



The Memorable Experience in Tourism: the case of the Beto Carrero World Theme Park (SC, Brazil)

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ABSTRACT: A memorable tourism experience corresponds to the memories retained in the tourist's memory based on the individual experiences perceived during all the phases of a trip to a particular destination. Theme parks are tourist attractions designed with a thematic identity that allows visitors to escape from routine and are based on offering a different world with alternative experiences that can become unforgettable. In this context, this study aimed to analyze the influence of memorable tourism experiences from the Beto Carrero World theme park perspective in Penha-SC, Brazil. This research was conducted using data collected from 680 tourist visitors to the park, using a questionnaire comprising 27 variables that are part of the memorable tourism experience constructs: hedonism, novelty, renewal, meaning, involvement, knowledge, and social interaction. The data was analyzed based on sociodemographic characteristics and multivariate analysis using SPSS and SmartPLS software. The results made it possible to identify a new proposal for a conceptual model to evaluate the meaning of memorable experiences in theme parks and positively confirmed the influence between the memorable tourism experience and each first-order construct, revealing that immersive hedonism and perceived meaning had the most significant impact on the memorable tourism experience in the theme park.

Keywords: Memorable Tourism Experience;
Theme Parks;
Beto Carrero World.

Info do artigo:

Aceito 16/Ago/2021
Publicado 15/Abr/2024

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DOI: 10.14210/at.v9i2.17737

INTRODUCTION

The tourism sector is considered one of the main drivers of socio-economic development, helping generate jobs and businesses, export earnings, and infrastructure development (World Tourism Organization, 2016). The attractiveness of a tourism product depends on the physical, environmental, and socio-cultural characteristics or attributes of a destination. This attractiveness is a determining factor in the tourist's choice of destination, which must meet their expectations about the experiences they want to have (Jafari, 1982; Benur & Bramwell, 2015).

In order to understand the real needs and expectations of tourists and make them the protagonists of their trip, a new way of developing and presenting a tourism product has emerged, called the "tourism experience." It is a unique, pleasurable, and memorable experience, portrayed individually by the tourist, based on attitudes, perceptions, feelings, and emotions resulting in interactions with people, processes, objects, and environments at all stages of their trip (Bagdare, 2016).

In tourism and entertainment activities, offering staged experiences to make tourists remember what they experienced during their visit to a destination is a memorable tourist experience (Pine & Gilmore, 1999). These memories can interfere with tourists' choices when deciding whether to revisit a particular destination (Marschall, 2012).

In this context, it is clear how relevant it is for the tourism segment to direct its strategies towards the possibilities of positive memories that can be offered during experiences in a given destination, thus obtaining a more significant competitive advantage. Despite the growing number of studies on memorable tourism experiences, studies on memorable experiences in theme parks still need to be improved (Mahdzar & Abdul Gani, 2019; Wei et al., 2021; Zheng et al., 2021).

Theme parks are attractions with a thematic identity designed to escape the daily routine by offering an alternative symbolic world of experiences that tend to be unforgettable for their visitors (Anton Clavé, 2007). It is a tourist attraction that intensifies experiences and memories, exploring all the magic and fantasy through creating an enchanted world. This study analyzed the influence of tourists' memorable experiences in theme parks from this context.

In Brazil, theme parks include Beto Carrero World, which was chosen as the object of study for this study. The Beto Carrero World theme park is one of the largest in Latin America. It is located in Penha, in Santa Catarina (Penha, 2016). Regarding conceptual development, a theoretical-methodological approach was adopted for the dimensions of memorable tourism experiences suggested by Kim, Ritchie, and McCormick (2012) and Chandralal and Valenzuela (2015), with em-

phasis on hedonism, meaning, involvement, renewal, novelty, knowledge, and social interaction.

This article is organized as follows: the first stage presents the theoretical background on memorable tourism experiences, memorable tourism experiences in theme parks, and the Beto Carrero World theme park; the second stage describes the research methodological procedures and the proposed model based on previous studies. Subsequently, the research results are presented, followed by discussions of the main results. Finally, the final considerations and references used in the study are presented.

MEMORABLE TOURISM EXPERIENCE

The experience that is staged and provided so that tourists remember their experiences of visiting a destination is called a memorable tourism experience (Pine & Gilmore, 1999). The memorable tourism experience has become a relevant topic of research and practice in the tourism literature as we seek to understand how memories of a visit to a particular destination are shaped (Chen et al., 2020; Wang et al., 2020).

These memories are shaped by the evaluation of experiences reconstructed through individual feelings based on the emotions and attitudes of each tourist about the experience of visiting the destination (Kim et al., 2012; Sthapit, 2013; Chen et al., 2020). Thus, for the experience to be recorded positively in the tourist's memory, it must be related to special moments in an intense, unprecedented, exciting, and pleasurable way (Trigo, 2010).

According to Pizam (2010), the hospitality industry needs to focus on creating memorable experiences for tourists, as their memories are reflected in the main drivers of future travel intentions, thus providing greater satisfaction and loyalty (Ali et al., 2014; Kim & Ritchie, 2014; Kim, 2014; Ramjit, 2014; Chandralal & Valenzuela, 2015; Wang, 2016). Furthermore, these positive tourist memories can serve as a competitive advantage, provided they are treated strategically by the tourism segment (Zhang et al., 2018; Rasoolimanesh et al., 2021).

The memorable tourism experience is approached from a variety of dimensions. Various authors have addressed the different categories involved in the memorable tourism experience, both in qualitative and quantitative studies (Pine & Gilmore, 1998; Tung & Ritchie, 2011; Walls et al., 2011; Kim et al., 2012; Chandralal & Valenzuela, 2015).

