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The Effect of Centrality to Lifestyle and Experience-Involvement on Tourist Behavioural Intention: A comparison of hotel vs hostel

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Abstract

A tourist has an authentic and memorable experience when the experience plays a central role in lifestyle and experience involvement. As such, this study aims to investigate the role of centrality to lifestyle and experience-involvement (E-I) dimensions (emotional, mental, flow-like, and social) in revisit and word-of-mouth (WOM) intentions through the mediating roles of experience memorability and experience authenticity. Survey data from two samples (traditional hotel and hostel guests) was tested using PLS-SEM to show the importance of the E-I's mental, flow-like, and social dimensions in the memorability and perceived authenticity of the experience. Results also reveal a positive indirect effect of mental, flow-like, and social E-I on revisit and WOM intention. Moreover, the results were analyzed and compared considering the two types of tourist accommodations, hotels and hostels. The conclusion discusses the study's practical implications and potential future research directions.

Keywords: Tourist accommodation; Tourist experience; PLS-SEM; Marketing; Authenticity; Memorability.

1. Introduction

Recent research on tourism experiences features the role of tourists as influencers of their own experience (Song et al., 2014; Zatori et al., 2018; Suhartanto et al., 2020; Rasoolimanesh et al., 2021). Indeed, active participation, interaction, identification, absorption, and overall tourist engagement towards the experience consumption are used to explore the importance of tourist co-creation in enhancing experience authenticity, experience memorability (Campos et al., 2016), and future behavioural intentions (Seyfi et al., 2016). Individuals are seeking positive and emotionally fulfilling experiences, along with rich and vivid memories (Song et al., 2014), which leads tourism organizations

to deliver experiences that can contribute to “the meaning of individuals' lives[,] as they connect the affective, cognitive, and behavioural dimensions on a moment-to-moment basis” (Campos et al., 2016: 2) through interactions of genuine, natural intimacy and emotional contact with others (Mody & Hanks, 2019).

The tourist experience remains an under-researched topic in the tourism literature (Cutler et al., 2018). Of interest in this study are the following constructs: experience-involvement (E-I), centrality of lifestyle, experience authenticity, and experience memorability, as they may influence revisit and word-of-mouth (WOM) behavioural intentions. In this regard, according to Zatori et al. (2018: 2), E-I is a “personal, real-time involvement in the consumption of a given experience”, assuming some experiences can be highly engaging and capable of inciting emotions. Borrowing Kim et al.’s (1997: 324) definition, centrality to lifestyle “refers here to the extent to which a participant’s lifestyle and social networks are connected to his or her pursuit of a given leisure activity”. Experience authenticity is the perception of an authentic experience by tourists through their interactions with various stakeholders and environments in the tourism environment (Wang et al. 2020). Experience memorability is defined as “the memories created and shared, talking with friends about the experience, and comparison with other experiences” (Loureiro et al., 2019: 3).

Previous research on the tourist E-I has been focused on its psychological determinants. For example, as Zatori et al. (2018) and Junaid et al. (2020) point out, experience subjectivity is associated with personal and emotional aspects emerging from socialization and experimentation during experience consumption. Campos et al. (2016) analysed the influence of peaks of attention associated with experience novelty and found that it influences the visitor’s positive memory about the destination. Seyfi et al. (2016) found that individuals’ sense of self within the experience as well as the sense of belonging towards it, influences experience memorability. For them, the visitors with a higher sense of self and belonging are more likely to remember their experience at the destination.

Gross et al. (2006) focused attention on the link between the experience and the tourists' lifestyle, highlighting the importance of E-I on perceived authenticity and tourists’ memories. However, their study on E-I did not explore the behavioural consequences of memory creation. Moreover, previous research linking the tourist experience and behavioural intention lacks taking into consideration the different levels of centrality to lifestyle in the tourist activity (Heuvel et al. 2022). As pointed out by Zatori et al. (2018) it is crucial to analyse how the tourist E-I influences experience memorability and authenticity and how it is affecting future behaviour. In this equation, Gross et al. (2006) highlight the importance of the tourist centrality to lifestyle in experience involvement. The comprehension of this process is essential for the decision-making process at the destination level, especially regarding targeting more valuable segments and product planning.

However, these constructs and the relationships between them are not fully explored in existing research. More specifically, the influence of the concept of centrality to lifestyle on impacting experience memorability and experience authenticity in the context of tourist accommodations has not been researched. Furthermore, the type of accommodation that a tourist chooses can have a significant impact on their overall experience (Fernández & Bedia, 2004). For example, when studying hostels guest, Sun et al. (2014) found that tourists who stay in hostels are more likely to have a more immersive and experience with a stronger self-image congruity with the accommodation concept. As such, it is important to explore the accommodation context in the factors influencing behavioural intentions like revisit intention or WOM. For this study, two types of accommodations, hotels and hostels, will be examined. This context is of interest based on previous research that has noted that the social element and experience authenticity has been more associated with hostels when compared to standard hotels (Mody & Hanks, 2019). Previous research also considered potential factors that influenced hotel versus hostel choice, including location choice (Cró & Martins, 2018), carbon footprint (Filimonau et al., 2021), branding (Huang & Cai, 2014), and service quality (Fernández & Bedia, 2004). This is particularly important for accommodation decision-makers, allowing hostel managers/owners to better position their business and hotel managers/owners to become aware of this distinctive strategy.

Accordingly, this study aims to explore how the centrality of lifestyle and E-I impacts memorable and authentic experiences, enhancing revisit intention and word-of-mouth in hostels that provide unique and personalized guest experiences, in a way to recognize the dimensions desired by guests when staying in tourist developments that differ from standard hotels. To explore the processes underlying E-I and centrality to lifestyle on experience memorability and experience authenticity and the impact of it on tourist behavioural intention, namely revisit intention and WOM, this study separates the analysis of the hypothesized relationships of experiences at hotels and hostels.

Hence, this research embraces the experience of staying in a hostel or a hotel as an activity capable of providing mental stimulation, social engagement, and physical interest outside work-related actions (Fallahpour et al., 2015) addressing the following research questions: (i) How do tourist's lifestyle centrality in experiencing stays in tourist accommodation influence their memory and perceived authenticity of the whole experience consumption? (ii) How do tourists perceive emotional, mental, flow-like, and social E-I during their experience in tourist accommodation stays? (iii) And how can these influence the memorability and authenticity of the experience? (iv) How do experience memorability and experience authenticity provoke intentions of revisiting and WOM? These questions are explored by conducting an internet-based questionnaire and applies PLS-SEM as a symmetric analysis approach to study these relationships.

2. Literature Review

The tourist experience is highly subjective (Volo, 2009). Previous research (e.g., Lu et al., 2015) describe involvement as a state of the drive towards an activity or product, aroused by a stimulus or situation, and perceived to be self-relevant. In this respect, situational involvement and enduring involvement associated with temporary feelings of involvement present in particular situations and personal (cognitive) involvement over time, correspondently, emerge linked to the purchase decision in several articles (e.g., Havitz & Mannell, 2005). Further, viewing involvement as a degree of consumption, and experience-involvement (E-I) appears defined as a concept for the first time by Zatori et al. (2018). As such, this study draws on the experience economy theory (Pine & Gilmore, 1998), according to which the value of products or services is based on the effect they can have on consumers' lives. Indeed, Zatori et al. (2018) and Junaid et al. (2020) suggest experiences are subjective, personal, and emotional that emerge from events and situations of interaction, socialization, experimentation, and learning during consumption, associated with a sense of fulfilment and well-being of the individual. In this study, we adopted the four dimensions of E-I proposed by Zatori et al. (2018): emotional, mental, flow-like and social experience-involvement. These dimensions are detailed in the following sections.

