someone's house rather a hotel; "I feel very original, were like where Cheong Fatt Tze were live in…" – GTT1;

Another interviewee also mentioned that it not only feels like a home, but she could imagine the past:

"It feels like home… you can picture that they (CFT's family) have a dinner party here (in the dining hall)" – GTT4

Another interviewee commented that the hotel guest is a continuation of family visits in old days (GTT2). One interviewee added that there is an emotional attachment to the hotel (GTT1).

4.4.6 Experience / Nice Degree of Authenticity

The tourists mentioned that by visiting the heritage hotel, it will change their image towards the destination. They could learn about culture during their stay in this heritage building. A few of them mentioned that they will return to visit in the future.

Interestingly, one interviewee mentioned that they did not think about authenticity and another expressed that it was not an authentic hotel because the original purpose had been changed. Therefore, he would only regard this building as an authentic restored building. One also refused to judge the authenticity of the hotel. Two interviewees said that they do not need a totally authentic hotel. However, they would prefer a nice degree of authenticity with a few modern touches. Another interviewee said that if he is looking for authenticity, then he would go to a museum where it is totally authentic; he stated that:

"Is authentic, but to some degree, it's not totally authentic. To think you can totally authentic it is in the museum. I think you expect total authenticity in the museum" – GTT3

4.4.7   Georgetown Tourists' Discussion

Georgetown tourists enjoyed their experience in the hotel and appreciated the building being accessible. They were more than the residents tolerant to the changes made to the building. The interviewed tourists were all in-house hotel guests. The pragmatic reason for the tourists to stay in a hotel is for accommodation. To stay comfortably, there are several standards or necessities such as air conditioning and sewage system that they may prefer and therefore they accept several alterations in the hotel. When the tourists look at the authenticity, they are much more concerned with the overall feeling of the house such as the "feel like home" rather than bits and pieces or detailed decoration. The tourist interviewees did not request a perfect restoration or complete authenticity. They prefer 'close to original', 'keep it simple as possible', 'not ostentatious and showy'. They are not strongly requesting absolute

authenticity and taking a non-aggressive approach to view a heritage building. One thought he could only find authenticity in a museum not in a transformed hotel. This interesting finding recalled the fundamental dialogue of whether tourists seek authenticity. When they seek authenticity in one place this is not necessary equivalent to the authentic seeking in another place. The tourist interviewees did not look for absolutely authentic, but just a nice degree of authenticity in the adaptive reuse context or specifically in an adaptive reuse hotel context. The alternative situation may be when the tourist interviewees prioritize authenticity, necessities and comfort; as the necessities and comfort may override the authenticity. This is similar to the idea raised by Timothy & Boyd (2003) of place being 'sanitized'. I also talked to an in-house Hong Kong/Indonesian Chinese young couple, both are architects by profession, informally during my second visit to the CFTM. They expressed dissatisfaction of CFTM that the amenities were not up-to-date and it is not up to a hotel standard such as no TV and no wifi internet access in rooms. The wardrobe was dirty and the decoration was not antique. They said they do not mind to have a mock up or replica decoration or furniture to create the feeling. Food and beverage is available, but too limited. While some in-house guests preferred simple decoration and were happy with what has been done in CFTM, some tourists may prefer more decoration or even replicas. It may relate to the reason and how tourists choose the place (heritage hotel); what is their purpose for staying in the hotel other than accommodation and what are their expectations. One interviewee said that he would expect total authenticity in a museum. A museum could be one of the adaptive reuse options and several museums have been transformed from heritage buildings. In Georgetown, the Pinang Pernakan Mansion, a museum which exhibits a typical home of a rich Babas or Nyoneas and antiques is transformed from a residence.

However, the academic literature also discussed that museum objects may not be authentic because some exhibits are displayed in an inappropriate environment (Boorstin, 1971). It will be interesting to see if adaptive reuse means inauthentic or whether only a commercial option of adaptive reuse would influence the visitors' expectation of authenticity. The choice or option for the new use/function after adaptive reuse is not the objective of this research. However, future research comparing the adaptive reuse option such as a restaurant, hotel, museum or other community service centre may be conducted so that we could understand whether tourists' lack of expectation of total authenticity is based on the commercial adaptive reuse options, or any kind of adaptive reuse.

The Georgetown case study came up with the interesting findings that residents, who own the heritage, focused on the benefits while the management, who operate the business, focuses on spirit of place and are cautious about any changes being made. However, tourists, the group who pay for a room to visit the place, in fact, only look for a certain degree of authenticity. The concerns of each group are different, but they appear to be happy with what is offered now. The mainstream of authenticity discussion with the three types of authenticity were found in all sub-groups. Although the perceptions of residents, management, and tourists may be different, the three types of authenticity (that is objective, constructive and existential) were clearly found in the minds of the interviewees.

4.5   Singapore Residents

In the following section, we present the Singapore residents' opinions toward adaptive reuse and authenticity. To evaluate the adaptive reuse project, Singapore residents considered: 1) the benefits gained through the project; 2) challenges or difficulties encountered; and 3) the criteria used to regard a project as best practice. It was interesting to find that the benefits cited may eventually form a barrier for residents to visit the place. In terms of authenticity, they would think about objective authenticity, constructive authenticity and existential authenticity. It was discovered that if the new use of the adaptive reuse project deviated from the original purpose of the building, it will affect the residents' perspective on objective authenticity. (see Figure 7).

Figure 7 Data Display Based on Singapore Residents' Perceptions on Adaptive Reuse and Authenticity
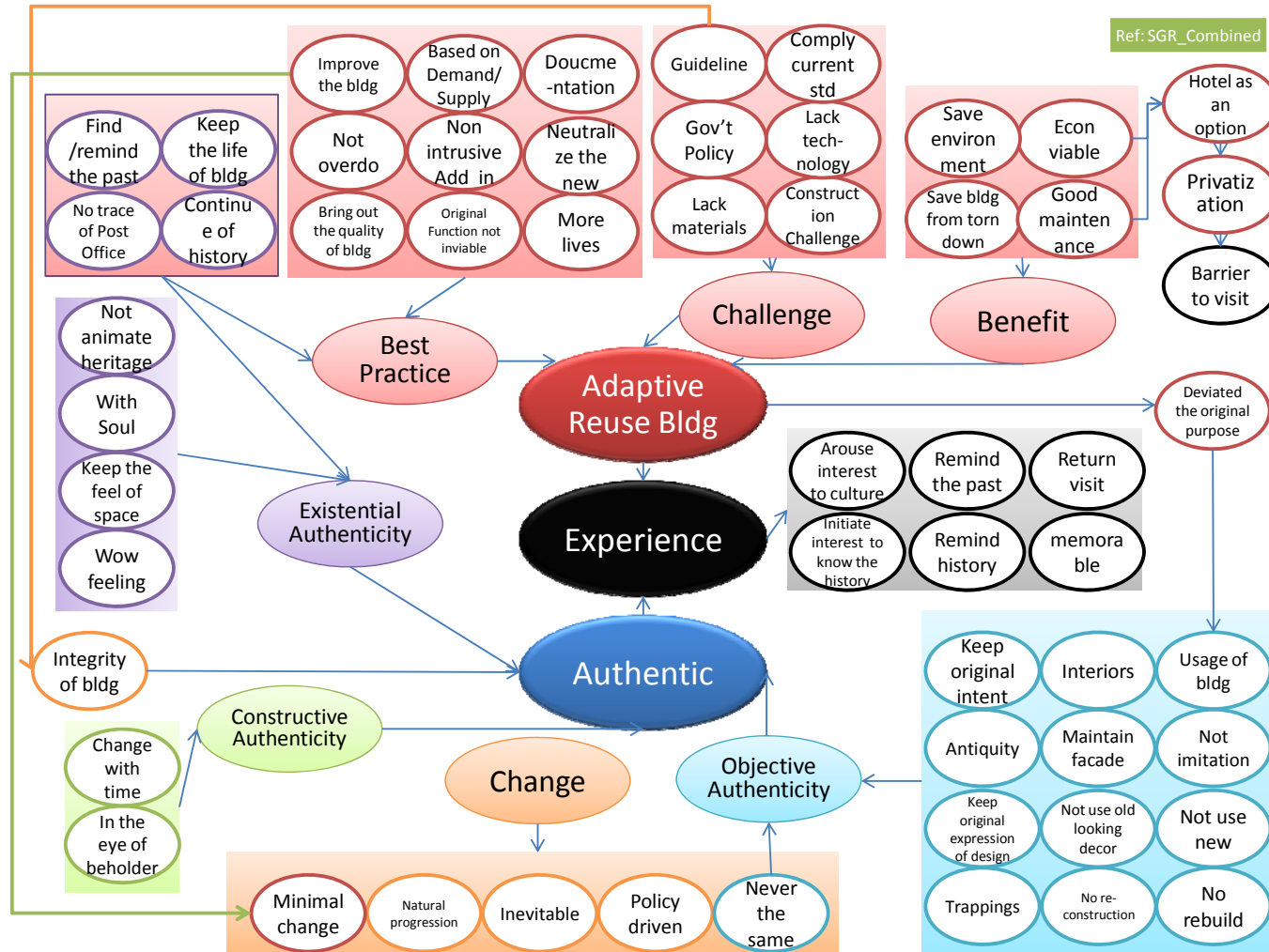
4.5.1 Benefits

Residents mentioned that the benefits of adaptive reuse could include: save the building from tearing down; an adaptive reuse hotel is economically viable; keep the building well- maintained. Several residents mentioned that:

"It (Adaptive reuse) is for the better; certainly better than demolishing and building a contemporary one" – SGR1

Another resident supported this idea and said

"I don't think the general public wants to demolish it although some people want it to be demolished"; "Financial sustainability – that means income. Maintenance is relatively good. You have good finance, you will solve the pressure, but the danger is how do you avoid future demolition. Without financial sustainability, you can't do that" – SGR2

The interviewee further added that the option to convert it to a hotel could provide extra bonus to the building's maintenance. "As a hotel, with the financial income, you could maintain it well. If you don't maintain, your guests will not come. This is a plus point for monument" (SGR2). Though the interviewee recognized the bonus point of the hotel as an option for adaptive reuse, he/she was also aware of the privatization of the public post office building into a private hotel. They reckon that the operation of the building as a hotel, in fact, will form a barrier for local people to visit. The local people may not visit the place because this is a hotel and it is designed for tourists not for general residents.

4.5.2 Challenges

Other than benefits gained through adaptive reuse, residents also understand there were some challenges when transforming a heritage building. They realized that the guidelines and current building standards were difficult to comply with. During the transformation process, they also realized that it may be difficult to find the original materials and a lack of skills and technical know-how to complete the transformation. They also understand that the major challenge is to add new components, but at the same time reinforcing the old structure.

"The touch up is new, but you don't add things to overdo it" – SGR3

With government policy or international conservation charters, guidelines seem to impose some control on the adaptive reuse project and this poses more challenges. However, the guidelines could also protect the integrity of the building, which may also contribute to its authenticity.

4.5.3 Best Practice

In the minds of the residents, the best practice of adaptive reuse should improve the building and not intrusively add new things. To improve the building, only minimal change is preferred. The new things should be 'neutralized'.

If we want to add thing on, we try to keep the intent if this thing is added on that will obscure or will not change the facade of the building. That basically, we try to neutralise whatever we add-on in order to keep these original expression of the design for the feel of the space. – SGR3

Adaptive reuse should only be considered if the original function is no longer viable. One should not overdo the new components. To achieve best practice, residents also considered if the heritage building is being recorded properly. Documentation seems to be important in their minds and documentation was more than just taking pictures.

"What is important is documentation. Before changes are carried out in a certain building, it should be documented; ... To a lot of people, documentation is taking photographs, but I think it is more than that. It includes a sample of the furniture, drawings, video if possible, there are many forms of documentation more than just taking photos". – SGR2

The second part of best practice is to keep the life of the building and continue the history of the building.

"If you look around the building, there are many things to remind us of its past and to reinforce its past glories. – SGR1

Good adaptive reuse should also be able to allow the visitor to find and remind them of the past. This existential element of best practice also contributes to the existential authenticity.

4.5.4 Existential Authenticity

The resident interviewees mentioned the existential components of authenticity. They think that the authenticity is not just an animated heritage; it should have a 'wow' feeling:

"If you are going to a place, you have 'wow', there is something. You have something in this 'wow' place". – SGR3

There is a special feeling of staying in a high quality historical building. This feeling should be kept and maintained.

4.5.5 Constructive Authenticity

One resident was aware that authenticity changes with time and it is in the eyes of beholder. The interviewee said that

"(Authenticity) is a very loaded term. What authentic means to you may not mean to others." – SGR2

4.5.6 Objective Authenticity

To evaluate authenticity, the residents would use some objective measure to judge authenticity. The presence of some relevant decoration would help them to determine the authenticity of the building. By not using old looking decorations, not using new add-ins and if it is not an imitation could help them to justify authenticity. Some tangible items such as the interior design and, maintaining the facade could be

considered as authentic. Originality can contribute to authenticity which may include: keeping the original intent of the building and keeping original expression of design. If the building is being reconstructed or rebuilt, it is no longer authentic. Residents may regard the antiquity, sign, or trappings as contributing to authenticity and some may consider the usage of building in order to determine the authenticity. Once the purpose of the building is changed, residents may think that it will never be the same thing and it will affect their perception of the authenticity of the building.

4.5.7 Change

The nature of adaptive reuse was to transform or change the building from an old function to a new function. Residents thought that change, even if it is not for a new function, change of the building is an inevitable process and it is a natural progression. The building is never the same after several years. It will never be the same. Sometimes policy will also drive the change if the government or policy requires the building to modify to comply with current standards or rules. Also, the loss of the original skills used to the construct the building or the same skills to carry out maintenance will eventually change the building. One resident stated that:

"if the column pier has crack, probably you can restore, to that accuracy or details

probably not, the skills set is no longer here, so how do we maintain the level of

skills set, ultimately it will change because the skills set changes" – SGR2

4.5.8 Singapore Residents' Discussion

The Singapore residents not only understand the benefits provided by the adaptive reuse, but also acknowledge the difficulties that may be encountered during the transformation. They acknowledged financial benefits of the adaptive reuse and realised the benefits of the option of being hotel. It is true that being a five-star hotel, the operator or the management company need to keep the hotel in a good way. If the building is damaged or in poor condition, the guest will not visit the hotel or stay in the hotel especially a high expectation is placed on luxury or high-end premises. The option of a hotel came with a good and frequent maintenance of the building. The option of being a hotel seems to be beneficial for a heritage building. The Singapore residents also recognized the drawbacks of a hotel option, where the resident may not feel comfortable to visit the place. The purpose of being a post office with mailing function operations forms a deep contrast with the current luxury hotel operation. While the post office would have allowed all different kinds of people to go in without any dress code, the luxury hotel may require certain dress code or expect consumption. This formed a barrier for local people to visit. The hotel option for adaptive reuse appears to be worthy of further investigation. The Singapore residents were also aware of the challenges that may encounter during adaptive reuse. They pre-set criteria for best practice of transformation. Minimum change to the building, 'neutralizing' the new add-in, and documentation were all present in the residents' minds. Documentation has been widely suggested in the international charter (ICOMOS, 1994a; ICOMOS, 1999a; ICOMOS, 2008), however, residents still believe that documentation is insufficient in recording the significance of the building. The residents also suggested that a good transformed building should

enable them to find the past. This can refer to the concept of existential authenticity. Authenticity, in fact, forms a part of the criteria of adaptive reuse best practice. Despite the fact that the residents have some objective and tangible items to measure authenticity, they would consider an adaptive reuse building as authentic if they can imagine the past and know the past. The purpose of an adaptive reuse building seems to be irrelevant under the condition where the resident can picture the past of the building and the new option (conversion to cafe, restaurant, etc) does not deviate from the original purpose. In particular, the resident viewed 'change' as a natural process not just caused by adaptive reuse. The objective component serves as a catalyst to facilitate the residents to project the old ages. In this case, the authenticity formed part of the best practice of adaptive reuse.

4.6   Singapore Tourists

To understand how Singapore tourists perceive adaptive reuse and authenticity, four tourists who visited in The Fullerton Hotel were interviewed. Figure 8 presents a graphic display of the tourists' perceptions. The tourists perceived adaptive reuse in a positive way. They considered the societal benefits, the practical aspects of the building, and historical components of the building. However, the tourists also identified that the adaptive reuse could form a barrier for them to visit because the building was transformed and renovated as a 5-star luxury hotel. In terms of authenticity, they distinguished the objective authenticity, constructive authenticity and existential authenticity. When they defined authenticity, they more or less based it on the objective/tangible measures.

Figure 8 Data Display Based on Singapore Tourists' Perceptions on Adaptive Reuse and Authenticity

Ref: SGT_combined

High quality

Good design

Benefits to the building

Able to use historical bldg

Save from demolish

Retain classical/colonial style

Unique

Respect architect-ure

Lost original but with new life

Fulfill new functions

Bring up-to-date

Allows for creativity

To make it function

Something different

Wow feeling

Utilize the space

Enjoy unique place

Enjoy more architectural style

People can see

Upscale for rich

Mix with history

Historical is a bonus

With story/history

Benefit - Societal

Change

Adaptive Reuse Bldg

Barrier to visit

Change is necessary

Compile the std

Changes needed for any option

Experience

Tell the history

No interest to go further

Sense the history

See / Learn history

Learn more about culture

Exterior outlook

Creative

Retain facade

Original

New thing in subtle

Do less

Keep the right thing

Fulfills purpose

Not fake

Genuine

Real

True

Objective Authenticity

Authentic

Existential Authenticity

Constructive Authenticity

Feel it is what it was

Sense of history

Imagine the past

Prove the history

Match local city scene

Higher value

More reference

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4.6.1 Societal Benefits

When the tourists perceive adaptive reuse, they would consider the societal benefits. They believed that adaptive reuse utilizes the space, so the space would be filled with a new function. It provided something different and people can see and enjoy. Since the building is old and it may be designed and built in a different non-modern architectural style, by transforming the building into other purposes, the public could enjoy different architectural style and the uniqueness of the place.

However the drawback of turning the building into a five star hotel was forming a barrier for people to visit.

"In the first glance, it is a nice hotel, prestigious. It is a 5-star hotel. For upscale, you pay a lot of money, for rich people. For people with money to spend" – SGT1

4.6.2 Enhancement to the Building

The Singapore tourists appreciated the positive impact on the buildings such as: respecting the architecture; making a building functional; retraining classical and colonial styles; bringing the building and function up-to-date; saving the building from demolition; fulfilling new functions; and enabling use of a historical building. They believed that although the building may have lost its original function, adaptive reuse gave a new life to the building.

Besides the societal benefits and the enhancement to the building, when Singapore tourists perceive the adaptive reuse project; they appreciate the high quality of the building as well as superior design of the new structure inside the hotel. The other

positive point appreciated by tourists was that the building comes its history and story. They valued the historical components of the building and perceived it as a bonus to them. They felt that this building has got its own story to tell.

4.6.3 Objective Authenticity

When the tourists evaluate an adaptive reuse project, they refer to some tangible aspects of the building, e.g. exterior outlook, whether the facade is maintained, it is genuine, true and real, not fake. Creative and original were other aspects they would consider when appreciating authenticity. To keep the authenticity of the building, tourists would prefer to do less on the building, keep the right things, and it should fulfil the purpose of the building. One tourist closed her interview by stating:

"Maybe they can do less in design to make it more authentic." – SGT3

One British interviewee mentioned:

"Genuine; not fake; true; fulfils a purpose." – SGT2

We can see that the tourists perceive authenticity in terms of objective authenticity.

4.6.4 Constructive Authenticity

The tourists not only use the objective aspects to judge authenticity, but they perceive authenticity as an object with higher value. Also, they perceive authenticity by comparison with the local city and surrounding environment:

"(Authenticity) is whether the exterior outlook of the building that matches the local

city scene" – SGT4

The other characteristics would be that tourists need a reference or benchmark to judge the authenticity. A Canadian interviewee mentioned that tangible items could also make him feel more authentic:

"They can do better if they can put some signage maybe say this was what and that

was what on the wall or give a little map." – SGT1

4.6.5   Existential Authenticity

To imagine the past and to feel the sense of history could also facilitate the tourists to perceive the authenticity. To the tourists, it is also important to allow them to feel what it was.

As one tourist said:

"You can imagine you are in 100 years ago" – SGT3

4.6.6   Singapore Tourists' Discussion

Societal benefits were the first concerns among the Singapore tourists. They were more focused on the public sharing, whether the public could use the building. They perceived that the hotel option could allow people to use and enjoy, though one of the respondents raised the barrier to visit as an issue. The visitation barrier was also suggested by the residents. The residents thought that the hotel is designed for

tourists not for residents. Interestingly, the tourists also perceived a barrier to visit the place. This can be classified as the "cost barrier" or "product barrier" according to Kay, Wong, & Polonsky (2009). The Fullerton Hotel may give a perception of class distinction that is 'not for me'. The Singapore tourist interviewees more focus on whether they can see or enjoy the place. They did not consider any other benefits such as economic benefits. They are more focused on how they could enjoy or whether they could visit the place. Tourists are only staying in a place temporarily. Their motivation to visit a place may be mostly sightseeing or learning about the local culture. They may be concerned with what was the building before transformation, but they are not further likely to be concerned as to whether the transformation is sustainable. The Fullerton Hotel has a strong positioning as a luxury hotel. It provides a classic and comfortable ambience. The interviewee may immerse themselves in the highly comfortable and classic environment, therefore they may focus on the benefits on the adaptive reuse, not the challenges encountered. Their perception may be different from the residents who may have witnessed the transformation process from post office to hotel. Tourists probably did not visit the General Post Office before transformation, so they may not have any comparison to perceive what is the best option for the Fullerton Building, or what is regarded as best practice. They may only be concerned whether they can enjoy the end product of the transformation.

In the Singapore case study, the residents have more concerns about their heritage and several considerations for adaptive reuse. They understood the challenges and they have their own ideas of the preferred or best practice of adaptive reuse. This is quite different from the concerns of the tourist who may focused more on how

society or they could enjoy or use the place. Their focus was different. The next question is whether what the tourists want (or the commercialization aspect from the tourism business perspective) would drive the transformation or conservation development of the heritage building. The central problem would be that the commercial pressures exerted through the tourism industry may lead to a distortion of the conservation or heritage and be directed disproportionately to support the tourism economy (Newby, 1994).

4.7 Chapter Summary

In this section, we have presented the five data displays to represent the perceptions of the four sub-groups (i.e. Georgetown residents (split into two further sub-groups); Georgetown tourists; Singapore residents; and Singapore tourists). The four groups perceived adaptive reuse and authenticity in a similar fashion. A major difference between the Georgetown case and Singapore case is that the transformation of a heritage building into a hotel would form a barrier for people to visit. Table 8 and Figure 9 summarise the findings and discussion of the four different subgroup.

Table 8 Summary of the Perceptions on Adaptive Reuse and Authenticity

	Georgetown Resident	Georgetown Management	Georgetown Tourist	Singapore Resident	Singapore Tourist
Adaptive Reuse	√	√	√	√	√
Limitation	√				
Best Practice	√	√		√	
Benefits	√	√	√	√	√
Challenge				√	
Authenticity					
Objective Authenticity	√	√	√	√	√
Constructive Authenticity	√	√	√	√	√
Existential Authenticity	√	√	√	√	√
Change	√	√	√	√	√

As residents and tourists perceive adaptive reuse in different ways, how we balance the concerns and benefits of each sub group becomes crucial. Several interesting concepts/questions have been raised such as: spirit of place; commercialization; and visitation barrier. A few questions remain open such as the relationship between objective authenticity and existential authenticity; under what circumstances existential authenticity overrides objective authenticity; tension between heritage

conservation and tourism focused development; and whether we should 'do less' in adaptive reuse process. The findings also recall the fundamental question of whether tourists look for authenticity or not, and it was found that tourists do seek authenticty. It relates to the tourists' motivations to travel. A detailed discussion will be presented in Chapter 7.6.1. The following two chapters will present the survey questionnaire findings and discussion. However, the above raised unsolved questions will be revisited at the end of this thesis i.e. in the Conclusion (Chapter 7).

