

AZIPAGRAH DOREEN

**AN ASSESSMENT OF TOURISM CUSTOMERS' MEMORABLE
EXPERIENCE IN GHANA**

Masters in Management (Tourism)

Dissertation made under the supervision:

Professor Júlio da Costa Mendes



UNIVERSITY OF ALGARVE
FACULTY OF ECONOMICS

2021

Authorship and Copyright Declaration

AN ASSESSMENT OF TOURISM CUSTOMERS' MEMORABLE EXPERIENCE IN GHANA

Work Authorship Declaration

"I declare to be the author of this work, which is unique and unprecedented. Authors and works consulted are properly cited in the text and are included in the listing of references."

(DOREEN AZIPAGRAH)

.....

(Signature)

Copyright

© Copyright: (AZIPAGRAH DOREEN).

“The University of Algarve reserves the right, in accordance with the provisions of the Portuguese Copyright and Related Rights Code, to archive, reproduce and make public this work, regardless of means used, as well as to broadcast it through scientific repositories and allow its copy and distribution with merely educational or research purposes and non-commercial purposes, provided that credit is given to the respective author and Publisher.”

Dedications and Acknowledgements

I would like to thank the Almighty God for giving me the strength, knowledge and understanding to come this far.

Secondly, I would like to extend my profound gratitude to my family who have provided me with unconditional love and unwavering support throughout the process of writing this dissertation. Their support, patience and suggestions are the reason this research was made possible.

Thirdly, my sincerest appreciations to my supervisor Júlio da Costa Mendes for his time, patience, support and for believing in my work, and his constructive criticism and advice.

Again, I would also like to thank the academic team at the Universidad do Algarve, who gave me hours of intellectual stimulation and the groundworks to pursue lifelong goals through their classes, conversations and opinions.

To my friends in Faro and those back in Ghana, thank you for your daily optimism, translations and your support throughout the process.

Finally, I would like to also recognise the participants who assisted me in my research by allowing me to interview them. Without their personal insights, the findings of this study could not have happened.

RESUMO

Vários estudos acadêmicos têm-se focalizado nas experiências memoráveis no sector do turismo. Ao longo dos últimos anos, termos tais como experiência do cliente, experiência memorável e experiência turística, têm sido o tema de discussão na literatura de turismo, tornando-se o centro das atenções para a pesquisa e gestão do turismo atual. À medida que os estudos acadêmicos continuam a crescer em torno deste novo paradigma da relação entre o sucesso do turismo e as experiências memoráveis, mais contributos vão surgindo no sentido da compreensão das questões essenciais que transformam certas experiências em experiências fantásticas, espetaculares e, o que é mais importante, memoráveis.

Com base numa projeção futura, estima-se que o Gana, até ao ano de 2027, deverá receber cerca de 4, 3 milhões de turistas internacionais, o que significa a obtenção de receitas turísticas no valor de 8, 3 bilhões de dólares por ano. Neste sentido, é importante reflectir sobre o que poderá ajudar o país a atender e satisfazer melhor os seus turistas, garantindo que eles tenham uma experiência memorável e, assim, regressem ao destino turístico. Do ponto de vista dos negócios e do crescimento econômico, há a necessidade de a indústria do turismo de Gana fornecer uma experiência memorável ao cliente.

O objetivo geral do presente estudo foi avaliar a experiência de turismo memorável dos turistas no Gana. Para além deste, foram identificados dois objetivos específicos. O primeiro objetivo foi fornecer analisar as dimensões da experiência memorável dos clientes e o processo da criação de valor. O segundo objetivo do estudo foi examinar a influência das dimensões da experiência memorável dos clientes na memória e na lealdade dos turistas ao destino turístico.

Para dar início ao trabalho, foi desenvolvida uma revisão detalhada da literatura académica recentemente publicada em jornais científicos. Foram identificados e analisados os conceitos emergentes tais como experiência do cliente, experiência memorável, experiência turística e cocriação de valor.

Com base na natureza exploratória do estudo, foram considerados dois métodos de análise o que consubstancia uma abordagem de pesquisa mista, em virtude da utilização de métodos quantitativos e qualitativos. Uma amostra de 240 respondentes foi selecionada para o propósito deste estudo. Um total de 170 entrevistas foi usado num segundo momento de análise da

problemática. No processo de seleção dos respondentes para o estudo, foram utilizadas técnicas de amostragem probabilística e não probabilística. Especificamente, a amostragem aleatória simples, bem como a amostragem intencional e de conveniência foram adotadas.

A recolha inicial de dados para o estudo foi feita por meio de um questionário. Os questionários foram elaborados com base nos objetivos do estudo e na revisão da literatura. Os questionários foram enviados via e-mail e plataformas de WhatsApp com o consentimento dos participantes. A análise dos dados foi feita com a utilização do SPSS para os dados quantitativos e a análise de conteúdo para as entrevistas.

Os resultados das entrevistas enfatizaram e mostraram que as dimensões da experiência memorável dos clientes e da “criação de valor” na indústria do turismo incluíam hedonismo, refrescância, cultura local, significado, conhecimento, envolvimento e novidade. Sobre a influência das dimensões da experiência memorável dos clientes nas suas memórias e lealdade, os resultados evidenciaram que todas as sete dimensões influenciaram os clientes no que diz respeito às suas memórias e lealdade. O estudo mostrou que todos os inquiridos consideram que as sete dimensões podem ser adotadas na concepção de ferramentas promocionais para a indústria do turismo.

Por último foram reconhecidas as limitações do estudo e tecidas algumas recomendações sobre o que deve ser feito nesta matéria para benefício do turismo no Gana.

Palavras-chave: Experiência do cliente, experiência memorável, experiência turística, cocriação de valor.

ABSTRACT

Over the years, these terms; customer experience (CX), memorable experience (ME), tourism experience (TE), have been the topic for discussion in the tourism literature, making it the centre of attention for current tourism research and management. As academic studies continue to grow and in examining tourism as a function of memorable experiences (ME), more research is being conducted to uncover the essence of what exactly makes certain experiences fantastic, over the top, spectacular, and most importantly, memorable.

In recent times, some scholars have tried to explore the essence of memorable experience; however, the findings have not been comprehensively able to explore the process of experiencing research. The purpose of the study was to assess customers' memorable tourism experience in Ghana. The study was guided by two specific objectives.

The first objective was to provide insights into the dimension of customers' memorable experience and value creation. And the second objective of the study was to examine the influence of the dimensions of customers' memorable experience on their memories and loyalty. The researcher employed the mixed research approach where both the quantitative and the qualitative approaches were used.

A sample size of 240 respondents was selected for the purpose of this study. A total of 170 respondents was used in the end due to the current pandemic all over the world. In selecting the respondents for the study, the researcher used sampling techniques from both probability and non-probability sampling. Specifically, simple random sampling as well as purposive and convenience sampling were adopted.

The collection of data for the study was done through a questionnaire as the data collection tool. Questionnaires were designed based on study objectives, research questions and reviewed literature. Questionnaires were sent via emails and WhatsApp platforms with the consent of participants. The analysis of the data was done with the use of SPSS for the quantitative data whilst thematic data analysis was used for the qualitative data.

The results showed that the dimensions of customers' memorable experience and 'value creation' in tourism industry included hedonism, refreshment, local culture, meaningfulness,

knowledge, involvement, and novelty. On the influence of the dimensions of customers' memorable experience on their memories and loyalty, the results showed that all the seven dimensions had an influence on the customers with regards to their memories and loyalty. The researcher found that all the respondents were of the view that the seven dimensions could be adopted in designing promotional tools for the tourism industry.

The researcher then made some recommendations to help promote tourism in Ghana.

Keywords: Customer experience, memorable experience, tourism experience.

General Index

	Pages
RESUMO	iv
ABSTRACT	vi
CHAPTER 1. INTRODUCTION	1
1.1 Background	1
1.2 Problem Statement	4
1.3 Objectives of the Study	4
1.4 Planning and Structure of Study.....	5
1.5 Significance of the Study	5
1.6 Scope and Limitations of the Study	6
1.7 Structure of Study Report.....	7
CHAPTER 2. LITERATURE REVIEW	9
2.1 Introduction	9
2.2 The Concept of Experience	9
2.3 Customers' Experience	11
2.4 Value Co creation.....	13
2.5 The Concept of Tourism	14
2.6 Customers' Memorable Experience	15
2.7 Tourism and Memorable Experience	16
2.8 Dimensions of Customers' Memorable Tourism Experience	19
2.8.1 Hedonism.....	19
2.8.2 Refreshment.....	20
2.8.3 Local Culture	20
2.8.4 Meaningfulness.....	20
2.8.5 Knowledge.....	21
2.8.6 Involvement	21

2.8.7 Novelty	21
2.9 Influence of the Dimensions of Customers’ Memorable Tourism Experience on their Memories and Loyalty	22
2.10 Empirical Studies	23
2.11 Chapter Summary.....	25
CHAPTER 3. METHODOLOGY.....	27
3.1 Introduction	27
3.2 Research Design.....	27
3.3 Tourism in Ghana.....	28
3.4 Population and Sample Size Determination.....	31
3.5 Sampling Technique.....	31
3.6 Data and Data Source.....	33
3.7 Instrument of Data Collection	34
3.8 Data Analysis Technique	35
3.9 Ethical Considerations.....	36
CHAPTER 4. RESULTS AND DISCUSSION.....	37
4.1 Introduction	37
4.2 Demographic Features of the Respondents.....	37
4.3 Dimensions of Customers’ Memorable Experience and Value Creation in Ghana’s Tourism Industry.....	38
4.4 The Influence of the Dimensions of Customers’ Memorable Experience on their Memories and Loyalty.....	45
4.5 Determining how the Dimensions of Customers’ Memorable Experience Could Improve Ghana’s Tourism Industry.....	52
4.6 Ghana Tourism Authority’s Responses on how Tourism Promotional Techniques and Tools can be used to influence Customers’ Memorable Experience in Ghana’s Tourism Industry.....	59
4.7 Chapter Summary.....	61
CHAPTER 5. CONCLUSION.....	62

5.1 Introduction	62
5.2 Summary of Findings	62
5.2.1 Dimensions of Customers’ Memorable Experience and Value Creation.....	63
5.2.2 The Influence of the Dimensions of Customers’ Memorable Experience on their Loyalty.....	64
5.3 Conclusion.....	65
5.4 Limitations	66
5.5 Recommendation.....	63
BIBLIOGRAPHIES	68

CHAPTER ONE

INTRODUCTION

1.1 Background

The tourism customers' memorable experience concept was derived from the concept of customer experience which has become a strategic tool for several organizations in all manner of industries. Holbrook and Hirshman (1982), Pine and Gilmore (1999) and Schmitt (1999) were some of the initial proponents who academically addressed the concept of customer experience. These authors realized that organizations could market their products, services, and brands based on how customers sense, feel, think, act, and relate to an organization and its brand. In the same way, authors with interest in the tourism industry have embraced the customer experience concept and have extended it to the tourism industry because tourism destination managers are challenged by the need to design effective tourism experiences (Ritchie and Hudson, 2009).

In this regard, Larsen (2007) defined tourism customers' experience as the past personal travels- related activities which were strong enough to enter the long-term memory of tourists. Stamboulis and Skayannis (2003) on the other hand, define tourism customers' experience as those experiences emanating from interaction between destinations and the tourists' perception. Hence, a working definition for tourism customers' memorable experience, adapted for the current study is: 'the sense of unforgettable adventure and discovery that gives tourists a higher intention to revisit and to recommend to other tourists'.

The reason why tourism customers' memorable experience has attracted a lot of attention is that the global tourism industry is evolving continuously, and it has been transformed, particularly, in the way it is been advanced, promoted, and managed (Chandralal and Valenzuela, 2013). Therefore, it has attracted a lot of researchers who are interested in finding and explaining the factors that drives the industry.

In a study conducted by Song et al. (2014) found customers' memorable experience is one of the drivers of the global tourism industry because memorable experience creates an emotional bond with the place visited. Accordingly, Yadav and Krishnan (2017) recently found that customers' memorable tourism experiences are related to nostalgia intensity and vividness of

memory of stay at a tourism destination. According to Cheng and Lu (2013) customers' experiences, in this regard, encompass intrinsic pleasure, feelings of happiness and are overall positive experiences. Another study conducted by Sthapit (2013) investigated how nine dimensions of customers' memorable experience could influence tourists' decisions.

Consequently, the author concluded that tourism operators and travel planners can design, promote, market, and deliver programs that are novel and involve social interaction with local culture, in order to enhance the probability of delivering memorable experiences.

A couple of things are certain, though, from the above that the global tourism industry is been driven by rapidly changing customer expectations and that tourism operators and travel planners are trying to offer tourism products that have been integrated with tourism experiences in order to stay competitive. What is not yet certain, however, is as to whether the dimensions of customers' memorable experience (hedonism, novelty, local culture, refreshment, meaningfulness, involvement, knowledge, adverse feelings, and visitor's behavioural intention) as identified by Sthapit (2013) are the same for every tourism destination in the world, and also whether extensive research have been conducted in every geographical area of the world.

A scan through tourism literature in the world indicated that in 2014, the most visited continent in the world was Europe, receiving 51% of all international tourist arrivals. Yet Asia Pacific and Africa had the highest growth rates in visitors over from 2005 to 2014 (Daly and Gereffi, 2017). However, the United Nations World Tourism Organization (UNWTO) Tourism Highlights 2015 Edition captured that even though Africa's tourism remains largely untapped, it currently receives only a 3% of tourism income and a 5% market share in the global tourism arrivals.

Meanwhile, Africa is rich in natural resources and has the potential to further develop its cultural heritage to attract tourists, although the tourism industry is challenged by development challenges such as infrastructure and security (Signe and Johnson, 2018). Hence, the reason why Europe or any other continent in the world is receiving more tourists is probably because of advanced infrastructure and existing sophisticated security measures. Yet these factors conclude into customers' memorable experience. So, one would not be wrong to find out what is it that tourism operators and travel planners are doing differently in Europe or any other part of the

world than their counterparts in Africa. Are the dimensions of customers' memorable experience the same everywhere for the tourism industry or they differ based on geographical location?

In Ghana, the tourism industry was the 4th highest foreign exchange earner after Cocoa, Gold and Oil & Gas. The industry contributed 4.8% to GDP and employed 112,000 persons in 2015 (Ministry of Tourism, Arts and Culture, 2017) and hence it is very important to the economy of Ghana. For this and many other reasons, a considerable study have been conducted on the tourism industry, with most of them focusing on reforms needed in the industry; challenges been confronted by tourist operators in the industry; contributions of the industry to the Ghanaian economy; among others.

However, Ocran (2015) investigated marketing implications in building Ghana's destination image and found that tourists' cultural or societal orientations influence how they evaluate their experiences of destination attributes. The author concluded that tourists' resultant evaluations influence their feelings about the destination and ultimately determine their behavioural intentions towards the destination (Ocran, 2015). Ocran's work did not, however, show any relationship between marketing programs and customers' memorable experiences. Even government, through its numerous tourism policies and programs has failed to demonstrate how it could increase tourist arrivals in Ghana as captured in the Ministry of Tourism, Arts and Culture's Medium Term Expenditure Framework for 2017-2019.

Further, the Ministry of Tourism, Arts and Culture's Tourism Sector Development Project Report 2018, highlighted that one of the project's objective is to improve visitor experience to increase the number and expenditure of tourists on leisure activities. Yet nothing was mentioned in the report on marketing and promotion of tourism destinations to improve customers' memorable experience, but rather, construction, rehabilitation and refurbishment of old heritage buildings, construction and upgrading of access roads, among others.

The current study is not in anyway, downplaying the effort of government to improve the tourism industry but rather, want to establish how marketing and promotional tools could be used to improve tourists' experience. Hence a study that seeks to assess customers' memorable experience in Ghana's tourism industry is desirable.

1.2 Problem Statement

The economic growth and development of any country is incomplete without the contributions from the tourism industry. In Ghana, tourism is a major source of foreign exchange, employment and government revenues and the prospects for tourism growth in the country is enormous (Frimpong-Bonsu, 2015).

It is therefore not surprising that tourism driven economic growth has become the main consequence of public policy in recent times (Kisi, 2019). However, most of these tourism policies have focused entirely on the infrastructural development of tourist sites and destinations, rather than improving tourists' experiences. Yet, the first decision the tourists make is mostly on their tour destination before decisions on mode of transport and hotels, etc., are made.

This means that promotional techniques and tools aimed at influencing tourists' choice of tour destination must be conceived and selected with an objective of influencing customers' memorable experience positively. Nevertheless, tourism destination managers and planners are unable to design and implement effective memorable personal experiences that meet or exceed the expectations of customers (Ritchie and Hudson, 2009).

Hence, from business and economic growth perspective, there is the need for Ghana's tourism industry to provide a memorable customer experience. But from academic standpoint, there is limited research on how promotional techniques and tools could be used to influence customers' memorable experience in Ghana's tourism industry. Similarly, research information on the dimensions of customers' memorable experience is scanty since it is an emerging research interest with only a few academic studies available. Furthermore, literature on how tourism promotional techniques and tools can be used to influence customers' memorable experience in Ghana is insufficient and largely unexamined.

1.3 Objectives of the Study

The principal objective of this study is to assess how tourism promotional techniques and tools can be used to influence customers' memorable experience in Ghana's tourism industry. Specifically, the study will address the following objectives:

1. To provide insights into the dimensions of customers' memorable experience and 'value creation' in Ghana's tourism industry.
2. To examine the influence of the dimensions of customers' memorable experience on their memories and loyalty.

