

## A Paradigm Shift – From Service to Experience Economy the Case of the Hospitality and Tourism Industry

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### ABSTRACT

The study provides a comprehensive overview of existing literature in relation to experience economy by reviewing research publications from 1970 to 2016 with a focus on the hospitality and tourism related disciplines. This study uses database searching and reference mining technique, and collects 126 academic journal articles and thesis from the major databases: EBSCO (Hospitality and Tourism Complete), ABI (Application Binary Interface), and Science Direct free edition, and ugc@inlib.net. Content analysis was used to explore the content of the articles and to provide insights into hospitality experience. This research contributes to the experience literature by exploring and clarifying the essence and characteristics of the hospitality experience, drawing attention to the importance of experience in the hospitality and tourism industry. Moreover, the outcome of the research reveals useful insights from previous research and offers a potential agenda for curriculum development and future research that can enrich hospitality theory and practice.

**KEYWORDS:** *Experience, Customer experience, Satisfaction, Hospitality, Literature Research, Content Analysis*

### Introduction and Background

A few decades ago, Toffler (1970) noted a paradigm shift that might influence goods and services in the near future and lead a new trend in economy. This new paradigm is referred to as “experience industries” (Knutson, Beck, Kim, & Cha, 2006) or Experience Economy (Pine & Gilmore, 1999). Researchers (e.g. Pine & Gilmore, 1999) indicate that service organizations shall gain comparative advantage through focusing on customer “experience” that is accompanied by customer consumption. Indeed, the service industry today gives much attention to creating experiences for customers as quality of product per se is no longer competitive. Customer satisfaction is most likely achieved by the design and delivery of service related experiences. The concept of experience is discussed in marketing (e.g., experiential marketing), industry (e.g., experience industry), or a broader perspective, society or economy (e.g., experience economy and experience industry). Researchers have discussed experience from various perspectives. Generally speaking, four different, but complementary streams of consumer experience research have emerged (Morgan & Hemmington, 2008; Morgan & Watson, 2007).

The aim of the present study is to achieve a profound understanding of the experience economy concept. The empirical and theoretical papers provide a

comprehensive overview of existing experience literature published from 1970 to 2016 in hospitality and related disciplines like retailing and marketing management. The research contributes to the experience literature by exploring and clarifying the essence and characteristics of the Tourism & hospitality experience, drawing attention towards importance of experience in the hospitality industry. Moreover, the review reveals useful insights from prior research and identifies the experience construct as offering a viable agenda for curriculum development and future research that can enrich hospitality theory and practice.

### **Methodology**

The procedure of content analysis includes categorizing articles into six main components: (a) unitizing, (b) sampling, (c) recording/coding, (d) reducing, (e) inferring, and (f) narrating. (Krippendorff 2004), the first four components constitute the process of “data making,” and create computable data from raw texts (Krippendorff, 2004).

#### ***Unitizing***

Unitizing refers to “the systematic distinguishing of a segment of text that is of interest to an analysis” (Krippendorff, 2004, p. 83). Based on the research questions formulated for the study, journal articles were fragmented on the basis of relevant work on the topic. Thus, based on an overview of the extant literature initiated in April of 2015, 150 to 190 journal articles published from 1970 to 2016 are reviewed and coded.

#### ***Sampling***

Relevant sampling (purposive sampling) method was chosen for this study. The relevant sampling method “aims at selecting all textual units that contribute to answering given research questions” by developing a systematical hierarchy to lower the number of units included in an analysis (Krippendorff, 2004). The various database searched and sampling criteria were employed and summarized in Table 1.

