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Gaming and non-gaming memorable tourism experiences: How do they influence young and mature tourists' behavioural intentions?

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ABSTRACT

Many gaming tourist destinations are now tending to provide more non-gaming activities to evolve their image for diversifying their tourism market. When tourists visit a gaming tourist destination, they can obtain memorable tourism experiences (MTEs) from both gaming and non-gaming activities. However, previous studies on MTEs have only focused on all memorable experiences as a whole. This study aims to construct a research model that links gaming MTEs and non-gaming MTEs with the destination image, overall satisfaction, and behavioural intentions to understand how gaming MTEs and non-gaming MTEs work together to influence tourists' behaviours. The results of this study indicate that non-gaming MTEs have a stronger impact than gaming MTEs on the destination image, both gaming and non-gaming MTEs influence tourists' revisit intention, but gaming MTEs have no significant influence on overall satisfaction and word-of-mouth. This study then applies multi-group analysis to compare the results from two age groups. The results indicate that gaming MTEs do not influence the young group's perception of the destination image. This study helps gaming destinations to establish marketing strategies by providing non-gaming MTEs to build a positive destination image and word-of-mouth publicity. It also recommends that casino operators enhance their gaming MTEs to attract repeat visitors.

1. Introduction

Since casinos are an effective tool to attract tourists (Wong & Rosenbaum, 2012), many tourist destinations have followed Las Vegas and legalized casino gambling to promote local economic development (Gu, 2004). Macau is a successful case of copying the Las Vegas style and is working on creating its Macau model (Gu, 2007). The success of Las Vegas lies not only in its initiation of gambling tourism but also in its evolution with the introduction of integrated casino resorts in 1989 (Wan, 2015). Its non-gambling revenues in casino resorts amounted to 65.17% in 2019 (UNLV, 2020). Now, tourists visiting Las Vegas spend less time gambling, and Las Vegas is no longer a destination only for gamblers. Macau is also experiencing an evolution, and the government has been implementing its Tourism Industry Development Master Plan (referred to as the Master Plan) to develop Macau into a "World Centre of Tourism and Leisure" since 2017 (Macao Government Tourism Office, 2017). Although tourists often view gaming as a type of leisure activity (Greenwood & Dwyer, 2017; Ma & Lai, 2016), to provide a more diversified destination for tourists, Macau is exploring more cultural, entertainment, and leisure products with the development of casino resorts. Many gaming tourist destinations are paying attention to the outcomes of the evolution and questioning how well Macau has altered its destination image as the "Oriental Monte Carlo" and its tourists' behaviours. Therefore, a study is needed to explore the changes resulting from this strategic tourism evolution because many gaming tourist destinations are following Macau's example in their development of a sustainable future (Vong, 2016). These changes include tourists' experiences in Macau.

Kim (2009) developed the concept of memorable tourism experiences (MTEs) and found that MTEs are the best predictors of tourists' future loyalty behaviours (Coudounaris & Sthapit, 2017; Kim, Ritchie, & Tung, 2010). Kim, Ritchie, and McCormick (2012) defined an MTE as "a tourism experience positively remembered and recalled after the event has occurred" (p. 13). When tourists visit a gaming tourist destination, they participate in both gaming and non-gaming activities (Luo, Vu, Li, & Law, 2019). When Oikonomidis, Palomäki, and Laakasuo (2019) were studying gambling among poker players, they observed that people have memorable experiences of playing poker. Therefore, tourists have memorable experiences when playing casino games. These memorable experiences can be classified as gaming MTEs. Memorable experiences

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other than playing casino games are classified as non-gaming MTEs. Since tourists' experiences of tourism activities in a place influence their perception of the destination image of that place (Kim et al., 2012), both gaming MTEs and non-gaming MTEs may influence tourists' perception of the gaming destination image. However, their level of impact may be different. Furthermore, previous studies on MTEs have indicated that a destination that provides tourists with MTEs can make them more satisfied (Sthapit & Coudounaris, 2018), attract more repeat visits (Zhang, Wu, & Buhalis, 2018), and encourage them to provide good word-of-mouth (Kim, 2018). Therefore, examining the effect of gaming MTEs and non-gaming MTEs on the destination image and tourists' satisfaction, revisit intention, and word-of-mouth intention helps us to understand how well leisure tourism has been developed with gaming at the current stage in Macau. This investigation enables us to answer the research question: "how do gaming MTEs and non-gaming MTEs work together to influence tourists' loyalty behaviours?"

Referring to Kim's (2018) integrated MTE model, as well as a direct effect, MTEs exert an indirect effect on tourists' loyalty via the destination image and satisfaction. Therefore, this study attempts to construct a research model that links gaming MTEs, non-gaming MTEs, destination image, overall satisfaction, and behavioural intentions (i.e., revisit intention and word-of-mouth intention) to understand how gaming MTEs and non-gaming MTEs work together to influence tourists' behaviours. Since the Macau Government started to promote leisure tourism in 2016 (Macau S.A.R. government, 2016), young tourists (aged 25 years and under) should be influenced more by leisure (non-gaming) elements in Macau. On the other hand, tourists aged over 30 years remember more gaming elements in Macau.

This study also attempts to use a multi-group analysis (MGA) to explore the difference in the effect of gaming MTEs and non-gaming MTEs between these two groups. This comparison shows whether experiences from non-gaming tourism activities influence young tourists' attitudes and behaviours more. If so, it may imply that, as this group of tourists and its population grows, the role of non-gaming MTEs in Macau will become more important. Moreover, previous studies on MTEs have only focused on all memorable experiences as a whole in a tourist destination (e.g. Wong, Lai, & Tao, 2020 on ethnic minority tourism). However, researchers have overlooked the fact that tourist destinations offer different types of tourism activities (i.e., Shinto temples and Disneyland in Tokyo) and tourists may evaluate the characteristics of each type separately. Therefore, this study contributes to the MTE literature by filling this research gap, evaluating which types of MTEs affect tourists' loyalty behaviours more in a tourist destination. For gaming destination research, this study indicates the mechanism through which gaming MTEs affect tourism in the cities where casinos are just being built. The results of this study will help the Macau Government and other gaming tourist destinations to establish marketing strategies for providing non-gaming MTEs to build a positive destination image and promote word-of-mouth publicity and enhancing gaming MTEs to attract repeat visits.

