Tourism experiences' memorability and behavioural intentions: A study on tourists in Sardinia, Italy

Abstract

This study examines how the co-creation of a tourism experience, the level of satisfaction that the experience generates and the different dimensions that make it memorable (hedonism, novelty, local culture, refreshment, meaningfulness, involvement, and knowledge) affect the trip experience's overall memorability and, in turn, impact tourists' behavioural intentions. This study used a survey questionnaire to gather data from travellers who visited Sardinia, Italy, resulting in a sample of 343 tourists for analysis. The results demonstrate the role of satisfaction and four dimensions of the memorable tourism experience scale (novelty, refreshment, involvement and knowledge) in the formation of overall trip memorability, which further influences behavioural intentions. This research contradicts studies indicating that tourists may not recall satisfactory experiences in the post-consumption phase and that co-creative tourism experiences positively affect their memorability.

Keywords: satisfaction, memorability, memorable tourism experience, co-creative tourism experience, Italy

1 Introduction

Offering memorable experiences is central to tourism, in which 'the end goal of a tourist experience is to create lasting memories that a visitor will reminisce about and will share in respective social networks' (Andrades & Dimanche, 2014, p. 108). Thus, the ability to facilitate memorable experiences for tourists is pivotal to gaining a competitive advantage in a marketplace (Chandralal & Valenzuela, 2013; Coudounaris & Sthapit, 2017; Kim & Ritchie, 2014; Sthapit & Jiménez-Barreto, 2018). In addition, memory is the most important personal source of information through which tourists decide whether to revisit a destination (Coudounaris & Sthapit, 2017).

Not all tourism experiences can necessarily be translated into memorable tourism experiences (MTEs) (Zhang, Wu, & Buhalis, 2018). Kim, Ritchie, and McCormick (2012) define an MTE as one that is positively recalled after the event. Conversely, some studies indicate that negative experiences also are a critical component of MTEs (Coudounaris & Sthapit, 2017; Kensinger, 2007; Larsen & Jenssen, 2004; Park & Santos, 2017; Pine & Gilmore, 1998; Sthapit, 2013). For example, Larsen and Jenssen (2004) report that even though respondents remembered positive emotions significantly more than negative ones, they remembered both positive and negative emotions from their tourism experiences. In addition, Kensinger's (2007) study indicates that negative experiences boost not only a memory's subjective vividness, but also the likelihood that event details will be remembered. Moreover, Pine and Gilmore (1998) state that poor service easily becomes an experience, creating a memorable encounter of a negative kind.

Kim et al. (2012) identify seven dimensions (hedonism, novelty, knowledge, meaningfulness, involvement, local culture and refreshment) that lead to strong memorability. While these dimensions have enhanced extant tourism literature, some studies have raised concern regarding their use. For example, Sthapit and Coudounaris (2018) argue that the use of a student sample in Kim et al.'s (2012) study is not generalisable because students may not be representative of typical tourists. Students and non-students differ in skills, personality traits and experience, and student samples usually come from a very narrow age range and from upper levels of educational background (Sears, 1986; Wells, 1993). Additional studies have confirmed that student samples differ from non-student samples (James & Sonner, 2001; Ok, Shanklin & Back, 2008). Many studies published in academic journals have been derided as the 'science of sophomore' because of their heavy reliance on college students as substitutes for consumers (Hampton, 1979; James & Sonner, 2001). Although convenience and minimal costs are compelling incentives for academic researchers to use student samples as data sources (Gordon, Slade & Schmitt, 1986; Hampton, 1979; Hawkins, Albaum & Best, 1977), these attributes do not justify using student samples for an experimental study instead of other consumer groups (Ok et al., 2008).

Another flaw attributed to Kim et al.'s (2012) MTE scale is that respondents were asked to recall their most MTE in the past five years, a time frame that may have impacted survey responses. According to Bartlett (1932), the memory reconstruction framework indicates that when a past experience is recalled, memory is not merely a reproduction of past experiences, but rather a complex process in which correlated information on what consumers knew before an actual experience and what they learned afterward becomes integrated to create an alternate memory of product experience. This reconstructive memory and creation of false post-experience information have been further identified as a process that alters how consumers remember their previous experiences (Schacter, 1995). In addition, Braun-LaTour, Grinley and Loftus's (2006) study indicates that post-experience

information, advertising and word-of-mouth, for example, contributes to tourists' memory distortion.

Moreover, affect heuristics also might influence the potential time lapse of five years, i.e., representations of objects and events in people's minds are tagged to varying degrees with affect, which may serve as a cue for many important judgements (Funicane, Ali, Slovic & Johnson, 2000)—in this context, recalling most MTEs. The application of such heuristics reflects misattribution and relies on the subjective experience of ease of retrieval, rather than other variables' impacts. Consequently, this results in biased recall that could affect recall content (Schwarz, Bless, Strack, Klumpp, Rittenauer-Schatka & Simons, 1991). Therefore, Sthapit, Coudounaris and Björk (2018) suggest that to avoid this incongruence between remembered and on-site experiences, future studies should gather data from tourists soon returning from their trip.

Moreover, even though consensus exists that an MTE is a multifaceted concept, the specific constructs that comprise an MTE remain unclear and incongruent (Chandralal & Valenzuela, 2013; Chandralal, Rindfleish & Valenzuela, 2015; Sthapit & Jiménez-Barreto, 2018; Zhang et al., 2018). For example, Chandralal et al. (2015) explored MTEs using 100 travel blog narratives and identified seven experiential dimensions: local people, life and culture; personally significant experiences; shared experiences; perceived novelty; perceived serendipity; professional guides and tour operator services; and affective emotions. These findings differ from Kim et al.'s (2012) seven MTE dimensions. Consequently, Zhang et al. (2018) suggest that the MTE scale needs to be validated in different contexts and with new samples, possibly by applying the scale in a real-world tourism context (Coudounaris & Sthapit, 2017; Hung, Lee & Hunag, 2014; Sthapit & Jiménez-Barreto, 2018). A recent study by Sthapit and Coudounaris (2018) suggests that future studies should be critical of Kim et al.'s (2017) MTE scale because there may be dimensions that it does not account for that impact other contexts, e.g., creative tourism experiences (Hung et al., 2014), culinary-gastronomic experiences (Sthapit, 2017b), souvenirs (Sthapit & Björk, 2017), and technology-enhanced tourism experiences through intense co-creation (Neuhofer, Buhalis & Ladkin, 2014). Therefore, a need exists to explore the MTE construct comprehensively to identify other dimensions that impact tourists' MTEs (Sthapit & Coudounaris, 2018); this is the focus of the current study.

This study seeks to fulfil this existing research gap by discussing related theoretical arguments and concepts. First, some studies indicate a positive relationship between satisfaction and MTEs (Sthapit et al., 2018; Tung & Ritchie, 2011). In addition, satisfaction has been identified as an important component of the tourist experience (Oh, Fiore & Jeoung, 2007) and as one of the most important antecedents of tourists' intention to return to a destination or recommend it to others (Coudounaris & Sthapit, 2017).

Second, tourism research has recently paid significant attention to the co-creation of experience (Shaw, Bailey & Williams, 2011). *Co-creation* is characterised as tourist's active participation and interaction with fellow tourists and local residents during a tourism experience (Campos, Mendes, Oom do Valle & Scott, 2016). Active participation and interaction positively contribute to memorability (Sthapit et al., 2018). Studies indicate that co-creation affects the memorability of the tourism experience (Campos et al., 2016; Sthapit et al., 2018). However, Kim et al.'s (2012) study depicts tourists in a passive role and indicates no MTE co-creation with employees, other tourists, or setting. Only social interaction with the local residents of a tourist destination provides a link to co-creation (Sthapit, 2017a). This situation arguably poses interesting and largely unexplored questions.

