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DESIGNING AND MEASURING HOTEL BRAND EXPERIENCE



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Statement of Work Authorship

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 included.

Sara Marefatnia

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Faro, November 2022

Sara Marefatnia

DEDICATION

This study is wholeheartedly dedicated to my beloved parents, who have been my source of inspiration and strengthened me when I thought of giving up. They have continually provided moral, spiritual, emotional, and financial support.

And lastly, I dedicate this thesis to Dr. Pedro Lopes. I am grateful for his guidance, positive attitude, and belief in me, which made me a stronger person to realize my dream.

RESUMO

A experiência da marca do hotel (*hotel brand experience – HBE*) é um conceito que destaca a importância da marca como oferta de valor acrescentado para os clientes hoteleiros e para a empresa. No entanto, apesar de ser importante e ter sido alvo de vários estudos anteriormente, ainda não há consenso sobre quais são os elementos determinantes e críticos da HBE e qual a melhor forma de os medir. Compreender claramente a experiência do consumidor é crucial para a sobrevivência de qualquer organização. Nesse sentido, definimos como objetivo geral avaliar o papel da experiência da marca do hotel e do valor hedónico nas intenções comportamentais e memórias dos clientes.

Para o efeito, vários objetivos específicos foram traçados: a) Rever a estado da arte sobre o conceito de HBE; b) Analisar as características da viagem e sociodemográficas dos clientes hoteleiros das Pousadas; c) Caracterizar o HBE nas Pousadas de Portugal Algarve; d) Analisar o valor hedónico da experiência dos clientes para identificar as suas intenções comportamentais; e) Testar a validade e fiabilidade do HBE no caso de hotéis Pousadas de Portugal, Algarve; f) Analisar se os diferentes backgrounds geográficos e culturais (características pessoais) levam a diferentes HBEs; g) Compreender a relação do HBE com valores Hedónicos, Intenções Comportamentais e Memória.

Para dar resposta aos objetivos, foi feita uma revisão da literatura e apresentado um modelo conceitual que procura identificar os fatores importantes na HBE. O modelo permite identificar e explicar os antecedentes (e.g., fatores pessoais) e consequências (e.g., memórias) da experiência da marca hoteleira. Modelos desenvolvidos em investigações anteriores ignoraram por exemplo os antecedentes da HBE. O presente modelo destaca a importância dos antecedentes, processo do HBE e seus resultados, enfatizando o papel do HBE no setor de hospitalidade, contribuindo tanto para a teoria académica, quanto para a prática da indústria hoteleira.

Neste contexto, foi utilizada uma abordagem quantitativa, através da recolha de questionários semiestruturados distribuídos entre os hóspedes das três Pousadas do Algarve. Os dados foram coletados no ano de 2018 em 3 Pousadas diferentes (Estoi, Sagres e Tavira) utilizando

a técnica de amostragem por conveniência. A amostra foi composta por 583 questionários com respostas completas e válidas. Foi investigado o impacto que o background cultural e o país de residência (elemento geográfico) têm no HBE. Analisaram-se também uma variedade de características de viagem e seus efeitos sobre o HBE. Procurou-se ainda, explorar a relação potencial entre o HBE e outros fatores, valores hedónicos, intenções comportamentais e memória, considerados essenciais na revisão da literatura de turismo. Para isso, recorreram-se a técnicas estatísticas, tais como: tabelas de frequência, medidas de localização (média) e dispersão (desvio padrão), análise de correlação (coeficiente de Pearson), análise de componentes principais (PCA), testes t, e Kruskal-Wallis. Os resultados obtidos permitiram compreender melhor o que é um HBE memorável para os clientes que se encontram nas Pousadas do Algarve, Portugal. Permitiram perceber quais os atributos do HBE que mais impactam na experiência global e intenção comportamental dos clientes. Foram ainda revelados os principais motivadores e os resultados críticos para a experiência da marca hoteleira (HBE) na indústria hoteleira. Estes fatores críticos são essenciais para conduzir a experiência da marca hoteleira e melhorar o relacionamento duradouro com os clientes.

Os resultados revelaram ainda, que os participantes no estudo valorizam mais as experiências das “Pousadas de Portugal” pela localização, pela estadia e ambiente e, pela competência do staff. Os clientes das Pousadas consideraram a estadia como o segundo fator mais importante seguido do ambiente aquando da sua estada nas Pousadas de Portugal. Por último, os clientes assumem como relevante a competência mostrada pelo staff das Pousadas de Portugal. O presente estudo vai ao encontro de múltiplas investigações que consideram a competência do staff como um fator crítico para a experiência da marca hoteleira (HBE) no setor de hospitalidade. Os resultados demonstram ainda que os fatores: relação guest-to-guest, website e social media são relevantes.

Palavras-chave: Experiência do Cliente, Experiência da Marca Hoteleira, Pousadas de Portugal, destino Algarve, Valor Hedónico, Intenção Comportamental.

ABSTRACT

The hotel brand experience (HBE) is a concept that highlights the importance of the brand as an added value offering for hotel customers and the company. However, despite being important and having been the subject of several studies in the past, there still needs to be a consensus on what the determining and critical elements of HBE are and what is the best way to measure them. Thus, understanding the customer experience is crucial for the survival of any organization. In this sense, we defined our overall objective as evaluating the role of the hotel brand experience and hedonic value in customer behavioral intentions and memories.

In this sense, several specific objectives were set: a) Review the state of the art on the HBE concept; b) Analyze the travel and sociodemographic characteristics of hotel customers at Pousadas; c) Characterize HBE in the Pousadas de Portugal Algarve; d) Analyze the hedonic value of customer experience to identify their behavioral intentions; e) Test the validity and reliability of HBE in the case of Pousadas de Portugal hotels, Algarve; f) Analyze whether different geographical and cultural backgrounds (personal characteristics) lead to different HBEs; 8) Examine/understand the relationship between HBE and hedonic values, behavioral intentions, and memory.

Recently, investigations have sought to understand the usefulness and applicability of the Hotel Brand Experience (HBE) scale in the hospitality industry. In this sense, the present study focuses on finding these objectives.

To address the first research question, a literature review was conducted to present a model that seeks to identify the important factors in hotel brands. The model allows us to identify and explain the antecedents (e.g., personal factors) and consequences (e.g., memories) of the hotel brand experience. Models developed in previous investigations ignored, for example, the motivators of HBE. The present model highlights the importance of HBE motivators and their results, emphasizing the role of HBE in the hospitality sector and contributing both to academic theory and to the practice of the hotel industry.

To answer the research objectives and research questions, a quantitative approach was used through the collection of semi-structured questionnaires distributed among the guests of the three Pousadas do Algarve. The data were collected in 2018 in 3 different Pousadas (Estoi, Sagres, and Tavira) using the convenience sampling technique. The sample consisted of 583 questionnaires with complete and valid responses. The impact of cultural background and country of residence (geographical element) on HBE was investigated. A variety of travel characteristics and their effects on HBE were also analyzed. It was also sought to explore the potential relationship between HBE and other factors, such as hedonic values, behavioral intentions, and memory, considered essential in the tourism literature review. For this, statistical techniques were used, such as: frequency tables, location measures (mean) and dispersion (standard deviation), correlation analysis (Pearson coefficient), principal component analysis (PCA), t-tests, and Kruskal-Wallis.

The results obtained allowed a better understanding of what a memorable HBE is for customers staying at the Pousadas de Portugal, Algarve. They allowed to understand which HBE attributes have the greatest impact on the overall customer experience and behavioral intention. The main motivators and critical results for the hotel brand experience (HBE) in the hospitality industry were also revealed. These critical factors are essential to drive the hotel brand experience and improve the long-term relationship with customers.

Our findings also revealed that participants in the study value their experiences at the “Pousadas de Portugal” more for their location, stay, environment, and the competence of the staff. The Pousadas customers considered the stay as the second most important factor followed by the environment during their stay at the Pousadas de Portugal. Finally, customers consider the competence shown by the staff of the Pousadas de Portugal to be relevant. The present study is in line with multiple investigations that consider the competence of the staff to be a critical factor for the hotel brand experience (HBE) in the hospitality sector. The results also show that the factors: guest-to-guest relationship, website, and social media are relevant.

Keywords: Customer Experience, Hotel brand experience, Pousadas de Portugal, Destination Algarve, Hedonic value, Behavioral intentions.

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ABBREVIATIONS LIST

ASEAN	Association of Southeast Asian Nations
EU	European Union
HBE	Hotel brand experience
UNWTO	United Nations World Tourism Organization
WOM	Word-of-mouth

CHAPTER 1

INTRODUCTION

1.1 Research background

Over the past decades, tourism has been a driver of socio-economic development for tourism in the EU-27 and ASEAN regions (Vanhove, 2017). According to the United Nations World Tourism Organization (UNWTO, 2020), this development can be corroborated in terms of the international tourist arrivals (overnight visitors) worldwide that increased by 4% in 2019, reaching the number of 1.5 billion arrivals. According to the same report, the international tourist arrivals growth in 2019, was however lower when compared to 2017 (+7%) and 2018 (+6%) rates. The main reason behind the lower growth in the number of tourists arrivals was the lower demand in advanced economies, particularly in Europe (UNWTO, 2020). For the UNWTO (2020), insecurity surrounding Brexit, geopolitical and trade tensions, and the global economic slowdown pressed on growth and negatively impacted this industry. Tourism, a once-existing constant growth industry, faced in 2020 the outbreak of the COVID-19 pandemic, which led to a substantial impact on international tourist arrivals, which were down by 83% in the first quarter of 2021 as widespread travel restrictions remained in place (UNWTO, 2020).

These restrictions influenced traveling and how tourists lived and consumed experiences at the destination and the hotels (UNWTO, 2020). The nature of tourism is about the consumption of experiences, which means that with or without COVID-19, tourism and the hospitality sector, in particular, need to continually offer unique, distinctive, and engaging experiences to their customers, i.e., tourists and hotel guests (Khan & Rahman, 2017). Another essential variable managers and scholars have studied over the past decades is the brand (Aaker & Fournier, 1995). Oxford Dictionary (2009) has identified a brand as “a particular sort or class of goods, as indicated by the trademark on them”.

In the current competitive market, the significance of a brand in the context of the hospitality industry, a sector that relies on customers' experiences, is crucial from the perspective of academics and practitioners (Gómez-Suárez & Veloso, 2020). The underlying reason is that hotel brands allow tourists to differentiate hotels' value propositions (Khan & Rahman, 2017). Thus, the hotel companies seek to promote their hotel brand by offering unique and memorable experiences (i.e., Hotel brand experiences – HBEs) for their customers through their services and product offerings to attain positive word of mouth (WOM) (Gómez-Suárez & Veloso, 2020). Luxury hotels are among the first to adopt this approach in communicating a memorable HBE (Liu & Hu, 2022). Several examples of customer experience with a brand have been recently investigated, especially in management (e.g., Bravo et al., 2018).

In effect, over the years, brand management has been employed as a relevant aspect of hotel marketing as it adds value, differentiates, and impacts guests' brand recognition, behavioral intentions, and memories (Khan & Rahman, 2017; O'Neill & Mattila, 2010; Prasad & Dev, 2000; Ali, Ryu & Hussain, 2016). It is recognized that brand adds value to the company's offer (O'Neil & Xiao, 2006) as it contributes to memorable brand experiences in hotel organizations (Cai & Hobson, 2004; So & King, 2010). The hotel sector, for instance, moved from delivering services towards generating customer experiences (Ariffin & Maghzi, 2012; Jones & Pizam, 1993; Wang & Feng, 2012). Remarkably, luxury heritage hotels have made a significant attempt to shift the standardized customer experience of large chain hotels and create immersive experiences. Experiences at the core of hotel service delivery could be identified as essential for managers to adapt and develop new strategies to increase consumption's emotional and symbolic dimensions (Liu & Hu, 2022). Carrington (2016) posited that hotel brands sell experiences rather than rooms. Heritage hotels are particularly active in this role due to their hotel units' setting, decor, and history (Choo, Tan & Yeo, 2018).

1.2 Research gap

Over the last years, the brand management has been used as a relevant aspect of hotel marketing helps to create memorable brand experiences in hotel organizations (Cai & Hobson, 2004). The hotel sector, for instance, moved from delivering services to generating customer experiences (Ariffin & Maghzi, 2012). Pousadas de Portugal are luxury heritage hotels, with its own history and symbolic meaning, which need to be uncovered since the HBE will provoke diverse stimuli to their guests in the Hotel Pousadas de Portugal. Also, several authors have stated that the relationship between HBE and several outcomes, such as behavioral intentions (Stein & Ramaseshan, 2019) and long-term constructs, such as creating long-lasting memories (Manthiou, Kang & Sumarjan, 2016), need to be clarified. Particularly, the most impactful memories of the heritage HBE on guests must be explored (Choo, Tan, & Yeo 2018). Moreover, as Khan et al. (2017) noted, the antecedents and consequences of hotel brand experience still need to be fully identified. In this regard, a theoretical and empirical conceptual model that encompasses these elements (drivers, process, and outcomes) still needs to be improved (Liu & Hu, 2022; Stein & Ramaseshan, 2019).

1.3 Research aims

The main aim of this study is to examine the role of HBE and hedonic values on guests' behavioral intentions and memories.

Therefore, to accomplish this general, other specific goals were set:

- 1) To review the state of the art regarding the HBE;
- 2) To identify the socio-demographic and travel characteristics of Hotel guests at Pousadas de Portugal Algarve;
- 3) To characterize the HBE at Pousadas de Portugal Algarve;
- 4) To analyze the hedonic value of the guests' experience and to identify their behavioral intentions;

- 5) To test the validity and reliability of the HBE in the case of Pousadas de Portugal Algarve;
- 6) To analyze whether different personal and travel characteristics of hotel guests lead to different HBEs;
- 7) To examine the relation of hotel guests' HBE with Hedonic Values, Behavioral Intentions, and Memory.

1.4 Research relevance

The results and implications of this study will be relevant and valuable for hotel managers since it will help them gain insights about their HBE and better create, manage, and control the experiences they offer to their guests. As Khan and Khan (2017: 269) noted, “very few studies have attempted to identify and evaluate hotel experiences.” The findings of this study will build up an in-depth understanding of memorable customer experience management that can be used for managerial implications. The conclusions of this thesis can also help hotel brand managers gain an in-depth knowledge of the HBE process and its outcomes, particularly customers' memories and behavioral intentions (Ahn & Back, 2018; Guzel & Dortyol, 2016; Lo, 2020). These two concepts are essential elements for any hotel's success.

1.5 Research structure

In Chapter One, we offered a rather comprehensive overview of the research background, research gap, aims, relevance, and structure of the study. Additionally, we put forth the research questions that guided this study. In chapter two, we will present an overview of the hotel brand experiences and the related definitions and concepts pertinent to the literature. Where applicable, we expanded the theoretical underpins to detail the relevant concepts. In chapter three, we will present the methodology of the present study including the study design, participants and steps taken. The data collection and data analysis procedures will

also be explored. In chapter four, we will present the results and detain the related discussion gleaned from the results of the study. Lastly, we will put forth the conclusion and implications of this thesis.

CHAPTER 2

LITERATURE REVIEW

In this chapter hotel brand experience is conceptualized, from brand to hotel brand experience. Using a narrative literature review, the methods employed in previous studies addressing the concept, through the search string “hotel brand experience” in Web of Science and Scopus.

2.1 Hotel brand experiences (HBE) in the hospitality industry

2.1.1 Brand and Branding

In today’s world, with its complexity of different aspects of life, both business managers and clients have an array of options at their disposal for their decision-making. Businesses and managers are bound to establish a relatively strong brand to fulfill their commitments and promise to their customers (Taleghani & Tatti, 2022). At a time when the market dynamic continues to change, leading to its fragmentation and increasing pressure towards organizations’ brands, managers need to address brand experience (Brakus, Schmitt & Zarantonello, 2009; Gertner, 2011; Pike, 2009). Chematony and Dall’Olmo (1998:418) address the origin of the term brand as "A particular sort or class of goods, as indicated by the trade-marks on them."

According to Aaker (1991:7), a brand is defined as a “distinguishing name and symbol (such as logo, trademark, or package design) intended to identify the goods or services of either one seller or a group of sellers, and to differentiate those goods or services from those of competitors”. A very similar definition was presented by the American Marketing Association (A.M.A) in 2018, regarding what is a brand: “A name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors.”

In communicating the brand and its promise, branding embroils identifying and developing the added value associated with the product or service for building a company or product image (Johann, 2015). In addition, to establish an effective product or service brand, the “functional and discriminating advantages to differentiate them in a competitive environment and guarantee brand uniqueness” need to be stated (Johann, 2015:34).

Branding culminates in a sort of conceptual distinction when it comes to the customer’s decision-making process, and in a simple way, it refers to design visual identity (e.g., using logos, name, slogan) (Anholt, 2005). Branding also generates more loyal customers, creates value, and increases business financial returns (Rasouli & Esfandiarpour, 2018). Every customer relationship expert opines that branding is considered one of the most essential communication tools in the business domain (Tran & Rudolf, 2022). A strong brand can reduce customers' risks and ensure a customer’s trust, thus making branding an important market factor (Chiang et al., 2013).

By the end of the 20th century, branding assumed a leading significance in hotel management (Khan & Rahman, 2017) as a technique to convey messages through the various channels of communication to the desired target audience (Anholt, 2005). This focus on branding by professionals and academics led to its recognition as a relevant issue of marketing management (Khan & Rahman, 2017; Brakus et al., 2009; Schmitt, 1999; Keller & Lehmann, 2006).

From the customers’ perspective, brands “can simplify the decision-making process, endorses a certain level of quality, reduces the risk and impacts on trust” (Keller & Lehmann, 2006: 740). Consumers’ perceptions of brands can be seen as brand knowledge, consisting of brand awareness (recognition and recall) and brand image. It can be construed that the “perceptions about a brand are reflected by the brand associations held in consumer memory” (Keller, 1993:3).

