

# Conceptualization of Perceived Experience in a Hiker's Trail Consumption Context

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**Abstract:** - This research focuses on the Conceptualization of Perceived Experience in a Hiker's Trail Consumption Context. Visitor experiences are essential if recreation travel managers are to facilitate beneficial results for both individuals and society. Most of the research done in Sri Lanka is based on customer value and their respective influence on satisfaction in the particularly under-researched area of adventure tourism with reference to the Sri Lankan domestic context. However, the psychological effects of hikers on hiking have not been studied. Therefore, there is a lack in the knowledge domain in terms of conceptualization and construct development for further empirical studies in the field. The field of recreation travel management has not developed empirical tools to measure the "perceived experience" with a particular concern in the Sri Lankan context. Therefore, this research fills the gap in terms of measurement Perceived Experience in a Hiker's Trail Consumption Context. The qualitative approach has been taken with thematic analysis method to answer the research question which along with the main objective. The content of each carefully selected 20 journal articles were coded based on the themes to identify the latent idea of the phenomenon. It has been used content and constructs validity method to confirm the item related to the factors. It was 13 items which were above the value of content validity of individual items (I-CVI) than 0.8 out of 10 items originally developed. Only 10 items were agreed by raters which were at a level of 1 in terms of I-CVI. Any researchers who have an interest in the field of outdoor recreation, they can use the conceptualized model which has 12 factors to measure the "Perceived Experience" in a Hiker's Trail Consumption Context with empirical validation.

**Key Words:** Perceived Experience, Perceived Experience measurement model, Perceived Experience theory, content analysis.

## I. INTRODUCTION

Hiking has long been described as one of the largest segments within nature-based tourism (Chhetri, Arrowsmith, & Jackson, 2004), and more and more people are taking part in hiking activities in different geographical locations (D'Antonio, Monz, Newman, Lawson, & Taff, 2012; Dyck, Schneider, Thompson, & Virden, 2003; Mason, Suner, & Williams, 2013). In mountain regions and protected areas hiking is normally the most important recreational activity (Chhetri et al., 2004; Fredman & Tyrva" inen, 2010; Pomfret, 2006), and can provide important tourism revenues for the local population (Wo" ran & Arnberger, 2012). In recent years a number of rural destinations have put huge efforts into facilitating hiking and thus taking advantage of tourists' increasing demand for destination experiences in

nature (Den Breejen, 2007) and activities promoting their health and well-being (Smith & Puczko, 2014). Even though experience quality is revealed as vital for the tourist (Prebensen, Woo, Chen, & Uysal, 2012) and hiking is an activity with the potential to stimulate both mental and physical health and well-being (Bowler, Buyung-Ali, Knight, & Pullin, 2010), little research focuses on the many-faceted aspects of hiking from the customers' point of view. (Ingeborg Nordbø Nina K. Prebensen 2015).

Experiential value is widely studied by different scholars. Gupta (2014) suggests that experiential value consists of intangible, psychological, and emotional components that can be derived from brands or great service. Organizations can create experiential value via branding, design, customer service, and emotional benefits (Gupta, 2014). In the context of spas, the notion of experiential value is not limited to psychological benefits; rather it includes factors contributing to an individual's intellectual, emotional, and spiritual well-being. Experiential value perceptions are based on interactions involving either direct usage or distant appreciation of goods or services; these interactions provide the basis for individual preferences (Mathwick, Malhotra, & Rigdon, 2002; Wu & Liang, 2009). Smith. Understanding visitor experiences is essential if recreation travel managers are to facilitate beneficial outcomes for both individuals and society. We investigated visitor experiences in a special model of thematically connected guided walking, hiking. These factors include Psychological commitment, motivation, attributes, shopping, Perceived firm innovative, aesthetics, Conative image, education, entertainment, Escapism, Cognitive image, Leisure involvement, Natural surroundings.

According to the Sri Lankan context, Sriyantha Fernando, research focuses on Sri Lanka's attractiveness to tourists, historical evolution of its policies towards modern-day tourism, the changing patterns of tourist arrivals during different episodes of war and peace, and the recent tourism boom and the associated national tourism development strategy (TDS). And W. N. Hettiarachchi's paper aims to investigate the drivers of customer value and their respective influence on satisfaction in the particularly under-researched area of adventure tourism with reference to the Sri Lankan domestic context. Most of the research done in Sri Lanka is based on these contexts. However, the psychological effects of hikers on hiking have not been examined.

Therefore, there is a lack in the knowledge domain in terms of conceptualization and construct development for further imperial studies in the field. This research fills the gap in the knowledge domain in recreation travel management by answering the research problem called “How to conceptualize the concept of Perceived Experience in a Hiker’s Trail Consumption Context in Sri Lanka before confirming an empirical tool?”

