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To Rome with love: A moderated mediation model in Roman heritage consumption

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(Article begins on next page)

1 **TO ROME WITH LOVE: A MODERATED MEDIATION MODEL IN ROMAN**
2 **HERITAGE CONSUMPTION**

3
4
5 DANIELE SCARPI ¹

6 Associate Professor of Marketing

7 Department of Management – University of Bologna

8 Via Capo di Lucca, 34

9 40126 BOLOGNA

10 ITALY

11 Phone: +39 051-2098087

12 Email: daniele.scarpi@unibo.it

13
14
15 MICHELA MASON

16 Associate Professor of Marketing

17 Department of Economics and Statistics – University of Udine

18 Via Tomadini, 30

19 33100 UDINE

20 ITALY

21 Phone: +39 0432-249223

22 Email: michela.mason@uniud.it

23
24
25 FRANCESCO RAGGIOTTO

¹ Corresponding author

Ph.D. Candidate

Department of Economics and Statistics – University of Udine

Via Tomadini, 30

33100 UDINE

ITALY

Phone: +39 051-2098087

Email: francesco.raggiotto@uniud.it

Author post-print version

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TO ROME WITH LOVE: A MODERATED MEDIATION MODEL IN ROMAN HERITAGE CONSUMPTION

Abstract

This paper tests a moderated mediation model based on hypothesized relationships in heritage marketing between event involvement, place attachment, experience authenticity, and revisit intention, and finds that place attachment mediates the event involvement–revisit intention relationship and that experience authenticity moderates the mediation. The relationships are explored with a sample of people attending a Roman heritage festival in Italy (n = 350). Based on suggestions from environmental psychology, the model is then split to compare neighborhood and non-neighborhood tourists, and younger and older tourists. Results show that revisit intention for closer and older tourists relies more on place attachment than on event involvement; the reverse is true for distal and younger tourists. Finally, tourists’ freely elicited motivations are analyzed by computing an original place-or-event-relatedness score, continuous and centered on zero, which corroborates the findings from the moderated mediation models. Theoretical and managerial implications are addressed.

Keywords

place attachment, event involvement, experience authenticity, revisit intention, moderated mediation, motivations, age, distance

1. Introduction

The purpose of this research is to investigate the perspectives of consumers on heritage experience authenticity to assess what drives their revisit intention. Building on Hwang, Lee, and Chen (2005) and Gross and Brown (2008), we propose that revisit intention for heritage marketing has two drivers: the location itself, and the event. We aim at providing a consumer-based approach to investigate the role of the place not through its objective features (quality of transportation, etc.; Hall, Basarin, & Lockstone-Binney, 2010) but rather through the eyes of consumers, as the personal connection individuals feel with the place (Kyle, Bricker, Graefe, & Wickham, 2004). Similarly, we address the event in terms of how much consumers are involved with it (Gross & Brown, 2008). Based on solid, well-known constructs such as event involvement, place attachment, experience authenticity, and revisit intention, and focusing on heritage marketing, we also aim to provide solid, manageable results in showing which combination of place attachment and event involvement best fits which consumer segment. However, despite the agreement that the considered constructs are key, previous findings are sometimes contradictory when it comes to their exact role. For instance, place attachment is sometimes modeled as an attitude (Jorgensen & Stedman, 2001), and thus as a predictor of satisfaction and revisit intention (Brown, Smith, & Assaker, 2016; Prayag & Ryan, 2012), sometimes as a consequence of satisfaction (Zenker & Rütter, 2014), and sometimes as a mediator between satisfaction and revisit intention (Lee, Kyle, & Scott, 2012). Similarly, event involvement is sometimes treated as a mediator (Kolar & Zabkar, 2010), sometimes as a direct predictor (Prayag & Ryan, 2012) of satisfaction and revisit intention, and at other times is neglected. Some methodological reasons might explain these contradictions and differences in perspectives: on one hand, some models proposed in the literature appear very rich and complex, and might suffer from excessive complexity, as they advance numerous potential mediation

effects that are, however, not tested formally by isolating the dependent, mediator, and independent variables in a separate sub-model. On the other hand, most studies employ SEM models, which are insensitive to the direction of causality, so that if dependent and independent variables are switched the overall model fit remains invariant. Furthermore, SEM models do not allow testing for moderation effects, so it might be that potential moderators have been included in previous models, but as direct predictors rather than as moderators.

In the present research, we opt for a relatively simple model, based on four constructs that the literature has unambiguously identified as being key, but whose exact relationships display instead some ambiguity. In explicitly testing a model of moderation and mediation, rather than a SEM, we shed some light on the relationships between the considered constructs.

Rome's heritage tourism has been chosen as a context for this research because of the maturity and distinctiveness of Rome's domestic heritage tourism market and the cultural sensibilities of its neighbors, similar to what Bryce, Curran, O'Gorman, and Taheri (2015) did for Japan's heritage tourism in the Asian context.

Through a moderated mediation model estimated using the SPSS PROCESS macro by Hayes (2013; model 7), we show that the combined use of place attachment and event involvement leads to revisit intention; place attachment mediates the relationship between event involvement and revisit intention; and experience authenticity moderates the relationship between event involvement and place attachment.

Furthermore, despite evidence in tourism that consumers of different ages exhibit different behavioral and vacation patterns (see, e.g., Romsa & Blenman, 1989), the role of age in the association between place attachment, involvement in an event, and behavioral intentions has yet to be explicitly addressed. In addition, literature in psychology addressing place attachment

has suggested that patterns of association between behavioral intentions and place attachment might differ by age (Pretty, Chipuer, & Bramston, 2003) and that age might also affect the desire for involvement in events external to the self (Maurer, Weiss, & Barbeite, 2003; Roberti, 2004). We show that the pattern of relationships between revisit intention, place attachment, involvement in the event and experience authenticity varies by respondents' age.

Finally, literature in environmental psychology has found that geographic distance might affect place attachment (Sarbin, 1983) and has dichotomized locations into neighborhood and non-neighborhood (Ahrentzen, 1992). We translate these considerations into the domain of tourism and show how the strength of the relationships related to place attachment in the moderated mediation model is affected by consumers' travelled distance to reach the place.

Accordingly, we split the model for age (comparing younger and older consumers) and for distance traveled (comparing neighborhood and non-neighborhood tourists). Finally, we analyze the motivations freely elicited by respondents by computing a simple yet efficient score of place-versus-event relatedness for motivations, continuous and symmetrically centered around zero. Results of a MANOVA on the motivation score corroborate the findings from the split models, increasing their robustness. In the final section we summarize the empirical evidence, offering conclusions and managerial implications for practitioners.

2. Literature review

2.1. Place attachment

Recently, tourism and hospitality research has devoted increasing attention to place attachment (Brown et al., 2016; Hammitt, Backlund, & Bixler, 2006; Lewicka, 2011), suggesting the

relevance of developing place attachment for tourism marketers (Kaplanidou, Jordan, Funk, & Ridinger, 2012). After a long debate about what place attachment means and how best to measure it (for a review, see Hidalgo & Hernández, 2001), researchers now agree that place attachment can be broadly referred to as the personal connection one feels with a place (Kyle et al., 2004), or as the cognitive and emotional connection an individual experiences with a particular place (Lalli, 1992). In summary, place attachment is determined by an interplay of affect and emotions, knowledge, beliefs, and behaviors with respect to place (Low & Altman, 1992). Accordingly, place attachment might be more emotional (Hidalgo & Hernández, 2001) or more evaluative (Moore & Graefe, 1994), as different factors can contribute to place attachment formation, for instance direct experiences (Hammit, Backlund, & Bixler, 2004) or social interactions (Rubinstein & Parmelee, 1992).