In the branding literature, a brand proposal encompasses functional, emotional, and sensorial dimensions, and the emotional connection between customers and brands is fundamental to building strong brands (Hultén, 2011; Kotler & Keller, 2012; Anselm & Kosteljik, 2008). Some scholars (e.g., Morrison & Crane, 2007) have pointed out that emotional branding is

more of an individual reality in service contexts. This is because customers are predominantly more personally involved (Pullman & Gross, 2004). The environmental cues (both physical and relational) where the service is co-produced and consumed (i.e., experience) impact the creation of emotional links between customers and brands (Gupta & Vajic, 1999; Carbone & Haeckel, 1994).

Referring to the studies by Pine and Gilmore (1999:12), experiences are the "set of activities in which individuals engage in personal terms," and, from a consumer perspective, an experience can be identified as an enjoyable, engaging, and memorable event. To summarize, it is experienced subjectively by those involved in physical, emotional, spiritual, and in intellectual ways (Tung & Ritchie, 2011).

2.1.2 Brand experience

Brakus et al. (2009:53) defined and conceptualized brand experience as "subjective, internal consumer responses (sensations, feelings, cognitions), and behavioral responses evoked by brand-related stimuli that are part of a brand's design and identity (e.g., stores, events), packaging, communications, and environments". These brand stimuli are "brand-identifying colors, shapes, typefaces, background design elements, slogans, mascots, and brand characters" to differentiate distinct dimensions of brand experience (Brakus et al., 2009: 53).

The concept of brand stimuli in the branding literature highlights that a brand proposal encompasses both functional, emotional, and sensorial dimensions, and the emotional connection between customers and brands is fundamental to building strong brands (Hultén, 2011; Kotler and Keller, 2012; Anselm & Kosteljik, 2008). Accordingly, to trust a brand, consumers should perceive quality as a favorable object (Delgado-Ballester & Munuera-Aleman, 2001). In this regard, the nature of services, as an act or process of doing something, as a physical effort for someone (Vargo & Lusch, 2008) reinforces brand and tourism intangible nature. This implies that outputs are generated by the customers' exposition to services (Sipe & Testa, 2018). Among these, two are important:

- a) Service quality, which has been studied and found to be a main factor that contributes to customer satisfaction (Manhas & Tukamushaba, 2015; Luoh & Tsaur, 2011);
- b) Nature of services, involving the dynamic relationship between service experience, brand image, customer satisfaction, (Manhas & Tukamushaba, 2015), and trust (Wu, Cheng & Ai, 2018).

The extant theoretical framework highlights the need for customers to have a rich experience during service encounters, particularly in hospitality and tourism (Kim, Ritchie, & McCormick, 2012).

2.1.3 Hotel brand Experience

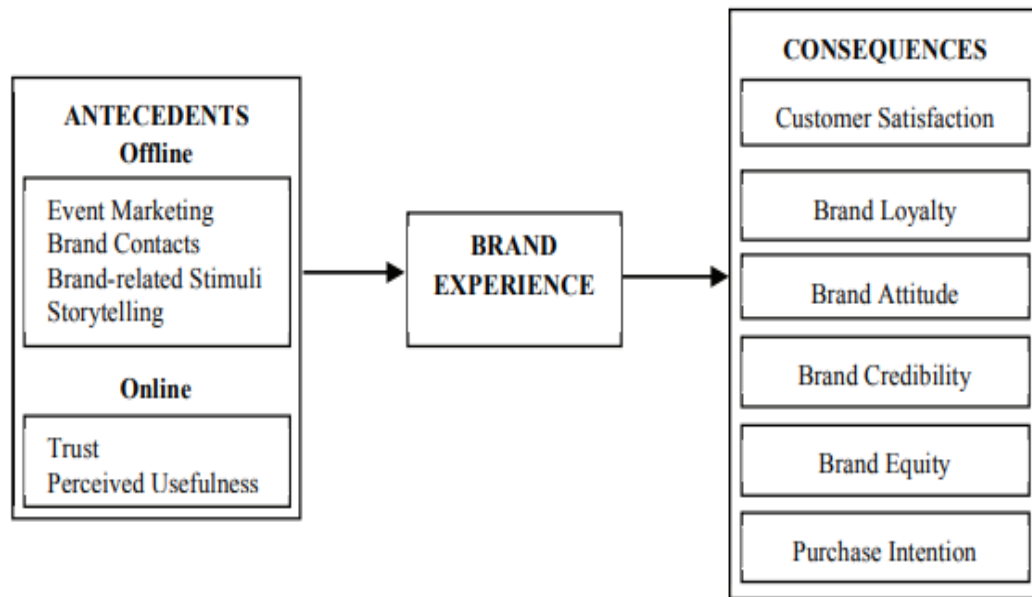
The hotel brand experience is characterized as “a set of feelings, sensations, thoughts, and behavioral responses toward hotel-related stimuli that are integrate to the hotel brand’s location, ambience, staff competence, website and social media presence, and guest to guest interaction” (Khan & Rahman, 2017: 281). As recognized by Khan and Rahman (2017), due to the specific context of the hotel industry, branding hotels is different from other brands, so hotel brand experience is also different from other brands. Pine and Gilmore (2014) noted that experiences should be tailor-made, personal, and unique.

In the hospitality sector, these experiences are at the core of the service value, causing increased competition among the hotel sectors (Matos, 2014). This new paradigm requires hotel managers to implement strategies to differentiate themselves in terms of symbolic and emotional aspects of their brands (Bailey & Ball, 2006; Kim, et al., 2008; Cai & Hobson, 2004; So & King, 2010). In this cluttered environment, some brand-related stimuli are created and promoted by organizations to influence customers’ perception (Brakus et al., 2009). These stimuli during events have an impact on the tourism sector and its related sectors, e.g., hospitality (Torres, Fu & Lehto, 2014; Xu & Chan, 2010).

Khan and Rahman (2015), presented in this regard and comprehensive model (Figure 2.1) to understand the antecedents and consequences of brand experience. They posit online and

offline antecedents, which will influence customers’ experiential event and lead to one or several consequences, i.e., customer satisfaction, brand loyalty, or purchase intention (Khan & Rahman, 2015). In effect, the author’s conceptual model reinforces the importance of the various brand stimuli towards evoking the brand associations that fascinate, convince, and remember customers of the brand (Khan & Rahman, 2015).

Figure 2.1: A Conceptual Framework of Brand Experience



Source: Khan & Rahman (2015: 9)

Carrington (2016) notes that hotel brands sell experiences rather than rooms. In this sense, the experiences the customers gain are far more worthwhile than the environment they stay in. Parallel to the findings of Carrington (2016), Ardley et al. (2012) emphasized the experiential servicescape. In other words, services are intangible in nature, and guests are solely conceived as buyers of experiences. The perceptions of customers about servicescape can be helpful in distinguishing their expected quality (Dedeoglu et al., 2018). In this regard, the servicescape concept in multiple domains included “environmental psychology, services marketing, retail store environment, atmospherics, and servicescape” (Pizam et al., 2019: 25).

As Khan and Rahman (2015) argued, the antecedents and consequences of HBE have yet to be fully identified. Thus, among the questions arising is how hospitality managers deal with this new paradigm or how hotel managers use their brands to engage their customers during the hotel experience. Hotel brand experience (HBE) is then one of the most important assets of a hotel (Bravo et al., 2018). Which elements used during HBE provide a greater level of connection with the customers? Or what outcomes can be found among customers after the HBE? Walls (2013) considers hotel brands to be different from other brands, due to the context of experience (i.e., staying at a hotel).

Moreover, the interactive and evolving nature of services during customers' consumption (like those during hotel stays) relies on service experiences to create and deliver value (Vargo & Lusch, 2008). Overall, brand experience studies are under researched especially in the hospitality and tourism sector (Khan & Rahman, 2017). This is significant for both practitioners and academics in the hospitality industry because improving service experience is crucial, as is identifying the factors that impact brand experience and customer satisfaction (Manhas & Tukamushaba, 2015).

The importance of customer experience is challenging to define and measure as a single element "because of its multiple elements and individualized, personal nature" (Knutson as cited in Kandampully, Zhang, & Jaakkola, 2018: 25). The definition of customer experience consists of interactions between customers and companies, as proposed by Gentile et al. (2007), that can be achieved through different interactions with the firms. Customers develop views that reveal their involvement in rational, but also irrational, and spiritual ways (Kandampully, Zhang & Jaakkola, 2018). Through Hotel Brand Experience (HBE), hotel companies seek to promote unique and memorable experiences for their customers (Liu & Hu, 2022).

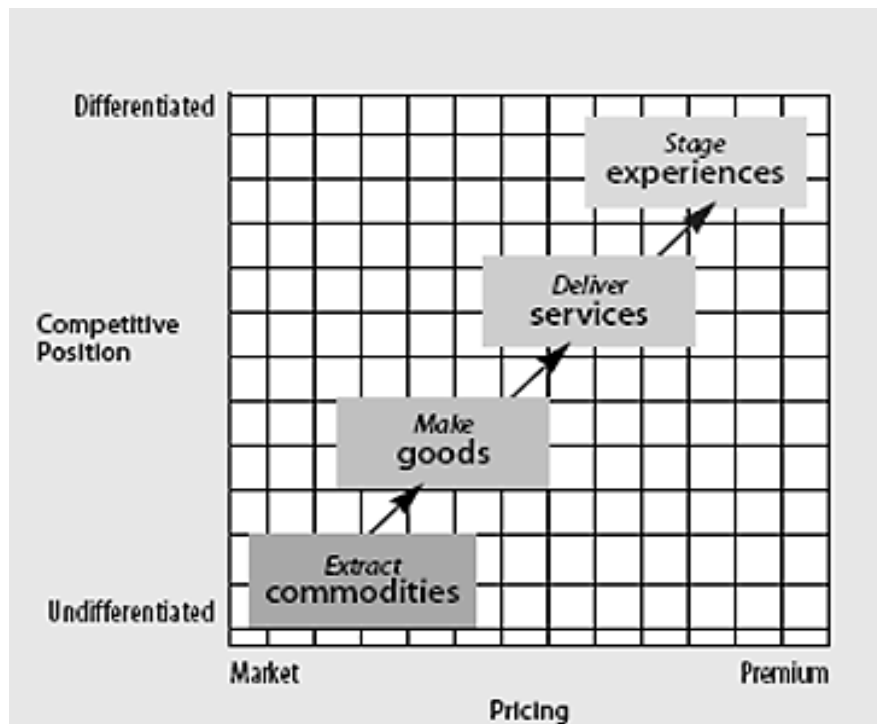
The world of economy has dramatically changed from a service-based to an experience-based concept (Pine & Gilmore, 2014). However, a conceptualization of HBE has not yet been studied as a construct and has remained underdeveloped. Interpretive structural modeling (ISM) is an approach conducive to HBE application (Bolanos et al., 2005; Khan & Rahman, 2017). Multiple scholars claimed that ISM is a significant qualitative tool for establishing relationships among distinct variables of a complex system (Warfield, 1974a, 1974b).

Over the past decades, Experience marketing has remained one of the trendiest themes in business practice, to the point that it can be found in an extensive range of fields such as marketing, management, philosophy, and cognitive science (Batat, 2018; Brakus et al., 2009; Calder, Hollebeek & Malthouse, 2018; Klaus, 2018; Terblanche, 2018). As a result, the rational human being started to be seen more as an emotional *animal*, one in which sensations, emotions, or cognitions can be used to engage and connect the service providers and customers in a personal way (Pine & Gilmore, 1998; Gupta et al., 1999). Thus, an experience(s) occurs(s) when customers interact with any organization's services.

Khan and Rahman (2015: 281) defined HBE as “a set of feelings, sensations, thoughts and behavioral responses toward hotel-related stimuli that are integrated to the hotel brand's location, ambience, staff competence, website and social media presence, and guest to guest interaction”. In the 1980's and 1990's, a new movement started to gain more visibility among scholars addressing the shift of customers' needs and wants from features and benefits to experiences. Holbrook and Hirschman (1982), Hirschman and Holbrook (1986), Pine and Gilmore (1998) and Schmitt (1999) were among the most relevant contributors to the theoretical framework.

For instance, Pine and Gilmore's (1998) Experience Economy perspective, highlighted the need for events or occurrences (i.e., experiences) to be staged by organizations to involve any customer or guest on a physical, rational, and spiritual level. They also discussed the progression of economic value (figure 2.2), from commodities to goods, goods to services, and services to staging experiences to achieve differentiation, higher prices, and more customer relevance.

Figure 2.2: Progression of Economic Value



Source: Pine & Gilmore (1998: 98)

Khan and Rahman (2017) argued that, due to the context of the hotel industry, hotel branding, and hotel brand experience are different from other industry brands (e.g., Health). Given the unique characteristics of brand experience, it cannot be copied by competitors (Brakus et al., 2009). To express it in another way, brand experience has the potential to help organizations gain and maintain their competitive advantage (Khan & Rahman, 2017). By nature, hotels are experience providers, while brands are important assets used by organizations to identify and differentiate themselves from their competitors (Gilmore & Pine, 2002). Among the concepts on value, multiple authors recognized that brand adds value to every company offer because it creates memorable brand experiences even in hotel organizations (Cai & Hobson, 2004; So & King, 2010).

Many organizations then set out to develop engaging experiences as the main value proposition for their marketing strategy (Frow & Payne, 2007). They also seek to extend this development to their brand(s) and brand management because customers' experiences are an

important and crucial factor for the success of every organization (Atwal & Williams, 2017; Berthon, Pitt, Parent, & Berthon, 2009). Thus, this study assumes that the value-creation processes in tourism and hospitality (e.g., hotels) emerge in an experiential context and that a set of relevant drivers influences HBE. In addition, HBE is also a source of important outcomes that will influence a long-lasting relationship with customers. Since, tourists' during experiences will live feelings, sensations and may also find meanings during the service encounters (Pizam & Tasci, 2019; Matos, 2014). Consequently, during service encounters, the service environment provides the context for the Experienscape, which is conceptualized as "sensory, functional, social, natural, cultural stimuli in a product or service environment, surmounted with a culture of hospitality, all of which accrue to an experience for different stakeholders and result in positive or negative cognitive, affective, and behavioral reactions toward products, services, brands, and firms" (Pizam & Tasci, 2019:26).

The effect of Servicescape was also explored by Bitner (1992:57) as "the built physical environment with ambient conditions, spatial layout, and signs, symbols, and artifacts" can influence internal responses and behaviors of both customers and employees. Service experience can be defined as the "subjective personal reactions and feelings by consumers when consuming or using a service" (Manhas & Tukamushaba, 2015: 78). The servicescape impact on customers emotionally, physically, and even intellectually (Walls, 2013). As pointed out by Kotler (1973) initially, and later by Bitner (1992), the physical environment and the atmosphere created during the service experience affect consumer's service consumption.

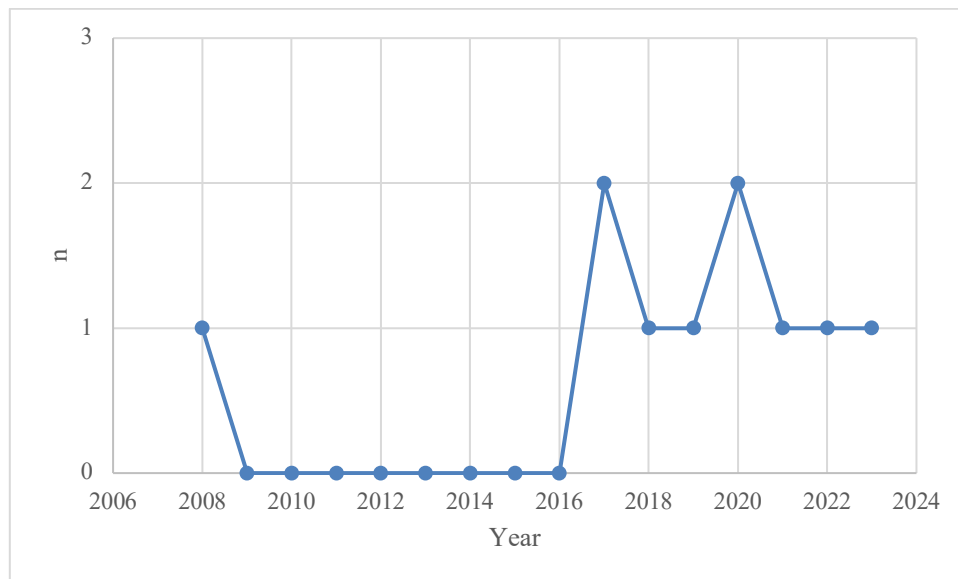
To explore the role of HBE in the hospitality industry, the proposed model in this study is reviewed and extended based on the findings from the key drivers and outcomes of HBE. As recognized by Khan and Rahman (2017), due to the specific context of the hotel industry, the HBE is also different from other brands. Accordingly, Khan & Rahman (2017) published the *Development of a scale to measure hotel brand experiences* in the specific case of Luxury Hotels. As noted in the study, the boutique hotel segment made a significant effort to change the standardized customer experience into a unique experience for the hotel chain brand.

As Khan et al. (2017) previously, the antecedents and consequences of HBE have not yet been fully identified. In this regard, a theoretical conceptual model encompasses these elements at the three different stages of the experience (before, during, and after). Gungor and Bilgin (2011) and Gansinieć (2018) also stated that consumer positive word of mouth always helps brands to create a positive image in the consumer's minds and to become the customer's first choice.

2.1.4 Methods

The literature review also sought to identify the methods employed in previous studies. Despite several studies addressing the HBE, a limited number of studies addressing the concept of HBE *per se* was found (n=10). The older document dates from 2008 (i.e., Zhang, Cai & Kavanaugh, 2008), while the most recent is from 2023 (i.e., Koo et al., 2023). Figure 2.3 shows that 2017 and 2020 were the years with most papers (n=4 in total) published.