1.4 Planning and Structure of Study

The study would comprise five chapters. Chapter one would be devoted to the general introduction of the study, providing a background to the general research area. Moreover, the problem statement, research questions and objectives would be specified in this chapter. Chapter one will in addition highlight the significance of conducting the study, scope, and limitations of the study, as well as the organization of the study report.

Chapter two would mainly be concerned with literature review. It would capture the written contributions, discussions, findings in the research area, as well as summaries of existing theoretical and empirical literature on customers' memorable experience as it relates to promotional techniques in the tourism industry.

Chapter three would present the methodology to be applied to achieve the study's objective. The chapter would highlight areas such as the research design, approach, and setting; target population and sampling technique; sources of data, its collection, and analysis.

Chapter four would capture data presentation, analysis, and discussions. In this chapter, data collected would be analysed, discussed, and then the findings would be presented. The study's objectives would form the basis of data analysis and discussion. Also, suitable tables and graphs would be used for presentation and organizational purpose. Lastly, Chapter five would provide a summary, conclusion, recommendations, and issues raised for further research.

1.5 Significance of the Study

Tourism is one of the world's major economic sectors which are expanding rapidly. It thus has the potential of helping economies to grow through poverty reduction; and can, at the

same time, be used as an effective tool to conserve natural and cultural resources (Stange et al. 2010).

Numerous research works have established that marketing, advertising, and promotional activities play important roles and are necessary for the development of the tourism industry in any part of the world (Hasan, 2015; Salehi and Farahbakhsh, 2014). Similarly, Akkuş and Güllüce (2016) found that memorable tourism experiences have a significant and positive impact over all factors of destination competitiveness.

Based on the above assertions and research outcomes, a study that further seeks to how tourism promotional techniques and tools can be used to influence customers' memorable experience in Ghana's tourism industry is justified; and would be significant as follows:

- **Management of Tourist Operators:** The study will be useful to tourism destination managers and planners, as a framework for conceiving and implementing effective promotional techniques to attract tourists to their tour sites and destinations.
- **Policy Makers:** The study will serve as an input for policy formulation to regulate and supervise the tourism industry. Specifically, outcome of the study would provide insight to policy makers to enable them to create sustainable tourism policies and advise government of Ghana to make informed decisions regarding investments and taxation systems in the industry.
- **The General Public:** The report of the study will assist individuals and organizations who are interested in conducting related studies in the tourism industry.
- **Academia:** The report will serve as a base for researchers who want to conduct further studies in customer experience management, promotional and marketing management and in other fields of endeavors. The study is thus, expected to add up to the numerous literatures available in the marketing field as they relate to the tourism industry.

1.6 Scope and Limitations of the Study

The scope of this study will focus on customers' memorable experience, in addition to the practical issues concerning promotional techniques. The study is expected to cover two

business regions (i.e., Greater Accra and Eastern) of Ghana. Therefore, participants would be limited to selected tourists in the selected tourist destinations.

Preferably, there is the need to select many participants but since the pandemic on the part of the researcher and the world at large, the study would be limited to 240 participants for generalization purposes. Another difficulty anticipated in the current study would be in the area of collecting data from staff of tourist centers. This category of participants may be reluctant to answer the questionnaire due to tight schedule, travel restricts, as well lock down in Ghana, thereby affecting the response rate.

Also, the study would be limited by the questionnaire. This is because the questionnaire would be used as an instrument in collecting primary data and hence, there is no guarantee that all fields would be answered completely and honestly. Thus, responses may not truly reflect tourists' memorable experiences in Ghana's tourism industry

1.7 Structure of Study Report

The study would comprise five chapters. Chapter one would be devoted to the general introduction of the study, providing a background to the general research area. Moreover, the problem statement, research questions and objectives would be specified in this chapter. Chapter one will in addition highlight the significance of conducting the study, scope, and limitations of the study, as well as the organization of the study report.

Chapter two would mainly be concerned with literature review. It would capture the written contributions, discussions, findings in the research area, as well as summaries of existing theoretical and empirical literature on customers' memorable experience as it relates to promotional techniques in the tourism industry.

Chapter three would present the methodology to be applied to achieve the study's objective. The chapter would highlight areas such as the research design, approach, and setting; target population and sampling technique; sources of data, its collection, and analysis.

Chapter four would capture data presentation, analysis, and discussions. In this chapter, data collected would be analysed, discussed, and then the findings would be presented. The study's objectives would form the basis of data analysis and discussion. Also, suitable tables and graphs would be used for presentation and organizational purpose. Lastly, Chapter five would provide a summary, conclusion, recommendations, and issues raised for further research.

CHAPTER TWO

LITERATURE REVIEW

2.1 Introduction

This chapter presents a review of background literatures it contains a critical look at the previous studies that have been conducted on tourism and customers' memorable experience. The purpose of this literature review was to provide a background of the research problem and variables being studied.

The chapter threw more light on previous work done in the research problem area, and gaps in knowledge and consequently the relevance of this research. The literature review is composed of two parts. The first focused on theoretical literature.

Under the theoretical literature it talks about the various previous research that have been conducted by others and have a bearing on this current study. In other words, it will be based on the thematic areas such as the concept of tourism and customers' memorable experience, the dimensions of the customers' memorable experience and value creation.

The second part which is the Empirical Literature of the studies, will also be featured in this chapter.

2.2 The Concept of Experience

Since customer experience was introduced, it has become a focal point for current tourism research and management. Academic studies on the other hand are increasingly examining tourism as a function of memorable experiences. More research must be done to uncover the essence of what exactly makes certain experiences special, spectacular, and fittingly, memorable.

One of the main proponents who tried to conceptualize experience was John Dewey. Dewey's postulations about experience were extensively reviewed by Hohr (2012). Dewey made an attempt to differentiate the concept of experience and he did so by looking at primary and secondary experience. There was also a distinction between ordinary experience and complete or aesthetic experience. However, Hohr (2012) argued that Dewey failed to make a systematic

elaboration on the distinctions and as a result, came out with what he termed as feelings, enlivening (a neologism) and conceiving.

Hohr (2012) explained that, feeling is the basic mode of experience where emotion, action, communication, and cognition constitute an original entity. On the other hand, the neologism, thus enliven or the aesthetic experience constitutes the life world which is person-in-world experience (Hohr, 2012). The enlivening paves way for the person in question to contemplate and make choice due to the distance between action, emotion, and cognition.

Lastly, conceiving according to Hohr (2012) is isolating and abstracting the understanding with a much more distance between action, emotion, and cognition.

In its general sense, experience can be referred to as the process by which the world around organisms is perceived by them. This usually comes together with awareness on the part of the person undergoing the experience. According to Chalmers (1997) as indicated in Hohr (2012) the level of awareness is usually associated with the states of experience and in that case, whatever is represented in awareness is also reflected in the structure of experience.

In this regard, the different meanings of the word ‘experience must be made clear as experience may also sometimes refer to one’s level of competence or expertise, either confined in general or to a particular field. Experience in this line of discussion or experience relating to this study is in line with sensation or perception or observation. Any knowledge that is gained from experience is known as empirical knowledge or “a posteriori”. From this, we can talk about propositional knowledge which is getting to know something is true based on sensory experience.

Additionally, procedural knowledge can be discussed, and this also relates to learning to perform a specific task based on sensory experience. The last sort of knowledge is knowledge by acquaintance, and this is also about being familiar with places, objects, or people by being directly exposed to them.

Experiences developed by people from certain places, people or even objects can be either positive or negative. When the experience is a memory one which the individual relishes all the time, it gives the person inner joy. On the other hand, when the experience was a bad one, the individual tries as much as possible to forget.

2.3 Customers' Experience

Since Customer Experience was introduced by Hirschman and Holbrook (1982) it has industrialized into significant consumer behaviour and marketing phenomenon. There have however, been debate surrounding the conceptualization of Customer Experience. Based on this, Lemon and Verhoef (2016) have defined Customer Experience as “a multidimensional construct focusing on a customer’s cognitive, emotional, behavioural, sensorial, and social responses to a firm’s offerings during the customer’s entire purchase journey.”

Furthermore, Homburg et al. (2015) saw Customer Experience as a customer’s “sensorial, affective, cognitive, relational, and behavioural responses to a brand through a journey of touch-points along pre-purchase, purchase, and post-purchase stages.” Conversely, Brakus et al. (2009) have also defined Customer Experience as “subjective, internal consumer responses evoked by brand-related stimuli that are part of a brand’s design, identity, packaging, communications, and environments.”

Over the years, many authors can agree on the nature of Customer Experience as a customer’s highly subjective response to the brand or offering related stimulation of customers’ senses (Homburg et al. 2015; Schmitt 1999), regardless of the difference in definition. Customer Experience can be said to therefore differ from motivational concepts (e.g., involvement/engagement), which presume a motivational state (Brakus et al. 2009).

Again, as pointed out by (Lemon and Verhoef 2016), Customer Experience covers the customer’s entire purchase journey where opposing sub experiences can transpire throughout individuals’ (e.g., pre, intra, and post-interaction) experience, thus further differentiating trans-interaction Customer Experience from intra-interaction Customer Experience (Hollebeek and Rather 2019; Rather 2018, 2020).

Furthermore, (Gentile et al. 2007) said, like Customer Experience is typically modelled multidimensionality. Whereas Homburg et al. (2015) suggest a five-dimensional Customer Experience model comprising sensorial, affective, cognitive, relational, and behavioural facets, Brakus et al. (2009) suggests a four-dimensional model containing, intellectual, affective, sensory, and behavioural experience.

Going by Verhoef et al. (2009) Customer Experience as a multidimensional construct comprising cognitive experience (THINK), sensory experience (SENSE), affective experience (FEEL), physical experience, behaviours, and lifestyles (ACT), and social-identity experience (RELAT; Tsaour et al. 2007 and Schmitt 1999) which have high tourism-based relevance (Song et al. 2015).

According to McCall (2015) business leaders believe customer experience is indispensable to the company's competitiveness. Marketing researchers and scholars have regarded customer experience as the fundamental foundation for marketing management (Lemon and Verhoef, 2016).

Customer experience is the internal and subjective responses of the customers in line with the company directly and indirectly (Meyer and Schwager, 2007). It is also defined as the interaction between an organization and a customer (Shaw, 2007). It is the stimulation which is done against the senses of the consumers by the company. In this way, the company can control the stimuli that have been given to the senses of the consumers.

Based on this, every company can have a control over the reaction of their consumers or customers according to the stimulation process (Andajani, 2015). The company can therefore work towards the achievement of the customer experience as it is expected by the customers. When it comes to the direct relationship, it occurs when the customers buy, use or receive services intended for customers.

On the part of indirect relationship, it may be in the form of unexpected interaction or relationship that the customers have with company's representatives, services, or brands (Andajani, 2015). In the same way, the indirect relationship may be as a result of positive recommendations or criticism, advertisement, news, reports and many other means (Andajani, 2015).

Based on some definitions that have been provided on customer experience, Kim et al. (2011) provided some conclusions, and they are as follows:

- Consumer experience with the company is natural and multi-dimensional.
- Consumer experience involves a person in varying physical and psychological levels.
- Consumer experience related to a brand is personal and individual.

The above are the conclusions put forth by Kim et al. (2015) on the definition of customer experience. Beside the above, there have been different scientific contributions which have come with different conceptualizations and interpretations with regards to customer experience. Different researchers have therefore also come out with some characteristics of the customer experience and some of these were sampled by Andajani (2015). For example, according to Caru and Cova (2003) there is usually a temporal dimension on customer experience which results from the interaction between the customer and the company. Another characteristic about customer experience is that it is very personal, unique, and also provides stimulation to sensory, rational, emotional and physical aspects and all these happen at different levels in order to establish a memorable experience (Schmitt, 1999).

Kim et al. (2011) developed the concept of customer experience measurement called the Consumer Experience Index. The Consumer Experience Index measurement is according to the service delivery system in general and it is not specific to any industry or a particular business sector. According to Lemke et al. (2011) the customer experience consists of three dimensions, and these are service encounter, usage encounter and communication encounter.

A number of researchers have dived into the tourism experience from different angles and stand points: Walls et al. (2011) discuss the multidimensionality of the tourism experience (Walls et al. 2011). Gnoth and Matteucci (2014) explained individual actual experiences, that is, what he/she perceives as the experiencing takes place because the focal activities of everyday-life are taking place, influencing mood, energy levels and sense of happiness. (Gnoth and Matteucci, 2014) also stated, the mode determines how these steps take place, and how mood and emotional orientations drive decision while Perception is selecting, organizing, and interpreting the stimuli perceived in the environment.

2.4 Value Co creation

Value co creation, as defined by (Hollebeek et al. 2019) is a customer's "perceived value arising from interactive, joint, collaborative or personalized activities for or with brand-related stakeholders" This was representation of an important determinant of tourism customer satisfaction and loyalty (Chathoth et al. 2016).

Co-creation has elevated tourism-based applicability based on its highly interactive nature, (Malone et al. 2018; Prebensen and Xie 2017). Just as customer experience, there are different definitions of co creation.

Prahalad and Ramaswamy (2004) defined cocreation as the “joint creation of value by the company and the customer, allowing the customer to co-construct the service experience to suit her or her context.” By difference, Vargo and Lusch (2016) also defined S-D logic–informed co creation as “the actions of multiple actors, often unaware of each other, that contribute to each other’s wellbeing.” The above definitions shared have a collaborating, value-creating nature of co creation.

Based on these examples, According to Ranjan and Read (2016) co creation is typically viewed multidimensional; they propose the following co-creation dimensions. First, customer-perceived value-in-use denotes the client’s experience while using an offering (Prebensen et al. 2015).

Second, co-production reveals the customer’s “shared inventiveness, co-design, or shared production” (e.g., by co-innovating new products/services, providing feedback)

2.5 The Concept of Tourism

The term tourism has to do with the activities of individuals who travel and stay in places that are outside their usual environment for a period that is not more than one consecutive year. This is done for the purpose of leisure, business and other reasons that are not related to the exercise of an activity remunerated from within the place visited. Furthermore, tourism can be seen as those organisations, firms and even facilities that purposely or incidentally provide facilities and services for tourists in order to cater for their needs from the time they plan their trip to the time they get back home. The industry is also known to be one of the vast industries in the world.

According to Holden (2008) it has been observed that when tourism is mentioned, it comprises of the activities of people who travel to and stay in places that are outside their usual environment, for not more than a year for the purpose of leisure, business, or any other purpose. Another assertion by Wall and Mathiesson (2006) was that tourism refers to the study of

individuals away from their usual and normal habitat of the establishment which responds to the requirement of travellers and of the impacts that they have on the economic, physical, and social wellbeing of their host.

The concept as explained above identifies the main facets in the tourism industry. These facets are therefore the tourists (those who travel outside of their place of abode), tourism industry (institutions that respond and take charge of the needs of all the travellers), impacts (environmental, economic, cultural, and social) as well as the community which hosts the tourism centres for the tourists to visit and enjoy. The communities where the tourist centres are located are usually termed as the host community.

Cook et al. (2006) stated the host community refers to the towns that welcome these visitors and offer them the desired services. The host communities also refer to the people who live in the area where the tourist attraction is located and are either directly or indirectly involved with or affected by the activities of tourism in the area_ (Smith, 2001).

The World Tourism Organisation grouped tourism into four types, and these were the domestic, inbound, outbound, and international tourism. With the inbound tourism, it refers to foreigners who travel into a given country. On the other side, outbound tourism refers to residents traveling to another country. For example, a Ghanaian traveling to Kenya for tourism purposes is an example of outbound tourism. Domestic tourism also refers to individuals of a particular country who travel within the same country. Lastly, the international tourism comprises both the inbound and outbound tourism.

According to Hayward (2000) the tourism phenomenon is the temporary and the short-term movement of people to places or destinations that are outside the places where they live and work as well as the activities they partake during such visits at these destinations.

2.6 Customers' Memorable Experience

The experience that customers have about a particular company leads to either a lasting good or sour relationship between the two parties. When the customers are offered a very good service, they tend to stick to the services of the company or even go to the extra mile of bringing

other people on board to also patronize these goods. However, when the services they are offered are nothing good to write home about, they cease patronizing the services or the goods.

Customers' memorable experience is the kind of experience that leaves the customer having a very good feeling or perception about the company. With regards to the tourism industry, Kim (2018) opined that the memorable experience of tourism customers is used to refer to the positive experience in tourism that are recollected and memorized after the tourism activity has finished. When the positive memorable experience of these tourism customers is collected and put together, they help in informing the decision of the company in creating a competitive advantage in the tourism industry.

The memorable customer experience existence in the tourism industry is of tremendous help to the organization. This helps to grow customer loyalty. The more customers are treated 'kingly' and 'queenly', they end up having an overall impression about the services they enjoyed. With this, they are more likely to be or remain with the organization rather than switching camps to other competitors.

Secondly, it breeds the concept of word-of-mouth marketing. This is where someone with a memorable experience with the organization would go about telling people about the kind of goods they have enjoyed. In one way or the other, these customers would become indirect brand ambassadors or advocates for the particular tourist centre. They can help bring in more new customers by leaving positive reviews online and even offline.

According to Kim et al. (2011) rendering a highly meaningful and memorable experience to customers is needed. A lot of scholars have researched and found that the formation of memorable customer experience is essential.

2.7 Tourism and Memorable Experience

Many have dived into the understanding of tourism experience. However, the quest towards understanding authentic experiences in tourism started with Boorstin (1964) who criticized the on-going loss of "real" travel due to the growth of mass tourism. MacCannell (1973) over the years, tourists were looking for authentic experiences that were in contrast with their daily lives. There were controversies surrounding the fact that tourists were still looking for

authenticity, but that they were not satisfied with events that were explicitly organized for tourists. Cohen (1979) was supportive of MacCannell's main position towards authentic experiences but argued that authenticity cannot be fixed. The desire for authentic experiences has become a normal in tourism and is in line with the current experience economy.