The purpose of the current study is to test Kim et al.'s (2012) seven-dimension MTE scale in a new context and with a new sample. In addition, the study aims to test for causes or relationships between satisfaction, MTE dimensions, co-creative tourism experiences,

and memorability, as well as the mediating effect of memorability on tourists' behavioural intentions. This study contributes to extant MTE literature by providing insight into the antecedents and outcomes of the memorability of tourists' experiences.

2 Literature Review

This section discusses the theoretical roots of the five key concepts included in this study's theoretical model (satisfaction, MTE and its dimensions, co-creative tourism experience memorability, and behavioural intentions) and introduces the hypotheses (Figure 1).

Figure 1

2.1 Satisfaction

The satisfaction construct can be approached from a cognitive perspective, conceptualising consumer satisfaction as a post-consumption assessment in which results either meet or fall short of expectations (Oviedo-Garcia, Vega-Vazquez, Castellanos-Verdugo & Orgaz-Aguera, 2019). In other words, satisfaction is defined as an index measuring the gap between consumers' expectations and perceived results after consumption (Oliver, 1980). Conversely, satisfaction is also considered an emotional reaction that consumption generates, i.e., the tourist's psychological outcome after the destination experience (Lee, Lee & Park, 2014; Žabkar, Brenčič & Dmitrović, 2010). In addition, a purely cognitive perspective has been rejected by an increasing number of studies, suggesting that customers' emotional states explain their satisfaction levels (Brunner-Sperdin, Peters & Strobl, 2012).

According to a recent study by Albayrak and Caber (2018), the satisfaction construct can be conceptualised within both cognitive and emotional perspectives. While the cognitive perspective considers satisfaction to be a post-experience evaluation (including the antecedents of expectations, performance, disconfirmation, attribution and equity/inequity) (Bowen & Clarke, 2002), the emotional perspective considers it to be a response derived from an experience (del Bosque & San Martín, 2008). Through the recent cognitive-emotional perspective, satisfaction is regarded as a multidimensional construct that contains both psychological and emotional factors (Correia, Kozak & Ferradeira, 2013). In the context of tourism and leisure, satisfaction represents a positive evaluation or emotion tied to a leisure experience (Beard & Ragheb, 1980). In other words, a tourist is satisfied if the outcome of the comparison of his or her expectations and experiences is a feeling of pleasure—specifically, a positive, memorable feeling—upon leaving a destination (Su, Cheng & Huang, 2011).

Studies have shown that satisfaction is a key variable, as satisfied consumers are more likely to be repeat customers (Leri & Theodoridis 2018; Wang, Tran & Tran, 2017) and tend to be less receptive to competitors' offerings than dissatisfied consumers (Sthapit et al., 2018; Zeithaml & Berry, 1996). Accordingly, this study presents its first hypothesis:

H1. Satisfaction is positively associated with a trip experience's memorability.

2.2 Memorability, memorable tourism experiences and their dimensions

Memorability refers to 'the subjective feeling that one will remember in the future' (Zimmerman & Kelley, 2010) vividly, confidently, and accurately (Rimmele, Davachi,

Petrov, Dougal & Phelps, 2011). Experiences, events, or objects are considered memorable if the individual perceives them as distinctive or salient (Bless, Strack, & Walther, 2001) and as they are potentially portrayed through vivid and detail-rich reports (Anderson & Shimizu, 2007). Memorability is viewed as an outcome of a tourist experience (Zatori, Smith & Puczko, 2018). In addition, memorability is considered to be important in guiding individual behaviour toward memory monitoring (Zimmerman & Kelley, 2010). Experience memorability has previously been measured both from a real-time perspective (under on-site conditions) (Hosany & Gilbert, 2009; Oh et al., 2007) and retrospectively during the post-consumption phase (Sthapit, 2017b: Tung & Ritchie, 2011). Pine and Gilmore's (1999) study highlights memorability as a principal tool of competitiveness in the experience economy. This study conceptualises memorability as the subjective evaluation of immediate and long-term memory effects, thereby departing from Kim et al.'s (2-012) conceptualisation, which seeks to define memorable experiences through their essential attributes.

Memory is a more general concept than memorability, which is associated with the unforgettable or extraordinary, while memory can be quite ordinary or mundane (Caru & Cova, 2003). Kim et al.'s (2012) study indicates that individuals who perceive a tourism experience as memorable recall seven experiential dimensions: hedonism, novelty, local culture, refreshment, meaningfulness, involvement, and knowledge. *Hedonism* is the aspect of the consumption experience that relates to the multi-sensory, imaginative, and emotive elements that consumers perceive (Hirschman & Holbrook, 1982). Thus, hedonism is an important dimension of an individual's evaluation of a consumption experience (Babin, Daren & Griffin, 1994). Otto and Ritchie (1996) confirm hedonistic factors are a construct in the tourism experience.

Novelty is defined as the outcome of a comparison between current perception and past experience (Pearson, 1970). According to Petrick (2002), novelty seeking is a crucial element of a tourist's motivation to travel, and it influences the tourist's decision-making. Lee and Crompton (1992) view novelty as a multifaceted concept that includes the elements of thrill, changes from routine, alleviation of boredom, and surprise. Studies indicate that novelty seeking is a core input for memories (Kim et al., 2012).

Local culture denotes having a positive impression of a destination's local residents and closely experienced local culture (Kim et al., 2012). Previous research has identified social interaction between visitors and the host of the community (local culture) as a crucial element of the tourism experience (Carmichael, 2005). Researchers have found that experiencing local culture makes travelling more memorable (Chandralal & Valenzuela, 2013; Sthapit, 2017b).

Refreshment is one of the most important motivational forces for tourism experiences and involves escaping from routine and stressful environments (Mannell & Iso-Ahola, 1987). Studies suggest that people often feel happier, healthier, and more relaxed after a leisure trip (Uysal, Perdue & Sirgy, 2012). Individuals highly value refreshment as a psychological benefit of their tourism experiences (Uriely, 2005) and the feeling of being refreshed influences people's travel memories (Kim, 2010).

Meaningfulness pertains to a sense of great value or significance—i.e., doing something important and valuable (Wilson & Harris, 2006)—which can act as a catalyst for a tourist's personal development and change. After returning home, everyday life may be viewed in a new way. Thus, what is experienced and learned during a trip can be absorbed as part of an individual's everyday life (Tarssanen, 2007). An experience's meaningfulness makes it memorable (Chandralal & Valenzuela, 2013).

Involvement, as defined by Havitz and Dimanche (1990), is a psychological state of motivation, arousal or interest between an individual and recreational activities,

characterised by the elements of pleasure value, risk probability and consequences, and sign value. Involvement with something can influence people's attitudes and behaviours (Slama & Tashchian, 1985). Tourists' involvement in travel experiences is the most influential factor in their memories (Blodgett & Granbois, 1992).

Knowledge can be defined as a cognitive aspect of the tourist experience and involves learning and education (Morgan & Xu, 2009). In addition, knowledge refers to information, facts, or experiences known by an individual (Blackshaw, 2003). The desire to learn affects where people go and what they do while visiting a destination (Poria, Butler & Airey, 2004). Travel experiences provide a myriad of unique learning opportunities for tourists (Chen, Bao & Huang, 2014). Tung and Ritchie (2011) argue that intellectual development is one of the most significant components of MTEs. Accordingly, this study formulates the second hypothesis:

H2. The MTE scale's dimensions (hedonism [H2.1], novelty [H2.2], local culture [H2.3], refreshment [H2.4], meaningfulness [H2.5], involvement [H2.6], and knowledge [H2.7]) are positively associated with a trip experience's memorability.

