

Rethinking Emotions and Destination Experience: An Extended Model of Goal-Directed Behavior

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RETHINKING EMOTIONS AND DESTINATION EXPERIENCE: AN EXTENDED MODEL OF GOAL-DIRECTED BEHAVIOR

ABSTRACT

This research aims to extend the model of goal-directed behavior (EMGB), by deepening its emotional path and including new variables to predict tourist behavioral intention: hedonism, destination experience, and tourism innovativeness. Based on a final sample of 457 European tourist nationals, we tested the hypotheses using Partial Least Squares Structural Equations Modeling (PLS-SEM). The findings showed the significant influence of hedonism and tourism innovativeness on tourist desire. In addition, findings uncover the mediating role of hedonism on the emotional path. The findings also extend previous research by revealing that not all destination experience dimensions (sensory, affective, behavioral, and intellectual) equally influence tourist behavioral intention. Indeed, only sensory and intellectual destination experience dimensions were found to affect behavioral intention. The findings have important implications for tourism managers crafting destination experiences and contribute to tourism research by presenting a more comprehensive framework of goal-directed behavior applied to tourism.

Keywords: model of goal-directed behavior; hedonism; destination experience; tourism innovativeness; tourism research; amusement parks.

INTRODUCTION

Tourism is one of the largest industries in the world (Williams, 1998), it is an important sector for economic growth in many countries (Horng et al., 2012; Stylos et al., 2016). According to the World Tourism Organization (UNWTO, 2019), around 19% of the world's population traveled to different countries in 2018. For instance, Europe is responsible for half of global tourism, receiving 710 million international tourists a year which represents annual revenue of 514 billion euros (UNWTO, 2019). Due to the economic relevance of tourism, there is growing academic and practical interest in tourism attractions to generate tourist behavioral intention. However, despite its relevance, past research acknowledges the difficulty of anticipating tourist behavioral intention (Lee et al., 2012), suggesting the need for more insights to deepen its understanding and prediction capability.

To fill this gap, this research draws on the model of goal-directed behavior (MGB), considered one of the most appropriate for analyzing tourist behavioral intention (e.g., Han & Ryu, 2012; Meng & Choi, 2016; Song et al. 2014). One of the main characteristics of this model (Perugini & Bagozzi, 2001) is the emotional path (positive emotions → desire → behavioral intention), which we propose plays a key role in predicting tourist behavioral intention. Nevertheless, crucial elements related to tourist behavioral intention were disregarded from the original MGB model such as the emotional elements and important tourism-related variables (e.g., destination experience). Thus, the present study aims to extend the MGB model by deepening the emotional path

and by including new variables such as hedonism, destination experience, and tourism innovativeness.

First, previous research focused on specific tourism-related variables but did not explore their combined effect on tourist behavioral intention. For instance, Malone et al. (2014) explored the role of hedonism in improving tourism behavioral intention. Moreover, Pikkemaat and Schuckert (2007) focused on destination experience of tourist attractions as an important predictor of behavioral intention. Finally, Martin and Herrero's (2012) findings indicated that tourism innovativeness positively influenced behavioral intentions. By doing so, this research contributes to previous research by jointly analyzing the relative impact of hedonism, destination experience, and tourism innovativeness to predict tourist behavioral intention, expanding the original MGB model.

Second, the present study also contributes to the literature by deepening the emotional path of the MGB model. Past research has explored the antecedents of emotions from tourism experiences (Malone et al., 2014). We investigate enjoyment and emotional involvement as two new factors, beyond positive emotions, to influence tourists' desire and behavioral intentions.

Third, we explore the mediating role of hedonism between emotional elements (positive emotions, emotional involvement, level of enjoyment) and tourists' desire. The prior research analyzed hedonism in understanding consumers' behavioral intentions in different contexts, such as festivals (Grappi & Montanari, 2011; Gursoy et al., 2006), volunteer travels (Strzelecka et al., 2017) as well as adopting mobile services in hospitality (Rita et al., 2018) but

did not explore its mediating role. We contribute by analyzing the mediating role of hedonism on the emotional path of the MGB model: emotional elements → hedonism → desire → behavioral intention.

Finally, this research also discusses the practical implications for tourism managers on how to improve tourist behavioral intention. Tourism managers aim to understand the tourists' desires and intentions (Perugini & Bagozzi, 2001; Salazar et al., 2010) to be able to improve their offers. For instance, destination experience has been increasing its importance in the tourism literature and practice (e.g., Barnes et al., 2014; Ingram et al., 2017; Oliveira et al., 2019; Wearing & Foley, 2017). Forbes' (2019) Megatrends in Tourism suggests that experience is at the core of the sector's value proposition and can generate around \$4.2 trillion by 2028. Furthermore, Harvard Business Review (2015) suggests that innovation in tourism is the next crop of opportunities to expand the company's reach and economic value. Therefore, this research provides insights for managers on how to tackle tourist's hedonism, innovativeness, and specific destination experience dimensions (sensory, affective, behavioral, and intellectual) to improve tourist behavioral intention.

CONCEPTUAL MODEL AND RESEARCH HYPOTHESES

The model of goal-directed behavior (MGB), proposed by Perugini and Bagozzi (2001), incorporates desire and emotional components (such as positive emotions) to the previous theory of planned behavior (Ajzen, 1985). Extant research shows that the MGB model is more accurate in terms of

explanatory and predicting power compared to its predecessors (Poels & Dewitte, 2008; Taylor, 2007; Taylor et al., 2009), increasingly being applied to the tourism context to behavioral intention (e.g., Taylor, 2007). However, despite several studies using the MGB model in tourism (Choi & Park, 2017; Han & Ryu, 2012; Lee & Back, 2008), some findings suggest that the original MGB variables are not relevant in tourism contexts, such as the subjective norms (Park et al., 2017), the perceived behavioral control (Choi & Park, 2017), the negative emotions (Song et al., 2012), and the frequency of past behavior (Lee et al., 2012). Therefore, the MGB model can be revised to offer a better fit while considering the tourism context.

Thus, this research proposed an extended version of the MGB model, by deepening its emotional path and including relevant tourism-related variables such as hedonism (Babin et al., 1994), destination experience (Brakus et al., 2009), and tourism innovativeness (Goldsmith & Hofacker, 1991). These new variables were included in the MGB model because of its suggested predicting power in previous research on tourist behavioral intention (e.g., Pikkemaat & Schuckert, 2007). Next, we conceptualize and hypothesize the relationships to each of these variables, proposing an extended MGB model to predict tourist behavioral intention.

Hedonism

Hedonism is considered an important factor for consumers when evaluating a consumption experience (Babin et al., 1994). Hedonism is related to pleasure, enjoyment, entertainment, or relaxation which are elements closely associated with consumers when searching for travel (Hirschman & Holbrook,

1982). Hedonism has been largely explored in the tourism field through empirical studies such as theme parks (Bigné et al., 2005), restaurant services (Babin et al., 2005; Han et al., 2010), festivals (Grappi & Montanari, 2011), casino-hotels (Io, 2016), and volunteer travels (Strzelecka et al., 2017). Research shows that higher hedonic experiences increase tourist satisfaction, behavioral intention, and word of mouth (Gnoth, 1997; Zins, 2002).

