

Article

Research on Perceived Value of Cultural Heritage Landscape Elements and Impact on Cultural Identity Based on Online Reviews

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Abstract: This article uses the Statue of Liberty scenic area as a case study to examine the mechanism by which perceived value influences cultural identity in the context of a world cultural heritage site. Based on the online review data of the TripAdvisor website, this paper conducts a content analysis of the online review data in accordance with the ABC theory of attitudes and using the grounded theory method. The research process includes the use of word cloud and word frequency analyses, along with the categorization of landscape elements according to perceived value dimensions. The research results show that the perceived value dimensions vary depending on the specific components of the landscape elements being evaluated by visitors. These include the perceived value of global enlightenment, the perceived value of guiding hope, the perceived value of democratic ideals, the perceived value of collective will, and the perceived value of public education. The semantic analysis of negative comments indicates that visitors' negative emotions are mainly related to their experience during the visit and the services provided by the scenic area. Further coding analysis indicates that under the ABC theoretical framework of cognition - emotion - intention, the perception of visitors is generally positive, resulting in overall positive emotions. From this, it can be inferred that visitors tend to develop a sense of cultural identity through their positive perceptions and emotions. Finally, based on the patterns identified through coding of the review texts, this paper initially constructs a model illustrating how the perceived value of cultural heritage influences cultural identity, reveals the path of this influence, and indicates that the perception process of visitors is gradually deepened, starting from the initial motivation-driven, developing into emotional awakening through embodied perception during the visit, and finally sublimating into cultural identity. The research results of this paper provide a new classification perspective of landscape elements for the theoretical study of the perceived value of cultural heritage, and have practical significance for the protection and inheritance of cultural resources based on the cultural identity of visitors in cultural heritage landscapes.

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1. Introduction

Heritage is the product of historical legacy filtered through a social value system [1]. In fact, heritage is a cultural process rather than merely a physical existence. The concept of cultural heritage originates from the "Convention Concerning the Protection of the World Cultural and Natural Heritage," formulated and implemented by UNESCO in Paris in 1972 [2]. Because heritage has outstanding value, this convention designates cultural heritage and natural heritage as direct objects of protection under an international convention.

From a conceptual perspective, cultural heritage includes three types of tangible products: monuments (architectural works, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings, and combinations of features), groups of buildings (groups of separate or connected buildings), and sites (works of man or the combined works of nature and man). More importantly, cultural heritage possesses significant historical, artistic, scientific, aesthetic, ethnological, or anthropological value or unique value [2] which grants cultural heritage a strong cultural landscape appeal. In 1992, UNESCO included cultural landscapes in the World Heritage List (WHL), encompassing landscapes deliberately designed and created by humans, organically evolving landscapes adapted to the surrounding environment, and landscapes associated with powerful religious, artistic, or cultural values [3]. As the number of heritage sites or cultural landscapes on the World Heritage List increases yearly, heritage tourism continues to develop and has even led to over-tourism [4].

The accompanying questions are why tourists enjoy heritage tourism and how they engage with cultural heritage. One possible explanation is that for heritage site managers, enhancing and interpreting existing heritage landscapes is much easier than establishing entirely new tourist destinations, which can attract ordinary tourists. Heritage tourists, however, are often motivated by strong emotional connections and a sense of reverence toward the site [5]. For tourists or visitors, the unforgettable experience at cultural heritage sites arises from the authenticity, sacredness, and richness of beliefs within these sites [6].

Undoubtedly, cultural heritage possesses profound multidimensional value. Through heritage experiences, visitors can perceive the diverse values of cultural heritage. Different landscape elements evoke different perceived values, and the same landscape element can also produce varying perceived values among different visitors. Perceived value, a concept originating in the marketing field, has already been explored in various types of tourism within the context of the tourism industry [7].