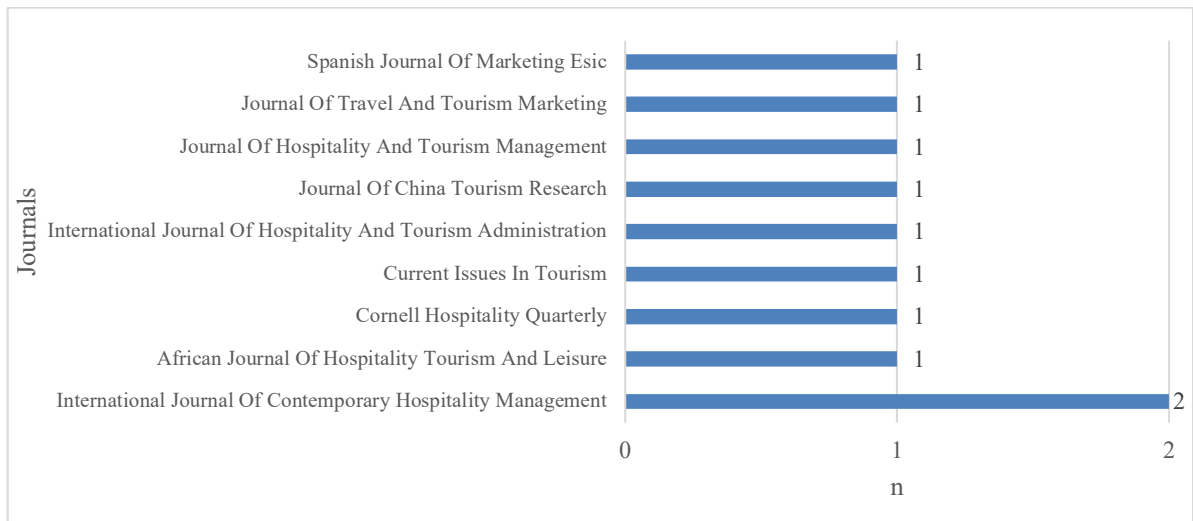
Figure 2.3: Documents per year by source



Due to lack of high number of papers focusing on HBE, no journal stands out by itself in this regard (Figure 2.4). The only journal with two papers published on the subject is *International Journal of Contemporary Hospitality Management*. The remaining 9 journals

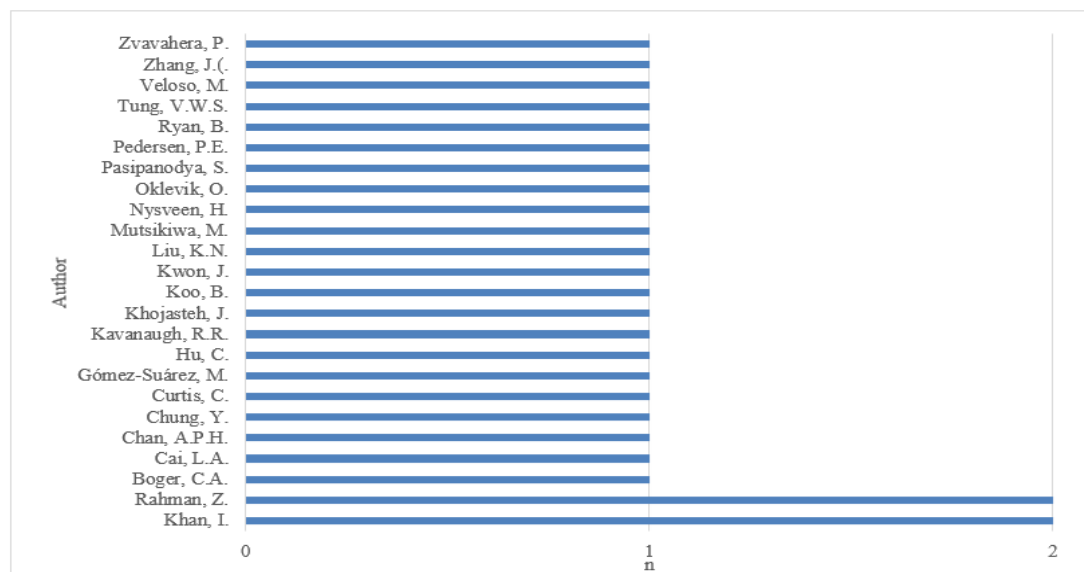
only had one paper published. In addition, 1 book chapter was not included in the table of journals.

Figure 2.4: Documents per journal



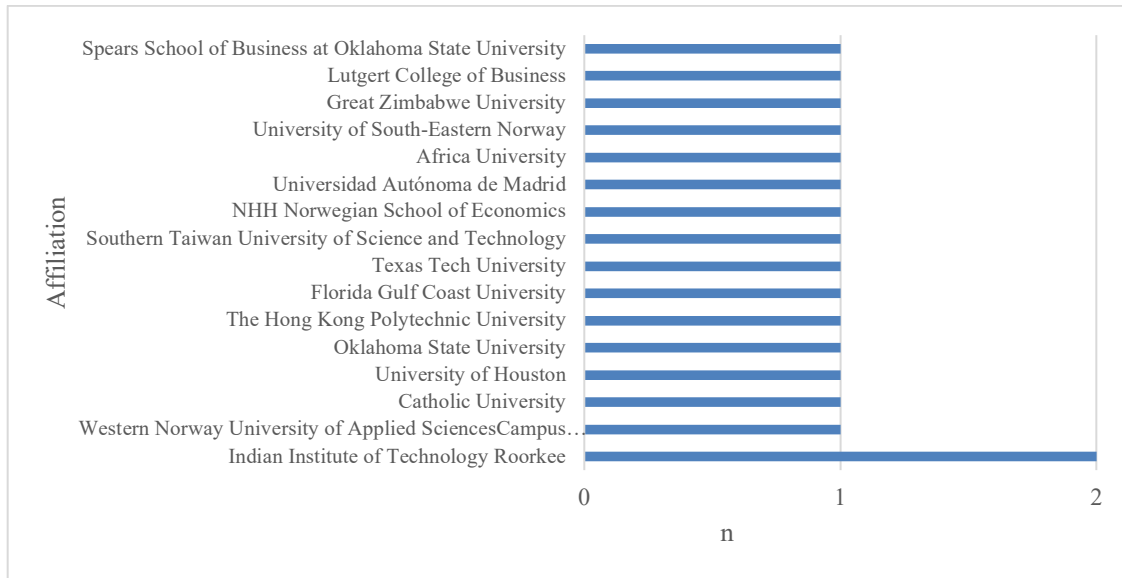
The literature review also permitted to verify that two authors distinguish themselves from the remaining regarding the number of published articles (Figure 2.5), i.e., Khan and Rahman. Both of their papers were published in 2017.

Figure 2.5: Documents by author



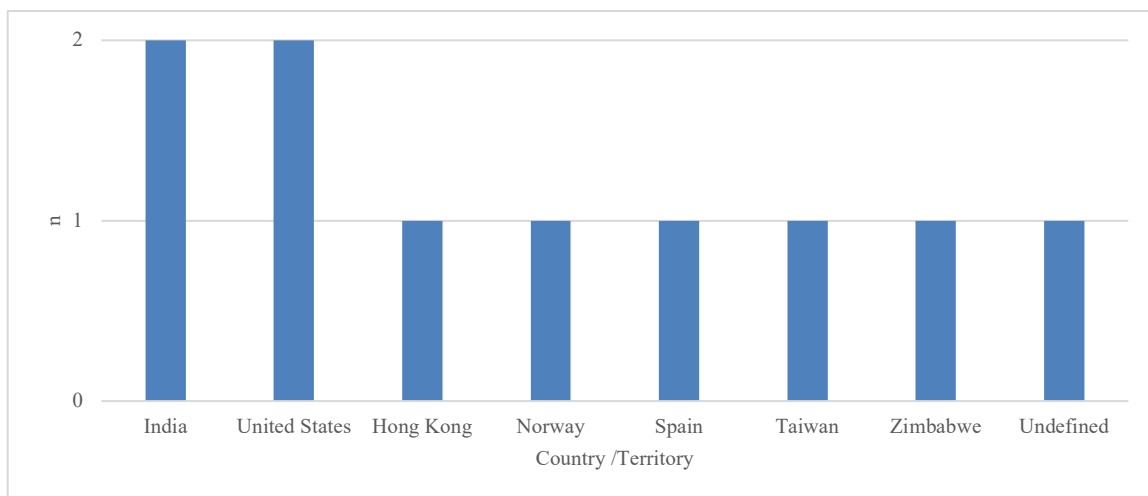
It was also found that *Indian Institute of Technology Roorkee* was the affiliation of the author(s) with most published papers. The figure 2.6 also shows various renown institutions in the tourism area (e.g., Hong Kong Polytechnic University).

Figure 2.6: Documents by affiliation



The countries of the most prolific authors are India and United States, with 2 papers each. Nevertheless, other countries or territories can be found, such as, Hong Kong, Norway, Spain, Taiwan, Zimbabwe. Surprisingly one of the authors have not identified its country.

Figure 2.7: Documents by country/territory



A more detailed analysis (see table 2.1) allowed to identify most of the data analysis employed Exploratory factor analysis and confirmatory factors analysis (e.g., Khan & Rahman, 2017a). This is not surprising since several studies (e.g., Khan & Rahman, 2017a; Koo et al., 2023) developed scales to measure hotel brand experiences. It was also found that despite the seminal work of Khan and Rahman (2017a) developing the HBE scale, the work with most impact on the academia is so far. Chan and Tung's (2019) study assessing how robotic services can impact on the brand experience of hotels with Examining the effects of robotic service on brand experience: the moderating role of hotel with more than 100 citations on Web of Science (WoS) and Scopus indexed databases.

However, among the several studies found it can be seen that scholars employed different methods and approaches to measure the hotel brand experiences. In this regard, Khan and Rahman (2015), used an Interpretive Structural Modeling approach to identify the key elements or variables relevant to brand experience. These elements are likely to be related to the brand experience in the retail environment. They may include factors such as store ambience, product quality, customer service, pricing, advertising, and customer perceptions.

Although Travelers are not just seeking accommodation; they are seeking memorable experiences and develop strong bonds with hotel brands. For example, Liu and Hu (2022) found a positive correlation between hotel brand experience and brand loyalty. In their study, guests who had exceptional experiences were found to more likely exhibit loyalty to the brand, as evidenced by their repeat visits and recommendations to others. "The Mediating Role of Brand Positioning," provides valuable insights into the world of hotel branding (Liu and Hu, 2022).

Table 2.1: List of HBE methods used in previous studies.

Author, Year	Title of the article /Journal	Methods	Findings	Citations	
				WoS (n=8)	Scopus (n=10)
Liu & Hu (2022)	Investigating the Impacts of Hotel Brand Experience on Brand Loyalty: The Mediating Role of Brand Positioning <i>International Journal of Hospitality & Tourism Administration</i>	A Focus group interview, using exploratory factor analysis (EFA), and Confirmatory factor analysis. 4 dimensions (brand experience, product attributes, sensory, affective, intellectual, behavioral, ambience, recognition, brand image, and brand loyalty).	This study was conducted in Taiwan upscale hotels. The study assessed the effects of hotel brand experience. The mediating role of brand positioning on the relationship between brand experience and brand loyalty hotels. Several relationships were confirmed (brand experience->brand loyalty, brand image, product attributes, brand loyalty) while were not (product attributes ->brand loyalty).	16	6
Kwon & Boger (2021)	Influence of brand experience on customer inspiration and pro-environmental intention <i>Current Issues in Tourism</i>	PLS-SEM was used with SmartPLS 3 Brand experience (Sensory, affective, intellectual, behavioral), inspiration, pro-environmental intention. Structured questionnaire.	The findings show that pro-environmental intention is highly influenced by brand experience and customer inspiration. Additionally, the findings indicate that consumer inspiration considerably influences the link between pro-environmental intention and experience with green hotel brands. The study demonstrated a connection between customer inspiration, pro-environmental aim, and experience with green hotel brands.	27	25
Gómez-Suárez, & Veloso (2020)	Brand experience and brand attachment as drivers of WOM in hospitality. <i>Spanish Journal of Marketing – ESIC.</i>	Online survey. Structured questionnaire. Principals Component Analysis, Structural equation modelling (SEM). 3 Dimensions, Brand Experience, attachment and WOM.	The findings imply that brand experience in the hotel industry is a result of four factors, in the following order: location, ambience, personnel, and web. The data also supports the idea that emotional connection mediates the link between experience and WOM recommendations. However, the experience rather than the relationship has a more immediate effect.	-	31

Author, Year	Title of the article /Journal	Methods	Findings	Citations	
				WoS (n=8)	Scopus (n=10)
Mutsikiwa, Zvavahera, & Pasipanodya, (2020)	Brand experience and intentions to stay at hotels in Zimbabwe: An application of Khan and Rahman's hotel brand experience scale. <i>African Journal of Hospitality, Tourism and Leisure</i>	Structured questionnaire, Khan & Rahman (2017) scale (Hotel location, hotel ambience, hotel staff competence, Hotel website and social media expertise, guest-to-guest experience, intention to continue). Exploratory factor analysis and structural equation modelling.	The results produced four dimensions. The results revealed that two dimensions: hotel ambience and hotel staff competence had a significant and positive influence on intention to continue staying at hotels whereas hotel location and guest to guest experience did not have any significant influence on intention to continue staying at hotels	-	2
Chan & Tung (2019)	Examining the effects of robotic service on brand experience: the moderating role of hotel segment. <i>Journal of Travel & Tourism Marketing.</i>	Two experimental studies. Study 1, Two conditions (service delivery: Human or robot); Study 2, 2 (service delivery: human or robot) x 3 (hotel segment: budget, midscale, or luxury) between-subjects experimental design. T-tests. Brakus et al. (2009) Scale	The findings suggest robotic service can lead to high levels of sensory and intellectual experience and low affective experience. The robot service was also found to increase behavioral experience among midscale and low-cost hotel, but not for upscale or premium hotels. More importantly, the study findings showed that robotic services may not improve brand experience.	101	114
Nysveen, Oklevik & Pedersen (2018)	Brand satisfaction: Exploring the role of innovativeness, green image and experience in the hotel sector. <i>International Journal of Contemporary Hospitality Management</i>	Sstructured questionnaire, Brakus et al. (2009) scale (Sensory, affective, intellectual, behavioral). Confirmatory factor analysis (CFA), Structural Equation Modeling (Mplus7)	The study shows that perceived brand innovativeness and green image have a positive impact on the experience aspects. The brand experience dimensions have conflicting effects on brand satisfaction. The findings show that brand experience dimensions influence perceived brand innovativeness and green image.	36	41
Khan & Rahman (2017a)	Development of a scale to measure hotel brand experiences, <i>International Journal of Contemporary Hospitality Management</i>	Focus group interviews, open-ended surveys. Experts Panel, survey. Snowball sampling method. Exploratory Factor analysis. 17-item five-dimensional HBE (Hotel Location, Hotel stay and ambience, Hotel staff competence, Hotel website and social media, Guest-to-guest experience).	The study's findings, showed nomological validity of the scale, and also showed a strong IMPACT of hotel brand experience on revisit intention and word-of-mouth.	55	62

Author, Year	Title of the article /Journal	Methods	Findings	Citations	
				WoS (n=8)	Scopus (n=10)
Khan, & Rahman, (2017b)	Brand Experience Anatomy in Hotels: An Interpretive Structural Modeling Approach <i>Cornell Hospitality Quarterly</i>	Expert opinion (academic and industry), open-ended survey of consumers, interpretive structural modeling (ISM) approach, Matrix Impact Cross-Reference Multiplication Applied to a Classification (MICMAC). 17 dimensions hotel brand experience (Attractive architectural design, Cleanliness and décor, Dining experience, Efficiency and timeliness of services, Exotic food, Guest-to-guest experience, High-quality chef, Hotel location, Hotel staff professionalism, Hotel website and online disclosure, Human interaction experience).	The findings indicate that several factors such as the hotel's location, a visually appealing and informative website, and active presence on social media substantially impact the growth of hotel brand experience (HBE) and are not heavily reliant on other factors. This research has important implications for hotel owners, as they can utilize these results to enhance their HBE offerings and provide an exceptional experience to their guests.	19	26
Sumaco, Imrie & Hussain (2014)	The consequence of Malaysian national culture values on hotel branding. <i>Procedia - Social and Behavioral Sciences</i>	Qualitative approach, in-depth interview with practitioners, 6 interviews, Nvivo software. Content thematic analysis	The study outlines how a great hotel brand experience can be built on the concept national culture values as proposed by Hofstede. A work-in-progress importance of national culture values in hotel branding is offered. This is an initial step towards a framework of culturally relevant hotel branding-	12	
Zhang, Cai & Kavanaugh (2008)	Dimensions in building brand experience for economy hotels—A case of emerging market. <i>Journal of China Tourism Research.</i>	in-depth personal interviews, focus group of 18 hospitality researchers and experts. Content analysis	The results reveal how an experience should be built on the concept of the dialectical context of themed activities, physical environment, active participation, and social interactions of employees and customers		27

2.2 Hedonic values

Value is “a belief about some desirable end-state that transcends specific situations and guides the selection of behavior” (Solomon et al., 2006: 113). While hedonic value has been conceptualized as the value customers perceive from the subject experience of fun and playfulness (Babin et al., 1994). Such perception is related with customers’ hedonic value associated or related to the acquisition of products, services and experiences (Dedeoğlu et al., 2016). Hedonic values indicate an individual’s desire as well as emotional motivations. Regarding hedonic values, clients prefer an enjoyable experience rather than simply fulfilling tasks (Anderson et al., 2014).