This study uses Kolb’s theory. Kolb’s theory posits that learning is a cognitive process involving constant adaptation to, and engagement with, one’s environment. Individuals create knowledge from experience rather than just from received instruction. Conflicts, disagreements, and differences drive the learning process as learners move between modes of action, reflection, feeling and thinking. Different learning styles reflect learning preferences that can change with the situation. Learning is a holistic process and results from synergetic interactions with the environment, with people making choices about which parts of the environment to engage with (Kolb and Kolb 2009a).

For our empirical analysis, we use the content of each carefully selected 20 journal articles were coded based on the themes to identify the latent idea of the phenomenon. It has been used content and constructs validity method to confirm the item related to the factors. Any researchers who have an interest in the field of recreation travel, they can use the conceptualized model which has 12 factors to measure the “perceived experience” in the recreation travel field with empirical validation. Accordingly, we find the perceived experience model.

The findings of this research can be utilized for strategic management decision making in recreation travel management, especially important for hiking managers and also researches to design new impact model in the future.

In the conclusion section, this research mainly focuses to conceptualize the concept of Perceived Experience in a Hiker’s Trail Consumption Context before confirming an empirical tool. This is the answer to the question. This accomplished the objective and filled the gap of the research. The purpose of the research was to design the empirical tool. Here it will be fulfilled. These are the hypothesis of the research.

Next, we briefly review the literature on recreation measurement tools, the theoretical literature, and on the conceptualization of Perceived Experience in a Hiker’s Trail Consumption Context and empirical literature on conforming empirical tool. We then present the theoretical model, focusing on the model parameter which determines whether “perceived experience” in the hiker’s trail. When then discuss the data and our empirical results. In the final section, we provide additional discussion and conclusion.

II. LITERATURE REVIEW

The perceived experience model is mainly identified in three stages. Therefore, the model of perceived experience related measurement model, perceived experience related theory and perceived experience related measurement model in” in the hiker’s trail.

The tourist experience is a ‘constant flow of thoughts and feelings during moments of consciousness’ (Kang & Gretzel, 2012, p. 442), a subjective mental state experienced during a tourist activity (Otto & Ritchie, 1996), where learning, enjoyment, and escape represent facets of experience. Pine and Gilmore (1998) claim that experiences are more than passively see, watch or learn about the product, brand or destination, tourists want to actively engage in the process of experiences creation. Vittersø, Vorkinn, Vistad, and Vaagland (2000) argue for the concept of holistic experience, comparing the perceived situation and the tourist’s cognitive schemas. The idea of overall experience connected to a destination evolved by Bigné, Sanchez, and Sanchez (2001) who point out that experience denotes an overview of the destination, illustrating the experience lived at a destination.

Sandra Maria Correia Loureiro’s study analyses the effect of tourists’ mindfulness on PVTE, through destination image components and the evaluation of the tourist experience. We also explore the mediating role of assessment of the tourist experience between destination image and PVTE and the moderating effect of perceived authenticity. But according to this research, there is no conceptual model.

And Ingrid Y. Lin’s focus on authenticity and argue that faithful spas are considered as a premium subscription. Researcher develops a conceptual framework that integrates both the views of spa operators and their customers. The model draws on multi-disciplinary theories to define reality and to guide spa operators in creating and rendering an authentic spa experience. The model below is listed in figure 1.

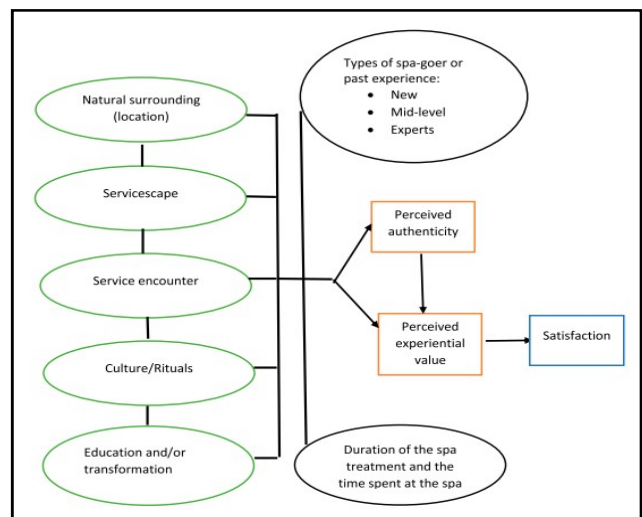


Fig. 1. Conceptual model of luxury spa experience

This study uses Kolb's experiential learning theory. Kolb's experiential learning theory has been extensively influential in adult learning. The theory and associated instruments continue to be criticized, but hardly ever is the graphical model itself observed. This theory proposes guidelines for modifying the model with a view to overcoming this feebleness, guiding future research and theory development. Kolb's theory posits that learning is a cognitive process involving constant adaptation to, and engagement with, one's environment. Individuals create knowledge from experience rather than just from received instruction. Conflicts, disagreements, and differences drive the learning process as learners move between modes of action, reflection, sense and thinking. Different learning styles reflect learning preferences that can change with the situation. Learning is a holistic process and results from synergetic interactions with the environment, with people making choices about which parts of the environment to involve with (Kolb and Kolb 2009a). Consistent with Tyler's (1983) possibility theory, individuals create themselves via the choices they make, and these selections, in turn, influence future actions. The model below is listed in figure 2.

