

Analysis of antecedents and consequences of memorable tourist experiences (MTEs): a Spanish case study

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Abstract:	<p>Competition in the tourism industry has intensified over the years and the process of searching for information when choosing a tourist destination has become more important. The most valuable information we have is what we remember: the memorable tourist experience (MTE). This study explores this concept by proposing a model that includes antecedents, such as destination image and tourist engagement, as well as consequences of the tourist experience, such as satisfaction, revisit intention and recommendation intention for the tourist destination. For this analysis, a self-administered online survey was conducted with clients of a Spanish hotel chain, resulting in a sample of 328 valid returned questionnaires. To carry out the analysis a structural equation model was developed. The results underline the importance of memory in the creation of memorable tourist experiences. Academic and management implications are proposed to complete the paper.</p>

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Analysis of antecedents and consequences of memorable tourist experiences (MTEs): a Spanish case study

ABSTRACT

Competition in the tourism industry has intensified over the years and the process of searching for information when choosing a tourist destination has become more important. The most valuable information we have is what we remember: the memorable tourist experience (MTE). This study explores this concept by proposing a model that includes antecedents, such as destination image and tourist engagement, as well as consequences of the tourist experience, such as satisfaction, revisit intention and recommendation intention for the tourist destination. For this analysis, a self-administered online survey was conducted with clients of a Spanish hotel chain, resulting in a sample of 328 valid returned questionnaires. To carry out the analysis a structural equation model was developed. The results underline the importance of memory in the creation of memorable tourist experiences. Academic and management implications are proposed to complete the paper.

Keywords: Memorable tourist experience (MTE), destination image, tourist engagement, satisfaction, revisit intention, recommendation intention

1. INTRODUCTION

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Competition in the tourism industry has intensified over the years and destinations now have to create different offers to their competitors (Neuhofer, Buhalis and Ladkin, 2012). The rapid development of the sector has made it highly competitive and tourism service providers must ensure that tourists enjoy positive experiences. Moreover, in recent years the tourist experience and the concept of memory (Chen and Rahman, 2018) have received special attention.

Tour organisers and researchers must help tourists in their information-seeking processes when choosing a destination (Zhang, Wu and Buhalis, 2018). There are now many websites, platforms, opinions and comments, available to all, that allow the consumer to form opinions. However, the most valuable information we have is what is already in our heads: memory. Personal experiences are the first step in the process of searching for tourist information (Zhang et al., 2018). These experiences will be more valuable if they are retained in the memory for a long period; from this point these experiences will be termed memorable tourist experiences (MTE) (Tung and Ritchie, 2011).

Destination management organisations have recognised that memory is fundamental to the destination's competitiveness, viability and profitability (Tung and Ritchie, 2011). Often the main goal of many tourist destinations is to retain tourists, due the cost associated with this strategy, and because they are likely to recommend the destination to their acquaintances (Chen and Rahman, 2018). To persuade tourists to revisit a destination, providing mere satisfaction is not enough, they must be given a memorable experience. For this reason, managers must develop tourism programmes that create these MTE.

The specialised literature has analysed some of the antecedents (Chandralal and Valenzuela, 2013; Kim, 2014; Zhang et al., 2018) and future tourist behaviours (Faizan,

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3 Ryu and Hussain, 2016; Chen and Rahman, 2018) in terms of memorable tourist
4 experiences. However, research into the antecedents and consequences of MTEs remains
5 scarce, and few integrative models have investigated these relationships and how they influence
6 the future behaviour of the tourist. Moreover, as Zhang, Wu and Buhalis (2018) noted, there
7 has been limited empirical research into the antecedents and consequences of memorable
8 tourism experiences (MTEs). Consequently, the present research seeks to contribute to the
9 existing literature in two ways: 1. By proposing an integrative conceptual model. The model
10 integrates the main antecedents (destination image and tourist engagement) and
11 consequences (satisfaction, revisit intention, recommendation intention) of memorable
12 tourist experiences, and; 2. By empirically testing the relationships between some of the most
13 important variables in the area of consumer behavior in the tourism sector.

31 **2. THE MEMORABLE TOURIST EXPERIENCE**

32 The tourist experience is the essence of the tourism and hospitality industry (Kim, 2014)
33 and, as Neuhofer, Buhalis, and Ladkin (2012) note, "destinations must create and deliver
34 memorable tourism experiences to their consumers to increase their competitiveness".
35 Tourist experiences are the most important and powerful drivers of their future
36 behaviour, as they determine satisfaction and create memorable customer experiences
37 (Kim, 2014; Huang, Afsharifar & van der Veen, 2015).

38 From the marketing viewpoint the tourist experience concept is constantly evolving.
39 There are different definitions and variations of the term, from satisfactory experiences,
40 through higher quality experiences, to the most recent, extraordinary memorable
41 experiences. For this reason, the difference between the two terms – tourist experience
42 and memorable tourist experience (MTE) – should be emphasised.

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3 On the one hand, according to Tung and Ritchie (2011), the tourist experience is "an
4 individual's subjective (i.e. affective, cognitive and behavioural) evaluation and
5 undertaking of events related to their tourist activities before (i.e. planning and
6 preparation), during (i.e. in the destination) and after the journey (i.e. memory)." Tourist
7 experiences are generated by visiting a destination distant from home, learning about
8 its attributes and enjoying its activities (Stamboulis and Skayannis, 2003).
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12 On the other hand, MTE have been defined as experiences that are selectively
13 constructed from tourist experiences and will be remembered time and time again after
14 the trip or event (Kim, Ritchie and McCormick, 2010a). However, not all tourist
15 experiences can be considered MTE (Zhang et al., 2018). The importance of MTE theory
16 lies in the power of memory to influence the consumer's future decision making
17 (Chandralal and Valenzuela, 2013).
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21 Memories are considered to be the most valuable information source when choosing a
22 tourist destination (Chandralal and Valenzuela, 2013). Tourists tend to make biased
23 decisions based on their past experiences, that is, they remember their past experiences
24 when they decide to travel and look for information (Kerstetter and Cho, 2004).
25 According to Hoch and Deighton (1989), there are three reasons why recalling past
26 experiences stored in the memory is important: (1) the motivation to buy is higher when
27 based on previous consumer experiences; (2) consumers tend to perceive previous
28 experiences as valuable and reliable sources of information; and, (3) previous
29 experience has great power to influence future behavioural intentions (cited in Chen and
30 Rahman, 2018). For these reasons, MTE are more relevant than tourist experiences; they
31 will be remembered and will influence tourists' future decision-making. **These decisions**
32 **will be based both on the consumer's own experience and on recommendations and**
33 **storytelling (Kerstetter and Cho, 2004; Kim, Ritchie and Tung, 2010a; Zhang et al.,**
34 **2018).** Moreover, tourists who have enjoyed positive MTEs may make recommendations
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3 through word of mouth, or through positive reviews, that impact on other tourists' decision-
4 making. This is of particular importance from the tourism marketing perspective.
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8 In recent years, research has been conducted into what kind of tourist experiences can
9 be converted into MTE. Tung and Ritchie (2011) identified four key dimensions of
10 MTE: affect, expectations, consequentiality and recollection. Chandralal, Rindfleish
11 and Valenzuela (2015) studied MTE in travel blog narratives and noted eight
12 experiential themes: local people, life and culture, personally meaningful experiences,
13 shared experiences, perceived novelty, perceived serendipity, services of professional
14 guides and tour operators, and affective emotions.
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23 24 25 **3. THEORETICAL FRAMEWORK AND HYPOTHESIS**

26 27 28 **3.1. Destination Image**

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30 Destination image is a complete and general image of a tourist destination, unlike other
31 image-related concepts, such as of a product or a country. The concept includes aspects
32 related to the perception and evaluation of consumers, the local population, history,
33 geography, culture, economy and the development of the destination. (Carneiro and
34 Faria, 2016; Costa, Carneiro and Goldszmidt, 2016). There are many definitions of
35 destination image in specialized literature, one of the most current being that provided
36 in Zhang, Xu, Leung and Cai, (2016) as "the main image of the tourist product related
37 to tourist attractions and facilities, which satisfy directly the main needs of tourists"
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40 Destination image is composed of cognitive (rational benefits and destination
41 characteristics) and affective (tourists' feelings towards the destination, pleasant
42 experiences) images (Prayag and Ryan, 2011; Qu, Kim and Im, 2011; Zhang et al.,
43 2018). Destination image is also composed of various products, attractions and
44 attributes that, added together, help the individual form an overall impression (Ashton,
45 2014; Whang, Yong and Ko, 2016). Destination attributes (landscapes, shopping
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opportunities, cultural exchange, security infrastructure, activities) (Kim, 2014) can be both tangible (monuments, beaches, mountains) and intangible (culture, customs, history) (Zhang et al., 2018). As such, the same destination might evoke a variety of images for different potential consumers (Zhang et al., 2018), and establish a different decision-making process for each individual, based on the information (s)he absorbs about the destination (Whang et To., 2016).

As noted, perceived destination image is an important factor in future consumer behavioural intention (Zhang et al., 2018), which impacts on a tourist trip in its three different phases: before, during and after the visit (Lee and Bai, 2016). Thus, the destination image that the tourist holds before the visit is a determining factor in the decision-making process (Buhalis, 2000), during the experience, its evaluation, and for future behavioural intentions (Foroudi et al., 2018). In other words, tourist destinations that have strong, positive images are more likely to be selected and provide a better tourist experience (Souiden, Ladhari and Chiadmi, 2017).

For this reason, it is not enough for tourism managers to create a set of positive characteristics - all the destination image attributes must be unique and different if it is to be selected and generate positive tourist experiences (Qu et al., 2011; Ashton, 2014). Destination image influences the tourist experience by producing high-quality, satisfactory and memorable tourist experiences (Ritchie and Hudson, 2009). Therefore, the following hypothesis is proposed:

H1: Destination image positively influences the MTE

3.2. Tourist engagement

The concept of *customer engagement* has been widely studied in the marketing literature. However, the concept of tourist engagement has been explored less (Chen and Rahman, 2018). Most studies into this concept have focused on the tourist's

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3 experience at the destination and less on his/her previous engagement (Taheri, Jafari
4 and O'Gorman, 2014; Chen and Rahman, 2018).

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8 Tourist engagement has been defined as the participation and interest that tourists have
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10 with respect to a tourist experience (Brodie, Hollebeek, Juric and Ilic, 2011). This
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12 conceptualisation of tourist engagement goes beyond the tourist's participation with the
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14 destination offer (services, activities and types of accommodation, e.g., hotels or
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16 resorts) (Brodie et al., 2013). In fact, it includes aspects of emotional connection and
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18 engagement (Taheri et al., 2014). This level of engagement has been seen to be affected
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20 by two drivers, or factors, previous knowledge and motivation (Taheri et al., 2014; Chen
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22 and Rahman, 2018). The first of the two factors – previous knowledge – is associated
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24 with familiarity with the destination's attractions, the tourist's general travelling skill
25
26 and background and past experiences, which influence the tourist's behaviour and
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28 decision-making (Taheri et al., 2014; Huang, et al., 2015). The second factor –
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30 motivation – is associated with the multiple motivations that affect consumer behaviour
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32 and final decision making, which can be both intrinsic (reflective motivation) and
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34 extrinsic (recreational motivation) (Taheri et al., 2014).