2.1. The influence of emotional experience-involvement on memorability and authenticity

E-I is associated with the emotions an individual feels during the consumption of an experience (Zatori et al., 2018). Accordingly, to Campos et al. (2016: 15), the emotional state consisting of a steady flow of feelings, emotions, and sensations, reflect the core of the experience, adding that ”both the sensorial and the emotional dimensions contribut[e] to a very positive appraisal of the experience”. Similarly, Loureiro et al. (2019) and Suhartanto et al. (2020) state that the presence of sensorial and emotional experiences enhances emotions and vivid memories during and immediately after the experience consumption, denoting an attitudinal loyalty towards it while acting together in their propensity to endorse the relational process between the tourism experience and behavioural outcomes. According to Junaid et al. (2020), tourists’ prime motivation while looking for experiences is emotional value to address their curiosity, which represents an indispensable tool in creating "lasting memories that a visitor will reminisce about and will share in respective social networks” (Campos et al., 2016: 3), in addition to subjective elements to express their emotional engagement, namely the motivational impulse required to achieve the establishment of goals and the will to overcome challenges, otherwise perceived by authenticity (Ye et al., 2018).

H1a. Emotional experience-involvement positively influences experience memorability.

H1b. Emotional experience-involvement positively influences experience authenticity.

2.2. The influence of mental experience-involvement on memorability and authenticity

The mental experience can be defined as the feelings of curiosity and creativity through rational processes of learning and education, revealing to lead visitors to assess their experiences optimistically, thus considered by some the main substance of the experience (Junaid et al., 2020). Additionally, knowledge defined as the cognitive aspect, which involves conscious intellectual activity of a tourist's experience, contributes to characterise an experience as memorable (Sthapit & Jiménez-Barreto, 2018) and an experience as authentic, hence is "cast as a feeling or a bodily sensation (both mental states) that one can experience in relation to a place", for example (Betta, 2014: 2). Related, Campos et al. (2016) suggests that a tourist experience that is both mentally and physically engaging leads paths to improved experience memorability.

H2a. Mental experience-involvement positively influences experience memorability.

H2b. Mental experience-involvement positively influences experience authenticity.

2.3. The influence of flow-like experience on memorability and authenticity

According to Zatori et al. (2018), the concept of flow was the closest scholars have come to studying the phenomena of experience-involvement (e.g., Havitz & Mannell, 2005), conceptualized as being a high psychological involvement, though refuted to be the highest, but still simply one of the E-I dimensions. Further, Zhang et al. (2019) indicate that an individual who is fully immersed in an activity will focus on the content and goals of such, dismissing unrelated suggestions and thoughts, and eventually achieving an ideal experience while maintaining a high state of awareness and pleasure. Likewise, based on Yi et al. (2021), a flow-like experience is an individual's emotional or psychological condition of achieving the best state. Besides, among the several of experience-involvement dimensions, flow-like is acknowledged as an important guide in measuring tourism quality, thus together with the social dimension, intrapersonal and interpersonal factors are correlated, presenting an explanation of enduring memory in relation to the body and physical engagement ("I felt there was nothing else out there…this feeling I will always remember") (Campos et al., 2016: 18). Thus, Flow-like E-I is theorized as follow:

H3a. Flow-Like experience-involvement positively influences experience memorability.

H3b. Flow-Like experience-involvement positively influences experience authenticity.

2.4. The influence of social experience on memorability and authenticity

Mody and Hanks (2019: 3) notes that while travelling, a visitor's experience consumption is collected of numerous components, namely, “the objects he encounters, the relationships he forms with others on the trip, the sense of self that grows and changes as a result of the trip, and the brands with which he interacts”; in reality, in situ experiences appeals to visitors physically, emotionally, intellectually, but also socially as it creates social benefit in the tourism context. As such, social experiences incorporate the interactions with members of the staff, local people, partners, and guests to nurse a feeling of connection and belonging through communication, which fulfil tourists' social-psychological needs in an experience of positive feelings and emotions leading to experience memorability (Sthapit & Jiménez-Barreto, 2018). Here, tourists' desire for social aspects fosters the growing demand for specialized accommodation due to the opportunity to interact with the host and their neighbours (Ibidem).

Additionally, Mody and Hanks (2019) state a high level of interaction and engagement creates an experience of authenticity for the guest. Similarly, Sthapit and Jiménez-Barreto (2018) relate active participation and interaction with people as key dimensions of co-creation during on-site experiences, suggesting tourist engagement in relations with others while emphasizing active participation in events that have the tourist in the center of a network of players in the experience environment. Social interactions are a central part of tourism experiences (Campos et al., 2016).

H4a. Social experience-involvement positively influences experience memorability.

H4b. Social experience-involvement positively influences experience authenticity.

2.5. The influence of centrality to lifestyle on memorability and authenticity

The concept of centrality to lifestyle is a recurring theme in leisure and tourism studies. Many authors have positioned centrality as a constructive dimensional component correlated with commitment, involvement, specialization, and attachment (Kim et al., 1997; Bricker & Kerstetter, 2000; Gross & Brow, 2008; Tsaur & Liang, 2008; Dorow, 2010; Cheng & Tsaur, 2011; Beardmore et al., 2013; Chang, 2016; Randler, 2021). All those concepts have in common the aim of capturing the importance of an activity to a person’s life through several of cognitive, affective and behavioural dimensions (Heuvel et al., 2022). Centrality to lifestyle is the extent to which a person's lifestyle and social networks are connected to their participation in a leisure activity (Kim et al., 1997). And, based on the same, an individual that develops strong and persistent personal and behavioural commitment to a leisure activity is probably serious about their participation, representing a central life interest, by association, implying a rejection of alternative leisure activities (Kim et al., 1997). Hence, centrality to lifestyle reflects an emotional, meaningful bond towards a tourist activity used to explain and predict visitor’s

socializing attitudes through a psychological and behavioural component (e.g., Randler, 2021; Heuvel et al., 2022).

The designation of the word centrality places individuals in tourist groups with different levels of engagement towards the tourist activity (Heuvel et al., 2022). Additionally, studies in the tourism literature suggested a correlation between visitor engagement (i.e., active participation, interaction, and attention) and visitor experience memorability (Campos et al., 2016; Seyfi et al., 2021). Indeed, Zatori et al. (2018) refer to how engagement in certain experiences contributes to the formation of personal meaning and perceived authenticity, besides highlighting the economic advantage in selling memorable experiences "recognized by customers or guests as delightful and personally interesting and engaging" (Loureiro et al., 2019: 3). Consequently, the topic caught the attention of service providers to the improvement of consumer needs and thus, consumer's experience thought the consistency between groups that conjugate the same activities, interests, and opinions of a person life and the services being offered (Zatori et al, 2018). Therefore, this study will focus on tourists' centrality to lifestyle and experience involvement to predict behavioural intentions through memorable and authentic tourist experiences in standard hotels and hostels stays.

H5a. Centrality to lifestyle positively influences experience memorability.

H5b. Centrality to lifestyle positively influences experience authenticity.

2.6. The behavioural outcomes of experience memorability

Positive memories are the desired outcome of experiences. According to Loureiro et al. (2019: 3) during experience consumption, "which depends on the lived experience, the sensory experience, and the transformation occurring", certain services and scenarios connected to novelty, extraordinariness, spontaneity, and unexpectedness, involving a temporary rupture of everyday reality and a sharp contrast to daily experience, provide unforgettable memories for visitors (Campos et al. 2016). In fact, Zatori et al. (2018) showed that experiences become memorable when documented and demonstrated by storage and sharing (e.g., photography), even before, the decision about what is considered memorable is often made during consumption.

Similarly, the memorability associated with positive surprise and accounting for manifestations of emotions, such as excitement and interest, of a tourist's total experience can be powerful enough to grow into a peak experience, further motivating them to revisit and recommend those same experiences to friends and family (Ali et al., 2015). In this respect, a scale designed to assess memorable tourist experiences comprising hedonism, novelty, local culture, refreshment, meaningfulness, involvement, and knowledge dimensions was used to predict the strongest influencers of behavioural intentions, corresponding to novelty, defined as the feeling of newness arousing from participating in

new experiences, followed by hedonism, explicit as the pleasurable feelings that arouse oneself, namely, excitement and enjoyment, and last, involvement characterized by the level of participation towards a personal interest (Huong et al., 2022).

