Language-Segmented Study Based on TripAdvisor Reviews Related to Memorable Tourist Experiences

Fernando Toro Sánchez
University of Seville, Seville, Spain

The Memorable Tourist Experience (MTE) is a scientific concept within the studies on tourism that is developed based on several related constructions: Perceived Confidence, Sincerity, Authenticity, and Satisfaction. This work takes this model established by the work of Dr. Babak Taheri in 2018 on Monuments World Heritage of UNESCO, adopting an alternative data collection method to the face-to-face survey. Therefore, this work takes as a source of data the reviews collected in the recommendation platform TripAdvisor, working the same constructions of the MTE, with the collection of similar terms and the relationships between them. In order to highlight the terms, a first step is established with the use of Natural Language Processing (NLP), followed by the use of Machine Learning (ML) techniques to generate the relationships between the constructors defined in the models. The study makes a comparison using the method, in immaterial nature such as a flamenco show in the city of Seville; Flamenco has been declared by UNESCO an intangible World Heritage Site since 2010. The results of the study go in two directions: on the one hand to find similarities in the study of the specific MTE of both monuments with the hypotheses worked in the original model of Taheri. In addition to highlighting possible distinctive elements of each case and, and furthermore within the value contribution of the visit when it is led by an official tour guide, on the other hand, give presence to the model of obtaining data by reviews as a complementary data source of any tourist study. The data collection and analysis from both NLP and ML techniques permit the scientific study and the tourist operators to develop better value propositions to users and understanding of heterogeneous behaviors in the tourism industry. The study of reviews within the MTE allows identifying the stimulus that leads the user to choose an activity and hire it. These studies are extendable to other industries and business models, given the importance that references acquire within the consumer willing to buy. For the scientific community, the use of ML is a solid way to initiate studies on behavioral models, supplement them, and accept or reject hypotheses. When the source of the data is taken from free expressions, such as reviews, the appearance of bias in the behavior is attenuated.

Keywords: Memorable Tourist Experience (MTE), TripAdvisor, World Heritage Site, Machine Learning (ML), Natural Language Processing (NLP)

Introduction

"We remember with emotions, any real memory is blurry" (from the film *Blade Runner*, 1982).

The Memorable Tourist Experience (MTE) is the result of the combination of elements that form in the traveler-tourist user, an idea made up of mental anchors. In a positive assessment, this idea can lead the user to

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Fernando Toro Sánchez, Ph.D. candidate, Department of Tourism, University of Seville, Seville, Spain.

make a recommendation that favors other users to be able to attend such an experience with the guarantee that it is also memorable for them.

The development of digital marketing allows this word-of-mouth recommendation to be directly applicable to tourism through platforms such as TripAdvisor or Google reviews or, in the same OTAs as Viator or Get Your Guide. These instruments combine the number of ratings as well as the set of scores to place a list of recommendations for each type of event in a given geographical area, which is usually a city. In this way a ranking of scores is made that is decisive for any tourist attraction.

This study combines various Machine-Learning (ML) and conventional statistics tools to draw conclusions that lead us to relate previous survey-based studies on the MTE and its builders according to the model previously developed by Babak Taheri. Likewise, the data collection is taken on goods that are UNESCO Cultural Heritage: Specifically, this studio takes as its basis a Flamenco show in the city of Seville. Unlike a survey, where questions are pre-set, reviews present evidence where the user expresses himself freely and indirectly.

Machine-Learning tools, as in this case BigML, allow us to streamline the studies and variations of the models to adjust them to the specific situation of the study, based on the heterogeneity of the tourist activity. This study aims to look at various scenarios of the model and generalize its use in parallel with other data sources such as surveys. More specifically, the study leads us to two types of objectives:

• On the one hand being able to accept the terms of the reviews as the basis of the builders of Taheri's original model and justify the complementarity of the technique with the surveys and;

• On the other hand, find direct relationships between the cataloguing of an experience as memorable, the recommendation, the score of the particular tourist attraction and its derivation in the average occupancy (audience) of the attraction. These findings can lead operators to more accurately formalize their value proposition for users and ultimately generate long-term business over time.

Literature Review

Any marketing-related goal is to develop a long-term value relationship with the consumer and provide the mechanisms of success in their satisfaction and loyalty to the brand (Kotler & Armstrong, 2013). In the case of the tourist experience, reaching this marketing objective is very complicated given the ephemeral nature of providing the service of the attraction and its low probability of repetition. That is why user loyalty must be transferred in terms of the recommendation (Keller, 1993) to draw attention to the decision-making process (Robert & Lattin, 1991). Since acquiring a customer is much more expensive than maintaining the trust of the old customer (Stone, Woodcock, & Wilson, 1996), the review becomes a mouth-ear mechanism that is facilitated by current technological means operating each user differently depending on whether a different degree is present as influential or influenced (Parasuraman & Colby, 2001). The consumer experience in general and in particular that of the traveler at the time of planning is determined by the influence of reviews: Approximately three-quarters of travelers use them when designing their trips (Gretzel & Yoo, 2008) and 57% of Google apparitions searches for terms related to tourism and travel consists of "Consumer Reviews-Type TripAdvisor" pages (Xiang & Gretzel, 2009) according to Walden's study (Walden, Carlsson, & Papageorgiou, 2011).

The Theory of Planned Behavior (TPB) (Ajzen, 1985) establishes three determinants that influence behaviour:

- Attitude,
- Social influence, positive or negative and,
- The sense of perceived control (Ajzen & Madden, 1986).

