

Atıf/Citation:

Deveci, F. G. and Yıldız, T. (2024). A Research on the Evaluation of Hotel Customers' Citizenship Behaviors in the Experiencescape. *Dokuz Eylül University Journal of Faculty of Business*, 25(1): 41-70. <https://doi.org/10.24889/ifede.1354888>

A RESEARCH ON THE EVALUATION OF HOTEL CUSTOMERS' CITIZENSHIP BEHAVIORS IN THE EXPERIENCESCAPE*

F. Görgün DEVECİ and Tuğba YILDIZ*****

ABSTRACT

Customer citizenship behavior provides many advantages to businesses in the service sector. In order to obtain these advantages, the antecedents of the variable must be determined. Therefore, this research aims to determine the direct, indirect, and mediating effects for customer citizenship behavior within the scope of Experiencescape from a marketing perspective in the hospitality industry. For this reason, in addition to customer citizenship behavior, Experiencescape, memorable tourism experience, and customer satisfaction variables were included in the research model. The research sample consisted of 258 local and foreign tourists who were at least 18 years old, came to Erzurum between January and May 2023, and stayed in Mountain Hotels in Erzurum. According to the findings, "localness," and "escapism" dimensions of Experiencescape effect on memorable tourism experiences. Memorable tourism experiences also effect on customer satisfaction and "tolerance", "advocacy", "helping" and "feedback" dimensions of customer citizenship behavior. Besides this, customer satisfaction is effect on the "advocacy", "helping" and "feedback" dimensions of customer citizenship behavior. Lastly, customer satisfaction has a partial mediating role in the relationship between memorable tourism experiences and the helping dimension of customer citizenship behavior. The obtained results were discussed from a marketing perspective. With this point of view, recommendations have been developed.

Keywords: Experiencescape, Memorable Tourism Experiences, Customer Satisfaction, Customer Citizenship Behavior, Hotel Customer.

JEL Classification: M30, M31 M39.

OTEL MÜŞTERİLERİNİN VATANDAŞLIK DAVRANIŞLARININ DENEYİM ALANI KAPSAMINDA DEĞERLENDİRİLMESİ ÜZERİNE BİR ARAŞTIRMA

ÖZ

Müşteri vatandaşlık davranışı hizmet sektöründeki işletmelere birçok avantaj sağlamaktadır. Bu avantajların elde edilebilmesi için değişkenin öncüllerinin belirlenmesi gerekmektedir. Dolayısıyla bu çalışmanın amacı konaklama sektöründe, pazarlama bakış açısıyla "deneyim alanı" kapsamında müşteri vatandaşlık davranışı açısından doğrudan, dolaylı ve aracı etkileri ortaya çıkarmaktır. Bu sebeple araştırma modelinde müşteri vatandaşlık davranışının yanı sıra, deneyim alanı, unutulmaz turizm deneyimleri ve müşteri memnuniyeti değişkenlerine yer verilmiştir. Araştırmanın örneklemini, 18 yaş ve üzeri, Ocak-Mayıs 2023 tarihleri arasında Erzurum'a gelen ve Erzurum'daki dağ otellerinde konaklayan 258 yerli ve yabancı turist oluşturmuştur. Bulgulara göre deneyim alanının "yerellik" ve "gerçekten kaçış" boyutları unutulmaz turizm deneyimleri üzerinde etkilidir. Aynı zamanda, unutulmaz turizm deneyimleri müşteri memnuniyeti ile müşteri vatandaşlık davranışının "hoşgörü", "savunuculuk", "yardım etme" ve "geri bildirim" boyutları üzerinde etkilidir. Bunun yanı sıra, müşteri memnuniyet ise müşteri vatandaşlık davranışının "savunuculuk", "yardım etme" ve "geri bildirim" boyutları üzerinde etkilidir. Son olarak, unutulmaz turizm deneyimleri ile müşteri vatandaşlık davranışının "yardım etme" boyutu arasındaki ilişkide müşteri memnuniyeti kısmi aracılık rolüne sahiptir. Elde edilen sonuçlar pazarlama perspektifinden tartışılmıştır. Bu bakış açısıyla öneriler geliştirilmiştir.

Anahtar Kelimeler: Deneyim Alanı, Unutulmaz Turizm Deneyimleri, Müşteri Memnuniyeti, Müşteri Vatandaşlık Davranışı, Otel Müşterisi.

JEL Sınıflandırması: M30, M31, M39.

*The compliance of this research with the Ethical Standards of the Humanities Sciences was evaluated by the Atatürk University Humanities and Social Research Ethics Committee and approved at the meeting dated 24.01.2023 and numbered E.88656144-000-2300029083.

** Asst. Prof., Atatürk University, Faculty of Economics and Administrative Sciences, Department of Business Administration, Production Management and Marketing, Erzurum, Türkiye. E-mail: gorgun.deveci@atauni.edu.tr, <https://orcid.org/0000-0001-8987-2478>

*** Corresponding author. Asst. Prof., Bayburt University, Demirözü Vocational School, Department of Transport Services, Civil Air Transport Management, Bayburt, Türkiye. E-mail: tugbayildiz@bayburt.edu.tr, <https://orcid.org/0000-0003-0260-0555>

1. INTRODUCTION

The hospitality industry is one of the pure service industries. Services have a labor-intensive and human interaction-oriented structure. Regarding services, customers are directly involved in service delivery processes. For this reason, services are basically experiences. Therefore, the management of customer experience is important in terms of service markets and marketing strategies related to services. The value created for the customer is experience-oriented (Grönroos & Gummerus, 2014). When this situation is considered in terms of the hospitality industry, experience is an indispensable element (Mody et al., 2017). Given consumer behaviors, they differ from consumer to consumer. Then the interpretation of the experience also differs, and this creates a perception of service quality. In this respect, a well-developed, well-defined, and strong service product is important for companies to obtain the right feedback. How consumers experience products/services/brands in terms of marketing products and services, and accordingly, how marketers can create more compelling experiences for their customers, is critical for positioning and differentiation. This gave rise to the concept of experiential marketing (Schmitt & Zarantonello, 2013). The hospitality industry requires high interactions with customers. The inputs provided by customers are essential in terms of service delivery processes. Also, direct service encounters are seen and the concept of co-creation comes to the fore. Therefore, understanding experiential consumption in all its aspect is essential to comprehensively analyzing consumer behavior (Carù & Cova, 2003). Experiencescape attracts attention since it provides a strategic experience design in the sense of service marketing (Mody et al., 2017). Experiencescape, in its simplest definition, is the entire experiential environment in which consumers experience both production and consumption (O'Dell, 2005). Expanding the Servicescape framework that Bitner (1992) puts forward, Experiencescape aims to comprehensively understand not only the physical dimension but also the consumption environment with its other dimensions (i.e., social, natural, and cultural) (Pizam & Taşçı, 2019; Kandampully et al., 2023). Not each of the tourism, travel, and/or accommodation experience is memorable for consumers. To be a memorable tourism experience, it should be interpreted as “selectively recalled.” In this respect, memorable tourism experiences (herein after referred to as MTEs) are;

“Tourism experiences positively remembered and recalled after the event has occurred.” (Kim et al., 2012, p. 13).

Therefore, the right organization with all aspects of the experience environment will reveal MTEs. MTEs can be a reference point in consumer decision-making and effect on the decision process (Chandralal & Valenzuela, 2013). MTEs will effect on customer satisfaction (herein after referred to as CS). Regarding consumer behavior, satisfaction is a customer's fulfillment response (Kim, 2018). In other words, satisfaction will occur when the expected service and the perceived service are compatible with each other or when the perceived service positively exceeds the expected service. MTEs have many behavioral consequences. Within the context of, citizenship behavior has been examined as the behavioral output that customers will show. The reason for this is to design a sustainable competitive advantage within the framework of the experience economy as Pine and Gilmore (1999) mention. At this point, customer citizenship behavior (herein after referred to as CCB) refers to the extra-role behaviors that customers voluntarily undertake to support the firm during or after service delivery (Groth, 2005; Nguyen et al., 2014). Therefore, any extra role that the customer will positively undertake

on behalf of the business will also contribute to increasing the competitive advantage (Bove et al., 2009). CCB can be viewed in the context of positive experience sharing in the hospitality industry (Assiouras et al., 2019). Regarding service sectors, customers can be defined as part-time employees and marketing channels. In terms of high interaction and engagement service industries, active customer involvement plays a crucial role in creating a memorable tourism experience to attract and retain new and potential customers (Su & Huang, 2011; Liu et al., 2021). In line with all these assumptions, the current research examines the effect of the Experiencescape on the MTEs in terms of the hospitality industry and the effect of the MTEs on CCB. In addition, the mediator role of CS in the relationship between the MTEs and CCB has been examined. One of the starting points of this study is the research that Piramanayagam et al. (2020) carried out. The different and original features of the designed research model as well as the current study can be listed as follows:

The model and the variables are employed in the studies of tourism science. However, this study evaluates the hospitality industry from a marketing perspective. Although there are studies in the literature in which the variables of Servicescape and CCB coexist in a research model, the current study depends on the Experiencescape framework. The limited number of studies that investigate the CCB variable as the behavioral output of the MTEs also makes the current study unique. Although the CS variable, which is also included in the research model, has been studied with the MTEs, examining its mediator role in the relationship with CCB makes the current research important too. Meanwhile, although “employee citizenship behavior” has been studied in the relevant literature, this study has focused on CCB. Therefore, in line with the proposed research model, it is important to determine the direct, indirect, and mediating effects for CCB from a marketing perspective in the hospitality industry. By doing this, within the framework of Experiencescape, it is thought that examining the variables of CCB, MTEs, and CS and the relationships between these variables will contribute to the literature. In other words, the current research model is customer-oriented and aims to contribute to the businesses in terms of consumer behaviors, to the practitioners for their marketing strategies, and finally, to the literature in terms of the gaps mentioned above.