According to Pine and Gilmore (1998), the dimensions of the memorable tourism experience have more excellent value when they comprise four dimensions: education, escapism, aesthetics, and entertainment.

According to Tung and Ritchie (2011), the main components for remembering the experience are affection, expectations, consequences, and recall. Walls et al.

(2011) created a framework for the composition of the consumer experience for the tourism and hospitality industry, which aims to identify the experience as ordinary or extraordinary based on emotional or cognitive aspects.

The memorable tourism experience is divided into seven dimensions: hedonism, novelty, meaning, knowledge, involvement, renewal, and local culture (Kim et al., 2012). This scale has been tested and validated by several authors (Kim & Ritchie, 2014; Sthapit, 2013; Chandralal & Valenzuela, 2015; Sthapit & Coudounaris, 2017; Yu et al., 2019; Gohary et al., 2020). It presents significant components for tourists to remember their experiences in the destinations visited (Rasoolimanesh et al., 2021).

In validating the Kim et al. (2012) scale, researchers Chandralal and Valenzuela (2015) proposed ten dimensions to measure the memorable tourism experience: authentic local experiences, innovative experiences, experiences for their benefit; meaningful travel experiences; casual and surprising experiences; local hospitality; social interactions; impressive local guides and tour operators; the fulfillment of personal travel interests; and affective emotions.

Given this, this study adopted the following constructs of memorable experience: hedonism, novelty, meaning, knowledge, involvement, renewal, and social interaction (Chandralal & Valenzuela, 2015; Kim et al., 2012).

Hedonism refers to an individual's sense of exhilaration, surrender, pleasure, and satisfaction when carrying out a tourist activity (Chandralal & Valenzuela, 2015; Kim et al., 2012).

According to Kim et al. (2012), the renewal dimension is a feeling of comfort, freedom, and relaxation when enjoying a tourist experience. Novelty refers to experiencing something for the first time or experiencing something different from previous experiences during the trip (Chandralal & Valenzuela, 2015; Kim et al., 2012).

The tourist portrays the knowledge dimension when there is the opportunity to explore and acquire new knowledge, learn about new cultures, and experience other things during the trip (Kim et al., 2012). Involvement, on the other hand, addresses the extent to which tourists are committed to the attractions of a tourist destination and actively participate (Chandralal & Valenzuela, 2015; Kim et al., 2012).

Meaning is accomplishing something meaningful to the individual during the trip and making a difference (Chandralal & Valenzuela, 2015; Kim et al., 2012). Social interaction deals with relationships between people during the trip, from companions, family, friends, or groups (Chandralal & Valenzuela, 2015).

MEMORABLE THEME PARK EXPERIENCE

Theme parks are attractions with a thematic identity designed to escape the daily routine. They offer an alternative symbolic world of experiences that tend to be unforgettable for their visitors (Anton Clavé, 2007).

"Theme parks are large-scale enterprises that use diverse themes, anchored in the collective imagination, adopting the stimulation of tourist activity as a market strategy" (Martins & Costa, 2010, p. 53).

To be considered a theme park, according to Anton Clavé (2007), the development needs to have the following characteristics:

- Have a thematic identity.
- Offer one or more themed areas.
- Be planned as an enclosed space for visitors.
- Have a single admission price.
- Offer entertainment, food services, and various merchandise.
- Have the potential to attract families.

The theme park is a tourist attraction designed to offer visitors a space isolated from everyday life to have fun, relax, and feel like they are in another space and place (Secall, 2001). In an innovative concept, theme parks are planned and created to give visitors an atmosphere of magic and fantasy based on one or more defined themes (Milman, 2008). Visitors to theme parks can experience a magical world of fantasy (Secall, 2001).

To this end, managers need to be aware that the theme is one of the main elements that transform park visits into magical and unforgettable moments (Milman, 2008).

Several studies have explored the hedonic experience of theme park visitors (Johns & Gyimothy, 2002; Bigné et al., 2005; Bigné et al., 2008; Kao et al., 2008; Ma et al., 2016; Dedeoglu et al., 2018). In order to estimate these experiences beyond hedonism, Knobloch et al. (2017) evaluate meaning in the sense of well-being and renewal. The authors point to a new trend of exploring visits to theme parks by offering a more meaningful experience for the individual in an aspect of internalization based on "eudaimonia."

Using themes to present an imaginary world positively influences the quality and experience perceived by theme park visitors (Kao et al., 2008). In this context, involvement and novelty have also been found to be determining factors in the rebranding behavior of theme parks (Cheng et al., 2016).

Tourist interactions and their impact on the experience during a visit to a theme park have shown both positive and negative results. When opinions about the experience during the visit to the park are positive,

they have a positive influence, thus generating greater interest in visiting the park mentioned; on the other hand, when opinions are negative, they can lead to a lack of interest in visiting the park (Torres & Orłowski, 2017).

Some studies address the memorable experience of tourism in theme parks (Mahdzar & Abdul Gani, 2019; Wei et al., 2021; Zheng et al., 2021).

The research by Wei et al. (2021) sought to ascertain whether the interaction of other visitors contributes to creating an immersive environment and generating memorable experiences for visitors to a theme park. The study reveals the positive impact of perceived similarity on visitors' sense of immersion in theme parks and their recollection of experiences, which ultimately drives their intention to return to the destination (Wei et al., 2021).

Zheng et al. (2021) examined how looking at other customers' perceptions of similarity, appearance, and behavior can influence theme park visitors' affective states and experiences. The authors found that similarity and behavior positively affect visitors' excitement and curiosity, contributing to memorable theme park experiences (Zheng et al., 2021).

