

Memorable Experience Economy: Investigating Tourists' Experience on Memories and Loyalty in Egypt' Brand Resort Hotels

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Abstract

The concept of “experience economy “ has evolved as an imperative field of study in tourism and hospitality within the marketing discipline.

Purpose -The aims of the present study is to facilitate better understanding of the concept of “experience economy”, and to examine the influence of four dimensions (facets) of tourist service experience (4Es); - i.e. educational, esthetic, escapist, and entertainment experiences - on their memories and focuses on maximize their loyalty intentions, as consequence from the travel consumer perspective.

The framework was tested by means of a survey of international tourists\guests who had stayed at resort hotels for at least once, to examine their experience with three tourist spots (brand resorts hotels) in Sharm El Sheikh, Egypt.

The data were collected from the period of January to April 2017. A self – administered modeling was used to analyze the survey 'responses. A total of 300 questionnaires were distributed at three brand resorts hotels (three tourist spots) of Sharm El Shiekh, Egypt, out of which one hundred were returned, and two hundred international tourists\guests responded- yielding a response rate of (66.6%).

Findings- The result from the finding identified that all four dimensions (facts) of tourists (as customers) experience (4Es) influence their memories and loyalty. These facets are congruent with prior work in the tourism literature.

Additionally, the findings of this study revealed the customer experience scale in the context of brand resorts hotels and improves the theoretical framework progress on the experience concept in tourism and hospitality, and present serious implications for brand resort hotel marketers.

Key words: Experience Economy; Tourists\Customers Experience (4Es); memories; loyalty Intension; Brand resort Hotels: Sharm El-Shaikh; Egypt.

Introduction

In the fast-growing new economic era, new customers tend to search for effective memories, sensation, and symbolism that combine to generate a long-lasting and holistic individual experience. For this reason, to get unique experiences, it is very serious to present something can transform the customer service (Pine and Gilmore, 1999). The important contribution through invention of new “experience economy theory” laid basics and principles for the vital recognition from many research studies around the globe, which discovering the importance and need for the inclusion of behaviors and experiential attributes in the whole services or products, and developing a strong memorable encounter for the tourist with his lasting memory (Pine and Gilmore, 1998).

This research study on new experience economy going to an argument that the” experience economy “has directly shifted from product or service to experience platform (the fourth economic offering in addition to product and service) that is known as the progression of economic value.

Therefore, there is a transform from selling service or product to selling new experience by means of customizing ”the tourism and hospitality business” with an upgraded offering to the next stage of economic value

In the context of tourism and hospitality, the experience economy approach has been also developed to explore and evaluate services and products in tourism and hospitality business, such as heritage trails (Gilmore and Pine, 2002, Oh et al., 2007), hotels (Hayes and MacLeod, 2007), specific tourism events (Pullman and Gross, 2003, Quadri, 2012), cruise trips (Hosnay and Witham, 2010), tourist destination, and tourism information technology as a trend to leverage the experience economy for tourists (Schmits (2003) .It can also be altercated that basic business practices, such as : selling travel packages and basic travel services, food and lodging series alone cannot benefit the tourist as their coveted intension behavior are to experience something new ,which they have not used before, and which are also worth enjoyable.

Accordingly, the need of involving the tourists /customers and actively engaging is proven pivotal for generating memorable experiences

Like tourism industry, brand resort hotels are also considered a serious growing segment of tourism attractions around the globe. An important report published by (IBIS-world, 2013) announced, that the global tourism and hospitality industry has rebounded from a recession and then depression led decline and then experienced positive growth in each of the past five years since 2013.

The tourism and hospitality industries, has associated with tourist experiences in that travelers are seen as a mean and constructors of reality depend on esthetics, sensations, mental imagery, signs, and symbolism during their trip to a tourist destination (Caru and Cova, 2003& Osório 2015) .

Major activities of the tourism and hospitality operations can be permeated to develop tourist (customer) experiences such as: wake – up calls and shuttle – bus service by layering an enjoyable experiences. The existing services by applying a theme to turn a product or service into a new experience, thus uncovering many potential ideas for generating new experiences, harmonizing a series of impression for engaging the tourist \ guest and ultimately enhancing the tourist\guest experience which can be regarded as the serious cause for successfulness of tourism business as today's tourists seek appealing, rare and memorable experience set by their motivation, preceding new travel experiences (Ellis and Rossman, 2008).

Accordingly.it seems reasonable to predict that tourism and hospitality industries need to move forward in the side of experience generator by using customer service experience as the final stage, to engage travel consumers for generating memorable event (Pine and Gilmore, 1998).

In addition, despite, the World Tourism Organization (UNWTO) highlighted the importance of brand resort hotels in tourism and hospitality theoretical, till now,it has not attracted more attention or focuses in research studies,

Line and Runyan (2012) reviewed (273) articles that published in four top tourism and hospitality journals published from the year of 2008 to 2010. In their review papers, researches stated that brand resort hotels were the least studied comprising only (0.7%) of the total tourism and hospitality industries research studies.

However, the presence of research studies targeting those industries in top tourism and hospitality journals suggests its relevance to the tourism and hospitality field. The rapid sustainable development in the tourism sector makes it high competitive and motivates the service providers to ensure a new great memorable experience for the travel consumers (Felitti, ., and Fiore 2013).

This high uptick is consistent with the proposals of some researches, such as Pine and Gilmore (1998), who introduced various approaches to evaluate consumer's experiences and indicated that "experiences" are the fourth economic offering in addition to, products, and services. They

suggested that businesses that are able to provide experiences rather than quality of services and products will have a sustainable competitive advantage (Pine and Gilmore, 1998, 2011).

In this context, the experience economy concept (Pine and Gilmore, 1999, 2011) had recently gained attention among hospitality and tourism researchers (Mehmetoglu and Engen, 2011).

However, empirical testing of the (4Es), (i.e. escapist experiences, esthetic, education, and entertainment) in resort hotel, tourism has yet to be focused on.

In fact, the empirical sustainable development of the (4Es)' application in various facets of tourism and hospitality is needed (Hosany and Witham, 2010, Oh, et al. 2007).

Finally, the research study of tourism experiences has become very serious because of the competitive tourism destination "(. Kim and Ritchie 2014).

For this reason, this present study aimed to assess how tourist' memories operate together with multiple facets (dimensions) of their experience at brand resort hotels to improve their loyalty intension. It focus on examining the influence of four facets of the experience economy(4Es) of tourists experience on their memories and loyalty in tension in three brand resorts hotels in Sharm El-Shaikh, Egypt.

Literature review and hypotheses development

Tourism and Hospitality Sectors in Egypt

However, Egypt has faced several political and economic challenges, tourism remains one of its leading foreign exchange providers and the tourism and hospitality sectors are the key contributor to both the employment and General domestic products .

Travel and Tourism "is synonymously one of the world's largest economic sectors. that current global (direct employment is over thousands millions jobs. This is a result of many factors, including the ongoing structural transformation from the tourism industry to services in advanced and highlighting economies and emerging the growth of the middle class globally resulting in changing travel consumer patterns favorable to Travel and Tourism.

Tourism is synonymously graded as one of the world's largest industries. It is very hard to separate what is travel and tourism (T&T), and what is not, as it breaks and encompasses boundaries across other industries (Swarbrook & Horner, 2004).