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39 According to Prebensen, Chen, Woo and Uysal (2012), understanding a consumer's
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41 degree of engagement is key to predicting his/her future behaviour. In the tourism field,
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43 the tourist's degree of interest, engagement and affective response is very important for
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45 understanding how (s)he plans future trips, in terms of the destination and services and
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47 companies hired (Taheri et al., 2014; Altunel and Erkurt, 2015).

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51 However, engagement levels are not the same for all consumers (Brodie et al., 2011),
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53 but it is crucial to have a full experience. Level of engagement also varies between new
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55 and repeat consumers, as they have different levels of familiarity with the products or
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57 services offered (Mollen and Wilson, 2010). Tourists, or consumers, who are more
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59 engaged, or familiar with, a destination or trip, derive more benefits from their
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3 consumer experience (Brodie et al., 2011; Taheri et al., 2014; Chen and Rahman, 2018),
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5 which can convert it into a memorable and valuable tourist experience (Chen and
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7 Rahman, 2018; Zatori et al., 2018). The higher is the tourist's degree of engagement,
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9 the better will be his/her experience and memory. Thus, the following hypothesis is
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11 proposed:
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15 *H2. Tourist engagement positively influences the MTE.*

16 17 **3.3. Tourist Satisfaction**

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20 Satisfaction is an important concept in marketing and tourism literature. Measuring and
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22 managing customer satisfaction is crucial to the survival, development and success of
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24 service industries (Altunel and Erkurt, 2015). Customer satisfaction can generate
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26 positive effects, such as entry and exit barriers for competitors, and the creation of
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28 sustainable competitive advantages. In addition, this factor is associated with other
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30 concepts, such as loyalty, attracting new customers and future consumer behaviour
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32 (Thakur, 2018). The tourism industry should consider how to involve the tourist before
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34 and during his/her experience to increase overall satisfaction (Prebensen, Kim and
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36 Uysal, 2016). It is, therefore, important for service companies to design strategic
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38 policies and make decisions aimed at improving customer satisfaction.
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44 In the tourist context, satisfaction is related to the extent to which general tourism
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46 necessities and the specific necessities of each tourist are satisfied (destination quality,
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48 services, products, tourist attractions, etc.) (Wu et al., 2018). This feeling of tourist
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50 satisfaction is produced when the post-trip impressions exceeds prior expectations
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52 (Altunel and Erkurt 2015), so it is a post-consumption evaluation (Veasna, Wu and
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54 Huang, 2013). In the case of travel, tourists feel satisfied when the combination of their
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56 previous and post-trip impressions produce pleasant feelings. However, one feels
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58 dissatisfied when one has feelings of discontent (Cong, 2016).
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3 Consequently, satisfaction is the result of the evaluation of a consumer experience of a
4 particular product or service (Carlson, Rahman and Vool, 2017). To compare these
5 experiences to form feelings of satisfaction or dissatisfaction the tourists must
6 remember their tourist experiences in the destination and their prior expectations (Lin
7 and Kuo, 2016). During a trip tourists experience positive and negative emotions that
8 leave a mark on the memory (Bosque and Martín, 2008). These feelings that arise from
9 consumer experiences deposit traces in the memory that consumers process and
10 integrate to form post-consumption satisfaction assessments (Maunier and Camelis, 2013;
11 Prayag, Hosany and Odeh, 2013). Therefore, the following hypothesis is proposed:
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24 *H3. MTE positively influence tourist satisfaction with a tourist destination.*

25 26 27 28 29 **3.4. Revisit intention**

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32 Visitors who enjoyed positive tourist experiences are more likely to show positive
33 behaviours after a trip (Hosany and Prayag, 2013; Barnes, Mattsson and Sørensen,
34 2016). Some of these behaviours are responses to positive emotions related to the use
35 of products and services, satisfaction, consumption situations and behavioural
36 intentions (Cole and Chancellor, 2009; Hosany and Prayag, 2013). One of the main
37 effects is on revisit intention (Barnes et al., 2016; Chen and Rahman, 2018).
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46 Revisit intention is the perceived probability of visiting a particular place at a specific
47 time (Whang et al., 2016) or the probability of a tourist repeating an activity or
48 revisiting a destination (Li, Wen and Ying, 2017). In this relationship, the influencing
49 elements are both cognitive –quality, value, image- and affective – satisfaction,
50 engagement, security (Tosun et al., 2015).
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57 Revisit intention has been a key research topic in tourist literature, with a particular
58 focus on the study of the antecedents and motivations that lead the tourist to revisit a
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3 destination. Its main antecedents have been identified in previous studies, among them
4 the following: satisfaction, destination image, perceived value, previous travel
5 experience, engagement, perceived risk, motivation and satisfaction, destination image,
6 perceived value, previous travel experience, perceived risk, motivation and attachment
7 (Cole and Chancellor, 2009; Li et al., 2017). Of these, destination image and previous
8 experience are fundamental components in destination choice and revisit intention.
9 However, the affective elements derived from experiences can have a greater effect on
10 tourist intentions than on destination affective image (Tosun et al., 2015).

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12 As discussed above, emotional assessments of past experiences can influence tourists'
13 future behaviour (Tosun et al., 2015). Along the same lines, Barnes et al. (2016)
14 suggested that experiences from the distant past that the tourist remembers have the
15 greatest impact on destination revisit intention. Therefore, the influence of MTE on
16 revisit intention is considered fundamental for the management of tourist destinations,
17 for several reasons: where they exist they give competitive advantages over other tourist
18 destinations, they contribute to the sustainability of the destination and provide higher-
19 spending tourists. These tourists tend to disseminate positive information and
20 participate intensively in consumption activities (Zhang et al., 2018). All this indicates
21 that MTE have a significant influence on the revisit intention for a tourist destination,
22 so the following hypothesis is proposed:

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47 *H4. MTE positively influence the intention to revisit a tourist destination.*

48 49 **3.5. Recommendation intention**

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52 Word of mouth (WOM) is a very important communication form that influences
53 consumers' attitudes and behaviours (Reimer and Benkenstein 2018), as customer to
54 customer communication (C2C) is much more credible and persuasive than traditional
55 advertising (Trusov, Bucklin and Pauwels, 2009). WOM is replete with consumers' real
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3 experiences and personal feelings (Alves, Abrantes, Antunes, Abra and Herstein, 2016).

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5 In the tourism industry this information exchange focuses on recommendations for
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7 destinations, experiences and places of tourist interest (Alves et al., 2016).

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10 Traditional WOM has been defined as an interpersonal exchange of information
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12 between individuals known to each other (Gupta and Harris, 2010). Online commerce
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14 and the Internet have developed a new form of electronic communication through which
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16 consumers express their opinions, make recommendations and comment on products
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18 and services, such that WOM has become electronic WOM (e-WOM). However, in the
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20 online context, there is normally no familiarity between senders and receivers, as there
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22 is in traditional WOM (Gupta and Harris, 2010). E-WOM is understood as any positive
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24 or negative statement regarding products or services made by consumers and published
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26 on the Internet for other users to read (Abubakar and Ilkan, 2016).

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33 E-WOM has a strong influence in the tourism industry due, mainly, to the intangible
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35 nature of tourist services (Casaló, Flavián, Guinalú and Ekinici, 2015). Potential
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37 consumers consult online comments about tourism products and services that are
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39 impossible to assess prior to consumption and which, consequently, carry increased risk
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41 and uncertainty (Abubakar and Ilkan, 2016). Potential tourists are influenced by the
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43 recommendations and comments of their friends, family and social networks (Casal et
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45 al., 2015), and it has been argued that these have become one of their most important
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47 tourist sources of information (Alves et al., 2016). Potential tourists search for relevant
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49 information to plan their future trips; this has become an essential step in the decision-
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51 making process (Zhao, Wang, Guo and Law 2015). In turn, consumers who view other
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53 consumers' comments remember and share their own memories of past tourist
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55 experiences (Tung, Cheung and Law, 2018). This social exchange process of post-trip
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3 impressions is positive for tourists, as sharing experiences plays an important role in
4 their well-being (Kim and Fesenmaier, 2015).
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8 This phenomenon is a valuable and low-cost alternative for tourism companies and
9 institutions, as well as being a new way of managing customer recommendations
10 (Reimer and Benkenstein, 2018). Destination managers should encourage tourists to
11 recommend their destination, as this decreases the perceived risk for other potential
12 tourists (Foroudi et al., 2018). To attract new visitors it is important that tourist
13 destinations ensure that their visitors are highly satisfied and have a highly positive
14 experience (Prayag and Ryan, 2011). On the other hand, tourism managers must
15 understand the importance of e-WOM as a tool for communication and management,
16 and to adapt their business models to this new customer communication channel to
17 obtain better results in satisfaction, retention and acquisition of new tourists.
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33 Based on this approach it can be said that the most satisfied tourists are more likely to
34 have positive recommendation intentions (Foroudi et al., 2018) and to share their
35 experiences of a destination (Alexandrov, Lilly and Babakus, 2013). However,
36 satisfaction alone is not enough for a tourist to revisit or recommend a destination;
37 memory and experience also play fundamental roles in these tourist behaviours. This
38 underlines the importance of MTE in the recommendation intention of tourists for
39 destinations. A positive memorable tourist experience produces favourable
40 recommendation intention results (Chen and Rahman, 2018). Therefore, it is posited
41 that MTE is a good predictor of recommendation intention:
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53 *H5. MTE positively influence recommendation intention for a tourist destination.*

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56 Figure 1 depicts the proposed integrative model of the antecedents and consequences of
57 MTE examined in this study:
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INSERT FIGURE 1 HERE

4. METHODOLOGY

A structural equation model was developed with the concepts previously defined in the theoretical framework and the proposed relationships. For the data analysis we undertook an exploratory analysis with SPSS (SPSS Statistics 22), a confirmatory analysis and a structural analysis with EQS (EQS 6.3 for Windows).

A survey designed using the online tool Google Formulate was used to collect the data and carry out the empirical tests. The data were collected through convenience sampling with clients of the Eizasa hotel chain, from Aragon (Spain), between 30 October and 12 November 2018. This chain has six hotels and three apartment hotels, all between two and four stars, located in several Spanish cities (Zaragoza –capital of Aragon, Jaca -in the Aragon Pyrenees, Lérida and Valle Ezcaray –Rioja). Zaragoza (and the zone surrounding) is one of the Spanish cities most used for market research, due to its sociodemographic characteristics and the consumption habits of its population. Similar sampling methods have been used in other studies into tourism experiences (e.g. Wu et al., 2018; Zhang, et al., 2018).

To carry out the survey the hotel customers were given a direct link to the questionnaire (and a QR code that led to the same link) as they checked out at the hotel reception. The hotel reception staff gave information to the customers about the survey and asked them to participate. The tourists could enter the link into, or read the QR code with, their mobile phones and thus complete the survey. A total of 328 valid questionnaires were returned.

As part of the survey, the participants were asked to select a tourist experience they had had in the previous five years; this emulates previous studies into MTE by Kim (2014) and Chen and Rahman (2018). The respondents were asked to describe briefly their experience of the destination itself, the actual experience they had and the reasons why they chose that particular experience for this survey.