H6a. Experience memorability positively influences revisit intention.

H6b. Experience memorability positively influences word of mouth intention.

Moreover, Campos et al. (2016) investigation in contemporary creative tourism reported vivid memories based on multi-sensory impressions, distinguishing the effect of activities multi-sensorially on intentional behaviours, which leaves a permanent imprint on memory, i.e. the tourist's use of body and physical engagement in tourism experiences animal- or nature-based. The way it is imprinted is dependent on a subjective interpretation (Cutler et al., 2018), meaning that the experience interpretation is less influenced by marketing activities than by the individual ability to create his/her own experience (Volo, 2009). Furthermore, recent consumer behaviour trends state that visitors are using online social network to share their feelings, thoughts and experiences during the tourism experience or shortly afterwards (Zatori et al., 2018).

Thus, a tourism experience positively remembered and recalled after the event has occurred is pertinent from both present and past perspectives (Kim et al., 1997). Accordingly, we posit that experience memorability plays a mediating role between the experience involvement dimensions and the behavioural intentions. As such, we hypothesize:

H6c. Experience memorability mediates the relationship between the emotional dimension of experience involvement and revisit intention.

H6d. Experience memorability mediates the relationship between the emotional dimension of experience involvement and word-of-mouth intention.

H6e. Experience memorability mediates the relationship between the mental dimension of experience involvement and revisit intention.

H6f. Experience memorability mediates the relationship between the mental dimension of experience involvement and word-of-mouth intention.

H6g. Experience memorability mediates the relationship between the flow-like dimension of experience involvement and revisit intention.

H6h. Experience memorability mediates the relationship between the flow-like dimension of experience involvement and word-of-mouth intention.

H6i. Experience memorability mediates the relationship between the social dimension of experience involvement and revisit intention.

H6j. Experience memorability mediates the relationship between the social dimension of experience involvement and word-of-mouth intention.

H6l. Experience memorability mediates the relationship between the centrality to lifestyle and revisit intention.

H6m. Experience memorability mediates the relationship between the centrality to lifestyle and word-of-mouth intention.

2.7. The behavioural outcomes of experience authenticity

The concept of authenticity has been developed and made part as central subject in several management studies (e.g., Garau-Vadell et al., 2021). Authenticity is referred to what is known to be true and genuine; as something intrinsic to places and objects. Zatori et al. (2018) distinguishes three categories develop by academics (existential, constructive, and objective), of which two are forms of perceived authenticity. The first, existential authenticity is experience-orientated, hence, accordingly to Taheri et al. (2017) and Mody and Hanks (2019) is ultimately linked to the lived experience of the consumer, formed by personal feelings arising during consumption, as a singular individual with his own set of emotions, perceptions, and senses, and in relation to others upon the experience. Similar, Mkono (2012: 2) states existential authenticity is having the liberty to "interpret the world freely from institutionalised conventions". On the other hand, the second, constructive authenticity is a social construction, and it happens when there is social consensus, through a group of individuals, for instance (Loureiro, 2020). Ultimately, objectivist authenticity although not develop in the present study, influences tourists' engagement and existential authenticity as seeing art exhibitions, concerts, museums and being in contact with objects are a fundamental part of tourism experience (Garau-Vadell et al., 2021). That is, how individuals perceive and interpret objects will influence their experience (Mody & Hanks, 2019). Thus:

H7a. Experience authenticity positively influences revisit intention.

H7b. Experience authenticity positively influences word of mouth intention.

According to Bernardi and Arenas (2022: 4), the tourist perception of experience authenticity is related "to the uniqueness of the place, connection with locals, embracing and preserving local culture, and even the relationships among tourists created during the experience itself". They argue that authenticity can be understood from the consistency, conformity, connection and exploration dimensions. The *consistency* dimension claims that an individual that experiences authenticity must

be evidencing actions aligned with what have been promise (attributing credibility) such as, embracing business partnerships of products and services or interactions with communities that support the same kind of thinking affiliated with inherent values and priorities, altogether being part of a larger movement, thus establishing *conformity* (Bernardi & Arenas, 2022). Next, the *connection* with a place or point with great local meaning can reveal authenticity, an individual can really appreciate the beauty of it, and lastly, authenticity as *exploration* means "generating a new self, re-inventing" as the individual express themself while exploring, whereas not losing track of past experiences (*Ibidem*, page 4). Ali et al. (2015) underlined the turn in tourism business, caused by the shift of tourists' desire from unique products to memorable and self-expressive tourism experiences, capable of creating functional and different emotional values, which may represent a central role in some tourist lifestyle and consequent buying behaviour (Gross et al. 2006). These dimensions reveal the importance of centring the discussion on the tourist perspective, as suggested by Heuvel et al. (2022). As such, we posit that experience authenticity enhances the influence of experience involvement on behavioural intentions, thus influencing this relationship through a mediating role. Thus, we hypothesize:

H7c. Experience authenticity mediates the relationship between the emotional dimension of experience involvement and revisit intention.

H7d. Experience authenticity mediates the relationship between the emotional dimension of experience involvement and word-of-mouth intention.

H7e. Experience authenticity mediates the relationship between the mental dimension of experience involvement and revisit intention.

H7f. Experience authenticity mediates the relationship between the mental dimension of experience involvement and word-of-mouth intention.

H7g. Experience authenticity mediates the relationship between the flow-like dimension of experience involvement and revisit intention.

H7h. Experience authenticity mediates the relationship between the flow-like dimension of experience involvement and word-of-mouth intention.

H7i. Experience authenticity mediates the relationship between the social dimension of experience involvement and revisit intention.

H7j. Experience authenticity mediates the relationship between the social dimension of experience involvement and word-of-mouth intention.

H7l. Experience authenticity mediates the relationship between the centrality to lifestyle and revisit intention.

H7m. Experience authenticity mediates the relationship between the centrality to lifestyle and word-of-mouth intention.

Figure 1 summarizes the conceptual model and research hypotheses.

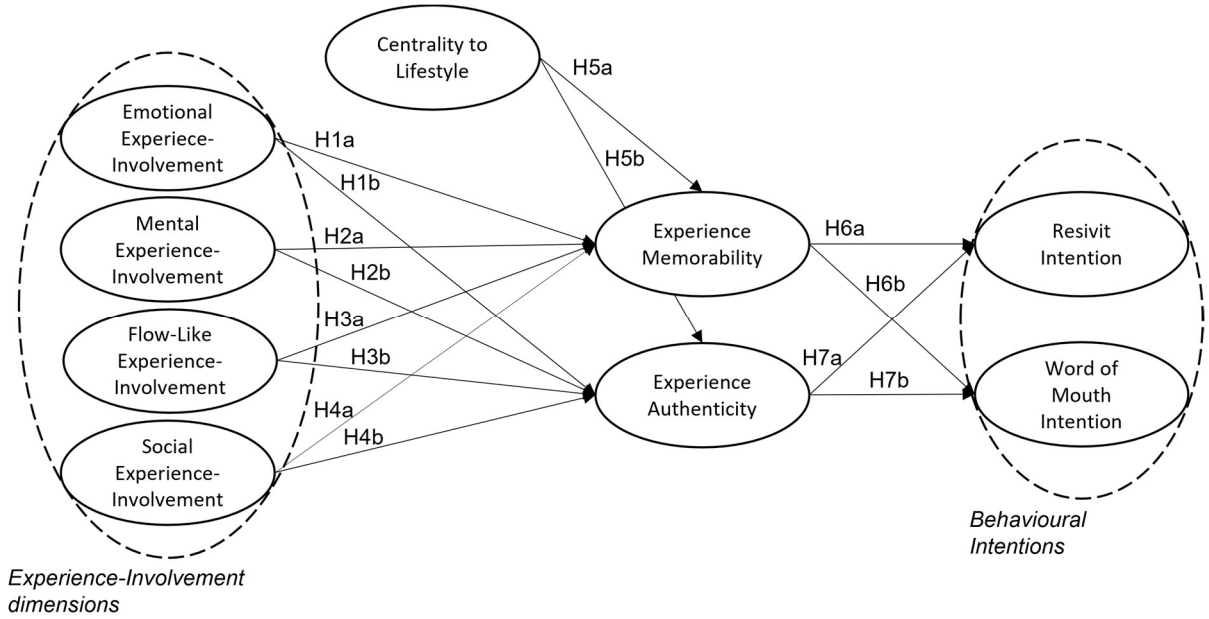

Figure 1. Conceptual model.