Place attachment has been found to influence tourists' behaviors and revisit intentions (Loureiro, 2014; Stylos, Vassiliadis, Bellou, & Andronikidis, 2016). Specifically, for events, there is empirical evidence of the impact of place attachment on future loyalty (Alexandris, Kouthouris, & Meligdis, 2006).

Although tourism research agrees that place attachment is key, extant contributions are sometimes ambiguous about how, exactly. For instance, some studies model place attachment as a *predictor* of satisfaction, loyalty, or revisit intentions (Prayag & Ryan, 2012; Ramkissoon, Smith, & Weiler, 2013). Others instead conceptualize place attachment as a *consequence* of satisfaction and behavioral intentions (Lee et al., 2012). The reason for these disagreements might in part lie in the methodology used, as most of the studies rely on SEMs, which are insensitive to the direction of causality (an $A \rightarrow B$ path and a $B \rightarrow A$ path could report the same fit, though logically opposite; Chin, 1998; Hair, Hult, Ringle, Sarstedt, & Thiele, 2017; Iacobucci,

2009). Moreover, in many contributions no further analyses support the results of the SEMs: while not detracting from the relevance of their findings, it does detract from their external validity (Garver & Mentzer, 1999; Koufteros, 1999). We address place attachment as a *mediator* of relationships leading to satisfaction and behavioral intentions, in line with Lee et al. (2012), who suggested that treating it as a mediator could help clarify its relationship to revisit intention, as it is conceptually similar to psychological commitment, which is a component of attitudinal loyalty (Kyle et al., 2004; Park, 1996) and relates to behavioral intentions such as revisiting (Kyle et al., 2004; Lee, Graefe, & Burns, 2007). Previous research might have failed or neglected to address place attachment as a mediator in part because only full mediation was the gold standard, according to Baron and Kenny (1986), leading researchers to drop promising projects according to what Zhao, Lynch, and Chen (2010, p. 199) defined as a “nonsensical” approach that mutilated theoretically interesting results and the potential for new theoretical contributions. On the other hand, many previous analyses of place attachment develop complex path models, and recent literature has shown that, especially in complex path models, the overlooking of indirect effects is likely (Hair, Sarstedt, Pieper, & Ringle, 2012; Nitzl, Roldan, & Cepeda, 2016), leading researchers to focus only on direct relationships and to ignore mediating effects (Nitzl et al., 2016).

2.2. Event involvement

Involvement is probably one of the most investigated constructs in marketing research, and it has been examined with respect to countless objects, from brands to advertising (Lee & Beeler, 2009). The tourism and leisure literature is no exception, having devoted much attention to the

role of consumer involvement as a predictor of attitudes and behavior (Havitz & Dimanche, 1990; Prayag & Ryan, 2012), satisfaction (Iwasaki & Havitz, 2004), and loyalty (Kim, 2008).

Involvement can be defined as the perceived relevance of an object, based on the inherent needs, values, and interests of an individual (Zaichkowsky, 1985), and refers to the attachment one feels to a certain object.

Yet, two different kinds of involvement can be identified: enduring involvement and situational (or event) involvement (Laurent & Kapferer, 1985). The first refers to an enduring concern with respect to a good and is a stable attitude that develops through the association of a good with individual personal values (Alexandris, 2016). The latter refers to a temporary increase in the relevance of or interest in an object (Zaichkowsky, 1985). Specifically, event involvement indicates a sense of personal relevance for and interest in a specific event (Wong & Tang, 2015).

For the purpose of this research, we adopt event involvement as the theoretical underpinning of the involvement construct in relation to the focal object of interest in this study, which is the event. In doing so, we follow recent academic interest in this concept and calls for future research on its role (Wong & Tang, 2015).

In tourism, events are usually highly engaging, and involvement is considered in all stages of the tourist buying process (Seabra, Abrantes, & Kastenholz, 2014). Accordingly, tourism and leisure studies usually address event involvement, as it is more managerially operationalizable and can be induced through specific activities and destination attributes (Kaplanidou & Havitz, 2010). Event involvement can influence consumers' intentions and behaviors (e.g. Carneiro & Crompton, 2010), lead to heightened relevance to the consumer

(Gration, Raciti, & Arcodia, 2011) and increases the likelihood of attendance (Pope & Turco, 2001).

2.3. Experience authenticity

Experience authenticity refers to the extent to which tourists perceive products, events, and experiences as genuine (Shen, Guo, & Wu, 2014), true (Castéran & Roederer, 2013), real (Akhoondnejad, 2016), and historically accurate (Wang, 1999). Different facets of experience authenticity have been identified, such as objective authenticity (reflecting the way individuals see themselves in relation to external objects; Steiner & Reisinger, 2006), constructive experience authenticity (comprising the socially construed perspectives of the consumer, the situation, and the context; Akhoondnejad, 2016), and existential authenticity (pertaining to the emotions felt during a touristic experience, detached from the objects; Bryce et al., 2015).

Experience authenticity is key in the tourism and hospitality literature (Kim & Jamal, 2007), which has examined it with regard to revisit intentions (Kolar & Zabkar, 2010), satisfaction (Chhabra, Healy, & Sills, 2003), and loyalty (Brida, Disegna, & Osti, 2013). Furthermore, experience authenticity is connected to the past (Lee, Fu, & Chang, 2015) and is therefore particularly relevant in the experience of heritage tourism, where the quest for experience authenticity is crucial (Castéran & Roederer, 2013). Nonetheless, the formal conceptualization of experience authenticity is inconsistent. For instance, some studies have considered it a *predictor* of satisfaction or revisit intention (Girish & Chen, 2017; Ramkissoon et al., 2013), others as a *mediator* between motivation and behavioral intentions (Kolar & Zabkar, 2010), and still others as a *consequence* (Chhabra, 2005). As for involvement, these inconsistencies might stem from the insensitivity to causal direction in SEMs and from the

relative difficulty of including mediation and moderation analyses in SEMs. Furthermore, the heterogeneity in the conceptualization of experience authenticity might reflect the possibility that its effects vary across different contexts and consumer segments, so that studies focusing on different contexts or segments might have addressed it differently.

2.4. Revisit intention

Revisit intention has been referred to as the visitor's intention to return to a place (Baker & Crompton, 2000) and has been suggested as the major proxy for the actual return of tourists (Loureiro, 2014; Prayag & Ryan, 2012). Hence, revisit intention is key for tourism operators (Shonk & Chelladurai, 2008). The centrality of revisit intention is apparent, given the wealth of studies that consider it as the major dependent variable, in a wide array of settings, from festivals (Baker & Crompton, 2000) to destinations (Stylos, Bellou, Andronikidis, & Vassiliadis, 2017; Yoon & Uysal, 2005) to sport tourism (Shonk & Chelladurai, 2008). Revisit intention has probably received even greater attention in the specific context of events, where it is key (Mason & Paggiaro, 2012; Tanford & Jung, 2017). As such, revisit intention is addressed as the dependent variable in the present research, also.