According to tourism research, hedonism comprises three main constructs: positive emotions (Bigné et al., 2005; Io, 2016; Kwornik & Ross, 2007), emotional involvement (Huang et al., 2013), and enjoyment (Babin et al., 2005; Grappi & Montanari, 2011). Pearce (2009) showed that emotions play a crucial role in shaping tourist hedonic experiences. Furthermore, Grappi and Montanari (2011) suggested that positive emotions had a significant impact on hedonism in a festival. Hence, considering previous literature, we propose the following hypothesis:

H1₀: Positive emotions do not affect hedonism.

H1: Positive emotions have a positive effect on hedonism.

Ragheb (1996) supported the idea of enjoyment as the main component of the hedonic experience, while Babin et al. (1994) described enjoyment as an essential feature of hedonic value. Previous studies suggested that enjoyment is a benefit from emotional (Babin et al., 1994; Hirschman & Holbrook, 1982) and consumption experiences (Gilbert and Wilson, 2007), which in turn affects the measurement of hedonic value (Gilbert and Wilson, 2007). Various scholars explored enjoyment as a variable capable of enhancing hedonic experiences in

different contexts such as technology (Davis et al., 1992; Shen & Eder, 2009; Yi & Hwang, 2003) and retail (Childers et al., 2001). Likewise, since enjoyment has a positive influence on hedonic experience, consumers enhance their outputs like positive attitudes (Childers et al., 2001) and behavioral intentions (Guo & Barnes, 2011; Shen & Eder, 2009). Thus, according to previous literature, the present research proposes the following hypothesis:

H2o: Enjoyment does not affect hedonism.

H2: Enjoyment has a positive effect on hedonism.

Another element of hedonic experiences is emotional involvement (Holbrook, 1980). Zaichkowsky (1985) defined involvement as the perceived motivation of a person to an object based on the inherent values, needs, and interests. Consistently, Holsapple and Wu (2007) described emotional involvement as a term, which is used to express individuals' behavior involving their emotions in their acts. Britto and Alencar (2013) explored the role of emotional involvement in the adventure tourism context, suggesting that adventure tourists are highly emotionally involved (usually anxious) while carrying out hazardous activities. Furthermore, research showed that emotional involvement is one of the main aspects influencing the audience of a TV show to visit the film destinations, as it has a significant impact on consumer choices (Kim, 2011).

Additionally, Huang et al. (2013) suggested that emotional involvement is a key factor of influence on tourist behavioral intention. In line with previous studies, we hypothesize that:

H3₀: Emotional involvement does not affect hedonism.

H3: Emotional involvement has a positive effect on hedonism.

Travelers seek hedonic experiences when they consume tourism products to get pleasure, enjoyment, entertainment, or relaxation (Hirschman & Holbrook, 1982). Studies in the tourism field explored the effects of positive emotions and tourist behavioral intentions (Bigné et al., 2005) and the relationship between positive emotional experiences with satisfaction and the decision-making process (Han et al., 2010). Following the hedonism theories discussed above (Grappi & Montanari, 2011; Hosany & Gilbert 2009; Io, 2016; Malone et al. 2014), we postulate that hedonism would have a mediating role between emotional factors and desire. Thus, we propose the following hypothesis.

H4₀: Hedonism does not affect desire.

H4: Hedonism has a positive effect on desire.

Tourism Innovativeness

The origin of the innovativeness concept is assigned to Roger (1962) who is recognized as the founder of innovativeness (diffusion) theory (e.g., Ganglmair-Wooliscroft & Wooliscroft, 2016; Goldsmith & Hofacker, 1991). Innovativeness is described as an influencing element in behavior, in a way that the willingness to adopt a new service or product increases (Hirschman, 1980). Innovativeness has also been empirically related to tourism as a factor that supports travelers for information seeking, booking, and payment processes

(Flynn & Goldsmith, 1993; Goldsmith & Litvin, 1999; Kim et al., 2019; Li & Buhalis, 2006; Ozturk et al., 2016; Pereira et al., 2016).

During the last few decades, numerous scholars attempted to create a scale to measure innovativeness. According to Roehrich (2004), it is possible to divide it into two groups. The first one is “life innovativeness” (Hurt et al., 1977; Kirton, 1976), which mainly analyzes the interest on any novelty, and the other “adoptive innovativeness” (Goldsmith & Hofacker, 1991; Raju, 1980; Roehrich, 1994), which focuses on new product adoption. Goldsmith and Hofacker (1991) criticized the global (life) innovativeness for its low predictive power in specific products. Hence, these authors developed a new scale called “domain-specific innovativeness” (DSI), which can be used to predict the innovation within a narrow domain of interest.

Researchers supported these ideas by confirming the domain-specific innovativeness as a stronger predictor of innovativeness instead of its antecedents (Bartels & Reindeers, 2011; Hoffmann & Soyuz, 2010; Roerich, 2004). Along with that confirmation, many scholars have also employed domain-specific innovativeness in their studies. For example, in the context of information technologies, innovativeness was illustrated as a major moderator between salient perceptions (ease of use, usefulness) and usage intentions (Agarwal & Prasad, 1998). Noh et al. (2014) explored the attitudes and innovativeness of young consumers toward newly released products. Results suggested that innovative consumers with a high income have more desire to buy new cool products rather than old-fashioned consumers.

The domain-specific innovativeness (DSI) scale has also been empirically tested in the tourism context such as in information-seeking behavior

(Flynn & Goldsmith, 1993), online travel booking (Li & Buhalis, 2006), and usage of travel agencies (Goldsmith & Litvin, 1999). Furthermore, Couture et al. (2015) utilized DSI as “tourism-specific consumer innovativeness (TI)” in their research and revealed that it has a significant impact on tourist behavior. Research showed that tourism innovativeness and hotel bookings have a significant impact on tourists’ behavioral intentions (e.g., Ozturk et al., 2016; Slade et al., 2015; Thakur & Stratislava, 2014). Thus, in line with the previous literature, we used the scale of tourism innovativeness (Couture et al., 2015) and propose the following hypothesis.

H5₀: Tourism Innovativeness does not affect desire.

H5: Tourism Innovativeness has a positive effect on desire.

Destination Experience Dimensions

Schmitt et al. (2015) suggested that consumers do not only buy products but also buy experiences, which play a crucial role in their satisfaction and future behavioral intentions. For Brakus et al. (2009), the experience is a subjective and internal consumer response (sensation, feeling, and cognition).

The experience construct is composed of four dimensions: sensory, affective, behavioral, and intellectual. The sensory dimension is linked to aspects of the brand that generate experiences through the consumer’s five senses – smell, touch, taste, sight, and hearing (Brakus et al., 2009; Schmitt, 1999). The affective dimension relates to the moods and emotions evoked by a brand (Brakus et al., 2009; Schmitt, 1999). The intellectual dimension is a consequence of the cognitive associations with the brand (Brakus et al., 2009).

Finally, the behavioral dimension is associated with the physical experience of interacting with the brand (Brakus et al., 2009).

Experience has already been examined in different frameworks, such as products, services, places, retail as well as tourism destinations. For instance, Moreira et al. (2017) showed that sensory stimuli related experience and purchase intention. Khan and Rahman (2015) focused on analyzing affective relations (guest-to-guest relations) to enhance hotel experiences. Furthermore, the experience was studied for both place (Beckman et al., 2013) and destination experience (Barnes et al., 2014) employing the scale developed by Brakus et al. (2009). Both studies indicated that experience has a significant impact on behavioral intentions, especially the sensory experience being a key factor in shaping the tourist decision-making process. In line with previous studies, we formulate the following hypotheses:

H6o: Experience dimensions do not affect behavioral intention.