2. LITERATURE REVIEW

2.1. Experiencescape

Experience plays a significant role in the service industry. Therefore, for a tourism service provider to be successful, companies must know how to provide conditions that improve customers' experiences (Fossgard & Fredman, 2019; Mossberg, 2007). While the Servicescape is conceptualized specifically in-store environment, the Experiencescape encompasses a much broader field. In other words, while usually a short time is spent in a particular store, traveling to a destination can take a relatively longer time. If the hospitality industry can capture the changes in the Experiencescape from the customers' point of view, customer demands by redesigning experiential elements can be met (Lin et al., 2022). Experience is a psychological and mental process that occurs as a reaction to internal and external stimuli or in interactions with the environment (Mei et al., 2018). Experience is an individual, interactive, and complex concept that is related to but different from service (Jernsand et al., 2015). The concept of Experiencescape, on the other hand, emphasizes the important aspects expressed from the viewpoint of the place where the consumption takes place and marketing (Mossberg, 2007). Oh

A Research on the Evaluation of Hotel Customers' Citizenship Behaviors in the Experiencescape

et al. (2007) developed a scale focusing on four Experiencescape based on the work of Pine and Gilmore (1999). The scale consists of four dimensions; education, entertainment, esthetics, and escapism. Mody et al. (2017), based on the studies, added four more dimensions to the Experiencescape, stating that the dimensions of serendipity, localness, communities, and personalization contributed to the original experience economy construct of Pine and Gilmore. In this study, relying on the studies of Oh et al. (2007) and Mody et al. (2017) Experiencescape was examined in eight dimensions encompassing education, entertainment, esthetics, escapism, serendipity, localness, communities, and personalization. The description of the relevant dimensions is explained below:

Education: It refers to getting information about the places visited. The interaction formed by learning new information reflects the educational dimension (Hwang & Lee, 2018). Learning is assisted and learning opportunities are provided through educational experiences (Oh et al., 2007).

Entertainment: It expresses having a pleasant time at the destination (Hwang & Lee, 2018). An entertainment experience arises when an individual passively observes the activities and/or performances of others (Oh et al., 2007; Hosany & Witham, 2010; Stamboulisa & Skayannis, 2003).

Esthetics: The fact that individuals like or admire the places visited explains the esthetics dimension (Hwang & Lee, 2018). The attractiveness and beauty of the visited place are expressed as esthetics (Oh et al., 2007).

Escapism: It refers to the situation of tourists feeling themselves in a different place (Hwang & Lee, 2018). Being away from daily life and feeling themselves in a distinct time and place indicates a real escape experience (Oh et al., 2007).

Serendipity: Experiencing positive, unexpected, and new experiences, including time, place, people, and content (Liang, 2012). In other words, some actions can be done, or some situations can happen spontaneously without thinking (Mody et al., 2017). These experiences, which can be described as surprises, are remembered (Piramanayagam et al., 2020).

Localness: It describes communicating with the local people in the visited place and experiencing what is done there. They are the characteristics that reflect the culture, traditions, and lifestyles of the destination and are the experiences that an individual obtains as a result of interaction with the local culture and people (Mody et al., 2017; Piramanayagam et al., 2020).

Communities: The individual's socializing with strangers and friends and communicating with them explains the community experience (Mody et al., 2017).

Personalization: It reflects the presentation of customized experiential spaces to meet personal needs (Mody et al., 2017). According to Ball et al. (2006), services that are more suitable for customer needs will satisfy them more. Therefore, customizing a service for the customers will ensure CS and, subsequently, their loyalty (Lugosi, 2008). This will also effect the perception of service quality (Mittal & Lassar, 1996).

2.2. Memorable Tourism Experience-MTEs

Creating positive customer experiences is substantial in the hospitality and tourism industries (Kim & So, 2022).

Memorable experiences reflect "*experiences that the individual remembers better in the recalling process*" (Kim, 2010, p. 783).

By placing the tourism experience at the center of services, tourism businesses pay more attention to creating and managing quality experiences for tourists. From a marketing perspective, it seems that the essential to survival and excellence in the progressively competitive tourism industry is to offer unique, differentiated products and services that lead to memorable experiences adding value for visitors (Tussyadiah, 2014). In recent years, as a result of the increase in destination competition, studies on MTEs have gained importance. While developing tourism programs and supporting marketing strategies, managers should focus all their efforts on MTEs and allocate their resources effectively (Kim & Ritchie, 2014). Tourists' recall of positive experiences influences their intention to revisit and recommend them to others. Therefore, if tourists are seeking to come back and use positive word of mouth, it is necessary to create MTEs (Chen & Rahman, 2018). Besides to positive comments and revisiting intentions, memorable customer experiences also effect on the image of the place and the satisfaction of tourists (Sharma & Nayak, 2019).

2.3. Customer Satisfaction-CS

CS refers to serving according to customer expectations (Torres & Kline, 2006). The achievement of a hotel business depends on understanding its customers' satisfaction and its premises (Mohammed & Rashid, 2018). Increasing competition causes every company to focus on CS. Today, the way to obtain a sustainable competitive advantage is to provide value and satisfaction to customers by providing quality products and services (Hairuzzaman, 2019).

With the change in marketing, the focus is on the interesting experiences that consumers can have. Through experience, customers are expected to be loyal (Nadya, 2020). In terms of tourism, satisfaction is a variable that effects the behavior and intentions of tourists (Chang, 2014; Haji et al., 2021). In addition, tourist satisfaction as a mediator is examined to obtain an idea about the behavior of tourists (Chaudhary & Islam, 2021). As a result, satisfied customers will recommend the hotel to others (Omar & Mahmmod, 2013).

2.4. Customer Citizenship Behavior-CCB

Research on CCB has significantly improved in recent years (Gong & Yi, 2021).

CCB can be defined as *“behaviors realized by customers at the point of helping the company that is not mandatory for the successful delivery of the service”* (Groth, 2005, p. 11).

CCB is related to extra-role behaviors that include actions against other customers, employees, and/or firms (Assiouras et al., 2019). CCB refers to the provision of the customer's feedback about the services they receive and offering ideas to enhance the service (Choi & Lotz, 2016). Yi and Gong (2013) suggested that CCB has four dimensions. These dimensions are feedback, advocacy, helping, and tolerance. The feedback dimension reflects the information exchange between the customer and the employee. Another dimension, advocacy, describes recommending the business to others. Helping refers to the assistance provided from one customer to another. Finally, tolerance means that the customer is ready to show patience in case of a negative experience with the service provided. CCB provides benefits for companies. Customers' willingly making positive statements about companies, helping, being tolerant of any inconvenience, and giving feedback are related to their experiences (Assiouras et al., 2019).

2.5. Hypotheses Development

Experiencescape, MTEs, CS, and CCB, which are variables in the research model, have been studied with different methodological approaches in different studies in the literature. However, researches, which are examining these variables together, are limited. Accordingly, researches, that can be associated with the research model, has been handled and hypotheses have been explained to provide literature support.

Hwang and Lee (2018), in their study, found that the education, entertainment, esthetics, and escapism experiences of tourists positively effect on their perception of well-being. Piramanayagam et al. (2020) concluded that the Experiencescape has a positive effect on memorable experiences. Meng and Chui (2020) stated that the Experiencescape has a positive effect on memorability. Soonsan and Somkai (2021) found that education, entertainment, esthetics, and escapism, which are gastronomy experiences' dimensions, effect on the sharing experience. Sthapit et al. (2022) found in their study that the Experiencescape affects the natural-based experience. In line with the results above, H1 and its sub-hypotheses have been developed based on the assumption that Experiencescape will effect on the MTEs in terms of the current study.

H1: Experiencescape ((a) Entertainment, (b) Education, (c) Escapism, (d) Esthetics, (e) Serendipity, (f) Localness, (g) Communities, and (h) Personalization) has a positive effect on MTEs

Sharma and Nayak (2018) revealed that the direct and indirect effects of MTEs on revisit intention and recommendation intention, which are behavioral intention. According to their research results, in terms of satisfaction, which is the research model variable MTEs have an effect on satisfaction. Melón et al. (2021) evaluated that the antecedents and consequences in terms of MTE. They revealed the effect of memorable tourist experience on tourist satisfaction, which is a consequence variable. Similarly, Stavrianea and Kamenidou (2020) revealed that the effect of MTE on satisfaction in their research model, which is examined that the relationships between MTEs, satisfaction, destination image, and loyalty. Kim (2018) concluded that the MTEs effected both overall satisfaction and WOM intention. Rasoolimanesh at al. (2021) stated in their study that MTEs have a positive effect on revisit intention and E-WOM intention. Further, Tsai's (2016) study within the scope of consuming local food in Taiwan revealed that MTEs have a positive effect on behavior intention. In the direction of the research findings mentioned above, H2, H3 and its sub-hypotheses have been developed based on the assumption that MTEs will effect on CCB.

H2: MTEs have a positive effect on CS.

H3: MTEs have a positive effect on CCB ((a) Feedback, (b) Advocacy, (c) Helping, and (d) Tolerance).

Zhu et al. (2016) stated that CCB includes providing feedback to the company, making recommendations, and helping other customers. CS is positively related to feedback, recommendation, and helping others. Chiu et al. (2015) stated that CS positively influences CCBs' feedback, advocacy, and helping dimensions. Ali et al. (2016) stated in their study that satisfaction is a partial mediator in the relationship between experience and behavioral intentions. Hossain et al. (2023) found that tourist satisfaction has mediating effects between gastronomic experience quality and revisiting intentions. They also stated that tourist satisfaction has a mediating effect between accommodation experience and WOM marketing

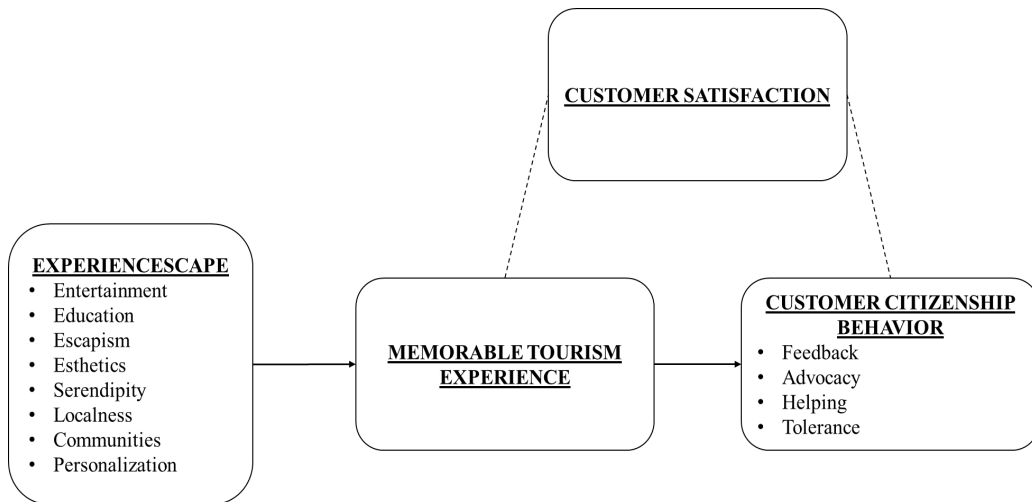
intention. In the direction of the results of the research into CS, H4 and its sub-hypotheses, H5, and its sub-hypotheses have been developed based on the assumption that the variable of CS will have a mediating role between MTEs and CCB.