The study by Mahdzar and Abdul Gani (2019), carried out at Skyrides Festivals Park in Putrajaya, which aimed to examine the relationship between the memorable attributes of tourists' tourism experience and their intentions to revisit theme parks, showed that three attributes of the memorable tourism experience have significant relationships with tourists' intention to revisit: meaning, novelty and renewal, with novelty having a more significant impact on the intention to revisit the destination.

Faced with so many tourist attractions, the choice of theme park is relevant, as it seeks to investigate the memorable experience beyond the hedonistic aspect, aiming to analyze other components such as meaning, novelty, renewal, knowledge, involvement, and social interaction (Kim et al., 2012; Chandralal & Valenzuela, 2015). Therefore, we chose the Beto Carrero World theme park in Penha, Santa Catarina, Brazil. It is the largest park in Latin America (Penha, 2016).

BETO CARRERO WORLD THEME PARK

The state of Santa Catarina is recognized as one of the best tourist destinations in Brazil due to the beautiful beaches along its long coastline, which are very popular in summer, and the Santa Catarina mountains, which receive many tourists in winter in search of snow. One attraction in this area that attracts visitors all year round is the Beto Carrero World theme park. It receives more than one million visitors annually and is the largest multi-theme park in Latin America (Santa et al., 2016). Covering a total area of 14km², the park of-

fers more than a hundred rides and attractions (Silva Neto, 2006) and consists of three segments of attractions: shows, the zoo and rides.

The shows currently in evidence are:

- **Acqua Show:** a show of light and movement, with various oceanic characters performing beautiful acrobatic acts, juggling, and dancing (Beto Carrero, 2022). **Hot Wheels**
- **Epic Show:** an exciting show full of radical maneuvers, speed and lots of adrenaline (Beto Carrero, 2022).
- **The Madagascar Circus:** inspired by the movie "Madagascar 3 - The Wanted". There's music, dancing and incredible circus acts that make up the Madagascar Circus Show. A show with 120m² of LED screens and more than 30 artists in the cast (Beto Carrero, 2022).
- **The Cowboy's Dream:** a tribute to our hero Beto Carrero. On stage, more than 40 artists, including actors, dancers, and singers, present a show that mixes music, dance and theater. On a stage of over 490m², more than a hundred costumes, trained horses, high-tech sound and lighting, great sets and lots of special effects are used in the performance. The soundtrack, specially composed for the musical, was orchestrated, and sung live by the cast (Beto Carrero, 2022).
- **Excalibur:** fantastic medieval duels are presented in search of the legendary sword wielded by King Arthur. On a trip to the Middle Ages, a moment of adventure takes place in a castle decorated with noble aristocratic coats of arms, which becomes the stage for a magnificent spectacle. The narrator entertains the audience, who cheer as their favorite knight fights bravely in a brave test of medieval heroism (Beto Carrero, 2022).

The Beto Carrero World Zoo is home to around a thousand animals. Much more than a place for protection, it does essential work for conserving endangered species. With renowned institutions, Beto Carrero World works to preserve Brazilian fauna, spreading the importance of animals by raising awareness among visitors and society. Visitors can see giraffes, elephants, camels, lions, birds of various species, and many other rare animals from around the world up close. Among so many animals, visitors will find specific areas for certain species, such as Baboon Island, the Tiger Walkway, and the Serpentarium (Beto Carrero, 2022).

The rides are divided into family, children, and extreme attractions. Family attractions include The Pirate Ship,

Raskapusca, Autopista Bate-Bate, Crazy Cups, Betinho Carrero 4D, Veneziano Carousel, Pedalinho, Dino Magic Railway, Ferris Wheel, Primatology Center, World of Horses, Castle of Nations, Beto Carrero Memorial, Indigenous Village, Romero Brito Exhibition, Alamo Fort, Pirate Bar, House of Mirrors, Photos with various characters and their groups - Betinho Carrero, Shrek, Madagascar, Po from Kung Fu Panda, Megamente and Metro Men, among others (Beto Carrero, 2022).

Children's attractions include Tigor Mountain, Dim Dim Roller Coaster, Baby Elephants, Acqua Boat, Trenzinho, Adventure Kids, and Hot Wheels Extreme Kids. At the same time, the main extreme attractions are Rebuliço, Firewhip, Big Tower, Star Mountains, Madagascar Crazy River Adventure, Tchibum, Portal da Escuridão, and Hot Wheels Kart Racing (Beto Carrero, 2022).

METHODOLOGY

This study used methodological procedures divided into four stages, as shown in figure 1.

Figure 1: Methodological Procedures



Source: Elaborated by the authors (2022).

In the first stage, exploratory research was carried out to broaden the researcher's knowledge of the subject under study and provide resources for drawing up the data collection instruments used in the descriptive stage. To this end, a bibliographic survey of journal articles, books, theses, and dissertations was carried out. The leading search engines were CAPES, EBSCO (Elton B Stephens Company), SCIELO (Scientific Electronic Library On-line), Science Direct, BDTD (Digital Library of Theses and Dissertations), and the website Publicações de Turismo, which contributed to a better understanding of the state of the art in tourism experiences.

After selecting the material, reading, and analyzing possible constructs related to the memorable tourism experience in greater depth, it was decided for this study to use the scales by Kim et al. (2012) and Chandralal and Valenzuela (2015). When analyzing the scales presented by the authors, it was decided to exclude the local culture construct, as it was considered that, in the context of theme parks, this construct would not be representative, as it corresponds to interaction with residents, involves the cultural aspect in its most profound form of presentation and authenticity (Kim et al., 2012).

Regarding the construct's affective emotions, innova-

tive experiences, coincidences and surprises, significant experiences, self-benefit, and fulfillment of personal interests, as suggested by Chandralal and Valenzuela (2015), we only tried to merge the variables suggested in the two studies because we believe they have similarities (Kim et al., 2012; Chandralal & Valenzuela, 2015).

