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GUESTHOUSE AND TOURIST ACCOMMODATION EXPERIENCE IN LISBON

Godfred Osei Boakye

Master (MSc) in Erasmus Mundus in Tourism Development & Culture (EMJMD)

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I dedicate this research to the almighty God for his blessings upon my life.

Acknowledgement

RESUMO

Apesar de as pensões na indústria do alojamento terem recebido pouca atenção devido às novas tendências da indústria, continuam a ser uma indústria importante que proporciona experiências autênticas aos turistas. O objetivo deste estudo foi preencher as lacunas na literatura sobre os principais serviços das pensões que melhoram a experiência dos hóspedes e as intenções comportamentais. O objetivo do estudo foi compreender os efeitos positivos que os serviços personalizados e de co-criação têm nas experiências dos hóspedes em pensões em Lisboa. O objetivo era compreender de que forma estes serviços têm impacto na satisfação dos hóspedes, nas críticas positivas e nas intenções comportamentais. Para o efeito, foram utilizadas abordagens de investigação quantitativas e exploratórias para analisar 301 respostas através do SPSS e do Smart-PLS. Foram calculados modelos de medição, estruturais e de mediação e, de acordo com os resultados, os serviços personalizados e de co-criação têm um impacto positivo na satisfação dos turistas, nas críticas positivas e nas intenções comportamentais. O estudo sugere que os operadores de pensões devem integrar estes serviços nas suas ofertas para garantir intenções comportamentais positivas por parte dos hóspedes.

Palavras-chave: Intenções comportamentais, pousada, experiência do hóspede, alojamento turístico.

JEL Classification
M31: Marketing
Z32: Tourism and Development

ABSTRACT

Despite the fact that guesthouses in the accommodation industry have gotten little attention due to new trends in the industry, it is still a significant industry that provides authentic experiences to tourists. The goal of this study was to fill the gaps in the literature on key guesthouse services that enhance guest experience and behavioural intentions. The objective of the study was to comprehend the positive effects that personalised and co-creation services have on guest experiences in guesthouses in Lisbon. It aimed to understand how these services impact guest satisfaction, positive reviews, and behavioural intentions. To achieve this, quantitative and explorative research approaches were used to analyse 301 responses through SPSS and Smart-PLS. Measurement, structural, and mediation models were computed, and according to the results, personalised and co-creation services have a positive impact on tourists' satisfaction, positive reviews, and behavioural intentions. The study suggests that guesthouse operators should integrate these services into their offerings to ensure positive guest behavioural intentions.

Keywords: Behavioural intentions, guesthouse, guest experience, tourism accommodation.

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Glossary of Abbreviations

UNWTO – United Nations World Tourism Organisations

PS – Personalised Services

CS – Co-creation Services

GR – Guest Reviews

PGR – Positive Guest Review

GS – Guest Satisfaction

BI – Behavioural Intentions

CC – Collaborative Consumption

B2B – Business to Business

B2C – Business to Customer

VIF - Variance Inflation Factor

SEM – Structural Equation Model

PLS – Partial Least Squares

AVE – Average Variance Extracted

HTMT - Heterotrait-Monotrait Ratio

R^2 – R-squared

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Chapter One

1. INTRODUCTION

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1.1 Introduction

Culture, landscape, attractions, and accommodations are among the factors that influence travellers' decisions on a vacation (Mangali & Ortaleza, 2021; Seyidov & Adomaitienė, 2016). Accommodation, in particular, is now one of the elements that cannot be forgone due to the role it plays in tourism. The United Nations World Tourism Organization considers a trip tourism when at least 24 hours are spent at the destination (UNWTO, 2017). This makes tourist accommodation a necessity since tourists need a place to lodge.

Accommodation is an integral part of today's tourism due to the increasing interest in experiences aside from lodging needs. Considering this, it is worth saying that the function of accommodation has now expanded to include a place of experience and not just a place to sleep (Wang, 2007).

Present tourism places a higher value on meaningful experiences and regards them as more significant than simply travelling for fun (Pine & Gilmore, 1998). Now, travellers do not just desire a mere vacation but want to enjoy both a quality trip and a memorable experience (Khazami & Lakner, 2021). According to the UNWTO, accommodation experience is part of the reason why, since 2012, over one billion overseas travellers have considered accommodation as one of the determining factors in selecting a tour package (UNWTO, 2017). For this reason, tourist accommodations have evolved into a wide range offering experiential opportunities to major tourist destinations in Europe (Ranchordas et al., 2016). The success of this is harmonised by the proliferating lodging facility types, ranging from hotel-chains down to transformed guesthouses. Guesthouses as a form of tourism accommodation have gained attention recently owing to their significant contribution to an unforgettable accommodation experience that complements the overall tourism experience of a destination through the unprecedented services they offer (Wang et al., 2018). It has become particularly useful in traditional towns and cities as part of the pull factors that attract tourists, as evident in the case of Lisbon (França, 2021; Malet, 2018).

To make a vacation possible and delightful, travellers mostly look for lodging options and related services before traveling to their chosen destination. Visitors lodging facilities are a

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crucial component of tourism offerings (Sharpley, 2000). Lacking it means not having the ability to thrive (Hampton & Christensen, 2007). This means that the growth of tourism depends heavily on accommodations and other tourist services (Moswete et al., 2019). According to global gatherings, including the 1963 United Nations Conference on International Travel and Tourism, travellers have recognized the significance of accommodation as a motivator for traveling abroad (Bhatia, 2004). Embracing this concept, urban tourism destinations have consolidated their efforts in promoting the growth of infrastructures such as guesthouses, hotels, and other lodging facilities as a result of realizing the impact of the lodging business on tourism. Tourist accommodation is an essential part of the tourism infrastructure, especially for cities that have integrated tourism into their urban redevelopment plans. Aside from its contribution to the current architectural make-up of an urban destination that major cities hope for, it is a home-away-from-home for tourists.

Millions of travelers can now simply reserve their desired lodgings through websites like airbnb.com, 9flats, expedia.com, wimdu, booking.com, Fairbnb.coop, and ecobnb.com, among others since the lodging industry is expanding quickly. Lynch (2005), concurring with this, acknowledged other trends, including guesthouses, farm stays, small hotels, bed and breakfasts, and the most current varieties, including shared economy, host family lodging, and collaborative consumption. The online platform, Airbnb, affirms the millions of people staying in others homes elsewhere every night in 2018, with more than 200 million guest nights being reserved on its site since 2008 (Cowen, 2017). This demonstrates how modern tourists have more flexible and easy access to information on what they seek and the kinds of services and experiences available. This is a clear indication of the rapid growth of the lodging industry. It is not surprising that it is considered one of the industries with the quickest growth in boundaries and accessibility (Rogerson & Visser, 2020).

1.2 STATEMENT OF PURPOSE

Understanding the entire tourism experience is quite complicated due to its encapsulated sections working together as a whole. This cumbersomeness is attributed to areas like the emotional and physical aspects (Otto & Ritchie, 1996; Vitterso et al., 2000), mental connections to judgments of destination elements including services, scenery, infrastructure, lodging, and attractions (Gopalan & Narayan, 2010), as well as the social facets mostly related to host and tourist interactions (Tucker, 2003; Morgan & Xu, 2009). In other words, the tourism

experience is related to social lives, destination policies, the environment, transport businesses such as airlines and car rental businesses (cost), and the experiential and comfortability of hospitality services (Kastenholz et al., 2012).

According to Walls et al. (2011), research on experiences in accommodation and tourism has taken three main paths. First, describing or studying the foundations of an experience; second, the grouping of experiences; and third, identifying the connection between experiences and other concepts (Mody et al., 2017). Also, there is a wealth of literature that discusses tourist accommodation as a foundational element supporting the tourism business (Chang & Sokol, 2022; Wonganawat, 2022; Lin, 2022; Mody et al., 2019; Oliveira, 2019). Chin et al. (2018) believe that quality accommodation is a determining factor for full satisfaction in the industry, especially the intangible aspects of it, including aesthetic atmosphere, cleanliness, comfort, relaxation, convenience, extra services, and a touch of culture, among others. As agreed by Veríssimo and Costa (2019) and Mohsin and Lengler (2015), these are the elements that facilitate visitors' experiences. Hence, accommodation plays a crucial role in accounting for the majority of tourist (guest) experiences, their satisfaction level, positive reviews, and loyalty to the lodging company. Besides, it makes visitors' activities more convenient at a destination. Studies by Foth et al. (2021) and Olya et al. (2019) attest that it is a crucial component of tourism and has a significant impact on visitor experience and tourist spending.

Due to the demand of some selective tourist groups, guesthouses continue to expand as a lodging business model. Being long accepted as a unique industry with similar services like hotel chains, it is as credible as any other accommodation facility in the industry (Ju et al., 2019; Kartikasari & Albari, 2019). Its products and services are often viewed as traditionally made, offering distinctive opportunities to guests. As a result of the host-guest relationship that develops aside from the business transactions, it is believed to provide tourists with exceptional service, making it worth talking about (Ramukumba & Ferreira, 2016). According to Rogerson and Visser (2018), there is enough evidence in the literature to support that the tourism and hospitality industries are driven by experience. Aside from this and the multitude of information available nowadays in the literature (Wang et al., 2018; Wang, 2007), books (Bhatia, 2004), and online (Team, 2018) about tourist accommodation experiences, most guesthouses still struggle to understand the impacts of their services on these experiences (Wang & Hung, 2015; Jiang et al., 2015). This is because majority of references related to

tourist accommodation experiences are about the hotel industry. It is only recently that some attention has been shifted to Airbnb outlets due to their contribution to tourist-local experience.

Drawing on the present scholarly reflections on tourist accommodation, it is clear that there is still a gap in the literature on the effects of guesthouse services on guest experiences and satisfaction. This can be attributed to the fact that literature has not focused much on the role guesthouses play in the tourist's accommodation experience in terms of the impacts of services such as personalised services (PS) and co-creation services (CS). To close this gap, this study focused on how the PS and CS of guesthouses in Lisbon enhance guest experiences, their satisfaction level, positive reviews, and behavioural intentions. The study aimed to discover how the aforementioned services help improve tourists' accommodation experiences and how these experiences affect overall guest satisfaction and behavioural intentions.

1.3 SIGNIFICANCE OF THE STUDY

Before the incubation of this research, Pjero and Gjermëni (2019) had made note of the dearth of studies on customer satisfaction in the accommodation sector. Wonganawat (2022) agreed that, especially when compared to other accommodation options like hotels, guesthouses are not given much consideration in the present studies. Moliner et al., (2019), Ritchie et al. (2011), and Wang and Hung (2015) also corroborate that there have been limited studies of customers' and tourists' experiences in guesthouses. The above information is enough evidence of the gap in the literature on guesthouse experiences and guests' satisfaction. Meanwhile, it is a significant area that needs research knowledge to support the growth of the guesthouse businesses, both in Lisbon and other parts of Europe and the world at large. It is for this reason that the results of this study will be crucial and impactful to all stakeholders in the guesthouse business and the tourist accommodation industry at large.

It is critical to note that presently, guesthouses continue to play a crucial role, even with the advent of several logging facilities and models. Hence, the reason why it is the subject of this study. Wiles and Crawford (2017) had already called for knowledge and interpretation of accommodation experiences that provide value for visitors. Therefore, undertaking this study will produce knowledge on how tourist accommodation experiences are enhanced when they opt for guesthouse services. It will also contribute immensely to the literature on guesthouse operations and services structures including PS and CS which is among the areas of tourism with limited scientific study.

Additionally, the study will educate and inform guesthouses in Lisbon and other related businesses on future decisions towards prioritising guests, improvement of their services and tourists' accommodation experiences, and guest satisfaction. Similarly, it will enlighten them on how their operations are contributing to the overall tourism development in the city, especially in terms of word-of-mouth or positive online reviews, and other guest behavioural intentions (Lin, 2022). Also, the results of the study will encourage them to be more impactful on tourism growth in Lisbon despite the advent of new accommodation models in the city (Mody et al., 2019).

1.4 RESEARCH STRUCTURE

This study is grouped into six chapters.

The first chapter defines the work. It includes the introduction to the research, the state of the art, the significance of the study, and the objectives.

Chapter two discusses pertinent studies around the subject area. The chapter has carefully reviewed relevant literature needed in the study based on the study's objectives. It has discussed literature on themes including tourism experience, accommodation business, and current trends in the tourism accommodation system, as well as the current state of hospitality and tourism in Lisbon.

The third chapter of the study explains the research model of the study, which forms the basis of the study as well as the hypothesis. It contains both the dependent and independent variables of the study and their relationships.

Chapter four is the methodological aspect of the study. Specifically, it contains the various methods the study will use. The research design adopted, the research techniques, the data collection instrument, and the analysis tools that will be employed in the study.

The fifth chapter of the study contains the data analysis of the studies, results, and the findings. It explains how data were analysed, the kind of measurement models used, and the results obtained including graphs and other tabula presentations.

The sixth chapter conclude the research and affirm the conceptual model of the study. Also, it explains the study's contributions, implications, limitations, observations, and recommendations for future studies.

1.5 STUDY OBJECTIVES AND RESEARCH QUESTIONS

The purpose of this research is to study how guesthouse services (including PS and CS) enhance tourist experiences, satisfaction levels, positive reviews, and behavioural intentions. The tourism industry is an experience-based business that combines a range of activities to provide a travel experience. Among these are the activities that occur at attraction sites and lodging settings. Because guesthouses are one of the major tourist accommodation establishments, the study is focusing on how their services provide an experience for tourists in Lisbon and the long-term effects of such services on the guesthouses. Wang (2007) has acknowledged that the external and internal environments of an accommodation and the kinds of services it offers, can improve visitor experiences while at the destination. Therefore, this study sought to investigate how a guesthouse conglomerates customised and co-produced services to improve guests' experiences and satisfaction. This will contribute to the literature on how staying in a guesthouse improves travellers' experiences, their satisfaction, positive reviews, and behavioural intentions. To achieve this aim and the research objectives, the study sought to find answers to the following research questions: (1) Do personalised and co-creation services in the guesthouse offer the needed experiences to guests? (2) Do personalised and co-creation services have positive effects on guest satisfaction and reviews? (3) Do guests experiences in the guesthouse influence their behavioural intentions?

<h1 align="center">Chapter Two</h1>

<h2 align="center">2. LITERATURE REVIEW</h2>

2.1 TOURISM EXPERIENCE

In today's tourism development plan, there are many factors working together to achieve the "golden goal" of tourists, which is experience. It is among the most valuable elements of today's tourism. As is widely known, travelling outside one's region for pleasure, business, or other reasons is known as "tourism" (UNWTO, 2017). Tourism is noted to be a social, cultural, and economic phenomenon that is fuelled by diverse experiences. The more the experience, the better it is appreciated by those connected to it. According to Guttentag (2015), the quality of a visitor's experience can affect their desire to return, word-of-mouth reputation, and ability to form lifelong memories. On the supply side, hosts can benefit from increased engagement with the industry and stronger bonds with visitors, which will all help them expand their business (Guttentag, 2015).

As a result of the impacts of tourists experiences, it is now one of the most fascinating aspects of tourism research (Khazami & Lakner, 2021; Oliveira, 2019; Miliner et al., 2019; Guttentag, 2015; Cohen, 1979). It is more of a social phenomenon than just a basic fabrication of ideas (Oliveira, 2019). As argued by Cohen, it might be too simplistic to think that visitors just travel for pleasure (Cohen, 1979). According to Kang and Gretzel (2012), an experience sought by the majority of tourists today is a stream of emotions and ideas brought on by intricate social, cognitive, and psychological interaction. Hence, this makes services personalisation a key element in the tourism and hospitality industry of today. According to Tweneboah-Koduah et al. (2020), personalisation occurs when the accommodation businesses include customers in the value-creation process.