2.3 Co-creative tourism experiences

Co-creation behaviour is defined as 'the joint, collaborative, concurrent, peer-like process of producing value, both materially and symbolically' (Galvagno & Dalli, 2014, p. 644). Co-creation's core idea refers to actors creating something in collaboration with or influenced by others (Jaakkola, Helkkula & Aarikka-Stenroos, 2015). Service-dominant logic views co-creation in terms of participatory, interactive activities that involve different actors, while value (a sense of being better off) is defined as 'value-in-use,' i.e., 'the value for customers, created by them during their usage of resources' (Grönroos & Gummerus, 2014, p. 209). In addition, involving tourists in activities that address their interests and capture their attention is important for co-creation (Andrades & Dimanche, 2014). Participative experiences contribute to meaningful personal narratives (Gretzel, Fesenmaier & O'Leary, 2006) and long-lasting memories (Larsen, 2007). Some studies have found that co-creation affects an experience's memorability (Campos et al., 2016; Hung et al., 2014), leading to the third hypothesis:

H3. A co-creative tourism experience is positively associated with a trip experience's memorability.

2.4 Behavioural intention

Behavioural intention involves desirable behaviours that consumers expect they will demonstrate in the future (Chen & Chen, 2010). Behavioural intention can be categorised as favourable or unfavourable. Favourable behavioural intention includes actions such as spreading positive word-of-mouth or recommending tourism offerings to others and returning to a tourism attraction, despite increased costs (Kim & Lee, 2011). Xiang and Gretzel (2010) have operationalised repeat visitation as the degree to which a tourist perceives a destination as a place that he or she would recommend to others. They also have used willingness to recommend a destination as a good indicator for assessing destination loyalty. The most common indicators of behavioural intention or loyalty in tourism are an intention to revisit and an intention to recommend (Gallarza, Saura & Moreno, 2013; Qu, Kim & Im, 2011).

Tourists' memories of previous experiences affect their decision of whether to revisit a tourist destination (Coudounaris & Sthapit, 2017). Hung et al. (2014) found that respondents who participated in a memorable activity were more likely to revisit a

destination. Their study suggests that memorability may be a more appropriate predictor of future behavioural intentions, such as revisiting or word-of-mouth recommendations, leading to the fourth hypothesis:

H4. A trip experience's memorability is positively associated with a tourist's behavioural intention.

3 Method

3.1 Steps used in the method

The methodology used in the current study was logical, well-structured, and based on extant literature, e.g., Hair et al. (2014). It followed several steps. Initially, we ran a confirmatory factor analysis (CFA) (measurement model) to test the model's fit with the data. The statistics in Table 2 indicate a very good model fit to the data. Secondly, we ran a structural equation modelling (SEM) analysis to test the hypothesised associations between the constructs. The various paths/relationships in Figure 2 provide the graphical solution of the SEM while testing the hypotheses. Hypothesis testing using SEM analysis was the most appropriate method to use in our analysis, rather than regression analysis, which is not appropriate for testing hypotheses (Cheng, 2001).

According to Fornell and Larcker (1981), the average variance extracted (AVE) for each construct should be higher than 0.5; otherwise the model has limited value and would be considered non-significant. Constructs should follow this criterion and construct reliability (CR), for each construct should be measured based on a formula indicated in Table 5 and should be higher than 0.7.

Our explanations above are based on Hair et al. (2014) and provide a clear understanding of our analysis and the various steps used in this research. We also extracted two cases that were outliers. Additionally, there was no need to eliminate any variable from the model's constructs. Moreover, we conducted different tests for non-response bias and common method bias (see Section 3.2 below).

Finally, to compare the differences between first-time and repeat tourism customers, we ran Mplus using the estimator WLSMV, as data from the constructs' variables are ordinal (categorical). The baseline model showed insignificant differences compared with the metric factor loadings (the constraint was that factor loadings were the same across both groups), and the baseline model showed insignificant differences compared with the scalar intercepts (the constraint was that the intercepts' observations were different across both groups). Therefore, with both methods used, insignificant differences were found between first-time and repeat tourism customers.

3.2 Pilot test, data collection method, research setting and instrumentation

This study employed a cross-sectional survey design using a questionnaire to collect data. During the initial stage, pilot testing of the questionnaire was conducted among 30 international tourists at Olbia Costa Smeralda Airport in Sardinia. The participants reported no concerns about the questionnaire's clarity or comprehensibility. During the second stage, three trained interviewers questioned international tourists in the boarding area of Olbia Costa Smeralda Airport while they were waiting to board their flights home. The interviewers also distributed and administered the questionnaires using a convenience-sampling method. Consequently, we acknowledge that this is one of the major limitations

of this study because convenience sampling produces estimates that lack generalisability to any identifiable target population or subpopulation (except for the sample studied) (Bornstein, Jager & Putnick, 2013). The questionnaire was in English. Data collection was carried out from August to October 2017.

This study's research site was the island of Sardinia, Italy. The survey was comprised of two sections. The first section focused on demographic variables (age, gender, education, occupation, and nationality) and travel characteristics (length of stay, travel companion, reason for visiting Sardinia, first-time or repeat visitor to the destination, number of visits to Sardinia, travel arrangements, and accommodation type) with participants also asked to list three activities that contributed to an MTE.

The second section measured five constructs: satisfaction, Kim et al.'s (2012) seven MTE dimensions, co-creative tourism experience, memorability, and behavioural intention. Satisfaction was comprised of three items, with the scale adapted from the studies of Oh et al. (2007) and Quadri-Felitti and Fiore (2013). The measurement of MTEs used Kim et al.'s (2012) seven dimensions and a 24-item scale. The study measured co-creative tourism by using five items adapted from Cova, Dalli and Zwick (2011); Lee (2012); Mathis, Kim, Uysal, Sirgy, and Prebensen (2016); and Vargo, Lusch, Akaka, and He (2009).

Memorability was measured using three items adapted from Oh et al.'s (2007) study, which measured behavioural intention using a four-item scale adapted from a study by Zeithaml, Berry, and Parasuraman (1996). In total, the current study used 39 items, and the response options followed a five-point Likert-type scale ranging from 1 (strongly disagree) to 5 (strongly agree). Table 1 below shows the operationalisation of the survey model's 11 constructs.

Table 1

This study examined whether a problem existed that related to non-response bias (Armstrong & Overton, 1977). In particular, it employed a t-test to check whether the comparison of early respondents (the first 171 tourists) to late respondents (172 tourists), indicated statistically significant differences among the variables investigated. The findings showed that both groups had no statistically significant differences among the variables.. Therefore, non-response bias was not found in this study. Additionally, the study revealed that no common method bias existed either (Podsakoff & Organ, 1986). In particular, a CFA was performed in which all constructs were restricted to load on a single factor. The fit indices found in this analysis showed a poor model fit, which means that no common method bias existed in this study.

4 Analysis and Results

4.1 Overall profile of the survey's participants

This study was conducted using a sample of 343 international tourists visiting Sardinia, Italy. Females accounted for 53.4% of the respondents. The respondents' ages ranged from 18 to over 65 years old, with the largest group (33%) being between 25 and 34 years old. More than two-thirds of the respondents held a university degree (78.9%). Almost half reported that they were employed (45.5%). The length of stay in Sardinia varied from more than seven days (57.9%), to through three to seven days (40.6%), to less than three days (1.5%). Over one-third of the respondents travelled as girlfriends/boyfriends (35.2%). Most of the participants were leisure travellers (91.2%). The majority indicated that this was their

first trip to Sardinia (59.2%). Most organised their trips to Sardinia themselves (84.9%), and over one-third of the respondents stayed in hotels in Sardinia (34.4%). The tourists' favourite activities—i.e., those that they defined as memorable—comprise 30 different activities, such as visiting the beach, relaxing and diving.

