

Memorable Tourism Experience, Destination Image, Satisfaction and Behavioral Intention: A Study of Tourist in Pondicherry, India

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Abstract *This study empirically investigated memorable tourism experience direct and indirect effects on behavioral intention through destination image and tourist overall satisfaction. This research was conducted using data collected from 390 tourists visited Pondicherry, Tamil Nadu, India. Using SmartPLS - SEM, the research model was tested. The research indicated that all the seven dimensions of memorable tourism experience had positive association. Memorable tourism experience strongly influences destination image and satisfaction. Destination image of Pondicherry and overall tourist's satisfaction acted as moderating construct between memorable tourism experience and behavioral intention. This study proved that memorable tourism experience, destination image and tourists overall satisfaction jointly influence strongly behavioral intention.*

Keywords: *Memorable Tourism Experience, Destination Image, Satisfaction, Behavioral Intention*

INTRODUCTION

Creating memorable experience is the core purpose of tourism, in which the final goal of a tourist experience is to create memorable memories that a tourist will recall and share with their social networks. Memorable tourism experience (MTE) acts a tool to achieve competitive advantage in a market place (Kim & Ritchie, 2014). Tourist memory is the most important personal source of information through which tourists decide to revisit the destination or not (Coudounaris & Sthapit, 2017). An instrument was developed by Kim, Ritchie, and McCromick (2012) to examine the dimensions of "Memorable Tourism Experience". Kin et al. (2012) identified significant seven dimensions to measure memorable tourism experience (MTE). The dimensions are hedonism, novelty, knowledge, meaningfulness, involvement, local culture and refreshment. The MTE dimensions were checked with the undergraduate

students as the subjects of the study. The authors suggested that 24-item MTE scale can predict memorable tourism experience of the tourist in most of destination areas. Chandralal, Rindfleish, and Valenzuela (2015) argue that many of these studies that have examined MTEs using student samples can hardly be considered as typical tourists and cannot be considered to more authentic tourist population.

Hence, the present study is in interest because it reexamines the MTE scale in real destination tourist spot, Pondicherry, Tamil Nadu, India. As Pondicherry has its destination image, researcher considered destination image and satisfaction of tourist as moderating factor between MTE and BI. Prayag, Hosany and Odeh (2013) considered BI as the important construct as consequences of MTE. Hosany and Gilbert (2012) argued that tourist's emotional experience and satisfaction are related to tourist's intention to recommend, and strongly supported that there is linkage between MTE, destination image, satisfaction and BI.

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THEORETICAL AND HYPOTHESES DEVELOPMENT

The level of competition in the tourism marketplace has increases the important to understand tourism experience (Camison et al., 2016). Many research identified that business providing better experience to their customers to experience sustainable competitive advantage (Kim, 2017). This finding influenced businesses to increase customer experience at the core of their offerings. In general, customer satisfaction was the single dimension was considered as a stronger dimension to predict behavioral intentions. Organization considers satisfaction to evaluate service quality and increase customer satisfaction. Researchers identified that there is weak relationship between satisfaction and behavioral intentions (Park & Jang, 2014).

Many authors (Prayag, Hosany, Muskat & Del Chiappa, 2017) developed model to understand the antecedents of satisfaction and behavioral intention as important concept in tourism studies. Kim and Ritchie (2014) suggested examining and conceptualizing as a combine model in tourism. They also recommended that memorable tourism experience, destination image and satisfaction should be included while developing model towards antecedents of behavioral intentions. This is due to the purpose that the core product of tourism is experience. Thus, tourists tend to develop memorable tourism experience during their actual tourism journey.

Specific dimensions of memorable tourism experience have differential effects towards behavioral intentions. Studies with respect to tourism were partial with their anxiety to investigate the direct impact of memorable tourism experience on tourist behavior (Coudounaris & Sthapit, 2017). But memorable tourism experiences were also considered as important dimension to influence behavioral intentions. Despite the growing importance of memorable tourism experience towards influencing behavioral intentions, there is scarcity in research which investigates the effects of memorable tourism experience towards destination image, satisfaction on behavioral intention in tourism, especially in Indian Context. This is considered as the main research gap that the current study tries to address.