H6a: Sensory Experience has a positive effect on behavioral intention.

H6b: Affective Experience has a positive effect on behavioral intention.

H6c: Behavioral Experience has a positive effect on behavioral intention.

H6d: Intellectual Experience has a positive effect on behavioral intention.

Desire

Desire was considered as an omitted variable in the antecedents of the goal-directed behavior model (Bagozzi, 1992; Lee et al., 2012; Perugini & Bagozzi, 2001; Song et al., 2012). Research indicated that in case of having a

desire for a specific action, individuals are more motivated to perform the related behavior (Song et al., 2014). Perugini and Bagozzi (2001) demonstrated that desire is a critical variable that has the largest impact on behavioral intention and that the intention thoughts are not strongly formed without having a desire. Besides, the results of numerous studies also showed the importance of desire in exploring behavioral intentions (e.g., Choi & Park, 2017; Meng & Choi, 2016; Song et al., 2012). Specifically, research on tourism suggested that desire plays a significant role in the decision-making process of tourists (Lee et al., 2012; Song et al., 2014). Thus, we hypothesize as follows:

H7₀: Desire does not affect behavioral intention.

H7: Desire has a positive effect on behavioral intention.

Figure 1 presents the conceptual model and the proposed research hypotheses.

Insert Figure 1 about here

METHOD

This study employed quantitative research to analyze the extended model of goal-directed behavior (EMGB), including new variables, such as

hedonism, destination experience, and tourism innovativeness. As per previous tourism studies, an online survey of European tourists of different nationalities was conducted (Han et al., 2009; Lee et al., 2012). Since we aimed to explore the emotional experiences of tourists, the final sample was composed of only European nationals who visited an amusement park in the last ten years.

Respondents were approached using a convenience sampling method. The survey was disseminated via major social networking websites (e.g., Facebook, Messenger) and a pool of participants of a major European University. This initial sample was mostly composed of university students (32% undergraduates and 37% post-graduates). The second wave of data collection used a European online panel (Prolific Academic) to increase the external generalizability of results (beyond university students) and to increase sample size and nationality diversity. The data was collected using a university panel of respondents and an online panel sample. Important, there were no significant differences related to sample origin (university panel or online panel) impacting the results.

In total, 27 European nationalities were represented in the final dataset (e.g., Portugal, France, Italy, Germany, Poland, Netherlands, UK, Spain). Twenty-nine participants were excluded because our focus was exclusively on European nationals (not on EU residents). Thus, based on a final sample of 457 European tourist nationals, we tested the hypotheses using Partial Least Squares Structural Equations Modeling (PLS-SEM).

Research Context

Tourism is a compelling industry in which the economy of many countries relies upon becoming a major tourist destination (Page, 2003). The availability of tourist attractions is a key factor of a destination to have constant visitors. There are two main roles of tourist attractions in this industry: first, they encourage tourists to travel to a specific destination; second, they fulfill the expectations of visitors (Gunn, 1994). Of interest to this research, the amusement park industry goes back to 1583 when Bakken park opened in Copenhagen, Denmark, which is still in operation being “the oldest amusement park in the world” (Pearce, 1988). “*Amusement parks are extreme examples of capital intensive, highly developed, user-oriented, man-modified, recreational environments*” (Pearce, 1988, p.60). This new concept became famous very fast and attracted more visitors because of its service quality and appealing emotions and experiences.

Currently, amusement parks can be found almost all over the world and they are some of the leading attractions of the tourism industry (Formica & Olsen, 1998). According to Wylson and Wylson (1994), there are two purposes associated to an amusement park: the primary objective is to amuse and provide an extraordinary experience, which requires various attractions with unique motives; the second goal is to give a recreation experience, which requires having food and beverage, relaxation areas, natural and social environments. Milman (2008) stated that the diversity of attraction types and experiences plays a crucial role in the success of an amusement park.

Research in amusement parks can be considered a recent field. Most of the studies have been limited to Walt Disney’s company and from the

perspectives of American theme parks (e.g., Cornelis, 2010). Furthermore, past research mostly analyzed the opinion of visitors to an existing park. However, previous studies did not explore the factors that predict prospective tourist behavioral intentions. Hence, this study sheds more light on predicting the behavioral intention of tourists in the context of amusement parks by employing an extended version of the model of goal-directed behavior (EMGB), broadening its emotional path and including new variables (hedonism, destination experience, and tourism innovativeness).

Measures

The questionnaire was composed of three main sections. First, participants read the study description and answered to a filter question, in which respondents indicated if they visited an amusement park or not. As the aim of the study was to achieve tourist behavioral intentions towards an amusement park, the filter question was set up to assess the eligibility of the respondents. Participants that did not fit the research profile (who did not visit an amusement park at least once in their lifetime) or had incomplete responses were excluded from the analysis (PLS-SEM procedures).

The second section focused on measuring the variables enjoyment (4 items, Huang et al., 2013), positive emotions (7 items, Huang et al., 2013), emotional involvement (3 items, Huang et al., 2013), hedonism (4 items, Grappi and Montanari, 2011), destination experience (12 items, Barnes et al., 2014), tourism innovativeness (6 items, Couture et al., 2015), desire (4 items, Song et al., 2014), and behavioral intention (3 items, Song et al., 2014) in a seven-point

Likert scale (Donilcar, 2013), where “1” means strongly disagree and “7” stands for strongly agree. We considered behavioral intention because all participants in the final sample have had at least one previous visit to amusement parks, with about 72% visiting more than four times. Table 1 shows the items of each variable adapted to the tourism context and Table 5 presents all scales' reliability. Finally, the third section assessed the participants' socio-demographic characteristics.

The questionnaire was pre-tested to verify its understandability with 14 participants with similar backgrounds as the target study population. No modification was necessary as the questionnaire was considered clear and understandable by the participants.

Insert Table 1 about here

Data Analysis

Partial Least Square Structural Equation Modeling (PLS-SEM) was employed using the SmartPLS 3.0 software (Ringle et al., 2014). The PLS-SEM method is the most appropriate one for using both the reflective and formative constructs in the same research model (Hair et al., 2010). The study followed the procedure suggested by Henseler et al (2015), who indicated that assessment of the measurement model should be achieved by evaluating the

structural model. The following sections present the findings of the PLS-SEM model.

RESULTS

Sample characteristics

Table 2 shows the demographic characteristics of the respondents. The final sample (n = 457) had a higher proportion of females (59%) compared to males (41%). The most frequently reported age groups were between 22-25 (36%) and 26-35 (32%), while other groups were represented in smaller proportions. Our sample is consistent with most amusement park visitors that are between 22 and 55 years old (Editorial, 2006). Moreover, most of the respondents held an undergraduate (32%) or a postgraduate (37%) degree, since most of the sample was over 25 years. Concerning marital status, almost half of the sample reported that they were single (45%), following by respondents already in a relationship (34%), married (19%), and divorced/widowed (2%). The monthly income distribution in euros was 0-550 (30%), 551-950 (23%), 951-1,350 (22%), and above 1,350 (25%).

