Factors Influencing Backpackers' Revisit Intention: The Case of Stadhuys and A'Famosa in Melaka

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Abstract

This study examines the factors influencing backpackers' revisit intention, in the case of Stadhuys and A'Famosa, Melaka. Backpackers are independent travelers who appreciate conserving money, taking longer holidays, having more control over their schedules, meeting locals, and partaking in both group and individual activities while away from home. For certain individuals, backpacker is closely related with revisiting or returning to the place within an anticipated time of 6 months or longer. A sample of 80 backpackers' data had been collected by using a self-administered questionnaire. The study area had been conducted in popular Heritage Sites in Melaka which are Stadhuys and A'Famosa. As popular tourist spots, Stadhuys and A'Famosa attract backpackers from various backgrounds and nationalities. This study is a non-probability sampling which used convenient and judgmental sampling techniques. Results indicate that memorable tourism experience is the most critical factor in determining a backpacker's desire to revisit a destination. Interestingly, the relationship between authenticity experience and revisit intention is rejected. This is due to the backpackers did not feel the authenticity of the buildings is the major factor they will return. Additionally, the finding showed weak linear link exists between Memorable Tourism Experience, Authenticity, Food Culture Experience, Backpackers Friendly Environment, and Revisit Intention. Recognizing these factors enables tourism providers and destination management organizations to enhance their offerings and cater to the preferences of backpackers, ensuring the continued success of backpacker-oriented tourism.

Keywords: Revisit Intention, Backpackers, Heritage Sites, Authenticity

Introduction

Independent travelers that enjoy saving money, going on longer vacations, having more control over their schedules, mingling with locals, and participating in both group and individual activities while they are away from home are known as backpackers (Chen & Huang,

2019). Additionally, the name "backpacker" is a symbol of independence, liberty, adventure, development, and advancement (Zhang et al., 2017). The "backpacker fraternity" is made up of "students, old country visitors, and those who find informal labor to pay for extensions to their travels," as stated in the research on tourist roles conducted by (Toxward, 1999.). Backpacker will save money by focusing on looking for the cheapest for all of his needs, especially travel accommodation where the backpacker will stay in a guesthouse, homestay, and any other accommodation that is cheap.

Backpackers will save money by staying in a guesthouse, homestay, and any other accommodation that is cheap (Aristio et al., 2019). Independent, low-cost travel that is also referred to as "backpacking" typically lasts for a longer period of time than regular vacations and focuses a greater emphasis on meeting locals and seeing the sights rather than going to a certain destination (Johnes et al., 2020). Those who choose to stay in less opulent accommodations have a different mindset than backpackers, who place a greater premium on autonomy and adaptability (Hsu et al., 2014). As a result of the increasing popularity of the backpacking culture, new categories of travelers have come into existence, such as "flashpackers" and "short-term backpackers" (Zhang et al., 2017).

History's connections and contrasts with heritage have been the basis for several definitions of heritage. Although the historical context is essential, it is not the sole reason for the heritage's existence (Omar, 2013). A Heritage Site is a location recognized by UNESCO for its exceptional cultural, historical, or physical significance to humanity. Preventing the worldwide loss of cultural and natural heritage is a global priority, and it is widely agreed that the world's most important heritage sites should be safeguarded (Ertan & Egercioglu, 2016). Heritage tourism, often called historical or cultural tourism, is a type of travel whose primary goal is to understand the destination's history and culture. It could be as simple as taking in the architecture of famous landmarks, visiting museums housing historical artifacts, artworks, and literary relics, or even just eating out traditional historical cuisine in its native environment (Saydam et al., 2022). Additionally, there has been a massive increase in the number of people engaging in heritage-based tourism, with hundreds of millions now participating annually (Su et al., 2020). Cultural heritage locations include numerous historic structures and town sites, significant archaeological sites, and massive works of sculpture or painting, according to Britannica (2022). A place's cultural history is one of the main reasons people travel there. One definition of cultural heritage tourism is "travelling to experience the places and activities that genuinely represent the stories and people of the past and present" (Ismail et. al, 2014).

One's propensity to revisit a location after a previous visit is an example of a solid behavioral intention or the degree to which a person wilfully plans to carry out a specific behavior (Rasoolimanesh et al., 2021). Revisit intention (RI) is an essential characteristic used to determine whether or not past visitors intend to return to a specific location (Abassi et al., 2021). One research found that repeat visitors spent nearly three times more time on the site than first-time visitors (Park et al., 2018). Tourists' intentions to return to a destination are crucial to its continued prosperity. It can also be identified in past study studies that Attracting repeat customers, who often spend five times as much as first-time visitors, is a great way to gain money at tourist attractions (Zhou et al., 2022). Past studies identify the success of a place depends heavily on the number of people who plan to visit again (Nguyen-Viet et al., 2020). As a vital sign of a destination's growth and success, a visitor's likelihood to return to a place they've previously visited is not simply an essential facet of tourist behavior (Zhou et al., 2022). Studies have shown that factors unique to tourist destinations such as service

quality, destination image, attractions, tourism infrastructure, and safety are among the most important in predicting whether or not a visitor will return. The second group of reasons why visitors return to the same destinations includes their motives, curiosities, sense of pleasure, and sense of happiness. (Peng, 2022).

Travelling allows visitors to learn new experiences and acquire new skills they may employ throughout their lives, making it an invaluable intangible resource (Rasoolimanesh et al., 2021). Every person has a unique, remarkable experience. A backpacker's experience is the total of their travels and the hospitality they receive at a specific location. Travellers consider prior travel experiences before deciding on future trips (Yan & Halpenny, 2019). Several factors encourage one to revisit a place, including exclusivity, personalization, shopping, service quality, and the physical environment. Meanwhile, one can only sometimes assume that a particular event will be memorable and, as a result, translate it into a wish to repeat it (Tiwari et al., 2021). Destination brand equity can affect the number of tourists, the amount of money they spend, and the length of time they stay. For instance, the quality and uniqueness of the "place brands'' associated with Heritage sites may appeal to travelers (Yan & Halpenny, 2019). In addition, because of the stringent requirements and time-consuming processes necessary to attain Heritage designation, visitors may feel more at ease about visiting the location (Mariani & Guizzardi, 2019).

Problem Statement

Backpackers spend a long time at one destination, but they have a limited budget for travel funds, so they always budget for their visits, which causes them to tremble apart from the destination with a high price but aside from that, the backpackers appear to seek novelty and education knowledge for the place they went, particularly the heritage destination they chose, which not many destinations offer that to the backpackers to continue their travel journey (Hsu et al., 2014). A backpacker is typically described as an independent traveler who favors cheap lodging, longer vacations, flexible itineraries, meeting other travelers, and social and participatory holiday activities. Since they always tend to do that, they make quite a bit of effort to assimilate the culture, and when they return to their home, it's unclear if they will adapt the assimilation or otherwise (Chen et al., 2019). However, revisit intention is a more important variable to measure a tourist's intention to revisit or return to a destination and it is not only an important aspect of tourist behavior but also an essential indicator of the successful development of destinations (Zhou et al., 2022).