Tourists are interested in products and/or services that allow them to create their own experiences from what they encounter in the framework of activities engaged in prior to, during, and following a stay, as determined by their feelings, identity, social status, initial goals, and perspectives (Khazami & Lakner, 2021; Hayes & MacLeod, 2007). This is what differentiates past and contemporary services: a shift from complex production to flexible service production because tourists' demands are tailored to their expectations and interests. Hence, there are no mysteries in terms of tourists' experiential preferences, as there were in mass production (Papazoglou et al., 2018). Hinch and Higham (2004) understand experience

as the value of time and money spent at a given destination and the form of activities engaged in. This means that anything tourists value has a fair amount of influence on the production of their experience. In addition to this, the tourism system, which is affected by a variety of elements including the destination, residents, tour guides, the government, local businesses, non-profit organizations, destination cultural heritage, events, and the local community, as well as the available infrastructure and technology, has a significant amount of impact on tourists' experiences (Choudhury & Dixit, 2020). According to Mody and Hanks (2019), each of these elements can be evaluated for originality on an individual basis. In an attempt to assess them, it is advised that marketers be aware that tourists tend to reject falsehoods in favour of original and reliable experiences (Failte, n.d.).

This implies that tourist experience is composed of variety of elements, including individualised expectations, the things seen, the connections made with other travellers, how one's sense of self develops and evolves as a result of the journey, as well as the travellers' interactions with businesses while on the journey (Decroly, 2015).

From a sociological perspective, every person is looking for a purpose in life and new experiences (Oliveira, 2019). Experience is more prevalent when people are traveling to new areas. Since the 'Grand Tour', tourism has been centered on the humanistic experience of visiting different areas and learning about their histories, cultures, gastronomy, scenery, and traditions, as well as socialising (Towner, 1985). Only when people start to live outside the confines of their regular lives and are not constrained by conventions, laws, or rules can new experiences be realised (Quan & Wang, 2004). Having experience through travelling is not mainly because new objects will be seen; instead, travelers will also have the opportunity to participate in out-of-the-ordinary activities, free from the restrictions of everyday life. This means that tourists feel far freer to express themselves when travelled than they would in everyday life (Foth et al., 2021).

Cohen (1979) highlights that the distance of a visitor from his or her regular life is one of the key components of the tourist experience. Cohen's research was expanded. It was then associated with and merged with Boorstin´s and MacCannell´s models to create what is known as "existential authenticity" (Wang, 1999). According to Dias et al. (2012), every tourist is looking for something worthwhile and authentic, whether it is in other cultures or their own experience. According to Steiner and Reisinger (2004), authentic travel experiences happen

when both the host and the visitor strive not to be humorous or somebody else by adjusting their behaviour to fit a given scenario. This implies that the authentic visitor experience at a historic and cultural destination is not just restricted to the area of the tourist attraction. They include the available activities and lodging facilities, among others, that are associated with the tourist experience (Chhabra, 2015; Wang, 2007). This is why Failte (n.d.) insists that there is a need for all stakeholders to embrace new strategies by combining all the things that have the capacity to create new experiences for travellers. Zhang (2018) has also suggested that the tourism and accommodation industries should focus on innovative and personalised services that meet customers' experience needs because they provide a sense of pride, satisfaction, and loyalty to travellers.

Allen (1988) believes that a tourist's experience may be the outcome of an interplay between their psychological processes and their interaction with their immediate environments. Ma et al. (2022) add that people's feelings, understanding, and thoughts are all present in this complete processing of the tourists' experience, aside from visiting tourist attractions or using a tourist product. In light of this, Andereck et al. (2005) define the tourist experience as "a form of deep emotion and a complete feeling one gets when traveling."

Tourists' expectations in terms of their experiential fulfilment, satisfaction, and financial value are all realised during the tourism experience. In light of this, all these components are cherished and considered by travellers before movement. Hence, the reason why personalisation is key in the tourism and hospitality industry (Thobile & Bhila, 2019). For this, Dieguez and Ferreira (2020) believe that when analysing tourism, a more comprehensive approach is essential and should encompass all of its essential components, including travel, lodging, and activities at the site, together with elements influencing tourist movement and their demand without leaving suppliers behind (Leslie, 2000).

Quan and Wang (2004), in their study Towards a structural model of the tourist experience: An illustration from food experiences in tourism, developed a conceptual model of tourist experience and classified it into ''hard'' and ''soft''. The "hard" aspect, which is also referred to as "supportive experience," consists of the structural and material components that attempt to satisfy tourists' basic demands for movement, sustenance, and relaxation (including accommodations for sleeping), among others. According to the model, the "soft" component emphasises the emotional dimensions of value formation, thus the aspects that motivate visitors

to engage in certain tourism activities. The researchers conclude that hard and soft can all be experienced during a "peak experience," when many components of the tourists' travel are put together. Cro and Martins (2017) acknowledge the importance of the soft and hard experiences of tourists and argue that the availability of flexibility and comfort during a trip does not necessarily indicate high levels of satisfaction, but their absence can lead to dissatisfaction, especially on a long vacation. This implies that experience is made up of various aspects, and each of these aspects is very relevant to the overall tourism experience.

Ma et al. (2022) and Dieguez and Ferreira (2020) argue that tourism experiences are divided into aspects depending on many things, including environmental features. By using the "orchestra model", Pharino et al. (2018) discuss some of these aspects of the tourist experience at "paranormal sites". They grouped them under cognitive, emotional, interpersonal, behavioural, and physiological. The authors conclude that tourists visiting paranormal destinations can have emotional experiences that can be both positive and negative, implying that a tourist's experience can be positive or negative depending on the circumstances at hand.

Foth et al. (2021) see these positive and negative experiences as the reason why sometimes a city with tourists is either integrated or isolated from a city with locals, because their feelings, either positive or negative, may have an impact on the tourists experiences. For example, the occasional clash among tourists and locals, as prevalent in places like Venice and Barcelona, has direct influences on tourist mood, leading to either good or poor tourist experiences. Ma et al. (2022) agree that direct observation and engagement of tourists determine their experience.

Another key area of study in the hospitality industry is customer satisfaction because of its direct impact on customers' experiences, revisits, and business growth (Flint et al., 2011; Wilkins et al., 2010). It is well accepted that increasing visitor satisfaction can result in a valued experience and favourable future behavioural consequences, such as the intention to return to the destination, brand development, and strengthened loyalty (Sarra & Cappucci, 2015). For this reason, customer satisfaction is an essential component of the tourism experience discussion.

Numerous attempts have been made to define customer satisfaction; however, Millán and Esteban's (2004) definition is what the literature discusses most. The authors relate it to the subjective appraisal of the difference between the observed services, outcomes, and

expectations (Millán & Esteban, 2004). With a critical overview of the literature, the common ground to define tourist satisfaction is that it is a measure of how products or services supplied by a company encounter or surpass customers' expectations (Farooq & Salam, 2018). This infers that customer satisfaction is also dependent on customers' expectations, such as service features.

The importance of the tourism experience has called for much scientific research investigating how it can be made good and memorable. According to Park and Santos (2016), a memorable tourism experience is the one to which reference is made when a tourist is discussing a past trip (Tung & Ritchie, 2011). These include hedonistic tendencies, relaxation, local culture, knowledge, involvement, novelty, and fulfilment. According to Kim et al. (2012), these are among the experience components that help the construction of memorable tourism experiences, especially those that involve cognitive feelings. Park and Santos (2016) agree that "experience" is related to tourist cognitive judgements because, whatever the experience may be, there is a connection with either feelings or emotions, making it pertinent and a top priority for businesses in the accommodation sector in terms of quality service provision (Wirtz et al., 2003). Having a memorable experience has to do with the kind of activities undertaken at the destination or a specific place visited (Cro & Martins, 2017). This is why Pine and Gilmore, in their various studies (2011, 1998), have stressed what usually makes up an experience. It is by this that they categorised experience into four dimensions encompassing education, entertainment, aesthetics, and escapism.

The majority of the tourism experience occurs during the consumption phase, yet it is not just confined to the consumption of goods and services (Mody et al., 2017). Chen (2007) contends that customers should be thrilled through great experiences rather than only by receiving quality services, which is mostly the focus of every business in the service industry. This means that a quality experience entails many things, of which "service quality" is an aspect (Lemke et al., 2011).

In the hospitality industry, customer experience and its quality are often measured with popular techniques like SERVQUAL (Parasuraman, 1988), SERVPERF (Cronin & Taylor, 1992), LODGQUAL (Getty & Thompson, 1994), etc. These measurement instruments often reveal a number of crucial characteristics, including host/staff-customer interactions, the level of care received by guests from hosts (empathy), the host's willingness to support guests

(responsiveness), the hosts' guarantee and pledge (assurance), the right way of service delivery (reliability), the physical atmosphere, ambience, and elements that accompanied the service (tangibility) (Parasuraman et al., 1988). Among these characteristics, Walls (2013) believes that interpersonal interactions and the physical environment of a place visited are the two main components on which a tourism experience may depend. According to Oertzen et al. (2018), involving customers in a service helps a lot in terms of enhancing their experiences. The author continues to explain this as the co-creation of a service, which refers to the process through which service providers work with customers to develop unique services, cut costs, or boost performance. Researchers believe that it is a key aspect of the service industry due to the role customers play (Galvagno & Dalli, 2014; Vargo & Lusch, 2016).

From the literature, it is obvious that tourists will always have some kind of experience, whether positive or negative, long-lasting, or ephemeral (Carbone & Haeckel, 1994). This means that experience is important. On this note, experiences, whether good or bad, exceptional, or regular, can be considered among the things that separate successful tourism businesses from those that fail (Pine & Gilmore, 1999; Shaw & Ivens, 2005).

2.2 THE ACCOMMODATION BUSINESS

Tourists' accommodations have a crucial role in how they experience a destination. For this reason, the competitive atmosphere for lodging businesses is rapidly changing (Chang & Sokol, 2020). The tourism and accommodation industries seek to provide excellent services because customer satisfaction is the determinant of today's business success (del Vecchio et al., 2018). On this note, the focus of the hospitality sector in the twenty-first century is on how to personalise services for clients in accordance with their consumption requirements to offer an exceptional experience (Zhang, 2018). The industry seeks to ensure that visitors enjoy attractions and activities in the local economy in such a way that their satisfaction will be assured, if for nothing else (Rogerson & Visser, 2018). Consequently, there has been an increase in the development of new customer products and services such as smart amenities, mobile room keys, and augmented reality, among others (Morgan, *2020)*. The industry is seeing growth and success with this modern change. Besides, it is also helping to *promote* the secondary economic prospects of local businesses. By patronising accommodation services,

tourists extend their purchases to other activities, goods, and services within the community. This increases local sales, creating a wider chain of economic activity.

It is worth noting that the increase in tourist accommodation types has made it one of the sectors with the most varied products and services. The classic lodging option, which is undoubtedly the hotel, was the first type of accommodation to become popular worldwide. But now, the growth of tourist interest coinciding with the expansion of the tourism industry has given birth to other accommodation varieties and models ranging from bed & breakfasts to guesthouses and camping sites, as well as terms and trends including Airbnb outlets, collaborative consumption, the shared economy, Fairbnb, and others (Pandy & Rogerson, 2013).

2.2.1 Guesthouse

Guesthouses have become a vital component of the accommodation industry (Quan & Wang, 2004). Its history is well known and extends back more than 2000 years (Timothy & Teye, 2009). This accommodation type is popular in Europe and among the most dominant industries worldwide. The definition of a guesthouse has not yet been widely agreed upon. This is because experts and governments from different nations have developed their definitions based on their circumstances and laws. For instance, Botswana Tourism Organization (DOT) describes two kinds of guesthouses in the country. They are "commercial guesthouses" and "domestic guesthouses." Five beds at most are allowed in a domestic guesthouse, with a share of the common area between the host and the tourists. Whereas in the commercial guesthouse, there are rooms from six to ten with a reserved common area for guests (DOT, 2010).

In contrast to a hotel, a guesthouse is a small lodging facility that has fewer rooms and is typically located in a residential area (Ferreira et al., 2020). A typical guesthouse provides sleeping space and food in a homey or family-style setting (Aprillea et al., 2018). As a unique kind of accommodation, it does not only serve as a place to sleep but also for cultural experiences (Wang, 2007). It is a place that can provide more opportunities for visitors to experience local culture and interact with operators and owners compared to hotels (Wang & Hung, 2015).

This accommodation business model might provide roughly the same level of service as small hotels, which typically have twenty to fifty rooms. According to Ingram (2016), "guesthouse" and "bed and breakfast" are often used interchangeably. What distinguishes guesthouses is that

they often have a cosier atmosphere and allow guests to share amenities, meals, and interactions (Ramukumba & Ferreira, 2016). In a guesthouse, this pleasant engagement and being in a setting that is comparable to one's own home help visitors unwind, feel protected, and sometimes even feel a sense of belonging (Grigoras et al., 2018). A typical guesthouse is known to be a conversion of a home into a home business. For instance, Ismail (2013) and Wang et al. (2018) made it clear with an emphasis on how countless local houses in Malaysia, China, and South Korea have been converted into the guesthouse accommodation type and are flourishing as a normal accommodation business. This means that guesthouse increase in the industry will continue to grow since any house close to an attraction site has the potential to enter the business.

With branches and new names, guesthouses have become widespread all over the world. For instance, Ramukumba and Ferreira (2016) pointed out that the so-called "home-stay" idea, which falls under the guesthouse system, is another type of serviced accommodation available in New Zealand. Here, the visitor sleeps with a family in a home on a farm, where they serve as hosts and let the guest have a taste of local life in order to have the "home away from home" experience. As an industry that prioritises visitors' experiences, Shi et al. (2019) believe that there are two kinds of guesthouses: a basic or traditional guesthouse and an exclusive guesthouse. The basic guesthouses focus on providing a positive visitor experience by emphasising convenience, privacy, safety, value for money, location, and human engagement. Whereas the special type also focuses on all the attributes of the basic and additional services, including personalised individual trips to authentic and unique areas of interest, and is similar to some services offered by other accommodation businesses like hotels (Kartikasari & Albari, 2019; Ju et al., 2019).

Now there is vast competition in the accommodation industry following the advent of current lodging trends. However, the growth of the accommodation sector has had a considerable impact on the growth of guesthouses, including their product and service coverage. Contrary to popular belief, this same growth of guesthouses has been criticised as causing harm despite its positive impacts on tourists experiences and the tourism business. It has been regarded as among the sectors that deteriorate cultural heritage and historic figures in some tourist destinations (Tembe & Hlengwa, 2022). For instance, in order to make room for guesthouses and large hotels that could accommodate the increasing number of tourists, Budapest, which is one of the European Route of Historic Thermal Towns, was forced to renovate heritage

structures, including 18th-century buildings that have significant historical significance to the city (Council of Europe 2020). Notwithstanding, Wang et al. (2018) argue that despite everything, guesthouses are still relevant to travellers, whether for the purpose of tourism or otherwise, due to the spectacular services and experiences offered to visitors, such as the personalised and quality customer services that focus on enhancing guest satisfaction, repeat visits, and loyalty, which are essential elements in the accommodation business and national economic growth (Zhang, 2018; Tong et al., 2014).

2.2.2 Trends in the Accommodation Business

As the tourism industry advances with technology, so does the accommodation industry (Promise et al., 2020). On this note, it is critical to shed more light on the innovative concepts that have recently surfaced in the lodging sector. A variety of economic, technological, and societal variables together play a role in this rapid expansion, leading to new terminologies in the literature, including collaborative consumption, peer-to-peer (P2P), eco-lodges, Airbnb outlets, Fairbnb, farm stays, and shared economy, among others (Dredge & Gyimóthi, 2017). As many of these accommodation trends relate to new experiences with living with new people, Lin et al. (2019) argue that the genuine social connections that occur between hosts and guests have increased the need for these new accommodation models. According to the authors, this differentiates them from traditional hotels in this contemporary era of authentic experience hunting. Now, tourists have the ability to search for and assess places and facilities of interest as many times as they want.

2.2.2.1 The Airbnb Industry

The growth of Airbnb outlets is significant for the traditional tourism accommodation industry (Zhu et al., 2021). Airbnb.com, the first company to enter this accommodation market offering, has provided a distinct opportunity for unused rooms and facilities to be offered and transacted for financial gains. The Airbnb business is a form of housing in the accommodation sector solely dependent on technology growth (Lorde & Joseph, 2019). As technology continues to grow, so does the opportunity for regular individuals who have never considered starting a business to do so and provide services on par with those provided by other lodging providers in the industry. Online users are being encouraged to value the economics of exploiting underutilised space by this Airbnb company (Zhang et al., 2019).