Tourism experiences are no longer based on objects or events, but on personal feelings that are influenced by activities. This new perspective shifted the study from object-related authenticity to authenticity as "a part of being" (Kim and Jamal, 2007). This economy represents an economy in which consumers are searching for authentic experiences (Pine and Gilmore, 1998). Pine and Gilmore over the years were inspired by the ideas of philosopher Immanuel Kant, who in the 18th century stated that authenticity is a subjective experience. Following the aesthetic experience, Pine and Gilmore identified five core elements that are important for the creation of authentic experiences: 1) theme the experience; 2) use positive cues; 3) eliminate negative communication; 4) mix in memorabilia; and 5) make use of all senses (Pine and Gilmore, 1998).

Customers' experiences are very personal; therefore, the consumer is involved with an event on an emotional, physical, mental and/or intellectual level. The moment a tourists feel that they have little or no effect on their experience, such as a tourist who admires the Grand Canyon from an edge, it is possible to talk about an aesthetic experience. Following the aesthetic experience, the link between authentic tourism experiences and memorabilia is not new, according to Tung and Ritchie (2011). Since that time, scholars have investigated the influences of tourism experiences with respect to cognitive, affective and psychomotor changes at the individual level". Kim et al. (2010) who developed a scale that measures these memorable tourism experiences (MTEs) in a context in which the quality of experiences that are provided to customers directly determines a business's ability to generate revenue (Pine and Gilmore, 1999). One's experience can be affected by a lot of things.

A tourism experience, however, is not only and always affected by tangible products and experienced services, but also to the degree in which a specific experience is unforgettable and thus, memorable. As demonstrated in earlier literature back in the 1970s (Hosany and Witham, 2009) as stated, Tourism is one of the pioneering examples of the experience economy.

The experience that customers have about a particular company leads to either a lasting good or sour relationship between the two parties. When the customers are offered a very good service, they tend to stick to the services of the company or even go to the extra mile of bringing other people on board to also patronize these goods. However, when the services they are offered are nothing good to write home about, they cease patronizing the services or the goods.

There is the need therefore to understand the meaning of customers' memorable experience. This is therefore the kind of experience that leaves the customer having a very good feeling or perception about the company. With regards to the tourism industry, Kim (2018) opined that the memorable experience of tourism customers is used to refer to the positive experience in tourism that are recollected and memorized after the tourism activity has finished. When the positive memorable experience of these tourism customers is collected and put together, they help in informing the decision of the company in creating a competitive advantage in the tourism industry.

The memorable customer experience existing at the tourism industry can be of tremendous help to the organization. In the first place, it helps to grow customer loyalty. The more customers are treated 'kingly' and 'queenly', they end up having an overall impression about the services they enjoyed. With this, they are more likely to be or remain with the organization rather than switching camps to other competitors.

Secondly, it breeds the concept of word-of-mouth marketing. This is where someone with a memorable experience with the organization would go about telling people about the kind of goods they have enjoyed. In one way or the other, these customers would become indirect brand ambassadors or advocates for the particular tourist centre. They can help bring in more new customers by leaving positive reviews online and even offline.

According to Kim et al. (2011) rendering a highly meaningful and memorable experience to customers is needed. A lot of scholars have researched and found that the formation of memorable customer experience is essential.

2.8 Dimensions of Customers' Memorable Tourism Experience

The initially conceptualization of memorable customers' experience framework and definition was; a meaningful experience that "is positively remembered and recalled after the event has occurred [that is] selectively constructed from tourism experiences based on the individual's assessment of the experience" Kim et al. (2012). The dimensions of the general tourism experience which facilitates visitor benefits and memories were discussed. In their suggestions, memorable tourism experience dimensions scale involve refreshment, hedonism, novelty, local culture, involvement, knowledge and meaningfulness Kim et al. (2012) and Tung (2017).

Kim and Ritchie (2014) In a cross-cultural study using Taiwanese tourists, it validated this scale by testing the predictive-validity of the memorable tourism experience scale to examine the impact of memorable tourism experience on behavioral intentions. Following that, Kim (2014) developed a ten (10) dimensional scale, which conceptualizes the destination attributes linked with memorable tourism experience in southern Taiwan. Tsai (2016) conducted a similar validation in the context of Taiwan's local food experiences to investigate the role of memorable tourism experience on place attachment, place identity and behavioral intention.

Tung and Ritchie (2011) acknowledged four vital components of memorable tourism experience (expectations, recollection, affect and consequentiality) while Tung and Ritchie (2011) identified five key memorable tourism experience components (family milestones, identity formation, freedom pursuits, nostalgia reenactment and relationship development). In addition, few quantitative studies have investigated the impact of tourist experience on memory (Oh *et al.*, 2007; Kim et al. 2010; Sthapit et al. 2019). The seven dimensions by Kim et al. (2012) and Tung (2017) have therefore been expatiated as follows:

2.8.1 Hedonism

Hedonism literally means pleasure-seeking. It is seen as one of the predominant dimensions of tourism and leisure activities. Tourists actually travel around to seek enjoyment at these tourist sites while on the tour. In explaining the essence of the memorable tourism experience, Otto and Ritchie (1996) mentioned that tourism products and services contribute to the consumption for the hedonistic purposes and also the positive emotions that come with the

joyful experiences. Hedonism is thus a crucial factor when it comes to the perceived value in tourism (Duman and Mattila, 2005). Moreover, Kim (2014) investigated that hedonism is a vital dimension of destination attributes of MTE.

2.8.2 Refreshment

Tourism is basically about the temporal reversal of everyday activities. It involves no work, no care and a no thrift situation (Cohen, 1979). To fulfil the psychological requirements of people, they seek solitude or even relaxation when they go on these tours. They do these to escape from the boredom of their daily lives.

There is an importance in escapism and refreshment when it comes to travel experiences. According to Leblanc (2003), tourists who attend special events and occasions considered relaxation and rest as the main motivation for embarking on the trip. When customers have the feeling of being refreshed, it enhances their memorable tourism experience.

2.8.3 Local Culture

Another motivational factor that influences the decision of customers to visit certain tourist sites is their intentions to understand the local culture of the tourist destination. In trying to understand the local culture of the tourist destination, the tourists interact with the people within the locality and by so doing; they experience the culture of the local people (Tung, 2017). Furthermore, when the customers learn about the host communities' way of life as well as their language, it enhances the customers' memorable tourism experience.

2.8.4 Meaningfulness

As part of the components or dimensions of memorable customer experience, the travellers tend to seek meaningful experiences in their travel such as physical, spiritual, or emotional fulfilment by means of tourism (Callanan and Thomas, 2005). People always seek exclusive as well as meaningful experiences in travelling so as to satisfy the needs they desire to achieve. In doing so, the travellers consider tourism as that means to attain personal growth and self-development (Kim and Ritchie, 2014). It has also been established that the memorable tourism experience has a lasting memory on the customers. Some of these memories become the greatest memories of the customers throughout their lifetime.

2.8.5 Knowledge

Tourism in one way or the other helps people to learn new things and develop new skills (Kim and Ritchie, 2014). According to Poria, et al. (2006) acquiring knowledge is known as a psychological factor to travel to locations with the historical, geographical, language and cultural importance. Intellectual development is a significant dimension of customers' memorable experiences in getting to know the importance of the customers' memorable experience. For this reason, gaining knowledge shows strong influence on the memory of the customers.

2.8.6 Involvement

People are more likely to get a memorable experience in tourism when they are allowed to be actively involved in a tourism activity (Kim et al. 2012). The customers of the tourist centres recall an experience that is closely related to their interests and by this means, they develop involvement in the tourism activities through active participation in the programs. This is to say that when customers or visitors get themselves absorbed in any leisure activity, they end up having a memorable experience. Pine and Gilmore (1998) suggest that once consumers find themselves immersed in an activity, they are more expected to have a memorable experience.

2.8.7 Novelty

Duman and Matilla (2005) were of the view that the quest of visitors in seeking novelty is considered a significant aspect of the tourism experience. Customers therefore remember or recall novel tourism experiences far better than any other experiences (Kim et al. 2012). There is an established strong causal relationship between novelty and human's memorable experience (Reder et al. 2002). The more the novelty the tourism activity becomes, the more likely it would leave a memorable experience on the part of the customers. Chandralal and Valenzuela (2015) verified that novelty, that resulted from experiencing something new such as culture, food and accommodation and encountering diverse travel experiences, is a vital factor of memorable tourism experience in an investigation.

The above are the seven dimensions of customers' memorable tourism experience. It is however worthy to note that the memorable experience of the customers can either be positive, negative, positive, or even both. Customers however tend to have an easy recollection of the positive experiences rather than the negative ones (Kim et al. 2012). The seven dimensions as

provided above influence the behavioural intention. A typical example is the hedonism which is seen to be one of the most integral factors in considering the customers satisfaction and their future choices with regards to the tourist destinations (Kim et al. 2012). From these dimensions, destination managers must find ways and means of channelling resources towards the fulfilment and betterment of the dimensions during the development of tourism programs. For an example, the managers can include in the programs such as giving the customers the ability to experience the local culture and language of the tourist destinations. All these would help in creating a lasting memory about the destination in the minds of the customers.

2.9 Influence of the Dimensions of Customers' Memorable Tourism Experience on their Memories and Loyalty

The seven dimensions of the customers' memorable tourism experience have an impact on the memories of the customers as well as their loyalty. When the visitors take cognizance of these dimensions or have them in mind, their indulgences are craved towards the tourist centre they like to visit. The interplay of these dimensions helps the customers to have favourable memories about the tourist centre. They also help the customers to develop a sense of loyalty for the destination. This way, they would do everything possible to drum news about the centre to their peers and other potential customers through the word of mouth.

The dimensions therefore represent the environment and the achievement of a particular performance of a tourism destination which in one way or the other contributes to visitors' memory and thereby leading to loyalty on the part of the customers (Kozak, 2001). When the tourists perceive a better memory or experience at a tourist centre, it will automatically or presumably lead to an increased word of mouth and by a larger extent, probable revisit intentions in the minds of the visitors. There has also been an established fact by empirical studies on tourism that the effect of positive memorable customers' tourism experience on their future destination choices is high. For example, a study by Wirtz et al. (2003) pinpointed that the experience from tourism were known to be the best predictors when it comes to decision making process for embarking on a similar trip in the near future. That is to say that the experiences that are taken from the previous trip will determine whether a similar visit would be done or not. When the memories are favourable, there is the likelihood of a revisit. However, when the

experience turns out to be an appalling one, it would cut ties between the customer and the tourist destination.

Another important thing to note is that an outdoor recreational program that went on at the tourist site when visitors visited could be directly associated with a similar future undertaking by these same visitors (Plummer, 2005). Other studies have also established that the customers' memorable tourism experience significantly influence future behavioural decisions such as a revisit, a re-practice and even a word of mouth to others so as to entice them to also patronize these centres (Tung and Ritchie, 2011). A positive word of mouth from the past visitors has also been documented to be one of the most effective and efficient means of promotion in order to bring on board new customers to the tourist destination (Pearce and Lee, 2005).

2.10 Empirical Studies

This has put together few studies that were conducted on customers' memorable tourism experience.

A study by Yu et al. (2019) claimed that memorable tourism experiences play a major role in creating the competitiveness and sustainability with respect to tourist destination. This was not done only for the business purpose but also for the environment. This usually caused the tourism managers a major headache in coming out, facilitating, and holding on to the memorable tourism experiences of the visitors. The study's objectives were in two parts. The first objective was to assess the visitors' memorable tourism experience in some forest recreation areas. The second objective was also to examine the effects of the memorable tourism experiences of the customers on word of mouth and the customers' revisiting intentions.

The key memorable experiences identified by the researchers were found among the visitors or customers in Taiwan (R.O.C.), Xitou Nature Education Area (XNEA). The researchers examined the relevant association among the memorable tourism experiences and the behavioural intentions of the customers. The findings from the study showed that both refreshment and experiences involvement got the highest scores from the respondents of the study. On the other hand, local culture had the lowest scores. The results further showed that local culture, refreshment, and involvement had a positive influence on the word-of-mouth

intentions of the customers. In addition, hedonism, involvement, and local culture had a significant positive influence on the revisit intentions of the customers. Their studies' results underline the fact that there is importance with the memorable tourism experience within the forest recreation centres and this has the tendency of encouraging more and more word of mouth plus the revisit intentions of the customers.

Another study was conducted by Thoo et al. (2019) on understanding the role of the memorable tourism experiences in loyalty at Giant Panda Conservation Centre, Zoo Negara Malaysia. They stated that memorable tourism experience was an important factor when dealing with tourism destination so as to compete in the rapid growing marketplace.

The researchers further opined that the experience of the customers from their visit is of prime importance for the service providers. Their study also corroborated and confirmed previous findings on the notion that positive memorable tourism experience had the ability to develop future customers' behavioural intentions towards a revisit to the destination. The study examined whether the customers' memorable tourism experience had any effect on the visitors' loyalty at the zoo or not. The quantitative method was adopted by the researchers on a sample of 217 visitors with a multiple regression analysis. The results revealed that the customers' memorable experiences had a significant relationship on the customers or visitors' loyalty. It was therefore recommended that the management of the zoo should increase the positive visitors' memorable experience in order to increase the number of the loyal visitors who may visit the place and also pass a positive word of mouth to their friends and family. By so doing, they would attract new visitors to their tourist destination.

Ali et al. (2014) studied the memorable customer experience by examining the effects of customers' experience on memories and loyalty in Malaysian resort hotels. They did so by examining four dimensions which they termed as the four Es; educational, esthetic, entertainment, and escapist experiences of customer experience on their memories and loyalty. The researchers employed the convenience sampling technique to select the respondents. A total of 600 questionnaires were distributed to customers at two tourist spots in Malaysia. These spots were Penang and Langkawi. The number of returned questionnaires was 450 in number which represented a response rate of 75%. The results of the study showed that all the four dimensions of the customer experience influence their memories and loyalty. The study thus validates the

customer experience scale and also enhances the theoretical development on the experience concept in tourism.

An empirical study on how experiences with cultural attractions affect destination image and destination loyalty was conducted by Suhartanto et al. (2018). They identified that the components and consequences of cultural attraction experiences have not been duly attended to in literature.

The study was therefore conducted by the researchers to bridge this kind of gap by examining the effect of the sort of cultural experience on tourists' satisfaction, the destination image and also the loyalty on the part of the visitors towards the tourist destination. The tourists gathered data from a total of 311 tourists from four traditional cultural attractions located in Indonesia. The respondents or participants were selected with the use of a purposive sampling technique.

The study reported the experience quality of cultural attraction to be consisting of four dimensions which include staff service, escapism, peace of mind and uniqueness and learning. From the SEM-PLS analysis that was conducted, the results of the study revealed that from all the dimensions, uniqueness and learning as well as the escapism factors were found to be very important yardsticks in determining the overall quality experience. Again, experience quality was known to be a significant determinant of tourist satisfaction, tourist loyalty towards the tourist destination and the image of the tourist destination.

2.11 Chapter Summary

The chapter dwelt specifically on the review of literature with respect to tourism. The chapter provided the concept of tourism and moved ahead to present the concept of customers' memorable experience. It also touched on the dimensions of customers' memorable tourism experience from which a seven-dimensional experience were provided. The influence of these dimensions on the customers' memories and loyalty was also reviewed. Using these dimensions in designing promotional tools for the growth of tourism in Ghana was investigated. Lastly, the

chapter reviewed a number of empirical studies conducted on customers' tourism memorable experience towards their memories and loyalty.

CHAPTER THREE

METHODOLOGY

3.1 Introduction

The structured sets of processes and tools by which research is conducted, is known as methodology. This chapter therefore presents the overall framework of integrating the technique for gathering useable and consistent data for the current study. Precisely, the chapter presents the methodological approach employed to achieve the purpose of the study. The chapter emphasizes on research design and approach, population and sample size determination, sampling technique, data and data source, instrument of data collection, data analysis technique, and ethical considerations. The chapter further indicates the research instrument used to gather data as well as the data analysis procedure.

3.2 Research Design

Mouton (1996) defines research design as the structure of an enquiry or the overall plan for connecting the conceptual research problems to the applicable empirical research. According to him, research design plays a central role in research so as to minimize the chance of drawing incorrect causal inferences from data. According to Saunders, et al. (2009) there are three main types of research design: exploratory, explanatory, and descriptive. They explained that whereas descriptive research design seeks to describe an exact profile of persons, events, or situations; explanatory research design seeks to establish causal relationships between variables. Accordingly, they noted that exploratory research design help researchers to: find out ‘what is happening; seek new insights; ask questions; assess phenomena through a new means’ (Saunders et al. 2009). Based on the above definitions in relation to the objectives of the study, a combination of exploratory and descriptive research designs was employed by the researcher.

Research approach, on the other hand, refers to the processes, procedures, and the direction of conducting the research. In this regard, the following research approaches have been identified: qualitative, quantitative, and mixed research approach (Creswell, 2012). The current study used the mixed research approach which is a combination of both the quantitative and

qualitative research approaches. The research is explanation, comparative and cross-sectional study that mainly aimed at evaluating “An assessment of customers’ memorable experience in Ghana’s tourism industry”.