Thus, the affective emotions construct was inserted into the hedonism construct, cited by Kim et al. (2012). The innovative experiences construct was inserted into the novelty construct with the causalities and surprises construct. The meaningful experiences and self-benefit construct were added to the meaning construct. The fulfillment of personal travel interests construct was added to the involvement construct.

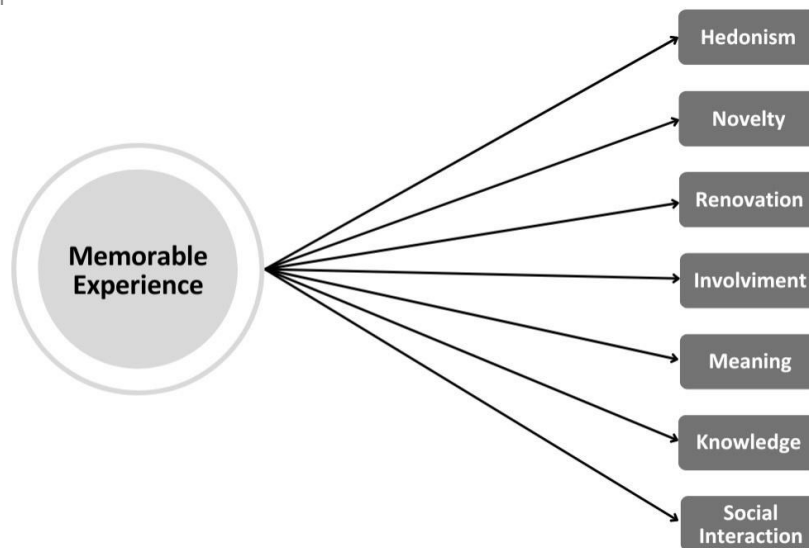
The social interaction construct, represented by Chandralal and Valenzuela (2015), was the only one that differed from the constructs cited by Kim et al. (2012). In addition, the constructs of traditional local experiences, local hospitality, and impressive local guides and

tour operators were also disregarded for the analysis of theme parks.

The constructs of traditional local experiences and local hospitality refer to local culture, as cited by Kim et al. (2012). The authors Chandralal and Valenzuela (2015) only separated the components. The combination of these elements corresponds to feelings about the local people and the destination itself, referring to impressions about the people in the local community, whether they were helpful, friendly, and generous, as well as impressions about the place, whether there was eminent culture and authenticity that could be enjoyed by the tourist (Chandralal & Valenzuela, 2015; Kim et al., 2012).

The impressive local guides and tour operators construct the experience tourists have of being treated by local guides and tour operators, which is also not directly linked to a theme park experience (Chandralal & Valenzuela, 2015). Thus, this research was based on an existing model of memorable tourism experience, which has been described as a second-order reflective construct made up of seven first-order components, according to Chandralal and Valenzuela (2015) and Kim et al. (2012): hedonism, novelty, renewal, meaning, involvement, knowledge, and social interaction (Figure 2).

Figure 2: Analysis Model



Source: Elaborated by the authors (2022).

This study collected data from tourists visiting the Beto Carrero World theme park, located in Brazil. The questionnaires were administered to 680 tourists during their visits to the park between July 27 and August 26, 2017. A non-probability convenience sampling technique was used, and a questionnaire consisting of 27 variables on a five (5) point Likert scale was chosen as the data collection instrument, in which respondents had to indicate a degree of agreement or disagreement about the selected variables. This sampling technique allows the researcher to select the most accessible respondents (Aaker et al., 2004).

Firstly, the demographic characteristics of the interviewees were analyzed, as they influence the perception of the experience, which varies from individual to individual, according to Azevedo (2010). Each consumer's perception of the experience can be reflected in their background and sociodemographic aspects, as Uysal et al. (2012) pointed out. Furthermore, according to studies by Tung and Ritchie (2011), an individual's demographic aspects also influence memory formation and recall.

For Chandralal and Valenzuela (2015), the degree of importance for each of the dimensions of the experience can vary depending on the destination and the demographic characteristics of the travelers. Thus, through this information, destination managers can identify individual differences, in addition to the purpose of the trip, and thus modify their tourism programs to effectively deliver memorable experiences to their target customers, according to Kim et al. (2012).

Thus, based on grouping variables into factors to structure the proposed model, an Exploratory Factor Analysis (EFA) was carried out to validate the scales. In this analysis, the Kaiser-Meyer-Olkin (KMO) test was used for sample adequacy, as well as Bartlett's test of sphericity to verify statistical significance throughout a cor-

relation matrix and, for minimum factor reduction, Principal Components Analysis (PCA) was chosen. Subsequently, the reliability of the constructs was analyzed using Cronbach's alpha. Moreover, Spearman's correlation coefficient was calculated to verify the relationship between the constructs.

A confirmatory factor analysis (CFA) was conducted to adjust the model. Based on the Fornel-Larcker (1981) procedure, the criteria of discriminant validity and average variance extracted (AVE) were used, with the criteria average variance extracted (AVE), composite reliability, R Square, Cronbach's alpha, and Spearman coefficient (ρ_A) for the quality of the adjustments. Finally, the Bootstrapping technique was used to assess the relationships' significance.

The results were processed using the Structural Equation Model, SPSS (Statistical Package for the Social Sciences), and SmartPLS 3 software.

ANALYSIS OF RESULTS

The Beto Carrero World Park (Brazil) survey comprised a sample of 680 respondents, tourists who had visited the Beto Carrero World Park (Brazil). The sociodemographic characteristics are shown in Table 1 below.