Insert Table 2 about here

The information on the sample's traveling habits is presented in Table 3. Respondents were traveling at least once (28%), twice (39%), or more than three times (24%) a year with a large percentage having a travel duration of one to two weeks (58%) or less than a week (32%). Respondents were also questioned regarding their amusement park visiting frequency, where most of them indicated that they had visited an amusement park 4 to 6 times (38%), while others had been 1 to 3 times (28%), 7 to 9 times (13%) or more than ten times (21%). Accordingly, their last visit to the amusement park was not also a long time ago, as 85% of participants had been to an amusement park less than five years ago. Moreover, the average budget that respondents were willing to spend in an amusement park was 107 euros per person.

Insert Table 3 about here

Measurement model

Reliability and validity measures were established from existing literature to confirm the validity of the used model. As the measurement model was developed based on reflective constructs, we evaluated the model by indicator reliability, internal consistency, convergent validity, and discriminant validity (Henseler et al., 2009).

First, the indicator reliability was measured by t-statistic results (obtained by bootstrapping with 5,000 iterations) and factor loadings. All indicator loadings were statically significant ($p < 0.01$). Henseler et al. (2009) illustrated that the factor loadings of each indicator should be higher than 0.70, while Hair et al. (2010) pointed out 0.5 as a minimum threshold. In this model, all factor loadings were above 0.70, except BE3, IE2, and PE5. As the values were above 0.40, the variables remained in the model for the examination with other measurement factors. Composite reliability (CR) was also assessed to achieve the complete results of internal consistency, with a minimum value of 0.80, with all the variables, except BE (0.783) being above the criteria determined by Henseler et al. (2009). All variables remained in the model since the loadings were within the acceptable threshold (above 0.50), statistically significant ($p < 0.01$) and the CR values were almost above the minimum threshold, along with the fact that there were no serious changes in the results by the exclusion of BE. Table 4, showing the results of t-statistics and factor loadings, and Table 5, presenting findings of CR suggest indicator and composite reliability.

Insert Table 4 about here

Second, the convergent validity was evaluated by average variance extracted (AVE). It was assumed that the values of AVE should be more than 0.50 for explaining at least half of the variance of the original indicators (Götz et al., 2010; Henseler et al., 2009). All the AVE values were above the minimum threshold of 0.50, as summarized in Table 5.

Insert Table 5 about here

Finally, the discriminant validity was assessed by three different criteria: Fornell-Larcker criterion (Fornell & Larcker, 1981), Cross-loadings (Hair et al., 2010) and the heterotrait-monotrait ratio (HTMT, Henseler et al., 2015). The first measure of discriminant validity was presented in Table 5 by calculating the square root of AVE and ensuring that the estimated values were greater than the correlations between variables (Fornell & Larcker, 1981). Another indicator was cross-loading assessment, which specifies that all the loadings should be larger than its cross-loadings (Hair et al., 2010). The results of this analysis reported an issue with BE3 and PE5 variables (Appendix 1), which were below their cross-loadings. Moreover, Henseler et al. (2015) developed a measure called heterotrait-monotrait ratio (HTMT) for discrimination of two factors of the model. The maximum threshold was defined as one (Henseler et al., 2016), which is also shown in Table 6. Eventually, the discriminant validity of the model was proved, based on the criteria as mentioned above from literature.

Insert Table 6 about here

Due to internal consistency and discriminant validity issues, the model was tested by eliminating the PE5 and BE3 indicators. As there was not any significant difference in the results, the proposed model included all the measurement indicators.

Structural model

As all the reliability and validity measures were achieved positively, it was possible to begin the structural model analysis. In this part of the research, the model was examined with three different criteria: multicollinearity checking (VIF; Hair et al., 2010), explained variation criteria (R^2 ; Chin, 1998), and significance of the path coefficients (t-statistics). The results indicated that there was not any multicollinearity issue as the values were below ten, ranging between 1.111 and 8.637 (Hair et al., 2010). Furthermore, the R^2 values of the dependent variables, hedonic value (0.679), desire (0.642) and behavioral intention (0.809) were also far above the minimum threshold (0.2) that was suggested by Chin (1998).

Finally, bootstrapping (5,000 iterations) was computed to achieve the degree of significance of path coefficients. All the direct effects were statistically significant in predicting Hedonism (HE) as follows: positive emotions ($\beta_{PE \rightarrow HE} =$

0.499, $p < 0.01$); enjoyment ($\beta_{EN \rightarrow HE} = 0.271$, $p < 0.01$); emotional involvement ($\beta_{EI \rightarrow HE} = 0.122$, $p < 0.01$), which support H1, H2, and H3. Moreover, findings indicated that hedonism ($\beta_{HE \rightarrow DE} = 0.534$, $p < 0.01$) and tourism innovativeness ($\beta_{TI \rightarrow DE} = 0.348$, $p < 0.01$) positively affected desire. Also, results showed that there was a significant positive relationship between desire and behavioral intention ($\beta_{DE \rightarrow IR} = 0.852$, $p < 0.01$), sensory experience and behavioral intention ($\beta_{SE \rightarrow IR} = 0.081$, $p < 0.01$) as well as intellectual experience and behavioral intention ($\beta_{IE \rightarrow IR} = 0.075$, $p < 0.01$). However, affective and behavioral experiences did not have a positive influence on behavioral intention. Thus, H4, H5, H6a, H6d, and H7 were also supported, while H6b and H6c were not. We elaborate on the implications of the insignificant impacts of affective and behavioral experiences for tourism in the discussion session.

Overall, the model explains 80.9% of the variation of behavioral intention and eight out of ten hypotheses were supported, and the corresponding null hypotheses rejected. An overview of the research model and achieved results are depicted in Figure 2.

Insert Figure 2 about here

Additionally, we also investigated the indirect and total effects of each variable in Table 7. Regarding the prediction of behavioral intention, desire was the most powerful factor with the largest total effect ($\beta_{DE \rightarrow IR} = 0.852$, $p < 0.01$), followed by hedonism ($\beta_{HE \rightarrow IR} = 0.455$, $p < 0.01$), tourism innovativeness ($\beta_{TI \rightarrow IR}$

= 0.296, $p < 0.01$), and positive emotions ($\beta_{PE \rightarrow IR} = 227$, $p < 0.01$). The same trend was also followed in the prediction of latent variable desire with slightly higher effects and indicating hedonism as the most powerful antecedent.

Insert Table 7 about here

DISCUSSION

The findings indicate that the new conceptual model has strong predictive power regarding tourists' desire and behavioral intentions. A key contribution of this research is extending the goal-directed behavior model (Perugini & Bagozzi, 2001) by including hedonism, destination experience, and tourism innovativeness constructs to account for a full understanding of tourist behavior. It is important to note that, in comparison with some previous studies that used extensions of MGB in tourism research (e.g., Meng & Choi, 2016; See et al., 2012), our results show significantly better predictive power over tourists' behavioral intentions.

Theoretical Implications

Theoretically, this research makes four important contributions to the tourism literature. First, results suggest that the proposed conceptual model has significant predictive power in explaining behavioral intention. This new extended model of goal-directed behavior (EMGB) incorporates hedonism, destination experience, and tourism innovativeness and explains 80.9% of tourist behavioral intention. These findings accomplish the primary goal of the study, in terms of extending the model of goal-directed behavior (MGB) for tourism studies.