Those determinants are framed by the characteristics of the search for user information based on the review when choosing a tourist experience: The attitude in the search is clear because it is about completing highly valued time within the tourist experience and is determined by the information that is socially transmitted and accepted as valid in an affiliation process (Cialdini, 2004). In the final decision, the user controls which of that information he has sought valid for his own decision within the concept of self-efficacy (Bandura, 1982). This model will be more or less developed and with more or less influence of different factors depending on the time of decision of the user is located in a pre-stage and planning to the tourist visit or at the time of development of the trip (Choi & Cai, 2012; Toro-Sánchez, López-Bonilla, & López-Bonilla, 2021). Especially considering that the more information the user has, the better the decision he will make (Kulviwat, Guo, & Engchanil, 2004) the perceived difference between tourist products or services is determined by the different offers of marketing channels (Rowley, 2006). While we must take into account the factor of time within the decision and the loss of opportunity to go to a tourist attraction when there is a lack of planning and the decision is at the last moment (Brannon & McCabe, 2001), in this case, under the pressure of time the user can change his decision strategy (Stajano & Wilson, 2011) entering behaviors more in line with the theory of prospecting (Kahneman & Tversky, 2013) and influenced by the weakness caused by scarcity, necessity, and desire (Lynn & Borget, 1996). If the user finds confidence in this mode of acting by being repetitive, the primary objective in a planned search may no longer be important (Aarts, Verplanken, & Knippenberg, 1998), so that the appearance of a good review, or set of these, at the time of the decision, together with the aforementioned factors of the existence of time pressure dedicated to the decision, you can determine the user's ultimate decision and change prior planning within the complexity of decision models in the tourism framework (Cohen, Prayag, & Moital, 2014), situational factors (Hyde, 2008), or immerse in a group decision (Stajano & Wilson, 2011).

The review is a value typical of each platform, so the user's affiliation to it is decisive in the decision and captive within it, being the traveler-tourist (user), the center of contribution of value (Cairns, Blake, & Dowd, 2006). Each platform is different, but the outline of the review is the same (Filieri, Alguezaui, & McLeay, 2015) and if it is considered reliable, they are perceived as unsewn and totally reliable (Jacobsen & Munor, 2012; Park & Nicolau, 2015). In addition, each type of channel uses the same means of persuasion (Guadagno & Cialdini, 2002). A method of learning about the possible influence of reviews on value (LDA Modeling) that takes on the user's decision has already been developed for tourist attractions (Taecharungroj & Mathayomchan, 2019), where the uniqueness of each model stands out by determining different variables for each type of attraction, confirming the exceptionality of each case study. To this end, it focuses on User-Generated Content models (UGC) and is not indicated by pre-established surveys, presented the lack of academic studies in this regard by the cost of adopting data mining techniques that this entails (Mastercard Index of Global Destinations cities in 2018).

Alongside the recommendation, the tourist's tendency leads him to look for more attractions that meet the goal more as living sensations than describing experiences (de Freitas Coelho, de Sevilha Gosling, & de Almeida, 2018), with the least influencer power of these latter. This leads us to search for terms within reviews that are actually significant and configure anchors in the user's memory in a way that makes it easier to define

the experience and transmit it to other users thus generating trust. Perceived trust, based on the recommendation, is an essential component in the consumer-service provider's exchange relationship (Lude & Prugl, 2018).

The consumption of a certain tourist attraction, in its nature of service, can be considered as a unique and non-repetitive relationship between the customer and the supplier, especially if, as in most cases, tourists do not repeat tourist destinations, outside of holiday use. In its favor, the repetition of the consumption of a product or event generates a negative perception of enjoyment even if it has a high component of experience (Arenas-Gaitán, Peral-Peral, & Reina-Arroyo, 2020). However, the planning of travel and the repetitive behavior of these with the so-called democratization of tourism (Theng, Qiong, & Tatar, 2015) makes this type of search for information similar to a repetitive purchase, even if it is for different destinations and attractions forming routines in behaviors developing a cognitive process without the elaboration of a decision (Aarts et al., 1998). The generation of habit with successful experiences forms the objective (Hull, 1947) and adopts a travel model that is directly associated with the choice of destination (Aarts et al., 1998). Habit and intent interact on behavior by strengthening more for the former (Triandis, 1994) and making decisions less and less elaborate, simple, and heuristic (Rogers, 1989). Thus, the tourist traveler sees in the habit of going to the confirmation of the review as a safety component at any stage of the process, either in the search for information and reasoned choice, or in the prospective act of choice in the same destination.

Perceived trust stimulates consumer loyalty relationships in three different aspects: branding, product consumption itself, and developed experience (Casielles, Alvarez, & Martin, 2005) and manifests itself in tourism in different aspects especially in the intentions of bookings (Ponnapureddy et al., 2017). The consumption of cultural heritage experiences is an added value that increases confidence (Navrud & Ready, 2002), where service providers act live generating a factor of authenticity that plays together with branding and consumer behavior (Taheri, Gannon, Cordina, & Lochrie, 2018). Authenticity is discovered as the basis of a consumer behavior model developed by Kolar and Zabkar (2010) where it relates to interactions with local audiences and stimulates the consumption of memorable experiences (Taheri et al., 2018). Trust is an anticipation of fidelity and an act based on reputation, the circumstances of every moment surrounding action, partners and beliefs in honesty and morality (Khodyakov, 2007). In marketing, trust is perhaps the most powerful tool for building customer relationships (Beng & Yu, 1996), and one of the foundations for building your satisfaction. Buyback, difficult in the tourism experiences sector, is transformed in this case into the review that is associated in different scales of trust (Kim et al., 2009), especially if it manifests itself in the digital environment known as e-trust: Loyalty is a deep commitment of the customer to repurchase or sponsor a product or service consistently in the future (Riordan, Oliver, & Donnelly, 1977), which reinforces the idea of the review as an instrument of fidelity especially in a sector starring a single consumption. Alongside this, the availability of the event is the main dimensions that shape the user's decision in tourist activity (Wang, Law, Hung, & Guillet, 2014).