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3 Subsequently, general questions were asked about the trip, its duration, how it was
4 organised, companions and the main reason for travelling. The next set of questions
5 related to the model variables, destination image, tourist engagement before the visit,
6 the tourist experience during the visit, satisfaction, and revisit and recommendation
7 intentions. Finally, questions were posed about travel habits: number of annual trips,
8 main motivations; and sociodemographics, about gender, age, education level and
9 monthly income.

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11 The predominant age ranges of the sample were 25 to 35 years (22.6%), 46 to 55 years
12 (19.8%) and 56 to 65 years (19.2%). Regarding gender, the sample is fairly equal, at
13 40.2% male and 59.8% female. In terms of monthly income, 14.9% have none, 16.5%
14 have between 0 and €1,000, 40.2% have between €1,001 to €2,000 and 28.3% have
15 greater than €2,000.

31 4.1. Measures

32 Six constructs were measured: destination image, tourist engagement, MTE,
33 satisfaction, and revisit and recommendation intentions for the tourist destination. The
34 constructs were measured by 7-point Likert-type scales based on degree of agreement
35 or disagreement (1 being = completely disagree and 7 = completely agree). *Likert scales
36 of 5, 7 or 10 points are all equally suitable when used with analytical tools such as
37 confirmatory factor analysis and structural equation modelling (Dawes, 2008). The
38 scales were adapted, prior to the analysis, for the purposes of this investigation, from
39 scales validated in the previous literature (see Table 1).*

40 To measure destination image, we used the 9-item scale proposed by Whang et al.
41 (2016), which measures cognitive image, affective image and the general image of
42 tourist destinations. To measure tourist engagement, we used the 6-item scale of Taheri
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3 et al. (2014), which measures recreational and reflective motivations and previous
4 knowledge (Kerstetter and Cho, 2004).

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7 As mentioned above, to measure MTE we used the 24-item scale of Kim et al. (2010b).
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10 To measure the consequences of MTE we used the scales of Lee, Jeon and Kim (2011)
11 with an item about overall satisfaction with the experience and Veasna et al., (2013)'s
12 scale with two items about satisfaction with the trip. For revisit intention we used the
13 adapted scale of Tosun et al., (2015) and for recommendation intention we used the
14 adapted scale of Chen and Rahman (2018).
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21 INSERT TABLE 1 HERE
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23 24 25 **5. RESULTS**

26 27 **5.1. Participants**

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30 Prior to the questions about the model variables we confirmed that the participating tourists
31 were Spanish based. They were then asked about the experience and general characteristics
32 of the trip they had selected. Some 36.3% had spent a week or more in the destination
33 and 40.5% 4 – 7 nights. Thus, most of the memorable tourist experiences were based on
34 holidays of 4 nights or more.
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41 The majority of respondents (82.3%) selected the option "by myself, with family or
42 friends, on our own", for the question about the organization of the trip. Only 17.7%
43 used a travel agent or went on an organized trip. In addition, the main travel companions
44 of the sample were their partners (33.5%), family and children (29%) and friends
45 (20.1%). The main reasons for making the trip were leisure (68.6%), followed by culture
46 (8.2%), relaxation (7.3%) and visiting family (7%).
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5.2. Measurement Model

The model consists of six variables that include the concepts defined in the theoretical framework: destination image, tourist engagement, memorable tourist experience, satisfaction, and **revisit intentions** and recommendation intentions. Following data collection, we went through a process of debugging and data reduction.

The first step in the data analysis was to analyse the reliability of the scales through an exploratory analysis of the model. After debugging and applying the Cronbach's alpha threshold of 0.7 and the correlation item-TAL at 0.3 it was decided to eliminate the following items: IMAG_1, IMAG_2, IMAG_3 and IMAG_6 of destination image; ENGA_1, ENGA_5, ENGA_6 of tourist engagement and MTE_2, MTE_9, MTE_10, MTE_11, MTE_18 and MTE_24 of memorable tourist experiences (see Table 2). In addition, an exploratory factor analysis of the principal components was carried out to analyse the unidimensionality of the scales. The results show that the MTE construct has three dimensions: Hedonism (MTEHED), Usefulness (MTEUT) and Knowledge (MTECON). The hedonic dimension is especially significant since experiences charged with the greatest emotion are remembered more frequently and in more detail (Bohanek, Fivush and Walker 2005). Similarly, experiences that meet tourist needs and desires, and are more useful to them, are more durable over time (Tung and Ritchie, 2011). Also, the motivation of acquiring new knowledge and intellectual development during the trip improves the memory of the tourist experience (Kim, 2014).

INSERT TABLE 2 HERE

The measurement scales were refined through a confirmatory analysis with EQS (6.3) using the Robust Maximum Likelihood method (Flavián, Guinalíu, and Gurrea, 2006). Indicators that did not achieve a sufficient R^2 level were eliminated. It was, therefore, necessary to remove item REV_2 from the revisit intention measurement scale. Thus,

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3 the goodness-of-fit of the confirmatory model was acceptable. The scales all showed
4 confirmatory validity and adequate levels of composite reliability and average variance
5 extracted (AVE) (see Table 3).
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10 On the other hand, to confirm the multidimensionality of the MTE variable, we
11 developed a rival models' strategy. This compared two models: a first order factor
12 model, in which the dimensions were not differentiated, and a second order model with
13 the dimensions identified in the exploratory factor analysis of the MTE construct: MTE-
14 hedonic (items 1, 3, 4, 5, 6, 7 and 8), MTE-usefulness (items 12, 13, 14, 15, 16 and 17)
15 and MTE-knowledge (items 19, 20, 21, 22 and 23). The two models were compared and
16 the results showed a greater fit for the second order model, which confirms the
17 multidimensionality of the MTE variable.
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21 In addition, a discriminant validity analysis was carried out (see Table 3). The weights
22 of the indicators of the unidimensional variables (destination image, tourist
23 engagement, satisfaction, revisit intention and recommendation intention) were
24 analysed in the confirmatory model and found to be significant. The significance,
25 indicator size, and the correlations between the dimensions of the multidimensional
26 variable, MTE, were tested and were found to be significant (at 0.01) and high.
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28 Subsequently, it was found that the confidence intervals of the correlations between the
29 different variables did not include the value 1. Finally, the correlation between each
30 pair of variables in the model was set at 1 and a Chi² difference test was carried out.
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32 The evaluation of the discrimination criteria showed sufficient discriminant validity in
33 all the measurement scales.
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5.3. Structural Model

Following the process of verifying the reliability and consistency of the measurement scales, the hypotheses were tested. To analyse the multidimensional variable through causal analysis, the arithmetical averages of the items that formed each of these three dimensions were used as indicators.

The analysis showed that the goodness-of-fit was greater, or close to, the recommended limits. Specifically, the absolute goodness-of-fit index was used to verify the fit of the general model (RMSEA = 0.084; GFI = 0.876), the incremental fit index for the composite model (NNFI = 0.890; CFI = 0.9; RCFI = 0.897; IFI = 0.901) and the parsimony index to analyse the quality of the fit ($\chi^2/D.F.$ = 5.1241).

It should be noted, also, that the memorable tourism experience was explained to a high level ($R^2 = 0.63$). As shown in Figure 2, destination image and tourist engagement exert a significant, positive effect on memorable tourist experiences. To be precise, we found that the memorable tourism experience was positively affected by destination image ($b = 0.60, p < 0.01$) and, similarly, the memorable tourism experience is positively affected by tourist engagement ($b = 0.52, p < 0.01$). Therefore, the more positive the image of the destination have the tourist, and the greater the engagement of the tourist with the destination, the more memorable will be the tourist experience. Thus, H1 and H2 are supported.

On the other hand, memorable tourist experiences have a positive and significant effect on satisfaction, revisit intentions and recommendation intentions. To be precise, we found that tourist satisfaction is positively affected by memorable tourism experiences ($b = 0.59, p < 0.01$) and, similarly, the tourist's revisit intention is positively affected by memorable tourism experiences ($b = 0.43, p < 0.01$); and, finally, that tourist recommendation intention is positively affected by memorable tourism experiences (b

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3 = 0.42, $p < 0.01$). Thus, the more memorable is the tourist experience the greater will be
4 the satisfaction of the tourist, their revisit intentions and recommendation intentions.
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6 This supports H3, H4 and H5. Last, the confirmation of these three hypothesis shows
7 that the model has high explanatory power for: satisfaction ($R^2 = 0.59$), revisit intentions
8 ($R^2 = 0.43$) and recommendation intentions ($R^2 = 0.42$).
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20 6. CONCLUSIONS AND IMPLICATIONS