Second, previous literature has already acknowledged the importance of hedonic experience on tourist behavior (Grappi & Montanari, 2011; Huang et al., 2013). This study advances this idea by conceptualizing three elements of hedonism, meaning enjoyment, positive emotions, and emotional involvement, in the context of amusement park visitors. Findings indicate that hedonism, in general, has a strong influence on tourists' desire. In addition to the past research on positive emotions (e.g., Grappi & Montanari, 2011; Perugini & Bagozzi, 2001), we show that hedonism plays a crucial role in mediating the emotional path in the decision-making process of tourists. We contend that this might be especially true in the context of amusement parks.

Third, another theoretical implication of this study is that results provide meaningful insights into the destination experience as a predictor of behavioral intention. In particular, this research contributes to destination experience literature reflecting on a specific type of tourism attraction (i.e., amusement parks) applying the concept of destination experience to a broader framework (MGB), rather than a specific brand, product or service (e.g., Brakus et al., 2009; Zarantonello & Schmitt, 2010). Although recent studies brought the

concept of destination experience to the tourism literature (Barnes et al., 2014), our results provide an improved framework to understand its effects on tourists' desire and behavioral intention, focusing on a specific type of entertainment service such as amusement parks. This study provides a more robust framework in analyzing destination experience by presenting a comparison of effects with other important tourism-related variables (emotional elements, hedonism, innovativeness). The findings also extend previous research by revealing that not all destination experience dimensions (sensory, affective, behavioral, and intellectual) equally influence tourist behavioral intention. Indeed, only sensory and intellectual destination experiences were found to affect behavioral intention. However, it is important to note that, conversely to previous research (e.g., Brakus et al., 2009; Zarantonello & Schmitt, 2010), affective and behavioral experiences do not affect tourists' behavioral intentions.

Finally, the fourth contribution of this study is that tourism innovativeness indeed exerts a significant influence on tourists' desire. Our findings extend the previous research (Couture et al., 2015) on the role of innovativeness as a predictor of tourist behavior. Since innovativeness was mostly examined in the studies of other areas than tourism, this research sheds light on the influence of innovativeness over the tourists' decision-making process. Findings suggest that highly innovative tourist attractions would have more desire when compared to non-innovative ones.

Managerial Implications

Besides its significant theoretical contributions, this study also reveals practical implications for tourism practitioners and destination experience managers. Findings first confirm that desire is the most important factor which induces tourists to decide about their future travel plans. Managers should focus on effective global advertisements or online social media to inspire the consumers' desire to visit experiential tourist attractions while traveling, especially in the context of amusement parks. Managing the customer experience and making it a hedonically valuable experience is another key factor in which managers should concentrate. They can take advantage of our research findings, considering the positive impact of hedonism on forming the desire to visit experiential tourist attractions, such as amusement parks. Specifically, positive emotions and hedonism should be considered as a focal point for attracting tourists to the proposed park or attraction. For example, marketers of experiential tourist attractions should include these positive emotions and sensorial factors of the park in their global advertising campaigns using emotional videos or posters. Most of the studies examining tourist behavior and satisfaction also suggest that it is important to shape experiences in a way that they will meet, or exceed, the emotional expectations of tourists (e.g., Bigne et al., 2005; Hosany & Gilbert, 2009).

The findings of this study also indicate that managers should carefully build the destination experience by considering the significance of sensorial and intellectual experiences. This effect can be achieved by including unique features and services that will change tourist preferences on visiting other entertainment facilities. Regarding brand building, Beckman et al. (2013) suggested designing elements in a way that will allow visitors to feel the five

senses from a destination: sight, sound, touch, smell, and taste. Managers should combine all the senses in the tourist attraction features and try to pursue this in their marketing campaigns.

Furthermore, managers should also design the experiential tourist attractions in a way that they will give an extraordinary experience with innovative attractions to stimulate tourists' desire and behavioral intentions. Innovativeness of a tourist should indeed be considered by tourism managers as an important factor in desire. Researchers also mentioned that highly innovative tourists would be more interested in experiencing new technologies. For instance, Jung et al. (2015) suggested that augmented reality recently became the main trend in the experiential tourist attractions industry and it should not be neglected while building or reshaping experiential tourist attractions. Furthermore, Ozturk et al. (2016) mentioned that the Marriot hotels chain created an application that allows users to visit different cities, get Marriot points and use them in the hotel of the same chain. It is assumed that this kind of gamification can also lead innovative consumers to visit experiential tourist attractions.

Limitations and Future Research

Although this research provides significant contributions to tourism management, particularly to the amusement park industry, some limitations should be addressed in future studies.

First, an important part of our sample was composed of undergraduate and post-graduate students; this factor being an important limitation of this study. Such a prominence of students and lower age range in our sample may have a direct impact on tourist desire and innovativeness for this specific tourist attraction. In this context, it would be particularly interesting to examine the model with different age groups and compare the opinions of each generation.

Second, the survey was administered through social networking websites (e.g., Facebook, Messenger), which might limit the type of participant related to interests, reducing the likelihood of obtaining a population representation. Although measures to increase external generalizability of results were taken, future research is needed to conduct a field survey with a broader audience (more balanced in terms of education and age) and the use of other types of data collection methods (beyond university students and online panels). Future research could also investigate the extended MGB model with a sample that represents different cultures across the globe, especially American and Asian tourists, as these continents are leading the growth of the amusement park industry.

Finally, the context of amusement parks could also be a limitation since it could have a direct impact on our research variables (e.g., innovativeness and desire). For instance, the experience and the emotions felt in an amusement park can have more impact on tourist desire (especially for young tourists) than visiting other attractions such as a museum or a historical site. Thus, future research should also explore our extended MGB model in other specific tourist attractions than amusement parks. This could be crucial to understand the non-significant impacts of affective and behavioral destination experiences better

since these effects could be specific to this type of tourist experience and might be relevant to other types of tourism.

CONCLUSION

This research extends previous findings uncovering an important underlying emotional path of the model of goal-directed behavior including new experience-related variables (hedonism, destination experience, tourism innovativeness). This study extends the model of goal-directed behavior (MGB) to contribute to the existing literature gap, offering a conceptual framework that sheds light on the impact of hedonism, destination experience, and tourism innovativeness on tourists' desire and behavioral intention. The research findings illustrated three main conclusions. First, hedonism, experience, and tourism innovativeness are important predictors of tourist behavioral intention. Second, findings support the mediating role of hedonism on the emotional path: emotions → hedonism → desire → behavioral intention. Finally, our findings have implications for tourism managers crafting destination experiences by providing emotional, experiential, and innovative tourist attractions and offers theoretical contributions for tourism research by presenting a new framework to predict behavioral intentions of tourists.