3. Methodology

3.1. Research design

A quantitative approach based on survey data was adopted to test the proposed research hypotheses. We followed this approach inspired in previous research that had examined tourist experience perceptions (e.g., Ali, et al. 2015; Mkono, 2012; Wang, et al., 2020). The target population were guests at Portuguese hotels and hostels. The participants of this study were selected following a non-probability convenience sampling procedure as obtaining a randomized sampling frame is difficult, especially in the hostel case. Assuring the respondents anonymity and confidentiality in the release and analysis of the questionnaires, participants were first asked to verify the survey parameters in a way to confirm inclusion criteria. The study participants responded to the following criterion: (a) had a previous experience staying in a standard hotel or hostel; (b) can remember and picture their experience features; and (c) were willing to answer all questionnaire items as truthfully as possible.

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3.2. Variables/measures

The present study adopted existing scales to measure all nine variables, each respectively revised and adapted to measure a tourist experience in standard hotels and in hostels (See Annex A). Four dimensions of E-I in Zatori et al.'s (2018) measurement scale of the on-site tourist experience were used. Emotional E-I is comprised of five items and measures guests' feelings connected to or shown during the hospitality accommodation experience. It measures positive emotions such as "excitement, enjoyment, inspiration, fascination, and surprise" (Zatori et al., 2018: 9). Mental E-I used five items to engage guests' cognitive senses. This scale measures if a guest at some stage during the whole stay experienced interest and thought-provocation, desire to learn, and extend his or her stay. Flow-like E-I was measured by a seven-indicator scale and measures the conative and creative emotional value which allows the guest to connect to a higher level of E-I (Ibidem). Social E-I consisted of five questionnaire items and measures the interaction among the guests, the staff members, and locals. Zatori et al. (2018) note that this dimension is essential in experiences that integrate situations where two or more individuals are involved, such as the one under study.

Centrality to lifestyle was measured by an eight-indicator scale adapted from Gross et al.'s (2008: 3) measurement model that examines "the relationship between involvement and place attachment dimensions in a tourism context". This is also supported by Heuvel et al. (2022) whose conceptual model explains destination loyalty in recreational fishing destinations with different levels of engagement on participant's lifestyle and social networks. This scale measures the level to which experiencing stays in hospitality accommodations become a more central part of life relative to other leisure activities (Dorow, 2010) and suggests "a rejection of alternative leisure activities" (Kim et al., 1997: 324). Accordingly, to Heuvel et al. (2022) centrality to lifestyle aims to explain and predict visitors' attitudes and behaviours by considering the cognitive, affective and behavioural dimensions. The centrality of lifestyle considers questions such as "Experiencing hotels play a central role in my lifestyle" and "I prefer to engage in hotel experiences to anything else" to understand to what extent staying in a hotel or hostel plays a central role in an individual life.

Experience memorability used a three-item scale adapted from Zatori et al. (2018) to measure guests' creation of memories during the experience consumption. If the experience provided unforgettable memories worthy of documentation. Parallel, experience authenticity was measured using a six-item scale adapted from Zatori et al. (2018), each three orientated to existential and constructive authenticity. Existential authenticity considers the guest's feelings and own perceptions to analyse the experience, which is based on his or she lived and previous experience. On the other

hand, constructive authenticity measures the resemblance of the experience as perceived by a social consensus, through a group of people (Mkono, 2012; Loureiro, 2020).

The acquisition and assimilation of behavioural intentions, specifically revisit intention and WOM intention, used tree- and four-item scales respectively, adapted from Seyfi et al. (2021). Accordingly, to Loureiro et al. (2019: 6), behavioural intentions can be determined in terms of loyalty – whether a visitor is committed "to repurchase or re-patronize a particular product in the future". In this respect, a revisit intention is mediated by post-evaluation and measures the guest's cognitive readiness and willingness to make a repeat visit (Rasoolimanesh et al., 2021). Further, WOM intention measures verbal, one-on-one informal communication between former guests and those interested in the experience, which depends heavily on face-to-face information exchange to raise awareness (Seyfi et al., 2021). With the advent of the internet, word-of-mouth (WOM) has taken on an electronic form that is widely recognized as a major driver in decision-making after consumption. This is because it allows tourists to evaluate their experiences through social media and other online platforms, where experiences can be compared, evaluated, defined, and exchanged. This electronic WOM can reach a large number of potential visitors quickly and easily, and it can help tourists learn about their own preferences and modify their behaviour in response to comments shared online (Rasoolimanesh et al., 2021).

3.3. Data collection

The present study used a monomethod quantitative approach of descriptive design, consisting of a multiple-item scale using a five-point Likert-type response format (1- Totally disagree to 5- Totally agree). The two online questionnaires were developed through a review of the literature and a revised five-step approach.

First, three tourism academics were consulted to assess the content validity of the scales and measured variables associated. Second, a single questionnaire was initially prepared based on the recommendation of those researchers and was then split into two questionnaires - for hostels and standard hotels. Third, the questionnaires were pilot tested on five participants which provided additional improvements and clarity of the items. Subsequently, the links to the questionnaires (prepared using Google Forms) were made available on four online platforms including Facebook, Instagram, WhatsApp, and LinkedIn, reinforced on three evenly spaced moments to capture users' attention. To obtain additional responses, emails were also sent to a commercial list previously created with multiple standard hotels and hostels located in Lisbon metropolitan area. Lastly, personal contacts were used to directly reach guests from both types of accommodations and, at one specific

hostel, questionnaires were divulged during face-to-face interaction and forwarded by WhatsApp message to guest numbers. The respondents were asked to respond taking into consideration the latest experience.

A total of 116 and 221 complete questionnaires were received from participants who had hostel and standard hotel experiences, respectively (Table 1). This sample is considered adequate, since it surpasses the threshold of 10 observations per exogenous variable (Hair et al., 2017). Data was collected between March and July of 2022. From a total of 337 responses, most of the participants were female (62%), of Portuguese nationality (87%), and with a complete master's degree (49%). Considering this sample, some skewness can result for gender, age, and education level. In terms of age, 49% had around 18 to 25 years old, followed by 20% of 26 to 35 age. In the last 2 years, 62% of the respondents had utilized accommodations at least three times.

Table 1. Descriptive statistic of tourist sample demographics (n = 337).

Variable	Hostels	Hotels	Percentage
Gender			
Male	79	48	38%
Female	142	68	62%
Age			
18 – 25	109	57	49%
26 – 35	44	25	20%
36 – 45	6	7	4%
46 – 55	36	15	15%
56 – 65	24	9	10%
66 and more	2	3	1%
Highest level of education completed			
High school	34	16	15%
Professional degree	15	11	8%
Bachelor's degree	60	30	27%
Master's degree	109	55	49%
Doctoral's degree	3	4	2%
Nationality			
Portuguese	198	94	87%
Not portuguese	23	22	13%
Online platform used to book the reservation			
Airbnb	15	38	16%
Booking	146	56	60%
Expedia	3	4	2%
Oficial Website	41	16	17%
Agency	16	2	5%
Number of nights stayed in the last 2 years			
1 to2	86	*43*	38%

3 to 4	57	*40*	29%
5 to 6	36	*18*	16%
7 to more	42	*15*	17%

Data Analysis and Validation

PLS-SEM was used to test the conceptual model, which integrates different multivariance techniques into one model fitting framework, suitable to measure and analyse the relationships of complex concepts, that are hypothetical or latent construct within people, drive attitudes and behaviours (Henseler et al., 2015). This technique has been adopted in a wide range of fields due to its capability to test conceptual models with small or medium sample sizes (Hair et al., 2017). More concretely, it uses partial least squares (PLS) regression by means of SmartPLS 3 software (Ringle et al., 2015). SEM uses multiple indicators of latent variables, also known as questionnaire items or measured variables (all correlated), by reduce them to a set of components that can better merge the hypothetical concepts and then, estimates the effects of the predictor variables on an outcome dependent or a criterion under study, or by other words, the pathways between independent variables (exogenous) and dependent variables (endogenous) (Henseler et al., 2015).

