



Enhancing Attractiveness Through Adaptive Reuse: A Critical Literature Review

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ABSTRACT

This paper presents a qualitative critical literature review examining the role of adaptive reuse in enhancing the attractiveness of heritage buildings and historic environments. Using the PRISMA framework, 162 records were identified from major academic databases, resulting in the selection of 26 peer-reviewed journal articles published between 2020 and 2025 for thematic analysis. The review demonstrates that adaptive reuse enhances heritage attractiveness by balancing preservation with functional transformation while maintaining cultural identity and authenticity. The analysis identifies six key dimensions that contribute to attractiveness: physical improvement, functional activation, experiential quality, socio-cultural continuity, economic sustainability, and governance. These dimensions collectively support the long-term sustainability and appeal of heritage environments. This paper provides a multidimensional understanding of adaptive reuse as a driver of heritage attractiveness and offers insights for future heritage conservation and development practices.

Keyword: Adaptive reuse, attractiveness, heritage buildings, heritage tourism, sustainability, critical review

ABSTRAK

Artikel ini menyajikan tinjauan literatur kritis kualitatif mengenai peran adaptive reuse dalam meningkatkan daya tarik bangunan cagar budaya dan lingkungan bersejarah. Dengan menggunakan kerangka PRISMA, sebanyak 162 publikasi diidentifikasi dari berbagai basis data akademik dan diseleksi menjadi 26 artikel jurnal peer-reviewed periode 2020–2025 untuk dianalisis melalui analisis tematik. Hasil kajian menunjukkan bahwa adaptive reuse meningkatkan daya tarik warisan budaya dengan menyeimbangkan pelestarian nilai historis dan transformasi fungsi tanpa mengurangi identitas budaya serta autentisitasnya. Analisis mengidentifikasi enam dimensi utama, yaitu kualitas fisik, aktivasi fungsi, kualitas pengalaman, keberlanjutan sosial-budaya, keberlanjutan ekonomi, dan tata kelola. Secara keseluruhan, studi ini menawarkan pemahaman multidimensional mengenai adaptive reuse sebagai pendorong daya tarik warisan budaya serta memberikan implikasi bagi praktik konservasi dan pengembangan kawasan bersejarah yang berkelanjutan.

Keyword: *Adaptive reuse*, daya tarik, bangunan warisan budaya, pariwisata warisan budaya, keberlanjutan, kajian kritikal



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1. Introduction

Heritage buildings increasingly face pressures from rapid urban transformation, commercialization, and changing tourism demands, creating challenges in balancing heritage preservation with contemporary urban functions. In this context, adaptive reuse has emerged as a strategic approach that enables heritage buildings to accommodate new uses while maintaining their historical and cultural significance, contributing not only to conservation and sustainable urban development but also to the attractiveness and experiential value of heritage environments (Samadzadehyazdi et al., 2020; Zhang, 2022). In this study, attractiveness is understood within

a heritage context, referring to the ability of heritage buildings and historic environments to generate visitor interest and meaningful experiences through their historical, cultural, architectural, and social values. Nevertheless, existing studies on adaptive reuse remain fragmented, often examining conservation, tourism, sustainability, and economic revitalization separately, resulting in limited conceptual understanding of how adaptive reuse enhances heritage attractiveness. Addressing this gap, this study employs a qualitative critical literature review to critically synthesize previous studies and propose a multidimensional conceptual framework positioning adaptive reuse not merely as a conservation strategy, but as an active mechanism shaping heritage attractiveness through interconnected physical, experiential, socio-cultural, economic, and governance dimensions (Vafaie et al., 2023; Zhang et al., 2025).

1.1 Attractiveness in Heritage and Tourism Studies

To understand how adaptive reuse contributes to heritage attractiveness, it is important first to examine the concept of attractiveness within heritage and tourism studies. Attractiveness in heritage and tourism studies refers to the ability of a destination, heritage building, or cultural environment to generate visitors' interest, engagement, and memorable experiences through a combination of authentic cultural, physical, social, and environmental qualities. Previous studies suggest that authenticity, reflected through architectural character, local traditions, cultural practices, and social interaction, plays a central role in shaping tourists' perceptions and destination image (Su, Swanson, & Chen, 2020). In addition, historical and cultural values contribute not only to visitor motivation and local identity but also to destination competitiveness within increasingly homogenised tourism markets (Bujdosó et al., 2019; Mamadova et al., 2025). The attractiveness of heritage destinations is influenced by a range of factors, including destination aesthetics, urban spatial quality, infrastructure and tourism facilities, recreational experiences, local community involvement, accessibility, and sustainable tourism management practices (Li & Ryan, 2019; Eid & El-Gohary, 2015; Kim, Lee, & Jung, 2019; Garrod & Fyall, 2018; Gkoumas, 2019; Streimikiene et al., 2021). Collectively, these factors contribute to visitor satisfaction, inclusivity, experiential quality, and the long-term sustainability of heritage destinations.