Explanatory research seeks to establish relationship that exists between variables, that is, to identify how one variable affects the other; it also seeks to provide an explanation to the causes and/or effects of one or more variables (Saunders et al. 2007). Descriptive research design describes an exact profile of persons, events, or situations; In line with explanatory research, this also study seeks to examine the effect of customers’ memorable experience in Ghana’s tourism industry. By this, the researcher was able to collect both qualitative and quantitative data concurrently. Further, the researcher was allowed to analyse qualitative and quantitative data separately and then to merge both qualitative and quantitative data during interpretation and discussion (Bhattacharjee, Atta 2012). Moreover, quantitative research approach helped assess the magnitude and frequency of constructs of the study; whereas the qualitative research approach helped the researcher to explore the meaning and understanding of constructs (Johnson et al. 2007).

3.3 Tourism in Ghana

Most tourists have visited a touristic destination with negative or unhappy historical events. This has increased in recent times. Ghana in 2019 and 2020 recorded an increase of visitors into the country. Visitors who travelled to the Cape Coast Castle in Ghana, for example, increased from 61,532 in 2015 to 70,326 in 2016 (Ghana Tourism Authority, 2017). Likewise, tourist who made visits to the Ground Zero in New York, amounted to 3.5 million annually (Kang et al. 2012). Most of the visitors who made it to Ghana wanted to follow their roots and learn about slavery of their ancestors.

This phenomenon which is termed as dark tourism has gained momentum (Podoshen et al. 2018; Chen et al. 2017; Collins-Kreiner 2016; Yan et al 2016; Podoshen et al. 2015; Podoshen 2013; Sharpley and Stone 2009). With visitors coming into the country for Dark tourism, it made a significant contribution to economic growth and creates an avenue to reflect on experiences of societies.

Researchers like Stone (2011) and Yan et al. (2016) made some observation. These researchers, therefore, recommended the need for more research to be conducted on the tourist experience at the various dark tourist sites they visited. Based on earlier research recommendations, few works have been done in this area. As a result, researcher investigated tourists' experiences with selected tourist destinations in Ghana. Ghanaians and many Africans in the diaspora are reminded of the atrocities their ancestors went through during the transatlantic slave trade. Just as William (2007) noted, the Cape Coast Castle was “the grand emporium of the British slave trade” from 1664 to 1807. As studies have shown, the Cape Coast Castle is by far one of the preferred destinations for many tourists who visit Ghana. In the year 2018, prominent people like former President Barack Obama and family made a visit to the Cape Coast Castle. According to Abaka (2012) “the flood of emotions one encounters, especially from some diaspora Africans who come face to face with these stark reminders of the inhuman slave trade, keeps the collective memory of the diaspora alive in the Castle” (Abaka, 2012).

Issues with regards to tourism in Ghana are regulated by the Ministry of Tourism. This ministry is responsible for the development as well as the promotion of tourism and all other related activities in the country (Ministry of Tourism, 2014). The ministry sees to it that policies are made for the tourism industry and the implementation agency responsible for making sure the policies are rolled out is the Ghana Tourist Board (GTB). When it comes to the private sector tourism organizations’, the body that controls them is the Ghana Tourism Federation (GHATOF).

The tourism industry in Ghana helps to promote sustainable tourism in the country. Some of these sustainable tourism types include cultural tourism, heritage tourism, adventure tourism, recreational tourism, and events tourism. The cultural tourism focuses on occasions such as festivals and other national events. Heritage tourism on the other hand focuses on the history of the slave routes (Pierre, 2013). Recreational tourism also has to do with allowing tourists to explore beaches and theme parks. Adventure tourism focuses on the game parks and rain forests whereas event tourism focuses on conferences and resources (Yankholmes and McKercher, 2015). Most of the heritage tourism sites highlight some of the legacy of the African Diaspora as well as the social composition of communities (Pierre, 2013).

In Ghana, some of the tourists who troop into the country are usually from countries such as South American, Asia and Europe. Ghana boasts of a lot of tourist centres such as beaches, Tagbo Falls, Kintampo Waterfalls, Lake Bosumtwi, Mole National Park, Lake Volta, Afadjato and the rest. According to statistics in 2010 from the World Economic Forum, Ghana was ranked 108th out of the 139 countries as the countries visited mostly by tourists (Stone, P 2013). In the year 2011, Forbes Magazine also published that Ghana is the 11th-most friendly country in the world. The report further states that Ghana ranks as the 70th most stable country in the world and also the 58th most peaceful country in the world.

In 2011, Ghana amassed a total amount of 2 billion dollars from the tourism sector and there were an estimated 1,087,000 million international tourist arrivals. Furthermore, in the year 2012, the country's tourism industry also raked in an estimated amount of 1.7 billion dollars from a total number of 993,600 tourists from around the world (Atta, 2012). The tourism industry also provided employment to about 359,000 people.

In 2019 and some part of 2020, of the government of Ghana along with the U.S based Adinkra Group brought together, The Year of Return, Ghana which was an initiative that was intended to encourage African diasporas to come to Africa specifically Ghana to settle and invest in the continent. With the success of the initiative, thousands of Africans abroad have continued to travel to Ghana in search of community, culture, opportunity, and history. This also resulted in the opening of new businesses as well as investments for the country and tourist, adding to the country's annual earnings from tourism¹.

There has been a projection that by the year 2027, Ghana will get revenue of about 8.3 billion dollars from the tourism sector per year and it is also estimated that there would be 4.3 million international tourist arrivals.

With Ghana being one of the tourist hubs in the world and Africa to be specific, it was prudent for the researcher to conduct this study in the country to investigate or assess the tourism memorable experience of the customers who patronize the various tourist centres in the country. The government of the country has put in much effort to uphold the tourism sector in Ghana by creating a tourism board and creating a ministry of tourism.

1 <https://theculturetrip.com/africa/ghana/articles>

3.4 Population and Sample Size Determination

Population in research is defined as all elements (individuals, objects, and events) that meet the sample criteria for inclusion in the research (Kumar, 2005). Best and Knan (2002) on the other hand, define population in research as all the members of a well-define class of people, events, or objects (Best and Knan 2002). Based on the above definitions, the population for the current study is defined as all tourists' operators of the selected tourists' destinations and tourists that visit such destinations.

The population is the larger pool from which sampling elements are drawn and to which findings can be generalized. The population encompasses all the elements that make up the unit of analysis (Terre-Blanche et al. 2006).

In research, the process of selecting a number of individuals so that the selected individuals represent the larger group from which they were selected is known as sampling (Neuman, 1997).

Based on the above definitions, the population for the current study is defined as all tourists' operators of the selected tourists' destinations and tourists that visit such destinations. Kothari (2004) defines sampling as the procedure used by a researcher to obtain a sample from a given population. With an estimated study population of over 800, a sample size of 170 participants was selected from the target population due to the current pandemic instead of the original 600.

The sample size used for the study was One Hundred and Seventy (170). This consists of tourists found at the selected tour operators' sites.

3.5 Sampling Technique

The nature of the current study required that a convenience sampling techniques the deployed. This method was used because researcher could easily access the selected destinations. Again due to proximity to researcher and relationship between researcher and destination managers. Another reason for this techniques was because the target population was disaggregated and whereas the sampling frame was not well-defined.

Creswell (2012) indicates that convenience sampling technique helps the researcher stick to participants who are ready to give out information. Hence, participants were selected because it was convenient for them and the researcher; they are accessible via emails and some knew researcher. This strategy saves time, money, and effort because the population is just too large that it is impossible to include every individual (Creswell, 2012). According to Creswell (2012) notes that purposive sampling technique allows the researcher to select participants who understand the problem under study.

With a combination of these sampling techniques, the researcher intentionally selected the Greater Accra and the Eastern regions for its studies. The opinions of these participants from the selected destination were relevant for the study because they represent relevant similarities such as functional roles, expertise, technical competencies, conceptual knowledge, and application, among others. Specifically, the Greater Accra and the Eastern regions were chosen because they offer a number of Ghana's popular and highly diversified tourist attractions.

With a combination of these sampling techniques, the researcher intentionally selected the Greater Accra and the Eastern regions for its studies. Specifically, the Greater Accra and the Eastern regions were chosen because they offer a number of Ghana's popular and highly diversified tourist attractions. This was mainly because these two regions offer a number of Ghana's popular and highly diversified tourist attractions are undoubtedly most visited destinations in the country. Based on researchers past affiliations and past experiences with and from some destinations, it was ideal for researcher. In that regard, five (5) tourist destinations were selected from each region as follows:

- Greater Accra Region - Aqua Safari Resort, Urbano Hotel, Marks Resort, Treasure Island Ghana, Skylimit, and Ada Tourism Stakeholders Resort.
- Eastern Region – The Royal Senchi, Air Jays Canopy Zipline, Tini Waterfalls, Bonso Arboretum, and Sajuna Beach Club.

The participants found at the sites of destinations were randomly sampled. Precisely, tourists entering or exiting the selected tourist destinations were approached by the researcher to seek their consent of participation. Participants seen at the destination and those who received emails or texts were initially asked the following screening questions: (1) “Do you have good

command of the English language?” and (2) “Are you a tourist/visitor here?” Only those who affirmatively answered both questions proceeded to complete the survey.

Lastly, the emails and contact numbers of tourists were retrieved from the tour operators. This was necessary because of the current global pandemic, COVID-19. The Emails and SMS were sent to the tourists to seek their consent in partaking in the study. Those who consented were sent the questionnaires via their emails and WhatsApp platforms.

For each of the above Ten (10) tour destinations, that was selected. To have access to the participants, the researcher contacted and explained rationale and purpose of the study to the administrators of the tourist destinations who willingly gave approval for the researcher to contact guests with the requisite knowledge and experience tourism promotions and customers’ memorable experience.

So, in all, the above techniques were used to select a total of One Hundred and Seventy (170) participants as sample size for the study.

3.6 Data and Data Source

According to Kothari (2004) data is defined as a record of fact, number or both. Whereas data source denotes subjects where data comes from. This could be a person (i.e., the individual who orally gives the data or information through interview or a questionnaire); Place (i.e., the location or setting where data is given out); and paper (i.e., the means of data in the form of symbol, picture, document, book, etc.).

The sources of data for this study comprised primary and secondary sources. Primary data for the study was collected from staff and management personnel of GTA, staff and management personnel of the selected tour operators, as well as tourists at the destination and out already.

For the purpose of helping the researcher to discuss how the findings of the current research agree or disagree with findings by previous scholars in reviewed literature, secondary data was collected to supplement the primary data. Secondary data was, thus, collected from sources such as annual reports, website, brochures, and manuals of GTA and relevant stakeholders in the tourist sector.

3.7 Instrument of Data Collection

The research instrument that was used by the researcher was a questionnaire. A questionnaire allows the respondents to respond to various items on it. The questionnaire paves way for the researcher to collect data from a lot of respondents. It also allows the respondents to answer the questions at their own pace and convenience unlike interview where there may be researcher bias and other extraneous variables affecting the validity of the data.

A structured electronic questionnaire was used as instrument of data collection and was administered to participants on a confidential basis.

Questionnaires were designed in English, also designed based on study objectives, research questions and reviewed literature. From reviewed literature, questionnaires were sampled from the following authors and research done such as: Rather et al. (2021), Frimpong-Bonsu (2015), Yu et al. (2019), Sthapit (2013), Lu (2013) and Ocran (2015).

It was also on bases of providing a relatively cheap, effective and quick way of obtaining large amounts of information from a large sample of people. Again, this was deployed to help researcher collect data relatively quickly because giving the current pandemic around the world; no one can really predict ones availability at any given point in time. This could potentially work in the absence of researcher, would not need to be present when the questionnaires were completed. The questionnaires were created with the use of Google Forms and the links were sent to the selected respondents through their emails and WhatsApp platforms. It was carefully designed to cover essential areas of the study.

The questionnaire contained mostly close-ended, open-ended Likert scale, and questions. The open-ended questions were deployed for the various reasons: Open-ended questions were included because they allow subjects to respond to questions in their own words and provide more detail. Open-ended questions will allow for participants to give a free-form answer. Another benefit of open-ended questions is that they allow for research to find more than you anticipate. Participants were required to respond in writing.

On the other hand, closed-ended questions were also used for the soul purpose of allowing participants to answer with “Yes” or “No,” or have a limited set of possible answers (such as:

A, B, C, or All of the Above). Again, Closed-ended questions was also used for the study, because it would also allow researcher get higher response rates when participants don't have to type so much. Also, answers to closed-ended questions can easily be analyzed statistically, which is what you usually want to do with survey data. With Closed-ended questions, it would stop the conversation and eliminate surprises. had options which were determined by the researcher (Malhotra and Birks, 2006). Closed-ended questions were included because they are easier to administer and to analyse. They are also more efficient in the sense that a participant is able to complete more closed-ended items than open-ended items in a given period of time (Saunders et al. 2009).

With reference to the Likert scale questions, the questionnaire required a level of agreement from respondents. A five (5) point Likert scale was used to assess the opinions and attitudes of response scale in which respondents specify their level of agreement to a statement typically in five points: (1) Strongly disagree; (2) Disagree; (3) Neither agree nor disagree; (4) Agree; (5) Strongly. Each question was to measure a separate component of the study. The importance of this choice was to: provides accurate data about opinions on the study. Also to allow participants to answer them quickly. And to finally provide deeper details compared to binary choices

Participants, therefore, need to select a response that depicts their level of agreement to the statements. These types of questions are easier to be coded, entered, analysed, and presented. They further enhance reliability, less researcher bias and high degree of anonymity (Barnett, 1991).

3.8 Data Analysis Technique

Both thematic and statistical data analytical techniques were deployed. Quantitative data was analysed by means of the SPSS (Statistical Package for Social Sciences) software program, allowing researcher compute percentages for decision purposes, based on frequency tables generated from responses. Descriptive statistics was used to create a demographic profile of the respondents, where outcomes were presented using statistical tools such as tables, histograms, and pie charts.

Furthermore, thematic data analysis was used to analyse qualitative data that were collected through interviews. The data was initially transcribed using Microsoft Word, and then analysed through generated themes based on the study's objectives. Consequently, the data was presented in a narrative form and the researcher ensured that participant's responses were presented precisely.

3.9 Ethical Considerations

Permission was sought from the administrators and managers of the selected tour destinations as well as the GTA; to carry out the research which was duly granted. Further, the researcher sought the consent and approval of participants by explaining the rationale behind the conduction of the study and why their opinions and views are needed in the study.

Moreover, the researcher acknowledged secondary information used in the study to ensure a responsible and ethical research. Similarly, established concepts in existing research studies were reviewed from different researchers so as to increase the reliability of the current study. In addition, Participants were informed and reminded during data collection that their participation was voluntary. Participants were assured that, information given would be treated solely for the purpose of the study and would not be disclosed to a third party with their identity attached. Hence, only participants who were willing to participate in the study were selected.

Lastly, appropriate confidentiality procedures were implemented by the researcher throughout the study. No names or institutions were linked to any responses during analysis of data. To maintain anonymity in the report, the research report did not mention any person nor any institution.

CHAPTER FOUR

RESULTS AND DISCUSSIONS

4.1 Introduction

The main objective of this study was to assess customers' memorable experience in Ghana's tourism industry. The Chapter presents a detailed findings and analysis of the gathered data from the respondents. The sample size for the study was 240 and the study was able to record a 100% response rate.

4.2 Demographic Features of the Respondents

Some demographic information was asked about the respondents. Some of these included their gender, age (in ranges) and highest educational level. The responses have been presented in the table below.

Firstly, it was realized that the tourists who were males numbered 95, and this represented 55.9% while the remaining 75 were females with a percentage of 44.1%.

Secondly, tourists were required to indicate their ages from the given ranges. From the ranges, 104 people representing 61.2% reported to be in the age range of 20-29 years, representing majority. Again, 25 people (14.7%) reported to be in the age range of 30-39 years. Furthermore, 32 (18.8%) also mentioned their age range to be in 40-49 years. Lastly, 9 (5.3%) people were found to be aged 50+ years.

The last demographic feature of the tourists was their highest educational level. With this, those who reported Senior high school as their highest educational level were 28 with 16.5%. Majority of the respondents were First Degree holders because a total of 120 people mentioned this level as their highest level in education. They thus represented 70.5%. Twenty (20) people constituting 11.8% had masters as their highest educational level. Only two of the tourists had done their doctorate degree as at the time of the study and they represented the minority of 1.2%.

Table 1: Summary of Responses on the Tourists' Demographic Features

Variable	Frequency	Percentage (%)
Gender		
Male	95	55.9
Female	75	44.1
Age		
20-29	104	61.2
30-39	25	14.7
40-49	32	18.8
50+	09	5.3
Educational Background		
Senior High	28	16.5
Degree	120	70.5
Masters	20	11.8
PHD	02	1.2

Source: *Field Survey, 2020*

4.3 Dimensions of Customers' Memorable Experience and Value Creation in Ghana's Tourism Industry

This section of the study presents the insights of the dimensions of customers' memorable experience and value creation in Ghana's tourism industry. The responses from the tourists have been summarized in the table below. Frequencies as well as percentages of the responses are presented for analyses.

From the table below, the first dimension that was assessed was hedonism. Under this, the researcher probed to find out if the respondents travel to the tourist sites to seek joyful experiences. Out of the total tourists who were sampled, 120 people mentioned that they agree to this assertion. They represent 70.6%. The remaining 50 tourists also asserted that they strongly agree to the item that they travel to the tourist sites to seek joyful experiences. Such responses also constituted 29.4%. The second item under hedonism was to find out if tourism adds value to the lives of the tourists. From the table below, it was seen that 12 of the people representing

7.1% remained neutral on this item. Furthermore, 135 of the respondents agreed that tourism adds value to their lives, and they represented 79.4%. Twenty-three (23) of the tourists also strongly agreed and in terms of percentage, the responses represented 13.5%. From the responses, it can be seen that most of the tourists either agreed or strongly agreed that hedonism is one of the dimensions of customers' memorable experience that creates value in the tourism industry in Ghana.

