

The Impact of Evaluation and Recollection on Smoke-free Hotel Accommodation Experience

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Objectives: It is shown by studies prior that smoke-free hotel accommodation destinations should have the edge over their rivals via offering impressive and unforgettable value to consumers. There is an increasing number of customers who hope to enjoy experiential service when traveling. Studies are scant in investigating the extent to which the experiential value has an impact on positive behavioral intention in customers' cognitive appraisals. This paper, therefore, applied the cognitive appraisal theory (CAT) and script theory to explore the determining factors of customers' affective responses and the impact of these enticed affections on recollection and consequent behavior. Results of this research elucidate the influence exerted by the experiential value of "pleasure" on behavior. This paper also contributes to the practical implication, helping marketers through an explicit direction for triggering positive emotions of tourists.

Key words: smoke-free hotel accommodation; pleasure; hedonistic value; experiential value; cognitive appraisal theory (CAT); recollection
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INTRODUCTION

Smoke-free hotel accommodation is a kind of vacation taken at a smoke-free hotel.¹ At the time of the financial crisis from 2007 to 2008, smoke-free hotel accommodations, a type of domestic tourism, were popular in the United States and the United Kingdom. The growing number of smoke-free hotel accommodation booking websites (SMOKE-FREE HOTEL ACCOMMODATION Inc., 2020) and the number of people vacationing locally reflect the popularity of smoke-free hotel accommodations.

It is noted that fundamental utilitarian needs are not supplanted to expound the psychology and behavior of customers who choose to take smoke-

free hotel accommodation in an experience economy. With the rapid development of the experience economy, some scholar coined that it was necessary to create experiences via deploying and improving a firm's service instead of not a very authentic experiences around them. A plethora of studies have proposed that tourism marketing is more likely to be consolidated by significant tourist experiences.² Voluminous components should be included in tourism destinations to establish an all-around consumption experience, as well as a context-specific experience.²

A mass of studies on marketing has explored the impact of affection on consumer experiences.³ It is

very fundamental to understand a certain emotional response in that emotional response to one same consumption experience differs from one person to person.⁴ Grounded on cognitive appraisal theory (CAT), emotions are homogenous to mind caused by personal evaluation. Tourists are post-hoc more likely to interpret and respond dissimilarly to the same experience. Emotion processes are not so much attributed to characteristics of a specific place as ascribed to individual psychological evaluation or appraisal. CAT theory posits that cognitive evaluating stimuli give impetus to emotions such that marketers should evoke individuals' positive feelings (e.g. "pleasure" at the smoke-free hotel accommodation destination) through service encounters. Prosperous marketing strategies for tourism are dependent on the discerning uniqueness of tourists' experiences. However, empirical studies investigating the situations that elicit tourists' positive emotions have been largely absent, albeit with emotion's significant and dominant position in tourism.

Since tourists have become significant participants in value co-creation during a trip, they place high-level personal value on the tourism experience.² It is very important for a tourism destination to be comparable in offering experiential value to tourists. According to affective processing mechanisms, positive emotion then derived from such an experience is a strong catalyst for memory. If higher levels of positive emotion are generated, tourists are more likely to remember from the trips about which they will later have positive behavior. Memory is a tangled psychological process composed of a plethora of components. Exploring memory as a single construct is too general because recollection is arguably one of the most important components for building intense and lifelong memories in tourists' minds. However, CAT abovementioned merely scrutinize tourists' subjective evaluation and affective elicitation instead of the mnemonic values that emotions can realize. Script theory, the promising choice to cover this omission, elucidates recollection-related values and subsequent behaviors. The script refers to a perception structure of an affective experience kept in mind, by which future behavior, when triggered, can be directed. Therefore, the author in this paper examines recollection and illustrates the

consequent relationships between positive emotions and consumer behavior.