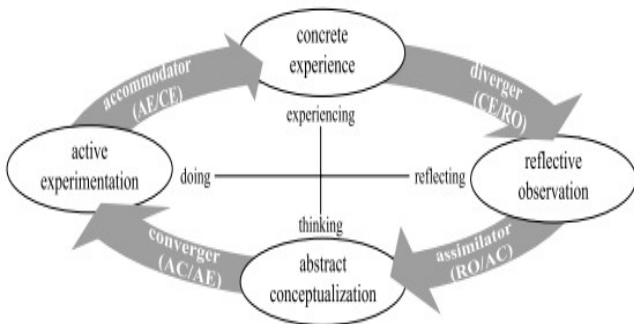


Fig. 2: Kolb's experiential learning model

Sangchoul Yi's study explores Asian cruise travelers' perceived value of the travel experience and the effect of perceived value on satisfaction and behavioral intention. The current study indicated travelers' perceived value of the cruise experience affects travel satisfaction and travelers' behavioral intention. The model below is listed in figure 3.

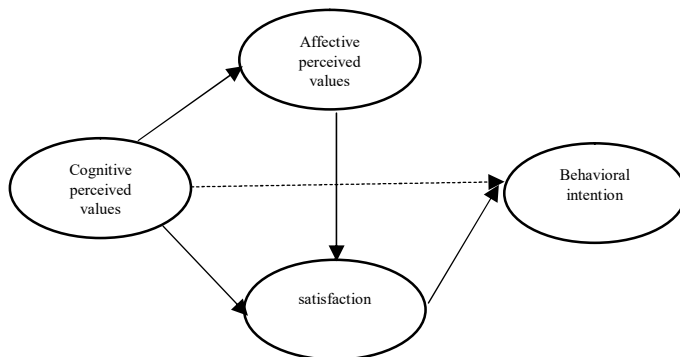


Fig. 3: tourist travel experience model

And Sandra Maria Correia Loureiro's study purposes to explore the effect of tourists' mindfulness on the perceived value of travel experience (PVTE) through destination images (cognitive, affective, and conative) and tourist experiences. Tourist experience acts as a mediator between destination images and PVTE. However, perceived authenticity does not have a moderating, but rather a controlling effect on the relationship between tourist experience and PVTE. From a theoretical point of view, the study makes an important contribution in conceptualizing the influence of a tourist's mindfulness on PVTE through destination image components and tourist experience. This has not been researched of the hiking. The model below is listed in figure 4.

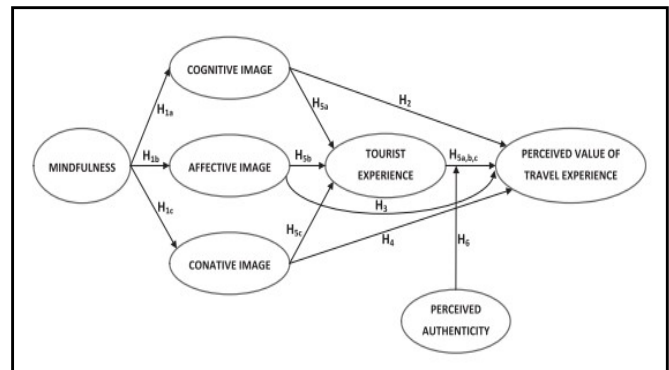


Fig. 4: travel experience model

Ingeborg Nordbo's studies hiking as a tourist movement and its physical and mental benefits for the tourist. In particular, the study explores the relative importance of these benefits among the hikers and compare the importance of the tourists' perceived experience that is an evaluation of the aids.

And Theresa G. Coble's study studies the solo hiking experience, in particular, the fears that solo hikers experience, the strategies they employ to negotiate these fears, and how the leisure experience is influenced by this process. The study used an exploratory design to examine these issues.

Tien-Ming Cheng's study examined the mediating role of psychological commitment in the relationship between leisure involvement and flow experience and absorbed on selected hiking trails from the National Shoushan Nature Park in Taiwan. The findings confirmed that a higher level of leisure participation is associated with a tougher flow experience. A recreationist's stronger psychological commitment was associated with a higher flow experience, higher leisure involvement was associated with a higher level of psychological commitment, and psychological commitment was found to play a mediating role in the relationship between leisure contribution and flow experience. The model below is listed in figure 5. But this is not a direct model of Perceived Experience.