**Table No 1 : Sampling Criteria**

<b>Sampling Criteria</b>	
<b>Topic selection</b>	Experience in hospitality or related fields (e.g., business, retailing, and tourism)
Data Type	Articles in academic journals
Data Source	Database searching (EBSCO, ABI, and Science Direct) and reference mining.
Keywords	Experience, hospitality, customer, marketing, and any combination of the above
<b>Publication Date</b>	<b>1970 to 2016</b>

#### ***Recording/Coding***

Recording/coding builds the connection between unitized texts and the researchers thoughts (Krippendorff, 2004). The coding sheet was developed based on (a) previous studies that identified and reviewed the existing literature on a

focused topic (Brown & Dant, 2008; Pike, 2002; Runyan & Droge, 2008) and (b) specific objectives of the current study.

### ***Reducing***

“Reducing data serves analysts’ need for efficient representations, especially of large volumes of data” (Krippendorff, 2004, p. 84). Frequency reports were employed to portrait the samples (journal articles) on the coding sheet.

### ***Inferring and Narrating***

In addition, “narrating the answers to content analysts’ questions amounts to the researchers’ making their results comprehensible to others,” which can be showed in the significance, contribution, application, or recommendation of a study (Krippendorff, 2004, p. 85)? Therefore, the two components, inferring and narrating, were applied in the results and conclusion sections

### ***Reliability and Validity***

Three kinds of reliability are imperative to content analysis: (a) stability, (b) reproducibility, and (c) accuracy (Krippendorff, 1980; Weber, 1990). In addition to reliability, validity is supreme to determine the quality of content analysis. Several types of validity can be applied in content analysis including: (a) face, (b) semantic, (c) construct, (d) hypothesis, and (e) predictive (or correlational) (Krippendorff, 1980; Weber, 1990). Therefore, the reliability and validity of data was checked and it was found that the information gathered was reliable and valid.

### ***Discussions***

The various research papers and articles from the hospitality and tourism segments, refer table 2, lodging articles, food service recreation/leisure, and transportation, general articles were considered for the present study. Regarding the variables, methodology, and experience specification sections of the coding sheet, the dependent variables that appear most frequently are customer experience, emotions, and customer satisfaction and behavioural Intention.

Refer table 2 and 3, the key word ‘experience, consumption experience economy, hospitality experience and emotions and satisfaction, dimensions of experience and intention were found discussed in 440 journals and 127 were included according to the requirements of the present study It was seen from the various selected papers and the various authors insisted that the important role of experience has been recognized in different sectors of tourism (e.g., heritage management, ecotourism, museum management and hospitality management (Anderson, 2007; Beeho & Prentice, 1995; Chan & Baum, 2007; Goodall, 1993; Masberg & Silverman, 1996; Prentice, Witt, & Hamer, 1998; Richards, 2001; Rowley, 1999; Smith, 1994; Willson & McIntosh, 2007). Researchers also insisted that experience is a main dimensions in travel and tourism research (Oh, Fiore, & Jeoung, 2007). Further, the concept of tourism has been moved from “the tourist gaze” (Urry, 1990) to experiential tourism or “performance turn” (Ek, Larsen, Hornskov, & Mansfeldt, 2008), which means that tourists are “not with just being there “but are participating, learning, and experiencing the „there “ they visit” (Pearce, 1988, p. 219; Willson & McIntosh, 2007).

**Table 2: Data Base Search keywords**

<b>Data Base</b>				
<b><i>ABI/INFORM – Business ABI/INFORM Global (Advanced Search)</i></b>				
<b>Keywords</b>	<b>Fields</b>	<b>Search criteria</b>	<b>No of articles</b>	<b>Articles included</b>
Experience hospitality and tourism, customer	Not specific	[1] Full text [2] Peer review	155	33
Experience	Keyword	[1] Full text [2] Peer review	142	36
Hospitality, and Experience, and Marketing	Abstract	[1] Full text [2] Scholarly journals, peer-reviewed	29	8
Experience, and Hospitality, and Consumer	Citation and Abstract	[1] Full text [2] Scholarly journals, peer-reviewed	32	11
Consumption Experience, and Marketing	Abstract	[1] Full text [2] Scholarly journals, peer-reviewed	16	9
Experience, and Restaurant, and Marketing	Abstract	[1] Full text [2] Scholarly journals, peer-reviewed	14	6
Hospitality Experience and Definition	Abstract, Title, Keywords	[1] Journals [2] 1970-present	19	8
Experience, satisfaction, hospitality Tourism	Keywords Abstract, Title, Keywords	[1] Journals [2] 1970-present	14	6
Experience economy, tourist experience	Keywords abstract title	1] Journals [2] 1970-present	12	6
Dimensions of Experience, intention	Abstract , title	1] Journals [2] 1970-present	7	4
<b>Total Journals</b>			<b>440</b>	<b>127</b>