The World Tourism Organization statistics barometer reported that the international tourist arrival has grown by over (9%) in (2017), which implies that there had been an increase to (1.1) billion international tourists between January and October (2017), with a continuous growth forecast for (2018). This represent a (7 %) increase on the same period of the last year (2016), or (70%) more international tourist arrivals, strong demand for international tourism across all of the world regions, that reflected the global economy upswing(UNWTO, 2017). Egypt's tourism revenues increased by (170 %) in the first seven months of (2017_ , reaching us \$(3.5) billion. In that period, international tourist arrivals visiting Egypt increased by (53%) year-on-year to reach (4.5) million tourist, attributing the increase to tourists from Germany and Ukraine. And total revenues achieved in (2016) amounted to \$ (2.7) billion, the Egyptian government officially told Reuters, in welcome news for an economy heavily reliant on the tourism sector for foreign currency and jobs..

That number was still well below the(14.7) million of international tourist arrivals, who visited Egypt in (2010), ahead of the year of(2011), uprising that toppled long-time autocrat the president Hosni Mubarak and ushered in a prolonged period of political and social instability. Egypt's tourism sector has been receiving many positive views recently, though it is still performing well below potential and the peak figures of the year2010 (Egypt Today, 2017). Europeans made up(75%) of international arrivals of Egypt, while Arab visitors made up (20 %) .

Egypt hopes the number of international tourists will reach nine million in the whole of (2017), up from (4.5) million in (2016). Tourist revenues should hit US \$(6)billion in (2017), up from US \$(3.4) billion in 2016, despite a continued flight plan from Russia, traditionally a major source of international tourist arrivals, after a Russian plane crashed in the Sinai Peninsula in (2015), killing all (224) international tourists on board. Russians accounted for a large proportion of tourists to Egypt, especially to the Red Sea resort of Sharm El Sheikh.

Egypt hopes that its investments in airport security and the cheaper Egyptian pound will help lure back more tourists, despite a series of militant attacks, including the fatal stabbing of two German holidaymakers at a seaside resort in July. Egypt which accounts for more thanof tourists, with 503 million arrivals, shows that the tourism potentials of European cities and destinations are enormous. Asia and the Pacific account for 216 million while America and Africa stand at 156 million and 50 million respectively, with an increasing status in most continents except Africa. In late2010 into 2011, Egypt's tourism industry was largely affected due to the great recession; there was a drastic reduction in the influx of tourists by the end of 2009 to 4 % while the revenue went down by 6%. Among the most affected were Europe and the Middle East. Africa saw a growth of 2.9% due to its low travel turnout (MercoPress 2012).

Memorable Tourism Experience (MTE) and the Four Tourists Service Experience in the experience economy

The Experience economy) is used as an important overarching concept for tangible and intangible service providers in tourism and hospitality industries whose primary target is providing high quality customer experiences (Mehmeto and Engen, 2011).

(Pine and Gilmore, 1998) discovered the concept of customer experiences by coining the concept of), which is the final phase of economic sustainable progression that has developed and from the service economy. They focused on concept of the "experience economy" by arguing that the Global service economy has directly changed from product segment to service segment and then to experience based. Therefore, many established firms are emphasizing the delivery of enjoyable experiences to their customers... (Pullman and Gross 2004; Voss and Richard B. Chase (2008).

(Pine and Gilmore, 1999) also defined "experiences" as events that engage individuals in an important personal way; whereas(Oh et al., 2007) defined experiences as, entertaining enjoyable, engaging, memorable experience (ME) encounters for customers who consuming these events.

Many authors had considered that the customers Memorable experiences in service economy were rightly internally produced in general, and they had directly recognized that the individual creates his own experience based on his own learning and (v), backgrounds, attitudes and beliefs brought to his situation (Knutson, and Cha, 2006).

The tourism and hospitality industries over the globe is transforming from a product focused, physical – asset intensive tourism business to a customer (tourist) focused, experience centric (Knutson, 2006), as tourist / customers don't buy service delivery, they buy experiences, they do not buy service quality, they buy memories and they do not buy good and drinks, they buy meal experiences, revisited the tourist destination (Hemmington, 2007).

Knutson and Cha (2006) have stated that the customer memorable experiences are basically produced in internal way and it is rightly stated that the individual creates his own experience based on his attitudes and beliefs, backgrounds, and values brought to the a recent situation.

Tourist memorable experiences (TME) are introduced through a vital process of visiting, learning and enjoyable tourism activities in a sustainable environment away from an origin home (Stuart, F. Ian and Stephen S. Tax , 2004) ..

Moreover, two research studies examining memorable Tourism Experience (MTE) in tourism Sector are noteworthy.

Pine and Gilmore (2011), advised that tourist memorable experiences (TME) in experience service economy revolving around the (4Es), result in good memories and positive attributes and intensions.

Beliefs, entertaining, hedonism, novelty, behaviors, origin local culture, meaning fullness, involvement and new knowledge are the determinants (factors) responsible for creating (MTE) (Kim, and McCormick 2012).

By investigating the keyword of the Memorable Tourism Experience (MTE) (Sthapit, 2013) added that adverse feeling' is the factor for (MTE). Which is not of positive determinant. Important model which emphasizes on the relation between value (v) of services and the experiential consumption in cost of cash the tourist pay, can be regarded as a significant sustainable development for measuring (MTE) (Tarssanen, 2009).

Oh , 2007, has extended experiential aspects of hospitality sectors that search on bed and breakfast (B&B) accommodation sector, with an important experience model of pine and Gilmore (1998), concluded that tourist memorable experiences, such as loyalty intension, satisfaction behavior, arousal, strong good memories, and overall quality (Q) depends heavily on the experiential offering, i.e., education, esthetics, escapism, and entertainment experiences. Customers (Guests) of brand hotels and resort hotels are not just looking for service quality (SQ) and its features, as, service quality, staff courtesy, establishment appearances, etc. but attached importance to experiential service attributes in those brand resorts hotels (Mohsien and Lockyer, 2010; Cetin and Dincer, 2014) for gaining positive experience and loyalty.

A limited number of research studies have studied this phenomena and they support the positive impact of (4Es) on customer experience memoires (Gilmore and Pine, 2002; Quadri – Felitti & Fiore, 2013). Ritchie, (2011), pointed that a hedonic and entertaining experience that can enhance new knowledge of the customer/tourist can end up with positive memories and positive attitudes, such as : revisits and recommendations to friends and family, etc. (Kim, 2010; Quadri – , 2012; Oh et al., 2007; Hosany and Witham 2010), observed a significant interrelationship between the four customer experiences (4Es) and positive memories and loyal intention of tourist/ customer in-service industry.

Today's tourist are more experience-focused and to meet these high demand preferences, tourism marketers are seeking innovative alternatives services and due to this, a specialized loading concept has gained popularity over the last several years in the United State (US), Europe and Asia which is lifestyle membership clubs which offers basic facilities such as: meeting and event spaces, food and beverage series, nightclubs, pools, and spas ,etc,... and they include boutique brand hotel components with a focus on providing social interaction and workspaces for Like-minded individuals, often in niche industries such as fashion, fitness, arts and cinema which primarily aims to produce a creative and local experience. (Roth and Larry J. Menor (2003), .