However, upon reviewing the literature, this paper has found that in the English language context, there are relatively few studies on the perceived value of cultural heritage, particularly regarding the perceived value of cultural heritage landscape elements, which represents an almost entirely unexplored research gap. Therefore, based on the classification of cultural heritage landscape elements, this paper investigates the perceived value dimensions associated with these elements. It will not only fill the gap in existing studies from a theoretical standpoint but also expands new perspectives for the practical utilization of cultural heritage value by exploring the influence of perceived cultural heritage value on cultural identity.

Using the Statue of Liberty—a World Heritage Site located on Liberty Island in New York City, USA—as a case study and using TripAdvisor’s English reviews as research data, this paper will apply the ABC Theory of attitude, applying content analysis and grounded theory to conduct an exploratory study of the perceived value dimensions associated with landscape elements at the heritage site. It will further reveal how these perceptions influence visitors’ cultural identity.

2. Literature Review and Theoretical Foundation

2.1. Perceived Value

Perceived value constitutes the primary variable of interest in this study. Early researchers viewed perceived value in a utilitarian way, defining it as an overall assessment of a product’s utility [8], or a cognitive trade-off between cost and benefit/quality [9]. It serves as a framework through which consumers assess their consumption choices, encompassing perceived benefits such as economic, social, and relational gains, alongside perceived sacrifices like price, time, effort, risk, and convenience [10,11]. In the tourism field examined in this paper, perceived value is an individual’s evaluation of tourism products, taking into account service quality, pricing, emotional connection, and social factors [12].

From a conceptual standpoint, perception falls within the realm of psychology. It refers to the impressions people obtain about an object's attributes by using their sensory organs and is regarded as a fundamental psychological process in human interaction with the surrounding world [13]. The perceived value of cultural heritage by tourists or visitors is a value attribution arising from experiencing heritage and perceiving culture, emphasizing the interaction between people and heritage landscapes as well as the subjective initiative of perception. It represents a comprehensive emotional and evaluative response to heritage tourism products or services [14].

Perceived value is a multidimensional construct, and a multidimensional approach can provide a more detailed understanding of the various components that make up perceived value. Some scholars have identified four key dimensions of perceived value: product or service quality, emotional response, cost, and social influence [7]. This classification aligns with the views of most researchers.

Currently, in the field of cultural heritage, there is uncertainty regarding the evaluation of perceived value dimensions. Some studies have proposed a classification of perceived value based on cultural heritage landscape experience [13], while others categorize it from economic, functional, emotional, and social perspectives [7]. There are also studies exploring the material, scenic, and cultural perspectives [15,16], as well as fundamental sensory aspects of the landscape such as sound, color, and smell [17-19]. Research that classifies the dimensions of landscape perceived value specifically from the perspective of cultural heritage landscape elements and examines their attributes remains relatively scarce, necessitating further exploration. This is precisely the theoretical significance of this paper.

2.2. Landscape Perception

Landscape perception is a concept commonly employed by researchers in the tourism domain to describe the specific impressions and experiences that tourists or visitors derive from landscapes. Typically, studies on landscape perception adopt three perspectives: the perceiving subject, the perceived object, and the interaction between subject and object. In other words, as visitors tour a cultural heritage landscape, their perception of it manifests in the relationship among people, the landscape, and their interaction, forming a 'people-landscape-interaction' framework [20-22]. Due to this interaction between humans and landscapes, landscape perception involves more humanistic elements compared to general value perception.

In landscape ecology, landscape perception has three levels: physical perception, psychological perception, and cultural perception. Perception of landscape elements falls under physical perception, also referred to as sensory perception, which forms the foundation of psychological and cultural perception [23]. This indicates that physical perception of the landscape is foundational; psychological perception and cultural perception, as well as cultural identity based on cultural perception, all depend on the sensory perception of cultural heritage landscapes.

This paper introduces the concept of landscape perception from landscape ecology, positioning the perception of cultural heritage landscape elements primarily within the domain of physical or sensory perception. It also investigates the impressions visitors gain through sensory perception (sight, hearing, smell, taste, touch) of cultural heritage landscapes [13], as well as how this sensory perception influences visitors' psychological and cultural perceptions. It aims to elucidate the mechanism through which the perceived value of landscapes contributes to the formation of cultural identity.