Refreshment was the second dimension of customers' memorable experience that was assessed. The first enquiry under refreshment was to know if the tourists sought solitude when they travelled to tourist sites. As presented in the table, 96 of the respondents with a percentage of 56.5% agreed to this. Seventy-four (74) of the respondents representing 43.5 % also agreed. Another item under the refreshment dimension was to know if relaxation was the motivation for the tourists embarking on tours. On this, 57 people with a percentage of 33.5% agreed that relaxation was their motivation to tour around.

The majority of the tourists numbering 113 constituting 66.5% indicated that they strongly agreed to this. The last item under refreshment was to find out if refreshment enhances the memorable tourism experiences of the respondents. The responses on this showed that 15 tourists responded neutral and thus constituted 8.8%. Majority of them responded that they agree to the fact that refreshment enhances the memorable tourism experiences of the tourists. Those who agreed were 100 and a 58.8% representation. Those who strongly agreed were 55 tourists and in terms of percentage, such responses scored 32.4%.

Local Culture was the other dimension of customers' memorable experience examined by the researcher. Under the local culture, it was asked to know if the tourists tour so that they can understand the local culture. From the responses, 5 people said they strongly disagree that they embark on tours to understand the local culture. These responses constituted 2.9%. Another 18 of the respondents disagreed and those who disagreed took a 10.6% representation. Majority of them, numbering 122 agreed while 25 of them strongly agreed. Their percentage representations were 71.8% and 14.7% respectively. The last item under local culture was to find out if the tourists' interaction with people helps them experience their culture. The responses on this as shown in the table below had it that 10 people responded neutral with a percentage of 5.8%. A majority number of respondents totalling 140 with 82.4% agreed that the interaction they have

with the local people allows them to know their culture. The remaining 20 people rather strongly agreed on this notion, and they constituted 11.8%. The responses collected on local culture therefore have it that to know more about the local culture of some people influences the decisions of tourists to tour their lands.

The fourth dimension of customers' memorable experience and value creation in Ghana's tourism industry explored by this study was what was termed as meaningfulness. With this dimension, 5 people with 2.9% remained neutral on the responses while a whopping 165 people representing 97.1% agreed that whenever they travel, they seek physical, spiritual, or emotional fulfilment. Whether desires such as growth and development are satisfied by the customers or not was also investigated. From the responses, 12 people representing 7.1% strongly disagreed and 8 people disagreed, and they represented 4.6%. A number of 70 tourists also indicated that they agree that they are able to satisfy their desires such as growth and development when they visit tourist sites. In terms of percentage, they represented 41.2%. The last group of responses was those who strongly agreed that they are able to satisfy their desires such as growth and development. The number of respondents who strongly agreed was 80 people and they constituted 47.1%. Majority of the responses either agreed or strongly agreed on all the items on under meaningfulness.

Knowledge as another dimension of customers' memorable experience and value creation in the Ghanaian tourism industry was the next investigation by the researcher. The responses as gathered from the respondents and summarized in the Table 4 below shows that 11 people strongly disagreed that they travel to tourist sites with historical, geographical, language and cultural importance so as to learn new things and develop new skills. Such responses took 6.5% of the total responses. Only 2 people with a percentage of 1.2% agreed to this item under knowledge. Moving forward, a majority number of 108 people constituting 63.5% agreed that they travel to the tourist sites to learn new things and develop new skills. Forty-nine (49) also reported that they strongly agreed that they visit the sites to learn new things and thus representing 28.8%. This is therefore a clear indication that most of these tourists visit the tourist sites to learn new skills and development whenever they travel.

The researcher further investigated involvement as another dimension of customers' memorable experience and value creation in the tourism industry. The enquiry was made to

know if the tourists used for the study actively participated in the programs of tourist sites because of their interest in them. The responses as they have been summarized below showed that 3 of the tourists disagreed and they represented 1.8%. Those who decided to remain neutral on this were 17 people and they also constituted 10% of the total responses. Others agreed to the assertion that they participate in the programs at the site and these people were 52 in number and they represented 30.6%. From the table, majority of them strongly agreed on their active participation in programs at the site and these people were 98 in number with a majority percentage of 57.6%. This shows that most of them do not just go to the sites, but they go there to partake in all the activities that go on at the sites.

The last dimension to be talked about with its regards to the memorable experience of the customers and its value creation was novelty. To probe whether the tourists were motivated by uniqueness, innovation, and originality in their visits to the tourist sites, the responses from the respondents revealed that 39 of them representing 22.9% were neutral and they did not indicate any specific choice. Again, 88 mentioned that they agree to this and as a result, they are motivated by uniqueness, innovation, and originality during their travels. In terms of percentage, it represented 51.8%. Other 43 tourists were motivated by these three factors any time they travelled and in percentagewise, they formed 25.3%.

The last enquiry under novelty was to find out if the respondents were able to recall unique, innovative, and original tourism experiences far better than other experiences. From this enquiry, a whopping 94 respondents indicated that they agree to this item on the questionnaire. This shows that the tourists really recall unique, innovative, and original tourism experiences than any other experience and in terms of percentage, the respondents constituted 55.3%. The remaining 76 people strongly agreed to this, and the responses constituted 44.7%. Novelty was therefore realized as a key dimension of customers' memorable experience and value creation in the tourism industry.

A qualitative enquiry was done with regards to the ways in which the memorable experiences add value to the lives of the tourists.

One respondent mentioned that:

Whenever, I am bored, I visit some tourist sites in and around Ada to relax and release stress. This helps me to feel free and revitalize myself for further tasks.

Another tourist also claimed that:

I always feel refreshed when I go to tourist sites. It helps me to learn more about some historical facts and more about the local culture.

Furthermore, it was also responded by one tourist that:

The memorable experiences I have about the tourist sites give me nostalgic feelings which motivate me to always return to the sites. I always feel good about it.

It was also asked to know the ways in which the tourist operators can improve their services so as to create value for the tourists.

One of such responses was that:

The tour operators should make sure the sites are always tidied. Rubbishes staring at us and welcoming us at the sites is really unpleasant. They should make sure the place is always spick and span.

Another respondent also indicated that:

The customer service relationship at the tourist sites should be a top-notched one. This gives us an additional value when we visit the sites.

Some of the respondents claimed:

The tour operators should employ the services of knowledgeable tour guides who will give us insights about what goes on at the sites.

Table 4: Dimensions of Customers' Memorable Experience and Value Creation in Ghana's Tourism Industry

Variables	1	2	3	4	5
Hedonism					
I travel to tourist sites to seek joyful experiences	-	-	-	120(70.6)	50(29.4)
Tourism in Ghana adds value to my life	-	-	12(7.1)	135(79.4)	23(13.5)
Refreshment					
I seek solitude when I travel to tourist sites	-	-	-	96(56.5)	74(43.5)
Relaxation is my motivation when I tour	-	-	-	57(33.5)	113(66.5)
Refreshment enhances my memorable tourism experiences	-	-	15(8.8)	100(58.8)	55(32.4)
Local Culture					
I tour so that I can understand the local culture	05(2.9)	18(10.6)	-	122(71.8)	25(14.7)
My interaction with people helps me experience their culture	-	-	10(5.8)	140(82.4)	20(11.8)
Meaningfulness					
I seek physical, spiritual, or emotional fulfilment	-	05(2.9)	165(87.1)	-	-

I am able to satisfy my desires such as growth and development	12(7.1)	8(4.6)	-	70(41.2)	80(47.1)
Knowledge					
I travel to learn and develop new skills	11(6.5)	2(1.2)	-	108(63.5)	49(28.8)
Involvement					
I participate actively in the program at the sites	-	03(1.8)	17(10)	52(30.6)	98(57.6)
Novelty					
I am motivated by uniqueness, innovation and originality	-	-	39(22.9)	88(51.8)	43(25.3)
I recall unique, innovative, and original tourism experiences	-	-	-	94(55.3)	76(44.7)

Source: *Field work, 2020*. Data is presented as frequency (%)

1: Strongly disagree, 2: Disagree, 3: Neutral, 4: Agree, 5: Strongly Agree

4.4 The Influence of the Dimensions of Customers' Memorable Experience on their Memories and Loyalty

This part of the study also presents the influence that the dimensions of the customers' memorable experience have on their memories and loyalty. The responses as gathered from the tourists who were sampled for the study have been summarized in the Table 5 below.

The influence of hedonism on the memories and loyalty of the tourists was first investigated by the researcher. The item under hedonism was to know the extent to which the value of tourism products and services in the form of joyful experiences influence the revisit intentions of the tourists. From the table below, a total number of 50 respondents representing 29.4% stated that indeed the value of tourism products and services in the form of joyful experiences influence their revisit intentions positively to some extent. However, majority of them with a total number of 120 representing 70.6% confirmed the assertion and stated that it was true to a greater extent. This confirms the assertion made by Ritchie (1996) and Duman and Matilla (2005). Ritchie (1996) was of the view that tourism products and services add to the consumption of hedonistic purposes as well as the positive emotions accompanied by tourists' joyful experiences. Duman and Mattila (2005) corroborated that hedonism is an important factor in terms of the value in tourism. All these assertions have been confirmed by this current study.

The second dimension that was examined with regards to its influence on the memory and value of the tourists was refreshment. The specific item that was probed under refreshment was to know if the tourist sites give solitude, allow the tourists to relax and also let them go home refreshed. From the responses, 86 people representing 50.6% stated that the item was true to some extent. On the other hand, 84 people mentioned that to a greater extent the tourist sites they visit give them solitude, allow them to relax and feel relaxed when they get home. In percentagewise, they amassed 49.4%. All the respondents responded that the statement was true to some extent or to a greater extent. The responses on the influence of refreshment on the memories and loyalty of the respondents also confirm the assertion by Leblanc (2003) who opined that people who attend occasions and events thought of relaxation or refreshment as the main reason for the trip. This therefore leaves a lasting memory and loyalty in the minds of the tourists.

The influence of the local culture of the tourist sites was also investigated by the researcher. The researcher was interested in knowing whether the knowledge about the local people's way of life enhances the memories and revisit intentions of the tourists or not. From the table below, 10 people constituting 5.9% responded "to no extent" while 4 people representing 2.4% also mentioned "to a lesser extent". Most of the respondents answered, "to some extent" and their number and percentage were 120 and 70.6%. Those who responded "to a greater extent" were 36 in number representing 21.2%. This also clearly shows that there was a majority acceptance of the fact that the local people's way of life enhances the memories and revisit intentions of the tourists.

A different dimension was also assessed, and this was on meaningfulness. The respondents were asked to know if the physical, spiritual, or emotional fulfilments they get from the tourist sites are their lifetime memories that impact positively on their intentions to revisit the tourist sites. Out of the 170 tourists, 35 of them representing 20.6% answered "to some extent" while a majority number of 135 with a percentage of 79.4% responded "to a greater extent". Almost all of them either responded "to some extent" or "to a greater extent" when it comes to the influence of physical, emotional, or spiritual fulfilment on their revisit intentions. This is therefore in support of Callanan and Thomas (2005) who postulated that travellers seek meaningful experiences in their travel such as physical, emotional, or spiritual through tourism.

Upon asking about the influence of knowledge as a dimension on the memory and value of the tourists, the researcher used this item; the knowledge gained, and the new skills developed at tourist sites influence my memorable experience and loyalty. The responses showed that 73 tourists with 42.9% responded "to some extent". The majority of the respondents numbering 97 and with a percentage of 57.1% answered "to a greater extent". This is to say that most of the tourists accept that the knowledge they gain at the tourist sites influences them to make a decision on returning to the tour sites. The results on this one also supports the postulations of Poria, et al. (2006) who specified that acquiring knowledge is known as a psychological factor to travel to locations with the historical, geographical, language and cultural importance. This therefore points to the fact that the knowledge gained at the tourist sites forms one of the contributing factors to the decisions of tourists to go back to a site they have visited before.

To know whether involvement of tourists in the activities that go on at the tourist sites influences the travellers' revisit intentions, the researcher asked the respondents to respond to this. They were asked to indicate the extent to which leisure activities of tourist sites impact positively on their memorable experience and revisit decisions. Majority stated that they are influenced "to some extent" while the rest responded that they are influenced "to a greater extent". Those who responded "to some extent" were the majority and with a number and percentage of 115 and 67.6% respectively. A total number of 55 of the respondents stated that they influenced "to a greater extent" and thus constituting 32.4%. The rate at which the tourists immerse themselves in the activities at the tourist sites is thus a factor that influences the return intentions to the sites.

The last dimension was on novelty. The researcher asked to know the extent to which the tourists recall unique, innovative, and original tourism experience far better than other experiences and how the experiences influence their revisit decision. The responses revealed that 8 tourists claimed, "to no extent" and they represented 4.7%. Others also responded, "to a lesser extent" and such responses were from 12 tourists representing 7.1%. Majority of them numbering 111 responded "to some extent" with a majority percentage of 65.35%. The remaining 39 people mentioned, "to a greater extent" and thereby constituting 22.9%. Consequently, the tourists recall unique, original, and innovative tourism experience far better than any experiences and these influence their revisit decisions. The responses from the respondents therefore support Kim et al. (2012) who said that customers recall novel tourism experiences far better than any other experiences. Reder et al. (2002) also found a strong causal relationship between novelty and human's memorable experience. All these assertions by the scholars have been supported by this current study.

The researcher also conducted a qualitative probe to find out whether the tourists' memorable experiences of the tourist sites are positive or negative. The responses given by the respondents have been presented thematically as follows:

One tourist claimed that:

My memorable experience of the tourist site I visited is positive. My expectations were all met. A friend recommended me to the place and when I got there, I was amazed. The same thing applies to this place.

Another response had it that:

The memorable experience I have about this tourist site is a positive one. It is positive because the atmosphere is serene, and I feel very refreshed.

Furthermore, a response was stated that:

I have a positive memorable experience of a particular tourist site because when I visited, I learnt about the way of life of the local people and how they migrated to their current place. It makes me feel happy whenever I think or remember that historical fact.

A respondent also mentioned that:

My memorable experience of a tourist site I visited was negative. This was because it rained on that day unexpectedly and we could not have any better shelter. We were all soaked that day and I don't want to go back there again.

One tourist who responded to the questionnaire indicated that:

The memorable experience I have about a tourist site is positive. We played and ran around on that day which gave all of us a lot of fun. I always want to go back.

Still on the qualitative data of the customers' memorable experience, it was enquired by the researcher to know the other ways by which the memorable experiences and loyalty can be improved at the tourist sites. Some of the responses as they were sampled by the researcher have been presented as follows:

Firstly, a respondent was of the view that:

The tourist sites should create ample seats all over the place for people to sit and relax. You could see people squatting all around which does not speak well of the place so such benches should be made available.

Furthermore, a suggestion was put up that:

The websites and social media handle of the tourist sites should be up and running. We can visit these channels to feed ourselves with certain information before making the trip.

Another tourist also suggested that:

The tourist sites should have indoor and outdoor games. This spices the fun we have at the site.

On the other ways by which memorable experiences and loyalty can be improved at the tourist sites, the above was provided by the respondents.

Table 5: Influence of the Dimensions of the Customers' Memorable Experience on their Memories and Loyalty.

Variables	1	2	3	4
Hedonism				
The value of tourism products and services in the form of joyful experiences influence my revisit intentions positively.	00(00)	00(00)	50(29.4)	120(70.6)
Refreshment				
I always visit tourist sites that give me solitude, allow me to relax and let me come back home refreshed.	00(00)	00(00)	86(50.6)	84(49.4)
Local Culture				
My knowledge about the local people's way of life enhances my memories and revisit intentions	10(5.9)	04(2.4)	120(70.6)	36(21.2)
Meaningfulness				
The physical, spiritual or emotional fulfilment I get from visiting Tourist sites are my lifetime memories that impact positively on my revisit decisions.	00(00)	00(00)	35(20.6)	135(79.4)

Knowledge

The knowledge gained and the new skills developed at tourist sites 00(00) 00(00) 73(42.9) 97(57.1)

Influence my memorable experience and loyalty.

Involvement

Leisure activities of tourist sites impact positively on my memorable 00(00) 00(00) 115(67.6) 55(32.4)

Experience and revisit decisions.