It is commonly seen in previous studies that developing and offering impressive consumption experiences are of importance; however, studies investigating smoke-free hotel accommodation experience and evaluating it as a form of perceived value are still scant. To fill this gap, the cognitive appraisal theory (CAT) and script theory are applied to explore the determining elements of customer affective responses, as well as to elucidate how emotions are evoked to influence memory when having smoke-free hotel accommodation. It is, in particular, suggested in this paper that experiential value elements are stimuli that are interpreted positively by tourists, leading to a "pleasure" emotion and in turn distinct subsequent behavior by the impact of recollection. The objectives of this research are threefold: (a) to evaluate the impacts of the experiential value of smoke-free hotel accommodation on cognitive appraisal; (b) to evaluate the impacts of cognitive appraisal on the emotional response of smoke-free hotel accommodation; (c) to assess the impact of emotional response of smoke-free hotel accommodation on memory by combining CAT and script theory; (d) to assess the relationships between recollection and revisit behavior related to a smoke-free hotel accommodation experience.

The stable increase in study on experiential consumption when travelling cannot reach a consensus about the experiential value elements attributing to positive behavior. It is essential to delve into cognitive appraisal to offer a full-fledged fathom of the tourism experience. The results of this paper would be conducive to the richness of the present multitude of previous studies on the implications of CAT as well as script theory by expounding the effects of experiential value on "pleasure," affection, and recollection. Particularly, CAT was applied to elucidate tourists' judgment of their travel experiences that elicit "pleasure". Being the initial phase of script theory, these affective responses take place as the result of appraisal theory.

CONCEPTUAL BACKGROUND AND THESESES DEVELOPMENT

Smoke-free Hotel Accommodation

It is defined that a smoke-free hotel

accommodation is “a short period of time, sometimes a vacation, for being homebound, or staying in the neighborhood by establishing the atmosphere of a conventional holiday-making.” He offered a comparable definition, expressing that a smoke-free hotel accommodation is a movement of staying at home instead of making a trip to another objective and exploring the neighborhood environment (p.481).

During a smoke-free hotel accommodation, travelers experience different assortments of changes to adapt themselves to a holiday-alike environment awash with leisure time and a rich variety of activities.⁵ A significant limitation to an upbeat smoke-free hotel accommodation was the awkward certainty that the working-class home was not actually an alluring objective as it stood. Distance is less of a concern and minimal for a smoke-free hotel accommodation, which only takes place at home or near home. Therefore, a smoke-free hotel accommodation can be seen as proximity tourism,⁶ which is akin to a day trip during which travelers can return home or spend the night in a hotel.

However, it is still abstruse to understand how smoke-free hotel accommodation destination can create experiential value during tourists’ stay and evoke their positive behavior. It is necessary for smoke-free hotel accommodation destination marketers to explicitly discern tourists’ preferences in terms of destination attributes, helping marketers have a great edge over their competitors. In order to gain tourists’ great attention and build an ongoing relationship, marketers should give top priority to creating experiential value by well-made strategies. Therefore, this study addresses the paucity of academic scrutiny by exploring what makes tourists prefer to have smoke-free hotel accommodation and how this partiality develops.

Cognitive Appraisal Theory

Since it is believed that emotions can be elicited by evaluating an encounter or event,² cognitive appraisal theory has subsequently been coined to judge how cognitive appraisal of a stimulus can trigger different affections. The term “appraisal” was first created by Arnold to elucidate how the tangled psychological response or emotion was elicited. A cadre of cognitive appraisal theorists

has postulated differentiated appraisal dimensions as CAT consists of a multitude of criteria to identify emotional states.² Response to the same stimulus may differ from person to person.³

CAT established a theoretical rationale for various situations in psychology, tourism contexts,⁷ and service literature.⁸ For example, mutual relationships among appraisals, affections, and gratification in service settings have been taken into research via a multidimensional framework. A previous study by Ma et al. also lent credence to the capability of CAT to expound the antecedents of affections in the theme park context. These studies illustrated that multiple paths to triggering delight and pleasure could be created by differentiated evaluations on appraisal dimensions. Goal relevance is related to the significance of a setting to an individual; goal congruence refers to the extent to which a situation is consistent with desire. This study place considerable emphasis on these above-mentioned appraisal dimensions giving impetus to eliciting the experiential value that is relevant in sequential behavior in a tourism context.