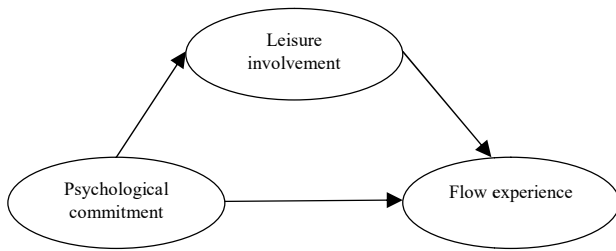


Fig. 5: flow experience model

Here are the perceived experience measurement models in the recreation travel field. But Management in the field of recreation travel has no empirical tools were developed to measure the “perceived experience” with a particular concern in the Sri Lankan context. Therefore, this research fills the gap in terms of measurement of “perceived experience” in the field of recreation travel. So, this research focuses to conceptualize a model to measure Perceived Experience in a Hiker’s Trail Consumption Context.

III. METHOD

The qualitative approach has been taken with thematic analysis method to answer the research question which along with the main objective. Accordingly, the literature review has found the factors. It has been analyzed using qda miner software. Accordingly, content validity theory has confirmed to factors. Then the conceptual model is created. Hence the research focuses on these stages.

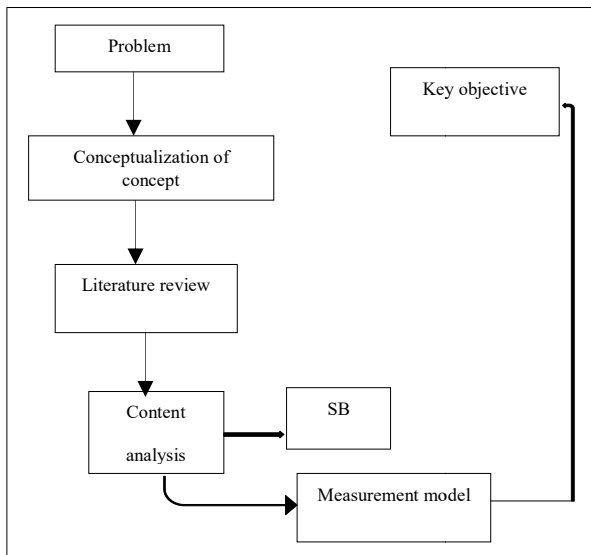


Fig. 6: Research Design

Firstly, the researcher identified the research problem, and accordingly, the literature was examined to build the research concept. After that, the content was analyzed and accomplished a specific objective. As a result, created measurement model and finally, the key objective was reached.

The qualitative approach has been done with thematic analysis to answer the research question. The content of each selected

20 journal articles was coded based on the themes to identify the latent idea of the phenomenon. The analysis of this research revealed the conceptualization of Perceived Experience in a Hiker’s Trail Consumption Context. The article was also done for collecting data. The Scopus database was used to select a prominent journal related to Perceived Experience. Articles were selected to document by year (2015 to 2019), document per year by source, document by author, document by affiliations, by country and by subject area. Data analysis was based on the content validity theory and done by using QDA miner software.

IV. DATA ANALYSIS

In data analysis, the code is first used to identify factors using qda miner software. Here, the coding frequency, correspondence 3d map, Bubble charts, Heat map, 2D bible map, dendrogram, Frequency matrix yields the output of the content analysis. It creates the conceptual model after identifying the most important factors and factor groups.

	Count	% Codes	Cases	% Cases
perceived experience				
• motivation	23	11.3%	5	41.7%
• attributes	6	3.0%	5	41.7%
• shopping	8	3.9%	1	8.3%
• Perceived firm innovative	8	3.9%	1	8.3%
• esthetics	8	3.9%	1	8.3%
• Conative image	9	4.4%	2	16.7%
• Psychological commitment	40	19.7%	10	83.3%
• education	11	5.4%	2	16.7%
• entertainment	19	9.4%	5	41.7%
• Escapism	14	6.9%	3	25.0%
• Cognitive image	26	12.8%	7	58.3%
• Leisure involvement	16	7.9%	5	41.7%
• Natural surrounding	15	7.4%	8	66.7%

Table 1: coding frequency

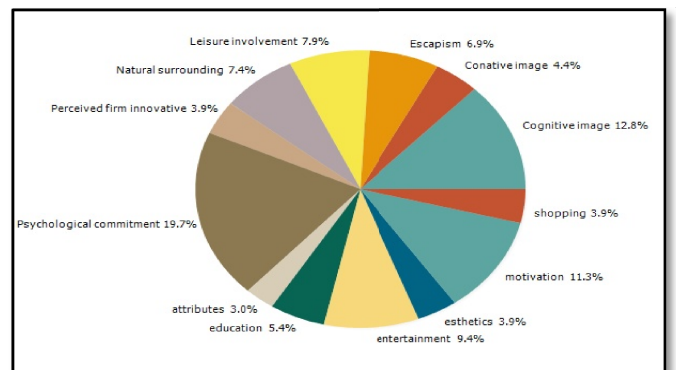


Fig. 7: distribution of codes (frequency)