According to the SOR (Stimulus-Organism-Response) theory in environmental psychology, cultural heritage landscape elements are external environmental stimuli, and landscape perception is an internal psychological state triggered by these external stimuli, which in turn elicits behavioral responses [24]. In the context of cultural heritage visits, this behavioral response is highly likely to be the awakening of an emotional state through

sensory perception, subsequently leading to behavioral intentions, such as a strengthened sense of identification with cultural heritage. The subsequent analyses in this paper will reveal the potential for this influence mechanism.

2.3. Cultural Identity

Cultural identity, as a possible outcome of landscape perception, represents another core variable of interest in this study. The concept of cultural identity is widely applied in the humanities and social sciences. It generally refers to a sense of belonging to a specific group based on various cultural categories, including nationality, ethnicity, race, gender, and religion. In practice, cultural identity is often defined through the recognition of the cultural existence and values of others [18]. This indicates that cultural identity is essentially an acknowledgment of certain cultural values, as well as a sense of shared cultural origin and shared belief. Essentially, identity is viewed as part of an individual's self-concept, namely, the recognition and acceptance of one's group membership and the value and emotional meaning that membership entails [19].

World cultural heritage is a shared valuable asset of human society, and it also carries the genetic code of human culture. Cultural identity associated with heritage extends beyond a mere sense of belonging or cultural origin; it also embodies the recognition of cultural significance and contributes to the intergenerational transmission of heritage. Research has found that aesthetic activities, as a perception of beauty, have a significant positive effect on cultural identity; moreover, psychological experiences such as perception and emotion play a mediating role in the relationship between heritage aesthetics and cultural identity [20].

This demonstrates that cultural identity is shaped not only by individual perception, but also by the interplay between the perceiver, the heritage landscape, and their dynamic interaction. From the perspective of the perceived object of a heritage landscape, the cultural significance of a heritage landscape lies in its intrinsic cultural value and historical cultural atmosphere. From the perspective of the subject who perceives the heritage landscape, visitors' backgrounds vary, and they integrate their own cognition, emotions, and attitudes into the perceptual experience. From the integrated perspective of subject and object in heritage landscapes, the atmosphere of the site fuses with visitors' sensory and cognitive responses; these factors collectively affect the dissemination of heritage culture and the construction of cultural identity [13].

Furthermore, once visitors possess a willingness toward cultural identity with cultural heritage, it has a positive impact on the operation of cultural heritage landscapes. Research indicates that cultural identity positively affects customers' perceptions of products and services, thereby promoting customer loyalty [21]. This constitutes the practical significance of this study, highlighting how fostering cultural identity among visitors can enhance the sustainable management and appeal of cultural heritage landscapes.

2.4. ABC Theory

In constructing the influence mechanism of perceived value of cultural heritage landscapes on cultural identity, this paper employs the ABC Theory of attitude. According to attitude theory, the ABC model—which comprises the components of cognition, affect, and behavior—has been widely adopted, which has been widely applied in consumer behavior research [25]. The cognitive component of attitude refers to the processing of information and the formation of views about the attitude object through perception and attention after receiving external stimuli; it can manifest as visitors' perception of cultural heritage landscapes.

The affective component of attitude refers to the individual's subjective feelings toward the attitude object following cognition, which could be visitors' emotional experiences and evaluative feelings after perceiving cultural heritage landscapes. The behavioral component of attitude is a certain behavioral intention or probability under the influence

of cognition and affect, which may manifest as visitors' intention to identify with, accept, or acknowledge cultural heritage, as influenced by the perceived value of the landscape.

3. Data Sources and Methods

3.1. The Study Sites: Liberty Island

Liberty Island on the Hudson River in New York City, USA, provides a suitable case study site. It is a composite World Cultural Heritage landscape, consisting of the Statue of Liberty and the Statue of Liberty Museum on Liberty Island (Figure.1).