Hedonism

In tourism research, tourism and leisure activities own predominantly hedonic component. Tourist in general seeks enjoyment and pleasure while experiencing tourism products. Consistent with the belief that the core purpose of consuming leisure related products is to peruse hedonic or pleasurable experience. Otto and Ritche (1996) identified that tourism products and services are rich in attributes and

are primarily consumed for hedonic purposes. Dunman and Mattila (2005) identified hedonism as a major determinant of the tourist experiences. Thus it can be hypothesized that, (H1) Hedonism have positive association with MTE.

Novelty

Novelty in tourism experience was considered as important component of the subjective tourism experience and core motivating tool for an individual to travel (Dunman & Mattila, 2005; Farber & Hall, 2007). Pearce (1987) identified that people to experience something new that could not be found in their home town or in home country, tend to search a destination where culture and lifestyle are different. In Tourism literature, studies identified that the components of MTE found that individuals recall and remember novelty tourism experience better than other tourism experiences (Kim & Ritchie, 2014). Thus it can be hypothesized as (H2) Novelty has association with MTE.

Local Culture

Tourist in tourism experiences wishes to understand the local culture by interacting with the individuals and residents in the destination. In the literature review related to tourism authors (Funk & Bruun, 2007; Sharpley & Sundaram, 2005) identified that local culture was one of the motivating factor for the tourist to travel. By experiencing local culture, a unique memorable experience will be done by the tourist. Thus it can be hypothesized as (H3) Local culture has positive association with MTE.

Refreshment

Refreshment must be the basic defining component for tourism activities. Cochen (1979) identified that people satisfy their psychological needs to escape from routine and regular work, or relaxation, by engaging in travel experience. Kim (2010) revealed that feeling that refreshed in tourism experience, positively influences peoples memory. Thus it can be hypothesized as (H4) refreshment has positive association with MTE.

Involvement

Havitz and Dimanche (1990) defined involvement as a psychological state of motivation, developed between recreational activities and individual. The motivation development consists of pleasure and sign value. Blodgett and Granbois (1992) identified that tourist involvement in travel experience is the most contributing factor in their memories. Thus it can be hypothesized that (H5) Involvement has association with MTE.

Knowledge

In tourism experience, tourist learn new things and develop new skills and insights from the destination point (Poria, Reichel & Brian, 2006; Richards, 2002). Knowledge is also considered as one of the motivational tool for an individual to select the designation, tourist wish to gain knowledge from tourism experiences. Chandralal and Valenzuela (2013) while studying antecedents of MTEs found that authentic local experiences that provide learning opportunities to visitors are memorable. Thus it can be hypothesized that (H6), knowledge has positive association with MTE.

Meaningfulness

People will always put much effort to find meaning in life. Similarly, people search for meaningful experiences with in their tourism activities and travel. People will gain meaningfulness by seeking sense of emotional, physical or spiritual fulfillment through tourism (Callanan & Thomas, 2005; Digance, 2003; Noy, 2004).

In this present technology era, tourist requires more sophistication, unique travel experience, meaningful trip experience and overall their needs and desires to be satisfied (Robinson & Novelli, 2005). Thus it can be hypothesized that (H7) meaningfulness has association with MTE.

Memorable Tourism Experience and Destination Image

The determinants of destination image are promotional strategies, culture, experience and mass media (Beerli & Martin, 2004; Xu & Ye, 2016). Kim (2017) identified that destination image is one the important factor in determining destination experience. Gartner and Hunt (1987) revealed that tourist's visit to a place and their experience gained at first sight makes their image more complex, differentiated and realistic. Beerli and Martin (2004) identified the positive link between memorable experience and destination image. Kim (2017) also confirmed the connection between memorable tourist experience and destination image. Thus it can be hypothesized that, (H8) MTE positively influence and create significant impact towards destination image.

Memorable Tourism Experience and Overall Satisfaction

Satisfaction is a psychological state that developed from the consumption of tourism experience. Many authors (Hosany & Witham, 2010; Oh, Fiore & Jeoung, 2007) have confirmed the significant link between MTE and satisfaction. Chen and

Chen (2010) identified that involvement, peace of mind, and educational experience are the strongest predictors of satisfaction in tourism. Williams and Soutar (2009) identified that novelty and pleasant are significant predictors of satisfaction and BI. Kim (2017) also confirmed the significant relationship between MTE and satisfaction. Thus it can be hypothesized that, (H9) MTE positively influence and create significant impact on overall tourist satisfaction.