Airbnb represents a new era in the hospitality business, where many vendors and consumers of accommodation products and services have been connected through it (Zhu et al., 2021; Zhang et al., 2020). Airbnb serves two functions from the standpoint of a tourism destination: it serves as an intermediary in the commercialization of an already-existing tourism accommodation supply and, more critically, it helps to generate new housing capacity. Large apartments better meet the demands of some travellers, including families, and are frequently claimed to be less expensive than lodging provided by standard hotels and lodges (Gunter & Önder, 2018).

According to Guttentag (2015), the difficulty accommodation businesses had in promoting their businesses to possible customers and the difficulty in building trust between hosts and guests formerly served as barriers to peer-to-peer housing. However, now these challenges are minimised following technological growth in the industry. Oliveira (2019), supporting the argument, explained why some platforms are seeing success in the accommodation industry with the increase of technology in this Web 2.0, unlike the Web 1.0, where people just had to search around for information from tour operators. The advent of Web 2.0 has made it possible for the rapid growth of interactive platforms like Airbnb.com. According to Oliveira (2019), these online platforms and websites that specialise in booking and price comparison services have been quite successful because they offer pricing clarity and good travel-related products and services, which have been long awaited (Sainaghi & Baggio, 2021).

Since 2020, Airbnb, as an electronic marketplace, has become a well-known brand on the international market and provides lodging in over 191 nations and regions (Airbnb, 2020). Its operation has been providing affordable and comfortable lodging and has challenged the conventional hotel sector (Alrawadieh et al., 2020; Sainaghi & Baggio, 2021). The concept of tourist house rentals in cities was introduced by Airbnb in 2008, and it swiftly rose to become the most popular of the accommodations industry's peer-to-peer lodging platforms (Hajibaba & Dolnicar, 2018). Airbnb, allowing for the rental of extra space within a home, depicts eighteenth-century travellers on their "Grand Tours of Europe," staying in private homes (Gallagher, 2017). Now, Airbnb has incorporated other options, ranging from rooms specifically for rent to flats and apartments, among others (Adamiak, 2019; Dolnicar, 2019). It is not surprising that it is still the market leader with a strong brand position, providing over 7 million residential homes, flats, and rooms for rent across the globe (Airbnb, 2020).

Literature attests that Airbnb has become one of the major pillars in the accommodation business (Zhu et al., 2021; Sainaghi & Baggio, 2021; Alrawadieh et al., 2020; Dogru et al.,

2017). This is because it has successfully increased the number of its listings available each year for the past ten years by 100%, thus massively expanding both the quantity and variety of its service (Reinhold & Dolnicar, 2018). Similarly, Airbnb assists visitors in finding the best lodging in accordance with their needs for the type of lodging, amenity availability, selling prices, and internal regulations, among other factors. It does this by utilising scheduling algorithm minimization to bring forth listings based on the customers' searches they are most likely to book (Reinhold & Dolnicar, 2018). It is a form of niche in the accommodation sector, connecting tourists to host communities. It has grown professionally, with an increase in some accommodation prices on the platform, but due to the wide range of options, tourists are able to choose based on individual needs and budgets (Sainaghi & Baggio, 2021). This personalization opportunity available to travellers has a great influence on a destination's experience, especially the host-guest opportunity it offers. Airbnb is not only connecting travellers to hosts but also helping in the realisation of different accommodation experiences in tourist destinations (Dogru et al., 2017). It is worth saying that it has helped to revolutionise the hospitality industry because even now some accommodation outlets are now referred to as "Airbnb accommodations".

2.2.2.2 The Fairbnb Industry

Fairbnb is among the new accommodation models whose operation is not far different from the business model of Airbnb in terms of the sharing economy. Literature echoes that the Fairbnb is a segment that cares for the wellbeing of visitors, hosts, and society at large (Petruzzi et al., 2022; Petruzzi et al., 2021). According to Fairbnb, it focuses on a fair share of resources with all the stakeholders (for example, hosts, local entrepreneurs, guests, local administrators, and neighbours) involved in the accommodation business and its processes (Fairbnb, 2018).

Every business model in the tourism accommodation industry serves a purpose and has specific goals. Some prioritize maximising the utilisation of resources to cut down on waste (Botsman & Rogers, 2011). For Fairbnb, it has come as a solution to issues with some existing accommodation businesses. According to Santiuste et al. (2021), this business acts as the legal framework for a cooperative initiative that attempts to minimize the detrimental consequences of tourism while maximising its potential.

For instance, the continuous rise in accommodation experiences has unceasingly increased the number of people visiting urban tourist destinations, causing a rapid proliferation of

overtourism (Santiuste et al., 2021). Literature believes that Fairbnb can be different from the rest because of its business intentions to promote sustainable tourism in tourist-populated cities, for example, Venice, Amsterdam, and Bologna (Santiuste et al., 2021). Its goal is to provide the best guest experiences while safeguarding host communities, making it selective in terms of its house listings.

The Fairbnb business is seen by Nannelli et al. (2019) as a new model that is pushing the industry forward because of the respect it has for local systems and resources. Because local communities lives in tourism are among the topmost priorities in the industry, Fairbnb is welcomed as a business model that contributes to local wellbeing by attracting tourists from urban areas for a fair resource share (Petruzzi et al., 2021). In addition to the social and environmental qualities it fosters through reinvestment schemes, it increases the relevance of tourists to a local community (Nannelli et al., 2019). Besides, tourists are also educated on the problems some online accommodation platforms are causing, thereby creating an equitable and impartial solution for locally driven tourism (Fairbnb, 2018).

2.2.2.3 Sharing Economy

According to Richardson (2015), the traditional definition of sharing has always been a part of our lives. This includes giving away parts of objects, using others' goods and services, and sharing feelings or experiences. The technology, which makes the connection between host and visitor easier, is the most significant factor worth highlighting in the success of this sharing economy concept (Lorde & Joseph, 2019). It is also among the few sectors in the service industry, paving the way and broadening the study area for economic experts, sociologists, geographers, and other academic disciplines (Ye et al., 2019).

Foth et al. (2021) classified the sharing economy into three areas. The researcher claims that the sharing economy in tourism can be classified into three categories: peer-to-peer (P2P), business-to-business (B2B), and business-to-customer (B2C). The B2C model is the same as that of the traditional hotel industry, which is the normal business-to-customer transactions that are popular in both the economic and business worlds. B2B is business between two entities. This type exists and is still growing, but not nearly as fast as B2C. An example of this is related to hotel swaps. For example, companies trade among themselves, and one of the popular networks that supports this type of accommodation business is known as Hotel Swaps. It enables member hotels all around the world to exchange their empty rooms for complimentary

stays at other member hotels (Kuhzady et al., 2020). Hotelswaps proves this with statistical evidence of the success of this B2B as classified by Foth et al. (2021). According to the company, there are 292 hotel memberships that involve 10559 rooms in 55 nations (hotelswaps.com). The increasing success of this form of accommodation B2B business in the sharing economy world has been attributed to the fact that it is highly economical and socially motivated (Böcker & Meelen, 2017).

In the sharing economy, connectivity combines offline and online interactions between people and small businesses to handle specialised services (Kuhzady et al., 2020). Finding another person to rent out facilities has been simple as a result of the emergence of countless sharing economy platforms, including FlipKey, HomeAway, Homestay, HomeSuite, Roomorama, Wimdu, Stop Sleep Go, and Accommable (accessible houses and flats for those with mobility difficulties), Couchsurfing (chances like receiving a free room from a kind host), Trusted Housesitters, Nomador, and HelpX (a room in exchange for service) (Katsoni, 2017). Importantly, these are all essential to the industry, from which lodging providers also draw their revenue.

It is important to draw attention to the fact that, as a result of this accommodation trend, the sector has seen growth over the years (Shereni, 2019). However, their operations are controlled in some countries due to the lack of structured regulatory bodies, unlike the traditional lodging system like the hotel business. Stabrowski (2017) explains that in support of the current prevalence of peer-to-peer accommodation sharing, some states have drafted new rules on short-term rentals as well as an update to existing tourist accommodation regulations. For instance, the city of San Francisco introduced the so-called "Short-Term Rental Ordinance," Administrative Code Chapter 41A, in 2015, and the New York City Zoning Resolution for temporary letting houses, all because of the rapid proliferation of the sharing economy (Stabrowski, 2017).

2.2.2.4 Collaborative Consumption

According to the Times Magazine, among the "10 inventions that will transform the world" is collaborative consumption (CC) (Walsh, 2011). Travel, tourism, lodging, and fashion are just a few of the many services that include collaborative consumption. This trend of CC is an expression used to express the "rapid increase in traditional means of trading, lending, selling, renting, and exchanging" (Perren & Grauerholz, 2015). For instance, the concept of travelling

in a shared vehicle rather than making travel arrangements through a transportation company (Vaquero & Calle, 2013).

The exponential growth of collaborative consumption is widely credited to the expansion of the internet, online social networking, digital technology, location-based services, and economic behaviour (Prothero et al., 2011). The "peer-to-peer economy", as others called it, is believed to have made people greatly benefit from the ability to rent nearly anything out because people can profit from goods that would otherwise go unused (Perren & Grauerholz, 2015). Botsman and Rogers (2011) and Prothero et al. (2011) have argued that collaborative consumption, an emerging socioeconomic paradigm, has the ability to mitigate issues including economic stress, depletion of resources, environmental issues, unnecessary waste, and disconnectedness. Leismann et al. (2013) agree that potential advantages of collaborative consumption models include extending the lives of products, maximising their usage, promoting durable goods, and increasing recycling intentions.

Finding a place to stay is a critical step when traveling. Nowadays, choosing a place to stay is simple because of the huge selection available, but finding accommodations that meet a tight budget can be challenging (Vaquero & Calle, 2013). For this reason, there has been a proliferation of lodging options to help reduce the extra cost of travel. Swap houses are an example of this. Vaquero and Calle (2013) define it as when people get in touch with others who are willing to share or exchange their empty homes, especially when they travel. This seemed impossible, but the reality is that the concept of CC has made it possible. According to the authors, this is happening because you can always find incredibly kind people who are eager to assist in an entirely selfless manner (Vaquero & Calle, 2013). There are always individuals with an open mind and a helpful heart who are willing to help people experience diverse cultures, making the concept of collaborative consumption simple (Ertz et al., 2017). This implies that there are people around the world who are prepared to lend their sofa, bed, or mattress to anyone else who is in need. This is what Vaquero and Calle (2013) called *the couchsurfing effect*. Considering this, the growth of collaborative consumption is phenomenal in the accommodation business. Tourists now find homes to live in during their travels and share resources with other people. This can be considered a supportive model in the accommodation industry (Ertz et al., 2017). Contrary to popular belief, despite the growing popularity of tourist accommodation trends, some are accepted by the industry while others are not officially embraced.

2.3 TOURISM AND ACCOMMODATION REVOLUTION IN LISBON

Urban destination tourism is among the debated forms of experiential tourism known to be driven by many motivations. These motivations are identified in five primary stimuli, according to Roque (2020). They include entertainment, commercials, reunification, business, and events. The entertainment is related to leisure travel, reunions connected to visits to family and friends, business travel related to work travel, and events connected to sporadic occurrences like festivals, functions, games, and commercials with a consumerist focus (Roque, 2020; Tel, n.d.). In the case of Lisbon, Oliveira (2019) believes that the city's characteristics of hospitality, tradition, uniqueness, convenience, security, and weather are the motivations that mostly attract visitors. It is not surprising that there has been an exponential increase in tourist receipts in the city since 2010 (Richards & Marques, 2019; Guimaraes, 2016).

Recently, Lisbon has risen to the top of the list of international vacation destinations, gaining several awards (including Europe's Leading City Break Destination in 2009, 2010 and 2013, and Europe's Leading Cruise Destination in 2014 and 2016, by World Travel Awards) (Malet, 2017). Since the 2008 financial crisis, Lisbon's city council and service sectors have been working to create the perception of the city as fresh, multicultural, and energetic (França et al., 2021). In reaction to the 2008 financial crisis, the city council began to make purposeful investments in the form of incentive schemes for tourism-related and real-estate activities with the objective of restoring Lisbon's reputation, which had been significantly damaged by the downturn. In addition to attempting to repair the harm done to the city's economy, local urban regeneration plans have been in place as far back as the 1990s with the goal of promoting Lisbon as a tourist destination and luring international real estate investment (Malet, 2018; Cocola-Gant & Gago, 2019). This gives the idea that the city's quest for tourism development has been in place for a long time, indicating how important the growth of the industry is to the city. França et al. (2021) agreed and added that Lisbon is now a tourist destination that has recovered from the recession and become a desirable travel destination for tourists, lifestyle migrants, digital nomads, and international students.

The number of studies demonstrating Lisbon's popularity as a tourist destination is enormous (Berg, 2021; Guimaraes, 2016). In light of the rise in tourism, recent literature highlights the

city's significant investments in fostering a positive tourist reputation, particularly during "Expo 98," when Lisbon was under pressure to organise its hospitality sector and renovate some dilapidated urban spaces (Guimaraes, 2016). For example, Parque das Nacoes (Park of Nations), a practical example of the transformation of abandoned land supposed to belong to harbour operations, industrial uses, and warehousing, was created in the eastern part of Lisbon. According to Zarrilli and Brito (2013), it is currently one of the most picturesque tourist locations in the city.

Cocola-Gant and Gago (2019) have shown in their studies that the current success of Lisbon is also evident from its present position in the Southwestern European tourism market as a prime location for tourists, digital nomads, and other internationally mobile people looking for an exciting and affordable place to live.

Sarra and Cappucci (2015) add to the discussion that, with such a sophisticated urban infrastructure and a robust transportation system that supports visitors on their exploration of the city, Lisbon has recently acquired a privileged status as a leisure destination among other European capital cities. Lisbon is consequently seeing a sharp increase in tourist and real estate investment, with other significant home renovations in its core areas (Barata-Salgueiro et al., 2017). Historical results for the country's tourism in the key indicators made 2016 stand out: overnight stays, incomes, guests, occupation, and other tourism-related exports (Oliveira, 2019). The opening of commercial services for tourists, including hotels, guesthouses, restaurants, and nightlife activities, is a notable aspect of regeneration. For example, from 2008 to 2018, the number of hotel establishments increased by twofold (Richards & Marques, 2019). This indicates that due to its rapid development and recent urban improvements, the Portuguese capital is witnessing a huge tourism boom (Richards & Marques, 2019). In other words, the city has been renovated and transformed into a modern experience factory, and its image has been rebranded, making it a desirable travel destination.

Da et al. (2020) draw attention to the tourism industry as one of the main engines of Lisbon's economic activity, alongside the city's development as a secure and attractive place to visit. Among these economic boasts is the city's local accommodation system, one of Lisbon's tourism industry's fastest-growing subsectors, which accounted for more than 20% of overnight stays in the area in 2019, the year when hotel occupancy rates doubled (Fazenda et al., 2017). According to Roque (2020), urban tourism is a broad category that includes a wide range of

goods and experiences. It is one of several economic and social forces determining local engagements, especially staying in traditional accommodations, which is sometimes the motivation for a visit. It is because of this that Lisbon is experiencing an influx of tourist arrivals that is similar to that of other world-class urban destinations (Malet, 2017).

Research has shown that accommodations in Lisbon are not only traditional lodging spaces like hotels but also take the form of bungalows, dormitories, villas, youth hostels, travellers' lodges, circuit houses, inns, and guesthouses (Roque, 2020; INE, 2018). As discussed earlier, "guesthouses" have arisen as a new dimension of urban tourism. Tourist apartments, modest and small homes, and local lodging are all examples of short-term housing sources that are commonly utilised for vacations and short and temporary stays. Guesthouses in Lisbon are significantly different from the more conventional commercial lodging options. They might be a single residence or floor of a property, unlike hotels, which are typically entire buildings or sizable portions of larger ones. Lisbon hotels can have a capacity of 234 guest rooms per facility, while its guesthouses typically have an average accommodation capacity of 5.2 rooms (INE, 2018).