H4: CS has a positive effect on CCB((a) Feedback, (b) Advocacy, (c) Helping, and (d) Tolerance).

H5: CS has a mediating effect on the relationship between MTEs and CCB ((a) Feedback, (b) Advocacy, (c) Helping, and (d) Tolerance).

In line with the literature above and developed hypotheses; it is thought that addressing the effect of Experiencescape on MTEs, and the effect of this variable on CCB, as a whole and with its direct and indirect effects, will contribute the literature. In addition, this contribution will be able to increase by including CS as a mediating variable in the research model. When the research model is evaluated in general, it is assumed that this will benefit in respect of marketing perspective. The research model shown in Figure 1.

Figure 1: Research Model



Source: Author's Proposed Model

3. METHODOLOGY

3.1. Sampling and Data Collection Method

The sample of this study consisted of local and foreign tourists who were at least aged 18, came to Erzurum between January and May 2023, and stayed in Mountain Hotels in Erzurum province. This quantitative study was conducted with a 95% confidence interval and a 5% margin of error. A convenience sampling method was performed, and face to face survey method was applied.

Between these dates, though 600 surveys were used, 258 responses were evaluated due to the elimination of incomplete, incorrect, and could not receive feedback.

The survey form was created in Turkish for Turkish customers and in English for foreign customers of other nationalities. In order to avoid any differences, the survey form was first translated into Turkish by a language expert and then translated into English by the same expert. Thus, by using the translation-back translation method were tried to be differences minimized.

A Research on the Evaluation of Hotel Customers' Citizenship Behaviors in the Experiencescape

The survey form consists of two main groups. The first question (i.e., Do you approve participation in the survey?) is survey participation approval. The survey participants, who replied “Yes, I approve participation in the survey,” to this question were employed in the study. The first group of questions consisted of the research variables. Research scales were adapted from the relevant literature. The Experiencescape scale was adapted from Mody et al. (2017). This scale has 24 items and 8 dimensions. Each dimension consists of three items. The MTEs scale was adapted from Kim (2018), in addition to this, the CS scale was adapted from El-Adly (2019). When the MTEs scale has 5 items, the CS scale has 3 items. Finally, the CCB scale was adapted from Yi and Gong (2013). This scale has 13 items and 3 dimensions. Feedback, advocacy, and tolerance dimensions have 3 items while helping dimension has 4 items.

The second group included demographic questions. For the organization of the “period of stayed at hotel” question, which is one of the demographic questions, Serra-Cantalops et al. (2020)’s study was used. A 5-point Likert-type scale was utilized as the measurement method. While 1= “strongly disagree” represented, 5= “strongly agree” represented. SPSS and AMOS statistical programs were employed to analyze the data.

4. RESULTS

4.1. Participants' Demographics

Participants' demographic characteristics and descriptive statistics are presented in Table 1.

Table 1: Participants' Demographics and Descriptive Statistics

	Frequency	Percent		Frequency	Percent
Nationality			Educational Status		
Turkish	246	95.3	Primary and Secondary School	16	6.2
Other	12	4.7	High School	93	36.0
Period of stay at hotel			Bachelor's Degree	110	42.6
Up to 3 nights (3rd night included.)	109	42.2	Postgraduate	39	15.1
Between 4-7 night	107	41.5	Occupations		
More than 1 week	42	16.3	Unemployed	27	10.5
Gender			Student	32	12.4
Female	109	42.2	Self-Employed	48	18.6
Male	149	57.8	Public Servant	37	14.3
Age			Housewife	12	4.7
18-25	38	14.7	Retired	21	8.1
26-33	66	25.6	Private Sector	74	28.7

F. Görgün DEVECİ and Tuğba YILDIZ

			Employee		
34-41	62	24	Other	7	2.7
42-49	39	15.1	Monthly Household Income		
50-57	29	11.2	20.000 TL and below	91	35.3
58-65	17	6.6	20.001-30.000 TL	68	26.4
66 years and older	7	2.7	30.001-40.000 TL	52	20.2
Marital Status			40.001-50.000 TL	21	8.1
Married	119	46.1	50.001-60.000 TL	16	6.2
Single	139	53.9	60.001 TL and above	10	3.9
TOTAL	258	100	TOTAL	258	100

Notes: For foreign participants, the monthly household income question was asked based on the dollar exchange rate on the dates of the survey.

Most of the participants were Turkish (95.3%), up to 3 nights (3rd night included) stayed at hotel (42.2%), male (57.8%), between 26 to 33 age range (25.6%) and 34 to 41 age range (24%), single (53.9%), with a bachelor's degree (42.6%), private sector employees (28.7%), and a monthly income of 20.000 and below Turkish Lira (35.3%).

Reliability

To determine the internal consistency, a scale-based reliability analysis was performed. According to the reliability analysis, Experiencescape Cronbach's Alpha (herein after referred to as (α)) value is 0.957 and no item was eliminated. MTEs (α) value is 0.901 and one item was eliminated. CS (α) value is 0.917 and no item was eliminated. Finally, CCB (α) value is 0.951 and no item was eliminated. Since (α) Value (α) is higher than 0.70, it is seen that the research scales have internal consistency Nunnally (1978).

4.2. Exploratory Factor Analysis

Exploratory factor analysis was applied for Experiencescape and CCB variables, which have a multidimensional structure. Exploratory factor analysis is a statistical approach that can be used to analyze the interrelationships between many variables and to explain these variables in terms of their common underlying factors (Hair et al., 2019). The purpose of factor analysis is to gather the original data under as few factors as possible. Therefore, items related to one factor may come together under the relevant factor (Gorsuch, 1997).

Moreover, the Harman single-factor test was applied for CS and MTEs variables, which have a unidimensional structure. The test was conducted to determine whether a single factor explains most of the variance (Homburg et al., 2011; Eichhorn, 2014). Factor loadings were taken as 0.30 and above (Stevens, 2009). Findings are displayed in Table 2:

Table 2: Exploratory Factor Analysis and Harman's Single-Factor Test Results

<i>Exploratory Factor Analysis</i>				
	Loading	Explained variance	Eigenvalues	(α)
<i>Experiencescape</i>				
Factor 1: Personalization and Communities		18.483	3.881	0.925
PE2: I believe that the communications established by this hotel is customized for my needs	0.831			
PE1: Personalized communication established by this hotel makes me feel that I am a unique customer.	0.828			
CO3: Staying at this hotel, made me feel like I was in a special community	0.754			
PE3: This hotel offers tailor-made product and service recommendations by it is communications.	0.750			
CO2: Staying at this hotel, made me feel being a part of the local community.	0.681			
Factor 2: Localness		13.267	2.786	0.905
LO1: My experience at this hotel allowed me to engage with local people and the local culture.	0.817			
LO2: Staying at this hotel allowed me to experience what the locals do.	0.798			
LO3: Staying at this hotel allowed me to discover local center of attractions and offerings.	0.731			
Factor 3: Escapism		13.160	2.764	0.883
ES2: Staying at this hotel made me feel like living in a different time and/or place.	0.787			

F. Görgün DEVECİ and Tuğba YILDIZ

ES3: I completely escaped from reality during my experience at this hotel.	0.780			
ES1: Staying at this hotel made me feel like I was in a different world.	0.718			
Factor 4: Entertainment		10.923	2.294	0.921
EN1: My experiences at this hotel were enjoyable.	0.877			
EN2: My experiences at this hotel were entertaining.	0.855			
Factor 5: Serendipity		10.878	2.284	0.855
SE2: By staying at this hotel, I had spontaneously experienced things I never thought before.	0.722			
SE1: During my stay in this hotel, I enjoyed getting to do things on the “spur-of-the-moment”.	0.664			
SE3: I had pleasant surprises during my stay at this hotel.	0.651			
Factor 6: Education		10.141	2.130	0.884
ED2: My experience at this hotel stimulated my curiosity to learn new things.	0.752			
ED1: I learned a lot through my experience at this hotel.	0.694			
ED3: Staying at this hotel was a real learning experience.	0.668			
Factor 7: Esthetics		6.827	1.434	0.785
EST3: The design of this hotel is the indicator of being detail oriented.	0.841			
EST2: The condition/features of this hotel provided me positive feelings.	0.546			
CCB				

A Research on the Evaluation of Hotel Customers' Citizenship Behaviors in the Experiencescape

Factor 1: Tolerance		24.394	2.927	0.929
TO2: If the service provider/hotel employee makes a mistake during service delivery, I can patient.	0.902			
TO3: If I have to wait longer than the usual time of service, I can adapt this situation.	0.881			
TO1: If the service is not offered as expected, I will tolerate it.	0.788			
Factor 2: Advocacy		23.917	2.870	0.930
AD2: I will recommend this hotel and the employees to other people.	0.845			
AD1: I will mention positively to other people about this hotel and its employees.	0.808			
AD3: I will encourage my friends and relatives to stay in this hotel.	0.752			
Factor 3: Helping		23.392	2.807	0.931
HE3: I teach other customers the correct use of services offered in this hotel.	0.796			
HE2: I help other customers if they seem to have problems.	0.782			
HE4: I recommend to other customers about this hotel.	0.668			
HE1: I assist other customers if they need my help.	0.650			
Factor 4: Feedback		17.102	2.052	0.939
FB1: I inform the service provider/employees if I have an idea in terms of the improvement of the service	0.872			
FB2: When I get a good	0.855			

F. Görgün DEVECİ and Tuğba YILDIZ

service from the service provider/employee at this hotel, I comment about it.				
Harman's Single-Factor Test				
MTEs		69.745	2.790	0.901
MTE4: I had a chance to know the local culture of the city closely by this experience	0.891			
MTE3: I learned something about myself from this experience.	0.864			
MTE2: I revitalized through this experience.	0.798			
MTE5: I experienced something new (e.g., food, inner city activity, etc.) during this experience.	0.782			
CS		79.170	2.375	0.917
CS2: My choice to stay at this hotel was a wise one.	0.955			
CS1: The staying experience at this hotel made me satisfied.	0.867			
CS3: Overall, I feel satisfied about this hotel.	0.843			

Notes: PE= Personalization, CO= Communities, LO= Localness, ES= Escapism, EN= Entertainment, SE= Serendipity, ED= Education, EST= Esthetics, CCB= Customer Citizenship Behavior, TO= Tolerance, AD= Advocacy, HE= Helping, FB= Feedback, MTE/MTEs= Memorable Tourism Experience, CS= Customer Satisfaction

According to exploratory factor analysis results, Experiencescape was grouped under seven factors differently from the original factor structure (explained variance 83.679%). The original factor structure consists of eight dimensions. Personalization and Communities dimensions came together under one factor. During the analysis, 3 items were eliminated. Hypothesis 1 was updated as

H1: Experiencescape (a) Personalization and Communities, (b) Localness, (c) Escapism, (d) Entertainment, (e) Serendipity, (f) Education, (g) Esthetics) has a positive effect on MTEs.

