African Journal of Hospitality, Tourism and Leisure 2025, Vol. 14 No. 2 pp. 361-371
ISSN: 2223-814X

A Review of Antecedents and Outcomes of Memorable Hotel Experiences: Current Evidence and Future Practice

Brighton HUROMBO
Department of Tourism and Hospitality Management, University of Botswana, Botswana, Email, hurombob@yahoo.co.uk
Corresponding author

Biki BASUPI
Department of Tourism and Hospitality Management, University of Botswana, Botswana, Email, basupib@ub.ac.bw

Delly CHATIBURA
Department of Tourism and Hospitality Management, University of Botswana, Botswana, Email, chatiburad@gmail.com

Abstract

The concept of memorable hotel experiences is perceived as a new form of economic value for hotel guests. Nonetheless, theoretical research on the concept is characterized as weak, suggesting the need for systematic theory-based studies. To this end, this article presents a systemic literature review analyzing 14 years of research, between 2011 and 2024, on memorable hotel experiences. The article analysed existing memorable hotel experience publications in five databases, by year of publication, journal type, geographical spread of the articles, research approach and the theories applied. While a total of 72 articles were retrieved, only 20 articles were eligible for the final analysis. Among other key findings, the research presents evidence that the concept is relatively new, appearing in publications from 2018. It was published, mainly, in hospitality and tourism marketing journals, earmarking the relevance of such experiences from a marketing perspective. Furthermore, the theories underpinning memorable hotel experiences were varied, suggesting the robustness of the concept. The article proposes an organising framework for the antecedents and outcomes of memorable hotel experiences and also suggests notable gaps for future research on memorable hotel experiences.

Keywords: Memorable hotel experience, hotel, antecedents, framework, systematic literature review

How to cite this article: Hurombo, B., Basupi, B. & Chatibura, D. (2025). A Review of Antecedents and Outcomes of Memorable Hotel Experiences: Current Evidence and Future Practice. African Journal of Hospitality, Tourism and Leisure, 14(2):361-371. DOI: https://doi.org/10.46222/ajhtl.19770720.617

Introduction

Hotels are commercially managed businesses that provide various facilities to visitors (Damaianti et al., 2024) and are frequently among the largest expenditure for tourists, attesting to their importance in the tourism and hospitality sector (Hu et al., 2021). As such, hotels significantly influence the travel experiences of tourists by providing a plethora of services and amenities including dining options, spas, and recreational activities which contribute to the overall experience of the tourists' trip (Gursoy et al., 2015). However, the hotel business is becoming competitive (Ivanov & Ivanova, 2016; Lin et al., 2018) for example, as the challenges posed by the sharing economy and the emergence of startups such as Airbnb have generated unprecedented competition for the hotel industry (Modyetal., 2019; Sthapit, 2019). This has made differentiating a hotel from its competitors' functional value, a daunting task (Shahid & Paul, 2022). Consequently, this has led to the hotel sector becoming heavily reliant on experience features for competitive distinction (Shahid & Paul, 2022). This demonstrates the value of designing and managing customer experience in the hotel industry, hence the need to highlight the stages and steps critical for delivering a memorable hotel experience (MHE) (Mody et al., 2019; Hwang & Seo, 2016). Memorable experiences are viewed as a new form of economic value aimed at enhancing the experiences of consumers and the concept has gained popularity among scholars and industry practitioners at large (Tung et al., 2017; Glaap & Ermolaeva, 2024). This is because when tourists provide feedback about their holidays, they usually talk more about their memories. Therefore, memory is the single most vital personal source of information influencing the ability of tourists to decide on repeat visits to a destination (Sthapit & Coudounaris, 2017). This explains why providing visitors with memorable tourism experiences (MTEs) is crucial for determining the competitiveness of the tourism industry (Kim & Ritchie, 2014; Sthapit & Jiménez-Barreto, 2018; Glaap & Ermolaeva, 2024) and memorability may be a more appropriate predictor of future tourist behavioural intentions (Hung et al., 2016). A memorable experience is defined as that experience which stays with the visitors and they may remember it long after the event is over (Kruger & Saayman, 2012). It can either be a positive or negative experience (Kim et al., 2021; Stone, & Sthapit., 2024; Hurombo et al., 2024). Positive experiences will however, have positive behavioral outcomes in customers such as the desire to re-visit a destination or enjoying past experiences again (Kim et al., 2022; Zhao et al., 2023). Until recently, theoretical research on MHEs has been described as weak (Weiler, 2016; Sthapit, 2017). Because of this, there has never been a greater need for a methodical and theory-based study focusing on memorable experience outcomes, as presented in this article (Mody et al., 2019; Hwang & Seo, 2016; Rahimian, 2020). Therefore, this article aims at conceptually reviewing existing MHE literature and identifying the underlying themes. The specific objectives are to analyse selected studies according to (1) publications on MHEs per year, (2) journals publishing MHE research (3) geographical distribution of articles (4) research methods and research samples of articles (5) classification of publications based on type of hotels and the theories utilized, (6) antecedents and outcomes of MHE (7) agenda and call for future research and (8) an organizing framework for MHEs. To address these objectives, a systematic review was conducted on MHEs across hospitality and hotel management literature. This

review makes notable contributions to the theoretical and practical advancement of MHE. First, as with other systematic literature reviews (SLRs), this study's findings will help researchers to understand the fundamentals of MHE, addressing gaps in the literature review, to refine and advance the frontiers of knowledge by consolidating the findings, and opening up further studies on the area. Secondly, the review identifies and synthesises antecedents and outcomes of MHE. By focusing on the contributions of this research, hotel operators and academics can gain valuable insights that can enhance both operational practices and academic discourse, respectively, in the hospitality industry. This information will significantly contribute to more effective customer experience management initiatives in hotels as managers and other related stakeholders will know how to efficiently allocate and optimise their resources. The findings can also serve as a catalyst for service innovation, improved service delivery, and informed decision-making when designing memorable hotel experiences.

Methodology

This section describes the methodology used for this literature review undertaking, the steps taken to select and analyse the articles as well as the research streams of the chosen articles. The study adopted a Systematic Literature Review (SLR) approach. Gaonkar & Sukthankar (2024) define a systematic literature review as a methodical and repeatable process of identifying and analysing the research articles in the study area. McCabe & Qiao (2020) posit that SLR is a tool used to conceptually evaluate the development and organization of the research topic in literature. In this study, the SLR analysis was manually conducted and this resulted in the discovery of various themes derived from the MHE research literature. Using the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) protocol's inclusion and exclusion criteria, the SLR helped in screening and selecting of the relevant articles. The whole process followed four stages as shown in Figure 1 and these are: identification, screening, eligibility, and inclusion (see Figure 1) (Hosany et al., 2022; Alhammad et al., 2023). The following four steps provide an explanation of the chosen research approach. Step 1 included identifying search terms, databases, and selection criteria. Databases such Scopus, Sage, Taylor and Francis, Science Direct, and Emerald were utilised to choose the articles that were included in the study. The databases were chosen because of the frequency with which they are used for literature reviews in the hospitality and tourist industries and since they are among the biggest and most well-known abstract and citation databases of peer-reviewed publications (Martins & Costa, 2017; Dorcic et al., 2018). Keywords associated with MHE, such as "memorable hospitality experience" OR "MHE," OR "memorable customer experience," OR "memorable guest experience," were used in the search. The terms were used in numerous searches across the five platforms. Step 2 involved searching databases, screening search outcomes, and fine-tuning the exclusion and inclusion criteria. The inclusion criteria were as follows: (1) the study must be in English; (2) the study must be related to the defined keywords; (3) the type of publication must be a full-text research article published in a refereed academic journal, (4) the year of publication must be confined to the period between 2010 and 2024. The scholars chose year 2010 as the baseline for the study as pioneering studies for memorable tourism experiences are argued to have started during that period (Kim et al., 2010; Kim 2010). The exclusion process was as follows: (1) Any studies not meeting the inclusion criteria; (2) conference proceedings, book chapters, editorials and editorial material. It is noted that the exclusion of non-journal publications is a common practice in systematic reviews (Alhammad et al., 2023; Martín-González et al., 2024; Idris et al., 2022; Kumar et al., 2023). The initial stage of the search process yielded a total of 72 publications, Sage, Taylor and Francis, Science Direct, Scopus and Emerald databases. In order to detect duplicate articles and remove any overlap between the databases, the research articles were imported into Excel, and 17 of them were removed following this process (Gavel & Iselid, 2008; Mongeon & Paul-Hus, 2016). This process left 55 peer-reviewed articles. These articles were then evaluated for eligibility leading to an additional 35 papers being eliminated because they were more widely focused on the topic of memorable tourism experiences than on MHEs. In total, the authors were left with a final sample of twenty peer-reviewed articles. Data was collected on 7 and 8 July 2024.