Portugal has noticed a rise in "guesthouses," especially in Lisbon, the country's capital. By the end of 2017, there were many guesthouses listed in Portugal, with 20% of them located in the city of Lisbon, according to the National Tourism Registry (NTR, 2018). As a result, between 2010 and 2017, Lisbon's guesthouse stock and growth expanded more than 30 times, and they did so again at the start of 2018 (NTR, 2018). Generally, the rise in the number of guesthouse rooms should, in an ideal world, have led to a decline in the demand for "traditional" hotel rooms, but it is the opposite in Lisbon's accommodation system. The typical traditional hotel sector has been doing quite well in Lisbon as a result of the city's tourism boom. The total nights spent by visitors in traditional hotels in Lisbon climbed from roughly 6 million to over 11 million from 2010 to 2016, while the number of rooms offered in hotels expanded from 35,000 to over 50,000 in 2016 (Berg, 2021). The tourism industry went through an incredible expansionary phase, which had obvious effects on the economies of Lisbon and Portugal. This is in addition to the rising demand for guesthouses. The number of pipeline projects under development suggests that there has been a rise in attention from foreign corporations interested in making investments in the nation and in this industry. Hughes (2018), wanting to explore the other side of this rapid growth, discovered that the city has actually turned into a battlefield between local residents and new investors. According to the author, permanent residents

frequently find it challenging to compete with investors who purchase properties to rent out to tourists or other temporary residents, like students, through peer-to-peer platforms.

From the literature, it is evident that tourism accommodation is growing at an exponential rate, with a lot of new models emerging. As the literature reveals, tourist accommodation today plays an instrumental role in providing tourists with remarkable travel experiences. In this study, a guesthouse is a special form of accommodation that plays a major role in tourists travel experiences in diverse ways. Particularly, this study aims to explore how some services of a guesthouse help improve tourists accommodation experiences and how these experiences affect overall satisfaction, positive guest reviews, and behavioural intentions.

Chapter Three
3. CONCEPTUAL MODEL AND HYPOTHESES

This chapter presents the conceptual model and hypotheses of the study, discussing a clear understanding of the concepts and variables that are applied in the study, including their relationships and how they help achieve the study's objectives.

A conceptual model demonstrates how concepts are related and affect the phenomenon under investigation (Ngulube et al., 2015). The reason for this is that logical constructions have interpretation as opposed to abstract clarification (Jabareen, 2009). Having a research model like what the study has presented leads to a logical interpretation of the variables in the study instead of a mere mention of them, thus revealing their function, connection, and practicability in the real world. The study's conceptual model will not only help readers become aware of actual reality but also help them develop a sensitive grasp of explanations. The study has come up with twelve hypotheses based on its aim, literature review, and objectives. These hypotheses focus on the main themes, which constitute the independent variables. They are personalised and co-creation services of a guesthouse. As found in the literature, experience can be gained from a guesthouse's amenities and services (Chhabra, 2015). On this note, the study establishes that these independent variables contribute to guest accommodation experiences, leading to enhanced guest satisfaction, positive reviews, and behavioural intentions for a guesthouse facility and a destination as a whole (Guttentag, 2015).

Definition of constructs

The first construct, personalised service, according to Miceli et al. (2007), is an interactive process in which a business offers pertinent, specially tailored products and services depending on clients' preferences. Personalised services have received attention compared to mass production as a result of the complexity of the tourism industry (Power, 1995; Edoun et al., 2019). This makes personalised services very relevant in the industry. Tweneboah-Koduah et al. (2020) define it as a type of relational competency that explains the capacity of a hospitality company to involve clients in the process of value co-creation in a service production (Chen, 2021; Ivanova, 2021; Edoun et al., 2019; Reiss & Koser, 2004). For the purpose of this study, personalised services means providing distinctive services to a particular guest on an individual level (Ivanova, 2021).

The second construct, co-creation service, according to Law and Liu (2018), is a process by which businesses learn more about certain clients and use this knowledge to their advantage to give them a more specialised and distinctive experience. In co-creation, guests play an active role in the service's production (Oertzen et al., 2018; Galvagno & Dalli, 2014; Grönroos & Voima, 2013; Vargo & Lusch, 2016). This means that in this service, customers co-participate with providers to create value during its production and consumption processes (Grönroos & Voima, 2013).

The third construct, guest experience, means the internal and subjective reaction customers have to any direct or indirect contact with a product or service of a business (Meyer & Schwager, 2007). It is agreed that guest experience is the unavoidable interaction of customers and their environment, both social and physical, that results in a lasting impression on the guest (Ehimen et al., 2021; Pijls et al., 2011; Knutson et al., 2010; Johnston & Clark, 2001). Such environments can be external (immediate surroundings) or internal (cognitive, mental makeup, and behavioural values) (Pijls et al., 2011; Johnston & Clark, 2001; Zeithaml et al., 1988). This study goes by the definition of customer experience given by Pine and Gilmore (1999, p. 11). According to the researchers, it is "a company intentionally using services as the stage and goods as props to engage individual customers in a way that creates a memorable event".

The fourth construct, customer satisfaction, is defined as a person's feelings of happiness or dissatisfaction resulting from evaluating a product's perceived performance compared to his or her expectations (Kotler, 2000). Another definition of the term ''customer satisfaction" is a consumer's fulfilled response where they feel pleased with the service they have purchased (Oliver, 2010). This study regards it as the end product of services that enhance guests experiences and make them delighted. In other words, it is the reaction that occurs after a service has been experienced (Sao Mai & Tri Cuong, 2021).

The next construct, positive guest review, describes interpersonal conversations between customers about their satisfied individual experiences with and assessments of a company, product, service, or combination of them (Richins, 1983). A positive guest review can also be defined as information offered by a customer that aids in the evaluation of alternatives, lowers uncertainty in purchase situations, increases product awareness and popularity, makes suggestions for travel, and encourages service usage (Ghazi, 2016; Gonzalez et al., 2013; Cantallops & Salvi, 2014; Tuten & Solomon, 2015; Molinillo et al., 2016).

The last construct, behavioural intention, can be defined as the would-be attitude of customers after they have patronised a service and includes post-purchase behaviour, revisit intention, and recommendations (Zeithaml et al. 1996). In other words, behavioural intentions are seen as the concluding element of the customer experience, which defines future consequences for a next service purchase or not (Hung et al., 2016). Based on the discussion in the literature on the meaning of behavioural intention, this study sees it as the final element of the guest experience, determining whether or not a consumer would continue using a service in the future (Loureiro, 2014).

3.1 Hypotheses

Table 3.1: Lists of conceptual model variables

Variables	Constructs
Independent variables	- Personalised services - Co-creation services
Dependent variable	- Guest Satisfaction - Positive guest review - Behavioural intentions
Mediating variable	Guest experience

Personalised service is among the services in the accommodation industry that are fundamental to the sector. It is worth mentioning that tourists seek services throughout their trip to be tailored to meet their interests for a memorable experience. According to Papazoglou et al. (2018), a guesthouse is one of the businesses in the accommodation industry that usually provides a service based on individual needs. It often provides modified services to different tourists to enhance their experience (Flint et al., 2011; Wilkins et al., 2010). Kartikasari and Albari (2019) and Ju et al. (2019) held personalised services as one of the determinants of enhancing tourists' experiences. According to the authors, accommodation businesses that focus on all the additional services, including personalised individual trips with a unique goal,

are likely to enhance guest experiences and satisfaction levels. On this note, a hypothesis is formulated as follows:

H1.1: Personalised services positively influence the guest experience.

Thobile and Bhila (2019) noted that personalised services help guests achieve high satisfaction due to the ability of businesses to identify the best services from the guest's point of view (Oertzen et al., 2018; Han and Kim, 2010; Aron, 2006). According to Benedict et al. (2004), personalised services improve the perception of value and guest satisfaction, leading to loyalty. The fundamental presumption behind the customization notion has also lately come under analysis in a few studies (Bharadwaj et al., 2009; Franke et al., 2009; Jiang et al., 2014), stating that customers perceive value in personalisation and respond favourably to customised products or services. This is because the process of customising can be enjoyable, imaginative, and exciting for the client (Schreier, 2006). According to Zhang (2018), to increase the standard of customer service and boost customer happiness, personalised service is necessary. The author insists that if a business offers personalised service to satisfy the unique needs of its guests, it increases their satisfaction and loyalty. Mark et al. (2011) insist that customer satisfaction is an ex-post evaluation of the customer experience, which helps to keep customers. Based on these studies, the next hypothesis is developed as follows:

H1.2: Personalised services positively influence guest satisfaction.

From the literature, Henning (2007) posits that the simplicity, peace, and individualised services that a guesthouse offers make it an ideal facility to visit and a reason for particular travel. As others refer to it, "word-of-mouth" describes consumer interactions relating to their own experiences and assessments of a company or a product (Richins, 1983). According to Pan et al. (2007), the customers in tourism have become such that they do not only depend on information from service providers but also from experienced sources; thus, tourists who have a fair idea about what they want. According to Kumar and Neha (2020), this happens because consumers' attitudes towards service providers are shaped by their interactions with their products or services, which is further reflected in their likelihood of making repeat purchases and recommending them to others. Based on the debate in the literature on this, a proposed hypothesis is as follows:

H1.3: Personalised services positively influence positive guest reviews.

Studies have acknowledged the importance of understanding how the expected positive outcomes are achieved through customization (Simonson, 2005; Rose *et al.*, 2012). Since consumers believe that tailored products have greater value than their standardised counterparts, customization has drawn a lot of attention. Piller et al. (2004) claim that mass customization results in cost reductions, more precise knowledge of client wants, enhanced loyalty, and a higher readiness to pay. Pingjun (2015) held that consumers' appreciation of personalization in relation to customised products has an influence on their behavioural intentions in their purchase and after-purchase decision-making processes. Based on these assertions, the hypothesis H1.4 is formulated as follows:

H1.4: Personalised services positively influence behavioural intentions.

According to Prebensen et al. (2016), co-creation encompasses elements including visitors' physical and mental involvement in the creation of services. MacInnis (2011) posits that the co-production of services in a guesthouse emanates from the close relationship that develops between hosts and guests. This leads to increased levels of customer satisfaction due to customised guest experiences. According to Prebensen and Xie (2017), guest participation through communication and service production in the form of information provision in co-creation enhances their experience. Bettencourt (1997) conceptualizes this as a guest-voluntary performance. Papazoglou et al. (2018) refers to it as collaborative customization. Prebensen and Xie (2017) have advised that firms should allow and encourage guests to play a major role in their decision-making process for a better experience. Moreover, studies have also proven that tourists are interested in products and services that allow them to create their own experiences from what they encounter in the framework of activities engaged in prior to and during a stay, as determined by their feelings, identity, social status, initial goals, and perspectives (Khazami & Lakner, 2021; Hayes & MacLeod, 2007). According to the authors, co-creation is key in the service industry because it helps businesses choose the exact product and service options to meet customers' desires and enhance their experience. Based on the relationships stated in the literature, a hypothesis is formulated as follows:

H2.1: Co-creation services positively influence the guest experience.

According to Oertzen et al. (2018), most businesses are utilising co-creation techniques to enhance consumer service and experiences because they have the tendency to increase tourist satisfaction. Tourists' involvement in the service process and production of those services gives them the opportunity to tailor such services to their interests to enhance their satisfaction. In co-creation services, guests become prosumers, meaning they co-produce and consume the same services (Perren & Grauerholz, 2015). Subsequently, their satisfaction is enhanced, which is the dream for the guesthouse industry (Tong et al., 2014). Consequently, there is improvement in their review and behavioural intentions. From the contributions of these studies, the next hypothesis is proposed as follows:

H2.2: Co-creation services positively influence guest satisfaction.

H2.3: Co-creation services positively influence positive guest reviews.

H2.4: Co-creation services positively influence behavioural intentions.

Personalised and co-creation services may be seen as services in the lodging sector that work hand in hand to enhance guest satisfaction. According to Prebensen and Xie (2017), the support guests provide in the form of information helps businesses provide a more personalised and unique experience for them, which enhances satisfaction and loyalty. This means that customer involvement in the production of services in many areas, like information provision (CS), helps tailor services to meet their individual needs (PS) (Khazami & Lakner, 2021). Based on the knowledge in the literature on this, a hypothesis is formulated as follows:

H3: Personalised and co-creation services are related.

Guest experience is defined as the internal response and feelings guests acquire from products or services in the accommodation industry (Kavitha & Haritha, 2018). According to Ren et al. (2016), this experience is felt as a result of the guest's physical or human interaction with the business. Khajeh and Rostamzadeh (2018) have noted that, in the service field, experience is among the major factors determining customer satisfaction. The authors acknowledge that in the hotel industry, proper operation and high performance significantly depend on the capability to satisfy customers efficiently and effectively through the services offered to them. This implies that customer satisfaction is significantly influenced by a customer's experience with the services they are provided with. The 'Customer Satisfaction Index' model explains

that elements including value, customer expectations, and service type promote customer satisfaction (Fornell et al., 1996). It is through this notion that Khajeh and Rostamzadeh (2018) recommend to hotel managers that they gain a comprehensive understanding of the value of experiences to customers (Yilmaz et al., 2005), implying that customer experience has a major role to play in terms of meeting customers' expectations. According to Chen et al. (2015), customer experience affects consumer behaviour in matters such as loyalty and satisfaction. Zarantenello and Schmitt (2000) admit that customer experience can improve customer satisfaction and attention to a particular service, where most of this experience is felt. Based on the discussion in the literature, this hypothesis is formulated as follows:

H4.1: Guest experience positively influences service satisfaction.

Since word-of-mouth is so vital in today's service industry, managing experience is seen as a crucial concern (Garg et al., 2012). Klaus and Maklan (2013) view customer experience as the intellectual and emotional evaluation of all immediate experiences with the firm. It determines customers internal and external reviews of the business for themselves and others. In an experiential service, guests share what they have experienced with others by telling them about the positives and negatives of such services (Leroi-Werelds, 2019). Given this, a positive customer experience yields a positive guest review (Bilgihan, 2016). From these comprehensive accounts in the literature, a hypothesis is formulated as follows:

H4.2: Guest experience positively influences the positive guest reviews.

In the service industry, the customer experience is an important variable that shapes customers behavioural intentions (Khajeh & Rostamzadeh, 2018). Behavioural intentions and experiences are among the most commonly seen evidence of the attitudinal consequences of consumer-firm relationships. Oliver (2010, p. 55) sees behavioural intentions that develop after customer purchases as "a deeply held psychological commitment to repurchase a product or patronise a service in the future." Behavioural intentions are seen as the final component of the customer experience, which determines future consequences for continuing with a service or not (Hung et al., 2016; Loureiro, 2014). According to Leroi-Werelds (2019), experience plays a crucial role in the post-decision-making and post-purchase phases since this is where a customer evaluates the value of the product or service. From these studies, the hypothesis for this relationship is formulated as follows:

H4.3: Guest experiences positively influence behavioural intentions.

The accommodation industry is an industry whose services determine its future success. Based on this notion, it is worth saying that if the industry seeks to succeed, then customers must be prioritised in terms of service provision. Prioritising customers means meeting their individual needs through personalised and co-creation services. Kim et al. (2012) agree that the importance of this propels the service industry to create an atmosphere that facilitates the manifestation of personalised and co-creation service offerings that will enhance a memorable lodging experience and improve customers' satisfaction and intentions to repurchase or reuse a service. Based on this assertion, hypotheses are formulated as follows:

H4.4.1: Guest experience mediates the relationship between personalised services and guest satisfaction.

H4.4.2: Guest experience mediates the relationship between personalised services and guest positive reviews

H4.4.3: Guest experience mediates the relationship between personalised services and behavioural intentions.

H4.4.4: Guest experience mediates the relationship between co-creation services and guest satisfaction.

H4.4.5: Guest experience mediates the relationship between co-creation services and positive guest reviews.

H4.4.6: Guest experience mediates the relationship between co-creation services and behavioural intentions.

Satisfaction is vital in the accommodation industry due to its effects on the customer during and after purchase. It is worth mentioning that when tourists are satisfied and delighted, they spread positive word-of-mouth, thereby attracting new customers (Okocha, 2021). Kao et al. (2008) hypothesised that increasing customer satisfaction is essential to raising return and referral intentions in the context of hotels. According to Oliver (1980), a customer's attitude towards or evaluation of their purchase is established by contrasting their expectations and perceptions. This means that customer satisfaction plays a crucial role in determining how they will behave in the future, especially in their communications with others. Baker and Crompton (2000) held that the willingness to recommend a business to others makes satisfaction an important implication for management activities. Additionally, several studies have looked into

the correlation between customer experience, satisfaction, and recommendations and established that customer experience has a substantial impact on customers' satisfaction and word-of-mouth (Tyrväinen et al., 2020; Tao & Kim, 2019; Shourov et al., 2018; Bilgihan, 2016). Given that satisfaction is conceptualised as an agent for word-of-mouth, this hypothesis is developed as follows:

H5.1: Satisfaction positively influences positive guest reviews.