Figure 9 Data Display Based on Overall Perception on Adaptive Reuse and Authenticity
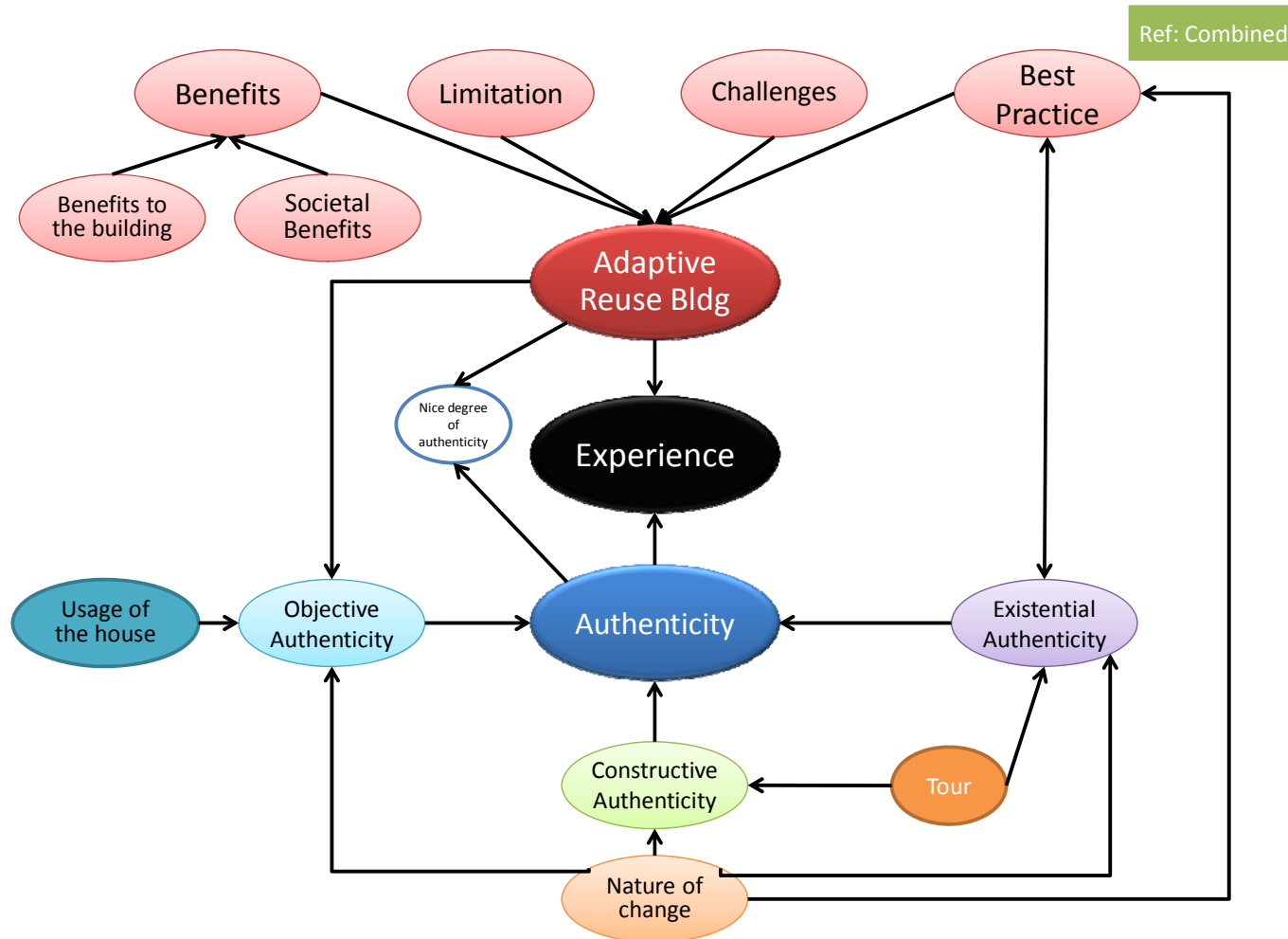
CHAPTER FIVE
FINDINGS – QUESTIONNAIRE SURVEY

5.1 Introduction

This chapter presents the findings from the second source of primary data – survey questionnaire. It starts with the profile of the respondents (Section 5.2). Descriptive data and factor analysis results are reported to identify the underlying dimensions of adaptive reuse (Section 5.3) and authenticity (Section 5.4) to achieve Objective 2 (i.e. to examine how residents and tourists define the authenticity of the built heritage). The results will be shown in the following sequence;

1. Descriptive data

2. Factor Analysis results of adaptive reuse by residents

3. Factor Analysis results of adaptive reuse by tourists

4. Analysis of between the Georgetown case and Singapore case through independent T-tests on adaptive reuse

Following an analysis of adaptive reuse, the second part of this chapter focuses on perceived authenticity. It follows a similar presentation flow as investigating adaptive reuse. Four tables present how residents and tourists perceived authenticity by investigating its underlying dimensions. Independent T-tests are presented to find out if there any mean score differences between the Georgetown and Singapore cases.

To examine the nature of the relationship, if any, between perceived authenticity (Objective 3), multiple regression analyses were conducted to find out the impact of perceived authenticity factors on tourists' experience. The results are shown in Section 5.5.

Objective 4 evaluated whether revitalization of heritage buildings could promote cultural tourism by examining the experience of cultural seeking tourists and non-cultural seeking tourists. Independent T-Test results are presented to address Objective 4 in Section 5.6.

5.2 Profile of Respondents

As presented in Table 9, among the 503 survey respondents, 48 % were residents and 52 % were tourists. The most frequently cited (mode) age of the respondents was the '25-34' years old age group. Most respondents had tertiary education with 74% of residents and 87% of tourists having received a degree or higher education.

Table 9 Socio-Demographic Profile of Respondents

	Georgetown		Singapore		Total	
	Residents (n=121)	Tourists (n=142)	Residents (n=120)	Tourists (n=120)	Residents (n=241)	Tourists (n=262)
Gender						
Male	68.4	46.3	54.3	60.2	61.4	52.5
Female	31.6	53.7	45.7	39.8	38.6	47.5
Age (years)						
<16	8.0	2.3	3.5	1.9	5.8	2.1
17-24	23.2	17.6	10.5	10.5	16.8	14.4
25-34	45.5	33.6	36.0	22.9	40.7	28.8
35-44	12.5	19.8	37.7	24.8	25.2	22.0
45-54	6.3	5.3	9.6	13.3	8.0	8.9
55-64	3.6	14.5	2.6	21.0	3.1	17.4
65+	0.9	6.9	0.0	5.7	0.4	6.4
Education Level						
Advanced degree	5.7	32.3	12.2	33.3	9.0	32.3
University/college graduate	53.8	48.5	74.8	62.6	64.7	54.6
Graduated from high school	30.2	18.5	10.4	4.0	19.9	12.2
Did not graduate from high school	10.4	0.8	2.6	0.0	6.3	0.9

5.3 Adaptive Reuse

The descriptive statistics of respondents' perceptions of adaptive reuse are revealed in Table 10. To find out their perceptions towards adaptive reuse, respondents were required to indicate their level of agreement on 22 statements (23 statements for residents) regarding the adaptive reuse hotel based upon a 7-point scale, which ranged from 1= 'strongly disagree' to 7 = 'strongly agree'.

According to Table 10, "enables us to use a historical building" (mean score: 5.7 out of 7 points), 'provides me an opportunity to learn about the local heritage' (5.6) and 'saves the building from pulling down' (5.5) were the statements that could achieve the highest level agreement from the Georgetown residents. Out of the 23 items, 19

items rated from 4.4 to 5.7. The four items that Georgetown residents indicated least agreement with were 'I do not want to visit the CFTM because it is not a place for me' (3.7); 'I do not mind that several structures of the building have been changed' (3.8); and 'I do want to pay CFTM services in order to visit the heritage building' (4.0).

Georgetown tourists had similar thoughts to Georgetown residents; the tourists agreed that 'the building was attractive and/or appealing' (5.7), while the other highest ranking statements included 'saves the building from pulling down' (5.8) and 'enables us to use a historical building' (5.8). From the Georgetown tourists' point of view, all items rated between 4.5 and 5.8.

Singapore residents and tourists had different thoughts compared to their Malaysian counterparts. The Singaporeans and Singapore tourists agreed that 'it provides a new life for the building' (5.8; 5.6). Singapore tourists had similar thoughts to Georgetown tourists, as both groups agreed that the adaptive reuse saved the building from pulling down (5.85) and the adaptive reuse building was attractive and appealing (5.92). Singapore's residents gave a high rating to the statement 'it makes use of existing resources' (5.75), however this statement was not rate highly by the other sub-groups. Singapore residents' ratings mainly ranged from 4.4 to 5.8 for most of the items except 'do not visit the building because it is not a place for me' (2.8). Several items were recorded with a high level of neutral responses. Approximately one-third of respondents rated neutral to the statement whether the changes to the building could enhance their visit and whether the respondent feels privileged to have private access to the heritage building.

Table 10 Perceptions towards Cheong Fatt Tze Mansion / Fullerton Hotel as a 'Hotel'

	Georgetown Resident (n=121)					Georgetown Tourist (n=142)					Singapore Resident (n=120)					Singapore Tourist (n=120)				
	Disagree[1] (%)	Neutral (%)	Agree[2] (%)	Mean	Rank	Disagree[1] (%)	Neutral (%)	Agree[2] (%)	Mean	Rank	Disagree[1] (%)	Neutral (%)	Agree[2] (%)	Mean	Rank	Disagree[1] (%)	Neutral (%)	Agree[2] (%)	Mean	Rank
The changes of CFTM / Fullerton Building as a hotel enhances my visit/stay	18.10	40.52	41.38	4.39	20	11.19	32.84	55.97	5.04	18	13.04	30.43	56.52	4.84	17	7.50	29.17	63.33	5.15	9
The changes of CFTM /Fullerton Building as a hotel provides extra benefits to learn and/or understand the local culture when compared to a purpose-built hotel	12.50	16.96	70.54	5.25	8	3.73	20.90	75.37	5.49	10	7.83	26.96	65.22	5.11	14	9.17	32.50	58.33	4.98	13
The changes of CFTM / Fullerton Building as a hotel improves the building structure	13.79	16.38	69.83	5.08	13	16.42	23.88	59.70	4.93	20	9.32	16.95	73.73	5.31	11	14.17	20.00	65.83	4.97	14
The changes of CFTM / Fullerton Building as a hotel provides a new life for the building	11.61	20.54	67.86	5.25	9	5.11	51.49	43.40	5.50	9	8.55	5.13	86.32	5.79	1	3.33	16.67	80.00	5.59	3
The changes of CFTM / Fullerton Building as a hotel saves the building from being pulled down	13.04	12.17	74.78	5.52	3	13.37	12.79	73.84	5.79	1	7.63	7.63	84.75	5.70	5	4.17	15.83	80.00	5.85	2
The changes of CFTM / Fullerton Building as a hotel enables more people to visit and/or experience the place	12.17	15.65	72.17	5.36	4	5.26	16.54	78.20	5.66	4	6.90	12.07	81.03	5.62	8	10.83	28.33	60.83	5.06	11
The changes of CFTM / Fullerton Building as a hotel enables us to use a historical building	6.09	10.43	83.48	5.72	1	6.77	8.27	84.96	5.78	2	8.47	11.86	79.66	5.43	10	10.00	23.33	66.67	5.04	12

Continue

	Georgetown Resident (n=121)					Georgetown Tourist (n=142)					Singapore Resident (n=120)					Singapore Tourist (n=120)				
	Disagree[1] (%)	Neutral (%)	Agree[2] (%)	Mean	Rank	Disagree[1] (%)	Neutral (%)	Agree[2] (%)	Mean	Rank	Disagree[1] (%)	Neutral (%)	Agree[2] (%)	Mean	Rank	Disagree[1] (%)	Neutral (%)	Agree[2] (%)	Mean	Rank
The changes of CFTM / Fullerton Building as a hotel enables us to see or experience history	11.21	17.24	71.55	5.30	5	4.48	10.45	85.07	5.65	5	5.98	11.97	82.05	5.62	9	8.33	17.50	74.17	5.30	8
The changes of CFTM / Fullerton Building as a hotel makes the building more functional	14.91	14.04	71.05	5.15	12	7.52	19.55	72.93	5.51	8	5.93	11.02	83.05	5.67	6	5.73	25.83	68.33	5.34	7
The changes of CFTM / Fullerton Building as a hotel makes use of existing resources	8.70	25.22	66.09	5.17	11	5.19	17.78	77.04	5.52	7	4.24	6.78	88.98	5.75	3	5.83	18.33	75.83	5.42	6
The changes of CFTM / Fullerton Building as a hotel brings the usability of the building up-to-date	8.62	19.83	71.55	5.28	7	6.02	24.81	69.17	5.39	11	4.24	8.47	87.29	5.75	4	5.83	14.17	80.00	5.49	4
The changes of CFTM / Fullerton Building as a hotel enables people to use and/or reside in the building	12.28	24.56	63.16	4.95	16	7.41	15.56	77.04	5.53	6	4.24	11.86	83.90	5.69	7	5.83	15.83	78.33	5.43	5
The changes of CFTM / Fullerton Building as a hotel makes my visit unique	7.83	19.13	73.04	5.17	10	11.19	24.63	64.18	5.18	17	6.90	23.28	69.83	5.24	12	16.67	20.73	62.50	4.82	17
The changes of CFTM / Fullerton Building as a hotel provides me an opportunity to learn about the local heritage	6.90	13.79	79.31	5.62	2	9.63	18.52	71.85	5.39	12	9.32	16.95	73.73	5.19	13	11.67	27.50	60.83	4.87	16
I do not mind that several structures of the building have been changed	37.61	29.06	33.33	3.81	22	23.31	26.32	50.38	4.46	21	20.51	28.21	51.28	4.68	19	14.53	33.33	52.14	4.71	18

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Continue

	Georgetown Resident (n=121)					Georgetown Tourist (n=142)					Singapore Resident (n=120)					Singapore Tourist (n=120)				
	Disagree[1] (%)	Neutral (%)	Agree[2] (%)	Mean	Rank	Disagree[1] (%)	Neutral (%)	Agree[2] (%)	Mean	Rank	Disagree[1] (%)	Neutral (%)	Agree[2] (%)	Mean	Rank	Disagree[1] (%)	Neutral (%)	Agree[2] (%)	Mean	Rank
Staying in or visiting this renovated building enhances my experience	15.65	24.36	60.00	4.78	18	8.27	22.56	69.17	5.27	15	10.17	29.66	60.17	5.03	15	7.63	33.05	59.32	4.92	15
The hotel operations provide a convenient way to show me the history of this building and/or its original ownership	12.93	19.83	67.24	5.04	14	8.96	31.34	59.70	4.98	19	11.97	31.62	56.41	4.81	18	10.08	40.34	49.58	4.65	19
I do not mind paying for a room night, tour fee, or dinner to see and experience the heritage building	11.86	31.36	56.78	4.85	17	68.89	22.22	8.89	5.22	16	21.19	26.27	52.54	4.44	21	26.89	25.21	47.90	4.42	21
I do want to pay CFTM / Fullerton Hotel services in order to visit this heritage building#	29.82	39.47	30.70	3.96	21	19.70	28.79	51.52	3.28	22	46.15	22.22	31.62	3.62	22	50.42	24.37	25.21	3.61	22
The building was attractive and/or appealing	7.69	18.80	73.5	5.29	6	4.44	14.81	80.74	5.73	3	4.24	3.39	92.37	5.82	2	4.20	8.40	87.39	5.92	1
I feel privileged to have private access to this heritage building which has been converted to a hotel	10.34	32.76	56.90	4.76	19	4.51	27.07	68.42	5.35	13	4.27	38.46	57.26	4.97	16	4.20	32.77	63.03	5.08	10
The limiting of access to the building can protect the building	15.38	19.66	64.96	4.97	15	4.44	22.22	73.33	5.30	14	22.88	27.12	50.00	4.49	20	21.01	24.37	54.62	4.63	20
I do not want to visit the CFTM / Fullerton Hotel because it is not a place for me*	37.89	34.74	27.37	3.69	23	_	_	_	_	_	70.00	17.27	12.73	2.80	23	_	_	_	_	_

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5.3.1 Underlying Dimensions of Adaptive Reuse

Objective 2 of this study was to identify the underlying dimensions of adaptive reuse as perceived by residents and tourists.

In this part, we will present the combined residents' perspective (Georgetown residents and Singapore residents) and combined tourists' perspective (Georgetown tourists and Singapore tourists) in an analysis of the results. Though we did not ask the ethnic background of the respondents, the similar population mix in Georgetown and Singapore, including Malaysian, Chinese, Indian and others, favours combining the two groups together. Also independent sample t-tests between the Georgetown and Singapore respondents indicate that their mean scores were similar. Factor analyses of each individual group are presented in the Appendix II to Appendix V.

5.3.1.1 Residents' Perspective - Underlying Dimensions of Adaptive Reuse

Principal components analysis (PCA) with varimax rotation was used and the results are presented in Table 11.

Table 11 Results of Factor Analysis of Resident' Perceptions toward Adaptive Reuse

Attributes	Conservation	Self-fulfilment	Benefits	Commodi-fication Protection	Communality
Factor 1 - Conservation					
The changes of CFTM / Fullerton Building as a hotel provides a new life for the building	0.82				0.71
The changes of CFTM / Fullerton Building as a hotel makes use of existing resources	0.79				0.75
The changes of CFTM / Fullerton Building as a hotel makes the building more functional	0.77				0.64
The changes of CFTM / Fullerton Building as a hotel brings the usability of the building up-to-date	0.73				0.71
The changes of CFTM / Fullerton Building as a hotel enables people to use and/or reside in the building	0.70				0.75
The changes of CFTM / Fullerton Building as a hotel saves the building from being pulled down	0.63				0.65
The changes of CFTM / Fullerton Building as a hotel improves the building structure	0.63				0.64
The building was attractive and/or appealing	0.43				0.41
Factor 2 - Self-fulfilment					
Staying in or visiting this renovated building enhances my experience		0.73			0.63
I feel privileged to have private access to this heritage building which has been converted to a hotel		0.73			0.63
The hotel operations provide a convenient way to show me the history of this building and/or its original ownership		0.69			0.64
I do not mind that several structures of the building have been changed		0.67			0.63
Factor 3 – Benefits Gained					
The changes of CFTM /Fullerton Building as a hotel provides extra benefits to learn and/or understand the local culture when compared to a purpose-built hotel			0.79		0.71
The changes of CFTM / Fullerton Building as a hotel enables us to use a historical building			0.75		0.67
The changes of CFTM / Fullerton Building as a hotel provides me an opportunity to learn about the local heritage			0.72		0.69
The changes of CFTM / Fullerton Building as a hotel enhances my visit/stay			0.58		0.50
The changes of CFTM / Fullerton Building as a hotel enables more people to visit and/or experience the place			0.41		0.72

Continue

Attributes	Conservation	Self-fulfilment Benefits	Commodi-fication	Protection	Communality
Factor 4 - Commodification					
I do want to pay CFTM / Fullerton Hotel services in order to visit this heritage building			0.88		0.79
Factor 5 - Protection					
The limiting of access to the building can protect the building				0.79	0.72
Eigen Value	4.71	2.79 2.74	1.18	1.16	
Variance (%)	24.79	14.69 14.42	6.19	6.12	
Cumulative variance (%)	24.79	39.47 53.89	60.08	66.20	
Number of items	8	4 5	1	1	
Cronbach's alpha	0.89	0.77 0.79	1	1	

Note: KMO =0.88; Barlett's Test of Sphericity = 2026.48 at *df* = 171 with a significance level of 0.001. Principal component method with Varimax Rotation: Loadings ≥ 0.4; 7- point scale was used with 1= *strongly disagree* and 7= *strongly agree*

The decision to include a variable in a factor was based on factor loadings of 0.4 or above (Hair et al., 2006) together with an Eigen-value greater than 1 to retain a factor. Out of the 23 variables, four variables were deleted and, five factors emerged from the factor analysis. The two single-item factors were included and the rationale for their inclusion will be discussed later on. Factors loadings of all relevant variables in the Varimax rotation of factors ranged from 0.41 to 0.88 and 66% of the total variance was explained.

Reliability analysis was performed to examine the internal consistency of the items within each factor and to filter out any inconsistent items. The Cronbach's alpha ranged from 0.77 to 0.89, which is well above the lower limit values of 0.7 (Hair et al., 2006). No items were deleted based on the reliability analysis.

As shown in Table 11, Factor 1 – 'Conservation' accounted for the largest proportion (25%) of explained variance, with an Eigen-value of 4.7 and reliability coefficient of 0.89. This factor focussed on the building itself and primarily related to the benefits of conservation. It comprised 8 items, as follows: provides a new life; makes use of existing resources; makes the building more functional; brings the usability of the building up-to-date; enables people to use and reside; save the building from pulling down; improve the structures; and attractive.

Factor 2 – 'Self-fulfilment' consisted of four variables which focused on user or visitor access to the building and their experience. It relates to residents' feedback upon visiting the building and their views on alteration of the building structure. This factor accounted for 15% of total variance explained.

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Factor 3 was labelled 'Benefits Gained' by the visitors who toured the building and it is associated with the macro-societal benefits gained through adaptive reuse. This factor comprised five items and accounted for 14% of total variance explained.

Factor 4 –'I do want to pay CFTM / Fullerton Hotel services in order to visit this heritage building' was a single item factor that was named - 'Commodification' which was concerned with the commodification of heritage. It was kept in the factor structure based on the findings of the in-depth interviews conducted prior the survey, where a number of interviewees, both residents and tourists expressed views on the expensive entry fee or costly consumption involved in both staying at or visiting either of the two hotels. Several tourist interviewees also expressed that the transformation in the hotel formed a barrier to visit the place. These sentiments echoed the recent findings of T. C. Chang & Teo (2009) that an adaptive hotel or hotel building is not for all people. Tourism activities have been long identified as an agent of commodification. Commodification is also regarded as a key factor in authenticity (Halewood & Hannam, 2001). The single item factor may also be justified by the fact that only two items were asked on commodification in the questionnaire.

Factor 5 - 'Protection' was another single item factor, namely: 'The limiting of access to the building can protect the building'. This factor was kept based on the findings of the in-depth interviews with residents. Some residents expressed that the management should not allow too many visitors to visit the hotel, otherwise the building may be damaged. Though this factor shared a similar meaning with factor 1

– Conservation, that is, safeguarding the building, these two factors were differentiated in terms of the accessibility.

5.3.1.2 Tourists' Perspective - Underlying Dimensions of Adaptive Reuse

Principal components analysis (PCA) with varimax rotation was used and the results are presented in Table 12.

With the perception scores, the value of the Bartlett's test of sphericity of the 22 variables was 3366.03 and it was statistically significant level at the 0.001 level. In this case, the KMO measures yielded 0.93, which is regarded as marvelous according to the criteria developed by Kaiser (1974). Since the KMO value was above 0.9, it was indicated that the variables were interrelated and they shared common factors.

The decision to include a variable in a factor was based on factor loadings of 0.4 or above (Hair et al., 2006) together with an Eigen-value greater than 1 to retain a factor. Out of the 22 variables, four variables were deleted. As a result, four factors emerged from the factor analysis including one single-item factor, the inclusion of which will be discussed later on. Factor loadings of all relevant variables in the varimax rotated factors ranged from 0.46 to 0.95 with an Eigen-value greater than one and 70.7% total variance was explained.