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22 The competition to attract tourists to destinations in recent years has been intensifying
23 and success is increasingly difficult to achieve in this highly-competitive market. As
24 suggested by Ritchie and Crouch (2003) "What is needed to create a competitive
25 destination is for it to step up its capacity to increase tourism spending, attract more
26 tourists and provide them with satisfactory and memorable experiences." This statement
27 emphasises the importance of creating memorable tourist experiences to achieve
28 competitive advantage for the tourist destination. The tourism industry and researchers
29 must keep in mind that tourists expect to visit new places and enjoy different
30 experiences. Thus, they need to provide not just tourist experiences, but experiences
31 that remain in the memory in the long term, to attract new and returning tourists.
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34 However, despite the recognised importance of competitiveness for destinations, many
35 previous studies have focussed on price, quality, environment and the competitive
36 positions of specific destinations (Kim, 2014). The present study takes a different
37 approach by integrating the main antecedents (destination image and tourist
38 engagement) and consequences (satisfaction, revisit intentions and recommendation
39 intentions) of MTE. The results support all the hypotheses and underline the importance
40 of memory in tourist experiences offering interesting theoretical contributions.
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3 Destination image and tourist engagement positively influence the creation of
4 memorable tourist experiences and, in turn, MTE positively influences tourist
5 satisfaction, revisit intentions and recommendation intentions for the destination. Thus,
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8 the developed model contributes to a greater understanding of the relationships of the
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10 MTE with its antecedents and consequences, and provides new knowledge and new
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12 avenues of investigation for future studies on memorable tourist experiences. The
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14 results reinforce the findings of previous studies on MTE and tourists' behavioural
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16 intentions (Barnes et al., 2016; Zhang et al., 2018; Kim, 2017), although these are
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18 differentiated from the present study as they do not feature its integrative character,
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20 where destination image and tourist engagement are treated as antecedents of MTE.
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26 This study has important implications for destination managers. In the first place, it has
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28 demonstrated that destination image positively influences the creation of positive,
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30 memorable tourist experiences. This underlines how important it is that tourist
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32 destinations create a strong, positive image, and to ensure that the image projected is
33
34 well received by the tourist (Ashton, 2014). Tourist destination managers must
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36 understand the importance of managing and marketing destinations, and of identifying
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38 the aspects of the culture, history, local lifestyle, and affective image that differentiate
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40 the destination and help keep the experience in the tourist's memory. This will allow
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42 tourism managers to create a positive destination image that will lead tourists to enjoy
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44 memorable tourist experiences during their trips. To achieve this, destination image
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46 managers should conduct social media-based communication campaigns. In addition,
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48 managers might hire influencers. The influencers could live experiences in the
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50 destination and later portray them on their social networks, as well as in the destination's
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52 social networks. An example is @chiaraferragni, one of the largest Italian influencers,
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54 with more than 21 million Instagram followers. She was a guest in several luxury hotels
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56 in the Cinque Terre and Lake Como (Italy) in summer 2020. She stayed for several days
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3 in the hotels and posted about the experiences lived by her (and her relatives, who travel
4 with her). She showed the rooms, the meals, relaxation sessions with massages and spa
5 and the leisure areas, for example, the swimming pools. Thus, she showed an image of
6 the entire hotel and the destination based on her experience. Instagram, and social media
7 in general, are now keys tools through which to create an image of, and promote,
8 destinations (Hanan & Putit, 2014; Fatanti & Suyadnya, 2015).
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17 Second, it has been shown that tourist engagement also has a positive effect on the
18 creation of MTEs. Therefore, tourism managers should increase and improve the
19 interaction between tourists and locals by developing activities that: promote the
20 participation of, and engage the interest of, tourists; encourage co-creation with the
21 destination; provide more knowledge about the destination; facilitate cultural
22 exchanges; and create connections between the destination and the tourist. These will
23 contribute to the tourist being more engaged with the tourist destination and deriving
24 more benefits from his/her experience, and therefore a positive MTE. Awareness and
25 motivation campaigns aimed at local tourism entrepreneurs might be carried out; they
26 might thereafter include destination-related experiences in their offers, perhaps in
27 exchange for receiving financial or tax compensation. In this way tourism entrepreneurs
28 could be incentivised to develop tourist engagement.
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45 Third, it has been confirmed that MTE positively influences satisfaction. This
46 relationship is highly significant and underlines the importance to tourist destinations
47 of creating memorable tourist experiences. It is essential that destinations create MTE
48 every time the tourist visits, as satisfaction help creates sustainable, competitive
49 advantages that positively influence future tourist behaviours. Managers should provide
50 tourist experiences that promote retention, loyalty and relationships with tourists
51 through loyalty programmes, good customer service, customised, innovative services
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3 and products and cultural offerings that make each trip different and meaningful; this
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5 will ensure the tourist will remember it for a long time.
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8 In this way, the tourist will obtain greater satisfaction from his/her tourist experience
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10 that will, in turn, influence future behaviours, such as revisit intentions and
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12 recommendation intentions. This may have impact beyond leisure travel, that is, by
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14 extending into the business travel market. If basic services such as hotel rooms,
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16 restaurants, and even leisure activities can be developed in destinations a priori chosen
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18 for business, such that the client feels satisfied, the experience can become memorable.
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20 Satisfied clients may, thus, develop an intention to revisit the destination when they are
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22 considering leisure tourism activities.
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26 The relationship between revisit intentions and MTE is especially important for
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28 destinations that base their sustainability strategy on tourists repeating their visits. Thus,
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30 according to Chang, Backman and Huang (2014), if tour operators want tourists to
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32 revisit, making their experiences memorable, through meeting their needs and wishes,
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34 is undoubtedly essential. Thus, the operators must pay more attention to understanding
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36 what tourists experience when visiting destinations.
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40 Recommendations are also one of the main sources of information for new tourists and
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42 for seasoned tourists seeking new experiences in familiar destinations; and they have
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44 been shown to influence their decision-making processes. For this reason, the
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46 experiences created by tourist destinations must be meaningful and special enough to
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48 stay in the tourist's memory. Tourism experts must create strategies based on the three
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50 MTE dimensions of the present study: hedonism, usefulness and knowledge, which is
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52 consistent with Huang et al., (2015). Destination managers should create positive MTE
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54 by: creating new products and services; providing innovative tourism experiences and
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56 attractive tourist programmes that promote revisits; generating strong, durable customer
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58 relationships; developing customised response programmes; and motivating satisfied
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3 tourists to recommend the destination. As previously noted, we also recommend that
4 influencers are used in communication campaigns; their recommendations are the basis
5 of any successful company strategy in the social media age (Hanan & Putit, 2014;
6 Fatanti & Suyadnya, 2015).
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13 **7. LIMITATIONS AND FUTURE LINES OF RESEARCH**

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15 While this research has shed light on an integrative approach to understanding the
16 antecedents and consequences of MTE, it is not exempt from limitations, and these
17 suggest future research lines.
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21 On the one hand, although the study was carried out with real tourists from an actual
22 hotel chain, each tourist experience was based on a different tourist destination. It would
23 be interesting to apply the model in depth to analyse MTE generated by one particular
24 destination. In this sense, the sample was of tourists who visited several Spanish cities,
25 one in particular (Zaragoza). Therefore, although this city is commonly used in research
26 as a test market, there are limits to the extent that the results can be generalized. In
27 applying the results of this study to other regions and/or countries, future studies might
28 examine MTEs while taking into account cultural and regional differences.
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41 In addition, the purchasing decision-making process was not examined as the survey
42 was carried out retrospectively. In future studies it would be interesting to examine all
43 the relevant phases (before making the decision, the experience at the destination and
44 post-consumption behaviour) and observe the whole decision-making process and
45 tourist experience.
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51 Finally, a model is proposed that analyses the antecedents and consequences of MTE
52 from a positive viewpoint. Where the MTE has been negative, this might yield different
53 and interesting results. It would, thus, be valuable to analyse what role negative MTE
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3 play in the proposed relationships. Furthermore, an analysis could be made on how to
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5 convert negative into positive MTE through service recovery.
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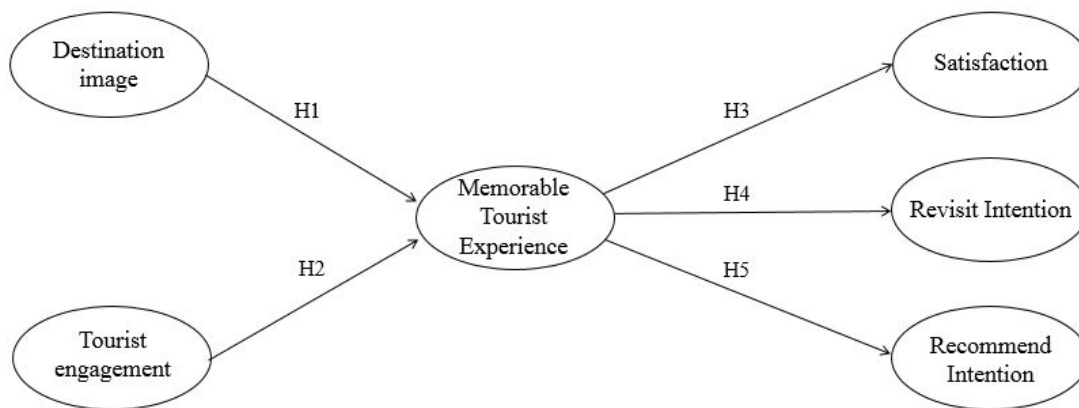
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Figure 1. Proposed Research Model



Peer Review

Table 1. Measurement scales

Destination image (Adapted from Whang et al. 2016)	
IMAG_1	The destination had historical landmarks of interest
IMAG_2	The destination had unique historical buildings
IMAG_3	The destination had an exotic cultural flavour
IMAG_4	The destination was interesting
IMAG_5	The destination was attractive
IMAG_6	The destination was quiet
IMAG_7	The impression of the destination was positive
IMAG_8	The destination was going to make a good impression
IMAG_9	The destination was going to give me a lovely impression
Tourist Engagement (Adapted from Taheri et al. 2014)	
ENGA_1	I had good knowledge of the destination
ENGA_2	I thought I would get a lot of satisfaction by visiting the destination
ENGA_3	Visiting the destination felt like a comfortable experience
ENGA_4	Visiting the destination was an enriching experience for me
ENGA_5	I thought that visiting the destination would allow me to show my knowledge and experience on certain topics
ENGA_6	I thought that visiting this destination would allow me to interact with other people who are interested in the same things as me
Memorable Tourist Experiences (Adapted from Kim et al. 2010b)	
MTE_1	I was delighted to have a new experience
MTE_2	During the trip I dedicated my time to undertaking activities
MTE_3	I really enjoyed the tourist experience
MTE_4	The tourist experience was exciting
MTE_5	It was an unrepeatable life experience
MTE_6	It was a unique experience
MTE_7	It was different to previous experiences
MTE_8	I experienced something new
MTE_9	I had a good impression of the local people
MTE_10	I closely experienced the local culture
MTE_11	The local population were friendly
MTE_12	It was a liberating journey
MTE_13	I enjoyed the feeling of freedom
MTE_14	It was comforting
MTE_15	I felt revitalised/like new
MTE_16	I did something meaningful/valuable
MTE_17	I did something important
MTE_18	I learned about myself
MTE_19	I visited a place I really wanted to go
MTE_20	I liked the activities I undertook
MTE_21	I was interested in the main activities of this tourist experience
MTE_22	The experience was a complete adventure
MTE_23	I learned from the experience
MTE_24	I experienced a new culture
Satisfaction (Adapted from Lee, Jeon and Kim 2011; Veasna et al. 2013)	
SAT_1	My general experience at the destination was satisfactory
SAT_2	I really enjoyed the experience at the destination
SAT_3	I felt good about my decision to visit the destination
Revisit Intention (Adapted from Tosun et al. 2015)	
REV_1	I would like to visit this tourist destination again
REV_2	If I had to decide again, I would choose this same destination
REV_3	I would go back to this destination in the future
Recommendation Intention (Adapted from Chen & Rahman 2018)	
REC_1	I would recommend this place to my friends
REC_2	I would say positive things about this place
REC_3	I would like to encourage my friends and family to visit this place

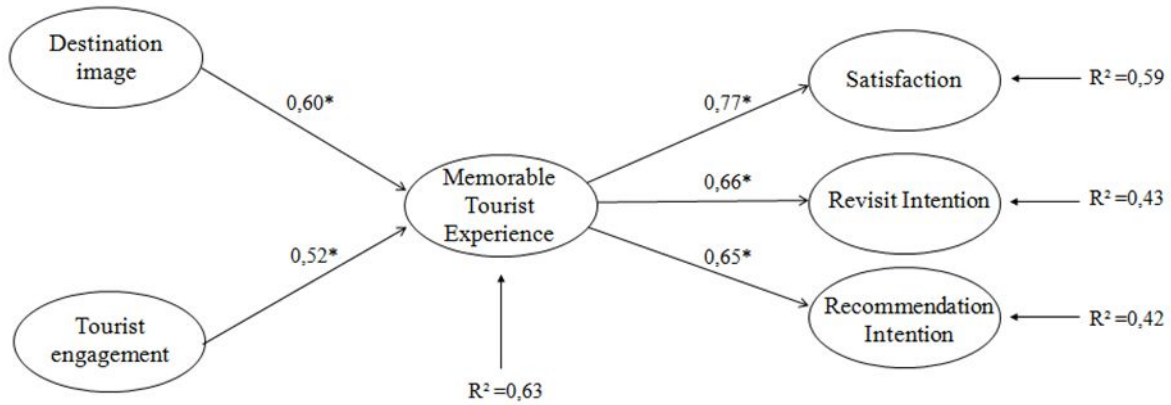
Table 2. Initial Reliability Analysis

Variable	Cronbach's Alpha	N° of factors	Variance Explained (%)	Factorial Load
IMAG_4	0,956	1	85,026	0,903
IMAG_5				0,936
IMAG_7				0,928
IMAG_8				0,943
IMAG_9				0,899
ENGA_2	0,911	1	84,876	0,916
ENGA_3				0,930
ENGA_4				0,918
MTEHED_1	0,938	1	72,800	0,843
MTEHED_3				0,826
MTEHED_4				0,854
MTEHED_5				0,856
MTEHED_6				0,869
MTEHED_7				0,864
MTEHED_8				0,859
MTEUT_12				0,930
MTEUT_13	0,889			
MTEUT_14	0,885			
MTEUT_15	0,867			
MTEUT_16	0,840			
MTEUT_17	0,810			
MTECON_19	0,907	1	72,791	0,801
MTECON_20				0,898
MTECON_21				0,891
MTECON_22				0,833
MTECON_23				0,839
SAT_1	0,966	1	93,57	0,972
SAT_2				0,972
SAT_3				0,958
REV_1	0,906	1	84,209	0,943
REV_2				0,875
REV_3				0,934
REC_1	0,976	1	95,388	0,978
REC_2				0,969
REC_3				0,983