Step 3 was the data analysis. Several types of analyses were conducted in this review to profile the current state of research on MHE. Frequency analysis was conducted for example to analyse articles according to year of publication, geographical distribution of articles, research methods of articles, classification of publications based on type of hotels and the theories applied (see Tables 2 and 3). For information that was not explicitly stated was marked as not reported, and when it was not clearly evident it was marked unclear. The details for each research article were manually recorded in a codebook (Littell et al., 2008). Finally, step 4 was the review process and themes development. The twenty studies that were chosen for the study were thoroughly reviewed, and important information was extracted in preparation for the review. Further examination was carried out to check for synonymy between the studies. Lastly, a deductive and inductive content analysis of the articles was carried out in accordance with the methodological guidelines of Seuring & Gold (2012) and Hosany et al. (2022). Themes were generated using pre-existing theory and frameworks (Braun & Clarke, 2006). The research team carried out the coding task independently, and resolved any disputes that arose through discursive alignment of interpretations among the researchers (Durach et al., 2017; Seuring & Gold, 2012; Hosany et al., 2022). Inductive analysis was conducted to identify

emergent themes. These themes are discussed in the review section to draw conclusions and to propose directions for future research.

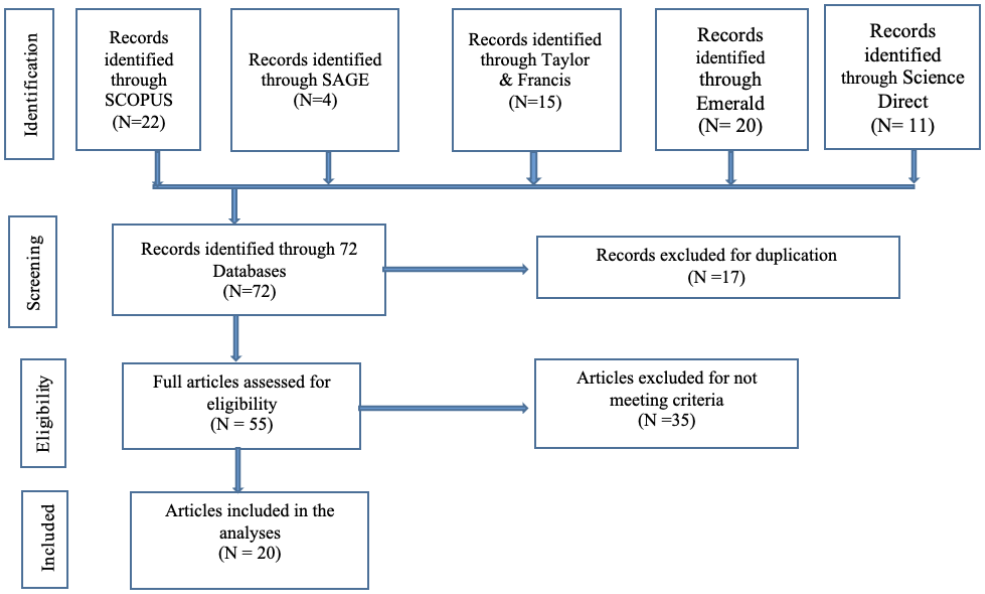

Figure 1: PRISMA flow diagram
Source: Adapted Dinis et al. (2019)

Review findings

Twenty journal articles relevant to the aims of the article, around MHEs, were reviewed. The articles were published between 2010 and 2024. The majority of these studies (N = 17 or 80.95%) were largely concentrated in the period starting from 2018 to 2024 (see Figure 2).

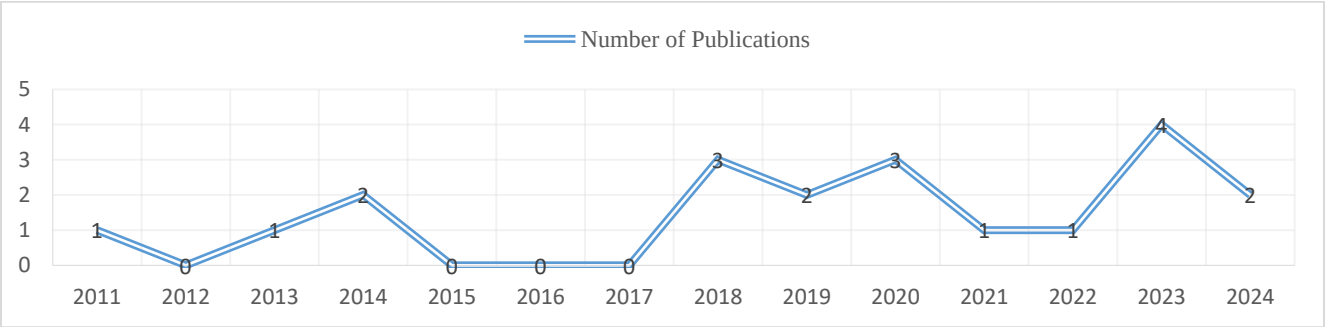

Figure 2: Publications on MHEs per year (N=20)

Most MHE research was also largely published in the Hospitality Management and Travel and Tourism Marketing journals. The International Journal of Contemporary Hospitality Management accounted for the highest number of publications (N= 6 articles), followed by Journal of Hospitality Marketing & Management (N = 3) and Journal of Travel & Tourism Marketing (N= 2) (Table 1).

Table 1: Journals publishing MHE research (N=20)

Journal	Number of Studies
International Journal of Contemporary Hospitality Management	6
Journal of Hospitality Marketing & Management	3
Journal of Travel & Tourism Marketing	2
Anatolia An International Journal of Tourism and Hospitality Research	1
Journal of China Tourism Research, 2018	1
Journal of Hospitality & Tourism Research	1
Journal of Hospitality and Tourism Insights	1
Miscellanea Geographica – Regional Studies on Development	1
Research in Hospitality Management	1
Sustainability	1
Tourism Recreation Research	1
International Journal of Hospitality & Tourism Administration	1
TOTAL	**20**

Figure 3 shows the distribution of publications by geographical location. The majority of the publications were conducted in the United States of America (30%) followed by Europe and Asia that had 20% each (Figure 3). The least number of publications were from the Middle East region, (5 %) particularly from Iran. According to Table 2, the research approaches used in the study were somewhat evenly distributed across the three types, namely, quantitative survey (N=7), qualitative interviews (N=6) and secondary data analysis (N=7). In terms of respondents, guests constituted the largest sample (N=15; 75%), followed by managers and staff (N=3; 15%) (Table 2). Literature and experience management experts accounted for 5 % each or N=1 each of the sample size (see Table 2).