Moreover, limited number of research studies have revealed the important phenomena of (MTE) and the (4Es) in service economy and then they focused on the positive influences of the (4Es) on tourist\ customer memoires (Gilmore & Pine, 2002; Quadri and Fiore, 2013).

Ritchie and Wing Sun (2011), stated that an hedonic and entertaining experience that can enhance knowledge of the tourist\customer can end up with strong positive memories and positive behaviors, such as: revisits comments, and recommendations to families and friends etc. (Kim, 2011; Quadri – Felitti and Fiore, 2012; Oh et al., 2007; Hosany and Witham 2010), observed a significant interrelationship between the (4Es) and strong positive memories and loyalty intention behaviour of tourist in tourism and hospitality industries.

'The Four Tourist Experience' (4Es) in Service Economy

Pine and Gilmore (1999) considered that "the experience economy" is based on the four customer experiences (4Es) - as experiential domains including entertainment (desire to enjoy), education (desire to learn), escapism (desire to go and do something), and esthetic (desire to be in a certain place) experiences.

These four realms of service experiences (4Es) are differentiated across two - axes, the degree of customers involvement and the connection of them, with the surrounding area (Hosany and Witham, 2010).

The first factor (dimension) is entertainment which customer experience is developed, when passive absorption is observed by the customer, such as: watching a performance in theater, observing features in a tourist destination (Oh et al., 2007). The second facet (dimensions) is esthetic, which customer experience is developed, where the customer has a passive participation and immersion in the experience. Examples for esthetic facet (dimension) includes a beautiful arrangement of historical relics in a museum, ambience in a resort hotel or experiencing the breath – taking scenery of Niagara falls (Mehmetoglu and Engen, 2011).

The third facet (dimension) is education, which refers to a new experience, where the individual actively participates but is in absorption such as: ski-schools, snorkeling, or scuba diving.

The fourth facet (dimension) is escapism, which happens, when the customer is affecting the actual performances in the virtual sustainable environment as, by playing in a gambling Casino (Hosany and Witham, 2010).

The (4Es) are stated in semipermeable quadrants formed by two intersecting continuums. The horizontal continuum reflects customer's passive or active participation in generating the experience, while the intersecting vertical continuum reflects their mental absorption of virtual immersion in the experience, which aligns with co-creation of consumer value (V). (Pralalod and Ramaswamy, 2004).

One research study stated that customer's consumption experiences revolving around the (4Es) result in strong memories and positive behaviors. (Pine and Gilmore 2011).

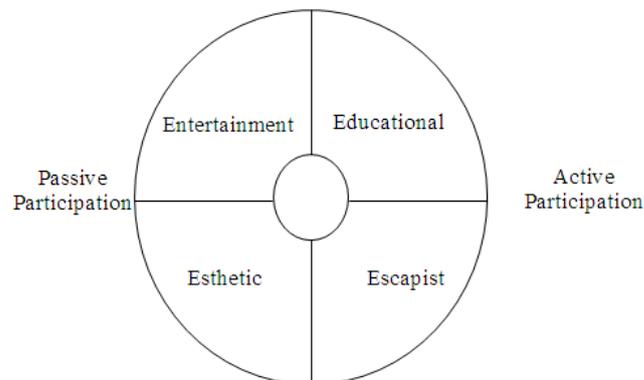
The model' active participation of educational and escapists elements-in particular-emphasized the co-creation nature of the experience economy approach.

So, more than one of the (4Es) may occur, where tourists move between passive and active involvement either consuming or co-creating one or more of the (4Es) throughout their tourism experience (TE).

Komppula (2014) indicated that tourism entrepreneurs take responsibility for their tourist destination 'competitiveness.

Also, it has been demonstrated that tourism entrepreneurs in a tourist destination have higher place identity levels (Hallak et al., 2012), and this destination identity- as a place - has a positive impact on their self-efficacy providing significant opportunity to generate an expression of themselves. It follows that there will not be significant differences between tourism supplier 'sown emphasis on the (4Es) and their perception of that provided by the tourist destination as a whole. The figure below illustrates the four main experiential dimensions of Pine and Gilmore (1998).

Figure 1: The Four Facets (Dimensions) of a Service Experience



Source: Pine and Gilmore (1999).

A recent research study in cruising tourism has revealed the interrelationship among cruiser's experiences, satisfaction behavior, and loyalty intention to recommend (Hosany and Witham, 2010). While, Quadri – Felitti and Fiore (2012) have observed that (4Es) are equally relevant and useful in conceptualizing the wine tourism experience.

Mehmetoglu and Engen (2011) research study based in music festival and museum has resulted with a thought that different factors (dimensions) of experience affect the tourist's level of satisfaction behavior and also finds out that experiences are needed to be created and staged depending on different effect of tourist's satisfaction behaviors.

Wang, Feng and Feng (2013) have conducted a research study in Casino hotels and has revealed that tourists with different genders significantly differ in their entertainment experience but not in other type of experience whereas tourists with different ages do not have significant variance in all four categories of experience in Casino hotels.

Maria and Loureiro (2014) have tried to contribute theoretically to understand effect on experience –based experience, and its influence with place attachment and loyalty intentions through positive emotions and experience memory in rural tourism context and has proved that esthetic factor(dimension) of experience emerges as the most relevant in shaping the over-all experience of the tourists.

The Four Tourist Service Experience' (4Es) in Service Economy

1- Educational experiences in tourism and hospitality.

It has been recognized that eating local casino helps tourists to gain in-depth knowledge and understanding about a destination's culture, the chance to learn new things and their involvement in cooking contributes to their outstanding experiences (Hjalager& Richards, 2002, Getz, 2000) on the other hand, Cetin and Bilgihan (2015) have noticed that for tourism, education – based experiences are usually related to active engagement with the destination's culture as tourist value) almost everything that is a part of the culture of society.

Also tourists are motivated by the desire for education-based experiences, where tourist improve their skills and knowledge, providing serious evidence that the experience economy model is appropriate for the tourism activities (Ali-Knight and Charters, 2001; Bruwer and Alant, 2009).

2- Esthetic Experience in Tourism and Hospitality.

Heritage and historical sites among the (4Es) factor(dimension) of experiences, can be regarded as more esthetic-based experience in nature ,as the (Suntikul and Jachna, 2015) finding from the research study which based on seven hundred international tourists in Macao's

historic center concluded that twenty five sites among thirty one possess the ranking of entertainment, esthetic, and escapism and educational experiences profile of perception of the experience value of the historic core center.

It has showed that esthetic - based experience is dominant than other experience in heritage and historical sites.

3- Escapism experience in tourism and hospitality.

It has been found from the participant of Mountaineering, that\ it demands “active engagement and involvement”.. and’ as, participants have the opportunity to experience escapism. Other adventure activities as river rafting constitute” the elements of escapism”... as it allows rafters to imagine that they are in a different globe (Rosenbaum, Mark S. 2006) .

4- Entertainment experience in tourism and hospitality.

Hospitality service providers as Brand resort hotel as an tangible and intangible service providers must focus on the entertainment aspect, as it is an integral motivation of the tourist (as a hotel guest). The example of entertainment- based experience in tourism and hospitality context includes music concerts, events and art festivals (Mathieu, Tang and , 2014).

Hypotheses

The previous review supports the following hypothesis:

H1:

- Educational experience influences tourists’ memories significantly.
- Entertainment experience influences tourists’ memories significantly.
- Esthetic experience influences tourists’ memories significantly.
- Escapism based experience influences tourists’ memories significantly.