Cultural heritage as a tourist product is composed of the perception of sincerity, understood as close to the local (Prince, 2017) and authenticity and makes the brand strong. Alongside trust, all this generates that the tourist experience is defined as memorable, especially if it is the local suppliers themselves who are part of the development of this experience, being able to be even more effective in the relationship with the customer than other marketing tools such as prices (Liu & Zhang, 2014).

The study proposes the hypotheses of work that is to prevent the traveler-tourist user rated in different way the same tourist experience according to its reason, nationality, and language:

H1: The tourist traveller user generally values the perceived trust as a direct relationship when qualifying the MTE.

H2: The tourist traveller user generally values the perceived trust as a direct relationship when qualifying the MTE.

H3: The non-national traveller user values authenticity more as a composite relationship of sincerity and satisfaction that other factors of the MTE.

Research Methodology

For the assessment of comments within the influence they may have on user behavior and the search for a Memorable Tourist Experience (MTE), the Babak Taheri model (Taheri et al., 2018) is used where there are five builders that determine the perception of this experience, adapting them to the fit of the terms that make up each builder:

A. Sincere Social Interaction: Sincerity,

B. Sincere Emotional Response: Memorability (MTE),

C. Object-Based Authenticity: Authenticity,

D. Existential Authenticity: Satisfaction,
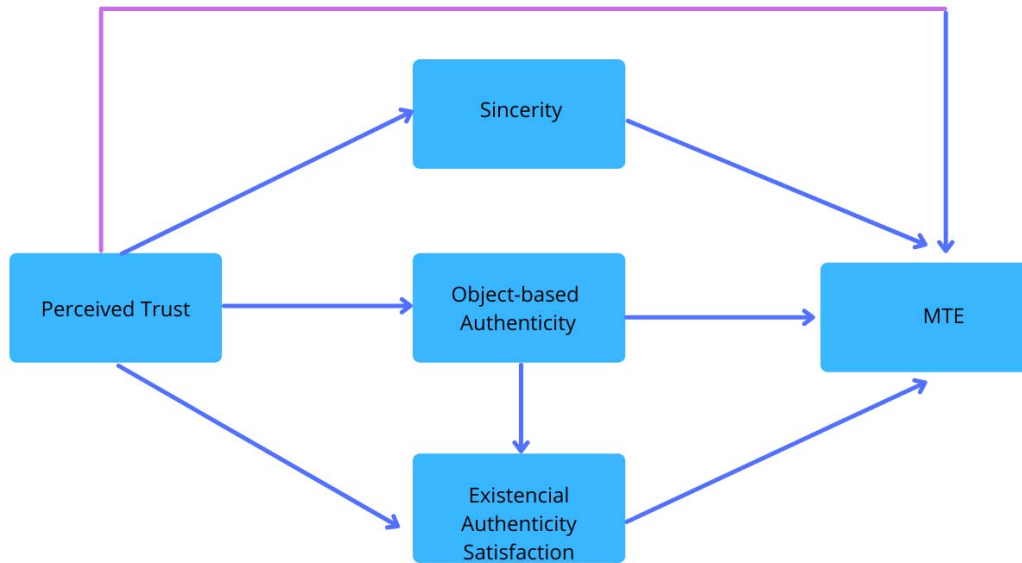
E. Perceived Trust: Loyalty.

Figure 1. MTE Taheri's model adapted to reviews.

The adaptation to our object of study is directed towards an intangible tourist attraction, such as Flamenco, and on the other hand, changes the source of survey data to reviews. This particularity suggests that we make an adaptation of the original model to the following scheme that includes two more builders, professionalism and passion, since in the study of reviews it is observed that these terms appear more present in the comments than the vast majority of the rest. According to Yoo, Lee, Gretzel, and Fesenmaier (2009), information on the Internet is provided through the sum of terms equal to each other and different from the rest, forming clusters.
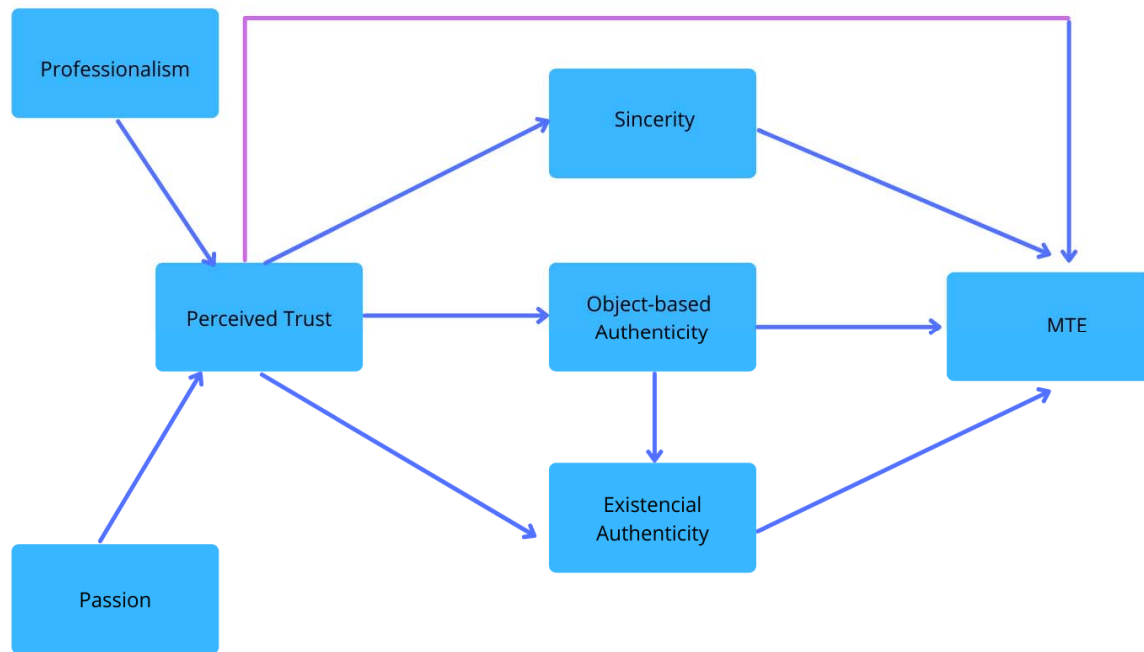
Figure 2. MTE Taheri's model review based on Flamenco show.