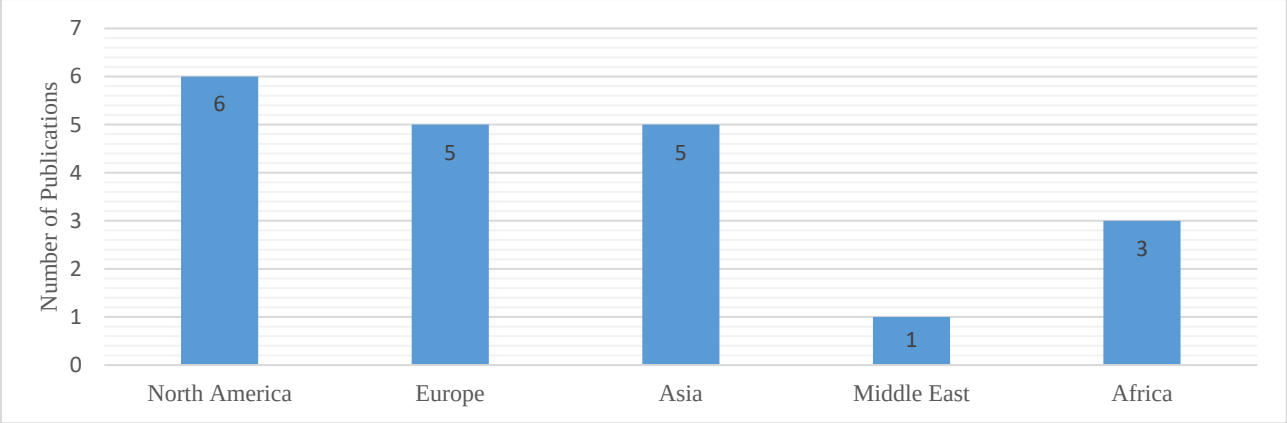

Figure 3: Global distribution of publications on MHE (N=20)

Table 2. Research methods and approaches and samples of articles (N=20).

Research Methods and approach	Number of studies	Sample	Number of studies
Quantitative survey	7	Guests	15
Qualitative interviews and observations	6	Managers and staff	3
Secondary data analysis (ethnography, data mining and literature review)	7	Experience management experts	1
		Literature	1

Publications based on type of hotels

The hotel types were mentioned in 65% of the publications (Table 3). 35% (N=7) of the publications did not mention the hotel types in their studies. The highest number of types of hotels in the publications were 5-star hotels (N=3; 15%) and luxury hotels (N=3; 15%). The least were the economy hotels, boutique hotels and the 3-5-star category which constituted N=1 or 5% each. Cumulatively, one can thus notice that the higher star category hotels and the luxury hotels have received relatively more attention by scholars as opposed to the lower star category hotels.

Theories utilized in MHE research

Nine (45%) studies linked MHE with a specific theory (see Table 3).

Table 3: Classification of publications based on type of hotel and the theories utilized

Type of hotel	Number of studies(N=20)	Type of theory	Number of studies
Not mentioned	7	Not mentioned	11
3-5 stars	1	Signaling theory	2
4 stars only	2	Identity theory	1
1 to 5 stars	2	Customer journey theory	1
Luxury hotels	3	Customer engagement ecosystem theory	1
5 stars only	3	Service dominant logic theory	1
Economy	1	Multiple intelligences theory	1
Boutique style	1	Theories of intelligence	1
		Sensory cognitive theory	1
		Cognitive information processing theory	1
		Attribution theory	1
		Perceptual symbol systems theory	1
		Expectation confirmation theory	1
		Customer experience theory	1
		Valuation theory	1

However, the majority of the studies in this review (55%) did not attempt to connect with any theories. Regarding the studies that connected with the theories, no particular theory was referred by more than one study with the exception of the signaling theory which was referred by two studies (10%). Other theories mentioned in this study include sensory cognitive theory (5

%), cognitive information processing theory (5 %), expectation confirmation theory (5 %) and customer experience theory (5 %).

Antecedents for MHEs

From our review, no consensus exists in terms of the antecedents contributing to the formation of MHEs as varied perspectives were registered (see Table 4). Additionally, the majority of the studies (N=18; 90%) have focused on antecedents of memorable experiences from a positive perspective only thereby ignoring the negative MHEs. Only two studies mentioned the antecedents of negative MHEs (Nowacki & Niezgoda, 2023; Lee, 2023). However, according to Kim et al. (2021), memorable experiences can either be positive or negative. It should nevertheless be appreciated that earlier definitions by scholars associated ME only with those experiences that could be positively recalled (for example Kim, 2012; Kruger & Saayman, 2012; Sthapit, 2013). As such, these earlier conceptualisations might have shaped the current dominant positive perception on MHE. Similarly, the extant dearth of scholarly research on negative MHE can be attributable to the earlier definitions of ME. In spite of the foregoing, the antecedents for MHE were summarised into eight key categories as discussed below.

Human interaction-related antecedents

Table 4 displays the Antecedents of memorable hotel experiences as uncovered in the literature.

