

THE EFFECT OF CUSTOMERS' HOTEL EXPERIENCE ON SATISFACTION: THE MEDIATING ROLE OF MEMORABILITY

Ömer ÇOBAN* Şule Ardiç YETİŞ**

Abstract

Nowadays, hotels have become places of life and experience areas rather than a place to sleep at night for customers. Customers' experiences during their stay at the hotel can effect their future behavior. Moreover, the memorability of these experiences can also effect these behaviors. However, there is little empirical evidence identifying and measuring the relationship between these variables. Hence, it has been investigated whether memorability plays a mediator role in the relationship between customers' hotel experiences and satisfaction levels in this research. For this purpose, a field survey conducted in Cappadocia region where the cave hotels operate intensively. The data was collected by pollsters in April, 2019. Within the scope of the research, 439 questionnaires were collected from tourists staying in cave hotels. The regression analysis based on Bootstrap method was used to test whether memorability plays a mediation role in the effect of consumer hotel experiences on satisfaction. In the light of the study's findings, it was found that memorability plays an indirect mediation role in the effect of hotel experience dimensions on satisfaction.

Keywords: Customer. Experience. Hotel Experience. Satisfaction. Memorability.

O EFEITO DA EXPERIÊNCIA DO HOTEL DOS CLIENTES NA SATISFAÇÃO: O PAPEL MEDIADOR DA MEMORABILIDADE

Resumo

Hoje em dia, os hotéis se tornaram um lugar para dormir. As experiências dos clientes durante a estadia no hotel podem afetar seu comportamento futuro. Além disso, a memorização dessas experiências também pode afetar esses comportamentos. No entanto, existem poucas evidências empíricas que identificam e medem a relação entre essas variáveis. Assim, investigou-se se a memorização desempenha um papel mediador na relação entre as experiências dos clientes e os níveis de satisfação nesta pesquisa. Para este propósito, uma pesquisa de campo realizada na região da Capadócia, onde os hotéis das cavernas operam intensamente. Os dados foram coletados por pesquisadores em abril de 2019. No âmbito da pesquisa, foram coletados 439 questionários de turistas hospedados em hotéis-caverna. A análise de regressão baseada no método Bootstrap foi usada para testar se a memorabilidade desempenha um papel de mediação nas experiências de satisfação do consumidor. À luz dos resultados do estudo, verificou-se que a memorabilidade desempenha um papel indireto de mediação.

Palavras chave: Cliente. Experiência. Experiência em Hotelaria. Satisfação. Memorabilidade.

EL EFECTO DE LA EXPERIENCIA HOTELERA DE LOS CLIENTES EN LA SATISFACCION: EL PAPEL MEDIADOR DE LA MEMORABILIDAD

Resumen

Hoy en día, los hoteles se han convertido en lugares de vida y de experiencia en lugar de un lugar para dormir por la noche para los clientes. Las experiencias de los clientes durante su estadia en el hotel pueden afectar su comportamiento futuro. Además, la memorabilidad de estas experiencias también puede afectar estos comportamientos. Sin embargo, hay poca evidencia empírica que identifique y mida la relación entre estas variables. Por lo tanto, se ha investigado si la memorabilidad desempeña un papel de mediador en la relación entre las experiencias de hotel de los clientes y los niveles de satisfacción en esta investigación. Para este propósito, se realizó un estudio de campo en la región de Capadocia, donde los hoteles cueva operan intensamente. Los encuestadores recopilaron los datos en abril de 2019. Dentro del alcance de la investigación, se recogieron 439 cuestionarios de turistas alojados en hoteles cueva. El análisis de regresión basado en el método Bootstrap se utilizó para evaluar si la memorabilidad desempeña un papel de mediación en el efecto de las experiencias de los hoteles de consumo en la satisfacción. A la luz de los hallazgos del estudio, se descubrió que la memorabilidad desempeña un papel de mediación indirecta en el efecto de las dimensiones de la experiencia hotelera en la satisfacción.

Palabras clave: Cliente. Experiencia. Experiencia Hotelera. Satisfacción. Memorabilidad.



Licenciada por Creative Commons
4.0 / Internacional
CC BY 4.0

**Ph.D. degree in Tourism Management (2014) at Çanakkale Onsekiz Mart University. He is associate professor at the department of Tourism Guidance at Nevşehir Hacı Bektaş Veli University. His research interests include event tourism, sustainable tourism and tourism sociology. Orcid ID: <https://orcid.org/0000-0002-2316-4468> [omercoban@nevsehir.edu.tr]

** Ph.D. degree in Tourism Management (2017) at Nevşehir Hacı Bektaş Veli University. She is research assistant Ph.D. at the department of Tourism Management at Nevşehir Hacı Bektaş Veli University. Her research interests include tourism marketing, tourist behavior, experiential marketing, event tourism. Orcid ID: <https://orcid.org/0000-0002-8792-9079> [ardicsule@nevsehir.edu.tr]

1 INTRODUCTION

Consumption is increasingly seen as a subjective image, a value creation activity that produces physical and mental assets (Firat & Dholakia, 2003: 77). It has also been a source of individuals' dreams and happiness (Holbrook & Hirschman, 1982).

Although the symbolic and hedonic aspects of consumption are considered as dimensions that reveal the experience, the beginning of the discussion of experience as a concept in the consumer literature dates back to the early 1980s.

Experience can be defined as "a study flow of fantasies, feelings and fun" (Holbrook & Hirschman, 1982: 132). Schmitt (1999: 57) describes the experience as "result of encountering, undergoing, or living through situations. According to Pine and Gilmore (1999) postmodern consumers desire more than consumption of products and services; rather, they seek unique occurrences in order to create memorable experience (Güneren & Karakuş, 2015).

During the consumption process there has been a transition from commodities to goods, from goods to services and from services to experiences. Each transition represents an economic development (Furmolly & Kirkulak Uludağ, 2018) and an increase in benefits (Yuan & Wu, 2008). Commodities are measurable, goods are material, services are intangible, experiences are catchy (Pine & Gilmore, 1999; 2000).

Because today's consumers continue to buy products and services, they often desire experiences that will take place in their memories and enjoy them (Kinney, 2003; González-Damián, 2017). In other words, today's consumers are interested in the ability of products and brands to offer attractive experiences for themselves, waiting for things that will touch their hearts, excite themselves and capture them emotionally (Schmitt, 2009).

Therefore, businesses have to offer customers not only goods and services, but also enriched experiences. For this reason, Pine and Gilmore (1999: 1), at the beginning of the book of "The Experience Economy", illustrates the experience of coffee and the change in the tourism sector.

Pine and Gilmore (1999) state that there are four main realms of experience: esthetics, escape, education and entertainment. The authors emphasize that each realm of experience has specific characteristics, and often these realms of experience are intertwined.

These realms of experience are also considered in the literature by some authors as types of experience or dimensions of experience (Oh, Fiore, &

Jeoung, 2007; Çeltek, 2010; Hosany & Witham, 2010; Mehmetoglu & Engen, 2011; Loureiro, 2014; Chang & Lin, 2015; Song et al., 2015). In the literature, it is argued that products that include all four realms of experience will be more successful in creating consumer experience (Williams, 2006; Oh et al., 2007; Hosany & Witham, 2010; Mehmetoglu & Engen, 2011; Song et al., 2015).

