

Abstract

Re-adaptive use of heritage site as a contemporary art centre is increasingly popular. There are many common motivations among the visitors of heritage and contemporary art. This research aims to found out if the co-existence of these two elements expand the audience to both fields under the context of brand-alliance. Analysis made on interaction effect of visit intention in contemporary art and visit intention in heritage prior to the visit on the interest in the field after the visit. It is found that coming for heritage has benefit interest in contemporary art while there is no significant result found in the proposition that coming for contemporary art has benefit interest in heritage. Results also found visitors joined contemporary art tour if they do not have a strong intention in visiting either of the two elements.