

## UNVEILING THE INFLUENCE OF TOURISM EXPERIENCE VALUE ON SOCIAL MEDIA SHARING INTENTIONS AND MOTIVATIONS: A QUALITATIVE ETHNOGRAPHIC STUDY WITHIN THE CONTEXT OF GUIDED TOURS

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### Abstract:

User-generated content (UGC) shared on social media significantly influences tourists' travel planning and decisions regarding destinations. Existing research has extensively examined the impact of UGC on tourists' intentions and behaviours, categorizing this influence into technological, user-related, and destination perception dimensions. However, limited qualitative research has thoroughly explored the factors contributing to the availability of UGC online. Scarcely researched, these factors include self-centred considerations, technological influences, and the tourism experience. Notably, the relationship between the value of tourism experience, sharing attitudes and intentions remains underexplored. To address this gap, our qualitative research utilizes an ethnographic approach to investigate how the value of a "guided tour" enhances tourists' content creation and sharing intentions. Thematic analysis of interviews with 30 participants reveals key components and themes, offering insights for local guided tour experiences. The findings provide practical implications and contribute theoretical insights, paving the way for further studies in the context of local guided tours.

**Keywords:** Tourism experiential value, social media, sharing intentions, motivations, guided tours.

### 1. INTRODUCTION

Tourism has seen a significant shift in the recent decades, which can be attributed to changes in people's desires, aspiration and cultural and social values. Accordingly, beyond its competitive implications, these changes should also shape the products and services particularly in tourism sector which combines both aspects. The advanced accessibility of network service and emergence of web 2 and 3 facilitated by the rapid progress of information and communication and thus changed the perception with regard to products and services. Typically,

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the monetary value of products and services has transformed from utilitarian value to experiential value particularly within service industries like tourism. Currently, Tourists assess the quality of tourism products such as a visit to an attraction, a tour, or an excursion based on the experiential value they offer, commonly referred to as ‘perceived value of experience’ or ‘experience value’. Considerable research has been conducted on the influences of the value of user-generated content including reviews, photos and videos on consumer behaviour and decision-making such booking, purchase, visit, revisit and recommend. This value may arise from the initial phase of the co-creation of value generation during consumption phase or in-situ-experience of visiting tourist attractions. In this context, we refer to the original value perceived by the content creators, resulting from the experiences they engage in and showcase through the content they create and share on various social media platforms. Perceived value is said to influence consumer’s post-experience behaviour such as repurchase, repeat visits, intensification and content generation (Antón et al., 2018). This behaviour may also encompass satisfaction, loyalty or storytelling or positive word-of-mouth and recommendation. The ease of access and availability of social networking platforms has established virtual social interaction as a practical alternative for face-to-face communication. This aspect is particularly highlighted because users of social media platforms can engage in real-time communication during events and subsequently share their experiences through various forms of user-generated content such as audio recordings, videos, photographs, and reviews (EWOM). Moreover, when a tourist finds a tourism experience satisfactory or with higher value, they are more likely to engage in post-experience behaviour, such as sharing their travel experiences with others, commonly on social media platforms and at appropriate time which can occur either during their in-situ experience or after visit. Besides, many researchers pointed out that the value of an experience is strongly linked to its cognitive aspects, whereas others categorized the dimensions of experience value as intrinsic or extrinsic. The antecedents or perceived value may vary across different tourism products and types of tourism, and their influence can differ depending on the type of post-experience behaviour being considered. However, research conducted on the impact of the tourism experience on sharing behaviour on social media lacked inclusion of perceived value of experience within frameworks which include technological and personal motivation dimensions. Moreover, rural tourism and guided tours have not received enough investigation regarding this question. Therefore, in this research we claim that the value of experienced has a significant influence on sharing behaviour on social media. In other words, there may be particular antecedents of perceived value of a tour that influence whether social media users opt for sharing their experiences. Thus, our research is structured around several objectives. Firstly, it aims to identify the themes that signify the value perceived by tourists during the guided tour. Secondly, it aims to establish connections between these themes and tourists' intentions to share their experiences. Thirdly, it seeks to identify the motivations underlying tourists' sharing behaviour on social media. Finally, it looks into the role of cultural dimensions in influencing sharing intentions on social media platforms. To accomplish these objectives, we employed an ethnographic analysis alongside semi-structured interviews. These methods were followed to investigate the factors that influence social media sharing intentions of travellers within the context of a guided tour in a rural attraction, Paradise Valley.

## **2. THEORETICAL FRAMEWORK**

### **2.1 Social Media: Hub of User-Generated Experience Content**

User-generated content refers to the collection of travel experiences shared through advice and comments by experienced travellers, intended to be accessible to prospective tourists. It is a source of information on which potential tourists base to make decisions derived from the good image and authentic experience they perceive online. Roughly 87% of individuals aged below 34 opt for their travel destinations based on the experiences they encounter and engage with through Facebook's shared content (Gârdan et al., 2022). Tourism businesses find it difficult to make their promotional reviews resemble those from true experienced tourists as they are less appealing (Chung et al., 2015). Most of e-marketing on social media is an exact opposite of traditional marketing between producer and a consumer since it is a rather consumer-to-consumer marketing. The effectiveness of UGC in sharing prospective tourists behaviour can be understood by looking at the similarities between the experienced tourists who write reviews and the potential tourists who read them (Cox et al., 2009). In addition to the identity of the content generator ( friend, family member, or peer group), the type and style of information provided on social media sites contribute to build trust among users of social media when it comes to view the content as credible and trustworthy (Cox et al., 2009). Prospective tourists can discern that the generated content is not shared for commercial purposes but rather to convey the authentic value experienced by travellers at a destination. The influence of user-generated media content on a traveller 's behaviour such as purchase decisions may depend on several factors among which previous travel experiences is core. In addition to that perceived value of UGC, perceived risk, perceived enjoyment and privacy concerns play a critical role. Travelers' choices of a destination are not random, but they are subject to an interpretation of a large amount of travel information gathered from other travellers. Therefore, we take for granted that regardless the experience of a user in sharing his/her experiences on social media sites, the need to share the experience remains the strongest driver of user-generated experiences content on preferred social media sites. According to (Gârdan et al., 2022), Sharing information entails an emotional effort driven by the significance and the importance of the information being shared. Thus, the factor that mostly explain the availability of authentic and influencing user-generated experience content on social media is mainly bound to the value of experience which may explain the affective or emotional aspect of a user to share his or her experience. Besides, other factors related to self-centred motivations and use of technology may be considered peripheral compared to the former factor and the latter factors are considered incentives in a way that the absence of the perceived value of experience, the other factors may be considered of less significance.

### **2.2 Memorable tourism experience**

In tourism behaviour research field, memory is considered capable of regulating behaviour intention, so it is included into research of tourism experience. The association between the concept of memory and the term "experience" has been a well-established academic connection for a considerable time (Cutler & Carmichael, 2010). In the context of tourism, memory plays a vital role in the way individuals recall personally significant tourism experiences (Y. Kim et al., 2022). Despite being short and offering temporary emotions (J. H. Kim, 2009), travellers' experiences are profound because travellers reflect on their trips and visits to destinations and attractions (Neal et al., 1999). Hence, travellers recall events, they rely on episodic memory that allow to recall and store information about temporal-spatial aspects of the trip including