1.2 Adaptive Reuse of Heritage Buildings

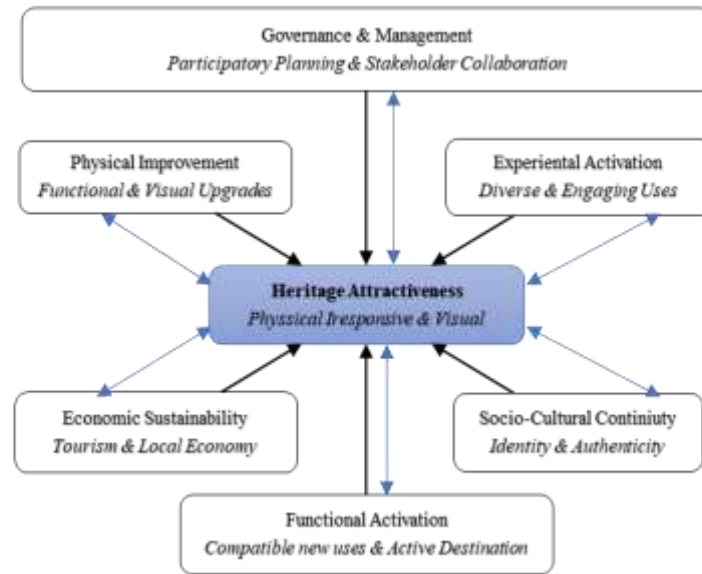
Following the discussion of attractiveness, adaptive reuse in heritage buildings is increasingly recognised as a strategic approach that balances heritage preservation with contemporary functional demands, allowing historic structures to remain relevant while maintaining their cultural identity and significance (Doshi & Devi, 2023; Arfa et al., 2022). Existing literature suggests that adaptive reuse contributes not only to environmental sustainability through the reduction of material consumption and construction waste, but also to socio-economic development by strengthening tourism, urban vitality, and local identity (Ikiz Kaya et al., 2021; Bassal & Khalifa, 2022). In tourism contexts, adaptive reuse enhances visitor experiences by integrating heritage values with contemporary activities and public engagement (Tu, 2020). However, studies discussing adaptive reuse often remain fragmented across conservation, sustainability, tourism, and governance perspectives. Therefore, this study positions adaptive reuse as a multidimensional process shaped by interconnected environmental, experiential, socio-cultural, economic, and governance dimensions within heritage attractiveness and sustainable urban development. While the literature highlights the conservation, social, economic, and environmental benefits of adaptive reuse, its contribution to heritage attractiveness remains less explicitly synthesised. Therefore, understanding how adaptive reuse influences the attractiveness of heritage environments is essential for explaining its broader role in heritage conservation, tourism, and sustainable development.

1.3 Linking Adaptive Reuse and Attractiveness

Having discussed the concepts of attractiveness and adaptive reuse separately, it is now important to examine how adaptive reuse contributes to enhancing the attractiveness of heritage environments. The relationship between adaptive reuse and heritage attractiveness lies in the ability of adaptive reuse projects to preserve the authenticity and cultural significance of heritage buildings while introducing new functions and experiences that enhance visitor appeal. By improving spatial quality, accessibility, and tourism-related functions, adaptive reuse revitalises underutilised heritage buildings into more engaging, economically viable, and sustainable destinations that support tourism development, local identity, and community participation (Bassal & Khalifa, 2022; Ikiz Kaya et al., 2021). Therefore, adaptive reuse can be understood not only as a conservation strategy, but also as an approach that enhances the experiential, socio-cultural, and economic attractiveness of heritage environments. In summary, the literature suggests that adaptive reuse enhances the attractiveness of heritage buildings through a complex interplay of physical improvement, experiential activation, socio-cultural continuity, economic viability, and governance quality. Attractiveness, in this sense, is not an inherent or static

attribute of heritage buildings, but a dynamic outcome shaped by how adaptive reuse processes align conservation values with contemporary use. This conceptual linkage provides the analytical foundation for

assessing how adaptive reuse strategies contribute to the overall attractiveness of heritage buildings and historic environment