Table 3. Reliability and Validity Analysis

	Correlations	Covariance Confidence Intervals		AVE	FCC
IMAG-ENG	0,938	(0,858; 0,938)	IMAG	0,803	0,972
IMAG-HED	0,842	(0,722; 0,842)	ENGA	0,771	0,938
IMAG-UT	0,726	(0,574; 0,726)	MTEHED	0,686	0,982
IMAG-CON	0,858	(0,742; 0,858)	MTEUT	0,631	0,971
IMAG-SAT	0,836	(0,676; 0,836)	MTECON	0,598	0,954
IMAG-REV	0,713	(0,533; 0,713)	SAT	0,894	0,975
IMAG-REC	0,778	(0,586; 0,778)	REV	0,864	0,927
ENG-MTEHED	0,878	(0,766; 0,878)	REC	0,950	0,988
ENG- MTEUT	0,795	(0,655; 0,795)			
ENG- MTECON	0,846	(0,71; 0,846)			
ENG-SAT	0,797	(0,625; 0,797)			
ENG-REV	0,707	(0,515; 0,707)			
ENG-REC	0,729	(0,521; 0,729)			
MTEHED- MTEUT	0,859	(0,743; 0,859)			
MTEHED- MTECON	0,953	(0,889; 0,953)			
MTEHED-SAT	0,847	(0,683; 0,847)			
MTEHED-REV	0,719	(0,547; 0,719)			
MTEHED-REC	0,757	(0,565; 0,757)			
MTEUT- CON	0,854	(0,742; 0,854)			
MTEUT -SAT	0,712	(0,544; 0,712)			
MTEUT -REV	0,690	(0,518; 0,69)			
MTEUT -REC	0,600	(0,376; 0,6)			
MTECON -SAT	0,866	(0,702; 0,866)			
MTECON -REV	0,766	(0,61; 0,766)			
MTECON -REC	0,770	(0,57; 0,77)			
SAT-REV	0,777	(0,621; 0,777)			
SAT-REC	0,809	(0,625; 0,809)			
REV-REC	0,728	(0,54; 0,728)			

Figure 2. Model Relationship Results



(*) Significant coefficients at level 0.01

Analysis of antecedents and consequences of memorable tourist experiences (MTEs): a case study in Spain

ABSTRACT

Competition in the tourism industry has intensified over the years and the process of searching for information when choosing a tourist destination has become more important. The most valuable information we have is what we remember: the memorable tourist experience (MTE). This study explores this concept by proposing a model that includes antecedents, such as destination image and tourist engagement, as well as consequences of the tourist experience, such as satisfaction, revisit intention and recommendation intention for the tourist destination. For this analysis, a self-administered online survey was conducted with clients of a Spanish hotel chain, resulting in a sample of 328 valid returned questionnaires. To carry out the analysis a structural equation model was developed. The results underline the importance of memory in the creation of memorable tourist experiences. Academic and management implications are proposed to complete the paper.

Keywords: Memorable tourist experience (MTE), destination image, tourist engagement, satisfaction, revisit intention, recommendation intention

1. INTRODUCTION

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Competition in the tourism industry has intensified over the years and destinations now have to create different offers to their competitors (Neuhofer, Buhalis and Ladkin, 2012). The rapid development of the sector has made it highly competitive and tourism service providers must ensure that tourists enjoy positive experiences. Moreover, in recent years the tourist experience and the concept of memory (Chen and Rahman, 2018) have received special attention.

Tour organisers and researchers must help tourists in their information-seeking processes when choosing a destination (Zhang, Wu and Buhalis, 2017). There are now many websites, platforms, opinions and comments, available to all, that allow the consumer to form opinions. However, the most valuable information we have is what is already in our heads: memory. Personal experiences are the first step in the process of searching for tourist information (Zhang et al., 2017). These experiences will be more valuable if they are retained in the memory for a long period; from this point these experiences will be termed memorable tourist experiences (MTE) (Tung and Ritchie, 2011).

Destination management organisations have recognised that memory is fundamental to the destination's competitiveness, viability and profitability (Tung and Ritchie, 2011). Often the main goal of many tourist destinations is to retain tourists, due the cost associated with this strategy, and because they are likely to recommend the destination to their acquaintances (Chen and Rahman, 2018). To persuade tourists to revisit a destination, providing mere satisfaction is not enough, they must be given a memorable experience. For this reason, managers must develop tourism programmes that create these MTE.

The specialised literature has analysed some of the antecedents (Chandralal and Valenzuela, 2013; Kim, 2014; Zhang et al., 2017) and future tourist behaviours (Faizan,

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3 Ryu and Hussain, 2016; Chen and Rahman, 2018) in terms of memorable tourist
4 experiences. However, empirical research into the antecedents and consequences of
5 MTE remains scarce, and there are few integrative models that investigate these
6 relationships and how they influence the future behaviour of the tourist. In this context,
7 the present study proposes an integrative conceptual model. The model integrates the
8 main antecedents (destination image and tourist engagement) and consequences
9 (satisfaction, revisit intention and recommendation intention) of memorable tourist
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2. THE MEMORABLE TOURIST EXPERIENCE

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24 The tourist experience is the essence of the tourism and hospitality industry (Kim, 2014)
25 and, as Neuhofer, Buhalis, and Ladkin (2012) note, "destinations must create and deliver
26 memorable tourism experiences to their consumers to increase their competitiveness".
27 Tourist experiences are the most important and powerful drivers of their future
28 behaviour, as they determine satisfaction and create memorable customer experiences
29 (Kim, 2014; Huang, Afsharifar & van der Veen, (2015).
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38 From the marketing viewpoint the tourist experience concept is constantly evolving.
39 There are different definitions and variations of the term, from satisfactory experiences,
40 through higher quality experiences, to the most recent, extraordinary memorable
41 experiences. For this reason, the difference between the two terms – tourist experience
42 and memorable tourist experience (MTE) – should be emphasised.
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50 On the one hand, according to Tung and Ritchie (2011), the tourist experience is "an
51 individual's subjective (i.e. affective, cognitive and behavioural) evaluation and
52 undertaking of events related to their tourist activities before (i.e. planning and
53 preparation), during (i.e. in the destination) and after the journey (i.e. memory)." Tourist
54 experiences are generated by visiting a destination distant from home, learning about
55 its attributes and enjoying its activities (Stamboulis and Skayannis, 2003).
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3 On the other hand, MTE have been defined as experiences that are selectively
4 constructed from tourist experiences and will be remembered time and time again after
5 the trip or event (Kim, Ritchie and McCormick, 2010a). However, not all tourist
6 experiences can be considered MTE (Zhang et al., 2017). The importance of MTE theory
7 lies in the power of memory to influence the consumer's future decision making
8 (Chandralal and Valenzuela, 2013).
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11 Memories are considered to be the most valuable information source when choosing a
12 tourist destination (Chandralal and Valenzuela, 2013). Tourists tend to make biased
13 decisions based on their past experiences, that is, they remember their past experiences
14 when they decide to travel and look for information (Kerstetter and Cho, 2004).
15 According to Hoch and Deighton (1989), there are three reasons why recalling past
16 experiences stored in the memory is important: (1) the motivation to buy is higher when
17 based on previous consumer experiences; (2) consumers tend to perceive previous
18 experiences as valuable and reliable sources of information; and, (3) previous
19 experience has great power to influence future behavioural intentions (cited in Chen and
20 Rahman, 2018). For these reasons, MTE are more relevant than tourist experiences; they
21 will be remembered and will influence tourists' future decision making (Kerstetter and
22 Cho, 2004; Kim, Ritchie and Tung, 2010a; Zhang et al., 2017).
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44 In recent years research has been conducted into what kind of tourist experiences can
45 be converted into MTE. Tung and Ritchie (2011) identified four key dimensions of
46 MTE: affect, expectations, consequentiality and recollection. Chandralal, Rindfleish
47 and Valenzuela (2015) studied MTE in travel blog narratives and noted eight
48 experiential themes: local people, life and culture, personally meaningful experiences,
49 shared experiences, perceived novelty, perceived serendipity, services of professional
50 guides and tour operators, and affective emotions.
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3. THEORETICAL FRAMEWORK AND HYPOTHESIS

3.1. Destination Image

Destination image is a complete and general image of a tourist destination, unlike other image-related concepts, such as of a product or a country. The concept includes aspects related to the perception and evaluation of consumers, the local population, history, geography, culture, economy and the development of the destination. (Carneiro and Faria, 2016; Costa, Carneiro and Goldszmidt, 2016). There are many definitions of destination image in specialized literature, one of the most current being that provided in Zhang, Xu, Leung and Cai, (2016) as "the main image of the tourist product related to tourist attractions and facilities, which satisfy directly the main needs of tourists"

Destination image is composed of cognitive (rational benefits and destination characteristics) and affective (tourists' feelings towards the destination, pleasant experiences) images (Prayag and Ryan, 2011; Qu, Kim and Im, 2011; Zhang et al., 2017). Destination image is also composed of various products, attractions and attributes that, added together, help the individual form an overall impression (Ashton, 2014; Whang, Yong and Ko, 2016). Destination attributes (landscapes, shopping opportunities, cultural exchange, security infrastructure, activities) (Kim, 2014) can be both tangible (monuments, beaches, mountains) and intangible (culture, customs, history) (Zhang et al., 2017). As such, the same destination might evoke a variety of images for different potential consumers (Zhang et al., 2017), and establish a different decision-making process for each individual, based on the information (s)he absorbs about the destination (Whang et To., 2016).