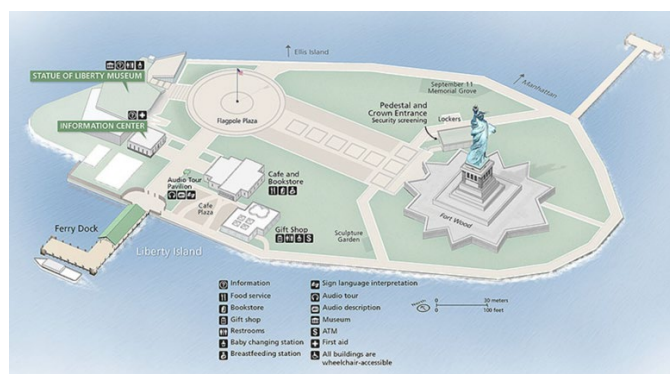


Figure 1. Liberty Island map (<https://www.nps.gov>).

According to the official websites (<https://www.nps.gov/stli/index.htm>; <https://www.unesco.org>), as a cultural heritage landscape inscribed on the UNESCO World Heritage List in 1984, the Statue of Liberty on Liberty Island is one of the world's most iconic symbols of freedom and democracy. This colossal neoclassical sculpture was a gift from France (created by Frédéric Auguste Bartholdi). Since its completion in 1886, it has seen a constant stream of visitors, reflecting border-transcending ideals of freedom and enlightenment. It is both an engineering masterpiece and a cultural beacon that embodies shared human aspirations. Opened in 2019, the Statue of Liberty Museum sits adjacent to the towering statue, offering tourists/visitors a cultural journey that illuminates the monument's history, engineering, and symbolic meaning through interactive exhibits, historical artifacts, and multimedia presentations, showcasing its extensive cultural significance worldwide.

For the study in this paper, which focuses on the value of cultural heritage landscapes and cultural identity, Liberty Island provides a dynamic cultural landscape environment. In examining visitors' perceived value of landscape elements, this paper classifies those elements based on this composite landscape and proceeds with subsequent research accordingly.






3.2. Data Collection

The online review data for this study were sourced from TripAdvisor, the world's largest travel website. On this platform, users can post any reviews related to travel or sightseeing. To ensure the reliability of information, the website prohibits anonymous reviews, and all published views undergo a verification process [26].

This paper selected English-language reviews of the Statue of Liberty on TripAdvisor as the data source, considering that 25,120 English reviews comprise 56.80% of the total 44,222 Statue of Liberty-related reviews, thus covering the majority of opinions from visitors/tourists. The term "visitor" is used instead of "traveler" or "tourist" because the reviewers include not only tourists but also local residents. Moreover, given the research topic of this paper, which focuses primarily on the impact of landscape perceived value on cultural identity, the individual attributes and temporal factors of the reviewers are

not taken into account. The review data were gathered and categorized based on landscape elements or types of perception (Table 1).

Table 1. The Statue of Liberty landscape elements and visitors' reviews.

Landscape elements	Crown	Torch	Declaration of Independence (Tablet)	Pedestal	Museum
Photos (https://www.tripadvisor.com)					
Frequency of visitor comment online (N = 3248)	897 27.61%	463 14.25%	170 5.23%	718 22.10%	1000 30.78%

In Table 1, the total number of general positive reviews on the Statue of Liberty and the museum is 3,248. The landscape elements include the Crown, Torch, the Tablet bearing the Declaration of Independence, Pedestal, and Museum. Ranking them in descending order by the proportion of reviews, the Museum has the largest number of reviews, followed by the Crown, Pedestal, Torch, and finally, the Declaration of Independence. This indicates varying degrees of visitor attention to different landscape components and suggests that the Museum, with its extensive exhibits and educational content, draws more engagement and comments from visitors. The Crown, as a prominent structural feature and symbolic focal point of the statue, also garners a significant amount of attention. The proportion of visitor's reviews implies the cultural value and appeal of this World Cultural Heritage site.