Yet, authors such as Yoon and Uysal (2005) and Stylos et al. (2017) did not clarify the specific variables that can influence the intention to return to a destination (i.e., behavioral loyalty). Literature in tourism has shown that the intention to return to a destination depends not only on satisfaction (Kozak, 2001) but on other variables, such as the image of that destination (Bigné, Sánchez, & Sánchez, 2001), that in this case would translate to the image of the event itself (Baker & Crompton, 2000). Similarly, Um, Chon, and Ro (2006) related revisit intention to the perceived quality and image of the attended event/performance, building on the evidence of

Bowen (2001) for tour itineraries, based on the “what” and “how” of the performance (Grönroos, 1984). In this regard, Tilaki, Marzbali, Abdullah, and Bahauddin (2016) considered image and satisfaction as antecedents of the loyalty to a World Heritage Site. Similarly, Petrick and Backman (2001) suggested that revisit intention stems from satisfaction and the perceived value of the experience (for travelers to golf-related events), while Beerli and Leon (2012) also addressed emotions as drivers of behavioral loyalty. In this vein, novelty seeking was suggested as a significant antecedent of revisit intention by Jang and Feng (2007), and from that perspective an event might constitute a novelty that revitalizes a location. In summary, a destination can comprise both a place and events that together determine the overall attractiveness and drive future behaviors (Um et al., 2006).

2.5. Distance

Studies in tourism have addressed the influence of personal characteristics in relation to individuals’ reactions to a place (Kimpton, Wickes, & Corcoran, 2014). Some argue that geographic distance can determine or ease, to some extent, individual attachment to a place and have found that place attachment is likely to develop from personal experience with the physical environment (Proshansky, Fabian, & Kaminoff, 1983; Vorkinn & Riese, 2001). Thus, locals are more likely to develop a stronger attachment, as they experience more often the environment, than those living in distant areas (Argan, Kaya, Argan, Akyildiz, & Korkmaz, 2015). In this vein, previous tourism literature has shown that whether an individual was born in a place or comes there as a visitor affects their attachment to that place (Budruk, Wilhelm Stanis, Schneider, & Anderson, 2011; Lee et al., 2012; Moore & Graefe, 1994).

Also, environmental psychology has addressed distance, explaining individuals' behavior toward and reactions to a place in terms of a dichotomization of neighborhood and non-neighborhood, or closeness and distance (Ahrentzen, 1992; Brown, Perkins, & Brown, 2003; Fullilove, 1996). Feelings of belongingness and identity have been found to stem from geographical closeness (Brown et al., 2003; Hammitt et al., 2004) and to drive attitudes and behavior (Manzo & Perkins, 2006).

Finally, literature in psychology has established a correlation between psychological perceptions of closeness and objective measures of distance, so that objects more physically distant from the evaluating self are usually also perceived as more psychologically distant (Henderson, Wakslak, Fujita, & Rohrbach, 2011; Liberman, Trope, & Wakslak, 2007; Trope & Liberman, 2010).

2.6. Age

Scholarly examination of place attachment has also addressed the effect of demographics on tourists' behavior. In this vein, evidence shows that the degree of place attachment is likely to vary for individuals of different ages (Argan et al., 2015; Hidalgo & Hernández, 2001; Kimpton et al., 2014), with older individuals being more likely to develop greater emotional bonds to a place than younger individuals. Furthermore, tourists' age has been found to influence the cognitive and affective components of a destination image (Baloglu & McCleary, 1999; Beerli & Martín, 2004), interest in relaxation (Beerli & Martín, 2004), drivers and attributes of destination attractiveness (Cho, 1998), need for arousal and involvement (Walmsley & Young, 1998), spending behavior (Mok & Iverson, 2000) and even the impact of tourism advertising (Kim, Hwang, & Fesenmaier, 2005) and the reliance on personal experience and different information

sources online (Jacobsen & Munar, 2012) and offline (McGuire, Uysal, & McDonald, 1988). Finally, older consumers also exhibit less interest in involvement in events external to the self (Maurer et al., 2003; Roberti, 2004).

Consistently, literature in psychology has suggested that patterns of association between objects and behaviors differ by age (Pretty et al., 2003) and has established a correlation between elder age and place attachment (Anton & Lawrence, 2014; Hidalgo & Hernández, 2001; Sugihara & Evans, 2000) and younger age and desire for excitement (Maurer et al., 2003; Roberti, 2004).

2.7. Conceptual model and hypotheses

This research proposes that revisit intention has two antecedents, one pertaining to the location, the other to the event. As we adopt a consumer-based approach, we consider the place through the eyes of consumers; that is to say, we consider the personal connection between the individual and the place (Kyle et al., 2004) rather than the tangible features of the place (Hall et al., 2010). Also event involvement has been suggested as a relevant predictor of revisiting (Lee & Beeler, 2009; Regan, Carlson, & Rosenberger, 2012), and providing events is a major task of a touristic destination, one that influences visitors' re-patronage intentions (Kaplanidou et al., 2012). On this basis, drawing from the arguments found in leisure and tourism marketing, we posit that both place attachment and event involvement will influence the likelihood of their revisit intention. Accordingly, and incorporating the suggestions by Hwang et al. (2005) and Gross and Brown (2008), we posit that place attachment together with event involvement build intention to revisit. More formally, we posit the following:

Hypothesis 1. Event involvement(H1a) and place attachment (H1b) both have a direct positive impact on revisit intention.

The tourism and leisure literature provide evidence of a close relationship between place attachment and event involvement (Hwang et al., 2005), suggesting that event involvement contributes to consumers' evaluation of the location (Brown et al., 2016). Similarly, in the domain of sport marketing, Higham and Hinch (2009) suggested that place attachment can extend to the event venue in shaping the overall experience. In this vein, Hwang et al. (2005) documented that tourist involvement in outdoor activities and place attachment have equal impacts on participation in such outdoor activities. In summary, there is ample evidence of a relationship between event involvement and place attachment (Hwang et al., 2005; Williams, Patterson, Roggenbuck, & Watson, 1992); thus, we include the event involvement–place attachment relationship in the theoretical model. We acknowledge that some studies have advanced that the direction of the causal relationship between event involvement and place attachment is from the latter to the former (Wong & Tang, 2015); however, place attachment represents “an emotional or affective bond between a person and a particular place” (Kyle, Graefe, Manning, & Bacon, 2003, p. 251) and results from the meaning associated with that place (Budruk, 2010). To have place attachment, a sense of “my place” and/or “favorite place” must arise first (Argan et al., 2015; Oh, Lyu, & Hammitt, 2012). In turn, this requires that consumers establish some relationship, experience, feelings and thoughts about the place (Alam, 2011). Thus, place attachment is connected to the levels of relations that are established between a place and an individual, in terms of memories, social relationships, meanings and experiences (Budruk, 2010; Kyle et al., 2003). Event involvement represents an increase in the personal relevance for and interest in a specific geographically located event (Wong & Tang, 2015), that

might well generate memories and social relationships, and that constitutes an experience. Thus, we posit that event involvement should help generate an increase in the levels of relation with a place, and therefore positively affect place attachment. Accordingly, we test the following relationship in the model: Hypothesis 2. Event involvement has a direct positive impact on place attachment. Accordingly, we test the following relationship in the model:

Hypothesis 2. Event involvement has a direct positive impact on place attachment.

To the best of our knowledge, it remains unclear from the existing literature what, exactly, the relationship between event involvement, place attachment and revisit intention looks like. For instance, Hou, Lin, and Morais (2005) established a positive relationship between involvement and place in the context of a cultural tourism destination. Prayang and Ryan (2012) posed involvement and place attachment as parallel drivers of revisit intention (and satisfaction). George and George (2004) established place attachment as a driver of revisit intention.