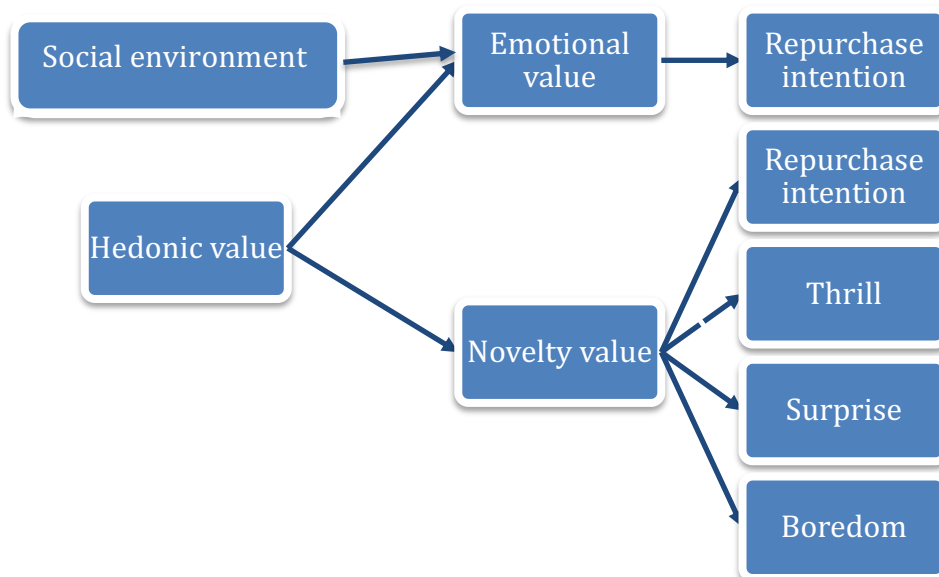
In effect, customers’ hedonic value perceptions are relevant to understand their behavior (Dedeoğlu et al., 2016). However, hedonic value is a multidimensional concept drawn from perceived value that covers emotional, social, and utilitarian values (Lee, Lee & Choi, 2011). Nevertheless, when addressing tourism (figure 2.8), hospitality, or leisure context, “Consumers evaluate travel experiences based on perceived hedonic emotional and novelty outcomes” (Gardiner, Grace & King, 2014: 708). One example can be found in the hotel industry, a sector in which tourists benefit passively from value generated from a wide range of services and experiences provided by hotel brands to their guests (Li, Hudson & So, 2021). The novelty value is related to novelty; a word stemming from Latin (Novus). Novelty is characterized as the quality of being new (Mitas & Bastiaansen, 2018). It has the potential to help us decipher complex human behavior. Novelty is a covert need of a tourist when taking a trip, for some it is the essence of travelling (Blomstervik & Olsen, 2022).

The underlying reason is because tourists travel to have novel experiences (Mitas & Bastiaansen, 2018). This novelty is impacted by several factors, such as the environment, culture, contact with local people, and many more (Snepenger, Snepenger & Wessol, 2007). Gaining an in-depth understanding of clients’ novelty beliefs can help us better assess their aspiration for new experiences (Lee & Crompton, 1992). This concept does not bear a unitary construct but a multifaceted one, including, for example, thrill, surprise, boredom, and the like (Skavronskaya, Moyle, Scott & Kralj, 2020). Consumers value novelty-seeking

experiences and have been shown to influence customers' repurchase intention (Kim, Costello & Lee, 2020).

On the other hand, consumers' perceived emotional value is driven by different factors. The most significant factors in determining consumers' emotional value are: perceived human or spatial crowding and client's satisfaction. The social environment is one of the essential factors that play role in emotional values (Byun & Mann, 2011). Perceived crowding is a feeling the setting evokes when a customer is isolated or limited in its movements (Eroglu, Machleit & Barr, 2005). In this regard, Dedeoglu et al. (2018: 10) found that "Substantive staging of servicescape was found to be a more important premise for hedonic value perceptions of first-time tourists whereas emotional value is a more effective premise for re-visiting intentions of repeating visitors. In addition, novelty value perceptions were more determinative for behavioral intentions of first-time tourists." This means that there are still opportunities to investigate what constitutes hedonic or utilitarian consumption experiences and how they influence hedonic and emotional, but also customer satisfaction (Dedeoglu et al., 2018; Li, Hudson & So, 2021).

Figure 2.8: Hedonic Value as multidimensional concept



Source: Adapted from Kim, Costello and Lee (2020).

2.3 Behavioral intentions

Behavior intention refers to the likelihood or probability of a tourist or individual to do or have a specific behavior (Fishbein & Ajzen, 1975; Warshaw & Davis, 1985). As Warshaw and Davis (1985) note this concept is frequently used by scholars and industry managers as predictor of tourists and individual's behavior. In tourism, the concept of behavioral intentions addresses the customer intention to return to a facility (Baker & Crompton, 2000). Fishbein and Manfredo (1992: 33) posit that, "Considerable research demonstrates that, when properly measured, correspond intentions are very accurate predictors of most social behaviors".

Extensive research has been conducted addressing behavioral intentions and their relationship with various other concept in various fields, such as, psychology, tourism, marketing and social sciences (Jaccard, 1981; Steel & Ovalle, 1984; Webb & Sheeran, 2006). As such, diverse models have been proposed to explain individual's intention.

Two of the most known theories are the theory of planned behavior (TPB) and Theory of reasoned action (TRA) (Ajzen, 1985; Ajzen, 1991; Fishbein & Ajzen, 1985). The Theory of Planned Behavior can be found in several studies addressing the hotel industry (Ulker-Demirel & Ciftci, 2020; Wang, Zhang, Wong & Wang, 2023). This theory (TPB) posits that the stronger the intention to perform a behavior, the higher the probability of doing it. Taylor et al. (2006) suggests that attitude toward the conduct, subjective norm, and perceived behavioral control—affect a person's behavior. They claim that the person's favorable or adverse assessment of engaging in a specific conduct is known as attitude toward the behavior. The subjective norm is how a person feels societal pressure or expectations to behave or not behave (Taylor et al., 2006). The individual's judgment of how easy or difficult an activity is to carry out depends on the available resources and opportunities (Wickens, 1991).

On the other hand, TRA has been used significantly regarding the future behavior of an individual based on their prior attitudes and behavioral orientations, seeking to explain the

relationship between attitudes and behaviors within human behavior (e.g., Fishbein et al., 1975, Lau, Ng, Chan & Cheung, 2023; Roh, Park & Xiao, 2023). However, various research scholars have widely corroborated that satisfaction is the most important factor here in behavioral intentions since satisfaction can lead to behavioral intention (Bosque & Martin, 2009).

Satisfaction refers to the level of contentment or happiness a customer experiences with a product, service, or overall experience with a company (Singh et al., 2023; Yuan et al., 2008). Consumer satisfaction is the consumer's response to fulfillment (Oliver, 2014). The judgment that a product or service feature, or the product or service itself, has provided (or is providing) a pleasurable level of consumption-related fulfillment, including underfulfillment and overfulfillment (Oliver, 2014). The best way to define satisfaction is as a function of perceived quality and "disconfirmation" the degree to which perceived quality falls short of prior expectations (Anderson & Sullivan, 1993).

The key is understanding the customer's needs and expectations (Yang et al., 2011). Thus, it involves meeting or exceeding customer expectations regarding quality, reliability, timeliness, and responsiveness. Positive customer satisfaction is essential for building customer loyalty, brand reputation, and gaining a competitive advantage in the market (Kotler, 2022). Kotler (2022) claims it can lead to increased sales, higher profitability, and better customer retention.

In this context, while tourism experiences are seen as a critical advantage the hospitality and tourism industry offers (deMatos, Duarte & Sá, 2023), customer satisfaction is a key objective for organizations, particularly in the highly competitive hotel and tourism industry (Yuan, & Wu, 2008). In the prior literature, customer satisfaction was heavily studied, and the majority of the studies explored what an impact it has on company performance (Anderson & Mittal, 2000a, 2000b; Johnston, 1995; Johnston et al., 1990; Mersha & Adlakha, 1992; Ullah et al., 2019), but scant attention has been given to its effects on behavioral intentions of hotel guests, in particular, Hotel brand experience.

2.4 Memory

Pine & Gilmore (1998, 2014) stressed that experience connection should contribute to customers' absorption or immersion. These will evoke diverse emotions through the different senses (Alnawas & Hemsley-Brown, 2018; Gambetti, Graffigna & Biraghi, 2012), which may or may not create long-lasting memories (Sthapit & Coudounaris, 2018). Pine and Gilmore (1998) also noted that an experience can be defined as enjoyable, engaging, and memorable from a consumer perspective. Memory is "an alliance of systems that work together, allowing us to learn from the past and predict the future" (Baddeley, 1999: 1).

Caru and Cova (2003) mentioned that memory is a broader concept compared to memorable, which can be associated with the unforgettable or extraordinary. Kim et al. (2012) defines unique tourism experiences as tourism experiences that are remembered and recalled after the event. It is a consequence of assessing the tourism experience (Sthapit & Coudounaris, 2018). Accordingly, Tung and Ritchie (2011) posited that organizations cannot deliver memorable tourism experiences, but they can only offer a more suitable environment that will assist tourists in creating their own unique experiences.

Many scholars in the tourism field provided evidence that memories generated by a tourist experience contribute to overall satisfaction (Chandralal et al., 2015; Gilbert & Abdullah, 2004; McCabe & Johnson, 2013; Sirgy et al., 2011). Also, many researchers have considered the relationship between brand image and favorable brand associations (e.g., Aaker & Biehl, 1993; Faircloth, Capella & Alford, 2001; Pappu & Quester, 2006). Othman et al. (2016) assessed brand image as antecedents of brand loyalty.

According to the Collins Dictionary (2017), memorable is a related term of memory; as an adjective, memorable is something that is worth or likely to be remembered. On the other hand, as a noun, memory is the process of recalling past experiences. Silverman and Mossberg (1996) and Tung et al. (2017: 853) do not distinguish the concepts, memories, or memorable. Instead, the latter rather argue that "experiences are fundamentally based on an individual's LTM [Long-term memory]." Tung et al. (2017) also describe the different types

of memory: a) Long-term memory (information stored for long periods) and b) *short-term memory* (information retained momentarily).

The authors also add that the former can be subdivided into *semantic memory* (information regarding the general understanding of the reality or world) and *episodic memory* (information storage coming from individual experience). As Tung and Ritchie (2011) posit, everyday activities comprehend and involve impressions that later are objects of recollection and evaluation. This type of recollection can be a subset of the episodic memory, *autobiographic memory*, or recollection of own-self experiences in the past) (Tung et al., 2017).

CHAPTER 3

METHODOLOGY

3.1 Introduction

This chapter presents the methodology that is employed in this dissertation to answer the following research questions:

1. How hotel brand experience can be conceptualized?
2. How to measure the hotel brand experience?
3. Does personal characteristics, like geographical/cultural background and travel styles, lead to different hotel brand experiences?
4. How does hotel brand experience relate to hedonic values, behavioral intentions, and memory?

The first two questions are addressed through the in-depth literature review, carried out in the second chapter, which allows:

1. To define the conceptual framework of the subject under study and thus contribute to a more comprehensive understanding of the BE concept, which, especially in the services and hospitality industry, is a recognized gap in the literature.
2. To identify the most relevant variables/scales that will be used to measure the hotel brand experience.

The remaining questions will be addressed through a quantitative survey using a questionnaire as a data collection strategy, aimed at guests of Pousadas de Portugal in the Algarve.

3.2 Setting and the luxury heritage hotel brand – Pousadas de Portugal at the Algarve

The study was carried out at three Hotel Pousadas de Portugal in the Algarve (Pousada de Estoi, Pousada de Tavira, Pousada de Sagres). Since its creation in the 1940s, Pousadas de Portugal has assumed the mission of "housing the visitors and providing them with food in the respect of the style of each region" (Law 31, 259 of May 1, 1941). Today, the Pestana hotel group has 34 units of pousada historic buildings in Portugal. And it is owned mostly by the Portuguese State and managed by Pestana group. In the 1950s, the concept of Pousada was extended to the *Heritage Pousadas* (in historic buildings like monuments, castles, convents and monasteries, some abandoned or in a state of degradation and specially recovered for this purpose). The reason for choosing this specific heritage hotel was due to its immersive experience, as advertised by the company:

“Castles, Palaces, Monasteries, Halls of kings and Rooms of Queens... The Pestana Pousadas de Portugal offers the ultimate immersive Portuguese experience in some of the country’s most historical and iconic properties” (Pousadas.pt, 2021).

The Pousada’s de Portugal network has different types of units: Historic Pousadas, Historical Design Pousadas, Nature Pousadas, Charm Pousadas and Collection Pousadas. Pousadas de Portugal Algarve has a Historic Pousada (Tavira, Pousada do Convento da Graça), a Historic Design Pousada (Pousada de Faro, Estoi), and Nature Pousada (Pousada de Sagres).

The underlying reason why the researcher selected these Pousadas was because these were the only three Pousadas geographically located in the province of Algarve. Residing in Pousadas, similar to luxury hotel, gives the visitors unique experience. The researcher selected these pousadas to conduct this research because the researcher is living in Algarve and is specifically interested in the experiences and HBE of the visitors and tourists. The feasibility of the study from the time and expenses point of view restricted the researcher to take all Pousadas in the country into account. Prior research conducted on this pousadas was not all-inclusive research. The researcher, thus, investigated the HBE of the mentioned pousadas to gain an insight into the thoughts and experiences of visitors in the aforementioned locations.

3.3 Data design

The research was implemented through a questionnaire (which was prepared in English and translated into Portuguese, French and German) was translated by native speakers and composed of eighteen questions structured in three main sections, namely: hotel experience (from question 1 to question 5); characterization of the travel (from question 6 to question 10) and socio-demographic profile (from question 11 to question 16).

The hotel experience section included four 7-points Likert scales (Table 3.1) to measure:

Hotel brand experience (Khan & Rahman, 2017); memory (Oh, Fiore & Jeung, 2007); servicescape hedonic value dimensions of emotional value and novelty value (Dedeoglu et al., 2018); future behavioral through revisiting intentions and word-of-mouth intentions (Zabkar et al., 2010; Dedeoglu et al., 2018). The hotel brand experience scale was adapted from Khan & Rahman (2017) and includes seventeen items distributed by five-dimensional hotel brand experiences: hotel location, hotel stay and ambience, hotel staff competence, hotel website & social media experience and guest-to-guest experience.

Table 3.1: Hotel Experience Questions

Hotel Experience	References
Memory	
I will have wonderful memories	Oh, Fiore & Jeoung (2007)
I will remember positive things	
I won't forget my experience	
Servicescape Hedonic value	
Emotional value	
Taking a holiday in this Pousadas de Portugal Algarve is enjoyable.	Dedeoglue et al., (2018)
Taking a holiday in this Pousadas de Portugal Algarve makes me feel good.	
Taking a holiday in this Pousadas de Portugal Algarve gives me pleasure	
Novelty value	
Taking a holiday in this Pousadas de Portugal Algarve is something different.	Dedeoglue et al., (2018)
Taking a holiday in this Pousadas de Portugal Algarve is unique. Taking a holiday in this Pousadas de Portugal Algarve increases my knowledge.	
Taking a holiday in this Pousadas de Portugal Algarve offers variety.	
Behavioral Intentions	
I would like to revisit this hotel brand in the near future.	Zabkar et al., 2010 Dedeoglue et al., (2018)
If I had to decide again, I would choose this hotel brand again.	
I would more frequently visit this hotel brand.	
This hotel brand would be my first choice over other hotels brands.	
I would recommend this hotel brand to my friends and relative.	
I would say positive things about this hotel brand to other people.	
I would encourage friends and relatives to come this hotel brand.	
HBE	
Hotel location (4 items): The degree to which the location of the hotel brand fascinates to an individual's senses	Khan & Rahman (2017)
Hotel stay and ambience (5 items): The extent to which a guest feels that the stay at the hotel brand is pleasant and ambience (e.g., clean rooms and bathrooms, parking space, architectural design, etc.) has put impression on his/her senses	
Hotel staff competence (5 items): The degree to which a guest feels that staff's efficiency, friendliness, and professionalism stimulate their senses	
Hotel website and social media experience (4 items): The degree to which a hotel brand's website provides correct information and the presence of hotel brand on social media induces feelings	
Guest-to-guest experience (5 items): The extent to which a guest affected by the presence of other guests	

The sections relating to the characterization of the travel and sociodemographic profile included fourteen questions, mentioned in Table 3.2:

Table 3.2: Travel and Sociodemographic Questions

Characterization of the travel	References
Is this your first time in Pousadas de Portugal Algarve?	
Length of Last Stay	
How did you book your accommodation?	Gotovac et al., 2010
If you book this Pousadas de Portugal Algarve online, please mention how	Brauchler et al.,2011
Travel companion	
Travel main motivation	
Sociodemographic profile	
Gender	
Age	
Marital status	
Education level	Buse et al., 2010
Professional status	Ekselius et al., 2001
Annual income	
Country of Residence	
Nationality	

3.4 Data collection

The questionnaire pre-test took place in presence by word format, with eleven respondents for one week on the 1st week of June in 2018 .The final version was administered using the drop method because it allowed us to do hand delivery in front of the room for hotel guests, to collect data from a large sample of respondents at a relatively low cost in terms of time and money (Dedeoglu et al, 2018).

The target population of this study were all hotel guests staying at the three Pousadas de Portugal-Algarve, located in Estoi, Tavira and Sagres, from July to December in 2018. A non-probability and convenience sampling method was used and a total number of 600 individuals voluntarily participated in the study, resulting in a total of 583 validated questionnaires.