The results were analysed and interpreted following a two-stage approach. First, four indicators were evaluated in a way to assess the quality of the measurement model, those being reliability, internal consistency reliability, convergent validity, and discriminant validity (Hair et al., 2017). The outer loadings result showed that all forty-six standardized factor loadings of all items were above 0.6 (with a minimum value of 0.666, consistent to item code of Centr_in1) and were all significant at $p<0.001$, which provided evidence for the individual indicator reliability (Hair et al., 2017). As Table shows, all Cronbach alpha (α) and composite reliability (CR) values exceeded the outdo of 0.7, therefore confirming the internal consistency reliability (Hair et al., 2017). The third indicator, convergent validity was also confirmed following a three-step verification: 1) all constructs remaining variants loaded positively and significantly on their respective constructs, 2) all constructs had CR values higher than 0.70 and, 3) as Table shows, the average variance extracted (AVE) for all constructs exceeded the threshold of 0.50 (Bagozzi & Yi, 1988). Lastly, the discriminant validity is assessed using two approaches, Fornell and Larker criterion and Heterotrait-Monotrait ratio (HTMT) criterion.

To appraise Fornell and Larker criterion is required that a construct's square root of AVE is larger than its biggest correlation with any construct (Fornell & Larker, 1981). As reflected in Table the criterion is satisfied for all constructs as all bold values displayed on the diagonal are higher than the values below each correspondent variable. Second, to corroborate HTMT criterion, is verified that none of the HTMT ratios values surpass the more conservative threshold value of 0.85, based on

Henseler et al. (2015) and Hair et. al. (2017). The second-stage approach of analysing and interpreting the results consisted in assessing the structural model by using sign, magnitude, and significant of the structural path coefficients, the magnitude of R^2 value for each endogenous variable as a measure of the model's predictive accuracy and, the Stone Stone-Geisser's Q^2 values as a measure of the model's predictive relevance (Hair et. al., 2017). However, collinearity was checked before evaluating the structural model (Hair et. al., 2017). The VIF values ranged from 1.365 to 4.047, which was below the indicative critical value of 5 (Hair et al., 2017). These values indicated no collinearity. The coefficient of the determination R^2 for the four endogenous variables of experience memorability, experience authenticity, revisit intention and word of mouth intention were 56.1%, 58.2%, 46.4% and 62.1%, respectively. These values surpassed the threshold value of 10% (Falk & Miller, 1992). The Q^2 values for all endogenous variables (0.561, 0.582, 0.464 and 0.621 respectively) were above zero that indicated the predictive relevance of the model. We also analysed the significance of the correlation of two control variables (age and gender) and no significant correlation was found. On this model, bootstrapping was used with 337 subsamples to evaluate the significance of the parameter estimates (Hair et al., 2017).

Table 2. Composite reliability, average variance extracted, correlations, and discriminant validity checks.

Latent Variables	α	CR	AVE	1	2	3	4	5	6	7	8	9
(1) Emotional Experience-Involvement	0.870	0.906	0.658	**0.811**	0.745	0.829	0.715	0.448	0.665	0.711	0.577	0.713
(2) Mental Experience Involvement	0.801	0.861	0.555	0.834	**0.745**	0.850	0.745	0.551	0.788	0.755	0.666	0.779
(3) Flow-Like Experience-Involvement	0.905	0.924	0.636	0.740	0.756	**0.798**	0.707	0.537	0.739	0.728	0.640	0.707
(4) Social Experience-Involvement	0.876	0.910	0.671	0.625	0.646	0.635	**0.819**	0.416	0.665	0.695	0.752	0.572
(5) Centrality to lifestyle	0.924	0.938	0.657	0.409	0.467	0.492	0.385	**0.811**	0.581	0.476	0.479	0.513
(6) Experience Authenticity	0.916	0.935	0.706	0.599	0.684	0.674	0.606	0.535	**0.840**	0.760	0.638	0.740
(7) Experience Memorability	0.931	0.956	0.879	0.642	0.670	0.671	0.633	0.446	0.703	**0.938**	0.702	0.828
(8) Revisit Intention	0.927	0.954	0.873	0.523	0.596	0.590	0.523	0.446	0.591	0.656	**0.934**	0.776
(9) Word of Mouth Intention	0.894	0.928	0.765	0.634	0.681	0.643	0.680	0.462	0.677	0.763	0.713	**0.875**

Note: α -Cronbach Alpha; CR -Composite reliability; AVE -Average variance extracted. Bolded numbers are the square roots of AVE. Below the diagonal elements are the correlations between the constructs. Above the diagonal are the HTMT ratios.

4. Main Test and Mediation Results

Of the fourteen hypotheses being tested only two were not supported by the empirical results. Table 3 shows the results for tourist accommodation experiences and figure 2 presents the visual dimension of the relationships.

Table 3. Structural model assessment for total sample, hostel sample, hotel sample and multigroup analysis

	Total Sample	Hostels	Hotels	MGA	Hypotheses

	BETA	P VALUES	BETA	P VALUES	BETA	P VALUES	P VALUES MGA	Validation
H1a: Emotional experience -> Memorability	0.111	0.110	-0.022	0.876	0.184	0.024	0.025	Supported for hotels
H1b: Emotional experience -> Authenticity	-0.063	0.445	0.007	0.966	-0.094	0.312	0.213	Not Supported
H2a: Mental experience -> Memorability	0.189	0.017	0.264	0.065	0.145	0.115	0.120	Not Supported
H2b: Mental experience -> Authenticity	0.324	0.000	0.325	0.097	0.307	0.001	0.000	Supported for hotels
H3a: Flow-like experience -> Memorability	0.237	0.001	0.260	0.070	0.233	0.004	0.005	Supported for hotels
H3b: Flow-like experience -> Authenticity	0.245	0.000	0.122	0.384	0.270	0.001	0.000	Supported for hotels
H4a: Social experience -> Memorability	0.253	0.000	0.293	0.001	0.233	0.002	0.002	Supported
H4b: Social experience -> Authenticity	0.198	0.000	0.228	0.030	0.211	0.000	0.000	Supported
H5a: Centrality -> Memorability	0.098	0.026	0.068	0.343	0.103	0.073	0.058	Not Supported
H5b: Centrality -> Authenticity	0.212	0.000	0.216	0.002	0.231	0.000	0.002	Supported
H6a: Memorability -> Revisit Intention	0.476	0.000	0.437	0.000	0.491	0.000	0.000	Supported
H6b: Memorability -> WOM	0.568	0.000	0.428	0.001	0.629	0.000	0.000	Supported
H7a: Authenticity -> Revisit Intention	0.256	0.000	0.301	0.000	0.240	0.003	0.003	Supported
H7b: Authenticity -> WOM	0.278	0.000	0.426	0.001	0.217	0.004	0.005	Supported

Note: MGA – Multigroup analysis

Although the relationship between emotional E-I and experience memorability proved to be positive, the effect of the independent variable is not significant (β=0.111, n.s). Also, the effects of emotional E-I on provoking experience authenticity were non-significant with (β=-0.063, n.s). Thus, hypotheses H1a and H1b were rejected. Further, besides a single hypothesis that has a slightly lower positive correlation of 50%, the remaining eleven hypotheses have a 90% or higher positive correlation. Specifically, mental E-I has a significant effect on experience memorability (β=0.189, p<0.01) and on experience authenticity (β=0.324, p<0.001). Hypotheses H2a and H2b were supported. Additionally, flow-like E-I has a significant effect on experience memorability (β=0.237, p<0.001) and on experience authenticity (β=0.245, p<0.001). Thus, hypotheses H3a and H3b were supported and accepted by the empirical research.