Dabholkar and Abston (2008) posit that customers' service satisfaction increases their preparedness for repetitive purchases, which is one of the fundamentals of behavioural intentions. Clemes et al. (2011) understand that the pleasure of customers has a significant impact on behaviour. This behaviour includes repurchase, patronising, and recommendations, among others, which can be positive or negative depending on the level of satisfaction (Manthiou, 2020). Zeithaml et al. (1996, p. 33) agree that behavioural intentions " signal whether customers will remain with or defect from the company" depending on their favourability. Studies, including Hutchinson et al. (2009), have also explained that there are structural links between perceived value, satisfaction, and quality of travellers' behavioural intentions after finding that tourist satisfaction has a large impact on behaviour intentions. Other opinions have reached a consensus that behaviour intentions are a vital element, which is regulated by guest satisfaction (He & Song, 2009; Chi & Qu, 2008). Based on these studies, the next hypothesis is developed as follows:

H5.2: Satisfaction positively influences guest behavioural intention.

1.2 Research Model

From the objectives, literature review, and proposed hypotheses, this research model has been developed.
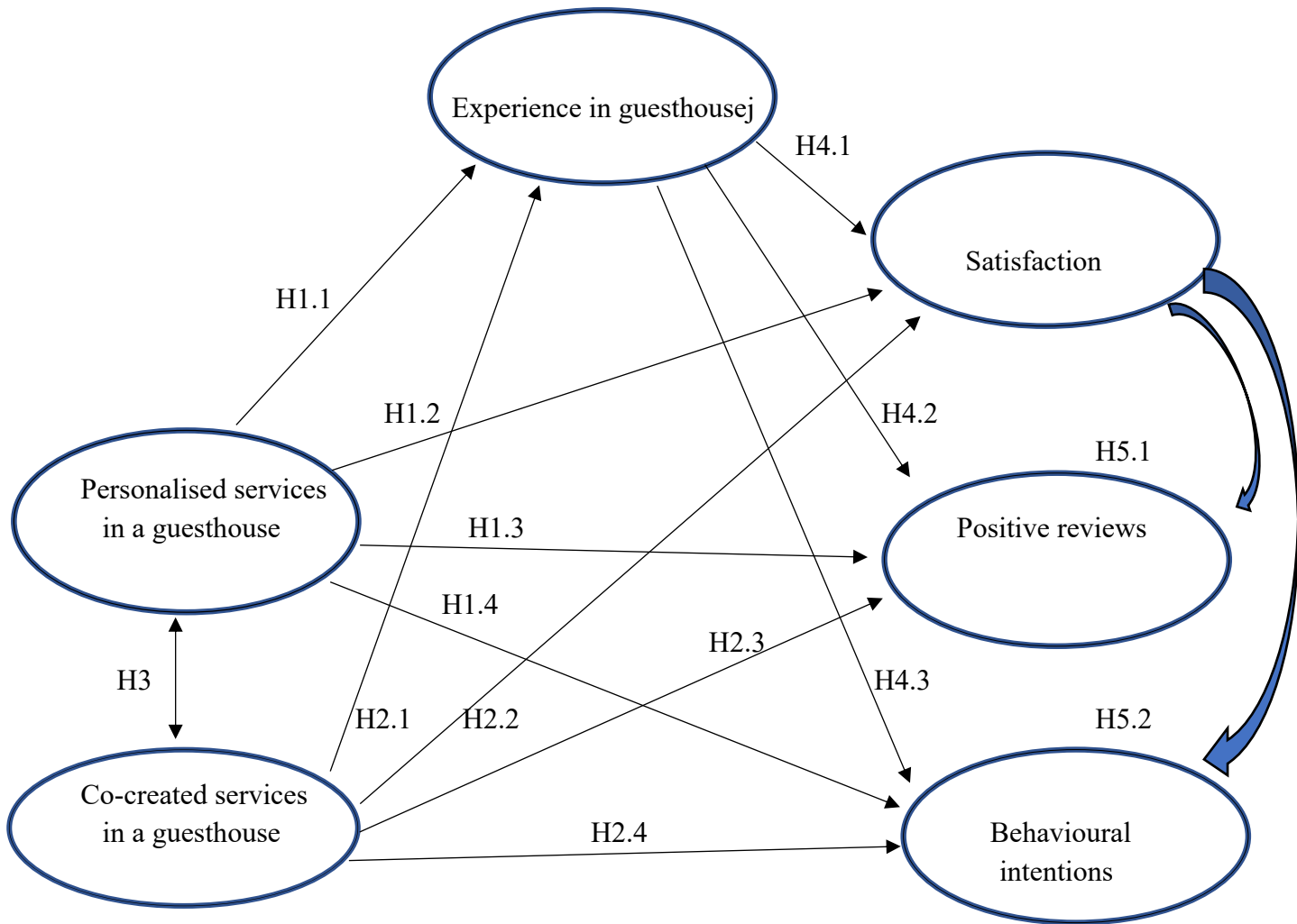
Figure 3.1 - Research model and hypotheses

Chapter Four

4. METHODOLOGY

This chapter outlines the methodology employed in the study by explaining the research methods and techniques the study adopted. It contains the type of data that was used in the study and its sources. To achieve the objectives of this study, an exploratory research design was chosen.

4.1 Study Setting

Lisbon, the capital city of Portugal, constitutes the study area of this research. The study area was chosen because of its booming tourism and the increasing number of investments and initiatives in its accommodation system. More significantly, it was due to its present expansion in urban tourism, a strategy adopted among the drivers to enhance the city's economy. Also, because it is a prime location in Portugal that houses a significant number of guesthouse establishments (França, 2021).
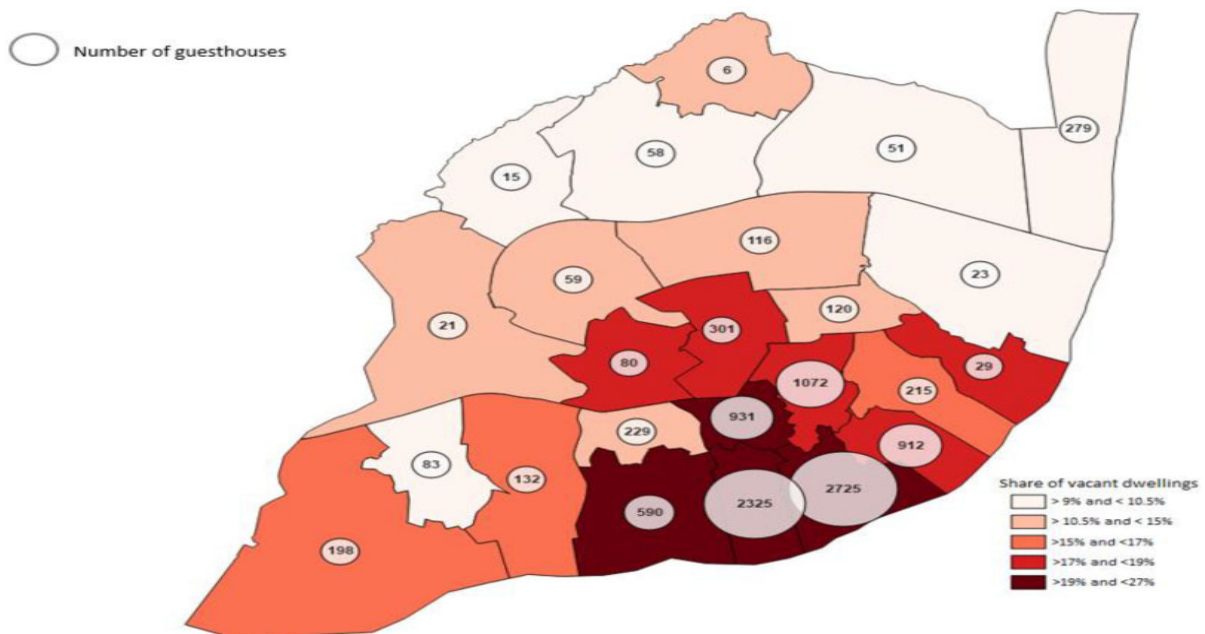
Figure 4.1 - Guesthouse location in the Lisbon municipality

Source: National Statistical Office (INE, 2018).

Figure 4.1 is a map showing the topographical overview and the locational distribution of guesthouses within the Lisbon municipality in 2018. It shows how guesthouses in the Lisbon area, as depicted on the map.

4.2 Research Design

The research strategy employed in the study is exploratory research design, since it aids a study in gathering sufficient knowledge about a specific problem that is understudied (Tesfaye, 2018). It assisted in achieving the study's objectives by providing adequate information on the role of guesthouse services (PS and CS) play in enriching guest satisfaction, positive reviews, and behavioural intentions. Also, this strategy was the best for this study due to its connection with the quantitative method, which was the main method used in the study. It is the most satisfactory design that helped gather novel information to test the formulated hypotheses and find answers to the research questions towards the achievement of the study's objectives. Considering this, using this design was worthwhile. Particularly, it has aided in the production of knowledge on how guesthouses and their services (PS and CS) impact tourist experiences in Lisbon.

4.3 Quantitative research

The study used an online questionnaire as a quantitative research instrument because it is a component of quantitative research that yields quick and representative results (Fife-Schaw, 2006). Consequently, this method enabled the study to obtain a simple and accurate representative view, particularly from the tourists, on the kind of experiences they obtain from staying in guesthouses in Lisbon in terms of PS and CS and if such experiences have effects on their satisfaction, positive reviews, and behavioural intentions.

The questionnaire was used as part of the quantitative research to gather data. This quantitative research method was chosen, and it helped gather enough data to answer the research questions and test the hypotheses to achieve the study's objectives. Obtaining 301 responses from tourists through Qualtrics provided the study with enough information, which enhanced the outcome of the study.

Additionally, the validity of the study and the hypotheses were tested via this method. It helped the study obtain a result that justified the effects that personalised and co-creation services at a

guesthouse in Lisbon (the independent variables) have on guest satisfaction, positive guest reviews, and behavioural intentions (the dependent variable).

Prior to the survey, the reliability of the questionnaire was tested with 27 initial participants who had relevant knowledge about the study objectives. The primary goal was to confirm if the target respondents comprehended the questions and the response options presented to them and were thus capable of providing meaningful responses that could answer the research questions and test the hypotheses to achieve the study's objective (Fleming & Zegwaard 2018). Moreover, faults with the questionnaire were found and fixed through this same exercise. Subsequently, Cronbach's alpha was calculated to determine the internal consistency of the constructs. For all constructs, the Cronbach's α is higher than 0.7, confirming that the instruments for each construct are reliable.

4.3.1 Outcome of the Cronbach's Alpha of the pilot survey

Constructs	*Cronbach's Alpha*
Personalised services	0.828
Co-creation services	0.771
Guest experience	0.856
Guest satisfaction	0.865
Guest positive review	0.921
Behavioural intentions	0.820

4.4 Sampling Procedure and Sample Size

A convenience sampling method was used to reach 301 guests (tourists) who were either regular clients or had once used the products and services of any guesthouse in Lisbon. This convenient method helped recruit these 301 respondents by crowdsourcing (through online and media platforms). Moreover, due to the explorative nature of the study, this procedure helped with easy and quick access to respondents (Sedgwick 2013). Also, it assisted in locating and giving an equal chance to all eligible respondents who were willing to support the study (Ferreira & Campos, 2011).

4.5 Questionnaire Structure

The questionnaire for the data was designed with an online survey tool, 'Qualtrics'. The questionnaire was divided into sections, with an introduction and informed consent as the opening section, representing the first block. The introduction stated the type of research under study, including the objectives and aims. The instrument was designed with themes to cover all the objectives of the study; each theme was represented by a block. In all, three blocks were created. The second block asked questions about personalised and co-creation guesthouse services, guests' experiences and guest satisfaction, positive reviews, and behavioural intentions.

The questionnaire was made up of both open-ended and closed-ended questions. The closed-ended questions were mostly multiple-choice questions aimed at easy quantification of the responses. The questionnaire was presented in matrix tables with Likert scales (7) and objective choices, with multiple entry options for specific questions. The Likert scale asked respondents to rate their agreement on their experiences with personalised and co-creation services from strongly agree as (1) to strongly disagree (7).

The questions in the questionnaire were mainly centred on finding answers to the research questions to achieve the study objectives. Because of this, all the questions aimed to elicit responses that were related to the role guesthouses play in enriching tourists accommodation experiences and travel satisfaction in Lisbon in terms of PS and CS. Lastly, respondents' demographic information, such as gender, age, and nationality, was asked.

In the questionnaire, the "force response" option was activated with some specific questions to encourage adequate responses to test the hypotheses. Additionally, the privacy and responses of respondents were made confidential and anonymous, respectively. Their IP addresses, locational data, and contact information were not recorded by the software due to the promised confidentiality. As well, informed consent was sought before any respondent could continue with the survey. Those who disagreed were disallowed by the software.

Table 3.3 - Construct, adapted items and references

Constructs and items	Adapted from authors
Personalised Services I had individual attention and information. The personalised services I received made me feel like a unique customer. All the personal requests I made were granted the way I wanted. The guesthouse geared its services to meet my individual needs.	Millán and Esteban (2004) Mody et al. (2017) Nyheim et al. (2015)
Co-creation services The guesthouse made me play a vital role in my own services. The guesthouse gave me the chance to make changes. I had many options to adapt to my needs. I participated in the service production.	Bettencourt (1997) Papazoglou et al. (2018)
Guest experience I had a nice rapport with the people in the guesthouse. I spontaneously experienced things I never thought I was going to. I had local experience at the guesthouse. The guesthouse experience was fun and entertaining.	Chandralal and Valenzuela (2013) Kim et al. (2010)
Satisfaction The guesthouse was able to meet my needs the way I wanted. The guesthouse complied with the agreed services. The guesthouse services exceeded my expectations. The guesthouse has comfortable and attractive surroundings.	Beerli and Martin (2004) Millán and Esteban (2004)
Positive review I will recommend the guesthouse to relatives and friends. I have or will leave a positive review on the guesthouse website. I have or will rate the guesthouse more stars. I will tell people about the flexible and reliable services of the guesthouse.	Nicholas and Lee (2017) Beerli and Martin (2004)
Behavioural intensions I will continue to use the guesthouse whenever possible. I would choose the guesthouse over other accommodation options. Staying in that guesthouse made me feel at home, so I will use it again. I will opt for guesthouse services to make trips enjoyable.	Li and Petrick (2008) Mody et al. (2017) Sim et al. (2006)

4.6 Data Analysis Structure

The analysis covered the entire data set from the questionnaire. It was done based on the objectives of the study. After downloading it from Qualtrics, data was analysed with IBM SPSS statistical tool version 28 and Smart-PLS.

The data drawn from the first section of the questionnaire was used to answer the first research question on guesthouse patronage and usage. Analysing it, graphs, including pie and bar charts, were derived to explain the variables. The data from the last section of the questionnaire with respondents' socio-demographic features was also analysed with frequency distributions and their percentages.

Likewise, the data from the second section of the questionnaire was used to answer the second and third research questions, which were on personalised and co-creation services. Here, a descriptive analysis of the various variables was made. The means and standard deviations were computed to trace the spread of the values in the data. Structural equation modelling, more specifically SEM-PLS, was conducted to test the hypotheses; therefore, measurement and structural parameters were estimated. Measurement models were estimated to derive factor loadings, variance inflation factor (VIF), T-values, significance ecoefficiencies, means, and standard deviations. Moreover, the structural model was made to estimate the ecoefficiencies of the relationship between the dependent and independent variables, which helped in the hypotheses justification. Additionally, the mediation analysis was also performed to confirm the influence guest experience has on the outcome variables as a mediator.

Lastly, for the study to reach a valid and reliable result, Cronbach's alpha and composite reliability indicators were computed to lay the groundwork to test the data's reliability. This was done specifically to get values that show that the variables are reliable. Moreover, in establishing the validity of the study, analyses such as Heterotrait-Monotrait Ratio (HTMT) value extraction, construct validity, and discriminant validity were made. Importantly, finding answers to the research questions helped achieve the various research objectives due to the direct connections.