Traditionally, the tourism sector has been characterized by the use of a vocabulary rich in its communication (Dann, 1997). However, the use of the Internet has led to this richness making the search experience difficult for users (Pan & Fesenmaier, 2006), although for specific searches more specific terms (Xiang, Kim, Hu, & Fesenmaier, 2007) are often used, justifying in this case, expanding the constructs used in the original model. According to the conclusions of Xiang and Gretzel work (2009), finding the special words that define a destiny (or attraction) is the central basis of the semantic structure of information, as Blues is equal to Chicago and in our case, Passion is equal to Flamenco.

For each of the constructors of the original model the same terms are taken from the constructors and their nouns based on their definitions taken from the Real Academia de Español (RAE) and the synonyms are taken for each term of the Word Reference base construct (https://www.wordreference.com/sinonimos/).

Sincerity: from lat. sincere.
• Definition: blend/pure. Simplicity, truthfulness, means of expressing yourself or behaving free from pretending.
Authenticity: from lat. medieval. authenticare, and this der. of the late "authentic".
• Definition: Authorize or legalize something. Credit (make worthy of credit).
Memorable (MTE): from lat. memorabli.
• Definition: I say by heart.
Satisfaction: from the satisfied lat.
• Definition: Action and effect of satisfying or satisfying.
Loyalty: del Leal, del Latin legalis.
• Definition: Legality, truth, reality.
• Sinonimos: recommend, fidelity, nobility, candor, friendship, adherence, fulfillment, devotion, honesty, observance.
Professional: from the lat. professio, -Nis.

- Definition: Said of a person exercising his profession with relevant capacity and application. Made by professionals and not by amateurs.

Passion: from the lat. passio, -Nis, and this tracing of the gr. pathos.

- Definition: Very vivid inclination or preference from someone else to another person. Appetite for something or vehemently addition to it.

Considering that all the terms come from Latin roots and that we only take the meanings of the definitions relating to the case study, we make a first observation of the terms shown in the sample, drawing up the following table.

Table 1

Constructos Terms and Synonyms in Spanish

Sincerity	Authenticity	Satisfaction	Loyalty	Passion	Professional	Memorable (MTE)
frankness	legitimacy	joy	recommendation	enthusiastic	expertise	unforgettable
simplicity	certainty	complacency	loyalty	preferences	knowledgenet	notable
cordiality	safeness	pleasure	nobility	delityo	capacity	destacado
naturality	evident	linking	friendship	inclinatión	connoisseur	representative
honesty	reality	happiness	adhesión	care	competence	remarkable
serioness	trustiness		compliance	love		famous
veracity			devotion			celebrity
spontaneity			advisable			
clearness						

A joint sample is used with two different sources of data collection on reviews of the same tourist attraction that is located in the city of Seville and consists of a Flamenco show that is offered on a regular and daily basis. The data collection ranges from September 2018 to the date of November 2020, which can also examine the COVID-19 effect, since it runs a confinement period from March 20 to June 20, 2020 and the series ends just November 6, 2020 with the start of the second confinement. A total of 263 reviews of the TripAdvisor Platform have been used and separated into blocks by languages, Spanish, English, and French.

The terms of the reviews were taken using Java Open Source Natural Language Processing and the specific technique with the Anaconda open source program and Python programming with three sequential steps:

- Tokenization: Breaking the space between words in a way that identifies the terms,
- Elimination of empty words: articles, prepositions, ...,
- Steaming: Snowball process is left with only the root of the term.

Each sample obtained by language is processed to serve as the database used with the Machine Learning (ML) tool, BigML, obtaining correlation tables (Pearson coefficient) between the terms grouped by constructs of three types:

- Relationships between terms located in the title of the reviews,
- Relationships between related terms within the development of the commentary,
- Relationships between the terms of the review title and the comments.

In addition, a fourth table finds relationships between the terms of title and the terms of the comments with their final scoring. The acceptance coefficients for hypotheses are the same as the original model:

- Total acceptance (Significant): p (Pearson) > 0.15,
- Partial acceptance (Significant Partial): 0.08 < p (Pearson) < 0.15,
- No relevance p < 0.08.

Findings and Analysis

This study differentiates three groups of languages, in which the reviews are written, which in this case are English, French, and Spanish, the latter being the language to which the group of national visitors-tourists belongs.

The method used to be able to obtain the terms is through techniques Natural Language Processing (NLP) and Machine Learning (ML). First classifies three different groups for each language and in each of them, it is discovered within each review, the terms previously established and that make up the constructors of the MTE model: Perceived Trust (e.g.: "Recommendation"), Authenticity (e.g.: "Authentic"), Sincerity (e.g.: "Locally"), Satisfaction (e.g.: "Professionalism"). Given the peculiarity of the touristic attraction, one more construction is added that is the Passion in which the artist performs. Once the terms are grouped into the corresponding constructors, correlations are established between all, whether or not the hypotheses of the model are accepted and even find new results.