3.5 Research hypotheses and data analysis

Data analysis was performed using the software IBM SPSS Statistics version 27 (Statistical Package for Social Sciences) and is aimed at achieving the defined objectives:

- 1) To identify the socio-demographic and travel characteristics of respondents;
- 2) To characterize the HBE at Pousadas de Portugal Algarve;
- 3) To analyze the hedonic value of the experience and to identify behavioral intentions;
- 4) To test the validity and reliability of the HBE in the case of boutique Hotels (Pousadas de Portugal Algarve);
- 5) To analyze whether different personal and travel characteristics lead to different HBEs;
- 6) To examine the relation of HBE with:

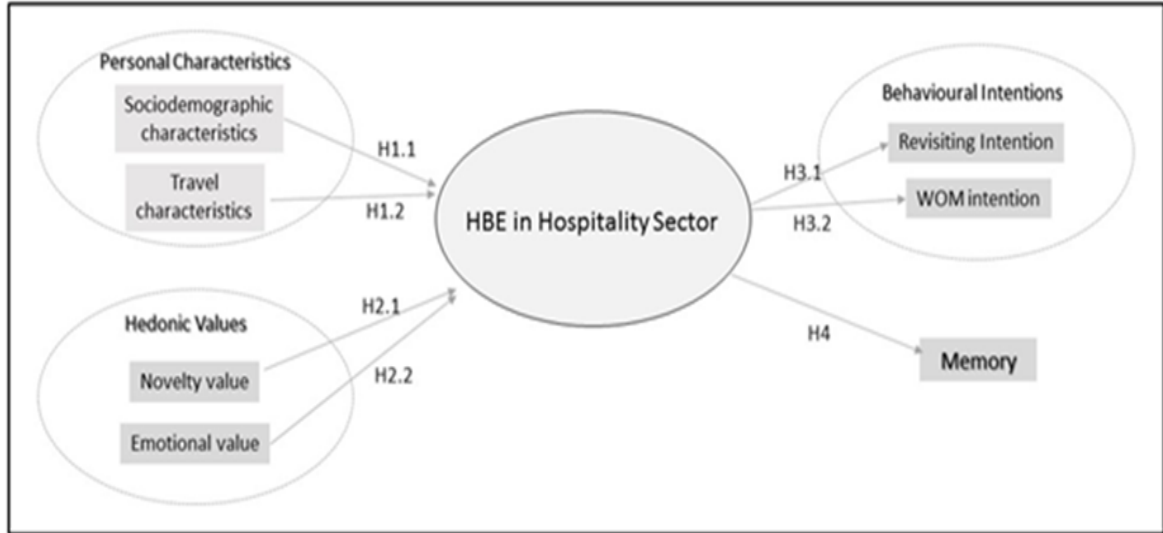
6.1) Hedonic Values

6.2) Behavioral Intentions

6.3) Memory

In addition to descriptive analysis (frequencies, location and dispersion measures), parametric (paired samples t test) and non-parametric (Kruskall-Wallis) hypothesis tests were used (performed at a theoretical significance level of 5%) and Principal Component Analysis was applied. To fulfill the objectives 5 and 6, the following operational model, was established (Figure 3.1):

Figure 3.1: Operational Model of Hotel Brand Experience



The respective research hypotheses being as follows:

Personal characteristics of a person are the features, traits (psychological or physical) and qualities that make them recognizable to others (Collins dictionary, 2023; Hemsley-Brown & Oplatka, 2016; Kotler & Armstrong, 2013). As noted in the extant literature (e.g., Kwon & Ahn, 2021; Šagovnović & Kovačić, 2021) the individual personal and travel characteristics led to different experiences, since experiences are subjective by nature, unique and distinctive (Pine & Gilmore, 2011; Matos, Mendes & Pinto, 2015; Schmitt, 1999). For example, Kwon and Ahn (2021) found that the sociodemographic characteristics of hotel guests led to different behavioral responses. In their study they found that older group desires were somewhat influence by negative anticipated emotions, while low educational hotel groups were the opposite, i.e., positive anticipated emotions among other factors influence hotel guest desires. Šagovnović and Kovačić (2021) also found that tourists' sociodemographic characteristics shaped or influenced their emotional experience and also their perception of destination personality. In the word of luxury brands, it has been recommended by Han and Kim (2020: 1) “Marketers should increase the value of the luxurious consumption experience and create different values for various consumer groups and categories to expand luxury brands.” This reinforces the need to look at the various groups

sociodemographic and travel characteristics, since they led to distinct experiences, especially in the hotel sector and among hotel brands (deMatos, Duarte & Sá, 2023; Pine & Gilmore, 2011; Han & Kim, 2021; Schmitt, 1999). Thus, we argue that:

H1: Different personal characteristics lead to different HBEs' (objective 5)

H1.1: Different sociodemographic characteristics lead to different HBEs'

H1.2: Different travel characteristics lead to different HBEs'

The tourists need to experience new things during travelling is at the core of tourism (Blomstervik & Olsen, 2022; Mitas & Bastiaansen, 2018). As Mitas and Bastiaansen (2018) note, this is a major reason for tourists having experiences. However, the physical environment where the services are offered (servicescape) can influence customer experiences and behaviors (Chang, 2016; Jeloudarlou, Aali, Faryabi & Zende, 2022). As So and King (2010: 589) note, "service experience is most influential in determining brand meaning, i.e., the customer's dominant perceptions and impression of the brand." This is relevant for the hotel industry since they offer products, services, and experiences associated with their brand and brand value (Khan & Rahman, 2017a). Moreover, hotel guests' hedonic value perceptions of their hotel experience affect their future behavioral intentions (Dedeoğlu et al., 2016) Because hedonic value is the value customers get from the experience (Babin et al., 1994). Thus, it is argued that:

H2: There is a significant relationship between servicescape hedonic values and the HBE (objective 6.1)

H2.1: There is a significant relationship between novelty value and the HBE

H2.2: There is a significant relationship between emotional value and the HBE

Hotel guests' HBE is a critical element influencing their decision-making and behavior (Khan & Rahman, 2017a). Similarly, Han and Hyun (2020) found that within the luxury hotel restaurant sector, hotel guests' intention to revisit the same restaurant or another from

the same brand was influenced by the satisfaction with the experience. Kim, Costello, and Lee's (2020) study also emphasized that hotel guests or tourists are inclined to return to those hotels that offer novel and exciting events. More recently, Hwang, Choe, Kim, and Kim (2021) stressed how four different types of brand experience (sensory, affective, behavioral, and intellectual) can influence and help the relationship between brands and consumers. These studies, among other (e.g., Hwang & Lee, 2018; Kumar & Kaushik, 2020; Khan & Rahman, 2017a), underscored the importance of brand experiences in consumer decision-making processes, particularly regarding their behavioral intention (Schmitt, 2009; Brakus, Schmitt & Zarantonello, 2009), particularly, regarding revisiting intention (Hwang & Lee, 2018) and WOM (Gómez-Suárez & Veloso, 2020). Thus, we argue that:

H3: There is a significant relationship between HBE and behavioural intentions (objective 6.2)

H3.1: There is a significant relationship between HBE and Revisiting intention.

H3.2: There is a significant relationship between HBE and WOM intention.

Tourism experience can have the potential to generate a profound emotional connection and enjoyable moments (deMatos, Duarte & Sá, 2023), leading to the individual desire to relive those positive experiences and emotions through memory (Clewett & Murty, 2019; Wood, 2020) and even repeat their visits (Zhang, Wu & Buhalis, 2018). Thus, although Memory is related to an individual's or tourist (e.g., past) experiences, that does not necessary means that such experiences led to memories (Klein, 2015). That is why hotel managers strive to create develop and create various type of hotel experiences connected to their brands, using diversified type of hotel designs (e.g., architecture), technology (e.g., music, apps), among other factors, to awake and trigger hotel guests' scents, fantasies and enable them to create memories (Lu & Hu, 2021). For example, several authors (Ali, Hussain & Ragavan, 2014; Lee & Park, 2019; Torres, Fu & Lehto, 2014), explored and identified several factors (e.g., cognitive experience) that lead to customer delight experience in the hotel industry, but also its relationship with memories or even loyalty. Thus, we propose the following:

H4: There is a significant relationship between HBE and memory (objective 6.3)

In sum, the extant literature emphasizes the relationship between HBE, hedonic value, tourists' behavioral intentions in the context of the hospitality and tourism industry. It also emphasizes the significance of hotel brands offering novelty and emotional-seeking experiences for consumers, which can influence their memorability and repurchase intentions.

CHAPTER 4

RESULTS AND DISCUSSION

4.1 Results

This chapter presents the statistical analyses carried out in order to achieve the initially defined objectives.

4.1.1 Socio-demographic and travel characteristics of respondents

The questionnaires collected demographic information about the participants, such as age, sex, nationality, employment and marital status, level of education and annual income. 583 valid questionnaires were collected of the hotel guests. The final sample consisted of 51,1% women and 46,7 % men, and 2,2 % of respondents did not consider themselves to fit within the two categories of male and female. The average age was 53, the youngest respondent was 18, and the oldest was 91. The majority of the participants were married (82%), had graduate or higher education (85%), and had an annual income above 31.100,00 Euros (73,5%). Professional status showed that more than half (66%) of the respondents were employed, 30.8% were retired and only 3.3% were unemployed. The largest number of respondents came from the United Kingdom, followed by the Portuguese, French and German, with the Belgians being the least represented (Table 4.1).

Table 4.1: Sociodemographic Characterization

Age	Minimum	Maximum	Mode	Median	Mean	Std deviation
	18	91	54	56	53,51	14,21

Gender	Frequency	%
Female	298	51,1
Male	272	46,7
Other	13	2,2
Total	583	100,0
Missing	0	0,0

Marital Status	Frequency	%
Single	64	11,0
Married/civil partnership	477	82,0
Divorced/seperated	29	5,0
Widowed	12	2,1
Total	582	100,0
Missing	1	0,2

Education level	Frequency	%
Primary Education	8	1,4
Secondary Education	77	13,8
Higher Education	474	84,8
Total	559	100,0
Missing	24	4,1

Table 4.1: Sociodemographic Characterization

Professional status	Frequency	%
Unemployed	19	3,3
Employed	381	65,9
Retired	178	30,8
Total	578	100,0
Missing	5	0,9
Annual income	Frequency	%
Less than 15.500 €	27	5,9
15.500 - 31.100 €	95	20,7
More than 31.100 €	338	73,5
Total	460	100,0
Missing	123	21,1
Country of Residence	Frequency	%
UK	111	19,1
Portugal	109	18,8
France	68	11,7
Germany	44	7,6
USA	24	4,1
Ireland	18	3,1
Netherlands	13	2,2
Brazil	10	1,7
Belgium	9	1,5
Other EU	109	18,8

Table 4.1: Sociodemographic Characterization

Other Non-EU	66	11,4
Total	581	100,0
Missing	2	0,3
Nationality	Frequency	%
British	110	18,9
Portuguese	105	18,0
French	66	11,3
German	48	8,2
USA	21	3,6
Irish	17	2,9
Dutch	13	2,2
Brasilian	11	1,9
Belgians	11	1,9
Other EU	103	17,7
Other Non-EU	68	11,7
Total	573	100,0
Missing	10	1,7

Source: Own Elaboration using SPSS software

In terms of the travel profile of the respondents, the results suggested that the most respondents visited the Pousadas for the first time (57.1%), travelled with partner (59.2%) for vacation (93%) and predominantly opted to stay in Tavira (52.8%). The majority of the respondents did their reservation on-line (62.9%), mainly through the Pousadas' website (42.6%) and the Booking.com (30.7%) webpage. The length of the average stay was 4 nights, but two-nights stays are the most frequent (Table 4.2).

Table 4.2: Travel Profile of the Respondents

Travel characteristics						
Length of stay	Minimum	Maximum	Mode	Median	Mean	Std deviation
	1	24	2	3,00	3,81	3,39
	Nights		Frequency		%	
	1night		111		19.1	
	2nights		161		27.7	
	3nights		110		18.9	
	4nights		50		8.6	
	5nights		39		6,7	
	6nights		14		2,4	
	7nights		41		7,0	
	8-24 nights		56		9,6	
	Total		582		100,0	
	Missing		1		.2	
	Visiting times		Frequency		%	
	First time visitor		329		57.1	
	Repeat time visitor		247		42.9	
	Total		583		100.0	
	Missing		7		1.2	
	Booking accommodation		Frequency		%	
	Online		356		62.9	

Table 4.2: Travel Profile of the Respondents

Tour operator/Travel agency	132	23.3
In person at the location	19	3.4
I didn'tbook	14	2.5
Another	45	8.0
Total	566	100.0
Missing	17	2.9
How to bookit	Frequency	%
booking.com	119	30.7
Airbnb	5	1.3
Expedia	23	5.9
TripAdvisor	10	2.6
Momondo	1	.3
Pousadas de Portugal Algarve web page	165	42.6
Other	64	16.5
Total	387	100.0
Missing	196	33.6
Travel companion	Frequency	Valid %
Family	195	33.7
Partner	342	59.2
Friends	31	5.4
Alone	10	1.7
Total	578	100,0
Missing	5	.9

Table 4.2: Travel Profile of the Respondents

Travel main motivation	Frequency	%
Business	10	1.7
Health and wellness	31	5.3
Vacation and leisure	542	93.0
Total	583	100,0
Pousadas Location		
Estoi	101	17,3
Tavira	308	52,8
Sagres	174	29,8
Total	583	100,0

4.2 Hotel brand experience characterization

The findings indicated that the overall brand experience (HBE) was satisfactory, as all items of the HBE scale had an average value greater than 5 on a 7-points Likert scale. The items best rated by guests related to the location, which is considered appealing (6.37) and contributes to a feeling of relaxation (6.38). The worst rated aspects of the hotel brand experience were related to its online presence, i.e., social media appeal, online reviews, and hotel website (Table 4.3).

Table 4.3: Hotel Brand Experience (HBE)

(HBE)	Mean	Std Deviation
Location of this hotel brand stimulates my senses	6.18	1.12
I find location of this hotel brand appealing	6.37	1.04
Location of this hotel brand is convenient that makes me feel relaxed	6.38	1.03
Stay at this hotel brand is memorable to me	6.19	1.13
This hotel brand has attractive architectural design	6.26	1.10
Ambience of this hotel brand is very relaxing to me	6.25	1.03
The cleanliness and décor of this hotel brand is pleasing	6.18	1.13
The staff of this hotel brand is helpful and friendly that brings out emotions	6.31	1.02
Appearance of this hotel brand staff is impressive	5.98	1.17
The way in which the staff of this hotel brand serves is admirable	6.03	1.23
I feel good at this hotel brand because of the staff personnel's attentiveness	6.06	1.21
Website of this hotel brand provides accurate results	5.61	1.21
I find online reviews of this hotel brand informative	5.58	1.17
Presence of this hotel brand on social media appeals to my visuals	5.39	1.31
Conduct of guests at this hotel brand is polite	5.91	1.18
Guests at this hotel brand make me feel comfortable	5.66	1.24
Guests at this hotel brand value the privacy of other guests	5.84	1.19
Global mean = 6,01		

4.2.1 Hotel brand experience by Pousadas' location

To analyze the HBE by location of the 3 different Pousadas a Kruskal-Wallis test was used, as the normality assumption for the application of ANOVA was not met. The three Pousadas do not statistically differ regarding the quality of the website and the communication on social networking sites, regarding the effect of staff on the guests' emotional well-being and, finally, regarding the respect for privacy between guests. The analysis of Table 4.4 indicates that the Pousada de Tavira is the one that provides the best overall HBE, because it differs positively regarding the largest number of items. This difference can be seen related to staff (appearance, service and attention), other hotel guests (polite conduct and feeling of comfort) and physical space (architecture, ambience, cleanliness and décor). Pousada de Sagres differs positively regarding the location (stimulates the senses, is appealing, convenient and relaxing), while Pousada de Estói does not stand out positively in any aspect of HBE (Table 4.4).

Table 4.4: HBE /Location

HBE	Means			Kruskall-Wallis		LSD
	Estói	Tavira	Sagres	χ^2	P	
Location of this hotel brand stimulates my senses	5,85	6,12	6,48	22,70	,000	E≠T≠S
I find location of this hotel brand appealing	6,01	6,34	6,64	29,36	,000	E≠T≠S
Location of this hotel brand is convenient that makes me feel relaxed	6,07	6,39	6,56	14,26	,001	E≠T; S
Stay at this hotel brand is memorable to me	5,98	6,29	6,13	8,14	,017	E≠T
This hotel brand has attractive architectural design	6,16	6,60	5,70	99,53	,000	E≠T≠S

Table 4.4: HBE /Location

Ambience of this hotel brand is very relaxing to me	5,93	6,43	6,12	28,37	,000	T≠E; S
The cleanliness and décor of this hotel brand is pleasing	5,94	6,36	6,02	22,00	,000	T≠E; S
Staff of this hotel brand is helpful and friendly that brings out emotions	---	---	---	---	---	---
Appearance of this hotel brand staff is impressive	5,89	6,10	5,82	6,92	,031	T≠S
The way in which the staff of this hotel brand serves is admirable	5,94	6,17	5,82	10,67	,005	T≠S
I feel good at this hotel brand because of the staff personnel's attentiveness	5,95	6,22	5,85	13,10	,001	E≠T
Website of this hotel brand provides accurate results	---	---	---	---	---	---
I find online reviews of this hotel brand informative	5,52	5,72	5,39	6,68	,035	T≠S
Presence of this hotel brand on social media appeals to my visuals	---	---	---	---	---	---
Conduct of guests at this hotel brand is polite	5,68	6,03	5,84	9,40	,009	E≠T
Guests at this hotel brand make me feel comfortable	5,54	5,78	5,52	7,35	,025	T≠S
Guests at this hotel brand value the privacy of other guests	---	---	---	---	---	---

4.3 Hedonic value of the experience and behavioral intentions

4.3.1 Hedonic values

Respondents predominantly value the emotional dimension of hedonic values (upper global mean), namely those related to well-being and pleasure (Table 4.5). In order to analyze if the difference between the two types of values (Novelty/Emotion) was statistically significant, two variables were created, containing the average values of each one, and a paired samples

t test was performed, which allowed the confirmation of the higher value assigned to the emotional values ($t = -15,594$; $p = ,000$).