In recent years, experience has been frequently researched in the tourism field (Yılmaz & Ardiç Yetiş, 2016; González-Damián ve Ramírez, 2017; Núñez, 2017). It is seen that the tourism experience in the literature is examined through various tourism forms, tourist typologies or places/destinations.

The experience of customer in hotels, which is one of the important areas where tourism service is produced and consumed, is of great importance. Because hotels are life and experience areas rather than being a place to sleep at night for customers.

It is important to ensure that hotel guests have a positive experience for hotel management because positive experiences are an important criterion for the customer to revisit and recommend (Mody, Suess, & Lehto, 2017; Kandampully, Zhang & Jaakkola, 2018).

Many studies have been done related to the hotel experience in the tourism literature (Johnson, Olsen, & Andreassen, 2009; Knutson et al., 2009; Poria, Reichel, & Brandt, 2011; Torres, Fu, & Lehto, 2014; Xiang et al., 2015). Some of these studies focused on determining the dimensions or key drivers of the hotel experience. In some studies, it is seen that the relationship between hotel experience and result-oriented issues such as brand equity, satisfaction, disappointment, etc. are examined.

Kim, Ritchie and McCormick (2012) states that the tourism experience should be memorable and recallable in the mind. Furthermore, Pine and Gilmore (2011) stated that the experience may result in positive behaviors towards behavioral tendencies such as strong memories, satisfaction, recommend to others, and intention to pay more.

At the same time, there are many studies indicating that a hedonic and entertaining hotel experience may result in positive behaviors such as positive memories, repeat visits and recommendations (Kim, 2010; Tung & Ritchie, 2011; Quadri-Felitti & Fiore, 2012; Quadri-Felitti & Fiore, 2013; Cetin & Istanbulu Dincer, 2014; Song et al., 2015; Xiang et al., 2015; Ren et al., 2018).

For this reason, it is aimed to investigate the effect of customers' hotel experience on satisfaction and the mediating role of memorability in this process in this study. For this purpose, a field survey conducted in Cappadocia region where the cave hotels operate intensively. As a result of the research,

it was found that memorability mediated indirectly the effect of all dimensions of hotel experience on satisfaction.

2 LITERATURE REVIEW

2.1 Hotel Experience

Tourist experiences constitute the essence of the tourism and hospitality industry. Tourists want to get different experiences in the hotels they stay. In this context, it is assumed that hotel experiences affect the future behavior of tourists.

According to Oh et al. (2007), experiences refer to entertaining, interesting and memorable events and moments. Although there are different definitions, experiences are personal, memorable, involve the perception and participation of customers, engage customers emotionally, and are shared with others (Walls et al., 2011). Besides, Pine and Gilmore (2011) stated that the experience may result in positive behaviors towards strong memories and behaviors such as satisfaction.

Based on previous studies about hotel experience on future behavior intention (Tung & Ritchie, 2011b; Quadri-Felitti & Fiore, 2012; Quadri-Felitti & Fiore, 2013; Cetin & Istanbulu Dincer, 2014; Ali, Hussain, & Ragavan, 2014; Song et al., 2015; Xiang et al., 2015; Ali, Hussain, & Omar, 2016; Ren et al., 2018) support that the hotel experience can result in memories and positive behaviors such as satisfaction, loyalty, repeat visits.

Also empirical studies conducted in different hotels indicate that experiences affect future behaviors. Oh et al. (2007) and Hosany & Witham (2010) are stated that there was a significant relationship between the hotel experiences and memorability. It is argued that experience-based services will be more successful in creating consumer experience in some studies (Williams, 2006; Oh et al., 2007; Hosany & Witham, 2010; Song et al., 2015; Ardiç Yetiş, 2015; Cetin & Walls, 2016).

Therefore, tourism industry, which wants to create competitive advantages (Güneren Özdemir & Yılmaz, 2016), should accept as much experience-oriented service approach as possible (Oh et al., 2007).

2.2 Customer Satisfaction

Consumer satisfaction has been the subject of many studies both in tourism and in different fields (Alegre & Cladera, 2009; Mendes et al., 2010; Eusébio & Vieira, 2013; Quadri-Felitti & Fiore, 2013; Cetin & Istanbulu Dincer, 2014; Ali & Omar, 2014;

Sipe & Testa, 2018). The main reason for addressing the concept of satisfaction is trying to understand and explain the future behavior of the consumer.

Kozak, Özel, Karagöz Yüncü (2011) also suggest that businesses that can provide consumer satisfaction can survive and others fail. For this reason, consumers can easily choose another service if they are not satisfied with the service they have purchased. Pine and Gilmore (2011) claim that the positive experiences of tourists provide satisfaction.

Although experience-oriented satisfaction is expanded from the concept of service satisfaction, experience-oriented satisfaction focuses on the overall assessment of consumers' experiences after consumption. Consumers will compare experience with expectations and create cognitive consistency or cognitive inconsistency. Emotional responses, based on cognitive consistency or inconsistency result to satisfaction or dissatisfaction (Kao, Huang, & Wu, 2008).

Previous studies show that consumer satisfaction after experience is an important outcome variable of consumer behavior and there is a significant relationship between them (Oh et al., 2007; Ali, Hussain & Ragavan, 2014; Ren et al., 2016). However, Berry, Carbone, and Haeckel (2002) argue that it is not possible to achieve customer satisfaction by offering products and services without experience.

Therefore, it is very important to examine these outcome variables in detail in order to better understand the purchasing actions of consumers and to enable them to buy the same touristic product again in the future.

2.3 Memorability

The concept of memorability, is defined as a situation or feature that can be remembered or worth remembering, is seen as an important feature of tourism experiences (Pikkemaat & Schuckert, 2007: 199). Memorability is important as for the essence of tourism experience (Cornelisse, 2018).

Tourists can have fun in all tourism experiences, but not every experience can be unforgettable or memorable (Kim et al., 2012: 13). Memorability is important for experience because only remembered experiences would influence tourist future decision-making (Kim, 2010: 780; Kim, Ritchie, & Tung, 2010; Sthapit & Coudounaris, 2017).

Therefore, in order to better understand the behavioral intentions of tourists, memorable experiences should be researched. There are three major reason to remember an experience or experience stored in memory; (1) the motivation to purchase is high when the information is drawn from

consumers' experiences; (2) consumers tend to perceive experiences as valuable and reliable information sources; (3) experience has great influencing power on future behavioral intentions (Kim, 2010: 781; Chen & Rahman, 2018: 154).

Previous studies on experience and memorability have shown that experience and memorability are interrelated (Oh et al., 2007; Tung & Ritchie, 2011a; Tung & Ritchie, 2011b; Kim, Ritchie, & McCormick, 2012; Kim, 2013; Ali, Hussain, & Ragavan, 2014; Kim, 2014; Chandralal & Valenzuela, 2015; Campos et al., 2016; Hung, Lee, & Huang, 2016; Ali, Ryu, & Hussain, 2016; Campos et al., 2017; Wei et al., 2019).