It is worth noting that when collecting visitor review data, it was found that the overall rating of the Statue of Liberty scenic spot in New York on the TripAdvisor was 4.5 points (out of 5), this indicates that the number of positive reviews is relatively large and forms the main data source of this paper. However, to objectively assess cultural identity, a certain number of negative reviews were also included for comparative analysis. Out of a total of 44,222 reviews, the number of negative reviews was only 722 2-point reviews and 409 1-point reviews. Although the amount of data for negative reviews is low, their presence can still offer valuable insights into dissenting perspectives and potential limitations of cultural identity formation. In this way, it is possible to avoid an overly optimistic description of the mechanism of cultural identity, and to consider more comprehensively how negative influences can modulate the transition from perceived value to identity.

3.3. Methods

In this paper, content analysis and the Grounded Theory are deemed suitable research methods for conducting textual keyword analysis of the multidimensional representations of the perceived value of the Statue of Liberty's cultural heritage landscape elements, and for performing coding analysis of the mechanism by which landscape perceived value influences cultural identity.

Content analysis has seen growing use in research within the management field. It examines the content of human communication and is an analytical method that reveals communicative content through linguistic and symbolic forms. It can be applied to any type of human communication in any medium. One of its advantages is that it allows for understanding interaction and social communication [27].

In this study, content analysis is employed to describe the sentiments reflected in cultural heritage landscape visitors' online reviews, infer the visitors' attitudes, and structurally process the fragmentary information dispersed throughout the textual data. A comprehensive understanding of visitors' perceived value of cultural heritage landscape

elements is obtained. In carrying out the research, Voyant Tools and SPSSAU online software are used to handle textual data, extracting high-frequency words and keywords as the fundamental analytical units of landscape perceived value. This approach refines the dimensions and diverse representations of visitors’ perceived value of the landscape.

Building on the research into the perceived value of landscape elements, this paper further explores the mechanism by which perceived value influences cultural identity. It applies the Grounded Theory method to conduct three-level coding on the original texts and identify the perceptual factors affecting cultural identity. Proposed by Glaser and Strauss in 1967, the Grounded Theory method is an effective means of identifying influencing factors through continuous coding and conceptual induction of the collected raw data [28], ultimately developing theoretical categories and analyzing their internal relationships. Based on systematically collecting and analyzing textual data, this study adopts a manual approach to data coding, thereby uncovering the core concepts and logical connections through which the perceived value of cultural heritage landscape elements influences cultural heritage identity.






4. Results

4.1. Dimension Analysis of Perceived Value of Cultural Heritage Landscape Elements

This paper uses SPSSAU online software to perform word cloud and word frequency analysis on review texts of different landscape elements in the Statue of Liberty scenic area. The research methods applied in this paper differ from most statistical analyses that rely on landscape photos as the medium, which focus on two-dimensional landscape element pixels [29,30].

In Table 2, although they are the same landscape theme, the focus of visitors' reviews on different landscape elements is different, which is reflected in the differences in word clouds and high-frequency words, which also shows the differences in the perceived value dimensions of visitors.

Table 2. Word cloud and word frequency of reviews on the Statue of Liberty landscape elements.

Landscape elements	Crown	Torch	Declaration of Independence (Tablet)	Pedestal	Museum
Word clouds of review texts					
Examples of high frequency words	Safe, friendly, Far, dreadful, hectic, enjoying, fantastic, high	Crazy, glory, magically, awe, inane, beloved	Hold, histories, enlightens, notes, bridge, keepers, wondering, flame, independence	Safe, larger, decent, super, landmarks, beneficial, powerful, strong	Locations, honestly, facts, smooth, fare, insightful, shop, information

Comparing high-frequency words in reviews of different landscape elements reflects their cultural symbolic meanings, indicating that visitors possess a certain understanding of the cultural connotations of cultural heritage landscapes.