2. Method

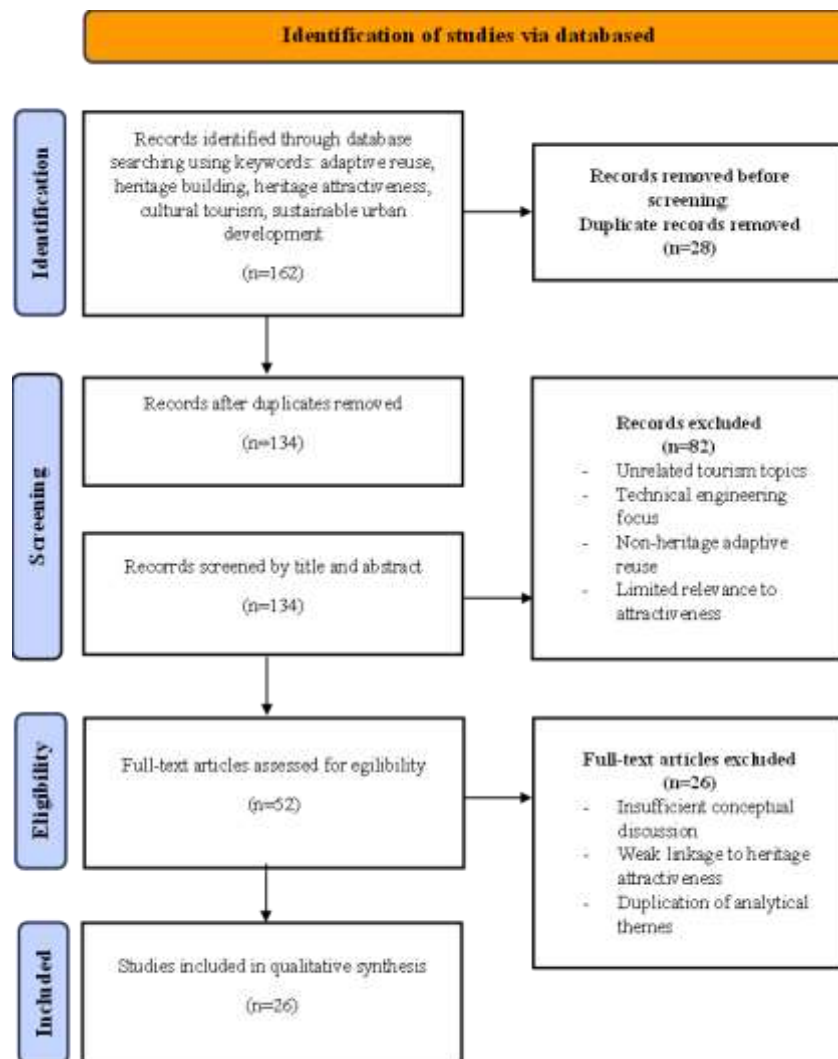
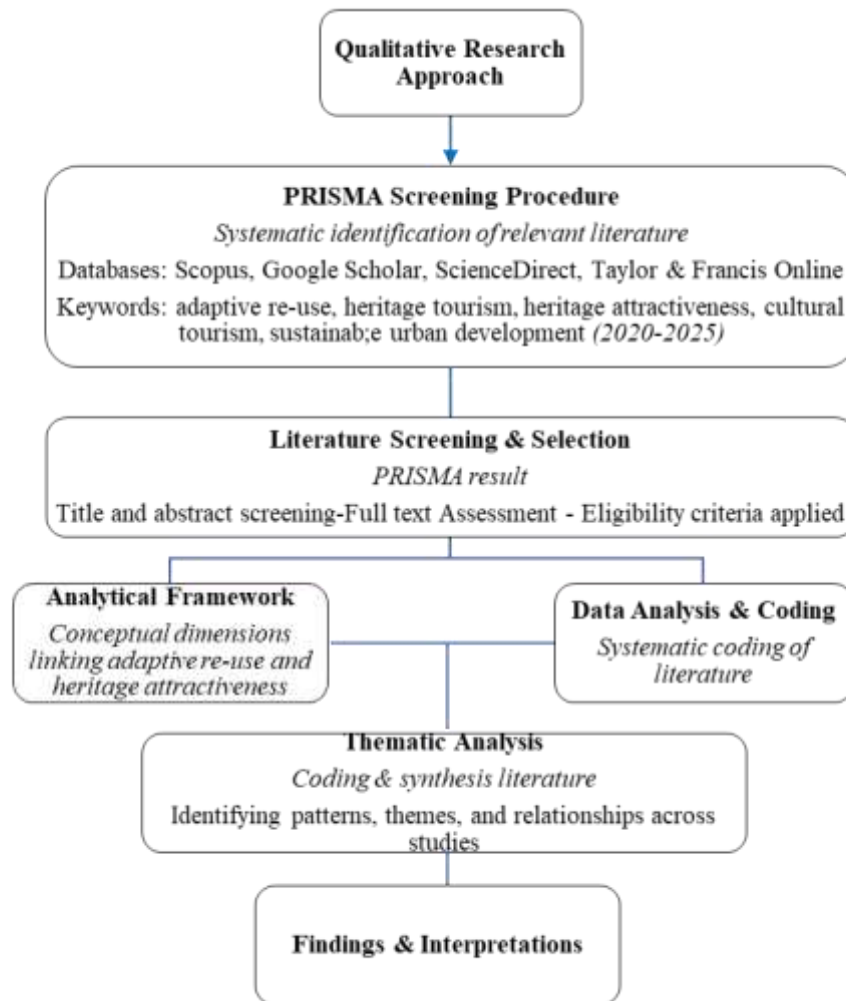