Also memorable experiences contribute to short and long term satisfaction (Sirgy et al. 2011; McCabe & Johnson, 2013; Chandralal & Valenzuela, 2015; Barnes, Mattsson, & Sørensen, 2016; Manthiou, Kang, & Chiang, 2016; Torres, 2016; Tsai, 2016; Agapito, Pinto, & Mendes, 2017; Sthapit & Coudounaris, 2018; Semrad & Rivera, 2018).

Accordingly, the hypotheses and research model of the study was developed as stated below:

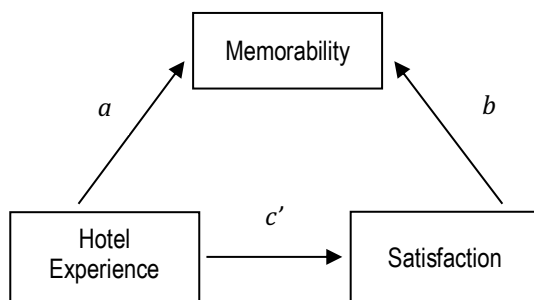
H_{1a}: Memorability mediates the relationship between esthetic experience and satisfaction

H_{1b}: Memorability mediates the relationship between entertainment experience and satisfaction

H_{1c}: Memorability mediates the relationship between escape experience and satisfaction

H_{1d}: Memorability mediates the relationship between education experience and satisfaction

Figure 1: Research Model.



Source: proper elaboration.

3 METHODOLOGY

3.1 Instrument

A questionnaire was used as the data collection tool in the research. The first part of the questionnaire contained statements related to hotel experience, satisfaction and memorability of tourists who stayed cave hotels in Cappadocia. Demographic factors featured in the second section.

The hotel experience scale has eighteen statements and is composed of four sub-dimensions: esthetic experience, entertainment experience, escape experience, education experience. Many studies have been used to develop the hotel experience scale (Ardiç Yetiş, 2013; Ali, Hussain, & Ragavan, 2014; Cetin & Istanbulu Dinçer, 2014; Sipe & Testa, 2018; Tezgel, 2018).

The satisfaction was measured using three statements. While determining the satisfaction, the studies of Ali, Hussain and Omar (2016) and Bravo, Martinez and Pina (2019) were taken into consideration.

The memorability perceptions of the participants were measured three statements which was developed by Oh, Fiore and Jeoung (2007). The participants were asked to respond on a 5-point Likert-type scale such as "(1) Strongly Disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly Agree".

Initially, the questionnaire was developed in English. Afterwards, it was translated in Turkish. In this way, it is aimed to reach foreign tourist who knows English well and domestic tourists. In order to avoid any mistakes during this process, the back-translation method was used (Brislin, 1976).

It was also reviewed by experts in both languages on the scale. Lastly, a pre-test was conducted with 15 participants from both languages. After the pre-test, it was determined that the questionnaire statements were understandable and clear and that no change was required in the statements.

3.2 Sampling and Data Collection

The population of the research was composed of foreign (knows English well) and domestic tourists who come to Cappadocia region where the cave hotels operate intensively. Cappadocia is an important center of cultural tourism in Turkey (Çoban, 2012; Doğan & Karakuş, 2014) that aims to create a memorable and luxurious accommodation along the more rustic landscape and scenery of the city (AlSagri, 2011). The province of Nevşehir is one of the most popular tourist destinations in Cappadocia region, Turkey (Yılmaz, 2010).

According to the Ministry of Culture and Tourism (2019), there are 101 tourism operating licensed, 16 tourism investment licensed and 230 municipality licensed hotels in Nevşehir (MCT, 2019a) It can be said that most of the hotels licensed by the municipality consist of cave hotels.

In 2018, 1.018.744 tourists were accommodated in hotels which have tourism

operating and investment licensed, 757.439 tourists were accommodated in hotels which have municipality licensed (MCT, 2019b).

The data was collected by pollsters through face-to-face interviews in April, 2019. The respondents were selected through convenience sampling. The response rates for the questionnaire forms were 439 out of 550 questionnaires. The questionnaires were gathered at places such as Göreme Open Air Museum, Paşabağı Ruins, Göreme bus station, Göreme city center. Before the questionnaire was applied, participants were asked whether they had stayed in the cave hotel.

3.3 Data Analysis

In accordance with the scope of the current study, factor analysis was conducted to determine the dimensions of the hotel experience scale. The correlation analysis was performed to determine the relationship between hotel experience dimensions, satisfaction and memorability.

In addition, the demographic characteristics of the participants were analyzed by descriptive analysis. Lastly, the regression analysis based on Bootstrap method was used to test whether memorability plays a mediation role in the effect of consumer esthetic experiences on satisfaction.

4 FINDINGS

4.1 Demographic findings

When the participants were investigated according to gender, it was seen that the participation rates of men (48.3%) and women (51.7%) were close to each other's. Exactly half of the participants are between 19-31 years old. This means that Cappadocia is preferred by young visitors. Consistent with this finding, 57.2% of the participants were single. The participants were found to have a wide range of occupational groups. Therefore, 67.8% of the participants were undergraduate and graduate degree. Finally, 57.2% of the participants were foreign tourists while 42.8% were domestic tourists.

4.2 Measurement Model

Pine and Gilmore (1999) stated that the "experience scale" consists of four dimensions: esthetics, entertainment, escape and education. Factor analysis was applied to test the construct validity of the scale used in this study. As a result of factor analysis, the 13th statement of the experience

scale was removed from the scale because it was loaded on two factors. Besides, the standard factor loading of this statement was below the recommended value (.50). The model was re-estimated after the statement was removed from the scale.

As a dimension of factor analysis, Barlett's Test of Sphericity and Kaiser-Meyer-Olkin of Sampling Adequacy (KMO) tests were used. The Kaiser-Meyer-Olkin value was calculated as .885. This means that the adequacy of the sample is above the desired level (Kaiser, 1974). The result for Barlett's test of sphericity was 2361,757 and the statistical significance value ($p=0.000$) indicated that the correlation values were adequate for factor analysis (Bartlett, 1954).

Thus, it was determined that the scale meets the basic assumptions about factor analysis. Eigenvalues were taken as the basis for principal component analysis to determine the factors by exploratory factor analysis. Varimax rotation was performed to rank factor loading (Hair et al., 2009). As can be seen from the exploratory factor analysis findings given in Table 1, there are 4 factors with eigenvalues above 1.

Also, the correlation analysis was used to determine the direction and strength of the relationships between variables in the study. The correlation results are given in Table 1. Analyses demonstrated that all variables were significantly correlated with each other in each sample (all $p<.001$). According to the correlation analysis, a low and medium positive correlation was found between all variables (Alpar, 2018: 409).

The reliability of the scales used in the study was investigated with Cronbach's Alpha. The reliability results can be seen in Table 1. The reliability of the hotel experience scale was determined as 0.886. Besides, the reliability of the scale dimensions was calculated as follows: esthetic experience 0.834; entertainment experience 0.757, escape experience 0.734; education experience.

Lastly, the reliability of the satisfaction scale used in the research was 0.805 and the reliability of the retention scale was 0.816. The reliability values of all constructs exceed the value of .60 recommended by Bagozzi and Yi (1988). Therefore, it can be said that all scales are reliable.