In order to further analyze the dimensions of visitors’ perceived value of the Statue of Liberty cultural heritage landscape, this paper extracted the keywords of the review texts of different landscape elements with the help of the keyword analysis function of the online software Voyant Tools. Combining the above word cloud and word frequency analysis results, five dimensions of landscape perceived value were determined and the node representatives of the five dimensions were summarized (Table 3).

Table 3. Dimensions and node representatives of the perceived value of the Statue of Liberty landscape.

Landscape elements	Perceived value dimension	Node representation	Examples of theme words
Crown	Perceived value of global enlightenment	Seven rays, Windows, Standing high	World, liberty, iconic, amazing, crowds, unique, gift, great, top, high
Torch	Perceived value of guiding hope	Light, Flame, Showing the path	Symbol, brilliant, color, powerful, historic, passing, interactive, fantastic
Declaration of Independence (Tablet)	Perceived value of democratic ideals	Law, Rights, Democratic ideals	Freedom, icon, light, inspiring, enlightening, spirit, strength, enrich
Pedestal	Perceived value of collective will	Architecture, Observation deck, Internal exhibition	super, hope, structure, stunning, sensation, ingenuity, wise, higher
Museum	Perceived value of public education	Historical artifacts, Modern interpretations, Preserving message	Exhibits, unforgettable, insightful, admire, hard, information, engaging

As a monument to the friendship between France and the United States and a landmark welcoming immigrants, the Statue of Liberty has a huge heritage value, which is reflected in many aspects such as history, culture, symbolism, art, aesthetics, vision, education, interpretation, society and emotion. However, judging from the node representatives of each perceived value dimension, visitors' perceived value of the landscape elements of the Statue of Liberty is more focused on its historical and cultural value and the symbolic significance of freedom and independence than on its aesthetic value.

Based on the classification of landscape elements and visitor reviews, this paper sorts out five dimensions of perceived value of the Statue of Liberty's landscape elements, perceived value of global enlightenment, guiding hope, democratic ideals, collective will, and public education.

Perceived value of global enlightenment from the crown. From the crown arises a global sense of enlightenment. Visitors recognize its symbolic representation of freedom. Perceived value of guiding hope from the torch. The torch embodies guiding hope, representing liberty's light and a path to freedom and opportunity. Perceived value of democratic ideals from the Declaration of Independence (Tablet). The tablet signifies democratic ideals, referencing the Declaration of Independence and the nation's foundation on liberty and fundamental rights. Perceived value of collective will from the pedestal. The pedestal embodies collective will, symbolizing collaboration and effort. Its funding story reflects citizens' determination to uphold liberty. Perceived value of public education from the museum. The museum promotes public education, documenting the statue's symbolism and evolving significance.

In order to conduct a comparative analysis, this paper uses a certain number of negative review texts to analyze the negative perceived experience of visitors, and delves into the nuances of the textual context or emotion, so as to avoid the refinement of the above perceived value dimensions relying on superficial vocabulary.

After extracting and analyzing the key words of the negative review texts, the research found that the visitors' negative perceptions of different landscape elements in the Statue of Liberty scenic Area were generally concentrated in three aspects: insufficient physical strength, poor service in the scenic area, and overcrowding. Visitors' negative reviews suggest that the view of the crown is not good-looking, the torch appears smaller and less impressive than expected, the Tablet of the Declaration of Independence is too tall, the base is boring, and the museum gift shop is not rich or distinctive. The negative

reviews from the visitors reflect their dissatisfaction with the service and management, and more importantly, their lack of interest in the culture of the Statue of Liberty. This also indicates that cultural identity does not occur naturally and may require a certain value foundation.

4.2. Analysis on the Influencing Mechanism of Cultural Identity of Cultural Heritage Landscape

Step 1 is open coding which extracts concepts from the raw corpus and then categorizing the concepts to form categories. The research work at this stage is to carefully read and analyze the original text data, record and encode all relevant data according to their original context, and extract the initial perception nodes in order to discover concepts and categories, and name them to indicate the content of the original materials.