H2:

- Educational experience influences tourists’ loyalty significantly.
- Entertainment experience influences tourists’ loyalty significantly.
- Esthetic experience influences tourists’ loyalty significantly
- Escapism experience influences tourists’ loyalty significantly.

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Research design and methodology

Data collection and measured factors

Data were obtained from international tourists of three spots of brand resort hotels in Sharm El Shiekh - as a tourist destination in Egypt. The data were collected in four months- from January to April 2017.

The survey was conducted through face- to - face interviews with international tourists who had stayed at brand resort hotels for at least a once.

A self – administered survey was used to collect the data. The survey questionnaires were (300) - one hundred of the returned questionnaires were excluded from the analysis(33.4%),and two hundred international tourists responded, yielding a response rate of (66.6%).

The survey questionnaires included two main sections:

1. The first section investigated the demographic data of the participants for age, gender, and educational level.

2. The second section: the factors related to the experience and the tourist experience memories that was based on 23-items in total.

1- Dimensions (factors)of experiences were measured using four -items each adapted from (Hosany and Witham 2010).

- 2- Tourists Memories were operationalized using three -items adapted from Oh et al,(2007).
- 3- Tourists loyalty was operationalized using four -items proposed by (Quadri-Felitti and Fiore (2013).

The participants were asked to indicate their opinion about the statements based on a five -point liker scale ranging from one totally strongly disagree to five totally strongly agree.

Measurement Items included six domains,

First Domain: Education Experience which consisting of four items

- 1- The existing experience had made me more knowledgeable
- 2- I learned a lot during my new experience.
- 3- It stimulated my curiosity to learn new positive things.
- 4- It was a real new learning experience.

Second Domain :Entertainment Experience which consisting of four items

- 1- Activities at the brand resort hotel were amusing to watch and perform.
- 2- Activities the brand resort hotel were captivating to watch and perform.
- 3- Activities at the brand resort hotel were entertaining top watch and perform.
- 4- Activities at the brand resort hotel were fun to watch and perform.

The Third domain: "Ecstatic's Experience "which consisting of four items

- 1- I left a real sense of harmony.
- 2- Just being here was very pleasant.
- 3- The setting was very strong attractive.
- 4- The setting in the brand resort hotel were fun to watch and perform.

The Fourth domain: Escapism Experience which consisting of four items

- 1- I felt I played a different character in the brand resort hotel.
- 2- I felt like I was living in a different time ordestination.
- 3- The experience here let me imagine being someone different.
- 4- I totally for got about my daily routine system.

The fifth domain: Tourist memories which consisting of three items

- 1- I have wonderful memories of my visit to this brand resort hotel.
- 2- I won't forget my new experience visiting this brand resort hotel.
- 3- I will remember many positive things about this brand resort hotel.

Sixth domain: Tourist loyalty which consisting of four items

- 1- I will recommend this brand resort hotel to other people.
- 2- I will encourage other people to visit this brand resort hotel.
- 3- I am willing to revisit this brand resort hotel again
- 4- I will definitely come back to this brand resort hotel.

Statistical Analysis

After the data were collected, it was revised, coded and fed to statistical ware (SPSS)version 20 and (AMOS 20). The given graphs were constructed, using Microsoft Excel Software. A measurement model was estimated before the structural model. A confirmatory factor analysis (CFA) was employed to assess the measurement model and to test data quality, including reliability and construct validity checks. Structural equation modeling (SEM) was conducted to assess overall fit of the proposed model.

Results

The data analysis was performed to examine the influence of four Facets (dimension) of the experience economy's (4Es) -i.e. educational, esthetic, entertainment, and escapist experiences - of tourists experience on their memories and loyalty intention in brand resort hotels.

Table 1: Demographic Characteristics of Tourists at Brand Resort Hotels (n=200)

| Characteristics | | No | % |
|-----------------|---------------|-----|-------|
| Gender | Male | 141 | 70.5% |
| | Female | 59 | 29.5% |
| Age | 18-24 | 41 | 20.5% |
| | 25-34 | 81 | 40.5% |
| | 35-44 | 35 | 17.5% |
| | 45-54 | 20 | 10.0% |
| | 55-64 | 14 | 7.0% |
| | 65+ | 9 | 4.5% |
| Education | High school | 131 | 65.5% |
| | Graduate | 40 | 20.0% |
| | Post-graduate | 29 | 14.5% |

Table (1) shows that the majority of the sample were males (70.5%) and (20.5%) of them were aged from 18 to 24 years old and (40.5%) were at age of 25 to 34 years old, while (4.5%) aged 60 years or more. Regarding their qualification, (65.5%) of the sampled individuals graduated from high schools and (14.5%) had post graduate degree.

Table 2: Descriptive of Experience and Attitude towards Provided Service including Loyalty for Tourists at Brand Resort Hotels

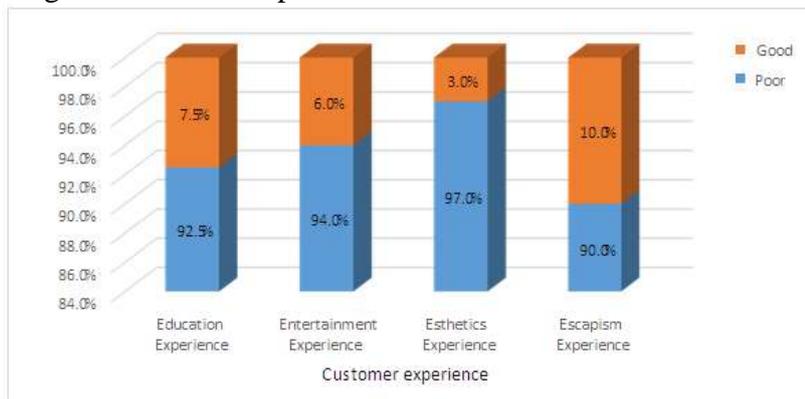
| Domain | Item | Disagree | | Neutral | | Agree | |
|--------------------------|---|----------|-------|---------|-------|-------|-------|
| | | No | % | No | % | No | % |
| Education Experience | The experience has made me more knowledgeable | 162 | 81.0% | 19 | 9.5% | 19 | 9.5% |
| | I learned a lot during my new experience | 162 | 81.0% | 22 | 11.0% | 16 | 8.0% |
| | It stimulated my curiosity to learn new positive things. | 167 | 83.5% | 11 | 5.5% | 22 | 11.0% |
| | It was a real strong learning experience | 141 | 70.5% | 27 | 13.5% | 32 | 16.0% |
| Entertainment Experience | Activities at the brand resort were amusing to watch and perform | 173 | 86.5% | 17 | 8.5% | 10 | 5.0% |
| | Activities at the brand resort hotel were captivating to watch and perform | 176 | 88.0% | 7 | 3.5% | 17 | 8.5% |
| | Activities at the brand resort hotel were entertaining to watch and perform | 150 | 75.0% | 14 | 7.0% | 36 | 18.0% |
| | Activities at the brand resort hotel were fun to watch and perform | 152 | 76.0% | 21 | 10.5% | 27 | 13.5% |
| Esthetics Experience | I felt a real sense of harmony Just being here was very pleasant | 172 | 86.0% | 12 | 6.0% | 16 | 8.0% |
| | The setting was very attractive | 159 | 79.5% | 23 | 11.5% | 18 | 9.0% |
| | The setting really showed attention to design detail | 146 | 73.0% | 25 | 12.5% | 29 | 14.5% |
| | The setting really showed attention to design detail | 190 | 95.0% | 2 | 1.0% | 8 | 4.0% |