The results showed that 58.8% of the sample was female, while 41.2% represented males. However, this figure cannot be considered because women's prevalence varies between 1 and 2 percentage points. Thus, a small prevalence was already estimated.

When asked how visitors had come to the park, the answers were as follows: the vast majority were accompanied by family (59.2%), followed by couples (20.2%) and a small group of friends (15.2%). Regarding the results concerning geographical origin, it was possible to see that 32.2% of the sample came from the state of Santa Catarina because it is where the park is located. Moreover, São Paulo (24.1%) has the country's highest

Table 1: Sociodemographic characteristics of the sample.

Gender	f.	%
Female	400	58,82%
Male	280	41,18%
Age		
18 - 25	186	27,35%
26 - 35	256	37,65%
36 - 45	193	28,38%
46 - 55	42	6,18%
Older than 56	3	0,44%
What is your level of education?		
Elementary School	11	1,62%
Secondary School	186	27,35%
Technical Course	48	7,06%
College	272	40,00%
Especialization Courses	134	19,71%
Master Degree	19	2,79%
PhD Degree	6	0,88%
Post- Doctorate	4	0,59%
Marital Status?		
Single	262	38,53%
Married	353	51,91%
Divorced	23	3,38%
Stable Union	37	5,44%
Widow/widower	5	0,74%
What is your Family income?		
Minimum Monthly Salary (R\$937,00)	19	2,79%
1 - 3 Minimum Monthly Salary (up to R\$ 2.811,00)	152	22,35%
3 - 6 Minimum Monthly Salary (up to R\$ 5.622,00)	220	32,35%
6 - 9 Minimum Monthly Salary (up to R\$ 8.433,00)	137	20,15%
9 - 15 Minimum Monthly Salary (up to R\$ 14.055,00)	91	13,38%
More than 15 Minimum Monthly Salaries (more than R\$14.055,00)	61	8,97%
How many times have you visited Beto Carrero World?		
This is the first visit	382	56,18%
I visit the park once a year	239	35,15%
I visit the park twice a year	36	5,29%
I visit the park three times a year	6	0,88%
I visit the park four times a year	5	0,74%
I visit the park more than four times a year	12	1,76%
Did you visit the park alone or with someone?		
Alone	6	0,88%
As a couple	137	20,15%
Accompanied by family	402	59,12%
Accompanied by a small group of friends	103	15,15%
Accompanied by a large group of people	32	4,71%

Source: Elaborated by the authors (2018).

wealth and population concentration and is not too far away to make visiting impossible. Finally, Rio de Janeiro (14.5%) came third as it is also a state with a large population. Interestingly, the neighboring states of Paraná (11.9%) and Rio Grande do Sul (7.6%) were not among

the main origins of visitors. It was also noted that visitors from other countries were in the minority. The descriptive statistics relating to the dimensions of the memorable tourism experience at the theme park were based on calculating the mean and standard devi-

ation, the most common measures for assessing the central position and dispersion of the data obtained. The following basis for comparing the averages was used: Low score, average less than 2; Average score, average greater than two and less than 4; and High score, average between 4 and 5.

About the minimum and maximum values, the results coincided with the extremes of the scale, with the sole exception of the Hed2 variable, which had a minimum value of 2. Concerning the averages, the park survey showed averages ranging from high to median, suggesting more excellent uniformity in agreement with the statements. The standard deviations, on the other hand, mostly showed results above only the variables Hed1, Hed2, Hed3, Ren1, Ren2, Ren4, Env3, Env4, and Conh1 showed standard deviations below 1, suggesting greater equality in the responses.

EXPLORATORY FACTOR ANALYSIS

(EFA)

When carrying out the Exploratory Factor Analysis (EFA) of the 27 constructs relating to memorable tourism experiences, Bartlett's test of sphericity and the Kaiser-Meyer-Olkin (KMO) test were applied to the correlation matrix. Then, using Principal Component Analysis (PCA) and the VARIMAX rotational method, five factors were extracted, as shown in Table 2.

Based on the initial result, it was found that, after reducing the factors, two new constructs emerged that needed to be named, as shown in Table 3.

The first construct, named "perceived meaning," explains the combination of the "knowledge" construct and the "meaning" construct. "Meaning" comprises something important and relevant, and "knowledge" refers to the understanding, perception, and apprehension of something during a trip (Chandralal & Valenzuela, 2015; Kim et al., 2012). Regarding travel experi-

Table 2: Exploratory Factor Analysis (Varimax).

Variable	Question	Components	1	2	3	4	5
Conh2	I learned different things in the park.		,765				
Conh3	I learned about new cultures in the park.		,785				
Conh4	I gained new knowledge from the experience of visiting the park.		,821				
Sig1	I did something meaningful at the park.		,498				
Sig2	Visiting the park was an experience of a lifetime for me.		,580				
Sig3	I improved my self-confidence in the park.		,720				
Sig4	The walk in the park contributed to my self-knowledge.		,761				
Hed1	I threw myself into the park's activities.			,523			
Hed2	I really enjoyed my tourism experience in the park.			,549			
Hed3	I felt very excited in the park.			,498			
Env1	I visited a place where I really wanted to go.			,612			
Env2	I enjoyed activities that I really wanted to do in the park.			,802			
Env3	I was interested in the main activities of this park experience.			,743			
Env4	I got involved in the park activities that I really wanted to take part in.			,756			
Conh1	I explored the park and its attractions.			,648			
Ren1	I felt comfortable in the park.				,694		
Ren2	I felt relaxed during my visit to the park.				,730		
Ren3	I felt refreshed during my visit to the park.				,713		
Ren4	I enjoyed a sense of freedom during my visit to the park.				,563		
Hed4	I was moved by the experience of visiting the park.					,545	
Novi1	I enjoyed a new experience in the park.					,598	
Novi2	This experience in the park was different from previous ones.					,674	
Novi3	I felt like I was in a different world during my visit to the park.					,589	
Novi4	I faced unplanned and unexpected experiences during my visit to the park.					,543	
IntSoc1	I was delighted to visit the park because of the camaraderie among my fellow travelers.						,751
IntSoc2	I really enjoyed my visit to the park because I was with a wonderful group of travelers.						,884
IntSoc3	The existing bonds with my friends and travel companions were strengthened during my visit to the park.						,853

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in six iterations.