Here we aspect at how often codes are associated with different articles. Accordingly, the counts and codes percentages of various factors related to different articles in Table 1 are presented. It is also shown in Figure 6 on the chart. Accordingly, physiological commitment is 19.7% and the factor showing the highest percentage of the article. Also, 3.00% percent less percentage for the attributes. In addition, the contributing percentages are as follows when coding different factors. Accordingly, Factors can be identified.

Coding by variables

Figure 8 shows how codes are derived from different articles. Accordingly, its illustrations the percentages. Correspondence analysis provides a very powerful system of identifying relationships between codes and variables. And Bubble charts denote frequencies using circles of different diameters

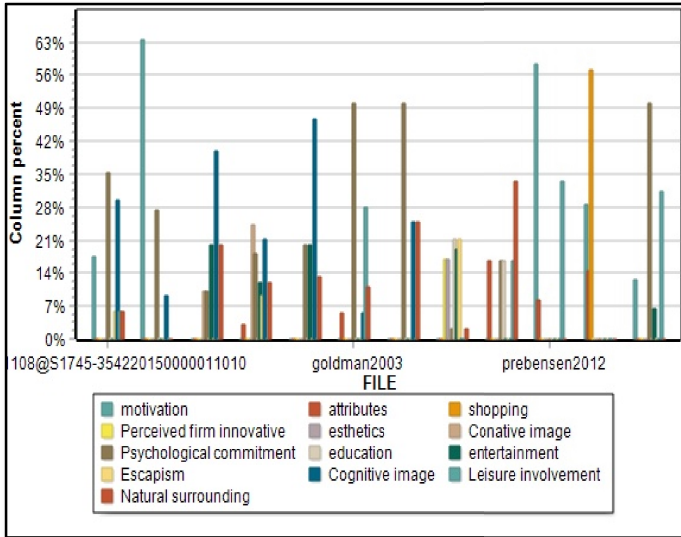


Fig 8: column percent of the file

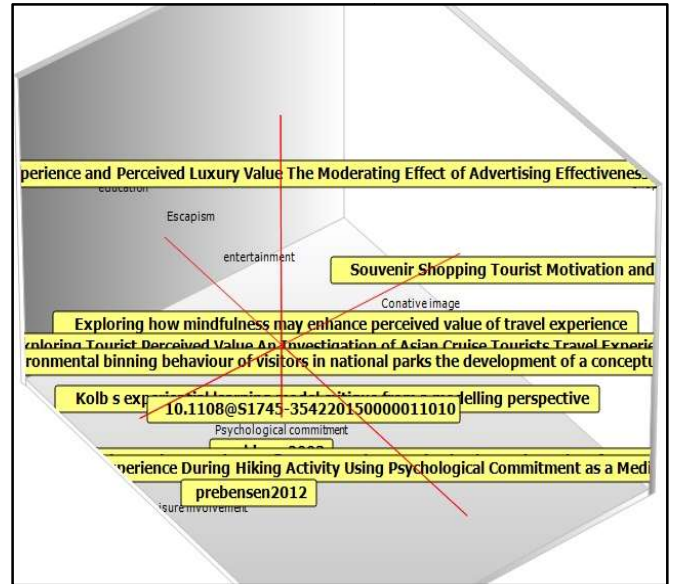


Fig. 9: correspondence 3d map

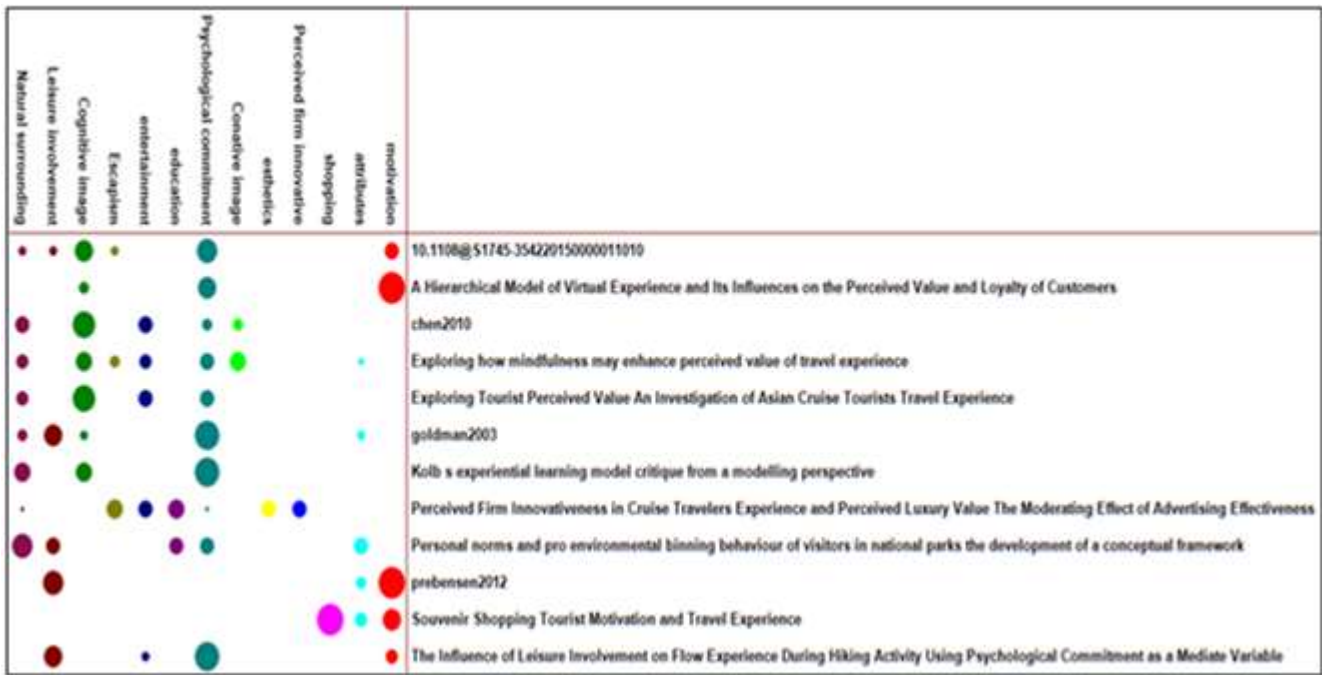


Fig.10: Bubble charts

Heat maps are another useful visualization technique. Relative frequencies are denoted using brightness or shade of colors.

Columns and rows are clustered, allowing one to detect relationships between code and subgroups of individuals.



Fig.11: Heat map

**Code sequences**

Codes occurring more often than predictable are in green, while those seeming less often are in red.