Table 4: Antecedents of memorable hotel experiences

Author	Predictors
Human interaction related predictors	
Nowacki & Niezgoda (2023)	Hotel staff and service
Nowacki & Niezgoda (2023)	Noise at night (-)
Suleri et al. (2021)	Guest service and employee expertise/ service quality
Baek et al. (2020), Bharwani & Jauhari (2013), Sthapit et al. (2024), Walls et al. (2011)	Employee- guest interaction
Stapit (2018)	The friendly attitude of hotel staff
Lin et al. (2018), Bharwani & Jauhari (2013), Walls et al. (2011)	Facilitating now
Boo & Busser (2018)	Perceived performance
Bharwani & Jauhari (2013)	Technical competence
Bharwani & Jauhari (2013)	Emotional intelligence
Bharwani & Jauhari (2013)	Cultural intelligence
Bharwani & Jauhari (2013)	Hospitality experiential intelligence
Walls et al. (2011)	Personal characteristics
Servicescape related predictors	
Sthapit et al. (2024)	Staging of the service scape
Nowacki & Niezgoda (2023)	View from the Floor
Sanlioz-Ozgen & Kozak (2023)	General ambience
Nowacki & Niezgoda (2023)	Atmosphere
Baek et al. (2020), Buchring & O'Mahony (2019)	Hotel service
Buchring & O'Mahony (2019)	Atmosphere
Buchring & O'Mahony (2019)	Culture
Buchring & O'Mahony (2019)	Sensory
Lin et al. (2018), Bharwani & Jauhari (2013), Walls et al. (2011)	Physical environment
Boo & Busser (2018)	Entertainment
Boo & Busser (2018)	Esthetics
Guest room related predictors	
Sanlioz-Ozgen & Kozak (2023	Room related factors
Baek et al. (2020)	Guest room
Stapit (2018), Buehring & O'Mahony (2019)	A comfortable bed
Huang et al. (2014)	Room design and facilities
Baek et al. (2020)	Wifi
Food, beverage and restaurant service related predictors	
Nowacki & Niezgoda (2023)	Breakfast and restaurant
Stapit (2018)	A delicious breakfast with plenty of choice
Stapit (2018), Buehring & O'Mahony (2019)	Good restaurant service at the hotel
Obonyo et al. (2014)	Food preparation process factor
Obonyo et al. (2014)	Food preparation benefit factor
Obonyo et al. (2014)	Food preparation input factor
Innovation and technology related predictors	
Elshaer & Marzouk (2024)	Smart tourism technologies
Elshaer & Marzouk (2024), Lee (2023)	Hotel innovations
Lee (2023)	Perceived product related innovativeness
Lee (2023)	Service related innovativeness
Lee (2023)	Experience related innovativeness
Lee (2023)	Promotion related innovativeness (-)
Elshaer et al. (2022)	Adaptive reuse of heritage houses
Elshaer et al. (2022), Buehring & O'Mahony (2019)	Digital technology
Hotel physical attributes, features and activities related predictors	
Nowacki & Niezgoda (2023), Huang et al. (2014)	Location
Nowacki & Niezgoda (2023), Huang et al. (2014)	Price (value)
Baek et al. (2020)	Free wifi
Nowacki & Niezgoda (2023)	Pool lounge, gym and Spa
Sanlioz-Ozgen & Kozak (2023)	Hotel physical attributes and activities
Baek et al. (2020)	Lounge
Baek et al. (2020)	Restaurant
Huang et al. (2014)	Supporting service features and facilities
Customer experience management related predictors	
Sthapit et al. (2024), Lin et al. (2018)	Experience intensification (photos & gifts)
Sthapit et al. (2024), Lee et al. (2024)	Experiential satisfaction
Rahimian (2020)	Customer identification
Rahimian (2020)	Customer experience design
Rahimian (2020)	Customer experience implementation
Rahimian (2020)	Customer experience monitoring
Lahouel & Montargot (2020)	Emotional experience of service
Lahouel & Montargot (2020)	The sensorial experience of service
Lahouel & Montargot (2020)	The sensorial design of service
Lahouel & Montargot (2020)	The physical experience of service
Lee et al. (2019)	Multisensory experience
Lin et al. (2018)	Collectible experience
Boo & Busser (2018)	Escapism
Hotel procedures related predictors	
Suleri et al. (2021)	Customer journey (Pre, During and after consumption procedures)
Lahouel & Montargot (2020)	Service encounter preparation
Nowacki & Niezgoda (2023)	Booking and check in (-)
Huang et al. (2014)	Reservations
Huang et al. (2014)	Check in/ Out

Nine studies (N=9) mentioned human interaction as a pre- requisite for the MHE. These include Garrod & Yang, (2024); Sthapit (2018); Bharwani & Jauhari (2013); Walls et al. (2011); Baek (2020) and Suleri et al. (2021). This human interaction may be further divided into two dimensions; namely staff and guest interaction as well as guest to guest interaction. Staff affect the development of MHE through their attitude, personal characteristics, technical competences and emotional intelligence when

interacting with guests. Guest to guest interaction is affected by the behavior of the other guests at the hotel. Noise by the other guests especially at night was noted to result in negative MHEs (Nowacki & Niezgoda, 2023). Findings further illustrate that the development of MHE is also affected by the attitudes, sensitivity and trip expectations of the guests (Walls et al., 2011; Suleri et al., 2021). To some extent, this explains why hotel management and staff require emotional intelligence skills in order for them to effectively interact and engage with guests of different personalities (Bharwani & Jauhari, 2013).

The service scape

"Servicescape" is a phrase used to describe the physical environment setting where the service contact occurs (Sthapit et al., 2024). Ten studies (N=10) also highlighted the importance of service scape in the development of MHE (Sthapit 2024; Tsaur et al., 2023; Walls et al., 2011, Huang et al., 2014; Boo & Buser, 2018; Lee et al., 2019; Buering & O'Mahony, 2019; Lahouel & Montargot, 2020; Suleri, 2021; Nowacki & Niezgoda, 2023; Sanlioz- Ozgen & Kozak, 2023). Key aspects noted to affect the development of MHE include general ambience of the hotel, aesthetics, décor and interior design, atmosphere, space, decorations, signs, symbols and artifacts.

The guest room related predictors

Some studies (N=6) have highlighted the need to identify the guest room as an important antecedent for MHE. Attributes noted about the guest room revolve around room design, a comfortable bed and other room related features (Sthapit 2018; Sanlioz – Ozgen & Kozak, 2023; Baek et al., 2020; Elshar & Mazouk, 2024). According to Baek et al. (2020) Wi-Fi is a room related feature that is linked to the development of MHEs.

Food, beverage and restaurant-related predictors

This theme was elicited from four studies (N= 4). For example, it was found that the breakfast and the restaurant have a direct effect on the memorability of the guest's hotel experience (Nowacki & Niezgoda, 2023). Sthapit (2018) also noted that a delicious breakfast with plenty of choice coupled with good restaurant service at the hotel would lead to MHE. Other scholars took a broader perspective by not limiting the experiences to breakfast only. For example, Lin et al. (2018) and Obonyo et al. (2014) acknowledged the importance of food and beverage and restaurant service as a whole, without necessarily singling out a particular meal period such as breakfast.

Hotel physical attributes, features and activities

Hotel physical attributes, features and activities were identified as an important dimension in 4 studies (N=4) (Nowicki & Niezgoda, 2023; Huang et al., 2014; Baek et al., 2020; Sanlioz-Ozgen & Kozak, 2023). These were noted to include location, price, the availability, quality and attractiveness of amenities like pool, lounge, gym and spa. These findings are also consistent with findings from similar studies (e.g. Wong & Chan, 2023) that show a comparatively significant influence of tangible hotel and room physical characteristics and other items (amenities) in evoking feelings and experiences in visitors.

Technology and innovativeness

Three studies (N= 3) highlighted the importance of technology and innovativeness in the development of MHE (Elshaer et al., 2022; Lee, 2023; Buering & O'Mahony, 2019; Elshaer & Marzouky, 2024). Attributes that were noted include the use of smart technology in hotels, for example using robots in hotel service and processes. The infusion of digital technology in hotel facilities and services including marketing innovations was also noted to be crucial. The adaptive reuse of heritage houses as hotel spaces was also cited by Elshaer et al. (2022) as a key antecedent for MHE. This theme is consistent with earlier findings by Rahimian et al. (2021), who argued that given the growing digitisation of tourism and hospitality operations and the widespread adoption of digital/phygital experiences, technology is now seen as a crucial external element that organisations should consider when designing and managing guest experiences.

Customer experience management

Other studies (N=6) uncovered customer experience management as an integral antecedent for MHE. For example, Rahimian (2020) noted that guest experiences should be planned, identified, designed, implemented and monitored to facilitate the development of MHE. This view resonates with earlier observations by Pine & Gilmore (1998) who argue that experiences are designed, intentionally produced, organised, budgeted, calculated, priced and (often explicitly) charged for and that they do not occur by happenstance (Dalton, 2011). Sthapit et al. (2024) also observed that MHE can be facilitated for example through 'experience intensification' which involves handing out physical gifts to guests and allowing them to take photographs which will then function as tools to intensify or consolidate the memory of their experience about the hotel.

Hotel procedures related predictors

Four studies (N=4) identified hotel procedures as an integral antecedent for the creation of MHE. According to Rimian (2020), these hotel procedures can be identified under the distinct stages of the customer journey framework which are namely the pre-consumption, during and post consumption stages. Notable hotel procedures include service encounter preparation, reservations, check-in and out, post stay procedure and reward programs. Hence the procedures implemented by the hotels at each of these stages can contribute to the development of MHE. For example, Nowacki & Niezgoda (2023) identified the likelihood of negative MHE in the booking and check in procedures of hotels.