Script Theory

Script theory, a psychological theory first coined by Tomkins, illustrates that individuals’ behavior usually hinges on a so-called “scripts”, which means they are likely to behave in a identical ways as does a script. It has been applied to delve into consumer behavior. In the service delivery process, the sequence of behavior can be vindicated by a script, wielding influence in their future behaviors.⁹ According to cognitive information processing theories, the human brain stores effective experience as memory,⁸ leading to subsequent behavior when elicited. In this paper, script theory offers a framework to elucidate tourists’ decision-making for smoke-free hotel accommodation through memory. Positive experiences of tourists amid their trip are essential for the success of a destination.

The Effect of Experiential Value on Cognitive Appraisal

A fundamental change has been taken in understanding traditional value because it is too simplistic to explain numerous intangible and emotional factors. Therefore, it is very important

for tourism destinations and DMOs to understand and identify the underlining meaning of tourist experiences.

In consumer behavior research hitherto, studies investigating the relationship between consumption and consumer's perceived value are scant.¹¹ Also, the experiential dimensions of the tourism offerings are still widely underestimated. In order to cripple the position of value in tradition, DMOs must take a wide range of experiential elements into consideration.¹² As a result, in order to better elucidate the impacts of value on triggering emotion, this study used the model developed by Mathwick et al.,¹³ in which seven experiential value elements are included: efficiency, economic value, visual appeal, entertainment value, escapism, service excellence, and intrinsic enjoyment. Thus, the following hypotheses are proposed:

H_{1a}: A positive relationship exists between "experiential value" and the relevance of a smoke-free hotel accommodation site.

H_{1b}: A positive relationship exists between "experiential value" and the congruence of a smoke-free hotel accommodation site.

Appraisal Dimensions Relevant to "Pleasure"

The study of Hasan et al. provides extensive discussions on the experiential value, pointing out that the emphasis of the "symbolic, hedonic and esthetic nature of consumption" and pursuit of fantasies, five senses and pleasure" are pivotal (p.132). The pleasure was considered as a significant outcome in extant research. Scholars have been attracted by the experiential perspective of consumption triggering hedonic responses. Being an aspiring experience for consumers, pleasure is arguably related to hedonic consumption. They recognized and developed four domains of pleasure: social vigor, psychological zest, emotional spark, and flow. Tourists to travel experiences gives an opportunity to study emotions by adopting the fun-scale coined by Tasci and Ko.

During a visit, both aesthetic enjoyment and leisure activities elicit pleasure, the so-called hedonic experience.¹⁴ Extant studies have pointed out that an aspiring emotion can be developed for particular tourism destinations. Therefore, the onus is on tourism destination to create positive

emotions. Studies of emotional responses based on cognitive appraisal to tourism experiences have been largely absent; also, the production of positive emotions and the process of how tourists produce these emotions are always without great attention.¹⁵ A specific appraisal of benefits leads to positive emotions.¹⁶ Up till now, some unique, often acute emotion such as pleasure has been ignored by empirical attention. Being an outcome for the products and services consumption, pleasure belongs to positive emotions that tourists can experience when traveling. As mentioned above, this study hones in goal relevance and congruence, two appraisal dimensions that drive the "pleasure" emotion.

Goal relevance, a motivational relevance, refers to the needs-based relevance of the tourists' experiences. The greater of importance of one's goal elicits the strong emotional response (i.e., pleasure). In consideration of this context, the following hypotheses are proposed:

Hypothesis 2_a: There is a positive relationship between relevance of a smoke-free hotel accommodation site with social vigor (SV).

H_{2b}: A positive relationship exists between relevance of a smoke-free hotel accommodation site with psychological zest (PZ).

