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Original Article

## Escapism Experience an Avenue for Tourism Development: Mapping the Test of Tanzania: Evidence from Arusha Region

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**Keywords:**

*Escapism Experience, Arousing Experience, Memory Experience, Perceived Quality, Tourism Development.*

The study's aim is to examine the mediation effect of consumer perceived value on the relationship between escapism experience components and tourism development. A purposive sampling technique was used to collect data from various hotels in Arusha. One hundred twenty-three questionnaires were distributed, and only 78 were retained for analysis throughout the study. Statistical Package for the Social Sciences (SPSS 27) through descriptive statistics was used to analyse respondent profiles and the normality test of the data. Structural Equation Modelling through AMOS software was used to analyse the relationship of the variable and to test the mediation effect of customer perceived value on the relationship between arousal experience, memory experience, perceived quality, and tourism development. The main findings reveal that customer-perceived value fully mediates the relationship between memory experience and tourism development while partially mediates the relationship between arousal experience and perceived quality in tourism development. With the guide of the experience economy theory, the study's novelty lies in the mediation effect of customer perceived value on the relationship between the escapism components and tourism development. With these findings, tourism stakeholders, including the hotel industry, are advised to focus on satisfying customers in the whole customer travel experience value chain, which includes before experience, during the experience, and post-experience.

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## INTRODUCTION

Since the 1970s, it has been asserted that a significant factor in tourist motivation is the desire to flee the pressures of one's "home" society to seek out more "genuine" experiences (Cohen, 2010). Escapism is removing oneself from one's routine and seeking out novel experiences to escape their mundane daily lives; people seek out novel experiences, which also allow them to unwind mentally and physically (Rehman et al., 2023). Escapism has been described as a push factor, which refers to factors predisposing an individual to travel. Ali et al. (2014) stated that tourist travel to natural setting destinations to escape from everyday routine life and the boredom of daily life.

A history of escapism could be traced from the measures men undertook to protect themselves from various threats while standing on both feet (and underground). The word "escape" has long meant escaping actual sources of suffering and calamity (Heilman, 1975). Accidents, threats, plagues, hostile animals, early death in many forms, adversaries of any type that were assigned to people, jails, castles and towers, prison camps, military activity, ambushes, assaults, booby traps, duels, pursues, fires, and floods are just a few of the things that plagued human being (Heilman, 1975).

In Spain, escapism experience is enriched through culinary tourism which attracts tourists interested in locally produced food and those who want to learn about the local cultural (Gardiner et al., 2022). Indonesia's culinary tourism is one of the most enjoyable travel activities, and thus it has become

the catalyst for providing an escapism experience while providing employment and raising the income of those from the backbone of the industry (Tovmasyan, 2019; Wijaya, 2019). arguably, cooking classes at Cinque Terre provide an escapism experience and point to the complex nature of tourism experiences (Kokkranikal & Carabelli, 2021). Thus, escapism is perceived as the tedium of routine, forming one of the major motives driving vacation behaviour.

Escapism and tourism development in Africa began in the 19th century and Mohamed (2017) predicted that arrivals will rise from 85 million in 2020 to 134 million in 2030 as a result of various escapism activities in Africa. It helps tourists to escape the daily routine of their regular setting and involve themselves in a world of opportunities since they are more knowledgeable with discretionary income and more time to travel (Huseynli, 2022). Culinary arts are currently being linked to tourism development through escapism activities in Egypt (Atef & Harede, 2022). Travelling for shopping or clubbing might be a form of escape as well as a spectacular journey to the verge of the world (Vien, 2021).

Different pieces of literature have observed different ways in which tourism may escape; some may wish to escape from it all, some may wish to escape a feeling of isolation, escape from a certain social context, while others may wish to escape from increasing dissatisfaction with the Western way of life and tourism view travel as a form of escape to allow personal growth (Cohen, 2010; Kastenholz et al., 2017). James (2020) notes that

Kenya is becoming a choice destination for those in search of food experiences, in which escapism experience is observed through culinary tourism, where tourists participate in different activities such as cooking classes. Through the expanded culinary arts, Kenyan promotion campaigns focus on emphasising how culinary tourism preserves and advances cultural traditions. Kenya takes the leading role by offering more than ten best culinary universities and colleges in East Africa and it has been a major source of providing escapism experience to most tourists visiting the country (Fontefrancesco & Lekanayia, 2018). While in Israel, Cohen (2010) found that tourists escape finding one space outside their usual social, political, and economic setting of life.

Escapism and tourist development in Tanzania dates to the 5th to 7th centuries at the Olduvai Gorge Site. During the colonial era, tourism was solely developed to meet the demands of colonialists and their families who travelled there to engage in escapism activities like hunting and wildlife viewing (Hilton-Taylor & Stuart, 2008). According to Lwoga (2013), tourism has developed quickly in Tanzania and escapism activities through culinary and festival supports the development of the tourism industry.

Escapist experiences are intensely immersing activities in which visitors actively participate; they become engrossed and absorbed in pursuits that are entirely apart from those they encounter in their daily lives (Ponsignon et al., 2021). Escapist experiences have been used to evaluate nature-based recreational activities like cruising (Hwang & Lee, 2019), wildlife tourism (Merwe et al., 2021) and intertidal zone experiences (Hwang & Lee, 2019). They may be inspired to incorporate general tourism development into their daily life by taking part in an on-site tourist experience that includes recreational activities. Tourist participation and feedback gathering could enhance the escapist experience (Lee & Jan, 2019).