Outcomes of MHEs

Efforts made to assess and track experience outcomes relate to the latter stage of MHE, whereas understanding the MHE antecedents focuses on the activities and the environment that hotels can use to generate and influence experiences. This phase mostly depends on whether the hotel customers' experience outcomes match the objectives of experience design (Rahimian et al., 2021; Agapito & Sigala, 2024). Only 35% (N=7) of the studies that have been reviewed in this paper managed to explore the relationship between MHE and its related outcomes. Nevertheless, the majority of the studies (N =13; 65%) did not examine the outcomes of MHE. This further illustrates the infancy of research in terms of the scope of research in the study area. In spite of this shortcoming, eight possible outcomes for MHE were however noted from the review. These outcomes include subjective wellbeing, hedonic wellbeing, behavioral intention to revisit, behavioral intention to recommend, loyalty, satisfaction and a sense of belonging. A positive relationship between MHE and these related outcome variables was generally noticed (see Table 5). These outcomes align with the affective (e.g. hedonic wellbeing, subjective wellbeing, satisfaction, sense of belongings) and the behavioral outcome dimensions (e.g. behavioral intention to revisit or recommend and loyalty) according to Kim & So (2022). The outcomes elicited in this study can also be further classified between those achieved for companies (e.g. loyalty and behavioral intention to revisit or recommend) and outcomes for consumers (e.g. hedonic wellbeing, subjective wellbeing, satisfaction, sense of belongings). The later classification is attributed to such scholars as Godovykh & Tasci (2020) and Tasci & Pizam (2020). In view of the elicited outcomes and MHE antecedents, the study therefore suggests an organising framework for MHE as depicted in Figure 6. The framework depicts MHE as a function of the synthesis of the identified eight antecedents of MHE. In addition, the framework graphically highlights the possible outcomes generated from a memorable hotel experience as gleaned from the content analysis.

Table 5. Outcomes of memorable hotel experiences

	Outcome	Selected studies
1	Subjective wellbeing	Lee (2023)
2	Behavioral intention to revisit	Buering & O'Mahony (2019); Lee (2023); Lin et al. (2018)
3	Behavioral intention to recommend	Lin et al. (2018); Lee (2023)
4	Hedonic wellbeing	Sthapit et al. (2024); Lin et al. (2018)
5	Loyalty	Buering & O'Mahony (2019); Sthapit (2018)
6	Satisfaction	Buering & O'Mahony (2019); Lin et al. (2018)
7	Sense of belongings	Lin et al. (2018)

Agenda and implications for future research

In this section, recommendations and suggestions for future studies are proffered. A comprehensive synopsis of future research potentials of MHEs offered in this section is meant to guide researchers who wish to make further explorations into the discipline.

Novel research line 1: Advancing research contexts

The results uncovered a critical need to conduct more research on MHE covering the economy and the lower star category hotels, for example 1 to 3-star hotels. The majority of the previous studies have focused more on the higher star hotel categories (4 to 5-star hotels) and luxury hotels. It is therefore recommended that future studies focus MHE research on the budget, economy, or limited service hotels including the lower star category hotels. The greatest percentage of researches examined were noted to have been conducted in the USA. There has been an obvious shortage of research on MHE especially from the Asian region and also in the contexts of the countries from the developing world. Future research may also consider exploring MHE across different cultural contexts within or from across national boundaries.

Novel research line 2: Research methods and approaches and samples of articles.

Previous studies have been highly positivist (N= 7; 35%) and also reliant on internet-based survey (N =7; 35 %), which is well-known to be liable to certain biases and manipulation (Nowacki & Niezgoda, 2023; Sthapit, et al., 2024). Contrastingly,

qualitative research approaches have relatively been minimal in previous studies (N=6; 30%). Another recommendation is therefore that future research should consider adopting more qualitative research designs.