emotions, people, and environment (Tulving, 2002). A memorable tourism experience is a reflection to what travellers did, felt and thought at a destination (J. H. Kim, 2009). Tourists' experiences are not all and equally memorable since they have preferences regarding the most relevant and critical moments and events (Hosany et al., 2022). However, Memorable experiences are those that reveal novelty (Skavronskaya et al., 2020), distinctiveness, evocativeness (Larsen, 2007), but not necessarily positive and can depend on prior tourists' experiences even with the same service providers. Most studies that investigate memorable tourism experiences adopted the definition of (J. H. Kim, 2009) who introduced it as “*tourism experience that is positively remembered and recalled after the event has occurred*” (Hosany et al., 2022). Memorable tourism experiences pose challenges for evaluation due to two main factors. Firstly, the fading of memory over time is a significant obstacle. As (Brewer et al., 1998) suggest, memories are not permanent, and their clarity diminishes as time passes. This temporal aspect makes it difficult to objectively assess the long-term impact and value of a tourism experience accurately. Secondly, the term "memorable" is subjective and open to various interpretations. Different tourists may have distinct criteria for what they consider memorable. Besides, factors such as personal preferences, cultural background, and individual expectations contribute to diverse interpretations of what makes an experience truly memorable. We can conclude that memorability of experience is implicit within experience itself and an experience that is not memorable to a certain extent doesn't not imply an experiential aspect. In the conceptualization of experience economy, Pine and Gilmore stated that the final business product is the experience, which is the result of memorable events (Pine & Gilmore, 1999). The more memorable an experience is, the more it has a positive influence on post-trip behaviour. This behaviour including recommendation through E-WOM and generating visual UGC known as tourism experience sharing behaviour reflects on the memorability of experience at a destination. Tourism experiences provided by tourism management organizations should be managed and undergone in a way that makes these experiences memorable. The memorability of these experience depends on the nature and attributes of the experience. Thus, we may deduce that the more memorable an experience becomes, the higher the experience value perceived. here, we may suggest that tourism experience sharing is related to value perceived from the experience which is a result of memorable moments throughout the activities and events in situ-experience.

### **2.3 Tourism experience and its perceived value**

The term experience is employed in everyday conversation to encompass a wide range of phenomena including holiday-related experience. Experience is considered a fundamental aspect in tourism industry (H. Kim & So, 2022). Tourism experience and travel experience are used in tourism literature interchangeably. An experience can be characterized as something that goes beyond everyday routine to have a lasting memorable impression and contribute to personal enrichment of the person who experiences it. In fact, The term "experience" has multiple interpretations and, consequently, has been described in various ways (Godovykh & Tasci, 2020). According to (Rahmani et al., 2018), experience is a subjective-objective (Rahmani et al., 2018) phenomenon that results from direct exposure to tourism activities or events (Knobloch et al., 2017). It implicitly involves value perceived which encompasses benefits, emotions, and impressions evoked by a particular event or activity (Boswijk et al., 2007). Tourism experiences have been described as enjoyable, memorable, and engaging (Oh et al., 2007). The first conceptualization of experience as a term emphasizes its hedonic nature (Hosany & Witham, 2010) as well as its sensory, emotional and imaginative aspects within the

context of consumption (Holbrook & Hirschman, 1982). It is also described as "customer's cognitive, emotional, behavioural, sensorial, and social responses to a firm's offerings during the customer's entire purchase journey" (Lemon & Verhoef, 2016). Marketing scholars have also referred to customer experiences as "nondeliberate, spontaneous responses, and reactions to particular stimuli" (Becker & Jaakkola, 2020). Besides, Tourism experiences refer to "tourists' subjective evaluation and undergoing of travel activities that include travel-related knowledge, emotions, and others." (Lin & Rasoolimanesh, 2022; Munar & Jacobsen, 2014). Or in other words, it is "An individual's subjective evaluation and undergoing (i.e., affective, cognitive, and behavioural) of events related to his/her tourist activities which begins before (i.e., planning and preparation), during (i.e., at the destination), and after the trip (i.e., recollection)" (Tung & Ritchie, 2011). This definition emphasizes the temporal aspect of tourism experience. Certain scholars confirmed that tourism experience is a process rooted in activities within a temporal perspective (Craig-Smith & French, 1994; Wang et al., 2012). Since 1990, the concept of tourism experience has evolved from service quality (Parasuraman et al., 1988), satisfactory experience (Ryan, 1995), quality experience (Jennings & Weiler, 2006) to memorable experience (Tung & Ritchie, 2011).

### **2.3.1 Perceived value of experience**

The world of business today is rapidly changing, and customers base their decisions on rational evaluation of quality, price, and benefits of wide array of options and choices offered by companies, which compete to achieve a strong position in market by emphasizing relevant strategies that prioritize its customers via providing them with greater value compared to the competing businesses. Customers are more rational in how they spend their money, opting for products with higher perceived value. The concept "value" was initially attributed to a product or service based on their price before it is determined by both components acquisition and transaction value. The former refers to the evaluation of a product or service such as quality, feature, brand, and reputation before the purchase occurs. The latter is the value perceived during the process of obtaining product or service such as customer service and overall purchase experience. Perceived value refers to "*the overall evaluation made by consumers through weighing their giving and receiving regarding the product*" (Zeithaml, 1988). Perceived value has been further broadened to the benefits that the consumer receives from the consumption experience referred to as "experience value" or "perceived value of experience" or "customer value". In the context of experience, value can be perceived directly or indirectly by service customers. It can encompass both lived and imagined aspects and its construction is based on past, present, and anticipated future experiences. In tourism context, perceived value is defined as the benefits sought by tourists while visiting a destination (Pujiastuti et al., 2022). The concepts "Value" and "experience" are vastly inter-related in the scope of tourism. Experience refers to an occurrence that transcends the ordinary to be memorable, adding more to the personal growth and fulfilment of the person experiencing it; this addition is referred to as the value it provided through experience, which can be measured through benefits, emotions, impressions, generated by the events and activities occurred during this experience (Antón et al., 2018). Experience value is defined as the "advantages perceived by tourists while staying at a destination" (Antón et al., 2018). These advantages include assets or resources contributed by tourists and hosts to the process of experience co-creation. (Prebensen et al., 2013)

The perceived value of an experience can be categorized into three stages: before consumption (pre-trip stage), during consumption (in-situ-consumption), and after

consumption (post-experience). Before consuming a tourism product, the value of the experience is assessed based on the consumer or tourist's expectations and prior knowledge of the product or similar experiences. This evaluation is influenced by their expectations and previous encounters with similar products or experiences. During the consumption phase, the real value of the experience is derived from the in-situ experience. Post-experience value refers to the overall value of the experience, encompassing the impact it leaves on the consumer after consumption. This includes factors such as repeat consumption, revisits, and recommendations, which are influenced by the experience's perceived value during and after consumption. The perceived value of an experience varies depending on the type of product, service, or attraction being offered such as hotels, destination attractions, sites, and parks. Whether the experience is through guided tours, free tours, or limited settings also influences the value perceived by tourists. Such variation highlights the critical importance of delivering exceptional experiences across different contexts and settings within the tourism industry.

The traditional (conventional) value of a product or service is established by comparing the utility it offers with the cost reflected in its price. However, in the pursuit of creating experiences that encourage repeat intentions, it becomes essential to prioritize elements that extend beyond tangible benefits and practical functions alone. Researchers highlight the importance of using multi-dimensional measurements rather than single-dimensional ones, which fail to consider the emotional, situational, and external aspects of experiences. Essentially, experiences should evoke feelings, forge lasting memories, and fulfil psychological and emotional needs of individuals.

Some researchers categorize the value of experience based on intrinsic or extrinsic, active, or passive and self-oriented or other-oriented benefits. An intrinsic, self-oriented and active value is pleasure, entertainment and fun inherently derived from the activity and engagement in this activity does not imply achieving functional or utilitarian benefits. Extrinsic dimension of value is the value whose source is the benefits directly gained by the consumer from a product or service. Similarly, the multi-dimensional aspect of experience can be divided into three main categories: consumer hierarchy, hedonic and utilitarian dimensions, and consumption theory value. Utilitarian value pertains to the practical, non-emotional outcomes of an experience, focusing on the tangible benefits derived from accomplishing a specific task or goal. On the other hand, hedonic value is characterized by the emotional aspects of a consumption experience. It encompasses the experiential benefits elicited by feelings of fun, fantasy fulfilment, escapism, and excitement, rather than solely focusing on practical outcomes (Caber et al., 2020). In essence, utilitarian value is more about achieving objectives or meeting needs, while hedonic value is about the emotional enjoyment and fulfilment derived from the experience itself.

(Sheth et al., 1991) proposed consumption value theory, one of the earliest models of experience, outlining five dimensions of experience value: conditional, social, emotional, functional, and epistemic responses. These values can vary in their importance and influence on the decision-making process for each individual choice. Importantly, the theory posits that these values operate independently of each other, meaning that the impact of one value on a consumer's decision is not necessarily dependent on the presence or absence of other values. These dimensions have been employed by numerous researchers in subsequent studies.