4.2 Testing the measurement model

To test the measurement model's fitness, the researchers performed a CFA that utilised the maximum likelihood estimation of AMOS 24. As can be seen in Table 2, the CFA results suggest an acceptable model fit. The CMIN/DF (χ^2/df) is 2.603, which is below the threshold of 5, with 581 degrees of freedom. The value of the confirmatory fit index is good (0.905, well above the threshold of 0.700). Furthermore, the root mean square error of approximation (RMSEA) is 0.068 (with LO 90 = 0.064 and HI 90 = 0.073), which is lower than the critical value of 0.08 (Hair, Black, Babin & Anderson, 2010) and registers an expected cross-validation index (ECVI) of 5.136. The following three statistics: χ^2/df < 3, CFI > 0.90, and RMSEA = 0.068, indicate a good model fit. Additionally, the goodness-of-fit index (GFI), normed fit index (NFI), relative fit index (RFI), incremental fit index (IFI), Tucker Lewis index (TLI), and parsimonious normed fit index (PNFI) have values of 0.817, 0.855, 0.834, 0.906, 0.891, and 0.746, respectively. The GFI value of 0.817 and the NFI value of 0.855 are both considered satisfactory.

Table 2

The above estimation of the model based on the 11 constructs is satisfactory. Based on the size of the sample (n=343), which is greater than N > 200 (Kenny, 2005), the fact that the Hoelter's statistic has a value of 145 (which is greater than Hoelter's critical value of 75).and that the chi-square is statistically significant (Hoelter = 145 at the 0.05 significance level and/or Hoelter = 150 at the 0.01 significance level; see Table 3), the model fit is acceptable and satisfactory. Therefore, the CFI value of 0.905 is not the only measure that determines whether the model fit is poor or satisfactory. Furthermore, the value of the parsimony comparative-of-fit index (PCFI) is 0.789, which is greater than 0.750, thereby satisfying one of the two assumptions of a well-fitting parsimonious model (Rigdon, 1996, p. 376). However, Rigdon's (1996) second assumption is not satisfied, as the CFI value is less than 0.95.

Notably, this study follows Hair et al. (2010) and initially unidimensionalised (i.e., constrained) the largest estimated variable of each construct. Next, this study correlates the errors of the variables for their modification indices (MIs) in the findings with high covariance (greater than MI = 25.000, i.e., e28 to e30 = 25.111). Finally, this study extracts two variables from the model that have standardised regression weights lower than 0.5 (i.e., X9 = 0.194 and X15 = -0.104). The deduction of these two variables improves the important statistics (i.e., chi-square by degrees of freedom, RMSEA, and CFI).

As Table 2 shows, the CFA results suggested an acceptable fit, as the GFI diagnostics demonstrate. The hypothesised associations between the constructs are tested by estimating the SEM using the maximum likelihood estimation, whereas the results show that the NFI, CFI, RFI, IFI, and TLI have high values, as expected. The estimations of the various statistics (Table 1) demonstrate a good model fit.

Table 3 shows the correlation matrix of the 11 constructs provided by the output of CFA using AMOS 24. This matrix reveals no multicollinearity problem, as the correlations are below 0.7.

Table 3

The variance extracted (VE) and the CR for all 11 constructs (including the model's four main constructs, plus the MTE comprising seven sub-constructs) were calculated using CFA via AMOS 24 (see Table 4 below). The estimations reveal that all 11 constructs have a CR that exceeds 0.7. In particular, the estimations provide the following results: satisfaction = 0.928; hedonism = 0.832; novelty = 0.759; local culture = 0.786; refreshment = 0.756; meaningfulness = 0.878; involvement = 0.844; knowledge = 0.870; co-creative tourism experience = 0.907; memorability = 0.920; and behavioural intentions = 0.894. The average CR equals 0.852.

The estimation of Cronbach's α for each construct reveals high reliability (e.g., satisfaction = 0.936, MTE = 0.920, co-creation of experience = 0.914, memorability = 0.924 and behavioural intentions = 0.895). These estimates suggest a satisfactory degree of reliability as the mean construct reliability estimate, based on Cronbach's α, is 0.918, is well above the critical value of 0.7.

Regarding the assessment of convergent validity, the loading estimates (standardised regression weights of 37 of the 39 variables are well above 0.5, within the range of 0.581 to 0.951) show satisfactory convergent validity. Because 84.6% of the loading values are above 0.700, convergent validity exists. Second, the calculation of VE from each construct exceeds 50% (see Table 5 below); thus, the model shows convergent validity. The VE for the 11 constructs is above 50% (satisfaction = 0.812, hedonism = 0.553, novelty = 0.513, local culture = 0.552, refreshment = 0.512, meaningfulness = 0.706, involvement = 0.643, knowledge = 0.690, co-creative tourism experience = 0.666, memorability = 0.793 and behavioural intentions = 0.696), and the AVE is 0.649.

Table 4

Furthermore, the VE of each construct is greater than 50% (VE > 0.5) and the AVE = 0.649 > 0.5, which satisfies the discriminant validity criterion of AVE > 0.5 introduced by Fornell and Larcker (1981). In addition, we calculated the square root of the AVE in relation to the values of correlations of each construct to rest of constructs (Table 5).

Table 5

It is evident from Table 5 that all square roots of the AVE are larger than the correlations between the construct and all other constructs. The Fornell-Larcker criterion then indicates that discriminant validity is established if the above proven condition holds: $AVE\xi\ j > max r^2ij\ \forall i \neq j$ (Henseler, Ringle and Sarstedt, 2015, p. 117). Therefore, this additional test proves the discriminant validity beyond any doubt, and it proves that the analyses are reliable.

4.3 Testing of the structural model

In SEM analysis it is important to indicate the path analysis. Therefore, Figure 2, below, shows the path analysis in a graph format, based on SEM analysis using the maximum likelihood option while testing the hypotheses. The path analysis shows the beta statistics of all relationships. Most influential relationships were F10 to F11 (memorability to behavioural intentions) with beta 0.72, F3 to F10 (novelty to memorability) with beta 0.43, F1 to F10 (satisfaction to memorability) with beta 0.35 and F5 to F10 (refreshment to memorability) with beta 0.22. The impact of the rest of the relationships was less than 0.12.

Figure 2

Table 6 reveals the findings related to the testing of the hypotheses based on the SEM (measurement model) of the 343 cases. This table shows that six out of 10 relationships are supported. The four unsupported relationships are between: a) hedonism and memorability, b) local culture and memorability, c) meaningfulness and memorability; and d) co-creative tourism experience and memorability.

Table 6

Table 6 also presents the standardised path coefficients of the latent variables and their standard errors, CR and *p*-values. The standardised path coefficients, particularly for the following four relationships, are positive and statistically significant at a 99% confidence level: satisfaction and memorability; novelty and memorability, refreshment and memorability, and memorability and behavioural intentions. Two other relationships are positive and statistically significant at a 95% confidence level: involvement, and memorability and knowledge and memorability. The remaining four standardised path coefficients—hedonism and memorability, local culture and memorability, meaningfulness and memorability and co-creative tourism experience and memorability—are not statistically significant.

4.4 Memorability as a mediator

The statistical analysis was conducted to test whether memorability moderates the path from satisfactory tourism experience and MTE (four dimensions) to behavioural intentions. In all nine cases, the researchers implemented SEM to investigate the mediation question.