4.3 Mediation Analysis

The regression analysis based on Bootstrap method was used to test whether memorability plays a mediation role in the effect of consumer esthetic experiences on satisfaction.

Table 1: Measurement Model Results.

Dimensions	Items	Communalities	Factor Loads	Eigenvalue	Variance (%)	Mean	Reliability	Correlation	
Esthetic Experience (EST)	I found the hotel's architectural design very attractive and authentic	,732	,840	5,865	18,815	4,190	,834	EN	,431**
	I found that the architectural design of the hotel is compatible with the natural structure representing the region	,651	,789					ESC	,383**
	I felt a real sense of harmony and pleasure of looking esthetically	,615	,755					ED	,449**
	The architecture design of hotel evoked me to the desire to take pictures	,578	,661					S	,578**
	It was pleasant experiencing the atmosphere	,570	,649					M	,417**
Entertainment Experience (EN)	The attitude and behavior of the employees made me happy	,598	,732	1,966	14,693	4,005	,757	ESC	,535**
	My communication with other guests made me happy	,525	,658					ED	,444**
	I relaxed physically and mentally	,564	,646					S	,572**
	I didn't understand how time passed	,512	,618					M	,565**
	I enjoyed tasting local food and beverages that the hotel offers	,448	,603						
Escape Experience (ESC)	Let me imagine being someone else	,689	,789	1,400	13,690	3,681	,734	ED	,539**
	I felt I played a different character	,684	,719					S	,382**
	I felt like I was living in a different time or place	,613	,691					M	,522**
	I totally forgot about my daily routine	,469	,547						
Education Experience (ED)	I learned a lot about constructions of cave hotels	,750	,820	1,019	12,830	3,750	,751	S	,304**
	The experience has made me more knowledgeable about cave hotels	,698	,769					M	,403**
	It stimulated my curiosity to learn new things	,555	,568						

Kaiser-Meyer-Olkin Measure of Sampling Adequacy: %88,5; Bartlett's Test of Sphericity X2: 2361,757; df: 136, p< ,0001;

Grand Mean. 3,957; Cronbach's Alpha: ,886; Total Variance Explained: % 60,298

Scale: 1: Strongly disagree, 2: Disagree, 3: Neither agree nor disagree, 4: Agree, 5: Strongly agree

** p < 0,01, S: Satisfaction, M: Memorability

Source: prepared by the authors.

Lynch & Chen, 2010; Preacher, Rucker & Hayes, 2007). The analyzes were performed using Process macro developed by Hayes (2018). In the analysis, 5000 resampling option with Bootstrap technique was preferred. In order to support the research hypothesis, 95% confidence interval (CI) values obtained from the analysis should not include zero (0) values in the mediation effect analysis with

Bootstrap technique (MacKinnon, Lockwood & Williams, 2004).

For this purpose, the results of regression analysis for this model are given in Table 2. Whether the esthetic experience had an indirect effect on satisfaction was determined according to the confidence intervals obtained with the Bootstrap technique.

Table 2: The Mediating Role of Memorability in the Relationship between Esthetic Experience and Satisfaction (N= 436).

Predictor Variables	Result Variables					
	M (Memorability)			Y (Satisfaction)		
		b	Standard Error		b	Standard Error
X (Esthetic Experience)	a	.4.816***	.049	c'	.513***	.510
M (Memorability)	-	-	-	b	.330***	.045
Constant	i _M	1.950***	.209	i _Y	.495***	.214
		R ² = .178			R ² = .380	
		F(1; 434)= 94.4572; p < .001			F(2; 433)= 133.1020; p < .001	

Source: prepared by the authors.

Accordingly, it has been found that the indirect effect of esthetic experience on satisfaction is significant, and thus, memorability mediates the relationship between esthetic experience and satisfaction (b = .159, 95% BCA CI [.1000 - .2199]).

The corrected bias and accelerated confidence interval values (BCA CI) do not include 0 (zero) values as a result of Bootstrap analysis. The mediated effect is a completely standardized effect size (K²) - .130, which can be said to be an effect size close to the middle value. In the light of these results, H_{1a} hypothesis of the study was supported.

A mediational analysis was conducted using a PROCESS (Hayes, 2018) macro to test the

hypothesis that memorability plays as a mediator between entertainment experience and satisfaction. The results of the regression analysis for this model are shown in Table 3. The mediation analysis demonstrated an indirect effect of entertainment experience on satisfaction via memorability (b= .181, 95% BCA CI [.1213 - .2477]). The confidence interval values (BCA CI) generated with bias corrected and accelerated bootstrapping do not involve 0 (zero). The mediated effect is a completely standardized effect size (K²) - .180 which is an effect size close to the middle value. Thus, H_{1b} hypothesis was accepted as a result of the findings.

Table 3: The Mediating Role of Memorability in the Relationship between Entertainment Experience and Satisfaction (N= 434).

Predictor Variables	Result Variables					
	M (Memorability)			Y (Satisfaction)		
		b	Standard Error		b	Standard Error
X (Entertainment Experience)	a	.361***	.041	c'	.059***	.045
M (Memorability)	-	-	-	b	.500***	.049
Constant	i _M	2.603***	.159	i _Y	1.747***	.205
		R ² = .150			R ² = .242	
		F(1; 432)= 76.1219; p < .001			F(2; 431)= 68.8181; p < .001	

Source: prepared by the authors.

In the third model, whether the escape experience had an indirect effect on the satisfaction of the tourists was determined according to the confidence intervals obtained with the Bootstrap technique. The results of regression analysis for Model 3 are presented in Table 4.

The point estimate is .241 with 95% bias-corrected confidence interval (BC-CI) [.1686 - .3194].

The findings show that the escape experience has an indirect effect on satisfaction and memorability mediates the relationship between these two variables. The fact this confidence interval does not contain 0 (zero) provides strong evidence that the indirect effect of escape experience on satisfaction is mediated by memorability.

Table 4: The Mediating Role of Memorability in the Relationship between Escape Experience and Satisfaction (N= 435).

Predictor Variables	Result Variables					
	M (Memorability)			Y (Satisfaction)		
		b	Standard Error		b	Standard Error
X (Escape Experience)	a	.496***	.042	c'	.070***	.052
M (Memorability)	-	-	-	b	.485***	.204
Constant	i _M	2.133***	.159	i _Y	1.766***	.052
		R ² = .241			R ² = .238	
		F(1; 433)= 138.1632; p < .001			F(2; 431)= 67.3513; p < .001	

Source: prepared by the authors.

The mediated effect is a completely standardized effect size (K^2) - .222, which can be said to be an effect size close to the middle value. Thus, the hypothesis H_{1c} is also supported.

Whether the escape experience had an indirect effect on satisfaction was determined according to the confidence intervals obtained with the Bootstrap technique. The results of the regression analysis for this model are given in Table 5. Accordingly, it has been determined that the indirect effect of education experience on satisfaction is significant, and thus,

memorability mediates the relationship between education experience and satisfaction ($b = .184$, 95% BCA CI [.0961 - .2854]).

The corrected bias and accelerated confidence interval values (BCA CI) do not include 0 (zero) values as a result of Bootstrap analysis. The mediated effect is a fully standardized effect size (K^2) - .147, which can be said to be an effect size close to the middle value. The final hypothesis of the study, H_{1d} hypothesis, is also accepted.