Destination Image and Behavioral Intention

In tourism literature many authors observed the direct and indirect effects of destination image on BIs intentions (Chi & Qu, 2008; Prayag et al., 2017; Stylidis et al., 2017). Past literature also confirmed that destination image directly influence BI and acts as a moderating factor between MTE and BI (Papadimitriou, Apostolopoulou & Kaplanidou, 2015; Wang & Hsu, 2010). The authors also identified that destination image influence tourist to recommend a tourist destination. Chi and Qu (2008) and Stylidis et al. (2017) recognized the moderating effect of destination image on BI through satisfaction. Prayag and Ryan (2012) also confirmed the relationship between memorable tourism experience, destination image, satisfaction and BI. Thus it can be hypothesized that, (H10) destination image positively influence and create significant impact towards BI. (H11), Destination image acts a moderating factor between MTE and BI through satisfaction.

Satisfaction and Behavioral Intention

Oliver (1997) established relationship between satisfaction and BI. Similarly in tourism literature, there exists positive relationship between satisfaction and BI. Chi (2012) identified that satisfaction influences recommend to others, decision to revisit and as destination choice. Prayag et al., (2017) conformed that satisfaction creates positive impact towards BI and also satisfaction acts as a moderating factor between memorable tourism experience and BI. Sharma and Nayak (2018a) also confirmed the link between MTE, satisfaction and BI. Thus it can be hypothesized that, (H12) overall satisfaction positively influence and create significant impact towards BI and (H13) overall satisfaction acts as a moderating factor between MTE and BI.

RESEARCH METHODOLOGY

All constructs were measured using multiple-item scales and were adapted from previous studies. The measurement of Memorable Tourism Experience (MTE) uses Kim et al.'s (2012) seven dimensions and a 23-item scale.

The dimensions of memorable tourism experience were hedonism, novelty, local culture, refreshment, involvement, knowledge and meaningfulness. The study measures destination image by using 6 items adapted from (Prayag & Ryan, 2012). The dimension satisfaction comprises three items, with the scale adapted from the studies of Veasna, Wu and Huang (2013). The dimension BI was measured with three item scale adapted from a study Zeithamal et al. (1996). The measurement items of the dimensions are shown in the Table 1. All items considered for the study were rate on a five point Likert Scale, where 5 indicated “Strongly Agree” and 1 indicated “Strongly Disagree”. To ensure the content, adequacy of the item considered, and representativeness, the questionnaire was content validated by 2 marketing professors from reputed university in India. The questionnaire was also piloted through online sample of 64 tourists. Based on the 56 returned responses, additional modifications were made to the arrangement of the questions and language used. The instrument was tested for reliability, and Cronbach’s Alpha was found to be greater than 0.7 for all constructs used in this study (Hair et al., 2011).

This study employs a cross-sectional survey design using a questionnaire to collect data. After pilot testing, the final structured questionnaire was distributed to tourist landed in Pondicherry Airport and Railway Station using a convenience sampling method. Sampling method is one of the major limitations of this study, because convenience sampling procedures estimates the lack of generalisability (Bornstein et al., 2013).

This study research site is Pondicherry, India, The survey instrument comprises of 2 sections. The first section consists of demographic variable (Gender, Age & Monthly Income). The second section of the questionnaire consists of dimensions related to study. The dimensions are MTE, destination image, overall satisfaction and BI. As the study mainly depended upon structural equation modeling (SEM), Bentler and Chou (1986) suggest a ratio as low as 5 cases per variable would be sufficient when latent variables have multiple indicators. It was recommended that every individual statement in the questionnaire should require ten respondents as a rule of thumb for an adequate sample size to perform structural equation modeling (SEM). In this present study, the researcher collected (390 samples) above the required sample size, also this study tested the hypotheses developed with the help of SEM analysis (Hair et al., 2010).

DATA ANALYSIS AND RESULT

Psychometric Properties of the Measures

To test the research model, SEM was used to test the hypotheses relationship developed for the study. Before testing the research model, this study confirmed that the measures used are reliable and valid. Therefore, the confirmatory factor analysis (CFA) was conducted using SmartPLS version 3.2.8. The overall effectiveness of the measurement model was examined using standardized root mean square residual (SRMR) and normed fit index (NFI). The SRMR value of less than 0.08 indicates an acceptable fit, and the NFI value of higher than 0.9 is considered acceptable for factor model. The measurement model was confirmed with overall good fit. The SRMR value 0.071, which is below than the recommended value of 0.08, and the NFI was 0.92, which is higher than the required criteria 0.090, indicating a good model fit.