CCB was grouped under four factors and the original factor structure was preserved (explained variance 88.805%). In the analysis, one item was eliminated. Hypothesis 3, Hypothesis H4 and Hypothesis H5 were revised as;

H3: MTEs have a positive effect on CCB ((a) Tolerance, (b) Advocacy, (c) Helping, and (d) Feedback);

A Research on the Evaluation of Hotel Customers' Citizenship Behaviors in the Experiencescape

H4: CS has a positive effect on CCB ((a) Tolerance, (b) Advocacy, (c) Helping, and (d) Feedback);

H5: CS has a mediating effect on the relationship between MTEs and CCB ((a) Tolerance, (b) Advocacy, (c) Helping, and (d) Feedback);

According to Harman's Single-Factor Test results, for MTEs variables explained 69.745% of the total variance. Besides this CS explained 79.170% of the total variance. The single-factor structures were preserved after Harman's single-factor test for two variables. In the analysis, one item was eliminated from a MTEs and no item was eliminated from the CS.

4.3. Confirmatory Factor Analysis

To test the validity of the indicator variables, confirmatory factor analysis was conducted (Byrne, 2010).

According to the confirmatory factor analysis, the goodness of fit values of the scales were not at an acceptable level and the suggested modifications were made.

Table 3: Estimate Values of Constructs

			S.R.W.	Estimate	S.E.	C.R.	P
CO3	<---	Communities	0.879	1.000			
CO2	<---	Communities	0.869	0.958	0.060	15.990	***
LO2	<---	Localness	0.897	1.000			
LO1	<---	Localness	0.866	0.919	0.055	16.717	***
ES3	<---	Escapism	0.860	1.000			
ES2	<---	Escapism	0.860	0.906	0.054	16.636	***
EN2	<---	Entertainment	0.944	1.000			
EN1	<---	Entertainment	0.915	1.117	0.061	18.300	***
SE3	<---	Serendipity	0.831	1.000			
SE2	<---	Serendipity	0.852	1.024	0.067	15.388	***
ED3	<---	Education	0.854	1.000			
ED2	<---	Education	0.833	0.956	0.063	15.180	***
EST3	<---	Esthetics	0.711	1.000			
EST2	<---	Esthetics	0.910	1.351	0.113	11.919	***
MTE2	<---	MTEs	0.919	1.000			
MTE3	<---	MTEs	0.884	0.922	0.049	18.887	***
CS1	<---	CS	0.878	1.000			
CS2	<---	CS	0.944	1.063	0.053	19.995	***
TO2	<---	Tolerance	0.960	1.000			
TO3	<---	Tolerance	0.889	0.988	0.052	18.978	***
HE3	<---	Helping	0.888	1.000			
HE4	<---	Helping	0.907	1.090	0.055	19.936	***
AD2	<---	Advocacy	0.903	1.000			
AD3	<---	Advocacy	0.944	1.073	0.047	22.765	***
FB1	<---	Feedback	0.932	1.000			
FB2	<---	Feedback	0.951	1.050	0.042	25.064	***

Notes: S.R.W.=standardized regression weights, S.E.= standart error, C.R.= t values, p<0,001.

F. Görgün DEVECİ and Tuğba YILDIZ

As to the “Experiencescape” variable, 3 items in the “personalization and communities” dimension were eliminated. Because of the eliminated items in the “personalization” variables, this dimension was renamed. The name of the dimension was revised to “communities”. In addition to this, one item was eliminated from the localness, escapism, serendipity, and education dimensions. No item was eliminated in the dimensions of entertainment and esthetics. After the confirmatory factor analysis, hypothesis 1 was revised as;

H1: Experiencescape (a) Communities, (b) Localness, (c) Escapism, (d) Entertainment, (e) Serendipity, (f) Education, (g) Esthetics) has a positive effect on MTEs.

Two items were eliminated in MTEs and one item was eliminated in CS. Lastly, for the CCB research variable, one item was eliminated from the tolerance and advocacy dimensions. Two items were eliminated in the helping dimension and no item was eliminated in the dimension of feedback.

After the suggested modifications, acceptable fit values have been reached. The values are as follows: X²/df: 1.639, RMSEA: 0.050, RMSR: 0.028, NFI: 0.937, NNFI: 0.961, CFI: 0.974, GFI: 0.907, AGFI: 0.852.

Findings of the validity and reliability of the constructs are presented in Table 4:

Table 4: Validity and Reliability

	CR	AVE	(α)	Advocacy (1)	Communities (2)	Localness (3)	Escapism (4)	Entertainment (5)	Serendipity (6)	Education (7)	Esthetics (8)	MTE (9)	CS (10)	Tolerance (11)	Helping (12)	Feedback (13)
(1)	0.921	0.853	0.920	0.924												
(2)	0.866	0.764	0.866	0.311	0.874											
(3)	0.875	0.777	0.874	0.277	0.781	0.882										
(4)	0.850	0.740	0.848	0.371	0.521	0.540	0.860									
(5)	0.927	0.864	0.921	0.264	0.362	0.381	0.567	0.930								
(6)	0.829	0.708	0.829	0.380	0.625	0.667	0.772	0.524	0.842							
(7)	0.831	0.712	0.831	0.413	0.600	0.556	0.826	0.567	0.755	0.844						
(8)	0.798	0.667	0.785	0.314	0.438	0.465	0.697	0.603	0.770	0.639	0.817					
(9)	0.897	0.813	0.896	0.546	0.375	0.456	0.597	0.437	0.540	0.492	0.404	0.902				
(10)	0.908	0.831	0.906	0.693	0.313	0.321	0.381	0.376	0.441	0.448	0.451	0.691	0.912			
(11)	0.922	0.856	0.920	0.495	0.263	0.230	0.184	0.119	0.276	0.116	0.199	0.415	0.351	0.925		
(12)	0.892	0.806	0.891	0.747	0.413	0.401	0.370	0.248	0.334	0.283	0.319	0.566	0.535	0.718	0.898	
(13)	0.940	0.887	0.939	0.716	0.281	0.328	0.265	0.316	0.367	0.286	0.399	0.583	0.689	0.445	0.646	0.942

Since the AVE (average variance extracted) value is higher than 0.50, besides this AVE values are higher than these constructs’ squared correlations and lastly the CR (composite reliability) value is higher than 0.70. (Fornell & Larcker, 1981; Hair et al., 2019). Accordingly, the constructs have internal consistency, convergent, and discriminant validity.

4.4. Common Method Bias-CMB

Common method bias (herein after referred to as CMB) can occur when dependent (endogenous) and independent (exogenous) variables are measured in the same survey using the same response technique (Kock et al., 2021). CMB, which is performed after the construct validity is established, can be detected by different techniques (Lowry & Gaskin, 2014).

One of these techniques is Harman's Single Factor Test. In terms of CMB, the purpose of the test is to determine whether a single factor emerges that explains the majority of the variance in the model (Podsakoff et al., 2003).

According to Harman's Single Factor Test; to avoid CMB, a single factor should not explain more than 50% of the variance between variables (Podsakoff & Organ, 1986).

In terms of the study, after Harman's Single Factor Test, it was determined that 38.224% of the total variance was explained and common method bias did not exist.

In addition to Harman's Single Factor Test, it was applied that the Common Latent Factor (herein after referred to as CLF) Method.

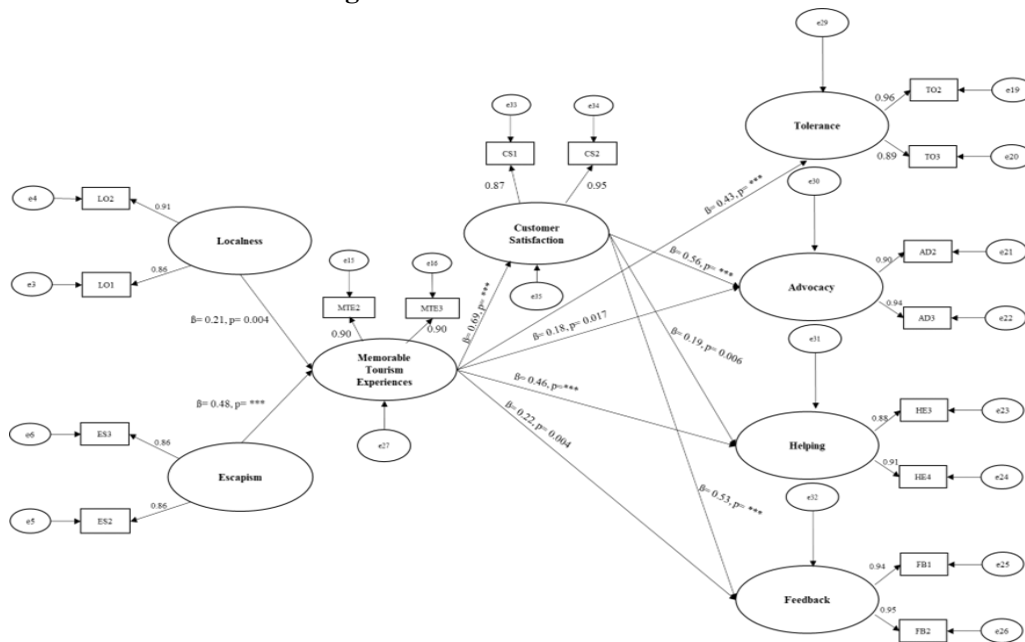
In the CLF structure, a new latent variable is presented in which all variables are related to this new latent variable, paths are equal, and the common factor variance is limited to 1. Common method variance is the square of common variance of each path and common method variance is compared with the threshold value. Threshold value is 50% (Eichhorn, 2014). In the present study, the common variance of each path estimates is 0.509, p value of each path is significant and t value of each path is 10.508. Accordingly, square of the common method variance is 0.259 (%25.9) and this value is less than threshold value. Therefore, it can be stated that generally there is no Common method variance.

4.5. Model Testing

Structural equation modeling enables to simultaneously model and predict relationships between multiple dependent and independent variables (Hair et al., 2021). The research model is a customer-focused cause-effect model. SEM was preferred to reveal the relationships between variables in this context.