The results shown in Table 7 indicate that memorability is a significant mediator in three of the nine relationships (between satisfaction and behavioural intentions, novelty and behavioural intentions, and refreshment and behavioural intentions). The constructs of hedonism (F2), local culture (F4), meaningfulness (F6), and co-creative tourism experience (F9) were not included in the analysis as they whad non-significant relationships with memorability in Table 4. Furthermore, memorability is a partial mediator between six factors (satisfaction, novelty, and refreshment on behavioural intentions). Memorability is a complete mediator between two factors (involvement and knowledge on behavioural intentions).

Table 7

5 Conclusion

This study makes three notable contributions to the existing literature on MTE. First, this study tested Kim et al.'s (2012) seven dimensions of the MTE scale in a new international tourism context and sample—specifically among international tourists returning from Sardinia, Italy, having experienced the destination

Second, the present study extends Kim et al.'s (2012) MTE scale by including other factors that might have an impact on the memorability of tourists' experiences. The standardised path coefficient value between satisfactory tourism experience and a trip experience's memorability is 0.279 (p = 0.000), indicating that satisfaction has a positive and significant direct impact on a trip experience's memorability. Therefore, this finding supports H1. Although Kim's (2009) study indicates that satisfactory tourism experiences

may not be recalled in the post-consumption phase and are unlikely to provide a sustainable competitive advantage to businesses in destination areas, the present study's results show that the higher the level of tourist satisfaction, the higher the memorability for the tourist. In contrast to Kim et al.'s (2012) results, the present study's findings support some studies indicating that satisfaction is one of the key constructs in tourist behaviour studies (Hosany & Witham, 2010; Sthapit et al., 2018).

Third, the empirical results indicate that four out of seven MTE scale dimensions impact the memorability of tourists' experiences: novelty [H2.2], refreshment [H2.4], involvement [H2.6], and knowledge [H2.7]. The findings support some studies indicating that novelty (Chandralal et al. 2015; Kim et al., 2012; Sthapit, 2013), refreshment (Kim et al., 2012), involvement, and knowledge (Coudounaris & Sthapit, 2012; Kim et al., 2012) are critical MTE components. For example, Chandralal et al.'s (2015) study highlights the significance of novelty for MTEs, as highlighted in numerous analysed blog narratives. In addition, their study found that experiencing something new is more memorable than more usual and ordinary tourism experiences. Moreover, Sthapit's (2017b) study in the context of culinary-gastronomic experiences found that respondents were interested in tasting local food while at a destination because of the novelty involved. One of the dimensions in their proposed conceptual framework of tourists' memorable food experience includes novelty. The higher the amount of novelty, refreshment, involvement, and knowledge gained during a trip, the higher its memorability, supporting H2.2, 2.4, 2.6, and 2.7.

The relationships between hedonism and memorability (H2.1), local culture and memorability (H2.3), and meaningfulness and memorability (H2.5) are non-significant. Although some studies have indicated that hedonistic factors (Otto & Ritchie, 1996), including experiencing local culture (Chandralal & Valenzuela, 2013; Sthapit, 2017a) and meaningfulness of an experience, make an experience memorable (Chandralal & Valenzuela, 2013), the relationships between hedonism and memorability (H2.1), local culture and memorability (H2.3), and meaningfulness and memorability (H2.5) are not statistically significant.

One of the reasons for the non-significant relationship between hedonism and memorability might be that although tourism essentially is a pleasure-seeking activity (Gnoth, 1997; Goossens, 2000) and is thought of as highly intense, salient, and intrinsically rewarding (Malone, McCabe, Smith, 2014), some tourists may not display purely hedonistic behaviours and seek the notion of the four S's—sea, sand, sun, and sex (Swarbrooke & Horner, 2007)—including amusement, fantasy and arousal (Holbrook & Hirschman, 1982), while at the destination. In the same vein, they might seek a sense of home while in a foreign place (Blichfeldt & Mikkelsen, 2014; Obrador, 2012) and perform various social activities embedded in their everyday lives (Larsen, Urry & Axhausen, 2007).

In addition, some of the reasons for the insignificant relationship between local culture and a trip experience's memorability can be attributed to the scale items used to measure the construct. The three items used to measure local culture, adapted from Kim et al.'s (2012) study, are vague and restricted to social interaction between the tourist and local residents of a destination. Sthapit's (2017b) study argues that Kim et al.'s (2012) study also should include local food experiences while measuring the construct of local culture as one of the MTE scale's dimensions. Numerous studies have identified local food as a significant factor that contributes to tourists' memorable experiences (Adongo, Anuga & Dayour, 2015; Chandralal & Valenzuela, 2013; Sthapit, 2017b).

Moreover, one of the reasons for the statistically non-significant relationship between meaningfulness and a trip experience's memorability might be that not all tourists aim to broaden their thinking about their lives and societies while travelling by undertaking activities that are meaningful and important. The relationship between co-creative tourism

experiences and a trip experience's memorability is non-significant, with a standardised path coefficient value of 0.042 (p = 0.093), showing that the greater the co-creative tourism experience, the lower the memorability is expected to be. This finding contradicts those of previous studies, indicating that co-creation positively affects experience memorability (Campos et al., 2016; Hung et al., 2014; Sthapit et al., 2018). However, one of the factors that might have contributed to the non-significant relationship is the limitation of the co-creation construct to interactions with travel professionals, ignoring interactions with locals and other tourists. Campos et al.'s (2016) study indicates that on-site co-creation experiences involve tourists' interaction with other tourists and locals, including relatives and friends in the experience space.

The standardised path coefficient value between memorability and behavioural intention (0.687; p = 0.000) indicates that a trip experience's memorability exerts a significant direct effect on behavioural intention. Thus, this finding confirms H4, which is consistent with other studies, indicating that tourists' memories of their previous experiences affect their decisions on whether to revisit a tourist destination in the future (Chandralal & Valenzuela, 2013; Coudounaris & Sthapit, 2017; Kim et al., 2012).

In summary, the findings of this study result in a different MTE construct than that of Kim et al.'s (2012) study. Although Kim et al. (2012) discuss seven important experiential tourism factors that are likely to affect the memorability of a person's experience, what emerges from the present research is that satisfaction, novelty, refreshment, involvement, and knowledge significantly influence the memorability of a tourist's experience. Therefore, the findings of the current study extend Kim et al.'s (2012) MTE scale by including other factors and suggest that future research should be critical about using the MTE scale. The results of the analysis refute the assumption that the seven MTE dimensions are representative across a variety of destination-specific tourist experiences.

Besides the identified five dimensions, opening the discussion to other factors that might influence the memorability of tourists' experiences would provide an updated agenda. Future studies should adopt other dimensions when exploring MTEs, e.g., Chandralal et al.'s (2015) seven experiential dimensions of MTEs: local people, life, and culture; personally significant experiences; shared experiences; perceived novelty; perceived serendipity; professional guides and tour operator services; and affective emotions. Overall, the study highlights the discrepancies in the effects of satisfaction, MTE dimensions and co-creative tourism experiences on a trip experience's memorability in relation to previous studies.

This study provides interesting managerial implications for policymakers, destination marketers, and tourism businesses attempting to increase the memorability of travellers' experiences. Given that higher levels of tourist satisfaction, novelty, refreshment, involvement, and knowledge lead to higher memorability for the tourist, tourism service providers should attach importance to satisfaction management and emphasise memorability's identified components. Tourism service providers could gather feedback forms from tourists to measure and improve their satisfaction levels. Additionally, the multiplicity of actors involved in the tourism sector should coordinate and cooperate with one another to create tourism experiences that result in high overall visitor satisfaction.