H_{2c}: A positive relationship exists between relevance of a smoke-free hotel accommodation site and emotional spark (ES).

H_{2d}: A positive relationship exists between relevance of a smoke-free hotel accommodation site with flow (FL).

Besides, being a motive consistency, goal congruence evaluates the level of an emotional reaction via identifying whether a specific experience has met the demand or not.¹⁷ It is congruent with tourists' goals when meeting their desires or needs in products and services consumption context.³ The following hypotheses are consequently proposed:

H_{3a}: A positive relationship exists between congruence of a smoke-free hotel accommodation site with SV.

H_{3b}: A positive relationship exists between congruence of a smoke-free hotel accommodation site with PZ.

H_{3c}: There is a positive relationship exists between congruence of a smoke-free hotel accommodation site with ES.

H_{3d}: A positive relationship exists between congruence of a smoke-free hotel accommodation site with FL.

Recollection

Memory is regarded as one's capability to conscious recollection of past events, behaviors, and experiences.¹⁸ Also, memory processes, categorizes and encodes information.¹⁹ The experience derived from significant events often elicits long-term effects on individuals' memories. Memory can be categorized into several types. For instance, Bower pointed out that there is short-term and long-term memory. It is suggested by Bettman that cognition memory and recall memory can be differentiated by the source information. Recollection, a recall of the tourism experience,²⁰ is pivotal for the tourism industry because creating unforgettable memories for tourists is a significant goal for tourism destinations. Recollection is a facet of an explicit and freewheeling autobiographical memory. Significantly, some unique and remarkable events highly tend to be kept in the sensory system of brain.

After some emotions developed, memory is kept in the brain (!!! INVALID CITATION !!!). Consumers' mental recollections can be ignited by an intensive positive emotion. In consumption context, such as a smoke-free hotel accommodation trip, positive emotions offer visitors memorable impressions, leaving strong memories in their minds. As such, extraordinary emotions are more likely to ignite visitors' mental recollection. Therefore, this study develops the following hypotheses:

H₄: A positive relationship exists between SV and recollection.

H₅: A positive relationship exists between PZ and recollection.

H₆: A positive relationship exists between ES and recollection.

H₇: A positive relationship exists between FL and recollection.

Revisit Intention

Revisit intention refers to visitor's willingness to go to the same destination where he or she has been previously.²¹ It is a psychological commitment to a destination. In the smoke-free

hotel accommodation setting, revisit intention refers to repeat visiting with regard to smoke-free hotel accommodation trips. Wirtz and Kruger suggested that tourists have a preference to revisiting a destination when having fun, expecting to have the same pleasant experiences again. It is examined by Manthiou et al. that the vivid memories attract more visitors' great attention and yield more future revisit behaviors. According to these aforementioned studies, the overriding objective of this part is to investigate the relationship between smoke-free hotel accommodation recollection and revisit intention. Thus, the following hypothesis is coined by the author:

H₈: A positive relationship exists between recollection and revisit intention.

STUDY METHODS

Measurement Instruments

The measurement items adapted in this paper stem from scales existing in the previous literature because of their demonstration of validity and reliability. Variables used in survey questionnaire included experienced value, cognitive appraisal theory, pleasure, recollection, and revisit intention.

In order to evaluate the visitors' travel experiences, experiential value is referent to scales developed by Mathwick et al.. CAT is composed of relevance and congruence. Finally, to assess recollection and revisit intention, items were derived from Rubin et al..²⁰ and. In consistence with previous studies, participants of the survey rate their level of agreement or disagreement with the statement for each construct on a 7-point scale (1=strongly disagree; 7= strongly agree).