Table 12 Results of Factor Analysis of Tourists toward Adaptive Reuse

Attributes	Conservation	Benefits	Self-fulfilment	Commodification	Communality
Factor – 1 Conservation					
The changes of CFTM / Fullerton Building as a hotel makes the building more functional	0.85				0.81
The changes of CFTM / Fullerton Building as a hotel enables people to use and/or reside in the building	0.82				0.80
The changes of CFTM / Fullerton Building as a hotel makes use of existing resources	0.81				0.76
The changes of CFTM / Fullerton Building as a hotel brings the usability of the building up-to-date	0.80				0.75
The changes of CFTM / Fullerton Building as a hotel saves the building from being pulled down	0.75				0.69
The changes of CFTM / Fullerton Building as a hotel provides a new life for the building	0.69				0.64
Factor 2 – Benefits					
The changes of CFTM / Fullerton Building as a hotel provides me an opportunity to learn about the local heritage		0.87			0.82
The changes of CFTM / Fullerton Building as a hotel enables us to use a historical building		0.78			0.77
The changes of CFTM /Fullerton Building as a hotel provides extra benefits to learn and/or understand the local culture when compared to a purpose-built hotel		0.68			0.68
The changes of CFTM / Fullerton Building as a hotel enables more people to visit and/or experience the place		0.67			0.73
The changes of CFTM / Fullerton Building as a hotel makes my visit unique		0.66			0.64
The changes of CFTM / Fullerton Building as a hotel improves the building structure		0.58			0.62
The changes of CFTM / Fullerton Building as a hotel enables us to see or experience history		0.52			0.80
Factor 3 - Self-fulfilment					
I do not mind paying for a room night, tour fee, or dinner to see and experience the heritage building [#]			0.77		0.73
I do not mind that several structures of the building have been changed			0.65		0.50
I feel privileged to have private access to this heritage building which has been converted to a hotel			0.65		0.66
The limiting of access to the building can protect the building			0.59		0.54
The hotel operations provide a convenient way to show me the history of this building and/or its original ownership			0.46		0.62

Con't

Attributes	Conservation	Benefits	Self-fulfilment	Commodification	Communality
<u>Factor 4 - Commodification</u>					
I do want to pay CFTM / Fullerton Hotel services in order to visit this heritage building[#]				0.95	0.91
KMO					0.93
Eigen Value	5.22	4.33	2.73	1.14	
Variance (%)	27.47	22.81	14.39	6.01	
Cumulative variance (%)	27.47	50.28	64.67	70.68	
Number of items	6	7	5	1	
Cronbach's alpha	0.93	0.92	0.80		

Note: KMO =0.93; Barlett's Test of Sphericity = 3366.03 at *df* = 171 with a significance level of 0.000. Principal component method with Varimax Rotation: Loadings ≥ 0.4; 7- point scale was used with 1= *strongly disagree* and 7= *strongly agree*

Reliability analysis was performed to examine the internal consistency of the items within each factor and to filter out any inconsistent variable items. The Cronbach's alpha ranged from 0.80 to 0.93, which is well above the lower limit values of 0.7 (Hair et al., 2006). No items were deleted based on the reliability analysis.

As shown in Table 12, four factors emerged. Factor 1- Conservation, included six items pertaining to a set of conservation items and accounted for the largest proportion of explained variance of 27.5%. The Eigen value was 5.22 and reliability coefficient was 0.93. The conservation factors focused on the conservation aspects of adaptive reuse: makes the building more functional; enable people to use and/or reside in the building; makes use of existing resources; brings the usability of the building up-to-date; saves the building from being pulled down; and provide a new life for the building.

The second factor, Benefits, consisted seven items regarding the societal benefits from the adaptive reuse projects (Eigen value of 4.33 with 22.8% of variance explained). The Cronbach's alpha for reliability is 0.92.

The third factor, self-fulfilment, is associated with the experience of the user and visitor access to the building. It contained five items including: convenient way to show the history; do not mind to pay a room night to see and experience the heritage building; do not mind structures of building changed; and limiting accessibility could protect the building. The Eigen value was 2.73 with 14.8% explained variance. The reliability test was 0.80.

The last factor, commodification, was a single item factor containing the item "I do want to pay CFTM / Fullerton Hotel services in order to visit this heritage building". The justification for retaining this single item factor was similar to the reasoning given in the factor analysis of residents' perspectives, i.e. based on in-depth interview and theory.

5.3.1.3 The Two Cases

Independent T-Tests were undertaken in order to evaluate if there are any significant mean score differences exist between the Georgetown and Singapore residents and tourists on the adaptive reuse items, respectively.

5.3.1.3.1 Resident's Perspective on Adaptive Reuse

Table 13 presented the mean score difference between Georgetown and Singapore residents on adaptive reuse.

Table 13 Mean Score Differences between Georgetown and Singapore Residents on Adaptive Reuse

	Georgetown		Singapore			Mean
			Residents			
	Mean	S.D.	Mean	S.D.	*t*-value	Diff[l]
Conservation	**5.19**	**1.14**	**5.68**	**0.99**	***-3.53***	**-0.49**
The changes of CFTM / Fullerton Building as a hotel provides a new life for the building	5.25	1.54	5.79	1.41	-2.78**	-0.55
The changes of CFTM / Fullerton Building as a hotel makes use of existing resources	5.17	1.49	5.75	1.09	-3.38**	-0.58
The changes of CFTM / Fullerton Building as a hotel makes the building more functional	5.15	1.62	5.67	1.25	-2.74**	-0.52
The changes of CFTM / Fullerton Building as a hotel brings the usability of the building up-to-date	5.28	1.39	5.75	1.31	-2.71**	-0.48
The changes of CFTM / Fullerton Building as a hotel enables people to use and/or reside in the building	4.95	1.44	5.68	1.15	-4.26**	-0.73
The changes of CFTM / Fullerton Building as a hotel saves the building from being pulled down	5.52	1.82	5.70	1.48	-0.83	-0.18
The changes of CFTM / Fullerton Building as a hotel improves the building structure	5.08	1.69	5.31	1.37	-1.13	-0.23
The building was attractive and/or appealing	5.29	1.26	5.82	1.11	-3.43**	-0.53
Self-fulfilment	**4.59**	**1.18**	**4.87**	**1.10**	**-1.85**	**-0.28**
Staying in or visiting this renovated building enhances my experience	4.78	1.49	5.03	1.34	-1.31	-0.24
I feel privileged to have private access to this heritage building which has been converted to a hotel	4.76	1.37	4.97	1.24	-1.21	-0.21
The hotel operations provide a convenient way to show me the history of this building and/or its original ownership	5.04	1.58	4.81	1.27	1.23	0.23
I do not mind that several structures of the building have been changed	3.81	1.73	4.68	1.55	-4.03**	-0.86
Benefits	**5.24**	**1.18**	**5.22**	**1.14**	**0.11**	**0.02**
The changes of CFTM /Fullerton Building as a hotel provides extra benefits to learn and/or understand the local culture when compared to a purpose-built hotel	5.25	1.52	5.11	1.35	0.72	0.14
The changes of CFTM / Fullerton Building as a hotel enables us to use a historical building	5.72	1.30	5.43	1.35	1.67	0.29
The changes of CFTM / Fullerton Building as a hotel provides me an opportunity to learn about the local heritage	5.62	1.42	5.19	1.32	2.38*	0.43
The changes of CFTM / Fullerton Building as a hotel enhances my visit/stay	4.39	1.54	4.84	1.67	-2.15*	-0.56
The changes of CFTM / Fullerton Building as a hotel enables more people to visit and/or experience the place	5.36	1.66	5.62	1.34	-1.33	-0.26

Continue

<u>Commodification</u>

I do want to pay CFTM / Fullerton Hotel services in order to visit this heritage building	3.96	1.58	3.62	1.65	1.60	0.34

<u>Protection</u>

The limiting of access to the building can protect the building	4.97	1.47	4.49	1.39	2.58**	0.48

*p<0.05; **p<0.01.
[1] Mean Difference between Georgetown Resident and Singapore Resident

5.3.1.3.2 Georgetown Residents' Case

For Georgetown residents, the item, adaptive reuse could enable them to use a historical building achieved the highest mean score rating (5.7) and adaptive reuse hotel provides them an opportunity to learn about the local heritage scored 5.6. These two items belong to the Benefits factor given by the adaptive reuse project. The 'Benefits Gained' factor was perceived the most important factor (5.2) when comparing the composite mean of other factors. The Georgetown residents were conservative in terms of changes and rated the statement 'I do not mind that several structures of the building have been changed' as slightly negative (3.8), which means that they do not prefer to change the structure of the building. The mean score of all items ranged from 3.8 to 5.8.

5.3.1.3.3 Singapore Residents' Case

Singapore residents gave a higher rating to the items compared to their Georgetown's counterparts. There is a significant difference in mean scores between Georgetown and Singapore residents on a number of items. Differences were found in 'Conservation' and 'Protection' factors. The mean score of all items ranged from 4.4 to 5.8. The most important factor was 'conservation'. The composite mean of 'conservation' was 5.7. By considering individual items of the 23 adaptive reuse items, it was found that 'building was attractive/ appealing' (5.8) and 'provides a new life for the building' (5.8) were perceived as important items. The lowest ranking item is the 'commodification' (3.6). Though this is the scored the lowest among the items, the Singaporean respondents still perceived it as neutral.

5.3.1.3.4 Comparison of Georgetown and Singapore Residents

Singapore residents generally rated the items higher than the Georgetown residents on adaptive reuse. Significant differences were only found in the conservation factor, where the Singaporeans tend to agree more on the conservation benefits when comparing to their Georgetown counterparts (mean difference: -0.49). Out of the 23 items, 9 items had significant mean score differences between the two groups. In those 9 items, Singaporeans rated higher than the Georgetown residents in 8 items. The only significant factor that Georgetown residents perceived more positively was the protection factor.

5.3.1.3.5 Tourists' Perspective

To evaluate if there were any significant mean score difference exist between the Georgetown and Singapore tourists, independent t-tests were employed. The results are shown in Table 14.

Table 14 Mean Score Differences between Georgetown and Singapore Tourists on Adaptive Reuse

	Tourists					
	Georgetown		Singapore			Mean
	Mean	S.D.	Mean	S.D.	t-value	Diff[1]
Conservation	**5.54**	**10.3**	**5.52**	**1.26**	**0.11**	**0.02**
The changes of CFTM / Fullerton Building as a hotel makes the building more functional	5.51	1.27	5.34	1.42	1.00	0.17
The changes of CFTM / Fullerton Building as a hotel enables people to use and/or reside in the building	5.53	1.24	5.43	1.38	0.56	0.09
The changes of CFTM / Fullerton Building as a hotel makes use of existing resources	5.52	1.26	5.42	1.39	0.61	0.10
The changes of CFTM / Fullerton Building as a hotel brings the usability of the building up-to-date	5.39	1.26	5.49	1.38	-0.61	-0.10
The changes of CFTM / Fullerton Building as a hotel saves the building from being pulled down	5.79	1.23	5.86	1.50	-0.38	-0.07
The changes of CFTM / Fullerton Building as a hotel provides a new life for the building	5.50	1.33	5.59	1.36	-0.57	-0.10

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	Tourists					
	Georgetown		Singapore			Mean
	Mean	S.D.	Mean	S.D.	*t*-value	Diff[1]
Benefits	**5.44**	**1.05**	**5.00**	**1.31**	**2.89****	**0.43**
The changes of CFTM / Fullerton Building as a hotel enables us to see or experience history	5.78	1.15	5.30	1.48	2.83**	0.48
The changes of CFTM / Fullerton Building as a hotel provides me an opportunity to learn about the local heritage	5.39	1.47	4.87	1.54	2.75**	0.52
The changes of CFTM / Fullerton Building as a hotel enables us to use a historical building	5.65	1.20	5.04	1.40	3.74**	0.61
The changes of CFTM /Fullerton Building as a hotel provides extra benefits to learn and/or understand the local culture when compared to a purpose-built hotel	5.49	1.22	4.98	1.52	2.88**	0.50
The changes of CFTM / Fullerton Building as a hotel enables more people to visit and/or experience the place	5.66	1.28	5.06	1.54	3.39**	0.60
The changes of CFTM / Fullerton Building as a hotel makes my visit unique	5.18	1.61	4.82	1.84	1.67	0.36
The changes of CFTM / Fullerton Building as a hotel improves the building structure	4.93	1.48	4.97	1.56	-0.18	-0.03
Self-fulfilment	**5.06**	**1.00**	**4.69**	**1.16**	**2.67****	**0.36**
I do not mind paying for a room night, tour fee, or dinner to see and experience the heritage building	5.22	1.45	4.42	1.69	4.07**	0.81
I do not mind that several structures of the building have been changed	4.46	1.53	4.71	1.55	-1.28	-0.25
I feel privileged to have private access to this heritage building which has been converted to a hotel	5.35	1.34	5.08	1.29	1.58	0.26
The hotel operations provide a convenient way to show me the history of this building and/or its original ownership	4.98	1.37	4.65	1.39	1.90	0.33
The limiting of access to the building can protect the building	5.30	1.22	4.63	1.58	3.76**	0.67
Commodification						
I do want to pay CFTM / Fullerton Hotel services in order to visit this heritage building	4.72	1.66	3.61	1.63	5.32**	1.11

*p<0.05; **p<0.01.
[1] Mean Difference between Georgetown and Singapore Tourists

5.3.1.3.6 Georgetown Tourists' Case

The tourists who visited Georgetown generally rated positively the adaptive reuse items. The mean score ranges from 4.5 to 5.8. 'Save the building from pulling down' (5.8) and 'enables us to see / experience history' (5.8) scored the highest ratings among tourists. The lowest scored item was 'I do not mind that several structures of the building have been changed' (4.5) which means that tourists do not mind the structures changed of heritage building.

5.3.1.3.7 Singapore Tourists' Case

Similar to the Georgetown tourists, the Singapore tourists also perceived that save the building from pulling down is the most important in adaptive reuse (5.9) and the least important item is the 'paying for a room night' (3.6). This reveals that the Singapore tourists were more opposed to the idea of charging fee/room night to visit a heritage building.

5.3.1.3.8 Comparing Georgetown and Singapore Tourists

The Singapore tourists and Georgetown tourists have significant differences in most of the items (5 out of 7 were significant differences)of the Benefits Gained factor. In general, the Georgetown tourists gave a more positive rating to adaptive reuse compared to Singapore tourists. 'Conservation' was perceived as the most important aspect of transformation which achieved the highest score in the composite mean, for Georgetown 5.54 and for Singapore 5.52.

5.4 Authenticity

The descriptive statistics of respondents' perceptions towards authenticity is shown in Table 15. Residents were requested to indicate their level of agreement on 26 statements based upon on a 7-point scale, which ranged from 1= 'strongly disagree' to 7 = 'strongly agree'.

According to Table 15, the majority of respondents gave positive ratings to the attributes. The mean score of all 26 items ranged from 4.4 to 5.4 for Georgetown residents. Georgetown tourist's ratings ranged from 4.1 to 6.0 in the attributes. Singapore tourists rated neutral to strongly agree to these statements (4.0-6.4). Singapore residents rated differently compared to the other three sub-groups, where their ratings ranged from 2.8 to 6.0. Generally the respondents provided positive ratings for the authenticity attributes except that Singapore residents do not agree that 'buildings look old' (2.8) and 'lacks of commercial activity' (3.3) could facilitate them to evaluate the authenticity of the building. It should be noted that while most Georgetown residents, Georgetown tourists, and Singapore tourists gave positive ratings to the statement 'lacks of commercial activity', a large proportion of the respondents also provided neutral or negative responses to this statement. For the Singapore tourists, it is noteworthy that eight out of 26 statements recorded no disagreement on response while 11 statements received less than 10% of responses on disagreement. This showed high support for those statements were important in evaluating authenticity in the minds of Singapore tourists.

Table 15 Attributes of Authenticity

	Georgetown Resident					Georgetown Tourist					Singapore Resident					Singapore Tourist				
	Disagree[1] (%)	Neutral (%)	Agree[2] (%)	Mean	Rank	Disagree[1] (%)	Neutral (%)	Agree[2] (%)	Mean	Rank	Disagree[1] (%)	Neutral (%)	Agree[2] (%)	Mean	Rank	Disagree[1] (%)	Neutral (%)	Agree[2] (%)	Mean	Rank
The building looks old	20.72	34.23	45.05	4.51	24	18.52	18.52	62.96	4.96	20	73.12	12.90	13.98	2.82	26	11.54	9.62	78.85	5.38	8
The appearance of the building is the same or similar to when it was originally built	14.02	32.71	53.27	4.68	21	13.33	23.70	62.96	4.83	23	18.89	27.78	53.33	4.50	20	9.90	35.64	54.46	4.78	21
The building is in its original location	10.91	23.64	65.45	5.26	7	5.19	11.85	82.96	5.81	4	2.17	17.39	80.43	5.64	5	-	27.88	72.12	5.32	11
It has been conserved with original materials	16.04	25.47	58.49	4.89	15	6.72	17.91	75.37	5.31	15	10.99	40.66	48.35	4.65	18	-	20.59	79.41	5.32	10
It is unique	7.00	22.00	71.00	5.39	2	1.49	9.70	88.81	5.98	1	2.22	6.67	91.11	5.72	4	-	5.77	94.23	6.11	2
The site blends its historical features with its surrounding	8.33	34.26	57.41	4.72	20	6.72	15.67	77.61	5.47	12	5.56	7.78	86.67	5.52	7	7.69	18.27	74.04	5.51	6
Someone says it is authentic, therefore, it is	11.21	40.19	48.60	4.50	25	23.88	28.36	47.76	4.52	25	19.10	42.70	38.20	4.34	21	16.00	28.00	56.00	4.69	24
It is what I expect	2.78	37.04	60.19	4.89	14	7.58	25.00	67.42	5.17	16	2.20	32.97	64.84	5.02	14	9.18	31.63	59.18	4.83	20
The guide book said it is authentic	12.38	31.43	56.19	4.76	19	2.33	38.76	58.91	5.01	18	3.45	55.17	41.38	4.71	17	3.92	37.25	58.82	4.89	18
It is located in an appropriate setting and/or surrounding area	12.50	26.92	60.58	4.88	16	11.19	25.37	63.43	4.97	19	2.22	10.00	87.78	5.54	6	-	12.63	87.37	5.86	4
It feels I am stepping back to the past	11.32	16.98	71.70	4.98	12	6.67	13.33	80.00	5.39	13	12.22	30.00	57.78	4.84	16	19.61	20.59	59.80	4.70	23
This site lacks commercial activity	11.21	38.32	50.47	4.62	22	31.34	29.10	39.55	4.12	26	60.00	20.00	20.00	3.32	25	40.20	20.59	39.22	4.03	26

Continue

	Georgetown Resident					Georgetown Tourist					Singapore Resident					Singapore Tourist				
	Disagree[1] (%)	Neutral (%)	Agree[2] (%)	Mean	Rank	Disagree[1] (%)	Neutral (%)	Agree[2] (%)	Mean	Rank	Disagree[1] (%)	Neutral (%)	Agree[2] (%)	Mean	Rank	Disagree[1] (%)	Neutral (%)	Agree[2] (%)	Mean	Rank
The site provides insights into an earlier historical period	5.83	29.13	65.05	5.04	9	2.24	14.93	82.84	5.57	8	5.56	21.11	73.33	5.23	9	7.84	25.49	66.67	4.89	17
It connects me with human history	15.09	16.04	68.87	5.01	11	3.73	12.69	83.58	5.57	7	10.00	30.00	60.00	4.88	15	4.90	30.39	64.71	5.01	16
It portrays the past	14.42	20.19	65.38	5.01	10	3.70	13.33	82.96	5.63	5	7.78	26.67	65.56	5.11	12	7.84	7.84	84.31	5.29	12
It keeps the original intent of the building's purpose	5.00	20.00	75.00	5.40	<u>1</u>	9.70	20.90	69.40	5.11	17	28.89	41.11	30.00	4.04	23	22.55	14.71	62.75	4.73	22
It retains the traditional/ colonial style or look	3.81	22.86	73.33	5.35	5	3.73	13.43	82.84	5.62	6	2.22	11.11	86.67	5.81	<u>2</u>	-	4.90	95.10	6.04	<u>3</u>
It is genuine	13.21	18.87	67.92	4.97	13	4.44	11.85	83.70	5.53	10	6.67	18.89	74.44	5.37	8	8.82	15.69	75.49	5.36	9
It has high significance and/ or value	5.77	18.27	75.96	5.38	4	1.48	10.37	88.15	5.83	<u>3</u>	2.25	14.61	83.15	5.73	<u>3</u>	-	11.76	88.24	5.83	5
It is beautiful	14.56	11.65	73.79	5.39	<u>3</u>	4.48	8.21	87.31	5.93	<u>2</u>	2.30	6.90	90.80	5.97	<u>1</u>	-	2.94	97.06	6.40	<u>1</u>
In my personal opinion, it is true to the original	8.65	19.23	72.12	5.17	8	2.96	18.52	78.52	5.49	11	5.56	25.56	68.89	5.21	10	4.90	24.51	70.59	5.25	13
It keeps the 'spirit' of the place	4.81	22.12	73.08	5.33	6	3.70	16.30	80.00	5.55	9	3.33	34.44	62.22	5.10	13	5.00	24.00	71.00	5.14	15
It does not change the usage	25.47	30.19	44.34	4.35	26	18.18	34.09	47.73	4.55	24	41.11	37.78	21.11	3.57	24	23.00	32.00	45.00	4.41	25
It does not involve too much change	15.38	31.73	52.88	4.58	23	12.03	26.32	61.65	4.83	22	25.56	36.67	37.78	4.20	22	13.54	38.54	47.92	4.84	19
I can't find a similar building or structure	19.05	23.81	57.14	4.81	18	14.18	29.85	55.97	4.84	21	23.33	24.44	52.22	4.54	19	6.00	22.00	72.00	5.19	14
It retains the existing structure	16.19	21.90	61.90	4.85	17	3.76	24.81	71.43	5.38	14	5.56	28.89	65.56	5.19	11	-	22.92	77.08	5.50	7

'Keep the original intent of the building's purpose' (5.4); 'unique' (5.4); and 'beautiful' (5.4) achieved the highest ranking among the Georgetown's residents. Georgetown tourists agree with their hosts that 'unique' (6.0) and 'beautiful' (5.9) were important in evaluating authenticity. However, tourist respondents were more concerned with the high significance value of the building (5.8) instead of the 'original intent of the building's purpose' (5.1, ranked 17). Singapore tourist's ratings were quite similar to the Georgetown tourists. They agreed that 'beautiful' (6.4), 'unique' (6.1) and; 'retains traditional/colonial style' (6.0) were important. Singapore residents stated that 'beautiful' (6.0); retains traditional/colonial style (5.8) and 'high significance value' (5.7) were crucial when they evaluate authenticity.

There are some notable findings that Singapore tourists gave a relatively high ranking to several statements, i.e. 'The building look old' (Mean: 5.38; Rank: 8); 'it retains the existing structure' (Mean: 5.50; Rank: 7). However, a relatively low level of agreement was attained from the other subgroups. The Singapore tourists gave a low ranking to the statement 'the site provides insights into an earlier historical period' (Mean: 4.89; Rank: 17) however, the Georgetown tourist gave a mid-range ranking. Georgetown residents gave a high ranking to 'the original intent of the building purpose' (Mean: 5.40: Rank: 1) and Georgetown tourists gave a relatively high ranking to the attribute 'it portrays the past' (Mean: 5.63: Rank: 5), however the latter did not receive agreement from the other subgroups (i.e. Georgetown residents, Singapore residents and Singapore tourists). The Singapore case was quite consistent with rating whether 'the site blends its historical features with is surrounding' and 'it is located in an appropriate setting and/or surrounding area' and high scores are

achieved. However, these two statements did not score highly in the Georgetown case. Instead, in the Georgetown case authenticity tends to be perceived through 'keeping the spirit of the place' but, it appears that 'spirit of place' is not highly important in perceiving authenticity in Singapore.

5.4.1 Underlying Dimensions of Perceived Authenticity

The second part of Objective two of this study was to identify the underlying dimensions of residents and tourists in perceiving authenticity. The scale comprised 26 variables.

5.4.1.1 Residents' Perspective - Underlying Dimension of Perceived Authenticity

To understand how residents perceive authenticity, principal components analysis (PCA) with varimax rotation was used and the results are presented in Table 16.