Novelty

I recall unique, innovative and original tourism experience far better 08(4.7) 12(7.1) 111(65.3) 39(22.9)

than other experiences; and these influences my revisit decisions

Source: *Field work, 2020*. The data is presented as frequency (%)

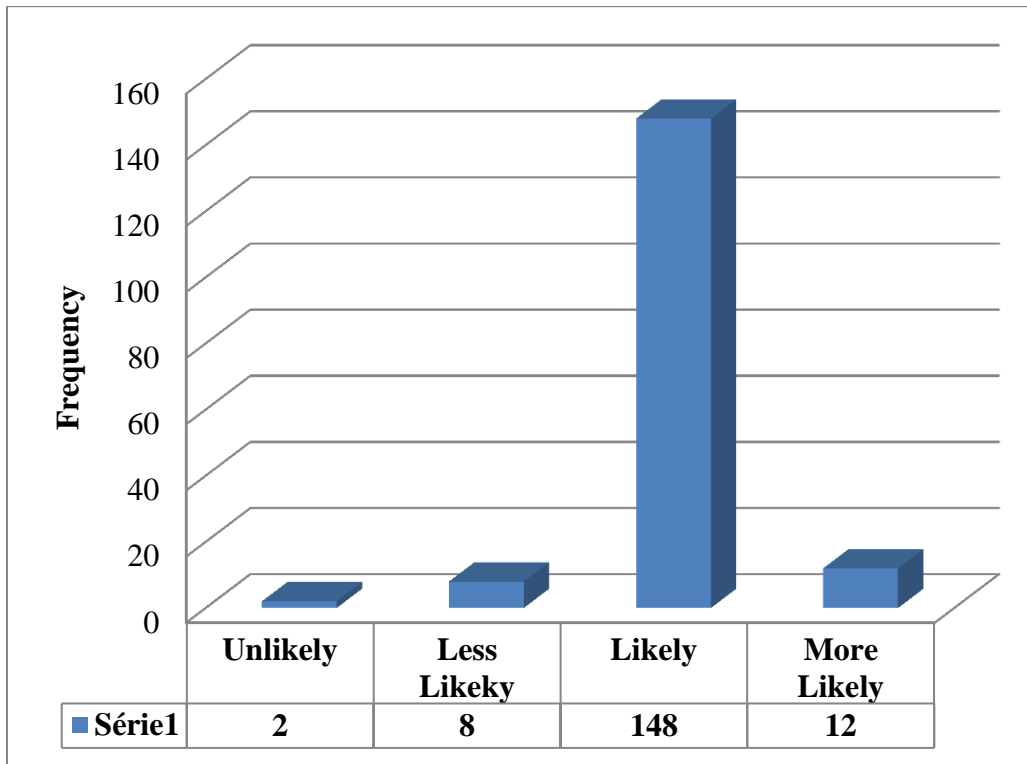
1: To no extent, 2: To a lesser extent, 3: To some extent, 4: To a greater extent

4.5 Determining how the Dimensions of Customers' Memorable Experience Could Improve Ghana's Tourism Industry

Using the dimensions of the customers' memorable experience for the purpose of improving the tourism industry in Ghana was also assessed. The responses on these have been presented graphically in the figures below.

In the first place, hedonism as a dimension was asked by the researcher if it could be used to design promotional tools. The responses as seen from the Figure 1 below showed that 2 people responded that it was unlikely for hedonism or seeking pleasure to be used to design promotional tools. This was a 1.2% representation. Others also responded that it was less likely, and they were 8 in number with a percentage of 4.7%. Most of the respondents were of the view that it was likely that hedonism could be used to design promotional tools. Twelve (12) people also indicated that it was more likely that hedonism could be used to design promotional tools for the purpose of improving tourism industry in Ghana. As majority claim it is likely to use hedonism to design promotional tools, the tour operators should be particular about this and make sure anything that can add pleasurable experiences to the tourists are added to the sites. This helps the tourists to experience pleasurable memories and thereby promoting the tourism industry in Ghana.

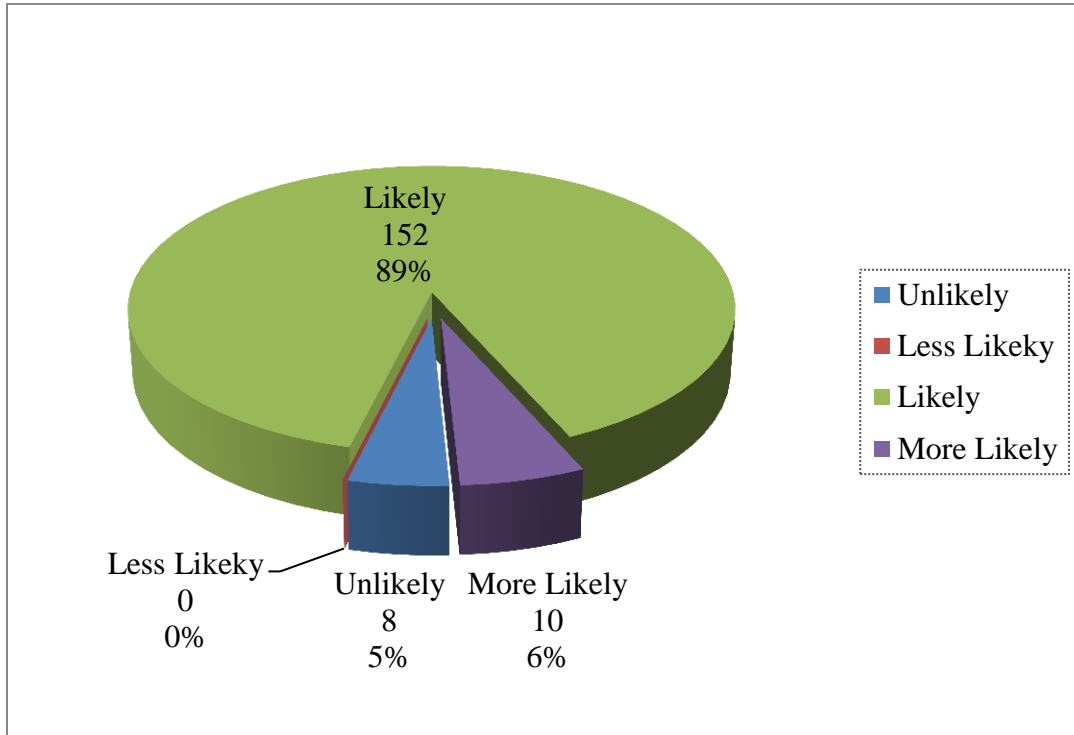
Figure 2: Hedonism



Source: Field Survey, 2020.

Furthermore, from the Figure 2 below, using refreshments as a dimension to promote tourism industry in Ghana was also examined. From the figure, 8 people were of the view that it is unlikely for refreshment to be used to promote tourism industry in Ghana. The responses represented 5%..Nobody spoke about less likely and therefore they represented 0%. More likely was responded by 10 people and thus representing 6%. A majority number of 152 people constituting 89% mentioned that it was likely for refreshment to be used to design promotional tools for the development of tourism industry in Ghana. With this hindsight, anything that can ensure the tourists' privacy, relaxation and solitude should be embedded into the operations of the tourist sites. This will help increase the patronage of the sites and thereby promoting tourism industry in Ghana.

Figure 3: Refreshment

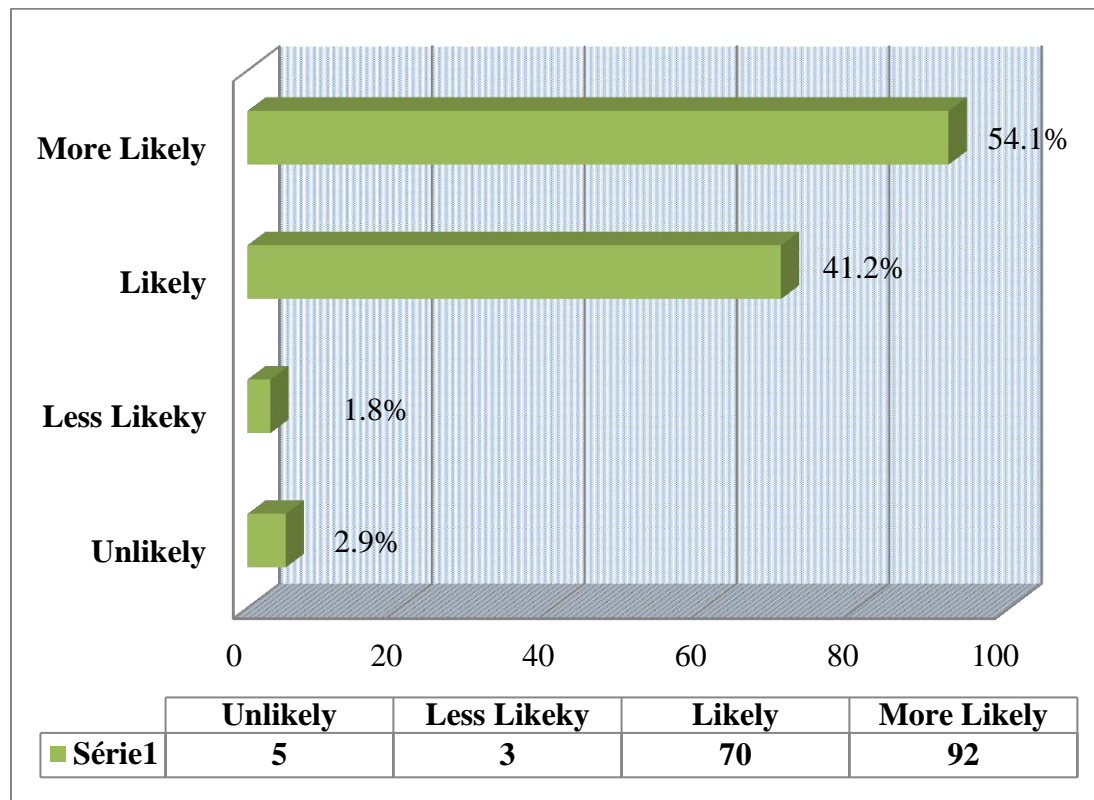


Source: Field Survey, 2020

In addition, local culture was assessed to know how this could be used to promote tourism industry in Ghana. From the figure below, 5 people representing 2.9% claimed that it was unlikely for local culture to be used to promote tourism industry in the country. Three (3) people also indicated that it is less likely for the way of life of people to be used in designing promotional tools for the tourism industry in Ghana. This kind of responses constituted 1.8%. Others also specified that it was likely local culture or the way of life of people could be used to design promotional tools for the betterment of tourism industry in Ghana. Those who responded as such were 70 people with a percentage of 41.2%. Majority of the respondents answered that it was more likely for local culture or the way of life of the people to be used to design promotional tools for the growth of tourism industry in Ghana. The number for such responses was 92 and

thereby representing 54.1%. As realised from the figure below, the majority responses came from those who either chose likely or more likely. For this reason, whenever tour operators think about designing promotional tools, they should consider the way of life of the people as this can help in the tourism industry in Ghana.

Figure 4: Local Culture

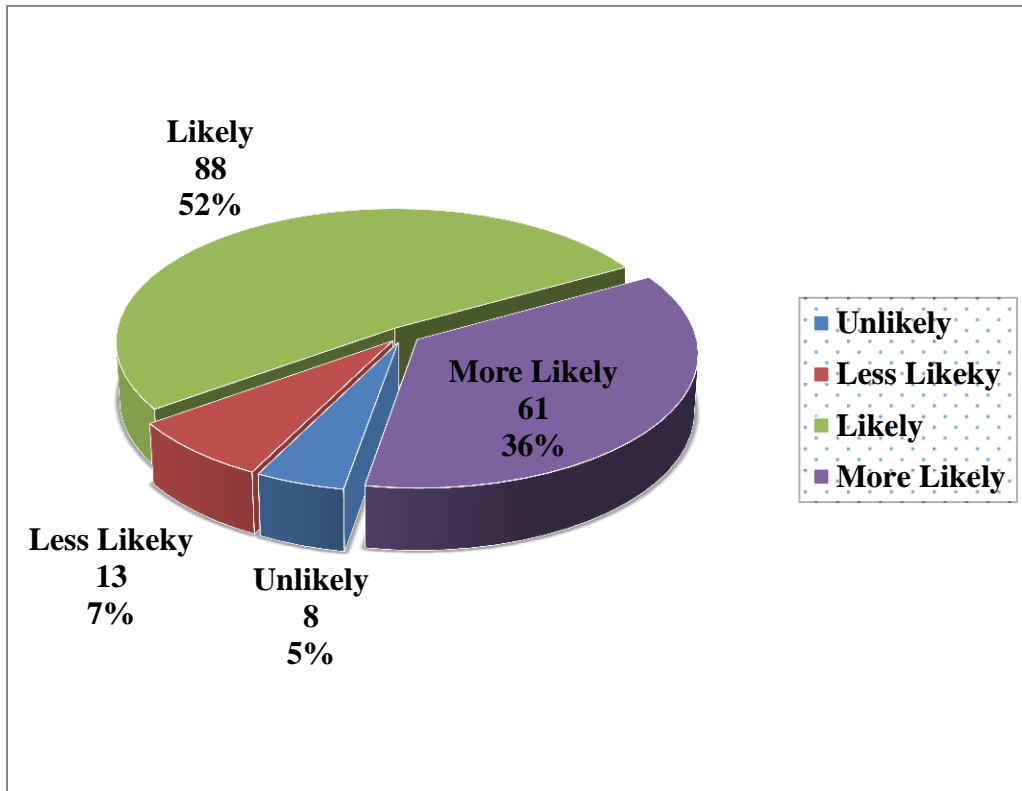


Source: Field Survey, 2020

Meaningfulness was further examined whether it could be used to promote tourism in Ghana. In this case, specific items such as physical, emotional or spiritual fulfilment was investigated to know if they could help in designing promotional tools in helping tourism in Ghana. As seen in the figure below, 8 people considered meaningfulness as unlikely and they represented 5%. Another 13 people also mentioned less likely as the response to using meaningfulness to promote tourism in Ghana. They represented 7%. In addition, those who thought it was likely for meaningfulness to be used in designing promotional tools were 88 people who constituted 52%. The remaining 61 people with a percentage of 36% also argued that it was more likely for meaningfulness to serve the purpose of promoting tourism in this country.

It is therefore a clear indication that meaningfulness or the fulfillment of one’s physical, emotional and spiritual being is one of the best ways to promote tourism industry in the country and as a result, the tour operators should consider adding the dimension of meaningfulness during the design of tourism promotinal tools.

Figure 5: Meaningfulness

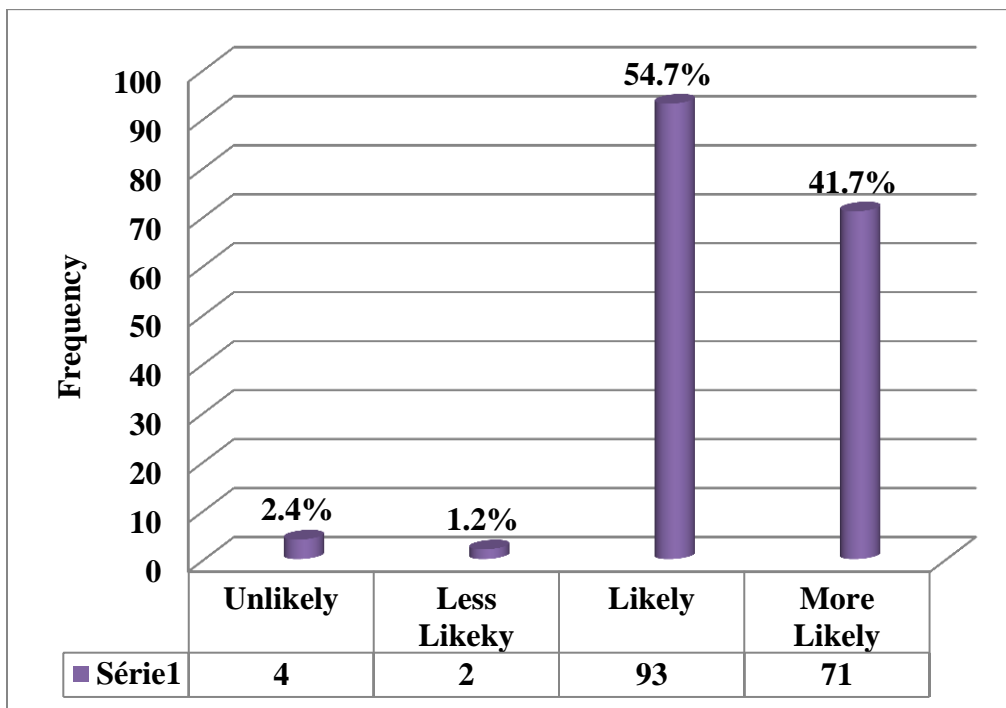


Source: Field Survey, 2020

The researcher further asked about knowledge as a dimension used to promote tourism in the country. The responses garnered by the researcher has been summarised and presented in Figure below. From the figure below, 4 people responded that it was unlikely for knowledge to be used to design promotinoal tools. They were represented with a percentage of 2.4%. Again, 2 of the respondents constituting 1.2% mentioned that it is less likely for the knowledge and the new skills acquired at the tourist sites be used to design promotional tools meant for improving tourism in Ghana. A majority number of 93 people however stated that it is likely for knowledge and skills be used to design tourism promotional tools in the country. Their percentage was

54.7%. On the other side, 71 tourists representing 41.7% also insisted that it was most likely that knowledge and new skills would be helpful in designing promotional tools for the tourism industry. In this case, the tour operators could adopt this knowledge dimension in designing the promotional tools for their tourist sites.

Figure 6: Knowledge



Source: Field Survey, 2020.

The researcher combined two dimensions which were involvement and novelty in Table 6 below. The first dimension in the table below is involvement. The responses in the table shows that unlikely was chosen by 2 people as a response to whether involvement could be used to design promotional tools for tourism in the country. In terms of percentage, it represented 1.2%. Then again, 4 people asserted that it is less likely for involvement of the tourists in activities at the tourist centres to be used in promotional tools.

Those who responded as such constituted 2.4%. Most of the respondents numbering 96 indicated that it was likely while 68 also asserted that it was more likely that the involvement of tourists in the tourist sites' activities could be used to promote tourism in Ghana. In terms of percentage, the responses for likely and more likely represented 56.4% and 40% respectively. This therefore tells tour operators to make sure that there are always activities that would demand the involvement of tourists and this would help promote the industry in the country.

The last dimension on the table was novelty in which the unique, innovative and original tourism experiences were probed to know their veracity in designing tourism promotional tools. Per the Table 6 below, 6 unlikely responses were recorded from the tourists while another 6 responses were also recorded for less likely. They had a combined percentage representation of 7% with 3.5% each. Majority of the responses was recorded on likely as 102 respondents claimed it was likely for novelty to be used to promote tourism. They therefore had a percentage of 60%. The responses on more likely was mentioned by 56 tourists who formed 33%. The tour operators should also look at the uniqueness of their tourist sites and by so doing, the tourism industry can be promoted.

