



# THE MEDIATING EFFECT OF POSITIVE EMOTIONS ON MEMORABLE TOURISM EXPERIENCE AFFECT TOWARDS BEHAVIORAL INTENTIONS

Helena Yovita Junijanto<sup>1</sup>, Yulia Arisnani Widyaningsih<sup>2</sup>

<sup>1,2</sup>Gadjah Mada University Yogyakarta

Email: [helena.junijanto@gmail.com](mailto:helena.junijanto@gmail.com), [thesismm.yulia@gmail.com](mailto:thesismm.yulia@gmail.com)

## ABSTRACT

*The objective of this study is to examine the influence of memorable tourism experiences on revisit intentions and recommendation intentions, as well as the role of positive emotions in this relationship. The focus of this research is the Bali destination. The study employs the S-O-R theory. The research was distributed to 248 respondents who had visited destinations in Bali. Sampling was conducted using the purposive sampling technique. Data collection was conducted using Google Forms, utilising social media and Kudata. The data was analysed using Structural Equation Modelling (SEM) with the help of Smart PLS software version 4.0.9.5. The results of this study indicate that memorable tourism experiences have an effect on positive emotions, but have no effect on revisit intentions and recommendation intentions. However, after adding positive emotions as a mediating variable, positive emotions are able to mediate the relationship between memorable tourism experiences on behavioural intentions. This study demonstrates that memorable tourism experiences contribute to sustainable tourism, which in turn can increase the revenue of the tourism sector through the intention to revisit and recommend destinations in Bali to others.*

**Keywords:** memorable tourism experience, positive emotions, revisit intention, recommendation intention.

## 1. Introduction

Competition in tourism is getting tighter along with the development of current tourism trends. So, the tourism sector is also required to have a sustainable marketing strategy. Memorable Tourism Experience (MTE) is a powerful marketing strategy for tourists to make decisions in choosing the right tourist destination based on their past experiences.

If tourists have had a memorable tourism experience, it will influence a person's emotions and tourist satisfaction. The positive emotions tourists feel are obtained from a memorable tourist experience, which will influence their behavioral intention, namely, revisit intention and recommendation intention. So, with this research framework, we use the SOR (Stimulus-Organism-Response) theory to discuss the unified framework of variable formation (MTE-positive emotions-behavioral intentions). Apart from this theoretical gap, according to research conducted by Chandralal & Valenzuela, (2013); Keskin et al., (2022); Wong & Lai (2021) stated that MTE does not affect behavioral intentions (revisit intention and recommendation intention). Otherwise, many tourists only want to visit once because they are curious or because the location is far away.

Based on the empirical gaps above, this research wants to examine and test whether memorable tourism experiences can increase tourism sustainability through intention to revisit and intention to recommend to others. Apart from that, this research adds positive emotions which in the research conducted by Chen et al., (2020); Jang et al., (2020); Jiang (2020); Song et al., (2021); Tan et al., (2022) stated that positive emotions were able to mediate the influence

between memorable tourism experiences on behavioral intentions. So, it is hoped that this research can fill the empirical gap where most tourists only visit the destination once, but with positive emotions in it, it can increase sustainable tourism. This is the case with tourist destinations in Bali. Bali is the best tourist city in Indonesia and even in the world, Bali has received awards at world level, and received an award through TripAdvisor, namely the Travelers' Choice Award For Destinations, which named the Island of the Gods as the most popular destination in the world in 2023 (Kemendparekrif.go.id). Apart from that, currently domestic tourists are also aware of Bali's existence as the best tourist city in Indonesia, which makes Bali the number one tourist city in Indonesia.

Bali not only offers the best tourist destinations, but what differentiates Bali from other provinces is according to news published in the 2022 Luxury Lifestyle Readers' Travel Awards Magazine which nominates Bali as one of two categories, namely the best island and the best honeymoon island in the world, which is Bali is suitable for memorable moments. Second, Bali is also famous for its natural tourism heritage and the strong traditions and culture in Bali. Famous tourist destination areas in Bali are Ubud, Canggu, Nusa Penida, Jimbaran, Kintamani, Kuta Beach, Sanur Beach, Lovina Beach. Apart from that, Bali is a tourist destination that provides cultural experiences, refreshment, knowledge sharing, social interaction with the community, all of which are included in the MTE elements. (MTE Component: Kim et al., (2012).