It is critical to focus on satisfaction management every time tourists visit a destination, as well as the need to manage the experience differently during repeat visits to generate MTEs. Tourism service providers could also offer new and creative activities for fulfilling tourists' novelty-seeking motives and their desire to learn new skills. Public officials should focus on site rejuvenation to appeal to novelty seekers who have visited previously. Local governments and businesses could develop new attractions or use natural resources to entice previous visitors to return. Regarding involvement, destination managers could design numerous programmes that allow tourists to participate actively. Given that the greater the

co-creation between tourists and service providers during an on-site destination experience, the lower the trip's memorability, service providers should be involved in the co-creation process only if tourists prefer such engagement.

This study has some limitations. First, it is highly site-specific and based on a convenience sample, rendering the findings non-generalisable to either the destination under investigation or any other tourism destination. Further studies should be conducted in other Mediterranean cities to generalise the significance of these findings. Although English can be considered the primary international language, the fact that the survey was conducted only in English could have excluded non-English speakers from participating in the study. In addition, the study has not considered domestic tourists. In the future, translating the survey into different languages and interviewing domestic tourists visiting the island might be useful. Moreover, another limitation of this study is that the co-creation construct is limited to interactions with travel professionals and ignores interactions with locals and other tourists.

Exploring both positive and negative emotions (e.g., disgust, sadness) elicited by the tourism experience and how they affect a trip's memorability, as well as behavioural intentions, would be an interesting avenue for future research. In addition, studies indicate that memories of an experience contribute to tourists' subjective well-being (Sthapit & Coudounaris, 2017). Thus, opening up the discussion of how MTEs relate to tourists' subjective well-being, as well as the concept of information and choice-overload (Sthapit, 2017c), would be beneficial. Moreover, it is important to consider that each person usually creates his or her experiences selectively based on his or her unique assessment and perception of reality (Kim et al., 2012), which might influence a trip's memorability. Thus, future studies should adopt a critical view of Kim et al.'s MTE dimensions (Coudounaris & Sthapit, 2017; Hung et al., 2014; Sthapit, 2017b; Sthapit & Björk, 2019a). Finally, given that storytelling is critical to understanding tourism experiences because stories shape memories and impressions of events over time (McGregor & Holmes, 1999), adopting a greater array of qualitative research methods, e.g., conducting netnography (Sthapit & Björk, 2019b) and in-depth interviews with tourists soon after they return from their trips, would help address a quantitative MTE study's limitations, as well as gain a holistic understanding of the phenomenon.