Table 6: Involvement and Novelty

Variable	Frequency	Percentage (%)
Involvement		
Unlikely	02	1.2
Less Likely	04	2.4
Likely	96	56.4
More Likely	68	40
Novelty		
Unlikely	06	3.5
Less Likely	06	3.5
Likely	102	60
More Likely	56	33

Source: Field Survey, 2020.

4.6 Ghana Tourism Authority's Responses on how Tourism Promotional Techniques and Tools can be used to influence Customers' Memorable Experience in Ghana's Tourism Industry

There was another questionnaire for officers from the Ghana Tourism Authority. This was intended to find out how tourism promotional techniques and tools could be used to influence customer's memorable experience in Ghana's tourism industry.

In the first place, the officials were asked to know what customers look for when they visit tour sites in the country. The following group of responses was sampled from the respondents:

- The customers seek to learn or have new knowledge about some history of the place.
- The responses included hedonistic values such as seeking pleasure and relaxation.
- Others come in to partake in activities at the site such as boat ride, hiking, swimming, and the rest.
- The customers also visit the tourist sites to seek solitude and be away from stress.

Furthermore, the researcher investigated the ways in which tourism products and services add value to the tourists. The officials from GTA responded to this and their responses are presented as follows:

- Tourism serves as a source of relaxation for the tourists. After a days or weeks of stress, these tourist sites help the travelers to relax and invigorate themselves for further tasks.
- It helps add up to the knowledge base of the tourists as some of them visit the sites to learn.
- The tourists visit the tourist sites to seek personal growth and development.

The next line of enquiry was to seek from GTA, what they have done to create memorable experiences for both the local and international tourists. The responses that were collated from the officials with respects to what they have done to create memorable experiences for tourists have been presented below:

- The authority always ensures that all tour operators are operating under serene atmospheres in order to give the tourists the satisfaction they require.
- The authority embarks on monitoring and evaluation on timely basis to check up the sort of activities that are rendered by the tour operators as well as the facilities they have.
- The officers also mentioned that the authority undertakes in-service training for the tour operators so that it helps them to offer quality services and products to the customers.

Another enquiry on the questionnaire was to find out from the officials from the GTA the average tourists return rate per year in Ghana for local and international tourists. The responses from the officials have been presented in the following bullets:

- ❖ The tourist return rate has been quite good over the years especially last year when The Year of Return was launched. This has been extremely low because of the pandemic.
- ❖ The return rate was somehow good but this year we have recorded the lowest return rates, thankfully COVID-19.
- ❖ The response rate over the years has been good. Usually, we record a return rate of between 70-80%.

In addition, the researcher wanted to know the other promotional strategies that can be used to promote the tourism industry in Ghana. The following were stated by the officials from GTA:

- ❖ The use of social media nowadays cannot be underrated. This tool can help market the tourism industry in Ghana.
- ❖ The tour operators should organize series of entertainment programs at their sites. The more people visit their sites, the more it promotes the industry in the country.

4.7 Chapter Summary

The chapter four of the study dealt with the presentation and discussions of the responses. The results were presented in tables and figures. The chapter presented the demographic features of the respondents who were the tourists, tour operators and officers from Ghana Tourism Authority. The results were presented according to the two objectives of the study.

Each objective was analyzed by presenting the findings under it. The presentation was done by summarizing the responses in the tables and figures. Afterwards, the researcher discusses the findings and try as much as possible to relate it to some of the information provided in the literature review. Basically, the findings were presented descriptively where the researcher describes the frequency as well as the percentages of the responses. On the other hand, the responses that were provided in the qualitative format were also presented thematically, where direct quotes and paraphrases were employed to present the responses from the respondents.

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION, LIMITATIONS AND RECOMMENDATIONS

5.1 Introduction

This chapter presents the summary, conclusion, and recommendations of the study. The main objective of this study was to assess customers' memorable experience in Ghana's tourism industry.

5.2 Summary of Findings

There were two objectives that guided the conduct of this study. The first objective of the study was to provide some insights into the dimensions of customers' memorable experience and value creation in Ghana's tourism industry.

The second objective of the study was to examine the influence of the dimensions of customers' memorable experience on their memories and loyalty. The researcher adopted a combination of both exploratory and descriptive research design and used the mixed research approach where both the quantitative and qualitative data were analysed. The total number of respondents that was used for the study was 170 people. This was made up of 170 tourists, from the various destinations. The respondents were selected through the use of purposive and convenience sampling. Due to the current pandemic bedevilling the whole world, the researcher designed an online questionnaire and sent them through the emails and WhatsApp of the respondents. Some were also handed to tourist by researcher.

The collected data was analysed quantitatively where figures such as bar charts, histograms and pie charts were created to present the results of the studies. Furthermore, tables were also used to present the findings of the study. The quantitative data was therefore analysed with the use of frequency and percentages. On the other hand, the qualitative data was analysed thematically with the use of direct quotes and paraphrases of the responses from the respondents.

5.2.1 Dimensions of Customers' Memorable Experience and Value Creation

The seven dimensions of customers' memorable experiences and value creation in the tourism industry of Ghana was assessed. The findings of the study showcased that all the customers or the tourists sought to achieve each of the dimensions whenever they make a trip to any of the tourist sites in the country.

In the first place, it was realized that the customers travel to seek hedonistic gains as they experience joy. They further asserted that tourism products and services add value to their lives in the country. In addition, they feel refreshed and relaxed whenever a trip was made to any of the tourist centres.

Again, they sort to gain solitude or their privacy at the tourist sites. It was also added that the tourists travel to the sites so that they could understand the local culture of the people. When they visit the various sites, their interaction with the local people helps them to learn and experience their culture.

The responses also revealed that most of the travellers embark on such trips so as to seek physical, spiritual and emotional fulfilment. Others also travel to satisfy their desires such as personal development and growth. The results also revealed that the tourists travel to tourist sites with historical, geographical, language and cultural importance in order to learn new things and develop new skills. The responses on the dimension of customers' memorable experience and value creation also revealed that most of the respondents do engage themselves actively in all the programs and activities found at the tourist sites and they do so because they are interested in those kinds of activities.

The respondent further specified that they are always motivated by the uniqueness, innovation, and originality during their visits to the tourist sites. Lastly, they mentioned that they are able to recall the innovative and memorable experiences at the tourist sites more than any other experiences of their lifetime.

The responses therefore conclude that with all the seven dimensions of customers' memorable experience and value creation in the tourism industry, the tourists seek to achieve all of them. The dimensions were hedonism, refreshment, local culture, meaningfulness, novelty, involvement, and knowledge.

5.2.2 The Influence of the Dimensions of Customers' Memorable Experience on their Loyalty

The next objective sought to know the extent of the influence of the dimensions on customers' memorable experience on their memories and loyalty. The responses collected revealed the following:

Firstly, the hedonistic or the pleasure-seeking intentions of the respondents were known to be influencing the memorable experiences of the customers' memory and loyalty. It was again revealed that sites that give the tourists solitude and allow them to relax are more often revisited. The knowledge of the local people's culture or the way of life of the people was also seen to be one of the dimensions that influence the revisit intentions or the memories and loyalty of the tourists.

The responses also had it that the physical, spiritual, or emotional fulfilment that the travellers get from visiting the sites creates lifetime memories that are able to influence positively, their revisit decisions. That is to say meaningfulness as a dimension also has an influence on the memories and loyalty of the tourists and thereby informing their decisions on whether to go back to the centres or not.

The other group of responses on knowledge as a dimension had it that the knowledge gained, and the new skills developed at the tourist sites has an influence on the memorable experience and loyalty of the respondents. In other words, the knowledge the respondents acquire at the sites creates a memorable experience and loyalty that makes them have the will to revisit the site once more.

The next dimension that was studied by the researcher to know its influence on customers' memory and loyalty was involvement. On this, the researcher asked to know if the leisure activities of tourist sites impact positively on the memorable experience as well as their revisit decisions.

The responses showed that majority of the respondents claimed the leisure activities they involve themselves in at the sites have a positive impact on their revisit decisions. This is to say that the activities found at the sites are enjoyable and thereby influencing the tourists to come back again for another memorable sessions.

The last influence of dimension was assessed from novelty in which the researcher asked to know if the customers are able to call unique, innovative, and original tourism experiences far better than other experiences; and to also know if these influence their revisit decisions. The data collected showed that the novelty experienced at the tourist sites greatly impact the revisit decisions of most of the customers.

In conclusion, all the seven dimensions that this current study sought to study were all pointing to the fact that they influence the customers' memorable experience and loyalty and thus compelling them to go back to the tourist site for more memories.

5.3 Conclusion

A lot of findings were taken from the objectives of the study. The notable results from the study were that seven dimensions of customers' memorable experience and value creation in the tourism industry were found. These dimensions included hedonism, local culture, novelty, refreshment, meaningfulness, knowledge, and involvement.

Furthermore, it was found that all the seven dimensions of the customers' memorable experience have an influence on the memories and loyalty of the tourists. When the customers visit any tourist centre that is able to afford them any of the dimensions, their memories and loyalty towards that particular tourist site would be influenced positively. The study also looked into the process of memorable tourism experience for the soul purpose of providing an insight into its essence.

Lastly, the study found that all the dimensions of customers' memorable experience could be utilized in the design of promotional tools and techniques for the betterment of the tourism industry.

From this current study, it is therefore clear that the dimensions of customers' memorable experience are indispensable when it comes to the tourism industry. The dimensions help determine the memories and loyalty of the customers and they also help to design the right promotional techniques for lifting the image of tourism in the country.

This research looks at the process of memorable tourism experience to provide further insight into its essence,

5.4 Limitations

In spite of the study's contributions, it study also had several limitations. First, the study was carried out by an inexperienced researcher, with very limited resources. Secondly, the area of study is very broad with inconclusive results. Third, very little research has been done around this area of study in Ghana. Given the type of technique used, the study had innate limitations as research lacked technical know how about use of SPSS. Again, the data collected was limited to specific destinations. Therefore, it is important for further study to replicate this method other regions to enhance the weight of the findings.

Also, the study limited by low number of participants with participants were unaware of the major theoretical concepts. Therefore, answers could have been influenced by the explanation of said concepts.

5.5 Recommendations

The study provides some recommendations that can be followed by all the stakeholders in the tourism industry. Some of such recommendations are as follows:

A recommendation is that the front desk executives of the various tourist sites should be trained to serve their customers in a professional manner. Some of this training may include how to respect and treat the customers who come to the tourist sites with quality services. When the customers are treated fairly well, there is the likelihood that they would return to the sites for more enjoyable sessions.

The managers of the tourist sites should also make it a point to include activities that actively engage the customers in the fun making and also encourage the full participation of the customers in these kinds of activities. The activities may be in form of fun games, competitions and what have you.

The tourism industry in Ghana needs the coordinated efforts as well as the promotional activities among all the parties that are involved in the tourism industry. This is to say that both the government and private sector tour operators must embark on joint programs so as to develop the tourism industry. With the tourism sector seen to be a multifaceted one, it is prudent to have

some level of coordination existing among the operators. The coordination can also exist among stakeholders such as the airlines, the hoteliers, the local transport authorities as well as other service providers. This can help in making the coordination between them a fruitful one.

In addition, the tourism industry in Ghana should be assisted with heavy investments in order to develop infrastructural facilities as well promotional techniques. Since the government of the land cannot do everything for the tourism industry due the financial constraints and other responsibilities on his shoulders, there is the need for a boost in the private sector. This can be done from both the domestic and even foreign investors who will help push the tourism industry and also promote it.

In order to support the private sectors who, find themselves in the tourism industry, the government can declare some tax holidays and other incentives for the private sectors. They can also be made to enjoy some free import on some goods that are meant for the tourism sector. In fact, any other assistance that can help the tourism industry to be boosted or promoted in the country should be given by the government of the land. By so doing, the services that are rendered by the tourism operators will improve and thereby giving the customers a memorable tourism experience they yearn for.

Lastly, for future researchers, they should attempt to identify and assess other potential dimensions that may ensure the competitiveness of the tourist sites. Still on the future researchers, they should make sure that a lot of tourist sites are used for their study as this would help with the generalizability of the study's findings.

BIBLIOGRAPHIES

- Abaka, E. (2012) House of slaves and ‘door of no return: *Gold Coast/Ghana slave forts, castles and dungeons and the Atlantic slave trade*. Trenton, NJ, Africa World Press.
- Ali, F., Hussain, K., and Ragavan, N. A. (2014) Memorable Customer Experience: Examining the Effects of Customers Experience on Memories and Loyalty in Malaysian Resort Hotels. *Procedia – Social and Behavioral Sciences*, 144, 273-279.
- Andajani, E. (2015) Understanding Customer Experience Management in Retailing, *Procedia - Social and Behavioral Sciences*, 211, 629-633
- Barnett, V. (1991) Sample survey principles and methods. [WWW Document]. URL <https://library.lincoln.ac.uk/items/14246> (accessed 11.7.21).
- Best, J. W. & Knan, J V. (2002) *Research in Education*. New Delhi, Prentice Hall India.
- Bhattacharjee, A. (2012) Social Science Research: Principles, Methods, and Practices. *Textbook’s collection*. Book 3. http://scholarcommons.usf.edu/oa_textbooks/3.
- Boorstin, D. J. (1964) *The Image: A guide to pseudo-events in America*. New York, Harper & Row.
- Brakus, J., Schmitt, B. & Zarantonello, L. (2009) “Brand Experience: What Is It? How Is It Measured? Does It Affect Loyalty?” *Journal of Marketing*, 73 (3), 52–68.
- Callanan, M. & Thomas, S. (2005) Volunteer Tourism: Deconstructing Volunteer Activities within a Dynamic Environment. In *Niche Tourism: Contemporary Issues, Trends and Cases*, Oxford, UK, Novelli, M., Ed. Butterworth-Heinemann, 183–200.
- Caru, A. & Cova, B. (2003) Revisiting Consumption Experience a More Humble but Complete View of the Concept, *Marketing Theory*, 3 (2).
- Chalmers, D. (1997) Moving Forward on the Problem of Consciousness. *Journal of Consciousness Studies*, 4.
- Chandralal, L. & Valenzuela, F. R. (2013) Exploring Memorable Tourism Experiences: Antecedents and Behavioural Outcomes. *Journal of Economics, Business and Management*, 1 (2), 177-181.

- Chandralal, L. and Valenzuela, F.R. (2015), Contemporary Management Research. *Memorable Tourism Experiences: Scale development*, 11 (3), 291-310
- Chathoth, P., Ungson, G., Harrington, R. & Chan, E. (2016) Co-creation and Higher Order Customer Engagement in Hospitality and Tourism Services: A Critical Review. *International Journal of Contemporary Hospitality Management*, 28 (2), 222–45.
- Chen, S., Wang, S. & Xu, H. (2017) Influence of Place Identity on Residents' Attitudes to Dark Tourism. *Journal of China Tourism Research*, 13 (4), 338–356.
- Cohen, E. (1979) *A phenomenology of Tourist Experiences*. *Sociology*, 13, 179–201.
- Collins-Kreiner, N. (2016) Dark Tourism as/is Pilgrimage. *Current Issues in Tourism*, 19 (12), 1185–1189.
- Cook, R. A., Yale, L. J., & Marqua, J. J. (2006) *Tourism: The Business of Travel*. Delhi, Pearsons Publication.
- Creswell, J. W. (2012) *Educational Research: Planning, Conducting, and Evaluating Quantitative and Qualitative Research*. 4th ed. Boston, Pearson Education, Inc.
- Daly, J. & Gereffi, G. (2017) *Tourism Global Value Chains and Africa*. United Nations University (*UN-WIDER*), Wider Working Paper 2017/17.
- Duman, T. & Mattila, A. S. (2005) The Role of Active Factors on Perceived Cruise Vacation Value. *Tourism. Managment*, 26, 311–323.
- Frimpong-Bonsu, W. (2015) *Diagnostic Study of Tourism in Ghana*. A Study Submitted to the African Center for Economic Transformation, Methodist University College, Accra Ghana.
- Gentile, C., Spiller, N. & Noci, G. (2007) “How to Sustain the Customer Experience: An Overview of Experience Components That Co-create Value with the Customer.” *European Management Journal*, 25 (5), 395–410.
- Ghana Tourism Authority (2017) Experience Ghana and Share Ghana Campaign. [WWW Document]. URL [Visit Ghana - Experience Ghana, Share Ghana](#) (accessed 04.26.2020).
- Guba, E. G. (1981) Criteria for assessing the trustworthiness of naturalistic inquiries. *Educational Communication and Technology Journal*, 29 (2), 75–91.