Figure 2. PRISMA Flow Diagram of Literature Selection Process
 Source: https://estech.shinyapps.io/prisma_flowdiagram/

This study employed a qualitative critical literature review approach to examine the role of adaptive reuse in enhancing the attractiveness of heritage buildings and historic environments. The literature selection process adopted the PRISMA framework to ensure systematic and transparent screening of peer-reviewed articles published between 2020 and 2025 from databases including Scopus, Google Scholar, ScienceDirect, and Taylor & Francis Online. Data were analysed using thematic analysis by coding recurring themes related to adaptive reuse and heritage attractiveness, enabling the identification and synthesis of physical, experiential, socio-cultural, economic, and governance dimensions within the proposed conceptual framework.

Figure 2 presents the PRISMA flow diagram used to guide the literature selection process. A total of 162 records were identified from Scopus, Google Scholar, ScienceDirect, and Taylor & Francis Online using keywords related to adaptive reuse, heritage buildings, heritage attractiveness, cultural tourism, and sustainable urban development. After the removal of 28 duplicate records, 134 articles were screened based on titles and abstracts. During this stage, 82 records were excluded because they focused on unrelated tourism topics, technical engineering issues, non-heritage adaptive reuse, or demonstrated limited relevance to heritage attractiveness. Subsequently, 52 full-text articles were assessed for eligibility. A further 26 articles were excluded due to insufficient conceptual discussion, weak linkage to heritage attractiveness, or duplication of analytical themes. As a result, 26 peer-reviewed studies were included in the qualitative synthesis and thematic analysis.

A conceptual framework provides structures that help articulate and examine phenomena within context, allowing deeper, integrative understanding rather than simply testing variables (Maxwell et al., 2013). Data were analysed using thematic analysis. Thematic coding was conducted manually through an iterative process of reviewing, comparing, and categorising recurring concepts identified across the selected studies. Initial codes were generated from key findings related to adaptive reuse and heritage attractiveness and subsequently grouped into broader analytical categories. Through this process, six principal dimensions emerged: functional activation, physical conservation, experiential quality, socio-cultural continuity, economic sustainability, and governance. These themes formed the basis for synthesising the literature and examining the multidimensional contributions of adaptive reuse to heritage attractiveness. This study adopts a critical literature review approach supported by systematic literature selection procedures using the PRISMA framework. While the analysis is



interpretative and critical in nature, PRISMA was employed to ensure transparency, consistency, and rigor in the identification, screening, and selection of relevant literature.

3. Discussion

This section critically synthesises key scholarly contributions on adaptive reuse of heritage buildings by examining dominant themes, underlying assumptions, and conceptual gaps in the literature. Rather than reviewing studies individually, the discussion integrates findings across disciplines to evaluate how adaptive reuse is understood as a driver of heritage attractiveness.

3.1 Adaptive Reuse as a Conservation-Oriented Strategy

A substantial body of literature conceptualizes adaptive reuse as a conservation-oriented approach that enables heritage buildings to remain functionally relevant while preserving their historical and architectural significance. Doshi and Devi (2023) argue that adaptive reuse provides an alternative to demolition by extending the life cycle of heritage buildings without erasing their identity. Similarly, Arfa et al. (2022) emphasize that adaptive reuse should be guided by an understanding of heritage values and levels of significance. However, despite broad agreement on its conservation potential, the literature reveals ambiguity in defining the limits of acceptable intervention. Criteria for assessing functional and spatial compatibility

remain inconsistently articulated, suggesting that conservation principles in adaptive reuse are often applied normatively rather than operationally.