Bartlett's test of sphericity was used to test the hypothesis that the correlation matrix was an identity matrix. With the perception scores, the value of the Bartlett's test of sphericity of 26 variables was 2351.77 and it was statistically significant level at the 0.000 level. KMO measures yielded 0.87, which is regarded as meritorious according to the criteria developed by Kaiser (1974) .

Table 16 Results of Factor Analysis of Resident towards the Authenticity

Attributes	Objective/ constructive Au	Existential Au	Appearance	Original Purpose	Influential	Communality
Objective /constructive authenticity						
It is genuine	0.86					0.85
It retains the traditional/colonial style or look	0.83					0.84
It is beautiful	0.81					0.74
It retains the existing structure	0.80					0.82
It has high significance and/or value	0.71					0.82
It is located in an appropriate setting and/or surrounding area	0.66					0.64
In my personal opinion, it is true to the original	0.54					0.71
Existential Authenticity						
It portrays the past		0.86				0.88
It connects me with human history		0.86				0.85
The site provides insights into an earlier historical period		0.81				0.75
It feels I am stepping back to the past		0.70				0.69
Appearance						
The appearance of the building is the same or similar to when it was originally built			0.74			0.66
It is unique			0.71			0.68
The site blends its historical features with its surrounding			0.69			0.69
It has been conserved with original materials			0.65			0.69
Original Purpose						
It keeps the 'spirit' of the place				0.81		0.80
It keeps the original intent of the building's purpose				0.76		0.66
Influential						
Someone says it is authentic, therefore, it is					0.78	0.69
It does not change the usage					0.72	0.74
KMO						0.87
Eigen Value	4.70	3.26	2.61	2.03	1.61	
Variance (%)	24.73	17.17	13.72	10.66	8.45	
Cumulative variance (%)	24.73	41.90	55.62	66.28	74.72	
Number of items	7	4	4	2	2	
Cronbach's alpha	0.93	0.91	0.81	0.67	0.56	

Note: KMO =0.87; Barlett's Test of Sphericity = 2351.77 at *df* = 171 with a significance level of 0.000. Principal component method with Varimax Rotation: Loadings ≥ 0.4; 7- point scale was used with 1= *strongly disagree* and 7= *strongly agree*

The decision to include a variable in a factor was based on factor loadings of 0.4 or above (Hair et al., 2006) together with an Eigen-value greater than 1 to retain a factor. Out of the 26 variables, seven variables were deleted. As a result, five factors emerged from the factor analysis. Factors loadings of all relevant variables in the varimax rotated factors ranged from 0.54 to 0.86 with 74.7% of total variance explained.

Reliability analysis was performed to examine the internal consistency of the items within each factor and to filter out any inconsistent variable items. The Cronbach's alpha ranged from 0.56 to 0.93. No items were deleted based on the reliability analysis.

Factor 1 – "Objective/constructive authenticity", included seven items pertaining to a set of attributes related to the objective measurement or values of the object in order to justify the authenticity (Eigen value: 4.70; variation explained: 24.73%). The objective aspect included whether it is genuine; retains the traditional /colonial style; retains the existing structure; is an appropriate setting; and true to the original. The value aspect of this factor included beautiful, high significance /value.

The second factor – "existential authenticity" – had four items associated with the feeling and imagination towards the past (Eigen value: 3.26; variance explained: 17.17%). This factor indicated that authenticity was judged by whether it could portray the past; connect the respondents with human history; provide insights into an earlier historical period; and feels that one is stepping back to the past.

The third factor - "appearance" - contained four items with an Eigen value of 2.61 and explained variance of 13.7%. This factor related to the appearance of the building and its environment. It can be regarded as part of the objective authenticity which focuses on appearance attributes to determine authenticity.

The fourth factor named 'original purpose' - related to the original purpose of the building and if this purpose was kept or not. This factor contained two items with Eigen value of 2.03 and explained 10.66% of variance. Similar to factor 3 - appearance, factor 4 – original purpose, can be regarded as part of the objective authenticity, but which focuses on the intent or purpose of building.

The last factor was named – "influential". It is associated with whether the authenticity was judged by the influence of others and the usage changes (Eigen value: 1.6; variance explained: 8.5%).

5.4.1.2   Tourists' Perspective - Underlying Dimension of Perceived Authenticity

To understand how residents perceive authenticity, principal components analysis (PCA) with varimax rotation was used and the result is presented in Table 17

Bartlett's test of sphericity was used to test the hypothesis that the correlation matrix was an identity matrix. With the perception scores, the value of the Bartlett's test of sphericity of 26 variables was 2750.36 and it was statistically significant level at the 0.000 level. KMO measures yielded 0.88, which is regarded as meritorious according to the criteria developed by Kaiser (1974) .

Table 17 Results of Factor Analysis of Tourists towards Authenticity

Attributes	Existential Au	Value/ Unique	Objective Au	Influential	Structure	External Comparison	Communality
Existential Authenticity							
It feels I am stepping back to the past	0.84						0.77
The site provides insights into an earlier historical period	0.79						0.75
It connects me with human history	0.79						0.79
It portrays the past	0.76						0.77
It keeps the 'spirit' of the place	0.75						0.70
In my personal opinion, it is true to the original	0.64						0.69
It is what I expect	0.51						0.51
Value/Unique							
It is beautiful		0.84					0.79
It retains the traditional/colonial style or look		0.72					0.74
It has high significance and/or value		0.72					0.72
It is unique		0.67					0.62
Objective Authenticity							
The building is in its original location			0.71				0.73
It has been conserved with original materials			0.71				0.67
The appearance of the building is the same or similar to when it was originally built			0.64				0.73
Influential							
Someone says it is authentic, therefore, it is				0.81			0.75
The guide book said it is authentic				0.75			0.70
This site lacks commercial activity				0.62			0.65
Structure							
I can't find a similar building or structure					0.83		0.77
It retains the existing structure					0.72		0.77
External/Comparison							
The building looks old						0.77	0.65
The site blends its historical features with its surrounding						0.65	0.62
It is located in an appropriate setting and/or surrounding area						0.41	0.57
KMO							0.88
Eigen Value	4.63	3.42	2.06	2.02	1.81	1.54	
Variance (%)	21.03	15.53	9.37	9.20	8.23	7.02	
Cumulative variance (%)	21.03	36.56	45.93	55.12	63.36	70.38	
Number of items	7	4	3	3	2	3	
Cronbach's alpha	0.91	0.88	0.72	0.69	0.74	0.55	

Out of the 26 variables, seven variables were deleted and six factors emerged from the factor analysis. Factors loadings of all relevant variables in the varimax rotated factors ranged from 0.41 to 0.84 with 70.4% total variance explained.

Reliability analysis was performed to examine the internal consistency of the items within each factor and to filter out any inconsistent variable items. The Cronbach's alpha ranged from 0.55 to 0.91. No items were deleted based on the reliability analysis.

Factor 1, "existential authenticity" with seven items, was perceived as the most important factor which accounted for 21.0% of variance explained with an Eigen value of 4.63. This factor consisted of the attributes of feeling and connection to the past. The highest loadings items included: feel one is stepping back to the past; provide insights into earlier historical period; connect the respondent to the human history; and portray the past to the respondents.

Factor 2, "value/unique", contained four items which covered the value aspects of authenticity (high significance/ beautiful) and uniqueness and appearance of the buildings (unique/retains the colonial/traditional style). This factor was perceived as the second most important factor to evaluate the authenticity of a building, with an Eigen value 3.42 and 15.53% variance explained.

Factor 3, "objective authenticity", related to a set of attributes which could be objectively measured. It contained three items including: the original location; conserved with original materials; and the appearance is the same or similar to when

it was first built. (Eigen value: 2.06; variance explained 9.37%)

The fourth factor was the "influence" factor. It referred to whether one's authenticity judgment is influenced by others. The Eigen value was similar to the third factor, i.e. 2.02, and the variance explained was 9.20%.

The fifth factor was a two items factor which was solely concerned with the structure of the buildings, named as "structure". The items were whether 1) the respondent could find a similar building or structure and 2) the building retained the existing structure (Eigen value: 1.81 and variance explained: 8.23%).

The last factor, "external comparison", had three items with Eigen value of 1.54 and variance explained of 7.02%. The three items were related to the external environment and compared the building with the surrounds. The items were: it is old; the site blends its historical feature with its surrounding and; located in an appropriate setting and /or surrounding area.

5.4.1.3 The Two Cases

5.4.1.3.1 Residents Perspective on Authenticity

Independent T-Tests were conducted in order to evaluate if there any significant mean score differences exist between the Georgetown and Singapore residents and tourists on authenticity. The results are shown in Table 18.

Table 18 Comparison between Singapore and Georgetown Residents - T-Test Results on Authenticity

	Georgetown		Singapore			Mean
	Mean	S.D.	Mean	S.D.	t-value	Diff[1]
Objective/Constructive Authenticity	**5.16**	**1.18**	**5.54**	**1.05**	**-2.35***	**-0.38**
It is genuine	4.97	1.63	5.37	1.37	-1.82	-0.39
It retains the traditional/colonial style or look	5.35	1.25	5.81	1.18	-2.62**	-0.46
It is beautiful	5.39	1.47	5.97	1.06	-3.13**	-0.58
It retains the existing structure	4.85	1.70	5.19	1.34	-1.54	-0.34
It has high significance and/or value	5.38	1.29	5.73	1.16	-2.00*	-0.36
It is located in an appropriate setting and/or surrounding area	4.88	1.24	5.54	0.98	-4.19**	-0.67
In my personal opinion, it is true to the original	5.17	1.27	5.21	1.37	-0.20	-0.04
Existential Authenticity	**5.02**	**1.23**	**5.02**	**1.19**	**0.025**	**0.01**
It portrays the past	5.01	1.52	5.11	1.31	-0.49	-0.10
It connects me with human history	5.01	1.48	4.88	1.34	0.65	0.13
The site provides insights into an earlier historical period	5.04	1.34	5.23	1.19	-1.06	-0.19
It feels I am stepping back to the past	4.98	1.39	4.84	1.40	0.68	0.14
Appearance	**4.89**	**0.97**	**5.09**	**1.04**	**-1.41**	**-0.20**
The appearance of the building is the same or similar to when it was originally built	4.68	1.23	4.50	1.38	0.98	0.18
It is unique	5.39	1.21	5.72	0.99	-2.08*	-0.33
The site blends its historical features with its surrounding	4.72	1.23	5.52	1.17	-4.66**	-0.80
It has been conserved with original materials	4.89	1.47	4.65	1.27	1.21	0.24
Original Purpose	**5.33**	**1.18**	**4.57**	**1.14**	**4.54****	**0.76**
It keeps the 'spirit' of the place	5.33	1.27	5.10	1.26	1.24	0.23
It keeps the original intent of the building's purpose	5.40	1.28	4.04	1.49	6.74**	1.36
Influential	**4.43**	**1.16**	**3.95**	**1.23**	**2.87****	**0.48**
Someone says it is authentic, therefore, it is	4.50	1.01	4.34	1.44	0.87	0.16
It does not change the usage	4.35	1.68	3.57	1.48	3.43**	0.78

*p<0.05.
**p<0.01.
[1] Mean Difference between residents of Georgetown and Singapore

5.4.1.3.2 Georgetown Residents' Case

Georgetown residents generally gave positive ratings to the authenticity attributes. To them, original purpose of the building (5.3) was the highest ranking attribute in evaluating the authenticity. Unique (5.4), beautiful (5.4) and high significance value (5.4) were important attributes in perceived authenticity. It is interesting that the residents are less concerned about the usage of the building (4.4), and that usage will not change their idea of authenticity.

5.4.1.3.3 Singapore Residents' Case

Singapore residents also rated the authenticity attributes positively except for the influential factor. The composite mean for the influential factor was 3.95, which indicates very weak disagreement that one's authenticity judgment will be influenced by others. The Singapore residents perceived authenticity mainly based on whether the building was beautiful (5.97) and traditional / colonial style (5.81).

5.4.1.3.4 Comparing the Georgetown Residents and Singapore Residents

Singapore tourists generally rate higher ratings than Georgetown residents to objective/constructive authenticity and appearance (mean differences: -0.38). In the original purpose and influential factor, whereas Georgetown residents rated original purpose and influential factor significantly higher than the Singapore residents (mean differences were 0.76 and 0.48 respectively). Significant differences were found in the objective/constructive factor, appearance factor, original purpose factor and; influential factors. For individual items, significance differences were found in genuine, traditional/colonial style; beautiful; high significance value; appropriate setting; unique; blends with the historical features. For the above items, the

Singapore residents scored significantly higher than Georgetown residents. Significant differences were also found for the individual items 'original intent' and 'does not change the usage', but here the Georgetown residents scored higher than the Singapore residents.

5.4.1.3.5 Tourists' Perceptions of Authenticity

Table 19 presented the mean score difference between the Georgetown tourists and Singapore tourists towards the perception on authenticity.

5.4.1.3.6 Georgetown Tourists' Case

Referring to Table 19, Georgetown tourists rated very positively towards the attributes on authenticity. 'Beautiful' and 'unique' characteristics of the building seems to dominate their perceptions on authenticity (5.93 and 5.98 respectively). According to the composite mean, value/unique was the most important factor when perceiving authenticity (5.84). The composite mean of other factors scored 4.54 to 5.48. It should be noted that those scores was considerably lower than the score of value/unique factor (5.84). The lowest scored item were commercial activities which achieved slightly positive (4.12).

5.4.1.3.7 Singapore Tourists' Case

Singapore tourists responded in a similar fashion to the Georgetown tourists. The highest ranked item was the 'value/unique' factor (6.1) with the item 'beautiful' achieving. The composite mean of the other factors ranged from 4.6 to 5.6. The second highest ranked factor was 'external comparison' (5.6). Again, commercial activities received the lowest mean score (4.0) which means, commercialization play a neutral role in determining authenticity.

Table 19 Comparison between Georgetown and Singapore Tourists - T-Test Results on Authenticity

	Tourists					
	Georgetown		Singapore			Mean
	Mean	S.D.	Mean	S.D.	*t*-value	Diff[1]
Existential Au	5.48	0.87	5.02	1.07	3.66**	0.46
It feels I am stepping back to the past	5.39	1.18	4.70	1.53	3.77**	0.69
The site provides insights into an earlier historical period	5.57	1.05	4.89	1.39	4.24**	0.68
It connects me with human history	5.57	1.05	5.01	1.19	3.86**	0.56
It portrays the past	5.63	1.07	5.29	1.16	2.31*	0.34
It keeps the 'spirit' of the place	5.55	1.18	5.14	1.21	2.59**	0.41
In my personal opinion, it is true to the original	5.49	1.08	5.25	1.32	1.50	0.23
It is what I expect	5.17	1.20	4.83	1.21	2.12*	0.34
Value/Unique	5.84	0.93	6.09	0.73	2.40*	-0.26
It is beautiful	5.93	1.14	6.40	0.76	3.79**	-0.47
It retains the traditional/colonial style or look	5.62	1.08	6.04	0.87	-3.31**	-0.42
It has high significance and/or value	5.83	1.01	5.83	0.97	-0.03	0.00
It is unique	5.98	1.04	6.11	0.91	-1.00	-0.13
Objective Au	5.32	0.93	5.14	0.92	1.49	0.18
The building is in its original location	5.81	1.24	5.32	1.04	3.30**	0.50
It has been conserved with original materials	5.31	1.15	5.32	0.92	-0.13	-0.02
The appearance of the building is the same or similar to when it was originally built	4.83	1.21	4.78	1.31	0.29	0.05
Influential	4.54	1.04	4.56	1.39	-0.13	-0.02
Someone says it is authentic, therefore, it is	4.52	1.54	4.69	1.64	-0.80	-0.17
The guide book said it is authentic	5.01	1.10	4.89	1.27	0.74	0.12
This site lacks commercial activity	4.12	1.58	4.03	1.97	0.38	0.09
Structure	5.10	1.14	5.34	1.16	-1.57	-0.24
I can't find a similar building or structure	4.84	1.38	5.19	1.40	-1.89	-0.35
It retains the existing structure	5.38	1.19	5.50	1.11	-0.80	-0.12
External/Comparison	5.13	0.96	5.56	0.92	3.49**	-0.43
The building looks old	4.96	1.57	5.38	1.25	-2.30*	-0.42
The site blends its historical features with its surrounding	5.47	1.24	5.51	1.37	-0.23	-0.04
It is located in an appropriate setting and/or surrounding area	4.97	1.24	5.86	1.03	5.74**	-0.89

*p<0.05.; **p<0.01.
[1] Mean Difference between tourists from Georgetown and Singapore

5.4.1.3.8 Comparing the Georgetown Tourists and Singapore Tourists

Significant differences were found in three out of six factors. It was found that Georgetown tourists perceived existential authenticity to be more important than the Singapore tourists (mean difference: 0.46, significant at 0.01 level). However, for the other two factors, significant differences were found in that Singaporean tourists perceived the value/unique and external comparison as more important than Georgetown tourists when evaluating authenticity (-0.26 and -0.43 respectively).

5.5 Relationships between Perceived Authenticity and Tourist Experience

To achieve Objective 3, which was to examine the relationship between perceived authenticity and tourists experience, multiple regression analysis was conducted to find out the importance of the six perceived authenticity factors in influencing the respondents' experiences. Four dependent variables were used to represent the tourists' experiences i.e. whether the experience was positive or negative; whether the visit was authentic; whether the visit was memorable; and the satisfaction. Four multiple regressions using the stepwise method were employed based on the factors as independent variables. Both regression equations were determined to be significant at the 0.05 (p-value) levels. The results of the multiple regression analyses are shown in Table 20. The VIF, Tolerance and Condition Index are presented in Appendix XI.

Table 20 Regression Model of Authenticity Factors towards Experience –Tourists

Models	Experience		Authenticity		Memorable		Satisfaction	
	Beta	*t*-value	Beta	*t*-value	Beta	*t*-value	Beta	*t*-value
Constant	88.18		79.08		66.88		82.32	
Factor 1 - Existential Authenticity	0.29**	5.48	0.41**	7.63	0.34**	6.13	0.29**	5.27
Factor 2 - Value / Unique	0.44**	8.31	0.37**	6.68	0.34**	6.16	0.37**	6.64
Factor 3 - Objective Authenticity	0.25**	4.63	0.23**	4.15	0.24**	4.39	0.18**	3.30
Factor 4 - Influential	-0.01	-0.17	0.11*	2.02	0.08	1.45	0.10	1.74
Factor 5 - Structure	0.29**	5.44	0.25**	4.70	0.28**	5.09	0.31**	5.54
Factor 6 - External / comparison	0.18**	3.32	0.02	0.33	0.11*	2.05	0.16**	2.93
R^2	0.41		0.39		0.36		0.36	
Adjusted R^2	0.40		0.38		0.34		0.34	
F value	24.56		22.43		19.26		19.13	
p value	0.01**		0.01**		0.01**		0.01**	
Durbin-Watson	1.64		1.63		1.51		1.69	
Sample size	262		262		262		262	

*$p<0.05$.
**$p<0.01$.

Regression analysis identified five factors of perceived authenticity that are statistically significant predictors of experience, memorable trip and satisfaction ($p<0.01$). The five factors which significantly predict the experience were, according to their Beta value, value/unique ($\beta= 0.44$); existential authenticity ($\beta= 0.29$); structure ($\beta= 0.29$); objective authenticity ($\beta= 0.25$); and external comparison ($\beta= 0.18$). The model showed an R^2 of 0.40, suggesting that about 40% of the variation in experience was explained by the regression model

These five factors could also predict the satisfaction of the visitors in the same order as experience. The R^2 was 0.34 suggesting that these five factors could explain 34% of the variation of satisfaction.

To predict whether the perceived authenticity factor could impact the memory of the trip, these five factors were also significant in predicting the memory of the trip but in a different order in accordance with their Beta values. Existential authenticity was the best predictor of memory of the trip, followed by value/unique and structure. Objective authenticity and external comparison seem to play less important roles in predicting a memorable trip. The R^2 was the same as for satisfaction, i.e. 0.34.

We next examine whether the perceived authenticity factors could influence the overall authenticity of the visit. It is interesting that the external comparison did not influence the overall authenticity. However, the influential factor could affect the overall authenticity ($\beta= 0.11$). The best predictor for authenticity was existential authenticity ($\beta= 0.41$), value/unique ($\beta= 0.37$); structure ($\beta= 0.25$); and objective authenticity ($\beta= 0.23$). The R^2 was 0.38 suggesting that these five factors could

explain 38% of the variation of overall authenticity.

To summarize, existential authenticity, value/unique, objective authenticity and structure were statistically significant predictors of the overall experience, authenticity, memory of trip and satisfaction.

5.6 *Promoting Cultural Tourism through Revitalization of Heritage Buildings*

Objective 4 was concerned whether the revitalization of heritage promoted cultural tourism by examining the experience of cultural seeking tourists and non-cultural seeking tourists who have visited or stayed at a revitalized heritage hotel building. In the methodology, we adopted McKercher's (2002) classification to distinguish the cultural seeking tourists and non-cultural seeking tourists. Table 21 shows the descriptive statistics of the classification of the respondents. Due to the limited responses from the incidental and serendipitous cultural tourists in Georgetown and serendipitous and purposeful cultural tourists in Singapore, the classifications of cultural tourists were condensed and narrowed to a new 3-typologies of cultural tourists based on the centrality of decision making to visit the site (See Table 22).

Table 21 Types of Cultural Tourists According to McKercher's (2002) Classification

	Georgetown (%)	Singapore (%)
Incidental Cultural Tourist	7.8	21.4
Serendipitous Cultural Tourist	8.5	6.1
Casual Cultural Tourist	17.6	25.5
Sightseeing Cultural Tourist	50.7	39.8
Purposeful Cultural Tourist	15.5	7.1

Table 22 Condensed and Narrowed Typologies of Cultural Tourists (Adapted from McKercher's (2002) classification)

	Georgetown		Singapore	
	(n)	(%)	(n)	(%)
Incidental / Serendipitous Cultural Tourists	22	16.20	21	27.55
Casual Cultural Tourists	23	17.61	20	25.51
Sightseeing / Purposeful Cultural Tourists	85	66.20	39	46.94

In the new classification, the majority of the tourists were sightseeing/ purposeful cultural tourists (66% in Georgetown and 47% in Singapore). Incidental /serendipitous cultural tourists shared a similar percentage with casual cultural tourists in Georgetown (16% and 18%, respectively) and Singapore (28% and 26%, respectively).

To find out whether there were any significant differences between the three types of tourists (Incidental / Serendipitous; Casual; sightseeing / purposeful), one-way ANOVA was employed. The dependent variables included four attitudinal statements to show their attitude towards the adaptive reuse project; three future intention statements to determine if they would find out more information about the local

culture in the future and re-visit; six statements about the experience; and four overall evaluation statements which cover whether the respondent's experience is positive, memorable experience, satisfaction and authenticity. Due to the unequal sample size of the three sub-groups in both the Georgetown and Singapore cases, Hockberg's GT2 post hoc test was recommended (Field, 2005) and employed. Though an appropriate post-hoc test was selected to acknowledge the unequal sample size of the sub groups, we should note that the unequal sample size may validate the assumption of ANOVA. Thus, it is a limitation for this part of the results. To find out whether the adaptive reuse building could promote cultural tourism, we present the analysis by examining if it could promote cultural tourism by staying at the hotel i.e. in-house guests vs. non-in-house guests in Section 5.6.3.

5.6.1 Georgetown's case

Table 23 summarizes the results for the attitudinal, future intention and experience variables. Significant differences were found across the types of cultural tourists with regard to whether the conversion of historic building to a hotel was a good decision and the overall authenticity. There was a statistically significant difference between the Incidental/Serendipitous tourists and Casual tourists in regard to promoting cultural tourism by examining their future intention i.e. revisit the place and find out more information about the local culture. Incidental/Serendipitous tourists were also significantly different from the Casual tourists when they evaluate their experience with the hotel. The Incidental/Serendipitous tourists gave a higher level of agreement towards their experience when compared to Casual tourists. When evaluating the overall experience and memorable trip, the Sightseeing /Purposeful tourists significantly rated higher than the Casual group. Furthermore, the Sightseeing

/Purposeful group had a significantly higher tendency to find more information about the local heritage when compared to the Casual group.