A = motivation  
 B = motivation  
 Freq of A = 23  
 Freq of B = 23  
 Expected Freq = 2.5  
 B follows A = 8 (34.8%)  
 A precedes B = 8 (34.8%)  
 % of sequences = 36.4%  
 Z value = 3.70  
 P = .002

	motivation	attributes	shopping	Perceived firm innovative	esthetics	Conative image	Psychological commitment	education	entertainment	Escapism	Cognitive image	Leisure involvement	Natural surrounding
motivation	1.7	1.7	1.2			-0.7				-0.4	-1.2	2.58	
attributes	1.7	1.6						0.61				2.31	
shopping	1.03	3.41	8										
Perceived firm innovative				2.8	2.82		0.8	0.18	3.13				
esthetics				5.5	2.43		-0.9	1.9	-0	0.29			
Conative image						0.97	2.7						2.98
Psychological commitment	0.94	-0.1		-0.4	-0.5	1.12		-0.8		2.59	1.27	-1.1	
education				0.8	0.78		5.6	1.86	0.2				0.13
entertainment				0.2	1.24		-0.7	1.7	0.69	2.93	0.12	-0.6	-0.5
Escapism	-0.8			2.8	1.56		2.1	1.87	2.57	-0.9			
Cognitive image	-1.1					4.88	-0.4	1.23		1.18		1.74	
Leisure involvement	1.73	0.78					1.79				-0.8	1.61	-0.2
Natural surrounding		0.93	0.6			0.49	0.83	-0.3			1.76	-0.1	-0

Fig.12: Frequency matrix

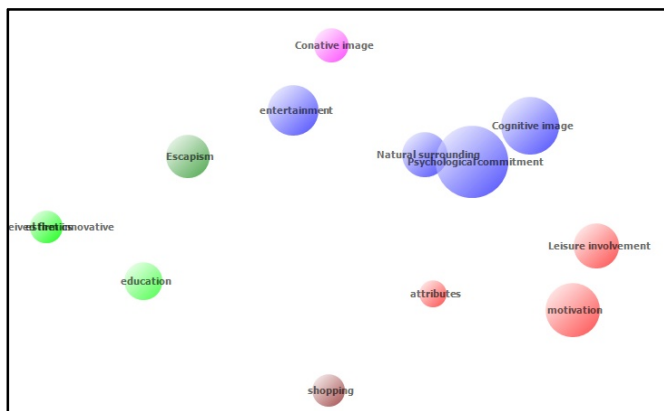


Fig.13: 2D bible map

This examines the co-occurrence of codes. The dendrogram confirms clusters of codes that tend to appear near each other. Maly dimensional scaling plots also embody graphically the proximity of codes either in 2d with frequency information or in 3d.