Functional value, also referred to as utilitarian value, consists of attribute-related benefits derived from a product or service. It focuses on practical aspects such as price, quality, and time

efficiency, emphasizing the comparison between received benefits and the perceived fairness of price and quality. This utilitarian dimension of customer value encompasses efficiency and quality, reflecting the product's performance in meeting practical needs.

Conditional value reflects how a product's utility varies based on specific situations and circumstances. It is not considered a standalone value, but rather a dimension that influences the significance of other values. Situational factors, such as holidays like Christmas or Valentine's Day, can enhance conditional value by aligning with needs or preferences. Researchers primarily focus on the first four dimensions of value, often overlooking conditional value in their analyses. This dimension depends on the context faced by the decision-maker, suggesting that its importance fluctuates depending on the situation. While conditional value plays a role in shaping perceptions, it is often challenging to isolate and categorize within consumption experiences.

Epistemic value represents a positive mental state characterized by curiosity about new experiences. Defined as the perceived utility gained when a product stimulates curiosity, offers novelty, or fulfils a desire for knowledge, it is closely associated with curiosity, novelty, and cognitive engagement derived from products. Tourists may perceive epistemic value when encountering something new or different during their experiences, enriching the cognitive aspects of consumption.

The social dimension involves intangible factors that influence relationships, particularly within tourist experiences, where interactions play a crucial role. Social value refers to the perceived value derived from a product or service's ability to create or enhance personal images, including reputation, social status, and ethnic identity. It involves the approval of product attributes by social groups. During destination experiences, reducing social anxiety and enhancing social interaction are of utmost importance. Tourism experiences are often collective and shared, contributing to the socially constructed nature of value through interactions. Social interactions during travel serve as sources of experiences and stimulate thoughts, feelings, and creativity.

The emotional dimension, considered one of the most critical aspects of perceived consumer value, consists of consumers' affective evaluation of products and services. Emotional value refers to the capacity of a product or service to evoke feelings, affective states, or emotional changes, such as fun and enjoyment. It is associated with a product's ability to generate positive or negative affective states and is often cited as the most significant determinant of destination choice. Emotional value embodies experiential or emotional benefits and revolves around emotional responses, specifically how a product or service makes individuals feel.

The dimensions of (Sheth et al., 1991) are employed in various studies in tourism research. Some research confirmed the validity of the model with complete or partial inclusion of the four dimensions. For instance, in the context of youth tourism, (Caber et al., 2020) found that functional, Epistemic, and social value significantly impact EWOM, intentions revisit intentions. The emotional and epistemic factors are merged in this context since both show effective side of value. The significance of revisit intention is higher with the mediating role of destination satisfaction.

Additionally, one of the most recognized models applied models on the impact of experience on post-behavioural intention is that of Pine and Gilmore (1998) known as the

experience economy model, which views experience as the product itself. They identified four primary dimensions of experience value: education, entertainment, escape, and aesthetics, known as the 4Es model. Some researchers have expanded upon the experience economy model by incorporating additional dimensions such as interaction and monetary value, interaction and control suggesting more components and other applied these components relatively. This model has been applied in various contexts such as service and manufacturing. Many researchers adopted the components of experience value to examine its impact on tourists' post-behaviour. For instance, (Song et al., 2015) investigated the impact of the 4Es through the mediating role of functional and emotional values on destination satisfaction in the context of medical tourism (temple stays). The results of the study emphasize the complete significant impact of entertainment and escape on satisfaction and the impact of educational and aesthetic value are relatively significant in a way that the impact of education is significant only through functional value and aesthetic through emotional value. (Antón et al., 2018) investigated the mediating impact experience value through the 4Es on intensification, the degree or level of involvement in museum, and content generation on social media. Surprisingly, entertainment and aesthetics have no effect on tourists' behaviour, while learning and escapism are of much significance. (Duman & Mattila, 2005), in turn, included three main dimensions, namely control (service experience), novelty and hedonics, to investigate the effect of cruise value on recommendation and similar attraction selection. The findings confirmed the significant of novelty and hedonic and no effect of control. This confirms that this model is not applicable in all tourism setting and situations' conditional value of experience, which has no direct apparent effect on post-behaviour, should be considered by destination managers for this purpose. Every tourism setting, therefore, should adopt appropriate values to gain positive responses after experience consumption.

Many studies have detached experience quality from perceived value. For instance, (Haji et al., 2021) employed experience perceived value, including only functional and emotional dimensions, as a mediator between experience quality and behaviour intentions namely return and recommend towards Dodola island. In this study, Haji et al referred to experience quality as overall experience including many components such as safety, self-confidence, involvement, escape, novelty, and freedom of service choice. The findings of the study approve the significant mediating effect of perceived value between experience quality and post-behavioural intentions. Similarly, the study of (Jin et al., 2015) approved the mediating role of perceived value between experience quality (immersion, fun, surprise, and participation) on behaviour intentions towards water parks in South Africa. Moreover, the mediating impact of perceived value between memorable tourism experience and post-behaviour intentions (destination loyalty and affective commitment) is significant in the context of heritage destinations.

Researchers indicated that the high quality of products and services are not enough to assess post-behavioural intentions due to the increasing importance of affective needs in the business environment. In the light of that, many studies have adopted both of experience quality and service quality to examine their effect on post-consumption behaviour. For example, the investigation of the experience value of a water park attraction by (Jin et al., 2015) identified immersion, surprise, fun, and participation as components of experience quality which impact post-behavioural intentions of tourists visiting this attraction through mediating role of perceived value measured by price and time value. In addition to that, some researches added



perceived sacrifice including perceived cost and perceived risk as constructs moderating value evaluation (Habibi & Rasoolimanesh, 2021).

In the light of this review our main aim is to explore the experiential values perceived by tourists visiting Paradise Valley in group guided tour and comparing them with the prominent values suggested by prominent theories in the field as well as with those significant in different contexts and cases. We also aim to discover the extent to which these values are linked to sharing experiences on social media along with analysing the influence of both sharing motivations on intention to share this experience on preferable social media.

## **2.4 Guided tours**

Tourism experiences differ depending on the attractions visited and the circumstances surrounding the visit. For instance, short visits to exhibitions like museums and restaurants offer a different experience compared to exploring parks and historical sites. Similarly, guided tours and organized excursions provide distinct experiences from free tours, where tourists have more flexibility in deciding what to do and see within certain constraints. The choice of a guided tour relies on the important role of the tour guide in the area discovery by information provision, creation of entertaining and social environment by creating a friendly environment and enhancing communication between tourists and locals. Tour guides may have an influence on service quality and tourists' satisfaction.

## **3. METHODOLOGY**

To investigate on-the-ground-patterns of tourist behaviour concerning the perceived value of their experience and their motivations for sharing such behavioural attitudes, our focus centres on an organized guided tour to the attraction of paradise valley located 1 hour drive away from the city of Agadir in Morocco. Consistent with qualitative methods, our study serves as an exploratory complementary study that aimed at uncovering the main themes and facilitating a comparison of identified themes related to perceived value of experience, motivations for sharing and behavioural attitudes toward sharing this experience. Simultaneously, this study applies most relevant theories which identify most relevant experiential values that predominantly impact behavioural attitude and intentions in the context of sharing tourism experience on social media. The selection of this attraction is based on its status as one the most visited attraction in the destination of Agadir. Furthermore, it is chosen for its popularity among tourists of diverse ages and nationalities as attested by various travel agencies and tour operators. Moreover, this tour provides a wide range of activities including sightseeing, swimming, hiking and discovery within single attraction, the things which introduces participants to more experiential and engaging values.