2. Literature review

2.1. Memorable tourism experiences

In previous studies of tourism sectors, tourism has been shown in different forms, and the experiences provided by tourism are complex (Cutler & Carmichael, 2010) because they are difficult to define and measure and it is hard to capture their changes from individual tourists (Volo, 2009). Further studies have been carried out to determine what exactly makes tourism experiences special, spectacular, and memorable as it has been stated that creating a memorable experience is the essence and purpose of the hospitality and tourism industry (Pizam, 2010).

Tung and Ritchie (2011) proposed four dimensions of a memorable trip: affection, expectations, consequentiality, and recollection. Tourists may show happiness and excitement in anticipation of travel experiences during the trip, but they may not remember these experiences after the trip. Therefore, the difference between MTEs and other types of experiences is memorability. Kim and Ritchie (2014) clarified that only an experience leading to memorability is considered to be an MTE. To measure MTEs in most destination areas, Kim et al. (2012) developed a multi-faceted construct including hedonism, novelty, local culture, refreshment, meaningfulness, involvement, and knowledge. The multi-faceted MTE scales were used and extended in other studies to testify to the relationship between MTEs and behavioural intentions (Coudounaris & Sthapit, 2017; Kim & Ritchie, 2014) and recollection of MTEs (Wei, Zhao, Zhang, & Huang, 2019). Recent studies have used an integrated facet scale to examine some complex relationships between MTEs and other factors of a specific tourism type (Kim, 2018). For example, Chen and Rahman (2018) examined the roles of MTEs and the relationship between engagement, cultural contact, loyalty, and MTEs in cultural tourist destinations. Wong et al. (2020) examined the relationships between MTEs, sharing behaviours on social media, and other factors in the ethnic minority tourism setting. Those studies have fostered our insights into MTEs and made contributions to certain types of tourism, such as cultural tourism and food tourism.

Previous MTE studies often focused on only one type of tourism, and researchers have widely accepted MTEs as a whole. However, some studies have argued that experiences should not be measured as a whole as some tourism experiences are different from others (Wong, Lai, & Tao, 2019). For instance, Quan and Wang (2004) divided tourism experiences into peak tourism experiences (such as art, culture, and heritage elements) and supporting experiences (e.g. accommodation and transportation). However, in the previous MTE studies, researchers have overlooked the facts that some destinations have more than one specific type of tourism and that tourists may evaluate the characteristics of each type separately. For instance, Las Vegas is well known as a gaming destination, but some tourists also visit the Red Rock Canyon National Conservation Area and other entertainment sites. Therefore, there is a need to evaluate different MTEs generated from different tourism activities in a tourist destination.

2.2. MTEs in gaming and non-gaming activities

Many previous gaming studies have discussed how to improve tourists' gaming experience in a gaming destination and its casinos (Io, 2016; Shim, Oh, & Jeong, 2017). Some of them have focused on the macro casino atmosphere, which includes players' gaming experience and satisfaction. For example, Johnson, Mayer, and Champaner (2004) defined five key elements, specifically the theme, floor layout, ceiling height, employee uniforms, and noise level, that the management should create to enhance customers' positive experience. Other studies have focused on the micro perspective of casinos that enables players to have memorable experiences. For example, Wong (2013) examined the role of the service experience in casinos and proposed that the service experience is driven by the service environment, employee service, service convenience, and hedonic service. Suh and Erdem (2009) identified key elements of casinos that could improve the slot gaming experience. Those key elements can help to improve different aspects of gaming experiences and make casinos and gaming destinations memorable to the players. Therefore, memorable experiences of gaming activities contribute to forming MTEs as a whole in a gaming destination, although the concept of gaming MTEs has not been summarized.

Compared with gaming activities, non-gaming activities have been discussed relatively little in gaming destination research. Two studies have attempted to explore solely the non-gaming activities in gaming destinations. Brown, Busser, and Baloglu (2010) argued that good experiences in sport tourism (non-gaming activity) could help to increase the length of stay and hence have a significant impact on gaming activities and the economy of Las Vegas. Io (2013) performed empirical research to develop a model for tour guides' heritage interpretation in Macau. Although these studies are valuable, they overlooked the point

that most of the tourists in gaming destinations participate in both gaming and non-gaming activities during their trip. Thus, they did not examine the effect of both gaming and non-gaming activities together.

When playing games in casinos, tourists experience not only positive emotions (enthusiasm, astonishment, amazement, and pleasure) but also negative emotions (thrill, vengeance, grief, and pain) that are memorable (Lai, Yang, & Hitchcock, 2020). Other than experiences of playing games, casino experiences include the grandiose service environment and luxury casino facilities (Wong & Rosenbaum, 2012). When a gaming destination is strategically evolving to include non-gaming activities, tourists have a greater chance of participating in non-gaming tourism activities. Non-gaming MTEs, hedonism, novelty, meaningfulness, and social interaction cause tourists to feel a positive emotional spark (Chen, Cheng, & Kim, 2020). Then, gaming MTEs and non-gaming MTEs may work together to generate tourists' satisfaction and further behavioural intentions. Since no empirical study has considered how different types of MTEs interact to influence tourists' attitudes and behaviours, this study investigates how gaming MTEs and non-gaming MTEs work together and influence other factors in a gaming destination.

2.3. Tourists' destination image, satisfaction, and behavioural intentions

2.3.1. Destination image

Destination image has attracted considerable attention in the existing studies as it is regarded as one of the important research domains that make significant contributions to a greater understanding of tourists' behaviours (Stylidis, Belhassen, & Shani, 2017). Destination image generally refers to tourists' presentation of knowledge (beliefs), feelings, and overall perception of a particular destination (Chen & Tsai, 2007; Fakeye & Crompton, 1991). Gartner (1994) first developed the theory of destination image and proposed cognitive, affective, and conative components; other studies then expanded the theory and applied it to various tourism settings. For example, San Martin and Rodriguez del Bosque (2008) examined the in-depth multidimensional nature of destination image, including the natural environment, cultural environment, affective image, and so on. Similarly, Agapito, Oom do Valle, and da Costa Mendes (2013) performed an empirical study to confirm Gartner's model and addressed the mediation role of affective image between cognitive and conative image. Recently, destination image has been assessed not only on the destination but also on the online platform or social media. For example, Kladou and Mavragani (2015) investigated how a destination's image affects tourists' evaluations and reviews on social media (TripAdvisor). Mak (2017) used visual content and textual data analysis to examine the difference between perceived destination image and projected online destination image.