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APPENDICES

Appendix 1 – Cross Loadings table

Items	AE	BE	DE	EI	EN	HE	TI	IE	IR	PE	SE
AE1	0.79	0.40	0.33	0.40	0.41	0.37	0.29	0.28	0.30	0.43	0.46
AE2	0.77	0.40	0.46	0.30	0.38	0.48	0.30	0.23	0.41	0.39	0.53
AE3	0.81	0.39	0.39	0.35	0.28	0.36	0.36	0.34	0.35	0.33	0.41
BE1	0.41	0.86	0.51	0.46	0.52	0.52	0.43	0.28	0.41	0.59	0.48
BE2	0.47	0.86	0.33	0.44	0.40	0.40	0.35	0.16	0.27	0.42	0.46
BE3	0.26	0.58	0.19	0.13	0.23	0.23	0.10	0.01	0.14	0.20	0.30
DE1	0.49	0.43	0.94	0.51	0.54	0.66	0.62	0.34	0.86	0.57	0.53
DE2	0.47	0.40	0.95	0.50	0.50	0.58	0.61	0.38	0.85	0.53	0.48
DE3	0.45	0.37	0.93	0.48	0.47	0.58	0.63	0.35	0.85	0.51	0.42
DE4	0.39	0.47	0.75	0.47	0.46	0.63	0.53	0.25	0.56	0.52	0.43
EI1	0.39	0.42	0.44	0.84	0.46	0.46	0.41	0.22	0.39	0.49	0.43
EI2	0.40	0.40	0.49	0.92	0.47	0.48	0.48	0.36	0.45	0.53	0.47
EI3	0.40	0.44	0.52	0.92	0.49	0.51	0.45	0.37	0.48	0.53	0.45
EN1	0.43	0.49	0.54	0.49	0.93	0.68	0.48	0.33	0.46	0.77	0.57
EN2	0.36	0.45	0.44	0.44	0.91	0.57	0.40	0.27	0.35	0.70	0.51
EN3	0.44	0.43	0.54	0.54	0.85	0.60	0.47	0.33	0.44	0.70	0.51
EN4	0.40	0.47	0.46	0.46	0.93	0.68	0.41	0.28	0.40	0.78	0.55
HE1	0.43	0.48	0.61	0.46	0.70	0.86	0.52	0.27	0.49	0.74	0.53
HE2	0.38	0.33	0.61	0.47	0.50	0.80	0.53	0.28	0.53	0.50	0.40
HE3	0.42	0.43	0.45	0.42	0.52	0.83	0.46	0.20	0.45	0.61	0.40
HE4	0.49	0.49	0.59	0.49	0.62	0.89	0.56	0.34	0.54	0.72	0.57
TI1	0.46	0.45	0.69	0.54	0.54	0.66	0.82	0.36	0.63	0.60	0.51
TI2	0.31	0.33	0.54	0.38	0.38	0.48	0.86	0.32	0.55	0.46	0.35
TI3	0.34	0.34	0.54	0.35	0.40	0.50	0.89	0.26	0.51	0.45	0.34
TI4	0.33	0.32	0.49	0.30	0.35	0.50	0.71	0.21	0.40	0.44	0.31
TI5	0.25	0.27	0.51	0.42	0.37	0.43	0.84	0.26	0.51	0.39	0.25
TI6	0.23	0.26	0.46	0.44	0.32	0.41	0.81	0.27	0.48	0.37	0.20
IE1	0.23	0.08	0.19	0.30	0.21	0.18	0.23	0.76	0.22	0.24	0.17
IE2	0.22	0.08	0.15	0.11	0.11	0.12	0.08	0.67	0.18	0.10	0.09
IE3	0.34	0.27	0.42	0.36	0.37	0.37	0.40	0.86	0.43	0.38	0.35
BI1	0.39	0.36	0.80	0.48	0.46	0.58	0.57	0.32	0.89	0.52	0.46
BI2	0.45	0.35	0.85	0.47	0.43	0.55	0.60	0.38	0.96	0.48	0.47
BI3	0.41	0.31	0.79	0.43	0.38	0.52	0.59	0.40	0.94	0.45	0.42
PE1	0.38	0.48	0.48	0.44	0.73	0.65	0.47	0.24	0.39	0.80	0.54
PE2	0.33	0.35	0.49	0.47	0.69	0.59	0.47	0.28	0.43	0.80	0.46
PE3	0.41	0.42	0.45	0.45	0.67	0.58	0.37	0.27	0.39	0.82	0.52
PE4	0.38	0.47	0.48	0.48	0.74	0.68	0.45	0.25	0.41	0.86	0.52
PE5	0.40	0.38	0.42	0.46	0.48	0.46	0.48	0.41	0.43	0.63	0.37
PE6	0.35	0.47	0.43	0.41	0.58	0.61	0.41	0.23	0.34	0.77	0.46
PE7	0.45	0.45	0.53	0.50	0.61	0.65	0.47	0.30	0.52	0.82	0.56
SE1	0.53	0.41	0.39	0.41	0.43	0.44	0.31	0.26	0.41	0.47	0.85
SE2	0.49	0.51	0.47	0.53	0.58	0.54	0.42	0.32	0.43	0.63	0.89
SE3	0.47	0.43	0.44	0.32	0.47	0.47	0.29	0.16	0.39	0.46	0.78

Notes: AE – Affective Experience; BE – Behavioral Experience; DE – Desire; EI – Emotional Involvement; EN – Enjoyment; HE – Hedonism; TI – Tourism Innovativeness; IE – Intellectual Experience; BI – Behavioral Intention; PE – Positive Emotions; SE – Sensorial Experience