In this research, we chose qualitative analysis after assessing customer value implies optimal requirement of employing qualitative methods for collecting data (Gardial et al., 1996). Numerous researchers highlighted that the qualitative phase should delve into the thoughts and perspectives of various groups of individuals regarding consumption value indicated by (Sweeney et al., 1997; Williams & Soutar, 2000). Additionally, there has been limited ethnographic studies in this field compared to other qualitative methods such as grounded analysis even though employing different qualitative methods is highly recommended by researchers in this field. This method is used since we predicted that it would help outline significant behaviours in the cases we investigate. Moreover, this study contributes to better

understanding of the reasons behind the co-creation of tourist’s experiential values and how they emerge. Besides, we suggest that this context serves as an example and holds potential usefulness in other contexts.

### **3.1 Data collection**

Our research applied qualitative methods to collect pertinent data. Specifically, we started our data collection by conducting an ethnographic study, assuming our role as covert participants or “ethnographers” in the paradise valley guided tour. We participated in 4 distinct groups, with a total of 40 participants. This technique helped us understand the behaviour of participants through the notes derived from our observation during the tours. This technique enabled us establish correlations between the activities in Paradise Valley, the behaviour of the participants and their attitude towards sharing their experience on social media through photos and videos during and after the tour. We considered the tour concluded once the group departed the attraction and boarded the minibus back to the hotel.

Prior to the tourists’ departure for the hotel, we conducted semi-structured interviews with those who agreed to participate. This technique allowed us to prepare a set of open-ended questions which we refined after testing the clarity and understandability of the questions based on feedback obtained from small group guided tours comprised of less than 4 participants and a guide. For ethical considerations, the participants were requested to grant permission for the recording of their responses prior to the interview. before their participation in the interview. In terms of sampling, we employed single-stage non-probability sampling technique, as our primary is to identify themes related to value of experience and sharing motivations, rather than to generalize findings to the population. Our aim is to explore valuable insights and compare them with existing theories and contexts. Moreover, we ended the interviews after reaching, as this aligns with the typical sample size range for qualitative research, which commonly falls between 20 and 30 participants. We opted for this approach because we assumed that the prediction of the sample size was not feasible, leading a random selection process. Only 30 tourists who consented were recorded during the interviews. The eight main questions we posed were as follows:

1. Do you use social media? Why / why not
2. Which social media do you use?
3. Why do you do on social media?

The purpose of including this question was to understand the relationship between participants’ social media usage, their travel planning and the sharing their travel experiences. In addition, we seek to ascertain whether sharing behaviours are influenced by social media usage, thus preventing biased interpretation of the data.

4. Why did you decide to participate in this guided tour?

The aim behind asking this question was to understand the motivation and reasons behind participants’ decision to participate in the guided tour because the participants’ travel preferences and expectations may influence the perceived value of their experience and their overall satisfaction. By gaining insights into what aspects of the tour attracted participants and exploring their expectations prior to involvement, we aim to inform the interpretation of participants’ overall tourist experience and

satisfaction levels. This understanding of the motivation behind visiting the attraction is essential because travel preferences and expectations may positively or negatively influence the value of tourists' experience and their satisfaction.

5. Where have you seen or heard about this attraction?

This question aims to explore the promotional role of social media on visiting this attraction considering that prior knowledge about it may influence the tourists' satisfaction and overall experience differently compared to those unfamiliar with it. This difference could stem from tourists' expectations of tourists shaped by face-to-face recommendations and UGC (user-generated content) shared by others. Understanding these differences can also help associate the data and may explain the intentions of participants to provide feedback to evaluate their prior knowledge and perception about the attraction. In other words, this can be one of the motivations for sharing this experience.

6. Can you describe what you like about this guided tour?

This question is asked to explore the main memorable, meaningful, and positive aspects related to experience values of the respondents. We predict that these aspects collectively form the overall experience value and will likely drive the participants to express their willingness to share this tour experience on social media. Understanding what the visitors enjoy is essential to exploring whether mentioning more aspects would lead to their willingness to share their experience and thus crafting tailored social media content.

7. Will you share this guided tour on social media?

8. Why would you share this experience on social media?

This question is asked to uncover how the various values of experience recognized through previously identified aspects in question 6 correlate with participants' intentions towards sharing on social media. Our main aim behind this question is to gain a more comprehensive understanding of experiential values as factors driving the intentions to share this experience on preferred social media platforms.

9. What is your motivation for sharing travel experiences on social media?

To understand participants' motivation for sharing travel experiences on social media and assess their intention to share, it is crucial to indicate if they are adequately motivated to share apart from the influence of experiential values. Therefore, we asked this question predicting that if participants lack motivations beyond the perceived value of the experience, it becomes impractical to analyse the connection between the experience value their sharing intentions on social media. Consequently, understanding the depth of participants' motivations is crucial for conducting meaningful interpretations regarding social media behaviour in relation to the perceived value of experience.

### **3.2 Data analysis**

Our analysis of the collected data involves integrating emergent themes in the field, the interview data and literature review. To identify emerging themes related to tourism experience values in this empirical context and the motivations for sharing tourism experiences, we used

NVivo 12 plus software. This tool enabled us to code the transcripts as sub-themes as well as categorize them into clusters and main themes referring to review of literature. The analysis of the data was conducted through reading the transcripts several times. The first reading involved reaching an overview of the whole data. The second reading consists of selecting transcripts that represent sub-themes and which are categorized into clusters (see Table 2) and the last reading was done to categorize the sub-themes into main themes (Table 2). We revised the emerging themes of each participant to know which group tour he or she belongs to and link it the notes taken from our observation. It is worth noting that some the main themes were previously defined, identified, expected, and stemmed from review of the literature even though one of the aims of this research was to identify more new possible themes that may emerge from this case study.

## 4. FINDINGS

### 4.1 Demographics

This study examines a group tour case study of four groups. The participants are composed of a predominant rate of gender consisting of 70% of females and 30% males. It's important to note that the gap in male and female rates is due to our non-probabilistic sampling method, where participants were randomly chosen. In terms of age, most participants are between 20-30 age range, constituting 70% of the sample, followed by 20% aged 31-40, 6.66% aged 41-50, and 3.33% over 50. Regarding nationality, the participants come from diverse backgrounds, with 33.33% from Germany, 26.66% from France, 16.66% from the UK, 10% from New Zealand, 6.66% from Belgium, 3.33% from the USA, and 3.33% from Lithuania (see table1, 2 and appendix 1).

**Table 2:** Participant demographics in group tour Case study

Gender		Age		Nationality	Percentage
male	30%	20-30	70%	Germany	33.33%
Female	70%	31-40	20%	France	26.66%
		41-50	6.66%	UK	16.66%
		>50	3.33%	New Zealand	10%
				Belgium	6.66%
				USA	3.33%
				Lithuania	3.33%

**Table 2.** Clusters and Themes of Experiential Values

Clusters: main themes	Sub-themes
<b>Cluster 1: aesthetic</b>	Scenery nature
<b>Cluster 2: epistemic</b>	Discovery culture education knowledge novelty
<b>Cluster 3: social</b>	Interaction social
<b>Cluster4: entertainment</b>	Hedonic Relaxation participation fun
<b>Cluster 6: escape</b>	Immersion escape

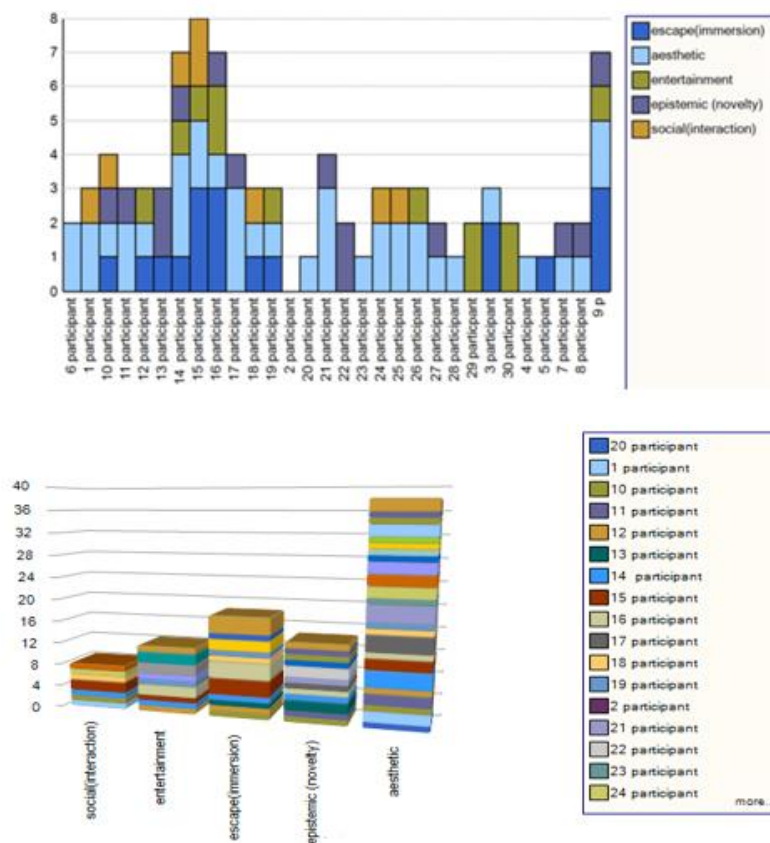
**Table 3.** Distribution of Participants in the Case Study