In the open coding process, we strictly follow the principle of staying close to the material and pay attention to using the original code to deconstruct the text in coding [13]. This paper finally formed 108 concepts through the preliminary conceptualization of the original text, and then categorized them according to the logical relationship between the concepts to form 15 categories. Table 4 provides examples, listing 6 of the 15 categories and 14 of the 108 concepts.

Table 4. Open coding: examples of conceptualization and categorization.

Original text	Conceptualization	Categorization
read everything, learn stuff, absorb the history of these	Reading, learning	Seeking knowledge
The museum was good information. The island had so much history.	Information History	
amazing landmarks with interesting exhibits about the statue's The museums were really cool about history and significance. It was fascinating to read about the materials and maintenance.	Amazing Cool Fascinating	Interesting
watch a movie about the construction of the statue We gazed up at Lady Liberty, her halo of freedom shining bright.	Movie Gazing	Visual sense
There are almost 200 steps to the top. We climbed the stairs... Standing before the iconic statue in person was absolutely amazing.	Climbing Standing	Tactile sense
Makes me teary eyed thinking of what this statue represents. Stunning views and deep sense of history.	Tearing Deep sense	Emotional resonance
We admired her iconic seven spikes and the tablet she holds. She is so worth it. Awesome experience, for me was inspirational...	Admiring Worth	Positive attitude

Step 2 is axial coding which refines higher-level categories based on open coding. At this stage, the research work will classify and compare the preliminary categories obtained in step 1, and extract the main category that best reflects the research topic of this paper.

In the process of axial coding, the 108 categories in the open coding were further refined and classified to form 4 main categories. Clustering and main category naming

were mainly based on the causal relationship, parallel logic and semantic connection between categories. In Table 5, the 4 main categories are listed, the corresponding 15 categories, and 57 of the 108 concepts. The 4 main categories are motivation, embodied perception, emotional arousal, and cultural identity, which just fits the attitude ABC (cognition, affect, and behavior) framework. Visitors are driven by motivation, stimulated by the external landscape environment to trigger perception and emotion, and achieve cultural identity.

Table 5. Axial coding: correspondence between main categories and categorization.

Main category	Corresponding categorization	Examples of concepts
Motivation	Seeking knowledge	Reading and learning, information, history, educational
	Interesting	Amazing, cool, fascinating, incredible experience
	Dreaming	Iconic, a dream trip, the hope, once in a lifetime
Embodied perception	Visual sense	Movie, gazing, view the monument, a must-see
	Auditory sense	The audio tour, answering any question, the ranger talk
	Taste sense	worth eating, snacks, food quality, in the café, drink
	Tactile sense	Climbing, standing, step to, very crowded, steep stairs
Emotional arousal	Basic sense	Smaller, huge, well-organized, feel powerful, great feel
	Emotional resonance	Tearing, deep sense, brings history to life, unforgettable
	Positive emotion	Warmth to your heart, great trip, terrific and moving
	Negative emotion	Boring, unwelcoming, very small, queuing, awful staff
Cultural identity	Positive attitude	Admiring, worth, inspirational, more impressive
	Participation	Some interactive activities, worth exploring
	Gaining something	Very informative, insightful history, significance
	Recommendation	Everyone should see, worth a visit and use the gift shop

The results of the primary and secondary coding analysis show that the perception process of visitors is gradually deepened, starting from the initial motivation drive, developing into emotional awakening through embodied perception during the visit, and finally developing into cultural identity. It should be noted that negative emotions account for a very small proportion of the overall reviews and have almost no effect on the tendency of cultural identity. According to statistics from the TripAdvisor website, among the 5-level ratings of all online reviews by visitors (Excellent, Very good, Average, Poor, Terrible), the reviews with 1 point (Terrible) and 2 points (Poor) account for only 2.56%.

Step 3 is to selectively code which generates a complete storyline and find the logical relationships among the core categories based on the concepts and categories generated in the first two stages.