Among the antecedents of destination image, tourism experiences in the destination are arguably the most significant and dominant factor. MTEs are one of the key determinants of tourists' holistic impression of a destination (Gong & Tung, 2017). Some studies have mentioned the relationship between MTEs and destination image. They have argued that MTEs are generated as a result of having a strong impact on tourists' experiences, followed by the influence of the perception of the destination; hence, there is a positive relationship between MTEs and destination image (Kim, 2018). Chen, Lai, Petrick, and Lin (2016) also argued that visiting a destination and experiencing its actual quality and uniqueness affect the destination image. However, Zhang et al. (2018) proposed that destination image influences MTEs positively. They used three cognitive dimensions (natural attractions, cultural attractions, and tourism facilities) to measure the destination image of a country (China). Kim's (2018) integrated MTE model only considers the cognitive destination image because this can provide concrete and interpretive information regarding the uniqueness of a destination. Following Kim's (2018) integrated MTE model, this study focuses on the cognitive destination image too. Following Prayag and Ryan (2012), destination image in this study refers to tourists' multiple perceptions of a place. The research setting of this study is a gaming destination city. Since there are gaming MTEs and non-gaming MTEs in a gaming destination, the following hypotheses are proposed:

H1a: Non-gaming memorable tourism experiences positively influence the destination image of a gaming destination.

H2a: Gaming memorable tourism experiences positively influence the destination image of a gaming destination.

2.3.2. Overall satisfaction

Satisfaction has become an important topic in the tourism sector (Wu, 2007). On the one hand, tourists' satisfaction will often influence their positive behaviours (such as word-of-mouth); on the other hand, tourists' satisfaction or dissatisfaction will interact with other tourists' behaviours and hence become part of the tourism experience (Pranter & Martin, 1991). Oliver (1980) argued that satisfaction is a function of standards to evaluate the discrepancy between the initial expectation and the perception after consumption; when the perceived performance is lower than the expectation, dissatisfaction will occur (Chen & Chen, 2010). In tourism studies, satisfaction is referred to as "an emotional state of mind after exposure to the opportunity" (Baker & Crompton, 2000, p. 787); therefore, it can be affected by the internal mood or needs that tourists bring to a site or external factors such as the service or beautiful scenery that tourists encounter.

Existing tourism studies have confirmed the linkage between tourism experiences and satisfaction and stated that observed satisfaction is a psychological state aroused by tourism experiences (Hosany & Witham, 2010). In the MTE model proposed by Zhong, Busser, and Baloglu (2017), satisfaction was testified to have a mediation role between MTE and affective commitment to storytelling behaviours in the US. Similarly, Gohary, Pourazizi, Madani, and Chan (2020) evaluated the effects of MTEs on Iranian tourists' satisfaction with eco-tourism destinations. Therefore, if tourists have gaming and non-gaming MTEs in a gaming destination, these two types of MTEs may influence their satisfaction with the destination. Based on the discussions above, the following hypotheses are proposed:

H1b: Non-gaming memorable tourism experiences positively influence tourists' overall satisfaction with a gaming destination.

H2b: Gaming memorable tourism experiences positively influence tourists' overall satisfaction with a gaming destination.

In addition, most early studies indicated that more positive images of a destination will lead to higher satisfaction levels for tourists (Chi & Qu, 2008). More recent studies, such as that by Tavitiyaman and Qu (2013), have also supported the assertion that destination image directly influences tourists' overall satisfaction with a destination. This relationship has also been shown in studies on MTEs (Kim, 2018), so, in this research setting, the following hypothesis is proposed:

H3a: The destination image of a gaming destination positively influences tourists' overall satisfaction with the gaming destination.

2.3.3. Behavioural intentions

Among the studies of tourism experiences, the intentions to revisit and spread positive word-of-mouth have often been regarded as indicators of tourists' behavioural intentions. Revisiting has been viewed as an important phenomenon in tourism studies because attracting previous tourists is more cost-effective than attracting new ones, and they may bring higher revenue (Jang & Feng, 2007; Shoemaker & Lewis, 1999). Although the intention to revisit and the actual revisiting behaviour may differ, it has generally been agreed that revisit intention is an effective indicator of future revisiting behaviours, hence making it a valuable outcome variable in tourism studies (Jang & Feng, 2007; Wind & Lerner, 1979).

Many previous studies have pointed out that word-of-mouth is an important indicator for evaluating tourists' loyalty (Tanford, 2013; Wardi, Abror, & Trinanda, 2018). The concept of word-of-mouth was initiated in marketing research in the 1960s (Arndt, 1967; Engel, Kegerreis, & Blackwell, 1969), and it can be positive or negative

(Chaniotakis & Lymperopoulos, 2009). Some recent studies have extended the concept of word-of-mouth to electronic word-of-mouth to focus specifically on the word-of-mouth spread on online platforms (Abubakar & Ilkan, 2016; Tham, Croy, & Mair, 2013). This study adopts the broad definition of word-of-mouth proposed by Litvin, Goldsmith, and Pan (2008, p. 459): "the communication between consumers about a product, service, or a company in which the sources are considered independent of commercial influence".

In the existing literature on MTEs, many studies have reported the relationship between MTEs and revisit intention. For example, Um, Chon, and Ro (2006) performed a systematic literature review and revealed that tourism experiences, destination image, and tourists' satisfaction are important antecedents of revisit intention and word-of-mouth intention in tourism studies. The empirical studies by both Kim (2018) and Zhang et al. (2018) indicated that MTEs, destination image, and satisfaction positively influence revisit intention and word-of-mouth intention. Based on the previous discussion, the following hypotheses are proposed:

H1c and H1d: Non-gaming memorable tourism experiences positively influence tourists' revisit intention and positive word-of-mouth intention regarding a gaming destination.

H2c and H2d: Gaming memorable tourism experiences positively influence tourists' revisit intention and positive word-of-mouth intention regarding a gaming destination.

H3b and H3c: Destination image positively influences tourists' revisit intention and positive word-of-mouth intention regarding a gaming destination.

H4a and H4b: Tourists' overall satisfaction positively influences their revisit intention and positive word-of-mouth intention regarding a gaming destination.