Chapter Five

5. DATA ANALYSIS AND RESULTS

5.1 Quantitative study

This chapter presents the results of the analysis of the 301 responses gathered from the survey. The chapter explains and justifies the positive effects personalised and co-creation services at a guesthouse have on guest satisfaction, positive reviews, and post-behavioural intentions. First, this chapter gives a descriptive and tabular presentation of the respondents' socio-demographic characteristics. The rest of the results are also presented in similar forms, including charts.

5.1.1 Socio-demographic characteristics

The study sought to identify the gender of people who frequently stay in guesthouses in Lisbon, and according to the results, they were mainly 50% females and 43% males. In addition, those between the ages of 18 and 28 (38.6%) appear to be the age group that uses guesthouse services in Lisbon the most. The age group 29 to 38 years old came in second (28.1%) after that.

Table 5.1 - Socio-demographic characteristics of respondents

Variable	Category	Frequency (n=301)	Percentage (%)
Gender	Male	107	43.4
	Female	123	50
	Non-binary / third gender	8	3.3
	Prefer not to say	8	3.3
Age	Less than 18 years-old	5	2
	18 to 28 years-old	96	38.6
	29 to 38 years-old	70	28.1
	39 to 48 years-old	36	14.5
	49 to 58 years-old	24	9.6
	59 and above	18	7.2
Nationality	Europe	153	63
	Africa	43	17.7
	Americas	30	12.3
	Others	17	7
Purpose of visit	**Leisure/holiday**	188	63.3
	Visiting family/friends	65	21.9
	Business	19	6.4
	Education	19	6.4
	Others	6	2

In addition, when respondents were asked about their nationality, it was discovered that the majority of visitors to Lisbon's guesthouses came from the continent of Europe, with the

majority being Italian, British, German, or Spanish (63% of the respondents). Africans came in second with 17%, followed by the Americas and other regions. (See table 1).

Table 5.2: Things guests consider before selecting a guesthouse

Essentials guests considers	Frequency	Percentage (%)
Good reputation	208	69.0
Guesthouse's amenities	143	47.5
Availability of services	147	48.8
Recreational activities	140	46.5

The results showed that travellers appeared to value good reputation (69.0%) as the most important factor when choosing a guesthouse in Lisbon. This indicates that in the lodging sector, a solid brand name or reputation is crucial. The guesthouse's amenities were also mentioned as the second factor travellers take into account when making a reservation for a guesthouse in Lisbon (47.5%). The availability of services (48.8%) and recreational activities (46.5%) are two more crucial factors that they take into account. (See table 5.1)

Table 5.3: Service guests purchase during their stay in a Lisbon guesthouse

Things guests usually purchase	Frequency	Percentage (%)
Itinerary planning and sightseeing	80	26.6
Housing and catering services	202	67.0
Laundry services	77	25.6
Rental services	38	12.6

Some of the popular services that the guests purchased, according to the results, were lodging and catering (67%). This can be attributed to tourists' general desire for authentic experiences. Other services purchased include itinerary planning, sightseeing services, laundry services, and rental services (each receiving 26.6%, 25.6%, and 12.6% responses, respectively) (See table 5.2).

5.1.2 Purpose of visit and length of stay

From the results, the majority of the respondents (63.3%) went to Lisbon for leisure and to visit family and friends (21.9%). Others also made trips for business (6.4%) and education (6.4%). This finding demonstrates that vacationers are the travellers that typically utilise these guesthouse services in Lisbon. (See table 5.1).

Figure 5.1: Length of stay
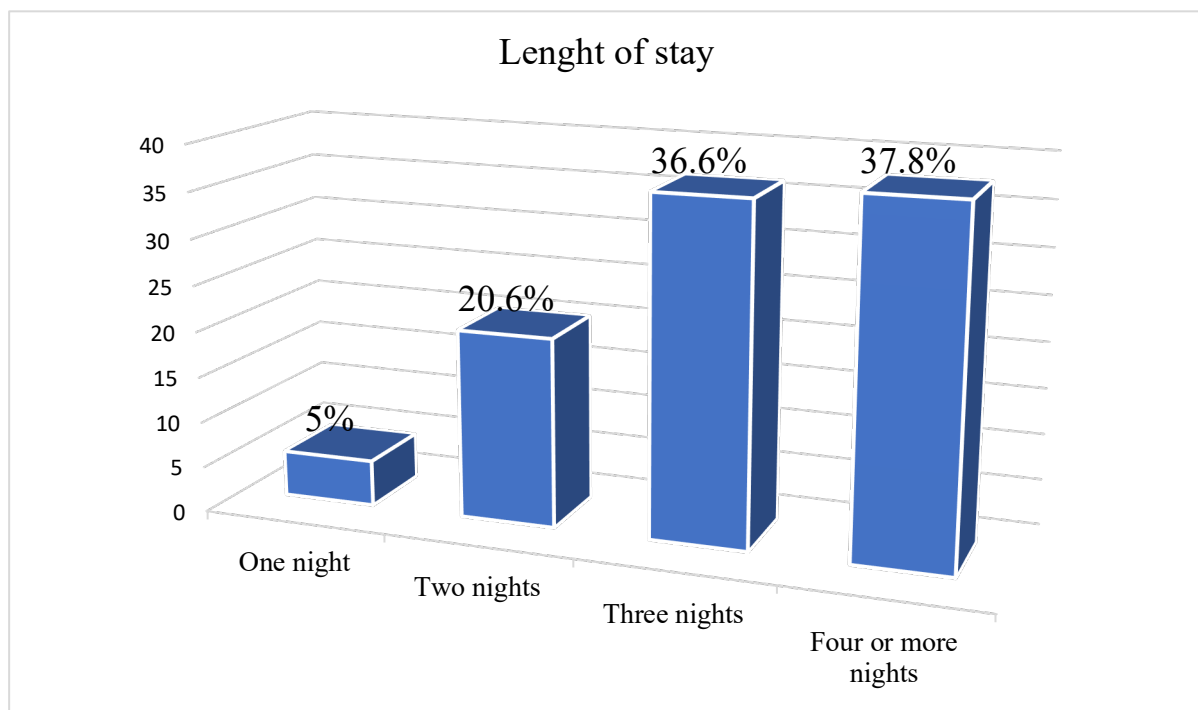
Furthermore, on the number of nights guests spent in guesthouses in Lisbon, the results have shown that most of them spent three or more nights (almost 75%), while a few spent two or fewer nights (see figure 5.1).

Figure 5.2: Theming guest experience   **Figure 5.3: Decision to stay again**
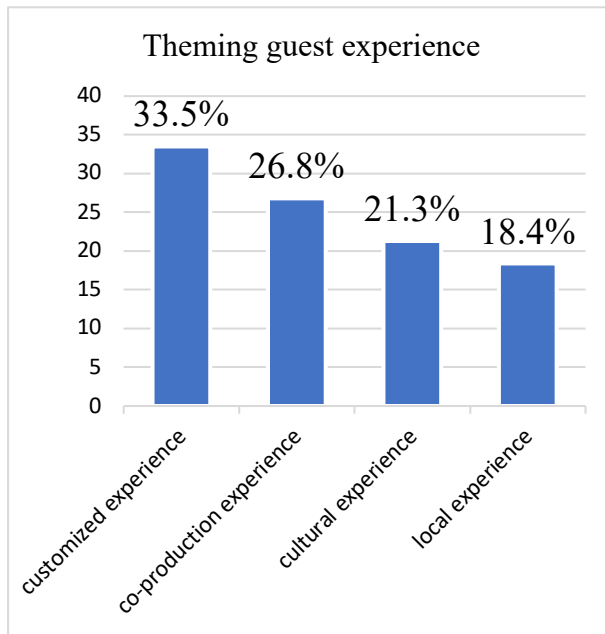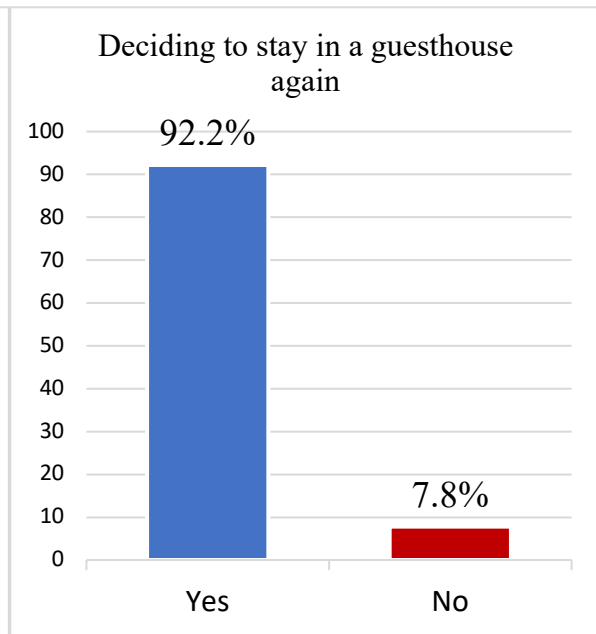
5.1.3 Guest experiences in Lisbon's guesthouse

The findings showed that some visitors had unique experiences while they were in Lisbon's guesthouse. They claim that their total experience can be classified as personalised (33.5%), co-produced (26.8%), cultural (21.3%), and local (18.4%) experience (See figure 5.2).

5.1.4 Decision to stay in a guesthouse again

The majority of respondents (92.2%) said that they would be open to staying at the same or a similar guesthouse during their subsequent visit, with the other responses indicating indecision, uncertainty, or lack of interest. It is possible that some guests prefer to stay in hotels, Airbnb's, or other types of accommodations for diversity or a fresh experience (see figure 5.3).

5.2 Descriptive Analysis of the Variables

The descriptive measures of all the construct items, including the items of personalised and co-creation services, guest experience, guest satisfaction, positive guest reviews, and behavioural intentions, are presented in Table 5.4.

Table 5.4 – Items factor loadings, VIF, means, and standard deviations

	Factor Loading	VIF	Mean	Std. D
Personalised services				
I had individual attention and information	0.704	2.687	1.59	0.766
The personalised services I received made me feel like a unique customer	0.830	2.402	1.62	0.754
All the personal requests I made were granted the way I wanted	0.862	2.646	1.58	0.736
The guesthouse adjusted its services to meet my needs	0.743	1.933	1.62	0.758
Co-creation services				
The guesthouse made me play a vital role in my own services	0.868	7.034	1.52	0.703
The guesthouse gave me the chance to make changes	0.892	8.077	1.51	0.708
I had many options to adapt to my needs	0.784	2.243	1.64	0.704
I participated in the service production	0.725	1.871	1.62	0.730
Guest experience				
I had a nice rapport with people in the guesthouse	0.781	2.047	1.41	0.563
I spontaneously experienced things I never thought I was going to	0.862	2.797	1.44	0.602
I had local experience at the guesthouse	0.890	3.266	1.44	0.579
The guesthouse experience was fun and entertaining	0.782	1.986	1.42	0.559
Guest satisfaction				
The guesthouse was able to meet my needs the way I wanted	0.747	1.752	1.44	0.607
The guesthouse complied with the agreed services	0.901	4.961	1.46	0.581
The guesthouse services exceeded my expectations	0.885	4.964	1.46	0.592
The guesthouse has comfortable and attractive surroundings	0.718	2.482	1.47	0.599
Positive Reviews				
I will recommend the guesthouse to relatives and friends	0.823	2.776	1.50	0.664
I have or will leave a positive review on the guesthouse website	0.922	5.513	1.55	0.706
I have or will rate the guesthouse with more stars	0.879	3.767	1.57	0.700
I will tell people about the flexible and reliable services of the guesthouse	0.822	2.469	1.52	0.658
Behavioural Intentions				
I will continue to use the guesthouse whenever possible	0.703	1.546	1.31	0.586
I would choose the guesthouse over other accommodation options	0.848	2.374	1.33	0.514
Staying in the guesthouse made me feel at home, so I will use it again	0.851	2.350	1.32	0.524
I will opt for guesthouse services to make my future trips enjoyable	0.815	2.048	1.35	0.526

5.3 STRUCTUAL EQUATION MODEL-PARTIAL LEAST SQUARE ANALYSIS (SEM-PLS)

5.3.1 Measurement Model

A measurement model was employed to examine the relationships between the variables and their measures. Using this model helped analyse the quality of the constructs and their dependability. From this measurement model, the results of the factor loadings, together with the reliability and validity of the constructs, have all been determined as presented and discussed below.

5.3.2 Factor Loadings

A factor loading higher than 0.50 often implies a moderate correlation between the item and the factor (construct) (Tavakol & Wetzel, 2020). A factor loading is the correlation of an item and its construct. It ranges from -0.1 to +0.1; therefore, greater absolute values signify a stronger relationship between the item and the underlying construct (Pett et al., 2003). Loadings of 0.50 or higher are recommended as a good and reliable loading, according to Hair et al. (2017). As presented in Table 3, all the values of the loadings are above the threshold and the recommended values. Based on this, all items were kept without any removal.

5.3.3 Indicator Collinearity

The variance inflation factor (VIF) measures the amount by which associated predictors increase the variance of an estimated coefficient (Fornell & Bookstein, 1982). There is no multicollinearity among regressors if the VIF is equal to 1, but if it is greater than 1, the regressors may be moderately correlated (Fornell & Bookstein, 1982). Additionally, multicollinearity does not pose a problem when the VIF value is below 10. In other words, VIF values could have values below 10 (Hair et al., 1995). From the results, all the VIF values for the indicators are below the recommended values.

5.3.4 Reliability Analysis

Reliability refers to the consistency and stability of the results of a test or scale (Gebotys, 2003). A test is said to be successful if it produces the same results or remains constant throughout the time between measurements (Gebotys, 2003). To determine the reliability of the study, Cronbach's alpha was employed because it is the most commonly used tests to determine the internal consistency of an instrument. According to Heale and Twycross (2015), the Cronbach's α result is a number between 0 and 1. An acceptable reliability score should be 0.7 or higher (Hair et al., 2011). To determine this, the aforementioned systematic procedure was calculated to confirm the instrument's consistency. Consequently, the values listed below define how reliable the results are. All the values of Cronbach's alpha were above 0.7 and ranged between 0.843 and 0.913. The composite reliability also ranges between 0.924 and 0.967. These values are above the minimum threshold for determining reliability, which is 0.70 according to Hair et al. (2011). Based on this, the results approve that the instrument and its constructs are reliable and therefore accepted (Nunnaly, 1967).

Table 5.5 - Reliability analysis of the variables

Variables	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
Personalised services	0.843	0.924	0.619
Co-creation services	0.867	0.967	0.672
Guest experience	0.876	0.951	0.689
Guest satisfaction	0.875	0.941	0.667
Positive guest review	0.913	0.964	0.743
Behavioural intentions	0.845	0.930	0.650

5.3.5 Construct Validity

Construct validity is noted as "the degree to which a test measures what it claims, or purports, to be measuring" (Strauss et al., 2009). The Average Variance Extracted (AVE) was used to determine the construct validity. To guarantee a valid measure and prove convergent validity, two or more items from the same construct should have substantial covariance (Bagozzi et al.,

1991; Fornell & Larcker, 1981). According to Hamid et al. (2017), AVE value more than or equal to the minimum value of 0.50 is good.

The findings reveal that all the constructs have AVE values over 0.50, making them sufficient for convergent validity. The variables are closely related to other variables and other measures of the same construct. Based on this, the convergent validity of the study is confirmed. See Table 5.5 for the AVE values for the constructs where this validity is established (Zait et al., 2011).

5.3.6 Discriminant Validity

According to the principle of discriminant validity, items from a construct should correlate more strongly among them than they do with items from other constructs, which are supposedly meant not to correlate (Zait et al., 2011). According to Zait et al. (2011), a suitable AVE analysis is required to show discriminant validity. Based on the rule, the square root of each AVE score for each construct should be substantially larger than its correlation with other constructs (Fornell and Larcker, 1981). This means that after measuring the variables, there should not be a lot of correlation if the variables are different (Zait et al., 2011). According to the study's results on this, the square root of AVE for a construct was greater than its correlation with other constructs. This shows that the constructs exhibit unfailing support for discriminant validity (See Table 5.6, where diagonal values correspond to the square root of AVE values).

Table 5.6 - Discriminant validity of the variables explained

Diagonal values are the square root of AVE values while the other values are the correlations.