Table 23 Results of One-Way ANOVA on Experience in CFTM - Georgetown

	Types of Cultural Tourists				
	Incidental/ Serendipitous (n=22)	Casual (n=23)	Sightseeing / Purposeful (n=85)	F-value	Sig.
Attitudinal					
The conversion of historic building to a hotel was a good decision	5.18	4.70	5.48	2.98	0.05*
I support to change this historic building into a hotel	4.82	4.39	5.09	2.04	0.14
Through the hotel, I learnt about the local culture	5.18	4.59	5.05	1.12	0.33
My stay <u>or</u> visit in a renovated building such as CFTM provided value for money	5.55	4.77	5.26	2.24	0.11
Future Intention					
I would like to find out more information about the culture and/or heritage of the local area	5.59b	4.78a	5.60 b	6.06	0.00**
I would like to visit this place again	5.64a	4.57b	5.23a/b	3.12	0.05*
I would recommend my friends & relatives to visit CFTM	5.91	5.61	5.82	0.43	0.65
Experience					
Not Fun – Fun	6.05b	4.83a	5.42a/b	6.18	0.00**
Tense – Relaxed	6.14b	5.04a	5.57a/b	3.40	0.04*
Unpleasant – Pleasant	6.36b	5.09a	5.67a/b	5.62	0.01**
Uninteresting – Interesting	6.26b	5.09a	5.80a/b	3.81	0.03*
Non-Challenging – Challenging	5.41b	4.17a	4.27a	5.09	0.01**
Inauthentic – Authentic	6.09b	5.13a	5.51a/b	3.30	0.04*
Overall Evaluation					
In general, my experience with the CFTM/Fullerton Hotel was positive/negative	7.95a/b	7.04a	8.21b	4.87	0.01**
Overall, my visit/stay to CFTM was a memorable one	7.23a/b	7.00a	8.22b	6.82	0.00**
Overall, I am satisfied with my visit to/stay in the CFTM	7.83	7.26	8.07	1.89	0.16
Overall, I feel the CFTM is authentic	7.32	7.13	7.99	3.28	0.04*

*$p<0.05$; **$p<0.01$.
Note: a and b indicate the source of significant differences (b>a).

5.6.2 Singapore's Case

Table 24 presents the results for the Singapore case. Significant differences were found across the three groups of tourists on whether the conversion project to a hotel was a good decision and whether they learnt about the local culture through the visit. The Incidental / Serendipitous group provided higher ratings on whether they would recommend friends and relatives to visit the heritage hotel; and also provided more interesting and challenging comments when evaluating the experience compared with the Sightseeing/Purposeful group. It is interesting that when the tourists considered the trip as memorable, the Casual tourists rated significantly higher than the Sightseeing / Purposeful tourists

Table 24 Results of one-way ANOVA on Experience in The Fullerton Hotel – Singapore

	Types of Cultural Tourists			F-value	Sig.
	Incidental/ Serendipitous (n=21)	Casual (n=20)	Sightseeing / Purposeful (n=39)		
Attitudinal					
The conversion of historic building to a hotel was a good decision	5.76	5.30	5.62	3.28	0.04*
I support to change this historic building into a hotel	6.24	5.15	5.64	0.68	0.51
Through the hotel, I learnt about the local culture	5.52	4.50	4.97	6.24	0.00**
My stay or visit in a renovated building such as Fullerton Hotel provided value for money	5.29	5.55	4.97	1.84	0.17
Future Intention					
I would like to find out more information about the culture and/or heritage of the local area	5.81	5.70	5.77	0.07	0.93
I would like to visit this place again	6.00	6.00	5.90	0.11	0.90
I would recommend my friends & relatives to visit Fullerton Hotel	6.29b	6.15a/b	5.41a	4.81	0.01**
Experience					
Not Fun – Fun	5.06	5.50	5.28	0.61	0.55
Tense – Relaxed	5.94	5.78	5.31	0.38	0.26
Unpleasant – Pleasant	6.00	6.00	5.33	2.10	0.13
Uninteresting – Interesting	6.31b	6.11a/b	5.36a	5.84	0.01**
Non-Challenging – Challenging	5.19b	4.39a/b	3.72a	4.25	0.02*
Inauthentic – Authentic	5.75	5.61	5.36	0.67	0.52
Overall Evaluation					
In general, my experience with the CFTM was positive/ negative	8.37	7.89	7.18	3.35	0.04*
Overall, my visit/stay to Fullerton Hotel was a memorable one	7.42a/b	8.00b	6.44a	3.96	0.02*
Overall, I am satisfied with my visit to/stay in the Fullerton Hotel	8.05	7.50	7.26	1.20	0.31
Overall, I feel the Fullerton Hotel is authentic	7.68	7.56	6.74	2.18	0.12

*$p<0.05$.
**$p<0.01$.
Note: a and b indicate the source of significant differences (b>a).

5.6.3 The Difference between In-house Guests and Non-in-house Guests on Attitudes towards Adaptive Reuse Hotel on Attitudes towards Adaptive Reuse Hotel

To find out if there were any differences on promoting cultural tourism between the in-house guests and non- in-house guests on attitudes towards adaptive reuse hotel, independent t-tests were employed and the results are displayed in Table 25.

In the case of Georgetown, the non-in-house guests gave a higher rating towards the attitudinal and future intention statements compared to the in-house guests. This means that they are more supportive of the conversion of historical building to a hotel and they perceived that they learned about the local culture through visiting the building. They were more likely to seek more information about the local culture, recommend the place to others, and re-visit the place. Significant differences were found in all attitudinal statements; repeat visit; word of mouth; and interesting statements which non-in-house guests rated higher than the in-house guests.

In Singapore, non-in-house guests, in general, gave lower ratings compared to in-house guests except in the category of attitudinal statements. The in-house guests rated their experience, future intention and overall assessment more favourably than the walk- in guest. Significant differences were found in the experience (except fun and challenging); satisfaction; support of the transformation to a hotel; good decision of transformation; word of mouth; and recommendation to friends and relatives.

Table 25 Cultural Seeking Tourist and Non-Cultural Seeking Tourist Attitudes towards Adaptive Reuse Hotel (Stay or Non-Stay)

	Georgetown Tourist			Singapore Tourist		
	Non-in-house Guest (Mean)	In-House Guest (Mean)	t-value	Non-in-house Guest (Mean)	In-House Guest (Mean)	t-value
Attitudinal Statement						
The conversion of historic building to a hotel was a good decision	5.90	5.06	2.99*	6.00	5.72	2.33*
I support to change this historic building into a hotel	5.90	4.57	5.37*	6.10	5.52	2.97*
Through the hotel, I learnt about the local culture	5.57	4.77	2.76*	5.23	4.87	1.40
My stay <u>or</u> visit in a renovated building such as CFTM/ Fullerton Hotel provided value for money	5.63	5.06	2.24*	5.32	5.05	1.35
Future Intention						
I would like to find out more information about the culture and/or heritage of the local area	5.55	5.39	0.76	4.90	5.86	3.58*
I would like to visit this place again	5.65	4.99	2.12*	5.86	6.00	1.85
I would recommend my friends & relatives to visit CFTM/ Fullerton Hotel	6.20	5.65	2.37*	5.19	6.00	2.64*
Experience						
Not Fun – Fun	5.69	5.23	1.84	5.11	5.40	1.06
Tense – Relaxed	5.83	5.39	1.48	5.04	5.40	2.37*
Unpleasant – Pleasant	5.77	5.58	0.66	4.58	5.93	3.18*
Uninteresting – Interesting	6.17	5.55	2.47*	4.73	6.00	3.72*
Non-Challenging – Challenging	4.77	4.17	1.86	3.85	4.29	1.05
Inauthentic – Authentic	5.80	5.36	1.62	5.15	5.73	2.08*
Overall Assessment						
In general, my experience with the CFTM/Fullerton Hotel was positive/negative	8.33	7.89	1.30	7.35	7.72	0.95
Overall, I feel the CFTM/ Fullerton Hotel is authentic	7.93	7.69	0.69	6.85	7.29	1.28
Overall, my visit/stay to CFTM/ Fullerton Hotel was a memorable one	8.57	7.65	2.60*	6.50	7.03	1.01
Overall, I am satisfied with my visit to/stay in the CFTM/ Fullerton Hotel	8.00	7.87	0.31	6.54	7.55	2.05*

*$p<0.05$.

5.7   Chapter Summary

In this chapter, the results of a quantitative survey were shown. In the beginning, we presented the findings of adaptive reuse. Five factors, namely Conservation, Self-fulfilment, benefits gained, commodification and protection were identified by the residents in perceiving adaptive reuse while four factors were discovered when tourists perceive the transformation, they were: conservation, benefits, self-fulfilment and commodification. In the above analysis, single item factors were justified for their inclusion in the analysis. The second part of objective two (to examine how residents and tourists define the authenticity of the built heritage) was answered by the factor analysis of perception towards authenticity. Five factors were drawn from the residents' survey, they were: objective/constructive authenticity; existential authenticity; appearance; original purpose; and influence. For the tourists' perspective on authenticity, existential authenticity, value/unique; objective authenticity; influence; structure and external/comparison were adopted to perceive authenticity. Since we are adopting a case study approach in this study, analyses of the residents and tourists of each location on adaptive reuse and authenticity were also performed and presented.

Study Objective 3 was concerned about the relationship between perceived authenticity and tourists' experiences; the results showed that existential authenticity, value/unique, objective authenticity and structure were statistically significant in impacting on the overall experience, authenticity, memory of trip and satisfaction.

The fourth objective of this study was to evaluate whether revitalization of heritage buildings could promote cultural tourism. We modified McKercher's (2002) model to find out the answer as well as evaluating whether the guests stayed in the heritage building or not. It was found that Incidental/ Serendipitous tourists tend to have more positive opinions towards the visit experience and future intention. Also, the non-in-house guests in Georgetown would like to find out more about or promote the heritage building to their friends. In Singapore, in-house guests tend to be more active promoting the heritage building and seek more information on heritage.

In the next chapter, we will discuss the findings in Chapters four and five.

CHAPTER SIX   DISCUSSION

6.1   Introduction

In Chapter Five, we presented the findings from the questionnaire survey. This chapter will present the discussion drawn from the findings. The discussion addresses the four objectives:

1. Perceptions of adaptive reuse and its underlying dimensions

2. Perceptions of authenticity and its underlying dimensions

3. The influence of authenticity on tourists' experiences

4. Promoting cultural tourism via a transformation project

Following the above flow, a general discussion of the results will be presented and comparisons will be made between the Georgetown and Singapore cases. We end this chapter with a discussion of the reasons which contribute to the similarity or differences of Georgetown and Singapore.

6.2   Perceptions of Adaptive Reuse

In general, we found that the residents and tourists tend to agree with the statements provided. More than half of the 22 items had 70% or more of the respondents' agreement. In fact, the results were quite aligned with recent research done in the USA where high mean scores were recorded in the functions of historic preservation

(Nyaupane & Timothy, 2010). The high level of agreement towards the adaptive reuse statements may be the result of extensive development or the trend of adaptive reuse in the two cities. Georgetown is listed as a world-heritage town and the Cheong Fatt Tze Mansion (CFTM) is located in the buffer zone of the world heritage designated area. In Singapore, the Government has focused on heritage preservation and conservation for more than a decade. This may explain why a high level of agreement among residents was obtained on adaptive reuse. Though the residents and tourists generally gave a high level of agreement on adaptive reuse attributes, from the findings, there are some issues raised which are noteworthy for discussion.

6.2.1   Is Commercialization an Issue?

Two statements related to commercialization were set to find out if the respondents were willing to pay in order to visit the building and experience the heritage. The respondents were willing to pay or consume in order to visit a building, however, they do not want to pay the hotel operator in order to visit the place. Visitors expect to pay in order to visit an attraction such as museum, historical site or monument. However, they seem to be reluctant to pay to a private operator. The Fullerton Hotel was the General Post Office in Singapore, and anyone could visit the place. The adaptive reuse option of being a hotel commercializes the place could indicated reluctance to pay a private owner. The profit making aspect business may upset the respondents and be a possible reason why the respondents do not want to contribute to a commercial business.

6.2.2 Providing New Life or Enable Us to Use a Historical Building?

There were some interesting findings with the Singapore survey where the item "Provides a new life for the building" was rated as the highest ranking attribute (ranked number one for Singapore residents and number three for Singapore tourists) with more than 80% of the respondents expressing agreement (86% for residents and 80% for tourists). However, the Georgetown survey findings showed that this item only ranked as number nine (out of 22 statements) among Georgetown residents and tourists survey with more than half of the Georgetown tourists indicating a neutral response for this attribute. A reverse result was found in another statement where Georgetown residents and tourists ranked the statement - "adaptive reuse could enable them to use a historical building" number one and two, respectively, with more than 80% of respondents expressing agreement. This statement was not as important for the Singapore tourists and residents. Less than two-thirds of Singapore's tourists agreed with this statement.

The results may be understood by comparing the original purpose of the building and its new purpose. The original functions of the CFTM was a residential home for Cheong Fatt Tze and the new function did not change dramatically in a sense that the house still functions as a place for people to stay or providing accommodation. However, the Singapore tourists and residents may be astonished by the dramatic change of the function of The Fullerton Building from a post office to a hotel. The new life placed on the Fullerton Building may be more apparent and obvious.

Georgetown tourists gave a high neutral rating (51%) to the 'new life' statement and may also be affected by the environment of the hotel and their duration of visit. Most of the Georgetown tourist respondents had to join a guided tour in order to visit the house. Given that the hotel only has 16 rooms, and the tour time is scheduled in the afternoon when most of the in-house-guests are out for sightseeing, non-in-house guests may feel the tranquillity and serene atmosphere of the place with the absence of human activities except for the tour itself. This may be the reason why the Georgetown tourists gave a relatively high neutral rating. The interpretation during the tour may also affect how the tours members (tourists) perceive the buildings' "new life". During the tour, the tour guide would explain the history and 'life' of the buildings, and people may see the accommodation operation as a continuation of the life of the building (which was supported by the in-depth interview results). Therefore, the tour members/tourists held different views from the Singapore tourists on whether the adaptive reuse could provide a new life for the building.

6.2.3 Do You Mind if the Structure Changed?

"Change" is a major component in adaptive reuse. Change could involve three aspects: Change of the 1) function/usage; 2) structures (e.g. structures, column and windows); 3) facade (i.e. external appearance). In reality, with the adaptive reuse process, functions may be changed, and it would involve retention of the facade but altering the structure to suit the contemporary usage or fulfil the new building requirements. The reality that adaptive reuse involves change of structure did not gain consensus from the respondents. Just about half of the respondents (only one-third in the case of Georgetown's residents), agreed that they do not mind the

structure having been changed in adaptive reuse. This result indicated that respondents did care about the changes made and they may not expect physical changes inside a historical or heritage building. Georgetown residents case gave a negative rating to this statement which may due to the fact that Georgetown is a World-Heritage Listed town. Any changes made in the area are administered and governed strictly by the Government and monitored by UNESCO. The tight control in the Georgetown neighbourhood may change local residents' perceptions toward adaptive reuse. In addition, change may influence authenticity. "Authentic state" has been asserted as the essential part in heritage (Council of Europe, 1975) and should be protected (ICOMOS, 1999b). This may explain why Georgetown's residents were conservative and sensitive to any change.

6.2.4 Could Adaptive Reuse Hotel Enhance the Visitors' Visit? Or Is It a Privilege to Visit?

Respondents provided a comparatively conservative response as to whether the adaptive reuse hotel could enhance their visit and they felt privileged to visit the transformed hotel. A high percentage (more than 30% for each subgroup) of neutral responses was obtained. The neutral responses may be due to the low level of involvement that the respondents have with the hotel and this may explain why they provide neutral response. Most of the Georgetown resident respondents did not visit the CFTM after transformation. Some of the Singapore's residents may have visited The Fullerton Hotel for dining only. The relatively short time spent in the hotel/ building may affect their opinions as to whether the transformation could enhance their visit. In the in-depth interviews, not only residents but tourists felt that the hotel was not developed for them and so they did not visit the hotel. A 70-year old

Bamboo shop owner who grew up in Georgetown expressed the view that he did not want to visit the CFTM even if it is free of charge. The transformation to a hotel stopped some respondents from visiting the place and that may contribute to the low level of agreement as to whether the hotel could enhance their visit. They could not feel privileged to have access to the hotel as they may not have visited the buildings before.

6.2.5   Is It a Place for Me?

Respondents were asked if they felt this is a place for them. Singapore residents generally do not feel that they do not visit the place because it is not a place for them. Georgetown residents recorded relatively neutral responses. One-third of the Georgetown residents provided a neutral response. This could relate to the concept of barriers to visit mentioned during the in-depth interviews. However, we should note the previous use or the original purpose of the CFTM was a private residence and now, the private residence converted to a hotel with limited accessibility. This may provide understanding as to why neutral responses were attained among the Georgetown residents. As discussed in the in-depth interviews, the Fullerton Building was the Singapore General Post Office and anyone could visit the post office when they needed to handle their mail or postage. The Singaporeans may think that the Fullerton Building was a public building with a certain degree of collective memory. Therefore, they may consider it is a place for the people and society rather than a private hotel.

In conclusion, residents and tourists recognised that transformation was beneficial for the heritage building. However, residents revealed lower levels of agreement

with items concerning accessibility to the site and experience, and this may be due to the fact that the hotel is designed for tourists to stay rather than for local residents to visit. In addition, residents placed less agreement as to whether the building structures could be changed and agreed that changes to the building structure be restricted. Therefore, the findings suggest that residents cannot necessarily enjoy the building and its facilities after transformation since they need to pay for various hotel services when visiting or wishing to experience the heritage building.

6.2.6 Interpretation of Underlying Dimensions of Adaptive Reuse

One of the objectives of this research was to explore the underlying dimensions of perceived adaptive reuse. Based on the results of factor analysis, residents' perceptions of adaptive reuse can best be conceptualized by five factors, namely: 1) Conservation; 2) Self-fulfilment; 3) Benefits; 4) Commodification; and 5) Protection. The tourist perceptions can be described by four factors, namely: 1) Conservation; 2) Benefits; 3) Self-fulfilment; and 4) Commodification.

<u>Conservation</u>

No matter whether from the tourists' or residents' perspectives, 'conservation' was found to be the most important aspect of adaptive reuse. Whether an adaptive reuse project can save or conserve a building was found to be important in the minds of respondents. This finding may have arisen because of the nature of an adaptive reuse building, as only significant buildings are selected for reuse. For a building which is deemed insignificant, it may be preferable to demolish it rather than keep it due to the high costs of renovation.

Self-fulfilments vs. Benefits

Factor 'self-fulfilment', which came up as second important from the resident's perspective and third important from the tourist's perspective, is not related directly to the building, but focused on visitors' accessibility to the site and their experiences. It refers to whether visitors consider they can gain benefits and fulfil their personal wishes by visiting a heritage building. If personal fulfilment can be attained, the resident may not be overly concerned about the changes made with the transformation of the building.

Factor 'benefits' was the third most important dimension for residents and second most important in the mind of tourists. The 'benefits' in this factor refer to an advantage from a societal macro-viewpoint where the benefits are not only ascribed to the visitors' wishes or to the buildings themselves. This factor addresses whether the adaptive reuse project can bring benefits to society. After accomplishing their own goals, residents also care about their heritage if their self-fulfilment can be attained. Interestingly, the tourists thought that the benefit, societal benefits gained, is more important than the 'self-fulfilments', which relate to the achievement of their own goals. It is opposite to the findings from the residents' survey in which residents thought 'self-fulfilment' is more important than the 'benefits'. The phenomenon may be caused by the background of the tourists. In the tourists' survey, most of the respondents were westerners who have been exposed to preservation and conservation for a number of decades. The conservation concept may be rooted in the tourists' minds. Therefore, they may be more concerned about adaptive reuse development as a societal campaign rather than attaining individual goals. The promotion of responsible tourism may also be implanted in the Westerner where

travel or tourism has been developed for a century. They may more focus on supporting local tourism development and minimizing negative impacts on the destination. On the other hand, the locals focus on their rights or fulfil their purposes or wishes which because their rights have been deprived or omitted during the adaptive reuse project. The locals may not have the right to express their ideas in the planning stage of the project; however, and they may suffer from negative socio-cultural or environmental impacts of tourism development once the building is converted into tourism resources. Therefore, in perceiving adaptive reuse, the tourists may be more concerned with the societal benefits while the residents are more concerned with self-fulfilment. The other issue is the connection to the heritage. The residents may not have any connections to the building. To the locals, a building may mean just an architectural structure located in their neighbourhood. It also raises a question of 'whose heritage' which relates to the heritage identity problem (Tunbridge, 1994). In the adaptive reuse development, the locals may be more concerned about their own rights rather than the heritage and buildings. In this research, we divide the respondents, according to where they are resident or not, into two types, i.e. tourists and residents and provide a general picture of how residents perceived adaptive reuse. These findings can contrast with Nyaupane & Timothy's (2010) study which compared the awareness and visitation of the sites by local residents to evaluate the preservation criteria and importance of the features of the sites from a micro point of view.

Education background may also affect how the respondents, no matter tourists or residents, perceive adaptive reuse development. In the tourists' survey, about one-third (32%) of the respondents reported that they received an advanced degree in

their education and more than half (55%) of the respondents claimed that they received a university degree. In total, about ninety percent (87%) of the tourist respondents received some form of university degree education. Compared with the resident respondents, with less than ten percent (9%) and about two-thirds (65%) received an advanced degree and university degree, respectively, the tourist respondents were better educated. It is usual that the tourist who is more interested in culture were more likely to be more educated or with higher income (Silberberg, 1995). This may explain why they are more concerned with societal benefits rather than self-fulfilment.

In summary, reasons for the different response of tourists and residents such as: 1) the connection to heritage; 2) education of respondents; and 3) rights of residents that affect priority and perceived importance of adaptive reuse are just speculative and would require further investigation for validation.

Commodification

The next dimension found in adaptive reuse for both residents and tourists is commodification. The mean score for the commodification factor tended to be neutral at 3.8 based on a 7-point rating scale for residents and 4.2 for tourists. As mentioned in the previous chapter on Data Analysis, we explained the reason why this single item factor is retained. This is due to the strong concerns raised during the in-depth interviews and also previous research which shows that tourism has been identified as a force for conservation (Nasser, 2003). There are two reasons to explain why only one item came up in this factor. The first reason has been identified as a limitation of this research that only two items related to commodification were

included in the survey. The second reason may be caused by the fact that the hotel operation is run by a private profit making company. The Fullerton Hotel has positioned itself an upscale, luxury and prestige image while the CFTM, although not as expensive as the Fullerton Hotel, nevertheless, the room rates are set far higher than the other neighbouring local hotels or international chain hotels.

Though tourism activities have long been identified as an agent, residents and tourists still tolerate that the heritage product is being commodified and commercial activities take place at the site if 1) conservation has been well done; 2) self-goals are attained; and 3) there is benefit to the society. It seems that commercial activities are acceptable under certain circumstances. In fact, heritage is regarded as a catalyst for the attempts in regeneration (M. K. Smith, 2009) when there is nothing else left to sustain the local economies. While we criticize commodification as it may change the meaning of the cultural product (Greenwood, 1989), we should also understand that commodification may save the cultural product from vanishing (Cohen, 1988). The aim of conservation is to save the significant or valuable heritage and cultural product from vanishing, and this is reflected in factor one which concerns conservation. Though the meaning of the heritage building may be changed, the building or cultural product still exists. While the existing tourism literature focuses on the negative impacts of commodification, maybe we need to rethink the merits of commercialisation and how to balance the negative impacts and positive impacts. It may be useful for future research to examine the nature and degree of tolerance of commodification and commercialisation.