Constructs Reliability

Nunnally and Bernstein (1994) suggested that amount of random error in the construct should be acceptable and reasonable, that is the reliability of the dimension scores should be higher than 0.70. This study examined the reliability of the dimension scores using composite reliability (CR), Cronbach’s Alpha (CA) and reliability (RhoA). The result of the reliability is shown in Table 1. The result revealed in the Table 1 for all dimensions the required value is above the cutoff value of 0.70. Thus, all the dimensions considered for the study have sufficient internal consistency of reliability.

Convergent Validity

The convergent validity was examined using Cronbach’s Alpha and average variance extracted (AVE). The results of the convergent validity test are revealed in the Table 1. The composite construct reliabilities were reasonable and in accepted range of greater than 0.70. The AVEs were all above the recommended level of 0.50. As a result all dimensions considered for the study had adequate convergent validity.

Table 1: Results of Measurement Model

Dimensions	Item	Loadings	Composite Reliability	Average Variance Explained	rhoA	Cronbach's Alpha
Hedonic	H1	0.760	0.841	0.641	0.721	0.711
	H2	0.844				
	H3	0.873				
Novelty	Nov1	0.751	0.848	0.583	0.765	0.761
	Nov2	0.791				
	Nov3	0.791				
	Nov4	0.720				
Local Culture	LC1	0.826	0.877	0.704	0.789	0.790
	LC2	0.87				
	LC3	0.821				
Refreshment	RF1	0.716	0.868	0.623	0.801	0.797
	RF2	0.843				
	RF3	0.821				
	RF4	0.769				
Involvement	IN1	0.753	0.840	0.637	0.715	0.715
	IN2	0.815				
	IN3	0.825				
Knowledge	K1	0.815	0.867	0.684	0.769	0.769
	K2	0.853				
	K3	0.814				
Meaningfulness	MN1	0.756	0.82	0.604	0.701	0.710
	MN2	0.721				
	MN3	0.848				
Destination Image	DI1	0.745	0.894	0.586	0.865	0.859
	DI2	0.768				
	DI3	0.824				
	DI4	0.7				
	DI5	0.746				
	DI6	0.805				
Overall Satisfaction	SAT1	0.812	0.865	0.680	0.766	0.765
	SAT2	0.828				
	SAT3	0.835				
Behavioral Intention	BI1	0.879	0.877	0.724	0.813	0.809
	BI2	0.849				
	BI3	0.822				

Discriminate Validity

Next, discriminant validity was tested to confirm whether the average variance shared between the dimension and its items is larger than the variance shared between the dimension and other dimensions (Fornell & Larcker, 1981). The results of the discriminant validity tests are presented in Table 2 and 3. As it can be seen, the square root of AVE (diagonal values)

for all constructs is higher than its correlation (off-diagonal values) with all other constructs in the model. Moreover, this study used the Heterotrait–Monotrait (HTMT) ratio of correlation developed by Henseler et al. (2015). The HTMT is an estimate of factor correlation, particularly the HTMT should be less than 0.85 to discriminate between two factors. As it can be seen in Table 3, all HTMT values are less than 0.85; thus, discriminant validity was confirmed.

Table 2: Discriminant Validity - Fornell and Larcker

	BI	DI	HE	IN	KN	LC	MN	NOV	SAT	REF
BI	0.851									
Destination Image	0.657	0.766								
Hedonism	0.755	0.73	0.800							
Involvement	0.385	0.515	0.452	0.798						
Knowledge	0.778	0.773	0.795	0.526	0.827					
Local Culture	0.475	0.492	0.567	0.541	0.553	0.839				
Meaningfulness	0.483	0.569	0.505	0.752	0.666	0.461	0.777			
Novelty	0.65	0.649	0.663	0.586	0.758	0.598	0.636	0.764		
Overall Satisfaction	0.739	0.75	0.789	0.532	0.801	0.552	0.629	0.717	0.825	
Refreshment	0.52	0.775	0.55	0.488	0.653	0.443	0.497	0.524	0.582	0.789
MTE	0.611	0.668	0.682	0.72	0.777	0.698	0.725	0.752	0.695	0.683

Table 3: Discriminant Validity – Heterotrait-Monotrait (HTMT)