Groups	Participants	Gender	Nationality	Age
<b>G1: ( 10)</b>	<b>1 participant</b>	Female	Germany	47
	<b>9 Participant</b>	female	Germany	31
	<b>12 participant</b>	Female	Germany	26
	<b>13 participant</b>	Female	Germany	23
	<b>18 participant</b>	Male	Germany	25
	<b>19 participant</b>	Male	Germany	26
	<b>20 participant</b>	Male	Germany	24
	<b>21 participant</b>	Male	Germany	26
	<b>22 participant</b>	male	Germany	25
	<b>23 participant</b>	Male	Germany	26
<b>G2:(8)</b>	<b>2 participant</b>	Female	France	35
	<b>3 participant</b>	Female	France	32
	<b>6 participant</b>	Female	France	53
	<b>7 participant</b>	Female	France	21
	<b>8 participant</b>	Female	France	50
	<b>24 participant</b>	Female	France	28
	<b>25 participant</b>	Female	France	26
	<b>26 participant</b>	Female	France	25
<b>G3 : (5)</b>	<b>4 participant</b>	Male	UK	39
	<b>10 participant</b>	Female	UK	31
	<b>11 participant</b>	Male	UK	29
	<b>29 participant</b>	Male	UK	23
	<b>30 participant</b>	Female	UK	23
<b>G4 :(7)</b>	<b>14 participant</b>	Female	New Zealand	27
	<b>15 participant</b>	Female	New Zealand	27
	<b>16 participant</b>	Male	New Zealand	27
	<b>17 participant</b>	Female	Lithuania	22
	<b>27 participant</b>	Female	Belgium	26
	<b>28 participant</b>	Female	Belgium	26
	<b>5 participant</b>	Female	USA	40

## 4.2 Experiential values

The main values associated with this case study represents the main themes identified through coding and clustering the sub-themes into main clusters (themes) and these themes emerged from the participants' responses to question: “can you describe what you like about this guided tour?” These values are illustrated in the following figure:

**Figure 1:** Experiential Values Expressed by Participants



Source: By author

### 4.2.1 Aesthetic value

The Aesthetic value of experience is related to the observation and appreciation of the physical environment surrounding (Williams & Soutar, 2000) including the beauty of landscapes (Alexiou, 2018). This value is characterized by a higher deeper degree of immersion and less active participation (Antón et al., 2018; Song et al., 2015). The aesthetic value of experience is known to have a significant effect on both online travel information adoption and travel experience sharing on online platforms. Aesthetic value of the participants' experience is more highlighted in this study since Paradise Valley is featured by huge scenic landscape, palm trees, waterfalls emerging from the rocks, and natural pools,

inviting visitors to hike and swim. The variety of the sceneries all along the way to Paradise Valleys made participants take a lot of pictures at every stop before arriving to the parking and this continues all along the pathway to the final spot of the valley where there is a largest pool. The role of the guide is important in a way that participants take pictures of things the tour guide explained including Argane oil, medical plants and the like (Figure 2).

**Figure 2.** Paradise Valley



Source: By author (January 2024)

*‘At each stop during the tour, we observed a lot of photos being taken while the guide provided insights into the historical significance of the scenery and the local community’s way of life. Particularly, many photos were captured of chairs and tables in the middle of the stream near the cafés and restaurants. We heard that some participants requested the tour guide to pause at certain spots to enjoy Moroccan tea if time permitted. A similar scenario happened with the G4 when a female participant rearranged the tea tray multiple times to capture the perfect shot with the stream water, carpets chairs and tables; she exclaimed, “there!! I will post these on Instagram”. In this group, the tour guides fostered an entertaining environment encouraging interaction with and assisting the photography asking the participants to take more photo and request group shots in ideal locations. We noticed that the number of photos and videos taken among different tour groups, with the more active and engaging tour guides leading to higher volume of captured memories compared to those who adopted a more formal approach.’*

The role of the tour guide in enriching the value of physical environment through explanation, involving the participants, and creating entertaining atmosphere leads to capturing photos and memorizing some activities, events, and sceneries during the tour. 83% of the participants expressed the Aesthetic value in the interview with multiple expressions such as:

*‘I liked the landscape, beautiful sceneries, table and chair in the water’*

*‘I like the scenery and the beautiful setting’*

*‘I liked the experience of being in the nature’*

#### **4.2.2 Functional value**

During the interview, few aspects related to functional value—such as time, money, service, or overall performance of the tour—emerged apart from the role the tour guide. Scant research suggests that some aspects such as sightseeing and social interaction are considered functional in cases where aesthetic value is not emphasized (Williams & Soutar, 2000), our study took a different approach. We excluded functional value, since it was not brought up during the interview, opting instead to focus on the aesthetic aspects of the tour.

*With the tour’s schedule packed with diverse activities such as sightseeing, hiking, walking, swimming and indulging in food and drinks along the water stream’s banks, there is hardly no place for boredom with the efficient role of the tour guide suggesting these activities. The relatively short duration of the tour ensures that participants are constantly engaged and immersed in the activities, leaving no opportunity for boredom. The participants emphasized the great role of the tour guide during the tour:*

*“Great tour guide,”*

*“He waited for us all the time”*

#### **4.2.3 Escapist value**

Escape refers to engagement in imaginative activities, active participation and profound immersion, enabling individuals to break away from their usual realities or routines of daily life (Antón et al., 2018). It entails things that can raise awareness and bring about feelings of surprise and thrill and relief from boredom (Duman & Mattila, 2005). Accordingly, in our analysis, we categorized all expressions of different experiences and immersion as sub-themes categorized as escapist value. This value is marked to be influenced by the aesthetic design of the attraction offering a variety of activities in which the participants were engaged such as hiking swimming, walking, having conversations, enjoying food and fresh drinks in cafés located along the banks of the water stream. These activities made the participants immersed in the activities during the tour.

*We observed some of the tour guides were differently effective during specific instances, particularly when participants were given the freedom to swim in the valley's largest pool at the final pause of the tour. For those who either weren't inclined to swim, the tour guide provided an alternative by leading them on a leisurely walk or inviting them to join for tea, fostering discussions and fun until the swimming session concluded.*

We categorized clustered transcripts that denoted active participation and immersion in the tour activities under the escapist dimension of experiential value. For instance:

*‘We enjoyed the outdoor activities.*

*‘We liked Argane tour breakfast.’*

*‘Walking on my own.’*

*‘The walk was good relatively’*

#### **4.2.4 Epistemic value**

Epistemic value refers to the positive mental state and cognitive engagement arising from curiosity and interest in new experiences. It represents the perceived benefit gained when a



product(experience) offers something novel or fulfils a desire for knowledge. Most of case studies within this field have overlooked key elements such as educational, escapist, aesthetic, and epistemic values, even in the contexts of prominent theories like the experience economy theory of Pine and Gilmore who implicitly acknowledge values such as novelty, exploration, discovery, and culture within the educational value. They implicitly included values denoting novelty, exploration, discovery, culture in educational value excluding epistemic value as a concept. The other theories include aspects denoting educational value within epistemic value due to the level of presence of the theme and motivation behind visiting the attraction or site. Our case study, on the other hand, revolves around leisure-oriented travel experience rather than those centered on exploration of heritage, cultural richness such as architecture landmark or local customs. While this tour may include elements of place-based exploration and interaction with local culture, these aspects are often secondary and contingent upon visitor motivation. As a result, based on the findings, the categorization combines education, and knowledge acquisition (discovery) (16%) and novelty (16%), into epistemic value as a single category without considering them as separate independent clusters impacting the overall experiential value (see table 2).