This paper adopts selective coding, and by constructing the core relationship between the main categories, develops clues that can connect the visitors' landscape perception value to cultural identity. According to the ABC (cognition, affect, and behavior) theoretical framework of attitude, combined with the meaning and association between categories, the influence mechanism of the perceived value of cultural heritage landscape on cultural identity is developed (Figure 2).

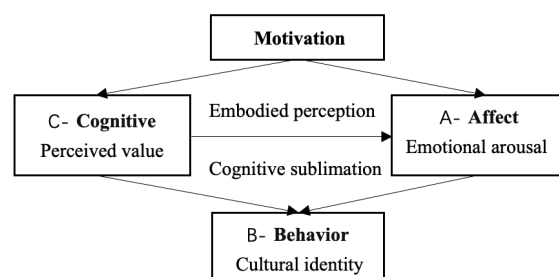


Figure 2. The mechanism of the impact of perceived value of cultural heritage landscape on cultural identity.

In Figure 2, this paper constructs a preliminary model of the influence mechanism of the perceived value of cultural heritage landscapes on cultural identity. In this model, there are a total of four variables, namely motivation, cognition, emotion and behavior. Visitors, driven by their own visiting motives, acquire perceptions of cultural heritage landscapes during the visit; meanwhile, stimulation by the external environment (cultural heritage landscapes) triggers their internal emotional states. Since positive perception triggers positive emotional feelings, and the two jointly trigger positive behaviors/intentions, this is in line with the ABC Theory framework. Obviously, perceived value corresponds to cognition C, emotional arousal corresponds to emotion A, and cultural identity corresponds to behavior B. This model explains the process path in which the perceived value of cultural heritage landscapes, triggered by motivation, undergoes embodied perception and cognitive sublimation, achieves emotional awakening, and transitions to cultural identity.

The interrelationships among the variables in the model can be verified in the previous coding analysis. The positive perceptual experiences of visitors reflect their positive cognitive and emotional tendencies, and also indicate their positive behavioral tendencies. The research results show that the cultural appeal of the World Cultural Heritage has a positive impact on visitors, and the cultural value of world cultural heritage has also been widely recognized by visitors.

5. Conclusions and Limitations

This study examined how visitors perceive and respond to the cultural heritage landscape elements of the Statue of Liberty, highlighting the mechanism by which these perceptions shape cultural identity.

The research identified five core dimensions of perceived value, global enlightenment, guiding hope, democratic ideals, collective will, and public education, each reflecting different symbolic and experiential attributes within this iconic world heritage site.

By analyzing online TripAdvisor reviews, the findings demonstrate that visitor perceptions evolve from initial motivation and embodied, sensory engagement to emotional arousal, culminating in an enhanced sense of cultural identity. In doing so, this work underscores how symbolic elements such as the crown's universal message of enlightenment, the torch's beacon of hope, and the tablet's allusion to foundational democratic values can meaningfully resonate with diverse audiences. These insights also highlight the significance of intangible cultural values, particularly ideals such as freedom, democracy, and historical heritage, in fostering a sense of belonging and identity among visitors within specific cultural contexts.

From a policy and management standpoint, the results suggest that targeted interpretation strategies and visitor engagement programs could be used to deepen cultural connection and broaden public understanding of heritage sites. Specifically, on-site educational materials, digital storytelling, and interactive museum exhibits may further enhance the statue's historical, cultural, and emotional significance.

Moreover, focusing on accessible, visitor-centered design can help accommodate diverse visitor needs, ensuring more people can experience the motivational and emotional benefits that lead to cultural identity.

As with any qualitative study, there are limitations. First, the dataset consisted solely of English-language reviews on a single platform, which may not fully capture the breadth of global perspectives or include those who do not leave online feedback. Second, a deeper analysis of demographic factors, such as cultural background and prior knowledge of American history, was outside the scope of this research. Future studies could adopt a mixed-methods approach, incorporating large-scale, multilingual surveys or interviews to validate and extend the findings. By incorporating these approaches, researchers and heritage managers alike can continue refining strategies to preserve cultural heritage landscapes while fostering inclusive, meaningful experiences for visitors.

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