	BI	DI	HE	IN	KN	LC	MN	NOV	SAT	REF
BI										
Destination Image	0.787									
Hedonism	0.801	0.831								
Involvement	0.508	0.648	0.637							
Knowledge	0.814	0.811	0.839	0.711						
Local Culture	0.589	0.59	0.753	0.718	0.707					
Meaningfulness	0.652	0.727	0.72	1.185	0.836	0.629				
Novelty	0.831	0.799	0.825	0.788	0.833	0.772	0.824			
Overall Satisfaction	0.835	0.832	0.833	0.718	0.841	0.706	0.826	0.830		
Refreshment	0.653	0.829	0.749	0.64	0.832	0.556	0.661	0.667	0.738	
MTE	0.681	0.716	0.811	0.84	0.810	0.784	0.815	0.822	0.793	0.763

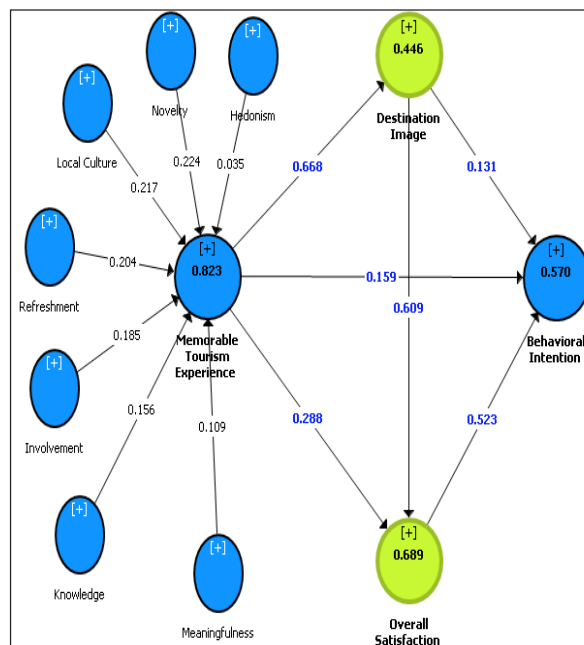


Fig. 1: Modeling Memorable Tourism Experience based on Destination Image, Overall Satisfaction and Behavioral Intention

Table 4: Hypotheses Testing – Structural Model

Sr. No.	Relationship	Estimate	T- Statistics	P Values	F ²	VIF	Decision
H1	HE → MTE	0.035	1.99	0.004	0.010	2.967	Supported
H2	NOV → MTE	0.224	5.874	0.000	0.100	2.859	Supported
H3	LC → MTE	0.217	8.077	0.000	0.152	1.882	Supported
H4	RE → MTE	0.204	5.964	0.000	0.157	1.856	Supported
H5	IN → MTE	0.185	4.224	0.000	0.054	3.145	Supported
H6	KN → MTE	0.156	2.907	0.003	0.028	3.036	Supported
H7	MN → MTE	0.109	2.509	0.012	0.016	3.060	Supported
H8	MTE → DI	0.668	24.40	0.000	0.805	1.101	Supported
H9	MTE → SAT	0.282	7.289	0.000	0.147	1.808	Supported
H10	DI → SAT	0.572	17.058	0.000	0.576	1.908	Supported
H11	MTE → BI	0.159	3.304	0.001	0.029	2.071	Supported
H12	MTE → DI → BI	0.131	2.59	0.001	0.013	2.998	Supported
H13	MTE → DI → SAT → BI	0.523	9.351	0.000	0.199	3.011	Supported

Hair et al. (2017) suggested that the structural model must be assessed for collinearity issues through variance inflation factor (VIF), explanatory power of the model (R^2), predictive relevance (Q^2), effect size (F^2) and the significance of path coefficient. The PLS algorithm followed by PLS bootstrapping procedures with 5,000 subsamples were run on the full model to generate path coefficients, their significance level and their corresponding T-values.