According to previous studies about backpackers, backpackers have interests similar to those of many other tourists, but they tend to spend more time within a particular destination and spread their expenditures at various sites that they visit and they usually take longer trips than other tourists. Some backpackers are educated, and they travel independently and backpackers have recreational interests similar to those of many other travelers, but they tend to spend more time within a particular destination and spread their expenditures at various sites that they visit and they usually take longer trips than other tourists. Past studies show that backpackers have sparked some criticism due to the potential negative effects, particularly on the environment, cultural, and social aspects, that are frequently associated with backpackers' behavior activities once they try to assimilate the local culture (Buddalerd, 2017).

Based on previous study, it has been shown that there are a variety of reasons why tourists tend to revisit the destination such as authenticity of the heritage place, memorable tourism experience and also place attachment (Zhou et al., 2020). Another study found that

positive emotions and mood from a previous trip, as well as feelings of joy, can influence an individual's future decision and behavior to return to the destination (Rasoolimanesh et al., 2021). There are several studies showing that the factors influencing revisit intention to tourists only. There are less studies about factors influencing backpackers to revisit heritage sites. However, the researcher study focuses on factors influencing backpackers' to revisit intention in the case of Stadhuys and A'Famosa in Melaka in order to address these gaps in the literature. It looks at the reasons behind backpackers' behavior and their intentions for future visits to historic sites.

Research Objectives

The primary objective of this study is to examined factors influencing backpackers' revisit intention to heritage sites. This primary objective is further enhanced with the following objectives

1. To determine factors influencing revisit intention among backpackers.
2. To identify the relationship between factors influencing backpacker`s destination and revisit intentions.
3. To analyze the effect of heritage experience in heritage sites towards backpackers.

Scope of Study

The scope of study is focused on backpackers who visit historical sites. This study's main purpose is to evaluate backpackers' satisfaction with and revisit intention to Melaka heritage sites. The study area will be conducted in popular Heritage Sites in Melaka. The scope of this study will be limited to two heritage sites in Melaka which are Stadhuys monument and A'Famosa.

The majority of backpackers travel during emerging adulthood, the developmental stage that lasts from the ages of 18 and above. Many young people still rely on their parents for emotional, practical, and financial support (Refaeli, et al., 2022). Therefore, the samples will be collected among backpackers who had revisit Melaka Heritage Sites from the age of 18 and above. A total of 80 backpackers had been chosen, and primary data had been collected using a self-administered questionnaire. The study area had been conducted in popular Heritage Sites in Melaka. With using the non-probability sampling which are convenient and judgmental sampling techniques will be used in this study. Sample-to-variables ratio ensures the "bare minimum requirement for hierarchical or multiple regression. The sample-to-variable ratio suggests a minimum observation-to-variable ratio of 5:1, but ratios of 15:1 or 20:1 are preferred. The results obtained from the sample are close to those obtained if the entire population was measured (Memon et al., 2002).

Significance of Study

This study will be useful for tourism organizations to identify the factors as it will aid the industry players to improve the quality of the existing heritage sites. It also to give awareness to the public about the importance of preserving the heritage sites in Melaka. Backpackers typically influence stakeholders through self-improvement, enthusiastic adventure, the opportunity to explore different cultures and language, make new environments, and expand their knowledge with education.

Moreover, backpackers tend to spend more money overall than other types of travelers, despite their lower daily expenditure. It is less responsible for tour operators to give information to backpackers who find themselves. Backpackers typically spend less per day

than conventional visitors because they stay longer, but the total amount they spend should not be discounted from the government's perspective. The government will be able to increase its financial resources going forward.

Academic institutions can also use the data to effectively align their academics, for their professional development, and also for research programme to either more thoroughly adapt to the latest demographics or to contribute to new literature that has its core on the backpackers' experience and how it influences their revisit intentions.

Literature Review
Heritage Sites

Melaka is a port city on Peninsular Malaysia's south-western coast. Melaka Tengah, Alor Gajah, and Jasin are the three primary administrative divisions of the Melaka State. Melaka World Heritage Site is a small and compact site, spanning only 288.10 hectares. The Melaka River, St. Paul's Civic Zone, and the Historic Residential and Commercial Zone are all considered to be among the oldest parts of the Melaka Historical City, which is also a component of Melaka WHS (Khairi et al., 2018).

According to Jamaludin et al (2021), Heritage refers to inheritance of practices or properties from the past. The status of World Heritage Site (WHS) designated by the United Nations Educational, Scientific, and Cultural Organization (UNESCO) aims to promote the recognition, restoration, and conservation of cultural and natural resources around the world. Ertan & Egercioglu (2016) also adds that the Heritage Site is a location recognized by UNESCO for its exceptional cultural, historical, or physical significance to humanity. Britannica (2022) categorizes World Heritage Sites into three categories: cultural, natural, and mixed. World Heritage Sites are widely regarded as a vital factor in the expansion of the tourism industry, as stated by (Alazaizeh et al., 2019). More tourists visit places on the World Heritage list than visit places not on the list (Zhang et al., 2022). Since the earliest accounts of travelers, merchants, and explorers, heritage tourism has been around. Travelers are drawn to Malaysia in part because of the country's rich heritage, which is showcased in a variety of popular tourist attractions (Yusof et al, 2021). Heritage tourism has flourished as a result of the widespread interest in these locations among foreign visitors (Alazaizeh et al., 2019). However, the attraction for tourists to go to heritage has flourished, preventing the worldwide loss of cultural and natural heritage is a global priority, and it is widely agreed that the world's most important heritage sites should be safeguarded (Ertan & Egercioglu, 2016).

In a community, a community's history is defined by the historical monuments, landmarks, and cultural heritage that have been handed down from generation to generation, as well as the value and desire for those things. The heritage is an important financial asset (Jamaludin et al., 2021). A place's cultural history is one of the main reasons people travel there. One definition of cultural heritage tourism is "travelling to experience the places and activities that genuinely represent the stories and people of the past and present" (Ismail et. al, 2014). The cultural heritage of Malaysia can be broken down into two categories: tangible and intangible. Intangible cultural heritage may have existed or exists in relation to the heritage of Malaysia or any part of Malaysia or in relation to the heritage of a Malaysian community; in contrast, the term "tangible cultural heritage" refers to tangible artefacts produced, maintained, and transmitted intergenerationally in a society (RichesResources, 2014). Cultural heritage tourism is significant for a number of reasons, including its positive economic and social impact, its role in establishing and reinforcing identity, its contribution to the preservation of cultural heritage through the use of culture as an instrument, its

facilitation of social cohesion and mutual understanding, and its role in reviving tourism (Ismail et al., 2014). Travelers interested in a destination's history and culture often buy souvenirs and immerse themselves in the local way of life (Saydam et al., 2022).