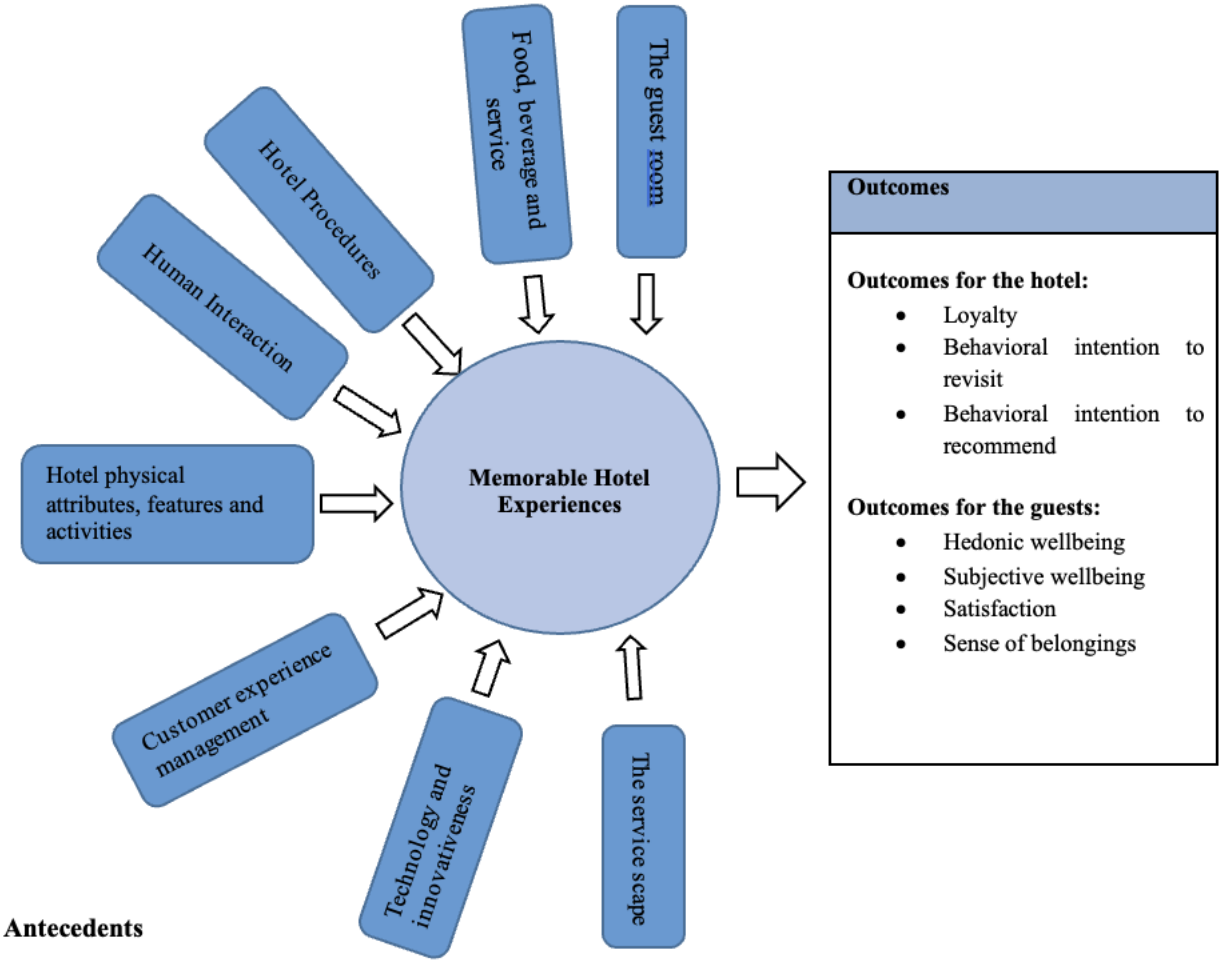

Figure 4: An organising framework for antecedents and outcomes of MHE

This is because issues related to guest behavior require exploratory approaches to research which also provides more detailed explanations to the issues in question. Growing calls have also been noted from scholars for more qualitative approaches to address the multifaceted and idiosyncratic aspects of hospitality and tourism experiences (e.g. Stumpf et al., 2016; Hosany et al., 2022). Additionally, the study reveals a dearth of empirical studies in MHE research using mixed methods. No study so far has managed to apply this design. The idea that the methodology may cover a wider range of research problems by guaranteeing insights and knowledge that would otherwise be missed is one of the most trustworthy justifications for mixed methods. One of the justifications for the use of mixed methods is the assertion that the approach can help address a broader range of research questions by capturing insights and understanding that would otherwise be missed (Hosany et al., 2022). Nevertheless, it has generally been noticed that only a relatively few empirical studies in tourism and hospitality implement mixed methods (Truong et al., 2020). It is therefore our recommendation that future studies on MHE rely on the use of mixed research methods and approaches. According to Agapito & Sigala (2024), this approach can help enrich the results and contribute to a more comprehensive understanding of customer experiences (Agapito & Sigala, 2024). In terms of the samples, the majority; about 75 % of the studies, focused on the customers or guests. It is our further recommendation that future research could include samples from the hotel management and staff, to uncover their role in shaping the memorable experiences. Resultantly, the role of management and staff in shaping the MHE outcomes, through regression modelling for instance, is recommended

Novel line 3: Theoretical advancement

Since a lack of theoretical engagement was also observed across a significant number of studies in our review (N=11; 55%), it is strongly recommended that future research should seek to connect MHE with theory. In addition, since almost all scholars focused only on one theory as the basis for conducting their studies related to MHE, we recommend merging theories in future research. Management research has called for combining multiple theoretical lenses to develop new explanations of a

phenomenon (Hosany et al., 2022). Hence the integration of theories could be between for example, the signaling theory and the valuation theory. We also recommend the incorporation of other theories that are missing in the studies but which are key in the field, such as the human capital theory (Becker, 1962), theory of innovation (Schumpeter, 1939) and the stakeholder theory (Freeman, 1984). In summary, we therefore recommend firstly, that future MHE studies should at least engage with theories. Secondly, multiple theories be consulted, combined and continue to be infused in the studies. It is argued that combining theories when developing models offers greater explanatory power in helping to explain the outcome of variables (Kim et al., 2018).

Novel research line 4: Relationships among the antecedents of MHE and the related outcomes

This study has identified eight antecedents for the development of MHE. These are namely; human interaction related predictors, the service scape related predictors, guest room related predictors, food, beverage and restaurant service related predictors, innovation and technology related predictors, hotel physical attributes, features and activities related predictors, customer experience management related predictors & hotel procedures related predictors. These antecedents are largely associated with the development of positive MHEs. Future research should seek to unearth those antecedents responsible for negative MHEs. Relationships between these antecedents and their individual contributions to the memorability of hotel experiences should be further examined in future research. In addition, it would also be meritorious for more scholars to further investigate the related behavioral outcomes of MHE. Only very few studies have been noted to have investigated the outcomes of MHE so far. It would then be interesting to assess the contribution of each of these antecedents to specific customers' behavioral outcomes such as for example, the intentions to revisit the hotel or to recommend. This would be needed to establish which among these antecedents is more impactful or more stimulating regarding the development of MHE. This would guide hotel management in terms of how resources can be efficiently allocated in line with meeting the goals of creating MHE. Another important observation is to realise that studies have generally distinguished experience drivers between internal antecedents (consumers' socio demographics, psychographics and culture) and external antecedents (which are related to external stimuli controlled by the company) (Rahimian et al., 2021; Agapito & Sigala, 2024). It would also be important for future studies to assess the dynamics and effects of these dimensions to the memorability of experiences.

Conclusion

This study was generally motivated by growing academic interest in MTE (e.g. Sthapit & Coudounaris, 2018; Staphit, 2019; Kim et al., 2021; Kim et al., 2022) but specifically by the need to uncover the specific elements that make certain experiences memorable within particular tourism contexts (Tung & Ritchie, 2011). In this view, it was seen to be vital to examine the MTE concept from the context of hotel businesses (Hosany et al., 2022). A review was conducted since recent times, the theoretical research on MHEs is being characterised as weak (Sthapit, 2017). Thus, our systematic review set to uncover research contexts and designs utilized in MHE' research, highlighting the theories engaged, and gleaning the antecedents of MHEs. Lastly, we suggested the roadmap for advancing future research in MHE. Our study revealed that MHE research is still in its infancy indeed and more research is required in the area as only 20 articles were found to align with our study. The study also noted that although MHE research emerged in the last 17 years, research in the area has only advanced in the most recent past i.e. since year 2018. The study also established that MHE is restricted in research designs and research contexts. There is a lack of research on negative MHEs and a general lack of theoretical engagement by scholars. Overall, this study contributes to a better understanding of the antecedents and outcomes of MHE and provides substantial visions to MHE context over the next years. Finally, it is important to acknowledge the study's limitations. The scarcity of MHE studies is the first limitation that the researchers faced in this research. The area of research is still in its infancy and according to the knowledge of the researchers, the current study is among the first to systematically and critically review MHE. Secondly, though proper care was taken, there may be a possibility of bias in the selection of studies for this review. This is because the review was done manually without the aid of bibliographic software such as Mendeley or VOSviewer. Hence, chances of human error could arise.

References

Agapito, D. & Sigala. M (2024). Experience Management in Hospitality and Tourism: Reflections and Implications for Future Research. *International Journal of Contemporary Hospitality Management*, 36 (13), 57-76. https://doi.org/10.1108/IJCHM-11-2023-1722

Alhammad, F.A., Harb, A., Alzboun, N., Harahsheh, S. & Masedeh, M. (2023). COVID19 Pandemic and the Future of Tourism and Hospitality Research: A Systematic Review of the Published Research During the Pandemic. *African Journal of Hospitality, Tourism and Leisure*, 12(2), 430-446. https://doi.org/10.46222/ajhtl.19770720.377

Baek, J., Choe, Y. & Ok, C.M. (2020). Determinants of Hotel Guests' Service Experiences: An Examination of Differences Between Lifestyle and Traditional Hotels. *Journal of Hospitality Marketing &Management*, 29 (1), 88-105. https.//doi.org/10.1080/19368623.2019.1580173

Becker, G.S. (1964). *Human Capital: A Theoretical and Empirical Analysis with Special Reference to Education.* Columbia University Press, New York. https://www.jstor.org/stable/pdf/1823991.pdf

Bharwani, S. & Jauhari, V. (2013). An Exploratory Study of Competencies Required to Memorable Customer Experiences in the Hospitality Industry. *International Journal of Contemporary Hospitality Management*, 25(6),823–843. https://doi.org/10.1108/IJCHM05-2012-0065

Boo, S. & Busser, J. A. (2018). Tourists' Hotel Event Experience and Satisfaction: An Integrative Approach. *Journal of Travel & Tourism Marketing*, 35 (7) 895-908. https://doi.org/10.1080/10548408.2018.1445066

Braun, V. & Clarke, V. (2006). Using Thematic Analysis in Psychology. *Qualitative Research in Psychology*, 3(2), 77–101. https://www.tandfonline.com/doi/abs/10.1191/1478088706QP063OA

Buehring, J. & O'Mahony, B. (2019). Designing Memorable Guest Experiences: Development of Constructs and Value Generating Factors in Luxury Hotels. *Journal of Hospitality and Tourism Insights*, 2 (4), 358-376. https://doi.org/10.1108/JHTI-11-2018-0077

Dalton, R. (2011). *Cultural Tourism Experiences a Development Framework.* Unpublished master's Thesis. Ireland: Waterford Institute of Technology.