3. Research methodology

3.1. Research method

Based on the hypothetical relationships discussed above, this study used the structural equation model to examine the inter-relationships among gaming MTEs, non-gaming MTEs, destination image, overall satisfaction, revisit intention, and positive word-of-mouth intention regarding a gaming destination. The proposed research model is shown in Fig. 1.

3.2. Site selection

The population of the study consisted of tourists visiting Macau because they experienced a wide range of gaming and non-gaming activities rather than only hardcore gambling (Wong & Rosenbaum, 2012). According to the Master Plan (Macao Government Tourism Office, 2017), in response to the vision of becoming a "World Centre of Tourism and Leisure", the Macau Government attempted to diversify the tourism products and experiences, for instance by linking cultural tourism and creative industries that target younger tourists. For example, the Macau Government launched the Macao Light Festival, which is aimed at young tourists, with the slogan "feelings of youth, life, joy and hope are in bloom" (Macau Design Centre, 2017). Young tourists may like to participate in these non-gaming activities and exhibit different behaviours from other tourists.

In their study of tourists' casino excursions in Macau, Wong and Rosenbaum (2012) found that young tourists tend to seek more sources of entertainment and novelty in casinos. Ma and Lai (2016) found that age negatively moderates the effect of the cost motive on the gaming intention. This means that young tourists are more concerned with the cost of gaming than mature tourists; therefore, young tourists may spend less on gaming. Regarding the cultural tourist typology, Vong (2016) found that cultural tourists tended to be younger and that their major activities in Macau were shopping, buying street food, and strolling around. Recently, Li, Bonn, and Kim (2020) reported similar findings that most social value seekers are young players who spend very little time on gaming activities in Macau. They only focused on the social and novelty aspects of gaming. Therefore, besides using the PLS-SEM to testify the proposed hypothesis model, an MGA was performed to determine whether there are any differences between young tourists (aged 25 years and under) and other tourists (aged over 30 years). The results of the MGA helped to evaluate the effect of non-gaming tourism and leisure activities, which the government strategically promoted, on young tourists in Macau. Tourists aged between 26 and 30 years are in a grey area, so the MGA did not cover this group.

3.3. Measures

The measurable items of gaming and non-gaming MTEs were revised and inspired by Kim (2018). The wording of "this tourism experience" was revised to "these non-gaming tourism experiences in Macau" and "these gaming tourism experiences in Macau". For example, "I really enjoyed this tourism experience" was revised to "I really enjoyed these

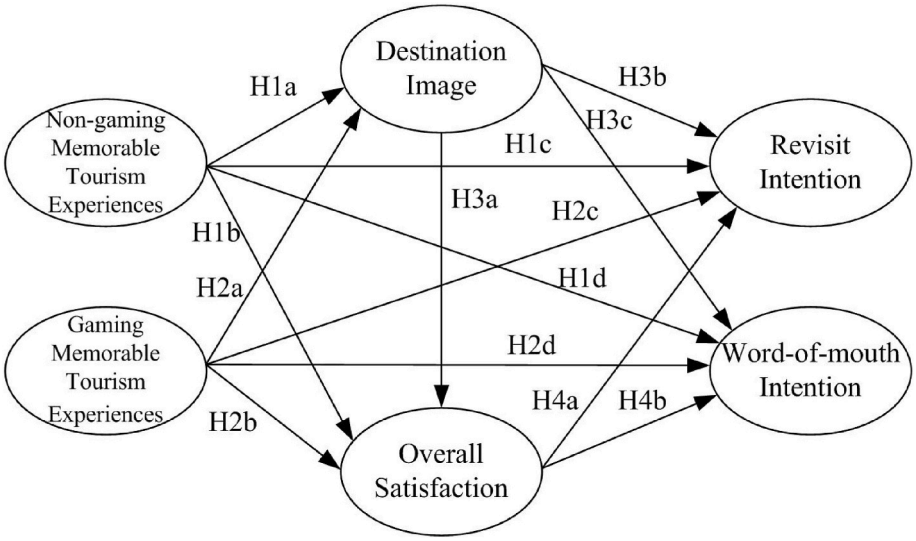

Fig. 1. Research model.

non-gaming tourism experiences in Macau". The destination image included six items adopted by Prayag and Ryan (2012). The overall satisfaction contained three items adopted by Kim (2018). For the behavioural intention, both revisit intention and word-of-mouth intention consisted of three items adopted by Wang and Hsu (2010) and Prayag, Hosany, Muskat, and Del Chiappa (2017), respectively. All of the measurement items were originally in English and translated into Chinese; back translation into English was performed to avoid bias, as suggested by Brislin (1970). After content validation of the questionnaire, performed by three external professors, a pilot test of 50 samples was conducted in January 2019 to ensure that there was no ambiguity in the measurement items, and the samples in the pilot test were not used for further studies.

3.4. Questionnaire design and data collection

The questionnaire consisted of three main sections. The first section contained three scan questions. The first question, "Are you a tourist to Macau?", was used to identify tourists. The second question was "Did you experience gaming and non-gaming activities in Macau?" To filter out regular gamblers, the third question, "what is the percentage of time you have spent in gaming activities on this trip?", was asked following Lai and Hitchcock's (2020) recommendation. The respondents who replied "yes" to both the first and the second question and "less than 50%" to the third question would proceed to the second section, which contained 25 self-administrated measurement items in six constructs. A seven-point Likert scale was used in section 2 (ranging from one (strongly disagree) to seven (strongly agree)). The third section collected personal characteristics, including the respondents' gender, age, travel purpose, and duration.

The survey was conducted from February to April 2019. The method of sampling was systematic sampling. Ten well-trained research assistants waited at the main entrances of integrated resorts and major tourist attractions, and every eighth person was invited to participate in the survey. If the person approached was not appropriate for the survey (e.g. under 18 years old), the next person was selected for the survey. In total, 620 questionnaires were distributed, 68 of which were invalid (such as incomplete questionnaires). Finally, 552 samples were collected. Table 1A in the Appendix presents the demographic profile of the respondents.

4. Data analysis

SmartPLS ver. 3.2.8 (Ringle, Wende, & Becker, 2015) was employed to assess the measurement model and test the hypotheses. It was chosen because SmartPLS supports the MGA for comparing the effect of MTEs

Table 1
Measurable items.