*During the tours, we marked notable distinction between the photos and videos captured when the guides of different groups paused at certain places giving guided explanations. During these pauses, the tour guides of one of the groups introduced rich information about of the place, shared insights into the lives of local inhabitants as well as fauna, and flora of the area. The richness and interestingness of the information and storytelling of the guide prompted the participants to actively participate with questions which stimulated the discussion and responses that sparked their interest. As a result, the participants seized the opportunity to document these moments taking more photos and videos as the information was of much interest to them. Conversely, in groups where the explanation and discussion of the guides were less detailed, the atmosphere and the dynamics were different. With less information given, fewer or no questions were asked and participants less inclined to document these moments and the surroundings. This emphasizes the role of the tour guide in co-creation of value and in documenting different elements of the experience.*

Various items are grouped into sub-themes such as novelty, knowledge, discovery, and education, which are later consolidated into the broader cluster of epistemic value:

*‘I like it because I discovered new things’*: Discovery.

*‘Heard good things’*: Discovery

*‘The story of the people of this place’*: Education

*‘‘The guide took his time to explain everything’*: Education.

*‘‘beautiful because it is different than in our countries’’*: Novelty.

#### **4.2.5 Entertainment value**

Entertainment value encompasses amusement, enjoyment and fun experienced throughout the consumption of a tourism product or experience and it is accompanied by passive participation. To maintain its appeal, entertainment should emphasize elements such as novelty, excitement, and imagination. Entertaining experiences simultaneously impact functional and

emotional value necessitating their inclusion in the tourist offerings regardless of the tour program. The role of the tour guide was very vivid in the creation of this value:

*‘We noticed that the role of tour guides on overall atmosphere of group tours was a fascinating aspect often overlooked. During the first observation, it became vivid that the dynamism of amusement experienced during the tour varied significantly based on the guides’ engagement levels. We marked that the differences between the tour led by the guide in the first and the last groups were evident enough. The first group, characterized by a larger number of participants was infused with a vivid sense of fun and unity, highly attributed to the proactive role of the guide. Notably, the guide involved a German participant, who happened to carry a guitar, fostering a collective singing and the sharing Moroccan tea with everyone. The guide filled the gaps with music commentaries, collective singing, and conversation even as others indulged in pool activities. Here, we exemplified the role of the guide in creating entertaining experience noticed in the responses of participants of this group. On the contrary, amidst a row of restaurants and cafés at both sides of the stream, with tables placed in the middle of the flowing water, the participants of the third group were trying to create entertaining atmosphere and bring about topics stimulating fun and adding excitement. The participants influenced the tour even though the role of the tour guide wasn’t pronounced in fostering interaction among them toning down the lively mood, resulting in brief periods of lower energy.*

Entertainment results from passively experiencing sensory stimuli through the senses, involving a mixture of consumer passive participation and absorption. In contrast, escapism entails active engagement in events such as hiking, walking, and swimming in this case, distinct from daily routines and activities categorized under escapism. Thus, items signifying joy, fun, amusement, and relaxation were included in the entertainment category, some of which are exemplified below:

*“The tour was enjoyable and very nice”.*

*“It was a lot of fun”.*

*“Rest near the water”.*

*“it's a really relaxed”.*

#### **4.2.6 Social value**

Social value identifies social value as one of the experiential values of the tour. It refers to perceived benefits acquired from socializing with others in particular social groups. These benefits include aspects that contribute to enhancing one’s personal image such as reputation, social status, ethnic identity. Such benefits values are attained through fostering interaction and social engagement within a particular group. These aspects manifest through participants’ interaction among the other group participants interaction with the locals across different contexts. Referring to responses to question 6, we categorized coded items such as interaction, social, relationship, friendship into social value as main theme (see table 3):

*‘Hospitality of local people’*

*‘Great tour guide’*

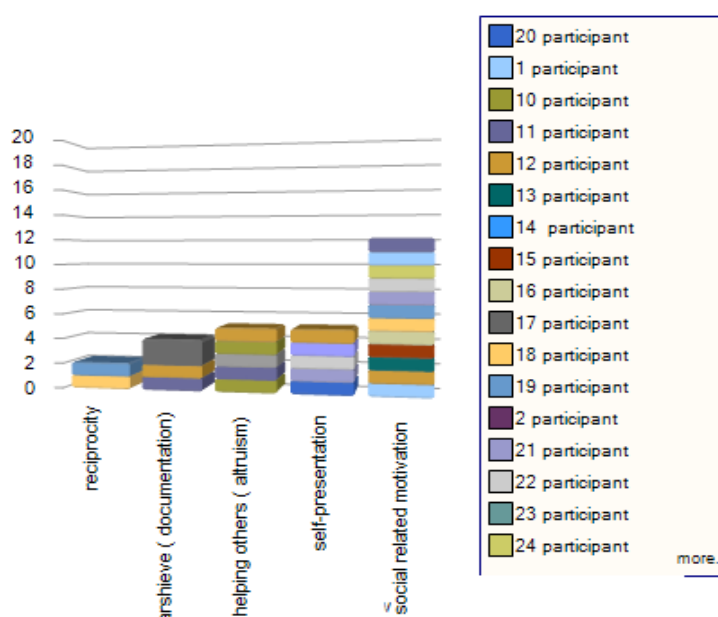
*‘Friendly locals’*

*‘Friendly local people’*

### 4.3 Motivation to share tourism experience on social media.

In addition to investigating the experiential value perceived by travellers during their visit to attractions sites, it is imperative to explore the intrinsic and extrinsic motivations underlying their motivations for sharing their experiences. To ensure an unbiased analysis of our findings, especially in relation to the main goal of this study, the final question of the interview necessitates exploration of these motivations. Our study identified five main motivations, as depicted in the following figure:

**Figure 3.** Experience sharing motivations by participants



Source: By author

#### 4.3.1 Social motivation

Social motivations refer to various social benefits such as fostering friendships, maintaining relationships, establishing connections, strengthening social bonds, and enhancing social status. Among the motivations identified from the interviews, social-related motivations emerged as one of the most prominent drivers, leading the participants to share their experiences on social media (see table 3 and figure 1). We systematically coded all interview transcripts that indicated these social benefits as social motivations for sharing experiences:

*‘Yes, I will share them because I would like to show these pictures to my friends.*

*‘And my motivation is to inspire people’.*

*‘a lot of people that I do not much see would see what is going on my life’.*

*‘I share my experience to keep connections’.*

*‘To show friends and family’.*

Most of coded items denoting social motivations predominantly centre on references such as “friends”, “family” and “others”. The participants expressed a sense of duty to share their

experience with their families and friends which is very highlighted compared sharing with them with others. This emphasized the perceived social pressure among the participants to perform this behaviour, reflecting “subjective norms “in the theory of planned behaviour or “social norms” in the Theory of reasoned action. The participants maintained the belief that since their friends and relatives share their travel experiences with them, they are more inclined to do the same, the factor that give rise to reciprocity. This suggests that sharing travel experiences is linked to certain level of trust and confidence necessary for sharing one’s experience on social media. It is also observed that individuals who perceive high value in their experience and come across reluctance to share due to privacy concerns refer to their intention to share their experiences with relative and close friends in a private manner on WhatsApp or in face-to-face interactions. The motivations for sharing their experiences, which were less prominent during the interviews, seem to be attributed to the fact that their sharing motivations are related to contexts other than online platforms (see figure 6)