## **2. Literature Review**

### *2.1 SOR theory*

S-O-R defines a stimulus (S) as a specific cue influencing an individual's internal state. Organism (O) refers to an individual's cognitive processes that begin immediately when an individual receives marketing stimuli/cues. Response (R) is the individual outcome of a stimulus and an organism.

### *2.2 Memorable Tourism Experience has a Positive Effect on Behavioral Intention*

MTE is constructed selectively by tourists after evaluating their experiences, tourists usually regard past tourism experiences as reliable information and make tourism decisions based on these experiences, which has a great influence on tourists' behavioral intention. In addition, MTE has a good positive predictive effect on tourists' behavioral intention (Sharma & Nayak, 2019; Yang & Zhang, 2022; Zhang et al., 2021). Memorable tourism experiences can have a greater influence on people's intentions to recommend them to others. This is because people will be more able to voice their experiences to other people and tell them a lot about it, therefore formulating a hypothesis:

Memorable tourism experiences influence revisit intention (H1), recommendation intention (H3).

### *2.3 Memorable Tourism Experience has a Positive Effect on Positive Emotions*

Based on research conducted by (Song et al., 2021; G. Zhou et al., 2023), the results show that experiences with positive emotions make it easier to form memories. This is because the passage of time in the past has a substantial influence on positive emotions during the evaluation of the experience. memorable past. So hypothesis 2 was formulated, namely, MTE has a positive effect on positive emotions (H2).

### *2.4 Positive emotions Have a Positive Effect on Behavioral Intention*

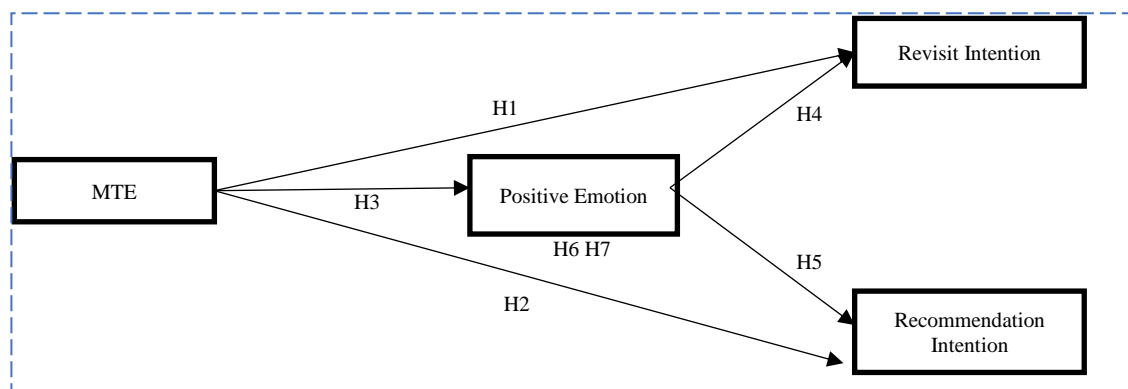
Based on research conducted by Chen et al., (2020); Jang et al., (2020); Jiang (2020); Song et al., (2021); Tan et al., (2022) the results show that positive emotions influence the revisit intention and recommendation intention. When customers have positive feelings based

on the results of their evaluation of the quality of the experience provided by the service provider, this can increase the customer's intention to revisit the place, and tourists will want to share their experiences. So a hypothesis is formulated: Positive emotions have a positive effect on revisit intention (H4), and recommendation intention (H5).

2.5 *Positive Emotions Mediate the Influence of Memorable Tourism Experience on Behavioral Intentions*

Based on research conducted by Chen et al., (2020); Jang et al., (2020); Jiang (2020); Song et al., (2021); Tan et al., (2022) the results show that positive emotions influence the revisit intention and recommendation intention. When customers have positive feelings based on the results of their evaluation of the quality of the experience provided by the service provider, this can increase the customer's intention to revisit the place, and tourists will want to share their experiences. So, a hypothesis is formulated: Positive emotions positively affect revisit intention (H6) and recommendation intention (H7).