Variables	Personalised services	Cocreation services	Guest experience	Guest satisfaction	Positive guest review	Behavioural intentions
Personalised services	0.787					
Co-creation services	0.633	0.819				
Guest experience	0.629	0.655	0.830			
Guest satisfaction	0.583	0.637	0.636	0.816		
Positive guest review	0.317	0.681	0.691	0.597	0.862	
Behavioural intentions	0.446	0.579	0.627	0.490	0.655	0.806

Cross-loading confirms whether there is a solid connection between items in the same construct as opposed to different items in separate constructs in a research study (Wasko & Faraj, 2005). This means that for the cross-loadings approach to prove discriminant validity, the outer loading of each item on the related construct must be higher than the loading of the item on other constructs (Chin, 1998).

As shown in Table 5, there is a true reflection of a strong association among all items in the constructs with which they are associated rather than other constructs used in the research. Based on these values and the cross-loadings, discriminant validity is also established.

Table 5.7 - Cross-loading values for the constructs of the study

	Personalised services	Cocreation services	Guest experience	Guest satisfaction	Positive guest review	Behavioural intentions
Q6_1	0.704					
Q6_2	0.830					
Q6_3	0.862					
Q6_4	0.743					
Q7_1		0.747				
Q7_2		0.901				
Q7_3		0.885				
Q7_4		0.718				
Q8_1			0.781			
Q8_2			0.862			
Q8_3			0.890			
Q8_4			0.782			
Q9_1				0.747		
Q9_2				0.901		
Q9_3				0.885		
Q9_4				0.718		
Q10_1					0.823	
Q10_2					0.922	
Q10_3					0.879	
Q10_4					0.822	
Q11_1						0.703
Q11_2						0.848
Q11_3						0.851
Q11_4						0.815

5.3.7 HTMT values

To measure the average correlations between the indicators across constructs, the Heterotrait-Monotrait Ratio (HTMT) was computed. This helped to confirm the correlation between the constructs; hence, discriminant validity is established based on the recommended values (values lower than 0.85 or 0.9) (Henseler et al., 2015). From the results, the HTMT values were all lower than the recommended values (Rasoolimanesh, 2022). Hence, discriminant validity is established.

Table 5.8 - Heterotrait-Monotrait Ratio values determining the discriminant validity

	Personalised services	Co-creation services	Guest experience	Guest satisfaction	Positive guest review	Behavioural intentions
Personalised services						
Co-creation services	0.267					
Guest experience	0.356	0.219				
Guest satisfaction	0.416	0.336	0.296			
Positive guest review	0.368	0.228	0.262	0.330		
Behavioural intentions	0.278	0.313	0.216	0.327	0.267	

5.4 Structural Model

After analysing the global measurement model, a structural model was run to test the relationship between the constructs via their structural paths. Table 5.9 presents the relationships between variables, their estimated ecoefficiencies and significance, standard deviations and the hypothesis decisions as discussed below.

H1.1 assumes whether personalised services positively influence the guest experience in a guesthouse. The results have shown that personalised services have a significant impact on guest experiences (β = 0.253, t = 4.489, p = 0.001). Based on this, H1.1 is confirmed and supported.

H1.2 assumes that personalised services positively influence guest satisfaction in a guesthouse. The results have shown that personalised services have a significant impact on guest satisfaction (β = 0.274, t=4.876, p=0.001). Therefore, H1.2 is confirmed and supported.

H1.3 assumes whether personalised services positively influence positive guest reviews. The results have shown that personalised services have a significant impact on positive guest reviews about a guesthouse (β = 0.244, t = 4.324, p = 0.000). Therefore, H1.3 is confirmed and supported.

H1.4 assumes whether personalised services positively influence behavioural intentions. The results have shown that personalised services have a significant impact on behavioural intentions towards a guesthouse (β = 0.686, t = 16.243, p = 0.001). Therefore, H1.4 is confirmed and supported.

H2.1 assumes that co-creation services positively influence guest experiences in guesthouses. The results have shown that co-creation services have a significant impact on the guest experience (β = 0.622, t = 12.890, p = 0.001). Therefore, H2.1 is confirmed and supported.

H2.2 assumes whether co-creation services positively influence guest satisfaction in a guesthouse. The results have shown that co-creation services have a significant positive impact on guest satisfaction (β = 0.667, t = 7.834, p = 0.000). Therefore, H2.2 is confirmed and supported.

H2.3 assumes whether co-creation services positively influence positive guest reviews in a guesthouse. The results have shown that co-creation services have a significant positive impact on positive guest reviews (β = 0.299, t = 4.922, p = 0.000). Therefore, H2.3 is confirmed and supported.

H2.4 assumes whether co-creation services positively influence behavioural intention in a guesthouse. The results have shown that co-creation services have a significant positive impact

on behavioural intention (β = 0.243, t = 3.144, p = 0.000). Therefore, H2.4 is confirmed and supported.

H3 assumes that there is a significant relationship between personalised and co-creation services. The results have shown that the relationship that exists between personalised and co-creation services is significant (β = 0.727, t = 8.541, p = 0.000). Therefore, H3 is confirmed and supported.

H4.1 assumes that guest experiences positively influence guest satisfaction in the guesthouse. The results have shown that guest experience has a significant impact on guest satisfaction (β = 0.270, t = 5.152, p = 0.012). Therefore, H4.1 is confirmed and supported.

H4.2 assumes that guest experience positively influences positive guest reviews in the guesthouse. The results have shown that guest experience has a significant impact on positive guest reviews (β = 0.385, t = 0.054, p = 0.007). Therefore, H4.2 is confirmed and supported.

H4.3 assumes that guest experience positively influences behavioural intention in the guesthouse. The results have shown that guest experience has a significant impact on behavioural intentions (β = 0.397, t = 0.054, p = 0.005). Therefore, H4.3 is confirmed and supported.

H5.1 assumes whether satisfaction positively influences a positive guest review. The results have shown that satisfaction has a significant impact on positive guest reviews of a guesthouse (β = 0.610, t = 12.247, p = 0.000). Therefore, H5.1 is confirmed and supported.

H5.2 assumes whether satisfaction positively influences guest behavioural intention. The results have shown that satisfaction has a significant positive impact on behavioural intentions towards a guesthouse (β = 0.889, t = 10.294; p = 0.012). Therefore, H5.2 is confirmed and supported.

Table 5.9 - Results of the estimated model for hypotheses testing

	Relationships	Beta Coefficient	Std. D	t Statistic	p Value	Hypothesis Decision
H1.1	Personalised services → Guest experience	0.253	0.043	4.489	0.001	Supported
H1.2	Personalised services → Guest satisfaction	0.274	0.045	4.876	0.001	Supported
H1.3	Personalised services → Positive guest review	0.244	0.051	4.324	0.000	Supported
H1.4	Personalised services → Behavioural intentions	0.686	0.430	16.243	000.1	Supported
H2.1	Co-creation services → Guest experience	0.622	0.092	12.890	0.001	Supported
H2.2	Co-creation services → Guest satisfaction	0.667	0.114	7.834	0.000	Supported
H2.3	Co-creation services → Positive guest review	0.299	0.061	4.922	0000	Supported
H2.4	Co-creation services →Behavioural intention	0.243	0.077	3.144	0000	Supported
H3	Personalised services ←→ co-creation services	0.727	0.032	0.854	0.000	Supported
H4.1	Guest experience → Guest satisfaction	0.270	0.053	5.152	0.012	Supported
H4.2	Guest experience → Positive guest reviews	0.385	0.247	0.054	0.007	Supported
H4.3	Guest experience → Behavioural intentions	0.397	0.231	0.054	0.005	Supported
H5.1	Guest satisfaction → Positive guest review	0.610	0.093	12.247	0.000	Supported
H5.2	Guest satisfaction → Behavioural intentions	0.889	0.111	10.294	0.000	Supported

5.5 Mediation Analysis

Table 5.10 Results of the estimated model for hypotheses testing (mediation)

H4.4.1	Personalised service →Guest experience → Guest satisfaction	0.050	0.022	2.303	0.021	Supported
H4.4.2	Personalised service →Guest experience → Positive guest reviews	0.046	0.020	2.277	0.023	Supported
H4.4.3	Personalised service →Guest experience → Behavioural intentions	0.280	0.143	0.065	0.010	Supported
H4.4.4	Co-creation service →Guest experience → Guest satisfaction	0.039	0.018	2.167	0.030	Supported
H4.4.5	Co-creation service →Guest experience → Positive guest reviews	0.040	0.016	2.516	0.012	Supported
H4.4.6	Co-creation service →Guest experience → Behavioural intentions	0.029	0.017	1.707	0.088	Not Supported

First, mediation analysis was performed to assess the mediating role of guest experience (GE) in the relationship between personalised services (PS) and guest satisfaction (GS). The results (see Table 5.9) revealed a significant indirect effect of PS on GS through GE (β = 0.050, t = 2.303, p = 0.021). The direct effect of PS on GS was also significant (β = 0.274, t = 4.876, p = 0.001). This shows a (weak) complementary partial mediation role of GE in the relationship between PS and GS. Hence, **H4.4.1** was supported.

Second, mediation analysis was performed to assess the mediating role of GE in the relationship between PS and positive guest reviews (PGR). The results revealed a significant indirect effect of PS on PGR through GE (β = 0.046, t = 2.277, p = 0.023). The direct effect of PS on PGR was also significant (β = 0.244, t = 4.324, p = 0.000). This shows a (weak) complementary partial mediation role of GE in the relationship between PS and PGR. Hence, **H4.4.2** was supported. (See Table 5.9).

Third, mediation analysis was also performed to assess the mediating role of GE in the relationship between PS and behavioural intention (BI). According to the results, there is a significant indirect effect of PS on BI through GE (β = 0.280, t = 0.065, p = 0.010). The direct

effect of PS on BI was also significant (β = 0.686, t = 16.243, p = 0.001). This shows a complementary partial mediation role of GE in the relationship between PS and BI. Hence, **H4.4.3** was supported. (See Table 5.9).

Fourth, mediation analysis was performed to assess the mediating role of GE in the relationship between Co-creation services (CS) and GS. According to the results, there is an indirect effect of CS on GS through GE (β = 0.039, t = 2.167, p = 0.030). The direct effect of CS on GS was also significant (β = 0.667, t = 7.834, p = 0.000). This shows a complementary partial mediation role of GE in the relationship between CS and GS. Hence, **H4.4.4** was supported. (See Table 5.9).

Again, mediation analysis was performed to assess the mediating role of GE in the relationship between CS and PGR. The results (see Table 5.9) revealed a significant indirect effect of CS on PGR through GE (β = 0.040, t = 2.516, p = 0.012). The direct effect of CS on PGR was also significant (β = 0.299, t = 4.922, p = 0.000). This shows a complementary partial mediation role of GE in the relationship between CS and PGR. Hence, **H4.4.5** was supported.
Last, mediation analysis was performed to assess the mediating role of GE in the relationship between CS and BI. The results (see Table 5.9) revealed no significant indirect effect of CS on BI through GE (β = 0.029, t = 1.707, p = 0.088). Hence, **H4.4.6** has failed to be supported.

The mediation analysis was performed to assess the mediating role GE plays in the relationship between the independent and dependent constructs. The study's results have shown that all the indirect effects through GE are significant (with the exception of the relationship between co-creation services and behavioural intentions). This means that all mediating hypotheses are verified (they are significant at 5%) with the exception of H4.4.6. The direct effects of the hypothesised relationships are also all significant, which means that guest experience is a partial mediator of these relationships. (See Table 5.9).

In conclusion, the results from the mediation have shown that guest experience (the mediator) influences the relationships between personalised services and the outcomes variables: guest satisfaction, positive reviews, and behavioural intentions. It also influences the relationships between co-creation services and the outcomes: guest satisfaction and positive reviews.

5.6 Coefficient of Determination (R^2)

R-squared (R^2) is the percentage of variation in the dependent variable explained by variation in the independent variables (Kennedy, 2008, p. 14). R^2 is extremely important since it illustrates the capacity to anticipate the likelihood that a future event will fall within the range of the projected outcome (Dalson et al., 2011). The results of the R-squared of the variables are presented in Table 5.10. From the findings, a change in the independent variables and the mediator has a significant effect on the dependent variables. This means that a change in personalised and co-creation services and guest experience directly correlates with guest satisfaction, positive guest reviews, and behavioural intention.

R^2 is used to obtain the percentage variation in a given variable Y based on some known variable X. It is derived by squaring the correlation coefficient (R). From table 5.10, X represents the independent variables (E.g., X1-personalised services, X2-co-creation services), and Y represents the specific dependent variables (E.g., Y1-guest satisfaction, Y2-positive guest review, Y3-behavioural intentions). According to Moore et al. (2013) and Zikmund (2000), an R-squared value of 0.7 or higher is typically regarded as having strong effects.

Based on the findings on R-squared, the dimensions (PS and CS) have a 78.6%, 85%, and 90.4% contribution to guest satisfaction, positive guest review, and behavioural intentions, respectively. These R^2 values define the percentage of variation in the GS, PGR, and BI. Hence, other factors only have 21.4%, 15%, and 9.6% significance to guest satisfaction, positive guest reviews, and behavioural intentions, respectively. (See Table 5.10).

Table 5.11 - Regression results (R-squared)

Independent variables; mediator	Specific dependent variable	R-value	R-squared (R^2)	Adjusted R-Square	Std error	Observation
X1,X2	Y1	0.887	0.786	0.784	0.241	301
X1,X2	Y2	0.922	0.850	0.849	0.181	301
X1,X2	Y3	0.951	0.904	0.902	0.097	301
M1	Y1	0.311	0.096	0.095	0.012	301
M1	Y2	0.247	0.061	0.059	0.041	301
M1	Y3	0.139	0.019	0.018	0.066	301

Furthermore, based on the R-squared values, the mediator (M1-guest experience) has 9.6%, 6.1%, and 1.9% significant contributions to guest satisfaction, positive guest review, and behavioural intention, respectively. This has shown how much the outcomes (PS, PGR, and BI) are defined by the predictor (mediator). Although the influence of a change in the mediator on the outcome is relatively small, mediation still occurs; it is only that the predictor partially defines the outcome (Jim, 2018). Essentially, the focus is on whether the variation in the outcome is defined by the variation in the mediator, which, according to the R-squared values, it is. (See Table 5.10).

Significance of R2

R square measures the percentage of variation in the dependent variable that can be explained by change in the independent variables. Given this, the R-squared regression model findings based on the observed variability in the target variables have a high coefficient of determination, as shown in Table 5.10.

5.7 DISCUSSION OF THE RESULTS

The study has explored the positive effects of personalised and co-creation services on tourists' satisfaction, positive reviews, and behavioural intentions in Lisbon, one of the flourishing urban tourism destinations in Europe. Using a quantitative research approach, the study has come out with results that conclude how the independent variables positively affect the dependent variables.

Firstly, the findings indicate that travellers between the ages of 18 and 28 make up the sampled majority of those who use Lisbon's guesthouse services, followed by those aged 29 to 38. In terms of gender, females use these services the most as Sara and Houston (2016) also found. Besides, Europeans (especially Italians, British, Germans, and Spanish, among others) are the most common users of these guesthouse services, followed by Africans and the Americas. Moreover, in terms of what is considered most important during guesthouse selection or purchase, the results have shown that guests first look at the reputation of the guesthouse before other things like the available facilities, services, and activities. This finding aligns with

Chhabra's (2015) statement that guesthouse amenities and services are attached to the experience sought by customers.

From the results, guesthouse products and services are popularly purchased, mostly by leisure travellers, those visiting friends and families, businessmen, and students, respectively. Particularly, they purchase accommodations and catering services, followed by tour planning and sightseeing, laundry, and rental services. This supports Henning's (2007) claim that guesthouse services are what make some locations desirable to visit and the justification for some trips. Additionally, the research has shown that these guests frequently stay for three to four nights or longer. Few people also stay for two nights or fewer. The finding also showed that the novel experiences travellers claimed to have been exposed to while staying in a guesthouse include learning about different cultures, receiving good personalized and customer service, and experiencing authentic local environments. Hence, they are willing to repeat visits. This result aligns with Jensen's (2018) claim that the surroundings of a guesthouse can improve the guest experience.