#### **4.3.2 Self-presentation**

One among intrinsic motivations for sharing tourism experience on online platforms, especially social media is the desire to enhance self-image and attain personal fulfilment. In the context of our study, we propose that self-presentation is pronounced when visiting attractions that offer heightened experiential values, especially those with significant popularity and distinct identities. In other terms, when a traveller visits such attractions that resonate with their personal interests and preferences, they are more likely to share their experiences to express a sense of self-appraisal and take pride in visiting a noteworthy attraction. In our case study, participants expressed this motivation during the interview through words indicative of self-presentation (table 3) which we have categorized accordingly:

‘So that others know we've been here’

‘I don't want to show how privileged I am privilege of being able to travel’

‘I want to show the people where I am’

#### **4.3.3 Altruistic value**

Altruism refers to the person's willingness to enhance the well-being or welfare of others without anticipating anything in return. This includes giving information, sharing knowledge and offering assistance to others with enthusiasm, thereby contributing to their well-being. Simply put, altruism involves sharing travel experience though any type of user-generated content on social media, seeking to offer help to others online users. However, it is reasonable to differentiate between recommendation as a behaviour and altruism. Recommendation can be interpreted as a separate rationale for sharing travel experiences, which may also be considered an altruistic act. In our study, we classified elements as altruistic if they involved sharing tourism experiences with the aim of providing information about a particular attraction or site to assist others as illustrated below:

*‘for others to be able to experience the great country and attractions’*

*‘Show how cool beautiful places are travel to’*

*‘Recommendations that others are also able to experience the same beautiful moments’*

As indicated in figure 2, altruism is ranked as the second important motivation for sharing travel experiences among the participants.

#### 4.3.4 Documentation

Documentation occurs when travellers capture and record aspects related to their experience to an attraction for the purpose of preserving them thorough various forms of media. In our study, documentation typically refers to the process of storing travel experiences on social media. This allows travellers to create digital records (UGC) of their experiences, which they can use for personal reflection. We categorized the elements denoting archiving and gallery documentation with this motivation category:

*‘So, I can get back to them’.*

*‘They are like my gallery’.*

*‘Documentation for myself and reminds me of my trip later’.*

*‘To achieve memories.*

Documentation is classified as the third motivation among the other motivations as illustrated in figure 2.

#### 4.3.5 Reciprocity

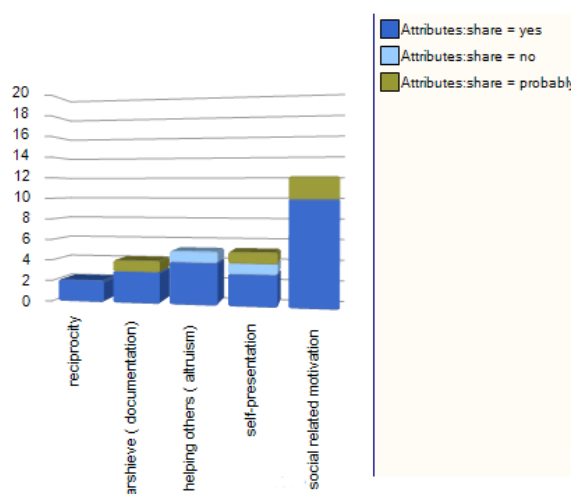
Reciprocity is the feeling of giving something back to social media sites or online communities that have contributed in useful ways to one’s own travel planning. We classified the expressions as reciprocity:

*‘so my friends would see where am going as I know where they are going too’*

*‘so I would like to know what my friends are doing too’*

This motivation appears to be the least significant among the participants for sharing their travel experiences on social media (see Figure 4)

**Figure 4.** Participant Attitudes and Sharing Intentions

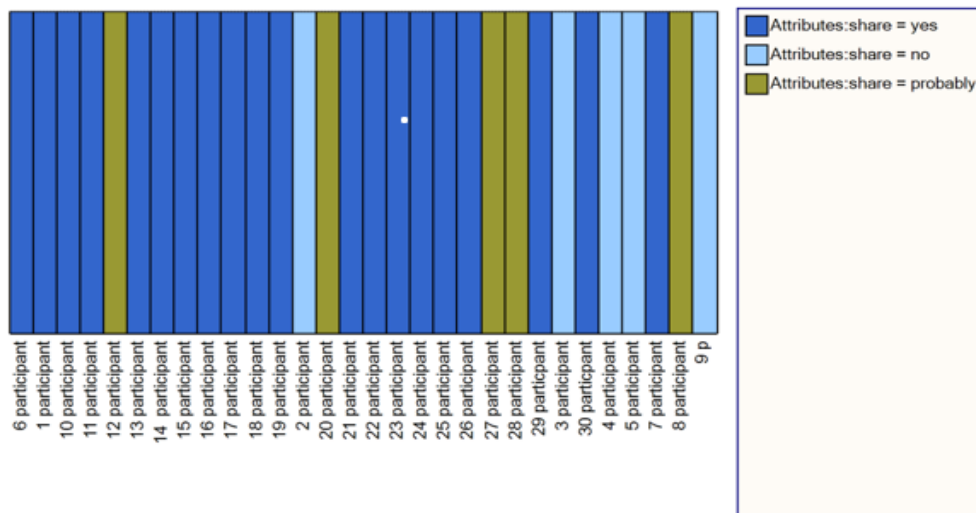


Source: By author

#### 4.4 Sharing intention

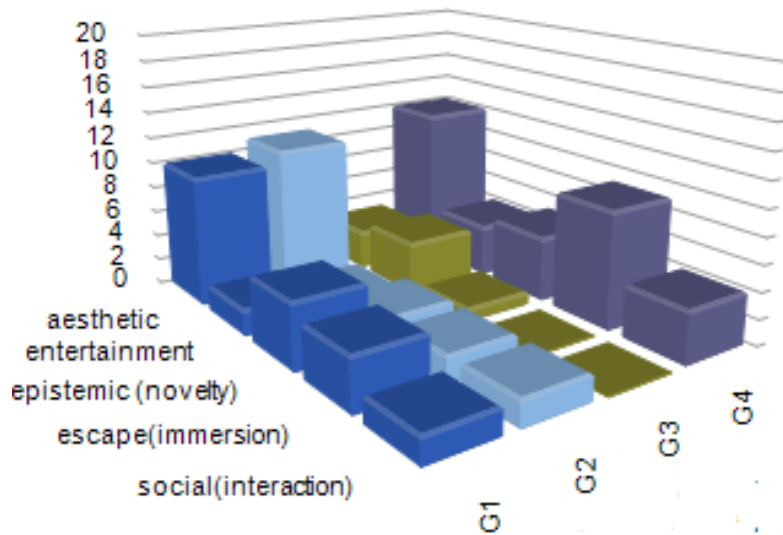
The attitude towards a behaviour represents an individuals’ predisposition, feeling and belief about their actions. In our study, attitude towards sharing pertains to how individuals perceive sharing their travel experiences on social media. According to TPB (theory of planned behaviour), Attitude towards behaviour is influenced by a set intrinsic and extrinsic factors related to the context being examined. In our research, we propose that several factors influence the attitude towards sharing travel experiences on social media. These factors include the perceived value of experience, the motivation to share it on social media, the ease or difficulty of performing the sharing task, self-efficacy in performing the task and the frequency of social media use. Upon analysing the data, we found that 66% of participants who showed a strong willingness to share their guided tour experience expressed more than three core values associated with the values of experience previously identified (see Figure 1). In contrast, participants who responded to “no” or “probably” (see Figure 5) to questions 7 and 8, regarding their willingness to share their experiences on social media, (16% each) expressed fewer than three of identified values of experience. It is also worth noting that these participants come from different cultural backgrounds, gender and age groups and belong to last three groups (G2, G3 and G4) as indicated in figure 6. However, our findings indicate a significant correlation between the willingness to share and the corresponding values they expressed during the interviews (Figure 7). This suggests that individuals who are more inclined to share their travel experiences on social media tend to have a more positive attitude towards sharing such experiences.