- Gnoth, J., & Matteucci, X. (2014). A phenomenological view of the behavioral tourism research literature. *International Journal of Culture, Tourism and Hospitality Research*, 8 (1), 3-21.
- Hirschman, E. & Holbrook, M. (1982) "Hedonic Consumption: Emerging Concepts, Methods and Propositions." *Journal of Marketing*, 46 (3), 92–101.
- Hohr, H. (2013). The concept of Experience by John Dewey. Revised: Conceiving, Feelings and Evening. "*Studies in Philosophy and Education* doi: 10.1007/s11217-012-9330-7
- Holden, A. (2008). *Environment and tourism*. 2nd ed. London, UK, Routledge
- Hollebeek, L. & Rather, R. (2019) "Service Innovativeness and Tourism Customer Outcomes." *International Journal of Contemporary Hospitality Management* 31 (11), 4227–46.
- Hollebeek, L., Srivastava, R. & Chen, T. (2019) "S-D Logic-Informed Customer Engagement: Integrative Framework, Revised Fundamental Propositions, and Application to CRM." *Journal of the Academy of Marketing Science*, 47 (1), 161–85.
- Homburg, C., Schwemmler, M. & Kuehnl, C. (2015) "New Product Design: Concept, Measurement, and Consequences." *Journal of Marketing*, 79 (3), 41–56.
- Hosany, S. & Witham, M. (2009) *Dimensions of Cruisers' Experiences, Satisfaction, and Intention to Recommend*. London, Royal Holloway University of London.
- Johnson, R. B., Onwuegbuzie, A. J. & Turner, L. A. (2007) Toward a Definition of Mixed Methods Research. *Journal of Mixed Methods Research*, 1 (2), 112-133.
- Kang, E. J., Scott, N., Lee, T. J., & Ballantyne, R. (2012) Benefits of Visiting a 'Dark Tourism' Site: The case of the Jeju April 3rd Peace Park, Korea. *Tourism Management*, 33 (2), 257–265.
- Kim, A. J., & Ko, E. (2012) Do Social Media Marketing Activities Enhance Customer Equity? An Empirical Study of Luxury Fashion Brand. *Journal of Business Research*, 65 (10), 1480-1486.
- Kim, H., & Jamal, T. (2007) Touristic Quest for Existential Authenticity. *Annals of Tourism Research*, 34 (1), 181–201. <https://doi.org/10.1016/j.annals.2006.07.009>.

- Kim, J. H., Ritchie, J.R.B. & McCormick, B. (2012) Development of a Scale to Measure Memorable Tourism Experiences. *Journal. Travel Research*, 51, 12–25.
- Kim, J. H., Ritchie, J. R. B., & McCormick, B. (2010) Development of a Scale to Measure Memorable Tourism Experiences, *Journal of Travel Research*, 51 (1), 1–14.
- Kim, J. H. (2014) The Antecedents of Memorable Tourism Experiences. The Development of A Scale To Measure The Destination Attributes Associated With Memorable Experiences. *Tourism Management*, 44, 34-45.
- Kim, J. H. & Ritchie, J. R. B. (2014) Cross-cultural validation of a memorable tourism experience scale (MTES), *Journal of Travel Research*, 53 (3), 323-335.
- Kim, J. H., Ritchie, J. B. & McCormick, B. (2012) Development of a scale to measure memorable tourism experiences. *Journal of Travel Research*, 51 (1), 12-25.
- Kim, Y., Woo, E., & Uysal, M. (2015) Tourism Experience and Quality of Life Among Elderly Tourists. *Tourism Management*, 46, 189-205
- Kisi, N. (2019) A Strategic Approach to Sustainable Tourism Development Using the A'WOT Hybrid Method: A Case Study of Zonguldak, Turkey. *Sustainability*, 2019, 11, 964.
- Kothari, C. R. (2004) *Research Methodology; Methods and Techniques*. New Delhi, New Age.
- Kozak, M. (2001) Repeaters' Behaviour at Two Distinct Destinations. *Annal Tourism Research*, 28, 784–807.
- Kumar, R. (2005) *Research Methodology- A Step-by-Step Guide for Beginners*, 2nd ed. Singapore, Pearson Education.
- Larsen, S. (2007) Aspects of a Psychology of the Tourist Experience. *Scandinavian Journal of Hospitality and Tourism*, 7 (1), 7–18.
- Leblanc, M. (2003) Tourist characteristics and their interest in attending festivals & events: An Anglophone/Francophone Case Study of New Brunswick, Canada. *Event Management*, 8 (4), 203-212

- Lemke, F., Clark, M. & Wilson, H. (2011) Customer experience quality: An Exploration in Business and Consumer Contexts Using Repertory Grid Technique. *Journal of the Academic. Marketing Science*, 39
- Lemon, K., & Verhoef, P. (2016) “Understanding Customer Experience Throughout the Customer Journey.” *Journal of Marketing* 80 (6), 69–96.
- Lu, H. (2013) Learning outcomes for Chinese Outbound Group Tourists. PhD thesis, James Cook University.
- MacCannell, D. (1973) Staged authenticity: Arrangements of Social Space in Tourist Settings: *The American Journal of Sociology*, 79 (3), 589–603.
- Malhotra, N. K. & Birks, D. F. (2006) *Marketing Research: An Applied Approach*, 2nd ed. Pearson Education Limited.
- Malone, S., McKechnie, S. & Tynan, C. (2018) “Tourists’ Emotions as a Resource for Customer Value Creation, Cocreation, and Destruction: A Customer-Grounded Understanding.” *Journal of Travel Research*, 5 (7), 843–55.
- Meyer, C. & Schwager, A. (2007) Understanding Customer Experience: *Harvard Business Review Feb*; 85(2), 116-26, 157. PMID: 17345685.
- Mouton, J. (1996) *Understanding Social Research*. Pretoria, JL van Schaik publishers.
- Neuman, W. L. (2006) *Social Research Methods: Qualitative and Quantitative Approaches*. 6th ed. New York, Pearson Education Inc
- Neuman, W. L. (1997) *Social Research Methods: Qualitative and Quantitative Approaches*. 3rd ed. Boston, Allyn and Bacon
- Ocran, A. V. (2015) *Marketing Implications in Building Ghana’s Destination Image – A Tourism Perspective*. Thesis Submitted in Partial Fulfilment of the Requirements for the Award of MPhil Marketing Degree. University Of Ghana, Legon, Accra.
- Oh, H., Fiore, A.M. and Jeoung, M. (2007), “Measuring experience economy concepts: tourism applications. *Journal of Travel Research*, 46 (2), 119-132.
- Pearce, P. L & Lee, U.I. (2005) Developing the Travel Career Approach to Tourist Motivation. *Journal of Travel Research*, 43, 226–237.

- Pine, J. & Gilmore, J. H. (1998) Welcome to the Experience Economy: *Harvard Business Review*, 97–107.
- Pine, J. & Gilmore, J. H. (1999) *The Experience Economy: Work is Theatre and Every Business a Stage*. Boston, Harvard Business School Press
- Plummer, R. (2005) *Outdoor Recreation: An Interdisciplinary Perspective*. Dubuque, IA, USA, Kendall/Hunt
- Podoshen, J. S. (2013) Dark tourism motivations: Simulation, emotional contagion and topographic comparison. *Tourism Management*, 35, 263–271.
- Podoshen, J. S., Venkatesh, V., Wallin, J., Andrzejewski, S. A. & Jin, Z. (2015) Dystopian dark tourism: An exploratory examination. *Tourism Management*, 51, 316–328.
- Podoshen, J. S., Yan, G., Andrzejewski, S. A., Wallin, J. & Venkatesh, V. (2018) Dark tourism, abjection and blood: A festival context. *Tourism Management*, 64, 346–356.
- Poria, Y., Reichel, A. & Biran, A. (2006) Heritage Site Management: Motivations Kim, A. J., & Ko, E. (2012) and Expectations. *Annals. Tourism Research* 33, 162–178.
- Prahalad, C. & Ramaswamy, V. (2004) “Co-creation Experiences: The Next Practice in Value Creation.” *Journal of Interactive Marketing*, 18 (3), 5–14.
- Prebensen, N., Kim, H. & Uysal, M. (2015) “Cocreation as Moderator between the Experience Value and Satisfaction Relationship.” *Journal of Travel Research*, 32 (3), 1–12.
- Prebensen, N. & Xie, J. (2017) “Efficacy of Co-creation and Mastering on Perceived Value and Satisfaction in Tourists’ Consumption.” *Tourism Management*, 60, 166–76.
- Ranjan, K. & Read, S. (2016) “Value Co-creation: Concept and Measurement.” *Journal of the Academy of Marketing Science*, 44 (3), 290–315.
- Rather, R. (2018) “Consequences of Consumer Engagement in Service Marketing: An Empirical Exploration.” *Journal of Global Marketing*, 32 (2), 116–35.
- Rather, R. (2020) “Customer Experience and Engagement in Tourism Destinations: The Experiential Marketing Perspective.” *Journal of Travel & Tourism Marketing*, 37 (1), 15–32.

- Rather R. A., Hollebeek L. D & Rasoolimanesh, S. M (2021) First-Time versus Repeat Tourism Customer Engagement, Experience, and Value Cocreation: An Empirical Investigation. *Journal of Travel Research*, 1–16.
- Rederg, L. M., Donavos, D. K. & Erickson, M. A. (2002) Perceptual Match Effects in Direct Tests of Memory: *The role of Contextual Fan. Memory and Cognition*, 30, 312–323.
- Ritchie, J. R. B. & Hudson, S. (2009) Understanding and Meeting the Challenges of Consumer/Tourist Experience Research. *International Journal of Tourism Research*, 11, 111–126.
- Robson C. (2002) *Real World Research*. 2nd ed. Blackwell Publishing.
- Saunders, M., Lewis, P. & Thornhill, A. (2007) *Research Methods for Business Students*. 3rd ed. Prentice Hall Pearson Education.
- Saunders M., Lewis P. & Thornhill A. (2009) *Research Methods for Business Students*. 5th ed. New York, Pearson Education.
- Schmitt, B. (1999) *Experiential Marketing*. New York, The Free Press.
- Sharpley, R., & Stone, P. (Eds.). (2009) The Darker Side of Travel: *The Theory and Practice of Dark Tourism*, Bristol, Channel View, 3-23.
- Shaw, G. (2007) Disability Legislation and empowerment of tourists with disability in the United Kingdom. In A. Church and T. Coles (eds) *Tourism, Power and Space*, London, Routledge, 83-100.
- Signe, L. & Johnson, C. (2018) Africa's tourism potential Trends, drivers, opportunities, and strategies. *Africa Growth Initiative*. Brookings Institution.
- Smith, S. L. (2001) Measuring the Economic Impact of Visitors to Sport Tournament and Special Events. *Annals of Tourism*.
- Song, H., Ahn, Y. & Lee, C. (2015) “Structural Relationships among Strategic Experiential Modules, Emotion and Satisfaction at the Expo 2012 Yeosu Korea.” *International Journal of Tourism Research*, 17 (3), 239–48.
- Stamboulis, Y. & Skayannis, P. (2003) Innovation Strategies and Technology for Experience-Based Tourism. *Tourism Management*, 24 (1), 35-43.

- Sthapit, E. (2013) *Tourists' Perceptions of Memorable Experiences: Testing the Memorable Tourism Experience Scale (MTES) Among Tourists to Rovaniemi, Lapland*. Thesis Submitted in Partial Fulfillment of the Requirements for the Award of Tourism Degree. Faculty of Social Science. University of Lapland.
- Stone, P. (2013) Dark tourism scholarship: A Critical Review. *International Journal of Culture, Tourism and Hospitality Research*, 7 (3), 307–318.
- Stone, P. R. (2011) Dark tourism: Towards a New Post-disciplinary Research Agenda. *International Journal of Tourism Anthropology*, 1 (3–4), 318–332.
- Suhartanto, D., Chen, B. T., Mohi, Z. & Sosianika, A. (2018) Exploring Loyalty to Specialty Foods Among Tourists and Residents. *British Food Journal*, 120(5), 1120–1131.
- Terre-Blanche, M., Kelly, K. & Durrheim, K. (2006) Why Qualitative Research. In Terre-Blanche, M., Durrheim, K. and Painter, D. (eds) *Research in Practice: Applied Methods for the Social Sciences*, 2nd. ed. Cape Town, University of Cape Town Press, 271-284.
- Thoo, P.Y., Johari, S., Ismail, M. H. & Yee, L.L. (2019) Understanding the Role of Memorable Tourism Experiences in Loyalty at Giant Panda Conservation Centre, Zoo Negara Malaysia. *International Journal of Recent Technology and Engineering*, 7, Issue 5S.
- Tsai, C. T. (2016) Memorable Tourist Experiences and Place Attachment When Consuming Local Food. *International Journal of Tourism Research*, 18 (6), 536-548.
- Tung, V.W.S. & Ritchie, J. R. B. (2011) Exploring the Essence of Memorable Tourism Experiences. *Annals of Tourism Research*. 38, 1367–1386. <https://doi.org/10.1016/j.annals.2011.03.009>
- Tung, V.W.S., Lin, P., Qiu Zhang, H. & Zhao, A. (2017) A Framework of Memory Management and Tourism Experiences. *Journal of Travel Tourism Marketing*, 34, 853–866.
- Vargo, S. & Lusch, R. (2016) “Service-Dominant Logic 2025.” *International Journal of Research in Marketing*, 34 (1), 46–67.
- Walls, A., Okumus, F., Wang, Y. & Kwun, D. (2011) An Epistemological View of Consumer Experiences. *International Journal of Hospitality Management*, 30 (1), 10-21.

- Wirtz, D., Kruger, J., Scollon, C. N. & Diener, E. (2003) What to Do on Spring Break? The Role of Predicted, On-Line, and Remembered Experience in Future Choice. *Psychol. Sci.* 14, 520–524.
- Yadav, J. K. & Krishnan, O. (2017) Memorable Tourism Experiences: *Vivid Memories and Feelings of Nostalgia for Houseboat Tourism*. Indian Institute of Management Kozhikode. Working Paper: IIMK/WPS/232/MM/2017/16.
- Yan, B. J., Zhang, J., Zhang, H. L., Lu, S. J. & Guo, Y. R. (2016) *Investigating the motivation experience relationship in a dark tourism space*.
- Yankholmes, A. & McKercher B. (2015) Understanding visitors to slavery heritage sites in Ghana, *Tourism Management*, 51, 22–32.
- Yu, C, Wei-Chun C. & Jittakon R. (2019) "*Assessing Visitors' Memorable Tourism Experiences (MTEs) in Forest Recreation Destination: A Case Study in Xitou Nature Education Area*" *Forests* 10 (8), 636.

UNIVERSITY OF ALGARVE

QUESTIONNAIRE

ANNEX I: QUESTIONNAIRE FOR TOURISTS (TOURISM CUSTOMERS)

The researcher is a student at the **University of Algarve**, currently conducting a study on
“An Assessment of Tourism Customers’ Memorable Experience in Ghana”.

This is an academic study therefore any information you provide will be treated with utmost confidentiality. It is for this reason that your input is required to make this study a success.

PART I: Background Information of Participants

1. Please indicate your gender:

Male [] Female []

2. Please indicate your Age:

20 – 29 [] 30 – 39 [] 40 – 49 [] 50 years+ []

3. Please indicate your highest level of education:

SHS [] 1ST Degree [] Masters []

Other, please specify.....

PART II: Assessing Tourism Customers’ Memorable Experience in Ghana

Section A: Insights on the Dimensions of Customers’ Memorable Experience and Value Creation in Ghana’s Tourism Industry

4. Using the five-point Likert scale

1= Strongly Disagree, **2** = Disagree, **3** = Neutral, **4** = Agree, **5** = strongly Agree

Please indicate your level of agreement based on your travelling experiences to any of the Region’s tour destinations.

No.	Dimensions of Customers' Memorable Experience and Value Creation in Ghana's Tourism Industry	1	2	3	4	5
HEDONISM						
A	I travel to tourist sites to seek joyful experiences.					
B	Tourism products and services in Ghana add value to my life.					
REFRESHMENT						
A	I seek solitude when I travel to tourist sites.					
B	Relaxation and rest are the main motivation for my touring trips.					
C	When I am refreshed, it enhances my memorable tourism experience.					
LOCAL CULTURE						
A	I visit tourist sites so that I can understand the local culture.					
B	When I interact with the local people, it helps me to experience their culture.					
MEANINGFULNESS						
A	I seek physical, spiritual, or emotional fulfilment when I travel to tourist sites					
B	When I travel to tourist sites, I am able to satisfy my desires such as personal growth and self-development.					
KNOWLEDGE						
A	I travel to tourist sites with historical, geographical, language and cultural importance so as to learn new things and develop new skills.					

INVOLVEMENT					
A	I actively participate in the programs of tourist sites because of my interest in them.				
NOVELTY					
A	I am motivated by uniqueness, innovation, and originality in my travels to tourist sites.				
B	I recall unique, innovative, and original tourism experiences far better than other experiences.				

- In what ways does your memorable experience add value to your life?
.....
- In what other way can tourist operators improve their services so as to create value for you?
.....

Section B: Examining the Influence of the Dimensions of Customers’ Memorable Experience on Their Memories and Loyalty

3. In the statements below, please indicate the extent to which the statements reflect your situation. Please use the scale below:

1 = To no extent, **2** = To a lesser extent, **3** = To some extent, **4** = To a greater extent.

No.	The Influence of the Dimensions of Customers’ Memorable Experience on Their Memories and Loyalty	1	2	3	4
HEDONISM					
A	The value of tourism products and services, in the form of Joyful experiences, influences my memories and revisit intentions positively.				

REFRESHMENT					
B	I always revisit tourist sites that gives me solitude, allow me to relax, and let me come back home refreshed.				
LOCAL CULTURE					
C	My knowledge about the local people’s way of life enhances my memories and revisit intentions.				
MEANINGFULNESS					
D	The physical, spiritual or emotional fulfilment I get from visiting tourist sites are my lifetime memories that impact positively on my revisit decisions.				
KNOWLEDGE					
E	The knowledge gained and the new skills developed at tourist sites influence my memorable experience and loyalty.				
INVOLVEMENT					
F	Leisure activities of tourist sites impact positively on my memorable experience and revisit decisions.				
NOVELTY					
G	I recall unique, innovative, and original tourism experiences far better than other experiences; and these influences my revisit decisions				

1. Are your memorable experiences of tourist sites positive or negative? And why so?
.....
2. In what other way memorable experiences and loyalty be improved by tourist sites?
.....

THANK YOU FOR YOUR TIME