	Measurable item	Mean	S.D.	Excess Kurtosis	Skewness	Factor loading	Cronbach's Alpha	CR	AVE
	Non-gaming memorable tourism experiences						0.853	0.894	0.629
NGMTE1	I really enjoyed these non-gaming tourism experiences in Macau	5.453	1.096	0.620	−0.596	0.814			
NGMTE2	I revitalized through these non-gaming tourism experiences in Macau	5.069	1.193	−0.444	−0.262	0.824			
NGMTE3	I learned something about myself from these non-gaming tourism experiences in Macau	4.810	1.334	−0.225	−0.304	0.772			
NGMTE4	I had a chance to closely experiences the local culture of Macau	5.230	1.358	0.573	−0.814	0.756			
NGMTE5	I experienced something new during these non-gaming tourism experiences in Macau	5.393	1.436	0.602	−0.954	0.796			
	Gaming memorable tourism experiences						0.917	0.938	0.751
GMTE1	I really enjoyed these gaming tourism experiences in Macau	4.112	1.504	−0.367	−0.349	0.860			
GMTE2	I revitalized through these gaming tourism experiences in Macau	3.736	1.496	−0.522	−0.069	0.878			
GMTE3	I learned something about myself from these gaming tourism experiences in Macau	3.714	1.580	−0.674	0.006	0.857			
GMTE4	I had a chance to closely experiences the local gaming culture of Macau	4.538	1.746	−0.683	−0.468	0.860			
GMTE5	I experienced something new during these gaming tourism experiences in Macau	4.364	1.738	−0.693	−0.362	0.879			
	Destination Image						0.831	0.876	0.541
DI1	The destination image of quality of service	5.513	1.111	0.175	−0.580	0.721			
DI2	The destination image of entertainments	5.252	1.223	0.063	−0.520	0.718			
DI3	The destination image of quality and variety of accommodations	5.275	1.193	−0.329	−0.390	0.710			
DI4	The destination image of local transportation	4.891	1.424	−0.205	−0.487	0.711			
DI5	The destination has an exotic image	5.630	1.168	0.726	−0.858	0.790			
DI6	The image of architectures/buildings at the destination	5.801	1.170	1.156	−1.056	0.758			
	Overall Satisfaction						0.946	0.965	0.902
OS1	I am satisfied with this travel experience	5.531	1.086	0.773	−0.687	0.942			
OS2	I feel enjoyable about this travel experience	5.464	1.137	0.354	−0.600	0.955			
OS3	I feel pleasant about this travel experience	5.578	1.128	0.693	−0.726	0.953			
	Revisit Intention						0.960	0.974	0.926
RI1	I would like to revisit Macau in a year	4.870	1.684	−0.410	−0.607	0.952			
RI2	I plan to revisit Macau in a year	4.611	1.742	−0.663	−0.448	0.973			
RI3	I will make an effort to revisit Macau in a year	4.585	1.774	−0.699	−0.443	0.962			
	Word-of-Mouth Intention						0.922	0.951	0.866
WM1	I will encourage my friends and relatives to visit Macau	5.547	1.162	0.987	−0.852	0.932			
WM2	I will say positive things about Macau to other people	5.533	1.157	1.014	−0.835	0.921			
WM3	I will recommend Macau to other people	5.440	1.178	0.821	−0.773	0.938			

Remark: CR = Composite Reliability; AVE = Average Variance Extracted.

on tourists' behaviours between two groups of tourists. Furthermore, although the total sample size is 552, the sample sizes for young tourists and other tourists are just above 200. PLS-SEM with bootstrapping has advantages when analysing small sample sizes (Hair, Hult, Ringle, & Sarstedt, 2017).

4.1. Analysis of the measurement model

Table 1 presents the descriptive statistics of each measurable item. It also shows the reliability and validity of the measurement model. Construct reliability was assessed using Cronbach's alpha and composite reliability (CR). The values of Cronbach's alpha and CR for all the constructs exceed the recommended level of 0.7. Therefore, all the constructs have high internal consistency. The PLS factor loadings for each measurable item are all higher than 0.7. The values of the average variance extracted (AVE) for all the constructs are larger than 0.5. All the constructs meet the acceptable standard of convergent validity (Hair, Black, Babin, & Anderson, 2010).

Table 2 shows the results of the discriminant validity test. The values of the correlation between the two latent variables range from 0.283 to 0.694. The squared root of AVE for each construct is higher than the correlation between that construct and any other construct. Furthermore, the values of the heterotrait–monotrait ratio range from 0.303 to 0.768 $<$ 0.9. All the constructs meet the acceptable standard of discriminant validity (Hair et al., 2017).

4.1.1. Hypothesis test

The structural model was tested using PLS-SEM. As presented in Table 3, the values of R-squared for destination image, overall satisfaction, revisit intention, and word-of-mouth intention are 0.371 (moderate), 0.557 (substantial), 0.275 (moderate), and 0.584 (substantial), respectively. To evaluate the significance of the path coefficient, a bootstrapping procedure using 5000 subsamples was performed. MTEs for non-gaming activities have a significant effect on destination image, overall satisfaction, revisit intention, and word-of-mouth intention, thus confirming H1a, H1b, H1c, and H1d. However, MTEs for gaming activities only show a significant effect on destination image and revisit intention, so only H2a and H2c are supported. H2b and H2d are rejected. Destination image has a significant effect on overall satisfaction, revisit intention, and word-of-mouth intention, thus confirming H3a, H3b, and H3c. Overall satisfaction shows a significant effect on both revisit intention and word-of-mouth intention. Therefore, H4a and H4b are supported. Fig. 2 shows the results of the PLS-SEM analysis. All the variance inflation factors (VIF) are lower than 3.3, indicating that multicollinearity is not a serious concern, so the model is considered to be free of common method bias (Kock, 2015).

4.1.2. Multi-group analysis

As shown in Table 4, the outcomes of the MGA for the model with the age groups of "18–25" and "over 30" show that there is a significant difference in the effect of MTEs in gaming activities on destination image (diff. = 0.195, p-value = 0.994). The results of the structural model for the age group "over 30" indicate that MTEs in gaming activities have a significant effect on destination image ($\beta = 0.260$, p-value < 0.001) and revisit intention ($\beta = 0.218$, p-value = 0.005). However, for the 18–25 age group, this significant effect does not exist. On the other hand, MTEs in non-gaming activities have a significant effect on word-of-mouth intention ($\beta = 0.231$, p-value = 0.007) for the 18–25 age group. This significant effect does not exist for the over 30 age group.