The research model testing result is presented in Figure 2. Insignificant paths were removed from this model and hypotheses for insignificant paths were not supported.

Figure 2: Research Model Testing Results



Notes: β = standardized regression weight, *** = $p < 0.001$.

Fit index values for research model: X^2/df : 1.564, RMSEA: 0.047, RMSR: 0.038, NFI: 0.961, NNFI: 0.980, CFI: 0.985, GFI: 0.939, AGFI: 0.905. Research model testing results are as follows.

Table 5: Research Model Testing Results

			β	S.E.	C.R.	P
MTEs	<---	Localness	0.211	0.076	2.848	0.004
MTEs	<---	Escapism	0.476	0.080	6.047	***
CS	<---	MTEs	0.689	0.055	10.950	***
Tolerance	<---	MTEs	0.432	0.077	6.775	***
Helping	<---	MTEs	0.457	0.083	5.682	***
Advocacy	<---	MTEs	0.182	0.073	2.382	0.017
Feedback	<---	MTEs	0.219	0.075	2.890	0.004
Advocacy	<---	CS	0.556	0.084	7.249	***
Feedback	<---	CS	0.531	0.086	7.009	***
Helping	<---	CS	0.193	0.084	2.759	0.006

Notes: β = Standardized Regression Weight. S.E. = Standard Error. C.R. = t Values. *** = $p < 0.001$.

As to research model testing results, H1b was supported. As to the hotel customers, it can be said that establishing relations with local people, cultures and getting to know the local people are effective in the MTEs. Given that this effect is positive, the local and cultural experiences are more memorable for customers.

A Research on the Evaluation of Hotel Customers' Citizenship Behaviors in the Experiencescape

The H1c hypothesis was also supported. To feel that customers are in a different position in terms of place and time during their stay at the hotel, and being far from their daily and real lives in this period becomes more positive, and memorable for the customers. The hypotheses H1a, H1d, H1e, H1f and H1g were not supported.

In terms of H2 hypothesis, MTEs have a positive effect on CS. Customers who describe their staying experience at this hotel as a MTEs have been satisfied with their experience. They have been finding their choices wise.

In terms of the H3 hypothesis, all sub-dimensions were supported. In other words, customers with positively memorable experiences demonstrate CCB in all dimensions.

H3a was supported. Positive and memorable experiences of consumers regarding the hotel they stay in effect their behavior towards inconveniences and mistakes in service delivery. When consumers with positive experiences do not find the expected service delivery, when they encounter a service inconvenience, they can tolerate this situation and agree to wait longer to receive the service they expect.

H3b was supported. The positive and memorable experiences of the consumers as to the hotel they stay in enable them to display the behavior of defending the relevant service business. Consumers with positive experiences recommend the hotel to their relatives and other people, in other words, they make positive WOM communication and encourage other individuals to stay in the relevant service business.

H3c was supported. Consumers who comment on their service experience positively turn this situation into a behavioral result in helping other consumers. Consumers who direct their existing positive experiences at the point of communication with other consumers are open to information sharing related to service, service environment, and usage. They also direct other consumers regarding the correct service experience.

H3d was supported. Positive and memorable experiences of consumers regarding the hotel they stay in also generate positive feedback. Consumers who have positive experiences share their positive comments with other consumers through both conventional and new communication channels, namely, both offline and online. Meanwhile, feedback can also occur in terms of improving the service offered, and consumers share their ideas with the service provider and the employee. This, in turn, helps service businesses obtain more accurate feedback since service errors are eliminated, the customer is more involved, and a high level of interaction is ensured.

In terms of H4 hypothesis, CS has a positive effect on three dimensions of CCBs' which are, advocacy, helping, and feedback, and has no effect on tolerance. The hypotheses H4a was not supported.

H4b was supported. Satisfied customers share their satisfaction with their friends and relatives in a positive word of mouth and they tend to become brand advocates.

H4c was supported. Satisfied customers show their satisfaction by giving positive advice and recommendations to other customers. They are also open to helping other customers on how to benefit from the service.

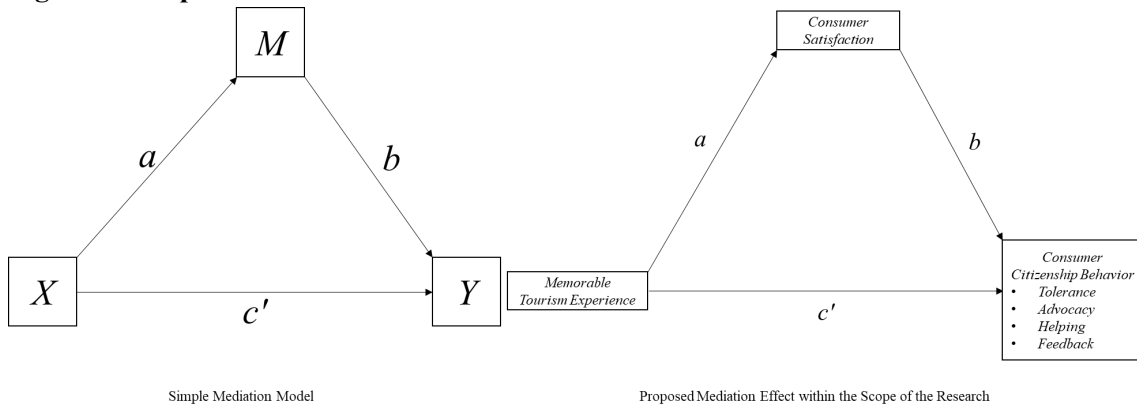
H4d was supported. Satisfied customers give feedback to the service provider/employee in order to improve the service provided. They express their satisfaction.

4.6. Mediation Analysis

The mediating effect of CS on the relationship between the MTEs and CCB is another factor examined in the current research.

Within the scope of the study, the Hayes Mediation Model was followed (Hayes, 2009; Hayes, 2013) and the data were analyzed with the SPSS Process Macro plugin.

Figure 3: Simple Mediation Model



CCB has four sub-dimensions. Therefore, the mediation analysis was separately carried out for the four sub-dimensions. To reveal the partial or full mediation effect in terms of Hayes’ Mediation Model, the H5 hypothesis was expanded as follows: In the Hayes Mediation Model, the conditions were evaluated to interpret the mediation effect.

H5: CS has a mediating effect on the relationship between MTEs and CCB ((b) Advocacy, (c) Helping, (d) Feedback).

H5.1: MTEs have a direct effect on CS. (Condition 1)

H5.2: MTEs have a direct effect on consumer CCB ((b) Advocacy, (c) Helping, (d) Feedback). (Condition 2)

H5.3: MTEs have an indirect effect on CCB ((b) Advocacy, (c) Helping, (d) Feedback). (Condition 3). The findings are shown in Table 6:

Table 6: Mediation Analysis Findings

	Condition 1	Condition 2	Condition 3	Supported/Not Supported
Advocacy	$\beta= 0.355$ $p=0.000$ $CI= 0.261$ to 0.512	$\beta= 0.500$ $p= 0.000$ $CI=0.394-0.607$	$\beta= 0.079$ $p= 0.173$ $CI= -0.032$ to 0.177	Not Supported
Helping	$\beta= 0.355$ $p=0.000$ $CI= 0.261$ to 0.512	$\beta= 0.513$ $p= 0.000$ $CI= 0.455$ to 0.691	$\beta= 0.199$ $p= 0.000$ $CI= 0.090$ to 0.317	Supported
Feedback	$\beta= 0.355$ $p=0.000$ $CI= 0.261$ to 0.512	$\beta= 0.535$ $p= 0.000$ $CI= 0.434$ to 0.643	$\beta= 0.070$ $p= 0.216$ $CI= -0.038$ to 0.168	Not Supported

Notes: β = Standardized Coefficient, p = significance level, CI = Confidence Interval

A Research on the Evaluation of Hotel Customers' Citizenship Behaviors in the Experiencescape

As seen in Table 6, the advocacy and feedback dimensions unconfirmed the third condition, which is related to the indirect effect. Therefore, there is no mediation effect for all three dimensions and the relevant hypotheses are not supported.

In terms of the “helping” dimension, all three conditions were confirmed, and the relevant hypothesis was supported. Considering the second condition for this dimension, it is seen that the effect of the MTEs on “helping” was insignificant with the addition of the mediator variable CS to the model, but this effect weakened ($\beta = 0.442$). Therefore, CS has a partial mediation effect on the relationship between MTEs and the helping dimension. The lower and upper limit values for the indirect effect of the MTEs on the helping dimension are $BootLLCI = 0.024$ and $BootULCI = 0.131$.

5. DISCUSSION AND CONCLUSION

The first main hypothesis of this study is that Experiencescape has a positive effect on MTEs in terms of the hospitality industry. The results show that the sub-dimensions of Experiencescape, “localness,” and “escapism” have a positive effect on the MTEs. The results obtained in terms of the supported dimensions in the literature coincide with Piramanayagam et al.'s study (2020), Mody et al. (2017)'s study, with the studies of Soonsan and Somkai (2021) into the gastronomic experiences in the sense of escapism and Ali et al. (2014)'s study regarding escapism and Chen et al. (2023) rural-based tourism experiences. As to the obtained results in this study, the dimension of localness was found to be effective in the MTEs. This finding reveals the importance of local culture and people in terms of MTEs. When the effect is considered positive, then the positive local and cultural experiences become more memorable for customers. Regarding destination marketing, it is seen that creating the right experience in the hospitality industry is not limited to the physical evidence of the hotel “related to the facility.” It can be said that the local texture of the destination city and country also constitutes the “customer contact points.”

Another effective dimension in the MTEs regarding the hospitality industry is escapism. The interpretation to be developed in terms of this dimension should be on the evaluation of the customer in terms of the “customer journey.” During their stay at the hotel, customers have the feeling that they are in a different location in terms of place and time, and they have the perception that they are away from their daily and real lives in this period. In the service environment that can create this feeling, more positive, and memorable experiences emerge. Therefore, the uninterrupted continuation of the “customer journey” and the flow, and the absence of an error and/or gap in the service received will be important for the interpretability of the experience and service quality, since the customer is active in the process.

The second main hypothesis of the study is that the MTEs have a positive effect on CS. This result coincides with Chen et al. (2021), Melón et al. (2021), Sharma and Nayak (2018), Stavrianea and Kamenidou's (2021) research in the literature. An essential element of the service sector is the organization and management of the positive experience. In terms of the hospitality sector, the service encounters, which are experienced during the stay at the hotel, create the customer experience. The interpretation of these experiences in the customer's mind is that they are memorable. Customers, who have memorable experiences, are those who are satisfied with the service.