FIGURES AND TABLES

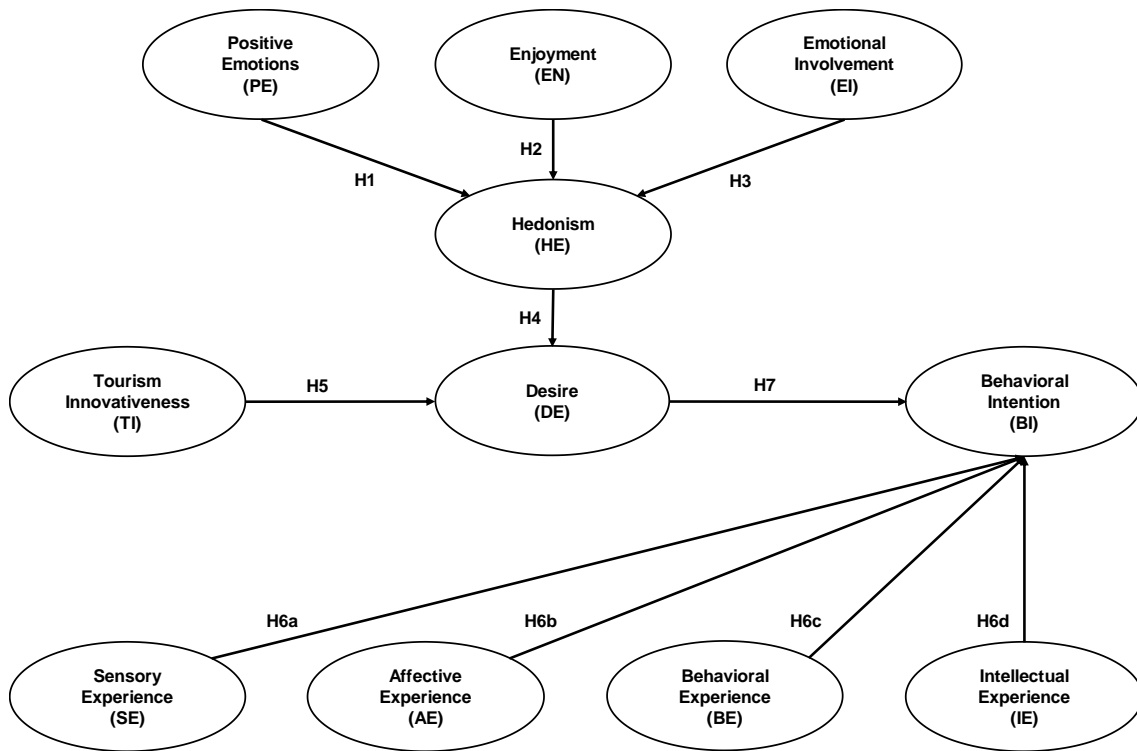


Figure 1: Conceptual model and research hypotheses

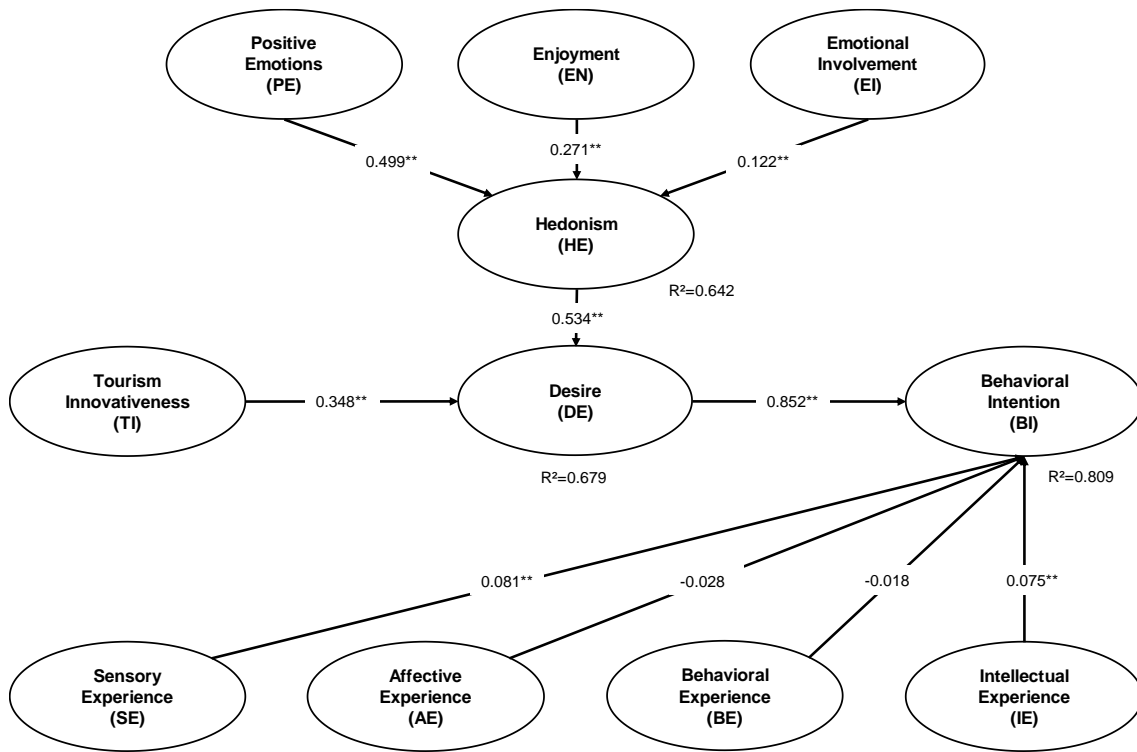


Figure 2: Structural model with path coefficients and *r*-squares (Note: * $p < 0.05$; ** $p < 0.01$)

Construct	Items	Questions	Reference
Enjoyment	EN1	I enjoy experiencing Amusement park very much	Huang et al. (2013)
	EN2	I think experiencing Amusement park is quite enjoyable	
	EN3	I would describe experiencing Amusement park as very interesting	
	EN4	Experience in Amusement park is fun	
Positive Emotions	PE1	Amusement	Huang et al. (2013)
	PE2	Interest	
	PE3	Contentment	
	PE4	Joy	
	PE5	Pride	
	PE6	Cheerfulness	
	PE7	Delight	
Emotional Involvement	EI1	When I visit an Amusement park, I feel carried off by the environment	Huang et al. (2013)
	EI2	When I visit an Amusement park, I feel as if I am part of the entire environment	
	EI3	When I visit an Amusement park, I feel deeply about the environment	
Hedonism	HE1	The experience in Amusement park is truly enjoyable	Grappi and Montanari (2011)
	HE2	I truly feel visiting Amusement park as an escape	
	HE3	I truly enjoy the Amusement park for its own sake	
	HE4	I truly feel delighted while visiting an Amusement park	
Experience			
Sensory Experience	SE1	Amusement parks make a strong impression on my senses, visually and in other ways	Barnes et al. (2014)
	SE2	I find Amusement parks interesting in a sensory way	
	SE3	An Amusement park does not appeal to my senses ®	
Affective Experience	AE1	An Amusement park induces feelings and sentiments	
	AE2	I do not have strong emotions for Amusement park ®	
	AE3	An Amusement park is an emotional area	
Behavioral Experience	BE1	I engage in physical activities and behaviors when I am in an Amusement park	
	BE2	An Amusement park gives me bodily experiences	
	BE3	An Amusement park is not activity oriented ®	
Intellectual Experience	IE1	I engage in a lot of thinking when I am in an Amusement park	
	IE2	An Amusement park does not make me think ®	
	IE3	An Amusement park stimulates my curiosity and problem solving	
Tourism Innovativeness	TI1	If I heard about a newly available attraction, I would be interested enough to experiment it	Couture et al. (2015)
	TI2	In general, I am among the first in my circle of friends to experiment a new attraction when it appears	
	TI3	I experiment more new attractions than my friends do.	
	TI4	In general, I am ready to experiment new attractions, even if I have not heard of it yet	
	TI5	In general, I am the first in my circle of friends to know the new attractions	
	TI6	I know more about new attractions than most people do	
Desire	DE1	I would like to visit an Amusement park while traveling	Song et al. (2014)
	DE2	I wish to visit an Amusement park while traveling	
	DE3	I hope to visit an Amusement park while traveling	
	DE4	I want to have an extraordinary experience when visiting an Amusement Park	
Behavioral intention	BI1	I am willing to visit an Amusement park when traveling	Song et al. (2014)
	BI2	I intend to visit an Amusement park when traveling	
	BI3	I plan to visit an Amusement park when traveling	

Table 1: Construct Items (Note: ® = reverse items.)

Gender	Frequency	Percentage	Age	Frequency	Percentage
Female	271	59%	18-21	63	14%
Male	186	41%	22-25	163	36%
			26-35	144	32%
			36-45	53	12%
			45+	29	6%
			N/A	5	1%
Education level	Frequency	Percentage	Monthly Income	Frequency	Percentage
High School	94	21%	0-550€	136	30%
Skilled/professional	48	11%	551€-950€	107	23%
Undergraduate	147	32%	951€-1350€	100	22%
Postgraduate	168	37%	1351€-2500€	79	17%
			>2500€	30	7%
			N/A	5	1%
Marital Status	Frequency	Percentage			
Single	206	45%			
Relationship	157	34%			
Married	85	19%			
Divorced/widowed	9	2%			

Table 2: Profile of Respondents

Number of trips	Frequency	Percentage	Number of visits	Frequency	Percentage
Less than once a year	40	9%	1-3 times	130	28%
Once a Year	130	28%	4-6 times	174	38%
Twice a Year	177	39%	7-9 times	59	13%
3+ times a Year	110	24%	10+ times	94	21%