Source: Elaborated by the authors (2018).

ence, one might believe that when someone travels to a destination, they generally seek or obtain some knowledge voluntarily or involuntarily. For example, when someone travels to learn a different language or even involuntarily learn about new cultures when visiting a destination, one imagines this is important to the individual.

The second construct, called “engaging hedonism,” explains the combination of the “hedonism” and “engagement” constructs. Hedonism refers to pleasure, emotion, taste, and involvement to interest and commitment that translates into a travel experience that leads to emotion and pleasure, thus generating interest and involvement (Chandralal & Valenzuela, 2015; Kim et al., 2012).

Table 3- Appointment of the new memorable tourism experience factors

Combining the factors	New Factor
Meaning + Knowledge	Perceived Meaning
Hedonism + Involvement	Engaging Hedonism

Source: Elaborated by the authors (2018).

The constructs Conh1, “I explored the park and its attractions,” and Hed4, “The experience of visiting the park moved me,” did not match the conceptual construct of origin (Table 2).

Because of the above, the scale was adjusted by excluding the Conh1 and Hed4 variables. Exploratory Factor Analysis (EFA) was carried out again, using Bartlett’s test of sphericity and the Kaiser-Meyer-Olkin (KMO) test, together with Principal Component Analysis (PCA) and the orthogonal rotation method (VARIMAX) on the 27 variables that correspond to the dimensions of the memorable tourism experience to enable correlation between the components obtained. In addition, the Cronbach’s Alpha statistical test was carried out to verify internal consistency.

The analysis obtained the Kaiser-Meyer-Olkin (KMO), which showed that the data was suitable for factor analysis (0.934). KMO values above 0.80 are described with merit by Kaiser (1974), and Hair et al. (2009). Bartlett’s test of sphericity showed a value of 9737.903, whose significance was less than 0.001, thus indicating that factor analysis was appropriate due to the existence of significant correlations between scale variables.

The results show that, of the seven constructs of a memorable experience, a new model consisting of five constructs was identified. This new model presented internally reliable values through the Cronbach’s alpha test, as recommended in the literature, which is 0.70, considering the value of 0.60 for exploratory research, as shown in Table 4 (Hair Jr. et al., 2009).

Spearman’s Correlation Coefficient was used to measure the nature of the relationship between the con-

structs. The coefficient takes on values between -1 and 1, indicating whether the correlations are positive, negative, or non-dependent, which equals zero. The following classification of correlation coefficients was adopted to interpret the correlations: correlation coefficients < 0.4 (weak correlation), ≥ 0.4 to < 0.5 (moderate correlation), and ≥ 0.5 (strong correlation).

Table 4: Factors that make up the dimensions of the memorable tourism experience (MTA)

Variable	Cronbach's alpha
Factor 1: Perceived meaning	0,897
Factor 2: Engaging hedonism	0,884
Factor 3: Renovation	0,843
Factor 4: Social interaction	0,841
Factor 5: News	0,688

Source: Elaborated by the authors (2018).

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All the correlations were positive, thus showing that the relationships are directly proportional, as shown in Table 5. It is possible to see a robust correlation between the constructs that correspond to the memorable tourism experience: immersive hedonism and renewal (0.645); perceived meaning and novelty (0.603); immersive hedonism and perceived meaning (0.576); and perceived meaning and renewal (0.549).

CONFIRMATORY FACTOR ANALYSIS (CFA)

In order to assess whether the new model presented consistent results in the survey conducted with visitors to the Beto Carrero World Park, Confirmatory Factor Analysis (CFA) was applied using PLS-SEM SmartPLS3 software. The new model shows consistent results with the survey of Beto Carrero World Park visitors, as can be seen in the results of the Confirmatory Factor Analysis (CFA) using SmartPLS 3 software (Figure 3).

Next, the discriminant validity and average variance extracted (AVE) were estimated, as shown in Table 6. The results were as suggested by Fornel-Larcker (1981), with the AVE root (in bold) being more significant than the correlation between the constructs.

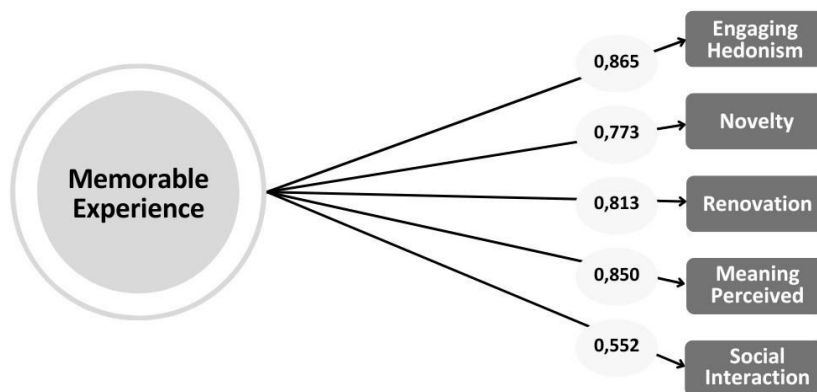
The quality of the adjustments was also examined using the criteria average variance extracted (AVE), composite reliability, Cronbach’s alpha, and Spearman’s coefficient

Table 5: Spearman correlations new model identified.