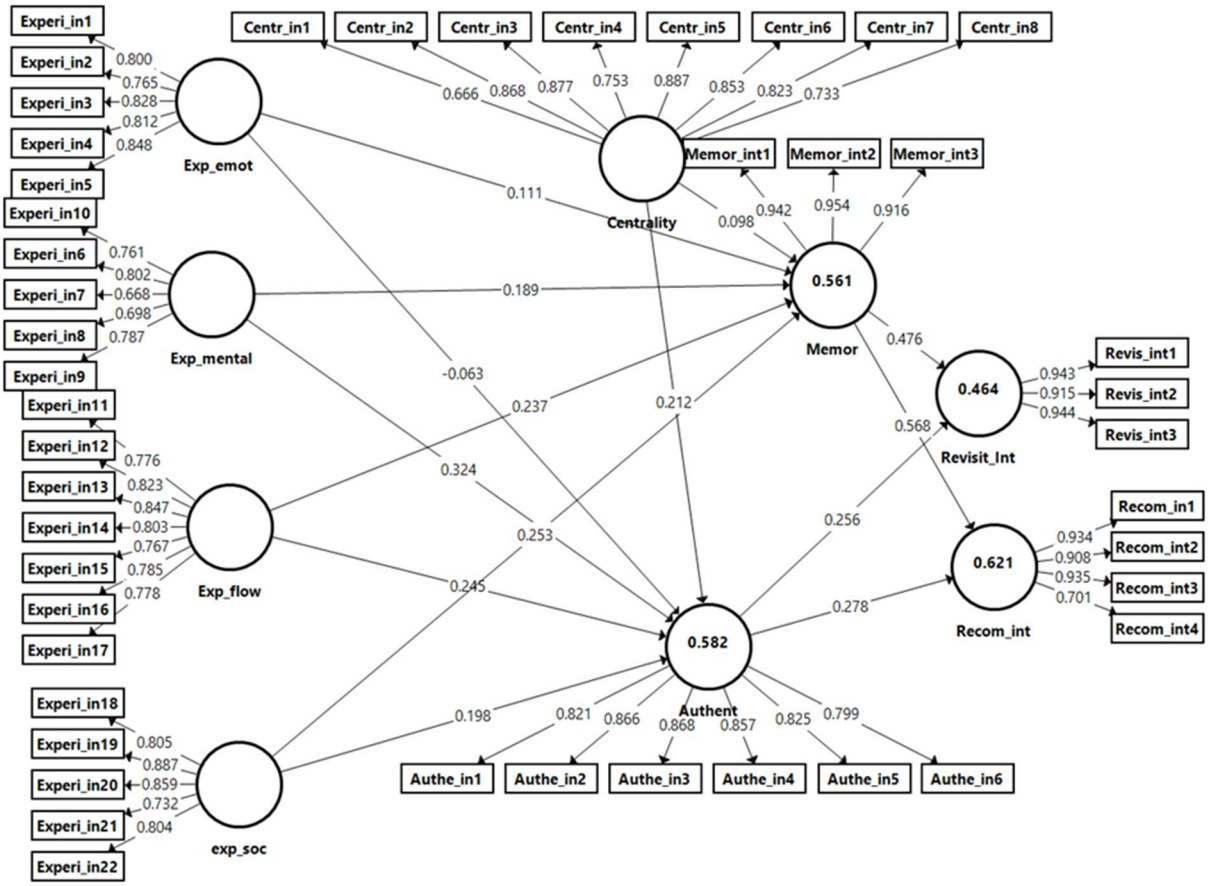

Figure 2. Results of conceptual model using PLS-SEM.

Similar, social E-I has a significant effect on experience memorability (β=0.253, p<0.001) and on experience authenticity (β=0.198, p<0.001), likewise centrality to lifestyle has a significant effect on experience memorability (β=0.098, p<0.05) and on experience authenticity (β=0.212, p<0.001, which supports hypotheses H4a, H4b, H5a, and H5b, correspondingly. Beyond that, experience memorability has a significant effect on revisit intention (β=0.476, p<0.001) and on WOM intention (β=0.568, p<0.001). Ultimately, experience authenticity has a significant effect on revisit intention (β=0.256, p<0.001) and on WOM intention (β=0.278, p<0.001). Thus, supporting hypothesis H6a, H6b, H7a and H7b, accordingly.

Moreover, structural models for both types of tourist accommodation were tested in separate and tested using multigroup analysis to identify the significance of the difference. For specialized accommodation, it was confirmed that social E-I influence the experience memorability (β=0.293, p<0.001) and experience authenticity (β=0.228, p<0.05), likewise centrality to lifestyle has a positive effect on authenticity of the experience (β=0.216, p<0.01). Therefore, hypotheses H4a, H4b and h5b were supported. Aligned, experience memorability have an positive effect on revisit intention (β=0.437, p<0.001) and WOM intention (β=0.428, p<0.001) and perceived authenticity have a positive

effect on revisit intention (β=0.301, p<0.001) and WOM intention (β=0.426, p<0.001), corresponding to hypothesis h6a, H6b, H7a and H7b. On the other hand, emotional E-I is not significant on experience memorability (β=-0.022, n.s) and experience authenticity (β=0.007, n.s), also mental E-I is not significant on experience memorability (β=0.264, n.s) and experience authenticity (β=0.325, n.s), thus hypothesis H1a, H1b, H2a and H2b are not supported. Moreover, the influence of flow-like E-I on memorability of the experience are not significant (β=0.260, n.s) and on experience memorability (β=0.122, n.s) and the influence of centrality to lifestyle on memorability of the experience are not significant (β=0.068, n.s), corresponding to hypothesis H3a, H3b and H5a.

In contrast, the results for standard hotel experiences support hypotheses H1a, H2b, H3a and H3b, in addition to the same hypothesis supported for specialized accommodation. Emotional E-I has a significant effect on experience memorability (β=0.184, p<0.05) and mental E-I has a significant effect on experience authenticity (β=0.307, p<0.001), besides flow-like E-I influence experience memorability (β=0.233, p<0.01) and experience authenticity (β=0.270, p<0.001) were confirmed. The effects of social E-I on revisit intention (β=0.233, p<0.01) and WOM (β=0.211, p<0.001) are significant (hypotheses H4a and H4b). Additionally, the effects of centrality to lifestyle on experience authenticity is significant (β=0.231, p<0.001), which corresponds to hypothesis H5b. Thus, the effects of experience memorability on revisit intention (β=0.491, p<0.001) and on WOM (β=0.629, p<0.001) are both significant, as were the effects of experience authenticity on revisit intention (β=0.240, p<0.01) and on WOM (β=0.217, p<0.01; hypotheses H6a, H6b, H7a and H7b are supported). However, the relationship between emotional E-I and experience authenticity (β=-0.094, n.s), mental E-I and experience memorability (β=0.145, p<n.s), and centrality to lifestyle on experience memorability (β=0.103, n.s) were not significant.

Table 4. Bootstrap results for indirect effects.