As noted, perceived destination image is an important factor in future consumer behavioural intention (Zhang et al., 2017), which impacts on a tourist trip in its three different phases: before, during and after the visit (Lee and Bai, 2016). Thus, the destination image that the tourist holds before the visit is a determining factor in the

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3 decision-making process (Buhalis, 2000), during the experience, its evaluation, and for
4 future behavioural intentions (Foroudi et al., 2018). In other words, tourist destinations
5 that have strong, positive images are more likely to be selected and provide a better
6 tourist experience (Souiden, Ladhari and Chiadmi, 2017).
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11 For this reason, it is not enough for tourism managers to create a set of positive
12 characteristics - all the destination image attributes must be unique and different if it is
13 to be selected and generate positive tourist experiences (Qu et al., 2011; Ashton, 2014).
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15 Destination image influences the tourist experience by producing high-quality,
16 satisfactory and memorable tourist experiences (Ritchie and Hudson, 2009). Therefore,
17 the following hypothesis is proposed:
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26 *H1: Destination image positively influences the MTE*
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28 29 **3.2. Tourist engagement**

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31 The concept of *customer engagement* has been widely studied in the marketing
32 literature. However, the concept of tourist engagement has been explored less (Chen
33 and Rahman, 2018). Most studies into this concept have focused on the tourist's
34 experience at the destination and less on his/her previous engagement (Taheri, Jafari
35 and O'Gorman, 2014; Chen and Rahman, 2018).
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43 Tourist engagement can be defined as the participation and interest that tourists have
44 with respect to a tourist experience (Brodie, Hollebeek, Juric and Ilic, 2011). This
45 conceptualisation of tourist engagement goes beyond the participation that the tourist
46 has with the offer and tourist destinations (Brodie et al., 2013), as it includes aspects of
47 emotional connection and engagement (Taheri et al., 2014). This level of engagement
48 has been seen to be affected by two drivers, or factors, previous knowledge and
49 motivation (Taheri et al., 2014; Chen and Rahman, 2018). The first of the two factors –
50 previous knowledge – is associated with familiarity with the destination's attractions,
51 the tourist's general travelling skill and background and past experiences, which
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3 influence the tourist's behaviour and decision-making (Taheri et al., 2014; Huang, et
4 al., 2015). The second factor – motivation –is associated with the multiple motivations
5 that affect consumer behaviour and final decision making, which can be both intrinsic
6 (reflective motivation) and extrinsic (recreational motivation) (Taheri et al., 2014).
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10 According to Prebensen, Chen, Woo and Uysal (2012), understanding a consumer's
11 degree of engagement is key to predicting his/her future behaviour. In the tourism field,
12 the tourist's degree of interest, engagement and affective response is very important for
13 understanding how (s)he plans future trips, in terms of the destination and services and
14 companies hired (Taheri et al., 2014; Altunel and Erkurt, 2015).
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17 However, engagement levels are not the same for all consumers (Brodie et al., 2011),
18 but it is crucial to have a full experience. Level of engagement also varies between new
19 and repeat consumers, as they have different levels of familiarity with the products or
20 services offered (Mollen and Wilson, 2010). Tourists, or consumers, who are more
21 engaged, or familiar with, a destination or trip, derive more benefits from their
22 consumer experience (Brodie et al., 2011; Taheri et al., 2014; Chen and Rahman, 2018),
23 which can convert it into a memorable and valuable tourist experience (Chen and
24 Rahman, 2018; Zatori et al., 2018). The higher is the tourist's degree of engagement,
25 the better will be his/her experience and memory. Thus, the following hypothesis is
26 proposed:
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47 *H2. Tourist engagement positively influences the MTE.*
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49 **3.3. Tourist Satisfaction**

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52 Satisfaction is an important concept in marketing and tourism literature. Measuring and
53 managing customer satisfaction is crucial to the survival, development and success of
54 service industries (Altunel and Erkurt, 2015). Customer satisfaction can generate
55 positive effects, such as entry and exit barriers for competitors, and the creation of
56 sustainable competitive advantages. In addition, this factor is associated with other
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3 concepts, such as loyalty, attracting new customers and future consumer behaviour
4 (Thakur, 2018). The tourism industry should consider how to involve the tourist before
5 and during his/her experience to increase overall satisfaction (Prebensen, Kim and
6 Uysal, 2016). It is, therefore, important for service companies to design strategic
7 policies and make decisions aimed at improving customer satisfaction.
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11 In the tourist context, satisfaction is related to the extent to which general tourism
12 necessities and the specific necessities of each tourist are satisfied (destination quality,
13 services, products, tourist attractions, etc.) (Wu et al., 2018). This feeling of tourist
14 satisfaction is produced when the post-trip impressions exceeds prior expectations
15 (Altunel and Erkurt 2015), so it is a post-consumption evaluation (Veasna, Wu and
16 Huang, 2013). In the case of travel, tourists feel satisfied when the combination of their
17 previous and post-trip impressions produce pleasant feelings. However, one feels
18 dissatisfied when one has feelings of discontent (Cong, 2016).
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33 Consequently, satisfaction is the result of the evaluation of a consumer experience of a
34 particular product or service (Carlson, Rahman and Vool, 2017). To compare these
35 experiences to form feelings of satisfaction or dissatisfaction the tourists must
36 remember their tourist experiences in the destination and their prior expectations (Lin
37 and Kuo, 2016). During a trip tourists experience positive and negative emotions that
38 leave a mark on the memory (Bosque and Martín, 2008). These feelings that arise from
39 consumer experiences deposit traces in the memory that consumers process and
40 integrate to form post-consumption satisfaction assessments (Maunier and Camelis, 2013;
41 Prayag, Hosany and Odeh, 2013). Therefore, the following hypothesis is proposed:
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54 *H3. MTE positively influence tourist satisfaction with a tourist destination.*
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3.4. Revisit intention

Visitors who enjoyed positive tourist experiences are more likely to show positive behaviours after a trip (Hosany and Prayag, 2013; Barnes, Mattsson and Sørensen, 2016). Some of these behaviours are responses to positive emotions related to the use of products and services, satisfaction, consumption situations and behavioural intentions (Cole and Chancellor, 2009; Hosany and Prayag, 2013). One of the main effects is on revisit intention (Barnes et al., 2016; Chen and Rahman, 2018).

Revisit intention is the perceived probability of visiting a particular place at a specific time (Whang et al., 2016) or the probability of a tourist repeating an activity or revisiting a destination (Li, Wen and Ying, 2017). In this relationship, the influencing elements are both cognitive –quality, value, image- and affective – satisfaction, engagement, security (Tosun et al., 2015).

Revisit intention has been a key research topic in tourist literature, with a particular focus on the study of the antecedents and motivations that lead the tourist to revisit a destination. Its main antecedents have been identified in previous studies, among them the following: satisfaction, destination image, perceived value, previous travel experience, engagement, perceived risk, motivation and satisfaction, destination image, perceived value, previous travel experience, perceived risk, motivation and attachment (Cole and Chancellor, 2009; Li et al., 2017). Of these, destination image and previous experience are fundamental components in destination choice and revisit intention. However, the affective elements derived from experiences can have a greater effect on tourist intentions than on destination affective image (Tosun et al., 2015).

As discussed above, emotional assessments of past experiences can influence tourists' future behaviour (Tosun et al., 2015). Along the same lines, Barnes et al. (2016) suggested that experiences from the distant past that the tourist remembers have the greatest impact on destination revisit intention. Therefore, the influence of MTE on

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3 revisit intention is considered fundamental for the management of tourist destinations,
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5 for several reasons: where they exist they give competitive advantages over other tourist
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7 destinations, they contribute to the sustainability of the destination and provide higher-
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9 spending tourists. These tourists tend to disseminate positive information and
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11 participate intensively in consumption activities (Zhang et al., 2017). All this indicates
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13 that MTE have a significant influence on the revisit intention for a tourist destination,
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15 so the following hypothesis is proposed:
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19 *H4. MTE positively influence the intention to revisit a tourist destination.*
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22 **3.5. Recommendation intention**

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25 Word of mouth (WOM) is a very important communication form that influences
26
27 consumers' attitudes and behaviours (Reimer and Benkenstein 2018), as customer to
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29 customer communication (C2C) is much more credible and persuasive than traditional
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31 advertising (Trusov, Bucklin and Pauwels, 2009). WOM is replete with consumers' real
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33 experiences and personal feelings (Alves, Abrantes, Antunes, Abra and Herstein, 2016).
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35 In the tourism industry this information exchange focuses on recommendations for
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37 destinations, experiences and places of tourist interest (Alves et al., 2016).
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41 Traditional WOM has been defined as an interpersonal exchange of information
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43 between individuals known to each other (Gupta and Harris, 2010). Online commerce
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45 and the Internet have developed a new form of electronic communication through which
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47 consumers express their opinions, make recommendations and comment on products
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49 and services, such that WOM has become electronic WOM (e-WOM). However, in the
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51 online context, there is normally no familiarity between senders and receivers, as there
52
53 is in traditional WOM (Gupta and Harris, 2010). E-WOM is understood as any positive
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55 or negative statement regarding products or services made by consumers and published
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57 on the Internet for other users to read (Abubakar and Ilkan, 2016).
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3 E-WOM has a strong influence in the tourism industry due, mainly, to the intangible
4 nature of tourist services (Casaló, Flavián, Guinalú and Ekinci, 2015). Potential
5 consumers consult online comments about tourism products and services that are
6 impossible to assess prior to consumption and which, consequently, carry increased risk
7 and uncertainty (Abubakar and Ilkan, 2016). Potential tourists are influenced by the
8 recommendations and comments of their friends, family and social networks (Casal et
9 al., 2015), and it has been argued that these have become one of their most important
10 tourist sources of information (Alves et al., 2016). Potential tourists search for relevant
11 information to plan their future trips; this has become an essential step in the decision-
12 making process (Zhao, Wang, Guo and Law 2015). In turn, consumers who view other
13 consumers' comments remember and share their own memories of past tourist
14 experiences (Tung, Cheung and Law, 2018). This social exchange process of post-trip
15 impressions is positive for tourists, as sharing experiences plays an important role in
16 their well-being (Kim and Fesenmaier, 2015).

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19 This phenomenon is a valuable and low-cost alternative for tourism companies and
20 institutions, as well as being a new way of managing customer recommendations
21 (Reimer and Benkenstein, 2018). Destination managers should encourage tourists to
22 recommend their destination, as this decreases the perceived risk for other potential
23 tourists (Foroudi et al., 2018). To attract new visitors it is important that tourist
24 destinations ensure that their visitors are highly satisfied and have a highly positive
25 experience (Prayag and Ryan, 2011). On the other hand, tourism managers must
26 understand the importance of e-WOM as a tool for communication and management,
27 and to adapt their business models to this new customer communication channel to
28 obtain better results in satisfaction, retention and acquisition of new tourists.
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3 Based on this approach it can be said that the most satisfied tourists are more likely to
4 have positive recommendation intentions (Foroudi et al., 2018) and to share their
5 experiences of a destination (Alexandrov, Lilly and Babakus, 2013). However,
6 satisfaction alone is not enough for a tourist to revisit or recommend a destination;
7 memory and experience also play fundamental roles in these tourist behaviours. This
8 underlines the importance of MTE in the recommendation intention of tourists for
9 destinations. A positive memorable tourist experience produces favourable
10 recommendation intention results (Chen and Rahman, 2018). Therefore, it is posited
11 that MTE is a good predictor of recommendation intention:
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24 *H5. MTE positively influence recommendation intention for a tourist destination.*

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26 Figure 1 depicts the proposed integrative model of the antecedents and consequences of
27 MTE examined in this study:
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30 INSERT FIGURE 1 HERE
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34 **4. METHODOLOGY**

35
36 A structural equation model was developed with the concepts previously defined in the
37 theoretical framework and the proposed relationships. For the data analysis we
38 undertook an exploratory analysis with SPSS (SPSS Statistics 22), a confirmatory
39 analysis and a structural analysis with EQS (EQS 6.3 for Windows).
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45 A survey designed using the online tool Google Formulate was used to collect the data
46 and carry out the empirical tests. The survey was conducted with clients of the Eizasa
47 hotel chain, from Aragon (Spain), between 30 October and 12 November 2018. This
48 chain has six hotels and three apartment hotels, all between two and four stars, located
49 in several Spanish cities (Zaragoza in the Aragon Pyrenees, Lérida and Valle Ezcaray).
50 To carry out the survey, the hotel receptions were given a direct link to the questionnaire
51 and a QR code that led to the same link. The hotel reception staff gave information to
52 the customers about the survey as they checked out and asked them to participate. The
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3 tourists could enter the link into, or read the QR code with, their mobile phones and
4 thus complete the survey. A total of 328 valid questionnaires were returned.
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7 As part of the survey, the participants were asked to select a tourist experience they had
8 had in the previous five years; this emulates previous studies into MTE by Kim (2014)
9 and Chen and Rahman (2018). The respondents were asked to describe briefly their
10 experience of the destination itself, the actual experience they had and the reasons why
11 they chose that particular experience for this survey.
12