For the last factor – 'Protection', which is only found in the residents' survey, this single item factor is quite similar to the 'Conservation' factor. The safeguarding of the heritage building in factor 5 'Protection' is based on or conditioned by limited access. The mean score difference between the Conservation (5.47) and Protection (4.97) factors is 0.5 with respondents indicating a lower level of agreement for the Protection factor. This suggests that residents wish to conserve the building and at the same time they also wish to enjoy access to it.

6.2.7 Georgetown Case vs. Singapore Case

Singapore residents have provided more positive ratings to the statements on adaptive reuse. Out of the ten statements which showed statistically significant differences, Singapore residents rated higher than the Georgetown residents in eight of them. The only two statements that the Georgetown residents rated higher than the Singapore residents were "provides me an opportunity to learn about the local heritage" and "the limiting of access to the building can protect the building". The Cheong Fatt Tze Mansion (CFTM) is the pioneer adaptive reuse project in Georgetown. After the successful case of CFTM, many local heritage building were renovated and operated as boutique hotels. The focus on the heritage building from the business side may increase the awareness of local residents to see their heritage. More importantly, by conserving the heritage building, there may be more chances and the possibility for people to learn about the history. Regarded as a successful case in Georgetown, the Cheong Fatt Tze building itself is well maintained and protected. This may influence how the locals have perceived the protection of the building. In an adaptive reuse project, change must be made for the new uses. Georgetown residents have a more conservative approach while Singapore residents

tend to be more open-minded. Georgetown is a UNESCO world heritage listed town and for such listed places change or renovation is strictly governed and controlled. Inappropriate changes to the facade of a structure or landscape of the town may result in de-listing. This may also be due to the proactive conservation movement in Singapore together with a well-defined government conservation policy on heritage. The Fullerton Hotel is a government initiated project and the original tender of the Fullerton Building clearly stated that the building must be converted into a hotel. This contrasts with the background of CFTM, which was put on the market for sale and purchased by a group of conservationists who bought the house to conserve it. This may explain why Malaysians are more sensitive and conservative toward changes made in an adaptive reuse project.

In the tourist survey, the Georgetown tourist respondents gave a significant higher rating than the Singaporean tourists with 19 items. The high level of support of Georgetown tourists may be explained by two reasons: 1) interpretation availability in the building; and 2) their expectations of visiting. In the Georgetown tourist survey, those who visited or stayed in the hotel were targeted in the survey. The respondents were either those who stayed in the hotel for at least one night or who joined the guided tour for approximately 90 minutes. The hotel in-house guests could join the tour free of charge. During the guided tour, the tour guide tells the story of Cheong Fatt Tze's life. They also elaborated on the basic 'Fung Shui' considerations and elements of the building when it was first built. They also explained the story when the CFTM became run down and how a group of conservationists saved the building. This interpretation may deeply influence the perceptions of adaptive reuse among the respondents. They may be more sentimental or have a greater

appreciation of the adaptive reuse of the buildings. The researcher approached an old British male tourist who had finished the guided tour. However, he refused to complete the survey and he expressed that "I am very sad to hear the story about the building. This is a great building. I am so glad that this beautiful building is saved". In the Singapore tourist survey, there is no guided tour available in the hotel though there is a heritage corner which displays the story of Singapore, the Fullerton Building and its transformation process. However, information is relatively limited and staff do not provide any explanation to the visitors or guests. The heritage corner is located in a far end of the hotel, behind the lobby lounge. It is not easy for a guest to notice and it seems to be camouflaged. The tourists who went in to the hotel may not understand too much about the background of the hotel. It may be just another luxury hotel to most of the tourists. This may contribute to why the Georgetown tourists appreciate more the adaptive reuse. The types of tourists may also influence their perception on an adaptive reuse hotel. Whether seeing heritage is important for the purpose of visit to a place may influence how you view the heritage project. Their purpose of visit may influence whether they have an interest to see the heritage or understand the conservation of a building. The purpose of visit and activities engaged in a trip and how it influences to the support of adaptive reuse will be discussed later (See Section 6.6).

6.3 *Perceptions of Authenticity*

From the results on the perceptions of authenticity, among the 26 attributes, the respondents gave positive responses to most of the attributes of authenticity. The high mean score attributes were consistent among all respondents. The highly ranked

attribute include: 1) beautiful; and 2) uniqueness; as per Table 15 - descriptive statistics.

6.3.1 Authenticity - Beauty

An uncommon attribute - 'beautiful' was highly ranked as an attribute to perceive authenticity. 'Beautiful' was ranked as the number one attribute in perceiving authenticity in the Singapore case. It concurs with the finding of Nyaupane & Timothy (2010) – beauty is a criterion in preservation. Beauty refers to the aesthetic aspects and the aesthetic component is recognised by Littrell et al. (1993). This finding poses a warning for heritage tourism. If people evaluate the authenticity by considering the aesthetic appearance, some important authentic sites or objects may no longer be appreciated by visitors due to their unattractive appearance. The over-concern with the beauty of a place or site could lead to the alteration of the place in order to suit the tastes of the visitor. A dark site, such as a concentration camp or a battlefield may be regarded as inauthentic because its beauty/aesthetics may not be up to the expectation of visitors.

6.3.2 Authenticity - Uniqueness

Residents and tourists believe that the uniqueness of the building contributes to the authenticity. This result was similar to the findings of Littrell et al. (1993) on craft souvenirs. Many research studies have noted the relationship between authenticity and uniqueness. However, none of them have examined the relationship between these two notions. People, when they travel, are looking for uniqueness and something that they could not experience during their normal life (Urry, 2002). Florida (2002, chap. 12) suggested that an authentic place offers a unique and

original experience. It seems that the authenticity could contribute to the uniqueness of a place. Authenticity and uniqueness are equally important (Taylor, 2001). Sharpley (1999) refers to 'unique' in relation to traditional culture and its origin. However, we should note that uniqueness could apply on a non-authentic building or context and not all authentic buildings or places can be unique. In the 1960s and 1970s, a skyscraper was unique, however now skyscrapers are everywhere in different cities. Uniqueness may need to be interpreted as 'rare' (Littrell et al., 1993). However, in this research, respondents believed that uniqueness is much more important than 'rarity' when perceiving authenticity. These two items were generated through in-depth interviews. The questionnaire survey confirmed that uniqueness is more important. One should note that authenticity could contribute to the uniqueness but not vice versa.

6.3.3 Is Physical Setting of the Site <u>or</u> the Spirit of Place More Important?

It is interesting that Singapore tourists gave a comparatively high rating and concern to several attributes. They perceived authenticity by the attributes of old looking of the building; historical features in the surroundings; location in appropriate setting; and retaining of existing structure. The Singapore tourists appear to use an appearance or surrounding environment to judge whether the place is authentic. There are apparent different between the preference of the Georgetown case and Singapore case in terms of perceiving authenticity. The 'spirit of place' is highly perceived as an attribute to evaluate authenticity in the Georgetown case. In the Singapore case, people are more focus on 'historical feature with its surrounding area' and 'location in appropriate setting' in assessing authenticity. Spirit of place

represents the intangible aspects of the building and is based upon items such as architectural style, memory and metaphor, what the place means to people who experience it, cultural diversity and history and people's values' etc. (Garnham, 1985). The Singapore case is more focused on the tangible or visual aspects for the building and what it is surrounded by. The difference between the two cases may be explained by the environment of the two cities. Georgetown is listed as a world heritage site. Most of the old town area is preserved. There are only few high-rise buildings constructed before its designation. A few large houses like CFTM with Chinese architectural style were also found in the area. The world heritage designation may help to educate what is the meaning of authenticity to the locals. Tourists who visited the city also were aware the designation. The surrounding area of the CFTM has not changed much. CFTM is located off the main road. On the same street, there are still a few shophouses remaining. In Singapore, the Fullerton Hotel is surrounded by skyscrapers, it is next to the busiest business district of Singapore, i.e. Raffles Square. Though facing to the sea, however the other three sides of the Fullerton Hotel are enveloped by skyscrapers. The area was developed as an integrated resort, i.e. Marina Bay Sands with three 57-storey skyscrapers situated opposite to the Fullerton Hotel. A similar colonial structure to the Fullerton Hotel could only be found in the Asian Civilisation Museum which is a five minutes walking distance across the river or the Raffles Hotel which is located approximately 15 minutes walking distance from the Fullerton Hotel. When people look at the hotel, they will also look at the background of the building. This may explain why the Singapore respondents would perceive authenticity by their physical structure, location of the building and surrounding area.

6.3.4   Interpretation of Underlying Dimensions of Authenticity

Residents perceived authenticity through five dimensions. They are: 1) objective /constructive authenticity; 2) existential authenticity; 3) appearance; 4) original purpose; 5) influential. The tourists perceive authenticity in a different way. Tourists consider six dimensions to justify authenticity. They are: 1) existential authenticity; 2) value/unique; 3) objective authenticity; 4) influential; 5) structure; and 6) external comparison.

<u>Objective authenticity/ Appearance/ Original Purpose/ Structure/ External Comparison</u>

These dimensions are either tangible or could be determined visually. Residents prioritize the objective aspect to perceive authenticity. Factors 1, 3 and 4 (objective, appearance, and original purpose) of the residents' viewpoint can be decided objectively. It is not difficult to understand that the layman requires references such as the external environment, structures and tangibility of the object for them to justify authenticity. For residents, the most important factor is objective authenticity while the third factor is the appearance. These two factors can be judged visually by the residents rather than requiring further information to precede the judgement. For the tourists, objective authenticity was the third criterion and structure the fifth dimensions to judge authenticity. The tourists were less focused on the objective measurements to justify authenticity.

<u>Existential authenticity</u>

Existential feeling is the second most important dimension of perceived authenticity. This dimension is based on the feeling of the perceiver. The residents referred to

whether they can see the 'past' in the building. However, this aspect was the most important for tourists to perceive the authenticity. The difference in priority among residents and tourists may be based on their knowledge and accessibility that they have to the building. In the survey questionnaire, not every single resident indicated that they had visited the heritage building. Since the residents have not visited the heritage building, it is difficult for them to perceive existential authenticity from the appearance of the building itself. However, in the survey, most of the tourists had indicated that they visited the building, especially for the Georgetown tourists group who either followed a guided tour to visit the Cheong Fatt Tze Mansion or stayed in the CFTM for a night. It is not difficult to understand that existential authenticity is the paramount dimension of perceived authenticity. This aspect has been ignored in other surveys on perceptions of authenticity regarding arts and crafts. This finding could form an interesting argument with Reisinger & Steiner (2006) whether objective authenticity should be abandoned. In their research, they embraced the idea of dropping objective authenticity due to the difficulties in defining objective authenticity. However in this research, we found that the residents, the "owners of heritage", supported the idea that objective aspects are important in determining authenticity. Though the tourists, placed existential authenticity as the most important dimension, we should not neglect the dimension of objective authenticity which is the most important dimensions to residents and a somewhat important dimension to tourists. This also implies that the residents may not view authenticity in the same vein of academic reserchers.

Influential

Influential factor is the last dimension of perceived authenticity from the point of view of residents and fourth dimensions for tourists, which focused on people's evaluation of authenticity based on the opinion of others or appeal to some authority such as the government or the community head. While a lot of papers have focused on authentication and discussing the matter of power imbalance in determining authenticity (Yang & Wall, 2008), authentication seems to be of minor importance to the residents and tourists. When the residents and tourists perceive authenticity, they are not focusing on how other people view it. They perceive authenticity based more on the external physical aspects of the building and their internal feelings about the building. The results are not surprising as residents have lived in the area for a long time. These residents had witnessed the development and the change of the building as well as the city. They do not require other people such as the tour guide or expert to tell them the story of the building.

Value/Unique (for tourists only)

The second condition that the tourists would hold is 'value/unique' which covered by 'beautiful'; 'retains the traditional/colonial style'; 'high significance'; and 'unique'. It is interesting that those four items in this factor received the highest ranking in the descriptive statistical results. The high mean score attained by the individual items shows that the CFTM and Fullerton Hotel performed well in this aspects. However, this is not the most important factor for the tourists to evaluate authenticity. Tourists rank the existential aspects more highly than the 'value/unique' condition after the existential aspect.

As mentioned earlier (in the literature review), not many research studies have attempted to examine perceived authenticity. Few articles were found in arts and crafts (J. Chang et al., 2008; Chhabra, 2005; Littrell et al., 1993; Revilla & Dodd, 2003). Robinson & Clifford (2011) recently published an article on perceived authenticity on foodservice and festival service experience which provided evidence of general festival tourists' satisfaction with perceived authenticity. The findings of this research further reinforce the major findings of Kolar & Zabkar (2010) that objective and existential authenticity co-exist.

6.3.5 The Residents and Tourists

The residents and tourists hold different values or conditions to perceive authenticity. The dimensions are similar; however they are in a different order. The residents' group would mainly consider objective factors however, the tourists' group prefers the existential or value aspects. This may be explained by two reasons. The first is whether the residents had visited or went into the building (i.e. CFTM and Fullerton Hotel) or not. If the respondents did not experience the building before, they may only evaluate the authenticity by the external appearance, i.e. the facade, building design, structures, and looking at the surrounding environment. It would be difficult for the residents to consider existential aspects to perceive authenticity if they had never been in the building. Using existential aspect to evaluate authenticity may be limited by the visit barrier of the hotel adaptive reuse option. The second reason may be related to the demographic background of the tourists such as country of origin, length of residency etc. Most of the tourists are Western. Conservation has long been a concept developed in the western perspective. The conservation movement in the

West started much earlier than in Asia. Conservation becomes part of the daily life of the Westerner. The understanding of conservation may be different from that of the Asian who may have only heard and started learning about conservation relatively recently. Since conservation was first developed in the Western countries, this may also shed light on why the Asian perceives authenticity in a different way from the Westerner. Residents have stayed in a place for long time, however tourists are just like a short-term resident of a place. Their understanding and perceptions towards a country, city or even a building may be different. The longer the duration that one stays in the place may mean the less they require a third party to inform them about what is going on.

6.4   Comparing the Georgetown and Singapore Cases on Authenticity

When comparing the Malaysian and Singaporean, a significant difference was found in the objective aspects in perceiving authenticity. The Singaporeans rated more highly all factors of authenticity except the original purpose of the building and influential factor. The mean difference was 0.76 and 0.48 at p<0.001 level. Malaysians seemed to perceive that if the building purpose can be kept this helps to preserve authenticity. This is partly echoed in the previous discussion that Malaysians are more concerned about "changes" which they regard as unacceptable and should safe-guard the world heritage town listing. In Singapore, the situation is different. Many local neighbourhoods such as Chinatown have been revitalized. Many traditional buildings have been conserved and transformed into hotels (Henderson, 2002). Even some non-heritage building such as old public housing blocks were transformed for a different purpose. The transformation process in

Singapore is seen to be common and therefore the original purpose of the building seems to be less important. .

When comparing the tourists' perspectives, significant differences were found in existential authenticity, value/unique and external comparison. The Georgetown tourists rated items significantly higher than the Singapore tourists. Existential authenticity relates to the tourist's feeling. Most of the Georgetown tourist respondents followed a group tour. During the tour, the tour guide explained the design of the building and told the story of the owner, Cheong Fatt Tze. The tour guide would also cover the life story of Cheong Fat Tze, and would explain the bedroom allocation of his family. The tour guide also covered where the Cheong's family had dinner and where the kitchen was. The active interpretation provided by the tour guide may influence or facilitate the tourists consider the authenticity. The kind of information may assist the visitors to imagine the past and by telling the story, the past could be portrayed. This may be a signal for heritage building operators/owners to consider the interpretation in a place.

The Singapore tourists rated the value/unique and external comparison factors significantly higher than the Georgetown tourists. This may be related to the location of the building, i.e. the city. Singapore is a business city and the Fullerton Hotel is surrounded by skyscrapers. In a similar vein to what we have discussed earlier on, the profound and apparent difference between the modern skyscrapers and colonial style Fullerton Hotel form an interesting contrast and comparison. This formed a unique situation to compare the Fullerton Building and the surrounding area. However, in Georgetown, it is a world heritage town and most of the buildings are

two or three-storeys high old houses in the neighbourhood. The low-rise buildings in the neighbourhood may not form a noticeable contrast for the CFTM. The surroundings of the heritage building not only facilitate the tourists to perceive authenticity and also give hints as to the reason for the tourist's perception of authenticity.

6.5 Relationship between Authenticity and Tourist Experience

Objective 3 of this study was to examine the relationship between perceived authenticity and the tourist's experience. It was found that existential authenticity and value/unique were the most significant independent variables influencing experience, authenticity, memorable trip, and satisfaction. Existential authenticity is regarded as a rare experience (Steiner & Reisinger, 2006). In Jafar's (1987) tourist model, tourism is regarded as to emancipation from the ordinary world. Tourism is regarded as to leave your normal place and life and searching for something different from everyday life (Urry, 2002). Existential authenticity is about feeling and the being of true self (N. Wang, 1999). A rare experience is formed when the existential state is being activated by the visit of the house. One interesting finding was that the influential factor has significant impact in influencing the overall authenticity. The influential factor was not as important as an independent variable in predicting experience, memorable trip, and satisfaction. In tourist experience, the existential factor, value/unique, objective, structure and external comparison factor could contribute to the dimension of experience which has covered affective, cognitive and personal (McIntosh & Prentice, 1999), intimacy/relationships, authenticity and the notion of place (Hayllar & Griffin, 2005).

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In measuring the memorable tourism experience, J. Kim, Ritchie, & McCormick (2010) found that hedonism, novelty, local culture, refreshment, meaningfulness, involvement and knowledge could contribute to a memorable tourism experience. Through this research, we confirmed that the dimension of authenticity had an impact on whether the trip was memorable.

Multiple regression analysis identified five out of the six possible factors in predicting satisfaction. Authenticity has been adopted as a scale development item of satisfaction in previous research (Williams & Soutar, 2009). The authentic experience item was one of the items in the novelty value/dimension. This finding strengthens the contribution of authenticity to tourist satisfaction and indicates that a positive effect was found between the perceived authenticity dimensions and satisfaction.

6.6   Promoting Cultural Tourism

Objective 4 was concerned with whether or not the revitalization of heritage promoted cultural tourism. Two statistical methods were employed to find out the answer. The methods were evaluating through McKercher's classification (ANOVA) and whether the guest stayed in the hotel or not (Independent Sample T-Tests).

6.6.1 McKercher's Classification of Cultural Tourists

It was found that significant differences were mainly found between incidental/serendipitous tourists and casual tourists in Georgetown. Significant differences were found in whether conversion of historic buildings is a good decision,

all experience items, find out more information, intention to revisit and overall experience. Incidental/serendipitous tourists gave a significant higher rating than the casual tourists. To the incidental/serendipitous tourist, where cultural tourism has no importance to their decision to travel to a place, the visit to the heritage building may only be caused by the convenient location. It also implies that this group of tourists may not have searched out any prior information about the culture or the heritage site before they travel. They may be less prepared to visit the heritage building. The CFTM has provided a tour to explain the story of the building. If the tour is good, it will be easier to appreciate the heritage building and obtained a high level of experience as they may not have any expectation prior to their visit. Compared with the incidental/serendipitous tourist, the casual tourist was slightly motivated to travel for leisure reasons. They are more engaged with the sights and they may visit the place with a certain amount of expectation. If the experience did not exceed their expectations, they may exercise a more critical eye in evaluating their experience and overall evaluation.

However, different results were found in the Singapore case. Significant differences were found between incidental/serendipitous tourists and sightseeing/purposeful tourists. The items with significant differences included whether conversion of a historic building is a good decision, learning about the local culture through the hotel, recommending friends and family, uninteresting-interesting and non-challenging–challenging components of experience and overall memorability of the trip. In the above items, incidental/serendipitous tourists rated significant higher than the sightseeing/purposeful tourists. The Singapore case may also be explained by the centrality of cultural tourism. The sightseeing/purposeful tourists may do some

information search prior to their travel, and therefore they may have a certain amount of expectation in their minds and therefore they are more critical in evaluating the experience.

For the Singapore case, the second reason for the low mean score attained by the sightseeing/purposeful tourists may be caused by the availability of interpretation. In the Fullerton Hotel, relatively less information is provided about the past of the Fullerton Building. A heritage gallery is located inside the hotel at one end and out of view. The limited information about the building or the locality provided may not satisfy the cultural seeking.

6.6.2 In-House Guest vs. Non-In-House Guest

In the Georgetown case, the non-in-house guests gave a significant higher rating than the in-house guests in the attitudinal statements and two future intention statements. It may be explained by the expectations of tourists when they visit a place. The CFTM did not run much of a promotional campaign. Reservations could only be made via direct contact with the CFTM either in email, fax or their official website. For those that who would like to stay in the hotel, they need to put in some efforts to contact the hotel in order to make the reservation. In their official website, much information about the building was available. It could suggest that the in-house guest may have to do more information search before they stay in the hotel. Therefore, they may have higher expectations about the hotel. However, the tour visitor or the non-in-house guest may join the tour for convenience reasons. With the tour and interpretation available in the house, the tour visitor may be impressed with the unexpected story and transformation project of the building. Therefore, they gave a

higher rating to their experience.

In the Singapore case, significant differences were found in two attitudinal statements where the non-in-house guests gave a higher rating than the in-house guests. It is interesting that in-house guests rated significantly higher than the non-in-house guests in the future intention, experience and overall satisfaction items. The Fullerton Hotel is a luxury five-star hotel and a popular hotel for business travellers. When the in-house guests make the reservation, they may not know the story of the Fullerton Building. They may be impressed by the building just like the incidental/serendipitous tourists. Their high satisfaction level may also be influenced by the hotel service.

Nyaupane & Timothy (2010) adopted a tourist classification based on tourists awareness on culture heritage as well as the visitation pattern. Our findings echoed their findings that visiting heritage sites by residents and tourists could help create heritage awareness.

6.7   Chapter Summary

In this section we discussed the questionnaire survey findings. Through the findings of this chapter and chapter four, we answered the research objectives. From the survey findings, we raised several questions, such as whether commodification/commercialisation of heritage is an issue; whether adaptive reuse is providing a new life to use a historical building; the level of change that could be made to the structure; and accessibility of the adaptive reuse product. We attempted to answer the

questions based on some facts found during the data collection process. We also discussed the dimension of perception of adaptive reuse. One major finding was that residents and tourists used similar dimensions to perceive adaptive reuse, but in a different order. The residents would focus on conservation and personal benefits, however the tourists would concentrate on the conservation and societal benefits drawn from the adaptive reuse. We attempted to understand the differences between tourists and residents in terms of their background and the prevalent fact of neglecting or depriving the rights of locals in tourism development. We also discussed the commodification factor and justified the single-item factor being retained.

In the second part, we discussed the perception of authenticity. We first started with the discussion of the importance of physical setting and spirit of place. Later on, we discussed the dimensions in perceiving authenticity. The different order of the dimensions was also discussed. One important finding is, again, that residents and tourists perceive authenticity in different ways. The residents are more focused on the objective aspects, however the tourists pay more attention to the existential aspects of authenticity.

In the final part of this chapter, we discussed the relationship between the authenticity factor and tourists experience as well as promoting tourism via a transformation project. Throughout the chapter, we also related the current findings to previous research.

CHAPTER SEVEN   CONCLUSION

7.1   Introduction

This last chapter identifies the contributions of the study, summarizes the findings of the research, and discusses the implications. In the beginning, we summarize the findings of each case. Then, we will discuss the hosts' and guests' perspectives, and other issues arising in this study. We will re-state the research question and objectives of this study and indicate how the research questions were answered.

Finally, we will address the managerial implications of this research. It has been said that authenticity is an integral and holistic element in the development experience (Atwal & Williams, 2011). I trust that the findings and implications of this study shed some light on the problematic and slippery concept of authenticity.