Thanks to events, individuals attach meaning and memories to places, so that the self gets reflected in the place. These aspects of one's self, reflected in the place, generate attachment to (or revulsion toward) a place (Williams & Stewart, 1998), and such attachment in turn contributes to revisit intention (George & George, 2004). We propose that event involvement impacts place attachment (H2) and that the two—jointly—impact revisit intention (H1). Yet, event involvement refers to heightened relevance to the consumer (Gration et al., 2011), can influence consumers' intentions and behaviors (Carneiro & Crompton, 2010) and is a predictor of loyalty (Kim, 2008). Thus, event involvement builds the base for developing experiences, emotions, relevance and – eventually - place attachment (Argan et al., 2015; Hou et al., 2005; Hwang et al., 2005), while place attachment is an emotional reaction to a physical and social

setting (Prayag & Ryan, 2012), akin to the affective component of attitude (Jorgensen & Stedman, 2001). Instead, revisit intention represents a behavioral intention. Thus, it can be argued that event involvement is an antecedent of place attachment, which in turn is an antecedent of revisit intention. Such theorization would also answer recent calls in the literature for consideration of mediation relationships (Wong & Tang, 2016) and address the consideration that place attachment as a mediating variable could fill gaps in the knowledge of the relationships between revisit-related constructs (George & George, 2004). Accordingly, we advance the following hypothesis:

Hypothesis 3. Place attachment partially mediates the relationship between event involvement and revisit intention.

Although full mediation was the standard according to Baron and Kenny (1986), more recent developments on mediation analysis (Iacobucci, 2008, p. 12) note that “when all tests are properly conducted and reported, the majority of articles conclude with partial mediation”. Based on the extant literature the present research advances that both direct (H1) and mediated (H2) effects could exist, and that they should point in the same direction (revisit intention) and display the same (positive) sign. Thus, such partial mediation (H3) is a complementary mediation, according to the terminology of Zhao et al. (2010).

Experience authenticity refers to the extent to which experiences are perceived by tourists as genuine (Shen et al., 2014), true (Castéran & Roederer, 2013), real (Akhoondnejad, 2016), and historically accurate (Wang, 1999). Experience authenticity has been extensively discussed in tourism and hospitality literature (Kim & Jamal, 2007), with respect to revisit intention (Kolar & Zabkar, 2010), satisfaction (Chhabra et al., 2003), and loyalty (Brida et al., 2013).

Scholars consider experience authenticity particularly relevant in heritage tourism (Boyd, 2002; Lu, Chi, & Liu, 2015), where tourists often express an “ardent desire” for experience authenticity (Lu et al., 2015, p. 88). Perceptions of experience authenticity, historical accuracy, realism and genuineness might therefore enhance event involvement, determining in turn the consumer’s attachment to a place (e.g., Brown et al., 2016). There is also evidence for a positive correlation between place attachment and experience authenticity (Ram, Björk, & Weidenfeld, 2016). For instance, Belhassen, Caton, and Stewart (2008) found that pilgrims developed place attachment for sacred sites where they perceived experience authenticity, while Wildish, Kearns, and Collins (2016) found that tourists visiting a hostel established stronger attachment especially for places where they experienced authenticity through freedom and proximity to nature.

In this context, experience authenticity might have a potential moderating role between event involvement and place attachment. A direct relationship between tourists’ involvement and place attachment has been empirically documented (e.g., Xu & Zhang, 2016). Moreover, as noted by Brown et al. (2016), event involvement impacts tourists’ evaluation of the event venue. If tourists develop event involvement, and perceive the experience as authentic, they may transmit this positive state to the hosting venue (e.g., Brown et al., 2016), reinforcing place attachment. Consequently, we posit the following:

Hypothesis 4. *experience authenticity positively moderates the relationship between event involvement and place attachment (H4a), in such a way that high levels of experience authenticity increase place attachment attributable to event involvement (H4b).*

Place attachment has also been addressed in environmental psychology, where it has been found to be affected by geographic distance (Sarbin, 1983), leading to a dichotomization of

neighborhood and non-neighborhood, or closeness and distance (Ahrentzen, 1992), as place attachment develops to different degrees within different spatial distances (Hidalgo & Hernandez, 2001). In this vein, the concept of familiarity (or experience) with a place has been developed, for instance, in explaining the psychological consequences of displacement from neighborhood to non-neighborhood (Fullilove, 1996). Accordingly, literature in environmental psychology has addressed the spatial dimensions of neighborhood familiarity (or experience) (Aitken, Stutz, Prosser, & Chandler, 1993) and its relationship to place attachment (Brown et al., 2003). Familiarity has been found to positively relate to geographic closeness (Brown et al., 2003), with which it shapes feelings of belongingness and identity (Hammit et al., 2004), and has also been found to be a driver of attitudes and behavior for individuals psychologically and/or geographically close to that place or environment (Lewicka, 2005; Manzo & Perkins, 2006).

Thus, a link has been established between place attachment - which refers to a psychological perception - and neighborhood, which is related to a geographic measure of distance. In this vein, literature in psychology further supports the connection between physical and psychological distance, as many kinds of distance (e.g., social, temporal, probabilistic distance), including - if not even primarily - physical geographic distance (Henderson et al., 2011), have been shown to translate to (and highly correlate with) psychological distance (Liberman et al., 2007; Trope & Liberman, 2010), affecting attitudes, preferences, and behaviors.

Previous experience with a destination is related to both spatial and temporal distance (Trope & Liberman, 2010), and the farther removed an object is from direct experience, the higher the psychological distance from the self. Consistently, literature in tourism has established a link between experience with a destination and behavior, showing that experience can

influence attitudes, choice, satisfaction and revisit intention (Alegre & Cladera, 2006; Chen & Lin, 2012; Huang & Hsu, 2009; Yoon, Gursoy, & Chen, 2001).

Building on the psychological concept of familiarity or experience with a place, we posit that revisit intention will be driven more by place attachment than by event involvement for consumers coming from close locations, whereas place might exert a less incisive role in attracting non-neighbors. More formally, we advance the following hypothesis:

Hypothesis 5. *The intention to revisit is driven more (less) by place attachment than by event involvement for consumers coming from close (distant) locations.*

Literature in psychology has suggested that, where patterns of association between behavioral intentions and place attachment have been found to differ by age (Lewicka, 2005; Pretty et al., 2003), with elder individuals driven more by place attachment than by the need for excitement (Rubinstein & Parmelee, 1992). Overall, a solid link has been established in psychology between elder age and place attachment (Anton & Lawrence, 2014; Hidalgo & Hernández, 2001; Pretty et al., 2003; Sugihara & Evans, 2000), and between younger age and desire for excitement (Maurer et al., 2003; Roberti, 2004).

In tourism, older consumers are an increasingly a managerially appealing segment (McGuire et al., 1988; Vigolo, 2017), and often have more free time and money than younger consumer segments (e.g., Moschis, 2012). Literature in tourism has suggested a link between the degree of place attachment and tourists age (Argan et al., 2015; Hidalgo & Hernández, 2001; Kimpton et al., 2014) finding that older individuals are more likely to develop emotional bonds to place than younger individuals. Yet, despite evidence in tourism that consumers of different ages exhibit different behavioral and vacation patterns (see, e.g., Romsa & Blenman, 1989), the

role of age in the association between place attachment, event involvement, and behavioral intentions has yet to be explicitly or systematically addressed.

Therefore, we split the model estimation for younger and older consumers and posit the following hypothesis:

Hypothesis 6. *Revisit intention is driven more (less) by place attachment than by event involvement for older (younger) consumers.*

In summary, we develop a moderated mediation model, where place attachment mediates the relationship between event involvement and revisit intention, and experience authenticity moderates the mediation. Fig. 1 depicts the proposed relationships.