| | | | | | | | |
|---------------------|---|-----|-------|----|-------|----|-------|
| Escapism Experience | I felt I played a different character here | 134 | 67.0% | 33 | 16.5% | 33 | 16.5% |
| | | 136 | 68.0% | 26 | 13.0% | 38 | 19.0% |
| | I felt like I was living in a different time or place | 186 | 93.0% | 8 | 4.0% | 6 | 3.0% |
| | The experience here let me imagine being someone else I totally forgot about my daily routine read about environmental issues | 158 | 79.0% | 30 | 15.0% | 12 | 6.0% |
| Memories | I have wonderful memories of my visit to this brand resort hotel | 138 | 69.0% | 28 | 14.0% | 34 | 17.0% |
| | I won't forget my experience visiting this brand resort hotel | 177 | 88.5% | 3 | 1.5% | 20 | 10.0% |
| | I will remember many positive new things about this brand resort hotel | 160 | 80.0% | 17 | 8.5% | 23 | 11.5% |
| Loyalty | I will recommend this brand resort hotel to other people | 138 | 69.0% | 32 | 16.0% | 30 | 15.0% |
| | | 166 | 83.0% | 14 | 7.0% | 20 | 10.0% |
| | I will encourage other people to visit this brand resort hotel | 153 | 76.5% | 15 | 7.5% | 32 | 16.0% |
| | I am willing to revisit this brand resort hotel again | | | | | | |
| | I will definitely come back to this brand resort hotel | 146 | 73.0% | 22 | 11.0% | 32 | 16.0% |

Regarding tourists memorable experience (TME) and attitude towards provided service (table 2), the strong agreement from the participants (tourists) for education experience items ranged from (8%) for being learned a lot to (16%) for being real learning experience at the brand resort hotel. As for entertainment, the strong agreement for its items ranged from (5%) to (18%) for activities at the brand resort hotel were amusing to watch and perform. Considering esthetic experience, only (4%) of the sampled individuals (tourists) agreed on that the setting really showed attention to design detail and (14.5%) agreed on attractiveness of the setting. With regard to escapism, only (3%) of the interviewed tourists agreed on felt them as being one else while (19%) felt like if living at different time and destination. Considering memories, (10%) of the sampled individuals (tourists) will not forget visiting the resort and (17%) recorded having wonderful memories.

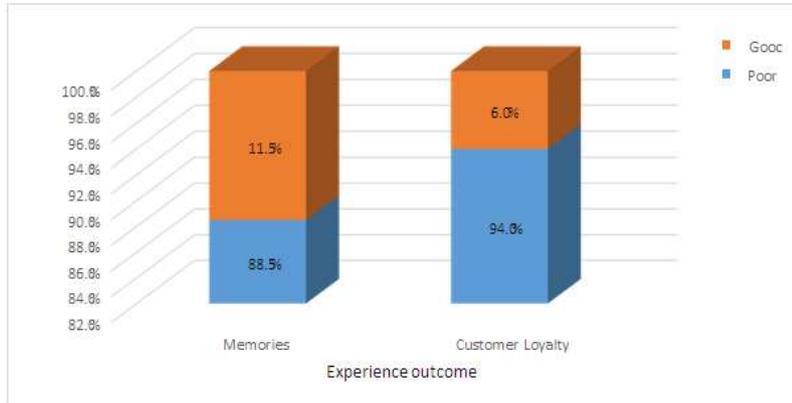
As for loyalty intension, (10%) of the individuals will encourage others to revisit the brand resort hotel and (16%) willing to come back and revisit the resort for another time..

Figure 1: Overall experience for tourists at brand resort hotel



As shown in (Figure 1) , (10%) of the tourists recorded good escapism experience followed with (7.5%) for education experience and (6%) for entertainment experience .

Figure 2 : Overall memories and loyalty intension for tourists at brand resort hotels



In addition, as shown in (Figure 2)., for outcome, (11.5%) of the international tourists had good memories and 6% of them recorded high loyalty intention,

Table 3: Distribution of experience for tourists at brand resort hotels by their gender

| Experience domain ^{FEP} | Gender | | | | | | | | |
|----------------------------------|--------|-------|------|------|--------|-------|------|-------|--------|
| | Male | | | | Female | | | | |
| | Poor | | Good | | Poor | | Good | | |
| | No | % | No | % | No | % | No | % | |
| Education Experience | 131 | 92.9% | 10 | 7.1% | 54 | 91.5% | 5 | 8.5% | 0.735 |
| Entertainment Experience | 132 | 93.6% | 9 | 6.4% | 56 | 94.9% | 3 | 5.1% | 0.724 |
| Esthetics Experience | 135 | 95.7% | 6 | 4.3% | 59 | 100 % | 0 | 0.0% | 0.108 |
| Escapism Experience | 132 | 93.6% | 9 | 6.4% | 48 | 81.4% | 11 | 18.6% | 0.008* |
| Memories | 129 | 91.5% | 12 | 8.5% | 48 | 81.4% | 11 | 18.6% | 0.041* |
| Tourist Loyalty | 133 | 94.3% | 8 | 5.7% | 55 | 93.2% | 4 | 6.8% | 0.764 |

FEP: Fisher exact probability, * P < 0.05 (significant)

On relating experience level with tourists gender (Table 3), it was clear that only memories and escapism experiences recorded significant difference by gender as (6.4%)of the males had good escapism experience compared to 18.6% of the females (P=0.008) and 8.5% of the male customers\ tourists had good memories compared to 18.6% of the females (P=0.041). As for all other experience domain, males and females nearly recorded the same levels of experience with no significant difference.

Table 4 : Distribution of experience for tourists at brand resort hotels by their age

| Experience domain | | Age | | | | | | | | | | | MC _p | |
|--------------------------|------|-------|-------|-------|------|-------|-------|-------|-------|-------|-------|-----|-----------------|--------|
| | | 18-24 | | 25-34 | | 35-44 | | 45-54 | | 55-64 | | +65 | | |
| | | No | % | No | % | No | % | No | % | No | % | No | | % |
| Education Experience | Poor | 41 | 100.0 | 73 | 90.1 | 35 | 100.0 | 20 | 100.0 | 7 | 50.0 | 9 | 100.0 | 0.001* |
| | Good | 0 | 0.0 | 8 | 9.9 | 0 | 0.0 | 0 | 0.0 | 7 | 50.0 | 0 | 0.0 | |
| Entertainment Experience | Poor | 41 | 100.0 | 69 | 85.2 | 35 | 100.0 | 20 | 100.0 | 14 | 100.0 | 9 | 100.0 | 0.002* |
| | Good | 0 | 0.0 | 12 | 14.8 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | |
| Esthetics Experience | Poor | 41 | 100.0 | 80 | 98.8 | 30 | 85.7 | 20 | 100.0 | 14 | 100.0 | 9 | 100.0 | 0.002* |
| | Good | 0 | 0.0 | 1 | 1.2 | 5 | 14.3 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | |
| Escapism Experience | Poor | 41 | 100.0 | 61 | 75.3 | 35 | 100.0 | 20 | 100.0 | 14 | 100.0 | 9 | 100.0 | 0.001* |
| | Good | 0 | 0.0 | 20 | 24.7 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | 0 | 0.0 | |