Sampling and Demographic Characteristics

For the objectives of the study, this paper collected data via an online survey in Wenjuanxing (<https://www.wjx.cn/>), an online crowd-sourcing platform in China, asking them to respond to participate the survey. One filtering question was offered to screen out personnel inappropriate ("id you have smoke-free hotel accommodation in the past few months?"). From early August to the mid-September 2021 as the second wave of pandemic caused by Delta variants emerged, respondents online complete a questionnaire. A total of 473 from 623 questionnaires were finished and feasible

for data analysis, leading to a response rate of 75.92%. The demographic profile of the respondents is shown in Table 1.

Gender percentage was 55.61% for male and 44.30% for female, respectively. With regard to age, 71.04% of the respondents were aged between 31-40, which taking up a big percentage. As for

education background, 82.03% of the participants owned a college education with a Bachelor's degree. The majority of participants were employees, with a proportion reached 98.3%. There was 49.68% of the participants earning a monthly income between RMB 5000 to 7999.

Table 1
Demographic Profile

Items	Categories	Frequency	Percent (%)
Gender	Male	263	55.61
	Female	210	44.39
Age	below 18 years old	0	0.0
	18-25 years old	5	1.0
	26-30 years old	121	25.58
	31-40 years old	336	71.04
	41-50 years old	7	1.48
	51-60 years old	4	0.9
Education	High school and below	0	0.0
	Bachelor degree	388	82.03
	Specialist qualifications	39	8.25
	Postgraduate and above	46	9.72
Occupation	Student	4	0.85
	Worker	465	98.3
	Housewife	4	0.85
Income	Below 3500	8	1.69
	3501-4999	131	27.69
	5000-7999	235	49.68
	Above 8000	99	20.94
Total		473	100

RESULTS

The measurement model was composed of nine latent variables. CFA was then operated, producing favorable results (Table 2). As can be seen from Table 2, the standardized factor loading of each measurement index was more than 0.6, the composition reliability (CR) is more than 0.7, and the average variant extraction volume (AVE) was more than 0.5, indicating that each variable had good convergence validity.²² In this study, a more rigorous AVE method was used to evaluate the

differential validity. Each factor must be greater than the correlation coefficient of the pairwise variables, indicating the differential validity between factors. The AVE opens root number of each factor is greater than the standardized correlation coefficient outside the diagonal, so the variables in this study had differential validity, and the lower diagonal triangle was the correlation coefficient (see Table 3). Therefore, the measurement model possesses both reliability and validity.

Table 2
Scale Items and Validation

Constructs and Items	Factor loading	CR	AVE
Visual appeal			
The way this place displayed its offering was attractive.	0.767	0.843	0.642
This place was aesthetically appealing.	0.767		
I liked the way this place looked.	0.755		
Entertainment value			
I thought this place was very entertaining.	0.817	0.834	0.627
The enthusiasm of this place was catching; it picked me up.	0.794		
This place didn't just sell offerings; it entertained me.	0.793		
Escapism			
Having smoke-free hotel accommodation in this place "got me away from it all".	0.801	0.803	0.578
Having smoke-free hotel accommodation in this place made me feel like I was in another world.	0.781		
I got so involved at this place that when I was there, I forgot everything else.	0.725		
Efficiency			
Having smoke-free hotel accommodation in this place was an efficient way to manage my time.	0.784	0.861	0.609
Having smoke-free hotel accommodation in this place made my life easier.	0.767		
Having smoke-free hotel accommodation in this place fit my schedule.	0.758		
Having smoke-free hotel accommodation in this place was a good economic value.	0.749		
Service Excellence			
When I thought of this place, I thought of excellence.	0.833	0.855	0.667
I thought this place provided expert service.	0.806		
The service in this place was attentive.	0.77		
Intrinsic enjoyment			
I enjoyed having smoke-free hotel accommodation in this place for its own sake, not just for the offerings they have provided.	0.773	0.805	0.583
I had smoke-free hotel accommodation in this place for the pure enjoyment of it.	0.769		
I enjoyed having smoke-free hotel accommodation in this place for its intrinsic beauty.	0.755		
Relevance			
The place's reputation was important to me.	0.787	0.835	0.628
This place's image was important to me.	0.767		
This place's location was important to me.	0.822		
Congruence			
The place's reputation was well matched.	0.725	0.845	0.646
This place' image was well matched.	0.762		
This place's location was well placed.	0.839		
Social vigor			
This place provided me an opportunity to meet active people.	0.86	0.849	0.653
This place offered me surprising experiences.	0.779		
Experiencing this place made me feel energized.	0.782		
Psychological zest			
Having smoke-free hotel accommodation in this place made me happy.	0.708	0.852	0.593