The adaptive reuse practices observed in the Kesawan heritage area, Medan, demonstrate how conservation-oriented revitalization can preserve the historical and architectural identity of heritage buildings while accommodating contemporary urban functions. The transformation of the former Post Office building into Post Bloc illustrates the retention of façade character, spatial identity, and historical significance through



functional adaptation into a public and commercial space. Similarly, the revitalization of the Kesawan heritage corridor reflects broader efforts to maintain the continuity of historic urban character while supporting present-day tourism and socio-economic activities. These examples reinforce the argument that adaptive reuse contributes not only to physical preservation but also to the long-term sustainability and attractiveness of heritage environments.

Recent studies further indicate that adaptive reuse contributes not only to the physical preservation of heritage buildings but also to the continuity of cultural identity and long-term sustainability. Takva, and Ilerisoy (2023) argue that adaptive reuse strategies combined with contemporary additions can revitalize built environments while maintaining cultural continuity. Similarly, Zhang (2023) emphasize the importance of maintaining authenticity, integrity, and sustainability throughout post-evaluation processes in adaptive reuse projects. In addition, Gholitabar and Costa (2020) highlight that sustainability principles remain essential for ensuring successful adaptive reuse practices within cultural heritage contexts.

3.2 Functional Activation and the Transformation of Heritage Attractiveness

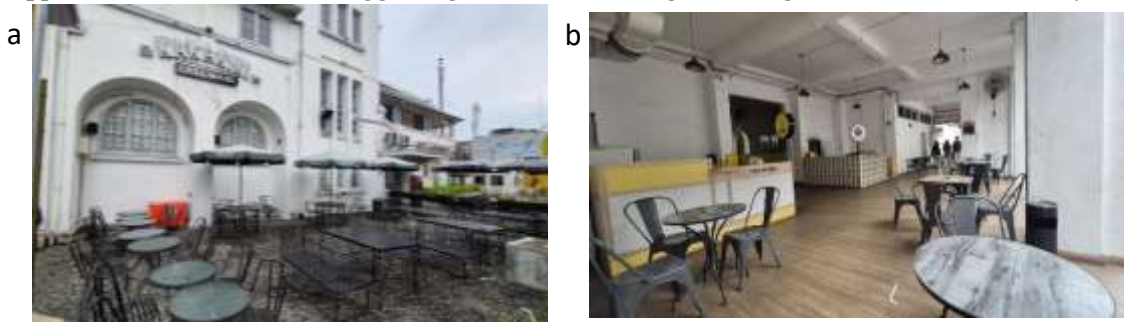
Functional activation emerges as a central theme linking adaptive reuse to heritage attractiveness. Several studies indicate that the introduction of compatible new uses transforms underutilized heritage buildings into active destinations, increasing accessibility, visibility, and user engagement (Bassal & Khalifa, 2022; Arfa et al., 2022). This shift challenges the traditional perception of heritage buildings as static monuments. Nevertheless, critical perspectives caution against excessive functional intensification, particularly when commercial objectives dominate decision-making. Doshi and Devi (2023) note that economically driven reuse may risk undermining heritage character if not carefully managed. This tension highlights the need for balance between activation and conservation in shaping sustainable attractiveness.



The revitalization of the Kesawan heritage corridor illustrates how adaptive reuse contributes to functional activation by transforming heritage environments into active socio-cultural and tourism-oriented spaces. The introduction of pedestrian activities, public interaction, and temporary commercial functions within the historic corridor enhances accessibility, visitor engagement, and urban vitality while maintaining the historical character of the area. These activities demonstrate that adaptive reuse not only preserves heritage buildings physically but also reactivates their social and economic functions within contemporary urban life. In this context, the Kesawan heritage area reflects how functional adaptation can strengthen tourism attractiveness, support local economic activity, and encourage more inclusive public use of heritage environments.

The adaptive reuse of heritage commercial buildings in the Kesawan area demonstrates how functional transformation can reactivate underutilized heritage spaces while maintaining their historical character. The conversion of former heritage structures into cafés and public gathering spaces introduces contemporary functions that increase visitor activity, accessibility, and tourism engagement within the heritage environment. At the same time, the preservation of façade composition, spatial identity, and architectural elements reflects a balance between commercial adaptation and heritage conservation. These transformations illustrate how adaptive reuse contributes to heritage attractiveness by integrating cultural value with contemporary social and economic functions.