| | | | | | | | | | | | | | | |
|----------------|------|----|-------|----|------|----|------|----|-------|----|-------|---|-------|-------|
| Memories | Poor | 41 | 100.0 | 73 | 90.1 | 24 | 68.6 | 16 | 80.0 | 14 | 100.0 | 9 | 100.0 | 0.001 |
| | Good | 0 | 0.0 | 8 | 9.9 | 11 | 31.4 | 4 | 20.0 | 0 | 0.0 | 0 | 0.0 | * |
| TouristLoyalty | Poor | 41 | 100.0 | 80 | 98.8 | 25 | 71.4 | 20 | 100.0 | 14 | 100.0 | 8 | 88.9 | 0.001 |
| | Good | 0 | 0.0 | 1 | 1.2 | 10 | 28.6 | 0 | 0.0 | 0 | 0.0 | 1 | 11.1 | * |

MCP: Mont Carlo exact probability, * P < 0.05 (significant)

Also on relating experience levels to tourist age (Table 4), all age groups recorded significant difference at their attitude and experience levels especially in favor of middle age groups (25 to 55 years) with (P value) for all less than 0.05.

Table 5: Distribution of experience for tourists at brand resort hotels by their educational level

| Experience domain | | High school | | Graduate | | Post- Graduate | | MCP |
|--------------------------|------|-------------|--------|----------|--------|----------------|--------|--------|
| | | No | % | No | % | No | % | |
| Education Experience | Poor | 131 | 100.0% | 32 | 80.0% | 22 | 75.9% | 0.001* |
| | Good | 0 | 0.0% | 8 | 20.0% | 7 | 24.1% | |
| Entertainment Experience | Poor | 129 | 98.5% | 30 | 75.0% | 29 | 100.0% | 0.001* |
| | Good | 2 | 1.5% | 10 | 25.0% | 0 | 0.0% | |
| Esthetics Experience | Poor | 125 | 95.4% | 40 | 100.0% | 29 | 100.0% | 0.1969 |
| | Good | 6 | 4.6% | 0 | 0.0% | 0 | 0.0% | |
| Escapism Experience | Poor | 131 | 100.0% | 20 | 50.0% | 29 | 100.0% | 0.001* |
| | Good | 0 | 0.0% | 20 | 50.0% | 0 | 0.0% | |
| Memories | Poor | 112 | 85.5% | 40 | 100.0% | 25 | 86.2% | 0.039* |
| | Good | 19 | 14.5% | 0 | 0.0% | 4 | 13.8% | |
| Customer Loyalty | Poor | 119 | 90.8% | 40 | 100.0% | 29 | 100.0% | 0.035* |
| | Good | 12 | 9.2% | 0 | 0.0% | 0 | 0.0% | |

MCP: Mont Carlo exact probability, P < 0.05 (significant)

As for education (Table 5), also there was significant difference at the gained experience and tourists' attitude regarding the service among different levels of education for all domains except for esthetic experience. The higher level of experience and better attitude was recorded mainly among highly educated customers (graduate and post graduate) than among lower levels of education.

Table 6: Distribution of tourists at brand resort hotels loyalty intension by their educational level

| Characteristics | Tourits Loyalty | | | | | |
|-----------------|-----------------|------|--------|------|-------|------------|
| | | Poor | | Good | | P |
| | | No | % | No | % | |
| Gender | Male | 133 | 94.3% | 8 | 5.7% | FEP=0.764 |
| | Female | 55 | 93.2% | 4 | 6.8% | |
| Age | 18-24 | 41 | 100.0% | 0 | 0.0% | MCP=0.001* |
| | 25-34 | 80 | 98.8% | 1 | 1.2% | |
| | 35-44 | 25 | 71.4% | 10 | 28.6% | |
| | 45-54 | 20 | 100.0% | 0 | 0.0% | |
| | 55-64 | 14 | 100.0% | 0 | 0.0% | |
| | 65+ | 8 | 88.9% | 1 | 11.1% | |
| Education | High school | 119 | 90.8% | 12 | 9.2% | MCP=0.035* |
| | Graduate | 40 | 100.0% | 0 | 0.0% | |
| | Post-graduate | 29 | 100.0% | 0 | 0.0% | |

FEP: Fisher exact probability MCP: Mont Carlo exact probability P < 0.05 (significant)

Table (6) demonstrates the distribution of the gained experience outcome loyalty domain with the tourist attributes. There was a significant relation between loyalty level and tourist age as about 30% of the middle age group (35-45 years) had good loyalty level compared to none of the younger age (below 25 years) and only 11% of older ages (60+) with (P value) =0.001. Also 9.2% of highly educated tourists recorded high loyalty level compared to none of the others with(P value) =0.035.

Figure 3: Path diagram showing the direct relation between tourists experience and memories and memories with loyalty