Table 3
Results of the hypothesized model using PLS-SEM.

		Path coefficient	t-statistics	VIF	Supported?
R^2 value for Destination Image = 0.371					
H1a	Non-gaming MTEs → Destination Image	0.562	16.510	1.092	Yes
H2a	Gaming MTEs → Destination Image	0.123	3.475	1.092	Yes
R^2 value for Overall Satisfaction = 0.557					
H1b	Non-gaming MTEs →Overall Satisfaction	0.461	10.593	1.591	Yes
H2b	Gaming MTEs → Overall Satisfaction	0.049	1.469	1.116	No
H3a	Destination Image → Overall Satisfaction	0.353	8.377	1.595	Yes
R^2 value for Revisit Intention = 0.275					
H1c	Non-gaming MTEs → Revisit Intention	0.137	2.194	2.074	Yes
H2c	Gaming MTEs → Revisit Intention	0.147	3.385	1.121	Yes
H3b	Destination Image → Revisit Intention	0.154	2.975	1.872	Yes
H4a	Overall Satisfaction → Revisit Intention	0.230	3.862	2.257	Yes
R^2 value for WOM Intention = 0.584					
H1d	Non-gaming MTEs → WOM Intention	0.111	2.461	2.074	Yes
H2d	Gaming MTEs → WOM Intention	0.043	1.420	1.121	No
H3c	Destination Image → WOM Intention	0.362	8.934	1.872	Yes
H4b	Overall Satisfaction → WOM Intention	0.373	7.794	2.257	Yes

Remark: MTEs = Memorable Tourism Experiences; VIF = Variance Inflation Factor; WOM = Word-of-mouth.

5. Discussion

5.1. Conclusion

The findings in this study confirm that both non-gaming MTEs and gaming MTEs have a significant influence on destination image. They further indicate that non-gaming MTEs have a stronger impact than gaming MTEs on destination image. However, non-gaming MTEs have the strongest positive influence on satisfaction, followed by destination image, but gaming MTEs have no significant influence on overall satisfaction. Furthermore, both non-gaming and gaming MTEs, destination image, and overall satisfaction were found to influence revisit intention positively. Among those factors, overall satisfaction shows the strongest impact on revisit intention, followed by destination image. In terms of

Table 2
Discriminant validity.

	Fornell-Larcker Criterion						Heterotrait-Monotrait Ratio				
	DI	NGMTE	GMTE	RI	OS	WOM	DI	NGMTE	GMTE	RI	OS
Destination Image (DI)	*0.735*										
Non-gaming memorable tourism experiences (NGMTE)	0.286	*0.867*					0.320				
Gaming memorable tourism experiences (GMTE)	0.598	0.290	*0.793*				0.702	0.329			
Revisit Intention (RI)	0.426	0.296	0.429	*0.962*			0.473	0.316	0.471		
Overall Satisfaction (OS)	0.643	0.283	0.686	0.464	*0.950*		0.718	0.303	0.760	0.487	
Word-of-Mouth Intention (WOM)	0.680	0.284	0.596	0.544	0.694	*0.930*	0.768	0.307	0.666	0.578	0.743

Remark: *Italic font* = square-root of the AVE (average variance extracted).

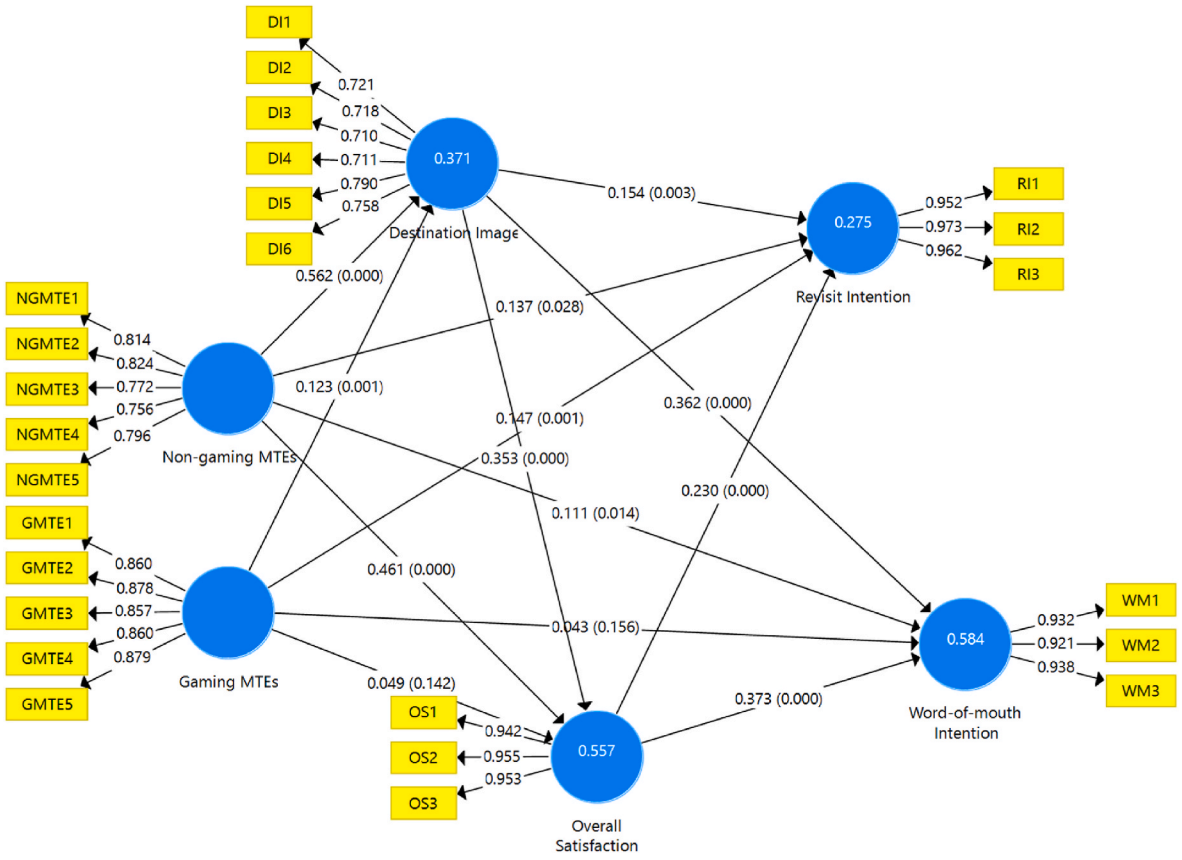

Fig. 2. Results of PLS-SEM analysis.