Several recent studies reinforce the role of functional activation in enhancing heritage attractiveness through tourism-oriented reuse. Ariffin, Zahari, and Hanafiah (2020) found that adaptive reuse positively influences tourist appreciation and visitation, suggesting that reused heritage buildings can function effectively as heritage



tourism products. Likewise, Utami and Young (2025) demonstrate that revitalized heritage buildings can enrich urban tourism experiences through the integration of historical ambience, commercial adaptation, and cultural storytelling. However, tourism-led adaptive reuse may also generate unintended socio-spatial consequences. Büke (2023) critically observes that excessive tourism commercialization may contribute to gentrification and the “Disneyfication” of historic neighbourhoods, potentially conflicting with heritage conservation objectives.

3.3 Experiential Quality and Visitor Engagement

Recent heritage and tourism literature increasingly associates attractiveness with experiential quality rather than physical attributes alone. Tu (2020) emphasizes that adaptive reuse enhances visitor experience by integrating push factors, such as motivation and interest, with pull factors, including architectural character, cultural activities, and site atmosphere. While this perspective strengthens the link between adaptive reuse and tourism attractiveness, the literature remains limited in empirically assessing experiential outcomes. Many

studies rely on conceptual arguments or qualitative observations, indicating a methodological gap in systematically evaluating how adaptive reuse influences visitor perception and engagement.

The adaptive reuse of heritage environments in the Kesawan area demonstrates how experiential quality contributes to heritage attractiveness through public engagement, cultural interaction, and spatial experience. The revitalized interior spaces of Post Bloc provide adaptive heritage settings that accommodate contemporary recreational, educational, and social activities while preserving historical architectural character. In addition,



visitor interaction and leisure activities along the heritage corridor reflect how adaptive reuse enhances accessibility, emotional attachment, and public engagement within heritage environments. These experiences illustrate that adaptive reuse not only preserves physical heritage assets but also creates authentic and socially active spaces that strengthen tourism attractiveness and contemporary urban experience.

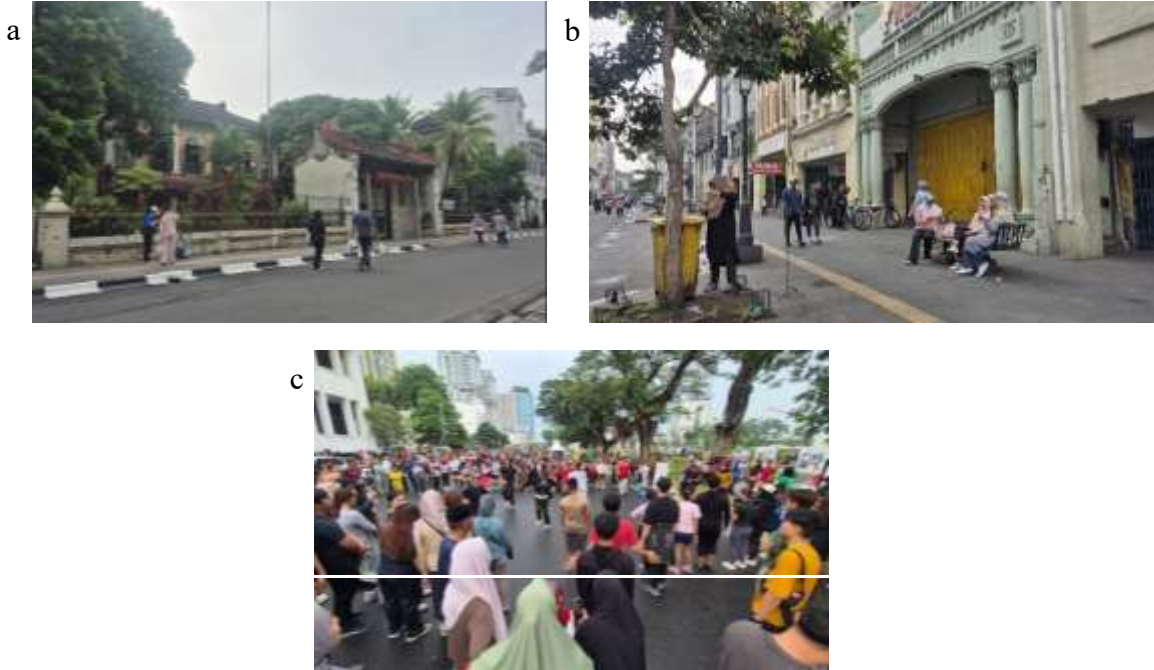
Recent empirical studies further support the relationship between adaptive reuse and experiential attractiveness. Gao, Lin, and Zhang (2020) demonstrate that perceived authenticity indirectly enhances visitor satisfaction through nostalgia and emotional involvement within adaptive reuse heritage sites. Similarly, Lee, Tsai, and Chang (2021) found that aesthetic experiences in reused heritage buildings positively influence visitors' intention to revisit and engage in positive word-of-mouth communication. Tu (2020) additionally emphasizes that recreational, social, and environmental values generated through adaptive heritage reuse contribute significantly to tourism attractiveness and sustainable heritage management.