Table 5: Coefficient of Determination and Predictive Relevance

	R Square	Q ²
MTE	0.823	0.800
Destination Image	0.446	0.243
Overall Satisfaction	0.702	0.441
BI	0.570	0.391

The collinearity issues are to be considered, and hence, the correlations between the dimensions to be evaluated. The VIF values in Table 4 range from 1.101 and 3.145, denoting multicollinearity was not an issue in this study. The R^2 value denoted the explanatory power explaining the endogenous dimensions. The result of the structural model revealed a substantial R^2 (0.823) for MTE, (0.446) for destination image, (0.702) for overall satisfaction and (0.570) for BI. The effect size of exogenous dimension on endogenous dimension was assessed with the F^2 values. The structural model predictive quality in Table 5 was evaluated by using blindfolding procedure Stone – Geisser's Q^2 Value. The result of Q^2 Value ascertain the model predictive relevance for MTE ($Q^2 = .800$), destination image ($Q^2 = .243$), overall satisfaction ($Q^2 =$

$.441$), and BI ($Q^2 = .391$). The path values were checked for direction and effect between dimensions. They interpreted as the change in the dependent variable if the independent variable is increased by one while all other independent variables remain constant (Henseler et al., 2015).

The hypothesis (H1) explains the relationship between hedonic and MTE. The result of the path coefficient (0.035) between hedonic and MTE revealed that there is positive relationship. The T- Statistics confirmed the significant relationship between hedonic and MTE. The P-Values explain that the relationship was significant at (0.05) level. Based on the path estimate, T- Statistics and P-Values, the hypothesis (H1) supported that hedonism is positively associated with MTE. The f^2 value (0.010) denotes that hedonics have weak impact on memorable tourism experience.

The hypothesis (H2) shows the relationship between novelty and MTE. The result of the path coefficient (0.224) between novelty and MTE revealed that there is positive relationship. The T- Statistics (5.874) confirmed the significant relationship between novelty and MTE. The P-Values explain that the relationship was highly significant at (0.001) level. Based on the path estimate, T- Statistics and P-Values, the hypothesis (H2) supported that novelty is positively associated with tourist memorable tourism experience. The f^2 value (0.100) denotes that novelty created weak impact on MTE.

The hypothesis (H3) reveals the relationship between local culture and MTE. The result of the path coefficient (0.217) between local culture and MTE revealed that there is positive relationship. The T- Statistics (8.077) confirmed the significant relationship between local culture and MTE.

The P-Values explains that the relationship was highly significant at (0.001) level. Based on the path estimate, T-Statistics and P-Values, the hypothesis (H3) supported that local culture is positively associated with tourist memorable tourism experience. The f^2 value (0.152) denotes that local culture created moderate impact on MTE.

The hypothesis (H4) reveals the relationship between refreshment and MTE. The result of the path coefficient (0.204) between refreshment and MTE revealed that there is positive relationship. The T- Statistics (5.964) confirmed the significant relationship between refreshment and MTE. The P-Values explains that the relationship was highly significant at (0.001) level. Based on the path estimate, T- Statistics and P-Values, the hypothesis (H4) supported that refreshment is positively associated with tourist memorable tourism experience. The f^2 value (0.157) denotes that refreshment created moderate impact on MTE.

The hypothesis (H5) reveals the relationship between involvement and MTE. The result of the path coefficient (0.185) between involvement and MTE revealed that there is positive relationship. The T- Statistics (4.224) confirmed the significant relationship between involvement and MTE. The P-Values explains that the relationship was highly significant at (0.001) level. Based on the path estimate, T- Statistics and P-Values, the hypothesis (H5) supported that involvement is positively associated with tourist memorable tourism experience. The f^2 value (0.157) denotes that involvement created weak impact on MTE.

The hypothesis (H6) explains the relationship between knowledge and MTE. The result of the path coefficient (0.156) between knowledge and MTE revealed that there is positive relationship. The T- Statistics (2.907) confirmed the significant relationship between knowledge and MTE. The P-Values explains that the relationship was significant at (0.001) level. Based on the path estimate, T- Statistics and P-Values, the hypothesis (H6) supported that knowledge is positively associated with tourist memorable tourism experience. The f^2 value (0.028) denotes that knowledge created weak impact on MTE.

The hypothesis (H7) reveals the relationship between meaningfulness and MTE. The result of the path coefficient (0.109) between meaningfulness and MTE revealed that there is positive relationship. The T- Statistics (2.509) confirmed the significant relationship between meaningfulness and MTE. The P-Values explains that the relationship was significant at (0.001) level. Based on the path estimate, T- Statistics and P-Values, the hypothesis (H7) supported that meaningfulness is positively associated with tourist MTE. The f^2 value (0.016) denotes that meaningfulness created weak impact on MTE.