**Table No. 3. Discovered Journals with Experience Articles**

<b>Name of the Journals/Discovered</b>	<b>No. of selected</b>	<b>Name of the Journal/Discovered</b>	<b>No of selected</b>
Journal of Consumer Research	10	European Journal of Marketing	3
Annals of Tourism Research	4	Food Service Technology	3
Journal of Leisure Research	4	Harvard Business Review	2
Scandinavian Journal of Hospitality and Tourism	4	Journal of Business and Management	2
Journal of Foodservice	3	Journal of Consumer Marketing	2

Name of the Journals/Discovered	No. of selected	Name of the Journal/Discovered	No of selected
Journal of Travel Research Strategy and Leadership	3	Journal of Ecotourism	2
International Journal of Contemporary Hospitality Management	2	Journal of Environmental Psychology	1
International Journal of Service Industry Management	3	Journal of Heritage Tourism	2
International Journal of Tourism Research	3	Journal of Hospitality and Leisure Marketing	2
Journal of Business Research	3	Journal of Interactive Marketing	2
Journal of Quality Assurance in Hospitality and Tourism	4	Journal of Macro marketing	2
Journal of Travel and Tourism Marketing	4	Journal of Marketing	1
Journal of Vacation Marketing	5	Journal of Park and Recreation Administration	2
Managing Service Quality	3	Journal of Psychology	1
MIT Sloan Management Review	3	Journal of Retailing	1
Tourism Management	3	Journal of Retailing and Consumer Services	2
Advances in Consumer Research	4	Journal of Retail and Leisure Property	1
Built Environment	4	Journal of Sustainable Tourism	2
Business Horizons	2	Leisure Studies	2
Cornell Hotel and Restaurant Administration	2	Marketing Management	2
Quarterly Decision Sciences	2	Marketing Science	2
Johar Journal of Hospitality application and research	3	Marketing Theory	2
		Museum Management and Curatorship	1
		Tourism development Journal	2
		The Marketing Review	1
		The Service Industries Journal	1
		Tourism and Hospitality Research	1
		Tourism sciences Review	1
		South Asian Journal of Tourism and heritage	1
<b>Total</b>	<b>78</b>	<b>Total</b>	<b>49</b>

### History of Experiential Consumption Research

The earliest experiential consumption concept may be traced back to Adam Smith in the 18<sup>th</sup> century (Holbrook, 2000, 2006). Later, Abbott (1955) claimed that “what people really desire are not products but satisfying experiences” (p. 40).

Toffler (1970) proposes a term, experience industries, to predict a paradigm shift that would lead to a movement of the economy in the future. In the early 1980s, Holbrook & Hirschman (1982) proposed that consumers may demonstrate the characteristics of animals rather than machines, which is the “experiential view” that emphasizes fantasies, feelings, fun, and emotions involved in a purchasing process as key perspectives of consumption experience (Carù & Cova, 2003; Hirschman & Holbrook, 1982; Holbrook et al 1984, Holbrook, 2006; Mannell & Iso-Ahola, 1987). After that, both the concept of consumption experience and the importance of experience have gained more attention. In addition, the concept of experience is considered key in understanding consumer behaviour (Carù & Cova, 2003). The related research flourished in the late 1990s and early 2000s in management and marketing research, for instance, the discussion of emotions in the consumption experience (Havlena & Holbrook, 1986), measurements of the experiential consumption (Mano & Oliver, 1993), value of consumption experience (Holbrook, 2006), and an overview of the concept of consumption experience (Carù & Cova, 2003). Another widely-recognized example is the term “experience economy,” proposed by Pine and Gilmore (1998) that delineates how society has moved from being service-oriented to experience-orientated. Also, the concept of “experiential marketing” was proposed by Schmitt in 1999 and Pine and Gilmore 2002b to argue that businesses should focus on providing memorable experiences to consumers to create and maintain their competitive advantage by offering the distinct experiences to the guests etc.