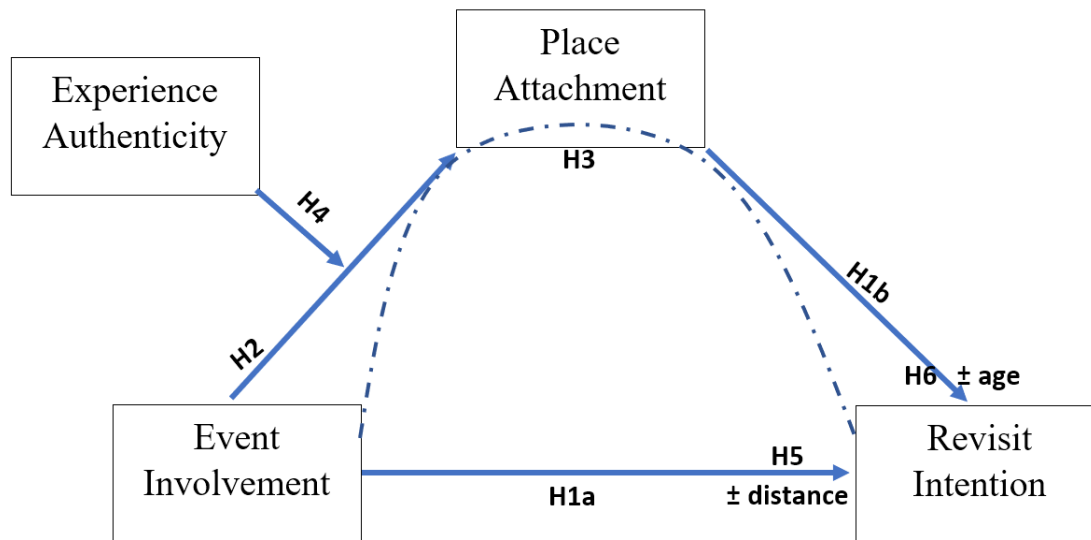


Fig. 1. The conceptual model.

3. Methods

3.1. Setting

The present research investigates heritage consumption in the context of a Roman heritage event—the *Aquileia Tempora* (see Figs. 2-4). The festival is staged annually, in mid-June. First held in 2009, it has become a major event for the Friuli region, which lies between northeastern Italy, southern Austria, and Slovenia. It is held in Aquileia, a major archeological site in northeastern Italy, often referred to as the Pompeii of the North, and based on its millennia-old history (Fig. 5). Tied to the defense of the borders from the Celts, the exploitation of the nearby gold mines in southern Austria, and the adoptive home of the emperor Diocletian, Aquileia was a strategic port and one of the largest and wealthiest centers of the Roman empire, with over 100,000 inhabitants around the 2nd century AD. After the persecutions of the Christians by Diocletian, it became home to the patriarchate and for many centuries was one of the most important ecclesiastical jurisdiction centers, after Rome, of the Catholic Church, with temporal sovereignty over the whole region. Aquileia still bears many traces of the magnificence of the Roman Empire, like the ancient stone-paved *cardo* (the main street), the *forum*, the basilica, the baths, and parts of the city walls. It was declared a UNESCO World Heritage site in 1998.



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486 **Fig. 2.** A moment of the Aquileia Tempora event.

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Fig. 3. A moment of the Aquileia Tempora event.



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492 **Fig. 4.** A moment of the Aquileia Tempora event.

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Fig. 5. Part of the Aquileia archeological site.

The festival is held throughout the whole city but is tied mostly to the archeological site and to the 313 AD cathedral (still in place, though renovated in the 11th century).

The festival board developed a charter outlining strict guidelines for the festival re-enactors, performers, volunteers, and various “merchants and artisans,” including food and beverages. These guidelines are meant to convey a sense of experience authenticity underpinned by historicism.

The festival regularly attracts around 30,000 participants, including large re-enactment groups and tourists. Besides being recognized as one of the largest festivals of its kind, it is also sponsored by local government and educational institutions, and a secondary aim of the festival was to make a positive association between the festival and the local museum collection.

Note, however, that the festival represents a narrow era (200 AD), which reflects the lack of historical consensus on what is “Roman.” Furthermore, the interpretation of experience authenticity of certain parts (e.g., the gladiatorial games) is sacrificed to spectacularization. And while all food-service stallholders are required to comply with merchandising and clothing guidelines, some local canteens are exempt, and the strictness of the guidelines is limited by the national laws on free trade.

3.2. Sampling and measurements

A total of 350 randomly selected participants in the festival were interviewed during the event (44% females; median age = 35; 342 usable questionnaires) by means of a paper-and-pencil questionnaire. The questionnaire was pretested on a pilot sample of 100 respondents to ensure

that the questions were easy to understand and unambiguous. In preparing and administering the questionnaire, we took particular care to avoid method biases as described in Podsakoff, MacKenzie, Lee, and Podsakoff (2003). To reduce evaluation apprehension and social desirability biases, we reassured respondents that there were no right or wrong answers and explicitly asked them to answer questions honestly. Furthermore, the order of questions was randomized, and the data were collected during the event at different times and on different days (i.e., on all three days of the event, nearly equally split across days: 98, 135, and 117 questionnaires, respectively).

Experience authenticity was measured by five items: products, local staff, traditional presentation, atmosphere, and event as in Akhoondnejad (2016). Revisit intention was measured by four items as in Bryce et al. (2015). Event involvement was measured by eight items as in Kaplanidou and Havitz (2010). Place attachment was measured by six items as in Kaplanidou et al. (2012). All items were measured using 7-point Likert scales ranging from 1 (*completely disagree*) to 7 (*completely agree*). Respondents were also asked to express their motivations for their presence in Aquileia. Finally, respondents were asked about their demographics (age, gender, occupation), and how far they had traveled to reach the event.

4. Results

4.1. Mean ratings and scale dimensionality

The mean scores of the 24 items are displayed in Table 7 in the Appendix and range from 4.31 to 5.46. The items with the highest mean scores are: “For me, attending Aquileia Tempora is a pleasure”(5.46), “Buying tickets to the Aquileia Tempora event is like buying a gift for myself” (5.39), “Attending Aquileia Tempora as a spectator gives a glimpse of the type of person I am”

(5.39), “It is rather complicated to choose which heritage event to go to” (5.39), and “I attach great importance to Aquileia Tempora as a leisure event” (5.37). These items indicate that the respondents are involved with the event being hosted and favor buying a ticket. The items with relatively lower mean scores are: “I will visit Aquileia Tempora” (4.31), “I will visit tourist attractions in Aquileia” (4.45), “I will visit festivals in the Aquileia area” (4.55), and “I will visit the archeological park in Aquileia” (4.56). These items measure the respondents' intention to visit the event again. The fact that their mean scores are merely beyond the middle point indicates that the respondents will not automatically return for the event in the future.

Other items whose lowest mean scores are merely beyond the middle point are among those measuring place attachment. They are “Aquileia is the best place for Roman heritage events” (4.68); “No other place can compare with Aquileia for this event” (4.72); “I feel like Aquileia is part of me” (4.81) and “Aquileia means a lot to me” (4.82). They show that the respondents did not hold a very positive or very negative perception in terms of their attachment to the place. In other words, the respondents may not have felt a particularly strong personal connection with the place.

As for the variable that captures the authenticity of the experience, scores show that respondents felt that the ‘atmosphere’ was more significant for conveying experience authenticity than the ‘unique products’ or physical objects used for the events (5.25). Overall, these results seem to show that, although Aquileia is positioned as a destination for heritage tourism, and tourists are highly involved with the Aquileia Tempora event, they do not display a particularly high place attachment. Further, experience authenticity is driven more by intangible features, and there is no necessary guarantee that they will revisit the event.