The hypothesis (H8) reveals the relationship between MTE and destination image. The result of the path coefficient

(0.668) between MTE and destination image revealed that there is positive relationship. The T- Statistics (24.400) confirmed very high significant relationship between MTE and destination image. The P-Values explains that the relationship was significant at (0.001) level. Based on the path estimate, T- Statistics and P-Values, the hypothesis (H8) supported that MTE creates positive and significant influence towards destination image. The f^2 value (0.805) denotes that MTE created strong impact on destination image.

The hypothesis (H9) explains the relationship between MTE and overall satisfaction. The result of the path coefficient (0.668) between MTE and overall satisfaction revealed that there is positive relationship. The T- Statistics (24.400) confirmed very high significant relationship between MTE and overall satisfaction. The P-Values explains that the relationship was significant at (0.001) level. Based on the path estimate, T- Statistics and P-Values, the hypothesis (H9) supported that MTE creates positive and significant influence toward overall satisfaction. The f^2 value (0.147) denotes that MTE created moderate impact on overall satisfaction.

The hypothesis (H10) reveals the relationship between destination image and overall satisfaction. The result of the path coefficient (0.572) between destination image and overall satisfaction revealed that there is positive relationship. The T- Statistics (17.058) confirmed very high significant relationship between destination image and overall satisfaction. The P-Values explains that the relationship was significant at (0.001) level. Based on the path estimate, T- Statistics and P-Values, the hypothesis (H10) supported that destination image creates positive and significant influence toward overall satisfaction. The f^2 value (0.576) denotes that destination image created moderate impact on overall satisfaction.

The hypothesis (H11) explains the relationship between MTE and BI. The result of the path coefficient (0.159) between MTE and BI revealed that there is positive relationship. The T- Statistics (3.304) confirmed very high significant relationship between MTE and BI. The P-Values explains that the relationship was significant at (0.005) level. Based on the path estimate, T-Statistics and P-Values, the hypothesis (H11) supported that MTE creates positive and significant influence toward BI. The f^2 value (0.029) denotes that MTE created weak impact on BI.

The hypothesis (H12) reveals the relationship between MTE, destination image, BI and moderating effect of destination image between MTE and BI. The result of the path coefficient (0.131) between MTE, destination image and BI revealed that there is positive relationship. The T- Statistics (2.590) confirmed very high significant relationship between MTE, destination image and BI. The P-Values explains that the relationship was significant at (0.005) level. Based on the path estimate, T- Statistics and P-Values, the hypothesis (H12) supported that MTE and destination image creates

positive and significant influence toward BI. Also, the hypothesis is supported that destination image acts as a mediating effect between MTE and BI. The f^2 value (0.013) denotes that destination image created moderate impact on BI.

The hypothesis (H13) explains the relationship between MTE, destination image, overall satisfaction and BI and moderating effect of destination image and overall satisfaction between MTE and BI. The result of the path coefficient (0.523) between MTE, destination image, overall satisfaction and BI revealed that there is positive relationship. The T- Statistics (9.351) confirmed very high significant relationship between MTE, destination image, overall satisfaction and BI. The P-Values explains that the relationship was significant at (0.001) level. Based on the path estimate, T- Statistics and P-Values, the hypothesis (H13) supported that MTE, destination image and overall satisfaction creates positive and significant influence toward BI. Also, the hypothesis is supported that destination image and overall satisfaction acts as a mediating effect between MTE and BI. The f^2 value (0.199) denotes that overall satisfaction created moderate impact on BI.

DISCUSSION

The result of this study indicated that the MTE dimensions are highly reliable and demonstrated construct validity by achieving both convergent and discriminant validity. Many past literature have conceptualized MTE, these findings empirically support the literature. The seven dimensions considered are important MTE experiential factors and are likely affect a person's memory. The dimension hedonics has been considered as an essential part of leisure experience and a crucial factor in determining tourist's satisfaction as well as their future behavior (Dunman & Matila, 2005). The dimension involvement with a customer experience, which introduces the notion of personal attachment to an experience, was found to reinforce a person's affective feelings when evaluating an experience and stimulate cognitive analysis to deep level.