7.2   Georgetown Case

In this research, we found that the Georgetown residents recognised the benefits of adaptive reuse such as providing revenue to cover the maintenance cost of the building. However, they opposed a highly commercially oriented project. In their minds, best practice of adaptive reuse should involve control of accessibility and protection of the building and, reflect the heritage value of the building. The

opposition to the commercial project was triangulated by the results of the residents' questionnaire survey which indicated that the residents were reluctant to consume the services of the site. In terms of authenticity, they recognized the objective, constructive and existential aspects, and embraced the idea of "spirit of place" as the heart of authenticity. The Georgetown tourists also perceived the benefits of adaptive reuse and were more open to changes made to the site and looked for simplicity and did not want it to be 'ostentatious'. The Georgetown tourists did not look for a fully authentic environment and allowed for the comfort and quality of the accommodation to trade off against authenticity. The adaptive reuse of any building aims to conserve heritage, however, the problem of barriers to visit or limited visit access were raised. The residents believed that the management should exercise control over the number of visits, but as a result people may not be able to access the place or the site.

7.3   Singapore Case

The Singapore residents acknowledged the financial benefits provided by adaptive reuse. The tremendous changes made to the building formed a barrier to visit. Singaporeans have their preferred set of best practices to evaluate adaptive reuse. They are open to the idea of change and view it as a natural process. They wish to find the 'past' in the transformed building and this aligns with the concept of existential authenticity. On the other hand, the Singapore tourists focused on the societal benefits of adaptive reuse and they perceived the transformation as upgrading or enhancing the building. Adaptive reuse is originally designed for the sake of conserving local heritage. However, the conversion to a hotel tends to end up

being planned as a tourism attraction project. This phenomenon not only occurred in Georgetown, but also in Singapore.

7.4 Hosts or Guests

It was found that the hosts (Georgetown and Singapore residents) and the guests (Georgetown and Singapore tourists) were similar in some ways. However, they do have differences when perceiving adaptive reuse and authenticity. In the case in Georgetown, it was found that tourists do not necessarily look for or expect a totally authentic environment. However, residents would only allow changes to be made if the spirit of place is not harmed. In the Singapore case, residents considered the best practices of adaptive reuse, however, the tourists focused on how society benefits and tourists enjoy or use the historic place. Though the tourists' focus may not override the residents' concerns, the heart of the problem will be whether the adaptive reuse project will address the residents' concerns or have a tourists' focus. The question is raised whether tourists or residents drive the transformation. This tension may be stronger in Georgetown where the residents seem to be more conservative, but the tourists are more open to change. Furthermore, the residents oppose the commodification of the heritage building. Although the residents and tourists do not think in the same vein, they both tend to agree to 'do-less' in an adaptive reuse project. Heritage is not just developed for tourists. It is also for the residents. Therefore, there should be balance of the residents' concerns and tourists' needs.

7.5   Other Notable Issues

There are several issues raised through this study, which relate to: 1) How tourists choose a place to stay or visit; 2) Serendipitous tourists and authenticity; 3) Degree of tolerance in commodification; 4) Interpretation; and 5) Retaining objective authenticity.

7.5.1   How Do Tourists Choose a Place?

An interesting question that arises is - How do tourists choose a place to visit or stay? What is their motivation? And subsequently - What are their expectations? If tourists visit for cultural motives, they may be aware of the place and may have information on it. However, in the case of the Fullerton Hotel in Singapore, many hotel guests, in fact, are business travellers. They may not select the hotel based on its cultural significance or the heritage of the building. However, they focus more on the services provided and location of the hotel. The question is also asked - What is the tourist concerned about? For tourists who travel to Singapore for holiday purposes, it would be interesting to examine their purpose or motivations for staying at the Fullerton Hotel. For leisure tourists who stay at the Fullerton Hotel - What are their concerns? - Cultural experience? Enjoyment seeking? etc.

For the Georgetown case, the in-house guests of Cheong Fatt Tze Mansion, indicated they need to put considerable effort into finding how to book and stay at the place, as the hotel is not popular and the management only accepts direct booking. When the CFTM guests make a reservation, they exercise a certain level of information search and may come up with certain expectations about it. The two groups of tourists have different purposes or motivations to visit, and this may influence how they perceive

authenticity.

7.5.2 Incidental/Serendipitous Tourists and Authenticity

It was found that the incidental/serendipitous tourists gave a higher rating for their experience and overall evaluation. This may be explained by the concept of 'The Tourist Moment' by Cary (2004). She suggested that the tourist's moment obtained via serendipity (i.e. an unexpected discovery of something valuable that is perceived to be true at the time) is automatically thought to be authentic. She emphasized that serendipity can happen only once. Georgetown and Singapore tourists who have low centrality in cultural tourism may encounter something unexpected and extraordinary in the adaptive reuse hotel in a spontaneous instance of either self-discovery or a feeling of communality. This may also be similar to what Cohen (2007) has named as an 'unframed' experience which is an unplanned or an unexpected sight and event in the tourist's trip. This is regarded as the most authentic which, in turn, may transform into memorable experiences.

7.5.3 Degree of Tolerance in Commodification

The residents expressed that they do not prefer highly commercially oriented adaptive reuse project. From the factors identified in this study, the residents also acknowledge that if the adaptive reuse hotel is focused on conservation; their self-fulfillments be achieved through adaptation. Whether adaptation can bring societal benefits and results in the commodification are also aspects which were identified. It would be interesting to find out how important commodification is and to what extent it would influence the residents' perceptions toward an adaptive reuse hotel. In addition, we should examine if such commodification would influence the perceived

authenticity. In the literature, commodification has been criticized for ruining heritage. However, commodification is also a way to present heritage to non-cultural tourists. If the Fullerton Building was not converted into a hotel, many people, especially tourists will not be aware of its heritage or may not venture into the building at all. Future research could investigate the tolerance levels of commodification of heritage and to examine if there is any relationship between commodification and the visitors' experience of the building; and commodification and perceived authenticity. A second important issue arising is whether commodification poses perceived or psychological barriers. Commodifying the heritage building into a hotel may create financial and psychological barriers which may prevent people visiting. The existential authenticity feeling towards the heritage building may also be forfeited because visitors could not enter or visit the house due to the above mentioned barriers. Therefore, we may need to find out – What is the acceptable level of commodification; and what will not hinder or deter the visitors from visiting and experiencing a heritage place.

7.5.4 Interpretation

This study did not investigate the influence of interpretation on perceived authenticity or on heritage as it was beyond the scope of this study. However, some tourists raised questions about how much information could be provided at the site. A tourist suggested the hotel should provide more information about its heritage. There is an apparent difference between the Georgetown and Singapore cases on interpretation. The compulsory guided tour of the CFTM seems to provide a lot of information on the story of the house to the visitors and this has helped visitors understand the house and facilitate their perceptions of adaptive reuse in a positive

way. The guided tour could be educational and provide learning opportunities for the visitor. However, if the tour is not properly managed, the quality of the interpretation could be in doubt. The tour can help facilitate the tourist to imagine the past. How tourists understand the heritage will be affected by the quality of the tour. On the other hand, the guide's interpretation may provide a biased presentation of the value of heritage and also potentially limit the tourist's understanding of what life was like in the old days. We suggest that future research could focus on how the interpretation influences perceptions of adaptive reuse and what kind of interpretative practices would enhance the visitor experience.

7.5.5 Retaining Objective Authenticity

Reisinger & Steiner (2006) have suggested abandoning objective authenticity because of its fluid nature and a lack of consensus on definition. However the study findings refute their idea. Tourists, who are the central subject for tourism research, are aware of and do care about authenticity. Since tourists and residents are still aware of authenticity, we should not eliminate this concept as has been suggested by Reisinger & Steiner (2006).

7.6 Responding to the Research Question and Objectives

In Chapter One, we raised several questions and identified gaps in the existing literature. In this section we will answer the questions and respond to the objectives of this study.

The research question of this study is -

What is the perceived authenticity of transformed heritage among residents and tourists? And what is the relationship, if any, between perceived authenticity and the visitor's experience with the adaptive reuse of resources?

We will respond to the research question through the answering of the study objectives. Before we provide the answers to the objectives, we would like to answer the fundamental question which underlies the authenticity debate, i.e. whether tourists search for authenticity or not?.

7.6.1 Do the Tourists Search for Authenticity? Do They Like It?

Tourists do seek authenticity. However, they do not expect a totally authentic environment in an adaptive reuse building. They only look for some nice degree of authenticity in a heritage house and their reference for total authenticity would be a museum. Although they only look for a nice degree of authenticity, we also found that they are aware or do care about the three different aspects of authenticity. Tourists look at a place in terms of objective and tangible indicators (i.e. objective authenticity), referencing to the environment to say it is authentic (i.e. constructive authenticity), and also using their feelings of imagination to re-live the old days of the building (i.e. existential authenticity). In the academic literature, the mainstream discussion has focused on whether tourists seek authenticity or accept inauthenticity. The research findings have provided a new insight into how tourists view authenticity in terms of its various degrees in contrast to having an absolutely clear

cut measure of authenticity and inauthenticity. In this sense, authenticity is neither black nor white. Determining an acceptable or optimal level of authenticity was not our study's objective, but the findings have indicated that this needs further investigation. Tourists have admitted that if the site is not totally authentic, they still enjoy their visit and are happy with what they experience in a adaptive reuse heritage building. Tourists enjoy the place and this level of authenticity, in fact, contributes to their overall experience. Moreover, they recognize and do not deny the presence of the inauthentic parts in the hotel (i.e. hot water, air conditioning, and restrooms), and they accept the changes made may diminish its authenticity. One interesting point is that if the place is totally authentic, just like what the Georgetown tourists have mentioned, and CFTM is not equipped with hot water, air conditioning and washrooms, would a totally authentic restored hotel without these modern conveniences enhance the tourist's experience? In Section 2.4.2, we discussed the assumption made by Boorstin (1971) and MacCannell (1973) that "tourism inevitably creates inauthentic experience and tourists accept it without questioning". While this research does not attempt to directly provide support for or against this assertion, it provides some insight that cultural tourists do not look for a totality of authenticity. They accept imperfect authenticity under a trade-off (with comfort). However, what constitutes the totality of authenticity would require future investigation.

7.6.2 Objective 1: To Examine How Tourists and Residents Perceive Adaptation and Authenticity Regarding Revitalized Heritage Resources

In the beginning of this chapter, we provided a summary of the Georgetown and Singapore cases as well as highlighting the different responses between hosts and guests. We found that the tourists and residents perceived adaptive reuse in the

following ways. For residents, they perceived authenticity in terms of: 1) Conservation; 2) Self-fulfilment; 3) Benefits; 4) Commodification; and 5) Protection. For tourists, their perceptions can be described by four factors, namely: 1) Conservation; 2) Benefits; 3) Self-fulfilment; and 4) Commodification.

For authenticity, residents and tourists perceived it in a slightly different manner. For residents, authenticity is viewed in terms of: 1) objective /constructive authenticity; 2) existential authenticity; 3) appearance; 4) original purpose; and 5) influence. Tourists held six dimensions of authenticity, namely: 1) existential authenticity; 2) value/unique; 3) objective authenticity; 4) influence; 5) structure; and 6) external comparison.

The discussion of these underlying dimensions in perceiving adaptive reuse and authenticity was discussed previously in Sections 6.2.6 and 6.3.4, respectively.

7.6.3 Objective 2: To Examine How Residents and Tourists Define the Authenticity of the Built Heritage

The answer for this objective varied. Residents and tourists defined authenticity not only in terms of the tangible aspects of the site, but they also considered the intangible aspects. In some cases, residents and tourists would not regard any adaptive reuse hotel as authentic due to the fact that its function and usage has been changed. In an extreme case, some tourists would only look for authenticity in a museum, which implies that authenticity is only found in a traditional, conservative and formal setting. Although this study does not provide a unified or definitive definition of authenticity, it sheds light on the definition of authenticity as comprising both tangible and intangible dimensions.

7.6.4 Objective 3: To Examine the Nature of the Relationship, If Any, Between Perceived Authenticity and the Tourist Experience When Visiting Revitalized Heritage Buildings/Resources

Based on the multiple regression analysis in identifying the relative importance of independent factors (i.e. existential authenticity, value/unique, objective authenticity, influence, structure and external comparison), we verified that the perceived dimensions of authenticity have different levels of positive effects on one's experience. Existential authenticity and value/unique factor have the greatest effects on experience, memorable trip, and satisfaction. These findings support the idea that authenticity is important and contributes to tourists' experiences. It also highlights the importance of taking authenticity into consideration when studying cultural tourists' experiences.

7.6.5 Objective 4: To Evaluate Whether Revitalization of Heritage Buildings Promotes Cultural Tourism by Examining the Experiences Of: A) Culture-Seeking Tourists; and B) Non-Culture Seeking Tourists, Who Have Visited Or Stayed at A Revitalized Heritage Hotel Building

It was found that incidental/serendipitous groups are more likely to be transformed into cultural tourists as a result of their visit and experiences. In Georgetown, the sightseeing/purposeful tourists were more supportive of the adaptive reuse project. However, the Georgetown incidental/ serendipitous tourists are more likely to be transformed into cultural tourists as a result of their visit and experiences. In Singapore, we found that the incidental/serendipitous groups were more supportive of the adaptive reuse of heritage buildings and this group of tourists have a higher intention to become cultural tourists. The adaptive reuse hotel could promote cultural

tourism to those who are less culture-focused and influence their future intention to understand the culture of a place.

We also examined whether staying in an adaptive reuse hotel would promote cultural tourism. It was found that non-in-house hotel guests gave a high rating for their future intention to find out more information about the culture and heritage of the building and community; visit the place again; and recommend the place to friends and relatives. Visiting the hotel was found to influence future intentions to be a cultural tourist.

7.7 Management Implications

This research study has provided some insights for government, policy makers, and urban planners on future adaptive reuse programs. These include:

1) Focusing on conservation

2) Considering the benefits to residents, tourists, and society

3) Finding the right adaptive reuse option / non-commercial focus

4) Accessibility control through a management plan

5) Keeping tangible items and hence maintaining objective authenticity

6) Allowing and facilitating imagination to the past (i.e. existential authenticity) through innovative product

7) Connecting the building to people

8) Paying attention to the serendipitous cultural tourists market

In the adaptive reuse aspect, we found that both residents and tourists were focused on conservation. After conceiving adaptive reuse as conservation, residents would focus on whether personal benefits could be achieved. However, tourists prefer to see that societal benefits are obtained through adaptive reuse. Many heritage revitalization projects have been positioned or framed and justified on tourism ground. The use of heritage buildings for tourism or commercial purposes sometimes seems to ignore the opinions or concerns of the local community. Local residents' support is crucial for a tourism project and neglect of local opinions may adversely ffect the success of the project. When tourism planners, government, or urban planners initiate an adaptive reuse project, they must incorporate residents' opinions on whether a heritage building should be preserved or conserved, and how the community can enjoy on-going use of the building

From this research study, we found that residents have a tendency to oppose the commercial focus of an adaptive reuse project. However, some still recognise that a business operation can bring in revenue to maintain the building. In future adaptive reuse, the developer may firstly consider an appropriate adaptive reuse option, i.e. what will be the end product after renovation. It may also consider minimizing the operation or making the financial driven part of the business 'low-key'. If they need to promote the site, they may focus on the conservation rather than the income-driven component such as catering, accommodation and/or souvenir shop. If an adaptive reuse project is solely focus for tourism purposes, it may not necessary to focus or highlight the 'tourism' component in their publicity.

Having a management plan is also important as suggested by both tourists and residents. In future development, a proper management plan is required not only control the visitors, but also to protect the building. Carrying capacity should be considered carefully. However, cautions is needed to ensure that any carrying capacity or resource management measures do which may prevent people visiting the place.

In tourism planning, rather than providing tourists facilities, visitor management or accessibility, particular in a heritage context, authenticity may act as a paramount role in the tourist experience. To enhance their experience, we may consider keeping the tangible items to help the visitors to realise and/or appreciate the authentic nature of the reuse project. The tangible items may also be able to inspire the visitor to imagine the past. Tourism professionals may consider investing in technology or innovative products (such as image projection) to re-create the historic environment which can facilitate visitor's feel of the past.

Connecting with people, not only tourists, but also the residents is important. The adaptive reuse project could try to create a connection between the building and the story and stories of the building with the visitors. Once a connection is established, visitors may develop a more sentimental understanding and appreciation towards the building.

Trying to attract the high-yield tourists instead of mass packaged tours is something that can be pursued. One group of tourists that we may now focus on is the serendipitous cultural tourist, that is those for whom cultural tourism is not the main

reason for them to visit the destination. This group of people, in fact, are most likely to be the repeat visitors and share their story and experience with their friends and relatives. It can promote the heritage site through word-of-mouth.

7.8   Area for Future Research

In the discussion and conclusion chapters, we have raised several suggestions for future research. This section provides summary on the five suggestions for future research.

- **<u>Touristification and/or Gentrification – Adaptive Reuse</u>**

  When discussing Georgetown residents' findings (Chapter 4.2.10, pp. 104), we mentioned that some local residents were moved out the local neighbourhood and it would be interesting to find out how gentrification and toruistification would affect the residents' views on the adaptive reuse of heritage buildings which are transformed to tourism products such as hotel.

- **<u>The Choice of New Function of Adaptive Reuse Building</u>**

  One interview in Georgetown expressed that they only expect 'total authenticity' in museum. (Please see Chapter 4.4.7, p.124). It is suggested that future research examine whether the new function of the adaptive reuse building would affect the tourists' expectations on the authenticity of the heritage building.

- **Rethinking Commodification/Commercialization**

  While most of the existing literature focus the negative impacts of commodification /commercialization, in section 6.2.6 (p. 203), we suggest rethinking these notions and seeing how we can balance the merits and negative impacts induced. It also suggested investigating the degree of tolerance of commodification and commercialization, especially the barriers that may be created to stop people visiting the adaptive reuse hotel. It is also suggested to examine the relationship between commodified heritage and the visitors' experience of the building; and between commodification and perceived authenticity. A more detailed discussion was provided on page 230 (Section 7.5.3).

- **Interpretation – Adaptive Reuse**

  The interpretation availability on-site formed one of the major differences between the two selected case studies. In the previous section (7.5.4), we recommend to incorporate interpretation as a variable of interest in future studies.

- **Totality of Authenticity**

  Last but not least, we found out that tourists may not look for a totally authentic environment. Future research is recommended to find out what constitutes "total authentic". (Please see section 7.6.1).

7.9 Final Words

In this chapter, we provided a summary of two cases examined in this study and discussed some noteworthy issues which arose from the findings. We presented the research questions and objectives, and how we answered the questions and addressed/ achieved the objectives. Finally we presented the management implications arising from this study.

"The shell of an old built environment is frequently the cultural anchor to the tourist experience, and many cities have become tourist attractions on the basis of their buildings and townscape" (Newby, 1994, p.210). Places emerge as 'tourist places' once they are gazed upon by tourists. Adaptive reuse is a conservation method which intentionally converts the heritage building or building with significant value into a 'tourist place'. No doubt, the place is changed, and residents and tourists are likely to have different perceptions toward the adaptive reuse building. While tourists seem to enjoy the adaptive reuse heritage building, some residents may not benefit or perceive it in the same manner as tourists. The mainstream discussion on authenticity (i.e. objective authenticity, constructive authenticity and existential authenticity) should continue and will be ongoing. However, discussion in the future should move on to address the "gaze" of authenticity as perceived by residents and tourists.

APPENDICES

Appendix I – Georgetown Questionnaire

Good afternoon! I am from the Hong Kong Polytechnic University and we are conducting a survey about the Cheong Fatt Tze Mansion (Below with CFTM), I wish to invite you to spare about 10-15 minutes to answer some questions about your opinions toward Cheong Fatt Tze Mansion.

Part 1 Visitor Characteristic

Do you LIVE in Georgetown or are you a TOURIST visiting Georgetown?

☐ Resident _____1 (Please go to Q6)	☐ Tourist _____2
For tourists, where are you currently working and living?	_____

Is it your first time to visit Georgetown?

☐ Yes _____1	☐ No _____2

What is your main purpose for visiting Georgetown? (Select one only)

☐	Business/MICE _____1	☐	Visiting friends and relatives _____3
☐	Holidays/Leisure/Sightseeing _____2	☐	Others, please specify_____

Please indicate the level of importance for you to see and experience Georgetown's heritage when making your decision to travel and/or visit Penang?

Very unimportant	Unimportant	Neither important nor unimportant	Important	Very important
1	2	3	4	5

For your **current trip**, which sentence best describes your visit? (Select one only)

☐	**Mostly sightseeing** / photography or seeing interesting and unusual sites
☐	A chance to learn **a little** about culture and heritage
☐	A chance to learn **a lot** about culture and heritage
☐	To develop a **deep** understanding of culture and heritage

When visiting CFTM, what kind of **activity** were you involved in during your visit (Multiple responses allowed)

☐	Stayed as a guest _____1	☐	Met friends _____4
☐	Joined a tour _____2	☐	Others, please specify: _____
☐	Passing by _____3	☐	

Do you know what was the original purpose of the Cheong Fatt Tze Mansion?

☐ Yes _____1	☐ No _____2
If Yes, what was the purpose	_____

Part 2 – Perceptions towards CFTM as a 'hotel'

Please indicate your LEVEL OF AGREEMENT with the following statements (Circle **one** number only)

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
The changes of CFTM as a hotel …							
enhances my visit/stay	1	2	3	4	5	6	7
provides extra benefits to learn and/or understand the local culture when compared to a purpose-built hotel	1	2	3	4	5	6	7
improves the building structure	1	2	3	4	5	6	7
provides a new life for the building	1	2	3	4	5	6	7
saves the building from being pulled down	1	2	3	4	5	6	7
enables more people to visit and/or experience the place	1	2	3	4	5	6	7
enables us to see or experience history	1	2	3	4	5	6	7
enables us to use a historical building	1	2	3	4	5	6	7
makes the building more functional	1	2	3	4	5	6	7
makes use of existing resources	1	2	3	4	5	6	7
brings the usability of the building up-to-date	1	2	3	4	5	6	7
enables people to use and/or reside in the building	1	2	3	4	5	6	7
makes my visit unique	1	2	3	4	5	6	7
provides me an opportunity to learn about the local heritage	1	2	3	4	5	6	7
I do not mind that several structures of the building have been changed	1	2	3	4	5	6	7
Staying in or visiting this renovated building enhances my experience	1	2	3	4	5	6	7
The hotel operations provide a convenient way to show me the history of this building and/or its original ownership	1	2	3	4	5	6	7
I do not mind paying for a room night, tour fee, or dinner to see and experience the heritage building	1	2	3	4	5	6	7
I do not want to pay any CFTM services in order to visit this heritage building	1	2	3	4	5	6	7
The building was attractive and/or appealing	1	2	3	4	5	6	7
I feel privileged to have private access to this heritage building which has been converted to a hotel	1	2	3	4	5	6	7
The limiting of access to the building can protect the building	1	2	3	4	5	6	7

This next Question is for **Residents only**; For **Tourists,** please go to **Part 3**

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
I do not want to visit the CFTM because it is not a place for me	1	2	3	4	5	6	7

Part 3 – Attributes of authenticity

Please indicate your LEVEL OF AGREEMENT with the following statements which relate to various aspects of the authenticity of a heritage building (such as CFTM)   (Circle **one** number only)

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
The building looks old	1	2	3	4	5	6	7
The appearance of the building is the same or similar to when it was originally built	1	2	3	4	5	6	7
The building is in its original location	1	2	3	4	5	6	7
It has been conserved with original materials	1	2	3	4	5	6	7
It is unique	1	2	3	4	5	6	7
The site blends its historical features with its surrounding	1	2	3	4	5	6	7
Someone says it is authentic, therefore, it is	1	2	3	4	5	6	7
It is what I expect	1	2	3	4	5	6	7
The guide book said it is authentic	1	2	3	4	5	6	7
It is located in an appropriate setting and/or surrounding area	1	2	3	4	5	6	7
It feels I am stepping back to the past	1	2	3	4	5	6	7
This site lacks commercial activity	1	2	3	4	5	6	7
The site provides insights into an earlier historical period	1	2	3	4	5	6	7
It connects me with human history	1	2	3	4	5	6	7
It portrays the past	1	2	3	4	5	6	7
It keeps the original intent of the building's purpose	1	2	3	4	5	6	7
It retains the traditional style or look	1	2	3	4	5	6	7
It is genuine	1	2	3	4	5	6	7
It has high significance and/or value	1	2	3	4	5	6	7
It is beautiful	1	2	3	4	5	6	7
In my personal opinion, it is true to the original	1	2	3	4	5	6	7
It keeps the 'spirit' of the place	1	2	3	4	5	6	7
It does not change the usage	1	2	3	4	5	6	7
It does not involve too much change	1	2	3	4	5	6	7
I can't find a similar building or structure	1	2	3	4	5	6	7
It retains the existing structure	1	2	3	4	5	6	7

Is there any things else which you would like to share with us about heritage building?