Table 4
Multi-group analysis (18–25 age group vs over 30 age group).

	18–25		Over 30		Diff.	p-value
	Coef.	p-value	Coef.	p-value		
Non-gaming MTEs → Destination Image	0.606	0.000	0.475	0.000	0.131	0.041
Gaming MTEs → Destination Image	**0.065**	**0.202**	**0.260**	**0.000**	**0.195**	**0.994**
Non-gaming MTEs → Overall Satisfaction	0.565	0.000	0.399	0.000	0.166	0.044
Gaming MTEs → Overall Satisfaction	0.092	0.077	0.025	0.650	0.067	0.180
Destination Image → Overall Satisfaction	0.233	0.001	0.423	0.000	0.190	0.971
Non-gaming MTEs → Revisit Intention	0.162	0.112	0.112	0.263	0.050	0.370
Gaming MTEs → Revisit Intention	0.081	0.220	0.218	0.005	0.138	0.920
Destination Image → Revisit Intention	0.117	0.116	0.047	0.615	0.070	0.283
Overall Satisfaction → Revisit Intention	0.329	0.000	0.294	0.002	0.035	0.391
Non-gaming MTEs → WOM Intention	0.231	0.007	0.052	0.398	0.179	0.036
Gaming MTEs → WOM Intention	0.067	0.167	0.073	0.111	0.006	0.539
Destination Image → WOM Intention	0.292	0.000	0.414	0.000	0.123	0.895
Overall Satisfaction → WOM Intention	0.333	0.000	0.360	0.000	0.027	0.592

Note: MTEs = Memorable Tourism Experiences; WOM = word-of-mouth.

the effects on word-of-mouth intention, overall satisfaction shows the strongest impact, followed by destination image and non-gaming MTEs. However, gaming MTEs have no significant influence on word-of-mouth intention.

For non-gaming MTEs, the results are in line with the previous studies, which indicated that MTEs play a crucial role in forming tourists' satisfaction and improving destinations' image (Kim, 2018). However, gaming MTEs do not show any effect on tourists' satisfaction. One possible reason may that, even if tourists have memorable experiences of gaming activities, they may lose the games, and hence the feeling of "loss" disrupts their overall satisfaction with the trip (Lai et al., 2020). The results regarding the influence on revisit intention are consistent with the studies by Kim (2018) and Zhang et al. (2018). Nevertheless, gaming MTEs do not show any effect on word-of-mouth. One possible reason is that tourists who participate in gaming activities may not feel comfortable sharing their gaming experiences with friends and family; therefore, there is no word-of-mouth intention (Anderson, Rempusheski, & Leedy, 2018).

5.2. Theoretical implications

This study is a pioneer in investigating the effect of MTEs of different tourism activities in a tourist destination. Although previous studies on MTEs have developed various sets of dimensions for understanding the sources of MTEs in different tourist destinations (Chen & Rahman, 2018; Wong et al., 2019), they have only treated memorable experiences as an indistinguishable memory (construct) in influencing tourist behaviour (Gohary et al., 2020). In fact, tourists make various unforgettable memories during different tourism activities in a tourist destination. Other than tourists' psychological factors, tourist destination facilities and services are the factors that influence tourists' MTEs (Kim, 2014). Thus, the MTEs stimulated by different tourist destination facilities or

services vary and create different degrees of impacts on tourists' future behaviour. This study extends our knowledge of MTE theory in that MTEs generated by different tourism activities could be considered separately when evaluating their impacts on tourists' attitudes and behaviours.

In gaming destination research, most researchers have focused on tourists' motivation, satisfaction, and behaviours regarding gaming activities (Io, 2016; Wong & Rosenbaum, 2012). Researchers have seldom recognised the existence of MTEs of gaming activities. In this study, the effect of gaming MTEs on revisit intention ($\beta = 0.147$) is higher than the effect of non-gaming MTEs ($\beta = 0.137$). Therefore, gaming MTEs help to attract repeat tourists to gaming destinations because MTEs are so unique (Kim et al., 2012) and gaming MTEs cannot be replaced with other experiences in other destinations. For example, a tourist posted his gaming MTE on TripAdvisor: "I had the four five six in my hand as I recalled, dealer got a 3 of clubs, then turned up the 7 of clubs! I was in shock, very quiet" (TripAdvisor, 2020). Furthermore, few studies have been conducted on non-gaming tourism activities in gaming destinations. This study contributes to gaming destination research by exploring the concept of gaming MTEs and distinguishing the roles of gaming MTEs and non-gaming MTEs in gaming destinations. This study stimulates researchers' interest in investigating gaming MTEs further and developing their dimensions in gaming destination research.

This study extends Kim's (2018) integrated MTE model, which indicated the indirect effects of MTEs on loyalty behaviours (both revisit intention and word-of-mouth intention) via the mediating effects of destination image and overall satisfaction. Kim (2018), like other MTE researchers, only considered MTEs as recalled travel experiences (Kim et al., 2012) and asked the respondents to evaluate their MTEs in Taiwan. However, the tourists could only remember the strongest travel experiences, so it is reasonable to believe that their strong MTEs exhibit a strong direct effect on their loyalty behaviours. This study alters that belief when considering MTEs generated from different tourism activities; some MTEs do not turn into word-of-mouth intention, even though these MTEs have a significant effect on revisit intention. Some previous studies have argued that tourists with good travel experiences are willing to recommend sites (because it does not cost anything) but do not plan to come back for a while (Phillips, Wolfe, Hodur, & Leistritz, 2013). This study finds the opposite phenomenon whereby tourists with certain MTEs plan to revisit (because of those tourism activities) but do not intend to spread word-of-mouth.