13
14 Subsequently, general questions were asked about the trip, its duration, how it was
15 organised, companions and the main reason for travelling. The next set of questions
16 related to the model variables, destination image, tourist engagement before the visit,
17 the tourist experience during the visit, satisfaction, and revisit and recommendation
18 intentions. Finally, questions were posed about travel habits: number of annual trips,
19 main motivations; and sociodemographics, about gender, age, education level and
20 monthly income.
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22
23 The predominant age ranges of the sample were 25 to 35 years (22.6%), 46 to 55 years
24 (19.8%) and 56 to 65 years (19.2%). Regarding gender, the sample is fairly equal, at
25 40.2% male and 59.8% female. In terms of monthly income, 14.9% have none, 16.5%
26 have between 0 and €1,000, 40.2% have between €1,001 to €2,000 and 28.3% have
27 greater than €2,000.
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29 30 31 **4.1. Measures**

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33 Six constructs were measured: destination image, tourist engagement, MTE,
34 satisfaction, and revisit and recommendation intentions for the tourist destination. The
35 constructs were measured by 7-point Likert-type scales based on degree of agreement
36 or disagreement (1 being = completely disagree and 7 = completely agree). The scales
37 were adapted from scales validated in previous literature (see Table 1).
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To measure destination image, we used the 9-item scale proposed by Whang et al. (2016), which measures cognitive image, affective image and the general image of tourist destinations. To measure tourist engagement, we used the 6-item scale of Taheri et al. (2014), which measures recreational and reflective motivations and previous knowledge (Kerstetter and Cho, 2004).

As mentioned above, to measure MTE we used the 24-item scale of Kim et al. (2010b). To measure the consequences of MTE we used the scales of Lee, Jeon and Kim (2011) with an item about overall satisfaction with the experience and Veasna et al., (2013)'s scale with two items about satisfaction with the trip. For revisit intention we used the adapted scale of Tosun et al., (2015) and for recommendation intention we used the adapted scale of Chen and Rahman (2018).

INSERT TABLE 1 HERE

5. RESULTS

5.1. Participants

Prior to questions about the model variables, the participants were asked about the experience and general characteristics of the trip they selected. Some 36.3% had spent a week or more in the destination and 40.5% 4 – 7 nights. Thus, most of the memorable tourist experiences were based on holidays of 4 nights or more.

The majority of respondents (82.3%) selected the option "by myself, with family or friends, on our own", for the question about the organization of the trip. Only 17.7% used a travel agent or went on an organized trip. In addition, the main travel companions of the sample were their partners (33.5%), family and children (29%) and friends (20.1%). The main reasons for making the trip were leisure (68.6%), followed by culture (8.2%), relaxation (7.3%) and visiting family (7%).

5.2. Measurement Model

The model consists of six variables that include the concepts defined in the theoretical framework: destination image, tourist engagement, memorable tourist experience, satisfaction, and revisit and recommendation intentions. Following data collection, we went through a process of debugging and data reduction.

The first step in the data analysis was to analyse the reliability of the scales through an exploratory analysis of the model. After debugging and applying the Cronbach's alpha threshold of 0.7 and the correlation item-TAL at 0.3 it was decided to eliminate the following items: IMAG_1, IMAG_2, IMAG_3 and IMAG_6 of destination image; ENGA_1, ENGA_5, ENGA_6 of tourist engagement and MTE_2, MTE_9, MTE_10, MTE_11, MTE_18 and MTE_24 of memorable tourist experiences (see Table 2). In addition, an exploratory factor analysis of the principal components was carried out to analyse the unidimensionality of the scales. The results show that the MTE construct has three dimensions: Hedonism (MTEHED), Usefulness (MTEUT) and Knowledge (MTECON). The hedonic dimension is especially significant since experiences charged with the greatest emotion are remembered more frequently and in more detail (Bohanek, Fivush and Walker 2005). Similarly, experiences that meet tourist needs and desires, and are more useful to them, are more durable over time (Tung and Ritchie, 2011). Also, the motivation of acquiring new knowledge and intellectual development during the trip improves the memory of the tourist experience (Kim, 2014).

INSERT TABLE 2 HERE

The measurement scales were refined through a confirmatory analysis with EQS (6.3) using the Robust Maximum Likelihood method (Flavián, Guinalíu, and Gurrea, 2006). Indicators that did not achieve a sufficient R^2 level were eliminated. It was, therefore, necessary to remove item REV_2 from the revisit intention measurement scale. Thus, the goodness-of-fit of the confirmatory model was acceptable. The scales all showed

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3 confirmatory validity and adequate levels of composite reliability and average variance
4 extracted (AVE) (see Table 3).
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8 On the other hand, to confirm the multidimensionality of the MTE variable, we
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10 developed a rival models' strategy. This compared two models: a first order factor
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12 model, in which the dimensions were not differentiated, and a second order model with
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14 the dimensions identified in the exploratory factor analysis of the MTE construct: MTE-
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16 hedonic (items 1, 3, 4, 5, 6, 7 and 8), MTE-usefulness (items 12, 13, 14, 15, 16 and 17)
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18 and MTE-knowledge (items 19, 20, 21, 22 and 23). The two models were compared and
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20 the results showed a greater fit for the second order model, which confirms the
21
22 multidimensionality of the MTE variable.
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26 In addition, a discriminant validity analysis was carried out (see Table 3). The weights
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28 of the indicators of the unidimensional variables (destination image, tourist
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30 engagement, satisfaction, revisit intention and recommendation intention) were
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32 analysed in the confirmatory model and found to be significant. The significance,
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34 indicator size, and the correlations between the dimensions of the multidimensional
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36 variable, MTE, were tested and were found to be significant (at 0.01) and high.
37
38 Subsequently, it was found that the confidence intervals of the correlations between the
39
40 different variables did not include the value 1. Finally, the correlation between each
41
42 pair of variables in the model was set at 1 and a Chi² difference test was carried out.
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44 The evaluation of the discrimination criteria showed sufficient discriminant validity in
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46 all the measurement scales.
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51 INSERT TABLE 3 HERE
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54 **5.3. Structural Model**

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57 Following the process of verifying the reliability and consistency of the measurement
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59 scales, the hypotheses were tested. To analyse the multidimensional variable through
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causal analysis, the arithmetical averages of the items that formed each of these three dimensions were used as indicators.

The analysis showed that the goodness-of-fit was greater, or close to, the recommended limits. Specifically, the absolute goodness-of-fit index was used to verify the fit of the general model (RMSEA = 0.084; GFI = 0.876), the incremental fit index for the composite model (NNFI = 0.890; CFI = 0.9; RCFI = 0.897; IFI = 0.901) and the parsimony index to analyse the quality of the fit ($\chi^2/D.F.$ = 5.1241).

As shown in Figure 2, destination image and tourist engagement exert a positive, significant effect on memorable tourist experiences. Therefore, the more positive the image of the destination, and the greater the engagement of the tourist with the destination, the more memorable will be the tourist experience. Thus, H1 and H2 are supported.

On the other hand, memorable tourist experiences have a positive and significant effect on satisfaction, revisit intention and recommendation intentions. Thus, the more memorable is the tourist experience the greater will be the satisfaction of the tourist and their revisit and recommendation intentions. This supports H3, H4 and H5.

INSERT FIGURE 2 HERE

6. CONCLUSIONS AND IMPLICATIONS

The competition to attract tourists to destinations in recent years has been intensifying and success is increasingly difficult to achieve in this highly-competitive market. As suggested by Ritchie and Crouch (2003) "What is needed to create a competitive destination is for it to step up its capacity to increase tourism spending, attract more tourists and provide them with satisfactory and memorable experiences." This statement emphasises the importance of creating memorable tourist experiences to achieve competitive advantage for the tourist destination. The tourism industry and researchers must keep in mind that tourists expect to visit new places and enjoy different

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3 experiences. Thus, they need to provide not just tourist experiences, but experiences
4 that remain in the memory in the long term, to attract new and returning tourists.
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7 However, despite the recognised importance of competitiveness for destinations, many
8 previous studies have focussed on price, quality, environment and the competitive
9 positions of specific destinations (Kim, 2014). The present study takes a different
10 approach by integrating the main antecedents (destination image and tourist
11 engagement) and consequences (satisfaction and revisit and recommendation
12 intentions) of MTE. The results support all the hypotheses and underline the importance
13 of memory in tourist experiences offering interesting theoretical contributions.
14 Destination image and tourist engagement positively influence the creation of
15 memorable tourist experiences and, in turn, MTE positively influences tourist
16 satisfaction and revisit and recommendation intentions for the destination. Thus, the
17 developed model contributes to a greater understanding of the relationships of the MTE
18 with its antecedents and consequences, and provides new knowledge and new avenues
19 of investigation for future studies on memorable tourist experiences. The results
20 reinforce the findings of previous studies on MTE and tourists' behavioural intentions
21 (Barnes et al., 2016; Zhang et al., 2017; Kim, 2017), although these are differentiated
22 from the present study as they do not feature its integrative character, where destination
23 image and tourist engagement are treated as antecedents of MTE.
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46 This study has important implications for destination managers. In the first place, it has
47 demonstrated that destination image positively influences the creation of positive,
48 memorable tourist experiences. This underlines how important it is that tourist
49 destinations create a strong, positive image, and to ensure that the image projected is
50 well received by the tourist, according with Ashton (2014). Tourist destination
51 managers must understand the importance of managing and marketing destinations, and
52 of identifying the aspects of the culture, history, local lifestyle, and affective image that
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3 differentiate the destination and help keep the experience in the tourist's memory. This
4 will allow tourism managers to create a positive destination image that will lead tourists
5 to enjoy memorable tourist experiences during their trips.
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10 Second, it has been shown that tourist engagement also has a positive effect on the
11 creation of MTEs. Therefore, tourism managers should increase and improve the
12 interaction between tourists and locals by developing activities that: promote the
13 participation of, and engage the interest of, tourists; encourage co-creation with the
14 destination; provide more knowledge about the destination; facilitate cultural
15 exchanges; and create connections between the destination and the tourist. These will
16 contribute to the tourist being more engaged with the tourist destination and deriving
17 more benefits from his/her experience, and therefore a positive MTE.
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22 Third, it has been confirmed that MTE positively influences satisfaction. This
23 relationship is highly significant and underlines the importance to tourist destinations
24 of creating memorable tourist experiences. It is essential that destinations create MTE
25 every time the tourist visits, as satisfaction help creates sustainable, competitive
26 advantages that positively influence future tourist behaviours. Managers should provide
27 tourist experiences that promote retention, loyalty and relationships with tourists
28 through loyalty programmes, good customer service, customised, innovative services
29 and products and cultural offerings that make each trip different and meaningful; this
30 will ensure the tourist will remember it for a long time.
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35 In this way, the tourist will obtain greater satisfaction from his/her tourist experience
36 that will, in turn, influence future behaviours, such as revisit and recommendation
37 intentions. The relationship between revisit intentions and MTE is especially important
38 for destinations that base their sustainability strategy on tourists repeating their visits.
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43 Recommendations are also one of the main sources of information for new tourists and
44 for seasoned tourists seeking new experiences in familiar destinations; and they have
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3 been shown to influence their decision-making processes. For this reason, the
4 experiences created by tourist destinations must be meaningful and special enough to
5 stay in the tourist's memory. Tourism experts must create strategies based on the three
6 MTE dimensions of the present study: hedonism, usefulness and knowledge, which is
7 consistent with Huang et al., (2015). Destination managers should create positive MTE
8 by: creating new products and services; providing innovative tourism experiences and
9 attractive tourist programmes that promote revisits; generating strong, durable customer
10 relationships; developing customised response programmes; and motivating satisfied
11 tourists to recommend the destination.
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25 **7. LIMITATIONS AND FUTURE LINES OF RESEARCH**