**Research Model**



Source : Modification : (Chen et al., 2020b; Zhang et al., 2021)

**3. Research Methods**

This research uses a quantitative research design that focuses on numbers and measures something objective by testing hypotheses and variables (Neuman, 2014, p. 176). This research uses a survey with a questionnaire, and collecting questionnaire data will be managed online using a Google form link to obtain respondents' answers. The population in this research is all consumers who have visited tourist attractions in Bali. The population is unknown in this research, so this sampling was carried out using non-probability sampling techniques. The criteria for respondents in this study are domestic tourists aged at least 18 years (Chen et al., 2020b; X. Zhou et al., 2022) who have visited tourist attractions in Bali at least once (Stavrianea & Kamenidou, 2022; Zhang et al., 2021) in the last two years (Jiang, 2020).

According to the Book, Hair et al., (2019) p. 133) states that the sample size is acceptable if 10 times the total measurement items are used in this study. In this study, the total number of measurement items was 21 items, so the required sample size was minimal at 210 respondents. After obtaining respondents, they were analyzed using PLS-SEM with the help of Smart PLS 4.0.9.5 software.

3.1 *Operational Definition*

The instrument used in this research refers to measuring variables from previous research, which were measured using a Likert scale and coding. This study used a five-point Likert scale, where 1 = strongly disagree, 5 = strongly agree. This research has five variables,

each with an item to measure that variable. Instrument tests ensure that the measurement items can measure the appropriate concept, namely validity and reliability tests for each measurement item. This research distributed to 248 respondents.

**Table 1**  
**Criteria analysis**

Testing	Criteria	Note (Hair et al., 2019)
Outer model	Discriminant Validity	HTMT < 0,9, Fornell-Larcker root AVE > other constructs, cross loading value > other loading
	Convergent Validity (outer loading, AVE)	0,5 - 0,7, AVE (≥ 0,5)
	Reliability analysis	CR and CA > 0,7
Colinearity	Inner VIF	VIF < 5
Inner model	R square	0,75, 0,50, 0,25 (substantial, moderate, and weak)
	F square	0,02, 0,15, 0,35 (small, medium, and large)
	Q square	Q <sup>2</sup> predict > 0
Hypothesis	Beta	A positive coefficient means a positive relationship
	P value	< 0,05

Notes: Criteria Analysis  
Source: Hair et al., (2019)

#### 4. Research Findings and Discussion

In this research, data collection is linked via a Google Form questionnaire. The distribution of questionnaires was carried out via several social media such as WhatsApp, Instagram, Twitter, Facebook, TikTok and the Kudata website on 20 January – 20 February 2024. The questionnaires distributed to 248 respondents. However, the questionnaire that met the researchers' criteria was 248 respondents (92%) and the remaining 20 respondents (8%) did not meet the researchers' criteria.

##### 4.1 Demographic Profile

**Table 2**  
Demographic Profile (N = 248)

Demographic	Frequency	Percentage
<b>Gender</b>		
Male	72	29
Female	176	71
<b>Age</b>		
18-25	186	75
26-35	45	18,1
36-50	5	2
>50	12	4,8
<b>Income</b>		
<1.000.000	80	32,3
1.000.001 – 2.000.000	67	27
2.000.001 – 3.000.000	35	14,1
3.000.001 – 4.000.000	29	11,7
>4.000.001	37	14,9
<b>Status</b>		

Student (>18)	12	4,8
Bachelor’s degree	144	58,1
Employee	52	21
Housewife	10	4
Entrepreneur	18	7,3
Other	12	4,8

Notes: Respondent Characteristic  
 Source: Primary Data Processed Results (2023)

Based on the table above, it can be concluded that the majority are dominated by women, aged 18-25 years, with income < 1,000,000, student status.