The third main hypothesis of the study is that the MTEs in terms of the hospitality industry have an effect on CCB. Within the scope of the study, CCB has been studied over four sub-dimensions. The findings show that the MTEs are effect on four sub-dimensions tolerance, advocacy, helping, and feedback. In this direction, given the effect of the MTEs on the tolerance dimension, the positive and memorable experiences of the customers in terms of the hotel they stay in effect their behavior towards service errors. When consumers with positive experiences do not confront the expected service delivery, they can show patience against this situation and meanwhile accept to wait longer to receive the service.

Secondly, considering the effect of the MTEs on the advocacy dimension, consumers who have positive memorable experiences recommend the hotel to their relatives and other people, in other words, they make positive WOM communication and encourage other individuals to stay in the relevant service business. Service markets are those that are particularly open to interpersonal communications due to the characteristics of services. Recommendations to potential customers from reference groups they trust mean "assuring" concerning the relevant service business at some point. When this situation is interpreted in terms of consumer behavior, reference groups effect consumer behavior. An individual will accept the suggestions that will come to be able to comment on services that have an intangible nature. While positive recommendations will enable the consumer to positively organize the "expected service", negative recommendations will affect the evaluation criteria of the customer. Therefore, advocacy can be seen as an important WOM.

The third dimension in terms of CCB is helping. MTEs can have different behavioral consequences for customers. Another finding obtained from the study is that "helping" behavior is shown among the behaviors concerned. Customers who have positive and memorable experiences will tend to help other consumers through the service or the use of the service. Sharing of existing positive experiences directs the service experience of other consumers in terms of service, service environment, and usage. When this situation is interpreted in terms of service marketing, the title "human" is included in the 7P elements.

Other customers in the service environment, such as service employees and the customer receiving the service, are also an important party, since other customers in the environment and the features they have affect the customer who will receive the service. Therefore, directing the customers about the service by the customers who have positive experiences can assist in the emergence of positive gains for the business. Because the customer will receive information within the scope of "unplanned marketing messages" from another customer that he sees as himself.

The final dimension regarding CCB is feedback. Positive and memorable experiences of consumers also generate positive feedback. Consumers who have positive experiences share their positive comments with other consumers through conventional and new communication channels, in other words, both offline and online. Meanwhile, feedback can also arise to improve the service offered, and consumers share their ideas with both the service provider and the employee. This, in turn, assists service businesses to get more accurate feedback, since service errors are eliminated, the customer is more involved in the process, and provides a high level of interaction. Feedback received from customers will provide a sustainable competitive advantage since it can eliminate the inconveniences regarding the service delivery process and become innovative.

A Research on the Evaluation of Hotel Customers' Citizenship Behaviors in the Experiencescape

The fourth main hypothesis of the study is that the CS has a positive effect on CCB. This result matches up with Anaza (2014) research in terms of recommendation dimension, Assiouras et al. (2019), Chiu et al. (2015), and Zhu et al. (2016) studies. Since services have an intangible nature, comments from other customers are important. In particular, the reference group effect, which is trusted and thought to have no commercial concerns, can be the main factor in developing a positive attitude towards the service. The effect of CS on advocacy dimension reveals this result. Satisfied customers share positive and memorable experiences with their friends and relatives. Customer engagement is important for service sectors, which require high interaction. The customer's involvement in the process and feedback on the service; strengthens the service, fills the deficiency, and increases the service quality. The effect of CS on helping dimension reveals this result. Satisfied customers are also involvement in the process by helping other customers. The effect of CS on feedback dimension reveals this result. Satisfied customers are providing feedback on the service and co-creation of the service. One of the service quality dimensions is empathy. Customers, who have a service experience, guide other customers in line with their own experiences. They help other customers in terms of how benefit from the service.

Finally, the mediating role of CS in the relationship between MTEs and CCB was examined. According to the results, CS only has a partial mediating role in the relationship between the MTEs and the "helping" dimensions of CCB. In line with this result, it can be stated that CS displays itself in helping other individuals. Customers who receive the service and become satisfied are the individuals who can share accurate information about this service. Positive and memorable experiences become particularly helpful in situations where special service-related assistance may be needed (Torres-Moraga et al., 2021). Individuals who obtain the necessary satisfaction from the service, sharing their experiences with other customers, and showing the behavior of helping them may depend on internal or external motivations. Customers who are part-time marketers may be rewarded by businesses, or their helping behavior may depend on the customer's intrinsic motives (Assiouras et al., 2019).

In addition to these results, firstly it seems that the communities dimension has no effect on MTEs. At this point, the customer did not feel a sense of belonging during their stay at the hotel. In other words, it can be stated that the customer did not have a memorable experience in this regard because they could not identify themselves with the community and the local people. Secondly, it seems that the entertainment dimension has no effect on MTEs. At this point, it can be stated that customers may view the hotel experience as enjoyable, but they did not interpret it as a memorable experience. Thirdly, it seems that the serendipity dimension has no effect on MTEs. At this point, it can be stated that customer did not interpret their spontaneous and surprising experiences during their stay at the hotel as memorable experiences. Fourthly, it seems that the education dimension has no effect on MTEs. At this point, the customer did not express their learning experiences during their stay at the hotel as memorable experiences. Fifthly, it seems that the esthetics dimension has no effect on MTEs. At this point, it can be stated that a difference, in terms of design features, did not expand a memorable experience in the minds of customers. In addition to this, CS has no effect tolerance dimension. Satisfied customers want their expectations to be met. Failure to meet expectations leads to dissatisfaction. Finally, it seems that CS has not a mediating role in the relationship between MTE and CCB in terms of advocacy and feedback, which are CCB dimensions. Accordingly,

although customers interpret their experiences as memorable and consider this within the scope of CCB, CS has not a strengthening effect on this relationship.

Consequently, this research aimed to determine the direct, indirect, and mediating effects for CCB within the scope of Experiencescape from a marketing perspective in the hospitality industry. The results, with the difference of other studies, confirmed these effects in various dimensions. This is thought to offer a useful suggestion for new research involving these variables.

Based on the obtained results the following suggestions can be offered;

Regarding localness-MTEs, city branding can be important. The products that have become symbols for the relevant place, the people of the city in contact with, the transfer and expression of the culture, “storytelling,” for example, the marketing of gastronomy, will strengthen the “localness” dimension and memorable positive experiences. Sensory marketing applications can be employed so that the customers can experience the local texture. With “city-specificity,” positioning can be made in the mind of the customer, and marketing strategies can be built on these phenomena. Proper use of physical evidence may be another recommendation. Particularly, physical evidence will ensure memorability when customers can leave with some products that will remind them of the city or the hotel, they have stayed in. It should be kept in mind that physical evidence assumes the task of packaging in terms of service sectors.

Regarding escapism-MTEs, given that the customer is actively involved in the process, customer connection, participation, and engagement become important. Customers, in this case, move to a different lifestyle for a certain period. Given that the hospitality industry requires a high level of interaction, the management of service provision also gains importance. Since direct service encounters will take place, positive results such as CS, creation of the right service quality perception, repurchase intention as an output of these, positive WOM communication, and customer loyalty will occur. Since the customer is directly in the process, the experience will depend on both the service environment and communication, and as a result, co-creative experiences can be created (Chirakranont & Sakdiyakorn, 2022).

Regarding MTEs-tolerance; each service encounter represents “real moments.” Therefore, real-time marketing activities are performed at each service encounter. At this point, the detailed service plans to be developed by the enterprises can also contribute to proceeding with a “minimum error” policy and to determining the tolerance criteria for the customer. What is important is to design the service process to satisfy the customer. In this direction, “the first effect” and “halo effect” gain importance. If the first experiences of the customers are positively memorable, and the customers create a reference point in this respect, they will tolerate the negativity afterward. However, if the initial experience is negative, then the customers may not tolerate a subsequent inconvenience. Another element “queue management” is the management of the waiting process. If the customers positively remember the service and their experience is positive in this respect, they may agree to wait longer to receive the expected service.

Regarding MTEs-advocacy, advocacy can be thought of as an engagement and WOM. Consumers who have positive and memorable experiences will plead, support, and recommend (cited from Seiling, 2008, Saini & Arasanmi, 2021). What matters is that customers should recommend and encourage potential customers without a commercial purpose. WOM communication can be conducted offline by opinion leaders and online by influencers, particularly by travel bloggers. At this point, support can be obtained from the “service stories”

A Research on the Evaluation of Hotel Customers' Citizenship Behaviors in the Experiencescape

that travel bloggers create. Meanwhile, customer comments, scores, and ratings can be used as a tool. Value co-creation occurs. Therefore, customer engagement should be provided. Another suggestion might be the use of the power of digital. In this sense, the visibility of the business brand can be increased with "collaborations" and "sponsorships." Promotion strategies are considerably important. Thus, it will be important to take advantage of "brand testimony", and to establish partnerships with other brands for a certain period. Social responsibility activities will also assist businesses in "creating assurance and trust."

Regarding MTEs-helping; other customers in the service environment can direct the satisfaction and quality perception of the customers and improve the service experience. Thus, communicating with other customers and conveying their positive and unique experiences will be important since customers share their positive individual experiences to help other individuals. Compliance management can be considered as another suggestion for customers with similar characteristics.

Regarding MTEs-feedback, customer feedback can be seen as proactive behavior. Sharing the feedback of a customer about the service to be received with the business can eliminate the dissatisfied customer profile and prevent complaints and lost customers. Therefore, businesses can conduct satisfaction surveys within the scope of relationship marketing activities after their service experience to their customers, and customers can be requested to evaluate the service received both online and offline.

When an evaluation is made in terms of the roles of CS in the research model; a satisfied consumer can take on the role of "part-time employee" on behalf of the business. The direct user of the service and, accordingly, the satisfied customer will be able to share their positive experiences with other customers and ensure that the service is experienced most accurately. Active participation of customers will be able to return to businesses in terms of efficiency and profitability.

Unique and memorable experiences create brand reputation and brand equity. Brand and brand value will be complementary elements for sustainable competitive advantage. The individuals who interpret the brand best will be the users. Therefore, businesses should attribute to customer experiences in every step they take. It will be particularly beneficial to transform these applications into marketing messages, particularly through real customers, and to announce this via both traditional media and online social media. The content that each customer sends by pretending to be an influencer can make the relevant business viral, starting from a close circle.