Reviews in Spanish Language

Table 2

Term Relationships in Reviews in Spanish Comments

Pearson	Loyalty	Sincerity	Authenticity	Satisfact	MTE	Passion	Pro
Loyalty	1						
Sincerity		1					
Authenticity			1				
Satisfaction				1	-0.01849	-0.02634	
MTE					1	-0.0214	
Passion						1	
Professional							1

Table 3

Term Relationships in Reviews Between Comments in Spanish

Pearson	Loyalty	Sincerity	Authenticity	Satisfaction	MTE	Passion	Pro
Loyalty	1	-0.013		-0.03251	0.4551	-0.0572	-0.0426
Sincerity		1			-0.0184	-0.0327	-0.0244
Authenticity			1				
Satisfaction				1	-0.04651	0.0264	0.213
MTE					1	0.1344	-0.06
Passion						1	0.23366
Professional							1

Table 4

Term Relationships in Reviews Between Titles and Comments in Spanish

Pearson	Loyalty	Sincerity	Authenticity	Satisfaction	MTE	Passion	Pro
Loyalty							
Sincerity							
Authenticity							
Satisfaction					0.2113	-0.0376	-0.0426
MTE	-0.01849	-0.0106		-0.026	-0.02645	0.32308	-0.0348
Passion				*0.0942*			
Professional							

Table 5

Term Relationships in Reviews Between Titles Comments and Score in Spanish

Pearson Score	Loyalty	Sincerity	Authenticity	Satisfaction	MTE	Passion	Pro
Title				-0.035	-0.02868	-0.0408	
Comments	0.644	-0.02		-0.05043	0.2737	0.01193	-0.06614

Figure 3. Scoring constructor in Spanish.

In reference to the base model, the recommendation remains as an unfinished term in perceived trust with an even stronger and direct relationship about the score.
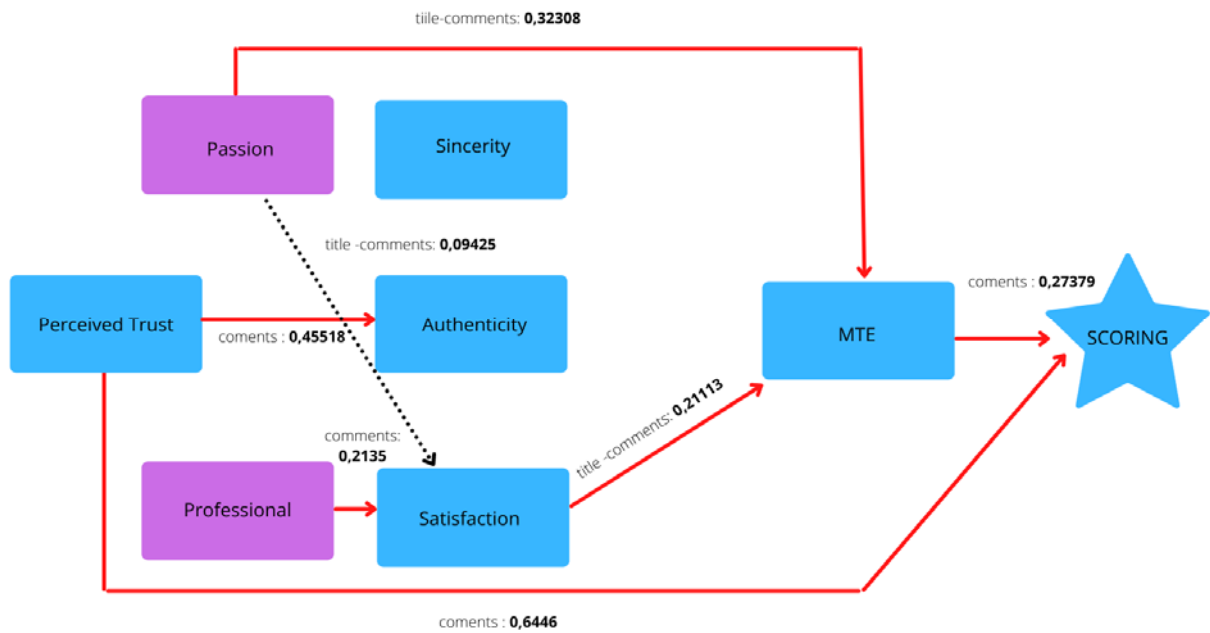

Figure 4. MTE scoring Spanish.

The recommendation (perceived trust) directly influences scoring without building Memorability. Memorability is constructed by factors added to Taheri's original model, passion and professionalism. It is a public closer to the origin of the event, because it is a national public, and it is observed that although it values authenticity, there is no relationship between it and memorability, and yet it values passion and satisfaction being related to professionalism, aspect that does not appear in the basic model of comparative study and justifies its independent study.

This development leads us to accept the H2 Hypothesis: The national tourist traveler values professionalism more than other factors within the MTE.

Reviews in English Language

Table 6

Term Relationships in Reviews in English Titles

Pearson	Loyalty	Sincerity	Authenticity	Satisfact	MTE	Passion	Pro
Loyalty	1	-0.00935	0.367	-0.0093	0.5712		
Sincerity		1	-0.024	-0.009	-0.01634		
Authenticity			1	-0.02545	0.1843		
Satisfaction				1	-0.01634		
MTE					1		
Passion						1	
Professional							1

Table 7

Term Relationships in Reviews in English Comments

| Pearson	Loyalty	Sincerity	Authenticity	Satisfact	MTE	Passion	Pro
Loyalty	1	0.085	-0.07748	-0.07657	0.19671	-0.15694	0.05253
Sincerity		1	*0.12286*	-0.03885	-0.04388	-0.0648	-0.0331
Authenticity			1	-0.03162	0.02857	0.17056	0
Satisfaction				1	0.03162	-0.04382	0.08575
MTE					1	-0.07005	-0.07448
Passion						1	-0.11562
Professional							1