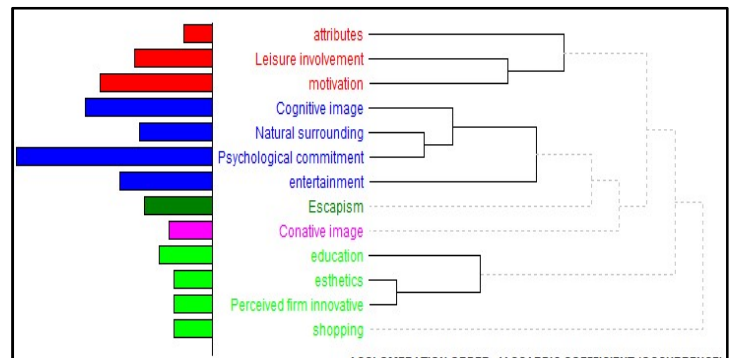


Fig. 14: dendrogram

**Content Validity**

“The degree to which an instrument has an appropriate sample of items for the construct being measured” (polit and beck, 2004).

This step entails confirmation by a specific number of experts, indicating that instrument items and the entire instrument have content validity. For this purpose, an expert panel is chosen.

The content validity of the instrument can be determined using the viewpoints of the panel of experts. This panel consists of content specialists and lay experts. Lay experts are the potential research subjects and content experts are professionals who have research experience or work in the field. In qualitative content validity method, content experts and target group’s recommendations are adopted on observing grammar, using appropriate and correct words,

applying exact and proper order of words in items and appropriate scoring. However, in the quantitative content validity method, confidence is maintained in selecting the most important and correct content in an instrument, which is quantified by content validity ratio (CVR).(Zamanzadeh et al., 2015)

To find content validity index for relevancy and simplicity of each item (I-CVIs), the number of those judging the item as appropriate otherwise clear (rating 3 or 4) was divided by the number of content experts but for relevancy, content validity index can be calculated both for item level (I-CVIs) and the scale-level (S-CVI). In item level, I-CVI is calculated as the number of specialists giving a rating 3 or 4 to the relevancy of each item, divided by the total number of experts.

The I-CVI expresses the proportion of agreement on the relevancy of each item, which is between zero and one. The SCVI is defined as “the proportion of total items judged content valid”<sup>3</sup> or “the proportion of items on an instrument that achieved a rating of 3 or 4 by the content experts”.

Although instrument developers almost never give report what method have used to calculate the scale-level index of an instrument (S-CVI) .6. There are two methods for calculating it, one method requires universal agreement among experts (S-CVI/UA), but a less conservative method averages the item-level CVIs (S-CVI/Ave). (Zamanzadeh et al., 2015).

Table 2. The table added to the cover letter to guide experts for a scoring method

	Relevancy
1	Not relevant
2	somewhat relevant
3	Quite relevant
4	highly relevant

There is a 1 to 4 rating scale. 1 is not relevant, 2 is somewhat relevant, 3 is quite relevant and 4 is highly relevant. Then, judge, a rater has to appropriate is a score. Classically, values let’s take care we have given the form is a deliberation.

Typically, acceptable values

- 6 raters
- I-CVI acceptable values – 0.83
- SCVI/Ave of 0.80 and above
- Best way to conceptualize the as SCVI/Ave the average I-CVI value, because this puts the focus on average item quality.
- SCVI/UA conservative approaches, however very useful.

The most informative procedure is to compute the SCVI both ways and to the report both values. Scale to be judged as having superb content validity would be composed of the item with I-CVIs that meet. Lynn’s(1998) criteria (ICVI =1.00 WITH 3 to 5 experts and a minimum ICVI of .78 for 6to 10 experts) and it would have an SCVI/Ave of .90 or higher. The suggested standards may necessitate two round of expert review if the initial I-CVIs suggest the need for substantial item improvements,or if the reviewers identify aspects of the construct not adequately covered by the initial pool of items (polite and beck,2006).

#### V. RESULTS, FINDINGS, AND CONCLUSION

In the another step and after selecting six content experts including the instrument developer experts (two people), recreation research experts (two people) and psychology experts (two people), an expert panel was created for making quantitative and qualitative judgments on instrument items. The panel members were requested thrice to judge on content validity ratio, content validity index, and instrument comprehensiveness.