One study argued that a tourism location needs to offer a variety of cultural, educational, recreational, and natural experiences to attract a wide variety of visitors (Thong et al., 2020). This is due to the fact that a wide variety of attractions can go a long way toward satisfying visitors and bolstering a location's competitiveness as a tourist hotspot. There has been a profusion of venues marketing various "heritages," whatever those terms are used in specific settings and localities, as part of the fast-growing heritage tourism sector of the international tourism business (Hertzman et., al, 2008). According to Guliling and Aziz (2018), heritage tourism is one of the specialty goods that has to be explored extensively in Malaysia. This type of vacation is becoming increasingly popular among tourists. Heritage travel is a specific type of cultural vacation.

When selecting World Heritage Sites, UNESCO prioritizes those that hold local and universal values or even global lessons that mankind can learn, share, and appreciate. These factors include, but are not limited to, uniqueness and worth in a mix of forms, functions, culture, history, etc (Azizan, 2022). The Federal, State, and Local Governments of Malaysia play crucial roles in heritage preservation and tourism growth (Jani, 2018). The tourist-drawing efforts of heritage sites are concentrating on the supply and demand sides of the industry. Section 2 of the Malaysia National Heritage Act 2005 (Act 645), as cited by Jani (2018), defines a "world heritage site" as "a building or groups of separate or connected buildings that are of outstanding universal value from the point of view of history, art, or science" due to their architecture, homogeneity, or location in the landscape. Visiting and recommending WHS, as well as other travel-related actions, are examples of brand loyalty (Yan & Halpenny, 2019). Rich historical and cultural values, preservation of sites, good traditional food, preserved traditional atmosphere, authentic landscape, educational opportunities from sites, local handicrafts and souvenirs, environmental protection, and good accommodation facilities all contribute to visitor satisfaction at heritage sites. Heritage sites closer to the travellers' homes or ancestral homelands were the most popular destinations (Darda & Bhuiyan, 2022).

There are numerous studies that show about heritage sites in terms of people, students, locals, and foreign tourists, but no studies about heritage site visitors among backpackers in Melaka Heritage Sites. Therefore, this study will discover how heritage sites in Melaka are associated with backpackers.

Authenticity Experience

The staging of local culture to create an impression of authenticity for a tourist audience was first introduced by MacCannell, and the key point here is that the essence of the culture is the critical factor in determining the quality of the tourist experience and modern people want to experience the cultural authenticity of different historical periods, regions, and other people's lives (Zhang et al., 2018). In the other study, authenticity is the quality of being 'authentic' and real' or real and genuine,' and the sense of 'genuineness' includes the real thing,' 'legitimacy,' and 'believability.' 'Authentic' can also mean 'veritable,' 'bona fide', 'reliable', and 'unquestionable,' or 'reliable,' 'original,' and 'unquestionable' (Park et al., 2019).

In another study, the term authenticity, as it relates to heritage, was first introduced in the Venice Charter but without any theoretical explanation, and thirteen years later, in 1977,

the UNESCO Operational Guidelines first mentioned the test of authenticity under four categories of design, materials, setting, and workmanship (Mehr et al., 2020). Authenticity does not limit consideration to the original form and structure, but also includes all subsequent modifications and additions made over time, which have artistic and historical value. This statement demonstrates that authenticity extends beyond a heritage building's original form and structure, and that all adaptation works performed on the building over time contribute to its authenticity (Mehr et al., 2020). Authenticity is a quality that anyone can have and is defined as being original, true, sincere, genuine, and authoritative. In 2008, English Heritage defined authenticity as those features that reflect and embody the cultural heritage (Mehr et al., 2020).

Authenticity involving experience and emotion has long been a source of concern in philosophy and ethics and can be defined as 'authenticity as being historic' and cultural, or connected to the past, and asking tourists to respond to items that represent history. Authenticity has frequently been associated with the local area (place of origin), because tourists are motivated by a desire to experience another culture (Park et al., 2019). There is a link between authenticity and revisit intention, with authenticity regarded as an environmental stimulus and revisit intention regarded as a human behavioural response (Zhou et al., 2022). The tourist experience is also essential for the development of destinations because it is linked to the intention to return, and in heritage tourism, discussions of the visitor experience are typically centered on authenticity, which refers to the degree to which the experience or product is unique and authentic that will lead to revisit intention for the tourist (Zhou et al., 2022). There have been numerous studies conducted in the past about how important it is for a location to be authentic because this influences tourist desire to return, but none have looked at how authentic heritage sites backpackers desire to return.

Food Culture Experience

Cultural food plays an important role in developing tourist destinations, boosting tourism, and becoming one of the tourism products and attractions that entice tourists to return to (Rahman et.al., 2022). Tasting cultural cuisine in each region is an essential part of the overall tourist experience. Food-loving tourists eat at least one or more meals in local restaurants to make future visits to each city's food culture more enjoyable. According to Khoshkam et al (2022), three major factors, "essential foods, cooking techniques, and flavour," are the principles that distinguish a cultural cuisine. Culture has been shown to influence human behaviours, such as individuals' beliefs, values, judgements, and thinking styles. In particular, culture has been shown to be relevant with individuals' taste and food preferences, a unique element of a given culture that differs from others, and Rongguang Zhao's theory of food culture circles documents that the formation of food culture is due to geography, ethnicity, climate, and history (Deng et al., 2022).

The level of satisfaction of visitors can be comprehended by the taste of the food and its appeal, according to Khoshkam et al (2022), who focused on Malaysian food flavours on Penang Island, Malaysia. They believed that combining local food tasting in each destination with previous local food experiences and local neophobia could result in memorable cultural food consumption experiences. Culture cuisines play an important role in developing tourist destinations, boosting tourism, and becoming one of the tourism products and attractions that tourists will return to (Rahman et.al, 2022). The food culture experience influences customers' cognitive, emotional, and behavioural responses. The difference, however, will be

determined by the customer's perception of the eating experience, whether positive or negative. Customers' eating experiences are shaped by the food and beverage industry, as well as its quality, sanitation, behaviour, customer service, brand image, and price (Rahman et.al, 2022). Tourist satisfaction in terms of food culture is a significant predictor of post-purchase behavioural intentions because it improves tourists' perceptions of the products or services. It may also persuade tourists to return in the future, according to Rahman et.al, 2022. There are many previous studies about food culture experience on tourists but there is lack of studies about food culture experience on backpackers.

Backpacker's friendly environment

Backpacker`s friendly environment will be suitable in a sustainable. Individual low-cost tourism overlaps with many other well-described types. Backpacking, rural, volunteer, pilgrimage, youth, cycling, and other types of tourism are among them. (B. Wodarczyk et al., 2022). It generally refers to a budget-conscious international traveller who frequently travels with a backpack to multiple destinations with a more flexible itinerary and longer trip duration than conventional tourists, as well as a preference for using backpacker infrastructure such as budget-type accommodation and public transportation (Sroypetch, S. et al., 2016). Low-cost travel and its potential for creating sustainable tourism are discussed. (B. Wodarczyk et al., 2022).