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FIGURES

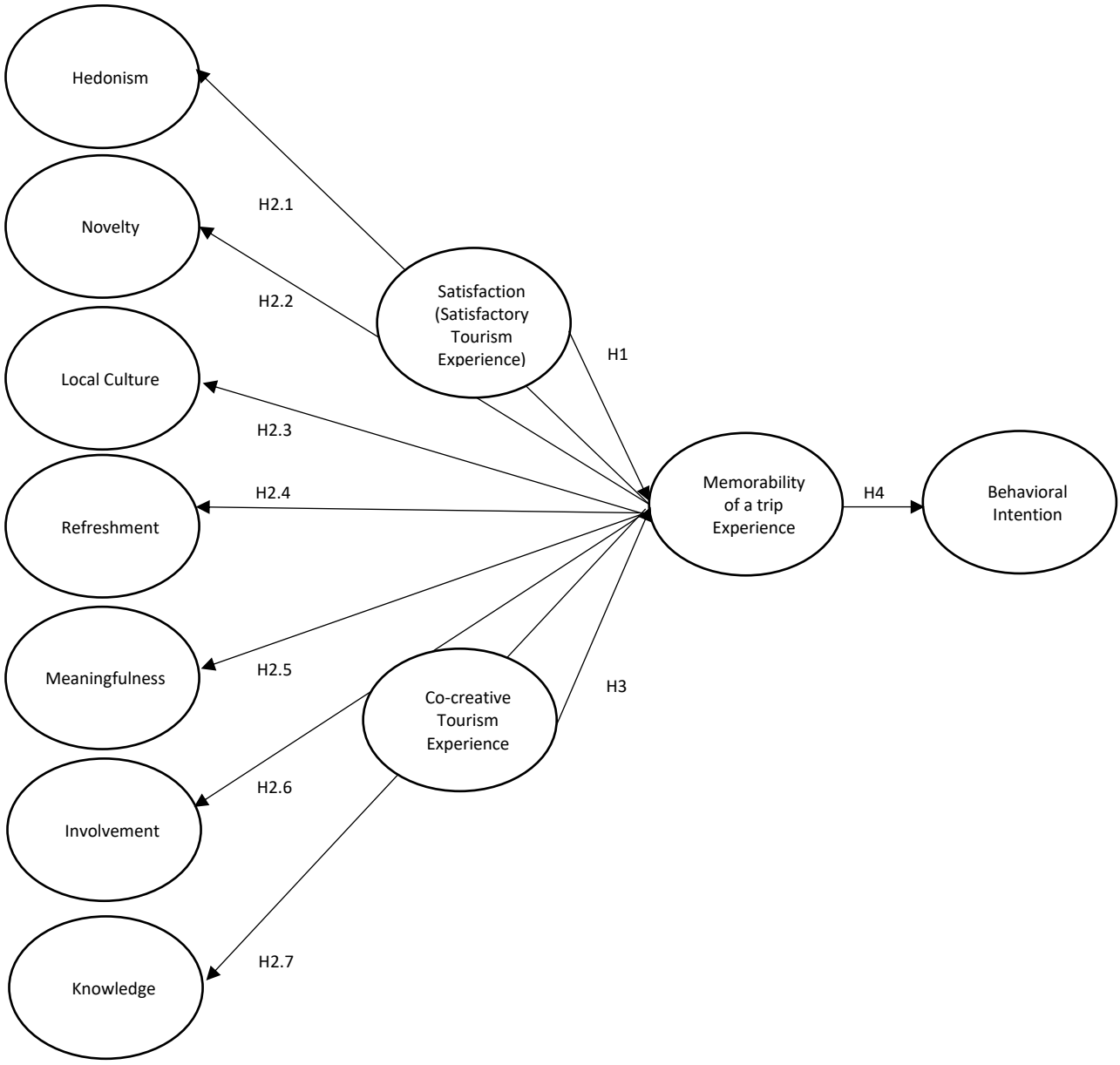

Figure 1 The conceptual model

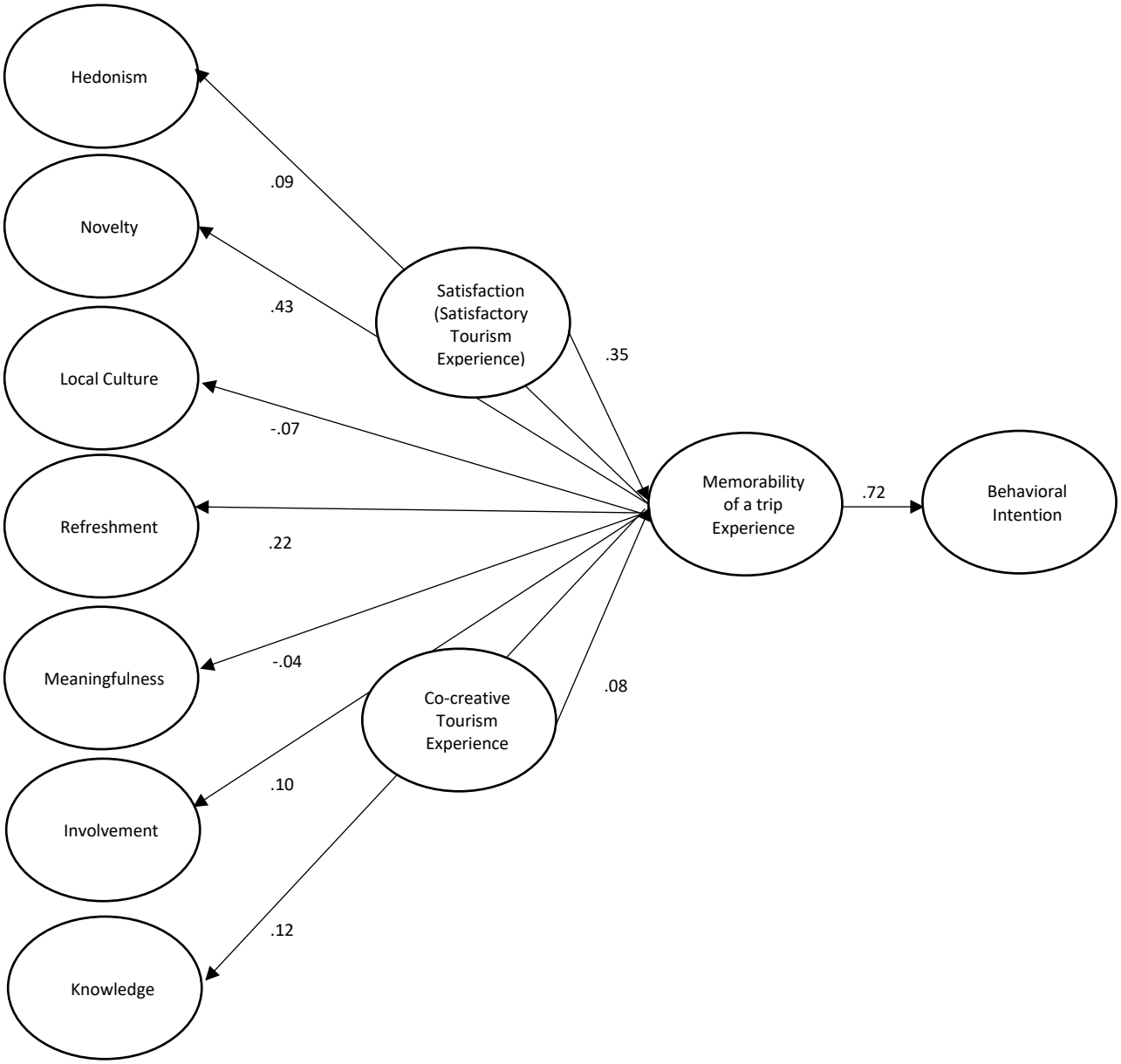

Figure 2 Path analysis

Note: The relationships in the above path analysis are estimated among the eleven constructs using SEM analysis (AMOS 24). The constructs consist of specific variables as follows: Satisfaction (Satisfactory Tourism Experience): (X1, X2, X3), Hedonism: (X4, X5, X6, X7), Novelty: (X8, X10, X11), Local Culture: (X12, X13, X14), Refreshment: (X16, X17, X18), Meaningfulness: (X19, X20, X21), Involvement: (X22, X23, X24), Knowledge: (X25, X26, X27), Co-creative Tourism Experience: (X28, X29, X30, X31, X32), Memorability of a trip Experience: (X33, X34. X35), and Behavioral Intention: (X36, X37, X38, X39).

Table 1 Operationalization of constructs used in this study (variables sources and measurement items)

Satisfaction (Oh, Fiore, & Jeong, 2007; Quadri-Felitti & Fiore, 2013)
The overall experience of visiting Sardinia made me feel
X1 Very Satisfied
X2 Very Pleased
X3 Delighted

Memorable Tourism Experience (Kim, Ritchie, & McCormick, 2012)
Hedonism
X4 I was thrilled about having a new experience in Sardinia
X5 I indulged in activities during the trip in Sardinia
X6 I really enjoyed this tourism experience in Sardinia
X7 I had an exciting experience in Sardinia
Novelty
X8 I had once-in-a-lifetime experience in Sardinia
X9 I had a unique experience in Sardinia
X10 My trip in Sardinia was different from previous trips
X11 I experienced something new in Sardinia
Local Culture
X12 I had good impressions about the local culture in Sardinia
X13 I closely experienced the local culture in Sardinia
X14 The local people in Sardinia were friendly to me
Refreshment
X15 I relieved stress during my trip in Sardinia
X16 I felt free from daily routine during my trip in Sardinia
X17 I had a refreshing experience in Sardinia
X18 I felt better after my trip in Sardinia
Meaningfulness
X19 I did something meaningful during my trip in Sardinia
X20 I did something important in Sardinia
X21 I learned about myself during the trip in Sardinia
Involvement
X22 I visited a place where I really wanted to go in Sardinia
X23 I enjoyed activities which I really wanted to do Sardinia
X24 I was interested in the main activities of this tourism experience in Sardinia
Knowledge
X25 I gained a lot of information during my trip in Sardinia
X26 I gained new skill (s) from the trip
X27 I experiences new culture during my trip in Sardinia

Co-creation of experience (Cova et al., 2011; Lee, 2012; Mathis, Kim, Uysal, Sirgy, & Prebensen, 2016; Vargo, Lusch, Akaka, & He, 2009)
X28 Working alongside of a travel professional allowed me to have a great social interaction, which I enjoyed
X29 I felt comfortable working with a travel professional during this activity
X30 The setting of the vacation environment allowed me to effectively collaborate with the travel professional
X31 My vacation experience was enhanced because of my participation in the activity
X32 I felt confident in my ability to collaborate with the travel professional

Memorability (Oh, Fiore, & Jeong, 2007)
X33 I have wonderful memories of tourism experiences in Sardinia
X34 I won't forget my tourism experiences in Sardinia
X35 I will remember my tourism experiences in Sardinia

Behavioural Intentions (Zeithaml, Berry, & Parasuraman, 1996)
X36 I will recommend Sardinia to other people
X37 I will say positive things about Sardinia to other people

X38 I will encourage friends and relatives to visit Sardinia
X39 I will revisit Sardinia in the next three years

Table 2 Model fit summary

Model Fit Parameters	**Estimates of Parameters of Default Model**				
CMIN	NPAR	CMIN	DF	*p-value*	CMIN/DF
	122	1512.563	581	.000	2.603
RMR, GFI	RMR	GFI	AGFI	PGFI	
	.068	.817	.778	.675	
Baseline Comparisons	NFI, Delta1	RFI, rho1	IFI, Delta2	TLI, rho2	CFI
	.855	.834	.906	.891	.905
Parsimony-Adjusted Measures	PRATIO	PNFI	PCFI		
	.872	.746	.789		
RMSEA	RMSEA	LO 90	HI 90	PCLOSE	
	.068	.064	.073	.000	
ECVI	ECVI	LO 90	HI 90	MECVI	
	5.136	4.811	5.484	5.225	
HOELTER	HOELTER, .05	HOELTER, .01			
	145	150			

Table 3 Correlation matrix of constructs (using AMOS 24, based on 343 cases)

	F1	F2	F3	F4	F5	F6	F7	F8	F9	F10	F11
Satisfaction	1.000										
Hedonism	.674	1.000									
Novelty	.617	.698	1.000								
Local Culture	.426	.541	.536	1.000							
Refreshment	.517	.618	.576	.561	1.000						
Meaningfulness	.313	.569	.698	.488	.503	1.000					
Involvement	.363	.579	.681	.628	.654	.688	1.000				
Knowledge	.268	.583	.692	.571	.432	.659	.678	1.000			
Co-creation of experience	.026	.206	.373	.228	.043	.332	.333	.388	1.000		
Memorability	.538	.617	.677	.393	.509	.490	.542	.485	.224	1.000	
Behavioral Intentions	.684	.617	.639	.402	.517	.267	.390	.283	.129	.697	1.000