4.2 Descriptive Statistics

**Table 3**  
**Descriptive Statistics**

Indicator	Standard Deviation	Indicator Mean	Variable Mean	Min value	Max Value
<b>Memorable Tourism Experience</b>					
I really enjoyed the experience of traveling to tourist attractions in Bali/DI Yogyakarta	0,588	4,71	4,62	1	5
I came back refreshed and renewed after traveling to tourist attractions in Bali/DI Yogyakarta	0,631	4,62		1	5
I learned something new from the experience of traveling to tourist attractions in Bali/DI Yogyakarta	0,661	4,51		1	5
I had the opportunity to experience the local culture of Bali/DI Yogyakarta	0,606	4,62		1	5
I experienced something new such as new tourist experiences, new culinary delights, and new culture while traveling to tourist attractions in Bali/DI Yogyakarta	0,586	4,67		1	5
<b>Positive Emotions</b>					
I feel happy after traveling to tourist attractions in Bali/DI Yogyakarta	0,508	4,72	4,62	1	5
I feel comfortable after traveling to tourist attractions in Bali/DI Yogyakarta	0,633	4,56		1	5
I feel happy after traveling to tourist attractions in Bali/DI Yogyakarta	0,582	4,66		1	5
I feel satisfied after traveling to tourist attractions in Bali/DI Yogyakarta	0,605	4,65		1	5

Indicator	Standard Deviation	Indicator Mean	Variable Mean	Min value	Max Value
I feel my heart is full of love after traveling to tourist attractions in Bali/DI Yogyakarta	0,673	4,50		1	5
<b>Revisit Intention</b>					
If I could, I would come back to this tourist attraction in Bali/DI Yogyakarta	0,623	4,66	4,52	1	5
I will always consider this tourist attraction in Bali/DI Yogyakarta as my first choice of destination	0,718	4,40		2	5
I have a strong intention to visit tourist attractions in Bali/DI Yogyakarta	0,661	4,52		2	5
<b>Recommendation Intention</b>					
I would recommend tourist attractions in Bali/DI Yogyakarta to anyone who is interested in traveling	0,633	4,61	4,55	2	5
I will tell my relatives, friends and colleagues about tourist attractions in Bali/DI Yogyakarta	0,635	4,54		2	5
I would be happy to recommend tourist attractions in Bali/DI Yogyakarta to my relatives, friends and colleagues	0,647	4,54		1	5
I will share my experiences traveling in Bali/DI Yogyakarta on social media	0,709	4,50		1	5

Notes: Descriptive Statistics  
 Source: Data processed using SPSS software

Based on the descriptive statistics table above, it can be concluded that all the indicators in this study have an indicator average of 4 or the equivalent of the agree scale. Meanwhile, the variable mean has a variable mean of 4 or equivalent to the agree scale. Meanwhile, the maximum and minimum values for each indicator in this study have a minimum value of 1 and a maximum value of 5.

### 4.3 Outer Model

#### 4.3.1 Convergent Validity

**Table 4**  
**Outer Loading**

Indikator	MTE	EP	RI	IR	AVE	Ket
MTE1	0,812				0,625	Valid
MTE2	0,805					
MTE3	0,801					
MTE4	0,766					
MTE5	0,767					
EP1		0,760			0,609	Valid

EP2		0,784				
EP3		0,831				
EP4		0,761				
EP5		0,763				
RI1			0,813		0,692	Valid
RI2			0,784			
RI3			0,874			
IR1				0,822	0,679	Valid
IR2				0,872		
IR3				0,863		
IR4				0,766		
IT X EP						

Notes: Outer Loading

Source: Data processed using Smart PLS software

Based on the table above, it can be seen that for all items in the four variables in this study, the outer loading value is  $\geq 0.70$ . It was also concluded that all variables in this study had an AVE (Average Variance Extracted) value  $\geq 0.50$ .

### 4.3.2 Discriminant Validity

#### 4.3.2.1 Fornell-Larcker

**Table 5**  
**Fornell-Larcker**

Variabel	Criteria Fornell-Larcker				
	MTE	EP	IR	RI	KET
<i>Memorable Tourism Experience (MTE)</i>	0,791				Valid
Positive Emotions	0,801	0,780			Valid
Recommendation Intention	0,621	0,703	0,832		Valid
Revisit Intention	0,608	0,662	0,724	0,824	Valid

Notes: Discriminant Validity Fornell-Larcker

Source: Primary Data Processed Results (2024)

It has been proven in the table above that this research has good discriminant validity because the AVE square root value of each variable is greater than the value of the other constructs. However, the variable relating MTE to positive emotions has a value greater than the value of the variable itself, so there are symptoms of multicollinearity in the variable MTE on positive emotions. This means that respondents filled in the MTE statement and had the same positive emotions. However, if you look at the cross-loading, it meets the criteria so that it can be continued in further analysis.