3.4 Socio-Cultural Continuity Identity, and Authenticity

The preservation of cultural heritage plays a crucial role in supporting sustainability and enhancing tourism experiences. Such preservation efforts not only safeguard local identity but also provide a fundamental basis for the development of tourism that balances economic, social, and environmental dimensions (Ginting et al., 2024). Socio-cultural continuity is widely recognized as a critical component of heritage attractiveness.

Adaptive reuse is often framed as a means of preserving collective memory, identity, and authenticity while introducing new layers of meaning (Arfa et al., 2022).

The revitalisation of the Kesawan heritage area demonstrates how adaptive reuse contributes to socio-cultural



continuity by preserving cultural identity while supporting contemporary public activities. The integration of preserved heritage elements, everyday social interaction, and collective community engagement within the heritage corridor reflects the continued relevance of heritage environments in contemporary urban life. These activities strengthen place attachment, collective memory, and social interaction while maintaining the historical character of the area. In this context, adaptive reuse not only supports the physical preservation of heritage buildings but also reinforces the socio-cultural attractiveness and public significance of heritage environments for both local communities and visitors.

The importance of socio-cultural sustainability is also emphasized in recent heritage tourism studies. Chan et al. (2024) argue that heritage revitalization positively strengthens cultural identity, emotional attachment, and place attachment among visitors, particularly when supported by cultural activities and knowledge transfer. Similarly, Mehmood and Jan (2022) emphasize that traditional lifestyles and cultural practices should be transmitted to future generations to ensure socio-cultural sustainability within adaptive reuse projects. However, Bassal and Khalifa (2022) observe that community involvement in adaptive reuse projects is frequently underemphasized, resulting in top-down interventions that prioritize physical renewal over social integration. This gap suggests that while socio-cultural values are rhetorically emphasized, they are not always substantively embedded in adaptive reuse practices

3.5 Economic Sustainability and Value Creation

Economic sustainability is consistently highlighted as both a motivation and an outcome of adaptive reuse. Studies link adaptive reuse to reduced construction costs, tourism development, and local economic regeneration (Doshi & Devi, 2023; Ikiz Kaya et al., 2021). Within the circular economy framework, Ikiz Kaya et al. (2021) position heritage buildings as urban resources that can generate long-term value through reuse. Nevertheless, the literature tends to equate economic success with revenue generation or increased visitation, often overlooking social equity and cultural trade-offs. This narrow framing raises critical questions regarding how economic value is defined and whose interests are prioritized in adaptive reuse projects.

Additional literature further highlights the economic and tourism-related potential of adaptive reuse practices. Rudan (2023) suggests that adaptive reuse can generate new tourism products while revitalizing local economies within circular economy frameworks. Likewise, Ye, Qin, and Wu (2024) indicate that integrating

cultural heritage into sustainable tourism strategies contributes to improved visitor experiences, increased tourist spending, and broader local economic development. Hassan and Alamoudy (2025) also note that sustainable adaptive reuse strategies can support tourism growth and economic resilience, particularly within lower-income countries.

3.6 Governance and Decision-Making Processes

Governance and management are increasingly recognized as determinants of adaptive reuse outcomes. Arfa et al. (2022) emphasize the importance of stakeholder participation and phased decision-making processes in aligning conservation goals with new uses. However, the literature also reveals power imbalances among stakeholders, where expert-driven or market-oriented agendas may marginalize local communities. This suggests that governance is not merely an enabling mechanism but a contested process that significantly shapes how heritage attractiveness is produced and perceived.