4.2. Full model estimation

Factor analyses on the scales were performed (extraction method Maximum Likelihood, Oblimin rotation) confirming the hypothesized factorial structure, with high factor loadings on separate factors (loadings $>.5$; eigenvalues ≥ 1), in line with the original studies employing the scales. Cronbach's alpha was .94 for revisit intention, .94 for event involvement, .91 for experience authenticity, and .93 for place attachment. Questionnaire items, means, and standard deviations are reported in Table 7 in the Appendix.

A moderated mediation analysis was run using the PROCESS macro in SPSS (Hayes, 2013) to estimate the direct and indirect effects of event involvement on revisit intention through place attachment as moderated by experience authenticity (Hayes, 2013; Model 7). The significance of the direct and indirect effects was evaluated by means of 5,000 bootstrap samples to create bias-corrected confidence intervals (CIs; 95%). Eight questionnaires of the 350 were automatically deleted by the software due to missing data in estimating the full model. Evidence from the estimation of the model on the remaining 342 questionnaires suggests (1) place attachment as a mediator of the relationship between event involvement and revisit intention (Mediator Index = .086, $se = .044$, LLCI = .014, ULCI = .193), (2) a significant direct effect of event involvement on revisit intention ($B = .72$, $p < .001$), and (3) a significant indirect effect via place attachment ($B = .41$; $p < .001$). This is to say that while event involvement leads *per se* to higher revisit intention, it also helps increase a person's place attachment, which in turn leads to higher revisit intention. Furthermore, place attachment is as effective as event involvement in building revisit intention (.41 vs. .37). As expected, experience authenticity significantly moderates the effect of event involvement on place attachment such that for low experience authenticity, the relationship between event involvement and place attachment is reduced ($B =$

.21, $p = .032$). Given that place attachment leads to revisit intention but that low experience authenticity buffers place attachment, the highest levels of revisit intention were observed for individuals who developed place attachment by attending events with high experience authenticity.

Results of the full model estimation are illustrated in Fig. 6.

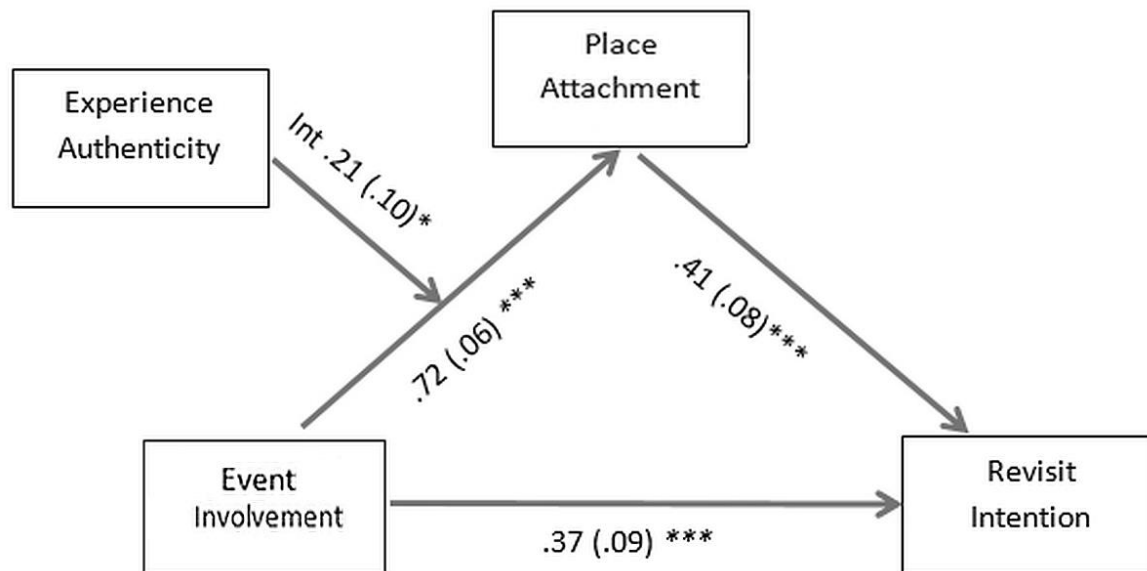


Fig. 6. The model with estimates.

In summary, hypotheses 1 through 6 are supported. On one hand, the findings for place attachment are consistent with previous research that explored its relationship with revisit intention without addressing event involvement. Similarly, the findings for event involvement are consistent with previous research that explored its relationship with revisit intention without exploring place attachment. On the other hand, the present analysis puts the addressed relationships into clearer context. Although new, these findings positively compare with previous studies suggesting that revisit intention for heritage marketing is built by both location-related and event-related factors (Gross & Brown, 2008; Lee & Shen, 2013).

Furthermore, the findings from the full model support the role of experience authenticity as moderator rather than as a direct predictor of event involvement, place attachment, or revisit intention. Results are summarized in Tables 1 and 2.

Table 1. Full model: moderated mediation analysis

	coeff	se	<i>t</i>	<i>p</i>	LLCI	ULCI
Event involvement on place attachment	0.719	0.058	12.367	0.000	0.604	0.833
Moderation of experience authenticity	0.210	0.098	2.147	0.032	0.018	0.402
Place attachment on revisit intention	0.408	0.077	5.302	0.000	0.257	0.560
Event involvement on revisit intention	0.372	0.089	4.187	0.000	0.197	0.546
Direct effect	0.372	0.089	4.187	0.000	0.197	0.546

Note. LLCI = lower limit confidence interval; ULCI = upper limit confidence interval.

Table 2. Full model: moderator analysis, Conditional indirect effect of X on Y at values of the moderator

	Moderator: Experience authenticity	<i>Effect</i>	se	LLCI	ULCI
Place attachment	0	0.294	0.059	0.186	0.417
Place attachment	1	0.379	0.080	0.234	0.548

Note. Values for the moderator are the mean and plus/minus one SD from mean; LLCI = lower limit confidence interval; ULCI = upper limit confidence interval.

4.3. Split model for distance

Through a median split of the distance participants traveled to reach the event, we compare the findings for near and far visitors. Specifically, the data show that for respondents coming from nearby (< 100 km), revisit intention is driven more by place attachment ($B = .402, p < .001$) than

by event involvement ($B = .292, p = .011$), and experience authenticity moderates the relationship between place attachment and event involvement ($B = .256, p = .048$). This finding is consistent with the idea that the behavioral intentions of individuals who are close to and emotionally attached to the place hosting the event are driven more by their connection to the place than by a once-a-year event lasting a few days, although they appreciate it when the event respects the history and traditions of the place.

For visitors coming from greater distances, however, the data show that—overall—event involvement has a key role both in building place attachment ($B = .867, p < .001$) and in contributing to revisit intention ($B = .526, p < .001$), more than place attachment does ($B = .356, p = .002$), and that experience authenticity is no longer relevant ($p = .13$). This finding is consistent with the idea that, for those visitors who are far from the place hosting the event, the key is the event, and its historical experience authenticity is secondary to spectacularization.

Results are summarized in Tables 3 and 4.