Damaianti, I., Farradia, Y., Shafi, S. & Salleh, H.S. (2024). Going Green in Developing Countries: A Systematic Review of Intention to Stay at Green Hotels and Future Directions. *African Journal of Hospitality, Tourism and Leisure*, 13(3), 578-588. https://doi.org/10.46222/ajhtl.19770720.542

Dinis, G., Breda, Z., Costa, C. & Pacheco, A. (2019). Google Trends in Tourism and Hospitality Research: A Systematic Literature Review. *Journal of Hospitality and Tourism Technology*, 10 (4),747-763. https://doi.org/10.1108/JHTT-08-2018-0086

Dorcic, J., Komsic, J. & Markovic, S. (2018). "Mobile Technologies and Applications Towards Smart Tourism: State of the Art". *Tourism Review*, 74. https://doi.org/10.1108/TR-07-2017-0121.

Durach, C. F., Kembro, J. & Wieland, A. (2017). A New Paradigm for Systematic Literature Reviews in Supply Chain Management. *Journal of Supply Chain Management*, 53(4), 67–85. https://doi.org/10.1111/jscm.12145

Freeman, R. (1984). *Strategic Management: A Stakeholder's Approach*. Pitman, Boston, MA.

Gaonkar, S. & Sukthankar, S. V. (2024). Mapping the Behavioral Intentions of Tourists to Revisit Cultural Destinations: A Bibliometric Analysis. *African Journal of Hospitality, Tourism and Leisure*, 13(2), 274-284. https://doi.org/10.46222/ajhtl.19770720.507

Gavel Y. & Iselid, L. (2008). Web of Science and Scopus: A Journal Title Overlap Study. *Online Information Review*, 32(1), 8–21. https://doi.org/10.1108/14684520810865958

Glaap, T. & Ermolaeva, P. (2024). The Experience Economy of the Largest Walking Event in the World: The Case of the Nijmeegse Vierdaagse. *Turyzm/Tourism*, 34(2), 69–77 https://doi.org/10.18778/0867-5856.34.2.04

Godovykh, M. & Tasci, A.D.A. (2020). "Customer Experience in Tourism: A Review of Definitions, Components, and Measurements". *Tourism Management Perspectives*, 35, 100694. https://doi.org/10.1016/j.tmp.2020.100694

Gursoy, D., Uysal, M., Sirakaya-Turk, E., Ekinci, Y. & Baloglu, S. (2015). *Handbook of Scales in Tourism and Hospitality Research*. CABI Publishing, London.

Hosany, S., Sthapit, E. & Björk, P. (2022). Memorable Tourism Experience: A Review and Research Agenda. *Psychology and Marketing*, 1– 20. https://doi.org/10.1002/mar.21665

Hu, F., Teichert, T., Deng, S., Liu, Y. & Zhou, G. (2021). "Dealing with Pandemics: An Investigation of the Effects of COVID-19 on Customers' Evaluations of Hospitality Services". *Tourism Management*, 85(2021),104320. https://doi.org/10.1016/j.tourman.2021.104320

Huang, S. S., Liu, Z. & Hsu, C.H.C. (2014). Customer Experiences with Economy Hotels in China: Evidence from Mystery Guests. *Journal of Hospitality Marketing & Management*, 23 (3), 266-293.https://doi.org/10.1080/19368623.2013.787919

Hung, W. L., Lee, Y. J. & Huang, P. H. (2016). Creative Experiences, Memorability and Revisit Intention in Creative Tourism. *Current Issues in Tourism*, 19(8), 763–770. https://doi.org/10.1080/13683500.2013.877422

Hurombo, B., Vakira, E. & Shereni, N.C. (2024). Tourist Perceptions of Tour Guide Competencies to Co- create Memorable Tourism Experiences. *African Journal of Hospitality, Tourism and Leisure*, 13(4):707-715. https://doi.org/10.46222/ajhtl.19770720.556

Hwang, J. & Seo, S. (2016). "A Critical Review of Research on Customer Experience Management". *International Journal of Contemporary Hospitality Management*, 28 (10) 2218-2246. https://doi.org/10.1080/13683500.2013.87742

Idris, I., Soetjipto, B.D. & Kurniawati, E. (2022). A Systematic Review and Thematic Analysis of the Halal Tourism Strategy. *African Journal of Hospitality, Tourism and Leisure*, 11(2), 694-709. https://doi.org/10.46222/ajhtl.19770720.251

Ivanov, S. & Ivanova, M. (2016). Do Hotel Chains Improve Destination's Competitiveness? *Tourism Management Perspectives*, 19, 74-79. https://doi.org/10.1177/0047287510385467

Kim, H. & So, K. K. F. (2022). Two Decades of Customer Experience Research in Hospitality and Tourism: A Bibliometric Analysis and Thematic Content Analysis. *International Journal of Hospitality Management*, 100(January), 1–15. https://doi.org/10.1177/00472875134964 68

Kim, J.H. & Ritchie, J.R.B. (2014). Cross-Cultural Validation of a Memorable Tourism Experience Scale (MTES). *Journal of Travel Research*, 53(3), 323-335. https://doi.org/10.1177/0047287513496468

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.

Kim, Y., Ribeiro, M. A. & Li, G. (2021). Tourism Memory Characteristics Scale: Development and Validation. *Journal of Travel Research*, 5, 371. https://doi.org/10.1177/00472875211033355

Kruger, M. & Saayman, M. (2012). Creating A Memorable Spectator Experience at The Two Oceans Marathon. *Journal of Sport and Tourism*, 17(1):63–77. https://doi.org/10.1080/14775085.2012.662391

Kumar, V., Agarwala, T. & Kumar, S. (2023). Community-based Tourism: A Bibliometric Visualization Analysis. *African Journal of Hospitality, Tourism and Leisure*, 12(3), 813-833. https://doi.org/10.46222/ajhtl.19770720.401

Lahouel, B. B. & Montargot, N. (2020). Children as Customers in Luxury Hotels: What Are Parisian Hotel Managers Doing to Create A Memorable Experience for Children? *International Journal of Contemporary Hospitality Management*, 32(5), 1813–1835. https://doi.org/10.1177/21582440231218902

Lee, S. A. (2024). Enhancing Customer Experience Design Through Hotel Innovativeness. *Journal of Hospitality & Tourism Research*, 48(8), 1541-1553. https://doi.org/10.1177/10963480231211744

Lin, P.M.C., Tung, V.W.S., Zhang, H.Q. & Gu, Q. (2018). Tourist Experience on Memorable Hospitality Services. *Journal of China Tourism Research*, 14, 2, 123-145. https://doi.org/10.1080/19388160.2018.1455613

Littell, J. H., Corcoran, J. & Pillai, V. (2008). *Systematic Reviews and Metanalysis*. Oxford University Press.

Martín-González, R., Swart, K. & Luque-Gil, A. (2024). Sport Tourism Competitiveness: A Systematic Review of Relevant Literature From 2012 to 2022. *African Journal of Hospitality, Tourism and Leisure*, 13(2), 221-230. https://doi.org/10.46222/ajhtl.19770720.501

Martins, M.R. & Costa, R.A. (2017). "No Title Backpackers' Contribution to Development and Poverty Alleviation: Myth or Reality? A Critical Review of The Literature and Directions for Future Research". *European Journal of Tourism Research*, 16, 136-153.