**Figure 5.** Participants' Social Media Intentions for Sharing Paradise Valley Experience



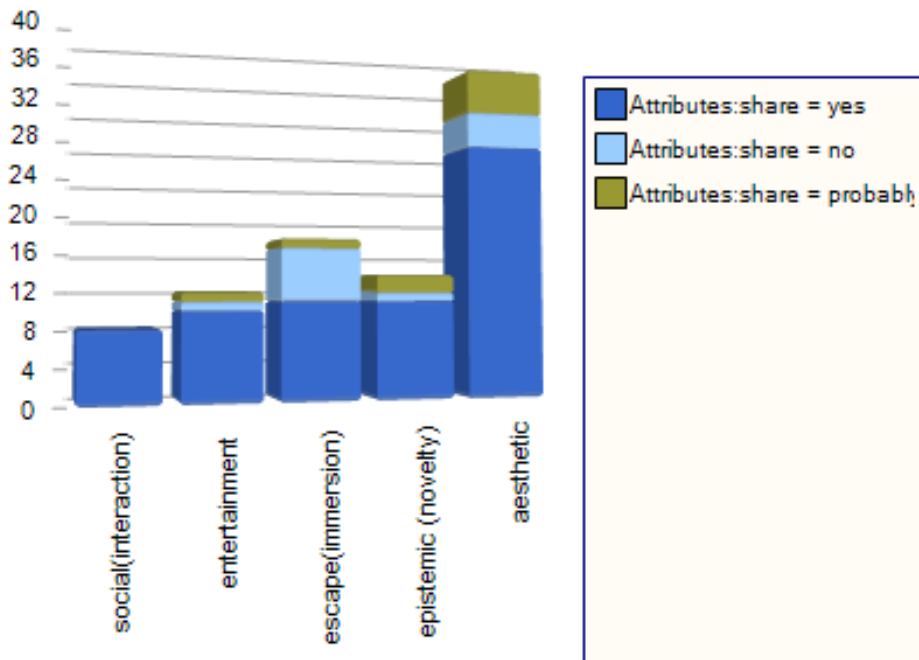
Source: By author

**Figure 6.** Experiential Values Across Participant Groups



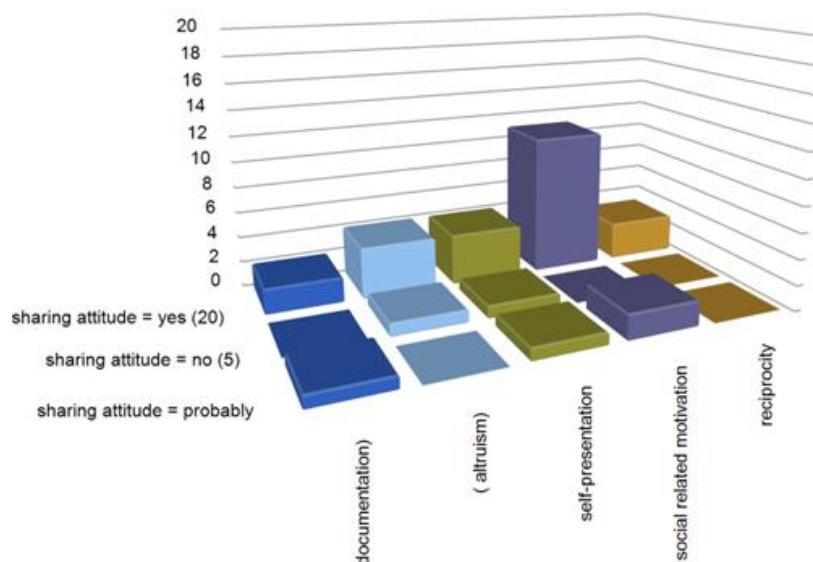
Source: By author

**Figure 7.** Participant Attitudes and Motivations for Sharing Experiences on Social Media



Source: By author

**Figure 7:** Sharing Motivations Based on Participant Attitudes toward Sharing



Source: By author

## 5. DISCUSSION AND CONCLUSION

The main goal of this study is to investigate the influence of experiential value of travel experience sharing intentions on social media. We aim to explore the predominant values expressed by the interviewed participants in Paradise Valley and ascertain their alignment with existing theories and models discussed in the literature review, which vary across different tourism contexts. Additionally, we seek to examine the relationship between sharing attitudes, intention and the motivation behind sharing travel experiences, while also considering the role and tourist guides in the co-creating intensifying these values during visits to Paradise Valley. Furthermore, we aim to correlate between the attributes of the participants, including demographics, cultural background and the values they perceive, and attitude toward sharing their experiences on social media.

Our findings indicate that participants who emphasize experiential values are more likely to share their travel experiences on social media. The main experiential values identified in the case study largely align with the principle of the experience economy proposed by Pine and Gilmore (1998), cantering on the significance of four main values of experience: education, Aesthetics, escape and entertainment. However, in our case study, an additional value lies in inclusion of the epistemic value, which is relatively implicit in Pine and Gilmore’s theory but explicitly incorporated in our study alongside novelty and exploration categorized with the escapist value. This variance arises from the participants primary preference and expectation of leisure rather than learning about local culture during their visits to Paradis Valley.

The widespread presence of Aesthetic and escape values underscore the entertaining nature of the attraction, emphasizing the leisure over educational purposes. Besides, the social value was also identified prominently corresponding to the values proposed by Sheth et al (1999). This value is particularly pronounced since a guided tour is concerned and it is more apparent



in the groups where the role of the tour guide was more pronounced such as group 1,2 and 4. Notably, the emotional and functional values were not highlighted in our study. Questions devoting Emotional value, feelings denoting emotional attachment to attraction were not addressed in our data collection to minimize bias in data analysis. Additionally, emotional value, representing overall satisfaction and the overall experience of the attraction, is influenced by all of these values, thus we opted for avoiding questions specifically addressing this value. Similarly, the Functional value was also not identified, as the attractions at Paradise Valley did not strongly align with functional aspects, given the varied activities available to participants during their visit apart from the role of the guides during the tour. This may also be attributed to the array of activities available for participants to partake during their visit, allowing them to explore the attraction at their own pace within the designated timeframe from 9 to 14 Pm. Furthermore, we observed a significant correlation between sharing motivations and intentions on social media, with participants expressing stronger motivations being more willing to share their experiences. However, some participants expressed reservations about habitual sharing on social media due to privacy and trust concerns, preferring to share with close contacts in more private platforms or face-to-face communication. In a nutshell, our findings highlight the substantial impact of perceived experiential value on sharing attitudes and intentions, underscoring the importance of aligning experiential values with sharing motivations for effective sharing on social media platforms.

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**Appendix 1 : Attributes of Case Study Participants**

Participants	Gender	Nationality	Age	share	groups
1: 1 participant	Female	Germany	47	yes	G1
2: 10 participant	Female	UK	31	yes	G4
3: 11 participant	Male	UK	29	yes	G3
4: 12 participant	Female	Germany	26	probably	G1
5 : 13 participant	Female	Germany	23	yes	G1
6 : 14 participant	Female	New Zealand	27	yes	G4
7 : 15 participant	Female	New Zealand	27	yes	G4
8 : 16 participant	Male	New Zealand	27	yes	G4
9 : 17 participant	Female	Lithuania	22	yes	G4
10 : 18 participant	Male	Germany	25	yes	G1
11 : 19 participant	Male	Germany	26	yes	G1
12 : 2 participant	Female	France	35	no	G2
13 : 20 participant	Male	Germany	24	probably	G1
14 : 21 participant	Male	Germany	26	yes	G1
15 : 22 participant	Male	Germany	25	yes	G1
16 : 23 participant	Male	Germany	26	yes	G1
17 : 24 participant	Female	France	28	yes	G2
18 : 25 participant	Female	France	26	yes	G2
19 : 26 participant	Female	France	25	yes	G2
20 : 27 participant	Female	Belgium	26	probably	G4
21 : 28 participant	Female	Belgium	26	probably	G4
22 : 29 participant	Male	UK	23	yes	G3
23 : 3 participant	Female	France	32	no	G2
24 : 30 participant	Female	UK	23	yes	G3
25 : 4 participant	Male	UK	39	no	G3
26 : 5 participant	Female	USA	40	no	G4
27 : 6 participant	Female	France	53	yes	G2
28 : 7 participant	Female	France	21	yes	G2
29: 8 participant	Female	France	50	probably	G2
30: 9 participant	Female	Germany	31	no	G1