Table 3: content validity table

Item Description	Rater1	Rater2	Rater3	Rater4	Rater5	Rater6	Number Agreement	I-CVI
motivation	4	4	3	4	3	4	6	1
attributes	2	3	4	4	2	3	4	0.666667
shopping	3	3	3	2	3	3	5	0.833333
Perceived firm innovative	3	3	2	4	4	4	5	0.833333
aesthetics	3	2	3	4	3	4	5	0.833333
Conative image	4	4	3	4	4	3	6	1
Psychological commitment	4	4	4	4	4	4	6	1
education	4	3	4	3	4	4	6	1
entertainment	4	4	3	4	3	4	6	1
Escapism	4	4	3	4	4	4	6	1
Cognitive image	4	4	4	4	3	4	6	1
Natural surrounding	4	4	4	4	4	3	6	1
Leisure involvement	4	4	4	4	4	4	6	1
							S-CVI/Ave	0.935897
							TOTAL AGREEMENT	9
							S-CVI/UVI	0.692308

We can calculate for the ravening item. If you look at this said that for 10 items 0.8 and above. This is a good item to be considered. The shopping perceived firm innovative and aesthetics values are 0.6. Therefore, they are unacceptable. Items other than 0.8 can be accepted. It has an S-CVI/AVE value of 0.93, which is good. The total agreement value is 9. Scvi/uvi around 0.69. That is 13 items. Only 10 items all the raters are agreed. Other words 4 items they have disagreed. This is basically the efficiency of the scale development process.

*Conceptual model*

The following is the conceptual model that is created.

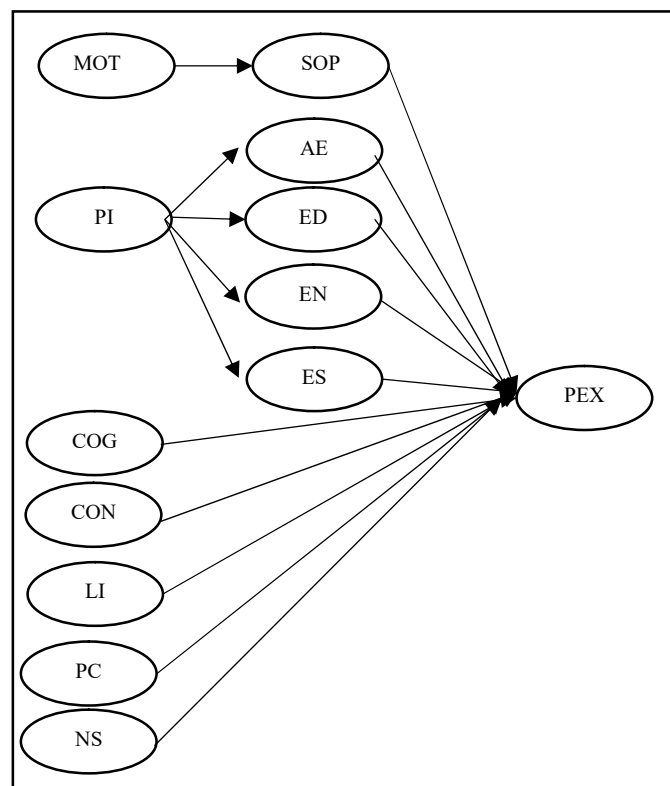


Fig 15: a conceptual model

*Abbreviations*

Table4: Abbreviations of a conceptual model

MOT	motivation	ED	education
ATB	attributes	EN	entertainment
SOP	shopping	ES	Escapism
PI	Perceived firm innovative	PEX	Perceived experience
AE	aesthetics	COG	Cognitive image
CON	Conative image	LI	Leisure involvement
PC	Psychological commitment	NS	Natural surrounding

Thought literature review researcher was able to identify the conceptualization model of perceived experience. The above

model shows the outcome of the research and the findings of the research. These indicators are classified according to QDA miner software. Here, the factor of Psychological commitment is the most influential factors for the perceived experience. Other factors also influence perceived experience based on the above model. There are mediator factors here. They are motivation, attributes, shopping, Perceived firm innovative, aesthetics, Conative image, education, entertainment, Escapism, Cognitive image, Leisure involvement, Natural surrounding

These findings reveal that several factors influence for the perceived experience. According to that, the most influential factor is Psychological commitment. The factors that are quite influential are motivation, entertainment, and Cognitive image. The factors that are moderately influenced is Leisure involvement and Natural surroundings. The factors that are slightly moderately influenced are education, Escapism, and Conative image. The least affected factors are an attribute, shopping, Perceived firm innovative and aesthetics.

This research mainly focuses on the Conceptualization of Perceived Experience in a Hiker’s Trail Consumption Context. This is the answer to the question. This accomplished the objective and filled the gap of the research. The purpose of the research was to design the empirical tool. Here it will be fulfilled. These are the hypothesis of the research.

Finally, the paper concludes with a suggestion for further research. Accordingly, Perceived Experience is a psychological decision. This can be used to measure the conceptual model. But this model is not measured. Accordingly, this research suggests that further How to measure Perceived Experience in a Hiker’s Trail Consumption Context, the best path for Perceived Experience purposes should be searched and what are the Hiker’s Trail Consumption index.

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