### 4.3.3 Reliability Analysis

**Table 5**  
**Reliability Analysis**

Variable	Composite Reliability	Cronbach's Alpha	Note
Positive Emotions	0,839	0,842	Reliable
MTE	0,850	0,851	Reliable
Revisit Intention	0,766	0,783	Reliable
Recommendation Intention	0,851	0,857	Reliable

Notes: Reliability Analysis

Source: Primary Data Processed Results (2024)

Based on the results of the reliability test in the table above, show that all the variables in this study are declared reliable because the Composite Reliability and Cronbach's Alpha values for each variable have a value of  $> 0.70$ . So based on the reliable test results in this research, it can be continued for subsequent analysis.

#### 4.4 Collinearity Among Predictor Constructs

**Table 6**  
**Collinearity**

Variabel	VIF
Positive Emotions -> Revisit Intention	2,795
Positive Emotions -> Recommendation Intention	2,795
MTE -> Positive Emotions	1,000
MTE -> Revisit Intention	2,795
MTE -> Recommendation Intention	2,795

Notes: Collinearity Analysis  
Source: Primary Data Processed Results (2024)

Based on the table shown in table above, to test collinearity between each variable relationship, it can be concluded that the VIF value is  $< 5$  or below 5, meaning that all variables and their relationships in this study do not have collinearity problems between predictor constructs.

#### 4.5 Inner Model

##### 4.5.1 Coefficient of Determination Analysis

**Table 7**  
**Coefficient of Determination Analysis**

Variable	Nilai R-Square	Keterangan
Positive Emotions	0,641	High
Revisit Intention	0,451	High
Recommendation Intention	0,499	High

Notes: Coefficient of Determination Analysis  
Source: Primary Data Processed Results (2024)

Based on the table above, it can be concluded that the variables positive emotions, revisit intention, and recommendation intention have a high category value of 64%, 45%, and 49%, respectively. After testing the coefficient of determination, the influence of the effect size is tested, and it can be concluded that those with a low effect size value or small category in the MTE variable is recommendation intention.

##### 4.5.2 Predictive Relevance

**Table 8**  
**Predictive Relevance**

Variable	Q <sup>2</sup> predict
Positive Emotions	0,368
Revisit Intention	0,295
Recommendation Intention	0,340

Notes: Predictive Relevance  
Source: Primary Data Processed Results (2024)



Based on the table above, it can be concluded that the variables positive emotions, revisit intention, and recommendation intention each have a Q<sup>2</sup>predict value of 0,368, 0,295, and 0,340. So, based on the Q<sup>2</sup>predict value, it can be concluded that the value is greater than 0, meaning it has a predictive relevance value or the observation value is good and good.

4.6 Hypotesis Testing

**Table 9**  
**Path Coefficient**

Hypothesis	Path Coefficient	Original Sample (O)	Mean (M)	STDEV	T Statistics (O/STDEV)	P value	Note
H1	MTE → Revisit Intention	0,217	0,212	0,126	1,718	0,086	Not Support
H2	MTE → Positive Emotions	0,801	0,797	0,053	14,984	0,000	Support
H3	MTE → Recommendation Intention	0,160	0,163	0,090	1,783	0,075	Not Support
H4	Positive Emotions → Revisit Intention	0,489	0,491	0,119	4,109	0,000	Support
H5	Positive Emotions → Recommendation Intention	0,575	0,568	0,093	6,200	0,000	Support
H6	MTE → Positive Emotions → Revisit Intention	0,392	0,393	0,105	3,742	0,000	Support
H7	MTE → Positive Emotions → Recommendation Intention	0,461	0,454	0,085	5,392	0,000	Support

Notes: Path Coefficient

Source: Primary Data Processed Results (2024)

Based on the table above, it can be concluded that if the p-value is less than 0.05, it is significant. The relationship direction is positive if the beta coefficient value is positive. MTE does not affect revisit intention and recommendation intention, but MTE have a positive effect on positive emotions. These results are shown in the results of a p-value of 0,086 and a beta coefficient of 0,217 (revisit intention), a p-value of 0,000 and a beta coefficient of 0,801 (positive emotions), a p-value of 0,075 and a beta coefficient of 0,160 (recommendation intention), so that h2 accepted, while hypothesis 1,3 is rejected.