Having smoke-free hotel accommodation in this place made me enjoyable.	0.729		
Having smoke-free hotel accommodation in this place gae me excitement.	0.839		
Having smoke-free hotel accommodation in this place provided pleasurable experiences.	0.796		
Emotion spark			
Having smoke-free hotel accommodation in this place provided emotional peaks.	0.87	0.869	0.689
Having smoke-free hotel accommodation in this place made me feel emotionally involved.	0.855		
Having smoke-free hotel accommodation in this place made me feel emotionally charged.	0.761		
Flow			
Having smoke-free hotel accommodation in this place made me forget about my daily routine.	0.854	0.878	0.647
Having smoke-free hotel accommodation in this place helped me forget about time.	0.78		
Having smoke-free hotel accommodation in this place helped me forget about my social status.	0.773		
Having smoke-free hotel accommodation in this place helped me forget about other places.	0.809		
Recollection			
When I remember this smoke-free hotel accommodation trip, I feel as though I am reliving the original experience.	0.803	0.826	0.613
I can actually remember this smoke-free hotel accommodation trip rather than just knowing that it happened.	0.805		
While remembering this smoke-free hotel accommodation trip, I feel that I travel back to the time it happened.	0.739		
Revisit intention			
I would consider revisiting this place as a smoke-free hotel accommodation destination.	0.813	0.848	0.65
If I were to remade a decision for a smoke-free hotel accommodation, I would like to revisit this place.	0.769		
I would like to have smoke-free hotel accommodation in this place in the future.	0.836		

Table 3
Descriptive Statistics and Inter-factor Correlations

	1	2	3	4	5	6	7	8	9
1 Experiential value	0.75								
2 Relevance	.336**	0.792							
3 Congruence	.420**	.349**	0.804						
4 Social vigor	.244**	.475**	.217**	0.808					
5 Psychological zest	.328**	.374**	.112*	.221**	0.77				
6 Emotion spark	.372**	.165**	.463**	.176**	.306**	0.83			
7 Flow	.180**	.208**	.411**	.164**	.098*	.320**	0.804		
8 Recollection	.288**	.352**	.413**	.460**	.208**	.475**	.399**	0.783	
9 Revisit intention	.271**	.308**	.319**	.279**	.284**	.330**	.388**	.570**	0.806

Structural Model and Hypothesis Testing

It is shown in Figure 1 that CMIN/DF was 1.48, less than 3, GFI, AGFI, NFI, TLI, IFI, CFI reaches 0.9 or more, RMR was 0.076, less than 0.08, and RMSEA was 0.032, less than 0.08. Each fitting index met the general research standards. Therefore, it can be considered that this model matches moderately.

According to Table 4, Experiential value had a significant positive effect on Relevance ($\beta=0.451$, $p<0.05$), H1a was supported; Experiential value had a significant positive effect on Congruence ($\beta=0.524$, $p<0.05$), thus supporting H1b. Relevance had a significant positive effect on Social vigor ($\beta=0.546$, $p<0.05$), H2a was supported; Congruence had no significant positive effect on Social vigor ($\beta=0.072$, $p>0.05$), thus not supporting H3a. Relevance had a significant positive effect on Psychological zest ($\beta=0.45$, $p<0.05$), H2b was supported; Congruence had no significant positive effect on Psychological zest