_____

_____

Part 4.1

Please indicate your LEVEL OF AGREEMENT with the following statements   (Circle **one** number only)

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
The conversion of historic building to a hotel was a good decision	1	2	3	4	5	6	7
I support to change this historic building into a hotel	1	2	3	4	5	6	7
Through the hotel, I learnt about the local culture	1	2	3	4	5	6	7
My stay <u>or</u> visit in a renovated building such as CFTM provided value for money	1	2	3	4	5	6	7
I would like to find out more information about the culture and/or heritage of the local area	1	2	3	4	5	6	7
I would like to visit this place again	1	2	3	4	5	6	7
I would recommend my friends and relatives to visit CFTM	1	2	3	4	5	6	7

Part 4.2 – Experience (This part is only applicable to **Tourist**; For **Resident**, please go to **Q16**)

Each item below describes two opposite aspects of EXPERIENCE. Please circle the place that best describes your experience with the Cheong Fatt Tze Mansion

Not fun	1	2	3	4	5	6	7	Fun
Tense	1	2	3	4	5	6	7	Relaxed
Unpleasant	1	2	3	4	5	6	7	Pleasant
Uninteresting	1	2	3	4	5	6	7	Interesting
Non-challenging	1	2	3	4	5	6	7	Challenging
Inauthentic	1	2	3	4	5	6	7	Authentic

Part 5 – Overall Assessment

In general, my experience with the Cheong Fatt Tze Mansion was:

Negative					**Positive**		
1	2	3	4	5	6	7	8	9	10

Overall, I feel the Cheong Fatt Tze Mansion is **authentic**

Not authentic at all					**Very Authentic**		
1	2	3	4	5	6	7	8	9	10

Overall, my visit/stay to Cheong Fatt Tze Mansion was a **memorable** one

Not memorable at all					**Very Memorable**		
1	2	3	4	5	6	7	8	9	10

Overall, I am **satisfied** with my visit to/stay in the Cheong Fatt Tze Mansion

Very Dissatisfied					**Very Satisfied**		
1	2	3	4	5	6	7	8	9	10

Part 6 – Other Information

This final section of the survey asks for some background information about you for statistical purposes only.

Which age group are you in?

☐ <16 1	☐ 17 - 24 2	☐ 25 - 34 3	☐ 35 - 44 4
☐ 45 - 54 5	☐ 55 - 64 6	☐ 65+ 7	

Education Level

☐ Advanced degree	☐ University/college graduate
☐ Graduated from high school	☐ Did not graduate from high school

Gender

☐ Male _____ 1	☐ Female _____ 2	**Thank you very much!!**

Appendix II – Singapore Questionnaire

Good afternoon! I am from the Hong Kong Polytechnic University and we are conducting a survey about the Fullerton Hotel, I wish to invite you to spare about 10-15 minutes to answer some questions about your opinions toward Fullerton Hotel.

<u>Part 1 Visitor Characteristic</u>

Do you LIVE in Singapore or are you a TOURIST visiting Singapore?

☐ Resident _____1 (Please go to Q6)	☐ Tourist _____2
For tourists, where are you currently working and living?	_____

Is it your first time to visit Singapore?

☐ Yes _____1	☐ No _____2

What is your main purpose for visiting Singapore? (Select one only)

☐	Business/MICE _____1	☐	Visiting friends and relatives _____3
☐	Holidays/Leisure/Sightseeing _____2	☐	Others, please specify_____

Please indicate the level of importance for you to see and experience Singapore's heritage when making your decision to travel and/or visit Singapore?

Very unimportant	Unimportant	Neither important nor unimportant	Important	Very important
1	2	3	4	5

For your current trip, which sentence best describes your visit? (Select one only)

☐	Mostly sightseeing / photography or seeing interesting and unusual sites
☐	A chance to learn a little about culture and heritage
☐	A chance to learn a lot about culture and heritage
☐	To develop a deep understanding of culture and heritage

When visiting Fullerton Hotel, what kind of activity were you involved in during your visit
(Multiple responses allowed)

☐	Stayed as a guest _____1	☐	Met friends _____4
☐	Joined a tour _____2	☐	Dining _____5
☐	Passing by _____3	☐	Others, please specify: _____

Do you know what was the original purpose of the Fullerton Building?

☐ Yes _____1	☐ No _____2
If Yes, what was the purpose	_____

Part 2 – Perceptions towards Fullerton Building as a 'hotel'

Please indicate your LEVEL OF AGREEMENT with the following statements (Circle <u>one</u> number only)

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
The changes of Fullerton Building as a hotel …							
enhances my visit/stay	1	2	3	4	5	6	7
provides extra benefits to learn and/or understand the local culture when compared to a purpose-built hotel	1	2	3	4	5	6	7
improves the building structure	1	2	3	4	5	6	7
provides a new life for the building	1	2	3	4	5	6	7
saves the building from being pulled down	1	2	3	4	5	6	7
enables more people to visit and/or experience the place	1	2	3	4	5	6	7
enables us to see or experience history	1	2	3	4	5	6	7
enables us to use a historical building	1	2	3	4	5	6	7
makes the building more functional	1	2	3	4	5	6	7
makes use of existing resources	1	2	3	4	5	6	7
brings the usability of the building up-to-date	1	2	3	4	5	6	7
enables people to use and/or reside in the building	1	2	3	4	5	6	7
makes my visit unique	1	2	3	4	5	6	7
provides me an opportunity to learn about the local heritage	1	2	3	4	5	6	7
I do not mind that several structures of the building have been changed	1	2	3	4	5	6	7
Staying in or visiting this renovated building enhances my experience	1	2	3	4	5	6	7
The hotel operations provide a convenient way to show me the history of this building and/or its original ownership	1	2	3	4	5	6	7
I do not mind paying for a room night, tour fee, or dinner to see and experience the heritage building	1	2	3	4	5	6	7
I do not want to pay any Fullerton Hotel services in order to visit this heritage building	1	2	3	4	5	6	7
The building was attractive and/or appealing	1	2	3	4	5	6	7
I feel privileged to have private access to this heritage building which has been converted to a hotel	1	2	3	4	5	6	7
The limiting of access to the building can protect the building	1	2	3	4	5	6	7
This next Question is for Residents only; Tourists, please go to Part 3							
I do not want to visit the Fullerton Hotel because it is not a place for me	1	2	3	4	5	6	7

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Part 3 – Attributes of authenticity
Please indicate your LEVEL OF AGREEMENT with the following statements which relate to various aspects of the authenticity of a heritage building (such as Fullerton Building)   (Circle one number only)

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
The building looks old	1	2	3	4	5	6	7
The appearance of the building is the same or similar to when it was originally built	1	2	3	4	5	6	7
The building is in its original location	1	2	3	4	5	6	7
It has been conserved with original materials	1	2	3	4	5	6	7
It is unique	1	2	3	4	5	6	7
The site blends its historical features with its surrounding	1	2	3	4	5	6	7
Someone says it is authentic, therefore, it is	1	2	3	4	5	6	7
It is what I expect	1	2	3	4	5	6	7
The guide book said it is authentic	1	2	3	4	5	6	7
It is located in an appropriate setting and/or surrounding area	1	2	3	4	5	6	7
It feels I am stepping back to the past	1	2	3	4	5	6	7
This site lacks commercial activity	1	2	3	4	5	6	7
The site provides insights into an earlier historical period	1	2	3	4	5	6	7
It connects me with human history	1	2	3	4	5	6	7
It portrays the past	1	2	3	4	5	6	7
It keeps the original intent of the building's purpose	1	2	3	4	5	6	7
It retains the colonial style or look	1	2	3	4	5	6	7
It is genuine	1	2	3	4	5	6	7
It has high significance and/or value	1	2	3	4	5	6	7
It is beautiful	1	2	3	4	5	6	7
In my personal opinion, it is true to the original	1	2	3	4	5	6	7
It keeps the 'spirit' of the place	1	2	3	4	5	6	7
It does not change the usage	1	2	3	4	5	6	7
It does not involve too much change	1	2	3	4	5	6	7
I can't find a similar building or structure	1	2	3	4	5	6	7
It retains the existing structure	1	2	3	4	5	6	7

Is there any things else which you would like to share with us about heritage building?

_____

_____

_____

Part 4.1
Please indicate your LEVEL OF AGREEMENT with the following statements)   (Circle one number only)

	Strongly disagree	Disagree	Somewhat disagree	Neutral	Somewhat agree	Agree	Strongly agree
The conversion of historic building to a hotel was a good decision	1	2	3	4	5	6	7
I support to change this historic building into a hotel	1	2	3	4	5	6	7
Through the hotel, I learnt about the local culture	1	2	3	4	5	6	7
My stay or visit in a renovated building such as Fullerton Hotel provided value for money	1	2	3	4	5	6	7
I would like to find out more information about the culture and/or heritage of the local area	1	2	3	4	5	6	7
I would like to visit this place again	1	2	3	4	5	6	7
I would recommend my friends & relatives to visit Fullerton Hotel	1	2	3	4	5	6	7

Part 4.2 – Experience (This part is only applicable to Tourists; For Residents, please go to part 6)
Each item below describes two opposite aspects of EXPERIENCE. Please circle the place that best describes your experience with the Fullerton Hotel

Not fun	1	2	3	4	5	6	7	Fun
Tense	1	2	3	4	5	6	7	Relaxed
Unpleasant	1	2	3	4	5	6	7	Pleasant
Uninteresting	1	2	3	4	5	6	7	Interesting
Non-challenging	1	2	3	4	5	6	7	Challenging
Inauthentic	1	2	3	4	5	6	7	Authentic

Part 5 – Overall Assessment
In general, my experience with the Fullerton Hotel was:

Negative							Positive		
1	2	3	4	5	6	7	8	9	10

Overall, I feel the Fullerton Hotel is authentic

Not authentic at all							Very Authentic		
1	2	3	4	5	6	7	8	9	10

Overall, my visit/stay to Fullerton Hotel was a memorable one

Not memorable at all							Very Memorable		
1	2	3	4	5	6	7	8	9	10

Overall, I am satisfied with my visit to/stay in the Fullerton Hotel

Very Dissatisfied							Very Satisfied		
1	2	3	4	5	6	7	8	9	10

Part 6 – Other Information
This final section of the survey asks for some background information about you for statistical purposes only.

Which age group are you in?

☐ <16 _____ 1	☐ 17 - 24 _____ 2	☐ 25 - 34 _____ 3	☐ 35 - 44 _____ 4
☐ 45 - 54 _____ 5	☐ 55 - 64 _____ 6	☐ 65+ _____ 7	

Education Level

☐ Advanced degree	☐ University/college graduate
☐ Graduated from high school	☐ Did not graduate from high school

Gender

☐ Male _____ 1	☐ Female _____ 2	**Thank you very much!!**

Appendix III – Results of Factor Analysis of Georgetown

Residents Towards Adaptive Reuse

Attributes	Communality	Conservation	Self-fulfillment	Benefits	Apathetic	Belonging
Conservation						
Saves from being pulled down	0.67	0.81				
Provides a new life	0.76	0.78				
More people to visit	0.71	0.78				
Improves the building structure	0.63	0.72				
Makes the building more functional	0.62	0.72				
Makes use of existing resources	0.68	0.68				
Enables to see or experience history	0.66	0.59				
Self-fulfillment						
Convenient way to show me the history	0.74		0.81			
Feel privileged to have private access	0.60		0.72			
Visiting the renovated building enhances the experience	0.58		0.72			
I do not mind paying to see heritage building	0.64		0.63			
Benefits						
Provides extra benefits to learn the local culture	0.71			0.75		
Enhances the visit/stay	0.64			0.72		
Apathetic						
Do not want to pay to visit CFTM	0.78				0.79	
Several structures changed	0.68				0.62	
Belonging						
AR_placeforme	0.63					0.77
Opportunity to learn about the local heritage	0.71					0.60
KMO	0.80					
Eigen Value		4.12	2.78	1.70	1.46	1.38
Variance (%)		24.23	16.37	10.02	8.59	8.10
Cumulative variance (%)		24.23	40.63	50.65	59.23	67.33
Number of items		7	4	2	2	2
Cronbach's alpha		0.88	0.76	0.61	0.42	0.69

Appendix IV – Results of Factor Analysis of Georgetown Tourists

Towards Adaptive Reuse

Attributes	Communality	Benefits and Experience	Conservation	Commodification
Benefits and Experience				
Opportunity to learn about the local heritage	0.73	0.81		
Enhances the visit/stay	0.70	0.81		
Unique visit	0.68	0.76		
Convenient way to show me the history	0.63	0.76		
Use a historical building	0.65	0.69		
Visiting the renovated building enhances the experience	0.55	0.66		
Provides extra benefits to learn the local culture	0.51	0.65		
Feel privileged to have private access	0.53	0.62		
Improves the building structure	0.51	0.60		
Conservation				
Enables people to use and/or reside in the building	0.79		0.86	
Makes the building more functional	0.78		0.86	
Makes use of existing resources	0.68		0.77	
Update usability	0.68		0.77	
Saves from being pulled down	0.59		0.66	
Commodification				
Do not want to pay to visit CFTM	0.84			-0.91
I do not mind paying to see heritage building	0.58			0.45
KMO	0.90			
Eigen Value		5.26	3.88	1.28
Variance (%)		47.63	10.04	7.47
Cumulative variance (%)		47.63	57.69	65.14
Number of items		9	5	2
Cronbach's alpha		0.92	0.89	0.73

Appendix V – Results of Factor Analysis of Singapore Residents

Towards Adaptive Reuse

Attributes	Communality	Conservation	Benefits	Self-fulfillment	Ignore Money	Belonging
Conservation						
Update usability	0.84	0.85				
Makes the building more functional	0.74	0.83				
Makes use of existing resources	0.79	0.82				
Attractive and/or appealing	0.74	0.79				
Enables people to use and/or reside in the building	0.69	0.78				
Provides a new life	0.64	0.75				
Benefits						
Use a historical building	0.83		0.80			
Opportunity to learn about the local heritage	0.82		0.79			
Unique visit	0.71		0.77			
Provides extra benefits to learn the local culture	0.60		0.65			
More people to visit	0.74		0.52			
Self-fulfillment						
Several structures changed	0.77			0.82		
Convenient way to show me the history	0.79			0.76		
Feel privileged to have private access	0.71			0.70		
Ignore Money						
I do not mind paying to see heritage building	0.76				0.80	
Enhances the visit/stay	0.69				0.69	
Belonging						
AR_placeforme	0.77					0.82
Do not want to pay to visit CFTM	0.73					0.72
KMO	0.86					
Eigen Value		4.86	3.23	2.21	1.72	1.34
Variance (%)		26.97	17.94	12.28	9.57	7.44
Cumulative variance (%)		26.97	44.91	55.18	66.75	74.19
Number of items		6	5	3	2	2
Cronbach's alpha		0.92	0.87	0.79	0.68	0.43

Appendix VI – Results of Factor Analysis of Singapore Tourists

Towards Adaptive Reuse

Attributes	Communality	Conservation	Personal Benefits	Compromise
Conservation				
Makes use of existing resources	0.83	0.88		
Makes the building more functional	0.84	0.85		
Update usability	0.85	0.85		
Enables people to use and/or reside in the building	0.89	0.83		
Saves from being pulled down	0.73	0.78		
Attractive and/or appealing	0.67	0.72		
Provides a new life	0.69	0.71		
Personal Benefits				
Opportunity to learn about the local heritage	0.81		0.89	
Use a historical building	0.82		0.86	
More people to visit	0.80		0.77	
Provides extra benefits to learn the local culture	0.79		0.70	
Improves the building structure	0.76		0.68	
Convenient way to show me the history	0.66		0.59	
Compromise				
Do not mind paying to see heritage building	0.78			0.86
Several structures changed	0.61			0.70
Limiting of access	0.67			0.66
KMO	0.87			
Eigen Value				
Variance (%)				
Cumulative variance (%)				
Number of items		7	6	3
Cronbach's alpha		0.95	0.93	0.75

Appendix VII – Results of Factor Analysis of Georgetown

Residents Towards Authenticity

Attributes	Communality	Objective/ Constructive	Existential	External / Comparison	Usage	Influential Factor	Old
Objective/Constructive							
Genuine	0.87	0.86					
Retains the existing structure	0.82	0.81					
Beautiful	0.83	0.80					
Retains the traditional/ colonial style or look	0.84	0.72					
Cannot find a similar building	0.78	0.71					
Existential							
Portrays the past	0.92		0.86				
Human history	0.79		0.82				
Stepping back to the past	0.73		0.80				
Insights into an earlier historical period	0.72		0.76				
External / Comparison							
Conserved with original materials	0.85			0.76			
Blends its historical features with surrounding	0.72			0.73			
Unique	0.73			0.70			
Located in an appropriate setting	0.66			0.60			
Expectation	0.68			0.54			
Usage							
Keeps the 'spirit' of the place	0.82				0.87		
Keeps the original intent	0.78				0.82		
Original Location	0.79				0.74		
Influential Factor							
Someone	0.68					0.80	
Guide book	0.77					0.63	
Old							
Old	0.85						0.86
KMO	0.74						
Eigen Value		4.06	3.28	2.77	2.73	1.60	1.19
Variance (%)		20.30	16.42	13.85	13.66	7.99	5.96
Cumulative variance (%)		20.30	36.72	50.57	64.22	72.21	78.17
Number of items		5	4	5	3	2	1
Cronbach's alpha		0.90	0.89	0.89	0.82	0.52	

Appendix VIII – Results of Factor Analysis of Georgetown

Tourists Towards Authenticity

Attributes	Communaliy	Mix	Usage	Influential Factor	External appearance	Location	Old/Environment
Mix							
High significance and/or value	0.79	0.84					
Beautiful	0.76	0.81					
Human history	0.74	0.78					
Portrays the past	0.75	0.76					
Retains the traditional/ colonial style or look	0.80	0.76					
Genuine	0.69	0.74					
Insights into an earlier historical period	0.71	0.74					
Unique	0.62	0.67					
Stepping back to the past	0.65	0.65					
True to the original	0.65	0.62					
Keeps the 'spirit' of the place	0.64	0.58					
Usage							
Does not change the usage	0.70		0.80				
Keeps the original intent	0.70		0.71				
Too much change	0.68		0.67				
Influential Factor							
Someone	0.70			0.80			
Guide book	0.75			0.80			
Expectation	0.55			0.55			
External appearance							
Original Location	0.71				0.71		
Conserved with original materials	0.65				0.69		
Retains the existing structure	0.52				0.43		
Location							
Located in an appropriate setting	0.72					0.78	
Blends its historical features with surrounding	0.71					0.75	
Old/Environment							
Old	0.83						0.87
Same or similar appearance	0.68						0.63
KMO	0.91						
Eigen Value		10.21	1.78	1.38	1.21	1.10	1.03
Variance (%)		42.54	7.42	5.73	5.02	4.55	4.28
Cumulative variance (%)		42.54	49.96	55.70	60.72	65.26	69.54
Number of items		11	3	3	3	2	2
Cronbach's alpha		0.95	0.74	0.70	0.69	0.63	0.55

Appendix IX – Results of Factor Analysis of Singapore Residents

Towards Authenticity

Attributes	Communality	Objective /Constructive	Existential	Usage	Old
Objective/Constructive					
Genuine	0.79	0.87			
True to the original	0.83	0.85			
Retains the existing structure	0.82	0.84			
Retains the traditional/ colonial style or look	0.76	0.81			
Located in an appropriate setting	0.75	0.78			
High significance and/or value	0.78	0.77			
Original Location	0.61	0.76			
Beautiful	0.61	0.75			
Expectation	0.75	0.74			
Keeps the 'spirit' of the place	0.66	0.68			
Same or similar appearance	0.68	0.68			
Someone	0.81	0.43			
Existential					
Human history	0.89		0.81		
Portrays the past	0.76		0.74		
Insights into an earlier historical period	0.76		0.70		
Stepping back to the past	0.76		0.65		
Usage					
Does not change the usage	0.77			0.85	
Too much change	0.67			0.70	
Keeps the original intent	0.62			0.63	
Lacks commercial activity	0.54			0.51	
Old					
Old	0.84				0.88
KMO	0.84				
Eigen Value		7.92	3.35	2.94	1.29
Variance (%)		37.72	15.94	14.00	6.12
Cumulative variance (%)		37.72	53.66	67.66	73.79
Number of items		12	4	4	1
Cronbach's alpha		0.94	0.93	0.75	

Appendix X – Results of Factor Analysis f Singapore Tourists

Towards Authenticity

Attributes	Communality	Constructive	Existential	Value	Objective	Structure	Old
Constructive							
Does not change the usage	0.87	0.82					
Guide book	0.77	0.80					
Someone	0.74	0.79					
Genuine	0.80	0.79					
Keeps the original intent	0.79	0.76					
Too much change	0.85	0.70					
Lacks commercial activity	0.78	0.60					
Existential							
Insights into an earlier historical period	0.77		0.75				
Human history	0.86		0.73				
Expectation	0.67		0.72				
Portrays the past	0.85		0.68				
True to the original	0.86		0.67				
Stepping back to the past	0.82		0.64				
Keeps the 'spirit' of the place	0.84		0.63				
Value							
Beautiful	0.90			0.86			
High significance and/or value	0.80			0.82			
Retains the traditional/ colonial style or look	0.78			0.79			
Located in an appropriate setting	0.67			0.69			
Unique	0.62			0.65			
Objective							
Conserved with original materials	0.76				0.79		
Original Location	0.82				0.76		
Same or similar appearance	0.79				0.72		
Structure							
Cannot find a similar building	0.86					0.90	
Retains the existing structure	0.90					0.83	
Old							
Blends its historical features with surrounding	0.76						0.85
Old	0.55						0.67
KMO	0.54						
Eigen Value		5.39	4.39	3.75	2.80	2.41	1.73
Variance (%)		20.75	16.89	14.41	10.75	9.27	6.67
Cumulative variance (%)		20.75	37.64	52.05	62.80	72.07	78.73
Number of items		7	7	5	3	2	2
Cronbach's alpha		0.91	0.93	0.87	0.79	0.83	0.51

Appendix XI – VIF, Tolerance, and Condition Index of

Regression Model

	Experience			Authenticity			Memorable Trip			Satisfaction		
	Tolerance	VIF	Condition Index	Tolerance	VIF	Condition Index	Tolerance	VIF	Condition Index	Tolerance	VIF	Condition Index
Factor 1 - Existential Authenticity	.997	1.003	1.000	.997	1.003	1.000	.997	1.003	1.000	.997	1.003	1.000
Factor 2 - Value / Unique	.993	1.007	1.011	.993	1.007	1.011	.993	1.007	1.011	.994	1.006	1.011
Factor 3 - Objective Authenticity	.992	1.008	1.022	.992	1.008	1.022	.992	1.008	1.022	.995	1.006	1.022
Factor 4 - Influential	.997	1.003	1.024	.997	1.003	1.024	.997	1.003	1.024	.997	1.003	1.024
Factor 5 - Structure	.994	1.006	1.044	.994	1.006	1.044	.994	1.006	1.044	.995	1.006	1.044
Factor 6 - External / comparison	.997	1.003	1.076	.997	1.003	1.076	.997	1.003	1.076	.996	1.004	1.076
			1.123			1.123			1.123			1.123

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