Table 5: The Mediating Role of Memorability in the Relationship between Education Experience and Satisfaction (N= 435).

Predictor Variables	Result Variables					
	M (Memorability)			Y (Satisfaction)		
	a	b	Standard Error	c'	b	Standard Error
X (Education Experience)	a	.666***	.046	c'	.500***	.060
M (Memorability)	-	-	-	b	.276***	.510
Constant	$\hat{\mu}_M$	1.303***	.187	$\hat{\mu}_Y$.858***	.210
		R ² = .324			R ² = .342	
		F(1; 433)= 207.5608; p < .001			F(2; 432)= 112.0814 ; p < .001	

Source: prepared by the authors.

5 CONCLUSIONS

When the studies in the literature are examined, it is seen that the concept of hotel experience is tackled in a more complex structure (hedonic, rational, service, environment, benefit, perceived convenience, incentive etc.) and the relationship between behavioral intentions, which is the main output variable of the consumer behavior field, is weakly examined (Knutson et al., 2009; Walls et al., 2011; Pourabedin & Migin, 2015; Cetin & Walls 2016).

One of the main reasons for this situation is that there are many approaches to measuring the tourism experience. Besides, this situation is closely related to the fact that the concept of experience is multidimensional (physical environment, human interaction, personal characteristics and trip-related factors) and subjective (Walls et al., 2011).

However, a small number of studies have examined the effect of hotel experience on behavioral intentions and memorability (Ali, Hussain, & Ragavan, 2014; Ren et al., 2016).

In this study, unlike the other studies in the literature, the effect of hotel experience on satisfaction, which is one of the most important behavioral intention variables and the mediating role of memorability in this effect process, was examined.

The reason why the Cappadocia region where the cave hotels are located intensively is chosen as the research area is the assumption of more memorable that these hotels provide consumers different experiences than traditional hotels. In the studies in the literature, budget hotels, chain hotels,

resort hotels and luxury hotels were chosen as the research area in general (Walls et al., 2011; Ali, Hussain, & Ragavan, 2014; Cetin & Walls, 2016; Ren et al., 2018; Bravo, Martinez, & Pina, 2019). For this reason, the data collection over the tourists staying in cave hotels with a certain characteristic shows the uniqueness of the research.

The factor structures obtained from the study coincide with the studies using the four-faceted scale conceptualized by Pine and Gilmore (1999). It is possible to present these dimensions of experience as 4Es (education, esthetic, entertainment, and escape experiences).

Besides, a low and medium positive correlation was found between all variables according to the correlation analysis. This finding is also supporting the literature (Ali, Hussain, & Ragavan, 2014). As a result of the regression models established in the research, it has been proved that the experiences of tourists in hotels have an effect on their satisfaction levels. These results are consistent with the study conducted by Oh et al. (2007), Hosany and Witham (2010), Ali, Hussain, & Ragavan (2014) and Ren et al. (2016) who investigated a significant effect of hotel experience on future behaviors. Moreover, there is an agreement with Walls (2013), the present study verifies that positive customer experience leads to positive behavior.

Lastly, it was found that memorability plays an indirect mediation role in the effect of hotel experience dimensions on satisfaction. This situation points to the importance of hotel businesses to provide a memorable tourism experience to their customers. It

should be remembered that satisfying merely expectations does not create unique and memorable customer experiences (Cetin & Walls, 2016).

Although the results of the study indicated an important issue, it should be accepted that there are some limitations. The research was carried out by collecting data from the guests staying in cave hotels. Therefore, care must be taken when applying to guests staying at different types of hotels.

It is possible to develop some suggestions for future research. A similar study can be applied in different hotel types. In addition, research hypotheses can be tested integrally by structural equation modeling by diversifying the output variable (intention to revisit, willing to pay more, intention to recommend, etc.).

REFERENCES

- Agapito, D., Pinto, P., & Mendes, J. (2017). Tourists' memories, sensory impressions and loyalty: In loco and post-visit study in Southwest Portugal. *Tourism Management*, 58, 108-118. <https://doi.org/10.1016/j.tourman.2016.10.015>
- Alegre, J., & Cladera, M. (2009). Analysing the effect of satisfaction and previous visits on tourist intentions to return. *European Journal of Marketing*, 43(5/6), 670-685. <https://doi.org/10.1108/03090560910946990>
- Ali, F., & Omar, R. (2014). Determinants of customer experience and resulting satisfaction and revisit intentions: PLS-SEM approach towards Malaysian resort hotels. *Asia Pacific Journal of Innovation in Hospitality and Tourism*, 3(2), 175-193. <https://doi.org/10.7603/s40930-014-0010-2>
- Ali, F., Hussain, K., & Omar, R. (2016). Diagnosing customer experience, emotions and satisfaction in Malaysian resort hotels. *European Journal of Tourism Research*, 12, 25-40.
- Ali, F., Hussain, K., & Ragavan, N. A. (2014). Memorable customer experience: Examining the effects of customers experience on memories and loyalty in Malaysian resort hotels. *Procedia - Social and Behavioral Sciences*, 144, 273-279. <https://doi.org/10.1016/j.sbspro.2014.07.296>
- Ali, F., Ryu, K., & Hussain, K. (2016). Influence of experiences on memories, satisfaction and behavioral intentions: A study of creative tourism. *Journal of Travel & Tourism Marketing*, 33(1), 85-100. <https://doi.org/10.1080/10548408.2015.1038418>
- Alpar, R. (2018). *Spor, sağlık ve eğitim bilimlerinden örneklerle uygulamalı istatistik ve geçerlik - güvenilirlik*. Ankara: Detay Publishing.
- AlSagri, H. M. (2011). *Cappadocia boutique hotel* (Unpublished Master Thesis), Corcoran College, Washington, D.C., USA.
- Andrades, L., & Dimanche, F. (2014). Co-creation of experience value: A tourist behavior approach. In N. Prebensen, J. Chen, & M. Uysal (Eds.), *Creating experience value in tourism* (pp. 95-112). London: CAB. <https://doi.org/10.1079/9781780643489.0095>
- Ardiç Yetiş, Ş. (2013). Termal otel misafirlerinin dinlenme deneyimleri ile gelecekteki davranış eğilimleri arasındaki ilişkiler (Unpublished Master Thesis), Aksaray University, Aksaray.
- Ardiç Yetiş, Ş. (2015). Termal otel işletmelerinde deneysel pazarlama yaklaşımı. *Karamanoğlu Mehmetbey Üniversitesi Sosyal ve Ekonomik Araştırmalar Dergisi*, 17(29), 90-98.
- Bagozzi, R.P., & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 16(1), 74-94. <https://doi.org/10.1007/BF02723327>
- Barnes, S. J., Mattsson, J., & Sørensen, F. (2016). Remembered experiences and revisit intentions: A longitudinal study of safari park visitors. *Tourism Management*, 57, 286-294. <https://doi.org/10.1016/j.tourman.2016.06.014>
- Baron, M., & Kenny, D. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173-1182. <https://doi.org/10.1037/0022-3514.51.6.1173>
- Bartlett, M.S. (1954). A note on the multiplying factors for various Chi square approximations. *Journal of the Royal Statistical Society*, 16(2), 296-298. <https://doi.org/10.1111/j.2517-6161.1954.tb00174.x>
- Berry, L. L., Carbone, L. P., & Haeckel, S. H. (2002). Managing the total customer experience. *MIT Sloan Management Review*, 43, 85-89.
- Bravo, R., Martinez, E., & Pina, J. M. (2019). Effects of service experience on customer responses to a hotel chain. *International Journal of Contemporary Hospitality Management*, 31(1), 389-405. <https://doi.org/10.1108/IJCHM-09-2017-0569>
- Brislin, R. W. (1976). Comparative research methodology: Cross-cultural studies. *International Journal of Psychology*, 11(3), 215-229. <https://doi.org/10.1080/00207597608247359>
- Campos, A. C., Mendes, J., do Valle, P. O., & Scott, N. (2016). Co-creation experiences: attention and memorability. *Journal of Travel & Tourism Marketing*, 33(9), 1309-1336. <https://doi.org/10.1080/10548408.2015.1118424>
- Campos, A. C., Mendes, J., do Valle, P. O., & Scott, N. (2017). Co-creating animal-based tourist experiences: Attention, involvement and memorability. *Tourism Management*, 63, 100-114. <https://doi.org/10.1016/j.tourman.2017.06.001>
- Çeltik, E. (2010). *Deneysel pazarlama unsurlarının otellerin bakış açısı ile değerlendirilmesi: Türkiye'deki 4 ve 5 yıldızlı otel işletmelerinde bir uygulama* (Unpublished Doctoral Thesis). Anadolu University, Eskişehir.
- Cetin G., & Walls, A. (2016). Understanding the customer experiences from the perspective of guests and hotel managers: Empirical findings from luxury hotels in Istanbul, Turkey. *Journal of Hospitality Marketing &*