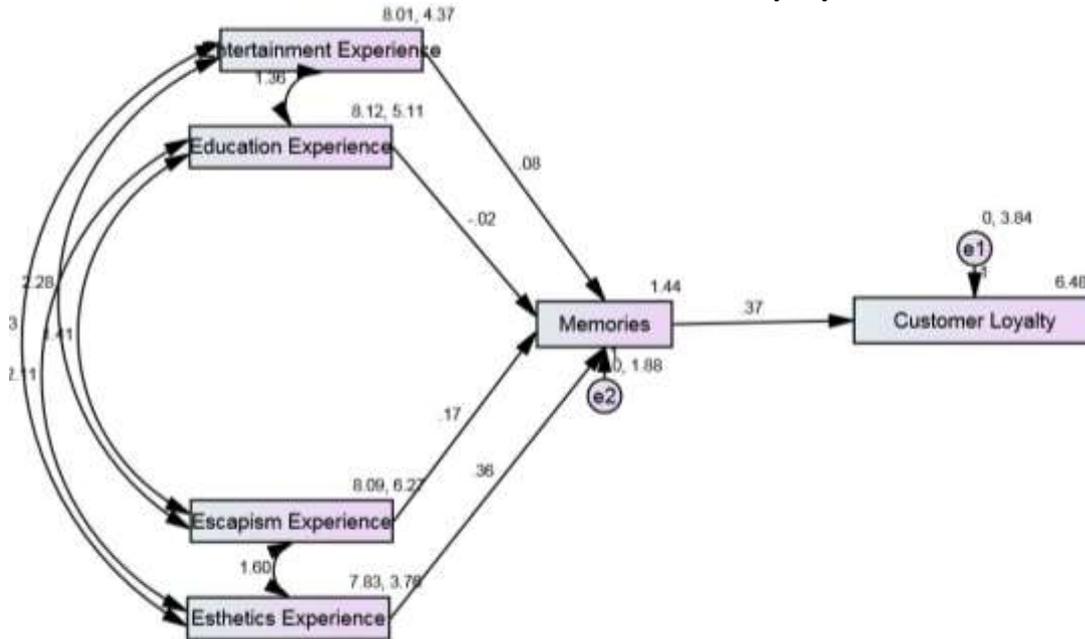
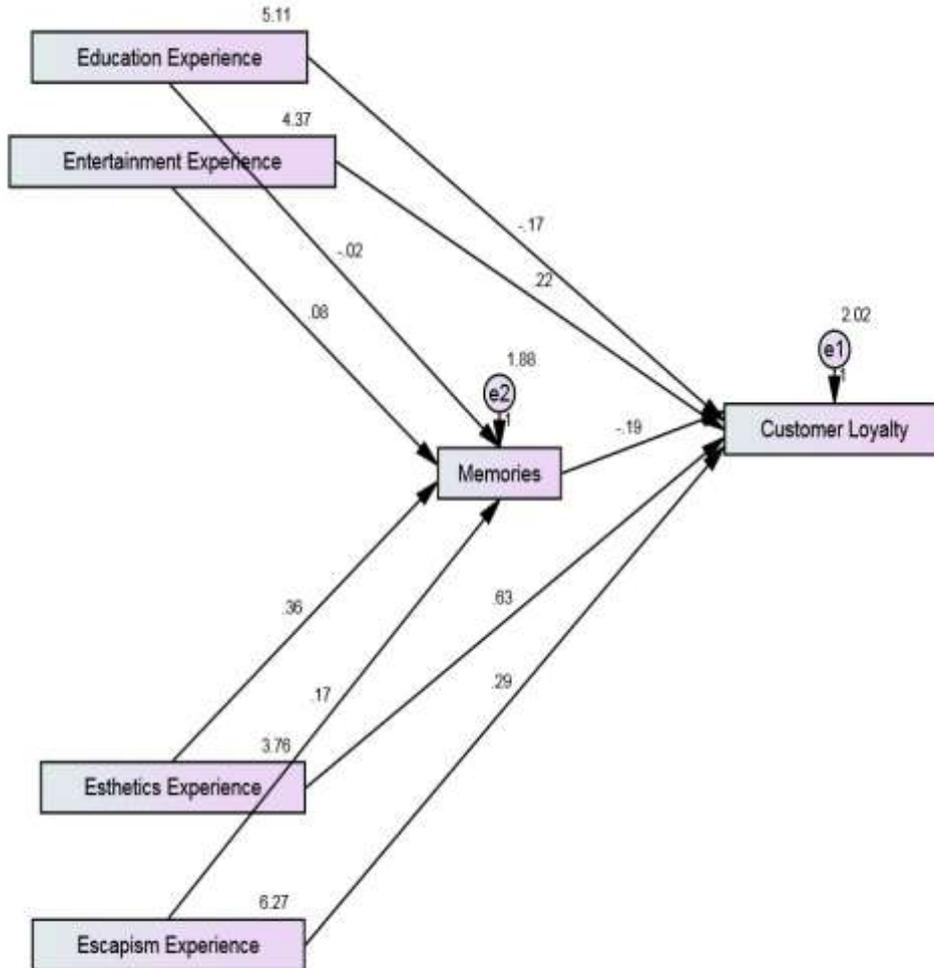


Table 7 : Regression Weights: (Group number 1 - Default model)

| | | | Estimate | S.E. | C.R. | P |
|----------------------|------|--------------------|----------|------|-------|------|
| Memories | <-- | Entertainment_Exp. | .083 | .053 | 1.558 | .119 |
| Memories | <--- | Education_Exp. | -.019 | .051 | -.376 | .707 |
| Memories | <--- | Escapism_Exp. | .171 | .045 | 3.774 | .001 |
| Memories | <--- | Ethics_Exp. | .364 | .059 | 6.124 | .001 |
| Loyalty | <--- | Memories | .368 | .082 | 4.479 | .001 |
| Model fit parameters | | | | | | |
| GFI | | | | | | 0.85 |
| CFI | | | | | | 0.88 |
| RMSEA | | | | | | 0.12 |

Figure 4 : Path diagram showing the direct and indirect relation between tourist experience, memories and loyalty



On performing structural equation model to identify the direct relations between tourists experience and their memories and loyalty level (Path diagram 1 at figure 3), it was clear that memories recorded significant direct positive intermediate relation with escapism (Beta = 0.17; P=0.001) and esthetic (Beta = 0.36; P=0.001) domains which also directly and positively affected loyalty (Beta =0.38; P=0.001).These relations nature and strength were confirmed on studding direct and indirect relations among different experience domains and outcomes (memories and loyalty) as memories showed the same conclusion of relations as at previous model as direct relations but also loyalty showed significant indirect and negative intermediate relations with education experience (Beta =-0.19), indirect positive significant relation with entertainment experience (beta =0.21), with esthetics experience (beta =0.62) and with escapism experience (Beta =0.29) with P value less than 0.01 for all (Path diagram 2 at figure 4).

Table 8 : Regression Weights: (Group number 1 - Default model)

| | | | Estimate | S.E. | C.R. | P |
|----------------------|------|------------|----------|------|--------|------|
| Memories | <--- | Educ_exp | -.019 | .043 | -.444 | .657 |
| Memories | <--- | Entert_exp | .083 | .047 | 1.783 | .075 |
| Memories | <--- | Ethics_exp | .364 | .050 | 7.259 | .001 |
| Memories | <--- | Escp_exp | .171 | .039 | 4.405 | *** |
| Loyalty | <--- | Memories | -.190 | .073 | -2.586 | .010 |
| Loyalty | <--- | Educ_exp | -.169 | .045 | -3.785 | .001 |
| Loyalty | <--- | Entert_exp | .216 | .049 | 4.442 | .001 |
| Loyalty | <--- | Esthet_exp | .626 | .058 | 10.713 | .001 |
| Loyalty | <--- | Escap_exp | .294 | .042 | 6.978 | .001 |
| Model fit parameters | | | | | | |
| GFI | | | | 0.88 | | |
| CFI | | | | 0.75 | | |
| RMSEA | | | | 0.15 | | |

Discussion

In Sharm El Shiekh (Egypt), brand resort hotels are trending to be differ highly growing and look like dimension of tourism and hospitality industries, where international tourists travel to these established entities situated in the natural exotic tourist destination to escape from their heavily routine life and to entertain an enjoyable memorable experience.

Recent research studies have proposed various approaches towards the assessment of tourist's experiences and it can be transformed into a tourist memorable experience (TME).

One of these approaches is the four-dimension conceptualization of experience (4Es) presented by Pine and Gilmore (1999).

Nerveless, empirical testing of the four dimensions of tourist service experience (4Es); - i.e. educational, esthetic, escapist, and entertainment experience in three spots of brand resort hotels, that tourism has yet to be undertaken.

The(4Es) in the experience economy can develop memories of tourist which can ultimately influence their loyalty intention.

For these reason, the purpose of the present study is to examine the influence of four facets (dimensions)of tourist' service experience (4Es) on their memories and loyalty intention.

Empirical testing of (4Es) (i.e. educational, esthetic, escapist and entertainment experiences) in brand resort hotels and a structural equation model was used to test the study hypotheses.

The results of the present study showed that tourist experience can be contained four main experiential dimensions of Pine and Gilmore (1998) including educational, esthetic, entertainment, and escapist experiences. It also revealed that the four facets of customer service experience (4Es) had positive and significant impact on consumer memories and loyalty intentions. Also it was observed that memories developed by 4Es may influence customer loyalty.