6. LIMITATIONS AND RECOMMENDATIONS FOR FUTURE STUDIES

This study depends on a certain place and time can be considered a limitation of the study. In addition, this focus on a single service market can be considered as another limitation of the study. The research model was designed as customer-oriented with a marketing perspective. For future research, employees, as another important party in service sectors, and the citizenship behaviors of employees can be examined. Comparisons of the customers, employees, and businesses in terms of the development of marketing strategies can be conducted in the model. With regards to MTEs, different behavioral outputs such as consumption types and re-purchase can be examined, as well as the input variables such as psychological, psychographic, socio-cultural, and demographic factors can be discussed. Image

is another significant variable. As the destination image can also be studied. In addition, this study has been quantitatively designed. In terms of the interpretability of the customer experiences, a qualitative research design can also be carried out.

REFERENCES

- Ali, F., Hussain, K., & Ragavan, N. A. (2014). Memorable customer experience: Examining the effects of customers experience on memories and loyalty in Malaysian resort hotels. *Procedia-Social and Behavioral Sciences*, 144, 273-279. Doi: 10.1016/j.sbspro.2014.07.296.
- Ali, F., Ryu, K., & Hussain, K. (2016). Influence of experiences on memories, satisfaction and behavioral intentions: A study of creative tourism. *Journal of Travel & Tourism Marketing*, 33(1), 85-100. <https://doi.org/10.1080/10548408.2015.1038418>.
- Anaza, N.A., & Zhao, J. (2013). Encounter-based antecedents of e-customer citizenship behaviors. *Journal of Services Marketing*, 27(2), 130-140. DOI 10.1108/08876041311309252.
- Assiouras, I., Skourtis, G., Giannopoulos, A., Buhalis, D., & Koniordos, M. (2019). Value co-creation and customer citizenship behavior. *Annals of Tourism Research*, 78, 102742, 1-11. <https://doi.org/10.1016/j.annals.2019.102742>.
- Ball, D., Coelho, P. S., & Vilares, M. J. (2006). Service personalization and loyalty. *Journal of Services Marketing*, 20(6), 391-403.
- Bitner, M. J. (1992). Servicescapes: The impact of physical surroundings on customers and employees. *Journal of Marketing*, 56(2), 57-71.
- Bove, L.L., Pervan, S.J., Beatty, S.E. & Shiu, E. (2009). Service worker role in encouraging customer organizational citizenship behaviors. *Journal of Business Research*, 62(7), 698-705. <http://dx.doi.org/10.1016/j.jbusres.2008.07.003>.
- Byrne, B. M. (2010). *Structural equation modeling with AMOS. Basic concepts, applications, and programming*. New York: Routledge.
- Carù, A., & Cova, B. (2003). Revisiting consumption experience: A more humble but complete view of the concept. *Marketing Theory*, 3(2), 267-286.
- Chandralal, L., & Valenzuela, F. R. (2013). Exploring memorable tourism experiences: Antecedents and behavioural outcomes. *Journal of Economics, Business and Management*, 1(2), 177-181. DOI: 10.7763/JOEBM.2013.V1.38.
- Chang, K. C. (2014). Examining the effect of tour guide performance, tourist trust, tourist satisfaction, and flow experience on tourists' shopping behavior. *Asia Pacific Journal of Tourism Research*, 19(2), 219-247. <https://doi.org/10.1080/10941665.2012.739189>.
- Chaudhary, M., & Islam, N. U. (2021). Impact of perceived risk on tourist satisfaction and future travel intentions: A mediation–moderation analysis. *Global Business Review*, 1–18. DOI: 10.1177/09721509211036270.
- Chen, H., & Rahman, I. (2018). Cultural tourism: An analysis of engagement, cultural contact, memorable tourism experience and destination loyalty. *Tourism Management Perspectives*, 26, 153-163. <https://doi.org/10.1016/j.tmp.2017.10.006>.
- Chen, L. H., Wang, M. J. S., & Morrison, A. M. (2021). Extending the memorable tourism experience model: a study of coffee tourism in Vietnam. *British Food Journal*, 123(6), 2235-2257. <https://doi.org/10.1108/BFJ-08-2020-0748>

A Research on the Evaluation of Hotel Customers' Citizenship Behaviors in the Experiencescape

- Chen, J., Huang, Y., Wu, E. Q., Ip, R., & Wang, K. (2023). How does rural tourism experience affect green consumption in terms of memorable rural-based tourism experiences, connectedness to nature and environmental awareness?. *Journal of Hospitality and Tourism Management*, 54, 166-177. <https://doi.org/10.1016/j.jhtm.2022.12.006>.
- Chirakranont, R., & Sakdiyakorn, M. (2022). Conceptualizing meaningful tourism experiences: Case study of a small craft beer brewery in Thailand. *Journal of Destination Marketing & Management*, 23, 100691, 1-11. <https://doi.org/10.1016/j.jdmm.2022.100691>.
- Chiu, W., Kwag, M. S., & Bae, J. S. (2015). Customers as partial employees: The influences of satisfaction and commitment on customer citizenship behavior in fitness centers. *Journal of Physical Education and Sport*, 15(4), 627 – 633. DOI:10.7752/jpes.2015.04095
- Choi, L., & Lotz, S. (2016). Motivations leading to customer citizenship behavior in services: scale development and validation. *Journal of Consumer Marketing*, 33(7), 539-551. <http://dx.doi.org/10.1108/JCM-01-2016-1683>.
- Eichhorn, B. R. (2014). Common method variance techniques. *Cleveland State University, Department of Operations & Supply Chain Management*. Cleveland, OH. SAS Institute Inc.
- El-Adly, M. I. (2019). Modelling the relationship between hotel perceived value, customer satisfaction, and customer loyalty. *Journal of Retailing and Consumer Services*, 50, 322-332. <https://doi.org/10.1016/j.jretconser.2018.07.007>.
- Fornell, C., & Larcker, D. F. (1981). Structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39-50.
- Fossgard, K., & Fredman, P. (2019). Dimensions in the nature-based tourism Experiencescape: An explorative analysis. *Journal of Outdoor Recreation and Tourism*, 28, 100219, 1-12. <https://doi.org/10.1016/j.jort.2019.04.001>
- Gong, T., & Yi, Y. (2021). A review of customer citizenship behaviors in the service context. *The Service Industries Journal*, 41(3-4), 169-199. <https://doi.org/10.1080/02642069.2019.1680641>.
- Gorsuch, R. L. (1997). Exploratory factor analysis: Its role in item analysis. *Journal of Personality Assessment*, 68(3), 532-560.
- Groth, M. (2005). Customers as good soldiers: Examining citizenship behaviors in internet service deliveries. *Journal of Management*, 31(1), 7-27. DOI: 10.1177/0149206304271375.
- Grönroos, C., & Gummerus, J. (2014). The service revolution and its marketing: Service logic vs. service-dominant logic. *Managing Service Quality*, 24, 206–229. DOI 10.1108/MSQ-03-2014-0042.
- Hair Jr., J. F., Black, W. C., Babin, B. J., & Anderson, R. E. (2019). *Multivariate data analysis*. United Kingdom: Cengage Learning.
- Hair, Jr., J. F., Hult, G.T. M., Ringle, C.M., Sarstedt, M., Danks, N.P., & Ray, S. (2021). *Partial least squares structural equation modeling (PLS-SEM) using R: A workbook*, Cham, Switzerland: Springer.
- Hairuzzaman, H. (2019). Impact of service quality and customer satisfaction on financial performance with customer satisfaction as moderation in BPD Kaltim

- Kaltara. *European Journal of Business and Management*, 120-129. DOI: 10.7176/EJBM.
- Haji, S., Surachman, S., Ratnawati, K., & MintartiRahayu, M. (2021). The effect of experience quality, perceived value, happiness and tourist satisfaction on behavioral intention. *Management Science Letters*, 11(3), 1023-1032. doi: 10.5267/j.msl.2020.9.040.
- Hayes, A. F. (2009). Beyond Baron and Kenny: Statistical mediation analysis in the new millennium. *Communication Monographs*, 76(4), 408-420. <https://doi.org/10.1080/03637750903310360>.
- Hayes, A. F. (2013). *Introduction to mediation, moderation, and conditional process analysis: A regression-based approach*. New York: The Guilford Press.
- Homburg, C., Müller, M., & Klarmann, M. (2011). When should the customer really be king? On the optimum level of salesperson customer orientation in sales encounters. *Journal of Marketing*, 75(2), 55-74. <https://doi.org/10.1509/jm.75.2.55>
- Hosany, S., & Witham, M. (2010). Dimensions of cruisers' experiences, satisfaction, and intention to recommend. *Journal of Travel Research*, 49(3), 351-364. DOI: 10.1177/0047287509346859.
- Hossain, M. S., Hossain, M. A., Al Masud, A., Islam, K. Z., Mostafa, M. G., & Hossain, M. T. (2023). The integrated power of gastronomic experience quality and accommodation experience to build tourists' satisfaction, revisit intention, and word-of-mouth intention. *Journal of Quality Assurance in Hospitality & Tourism*, 1-27. <https://doi.org/10.1080/1528008X.2023.2173710>.
- Hwang, J., & Lee, J. (2018). A strategy for enhancing senior tourists' well-being perception: Focusing on the experience economy. *Journal of Travel & Tourism Marketing*. 36(3), 314–329. <https://doi.org/10.1080/10548408.2018.1541776>.
- Jernsand, E., Kraff, H., & Mossberg, L. (2015). Tourism experience innovation through design. *Scandinavian Journal of Hospitality and Tourism*, 15(15), 98–119. <https://doi.org/10.1080/15022250.2015.1062269>.
- Kandampully, J., Bilgihan, A., & Amer, S. M. (2023). Linking servicescape and experiencescape: creating a collective focus for the service industry. *Journal of Service Management*, 34(2), 316-340. DOI 10.1108/JOSM-08-2021-0301.
- Kim, J. H. (2010). Determining the factors affecting the memorable nature of travel experiences. *Journal of Travel & Tourism Marketing*, 27(8), 780-796. <https://doi.org/10.1080/10548408.2010.526897>.
- Kim, J. H. (2018). The impact of memorable tourism experiences on loyalty behaviors: The mediating effects of destination image and satisfaction. *Journal of Travel Research*, 57(7), 856-870. <https://doi.org/10.1177/0047287517721369>.
- Kim, J. H., & Ritchie, J. B. (2014). Cross-cultural validation of a memorable tourism experience scale (MTEs). *Journal of Travel Research*, 53(3), 323-335. <https://doi.org/10.1177/0047287513496468>
- Kim, H., & So, K. K. F. (2022). Two decades of customer experience research in hospitality and tourism: A bibliometric analysis and thematic content analysis. *International Journal of Hospitality Management*, 100, 103082, 1-15. <https://doi.org/10.1016/j.ijhm.2021.103082>.