- Management*, 25(4), 395-424.
<https://doi.org/10.1080/19368623.2015.1034395>
- Cetin, G., & Istanbulu Dincer, F. (2014). Influence of customer experience on loyalty and word-of-mouth in hospitality operations. *Anatolia: An International Journal of Tourism and Hospitality Research*, 25(2), 181-194.
<https://doi.org/10.1080/13032917.2013.841094>
- Chandralal, L., & Valenzuela, F. (2013). Exploring memorable tourism experiences: Antecedents and behavioural outcomes. *Journal of Economics, Business and Management*, 1(2), 177-181.
<https://doi.org/10.7763/JOEBM.2013.V1.38>
- Chang, S-H., & Lin, R. (2015). Building a total customer experience model: Applications for the travel experiences in Taiwan's creative life industry. *Journal of Travel & Tourism Marketing*, 32(4), 438-453.
<https://doi.org/10.1080/10548408.2014.908158>
- Chen, H., & Rahman, I. (2018). Cultural tourism: An analysis of engagement, cultural contact, memorable tourism experience and destination loyalty. *Tourism Management Perspectives*, 26, 153-163.
<https://doi.org/10.1016/j.tmp.2017.10.006>
- Çoban, S. (2012). The effects of the image of destination on tourist satisfaction and loyalty: The case of Cappadocia. *European Journal of Social Sciences*, 29(2), 222-232.
- Cornelisse, M. (2018) Understanding memorable tourism experiences: A case study. *Research in Hospitality Management*, 8(2), 93-99.
<https://doi.org/10.1080/22243534.2018.1553370>
- Doğan, N. Ö., & Karakuş, Y. (2014). KFG-AHP bütünleşik yöntemi kullanılarak turizm sektöründe hizmet kalitesinin değerlendirilmesi: Göreme Açık Hava Müzesi üzerine bir uygulama. *Süleyman Demirel Üniversitesi İktisadi ve İdari Bilimler Fakültesi Dergisi*, 19(3), 169-194.
- Eusébio, C., & Vieira, A. L. (2013). Destination attributes' evaluation, satisfaction and behavioural intentions: A structural modelling approach. *International Journal of Tourism Research*, 15(1), 66-80.
<https://doi.org/10.1002/jtr.877>
- Firat, A. F., & Dholakia, N. (2003). *Consuming people: From political economy to threats of consumption*. London: Routledge. <https://doi.org/10.4324/9780203449813>
- Furmolly, A., & Kırkulak Uludağ, B. (2018). The impact of tourism on Turkish economy (1963-2015). *Journal of Multidisciplinary Academic Tourism*, 3(1), 11-22.
<https://doi.org/10.31822/jomat.364321>
- González-Damián, A. (2017). Transformaciones espacio-temporales inducidas por las tic en la experiencia turística, reflexiones desde el construccionismo social. *Revista Anais Brasileiros de Estudos Turísticos - ABET*, 7(1), 23-34.
<https://doi.org/10.34019/2238-2925.2017.v7.3163>
- González-Damián, A., & Ramírez, A. R. M. (2017). Modelo conceptual de los marcos primarios de la experiencia turística mediada por tecnología. Ilustración a partir de recorridos subacuáticos en Cozumel, México. *Revista Rosa dos Ventos - Turismo e Hospitalidade*, 9(2), 159-178.
<https://doi.org/10.18226/21789061.v9i2p159>
- Güneren Özdemir, E., & Yılmaz, V. (2016). A practical study on accommodation companies in Nevşehir About determining factors of competitive advantage. *Journal of Multidisciplinary Academic Tourism*, 1(1), 61-80.
<https://doi.org/10.31822/jomat.288709>
- Güneren, E., & Karakuş, Y. (2015). Turizmde postmodern pazarlama. In B. Kılıç & Z. Öter (Eds.), *Turizm pazarlamasında güncel yaklaşımlar*. Ankara: Beta Publishing.
- Gürbüz, S. (2019). *Sosyal bilimlerde aracı, düzenleyici ve durumsal etki analizleri*. Ankara: Seçkin Publishing.
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2009). *Multivariate data analysis*. New York, USA: Prentice Hall.
- Hayes, A. F. (2018). *Introduction to mediation, moderation, and conditional process analysis: A regression-based approach*. New York: The Guilford Press.
- Holbrook, M. B., & Hirschman, E. C. (1982). The experiential aspects of consumption: Consumer fantasies, feelings, and fun. *Journal of Consumer Research*, 9(2), 132-140.
<https://doi.org/10.1086/208906>
- Hosany, S., & Witham, M. (2010). Dimensions of cruisers' experiences, satisfaction, and intention to recommend. *Journal of Travel Research*, 49(3), 351-364. <https://doi.org/10.1177/0047287509346859>
- Hung, W-L., Lee, Y-J., & Huang, P-H. (2016). Creative experiences, memorability and revisit intention in creative tourism. *Current Issues in Tourism*, 19(8), 763-770.
<https://doi.org/10.1080/13683500.2013.877422>
- Johnson, M. D., Olsen, L L., & Andreassen, T. W. (2009). Joy and disappointment in the hotel experience: Managing relationship segments. *Managing Service Quality: An International Journal*, 19(1), 4-30.
<https://doi.org/10.1108/09604520910926782>
- Kaiser, H.F. (1974). An index of factorial simplicity. *Psychometrika*, 39(1), 31-36.
<https://doi.org/10.1007/BF02291575>
- Kandampully, J., Zhang, T., & Jaakkola, E. (2018). Customer experience management in hospitality: A literature synthesis, new understanding and research agenda. *International Journal of Contemporary Hospitality Management*, 30(1), 21-56.
<https://doi.org/10.1108/IJCHM-10-2015-0549>
- Kao, Y-F., Huang, L-S., & Wu, C-H. (2008). Effects of theatrical elements on experiential quality and loyalty intentions for theme parks. *Asia Pacific Journal of Tourism Research*, 13(2), 163-174.
<https://doi.org/10.1080/10941660802048480>
- Kim, J. H. (2010). Development of a scale to measure memorable tourism experiences. *European Journal of Tourism Research*, 3(2), 123-126.
- Kim, J. H. (2013). A cross-cultural comparison of memorable tourism experiences of American and Taiwanese college students. *Anatolia: An International Journal of Tourism and Hospitality Research*, 24(3), 337-351.
<https://doi.org/10.1080/13032917.2012.762586>