Table 4 Completely standardized factor loadings, variance extracted and constructs reliabilities' estimates (n=343)*

Variables	**F1**	**F2**	**F3**	**F4**	**F5**	**F6**	**F7**	**F8**	**F9**	**F10**	**F11**	**Item reliabi-lities**	**Eigen-values**	**Delta= δ= 1-item reliability**
X1	.918											.842		.158
X2	.913											.833		.167
X3	.873											.761	2.436	.239
X4		.722										.521		.479
X5		.716										.512		.488

X6		.758										.575		.425
X7		.777										.603	2.211	.397
X8			.757									.573		.427
X10			.657									.432		.568
X11			.730									.533	1.538	.467
X12				.779								.607		.393
X13				.784								.615		.385
X14				.658								.433	1.655	.567
X16					.581							.337		.663
X17					.776							.602		.398
X18					.772							.596	1.535	.404
X19						.847						.717		.283
X20						.865						.749		.251
X21						.808						.652	2.118	.348
X22							.751					.564		.436
X23							.797					.635		.365
X24							.855					.731	1.93	.269
X25								.875				.766		.234
X26								.859				.737		.263
X27								.754				.568	2.071	.432
X28									.871			.759		.241
X29									.951			.904		.096
X30									.830			.690		.310
X31									.592			.351		.649
X32									.792			.627	3.331	.373
X33										.857		.734		.266
X34										.894		.798		.202
X35										.921		.848	2.38	.152
X36											.896	.802		.298
X37											.870	.757		.243
X38											.855	.731		.269
X39											.703	.494	2.784	.506
Variance Extracted %	81.2	55.28	51.27	55.17	51.17	70.6	64.33	69.03	66.62	79.33	69.6	AVE = 64.87		
Construct Reliability	.928	.832	.759	.786	.756	.878	.844	.870	.907	.920	.894	CR=.852		

*Note: The following formulae are used for calculating VE and CR of constructs: VE= $\Sigma \lambda^2 / n$, CR= $(\Sigma\lambda)^2 / [(\Sigma\lambda)^2 + (\Sigma\delta)]$

Table 5 Calculation of square root of AVE in comparison to correlations of each construct to the rest of constructs

Constructs (1)	AVE (2)	Square root of AVE (3)	Correlations of each construct to the rest of constructs (4)	Status: Column (3) compared to column (4) (5)
F1: Satisfaction	0.812	0.901	0.026 to 0.684	(3)>(4)
F2: Hedonism	0.553	0.744	0.206 to 0.698	(3)>(4)
F3: Novelty	0.513	0.716	0.373 to 0.698	(3)>(4)
F4: Local Culture	0.552	0.743	0.393 to 0.628	(3)>(4)
F5: Refreshment	0.512	0.716	0.043 to 0.654	(3)>(4)
F6: Meaningfulness	0.706	0.840	0.267 to 0.688	(3)>(4)
F7: Involvement	0.643	0.802	0.390 to 0.678	(3)>(4)

F8: Knowledge	0.690	0,831	0.283 to 0.485	(3)>(4)
F9: Co-creation of experience	0.666	0.816	0.129 to 0,224	(3)>(4)
F10: Memorability	0.793	0.891	0.697	-
F11: Behavioral Intentions	0.696	-	-	-

Note: Based on Table 3 and Table 4

Table 6 Test of hypotheses based on structural equation modeling (SEM)*

Hypo-theses	**Hypothesized Relationship**	**Relationship**	**Path coefficient estimate**	**S.E.**	**C.R. (t-value)**	***p-value***	**Status of hypotheses**
H1	Satisfactory Tourism Experience to Memorability	F1 to F10	.279	.040	6.992	.000	Supported
H2.1	Hedonism to Memorability	F2 to F10	.080	.044	1.799	.072	**Non-supported**
H2.2	Novelty to Memorability	F3 to F10	.360	.056	6.388	.000	Supported
H2.3	Local Culture to Memorability	F4 to F10	-.047	.037	-1.284	.199	**Non-supported**
H2.4	Refreshment to Memorability	F5 to F10	.171	.043	4.025	.000	Supported
H2.5	Meaningfulness to Memorability	F6 to F10	-.022	.030	-.753	.451	**Non-supported**
H2.6	Involvement to Memorability	F7 to F10	.081	.041	1.994	.046	Supported
H2.7	Knowledge to Memorability	F8 to F10	.078	.034	2.319	.020	Supported
H2	Co-creation Tourism Experience to Memorability	F9 to F10	.042	.025	1.681	.093	**Non-supported**
H3	Memorability to Behavioral Intentions	F10 to F11	.687	.052	13.205	.000	Supported

*The tests of hypotheses are based on the final dataset (343 cases) with very few (20) missing data. Missing data is replaced by the means of variables.

Table 7 Mediator "memorability" before and after entering into the models*

Mediator "Memorability" before and after entering into the model	Impact of variables**	Beta estimate	S.E.	C.R. or t-value	*p-value*	Result	Mediation
Before mediator F10 enters into the model F11 to F1	F11 to F1	.589	.042	14.113	.000	Significant	Partial
After mediator F10 enters into the model F11 to F10 to F1	F11 to F1	.333	.040	8.405	.000	Significant	
	F10 to F1	.553	.052	10.658	.000	Significant	
	F11 to F10	.468	.043	10.768	.000	Significant	
Before mediator F10 enters into the model F11 to F3	F11 to F3	.593	.068	8.759	.000	Significant	Partial
After mediator F10 enters into the model F11 to F10 to F3	F11 to F3	.170	.074	2.302	.021	Significant	
	F10 to F3	.730	.073	9.975	.000	Significant	
	F11 to F10	.525	.072	7.320	.000	Significant	
Before mediator F10 enters into	F11 to F5	.529	.065	8.187	.000	Significant	Partial

the model F11 to F5							
After mediator F10 enters into the model F11 to F10 to F5	F11 to F5	.154	.056	2.740	.006	Significant	
	F10 to F5	.640	.078	8.258	.000	Significant	
	F11 to F10	.600	.050	11.986	.000	Significant	
Before mediator F10 enters into the model F11 to F7	F11 to F7	.329	.047	7.017	.000	Significant	Complete
After mediator F10 enters into the model F11 to F10 to F7	F11 to F7	-.005	.042	-.110	.913	**Non-Significant**	
	F10 to F7	.494	.053	9.358	.000	Significant	
	F11 to F10	.668	.052	12.938	.000	Significant	
Before mediator F10 enters into the model F11 to F8	F11 to F8	.237	.045	5.302	.000	Significant	Complete
After mediator F10 enters into the model F11 to F10 to F8	F11 to F8	-.072	.039	-1.872	.061	**Non-Significant**	
	F10 to F8	.446	.053	8.476	.000	Significant	
	F11 to F10	.702	.050	14.007	.000	Significant	

Note: *Estimates are found by AMOS 24. ** F1=Satisfaction, F2=Hedonism, F3=Novelty, F4=Local Culture, F5=Refreshment, F6=Meaningfulness, F7=Involvement, F8=Knowledge, F9=Co-creation of experience, F10=Memorability, F11=Behavioral Intentions. The constructs F2, F4, F6 and F9 were deleted as they were having non-significant relationships with memorability in Table 4.