	Beta	P Values
H6c: Emotional experience -> Memorability -> Revisit Intention	0.053	0.123
H6d: Emotional experience -> Memorability -> WOM	0.063	0.124
H6e: Mental experience -> Memorability -> Revisit Intention	0.090	0.026
H6f: Mental experience -> Memorability -> WOM	0.107	0.019
H6g: Flow like experience -> Memorability -> Revisit Intention	0.113	0.002
H6h: Flow like experience -> Memorability -> WOM	0.135	0.002
H6i: Social experience -> Memorability -> Revisit Intention	0.121	0.000
H6j: Social experience -> Memorability -> WOM	0.144	0.000
H6l: Centrality to lifestyle-> Memorability -> Revisit Intention	0.047	0.035
H6m: Centrality to lifestyle -> Memorability -> WOM	0.056	0.033
H7c: Emotional experience -> Authenticity -> Revisit Intention	-0.016	0.461
H7d: Emotional experience -> Authenticity -> WOM	-0.018	0.449
H7e: Mental experience -> Authenticity -> Revisit Intention	0.083	0.005
H7f: Mental experience -> Authenticity -> WOM	0.090	0.005
H7g: Flow like experience -> Authenticity -> Revisit Intention	0.063	0.006
H7h: Flow like experience -> Authenticity -> WOM	0.068	0.005
H7i: Social experience -> Authenticity -> Revisit Intention	0.051	0.005
H7j: Social experience -> Authenticity -> WOM	0.055	0.004
H7l: Centrality to lifestyle -> Authenticity -> Revisit Intention	0.054	0.002
H7m: Centrality to lifestyle -> Authenticity -> WOM	0.059	0.001

In addition, to test the mediation hypotheses (H6c-H7m) the recommendations of Hair et al. (2017) were followed, hence a bootstrapping procedure to test the significance of the indirect effects via the mediators is used (Preacher & Hayes, 2008). Table shows the results of the mediation effects. The indirect effects of social E-I via the mediator of experiencing memorability on revisit intention (β=0.121, $p<0.001$) and on WOM intention (β=0.144, $p<0.001$) are significant. Moreover, the indirect effects of centrality to lifestyle on WOM intention via the mediator of experience authenticity is significant (β=0.059, $p<0.001$), having a positive correlation of 99%. These results provide support for the mediation hypotheses H6i, H6j, and H7m, respectively.

The indirect effects of mental E-I via the mediator of experience authenticity on revisit intention (β=0.083, $p<0.01$) and WOM (β=0.090, $p<0.01$) are significant supporting hypotheses H7e and H7f. There are significant indirect effects of flow-like E-I via the mediator of experience memorability on revisit intention (β=0.113, $p<0.01$) and WOM (β=0.135, $p<0.01$). Also, the indirect effects of flow-like E-I via the mediator of experience authenticity on revisit intention are significant (β=0.063, $p<0.01$) as is WOM (β=0.068, $p<0.01$), which correspond to hypotheses H6g, H6h, H7g and H7h. Beyond those, the indirect effects of social E-I via the mediator of experience authenticity on revisit intention (β=0.051, $p<0.01$), and WOM significant (β=0.054, $p<0.01$), as well as the indirect effects of centrality

to lifestyle via the mediator of experience authenticity on revisit intention (β=0.054, p<0.01) which correspond to hypotheses H7i, H7j and H7l.

Finally, the indirect effects of mental E-I via the mediator of experience memorability on revisit intention (β=0.090, p<0.05) and WOM (β=0.107, p<0.05) are significant, which correspond to hypothesis H6e and H6f. Finally, the indirect effects of centrality to lifestyle via the mediator of experience memorability are significant on revisit intention (β=0.047, p<0.05) and WOM (β=0.056, p<0.05), which correspond to hypothesis H6l and H6m.

4. Discussion

4.1. The complexity of the tourist experience

This paper considers Zatori et al. (2018) suggestions on a more conceptualized understanding of the E-I construct considering their prior advances in the sightseeing tours context and applying E-I to the accommodation experience. Further Campos et al. (2016) examined the tourist experience in on-site conditions of swimming with dolphins using qualitative tools. The present research uses a monomethod quantitative approach in tourist accommodation to reconfirm that experience can be typified to the four dimensions of E-I, highlighting that the E-I scale is not limited only to the consumption of services, but it can also be conceptualized within the framework of the formation of individual experience. This means that the experience involvement scale does not solely rely on the act of using or engaging with services in tourism accommodation, but it can also be understood in terms of how individual experiences are shaped and created within this context. Further to examine the E-I from the tourist perception enriched by emotional, mental, flow-like and social pictures and meanings, the findings empirically support that E-I leads to a more intense, authentic, and memorable experience. Thus, E-I contributes to the competitive experience economy that managers and firms believe are the key to their success. Therefore, the present findings emphasize the importance of the products, services, and overall experiences available in the firms' creation process, advising the application of experience-focused management perspective to boost firms' financial performance through recommendation and visitation.

As stated by Volo (2009), tourist experiences are composed of different components. Our results showed that not only the different components of the tourist experience influence different behavioural intentions, but that they also act differently when considering the mediating effects of memorability and authenticity. This resonates with previous findings, accordingly to which E-I has a significant effect on memorable and authentic on-site tourist experience formation (Zatori et al., 2018). Together with the extant literature on visitor engagement, Seyfi et al. (2021) demonstrated the

significant effect of interaction and identification dimension on the behavioural intention, defending that tourists who are highly engaged with a destination are most likely to revisit the same location. Similar, Huong et al. (2022) states experience is a predictor of behavioural intention.

Nevertheless, it should be noted that the emotional dimension of E-I appears not to be an influencing factor for the memorability and perceived authenticity of the experience, in opposition to mental, flow-like, and social dimensions that accounts for experience-involvement strong correlation with the endogenous variables. Therefore, though previous research (e.g., Suhartanto et al., 2020; Junaid et al., 2020) had noted the positive effect of E-I emotional dimension on the memorability and perceived authenticity of the experience within the tourism context, the results of this study do not support this assertion. To this end, the results contradict the claims of Campos et al. (2016: 18) who noted that "most vivid memories refer to tactile sensations and the particular emotional moments" and that contextual details that help enhancing memory and how emotional intensity involved in active participation is associated with the experience memorability. Additionally, the results are not in line with Loureiro et al.'s (2019: 6) paper "where emotions and memory act together to mediate the relational process between the tourism experience and behavioral outcomes". Further, Ye et al.'s (2018) paper referred to authenticity as perceived through the emotional engagement of subjective elements. A plausible explanation may be the differences between settings and methods applied to data treatment, suggesting different practical results, even though Campos et al. (2016) use qualitative tools to support the generalizability of their results, they also explain how visitor engagement is context-based and influenced by different circumstances and combinations with other dimensions. Moreover, aligned with Gross et al. (2006) and Gross and Brown's (2006; 2008) empirical studies on centrality of lifestyle and place attachment in a setting of lifestyle tourism destination, the findings in this study provide a new insight into the relationship between the influence of the concept centrality to lifestyle as a self-contained dimension on provoking experience memorability and experience authenticity in the tourist accommodation stay context.

4.2. Hostel vs hotel in tourist experience creation

The results also compared the two types of tourist accommodation – standard hotel and hostel stays – and the role of centrality of lifestyle on behavioural intentions. Results show that only the social dimension of E-I has a significant effect on driving memorable and authentic experiences for hostel stays, in opposition to standard hotels, that confirmed all E-I dimensions influence one or the two direct endogenous variables (revisit intention and WOM). The interpretation of this result can be understood looking at the study conducted by Wang and Hung (2015) who found that the opportunity to stay in a small accommodation provides tourists the chance to experience local flavours, nuances,

and interactions with the host and with the local culture. In this regard, they noted that these elements of the small accommodations contributed to their perception of an authentic and memorable experience, rather than in a corporate-designed typical hotel environment that may not have these particular amenities). As such, while hotels should invest in all the dimensions of tourist experience to increase the memorability and authenticity perception, hostels may provide a better context for this to happen. For small or alternative accommodations, such as hostels, social relationships that occur more naturally can increase perceptions of memorability and authenticity. However, standard hotels can also take actions to increase E-I. This aligns with the research conducted by Campos et al. (2016) and Zatori et al. (2018) in relation to the relevance of incorporating interaction, identification, and customization in experience consumption, hence it is important to understand and evaluate guests' experiences as they doing so is important to increase the success of the tourist business.