- Kim, J. H. (2014). The antecedents of memorable tourism experiences: The development of a scale to measure the destination attributes associated with memorable experiences. *Tourism Management*, 44, 34-45. <https://doi.org/10.1016/j.tourman.2014.02.007>
- Kim, J. H., Ritchie, J. R. B., & McCormick, B. (2012). Development of a scale to measure memorable tourism experiences. *Journal of Travel Research*, 51(1), 12-25. <https://doi.org/10.1177/0047287510385467>
- Kim, J.-H., & Ritchie, J. R. B., & Tung, V. W. S. (2010). The effect of memorable experience on behavioral intentions in tourism: A structural equation modeling approach. *Tourism Analysis*, 15(6), 637-648. <https://doi.org/10.3727/108354210X12904412049776>
- Kinney, R. E. (2003). *Mobilité: Familiarity and new experience in a mobile restaurant* (Unpublished Master Thesis), University of Cincinnati, Cincinnati, USA.
- Knutson, B. J., Beck, J. A., Kim, S., & Cha, J. (2009). Identifying the dimensions of the guest's hotel experience. *Cornell Hospitality Quarterly*, 50(1), 44-55. <https://doi.org/10.1177/1938965508326305>
- Kozak, N., Özel, Ç. H., & Karagöz Yüncü, D. (2011). *Hizmet pazarlaması*. Ankara: Detay Publishing.
- Loureiro, S. M. C. (2014). The role of the rural tourism experience economy in place attachment and behavioral intentions. *International Journal of Hospitality Management*, 40, 1-9. <https://doi.org/10.1016/j.ijhm.2014.02.010>
- MacKinnon, D. P., Lockwood, C. M., & Williams, J. (2004). Confidence limits for the indirect effect: Distribution of the product and resampling methods. *Multivariate Behavioral Research*, 39, 99-128. https://doi.org/10.1207/s15327906mbr3901_4
- Manthiou, A., Kang, J., & Chiang, L. (2016). Investigating the effects of memorable experiences: An extended model of script theory. *Journal of Travel & Tourism Marketing*, 33, 362-379. <https://doi.org/10.1080/10548408.2015.1064055>
- McCabe, S., & Johnson, S. (2013). The happiness factor in tourism: Subjective wellbeing and social tourism. *Annals of Tourism Research*, 41(1), 42-65. <https://doi.org/10.1016/j.annals.2012.12.001>
- MCT. (2019a). *Hotel statistics*. Retrieved June 21, 2011, from <http://yigm.ktb.gov.tr/TR-201131/tesis-istatistikleri.html>
- MCT. (2019b). *Accommodation statistics*. Retrieved June 21, 2011, from <http://yigm.ktb.gov.tr/TR-201120/konaklama-istatistikleri.html>
- Mehmetoglu, M., & Engen, M. (2011). Pine and Gilmore's concept of experience economy and its dimensions: An empirical examination in tourism. *Journal of Quality Assurance in Hospitality & Tourism*, 12(4), 237-255. <https://doi.org/10.1080/1528008X.2011.541847>
- Mendes, J. d. C., do Valle, P. O., Guerreiro, J. M., & Silva, J. A. (2010). The tourist experience: Exploring the relationship between tourist satisfaction and destination loyalty. *Tourism: An International Interdisciplinary Journal*, 58(2), 111-126.
- Mody, M. A., Suess, C., & Lehto, X. (2017). The accommodation experience scape: A comparative assessment of hotels and Airbnb. *International Journal of Contemporary Hospitality Management*, 29(9), 2377-2404. <https://doi.org/10.1108/IJCHM-09-2016-0501>
- Núñez, E. B. (2017). La experiencia turística: Entre el valor, el afecto y las redes sociales. *Revista Anais Brasileiros de Estudos Turísticos - ABET*, 7(1), 35-41. <https://doi.org/10.34019/2238-2925.2017.v7.3159>
- Oh, H., Fiore, A., & Jeoung, M. (2007). Measuring experience economy concepts: *Tourism applications*. *Journal of Travel Research*, 46(2), 119-132. <https://doi.org/10.1177/0047287507304039>
- Pikkemaat, B., & Schuckert, M. (2007). Success factors of theme parks: An exploration study. *Tourism: An International Interdisciplinary Journal*, 55(2), 197-208.
- Pine, B. J., & Gilmore, J. H. (1999). *The experience economy: Work is theatre & every business a stage*. Boston, MA: Harvard Business School Press.
- Pine, B. J., & Gilmore, J. H. (2000). *Satisfaction, sacrifice, surprise: Three small steps create one giant leap into the experience economy*. *Strategy and Leadership*, 28(1), 18-23. <https://doi.org/10.1108/10878570010335958>
- Pine, B. J., & Gilmore, J. H. (2011). *The experience economy: Work is theatre & every business a stage*. Boston, MA: Harvard Business School Press.
- Poria, Y., Reichel, A., & Brandt, Y. (2011). Dimensions of hotel experience of people with disabilities: An exploratory study. *International Journal of Contemporary Hospitality Management*, 23(5), 571-591. <https://doi.org/10.1108/09596111111143340>
- Pourabedin, Z., & Migin, M. W. (2015). Hotel experience and positive electronic word of mouth (e-WOM). *International Business Management*, 9(4), 596-600.
- Preacher, K. J., Rucker, D. D., & Hayes, A. F. (2007). Addressing moderated mediation hypotheses: Theory, methods, and prescriptions. *Multivariate Behavioral Research*, 42(1), 185-227. <https://doi.org/10.1080/00273170701341316>
- Quadri-Felitti, D. L., & Fiore, A. M. (2013). Destination loyalty: effects of wine tourists' experiences, memories, and satisfaction on intentions. *Tourism and Hospitality Research*, 13(1), 47-62. <https://doi.org/10.1177/1467358413510017>
- Quadri-Felitti, D. L., & Fiore, A.M. (2012) Experience economy constructs as a framework for understanding wine tourism. *Journal of Vacation Marketing*, 18(1), 3-15. <https://doi.org/10.1177/1356766711432222>
- Ren, L., Qiu, H., Ma, C., & Lin, P. M.C. (2018). Investigating accommodation experience in budget hotels. *International Journal of Contemporary Hospitality Management*, 30(7), 2662-2679. <https://doi.org/10.1108/IJCHM-11-2016-0625>
- Ren, L., Qiu, H., Wang, P., & Lin, P. M.C. (2016). Exploring customer experience with budget hotels: Dimensionality and satisfaction. *International Journal of Hospitality Management*, 52, 13-23. <https://doi.org/10.1016/j.ijhm.2015.09.009>