Nowadays, travel is more convenient due to the network, Google Maps, a wealth of travel information to query, and more user-friendly tools or software. Present era, information and communication technology is advanced, and the proposition of usage value has emphasised on encouraging customers to collaborate to create experiences. In terms of the environmental impact of backpacking, this alternative form of tourism, defined by consuming relatively few resources while travelling, is regarded as more environmentally friendly than mass tourism (Scheyvens, 2002).

Memorable Tourism Destination

The definition of a memorable tourism experience (MTE) is "a tourism experience that is positively remembered and recalled after the event has occurred" (S. Hosseini et al., 2021). MTEs are moments that travellers can identify and recall after a trip by recalling only a few of their memorable tourist encounters. However, not all tourism experiences qualify as MTEs. In other words, unusual and extraordinary memories were more clearly remembered than regular ones. Memorability has been defined as "the subjective feelings that one will recall later" (S. Hosseini et al., 2021).

Somehow, memorable tourism destinations (MTD) cause tourists to base their current travel decisions on previous experiences. The most important source of information that influences whether people plan to revisit and recommend something is from their memories (Ana Brochado et al., 2022). According to Talarico and Rubin (2003), remarkable, surprising, unexpected, and sensitive experiences can create extremely clear and long-lasting visions in people's minds. Destinations that tourists remember favourably are more likely to see them again (Marschall, 2012 citied S. Hosseini et al., 2021). According to Ana Brochado et al., 2022, MTEs' favourable effect on both intentions to revisit and recommend was further confirmed for cultural tourism (Rasoolimanesh et al., 2022), tourists visiting Taiwan (Kim, 2018), food experiences (Anton et al., 2019), and yoga tourism in India (Sharma and Nayak, 2019). There are many previous studies about memorable tourism experiences for tourists but there is no

study about memorable tourism destination and memorable tourism destination on backpackers.

Revisit Intention

The literature suggested several theories and definitions used to explain revisit intention. The definition of revisit intention is the readiness or willingness of a person to return to the same location (Peng et al., 2022). Another definition of revisit intention which refers to an individual's readiness and willingness to make a repeat visit, is an important behavioural intention that is the degree of deliberate commitment that a person can make to carry out an action (Rasoolimanesh et al., 2021).

The intention of individuals to return to a specific location and their eventual proclivity to return to a destination more frequently is referred to as revisit intention (Cho, 2021). Revisit intentions are considered vital elements to ensure the success of any destination (Nguyen-Viet et al., 2020). Revisit intention, which is an important variable to measure a tourist's intention to revisit or return to a destination, is not only an important aspect of tourist behaviour but also an essential indicator of the successful development of destinations (Zhou et al., 2022).

According to numerous researchers, returning visitors spend more time at a location, engage in more leisure activities, are happier, and recommend the place to others, all while requiring much less marketing spending than first timers (Nguyen-Viet et al., 2020). The desire to revisit is seen as an extension of satisfaction. When visitors experience a tourist destination positively, they are more likely to be satisfied with it and have a greater desire to return (Abdullah & Lui, 2018).

The literature contains numerous studies demonstrating the beneficial influence of visitor satisfaction on intent to return (Nguyen-Viet et al., 2020). Previous research has mainly found two categories of factors that influence revisit intention. The first is the characteristics of tourist destinations, like the level of service and the second type is the motivational and emotional factors of tourists, such as motivation. (Peng et al., 2022). When visitors experience a tourist destination positively, they are more likely to be satisfied with it and have a greater desire to return. The literature contains numerous studies demonstrating the beneficial influence of visitor satisfaction on intent to return (Nguyen-Viet et al., 2020). Another study in 2022 found that Tourists were more likely to revisit destinations if they perceived heritage destinations as authentic. When tourists perceive a high level of authenticity, they will make positive comments on the tourism experience, which eventually leads to high memorability (Zhou et al., 2022).

As highlighted in the theory of planned behaviour, revisit intention is a derivative of behavioural intention, which is a strong predictor of behaviour (Cho, 2021). An important behavioural intention is the degree of conscious commitment that a person can make to carry out an action, and revisit intention refers to an individual's readiness and willingness to make a revisit intention (Rasoolimanesh et al., 2021). The chances that tourists will return to a particular location is influenced by their behaviour, including the places they choose to visit, the decisions they make afterward regarding those destinations, and their future behavioural intentions (Rasoolimanesh et al., 2021).

The expectation theory holds that people adopt strategies or behaviors to accomplish their objectives. The literature suggested several theories used to explain revisit intention. Garrette (2002) proposed a theory on heritage experience and revisit intention where in his study they found that satisfied visitors have a higher tendency to return. According to one

study, repeat visitors spend significantly more time on the site than first-time visitors (Park et al., 2018). Many previous studies on revisit intentions to various tourism destinations have been conducted by researchers. Such studies have been carried out on hotels (Gimmy, 2004; Rina, 2005; Ibrahim, 2007; Lim, 2010). (Bobby, 2002). People tend to keep engaging in happy activities if they want their happiness to last forever (Peng et al., 2022). However, no studies have been conducted on revisit intention to revisit heritage sites by the backpackers.

Backpackers having returned will usually happen somewhere. Many studies have been conducted to examine how backpackers integrate into local culture and make friends and family while travelling. Revisit intention, which measures tourists' intent to revisit or return to a destination, is not only an important aspect of tourist behaviour but also an important indicator of destination development success (Zhou et al., 2022). Furthermore, Backpacker is closely associated with revisiting or returning to the destination within a predicted time of 6 months or more for some persons. Backpackers are young, budget-conscious travellers who seek to meet people from other cultures, plan independent and flexible itineraries, and stay longer with an emphasis on informal and participatory recreational activities.