	Engaging Hedonism	Perceived Meaning	Renovation	New	Social Interaction
Engaging Hedonism	1,000				
Perceived Meaning	,576**	1,000			
Renovation	,645**	,549**	1,000		
New	,491**	,603**	,492**	1,000	
Social Interaction	,452**	,387**	,409**	,360**	1,000

Source: Elaborated by the authors (2018).

Figure 3: New Model identified - Confirmatory Factor Analysis (CFA)



Source: Elaborated by the authors (2018).

Table 6: Discriminant Validity (Fornel-Larcker Criterion, AVE roots in bold)

	Engaging Hedonism	Social Interaction	New	Renovation	Perceived Meaning
Engaging Hedonism	0,776				
Social Interaction	0,417	0,870			
New	0,584	0,353	0,735		
Renovation	0,713	0,392	0,538	0,825	
Perceived Meaning	0,566	0,357	0,631	0,552	0,787

Source: Elaborated by the authors (2018).

Table 7: Quality Criteria New Model identified.

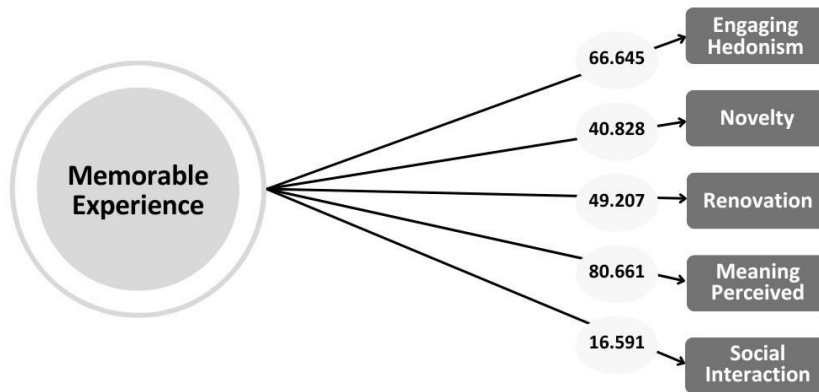
	AVE	Reliability Composite	rho_A	Cronbach's alpha
Engaging Hedonism	0,602	0,914	0,893	0,889
Perceived Meaning	0,620	0,919	0,898	0,897
New	0,540	0,818	0,759	0,708
Renovation	0,681	0,895	0,848	0,844
Social Interaction	0,757	0,904	0,856	0,842

Source: Elaborated by the authors (2018).

(rho_A), as shown in Table 7. The results were above those indicated with AVE > 0.50, composite reliability, Spearman's coefficient (rho_A), and Cronbach's alpha > 0.70.

Using the bootstrapping technique, it was also possible to check whether there was a significant relationship between the memorable tourist experience and each

Figure 4: Bootstrapping technique new model identified.



Source: Elaborated by the authors (2018).

dimension of the experience. The results showed that the consistency of the coefficients was above 1.96, as recommended by Hair et al. (2011), as shown in Figure 4.

The results that represent this significance between memorable experience as a second-order construct and each first-order construct are as follows: memorable experience and immersive hedonism (66.457); memorable experience and novelty (40.828); memorable experience and renewal (49.807); memorable experience and perceived meaning (80.661); and memorable experience and social interaction (16.591).

DISCUSSION RESULTS

Exploratory Factor Analysis (EFA) made it possible to identify a new model through factor reduction, comprising five constructs for a memorable experience: immersive hedonism, perceived meaning, renewal, novelty, and social interaction.

The results showed that, for visitors to the Beto Carrero World Park, meaning and knowledge were understood as a single factor, corresponding to perceived meaning, i.e., for there to be meaning, some knowledge must be obtained during a visit to the theme park.

In this context, the importance of a visit to a theme park requires offering some knowledge, which can be voluntary or involuntary, for it to be perceived as a memorable experience. Similarly, for the hedonism and involvement factors, which relate pleasure and emotion to the visitor's involvement, it was observed that for pleasure and emotion to be more intense, the visitor needs to be involved and show a genuine interest in visiting the park. The renewal, social interaction and novelty factors were presented separately, in line with the literature (Chandralal & Valenzuela, 2015; Kim et al., 2012).

Analyzing the correlations between the constructs that correspond to the memorable tourism experience, a strong correlation was detected between the con-

structs: engaging hedonism and renewal, knowledge and meaning, engaging hedonism and meaning, meaning and novelty, meaning and renewal, engaging hedonism and social interaction, knowledge and novelty, engaging hedonism and novelty, engaging hedonism and knowledge, renewal and novelty, knowledge, and renewal, and also renewal and social interaction. The results indicated that the greater the perception of immersive hedonism, the greater the feeling of renewal, meaning, social interaction, novelty, and knowledge in the experience of visiting the theme park, i.e., the greater the pleasure combined with the interest in visiting the destination, the greater the renewal or feeling of comfort, relaxation, and revitalization during the trip (Chandralal & Valenzuela, 2015; Kim et al., 2012). In some way, the services offered by the park have been shaped with due attention to the hedonic components, as suggested by the authors Holbrook and Hirschman (1982).

The hedonic factors help in some way to generate greater involvement, and that the greater the sense of hedonism involved, the greater the feeling of comfort, relaxation, revitalization, freedom, living something meaningful, enjoying a life experience, improving self-confidence and self-knowledge, learning different things, acquiring new knowledge and new cultures, enjoying the camaraderie of fellow travelers and friends, as well as a large group of travelers, appreciating a new and different experience, feeling like you are in a different world, and also facing surprises and chance during the visit to the theme park (Chandralal & Valenzuela, 2015; Kim et al., 2012).