- Schmitt, B. (1999). Experiential marketing. *Journal of Marketing Management*, 15(1-3), 60-62. <https://doi.org/10.1362/026725799784870496>
- Schmitt, B. H. (2009). The concept of brand experience. *Journal of Brand Management*, 16(7), 417-419. <https://doi.org/10.1057/bm.2009.5>
- Semrad, K. J., & Rivera, M. (2018). Advancing the 5E's in festival experience for the Gen Y framework in the context of eWOM. *Journal of Destination Marketing & Management*, 7, 58-67. <https://doi.org/10.1016/j.jdmm.2016.08.003>
- Sipe, J. L., & Testa, M. R. (2018) From satisfied to memorable: an empirical study of service and experience dimensions on guest outcomes in the hospitality industry. *Journal of Hospitality Marketing & Management*, 27(2), 178-195. <https://doi.org/10.1080/19368623.2017.1306820>
- Sirgy, M. J., Kruger, P. S., Lee, D.-J., & Yu, G. B. (2011). How does a travel trip affect tourists' life satisfaction?. *Journal of Travel Research*, 50(3), 261-275. <https://doi.org/10.1177/0047287510362784>
- Song, H. J., Lee, C.-K., Park, J. A., Hwang, Y. H., & Reisinger, Y. (2015). The influence of tourist experience on perceived value and satisfaction with temple stays: The experience economy theory. *Journal of Travel & Tourism Marketing*, 32(4), 401-415. <https://doi.org/10.1080/10548408.2014.898606>
- Sthapit, E., & Coudounaris, D. (2017). Antecedents of memorable tourism experience related to behavioral intentions. *Psychology and Marketing*, 34(12), 1084-1093.
- Sthapit, E., & Coudounaris, D. N. (2018). Memorable tourism experiences: antecedents and outcomes. *Scandinavian Journal of Hospitality and Tourism*, 18(1), 72-94. <https://doi.org/10.1080/15022250.2017.1287003>
- Tezgel, E. (2018). *Müze ziyaretçilerinin profillerinin ve deneyimlerinin belirlenmesi: Zeugma müzesi örneği* (Unpublished Master Thesis), Istanbul University, Istanbul.
- Torres, E. N. (2016). Guest interactions and the formation of memorable experiences: An ethnography. *International Journal of Contemporary Hospitality Management*, 28(10), 2132-2155. <https://doi.org/10.1108/IJCHM-02-2015-0065>
- Torres, E. N., Fu, X., & Lehto, X. (2014). Examining key drivers of customer delight in a hotel experience: A cross-cultural perspective. *International Journal of Hospitality Management*, 36, 255-262. <https://doi.org/10.1016/j.ijhm.2013.09.007>
- Tsai, C. T. (2016). Memorable tourist experiences and place attachment when consuming local food. *International Journal of Tourism Research*, 18(6), 536-548. <https://doi.org/10.1002/jtr.2070>
- Tung, V. & Ritchie, B. (2011b). Investigating the memorable experiences of the senior travel market: An examination of the Reminiscence Bump. *Journal of Travel & Tourism Marketing*, 28(3), 331-343. <https://doi.org/10.1080/10548408.2011.563168>
- Tung, V., & Ritchie, B. (2011a). Exploring the essence of memorable tourism experiences. *Annals of Tourism Research*, 38(4), 1367-1386. <https://doi.org/10.1016/j.annals.2011.03.009>
- Walls, A., Okumus, F., Wang, Y. R., & Kwun, D. J.-W. (2011). Understanding the consumer experience: An exploratory study of luxury hotels. *Journal of Hospitality Marketing & Management*, 20(2), 166-197. <https://doi.org/10.1080/19368623.2011.536074>
- Walls, A. R. (2013). A cross-sectional examination of hotel consumer experience and relative effects on consumer values. *International Journal of Hospitality Management*, 32, 179-192. <https://doi.org/10.1016/j.ijhm.2012.04.009>
- Wei, C., Zhao, W., Zhang, C., & Huang, K. (2019). Psychological factors affecting memorable tourism experiences. *Asia Pacific Journal of Tourism Research*, 24(7), 619-632. <https://doi.org/10.1080/10941665.2019.1611611>
- Williams, A. (2006). Tourism and hospitality marketing: Fantasy, feeling and fun. *International Journal of Contemporary Hospitality Management*, 18(6), 482-495. <https://doi.org/10.1108/09596110610681520>
- Xiang, Z., Schwartz, Z., Gerdes, J. H., & Uysal, M. (2015). What can big data and text analytics tell us about hotel guest experience and satisfaction?. *International Journal of Hospitality Management*, 44, 120-130. <https://doi.org/10.1016/j.ijhm.2014.10.013>
- Yilmaz, I. (2010). Do hotel customers use a multi-expectation framework in the evaluation of services? A study in Cappadocia, Turkey. *Tourism and Hospitality Research*, 10(1), 59-69. <https://doi.org/10.1057/thr.2009.36>
- Yilmaz, I., & Ardiç Yetiş, Ş. (2016). Göreme Açık Hava Müzesi'ne gelen ziyaretçilerin müze deneyiminin demografik özelliklerine göre değişmesi. *Journal of Multidisciplinary Academic Tourism*, 1(1), 43-59. <https://doi.org/10.31822/jomat.288132>
- Yuan, Y.-H. & Wu, C. (2008). Relationship among experiential marketing, experiential value, and customer satisfaction. *Journal of Hospitality and Tourism Research*, 32(3), 387-410. <https://doi.org/10.1177/1096348008317392>
- Zhao, X., Lynch, J. G., & Chen, Q. (2010). Reconsidering Baron and Kenny: Myths and truths about mediation analysis. *Journal of Consumer Research*, 37, 197-206. <https://doi.org/10.1086/651257>

Processo Editorial / Editorial Process

Editor Chefe/Editor-in-chief: PhD Thiago D. Pimentel (UFJF).

Recebido/ Received: June 30, 2019; Aceito/Accepted: December 03, 2019; Publicado/Published online: December 15, 2019.

Artigo original / Original paper. Seção revisada por pares / Double blind review section.

Already have a manuscript?

Use our Manuscript Matcher to find the best relevant journals!

Find a Match

Filters

Clear All

Web of Science Coverage

Open Access

Category

Country / Region

Refine Your Search Results

Anais Brasileiros de Estudos Turísticos

Search

Sort By: Relevancy

Search Results

Found 1,478 results (Page 1)

Share These Results

Did you mean this journal?

ANais BRASILEIROS DE ESTUDOS TURISTICOS-ABET

Publisher: UNIV FEDERAL JUIZ FORA, CAMPUS UNIV , CEP 36036-330, JUIZ DE FORA, BRAZIL, MG, 00000

ISSN / eISSN: 2238-2925

Web of Science Core Collection: Emerging Sources Citation Index