Repeat tourism has been shown to be less expensive in the long run than relying on first-time visitors, and thus the sustained growth of a destination's tourism sector is heavily dependent on tourists who return Seetanah et al., 2018). According to Seetanah et al., 2018, the importance of tourists' experiences in determining their intention to return is significant. Similar to this, a number of earlier empirical studies have shown that visitors' impressions of a destination and their satisfaction with it play a significant role in determining whether they plan to return (Seetanah et al., 2018). There are some past studies that show about revisit intention among tourists but no studies about revisit intention among backpackers in Melaka Heritage Sites.
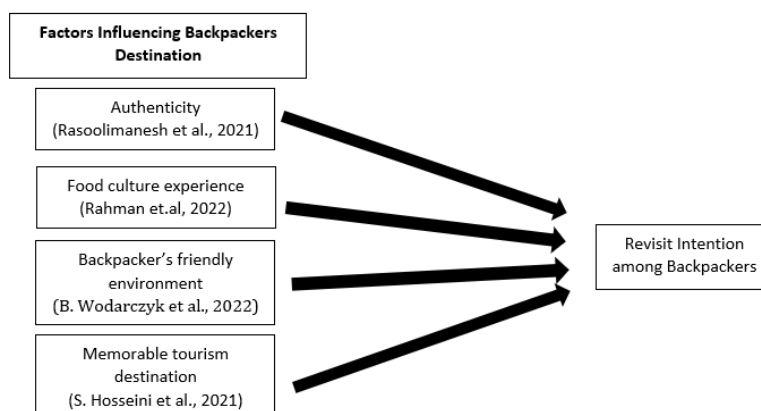
Framework

Figure 1: Research Framework

This theoretical framework has been modified and adapted from previous studies from (Abdullah & Lui, 2018), (Rasoolimanesh et.al, 2021), and (B. Wodarczyk et al., 2022) the existing body of knowledge on tourists' satisfaction with their travel experiences in Malaysia and to make relevant suggestions for practitioners to improve satisfaction and revisit intention. Based on the research framework, a number of the hypothesis are proposed as below:

● H1: If the authenticity is positive, then the revisit intention is positive.

- H2: There is a relationship between the food culture experience and revisit intention.
- H3: There is a relationship between the backpacker's friendly environment and revisit intention.
- H4: There is a relationship between the memorable tourism destination and revisit intention.

Methodology
Introduction
This chapter elaborated more about the methodology of factor influencing backpackers` revisit intention towards heritage sites. This explained more details about the design, population and sample, instrument development, pilot survey, the processes for data collecting, and the analysis of the data.

Research Design
The research questions of this study are listed below to further emphasize the reason behind the application of the research design.
1. To determine factors influencing revisit intention among backpackers.
2. To identify the relationship of backpackers and factors influencing backpacker`s destination.
3. To analyse the effect of heritage experience in heritage sites towards backpackers.

This quantitative study determined the factors influencing backpackers' revisit intention to Heritage Sites and it also emphasized hard numbers, tests of dependability, and a carefully selected sample of contexts and subjects. The main purpose is to describe the subject in great depth. Accuracy is of the utmost significance in descriptive research (Sundram et al, 2022). The reason this study used quantitative research, because it is a type of research that uses the methodologies of the natural sciences and yields numerical data and hard facts (Surbhi S, 2018).

When attempting to explain characteristics of a massive person or group of people, survey research is an excellent method to use (Saylord, nd). Researchers can distribute questionnaires in person, over the phone, by email, or via the mail, and usually don't cost a lot of money (Bhat, nd). Research reports are developed from the analysis of the quantitative data collected from these surveys (Harland, nd). This is because descriptive surveys are the simplest sort of quantitative survey questions and assist researchers in quantifying variables by surveying a large sample of their target market. To collect data, researchers will use a well-crafted questionnaire using a 5-point Likert Scale (strongly disagreed, disagreed, neutral, agreed, and strongly agreed, ranging from five to one). Therefore, demographic information such as age, race, education, and income can be gleaned from surveys.
The temporal horizon is the span of time that is of interest in the research onion. This is the period frame for which the population study is concerned. Researchers might choose their time frame based on the study topics and methodologies (Stratton, 2021). The survey of the factors influencing Backpacker's to revisit Heritage sites will be carried out between March 2023 and June 2023. Information is obtained from samples only once in cross-sectional studies like this one. The researcher is examining the population structure of a given era. There is a significant time commitment involved in completing this survey. The goal of a cross-sectional study is to examine a subset of observable traits or occurrences at a single point in time (Sundram et al., 2022).

The research context refers to the physical site of data gathering. Research projects that examine a variety of factors in their natural setting, without causing too much disruption to everyday life, are referred to as "field studies" (Sundram et al, 2022). The Stadhuys and A'famosa in Melaka Heritage Sites will be the location where data is collected for this study. With its 2008 inclusion on the World Heritage Sites list, Melaka has become a major destination for vacationers from all over the world (Jamaludin et al., 2021).

Research Population & Sample

STATISTIC OF TOURIST ARRIVAL TO MELAKA
DOMESTIC AND INTERNATIONAL 2021/2022

Country Of	JUMLAH	
Residence	2020	2021
GRAND TOTAL	739973	2476712
DOMESTIC	723824	2382735
INTERNATIONAL	16149	93977
ASEAN	731554	2453271

Figure 3.3: Statistics of tourist arrival to Melaka.

Based on data collected by the Tourism Melaka in 2021, the total number of international visitors to Melaka was 93,977 in 2021 and 16,149 in 2020. This study population will be the international tourist that come to Melaka. From the data of the respondents, the researcher will analyse the factors influencing international backpackers who revisit Melaka Heritages sites which is that engage in various activities.

In quantitative research, the sample size is the total number of persons whose responses are used to draw conclusions. For academic purposes, it is a statistically valid representation of the population of interest (Quantilope, 2022). This is because non-probability sampling is a type of sampling in which researchers select study participants based on factors other than chance, such as their accessibility, proximity to the study site, or subject matter expertise (Nikolopoulou, 2023). There are four types of non-probability sampling: convenience sampling, judgmental sampling, quota sampling, and snowball sampling (Rahman, 2023). The sampling method for this study was convenience sampling as well as judgmental sampling. Convenience sampling relates to data collection from topics that are accessible conveniently at the moment (Fleetwood, 2021). It is the most common sampling method in explanatory research. The collection of information from the participants is also less time-consuming and effective.

On the other hand, since the study involved 80 samples from two different heritage sites, therefore, judgmental sampling is needed where the subjects are selected by the choice of the investigators (Bhardwaj, 2019). According to Tabachnick and Fidell (1989), the "bare minimum requirement" for hierarchical or multiple regression analysis is five participants for each independent variable. While the 5:1 ratio is simple to remember, students should also think about using larger ratios when calculating the size of their study samples (Memon et al., 2020). Due to the small number of variables being tracked in this study, however, that ratio is flipped to 4:1. Therefore, 80 participants is the maximum number for this survey. In this method, the likelihood of any given unit of the population is nullified, and instead the researcher's own opinion is used to make the final call (S. Surbhi, 2022). Sample-to-variables

ratio will be used since researchers are selecting participants based on certain criteria. For the samples to be valuable for data collection, researchers also set and adhere to quotas (QuestionPro, 2022). This study utilized backpackers who revisit the Melaka historic sites as samples. The researcher assumed specific characteristics for the sample, for instance, the respondents need to be backpackers who has visited Heritage Sites in Melaka and aged more than 18 years old and above.

Research Instrument Development

The primary data needed for this investigation had been gathered using a questionnaire of the sort employed in this study. The questionnaire was divided into three sections which are section A, Section B and Section C in order to get as much information as possible from the backpackers that revisit the heritage sites. These questions were asked using five-point Likert scales to collect more data, with 1 representing strongly disagree to 5 represented strongly agree. The questionnaire was conducted in both languages, English and Bahasa Melayu as it is deemed more flexible depending on the respondent's language preferences.