Secondly, the results on personalised services and tourists' experiences have shown that customised services in the guesthouse have positive effects on guest experiences and satisfaction. As guests are given the chance to get what they most prefer, it gives them a sense of rightness and fairness in what they spend their money on. Therefore, the more services are personalised, the better the guests experience. (Bharadwaj et al., 2009; Franke et al., 2009; Jiang et al., 2014). This result aligns with studies (Oertzen et al., 2018; Han and Kim, 2010; Aron, 2006) that argue that personalised services help guests achieve good experiences and high satisfaction due to the ability of businesses to identify and provide the best services from the guest's point of view.

Furthermore, the findings have confirmed that personalised services in the guesthouse positively affect guest reviews. This outcome is consistent with the findings of the study by Kumar and Neha (2020), which states that services provided to customers based on their preferences impact their attitudes towards service providers and are reflected in their propensity to recommend them to others. The findings also indicated that tailored services have a favourable impact on visitors' behavioural intentions since addressing their individual needs improves the likelihood that they will make additional purchases. This outcome is consistent with Pingjun's (2015) research, which claimed that customers' appreciation of personalization

has an influence on their behavioural intentions in their purchase and after-purchase decision-making processes.

Thirdly, the study also inquired about co-creation services as a determinant of guest satisfaction. From the results, co-creation services have a positive influence on the guest experience and satisfaction. Co-creation services give customers the chance to participate physically or cognitively in their own services to improve their experiences (Prebensen & Xie, 2017). The result aligns with Khazami and Lakner (2021) and Hayes and MacLeod (2007), who argue that co-creation services are essential in helping businesses produce precise products and services to satisfy customers' needs and improve their experience.

Additionally, based on the results, there is a positive relationship between co-creation and personalised services. This result is in calibration with the study by Prebensen & Xie (2017), who argue that participation from visitors in the form of information about their needs to service providers aids in shaping their individualised service and so enhances their satisfaction (Prebensen & Xie, 2017). This means that personalised services and co-creation services work hand-in-hand in terms of satisfying guest needs.

Fourthly, the study also inquired on how guest experience can positively influence the service satisfaction. This result aligns with Khajeh and Rostamzadeh's (2018) study, which states that in the service field, experience is among the major factors determining customer satisfaction. The study by Zarantenello and Schmitt (2000) is also in line with these results. It reveals that customer experience can improve customer satisfaction and attention to a particular service, where most of this experience is felt.

Moreover, based on the results, guest experience mediates the effects of personalised services on guest satisfaction, positive guest reviews and behavioural intentions. This means that when guests enjoy more experiences through personalised services, their satisfaction, reviews, and behavioural intentions are shaped. Kim et al. (2012) shared a similar view that the importance of guest experience propels the service industry to create an atmosphere for personalised service offerings to improve a memorable accommodation experience and intentions to reuse the service. The results also align with Leroi-Werelds (2019), who argues that experience plays a crucial role in the post-decision-making and post-purchase phases since this is where a customer evaluates the value of the product or service. Furthermore, the results revealed that

guest experience also mediates the effects of co-creation services on guest satisfaction and positive guest review. Considering this, the results have shown that guest experience partially mediates the relationship between all the independent and the dependent variables except its mediation role on co-creation services-behavioural intentions.

Additionally, based on the results of the coefficient of determination (R^2), a change in the independent variables and the mediator has a significant effect on the dependent variables. Specifically, personalised and co-creation services have a significant contribution to guest satisfaction, positive guest reviews, and behavioural intentions. The mediator, which is the guest experience, also contributes to guest satisfaction, positive guest reviews, and behavioural intentions.

Lastly, the results have also revealed that there is a positive effect of guest satisfaction on positive guest reviews and behavioural intentions because of its significant influence on after-purchase decisions. This result aligns Manthiou's (2020) and Clemes et al.'s (2011) studies, which argue that increasing customer satisfaction is essential to raising return, referral intentions, repurchase, patronizing, and recommendations (Tyrväinen et al., 2020; Tao & Kim, 2019; Shourov et al., 2018).

In conclusion, the results of this study based on the sampled majority of those who use Lisbon guesthouse have revealed that personalised and co-creation services in Lisbon's guesthouses enhance guest satisfaction, positive reviews, and behavioural intentions.

Chapter Six

6. CONCLUSIONS

6.1 Conclusions

This dissertation has explored the positive effects of some guesthouse services that have a positive influence on guests. Particularly, it aimed to produce hypercritical knowledge on how the experiences of personalised and co-creation services can positively impact guests' satisfaction, positive reviews, and behavioural intentions.

In its production, it discussed literature on major concepts including 'tourism experience' (Khazami & Lakner, 2021; Foth et al., 2021; Oliveira, 2019; Miliner et al., 2019; Guttentag, 2015; Cohen, 1979), 'tourist accommodation business and its new models', (Petruzzi et al., 2022; Petruzzi et al., 2021; Promise et al., 2020; Chang & Sokol, 2020; Morgan, 2020; Ferreira et al., 2020; Kartikasari & Albari, 2019; Ju et al., 2019; Aprillea et al., 2018; Ingram 2016; Pandy & Rogerson, 2013), as well as 'the accommodation sector of Lisbon' as a flourishing urban tourism destination (Berg, 2021; França et al., 2021; Richards & Marques, 2019; Oliveira 2019; NTR, 2018; Guimaraes, 2016). Discussing these concepts enlightened the study and helped it to better understand the tourist accommodation industry and tourism as a whole.

To achieve the study's aim and objectives, quantitative research and its methodologies were employed. An explorative research approach and quantitative research survey (questionnaires) were used to gather 301 responses from tourists and guests who had used a guesthouse service in Lisbon. The responses were analysed through a quantitative analysis using IBM SPSS version 28 and Smart-PLS. In particular, the data was systematically analysed with measurement, structural, and mediation models. These models helped in determining the relationships between the constructs and their items and the data's reliability and validity. According to the results, personalised and co-creation services at a guesthouse have a positive influence on GS, PGR, and BI. Also, guest experiences positively influence the effects and relationships between PS, CS, GS, PGR, and BI.

To conclude, the study has confirmed that personalised services in Lisbon's guesthouse help tourists to have better experiences and enhanced satisfaction (Kartikasari & Albari, 2019; Thobile & Bhila, 2019; and Ju et al., 2019). Similarly, co-creation services also positively influence satisfaction (Oertzen et al., 2018; Han & Kim, 2010; Aron, 2006). The study's results

are in line with several studies (e.g., Kumar & Neha, 2020; Thobile & Bhila, 2019; Khajeh & Rostamzadeh, 2018; Oertzen et al., 2018; Papazoglou et al., 2018). This research concludes that personalised and co-creation services are significantly related, and have positive effects on guest satisfaction, positive guest reviews, and behavioural intentions. Hence, it has filled this gap in the literature.

6.2 Theoretical Contributions

This research has explored and contributed to the literature on the role guesthouses play in the development of travel experiences and their future implications for guests. After a vivid review of the literature on tourist accommodation, it was found that there were several studies on tourism accommodation experience in the hotel industry, leaving the rest behind (Jiang et al., 2015). The only other area getting attention aside from hotels is the current accommodation systems backed by the concept of the sharing economy, like Airbnb outlets.

For this reason, Wiles and Crawford (2017) emphasised the need for knowledge and interpretation of accommodation experiences that provide value for visitors in terms of their future decisions. Filling this gap, this study has contributed to the literature by demonstrating that personalised and co-creation services at a guesthouse enhance customer satisfaction, positive reviews, and behavioural intentions. Consequently, the study has added hypercritical knowledge to the literature that personalised and co-creation services in guesthouses help to improve the experiences of tourists and their post-visit behaviours, which are among the major determinants of the sector's development because of their significant effect on its physical and economic growth (Foth et al., 2021; Olya et al., 2019). Hence, this study has contributed to the literature on this knowledge.

Additionally, the study has unveiled previously undiscovered information that was required in the literature to support the claim that guesthouses are crucial to the range of tourism experiences and to the contentment of visitors, both of which are currently huge issues in the worldwide tourism business. The study has established that personalised and co-creation services in the tourist accommodation industry in general and the guesthouse industry in particular greatly improve guest satisfaction, positive reviews, and behavioural intentions (revisit, repeat purchase, loyalty, travel experience, and recommendations) (Grigoras et al., 2018; Wang et al., 2018).

6.3 Managerial Contributions

There are a number of managerial implications and recommendations that have emerged from the study. First, experiential services are the industry's and their sector's driving force. Urban tourism destinations that have integrated tourism into their city development plans are advised to promote services like this in other lodging industries, especially in other areas such as hotels, to ensure equal impacts.

For guesthouse operators, adopting PS and CS as a business strategy is worthwhile. As proven by the study, there is always a tendency for repeat purchases through these services due to their experience enhancement potential. Moreover, those who practise them should revitalize them for a successful business. Doing this will also assist in achieving the overall tourism development of their destination, which is also the backbone of their business success and sustainability (Moswete et al., 2019; Ranchordas et al., 2016; Hampton & Christensen, 2007).

Importantly, despite the development of several logging facilities and models, guesthouses continue to play an essential role in the lodging sector. Therefore, the local tourism management of Lisbon and Portugal at large should take the guesthouse industry seriously and collaborate with them to offer the best experiences to tourists. Due to the industry's present need for experience, this will strengthen their competitive edge.

In conclusion, this research is pertinent to all relevant stakeholders in the tourism industry, particularly the lodging industry since it has revealed how essential personalised and co-creation services are. Considering this, this study should serve as a guide for future decisions about the improvement of guesthouse operations and services in Lisbon and other urban tourist destinations.

6.4 Limitations and Suggestions for Future Research

The first drawback of the study was that, since the study sample was not random, it was not fully representative of the population being studied. Hence, there is less generalisation of the results.
The second drawback was the development of the questionnaire in the English language, limiting it to people who can read and answer in English only unless translated.

The third issue could be the concentration on the consumer side of guesthouses (guests) with few emphases on the producers who provide these services. Notwithstanding, the researcher stayed in some guesthouses in Lisbon to observe, experience, and comprehend their operations and how, over the years, their services have been able to attract repeat visits.

For an equal representative view, the study suggests that future studies with similar topics or related fields in Lisbon or other similar tourist destinations consider the views of guesthouse operators to reaffirm the effects of personalised and co-creation services on guest satisfaction, guest positive review, and behavioural intentions. Moreover, they can also consider random sampling method to ensure a fully representative sample of the population under study for a more generalisation of their results.

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Appendix A - Questionnaire

Start of Block: Consent Form

Guesthouse and Tourist Accommodation Experience in Lisbon.
This survey is within the scope of the European Joint Master's in Tourism Development and Culture at the ISCTE Business School, Lisbon-Portugal. I politely ask for your contribution to this academic study by participating in this questionnaire. The prime aim is to better understand how some guesthouse services enhance tourist accommodation experience in Lisbon, that is, how guesthouses help improve the tourist experiences and satisfaction level. All responses are confidential and will only be used for academic purposes. The survey should take 3 to 5 minutes to complete.
Thank you for your collaboration.

Please, do you consent to participate in this survey?

○ I agree

○ I disagree

Skip To: End of Block If Guesthouse and Tourist Accommodation Experience in Lisbon   This survey is within the scope of th... = I agree

Skip To: End of Survey If Guesthouse and Tourist Accommodation Experience in Lisbon   This survey is within the scope of th... = I disagree

End of Block: Consent Form

Start of Block: Accommodation Usage

Q1 Have you ever used a guesthouse as an accommodation option in Lisbon before?

○ Yes

○ No

Page Break

Q2 What did you consider before selecting the guesthouse you visited in terms of the following?

	Extremely unlikely	Somewhat unlikely	Neither likely nor unlikely	Somewhat likely	Extremely likely
Good reputation	○	○	○	○	○
Leisure facilities	○	○	○	○	○
Tourist activities	○	○	○	○	○
Available services	○	○	○	○	○

Page Break

Q3 Which among the following services did you purchase? Tick all that apply

☐ Itinerary planning and sightseeing services

☐ Housing and catering services

☐ Laundry services

☐ Rental services

Page Break

Q4 Did you experience something new in the guesthouse?

○ Yes

○ No

Page Break

Display This Question:

If Did you experience something new in the guesthouse? = Yes

Q5 Please share your experiences.

_____

_____

_____

_____

_____

End of Block: Accommodation Usage

Start of Block: Personalized Services

Q6 Please indicate your level of agreement on the following statements regarding your experience of personalized services in the guesthouse.

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
I had individual attention and information.	○	○	○	○	○	○	○
The personalized services I received made me feel like a unique customer.	○	○	○	○	○	○	○
All the personal requests I made were granted the way I wanted.	○	○	○	○	○	○	○
The guesthouse adjusted its services to meet my needs.	○	○	○	○	○	○	○

End of Block: Personalized Services

Start of Block: Co-creation Services

Q7 Please indicate your level of agreement on the following statements regarding your experience of co-creation services in the guesthouse.

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
The guesthouse made me play a vital role in my own services.	○	○	○	○	○	○	○
The guesthouse gave me the chance to make changes.	○	○	○	○	○	○	○
I had many options to adapt to my needs.	○	○	○	○	○	○	○
I participated in the service production.	○	○	○	○	○	○	○

End of Block: Co-creation Services

Start of Block: Guest Experience

Q8 Please indicate your level of agreement on the experiences you had in the guesthouse.

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
I had a nice rapport with people in the guesthouse and other surprises.	○	○	○	○	○	○	○
I spontaneously experienced things I never thought I was going to.	○	○	○	○	○	○	○
I had local experience at the guesthouse.	○	○	○	○	○	○	○
The guesthouse experience was fun and entertaining.	○	○	○	○	○	○	○

End of Block: Guest Experience

Start of Block: Satisfaction

Q9 Please indicate your level of agreement on the following statements regarding your satisfaction

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
The guesthouse was able to meet my needs the way I wanted.	○	○	○	○	○	○	○
The guesthouse complied with the agreed services.	○	○	○	○	○	○	○
The guesthouse services exceeded my expectations.	○	○	○	○	○	○	○
The guesthouse has comfortable and attractive surroundings.	○	○	○	○	○	○	○

End of Block: Satisfaction

Start of Block: Positive Review

Q10 Please indicate your level of agreement on the following statements regarding your review of the guesthouse

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
I will recommend the guesthouse to relatives and friends.	◯	◯	◯	◯	◯	◯	◯
I have or will leave a positive review on the guesthouse website.	◯	◯	◯	◯	◯	◯	◯
I have or will rate the guesthouse with more stars.	◯	◯	◯	◯	◯	◯	◯
I will tell people about the flexible and reliable services of the guesthouse.	◯	◯	◯	◯	◯	◯	◯

End of Block: Positive Review

Start of Block: Behavioural Intentions

Q11 Please indicate your level of agreement on the following statements regarding your post-visit intentions

	Strongly agree	Agree	Somewhat agree	Neither agree nor disagree	Somewhat disagree	Disagree	Strongly disagree
I will continue to use the guesthouse whenever possible.	○	○	○	○	○	○	○
I would choose the guesthouse over other accommodation options.	○	○	○	○	○	○	○
Staying in the guesthouse made me feel at home, so I will use it again.	○	○	○	○	○	○	○
I will opt for guesthouse services to make my future trips enjoyable.	○	○	○	○	○	○	○

End of Block: Behavioural Intentions

Start of Block: Purpose of Visit

Q12 Purpose of visit

○ Leisure/holiday

○ Visiting family/friends

○ Business

○ Education

○ Transfer to another destination

○ Other (specify) _____

Q13 Length of stay

○ One night

○ Two nights

○ Three nights

○ Four or more

End of Block: Purpose of Visit

Start of Block:
  Page Break

Q14 What theme will you give to your experience in the guesthouse?

○ Customized services

○ Collaborative experience

○ Cultural experience

○ Co-production experiences

Q15 Would you choose to stay in a guesthouse on your next visit to Lisbon?

○ Yes

○ No

End of Block:

Start of Block: Demographics

Q16 What is your age group?

○ Less than 18 years-old

○ 18 to 28 years-old

○ 29 to 38 years-old

○ 39 to 48 years-old

○ 49 to 58 years-old

○ 59 and above

Q17 What is your gender?

○ Male

○ Female

○ Non-binary / third gender

○ Prefer not to say

Page Break

Q18 What is your nationality?

_____

Page Break

Well   done!
Press "Next" to **SUBMIT** your response.

End of Block: Demographics