Table 4.5: Hedonic Values

Hedonic Values (Novelty)	Mean	Std Deviation
Taking a holiday in this Pousadas de Portugal Algarve is something different	6.41	6.77
Taking a holiday in this Pousadas de Portugal Algarve is unique.	6.64	9.52
Taking a holiday in this Pousadas de Portugal Algarve increases my knowledge.	6.81	10.98
Taking a holiday in this Pousadas de Portugal Algarve offers variety.	6.79	10.26
Global mean = 6,66		
Hedonic Values (Emotion)		
Taking a holiday in this Pousadas de Portugal Algarve is enjoyable	6.46	4.30
Taking a holiday in this Pousadas de Portugal Algarve makes me feel good.	6.89	7.74
Taking a holiday in this Pousadas de Portugal Algarve gives me pleasure.	6.85	7.74
Global mean = 6,73		

4.3.2 Future intentions

We analyzed future intentions based on the potential willingness of the guests to visit again (revisiting) and their intention to recommend the hotel to friends and family (WOM). Despite the high-rated intention to visit the Pousadas again, the intention to recommend the Pousadas is overall even higher than that of revisiting (Table 4.6). To analyze these intentions, according to the different Pousadas locations, a Kruskal-Wallis test was used since the normality assumption for the application of ANOVA was not met (Table 4.7)

Table 4.6: Future Intentions

Future Intentions (Revisiting)	Mean	Std Deviation
I would like to revisit Pousada de Portugal Algarve in the near future	5.93	1.47
If I had to decide again, I would choose Pousadas de Portugal again	6.05	1.28
I would more frequently visit Pousadas de Portugal	7.18	11.33
Pousadas de Portugal would be my first choice over other hotel brands	5.71	4.20
Global mean = 6,22		
Future Intentions (WOM)		
I would recommend Pousadas de Portugal to my friends and relatives	6.26	4.02
I would say positive things about Pousadas de Portugal to other people	6.64	6.75
I would encourage friends and relatives to come this Pousada de Portugal	6.38	5.58
Global mean = 6,55		

It is only possible to detect the existence of statistically significant differences for the recommendation intentions, which are higher for the Pousada de Tavira (Table 4.7). This is not surprising since this was the unit that revealed to provide the best hotel brand experience.

Table 4.7: Future intentions /Location

Future Intentions	Means			Kruskal-Wallis		LSD
	Estói	Tavira	Sagres	χ^2	p	
I would recommend Pousadas de Portugal to my friends and relatives	5,97	6,18	5,94	6,512	,039	T≠S
I would say positive things about Pousadas de Portugal to other people	6,01	6,29	6,02	10,616	,005	T≠E;S
I would encourage friends and relatives to come this Pousada de Portugal Algarve	6,00	6,15	5,82	8,939	,011	T≠S

4.4 Validity and reliability of the HBE scale

In order to test the validity and the generality of the HBE scale, it was subjected to Principal Components Analysis (PCA), that allowed us to identify five underlying dimensions (Table 4.8).

Although the Kaiser criterion suggests the extraction of 4 components, in which guest-to-guest and website & social experiences load on a single factor, we considered that the solution of 5 factors provided a more distinct structure. This solution is legitimated by the Cattell’s Scree Test and follows the recommendation of Hair and Anderson (1992) and Viegas (1997:64): “The possibility of assigning some meaning to the factors or of interpreting the nature of the variables is an extremely important consideration in determining the number of factors to be extracted”. This five-component solution also presents good Cronbach’s alpha values, in line with Nunnally’s (1978) criterion of 0.7.

Table 4.8: HBE-PCA Results

Hotel Brand Experience						
Adequacy			Extraction Method	Rotation Method	Components Extracted	
Bartlett’s Test		KMO			Eingenvalues	Cumulative % of variance
X ²	Sig.					
3152,16	,000	,907	Ortogonal	Varimax	8,702	20,469
					1,670	36,485
					1,472	52,261
					1,148	67,922
					0,831	81,312
“Staff competence experience” ($\alpha = 0,896$)						
Variables				Loadings		
Admirable staff				,891		
Attentiveness staff				,855		
Staff appearence				,799		
Helpful and friendly staff				,777		
“Hotel location experience” ($\alpha = 0,847$)						
Location				,861		
Appealing				,855		
Feel relaxed				,790		

Table 4.8: HBE-PCA Results

“Guest to guest experience” ($\alpha = 0,906$)	
Polite	,830
Feel comfortable	,830
Privacy	,823
“Hotel stay & ambience experience” ($\alpha = 0,851$)	
Architectural design	,822
Cleanliness	,724
Memorable	,678
Ambience	,588
“Hotel website & social media experience” ($\alpha = 0,854$)	
Social media	,777
Website	,773
Online reviews	,749

Based on the results of the PCA, we created 5 new variables (Table 4.9) representing the identified dimensions and resulting from the arithmetic mean of the values of the variables associated to each of them. To examine whether the experiential dimensions present statistically different means between them, we performed 10 paired t-tests and all of the comparisons resulted in significant differences ($p < 0.05$).

Table 4.9: Dimensions Means

Experiential Dimensions		
	Mean	Std Deviation
DIM_Location	6,31	,93
DIM_Stay&Amb	6,22	,91
DIM_Staff	6,10	1,01
DIM_Guest	5,80	1,11
DIM_Web	5,55	1,09

Based on the average values recorded in the identified dimensions (Table 4.9), it can be concluded that the “Pousadas de Portugal” experiences most valued by guests are, in this

order: *the location, the stay & ambience* and the *staff competence*. On the other hand, the experiences that are less valued are as follows: *guest-to-guest and website & social media experiences*.

4.5 Experiential dimensions differentiation

According to objective 5, we also wanted to examine whether different personal and travel characteristics lead to different hotel brand experiences. So, we analyzed, as independent variables, all those included in the questionnaire sections regarding the sociodemographic profile and the characterization of the trip, presenting only the results for those that have statistically significant differences ($\alpha=5\%$).

Regarding marital status, it was detected the existence of statistically significant differences in the “Staff competence experience”. The results of the LSD test suggested that married guests had a better experience in this dimension than the widowed and divorced ones (Table 4.10).

Table 4.10: Marital status

Dimensions (means)	Marital status				Kruskall-Wallis		Fisher's LSD
	Single	Married	Widowed	Divorced	χ^2	p	Marr \neq Div; Wid
Staff competence	6,07	6,29	5.49	5.73	8.99	0.029	

In terms of age, it appears that older guests (over 50 years), appreciated the aspects of Stay & Ambience more than the others (Table 4.11). It is seemed that older guests are more sensitive to their immediate environments. We might be able to relate this attentiveness to their experience. Older guests might have travelled more than younger guests. Older guests are prone to have travelled more often to these locations compared with younger travelers. Additionally, some of the older guests might have retired. In other words, older guests have both the time and money to travel and meticulously analyze their immediate environment.

Table 4.11: Age

Dimensions (means)	Age		Independent t Test	
	≤ 50 years	> 50 years	t	p
Stay & Ambience	6,11	6,29	2,28	0,023

The guests who stayed longer than 5 days statistically differed from those who had shorter stays. The former appreciated more the aspects of *Stay and Ambience* and *Staff Competence* (Table 4.12). This resonates with the results of the previous section, where older guests were keenly interested in their environment.

Table 4.12: Length of Stay

Dimensions (means)	Length of stay			Kruskall-Wallis		Fisher's LSD
	≤ 2 days	3-5 days	> 5 days	χ^2	p	
Stay & Ambience	6,16	6,16	6,48	12,26	0,002	>5 days ≠ others
Staff Competence	6,03	6,11	6,26	8,11	0,017	>5 days ≠ others

The respondents who did not make the reservation themselves, differ from the others by the worse evaluation they attribute to the Location and Staff competence (Table 4.13).

Table 4.13: Reservation

Dimensions (means)	Reservation					Kruskall-Wallis		Fisher's LSD
	Online	In person	Agency	Didn't	Another	χ^2	p	
Location	6,34	6,21	6,40	5,59	6,55	13,905	,008	Didn'tbook ≠ others
Staff	6,06	6,12	6,17	5,40	6,44	9,878	,043	

Guests who had booked through TripAdvisor, made a worse evaluation of the dimension *Stay & Ambience* (Table 4.14).

Table 4.14: Reservation Website

Dimensions (means)	Reservation website							χ^2	p	Fisher's LSD
	Booking	Airbnb	Expedia	TripAdviser	Pousada web	Other				
Stay & Ambience	5,47	6,44	5,60	5,28	5,52	5,70	15,13	,010	Trip Adviser \neq allothers	

Finally, with regard to location, in the three dimensions that present statistically significant differences, the Pousada de Tavira always received superior evaluation. The Pousadas of Estoi and Sagres are only different from each other in the dimension of *Staff & Ambience*, where the latter received a lower evaluation (Table 4.15).

Table 4.15: Pousadas' Location

Dimensions (means)	Pousadas			Kruskall-Wallis		Fisher's LSD
	Estoi	Tavira	Sagres	χ^2	p	
Stay & Ambience	6,01	6,42	5,99	51,680	0,000	Estoi \neq Tav \neq Sagres
Staff Competence	6,01	6,23	5,92	12,912	0,002	Tav \neq Estoi; Sagres
Location	5,97	6,28	6,56	27,613	0,000	Tav \neq Estoi; Sagres

4.6 Relation of HBE with hedonic values, behavioral intentions and memory

4.6.1 The relationship between HBE and memory

As suggested by Oh, Fiore and Jeoung (2007), the memories were measured through 3 significant variables that present a strong internal consistency ($\alpha=0.831$). Based on their mean values, a new variable was created to analyze the relation with the HBE dimensions.

Table 4.16: Correlations: HBE/Memory

Dimensions		Location	Stay&Amb	Staff	Web	Guest
Memory	Correlation de Pearson	,435	,531	,482	,416	,420
	Sig. (bilateral)	,000	,000	,000	,000	,000

All dimensions have a significant ($p<0,05$), direct (+) and moderate association ($0,4 < r \leq 0,7$) with the Memory created during the experience. The strongest association is between Memory and Stay & Ambience (Table 4.16).

4.6.2 The relationship between HBE and hedonic values

The application of a PCA to the variables related to the hedonic values confirm the existence of the two dimensions mentioned in the literature: Novelty Value and Emotional Value (Table 4.17).

Table 4.17: Hedonic Values - PCA Results

Hedonic Values						
Adequacy			Extraction Method	Rotation Method	Components Extracted	
Bartlett's Test		KMO			Eingenvales	Cumulative % of variance
X ²	Sig.					
3040,045	.000	,859	Ortogonal	Varimax	4,610 1,068	40,640 81,125
"Novelty" ($\alpha =,874$)						
Variables				Loadings		
Taking a holiday in this Pousadas de Portugal Algarve is something different				,839		
Taking a holiday in this Pousadas de Portugal Algarve is unique				,811		
Taking a holiday in this Pousadas de Portugal Algarve increases my knowledge				,787		
Taking a holiday in this Pousadas de Portugal Algarve offers variety				,762		
"Emotional" ($\alpha =,955$)						
Taking a holiday in this Pousadas de Portugal Algarve is enjoyable				,908		
Taking a holiday in this Pousadas de Portugal Algarve makes me feel good				,906		
Taking a holiday in this Pousadas de Portugal Algarve gives me pleasure				,899		

In order to analyze the association between the HBE and the hedonic values, we created 2 new variables representing the above identified dimensions, and then calculated the Pearson's coefficient between them (Table 4.18). The values of the emotional component show a greater number of considerable associations (above 0.5), especially those registered with the HBE dimension Stay & Ambience.

Table 4.18: Correlations: HBE/Hedonic Values

Dimensions		Location	Stay&Amb	Staff	Web	Guest
Novelty	Pearson Correlation	,434	,532	,499	,455	,432
	Sig.(bilateral)	,000	,000	,000	,000	,000
Emotional	Pearson Correlation	,561	,632	,531	,434	,455
	Sig.(bilateral)	,000	,000	,000	,000	,000

4.6.3 The relationship between HBE with behavioral intentions

Since the variables considered have an excellent internal consistency ($\alpha=0.935$), and in order to analyze the relation of these intentions with the HBE, a unique variable was created, composed by the arithmetic mean of all variables included in that scale. All dimensions present a moderate and significant relation with the behavioral intentions, registering the highest associations between these and the factors of Stay & Ambience and Staff Competence. Therefore, we can expect that it will be the experiences in these dimensions that will most influence the behavioral intentions (Table 4.19).

Table 4.19: Correlations: HBE/Behavioral Intentions

Dimensions		Location	Stay&Amb	Staff	Web	Guest
Behavioral Intentions	Pearson Correlation	,449	,579	,540	,414	,427
	Sig. (bilateral)	,000	,000	,000	,000	,000

Hypothesis 1 (H1) is partially confirmed: Regarding sociodemographic characteristics (H1.1), only marital status and age lead to different assessments of HBE: married guests are the ones who best evaluate *Staff Competence*, while *Stay & Ambience* is most appreciated by older guests.

With regard to H1.2 (travel characteristics), the length of stay differentiates guests in the two dimensions mentioned above, both of which are more valued by guests with stays longer than 5 days. It is also noted that guests who have not dealt with the booking process give a worse rating to dimensions *Hotel Location* and *Staff Competence*, and those who claim to have made the booking online differ by a worse rating of dimension *Stay & Ambience*.

H2 is confirmed: Both hedonic values considered in H2.1 (novelty) and H2.2 (emotional) have a significant relationship with the dimension *Stay & Ambience*. The association is, however, stronger in the latter case, emotional value, which also registers significant associations with *Hotel Location* and *Staff Competence*.

H3 is globally confirmed: Although, following what was mentioned by authors like Dedeoglue et al. (2018), this hypothesis was divided into H3.1 (Revisiting) and H3.2 (WOM), it was not possible to confirm the existence of these two dimensions, so the behavioral intentions were tested as a whole. It can be concluded that the experiences related to *Stay & Ambience* and *Staff Competence* will have more impact on the behavioral intentions because this is where the highest associations are registered.

H4 is confirmed: All dimensions of HBE are associated with memory, which, however, demonstrates a stronger relationship with the dimension *Stay & Ambience*.

4.7 Discussion

The main goal of this study was to examine the role of HBE and hedonic values on guests' behavioral intentions and memories.

Regarding the first goal, our results permitted us to identify the sociodemographic profile of those who seek to enjoy hotels such as Pousadas de Portugal at the Algarve. Our findings allowed us to verify that Pousadas' guests' characteristics and behaviors align with previous studies (e.g., Matos, 2014). In addition, it was found that hotel guests had a positive experience, even as first-timers. This identification of the hotel guest, and its characteristics, is important because, in today's competitive tourism market, brand experiences have been

recognized as a critical element for the success of hotels and their offering (Liu & Hu, 2022; Purohit, Hollebeek, Das & Sigurdsson, 2023). Thus, monitoring and assessing guests' experiences is mandatory, particularly, since this investigation assessed guests' experience at three different Pousadas, allowing to compare the results.

Regarding the second goal, our findings showed that the HBE at the three pousadas was overall very positive for the Pousadas' guests. In particular, we found location among the most essential HBE elements for the hotel guests. Additionally, we found that the specific location of each pousada, the friendliness of the staff, ambience, and the architectural design were highly valued by the hotel guests. This suggests that in the age of technology, hotel managers need to consider these dimensions as valuable factors affecting their customers. Since, the Pousadas enabled hotel guests to experience a relaxing and friendly atmosphere, which helped them feel positive emotions. This result aligns with other studies showing that these dimensions are relevant for the hotel industry (Gómez-Suárez & Veloso, 2020; Khan & Rahman, 2017).

It is evident from our findings that despite being a hotel group and using the same brand, the results show that Pousadas were valued differently by the hotel guests. For example, the staff empathy and service interaction stood out in the Pousada of Tavira case. In contrast, on others, it was, for example, location and relaxed atmosphere that was emphasized (e.g., Pousada de Sagres). Our results are contrary to other studies (e.g., Liu & Hu, 2020; Mutsikiwa et al., 2020) that found location not to be very significant. One explanation for this result being more relevant and significant in our case may be the proximity of the Pousadas to local services and facilities, which the Pousadas' guests highly value.

Our findings about the HBE at the three Pousadas are also significant for several reasons. First, it highlights the success of the hotel group Pousadas de Portugal in designing, developing, and implementing a solid HBE. Second, it highlights the success of delivering and maintaining the service and HBE throughout the diverse Pousadas units. However, it also shows that at least in one of the hotel units, Pousadas de Estoi, the HBE did not stand out in any relevant aspect compared to the other Pousadas units. So, the implications and significance of these findings suggest that despite the good overall performance of the hotel

group, there is still room for improvement at specific hotel units. As Liu & Hu (2022:1102) recall, “Hotels capable of addressing [and maintaining] customer brand experience set themselves in a competitive position in the marketplace and can create successful and differentiated brand positioning and brand loyalty.”

The third goal was to analyze the hedonic value of the experience and identify behavioral intentions. We observed that guests’ opinions highlighted more emotional dimensions than novelty. This may result from their age (average >50) and past experiences. Overall, they experienced good feelings and a sense of pleasure during their stay at Pousadas. These are among the most frequent emotional aspects of their stay at the Pousadas. This is contrary to Dedeoglu et al. (2018) study since, in our case, first-time hotel guests emphasized more emotional value. However, our results are consistent with Mitas and Bastiaansen (2018) argument that tourists travel to have new experiences. Moreover, as Babin et al. (1994) note, hedonic value is related to experiencing fun and playfulness. This is a significant outcome of our research because it shows that Pousadas hotels created an atmosphere that allowed tourists to experience such feelings. This implies that Pousadas could create and stage the right servicescape during the guest HBE. Findings also highlighted that Pousadas de Portugal contributed to hotel guests’ knowledge. Knowledge has also been found to be an essential factor that contributes to richer experiences (Pine & Gilmore, 2011).