Based on the previous studies by Rasoolimanesh et al (2021), Abdullah & Rahman (2022), and Hsu et al (2014), a compilation of the heritage site and revisit intention questions for this study had been constructed by the researcher. Section A were based on Demographic Information, meanwhile Section B were based on backpackers visit heritage sites. Lastly, Section C were based on backpacker's revisit intention to heritage sites in Melaka.

Data Collection Procedures

The data collection procedures for this study began with the preparation of a questionnaire by adapting questions from previous studies by (Rasoolimanesh et al., 2021; Abdullah & Rahman, 2022; Hsu et al., 2014). Then followed by the dissemination of the link to the questionnaire that will be distributed at Stadhuys and A Famosa in Melaka Heritage sites to passing backpackers. Self-report is the most commonly used data collection method in the study of tourist behaviour, according to (Zhou et al., 2022). According to relevant studies, the impact of self-report on common method variation (CMV) is limited. As a result, researchers collected the data through a self-reported questionnaire. The survey ran for three months, from March 2023 to June 2023, during the peak tourist season when school was out at Melaka's heritage sites, Stadhuys monument and A `Famosa buildings.
The researcher had been passing the questionnaire at Stadhuys moment first and the other day is A`Famosa buildings. Researchers estimated to find 10-20 backpackers a day. Since the international tourist arrival to Melaka has steadily rises after the post-pandemic season, the researcher estimated 10-15 days to complete the questionnaire. It concludes with a final thank you statement to acknowledge and appreciate the respondent's time and effort. All data received were examined to determine the outcomes through a software named SPSS (Statistical Package for the Social Sciences). Once the result from the software is finalized, the researchers had cross checked. After getting the data such as the reliability test, the results will be published.

Data Analysis

The data were analysed a software named SPSS Version 23 (Statistical Package for the Social Sciences). Numerous types of researchers rely on it to do intricate statistical analyses. Statistical Package for the Social Sciences (SPSS) was developed for the purpose of managing

and statistically analysing data in the social sciences. SPSS analysis data for descriptive and bivariate statistics, numerical outcome predictions, and group identification predictions. SPSS (Statistical Package for the Social Sciences) were used to analysed frequencies, reliability, regression and correlation.

Result / Findings
Demographic Profiles

A quantitative method was used in this study. The population in this study are backpackers over the age of 18. The samples were chosen to meet specified requirements, such as backpackers with experience in Heritage Sites in Melaka and who had previously visited Heritage Sites in Melaka. The data was gathered at two popular backpacker destinations: Stadhuys building and A'Famosa. The backpackers were reached, and based on the *sample-to-variable ratio*, a total of 80 responses were gathered. All respondents must be willing to participate, be at least 18 years old, male or female, and of any race. Therefore, these locations were chosen for questionnaire distribution due to the higher concentration of backpackers. Each respondent approached were first asked if they were backpackers who had visited heritage sites in Melaka or otherwise in order to ensure that the questionnaire is only distributed to targeted respondents.

Table 4.1
Demographic Profile

Demographic Factor	Frequency	Percent
Gender		
Male	44	55.0
Female	36	45.0
Age		
18- 22 years old	10	12.5
23-27 years old	33	41.3
27-31 years old	19	23.8
Above 32 years old	18	22.5
Level of educations		
High School	14	17.5
Diploma	12	15.0
Bachelor`s Degree	39	48.8
Master`s Degree	13	16.3
Doctorate Degree	2	2.5
Occupation		
Government sector	11	13.8
Private sector	36	45.0
Unemployed sector	13	16.3
Student	20	25.0

From Table 4.1, the data shows frequency of the male respondents is (44) while Female is (36). In terms of the percentage, Male is (55%) compared to Female (45%). The total cumulative percent in the respondent for gender is (100%). According to this data, male respondents dominate the findings in terms of gender which (55%) meanwhile Female only (45.0%) which is the difference of it is not far.

Moreover, the data shows the age of the respondents whereby it has been divided into 4 categories. The frequency of respondents 18-22 years old is (10), 23-27 years old is (33), 27-31 is (19) and above 32 years old is (18). In terms of percentage. 18-22 years old is (12%) 23-27 years old is (41.3%), 27-31 is (23.8%) and above 32 years old is (22.5%). According to this data, respondents aged 23-27 years old dominate the findings (41.3%) in terms of age while 18-22 years old is the lowest which is only (12.5%).

Next, the data also shows the level of education of the respondents whereby it has been categorised into 5 categories. In terms of percentage, High School is (17.5%), Diploma (15.0%), Bachelor's Degree (48.8%), Master's Degree (16.3%) and Doctorate Degree (2.5%). Thus, it can be concluded that a Bachelor's Degree dominates the findings which is nearly half of the percentage (48.8%). The lowest percentage is Doctorate Degree which is only (2.5%).

Lastly, the data shows the occupation of the respondents whereby it has been divided into 4 categories. The Frequency of each category is from Government Sector (11), Private Sector is (36), Unemployed is 13 and Student is (20). The percentage of this category is from the Government Sector (13.8%), Private Sector (45.0%), Unemployed (16.3%) and Student 25.0%). According to this data, the dominating percentage of respondents is from the Private Sector (45.0%) and the lowest is Government Sector (13.8%).

Descriptive Analysis
Table 4.2
Descriptive statistic for authenticity experience

	N	Mean	Std. Dev
I am satisfied with the authenticity of buildings in Melaka Heritage Sites.	80	4.34	.594
I enjoyed how the heritage site blended in with the scenic surroundings, historical ensemble and town, which has a lot of other interesting attractions to explore.	80	4.34	.635
During the visit, I felt connected to the relevant history and mythology of Melaka's heritage sites.	80	4.24	.661
The overall authenticity of architecture and impression of the heritage buildings in Melaka inspired me.	80	4.21	.688
Valid N (listwise)	80		

Table 4.2 showed the descriptive statistic for authenticity, where the mean score distribution is between 4.21-4.34. This indicates that the respondents agreed on the authenticity of the building and scenic surroundings in Melaka heritage sites. Conversely, the lowest mean value is M=4.21 where the respondents are unsure about overall authenticity of architecture and impression of the heritage buildings in Melaka.

Table 4.3
Descriptive statistic for food culture experience

	N	Mean	Std. Dev
I am satisfied with the authentic food in Melaka	80	4.16	.683
I am satisfied with the taste of the local food in Melaka	80	4.04	.770
I am satisfied with the variety of cultural food to explore in Melaka Heritage Sites.	80	4.15	.731
I am satisfied with the hygiene of the food served at the Melaka heritage site	80	3.99	.849
Valid N (listwise)	**80**		

Table 4.3 showed analysis of food culture experience, where the mean score distribution is between 3.99-4.16. This indicates that the respondents agreed on the food culture experience and taste at Melaka heritage sites. Conversely, the lowest mean value is M=3.99 where the respondents are unsure about the hygiene of the food served at the Melaka heritage site.