A Research on the Evaluation of Hotel Customers' Citizenship Behaviors in the Experiencescape

- Kim, J. H., Ritchie, J. B., & McCormick, B. (2012). Development of a scale to measure memorable tourism experiences. *Journal of Travel Research*, 51(1), 12-25. <https://doi.org/10.1177/0047287510385467>
- Kock, F., Berbekova, A., & Assaf, A. G. (2021). Understanding and managing the threat of common method bias: Detection, prevention and control. *Tourism Management*, 86, 104330. <https://doi.org/10.1016/j.tourman.2021.104330>
- Liang, R. (2012). Designing for unexpected encounters with digital products: Case studies of serendipity as felt experience. *International Journal of Design*, 6(1), 41-58.
- Lin, H., Shi, S., & Gursoy, D. (2022). Destination experiencescape: conceptualization and scale development amid COVID-19 pandemic. *Current Issues in Tourism*, 25(24), 4047-4074. <https://doi.org/10.1080/13683500.2022.2075716>.
- Liu, L., Cui, T., Wu, J., Cao, R., & Ye, Y. (2021). Encouraging tourist citizenship behavior through resource uniqueness and service quality: The mediating role of emotions. *Journal of Vacation Marketing*, 27(1), 45-60. <https://doi.org/10.1177/1356766720952101>.
- Lowry, P. B., & Gaskin, J. (2014). Partial least squares (PLS) structural equation modeling (SEM) for building and testing behavioral causal theory: When to choose it and how to use it. *IEEE Transactions on Professional Communication*, 57(2), 123-146.
- Lugosi, P. (2008). Hospitality spaces, hospitable moments: Consumer encounters and affective experiences in commercial settings. *Journal of Foodservice*, 19(2), 139-149. <https://doi.org/10.1111/j.1745-4506.2008.00092.x>.
- Mei, X., Hagensen, A., & Kristiansen, H. (2018). Storytelling through experiencescape: Creating unique stories and extraordinary experiences in farm tourism. *Tourism and Hospitality Research*, 20(1), 93-104. <http://dx.doi.org/10.1177/1467358418813410>.
- Meng, B., & Cui, M. (2020). The role of co-creation experience in forming tourists' revisit intention to home-based accommodation: Extending the theory of planned behavior. *Tourism Management Perspectives*, 33, 100581, 1-13. <https://doi.org/10.1016/j.tmp.2019.100581>.
- Melón, M. P. A., Fandos-Herrera, C., & Sarasa, R. G. (2021). Analysis of antecedents and consequences of memorable tourist experiences (MTEs): A Spanish case study. *Journal of Vacation Marketing*, 27(3), 346-360. <https://doi.org/10.1177/1356766720987879>
- Mittal, B., & Lassar, W. M. (1996). The role of personalization in service encounters. *Journal of Retailing*, 72(1), 95-109. [https://doi.org/10.1016/S0022-4359\(96\)90007-X](https://doi.org/10.1016/S0022-4359(96)90007-X)
- Mody, M. A., Suess, C., & Lehto, X. (2017). The accommodation experiencescape: A comparative assessment of hotels and Airbnb. *International Journal of Contemporary Hospitality Management*, 29(9), 2377-2404. DOI 10.1108/IJCHM-09-2016-0501.
- Mohammed, A., & Rashid, B. (2018). A conceptual model of corporate social responsibility dimensions, brand image, and customer satisfaction in Malaysian hotel industry. *Kasetsart Journal of Social Sciences*, 39(2), 358-364. <https://doi.org/10.1016/j.kjss.2018.04.001>.
- Mossberg, L. (2007). A marketing approach to the tourist experience. *Scandinavian Journal of Hospitality and Tourism*, 7(1), 59-74. <https://doi.org/10.1080/15022250701231915>.

- Nadya, N. A. (2020). The effect of experiential marketing on customer loyalty: The role of customer satisfaction as a mediator. *Journal of Business Studies and Management Review*, 4(1), 27-33. <https://doi.org/10.22437/jbsmr.v4i1.11909>.
- Nguyen, H., Groth, M., Walsh, G., & Hennig-Thurau, T. (2014). The impact of service scripts on customer citizenship behavior and the moderating role of employee customer orientation. *Psychology & Marketing*, 31(12), 1096-1109. DOI: 10.1002/mar.20756.
- Nunnally, J. C. (1978). *Psychometric Theory*. New York: McGraw-Hill Book Company.
- O'Dell, T. (2005). Experiencescapes: Blurring borders and testing connections. In O'Dell, T. & Billing, P. (Eds). *Experiencescapes: Tourism, culture, and economy*, pp. (11-33). Denmark: Copenhagen Business School Press.
- Oh, H., Fiore, A. M., & Jeoung, M. (2007). Measuring experience economy concepts: Tourism applications. *Journal of Travel Research*, 46(2), 119–132. <https://doi.org/10.1177/0047287507304039>
- Omar, K., & Mahmmod, A. R. (2013). Tourist satisfaction in Malaysia. *International Journal of Business and Social Science*, 4(5), 221–226.
- Pine, B. J. II., & H. J. Gilmore (1999). *The experience economy: Work is theatre & every business a stage*. Boston, MA: Harvard Business School Press.
- Piramanayagam, S., Sud, S., & Seal, P. P. (2020). Relationship between tourists' local food experiencescape, satisfaction and behavioural intention. *Anatolia*, 31(2), 316-330. <https://doi.org/10.1080/13032917.2020.1747232>.
- Pizam, A., & Tasci, A. D. (2019). Experiencescape: expanding the concept of servicescape with a multi-stakeholder and multi-disciplinary approach (invited paper for 'luminaries' special issue of International Journal of Hospitality Management). *International Journal of Hospitality Management*, 76, 25-37. <https://doi.org/10.1016/j.ijhm.2018.06.010>.
- Podsakoff, P.M., & Organ, D.W. (1986). Self-reports in organizational research: Problems and prospects. *Journal of Management*, 12, 69–82.
- Podsakoff, P. M., MacKenzie, S. B., Lee, J. Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: a critical review of the literature and recommended remedies. *Journal of applied psychology*, 88(5), 879.
- Rasoolimanesh, S. M., Seyfi, S., Hall, C. M., & Hatamifar, P. (2021). Understanding memorable tourism experiences and behavioural intentions of heritage tourists. *Journal of Destination Marketing & Management*, 21, 100621, 1-14. <https://doi.org/10.1016/j.jdmm.2021.100621>.
- Saini, S., & Arasanmi, C. N. (2021). Attaining digital advocacy behaviour through destination image and satisfaction. *International Journal of Tourism Cities*, 7(1), 119-134. <http://dx.doi.org/10.1108/IJTC-07-2019-0108>.
- Schmitt, B., & Zarantonello, L. (2013). Consumer experience and experiential marketing: A critical review. *Review of Marketing Research*, 10, 25-61. [https://doi.org/10.1108/S1548-6435\(2013\)0000010006](https://doi.org/10.1108/S1548-6435(2013)0000010006).
- Serra-Cantalops, A., Ramón Cardona, J., & Salvi, F. (2020). Antecedents of positive eWOM in hotels. Exploring the relative role of satisfaction, quality and positive emotional experiences. *International Journal of Contemporary Hospitality Management*, 32(11), 3457-3477. <http://dx.doi.org/10.1108/IJCHM-02-2020-0113>.

A Research on the Evaluation of Hotel Customers' Citizenship Behaviors in the Experiencescape

- Sharma, P., & Nayak, J. K. (2019). Understanding memorable tourism experiences as the determinants of tourists' behaviour. *International Journal of Tourism Research*, 21(4), 504-518. <https://doi.org/10.1002/jtr.2278>.
- Soonsan, N., & Somkai, U. (2023). Dimensions of gastronomic experience affecting on sharing experience: Place attachment as a mediator and length of stay as a moderator. *Journal of Hospitality and Tourism Insights*, 6(1), 344-361. <https://doi.org/10.1108/JHTI-07-2021-0171>
- Stamboulis, Y., & Skayannis, P. (2003). Innovation strategies and technology for experience-based tourism. *Tourism Management*, 24(1), 35-43. [https://doi.org/10.1016/S0261-5177\(02\)00047-X](https://doi.org/10.1016/S0261-5177(02)00047-X)
- Stavrianea, A., & Kamenidou, I. E. (2021). Memorable tourism experiences, destination image, satisfaction, and loyalty: an empirical study of Santorini Island. *EuroMed Journal of Business*, 17(1), 1-20. <https://doi.org/10.1108/EMJB-10-2020-0106>
- Stevens, J. P. (2009). *Applied multivariate statistics for the social sciences*. New York: Routledge.
- Sthapit, E., Björk, P., & Coudounaris, D. N. (2022). Memorable nature-based tourism experience, place attachment and tourists' environmentally responsible behaviour. *Journal of Ecotourism*, 1-24. <https://doi.org/10.1080/14724049.2022.2091581>.
- Su, L., & Huang, F. C. (2011). A study on the relationships of service fairness, consumption emotions and tourist loyalty: A case study of rural tourists. *Geographical Research* 30(3), 463-476.
- Torres, E. N., & Kline, S. (2006). From satisfaction to delight: a model for the hotel industry. *International Journal of Contemporary Hospitality Management*, 18(4), 290-301. DOI 10.1108/09596110610665302
- Torres-Moraga, E. I., Alonso-Dos-Santos, M., Arboleda, D. Q., & Carvajal-Trujillo, E. (2021). The role of experience and trustworthiness on perception sustainable touristic destinations. *Journal of Hospitality and Tourism Management*, 49, 471-480. <https://doi.org/10.1016/j.jhtm.2021.11.002>.
- Tsai, C. T. (2016). Memorable tourist experiences and place attachment when consuming local food. *International Journal of Tourism Research*, 18(6), 536-548. <https://doi.org/10.1002/jtr.2070>
- Tussyadiah, I. P. (2014). Toward a theoretical foundation for experience design in tourism. *Journal of Travel Research*, 53(5), 543-564. <https://doi.org/10.1177/0047287513513172>
- Yi, Y., & Gong, T. (2013). Customer value co-creation behavior: Scale development and validation. *Journal of Business Research*, 66(9), 1279-1284. <https://doi.org/10.1016/j.jbusres.2012.02.026>
- Zhu, D. H., Sun, H., & Chang, Y. P. (2016). Effect of social support on customer satisfaction and citizenship behavior in online brand communities: The moderating role of support source. *Journal of Retailing and Consumer Services*, 31, 287-293. <https://doi.org/10.1016/j.jretconser.2016.04.013>