In this context, we observed without surprise that the Pousadas guests also showed the intention to recommend and revisit. However, among the three (Tavira, Estoi and Sagres) distinct HBEs, Pousada of Tavira had the highest recommendation intention among guests. This finding aligns with the findings of Mutsikiwa et al. (2020).

The fourth goal was to apply to the three Pousadas at the Algarve the HBE scale and assess its validity and reliability. Our results were confirmed after conducting the PCA. Moreover, HBE scale reliability and validity allowed us to identify five dimensions (Staff competence, hotel location, guest-to-guest experience, hotel stay & ambience, Hotel website & social media experience). Our findings are consistent with the results obtained by Khan et al. (2017). However, the results obtained are contrary to the study of Mutsikiwa et al. (2020),

which instead of 5 factors, only found four dimensions (Hotel location, Hotel ambience, Hotel staff competence, Guest-to-guest experience). Our results suggest that despite the robustness and validity of Khan et al. (2017) scale, further studies are needed to consider, for example, the context or the hotel characteristics.

The fifth goal was to verify if personal and travel characteristics contributed to different hotel brand experiences. In this regard, our results have shown that marital couples are considered to have a better experience regarding staff competence than others (e.g., divorced). Age was also found to influence the experience of the guests, since older guests valued their *Stay and ambience*. The guests who stayed longer than 5 days appreciated more the aspects of *Stay & Ambience* and *Staff Competence* their environment. This result is congruent with Mutsikiwa et al. (2020) findings. In our analysis, we could say that the more a guest stayed in the hotel, more opportunities he or she will have to enjoy the ambience and appreciate the performance of the staff.

Moreover, between those young and older hotel guests, it was found that older guests travel more. This suggests that they travel more frequently, probably due to being retired. Thus, they have both money and time to travel and the motivation to find enjoyable experiences. This is consistent with the previous literature (e.g., Esichaikul, 2012; Kan et al., 2022) and is essential because, as Caber and Albayrak (2014) found, hotel attributes are crucial factors for older (e.g., senior tourists) hotels guests during the decision-making process. Their study also observed that staff attributes such as politeness or friendliness impacted the hotel guest's overall satisfaction.

Regarding booking reservations, we also found differences in hotel guests' ratings, depending on whether the reservation was made by themselves or others. For example, guests who had reservations made by others (not themselves) rated worse than the Pousadas regarding location and staff competence. Guests who booked using TripAdvisor had the worst stay & ambience evaluation. This result is aligned with the literature review regarding the importance of managing hotel guests' expectations. Moreover, our study adds to the extant body of knowledge the constant relevance and importance of assessing the difference

between hotel guests' perceptions and expectations (Armstrong et al., 1997; Parasuraman et al., 1994, 1988). In addition, it emphasizes the need to manage such expectations, especially when considering an industry (hospitality) in which differences are found between various cultural groups regarding expectations (Armstrong, Mok, Go & Chan, 1997; Mehta et al., 2023).

In the sixth goal, we assessed the relationship between HBE and memory. The findings revealed that all dimensions significantly affected memory, with the strongest association being memory and *Stay & Ambience*. The four hypotheses were confirmed (H2, H3, H4) or partially confirmed (H1). This finding aligns with previous studies regarding the need to create memorable experiences (Pine & Gilmore, 2011) and with more recent studies stressing customer experience and memory relationships (e.g., Li et al., 2022). The study shows a relationship between HBE, hedonic values, behavioral intentions, and memory.

CHAPTER 5

CONCLUSIONS AND IMPLICATIONS

The main purpose of this study was to examine the role of HBE and hedonic values on guests' behavioral intentions and memories. In this regard, we found that hotel guests of Pousadas de Portugal in Tavira, Estoi and Sagres had a great HBE and recognized the emotional value of their stay, which contributed to their return intention, recommendation and memory.

Moreover, our study offered several significant insights to the extant theoretical framework based on the general and specific goals set.

Firstly, throughout the narrative literature review conducted, we found that despite the growing body of knowledge addressing brand and brand experience, hotel brand experience has received scant attention from scholars. Building on the existing body of knowledge regarding the concept HBE, it was possible to review the concept and present an original conceptual model. This model pursued to verify the relationship between HBE, Hedonic Values, Behavioral intentions and memory. Khan and Rahman (2017b) mentioned in this regard that assessing the HBE and its relationships is of interest for scholars and hotel managers. This means that this way richer experiences and superior HBE may be delivered to hotel guests (Khan & Rahman, 2017a, 2017b; Pine & Gilmore, 2011). Therefore, improving their intention to stay longer at the hotel (Mutsikiwa et al., 2020), WOM (Gómez-Suárez & Veloso, 2020) and long-term relationship with customers (Liu & Hu, 2021). Among many of significant factors for success in the hospitality industry (e.g., price, product, service), making a memorable experience has emerged as a key driver for hotels and hotel managers, due to the shift from services to experiences in the sector (Pine & Gilmore, 2011).

Second, our study was a pioneer in profiling and describing the characteristics of hotel guests seeking HBE at Pousadas de Portugal. It was possible to identify a mature segment with a high education level and income, which uses online booking services when traveling during vacations and leisure.

New behaviors, values and experiences are sought nowadays by hotel guests, in upscale hotel units (Sumaco, Imrie & Hussain, 2015), such as Pousadas de Portugal.

In our case we characterized the HBE at the Pousadas e found how important location, service and staff were for creating a relaxing and positive atmosphere for these hotel guests at the hotel units. We could also see that there is still room for improvements, especially regarding the online presence (e.g., social media) of the hotel brand. It is therefore important to note that in today's hospitality market, a hotel website and the social media platforms are a vital source of promotion and customer engagement (Khan & Rahman, 2017b; Lin, Yang, Ma & Juang, 2018).

We also analyze the hedonic value of the guests' experience and to identify their behavioral intentions. The guests' hedonic values were more targeted on the emotional value, and their behavioral intentions to visiting again and recommending (WOM) the hotel unit to other individuals, was observed. This is an important finding since the hotel sector is highly dependable on creating emotional bonds and experiences to their guests, but also, leading them to spread positive WOM (Gómez-Suárez & Veloso, 2020; Konu et al., 2020; Liu & Hu, 2022; Liu et al., 2020).

Next, we tested the validity and reliability of the HBE in the case of Pousadas de Portugal Algarve. The results allowed us to verify that the HBE scale of Khan and Rahman (2017) is useful and appropriate to the Portuguese context, particular to the upscale hotel brands, such as Pousadas de Portugal at the Algarve. Our study findings also contributed to reinforce the need to look at the social, economic and cultural context in which the scale is tested. Since, our results were congruent with Khan & Rahman (2017a), but contrary to Mutsikiwa et al. (2020).

We also explored how different personal and travel characteristics of hotel guests led to different HBE. Among the differences found, for example, between those married versus divorced, or older versus younger, it is important to emphasize that hotel managers, can now adapt and personalize the HBE of the specific segments, adding value to their offering and value proposition. Results of our study also shown, that Stay & ambience and staff competence should continue to be priority for the hotel managers, since these are the most valued dimensions of the HBE. Also, to address the relationship between HBE, hedonic values, guests' behavioral intentions, and memory, we found that our four hypotheses were confirmed. Moreover, these relationships are significant.

5.1 Theoretical and practical implications

On the theoretical stage, this study contributes to present better understanding of HBE concept, since scant attention has been given to it previously (Khan et al., 2017b). Our study shows that HBE can be an important element to differentiated one Pousada from the other, beyond the functional attributes, which can limit it (So et al., 2016). This study is the first to develop and validate measures of brand experience in context of hotel *Pousada de Portugal*, allowing to compare it with other market realities (e.g., Zimbabwe, India). To win a differentiated position in the customer's mind, hotels should provide positive and unique experiences to their customers (Purohit et al., 2023). The application of this scale to other markets will allow to verify if four or five dimensions will encounter. Our results along with other studies (Khan & Rahman, 2017; Mutsikiwa et al., 2020) imply the need for researchers and managers to take into consideration the socio-economic context of where and when the HBE scale will apply.

On the practical stage, this study contributes by offering an operational scale (one that was tested and applied to the marketing previously) that can be an effective instrument for better marketing actions. For hoteliers our study provides the opportunity for the creating of HBE, tailor-made for specific segments, since differences were found among them. It is stressed the need for measuring, analyzing, understanding and monitoring the guests' HBE. In

addition, we argue that hotel managers to improve their social media and website promotion efforts, by creating more segmented HBE stories. As found, highlighting the atmosphere for example.

The performance in terms of HBE of the Pousada of Tavira, call upon hotel practitioners and managers on the need to continuously assess service quality standards and staffs' competence programs, since they can be a determining factor of success. The practical implications of the study can help hotel brand managers in the Pousadas but also in similar hotels to understand and better manage the experience of their guests by controlling and designing unique experiences for their targets-markets. The developed hotel brand experience scale can provide hoteliers a way to examine the experiences evoked through hotel brand-related stimuli (Khan & Khan, 2017a). Hoteliers will also stand to gain as they would get a tool designed to measure brand experiences specific to the hotel industry.

5.2 Limitations and future research

The study has several limitations. For instance, the characteristics of the pousadas de Portugal may not allow to generalize to other hotels groups and brands. The context in which the HBE was experienced, before covid-19 may not reflected today's HBE. A convenience sampling was used. Hotel guests' perceptions of servicescape can be helpful to distinguish their expected quality. Future research should use stratified sampling, and employ longitudinal studies, incorporating bigger size samples. Besides upscale hotel units, lower rating hotel units (three stars) should be assessed to verify its application.

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APPENDIX A: MEASURING HOTEL BRAND EXPERIENCE

QUESTIONNAIRE (ENGLISH)



MEASURING HOTEL BRAND EXPERIENCE

Within the scope of the Doctoral Program in Tourism of the University of the Algarve, we are conducting a survey on the guest experience with the brand Pousadas de Portugal Algarve. We truly value your objective, honest information. Be assured that all the answers you provide will be kept in the strictest confidentiality. Thank you in advance for taking the time to complete this survey.

1. To what extent do you agree with the following statements about your experience during your stay in this Pousadas de Portugal Algarve?

	Strongly disagree (1)	Slightly disagree (2)	Disagree (3)	Neither agree nor disagree (4)	Agree (5)	Slightly agree (6)	Strongly agree (7)	Don't know (8)
1. Location of this hotel brand stimulates my senses	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I find location of this hotel brand appealing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Location of this hotel brand is convenient that makes me feel relaxed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Stay at this hotel brand is memorable to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. This hotel brand has attractive architectural design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Ambience of this hotel brand is very relaxing to me	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. The cleanliness and décor of this hotel brand is pleasing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Staff of this hotel brand is helpful and friendly that brings out emotions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Appearance of this hotel brand staff is impressive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. The way in which the staff of this hotel brand serves is admirable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. I feel good at this hotel brand because of the staff personnel's attentiveness	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Website of this hotel brand provides accurate results	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. I find online reviews of this hotel brand informative	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Presence of this hotel brand on social media appeals to my visuals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Conduct of guests at this hotel brand is polite	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. Guests at this hotel brand make me feel comfortable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. Guests at this hotel brand value the privacy of other guests	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If you consider another aspect relevant ,please indicate it here:								

2. To what extent do you agree with the following statements of your memories about this Pousadas de Portugal Algarve?

	Strongly disagree (1)	Slightly disagree (2)	Disagree (3)	Neither agree nor disagree (4)	Agree (5)	Slightly agree (6)	Strongly agree (7)	Don't know (8)
1. I will have wonderful memories	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. I will remember positive things	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I won't forget my experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. To what extent do you agree with the following statements about “taking a holiday” in this Pousadas de Portugal Algarve?

	Strongly disagree (1)	Slightly disagree (2)	Disagree (3)	Neither agree nor disagree (4)	Agree (5)	Slightly agree (6)	Strongly agree (7)	Don't know (8)
1. Taking a holiday in this Pousadas de Portugal Algarve is something different.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Taking a holiday in this Pousadas de Portugal Algarve is unique.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Taking a holiday in this Pousadas de Portugal Algarve increases my knowledge.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Taking a holiday in this Pousadas de Portugal Algarve offers variety.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. To what extent do you agree with the following statements about your feelings with your stay in this Pousadas de Portugal Algarve.

	Strongly disagree (1)	Slightly disagree (2)	Disagree (3)	Neither agree nor disagree (4)	Agree (5)	Slightly agree (6)	Strongly agree (7)	Don't know (8)
1. Taking a holiday in this Pousadas de Portugal Algarve is enjoyable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Taking a holiday in this Pousadas de Portugal Algarve makes me feel good.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Taking a holiday in this Pousadas de Portugal Algarve gives me pleasure.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. To what extent do you agree with the following statements about your future behavioral intentions regarding Pousadas de Portugal brand?

	Strongly disagree (1)	Slightly disagree (2)	Disagree (3)	Neither agree nor disagree (4)	Agree (5)	Slightly agree (6)	Strongly agree (7)	Don't know (8)
1. I would like to revisit Pousada de Portugal Algarve in the near future.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. If I had to decide again I would choose Pousadas de Portugal again.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. I would more frequently visit Pousadas de Portugal .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Pousadas de Portugal would be my first choice over other hotel brands.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. I would recommend Pousadas de Portugal to my friends and relatives.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. I would say positive things about Pousadas de Portugal to other people.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. I would encourage friends and relatives to come this Pousada de Portugal Algarve .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Characterization of the travel

6. Is this your first time in Pousadas de Portugal? No Yes

7. Length of Last Stay: _____ Days.

8. How did you book your accommodation?

- Online Tour Operator / Travel Agency
 In person at the location I didn't book
 Another. Which one? _____

8.1 If you book this Pousadas de Portugal Algarve online, please mention how...:

- Booking.com Airbnb
 Homeaway Expedia
 TripAdvisor Momondo
 Another. Which one? _____

9. Travel companion: Family Partner Friends Alone

10. Travel main motivation:

- Business health and wellness vacation and leisure

Socio-demographic profile of the respondent

11. Gender: Female Male Another

12. Age: _____ years old.

13. Marital status:

- Single Married/ civil partnership Divorced/separated Widowed

14. Education level:

- Primary Education Secondary Education Higher Education (University)

15. Professional status:

- Unemployed Employed Retired

16. Annual income

- Less than \$18,500 (€ 15,500)
 \$18,501–\$37,000 (€ 15,501 - €31, 100)
 \$37,001 or more (€ 31,101 or more)

17. Country of Residence: _____

18. Nationality: _____

Thank you very much for your kind cooperation.

APPENDIX B: MEASURING HOTEL BRAND EXPERIENCE

QUESTIONNAIRE (GERMAN)



MESSUNG DER HOTELMARKEN ERFAHRUNG

Im Rahmen des Doktorandenprogramms im Fachbereich Tourismus der Universität der Algarve führen wir eine Umfrage zum Gasterlebnis mit der Hotelmarke Pousadas de Portugal Algarve durch. Wir schätzen Ihre Objektive, ehrliche Informationen. Seien Sie versichert, dass alle Antworten, die Sie uns geben, streng vertraulich behandelt werden. Vielen Dank in Voraus, dass Sie sich die Zeit nehmen, diese Umfrage auszufüllen.

1. Inwieweit sind Sie mit den folgenden Aussagen bezüglich Ihrer Erfahrungen während Ihres Aufenthalts mit Pousadas de Portugal Algarve einverstanden?

	Absolut nicht einverstanden (1)	Geringfügig nicht einverstanden (2)	Nicht einverstanden (3)	Weder einverstanden, noch nicht einverstanden (4)	Einverstanden (5)	Geringfügig einverstanden (6)	Absolut einverstanden (7)	Ich weiß es nicht (8)
1. Die Lage dieser Hotelmarke regt meine Sinne an.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Ich finde die Lage dieser Hotelmarke attraktiv.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Die Lage dieser Hotelmarke ist geeignet, mich entspannt zu fühlen .	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Der Aufenthalt mit dieser Hotelmarke ist für mich unvergesslich.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Diese Hotelmarke hat ein attraktives architektonisches Design	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Das Ambiente dieser Hotelmarke wirkt auf mich sehr entspannend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Die Sauberkeit und Ausstattung dieser Hotelmarke sind angenehm	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Die Mitarbeiter dieser Hotelmarke sind hilfsbereit und freundlich, was Emotionen hervorruft	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Das Erscheinungsbild der Mitarbeiter dieser Hotelmarke ist beeindruckend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Der Service dieser Hotelmarke ist hervorragend	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Ich fühle mich bei dieser Hotelmarke wohl, weil das Personal aufmerksam ist	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Die Website dieser Hotelmarke liefert genaue Ergebnisse	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Ich finde Online Bewertungen dieser Hotelmarke informativ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Die Präsenz dieser Hotelmarke in den sozialen Medien spricht mich visuell an	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Das Verhalten der Gäste dieser Hotelmarke ist höflich	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. Die Gäste dieser Hotelmarke sorgen dafür, dass ich mich wohl fühle	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. Die Gäste dieser Hotelmarke schätzen die Privatsphäre anderer Gäste	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

18. Wenn Sie einen anderen Aspekt für relevant halten, geben Sie ihn bitte hier an:

2. Inwieweit sind Sie mit den folgenden Aussagen zu Ihren Erinnerungen an Pousadas de Portugal Algarve einverstanden?

	Absolut nicht einverstanden (1)	Geringfügig nicht einverstanden(2)	Nicht einverstanden (3)	Weder einverstanden, noch nicht einverstanden (4)	Einverstanden (5)	Geringfügig einverstanden (6)	Absolut einverstanden(7)	Ich weiß es nicht (8)
1. Ich werde wundervolle Erinnerungen haben	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Ich werde mich an positive Dinge erinnern	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Ich werde meine Erfahrungen nicht vergessen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Inwieweit sind Sie mit den folgenden Aussagen über "Urlaub machen" in diesen Pousadas de Portugal Algarve einverstanden?