Table 3. Split model for distance: moderated mediation analysis

	Group	coeff	Se	<i>t</i>	<i>p</i>	LLCI	ULCI
Event involvement on place attachment	<i>close</i>	0.635	0.072	8.777	0.000	0.492	0.778
	<i>distant</i>	0.867	0.097	8.968	0.000	0.675	1.058
Moderation of experience authenticity	<i>close</i>	0.256	0.129	1.989	0.048	0.002	0.509
	<i>distant</i>	0.083	0.151	0.551	0.582	−0.216	0.382
Place attachment on revisit intention	<i>close</i>	0.402	0.104	3.856	0.000	0.197	0.608
	<i>distant</i>	0.356	0.115	3.089	0.002	0.128	0.583
Event involvement on revisit intention	<i>close</i>	0.292	0.114	2.551	0.011	0.066	0.518
	<i>distant</i>	0.526	0.140	3.759	0.000	0.249	0.802
Direct effect	<i>close</i>	0.292	0.114	2.551	0.011	0.066	0.518
	<i>distant</i>	0.526	0.140	3.759	0.000	0.249	0.802

Note. LLCI = lower limit confidence interval; ULCI = upper limit confidence interval.

Table 4. Split model for distance: moderator analysis, Conditional indirect effect of X on Y at values of the moderator

	Moderator: Experience authenticity	Group	Effect	se	LLCI	ULCI
Place attachment	0	<i>close</i>	<i>0.256</i>	<i>0.073</i>	<i>0.127</i>	<i>0.416</i>
		<i>distant</i>	<i>0.308</i>	<i>0.105</i>	<i>0.113</i>	<i>0.525</i>
Place attachment	1	<i>close</i>	<i>0.358</i>	<i>0.105</i>	<i>0.167</i>	<i>0.582</i>
		<i>distant</i>	<i>0.338</i>	<i>0.118</i>	<i>0.123</i>	<i>0.592</i>

Note. Values for the moderator are the mean and plus/minus one SD from mean; LLCI = lower limit confidence interval; ULCI = upper limit confidence interval.

4.4. Split model for age

Visitors of different ages differ in their approaches to the event. Specifically, for younger consumers (based on the median split), event involvement drives revisit intention ($B = .411, p = .002$) more than place attachment ($B = .296, p = .010$), and experience authenticity no longer matters (Moderation $B = .127, p = .341$). In other words, younger tourists care more about the event than about its location, want to get involved in the event, and do not care about the historical experience authenticity of the experience being re-enacted.

For older visitors, however, place rather than event is key. Specifically, place attachment leads to revisit intention ($B = .600, p < .001$) more than event involvement does ($B = .362, p = .003$); experience authenticity is nonetheless helpful in further increasing place attachment (Moderation $B = .340, p = .032$).

Results are summarized in Tables 5 and 6.

Table 5. Split model for age: moderated mediation analysis

	Group	Coeff	se	<i>t</i>	<i>p</i>	LLCI	ULCI
Event involvement on place attachment	<i>younger</i>	0.784	0.089	8.831	0.000	0.609	0.96
	<i>older</i>	0.533	0.078	6.850	0.000	0.380	0.687
Moderation of experience authenticity	<i>younger</i>	0.127	0.133	0.956	0.341	-0.136	0.391
	<i>older</i>	0.340	0.157	2.165	0.032	0.030	0.650
Place attachment on revisit intention	<i>younger</i>	0.296	0.113	2.615	0.010	0.072	0.519
	<i>older</i>	0.600	0.111	5.396	0.000	0.381	0.819
Event involvement on revisit intention	<i>younger</i>	0.411	0.133	3.102	0.002	0.149	0.673
	<i>older</i>	0.362	0.119	3.038	0.003	0.127	0.597
Direct effect	<i>younger</i>	0.411	0.133	3.102	0.002	0.149	0.673
	<i>older</i>	0.362	0.119	3.038	0.003	0.127	0.597

Note. LLCI = lower limit confidence interval; ULCI = upper limit confidence interval.

Table 6. Split model on age: moderator analysis, conditional indirect effect of X on Y at values of the moderator

	Moderator: Experience authenticity	Group	<i>Effect</i>	se	LLCI	ULCI
Place attachment	0	<i>younger</i>	0.232	0.095	0.055	0.426
		<i>older</i>	0.320	0.080	0.190	0.511
Place attachment	1	<i>younger</i>	0.269	0.117	0.060	0.524
		<i>older</i>	0.524	0.130	0.310	0.828

Note. Values for the moderator are the mean and plus/minus one SD from mean; LLCI = lower limit confidence interval; ULCI = upper limit confidence interval.

4.5. Motivation analysis

Finally, the motivations that respondents provided were classified by two independent judges as event-related, place-related, or mixed/others. Ratings between the two judges show substantial agreement (Pearson $r^2 = .90$).

Motivations were later recoded as -1 , $+1$, and 0 , respectively, based on the judges' classification. Of 350 respondents, 52 did not answer the question about motivations and were therefore excluded from this analysis (40% females, 48% coming from far, 46% younger consumers). Next, we computed a score for each respondent, taking into account (a) the total number of motivations provided by each respondent, (b) the number of motivations that were place-related, and (c) the number of labels that were event-related, where (b) + (c) does not necessarily equal (a) due to mixed motivations. Specifically, the score is expressed as the average between the two judges of the sum of the proportion of place-related (b/a) and event-related motivation (c/a) out of the total number of motivations. This procedure yields a continuous score ranging from -1 (all event-related motivations) to $+1$ (all place-related motivations).

Consistent with the results from the model, we find a multivariate effect of age (Wilks $\lambda = .937$, $F = 9.753$, $df = 2$; 288, $p < .001$) and distance (Wilks $\lambda = .968$, $F = 4.720$, $df = 2$; 288, $p = .010$) on motivation type and number, but no effect of gender (Wilks $\lambda = .983$, $F = 2.454$, $df = 2$; 288, $p = .090$). Follow-up univariate analyses of variance yield significant differences between the motivation scores of older ($M_{\text{older}} = .136$) and younger ($M_{\text{younger}} = -.070$) consumers, and between close ($M_{\text{close}} = .109$) and distant ($M_{\text{distant}} = -.043$) consumers. In other words, younger consumers and consumers from distal locations tend to be driven more by event-related than by place-related motivations, whereas older and closer consumers tend to be driven more by place-related than by event-related motivations. A significant interaction emerges between age and distance (Wilks $\lambda = .976$, $F = 3.758$, $df = 2$; 288, $p = .029$). Specifically, older consumers provide more place-related motivations when they come from closer locations ($M_{\text{older_close}} = .157$ vs. $M_{\text{older_distant}} = .114$), and younger consumers provide more event-related motivations when

they come from more distant locations ($M_{\text{younger_close}} = .060$ vs. $M_{\text{younger_distant}} = -.200$). No differences emerge, however, in the average number of motivations respondents provided ($M_{\text{younger}} = 3.17$, $M_{\text{older}} = 3.01$, $F = .904$, $p = .343$; $df = 1;289$; $M_{\text{close}} = 3.12$, $M_{\text{far}} = 3.07$, $F = .177$, $p = .762$; $df = 1;289$; $M_{\text{male}} = 3.07$, $M_{\text{female}} = 3.11$, $F = .008$, $p = .930$; $df = 1;289$).

Overall, the findings from the motivation analysis corroborate those from the moderated mediation split models and suggest that while the place hosting the event is important, so is place attachment itself, and the relative weight of place- and event-related issues varies across different consumer segments.

5. Discussion

The present research tested a model focused on a few constructs that the tourism literature considers key but about whose exact relationships there is some ambiguity (and sometimes even some contradictions). We used a consumer-based approach to examine event involvement and place attachment as drivers of revisit intention. Specifically, we investigated place attachment as a mediator of the relationship between event involvement and revisit intention, and we posited experience authenticity as a moderator of the mediation. Accordingly, we ran a moderated mediation model. Furthermore, we analyzed the motivation freely elicited by those attending the event, strengthening the ecological validity of the findings from the moderated mediation model.