Positive emotions have a positive effect on behavioral intentions, which can be shown in the results of a p-value of 0,000 and a beta coefficient of 0,489 (revisit intention), the p-value of 0,000 and a beta coefficient of 0,575 (recommendation intention), so it can be concluded that h4 and h5 are accepted.

After testing the direct effect, the next step is to test the mediating effect of positive emotions on MTE and behavioral intentions. The results of this study can conclude that positive emotions mediate the relationship between MTE and behavioral intentions (revisit intention and recommendation intention). These results can be confirmed from the p-value of 0,001, a

beta coefficient of 0,392 (revisit to intention), a p-value of 0,000, and a beta coefficient of 0,461 (recommendation intention), so it can be concluded that h6 and h7 are accepted.

#### 4.7 Discussion

The results of this study confirm the S-O-R theory, which states that MTE has a positive effect on positive emotions and revisit intention. MTE is the most significant factor for future behavior because of meaningfulness, local culture, novelty, and social interaction so that tourists who experience memorable experiences will increase return visits to the destination. It is also confirmed that this stimulus or external factor will influence a person's internal state or emotions, so it is concluded that MTE positively affects positive emotions.

MTE does not affect the recommendation intention and revisit intention because MTE is a subjective experience. Tourists have their preferences and motivations for making recommendations and intention to revisit again. Based on their preferences and motivations, tourists also recommend to other people, not just depending on the preferences of those who want to be recommended. Apart from that, there is also an element of perceived crowding or overtourism in a destination, which can reduce tourists' experiences and impact their satisfaction, tourist no recommendation no other people, and tourist not visit again on destination (Milman et al., 2020).

Positive emotions have a positive effect on behavioral intentions. This is because tourists who visit memorable destinations in Bali and DIY feel satisfied, enjoyed, and happy, so they invite their family and friends to visit these memorable destinations again. This is because if there is excitement generated when visiting a tourist destination, it will tell other tourists (Chen et al., 2020b; Jiang, 2020).

These positive emotions can mediate the relationship between MTE and behavioral intentions. This supports the SOR theory, where a memorable tourism experience is a stimulus that can influence the internal state of a person or organism in the form of positive emotions and will have an impact on the final result that arises after receiving the stimulus and the organism, namely the tourist's intention to behave in recommending others and visiting again. These memorable tourist destinations (Chen et al., 2020b; Zhang et al., 2021).

## 5. Conclusions

MTE has a positive effect on positive emotions. However, MTE does not affect recommendation intention and revisit intention. Positive emotions have a positive influence on behavioral intentions. Positive emotions mediated the relationship between MTE and behavioral intentions. The results of this study support the SOR theory, MTE as a stimulus, positive emotions as an organism, and behavioral intentions as a response. The theoretical implication is to strengthen the SOR theory, which can be used as a theoretical basis for tourists. Apart from that, this research also proved and deepened the importance of research on positive emotions, which is rarely researched because most research is on satisfaction. The practical implications for tourism managers are to increase memorable tourism experiences and positive emotions to increase tourism sector income. Firstly, it has limitations in only testing the variables in this research. It can use other variables, such as consumer preferences (Prentice et al., 2020) Second adding with the CAT Theory for analyzing cities other than Bali. Third, this research is only limited to domestic tourists, so the next research is to analyze foreign tourists.