Tourist remembers only personally relevant and meaningful experience more than non-relevant. Tourist involvement with travel experience significantly increases their memories of experience. Destination managers should develop marketing strategies to build positive perceptions across all the dimensions of the MTE and thus increases people's desire to visit. In this study, MTE created higher influence on destination image than overall satisfaction. Thus destination managers should focus their marketing efforts on image promotion, by establishing a unique image, making image itself as a differentiating tool from other destinations. Then, majority of the promotion work should center on communicating image to the target markets. As mentioned,

image identification plays a vital role in successful destination image promotion, it's important to investigate how tourists hold destination in mind. The investigation result will give clear picture about representation objects and descriptors of the destination, which will directly influence the marketing potential.

Image vehicles and promotion tool strategies should be reliable with established positive images. Prospective tourists build their images from different information resources. When understanding promotion materials, or taking a trip, they will compare their image to what they actually see. Tourists always perceive and understood few things in their mind. If so, the image will be enhanced. In Pondicherry case, it's a French colony till 1954. This east coast town with colonial buildings, churches, statues and systematic town planning still preserves much of the colonial ambience. Pondicherry is also a popular weekend destination for shopping, which can be reached easily from the nearby cities such as Chennai and Bangalore. The perception about Pondicherry destination image might be Excitement, Peacefulness, Culture, Fantastic, Authentic and Realistic. Destination marketers have to focus mainly on these dimensions to gain a unique position for Pondicherry in the minds of tourists.

This study provides interesting managerial implications for policymakers, destination marketers and tourism businesses attempting to increase the MTEs. Given that higher levels of tourist satisfaction, novelty, refreshment, local culture, involvement and knowledge lead to higher memorability for the tourist, tourism service providers should attach importance to satisfaction management and emphasize memorability's identified components. Tourism service providers could gather feedback forms from tourists to measure and improve their satisfaction levels. Moreover, variety of factors involved in the tourism sector must organize and assist with one another to create tourism experiences that result in high overall visitor satisfaction.

The output of research model revealed that, direct influence of tourist memorable tourism towards Behavioral intention is low, while comparing with moderating effect of destination image and overall satisfaction. Thus to increase the positive Behavioral intention, destination managers should give equal importance for destination image and overall satisfaction of tourist.

This study makes three notable contributions to the existing literature on memorable tourism experience. First, this study tests Kim et al.'s (2012) seven dimensions of the MTE scale in a destination image tourism context. Second, the present study extends Kim et al.'s (2012) MTE scale by examining the direct of behavioral intention, and also identified behavioral intention with the support of destination image and overall satisfaction. Third, the empirical results indicate

that seven out of seven MTE scale dimensions impact the memorability of tourists' experiences.

The Pondicherry Government and destination managers could use the results of the present study to develop evaluation criteria. They may understand how to develop their destination image rank against other destination places in India across memorable experiential factors and identify best management practices by asking visitors questions about other similar and competitors places. Since tourists have more information oriented when deciding on destination areas, this competitive information might be used to advertising efforts and promotional development.

PRACTICAL IMPLICATION

The findings and discussion in this study provide insights to destination managers and service providers. From a practical viewpoint, the three dimensions Novelty, Local culture and refreshment offer a collection of potential experiential arenas that tourism providers can incorporate into their products so that tourists will have more opportunities and avenues to recall MTE, while service providers may gain through repeat business.

The destination managers should understand that hedonism, local culture, refreshment and knowledge are core components of MTE and Meaningfulness, Novelty and Involvement as tourism experiential factors. By classifying MTE into core components and experiential factors, equal importance and strategies can be developed. As in this study hedonism had weaker impact and less path value, destination managers and service providers develop pleasurable and amusing programs as well as environmental cues. To develop the impact of meaningfulness, destination managers and service providers can develop programs in which tourists experience personal growth and self development. To increase the impact of knowledge, as Pondicherry as heritage tourism, destination managers utilize interpreters as well as interpretive opinions and signage in order to provide more detailed information about the destination areas in Pondicherry.

It is difficult to concentrate on satisfaction management every time tourists visit a destination, as well as the need to manage the tourism experience differently during revisits to generate MTEs. It is suggested that service providers and destination managers offer new, innovative and creative activities for fulfilling novelty seeking motives of tourists and their aspiration to learn new skills. Pondicherry Government and private business stakeholders focus on destination rejuvenation by developing new attractions or use natural resources to repeat tourists.

Particularly, it is important to consider that each tourist usually creates their own experience based on the experience and perceptions of reality (Kim et al., 2012) which might

influence tourism memorability. Thus, future studies should adapt or introduce new construct like safety and hygienic, Storytelling and Subjective wellbeing.

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