In addition, immersive hedonism influences the perceived meaning that links knowledge to meaning when the visitor considers it essential to seek new knowledge and skills about the destination visited, according to Tung and Ritchie (2003), and when they seek a special meaning or reason for their trip, according to Kim et al. (2012).

The results showed that knowledge intensity affects meaning, novelty, and renewal. Thus, the more



knowledge identified, the greater the feeling that something significant has been achieved, i.e., new and different things have been seen or done, as well as the feeling of comfort, renewal, and relaxation perceived during the visit to the park (Chandralal & Valenzuela, 2015; Kim et al., 2012).

The results of the research also showed that the greater the perceived meaning, the greater the sensation of experiencing new things and feeling relaxed and renewed (Kim et al., 2012), as well as the more significant the perceived meaning, the greater the perception of novelty; the latter recognized by Sthapit (2013) as a vital component of the travel experience and renewal, in turn, considered by Kim (2014) and Cohen (1979) as one of the essential elements related to tourism.

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These results revealed that novelty is perceived through the feeling of renewal, as well as through the feeling of meaning, which leads to the realization of the importance of creating environments that inspire the feeling of renewal and meaning, as this ends up affecting the perception of novelty, which, according to Albaity and Melhem (2017) and Nicolau et al. (2018), is essential for the loyalty of a tourist destination and, in addition, by Petrick (2002), novelty is also considered one of the determining factors for the tourist's decision to travel.

In addition, the results converged with the study by Chen et al. (2016), who found that all four dimensions of tourism renewal experiences analyzed: relaxation, detachment from work, experience of mastery, and personal control, showed positive effects on individuals' life satisfaction, which can be explained in the context of meaning. For Cohen (1979), this stems from the fact that meaning is related to the desire to look at oneself in another place.

Similarly, the results showed that renewal, i.e., the feeling of comfort, relaxation, and freedom, increases the chances of better social interaction. One pleasant experience will positively affect another and, at the same time, the overall experience. For example, suppose managers think carefully about the renovation offer. In that case, they will interfere with the quality of the tourists' interaction, so, according to Huang and Hsu (2010), this result will positively affect the memorable experience of the trip.

When evaluating the model using confirmatory factor analysis (CFA), all the results were consistent, thus pointing to positive relationships between the memo-

rable tourism experience and each first-order construct. Immersive hedonism, followed by perceived meaning, has the most significant impact on the memorable tourism experience, which is considered to be a single factor.

These results can be inferred that the offer of experiences, created and planned with a focus on bringing together the components of hedonism with involvement and meaning with knowledge, should be seen by managers as a strategic opportunity to meet the needs of tourists, thus generating added value to the tourism product, in line with the proposals of Mannell (1984), Jensen (2001), Beni (2004) and Bagdare (2016).

FINAL CONSIDERATIONS

According to Pine and Gilmore's (1999) studies on the experience economy, the memorable tourism experience refers to the attraction of tourists through destinations that seek to provide unique moments during the trip to create a memorable event.

In this context, there is the theme park, one of the tourist attractions designed to provide the visitor with a complete emotional experience through an "alternative world," represented as a spectacle that can be seen, heard, and experienced differently from everyday life (Anton Clavé, 2005).

Exploratory Factor Analysis (EFA) enabled the identification of a new model by reducing factors to understand memorable tourism experiences. This new model is made up of five constructs: immersive hedonism, perceived meaning, renewal, novelty, and social interaction. The findings indicate that, for visitors at Beto Carrero World Park, the amalgamation of meaning and knowledge emerges as a singular factor termed perceived meaning. This suggests that acquiring knowledge during a park visit is integral to experiencing meaning. Likewise, in terms of hedonism and involvement, which connect visitor pleasure and emotion to their engagement, it was noted that direct involvement in the park visit enhances pleasure and emotion. These insights underscore the distinctiveness of a memorable theme park experience and its divergence from other memorable experiences.

The renewal, social interaction, and novelty factors were each delineated individually, aligning with existing literature (Chandralal & Valenzuela, 2015; Kim et al., 2012). Upon conducting confirmatory factor analysis (CFA) to assess the model, consistent results emerged, indicating favorable associations between memorable tourist experiences and each primary construct. Notably, immersive hedonism and perceived meaning were identified as having the most significant influence on creating memorable tourism experiences, which were treated as a unified factor.

The research outcomes underscore practical insights for theme park managers, highlighting the significance of

meticulously designing each experience to evoke positive memories among tourists. These findings imply that offering deliberately crafted experiences, which blend elements of enjoyment with engagement and significance with understanding, should be recognized by tourism managers as a strategic avenue to cater to tourists' demands. This approach can result in enhanced product value, as advocated by scholars such as Mannell (1984), Jensen (2001), Beni (2004), and Bagdare (2016).

The tourism program should be crafted to accentuate the emotions, engagement, knowledge, and significance within a wide array of theme park attractions. Likewise, the marketing campaign for the tourism destination should prioritize immersive hedonism and perceived meaning, alongside elements of revitalization, novelty, and social interaction.

Regarding the constraints of this study, it's worth noting that the research was conducted solely within one theme park. Additionally, another limitation pertains to the timeframe of the study, which occurred from July to August. Had the survey been conducted during alternative periods, such as the peak vacation season from January to February, the outcomes, particularly concerning the demographic attributes of the participants, might have varied significantly.

This study has management implications, suggesting that all tourists undergo various experiences throughout their trip phases. These experiences translate into perceptions, shaping a distinctive overall experience. Consequently, it emphasizes the significance for theme park managers to craft and deliver memorable experiences based on the identified model to enhance their competitive edge. Furthermore, future research could explore applying the developed model to different theme parks to generalize findings.

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