#### ***Factors and characteristics of Experience Research***

Numerous studies focused on the guest or customer experience, which considers the whole concept of experience instead of specifically relay on the emotion of experience, especially in the tourism, leisure and Hospitality sector (Chan & Baum, 2007; Daengbuppha et al 2006; Ek et al., 2008; Gupta & Vajic, 2000; Gyimóthy, 2000; Hanefors & Mossberg, 2003; Larsen, 2007; Lee et al., 1994; Mannell & Iso-Ahola, 1987; Mascarenhas et al., 2006; Mossberg, 2007; Schmitt, 1999). It is argued that understanding guest experience is the core of tourism management (King, 2002) so that the focus should be put more on the consumer experience and less on the destination (Williams, 2006).

#### ***Definition of Experience***

Experience is a broad and abstract concept, which makes it difficult to define. Researchers have defined experience from different perspectives in diverse disciplines (e.g., psychology, anthropology, philosophy, tourism, retailing, and management). A summary of definitions of experience is shown in Table 4. Based on these definitions, several characteristics of experience can be generated.

**Table 4: Definition of the Experience**

<b>Scholar</b>	<b>Year</b>	<b>Definitions</b>
Thorne	1963	Peak experience is subjectively recognized to be one of the high points of life, one of the most exciting, rich and fulfilling experiences which the person has ever had. A Nadir experience may be described operationally as a subjective experiencing of what is subjectively recognized to be one of the lowest points of life, one of

Scholar	Year	Definitions
		the worst, most unpleasant and harrowing experiences of life.
Koch	1964	Acknowledged as a part of the psychological universe and addressed as an object of study (p. 34)
Maslow	1964	Peak experience is the experiences in which the individual transcends ordinary reality and perceives Being or ultimate reality. Short in duration and accompanied by positive affect.
Cohen	1979	Tourists relationships to a perceived "centre" and the location of the centre in relation to the society in which the tourist lives (p. 179)
Hirschman and Holbrook	1982	Those facets of consumer behaviour that relate to the multi-sensory, fantasy and emotive aspects of one's experience with products
Manfredo, Driver, & Brown	1983	A package of specific psychological outcomes which are realized from a recreation engagement (p. 264)
Mannell	1984	An experience or state of mind, is uniquely individual and that the quality rather than the quantity of leisure in our lives deserves Attention
Abrahams	1986	Illustrative of what individuals do and of the conventional patterns of culturally learned and interpreted behavior that makes them understandable to others (p. 49)
Bruner	1986	How events are received by consciousness (p. 4)
Csikszentmihalyi	1990	Flow is the optimal experience that keeps one motivated. This feeling often involves painful, risky or difficult efforts that stretch the person's capacity as well as an element of novelty and discovery. Flow is an almost effortless yet highly focused state of consciousness and yet the descriptions do not vary much by culture, gender, or age
Denzin	1992	Extra ordinary experiences rupture routines and live and provoke radical redefinitions of the self. In moments of epiphany, people redefine themselves. Epiphanies are connected to turning-point experiences
Arnould and Price	1993	Extraordinary experiences are those characterized by high levels of emotional intensity
Merriam-Webster	1993	The fact or state of having been affected by or gained knowledge through a direct observation or participation
Carbone & Haeckel	1994	The "take-away" impression formed by people's encounters with products, services, and businesses – a perception produced when humans consolidate sensory information (p. 8)
Beeho & Prentice	1995	What visitor's consume when undertaking a particular