Table 8

Term Relationships in Title Reviews and Comments in English

Pearson	Loyalty	Sincerity	Authenticity	Satisfact	MTE	Passion	Pro
Loyalty	0.17168	-0.01328	-0.04323	-0.02734	0.30264	-0.04609	-0.02345
Sincerity	-0.05444	-0.01328	-0.04323	-0.02734	-0.03088	0.20278	-0.02345
Authenticity	0.11566	0.2428	*0.0841*	-0.07466	0.04565	-0.12551	-0.06385
Satisfaction	-0.05444	-0.01328	0.21617	0.02764	-0.03088	0.20278	-0.02345
MTE	0.1654	-0.02322	-0.07559	-0.04781	0.5219	-0.08058	-0.041
Passion							
Professional							

Table 9

Term Relationships in Reviews Between Titles, Comments, and Score in English

Pearson score	Loyalty	Sincerity	Authenticity	Satisfaction	MTE	Passion	Pro
Title	-0.14715	0.03141	-0.05338	0.03141	-0.04914		
Comments	0.10297	0.04663	0.09443	0.0266	0.0448		
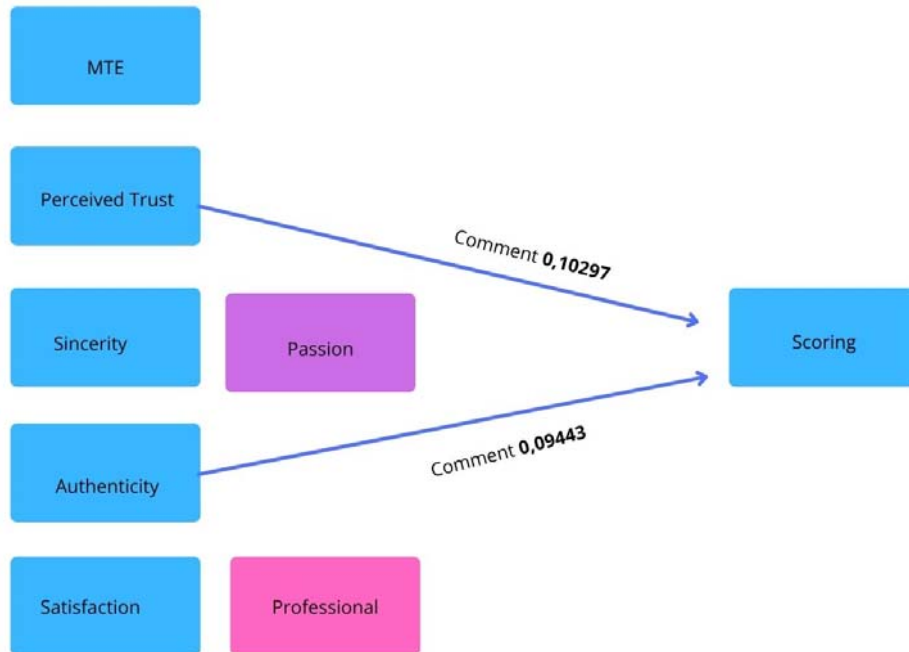
Figure 5. Scoring in English.

Match in regressions with the base model except the passion construct that is not related here. This group recommends and sees it as authentic and trust positively.

Relationships are less strong, partially accepting each other.

The observed results are virtually equal to the general model with greater solidity in correlations and reinforcement of the passion construction, which does not relate to scoring, which if the model does in Spanish, observing that the construction of passion becomes no longer related to trust but to the composite construct of authenticity. Unlike the Spanish model, passion offered in the show is not enhanced with memorability but if it explains with prominence, directly and composedly, its formation in other constructions determines authenticity and this on memorability and score.

This model explains the general behavior in English language, the most used by all users of the platform and by more groups of nationalities, we only speak English. Even approaching Taheri's original model and not observing direct realization between passion and memorability would make the model of four constructs, considering passion as a term within the sincerity construct, which plus the local experience.

The English language generally used as the language of expression of non-national users; it leads us to group the coclues of this model in its observation, so in this case the relationship between the compound construct of authenticity and the MTE leads us to accept the Third Hypothesis H3: The non-national traveling user values more authenticity as a composite relationship of sincerity and satisfaction that it has other factors of the MTE.
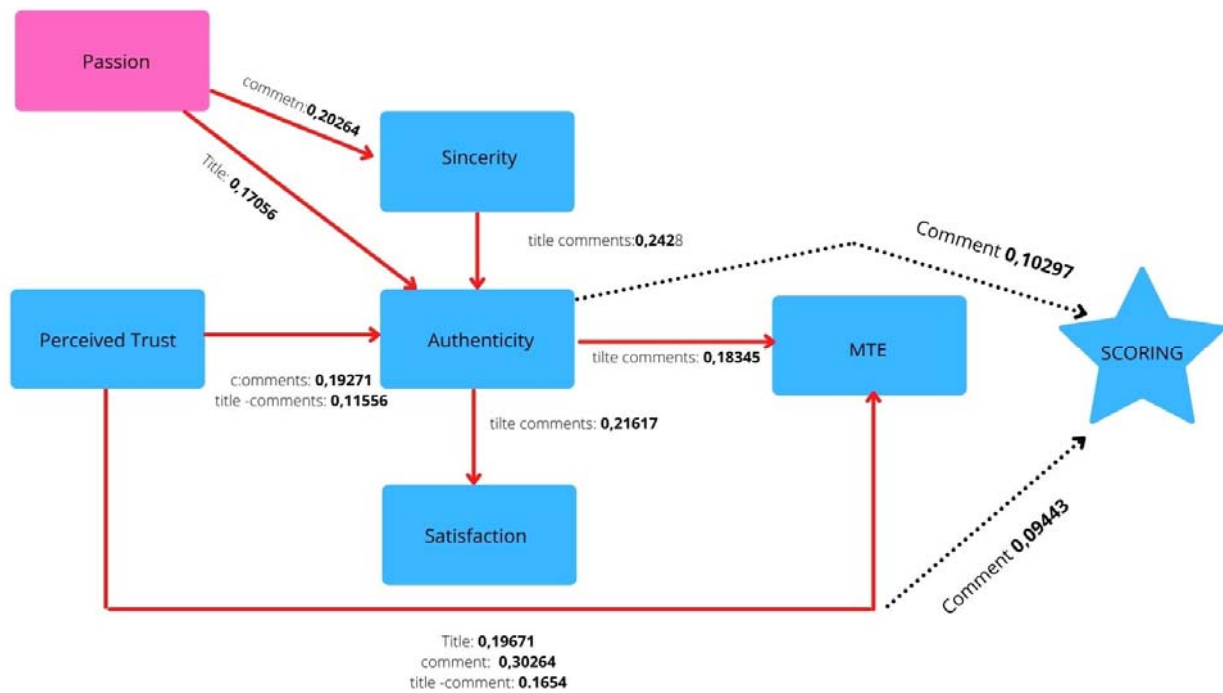
Figure 6. MTE scoring in English.

