



Publications Template

#	Research Title	Field	Abstract	Year of Publication Publishing	Publishing Link "URL"
1	The Effect of Authenticity towards Cultural Heritage Tourists' Behavioral Intention: Case Study of the Graeco-Roman Museum	Culture Heritage Management	<p>This study examines the influence of perceived authenticity on the behavioral intentions of cultural heritage visitors at the Graeco-Roman Museum in Alexandria. In July 2024, the researchers conducted a survey, collecting data from 300 museum visitors and assessing 236 valid responses. The research utilizes structural equation modeling (SEM) with WarpPLS to investigate the interconnections among perceived authenticity, tourist satisfaction, perceived value, quality of experience, and emotional responses. The results demonstrate that authenticity significantly improves tourist satisfaction, perceived value, and the overall quality of the experience. Tourists who perceive the museum as an authentic experience engage with a greater sense of belonging, resulting in a higher willingness to recommend the site or revisit. The research stresses that authenticity is crucial in influencing emotional reactions, including joy and nostalgia, hence enhancing tourists' attachment to the cultural heritage site.</p> <p>This research is significant due to its practical consequences for museum administration and cultural tourism. Facilitating genuine encounters at heritage sites such as the Graeco-Roman Museum can improve visitor satisfaction, encourage return visits, and enhance favorable word-of-mouth advertising. The study highlights the necessity of effectively maintaining authenticity to foster significant and enduring visitor experiences, establishing cultural heritage assets as vital aspects of sustainable tourism.</p>	2024	10.21608/PIJTH.2024.322006.1017
2	Digital Reunification and	Culture Heritage Management	Thonis-Heracleion, a submerged Egyptian port city of major religious and commercial significance, presents unique challenges for archaeological interpretation due to the wide dispersion of its recovered artifacts across	2025	10.21608/pijth.2025.421311.1027



<p>Documentation of Dispersed Artifacts from Thonis-Heracleion: A Metadata Case Study of the Amun Gereb Naos and a Framework for Future Storytelling and Virtual Interpretation</p>		<p>museums, warehouses, and storage facilities. This study addresses this problem by proposing an interdisciplinary methodological framework that integrates advanced digital documentation, metadata standards, and narrative-driven storytelling to virtually reunify Amun Gereb Naos. The research applies this framework to selected case studies, with particular focus on the digital documentation and metadata structuring of the Amun-Gereb Naos. Using international standards such as Dublin Core and CIDOC-Conceptual Reference Model (CRM), the study demonstrates how dispersed artifacts can be systematically recorded and semantically interlinked to restore contextual integrity. A framework for narrative and storytelling integration was developed, outlining how thematic stories—such as trade, ritual practice, and daily life—can be constructed from the documented artifacts. While this study does not implement these narratives in a full digital environment, it establishes the theoretical structure through which digital tools could eventually transform fragmented finds into coherent cultural narratives.”The findings confirm the feasibility of digitally consolidating dispersed underwater heritage through accessible platforms, illustrated by the creation of the Digital Thonis-Heracleion prototype in Omeka.net. This research highlights both methodological strengths and limitations while outlining future directions in immersive visualization, AI-driven interpretation, and co-curated multi-vocal narratives. Ultimately, the study contributes a transferable model for sustainable digital reunification that advances archaeological scholarship, enhances public accessibility, and strengthens the ethical stewardship of submerged cultural heritage.</p>		
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