McCabe, S. & Qiao, G. (2020). A Review of Research into Social Tourism: Launching the Annals of Tourism Research Curated Collection on Social Tourism. *Annals of Tourism Research*, 85 (2020)103103. https://doi.org/10.1016/j.annals.2020.103103

Mody M., Suess, C. & Lehto X. (2019). Going Back to Its Roots: Can Hospitableness Provide Hotels Competitive Advantage Over the Sharing Economy? *International Journal of Hospitality Management*, 76, 286–298. https://doi.org/10.1016/j.ijhm.2018.05.017

Mongeon, P. & Paul-Hus, A. (2016). The Journal Coverage of Web of Science and Scopus: A Comparative Analysis. *Scientometrics*, 106(1), 213-228.

Nowacki, M. & Niezgoda, A. (2023). Identifying Memorable Hotel Experiences: Analysis of Tripadvisor Reviews. *Miscellanea Geographica – Regional Studies on Development*, 27(2), 66-74. https://doi.org/10.2478/mgrsd-2023-0006

Obonyo, G.O., Ayieko, M. A. & Kambona, O. O. (2014). Key Determinants of Food Preparation Attributes in Staging Memorable Experiences: Perspectives of Hotel Managers in Western Kenya. *International Journal of Hospitality & Tourism Administration*, 15(3), 314–331. https://doi.org/10.1080/15256480.2014.925733

Pine, B.J. & Gilmore, J.H. (1998). *Welcome to The Experience Economy*. Harvard Business Review, 76(4), 97–108.

Rahimian, S., ShamiZanjani, M., Manian, A. & Esfidani, M.R. (2021). "A Framework of Customer Experience Management for Hotel Industry". *International Journal of Contemporary Hospitality Management*, 33 (5),1413-1436. https://doi.org/10.1108/IJCHM-06-2020-0522

Sanlioz-Ozgen, A. H. & Kozak, M. (2023). Customer Experience in Five-Star Hotel Businesses: Is It An "Experience" For Customers? *Consumer Behavior in Tourism and Hospitality*, 18 (3),306-320. https://doi.org/10.1108/cbth-11-2022-0197

Seuring, S. & Gold, S. (2012). Conducting Content-Analysis Based Literature Reviews in Supply Chain Management. *Supply Chain Management*, 17,544–555. https://doi.org/10.1108/13598541211258609

Shahid, S. & Paul, J. (2022). Examining Guests' Experience in Luxury Hotels: Evidence from An Emerging Market. *Journal of Marketing Management*, 38, 1278–1306. https://doi.org/10.1080/0267257X.2022.2085768

Snyder, H. (2019). Literature Review as a Research Methodology: An Overview and Guidelines. *Journal of Business Research*, 104, 333–339. https://doi.org/10.1016/j.jbusres.2019.07.039

Sthapit, E. (2013). *Tourists' Perceptions of Memorable Experiences: Testing the Memorable Tourism Experience Scale (MTES) Among Tourists to Rovaniemi*. Lapland: University of Lapland. (Dissertation – Masters).

Sthapit, E. (2017). Exploring Tourists' Memorable Food Experiences: A Study of Visitors to Santa's Official Hometown. *Anatolia*, 28(3), 404–421. https://doi.org/10.1080/13032917.2017.1328607

Sthapit, E. (2018). A Netnographic Examination of Tourists' Memorable Hotel Experiences. *Anatolia*, 29(1), 108–128. https://doi.org/10.1080/13032917.2017.1402190

Sthapit, E. (2019). Memories of Gastronomic Experiences, Savored Positive Emotions and Savoring Processes. *Scandinavian Journal of Hospitality and Tourism*, 19(2), 115–139. https://doi.org/10.1080/15022250.2017.1402702

Sthapit, E. & Jiménez-Barreto, J. (2018). Exploring Tourists' Memorable Hospitality Experiences: An Airbnb Perspective. *Tourism Management Perspectives*, 28, 83-92.

Sthapit, E., Coudounaris, D. N. & Björk, P. (2018). The Memorable Souvenir-Shopping Experience: Antecedents and Outcomes. *Leisure Studies*, 37(5), 628–643. https://doi.org/10.1080/02614367.2018.1519031

Sthapit, E., Ji, C., Ping, Y., Prentice, C., Garrod, B. & Young, H. (2024). Memorable Digital-Free Tourism Experiences: Antecedents and Outcomes. *International Journal of Contemporary Hospitality Management*, 36 (13), 1-18. https://doi.org/10.1108/IJCHM-07-2023-1063.

Stone, M. J. & Sthapit, E. (2024). Memories Are Not All Positive: Conceptualizing Negative Memorable Food, Drink, and Culinary Tourism Experiences. *Tourism Management Perspectives*, *54*, 101296.

Stumpf, T. S., Sandstrom, J. & Swanger, N. (2016). Bridging the Gap: Grounded Theory Method, Theory Development, and Sustainable Tourism Research. *Journal of Sustainable Tourism*, 24(12), 1691–1708. https://doi.org/10.1080/09669582.2016.1149183

Suleri, J., Meijer, R. & Tarus, T. (2021). Exploring Hotel Identity by Focusing on Customer Experience Analysis. *Research in Hospitality Management*, 11(2), 113-120. https://doi.org/10.1080/22243534.2021.1917178

Tasci, A.D.A. & Pizam, A. (2020), "An Expanded Nomological Network of Experiencescape", *International Journal of Contemporary Hospitality Management*, 32 (3), 999-1040.

Truong, N. T., Dang-Pham, D., McClelland, R. J. & Nkhoma, M. (2020). Service Innovation, Customer Satisfaction and Behavioural Intentions: A Conceptual Framework. *Journal of Hospitality and Tourism Technology*, 11(3), 529–542. https://doi.org/10.1108/JHTT-02-2019-0030

Tsaur, S.H., Teng, H.Y., Han, T.C.C. & Tu, J.H. (2023). Can Perceived Coolness Enhance Memorable Customer Experience? The Role of Customer Engagement. *International Journal of Contemporary Hospitality Management*, 35 (12) 4468-4485 https://doi.org/10.1108/IJCHM-08-2022-1031

Tung, V. W. S., Lin, P., Qiu Zhang, H. & Zhao, A. (2017). A Framework of Memory Management and Tourism Experiences. *Journal of Travel & TourismMarketing*, 34 (7), 853–866. https://doi.org/10.1080/10548408.2016.1260521

Tung, V.W.S. & Ritchie, J.R.B. (2011). Exploring the Essence of Memorable Tourism Experiences. *Annals of Tourism Research*, 38(4),1367–1386. https://doi.org/10.1016/j.annals.2011.03.009

Walls, A., Okumus, F., Wang, Y. & Kwun, J.W.D. (2011). Understanding the Consumer Experience: An Exploratory Study of Luxury Hotels. *Journal of Hospitality Marketing and Management*, 20 (2) 166-197. http://dx.doi.org/10.1080/19368623.2011.536074

Wong T. S. & Chan J.K.L. (2023) Experience Attributes and Service Quality Dimensions of Peer-To-Peer Accommodation in Malaysia. *Heliyon*, 9 (7): e18403. doi: 10.1016/j.heliyon. 2023.e18403

Zhao, Z., Shi, D., Huang, Z. & Liu, X. (2023). How Does Tourism Memory Affect Revisit Decisions? The Mediating Role of Episodic Future Thinking. *Tourism Management Perspectives*, *49*, 101199.