Recent studies increasingly underline the importance of participatory governance frameworks in adaptive reuse practices. Gravagnuolo et al. (2024) demonstrate that participatory evaluation methods can support collaborative decision-making processes by identifying adaptive reuse solutions that align with circular economy objectives and stakeholder expectations. Similarly, Selim, Abulnour, and Eldeeb (2023) argue that successful adaptive reuse projects depend on stakeholder engagement, financial feasibility, and architectural compatibility. Savoie, Sapinski, and Laroche (2025) further emphasize that collaborative governance, phased financial strategies, and active community involvement are critical factors supporting long-term adaptive reuse success

3.7 Synthesis: Toward a Multidimensional Understanding of Heritage Attractiveness

Synthesizing these themes, the literature demonstrates that heritage attractiveness is not an inherent property of historic buildings but a dynamic outcome of adaptive reuse processes. Attractiveness emerges through the interaction of conservation-oriented transformation, functional activation, experiential quality, socio-cultural continuity, economic sustainability, and governance practices. Persistent tensions—between conservation and commercialization, authenticity and adaptation, and expert authority and community participation—remain insufficiently addressed in existing studies. These gaps underscore the need for integrated analytical frameworks that move beyond single-dimensional evaluations and instead assess adaptive reuse as a multidimensional driver of heritage attractiveness.

Table 1. Synthesis of Adaptive Reuse Dimensions and Their Contributions to Heritage Attractiveness.

Dimension	Key Contribution of Adaptive Reuse	Implications for Heritage Attractiveness
Physical Conservation	Preserves architectural character and authenticity	Strengthens visual appeal and heritage value
Functional Activation	Introduces compatible new uses	Increases accessibility and visitor engagement
Experiential Quality	Creates meaningful and interactive experiences	Enhances visitor satisfaction and attractiveness
Socio-Cultural Continuity	Maintains identity, memory, and cultural significance	Reinforces sense of place and authenticity
Economic Sustainability	Supports tourism and local economic activity	Improves long-term viability of heritage assets
Governance	Encourages stakeholder collaboration and adaptive management	Supports sustainable and balanced development

The reviewed literature suggests that heritage attractiveness is not shaped by a single factor but emerges through the interaction of physical, experiential, socio-cultural, economic, and governance dimensions. Adaptive reuse contributes to heritage attractiveness by simultaneously preserving heritage values and facilitating contemporary functions, thereby enhancing the long-term relevance, sustainability, and appeal of heritage environments.

Furthermore, recent studies suggest that adaptive reuse increasingly functions as a multidimensional urban strategy that integrates conservation, tourism development, sustainability, and socio-cultural regeneration. Wei, Utaberta, and Zainordin (2025) argue that adaptive reuse contributes significantly to urban regeneration

and sustainable urban development, although supportive regulatory and policy frameworks remain necessary to address technical and governance challenges. These perspectives reinforce the argument that heritage attractiveness should be understood as a dynamic outcome shaped through the interaction of conservation values, tourism experiences, economic sustainability, and governance processes.

4. Conclusion

Existing literature demonstrates that adaptive reuse enhances the attractiveness of heritage buildings through interconnected physical, functional, experiential, socio-cultural, economic, and governance dimensions. The reviewed studies indicate that adaptive reuse contributes to physical improvement by preserving architectural character while introducing compatible contemporary functions that increase accessibility, usability, and visual quality. Functional activation through tourism-oriented reuse, such as cultural spaces, museums, hospitality functions, and public facilities, transforms underutilized heritage buildings into active destinations that attract visitors and support urban regeneration. In addition, the literature highlights that experiential quality plays a significant role in shaping attractiveness, where authenticity, nostalgia, aesthetic experience, and cultural storytelling strengthen visitor engagement, satisfaction, and revisit intention.

The findings further suggest that adaptive reuse contributes to socio-cultural continuity by reinforcing collective memory, cultural identity, place attachment, and community connection while supporting the transmission of traditional values and local heritage narratives. From an economic perspective, adaptive reuse supports sustainable tourism development, local economic revitalization, and circular economy strategies by generating new tourism products and increasing the long-term value of heritage assets. At the governance level, successful adaptive reuse depends on participatory decision-making, stakeholder collaboration, financial feasibility, and balanced conservation-management strategies that align heritage preservation with contemporary urban and tourism needs.

Overall, the literature review demonstrates that heritage attractiveness should not be understood as an inherent characteristic of historic buildings alone, but as a dynamic and multidimensional outcome produced through adaptive reuse processes. Enhancing attractiveness through adaptive reuse therefore involves not only conserving physical heritage fabric, but also activating meaningful experiences, sustaining socio-cultural values, supporting economic viability, and establishing inclusive governance frameworks. This study contributes to the literature by synthesizing fragmented discussions on adaptive reuse into a more integrated conceptual understanding of heritage attractiveness and sustainability.

However, this study remains conceptual and literature-based, which limits its ability to account for contextual differences across geographical, cultural, and regulatory environments. Future studies are therefore encouraged to empirically test the proposed framework through comparative case studies, visitor-based evaluations, or mixed-method approaches to better assess how adaptive reuse influences heritage attractiveness across different heritage contexts.

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