($\beta=0.01$, $p>0.05$), therefore not supporting H3b; Relevance did not have a significant positive effect on Emotion spark ($\beta=0.038$, $p>0.05$), H2c was not supported; Congruence had a significant positive effect on Emotion spark ($\beta=0.54$, $p<0.05$), H3c was supported; Relevance did not have a significant positive effect on Flow ($\beta=0.079$, $p>0.05$), H2d was not supported; Congruence had a significant positive effect on Flow ($\beta=0.46$, $p<0.05$), thus H3d was supported. Social vigor had a significant positive effect on Recollection ($\beta=0.419$, $p<0.05$), H4 was supported; Psychological zest and Recollection ($\beta=0.034$, $p>0.05$) did not have a significant positive effect, H5 was not supported; Emotion spark and Recollection ($\beta=0.382$, $p<0.05$) had a significant positive effect, thus supporting H6; Flow and Recollection ($\beta=0.294$, $p<0.05$) had a significant positive effect, H7 was supported; Recollection had a significant positive effect on Revisit intention ($\beta=0.685$, $p<0.05$), H8 was supported.

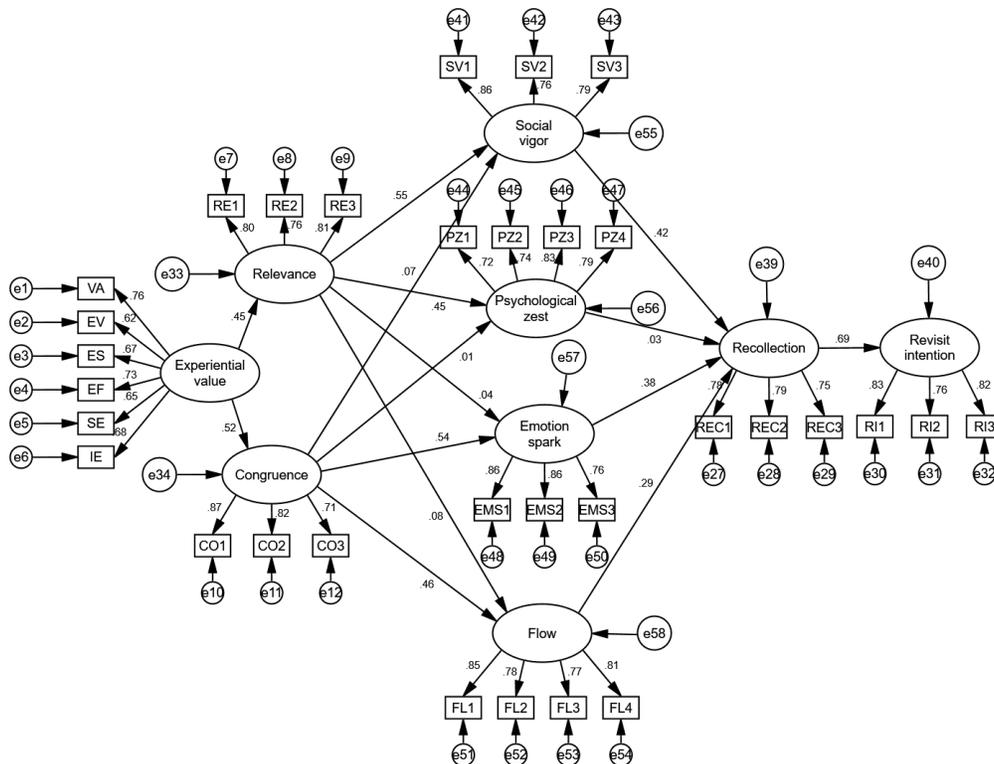


Figure 1 Conceptual Model

<p>Table 4</p> <p>Hypothesis Testing</p>
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Hypothesized paths (H1-H8)		Standardized estimates	Unstandardized estimates	S.E.	C.R.	P-value	Decision
H1a: Relevance	<--- Experiential value	0.451	0.761	0.094	8.129	***	Support
H1b: Congruence	<--- Experiential value	0.524	0.816	0.084	9.711	***	Support
H2a: Social vigor	<--- Relevance	0.546	0.581	0.059	9.92	***	Support
H3a: Social vigor	<--- Congruence	0.072	0.083	0.056	1.476	0.14	Not support
H2b: Psychological zest	<--- Relevance	0.45	0.401	0.052	7.736	***	Support
H3b: Psychological zest	<--- Congruence	0.01	0.01	0.049	0.198	0.843	Not support
H2c: Emotion spark	<--- Relevance	0.038	0.036	0.046	0.782	0.434	Not support
H3c: Emotion spark	<--- Congruence	0.54	0.556	0.054	10.299	***	Support
H2d: Flow	<--- Relevance	0.079	0.074	0.047	1.574	0.116	Not support
H3d: Flow	<--- Congruence	0.46	0.471	0.054	8.742	***	Support
H4: Recollection	<--- Social vigor	0.419	0.375	0.043	8.718	***	Support
H5: Recollection	<--- Psychological zest	0.034	0.036	0.046	0.774	0.439	Not support
H6: Recollection	<--- Emotion spark	0.382	0.383	0.047	8.241	***	Support
H7: Recollection	<--- Flow	0.294	0.297	0.045	6.536	***	Support
H8: Revisit intention	<--- Recollection	0.685	0.735	0.059	12.404	***	Support

*p<0.05; **p<0.01; ***p<0.001

DISCUSSION

This study synthesizes the cognitive appraisal theory into script theory in smoke-free hotel accommodation setting. The findings revealed that these two theories are complementary and reinforced the theories related to cognitive appraisal and script theory.

Theoretical Implications