The effect of centrality of lifestyle was shown to also positively influence experience authenticity and memorability, and these results were common to both hostels and hotels. These results show the importance of studying the tourism perspective to comprehend their attitudes and preferences (Heuvel, et al., 2022). More specifically, considering centrality of lifestyle as a determinant in our model allowed to understand its effects on experience authenticity perception, linking the E-I outcomes to a specific path. As such, this finding points to the importance of specialization based on the tourists' centrality to lifestyle as suggested by Arlinghaus, et al. (2020).

5. Conclusion and Recommendations

5.1. Theoretical contributions

This research aimed to identify the influence of centrality to lifestyle and E-I dimensions on tourists' behavioural intentions (revisit intentions and WOM). Based on a quantitative analysis of tourism accommodation experiences, the main theoretical contributions of the present findings support the growing literature on tourist engagement in several notable ways. First, it investigates the tourist experience formation, measuring the dimensions and qualities of experience consumption within the tourist accommodation stay context. Previous studies had not yet considered the effects of each single dimension of E-I and this research shows that considering the dimensions independently unveils new understandings of tourist experiences. This study also underlines the importance of focusing on E-I from the tourist perspective as suggested by Heuvel et al., (2022). Second, by considering the influence of tourist's centrality to lifestyle in experiencing tourist accommodation stays as a one-dimensional concept rather than a multidimensional concept, the results show its distinctive value on individual memory and perceived authenticity within experience consumption. Third, the study's findings suggest that businesses can encourage post-experience behaviours by creating

memorable and authentic tourist experiences that reinforce the intention to revisit and WOM. As such, it is important to create a memorable tourist experience by offering unique and authentic activities that guests can share with their friends and family. This would help to reinforce the intention to revisit the business and encourage post-experience behaviours such as positive online reviews and WOM recommendations. Finally, this study provides a new insight into the relationship between the influence of the concept centrality to lifestyle on impacting experience memorability and experience authenticity in the context of tourist accommodations. This research model provides an addition to the leisure and tourism literature by studying these complex relationships in accommodation experiences.

5.2. Managerial implications

This study clarifies the processes associated with tourists' behavioural intentions across the various dimensions of E-I and centrality to lifestyle, mediated by experience authenticity and memorability. The results are not uniform for hostels and hotels, which provides important insights for owners or managers of both accommodation units. First, the results reveal that the various dimensions of E-I influence authenticity and memorability, especially in hotels, with the social dimension having the most implications on authenticity and memorability. These results reveal that hotels could provide more memorable experiences by emphasizing the guest's experiences through a wide range of options. Among these options are more psychological experiences such as emotional or mental ones; for example through the provision of charitable experiences or community involvement. They could be more physical experiences such as those provided through dance, gymnastics, or yoga. Social experiences benefit hotel and hostel guests' perception of genuineness. Here, managers may provide activities to socialize among guests or with members of the local community, for example, through parties or events. Hotels must proactively enhance the social dimension by adopting various strategies. By training staff to engage with guests effectively, creating a welcoming atmosphere, fostering good internal dynamics, and catering to the needs of family and friends, hotels can successfully enhance the social aspect of the guest experience.

Second, this study also highlights the importance of marketing, especially in terms of targeting and positioning. The centrality to lifestyle, both in hostels and hotels, plays an important role in the authenticity of experiences and, through this, in the behavioural intention. This reveals that marketing strategies cannot be one-size-fits-all but require a greater degree of detail and precision in communication and in the channels used to do so. Different segments value and engage differently with experiences - the essential concept of centrality to lifestyle. This means that certain experiences may be highly valued for one segment and not very relevant for another. For this reason, marketing

research is particularly relevant not only to know in detail the desires and preferences of the various segments, but also for offering specialization. Furthermore, this study reveals complex relationships in the accommodation experiences, which are different in both types of accommodation, reinforcing the importance of accommodation specialization as a marketing strategy.

5.3. Limitations and future research

The study has limitations in terms of scope and methodology that further research may address. The validity and representativeness of the conceptual model is indicated by the fact the data was collected using a sample of different tourist accommodations: hotels and hostels – it is possible to notice some skewness in terms of nationality, age and qualifications. The sample is more female, and more educated that what is representative of Portugal, which can limit the generalization of the results. In addition, a mixed-methods approach would contribute to better comprehend the dimensions of the experience consumption that more influence each type of stay and the features provoking those reactions. Using participants fresh testimony immediately after the tourist accommodation stay to collect precise answers and complementary information, would likewise contribute to improve establishments offer experiences. Similar, analysing long- and short-time experiences could also be a good complement, hence could modify participants engagement towards other aspects available in the tourism accommodation. Further research may even include Portuguese and foreign business recreating their own local city culture and trying to understand where their success comes from, reflected on behavioural intentions that might or might not be mediated by the memorability and perceived authenticity of the experience, in a way to strengthen and consolidate the features that enhance each singular experience-involvement dimension.

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Annexes

Annex A

Variables	Code	Item	Authors
Emotional Experiece-Involvement	Experi_in1	Exciting	Zatori et al., 2018
	Experi_in2	Enjoyable	
	Experi_in3	Inspiring	
	Experi_in4	Engaging	
	Experi_in5	Surprising	
Mental Experience-Involvement	Experi_in6	Interesting	Zatori et al., 2018
	Experi_in7	Thought-provoking	
	Experi_in8	I learned a lot	
	Experi_in9	Made me want to stay more	
	Experi_in10	The sights were visually attractive	
Flow-Like Experience-Involvement	Experi_in11	Unique	Zatori et al., 2018
	Experi_in12	Valuable to me	
	Experi_in13	Meant a lot to me	
	Experi_in14	Helped me to get away from it all	
	Experi_in15	Made me feel active	
	Experi_in16	I lost myself in the experience	
	Experi_in17	Made me lose my sense of time	
Social Experience-Involvement	Experi_in18	Enjoyed the interaction with the staff	Zatori et al., 2018
	Experi_in19	Good atmosphere	
	Experi_in20	Good internal dynamics	
	Experi_in21	Enjoyed the company of my family/friend(s)	
	Experi_in22	I had rich interaction(s)	
Centrality to Lifestyle	Centr_in1	I prefer to experience a stay in a hostel/hotel than in any other accommodation establishment	Gross et al., 2008
	Centr_in2	Experiencing hostel/hotels plays a central role in my lifestyle	
	Centr_in3	I find that a lot of my lifestyle is organised around experiencing hostels/hotels	
	Centr_in4	I would spend a lot of time with my friends, if I got more involved in experiencing hostels/hotels	
	Centr_in5	I prefer to engage in hostel/hotel experiences to anything else	
	Centr_in6	All of my leisure time is spent staying in hostel/hotels	
	Centr_in7	Others would probably say that I spend too much time experiencing hostels/hotels	
	Centr_in8	Of all the other accommodations, hostel/hotel experience is the one that interests me the most	
Experience Authenticity	Authe_in1	Most of the sights seemed authentic/genuine	Zatori et al., 2018
	Authe_in2	My stayed was a good reflection of local life and culture	
	Authe_in3	My experience seemed to be authentic	
	Authe_in4	I experienced something which I could relate to	

	Authe_in5	It contributed to my personal development	
	Authe_in6	I learned about my self during my stay	
Experience Memorability	Memor_int1	I will have wonderful memories of this stay	
	Memor_int2	I will remember many positive things about this stay	Zatori et al., 2018
	Memor_int3	I will always remember my experience during this stay	
Revisit Intention	Revis_int1	I will revisit this place in the future	
	Revis_int2	If given the opportunity, I will return to this place	Seyfi et al., 2021
	Revis_int3	The likelihood of my return to this place is high	
Word of Mouth Intention	Recom_in1	I will recommend this place to my friends and relatives	
	Recom_in2	When I talk about my experience in this establishment, I will say good things about it	Seyfi et al., 2021
	Recom_in3	I will encourage friends and relatives to visit this place	
	Recom_in4	I will share good things about this hotel experience in social media	