Reviews in French Language (a Particular Case)

Unlike the other groups, the comments in the French group in their entirety refer to the same nationality which does not happen with the English language and the nationals of the experience subject to the study, contrary to what happened with the Spanish language.

The results are as follows, and determine a true cluster with very different compote to the other two groups:

Table 10

Term Relationships in Reviews in French Titles

Pearson	Loyalty	Sincerity	Authenticity	Satisfact	MTE	Passion	Pro
Loyalty	1	n/a	n/a	n/a	n/a	n/a	n/a
Sincerity		1	n/a	n/a	n/a	n/a	n/a
Authenticity			1	n/a	n/a	n/a	n/a
Satisfaction				1	n/a	n/a	n/a
MTE					1		
Passion						1	
Professional							1

Table 11

Term Relationships in Reviews in French Comments

Pearson	Loyalty	Sincerity	Authenticity	Satisfact	MTE	Passion	Pro
Loyalty	1	0.19048		*0.09347*	0.05614		
Sincerity		1	-0.03277	*0.11289*	0.26468		
Authenticity			1	-0.01503	-0.05796		
Satisfaction				1	-0.01503		
MTE					1		
Passion						1	
Professional							1

Table 12

Term Relationships in Title Reviews and Comments in French

Pearson	Loyalty	Sincerity	Authenticity	Satisfact	MTE	Passion	Pro
Loyalty							
Sincerity							
Authenticity							
Satisfaction	-0.0335	-0.01436	-0.02306	-0.0438	-0.02539		
MTE							
Passion							
Professional							

Table 13

Term Relationships in Reviews Between Titles, Comments, and Score in French

Pearson score	Loyalty	Sincerity	Authenticity	Satisfaction	MTE	Passion	Pro
Title				-0.27217			
Comments	*0.12309*	0.05275	*0.08472*	-0.05648	*0.0933*		
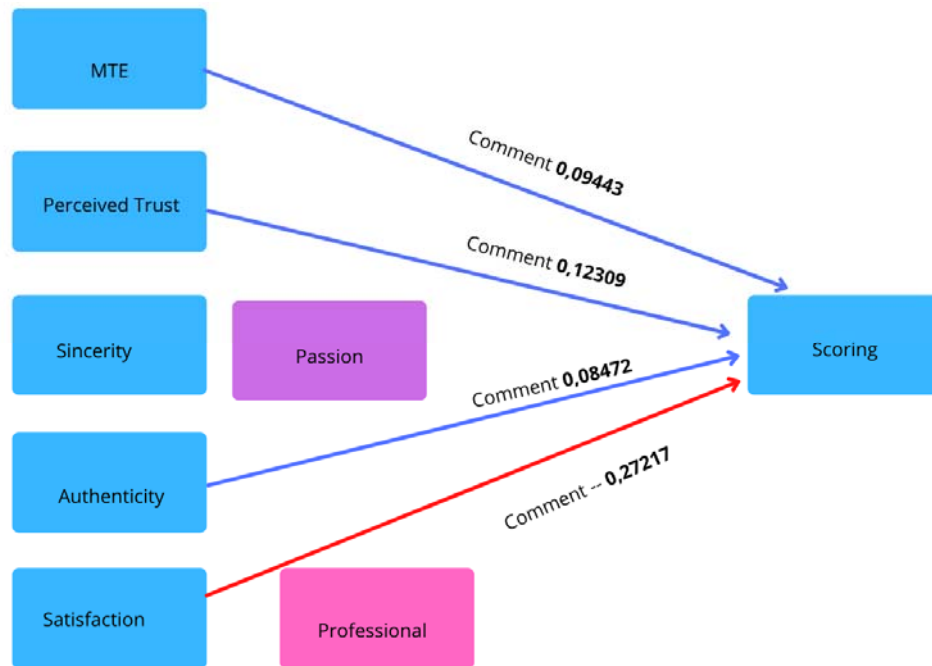
Figure 7. Scoring in French.

Surprisingly there is a positive relationship satisfaction with scoring that was given in certain results of the base study, and which is explained by the general model in French:

The behavior of the French visitor-tourist is very based on the local experience (sincerity), rather than authenticity; and highlights professionalism as a negative relationship towards scoring, which makes sense of the interpretation of local experience which distinguishes a professional development from it, both being valued in a contrary way: professionalism in opposition to local experience.