Then, the findings showed that all the four facets(4Es) had positive and significant effect on their memories and loyalty intentions.

Moreover, it was also observed that memories developed by the (4Es)may also influence tourist loyalty intention.

These results are consistent with the study conducted by Hosany and Witham (2010) and Oh (2007) who observed a significant influence of dimensions of tourist experience over their memories and behavior. It are also supported by Quadri-Felitti and Fiore (2013) who tested the

effect of (4Es) on tourist' memories and behavior of tourists. It also indicate that tourist memorable experiences (TME) can be classified in four dimensions including entertainment, education, esthetic and escapism (Pine and Gilmore, 1998). These four dimensions can develop memories of consumers which can ultimately influence their loyalty behaviors. The first dimension is entertainment and its importance has been highlighted by Hosany and Witham (2010) in cruiser experiences. Services providers must focus on the entertainment aspect as it is an integral motivation of tourists visiting resort hotels. For instance, Gee (2000) stated that, "The core principle of the resort concept is the creation of an environment that will promote and enhance a feeling of well-being, enjoyment and satisfaction". Experience of the guests can be much more memorable if the service delivery and performance integrates the sense of escapism. In this context, Ali et al., (2013) stated that guests travel to resort hotels situated in the natural exotic locations to escape from their daily routine life. Similarly, Yang and Chan (2010) stated, "to escape from normal life" as the main motivating factor to visit a resort hotel. Similarly, Oh et al., (2007) postulated esthetics as the main determinant of experiential outcomes

Owing to state led initiatives and political stability in Egypt, the hospitality and tourism market is showing signs of growth in 2017. The Egyptian government has been working to improve bilateral relations, which could present opportunities in different sectors including hospitality and tourism. There are also several major tourism and hospitality projects that are expected to come on stream in the near future to help boost tourism.

Resort hotels are shaping to be a rapidly growing and liked facet of Egypt (Sharm-Elshih) hospitality and tourism industry, where International tourists travel to these establishments situated in the natural exotic locations to escape from their daily routine life and to enjoy a memorable experience. Recent scholars have proposed various approaches towards the assessment of tourist experiences and it can be transformed into a memorable experience. One of these approaches is the four-faceted conceptualization of experience proposed by Pine and Gilmore (1999).

The study implications are discussed below and future research study areas are highlighted.

On performing structural equation model to identify the direct relations between tourists experience and their memories and loyalty intention levels (figure 3), it was clear that memories recorded significant direct positive intermediate relation with:

Escapism (Beta = 0.17; P=0.001), esthetic (Beta = 0.36; P=0.001) domains which also directly and positively affected loyalty intention (Beta =0.38; P=0.001).

These relations' nature and strength were confirmed on studying direct and indirect relations among different experience domains and outcomes (memories and loyalty intention), as memories showed the same conclusion of relations as at previous model as direct relations, but also loyalty showed significant indirect but negative intermediate relations with education experience

(Beta =-0.19), indirect positive significant relation with entertainment experience (beta =0.21), with ethics experience (beta =0.62) and with escapism experience (Beta =0.29) with P value less than 0.01 (figur4).

Research studies showed that several brand resort hotels offers some opportunities for the tourists to increase their skills and knowledge, as strong massage techniques, cooking lessons, swimming and snorkeling, such experiences are of importance in developing memories and positive behavior (Oh et al.,2007,Quadre-FelittiFiore,2013).

With regards to the entertainment dimension and its importance has been highlighted by Hosany and Witham (2010) in cruiser experiences. Services providers must focus on the entertainment aspect as it is an integral motivation of tourists visiting brand resort hotels. For

instance, (Gee, 2000) showed that, the core center principle of the brand resort concept is the creation of an environment that will promote and enhance a feeling of well-being, enjoyment and satisfaction). Experience of the guests/tourists can be much more memorable if the service delivery and performance integrates the sense of escapism.

Wang, and Feng (2013) have conducted a research study in casino hotels and has revealed that casino hotel tourists with different genders significantly vary in their entertainment experience but not in other type of experience where tourists with different ages do not have significant variance in all four categories of experience in casino hotels. While in present study in table (3) showed that on relating experience level with tourists gender, it was clear that only memories and escapism experiences recorded significant difference by gender as (6.4%) of the males had good escapism experience compared to (18.6%) of the females ($P=0.008$) and (8.5%) of the male tourists had good strong memories compared to 18.6% of the females ($P=0.041$).

As for all other experience domain, males and females nearly recorded the same levels of experience with no significant difference.

Another study stated that guests/tourists travel to resort hotels situated in the natural exotic locations to escape from their daily routine life, (Ali et al., 2013).

Also Yang and Chan (2010) showed that, to escape from normal life as the main motivating facet to visit a brand resort hotel.

Similarly, Oh et al., (2007) postulated esthetics as the main determinant of experiential outcomes. Han and Ryu, (2009) showed that a service setting's physical sustainable environment is comprised of a variety of various elements including the esthetics experience and ambient factors color, air, scent, illumination, facilities, layout.

These facets are all inter-related and they work together to influence tourist memories and attitudes (Quadri-Felitti and Fiore, 2013).

In another research study showed that the changes in the measurement models for Oh et al. (2007), (4Es) scales when applying the scales to a new tourism context, the results suggest that the (4Es) constructs are not consistent across different memorable tourism experiences.

Where the results indicated that according to suppliers responses, the escapist experience variable reflected a change- of –past for visitor versus the transporting of tourists to a new destination or time, as conceptualized by Pin and Gilmore (1999).

Also, Oh et al (2007) have examined it in bed-and-breakfast accommodation and concluded that the four experience (4Es) realm not only conceptual fit but also serves as practical measurement framework for the study of tourist experiences.

Quadri-Felitti and Fiore, (2012) have observed that (4Es) are equally relevant and useful in conceptualizing the wine tourism experience. Also, another research study based in music festival and museum has resulted with a thought that different dimensions of experience affect the tourist's level of satisfaction behavior and also finds out that experiences are needed to be created and staged depending on different influences of tourist's satisfaction (Mehmetoglu and Engen, 2011).

Recommendations

- 1- The study recommended that brand resort hotel marketers should focus their efforts to improve tourist's experiences.
- 2- The provision of cash convertibles initiative and policy from the Egyptian government to encourage the entrepreneurs for making more tourists centric atmosphere and activities to innovate and design new forms of tourism in the place of traditional tourism also by including more innovative, specialized, customized and experience-oriented activities with Egypt brand image.

3. Development of the qualified manpower through the proper training of employees involved in experience industries for the enfoldment of their efficiencies.
4. Development and promotion of experiential religious products by the invention of new ideas and the promotion of the religious products including souvenirs, decorative art, paintings, carvings and craft through advertisements, national and international music extravaganzas and religious shows.
5. Presentation and preservation of the main types of religious spots found in Egypt in a natural state depicting their aesthetic beauty and religious purposes and rehabilitation and refurbishment of existing buildings and religious sites without tampering their intended original meaning.
6. The provision of educational appreciation opportunities for the present tourism professionals.
7. Generating the loyalty intension among the tourists by creating pleasing sustainable environments, providing various forms of entertainments and plenty of excitement layered in the service or product packages by means of excellent marketing strategies and clear understanding of tourist's preferences as Egypt lacks modern technologies and skilled labor force.

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