## References

- Chandralal, L., & Valenzuela, F.-R. (2013). Exploring Memorable Tourism Experiences: Antecedents and Behavioural Outcomes. *Journal of Economics, Business and Management*, 177–181. <https://doi.org/10.7763/joebm.2013.v1.38>
- Chen, X., Cheng, Z. F., & Kim, G. B. (2020a). Make It Memorable: Tourism Experience, Fun, Recommendation and Revisit Intentions of Chinese Outbound Tourists. *Sustainability*.
- Chen, X., Cheng, Z. feng, & Kim, G. B. (2020b). Make it memorable: Tourism experience, fun, recommendation and revisit intentions of Chinese outbound tourists. *Sustainability (Switzerland)*, 12(5), 1–24. <https://doi.org/10.3390/su12051904>
- Hair, J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate Data Analysis Eighth Edition*. [www.cengage.com/highered](http://www.cengage.com/highered)
- Jang, W., Byon, K. K., & Yim, B. H. (2020). Sportscape, emotion, and behavioral intention: a case of the big four US-based major sport leagues. *European Sport Management Quarterly*, 20(3), 321–343. <https://doi.org/10.1080/16184742.2019.1607521>
- Jiang, Y. (2020). A Cognitive Appraisal Process of Customer Delight: The Moderating Effect of Place Identity. *Journal of Travel Research*, 59(6), 1029–1043. <https://doi.org/10.1177/0047287519872827>
- Keskin, E., Aktaş, F., Yayla, Ö., & Dedeoğlu, B. B. (2022). The Importance of Nostalgic Emotions and Memorable Tourism Experience in the Cultural Experience. *Journal of Quality Assurance in Hospitality and Tourism*. <https://doi.org/10.1080/1528008X.2022.2097976>
- Kim, J. H., Ritchie, J. R. B., & McCormick, B. (2012). Development of a scale to measure memorable tourism experiences. *Journal of Travel Research*, 51(1), 12–25. <https://doi.org/10.1177/0047287510385467>
- Milman, A., Tasci, A. D. A., & Wei, W. (2020). Crowded and popular: The two sides of the coin affecting theme-park experience, satisfaction, and loyalty. *Journal of Destination Marketing and Management*, 18. <https://doi.org/10.1016/j.jdmm.2020.100468>
- Neuman, W. . L. (2014). *Social Research Methods: Qualitative and Quantitative Approaches*. Pearson Education Llimited.
- Prentice, C., Weaven, S., & Wong, I. K. A. (2020). Linking AI quality performance and customer engagement: The moderating effect of AI preference. *International Journal of Hospitality Management*, 90. <https://doi.org/10.1016/j.ijhm.2020.102629>
- Sharma, P., & Nayak, J. K. (2019). Understanding memorable tourism experiences as the determinants of tourists’ behaviour. In *International Journal of Tourism Research* (Vol. 21, Issue 4, pp. 504–518). John Wiley and Sons Ltd. <https://doi.org/10.1002/jtr.2278>
- Song, H., Xu, J. B., & Kim, J. H. (2021). Nostalgic experiences in time-honored restaurants: Antecedents and outcomes. *International Journal of Hospitality Management*, 99. <https://doi.org/10.1016/j.ijhm.2021.103080>
- Stavrianea, A., & Kamenidou, I. E. (2022). Memorable tourism experiences, destination image, satisfaction, and loyalty: an empirical study of Santorini Island. *EuroMed Journal of Business*, 17, 1–20.
- Tan, K. H., Goh, Y. N., & Lim, C. N. (2022). Linking customer positive emotions and revisit intention in the ethnic restaurant: A Stimulus Integrative Model. *Journal of Quality Assurance in Hospitality and Tourism*, 00(00), 1–30. <https://doi.org/10.1080/1528008X.2022.2156430>
- Wong, J. W. C., & Lai, I. K. W. (2021). Gaming and non-gaming memorable tourism experiences: How do they influence young and mature tourists’ behavioural intentions? *Journal of Destination Marketing and Management*, 21. <https://doi.org/10.1016/j.jdmm.2021.100642>
- Yang, X., & Zhang, L. (2022). Smart tourism technologies towards memorable experiences for

- museum visitors. *Tourism Review*, 77(4), 1009–1023. <https://doi.org/10.1108/TR-02-2022-0060>
- Zhang, X., Chen, Z., & Jin, H. (2021). The effect of tourists' autobiographical memory on revisit intention: does nostalgia promote revisiting? *Asia Pacific Journal of Tourism Research*, 26(2), 147–166. <https://doi.org/10.1080/10941665.2020.1718171>
- Zhou, G., Liu, Y., Hu, J., & Cao, X. (2023). The effect of tourist-to-tourist interaction on tourists' behavior: The mediating effects of positive emotions and memorable tourism experiences. *Journal of Hospitality and Tourism Management*, 55, 161–168. <https://doi.org/10.1016/j.jhtm.2023.03.005>
- Zhou, X., Wong, J. W. C., & Wang, S. A. (2022). Memorable Tourism Experiences in Red Tourism: The Case of Jiangxi, China. *Frontiers in Psychology*, 13.