	Absolut nicht einverstanden (1)	Geringfügig nicht einverstanden(2)	Nicht einverstanden (3)	Weder einverstanden, noch nicht einverstanden (4)	Einverstanden (5)	Geringfügig einverstanden (6)	Absolut einverstanden (7)	Ich weiß es nicht (8)
1. Ein Urlaub mit Pousadas de Portugal Algarve ist etwas anderes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Ein Urlaub mit Pousadas de Portugal Algarve ist einzigartig	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Ein Urlaub mit Pousadas de Portugal Algarve erweitert mein Wissen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Ein Urlaub mit Pousadas de Portugal Algarve bietet Abwechslung.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Inwieweit sind Sie mit den folgenden Aussagen über Ihre Gefühle bei Ihrem Aufenthalt in diesen Pousadas de Portugal Algarve einverstanden?

	Absolut nicht einverstanden (1)	Geringfügig nicht einverstanden(2)	Nicht einverstanden (3)	Weder einverstanden, noch nicht einverstanden (4)	Einverstanden (5)	Geringfügig einverstanden (6)	Absolut einverstanden(7)	Ich weiß es nicht (8)
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

1. Einen Urlaub mit Pousadas de Portugal Algarve zu verbringen, ist ein Genuss.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Ein Urlaub mit Pousadas de Portugal Algarve gibt mir ein gutes Gefühl.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Ein Urlaub mit Pousadas de Portugal Algarve bereitet mir Freude.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Inwieweit stimmen Sie den folgenden Aussagen über Ihre zukünftigen Verhaltensabsichten bezüglich Ihrer Erfahrung in den Pousadas de Portugal zu?	Absolut nicht einverstanden (1)	Geringfügig nicht einverstanden (2)	Nicht einverstanden (3)	Weder einverstanden, noch nicht einverstanden (4)	Einverstanden (5)	Geringfügig einverstanden (6)	Absolut einverstanden (7)	Ich weiß es nicht (8)
1. Ich würde diese Pousada de Portugal Algarve in naher Zukunft gerne wieder besuchen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Müsste ich wieder entscheiden, würde ich wieder diese Hotelmarke wählen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Ich würde diese Hotelmarke häufiger besuchen.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Diese Hotelmarke wäre meine erste Wahl gegenüber anderen Hotelmarken	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Ich würde diese Hotelmarke meinen Freunden und Verwandten empfehlen.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Ich würde anderen Menschen positive Dinge bezüglich dieser Hotelmarke sagen.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Ich möchte Freunde und Verwandte ermutigen, diese Pousada de Portugal Algarve zu besuchen.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Charakterisierung der Reise

6. Sind Sie zum ersten Mal in Pousadas de Portugal? Nein Ja

7. Länge meines letzten Aufenthalts: _____ Tage

8. Wie haben Sie Ihre Unterkunft gebucht?

- | | |
|---|--|
| <input type="checkbox"/> Online | <input type="checkbox"/> Reiseveranstalter / Reisebüro |
| <input type="checkbox"/> Persönlich vor Ort | <input type="checkbox"/> Ich habe sie nicht gebucht |
| <input type="checkbox"/> Falls eine andere, welche? | |

9. Wenn Sie Pousadas de Portugal Algarve online gebucht haben, geben Sie bitte an, wie:

- | | |
|---|--|
| <input type="checkbox"/> Booking.com | <input type="checkbox"/> Airbnb |
| <input type="checkbox"/> Homeaway | <input type="checkbox"/> Expedia |
| <input type="checkbox"/> TripAdvisor | <input type="checkbox"/> Momondo |
| <input type="checkbox"/> Falls eine andere, welche? | <input type="checkbox"/> Web Site Pousadas de Portugal Algarve |

10. Reisebegleiter:

- Familie Partner Freunde Alleine

11. Hauptmotivation für das Reisen :

- Geschäft Gesundheit und Wellness Urlaub und Freizeit

Soziodemographisches Profil des Befragten
--

12. Geschlecht:

- Weiblich Männlich

13. Alter : _____ Jahre alt,

14. Familienstand:

- Alleinstehend Verheiratet / Lebenspartnerschaft Geschieden/Getrennt Verwitwet

15. Bildungsstand :

- Grundschule/ Realschule Berufsschule Abitur Hochschulabschluss
(Universität/Fachhochschule)

16. Beruflicher Status :

- Arbeitslos Erwerbstätig Im Ruhestand

17. Jährliches Einkommen :

- weniger als \$18,500 (€ 15,500)
 \$18,501–\$37,000 (€ 15,501 - €31, 100)
 \$37,001 oder mehr (€ 31,101 oder mehr)

18. Land des Wohnsitzes: _____

19. Nationalität : _____

Vielen Dank für Ihre freundliche Unterstützung

APPENDIX C: MEASURING HOTEL BRAND EXPERIENCE

QUESTIONNAIRE (FRENCH)



MESURE DE L'EXPERIENCE DES MARQUES DANS LE SECTEUR DE L'HOTELERIE

Dans le cadre du programme de Doctorat en Tourisme de l'Université d'Algarve au Portugal, nous réalisons une enquête concernant l'expérience vécue par les visiteurs avec la marque de chaîne d'hôtel Pousadas de Portugal Algarve. Nous accordons une très grande importance à votre objectivité et votre honnêteté. Soyez assuré que toutes les informations que vous nous fournirez resteront strictement confidentielles. Merci d'avance de prendre le temps de compléter cette enquête.

1. A quel niveau êtes-vous d'accord avec les énoncés suivants concernant votre expérience durant votre séjour dans cet hôtel Pousadas de Portugal Algarve ?

	Fortement en désaccord (1)	Légerement en désaccord (2)	Pas d'accord (3)	Ni en accord ni en désaccord (4)	D'accord (5)	Légerement d'accord (6)	Fortement d'accord (7)	Ne sais pas (8)
1. L'emplacement de cette chaîne hôtelière stimule mes sens	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Je trouve l'emplacement de cette chaîne hôtelière attractive	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. L'emplacement de cette chaîne hôtelière est pratique ce qui me permet de me relaxer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Séjourner dans cet hôtel est inoubliable pour moi	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Cette chaîne hôtelière a un design architectural attrayant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. L'atmosphère de cette chaîne hôtelière me semble très relaxante	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. La propreté et la décoration de cette chaîne hôtelière est agréable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Les employés de cette chaîne hôtelière sont serviables et amicaux	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. L'aspect des employés de cette chaîne d'hôtel est impressionnant	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. La manière dont le service est procuré par les employés de cette chaîne d'hôtel est admirable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Je me sens bien dans cette chaîne hôtelière grâce à l'attention portée par le personnel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Le site internet de cette chaîne hôtelière apporte des résultats précis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. J'ai trouvé que les évaluations en ligne de cette chaîne hôtelière étaient informatives	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. La présence sur les réseaux sociaux de cette chaîne hôtelière m'a séduit	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Le comportement des visiteurs de cette chaîne hôtelière est courtois	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. Les visiteurs de cette chaîne hôtelière me font me sentir à l'aise	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. Les visiteurs de cette chaîne hôtelière valorisent l'intimité des autres visiteurs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Si vous considérez d'autres aspects importants, merci de les indiquer ici

2. A quel niveau êtes-vous d'accord avec les énoncés suivants concernant vos souvenirs créés dans cet hôtel Pousadas de Portugal Algarve ?

	Fortement en désaccord (1)	Légèrement en désaccord (2)	Pas d'accord (3)	Ni en accord ni en désaccord (4)	D'accord (5)	Légèrement d'accord (6)	Fortement d'accord (7)	Ne sais pas (8)
1. J'en aurai de merveilleux souvenirs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Je me souviendrai des aspects positifs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Je n'oublierai pas mon expérience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. A quel niveau êtes-vous d'accord avec les énoncés suivants concernant le fait de séjourner dans cet hôtel Pousadas de Portugal Algarve?

	Fortement en désaccord (1)	Légèrement en désaccord (2)	Pas d'accord (3)	Ni en accord ni en désaccord (4)	D'accord (5)	Légèrement d'accord (6)	Fortement d'accord (7)	Ne sais pas (8)
1. Séjourner dans cet hôtel Pousadas de Portugal Algarve a quelque chose de différent	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Séjourner dans cet hôtel Pousadas de Portugal Algarve est une expérience unique	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Séjourner dans cet hôtel Pousadas de Portugal Algarve a développé mes connaissances	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Séjourner dans cet hôtel Pousadas de Portugal Algarve offre de la variété	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. A quel niveau êtes-vous d'accord avec les énoncés suivants concernant vos impressions sur votre séjour dans cet hôtel Pousadas de Portugal Algarve?

	Fortement en désaccord (1)	Légèrement en désaccord (2)	Pas d'accord (3)	Ni en accord ni en désaccord (4)	D'accord (5)	Légèrement d'accord (6)	Fortement d'accord (7)	Ne sais pas (8)
1. Séjourner dans cet hôtel Pousadas de Portugal Algarve est agréable	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Séjourner dans cet hôtel Pousadas de Portugal Algarve me fait me sentir bien	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Séjourner dans cet hôtel Pousadas de Portugal Algarve m'a fait plaisir	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. A quel niveau êtes-vous d'accord avec les énoncés suivant concernant votre comportement futur vis-à-vis de la marque Pousadas de Portugal?

	Fortement en désaccord (1)	Légèrement en désaccord (2)	Pas d'accord (3)	Ni en accord ni en désaccord (4)	D'accord (5)	Légèrement d'accord (6)	Fortement d'accord (7)	Ne sais pas (8)
1. J'aimerais séjourner dans cet hôtel de la marque une nouvelle fois dans un futur proche	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Si je devais décider une nouvelle fois je choisirai cette marque d'hôtel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Je visiterai plus fréquemment cette marque d'hôtel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Cette marque d'hôtel serait mon premier choix parmi les autres marques d'hôtel	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Je recommanderai cette marque d'hôtel à mes amis et proches	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Je parlerai des aspects positifs concernant cette marque d'hôtel aux autres personnes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. J'encouragerai mes amis et mes proches à séjourner dans un hôtel de cette chaîne	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Caractéristiques du voyage

6. Est-ce votre premier séjour dans l'hôtel Pousadas de Portugal? Non Oui

7. Durée de votre dernier séjour: _____ jours.

8. Comment avez-vous réservé votre hébergement?

- En ligne Tour Operator / Agence de voyage
- Sur place directement à l'hôtel Je n'ai pas réservé
- Autre, précisez ? _____

8. Si vous avez réservé votre séjour en ligne à l'hôtel Pousadas de Portugal Algarve, indiquez comment ...:

- Booking.com Airbnb
- Homeaway Expedia
- TripAdvisor Momondo
- Autre, précisez ? Site internet de Pousadas de Portugal Algarve
- _____

9. Compagnon de voyage: Famille Conjoint Amis Seul(e)

10. Principale raison de ce voyage :

Affaires Santé et bien-être Vacances et loisir

Profil socio-démographique du répondant

11. Genre Femme Homme Autre

12. Agé: _____ ans.

13. situation matérielle:

Célibataire Marié (e)/ en union civile Divorcé(e)/séparé(e) Veuf (Ve)

14. Niveau d'éducation:

Enseignement primaire Enseignement secondaire Enseignement supérieur (Université)

15. Statut professionnel :

Sans emploi En activité Retraité (e)

16. Revenus annuel :

Less than \$18,500 (€ 15,500)

\$18,501–\$37,000 (€ 15,501 - €31, 100)

\$37,001 or more (€ 31,101 or more)

17. Pays de résidence: _____

18. Nationalité : _____

Merci beaucoup pour votre coopération

APPENDIX D: MEASURING HOTEL BRAND EXPERIENCE QUESTIONNAIRE (PORTUGUESE)



Estudo sobre a experiência com a marca Pousadas de Portugal

No âmbito de uma tese de Doutoramento em Turismo na Universidade do Algarve, está a decorrer um estudo que tem como objetivo conhecer a experiência do hóspede relativamente à marca **Pousadas de Portugal Algarve**. É importante que a sua resposta seja a mais sincera e objetiva possível. As respostas obtidas serão objeto de tratamento anónimo e confidencial. A equipa de investigadores agradece antecipadamente a sua colaboração.

1. Em que medida concorda com as seguintes afirmações sobre a sua experiência neste hotel da marca Pousadas de Portugal Algarve?	Discordo fortemente (1)	Discordo ligeiramente (2)	Discordo (3)	Não discordo nem concordo (4)	Concordo (5)	Concordo ligeiramente (6)	Concordo fortemente (7)	Não sei (8)
1. A localização deste hotel estimula os meus sentidos	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Acho que a localização deste hotel é muito apelativa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. A localização deste hotel é conveniente e faz-me sentir relaxado(a)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. A estada neste hotel é memorável para mim	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Este hotel tem um <i>design</i> arquitetónico atrativo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. O ambiente deste hotel é muito relaxante para mim	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. A limpeza e a decoração deste hotel são agradáveis	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. O <i>staff</i> deste hotel é prestável e simpático o que estimula as emoções	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Aparência do <i>staff</i> deste hotel é impressionante	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. O modo como o <i>staff</i> deste hotel faz o seu serviço é admirável	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Sinto-me bem neste hotel porque o seu <i>staff</i> é muito atencioso	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. A página <i>web</i> dos hotéis da marca Pousadas de Portugal Algarve fornece informação precisa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Eu considero as opiniões <i>online</i> acerca dos hotéis da marca Pousadas de Portugal Algarve informativas/esclarecedoras	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. A presença dos hotéis da marca Pousadas de Portugal Algarve nas plataformas de social media (Facebook, Instagram, ...) é visualmente apelativa	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. A conduta dos hóspedes neste hotel é educada	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
16. Os hóspedes do hotel fazem-me sentir confortável	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. Os hóspedes deste hotel respeitam a privacidade dos outros hóspedes	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Caso considere outro aspeto relevante, por favor indique aqui:								

2. Em que medida concorda com as seguintes afirmações sobre as suas memórias acerca da sua experiência neste hotel da marca Pousadas de Portugal Algarve?

	Discordo fortemente (1)	Discordo ligeiramente (2)	Discordo (3)	Não discordo nem concordo (4)	Concordo (5)	Concordo ligeiramente (6)	Concordo fortemente (7)	Não sei (8)
1. Terei memórias maravilhosas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Recordarei coisas positivas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Não esquecerei esta experiência	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

3. Em que medida concorda com as seguintes afirmações sobre "fazer férias" nesta Pousada de Portugal Algarve?

	Discordo fortemente (1)	Discordo ligeiramente (2)	Discordo (3)	Não discordo nem concordo (4)	Concordo (5)	Concordo ligeiramente (6)	Concordo fortemente (7)	Não sei (8)
1. Fazer férias nesta Pousada é diferente	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Fazer férias nesta Pousada é único	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Fazer férias nesta Pousada contribui para aumentar a minha cultura geral	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. Fazer férias nesta Pousada oferece experiências variadas	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4. Em que medida concorda com as seguintes afirmações sobre os sentimentos que a estada nesta Pousada de Portugal Algarve desperta em si.

	Discordo fortemente (1)	Discordo ligeiramente (2)	Discordo (3)	Não discordo nem concordo (4)	Concordo (5)	Concordo ligeiramente (6)	Concordo fortemente (7)	Não sei (8)
1. Fazer férias nesta Pousada é agradável	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Fazer férias nesta Pousada faz-me sentir bem	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Fazer férias nesta Pousada dá-me prazer	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Em que medida concorda com as seguintes afirmações sobre as suas intenções futuras em relação às Pousadas de Portugal?

	Discordo fortemente (1)	Discordo ligeiramente (2)	Discordo (3)	Não discordo nem concordo (4)	Concordo (5)	Concordo ligeiramente (6)	Concordo fortemente (7)	Não sei (8)
1. Eu gostaria de regressar a esta Pousada de Portugal Algarve num futuro próximo	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2. Eu voltaria a escolher outra vez as Pousadas de Portugal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3. Eu tenciono visitar, com maior frequência, as Pousadas de Portugal	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4. As Pousadas de Portugal serão a minha primeira escolha face a outras cadeias hoteleiras	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5. Eu tenciono recomendar as Pousadas de Portugal Algarve aos meus amigos e familiares	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
6. Eu tenciono dizer coisas positivas sobre as Pousadas de Portugal Algarve	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Eu tenciono encorajar amigos e familiares a visitarem esta Pousada de Portugal Algarve	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Caracterização da viagem

6. Esta é a sua primeira vez nas Pousadas de Portugal? Não Sim

7. Duração da Estada: _____ Dias.

8. Como fez a sua reserva?

- Online Operador Turístico / Agência de Viagens
 Pessoalmente na Pousada Não fui eu quem reservei
 Outra. Qual? _____

8.1 Se fez a sua reserva online, por favor indique que website utilizou:

- Booking.com Airbnb
 Homeaway Expedia
 TripAdvisor Momondo
 Outra. Qual? _____

9. Acompanhantes:

- Família Companheiro(a) Amigos Sozinho(a)

10. Motivação da viagem:

- Negócios Saúde e Bem-estar Férias e lazer

Perfil Sociodemográfico do respondente

11. Género: Feminino Masculino Outro

12. Idade: _____ anos.

13. Estado civil:

- Solteiro(a) Casado(a)/União de Facto Divorciado(a)/separado(a) Viúvo(a)

14. Nível de educação:

- Ensino Básico (1º/2º/3º ciclo) Secundário Superior (Universitário)

15. Estatuto profissional:

- Desempregado Empregado Reformado

16. Rendimento anual líquido

- Menos de € 15,500 (\$18,500)
 € 15,501 - €31, 100 (\$18,501–\$37,000)
 Mais de € 31,101 (\$37,001)

17. País de residência: _____

18. Nacionalidade: _____

Muito obrigada pela sua colaboração.