Scholar	Year	Definitions
		activity in a certain setting (p. 232)
Otto & Ritchie	1996	Subjective mental state felt by participants during a service encounter (p. 166)
Carlson	1997	An experience can be defined as a constant flow of thoughts and feelings that occur during moments of consciousness
O'Sullivan and Spangler	1998	Involves the participation and involvement of the individual in the consumption and the state of being physically, mentally, emotionally, socially, or spiritually engaged found that experience
Pine & Gilmore	1998	Events that engage individuals in a personal way (p. 12)
Pine & Gilmore	1999	A distinct economic offering that are as different from services as services are from goods; Successful experiences are those that the customer finds unique, memorable and sustainable over time, would want to repeat and build upon, and enthusiastically promotes via word of mouth.
Phipps	1999	An elusive quality which, regardless of its intangibility, is a powerful rationale for some of the otherwise inexplicably strange and dangerous pursuits of contemporary tourism (p. 75)
Schmitt	1999	Private events that occur in response to some stimulation (p. 60)
Gupta & Vajic	2000	Experience occurs when a customer has any sensation or knowledge acquisition resulting from some level of interaction with different elements of a context created by a service provider (p. 35)
Lewis & Chambers	2000	The total outcome to the customer from the combination of environment, goods, and services purchased (p. 46)
McLellan	2000	The goal of experience design is to orchestrate experiences that are functional, purposeful, engaging, compelling, and memorable
Radder, Niekerk, & Nagel	2000	Memorable events staged by providers to engage guests in a personal way on an emotional, physical, intellectual, and/or even spiritual level (p. 30)
Berry, Carbone and Haeckel	2002	The means of orchestrating all the clues that people detect in the buying process
Carù & Cove	2003	A type of offering to be added to merchandise (or commodities), products and services (p. 272)
Sinclair	2003	Knowledge or skill in a particular job or activity; or the past events, knowledge, and feelings that make up someone's life or character; or something's that you do or that happens to you, especially something important that affects you (p. 497)

Scholar	Year	Definitions
Hanefors & Mossberg	2003	The outcome of participation in a set of activities within a social context (p. 256)
Poullsson & Kale	2004	An engaging act of co-creation between a provider and a consumer wherein the consumer perceives value in the encounter and in the subsequent memory of that encounter (p. 270)
Pullman and Gross	2004	"Experiences are inherently emotional and personal" (p. 552)
Volo	2005	What tourist is seeking (p. 78)
Uriely	2005	The tourist experience is currently depicted as an obscure and diverse phenomenon, which is mostly constituted by the individual consumer.
Mascarenhas et al.	2006	A totally positive, engaging, enduring, and socially fulfilling physical and emotional customer experience across all major levels of one's consumption chain and one that is brought about by a distinct market offering that calls for active interaction between consumers and providers (p. 399)
Neill	2006	The nature of the events someone or something has undergone. It is what is happening to us all the time – as long as [sic] we exist.
Anderson	2007	The moment when tourism consumption and tourism production meet (p. 46)
Larsen	2007	A past personal travel-related event strong enough to have entered long-term memory (p. 15)
Titz	2007	No single model of experiential consumption has emerged; experiential consumption is central to a comprehensive understanding of consumer behavior in the hospitality and tourism context.
Mossberg	2007	Constant flow of thoughts and feelings that occur during moments of consciousness (p. 60)
Oh et al.	2007	Enjoyable, engaging, memorable encounters for those consuming these events (p. 120)
Ek et al.	2008	Observation and spatial participation in an event (p. 128)
Yuan et al.	2008	All-embracing outcome perceived by customers from their interactions with the products and services provided by the host (p. 328)
Walter	2008	A process consisting of many different service encounters (memorable events) occurring throughout the whole meal (p. 89)
Ray	2008	Experiences interrupt people from their lives and expectations to provide something of interest that demands attention; experiences Themselves are incredibly involving.
Lashley	2008	Discusses tourism experiences from the perspective of

Scholar	Year	Definitions
		creating hospitable relationships between the host and guest; these experiences engage emotions, which is essential to creating a memory
Verhoef et. al.	2009	Holistic in nature, involving the customers" cognitive, affective, emotional, social, and physical responses to the company (p. 32)
Manhas, P.S & Ramjit	2011 & 2013	Discusses the four realms of the experiences in contexts to star category of hotels in the Indian hospitality industry and have positive relationship with customers satisfaction and their behavioural intention.