Furthermore, having some MTEs does not lead to high overall satisfaction. This supports the idea that tourism experiences that are memorable do not need to be satisfying (Sthapit, Björk, & Jiménez Barreto, 2020). Accordingly, some MTEs could be satisfying MTEs (which can generate satisfaction) and some MTEs will not lead to satisfaction. Supplementing Kim's (2018) integrated MTE model, this implies that, when considering different types of MTEs, only satisfying MTEs create word-of-mouth intention, but all MTEs can generate revisit intention. The results of this study highlight the concept of satisfying MTEs. Here, satisfying MTEs are positive experiences that tourists remember and are satisfied with during a trip. In this study, non-gaming MTEs are satisfying MTEs, the components of which may include hedonism, refreshment, novelty, meaningfulness, and local culture, as proposed by Kim et al. (2012). Gaming MTEs are not satisfying MTEs that may cover surprises (Chandralal & Valenzuela, 2015) and adverse feelings (Sthapit, 2013). This study creates opportunities for researchers to investigate further this concept of satisfying MTEs as a subset of MTEs.

The MGA produced the interesting finding that there is a significant difference in the effect of gaming MTEs on destination image between the young group (18–25 years old) and the mature group (over 30 years old). In particular, gaming MTEs do not influence the destination image for the young group. One possible reason is that the different age groups' results (regarding destination image) may be due to certain psychographic factors, such as involvement. Li et al. (2020) found that young tourists are low-gaming-involvement players (spending less time on gaming) who tend to have more favourable attitudes towards leisure activities. Another possible reason is the strategic outcome of tourism's evolution in Macau. Since the Macau Government implemented the Master Plan in 2017, in the minds of young tourists, the Macau Government has successfully altered its destination image as a world tourism and leisure centre. This is because young people easily accept changes (Vogt, 1976), so new marketing positioning influences young tourists' perception more (Horak & Weber, 2000). Therefore, the young group has a greater perception of the evolved tourist destination image. On the other hand, mature tourists (aged over 30 years) keep the past destination image in mind. Of course, the above discussion is only speculation, and further studies using a qualitative approach are needed to explore the real reason. To compete with other destinations, some tourist destinations are trying to undertake tourism evolution to renew their destination image by launching different tourism programmes with the aim of attracting diverse groups of tourists from segmented tourism markets. By comparing two tourist segments' attitudes and behaviours, with an adaptive research model, we can measure the performance of different tourism activities between different tourist groups. Although this study cannot prove that splitting the samples into age cohorts enables a direct assessment of the performance of tourism evolution, this study inspires researchers' interest in assessing the performance of tourism evolution.

5.3. Practical implications

Although Macau is known as a gaming destination, the results indicate that it should emphasize its non-gaming activities to help make tourists' experience memorable. Other than memorable experiences of gastronomy in the city, some creative, unique, innovative, and vital non-gaming tourism products should be developed to create MTEs for tourists, for example walking tour routes for tourists to experience the local culture of Macau in depth. The tourism bureau and practitioners could adopt a smart tourism approach to provide visitors with intelligent services and launch smart tourism products such as augmented reality (AR) and virtual reality (VR) to enhance tourists' non-gaming MTEs. For example, offering AR tour apps to promote attraction points could enable users to take a photo of themselves with a special AR effect in a selected scene (Wu & Lai, 2021). These recommendations for creating non-gaming tourism products to generate MTEs are not limited to Macau and other similar destinations.

On the other hand, although MTEs of gaming activities do not lead to word-of-mouth promotion, casino operators should also manage gaming activities carefully as the memory of gaming tourism experiences influences the destination image of Macau and tourists' revisit intention. Casino operators could design skill-based and arcade-style games to complement random slot machines. Furthermore, players enjoy the process of gaming, which is even more important than the result. The gaming process can enrich players' experience and enhance their reminiscence. For example, player versus player games can create unexpected surprises because the outcome of the games is not routine. Moreover, this setting facilitates contact between players. Because each opponent is different, a unique and new experience is gained every time. Regarding the decoration of gaming venues, Chinese or Portuguese elements could be included to present the culture of Macau.

This study also confirms that different age groups of tourists have different perceptions, so the government and the tourism industry in gaming destinations should formulate corresponding strategies for different age groups of tourists. For young tourists, destination managers should offer more non-gaming tourism experiences in different attractions. However, for mature tourists, casino operators should provide non-gaming activities, such as cigar- and wine-tasting activities in casinos.

To attract more repeat tourists, tourist destinations that are building casinos should concentrate on investing in a grandiose service

environment and luxury casino facilities as well as developing different types of novelty games to provide tourists with gaming MTEs. However, well-established gaming destinations should invest in building non-gaming facilities to encourage word-of-mouth publicity that aims to expand the tourism market.

5.4. Limitations and future research

This study has several limitations. Firstly, the research was conducted in Macau, so its findings may not be applicable to other gaming destinations because Macau has established unique gaming and non-gaming elements. Future studies can be performed using the existing model in other gaming destinations. Secondly, the study examined MTEs by separating activities into only two types: gaming and non-gaming. Further studies are recommended to investigate further the effect of different types of MTEs on tourists' behaviours. Thirdly, this study compared the results of two age groups to explore the difference in the effects of gaming MTEs and non-gaming MTEs. Future studies can be performed to compare the MTEs obtained from first-time visitors and frequent visitors. This study adopted Kim's (2018) integrated MTE model and only tested the cognitive destination image. Further studies can include affective and conative images to understand any emotional responses that may arise. Finally, a longitudinal study using this research tool is recommended to evaluate the evolution of tourism in Macau or other similar destinations. Over time, it could evaluate changes in tourists' experience of gaming and non-gaming activities and their behaviours.

Author statement

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Declaration of competing interest

No potential conflict of interest was reported by the authors.

Appendix

Table 1A
Background of respondents (n = 552).

		Frequency	Percent
Gender	Males	250	45.3
	Females	302	54.7
Age	18–19	14	2.5
	20–25	189	34.2
	26–30	138	25.0
	31–35	82	14.9
	36–40	46	8.3
	41–45	31	5.6
	46–50	29	5.3
	51–55	14	2.5
	Over 55	9	1.6
Purpose	Leisure	502	90.7
	Business	15	2.7
	Visiting relatives	29	5.3
	Others	6	1.1
Duration	Day trip	227	41.1
	1 night	167	30.3
	2 nights	102	18.5
	3 nights	32	5.8
	Over 3 nights	24	4.3

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