Table 4.4
Descriptive statistic for backpackers' friendly environment

	N	Mean	Std. Deviation
I feel very convenient to communicate with the locals because there is less language barrier.	80	4.34	.762
I am satisfied with the tourist information Centre service in Melaka	80	3.89	1.191
I am satisfied with the information signage at Melaka heritage sites.	80	4.31	.789
Melaka Heritage Sites is a backpacker's friendly tourism destination.	80	4.26	.838
Valid N (listwise)	**80**		

Table 4.4 revealed the descriptive statistic for backpackers' friendly environment, where the mean score distribution is between 3.99-4.16. This indicates that the respondents agreed on the backpackers' friendly environment at Melaka heritage sites. The lowest mean value (M=3.89) suggests that respondents are satisfied with the tourist information centre service in Melaka. It implies that the person can easily access and use the communication barriers which can be convenient for various purposes such as navigation, booking, or finding information about their destination.

Table 4.5
Descriptive statistic for memorable tourism experience

	N	Mean	Std. Deviation
I enjoyed being with backpackers, and I learned about myself.	80	4.27	.693
I had good impressions about the backpackers in Heritage sites.	80	4.29	.732
I gained a lot of knowledge during the backpackers in Melaka Heritage sites.	80	4.35	.765
It was a once-in-a-lifetime experience as a backpacker.	80	4.26	.791
Valid N (listwise)	**80**		

According to table 4.5 above, it analysed memorable tourism experience, where the mean score distribution is between 4.26-4.35. This indicates that the respondents agreed on the memorable tourism experience at Melaka heritage sites. The lowest mean value (M=4.29) suggests that respondents are agreed that once-in-a-lifetime experience as a backpacker.

Table 4.6
Descriptive statistic for revisit intention

	N	Mean	Std. Deviation
I want to revisit heritage sites in Melaka as a backpacker.	80	3.96	1.174
I want to revisit heritage sites in Melaka as a tourist.	80	4.08	1.145
I will revisit this place in the future for the authenticity of heritage buildings in Melaka.	80	4.11	1.043
I will revisit heritage sites in Melaka as a backpacker's.	80	4.23	1.043
Valid N (listwise)	**80**		

According to table 4.6 above, it analysed the revisit intention, where the mean score distribution is between 3.96-4.23. This indicates that the respondents agreed on the revisit intention to Melaka heritage sites. The lowest mean value (M=3.96) suggests that respondents are agreed that to revisit heritage sites in Melaka as a backpacker.

Reliability analysis
According to Sijtsma and Pfadt (2021), when conducting reliability analysis, researchers typically calculate Cronbach's alpha to assess the internal consistency of the scale. If the Cronbach's alpha coefficient is high (e.g., above 0.7), it suggests good internal consistency, indicating that the items in the scale are highly interrelated and consistently measure the construct of interest.

Table 4.7
Cronbach's alpha reliability for each variable.

Variables	Number of Items	Cronbach's Alpha
Authenticity	4	.750
Food Culture Experience	4	.729
Backpackers Friendly Environment	4	.645
Memorable Tourism Experience	4	.804

Table 4.7 shows the result of reliability analysis and for all variables, the considerable variation of Cronbach's Alpha value ranges from 0.645 to 0.804. Because all the values (except backpackers' friendly environment) met the threshold for this analysis which is more than 0.7 for Cronbach's Alpha, the measurements were therefore at an acceptable level of reliability. On the other hand, a low Cronbach's alpha (e.g., below 0.7) may suggest poor internal consistency (0.645 for backpackers' friendly environment), indicating that the items in the scale are not consistently measuring the construct.

Reliability Statistics
Table 4.8
Cronbach's alpha reliability coefficient result.

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.870	.877	20

From the table 4.8, Cronbach's alpha coefficient for this study is high with 0.877. This suggests that at least 87% or more of the variance in the items can be attributed to the underlying construct.

Regression
The function of this analysis is to analyse the effect of heritage sites towards backpackers.

Table 4.9
Regression of backpackers

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.647ª	.419	.388	.64797	.419	13.505	4	75	.000

a. Predictors: (Constant), Memorable Tourism Experience, Authenticity, Food Culture Experience & Backpackers Friendly Environment

b. Dependent Variable: Revisit Intention

There's a weak linear relationship between Memorable Tourism Experience, Authenticity, Food Culture Experience, Backpackers Friendly Environment and Revisit Intention in 2023. Coefficient of determination, r = 0.419.

Correlation

The correlation coefficient quantifies the strength of the linear relationship between two variables in a correlation analysis. A correlation coefficient less than 0.1 indicates a negligible relationship, while a coefficient greater than 0.9 indicates a very strong relationship (Schober et. al., 2018).

Correlations

		Authenticity	Food Culture Experience	Backpackers Friendly Environment
Authenticity	Pearson Correlation	1	.277*	.291**
	Sig. (2-tailed)		.013	.009
	N	80	80	80
Food Culture Experience	Pearson Correlation	.277*	1	.427**
	Sig. (2-tailed)	.013		.000
	N	80	80	80
Backpackers Friendly Environment	Pearson Correlation	.291**	.427**	1
	Sig. (2-tailed)	.009	.000	
	N	80	80	80
Memorable Tourism Experience	Pearson Correlation	.458**	.466**	.623**
	Sig. (2-tailed)	.000	.000	.000
	N	80	80	80
Revisit Intention	Pearson Correlation	.136	.324**	.465**
	Sig. (2-tailed)	.230	.003	.000
	N	80	80	80

Correlations

Table 4.10

Correlation Pearson coefficients

		Memorable Tourism Experience	Revisit Intention
Authenticity	Pearson Correlation	.458	.136*
	Sig. (2-tailed)	.000	.230
	N	80	80
Food Culture Experience	Pearson Correlation	.466*	.324
	Sig. (2-tailed)	.000	.003
	N	80	80
Backpackers Friendly Environment	Pearson Correlation	.623**	.465**
	Sig. (2-tailed)	.000	.000
	N	80	80
Memorable Tourism Experience	Pearson Correlation	1**	.616**
	Sig. (2-tailed)		.000
	N	80	80
Revisit Intention	Pearson Correlation	.616	1**
	Sig. (2-tailed)	.000	
	N	80	80

*. Correlation is significant at the 0.05 level (2-tailed).
**. Correlation is significant at the 0.01 level (2-tailed).