First, we found support for a partial mediation of place attachment, showing that both place-related and event-related factors are key in building revisit intention, and that they exert roughly the same impact on revisit intention. Based on these results, we can say that event involvement leads to revisit intention but also contributes to the development of place attachment, which in turn leads to higher revisit intention. Second, in line with our predictions,

we found that experience authenticity moderates the mediation, as the impact of event involvement on place attachment is higher (lower) when experience authenticity is high (low). Our research contributes to the literature by explicitly addressing mediation and moderation effects, overcoming limitations of previous studies that were not methodologically able to address mediators, or that addressed mediation and moderation in isolation rather than in a single, consistent model of moderated mediation. By means of the adopted procedure, we disentangled the effects of event involvement, place attachment, and experience authenticity, to assess the relative relationships between these constructs and to compare their impact on revisit intention.

Second, by splitting the model for the comparison of younger and older consumers, and for the comparison of close and distant tourists, we tested in different consumer segments the strength of the relationships we found in the full model. We found a reversal of the relative strength of place attachment and event involvement on revisit intention due to distance and to age. Specifically, for neighbor tourists, revisit intention is driven more by place attachment than by event involvement, and experience authenticity moderates the relationship. For non-neighbor tourists, however, event involvement contributes more than place attachment, and experience authenticity no longer matters. Furthermore, we found that the relationship between the considered constructs varies with age: younger consumers are more interested in the ability of the event to involve them, and older consumers are driven more by their attachment to the place. Overall, the findings for the split models positively relate to findings and suggestions in environmental psychology, but they translate its underlying assumptions to the domain of tourism.

Finally, we analyzed the motivations that respondents provided for participating in the event. We found significant differences between the motivations of younger and older consumers, and between close and distant consumers. Consistent with the evidence from the split moderated mediation models, younger consumers and distant consumers were driven more by event-related than by place-related motivations, whereas the opposite pattern emerged for older and close consumers. A significant interaction between age and distance further showed that younger consumers are even more event-driven when they come from distant locations, whereas older consumers are even more place-driven when they come from nearby. Methodologically, we also provide a simple yet efficient way to compute a continuous score of place-versus-event relatedness for motivations that is intuitive because it is symmetrically centered on zero and could be easily employed in further analyses to provide a more colorful picture and increase the external validity of SEM-based results.

From a theoretical perspective, our research provides a consistent and robust model that disambiguates the relationship between event involvement, place attachment, experience authenticity, and revisit intention, showing a partial mediation of place attachment, moderated by experience authenticity. Furthermore, translating to the domain of tourism management considerations from environmental psychology on the relationship between place attachment and event involvement, we address and find relevant differences in the model patterns due to consumers' age and their geographical distance.

From a methodological perspective, we implemented a moderated mediation model that is a novelty (at least relatively) compared with prior studies in the extant literature in tourism management. Furthermore, we provided an efficient and relatively easy way to compute a

motivational score, which allows for the inclusion of more qualitative data in the analyses, thus increasing their robustness and ecological validity.

Our study is not meant to be conclusive; nevertheless, we believe our results can be relevant for practitioners and can stimulate future research that could include a broader set of constructs, address further mediators and moderators, and use our computation score to include qualitative data next to the quantitative analyses. Furthermore, place attachment is associated with emotional connections of place (Smith, Siderelis, & Moore, 2010), and recent studies set in the context of archeological sites have shown that emotional responses are reliable predictors of attitude and behavior (Prayag, Hosany, Muskat, & Del Chiappa, 2017). Future research should measure tourists' emotions and link them to tourists' perceptions of and reactions to a destination, for instance building on the work by Prayag, Hosany, and Odeh (2013) to simultaneously examine the relationship between emotional responses, destination image, satisfaction and behavioral outcomes. Finally, future research could investigate the role of consumers' motivations to (re)visit a location or an event, deepening the understanding of the link between motivations, destination image and behavioral loyalty, for instance building on the motivation classification by Beerli and León-Ledesma (2012), Crompton (1979), and Gil, Palacio, and Ledesma (2017).

6. Managerial implications

Our study offers implications for the tourism industry in that it addresses both place- and event-related issues and, furthermore, investigates specific groups of tourists for a deeper understanding of what drives revisit intention. Several managerial implications emerged from our research findings:

- 780 (1) Generating interest in the touristic event is key, but so is place attachment.
781 Event managers need to be aware that merely relying on the physical
782 nature of location may fail to engage tourist involvement in an event.
- 783 (2) Increasing experience authenticity of the experience positively contributes
784 to building place attachment. Accordingly, managers need to foster
785 increasing levels of experience authenticity by selecting products, staff,
786 presentation, atmosphere, and events consistently. Care has to be put into
787 conveying a sense of experience authenticity in order to enhance
788 consumers' attachment to the place.
- 789 (3) Managers need to be aware of the different drivers of revisit intention for
790 close and far consumers and use them in accordance with their target
791 population: for consumers traveling longer distances to see the event,
792 event involvement contributes to revisit intention more than place
793 attachment does, and experience authenticity no longer plays a role. For
794 consumers coming from nearby, however, place attachment is more
795 relevant than the event being hosted, though they appreciate that the event
796 does not betray the history of the place. Thus, efforts to create place
797 attachment and to respect the authenticity pay off more for close than for
798 distant consumers, and the opposite holds for distant consumers.
- 799 (4) Younger and older visitors base their revisit intention on different
800 elements: younger consumers are less sensitive to place attachment, want
801 an involving event, and are not interested in experience authenticity. Older
802 consumers, by contrast, are driven more by place attachment than by the

event being hosted, yet they appreciate experience authenticity. Again, this information is useful for practitioners who seek to better address their target population.

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1132 **Appendix: Questionnaire items, means, and standard deviations**

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1134 **Table 7.** Questionnaire items, means, and standard deviations

	Mean	S.D.
INVOLVEMENT		
1. I attach great importance to Aquileia Tempora as a leisure event	5.37	1.17
2. Aquileia Tempora is an event that leaves me totally indifferent (reverse coded)	5.27	1.26
3. Buying tickets to the Aquileia Tempora event is like buying a gift for myself	5.39	1.20
4. For me, attending Aquileia Tempora is a pleasure	5.46	1.05
5. I can tell a lot about a person by whether they are Aquileia Tempora spectators or not	5.19	1.33
6. Attending Aquileia Tempora as a spectator gives a glimpse of the type of person I am	5.39	1.12
7. When I choose which heritage event to attend it is not a big deal if I make a mistake (reverse coded)	5.13	1.26
8. It is rather complicated to choose which heritage event to go to	5.39	1.12
PLACE ATTACHMENT		
1. I enjoy participating in Aquileia more than any other place	5.07	1.63
2. No other place can compare with Aquileia for this event	4.72	1.59
3. Aquileia is the best place for Roman heritage events	4.68	1.66
4. I am very attached to Aquileia	4.92	1.71
5. Aquileia means a lot to me	4.82	1.45
6. I feel like Aquileia is part of me	4.81	1.43
EXPERIENCE AUTHENTICITY		
1. Please rate the significance of the following items about the festival:		
2. Unique Roman products	4.63	1.82
3. Local staff	5.00	1.50
4. Historical presentation	4.93	1.48
5. Unique Roman atmosphere	5.25	1.45

	Mean	S.D.
6. Unique Roman heritage festival	4.99	1.46
REVISIT INTENTION		
1. I will visit Aquileia Tempora	4.31	1.80
2. I will visit the archeological park in Aquileia	4.56	1.70
3. I will visit festivals in the Aquileia area	4.55	1.66
4. I will visit tourist attractions in Aquileia	4.45	1.52

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