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27 While this research has shed light on an integrative approach to understanding the
28 antecedents and consequences of MTE, it is not exempt from limitations, and these
29 suggest future research lines.
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34 On the one hand, although the study was carried out with real tourists from an actual
35 hotel chain, each tourist experience was based on a different tourist destination. It would
36 be interesting to apply the model in depth to analyse MTE generated by one particular
37 destination.
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43 In addition, the purchasing decision-making process was not examined as the survey
44 was carried out retrospectively. In future studies it would be interesting to examine all
45 the relevant phases (before making the decision, the experience at the destination and
46 post-consumption behaviour) and observe the whole decision-making process and
47 tourist experience.
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54 Finally, a model is proposed that analyses the antecedents and consequences of MTE
55 from a positive viewpoint. Where the MTE has been negative, this might yield different
56 and interesting results. It would, thus, be valuable to analyse what role negative MTE
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3 play in the proposed relationships. Furthermore, an analysis could be made on how to
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5 convert negative into positive MTE through service recovery.
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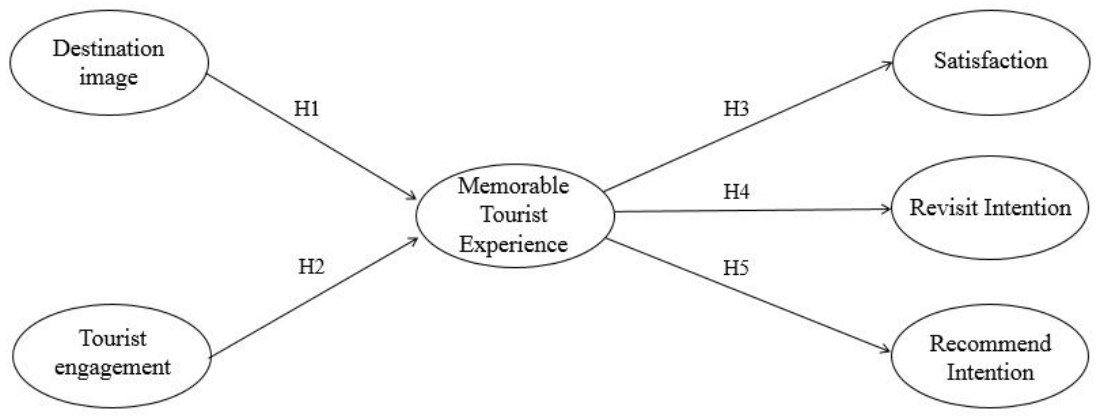
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For Peer Review

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Figure 1. Proposed Research Model



For Peer Review

Table 1. Measurement scales

Destination image (Adapted from Whang et al. 2016)	
IMAG_1	The destination had historical landmarks of interest
IMAG_2	The destination had unique historical buildings
IMAG_3	The destination had an exotic cultural flavour
IMAG_4	The destination was interesting
IMAG_5	The destination was attractive
IMAG_6	The destination was quiet
IMAG_7	The impression of the destination was positive
IMAG_8	The destination was going to make a good impression
IMAG_9	The destination was going to give me a lovely impression
Tourist Engagement (Adapted from Taheri et al. 2014)	
ENGA_1	I had good knowledge of the destination
ENGA_2	I thought I would get a lot of satisfaction by visiting the destination
ENGA_3	Visiting the destination felt like a comfortable experience
ENGA_4	Visiting the destination was an enriching experience for me
ENGA_5	I thought that visiting the destination would allow me to show my knowledge and experience on certain topics
ENGA_6	I thought that visiting this destination would allow me to interact with other people who are interested in the same things as me
Memorable Tourist Experiences (Adapted from Kim et al. 2010b)	
MTE_1	I was delighted to have a new experience
MTE_2	During the trip I dedicated my time to undertaking activities
MTE_3	I really enjoyed the tourist experience
MTE_4	The tourist experience was exciting
MTE_5	It was an unrepeatable life experience
MTE_6	It was a unique experience
MTE_7	It was different to previous experiences
MTE_8	I experienced something new
MTE_9	I had a good impression of the local people
MTE_10	I closely experienced the local culture
MTE_11	The local population were friendly
MTE_12	It was a liberating journey
MTE_13	I enjoyed the feeling of freedom
MTE_14	It was comforting
MTE_15	I felt revitalised/like new
MTE_16	I did something meaningful/valuable
MTE_17	I did something important
MTE_18	I learned about myself
MTE_19	I visited a place I really wanted to go
MTE_20	I liked the activities I undertook
MTE_21	I was interested in the main activities of this tourist experience
MTE_22	The experience was a complete adventure
MTE_23	I learned from the experience
MTE_24	I experienced a new culture
Satisfaction (Adapted from Lee, Jeon and Kim 2011; Veasna et al. 2013)	
SAT_1	My general experience at the destination was satisfactory
SAT_2	I really enjoyed the experience at the destination
SAT_3	I felt good about my decision to visit the destination
Revisit Intention (Adapted from Tosun et al. 2015)	
REV_1	I would like to visit this tourist destination again
REV_2	If I had to decide again, I would choose this same destination
REV_3	I would go back to this destination in the future
Recommendation Intention (Adapted from Chen & Rahman 2018)	
REC_1	I would recommend this place to my friends
REC_2	I would say positive things about this place
REC_3	I would like to encourage my friends and family to visit this place

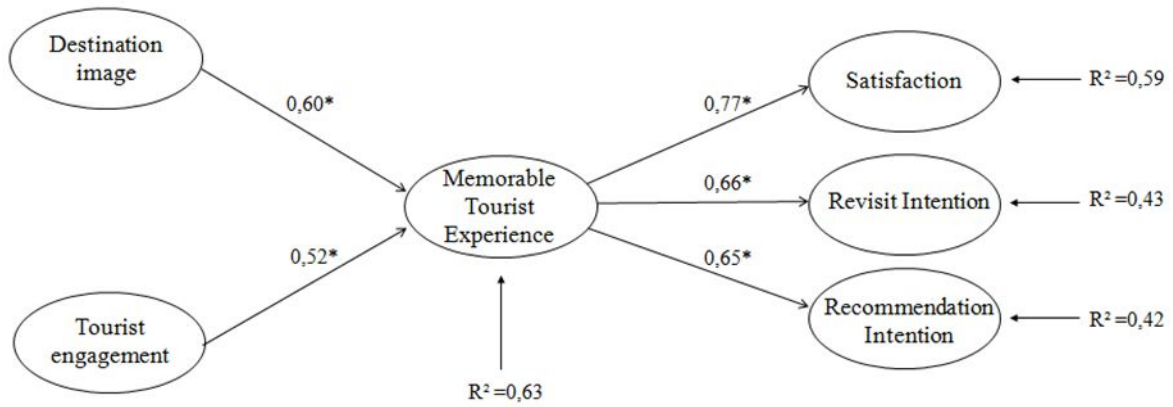
Table 2. Initial Reliability Analysis

Variable	Cronbach's Alpha	N° of factors	Variance Explained (%)	Factorial Load
IMAG_4	0,956	1	85,026	0,903
IMAG_5				0,936
IMAG_7				0,928
IMAG_8				0,943
IMAG_9				0,899
ENGA_2	0,911	1	84,876	0,916
ENGA_3				0,930
ENGA_4				0,918
MTEHED_1	0,938	1	72,800	0,843
MTEHED_3				0,826
MTEHED_4				0,854
MTEHED_5				0,856
MTEHED_6				0,869
MTEHED_7				0,864
MTEHED_8				0,859
MTEUT_12				0,930
MTEUT_13	0,889			
MTEUT_14	0,885			
MTEUT_15	0,867			
MTEUT_16	0,840			
MTEUT_17	0,810			
MTECON_19	0,907	1	72,791	0,801
MTECON_20				0,898
MTECON_21				0,891
MTECON_22				0,833
MTECON_23				0,839
SAT_1	0,966	1	93,57	0,972
SAT_2				0,972
SAT_3				0,958
REV_1	0,906	1	84,209	0,943
REV_2				0,875
REV_3				0,934
REC_1	0,976	1	95,388	0,978
REC_2				0,969
REC_3				0,983

Table 3. Reliability and Validity Analysis

	Correlations	Covariance Confidence Intervals		AVE	FCC
IMAG-ENG	0,938	(0,858; 0,938)	IMAG	0,803	0,972
IMAG-HED	0,842	(0,722; 0,842)	ENGA	0,771	0,938
IMAG-UT	0,726	(0,574; 0,726)	MTEHED	0,686	0,982
IMAG-CON	0,858	(0,742; 0,858)	MTEUT	0,631	0,971
IMAG-SAT	0,836	(0,676; 0,836)	MTECON	0,598	0,954
IMAG-REV	0,713	(0,533; 0,713)	SAT	0,894	0,975
IMAG-REC	0,778	(0,586; 0,778)	REV	0,864	0,927
ENG-MTEHED	0,878	(0,766; 0,878)	REC	0,950	0,988
ENG- MTEUT	0,795	(0,655; 0,795)			
ENG- MTECON	0,846	(0,71; 0,846)			
ENG-SAT	0,797	(0,625; 0,797)			
ENG-REV	0,707	(0,515; 0,707)			
ENG-REC	0,729	(0,521; 0,729)			
MTEHED- MTEUT	0,859	(0,743; 0,859)			
MTEHED- MTECON	0,953	(0,889; 0,953)			
MTEHED-SAT	0,847	(0,683; 0,847)			
MTEHED-REV	0,719	(0,547; 0,719)			
MTEHED-REC	0,757	(0,565; 0,757)			
MTEUT- CON	0,854	(0,742; 0,854)			
MTEUT -SAT	0,712	(0,544; 0,712)			
MTEUT -REV	0,690	(0,518; 0,69)			
MTEUT -REC	0,600	(0,376; 0,6)			
MTECON -SAT	0,866	(0,702; 0,866)			
MTECON -REV	0,766	(0,61; 0,766)			
MTECON -REC	0,770	(0,57; 0,77)			
SAT-REV	0,777	(0,621; 0,777)			
SAT-REC	0,809	(0,625; 0,809)			
REV-REC	0,728	(0,54; 0,728)			

Figure 2. Model Relationship Results



(*) Significant coefficients at level 0.01