Hospitality experience can be shaped even before guests depart from their home, for instance, from websites of restaurants or other travelers" blogs (Erdly & Kesterson-Townes, 2003). Clawson & Knetsch (1966) argue that outdoor recreation experience consists of several phases: anticipation, travel to, the actual on-site experience, the travel-back, and the recollection phases. Several key characteristics of experience can be summarized from the above discussions. First, experience is internal, individual, and subjective in nature. Experience is formed by consumers but co-created with hosts, and any other elements provided. In many cases, emotion and learning come along with experiences.

Finally, it is paramount to understand the contexts within which the experience is undertaken in order to interpret and understand experience. Several experience-related terms are explored, such as (CET) Consumer Experience Tourism by Mitchell & Orwig (2002); Mitchell & Mitchell (2001); Dream society by Jensen (1999); Entertainment Retailing Kim (2000); Emotional Economy by Gobé & Zyman (2010); Experience economy Mossberg (2007), p. 60; Toffler (1970); Experience economy, Entertainment economy, Creative tourism (Richards 2001), and Experiential retailing. Experience Society lash (2006); Experiential Marketing, Schmitt (1999).

Several features can be extracted from the summaries of these experience-related terms: interdisciplinary which blur the boundary of different disciplines (e.g., consumer experience tourism) and the importance of entertainment and emotion of an experience (e.g., entertainment economy) (Beeho & Prentice, 1995; Goodall, 1993; Hollenbeck et al., 2008; Kim, 2001). The emphasis of entertainment and emotion components of an experience is also the feature of these terms. Entertainment is one of the oldest forms of experience (Pine & Gilmore, 1999) and becomes the core of most business practice in different contexts (e.g., retailing, hospitality, and mass communication) (Keng et al., 2007; Lugosi, 2008; Wolf, 1999). "Experiences have always been at the heart of the entertainment business" (Pine & Gilmore, 1998, p. 99). Consumers in postmodernism always desire new, fresh, and pleasurable experiences where entertainment plays an important role in experience (Kim, 2001; Lash, 2006). Generally speaking, experience is the center of these terms.

It is argued that experience is an economic offering different from service (Mascarenhas et al., 2006; O'Sullivan & Spangler, 1998) on the following four points. First, service is what businesses provide to consumers, and experience is what

consumers co-create with providers and what consumers perceive. Indeed, “a service is something that is done for you... an experience on the other hand is a product that does something to you” (Poulsson & Kale, 2004, p. 271). Second, a service usually provides solutions to consumer needs or problems (e.g., haircuts, car repairs, or financial counseling). Third, the level of active participation by the consumer also differentiates experience from service (Gupta & Vajic, 2000; O'Sullivan & Spangler, 1998). Fourth, the degree to which consumers interact with other consumers and employees also distinguishes experience from service (Gupta & Vajic, 2000).