The model, in turn, is built more on the basis of trust over all attributes and in a more dispersed way. It should be noted that the French commentaries are usually expressed more extensively and with a richer

construction than in other languages, which favors the determination of the model.

The joint observation of the three groups of idiomas agrees that there is a direct relationship between perceived trust and the Memorable Touristic Experience, which leads us to accept the first H1 hypothesis: The tourist traveler user in general values the perceived trust when qualifying the MTE.
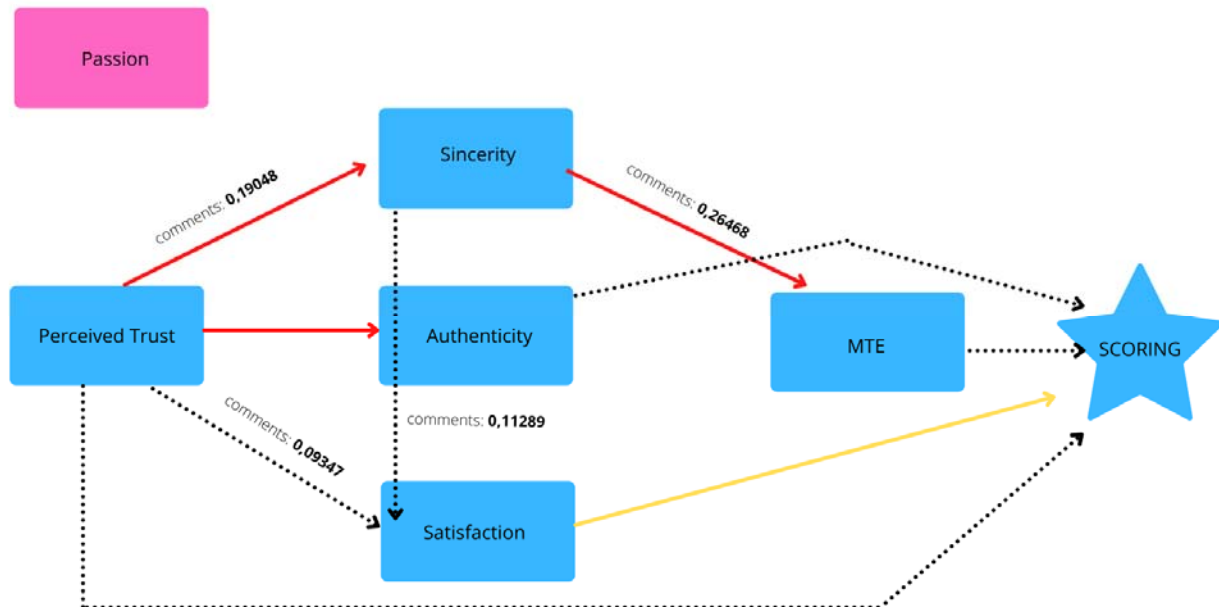

Figure 8. MTE scoring French.

Discussion

"All Models are wrong, but some are useful" (George E. P. Box).

Taheri's work manages to determine a process by which a tourist experience is rated as memorable by the user. The purpose of this perception is what keeps it in memory and relates to the concept of perceived quality for the full evaluation of the experience. To this relationship are added other builders such as sincerity, satisfaction and authenticity, which relate to each other and also independently build in a complex way the positioning of memorability in the individual.

The different analyses in this study offer two basic conclusions:

1. The General Model of Taheri is valid for any type of experience although, it is necessary to complement each model of behavior with different peculiarities that derive from the observation of each particular case, even more taking into account:

- Factors implicit to one's own experience,
- Factors specific to the type of user.

2. The study takes the basis of an intangible experience such as Flamenco and also, within them, with its cultural peculiarities and scenic environment, which make it define in a very particular way. That is why the user experience, in addition to framing within the general model of memorability, must take into account builders of this that do not occur between models: In particular, the passion factor in this type of experience is distinctive and as we have seen in the study, decisive when building memorability, thus suggesting a separate study.

Conclusions

The national traveller-tourist expresses a different behavior that I publish foreign: Spanish values professionalism more than other aspects because Flamenco it is such a spectacle that is part of its own culture. In tourist experiences it is remarkable how the traveler-tourist develops a different behavior whether it is national or foreigner, as happens in anticipation of the reservation (Toro-Sánchez et al., 2021).

The model behaves the same as MTE's base model on reviews when the public is more general and expressed in English, with no direct relation between the language used and nationality. In general, for issues on intangible heritage, the user does not value professionalism, as is the case in Monuments Tangible Heritage and is observed in the base study of the reviews.

When the study is segmented by language and nationality is coincident, different behaviors are observed than the general model, and they value different aspects. Specifically, when looking at the French public that mainly gives more importance to the close and local relationship within the event, there is a reaction against professionalism in terms of scoring.

This shows that each group contemplates the same experience in a different way, especially the appreciation within its intricate culture of the event in which it participates in the experience.

Each experience, you can have builders apart from the model that is interesting to value, especially if we want to offer an experience that as a result results in the memorability and therefore in the score that new users will value.

The study of the MTE requires a general model, although it is vague if the heterogeneity of the users of the tourist platform is not observed that in the end, if they consider the general and particular criteria of each model, they will agree to enjoy the experience.

The entire development of the study on memorability in intangible tourist experiences largely coincides in a simple and direct relationship between perceived trust and memorability and a relationship of origin composed of authenticity and is also direct to memorability, and unlike tangible experiences, without there being a palpable relationship between satisfaction and memorability, except for cases of study of specific groups: In general, if the user sees the experience very close, either because he is intricate to his own culture or to his re-knowledge, as is the case with the monuments, he/she values professionalism as a component of memorability.

Acknowledgments

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