The results of the Pearson correlation coefficients in the table above indicate that all factors influencing backpackers revisit intention have a positive and significant relationship with the backpacker's experience. A higher Pearson correlation coefficient indicates a medium relationship between two variables. All the attributes of factors influencing backpackers' revisit intention to Heritage Sites were found to have a positive relationship with the backpacker`s experience. Authenticity (r = 1, p < 0), food culture experience (r = 0.277**, p < 0.013), backpackers' friendly environment (r = 0.291, p < 0.009), memorable tourism experience (r = 0.458**, p < 0.000), and revisit intention (r = 0.136, p < 0.230) all had positive correlations with backpacker's experience. Among these, memorable tourism experiences were found to have a medium correlation with the tourist experience.

Discussion

This study's main goal is to investigate the factors influencing backpackers' intent to return to heritage sites. Researchers' descriptive study of the respondents' socio-demographic factors revealed that the majority of the participants, particularly young individuals, largely rely on backpackers' experience while travelling. They are more likely to be backpackers and support the current trend of living closer to nature. The Pearson correlation coefficients show that all memorable tourism experiences have a medium correlation with the tourist experience.

The first research objective is about to determine factors influencing revisit intention among backpackers. From the findings, the findings also revealed that memorable tourism

experience is the most critical factor in determining a backpacker's desire to revisit a destination. This indicates that a backpacker will be more likely to return to a site if they had a good, fantastic tourism experience there, such as having an experience that was one of a kind and being able to experience it again.

Next, the second research objective is to identify the relationship between factors influencing backpacker`s destination and revisit intention. From the hypothesis, for H1, there is a negative relationship between authenticity experience and revisit intention ($0.230>p>0.05$), thus the hypothesis is rejected. Moreover, for H2, there is a positive relationship between food culture experience and revisit intention ($0.003<p<0.05$), thus the hypothesis is accepted. Next for H3, there is a positive relationship between backpackers' friendly environment and revisit intention ($0.000<p<0.05$), thus the hypothesis is accepted. Furthermore, for H4, there is a positive relationship between memorable tourism experience and revisit intention ($0.000<p<0.05$), thus the hypothesis is accepted. According to the results of a previous research by Rasoolimanesh et al., 2021, the connection between a memorable tourism experience and the revisit intention is accepted. The study indicated that the correlation between revisit intention and memorable tourism experiences is high due to the beneficial experience backpackers had during travel. Next, the relationship between authenticity experience and revisit intention is rejected. This is due to the backpackers did not feel the authenticity of the buildings is the major factor they will return. Next, from the findings on the previous study of Rahman et al., 2022, the relationship between food culture experience and revisit intention is accepted and also accepted in this study. Furthermore, from the previous study of Hsu et al., 2014, the link between backpacker's friendly environment and revisit intention is also accepted. This is due to the backpackers felt very comfortable during their backpacking trip experience in heritage sites in Melaka.

Next, the third research objective is to analyse the effect of heritage experience in heritage sites towards backpackers. There's a weak linear relationship between Memorable Tourism Experience, Authenticity, Food Culture Experience, Backpackers Friendly Environment and Revisit Intention in 2023. Coefficient of determination, $r = 0.419$.

This study fills the knowledge gap related to revisiting intention among backpackers. This study has illustrated several factors that lead to revisiting intention. Some respondents believe the cultural heritage site fails to create a memorable experience. Therefore, this study can be seen as a wake-up call for the government, academic institutions, and local communities to reconstruct strategies to boost backpackers' intentions to revisit heritage sites. This study provides implications to the body of knowledge, government, academic institutions, and local communities. All the stakeholders must create effective strategies in allocating resources to explore potential development to attract backpackers worldwide.

First, this study expands the research into a new field. This is among the first studies investigating the influencing factors related to revisiting intentions specifics to backpackers in Malaysian cultural heritage sites. Identifying influential factors contributing to revisiting intention to heritage sites will help the stakeholders uncover the issues of backpackers' reluctance to revisit the destination.

Second, the government. This study, recommends government to escalate their investment into improving facilities and infrastructure that are significant to the cultural heritage to maintain the cultural heritage destination identity. Such an aspect is crucial to encourage backpackers to revisit the destination. For instance, most respondents believe there is little connection between memorable experiences and the tourist experience.

Therefore, government agencies must improve visitors' experiences by improving their facilities, including heritage space design, heritage-based economic activities, and hospitality development. They must create interactive programs that are significant towards representing the local's identity and the cultural heritage site. On the other hand, academic institutions can utilize the available data to effectively align their academics for their professional development and create impactful research programs focusing on the core, which is revisiting intentions among backpackers.

Finally, this study also heavily impacts the local communities residing in cultural heritage states as they may contribute to the state's economy by performing hospitality business such as homestay. Therefore, this study recommends that local entrepreneurs expand their business into the backpackers' market by constructing effective strategies to attract backpackers for long stays. Conclusively, all stakeholders must create a negotiated relationship to craft strategies to instill backpackers' intention to revisit heritage destinations. This is because the backpackers' groups are expanding worldwide and have greater access to providing information related to the country or places they have visited. Therefore, stakeholders need to expand their capacity to strengthen the tourism industry, enabling greater economic movement by providing greater access to the backpackers to enthusiastic adventure, the opportunity to explore different cultures and languages, make new environments, and expand their knowledge with education.

However, some limitations have been found in this study. The researcher only focuses on the respondent who has visited heritage sites in Melaka, and only 80 respondents are needed to cover the entire population of backpackers in Melaka. One limitation of studies is the limited time frame. Researchers only had a less than 1 year to complete the research and also the limitation to do a data collection. Researchers only covered 2 different places which are Stadhuys buildings and A'Famosa's buildings. Perhaps if given more time, researchers can cover more heritage buildings in Melaka such as Jonker Street, Melaka Sultanate Palace and more. In addition, to generalize the research, more diverse samples from other cities or countries are needed since this study was only conducted on domestic tourists who visited Heritage Sites in Melaka. Hence, future studies can investigate whether there are any other attributes affecting the revisit intention of backpackers in heritage sites in Malaysia especially Melaka. Furthermore, researchers encountered problem of language barrier with international backpackers, especially Chinese backpackers from China. In future study, a Mandarin questionnaire subtitle can be added to collect more data.

Conclusion

Based on the findings of the study, the following conclusions are reached. The study's findings enhanced the theoretical implications of revisit intention on backpackers' experience. The results showed that all attributes have a positive and significant relationship with the backpacker`s experience and intention to revisit heritage sites in Melaka. In a nutshell, through this study has the potential to revolutionize the tourism industry by providing more personalized and efficient experiences for the backpackers who visited heritage sites and obviously higher intention for them to revisit. This research can identify how authenticity, food culture experience, backpacker's friendly environment and memorable tourism experience can be affecting the backpackers to revisit and from this research we can also improve or add up any related activities to ensure the backpackers will be welcome and more appreciate heritage sites in Melaka. This study also found strong and significant effects of food culture experience, authentic memorable tourist experience as well as backpacker-

friendly environment and is consistent with previous studies that found positive and strong effects of backpacker's engagement (Chen and Rahman, 2018; Seyfi, Hall and Rasoolimanesh).

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