### **Components/Dimensions of Experience**

A number of components of an experience are proposed by researchers. All consumption experiences embrace the stimulation of senses (sensations), feelings, and thoughts (Beeho & Prentice, 1995; Hirschman, 1984; Kim, 2001). Alternatively, Otto and Ritchie (1995) maintain that hedonic, interactive, novelty, comfort, safety, and stimulation are constructs of service experience. Poulsson and Kale (2004) argue that the components of an experience include personal relevance, novelty, surprise, learning, and engagement. Furthermore, six elements are included in experiential consumption: setting, sensation, thought, feeling, activity, and evaluation (Lofman, 1991). The components of an experience in hospitality should be numerous. However several critical components still can be extracted. According to the Walls (2009, 2011, 2012), there were two dimensions of customer experience namely Physical and human interactions and it is having positive relationship with perceived value. The various others studies found that the customer experiences can be classified into four like esthetics, education entertainment and escapism (Pine & Gilmore, 1998, Oh et al., 2007, Manhas, P. S. & Ramjit. 2011; 2013) and its having positive relationship with the customer/guests satisfaction and behavioural intention.

It was also noted that the Perception, emotion, cognition, involvement, and interactions are the main components of experience. Consumer experience starts with perception stimulated by elements staged by businesses (e.g., music, food, physical environment, and temperature) and not staged by businesses (e.g., other customers). Moreover, certain emotions and cognitions are aroused through perception (Pullman & Gross, 2004). In addition, an experience always brings value to customers (Holbrook, 1994). Emotional (e.g., feeling good, relaxed, excited, and stressful) and cognitive (e.g., goal achievement, self-achievement, and self-identification) responses are considered the value/benefit consumers gain from an experience.

Involvement is considered one of the critical components of experience (Mascarenhas et al., 2006; Mathwick & Rigdon, 2004), and involvement is required and demanded in an experience to undertake a task (Carù & Cova, 2003; Knutson & Beck, 2003). Involvement refers to “someone’s perception of importance or personal relevance, or interest and pleasure evoked within a situation” (Gabbott & Hogg, 1998; Hanefors & Mossberg, 2003, p. 256). Generally speaking, there are two kinds of involvement: cognitive and affective involvement (Arnould, Price, & Zinkhan, 2002). Cognitive involvement is more related to a consumer’s thinking or learning, while affective involvement is more related to an individual’s feelings and emotions (Mitchell & Orwig, 2002).

## Conclusion

The main objective to carry out this study to explore the concept of experience in the hospitality and tourism settings especially by reviewing 127 journal articles published over the past 40 plus years. Therefore the Content analysis was used, and the sampling criterion was developed to systematically collect, sample, and code articles. Each research question proposed in this study was addressed by developing the streams of experience research, the definition of experience, the role of experience in several related terms, the major differences between experience and other important concepts, and the components of hospitality experience. Hospitality and Tourism experience is the outcome when customers/guests take the experience stage elements and any other relevant components and add, for example, their perception, emotion, and involvement (Smith, 1994). Therefore, to create a memorable experience, since experience is co-created, both businesses and consumers have to put input and effort. Hospitality experiences are personalized and dynamic in nature.

The various research streams were taken in the present study were customer experience, "Emotion," "Characteristic of customer Experience," "Experience Provider Strategy," and "Methodological Consideration." "Satisfaction" "customer value" Different experience-related terms have been created by researchers. As the term experience can be called as a basis all above mentioned terms, which builds a connection among them. Furthermore, it is argued that the concept of experience can be separated from, for instance, the concepts of service, emotion, and customer satisfaction and behavioural intention. The key differences between these concepts were explored and identified. From the literature it was found that the very essential components of experience include perception, emotion, cognition, involvement and participation, and interaction, and they all influence and interact with each other.

Future research, addressing a broader domain of resources, such as books, trade publications, and conference proceedings would provide more comprehensive results. Another area for future studies would be to extend the exploration of published studies to a manual search of leading hospitality journals like annals of tourism research etc. Further, the majority of the references in this study were conceptual or qualitative studies (127), yielding insufficient data for conducting a meta-analysis. By expanding the sample size to include more quantitative studies, a meta-analysis regarding experience in hospitality could be conducted in future research.

Results of the analysis are subject to the limitations inherent in the content analysis technique. Most noteworthy is that any content analysis is constrained by the data available in published studies. The various studies on the customer experience satisfaction and intention can be carried out after consulting these studies by developing the research instruments which generally give more empirical and reliable results.

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