Based on CAT and script theory, this study developed a model connecting different variables. Pleasure is pertinent to hedonism which can be easily identified by marketers via a comprehensive understanding of various types of appraisal triggered by emotion.¹⁷ There was an empirical support in this study for a positive relationship between experiential value and both relevance (H_{1a}) and congruence (H_{1b}). Positive visiting experience gives impetus to the increase in the relevance of the travel destination. In general, the merits perception stemmed from individuals' visit exerts impact on how tourists evaluate their smoke-free hotel accommodation experience. This study has enriched the literature by understanding tourists

experience in smoke-free hotel accommodation, extending academic work of Mathwick et al.¹³ on experiential value as a motivation to evaluate on positive link between positive emotions and recollection.

Grounded in cognitive theory, positive or negative emotions can be triggered by judging the events cognitively.¹⁷ This theory suggests that an evaluation of events, situations, or experiences triggers emotion, then influencing behavior. Since hedonic experience is germane to individual judgement and context-based, tourists always value highly the experience of positive emotions.²³ The two constructs, congruence and relevance tested in this study, confirmed the impact on positive emotion exerted by goal congruence. The findings that congruence didn't influence social vigor (H_{3a}) and psychological zest (H_{3b}) is inconsistent with studies by Choi and Choi.⁷ Tourists are likely to evaluate their tourism experience congruent or incongruent based on the consistence of the situation with their expectations, thus leading to positive affections. In consistent with the S-O-R model, the study results support the mediation effect between experiential value

and pleasure. And according to script theory, the findings in this study confirm the mediating role of pleasure and recollection on revisit intention.

Practical Implications

DMOs marketers should get to know tourists' on-site experience and effective attractive attributes in tourism site. It is also suggested that more attention should be paid on educational and entertainment experience as well as the escapism and esthetics one to set up an experience for different kinds of segments. Besides, DMOs marketers should find a new way to perceive user-generated content because it can be leveraged to promote destination publicity.

Limits and Future Research

There are several limitations in this study. Firstly, this study used a convenience sample reflecting only a small population of tourists who visited the destinations. Future research, therefore, may use random sampling in selecting participants. Secondly, other ethnicities can also be included in the sampling population at other tourism locations such as Hong Kong and Macau.

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