Duration of trips	Frequency	Percentage	Last visit	Frequency	Percentage
Less than a Week	145	32%	Within last year	153	33%
One to Two Weeks	264	58%	1-3 years ago	164	36%
Two Weeks to a Month	46	10%	3-5 years ago	73	16%
More than a Month	2	0%	5-10 years ago	67	15%

Table 3: Travelling and amusement park visiting habits of respondents

Latent Variable	Indicator	Loadings	Mean	SD	t-statistics
Positive Emotions (PE)	PE1	0.839	0.838	0.024	35.425**
	PE2	0.826	0.825	0.021	38.458**
	PE3	0.835	0.834	0.021	39.445**
	PE4	0.883	0.883	0.014	62.018**
	PE5	0.648	0.647	0.028	23.504**
	PE6	0.822	0.821	0.023	35.608**
	PE7	0.845	0.844	0.017	48.304**
Enjoyment (EN)	EN1	0.949	0.949	0.006	155.189**
	EN2	0.931	0.931	0.014	67.297**
	EN3	0.869	0.868	0.017	51.386**
	EN4	0.939	0.938	0.008	115.654**
Emotional Involvement (EI)	EI1	0.807	0.806	0.027	29.902**
	EI2	0.908	0.908	0.010	86.614**
	EI3	0.920	0.920	0.008	115.752**
Hedonism (HE)	HE1	0.883	0.883	0.013	67.274**
	HE2	0.778	0.777	0.025	30.532**
	HE3	0.844	0.843	0.022	38.664**
	HE4	0.911	0.911	0.010	93.802**
Tourism Innovativeness (TI)	TI1	0.832	0.832	0.012	68.254**
	TI2	0.870	0.870	0.014	61.561**
	TI3	0.893	0.893	0.010	90.845**
	TI4	0.786	0.786	0.020	38.579**
	TI5	0.868	0.868	0.013	65.421**
	TI6	0.825	0.825	0.017	47.645**
Sensory Experience (SE)	SE1	0.804	0.802	0.037	21.654**
	SE2	0.893	0.893	0.012	77.198**
	SE3	0.761	0.761	0.034	22.089**
Affective Experience (AE)	AE1	0.778	0.776	0.033	23.25**
	AE2	0.821	0.821	0.026	32.056**
	AE3	0.751	0.749	0.038	19.792**
Behavioral Experience (BE)	BE1	0.931	0.930	0.013	72.316**
	BE2	0.824	0.818	0.038	21.881**
	BE3	0.405	0.403	0.094	4.301**
Intellectual Experience (IE)	IE1	0.771	0.765	0.044	17.693**
	IE2	0.643	0.635	0.071	9.077**
	IE3	0.862	0.863	0.034	25.707**
Desire (DE)	DE1	0.930	0.929	0.013	74.365**
	DE2	0.955	0.955	0.004	213.458**
	DE3	0.936	0.936	0.007	135.112**
	DE4	0.795	0.794	0.024	33.738**
Behavioral intention (BI)	BI1	0.890	0.890	0.013	66.293**
	BI2	0.960	0.960	0.004	214.006**
	BI3	0.934	0.934	0.007	130.255**

Table 4: Mean, standard deviation, loadings and t-statistics of measurement model (*Note:* **p<0.01)

Item	Mean	SD	AE	BE	DE	EI	EN	HE	TI	IE	BI	PE	SE
AE	4.853	1.524	0.784										
BE	5.334	1.344	0.453	0.755									
DE	4.929	1.767	0.495	0.472	0.906								
EI	4.709	1.558	0.431	0.435	0.535	0.880							
EN	5.761	1.288	0.496	0.540	0.656	0.527	0.922						
HE	5.075	1.487	0.525	0.569	0.755	0.554	0.771	0.855					
TI	3.711	1.612	0.427	0.416	0.688	0.484	0.580	0.636	0.847				
IE	3.929	1.923	0.310	0.205	0.328	0.374	0.289	0.276	0.346	0.764			
BI	4.567	1.811	0.451	0.430	0.894	0.502	0.582	0.688	0.656	0.360	0.929		
PE	5.338	1.463	0.496	0.553	0.667	0.581	0.874	0.807	0.595	0.328	0.620	0.817	
SE	5.529	1.302	0.519	0.533	0.502	0.440	0.593	0.600	0.383	0.220	0.501	0.602	0.821
CR	-	-	0.827	0.783	0.948	0.911	0.958	0.916	0.938	0.806	0.950	0.933	0.861
AVE	-	-	0.615	0.570	0.821	0.774	0.851	0.731	0.717	0.584	0.863	0.667	0.675

Table 5: Reliability and validity measures (CR, AVE, and Fornell-Larcker) of variables

Note: Diagonal values are the square root of the average variance extracted (AVE).

AE – Affective Experience; BE – Behavioral Experience; DE – Desire; EI – Emotional Involvement; EN – Enjoyment; HE – Hedonism; TI – Tourism Innovativeness; IE – Intellectual Experience; BI – Behavioral Intention; PE – Positive Emotions; SE – Sensorial Experience

Construct	AE	BE	DE	EI	EN	HE	TI	IE	BI	PE	SE
AE											
BE	0.648										
DE	0.609	0.509									
EI	0.563	0.498	0.602								
EN	0.606	0.596	0.706	0.589							
HE	0.655	0.657	0.840	0.637	0.837						
TI	0.517	0.440	0.734	0.538	0.608	0.693					
IE	0.423	0.270	0.360	0.426	0.299	0.295	0.391				
BI	0.554	0.460	0.964	0.563	0.624	0.765	0.706	0.407			
PE	0.620	0.606	0.727	0.661	0.936	0.883	0.641	0.357	0.678		
SE	0.708	0.758	0.598	0.537	0.696	0.722	0.437	0.257	0.596	0.705	

Table 6: Heterotrait-Monotrait Ratio (HTMT)

Note: AE – Affective Experience; BE – Behavioral Experience; DE – Desire; EI – Emotional Involvement; EN – Enjoyment; HE – Hedonism; TI – Tourism Innovativeness; IE – Intellectual Experience; BI – Behavioral Intention; PE – Positive Emotions; SE – Sensorial Experience

Variables	Direct Effects	Indirect Effects	Total Effects
Positive Emotions → Desire		0.267**	0.267**
Positive Emotions → Hedonism	0.499**		0.540**
Positive Emotions → Behavioral intention		0.227**	0.227**
Enjoyment → Desire		0.144**	0.144**
Enjoyment → Hedonism	0.271**		0.271**
Enjoyment → Behavioral intention		0.123**	0.123**
Emotional Involvement → Desire		0.065**	0.065**
Emotional Involvement → Hedonism	0.122**		0.122**
Emotional Involvement → Behavioral intention		0.055**	0.055**
Hedonism → Desire	0.534**		0.534**
Hedonism → Behavioral intention		0.455**	0.455**
Tourism Innovativeness → Desire	0.348**		0.348**
Tourism Innovativeness → Behavioral intention		0.296**	0.296**
Sensory Experience → Behavioral intention	0.081**		0.081**
Affective Experience → Behavioral intention	-0.028		-0.028
Behavioral Experience → Behavioral intention	-0.018		-0.018
Intellectual Experience → Behavioral intention	0.075**		0.075**
Desire → Behavioral intention	0.852**		0.852**

Table 7: Direct, Indirect, and Total effects of latent variables (Note: * $p < 0.05$; ** $p < 0.01$)