Several researchers went further to investigate the dimensions of tourist experiences which include; entertainment, education, escapism, and aesthetics. Güzel (2014) investigated these dimensions in Turkey and found that only escapism, entertainment, and aesthetics have positive effects on emotional arousal. Andari et al. (2022) investigated the structural relationships among the four subdivided dimensions of tourism experience; education, aesthetics, entertainment, and escapism in China; Kastenholz et al. (2017) examined the proposed tourist experience scale and analysed the relationships between the experience, arousal, memory, and satisfaction; Vien (2021) highlighted the dimension of escaping considering spatial, geographical context, and the entry requirement in Poland; Ponsignon *et al.* (2021) investigated the reasons why tourist exhibit a higher level of satisfaction through the role of hedonic value, escapism, and psychic distance. Antón et al. (2018) explored the role played by the value of tourist experience and customer perceived value as mediators between experience and tourism development as well as future visitor behaviour.

With the relationship measuring experience economy concepts such as; entertainment, educational, escapist, and aesthetics toward tourists having broad scholarly acceptance, this study switches focus to the factors that customer perceived value mediates the relationship between the escapism dimensions, which are arousal, memory, and perceived quality toward tourism development. Based on the researcher's best knowledge, none of the studies globally and specifically in Tanzania has investigated the mediation effect of customer perceived value on the relationship between the escapism dimension and tourism development. The available study of Mlozi & Pesämaa (2013) used escapism as an indicator of testing awareness of the destination. Jeremiah (2015) investigated the challenges facing Tanzania's tourism promotion and escapism was used as an indicator of why people travel. Matolo &

Salia (2021) examined the determinants of international tourist destination loyalty and escapism was one of the indicators of having a positive attitude toward a destination and intending to revisit the destination. Therefore, escapism experience toward tourism development in Tanzania is still debatable and less documented; it has remained one of the largely under-theorised areas of study (Cova et al., 2018). There is still inconsistent evidence regarding the relationship between escapism experience through arousal experience, memory experience, perceived quality, and customer perceived value toward tourism development (Antón et al., 2018). Hence providing the basis for conducting this study to fill both theoretical and contextual gaps. This study uses the dimension of the experience economy model and applies them as measurable indicators for escapism. The authors proposed a typology of escapes based on the experience economy model; three dimensions were adopted, which include arousal, memory, and perceived quality, while customer perceived value was adopted to mediate the economy model variables.

## **THEORETICAL BACKGROUND**

The experience economy model was developed by Pine and Gilmore 1999 (Jurowski, 2009) with the aim of providing a conceptual and practical framework for understanding and evaluating experiential consumption for the tourist sector, as experiences are the primary product. The model includes both tangible and intangible elements through tourist participation with a certain emotional domain.

Pine argued that the realm of tourism experience within a destination included affective memories, sensation and symbolism which are both combined to create a memorable tourist experience. In the current competitive tourism business environment, traditional marketing approaches are no longer sufficient rather tourists search for a destination that will provide experiences that ‘dazzle their senses’,

‘engage them personally’, ‘touch their hearts’ and ‘stimulate their minds’ combined with fantasies, feelings, and fun. Tourists are in search of unique, memorable, tangible and extraordinary experiences (Jurowski, 2009).

Pine and Gilmore further argue for any successful destination, there must be a provision of unforgettable satisfaction experience to tourists by adding value to their offering. In the near future, in order to ensure sustainable competitive advantage, destinations are supposed to offer personal experiences and drive tourist loyalty to a destination. Pine experiences are divided into four broad realms, also referred to as the 4E constructs of the experience economy: (1) entertainment, (2) educational, (3) aesthetic, and (4) escapist (Jurowski, 2009). However, this study only focuses on the escapism dimension in estimating arousal, memory, and perceived quality, while customer perceived value mediates the relationship between the escapism dimension and tourism development.

Zhang & Lee (2022) state that the notion of escapism relates to the experience different from tourists’ daily experience, in other words, visitors to wine destinations spend their time participating in immersive activities that allow them to escape the realities of everyday life; in contrast to other dimensions, the escapist experience places a greater emphasis on immersion and engagement. The justification for using escapism in tourism is further backed by Chan et al. (2021) who found out that escapism was a component of overall customer experiences.

This study will use arousal as one of the indicator variables in escapism and it can be defined as the intensity of the physiological response to a stimulus. It is a key indicator of sensory-based experience, especially during the consumption of hedonic services (Luo et al., 2021). Thus, the creation of an arousing experience with enduring memories is central to a cruise line’s ability to generate high levels of satisfaction and positive behavioural

intentions. In addition, cruisers' onboard experiences determine the overall perceived quality of the cruise holiday. In previous studies (e.g., Oh & Kim (2017), perceived overall quality has been used as a global post-consumption evaluation. Regression results establish the nomological validity of the experience scale. Memory experience is a proactive procedure that connects an experience to the emotional and perceptual results of a tourist activity (Lu et al., 2022). Additionally, a person's memory is a living thing that can also involve the process of giving the past meaning (Lu et al., 2022). The definition of perceived quality is "the consumer's assessment of a product's overall excellence or superiority" (Ribeiro & Prayag, 2019). Furthermore, according to Ribeiro & Prayag (2019), perception of quality is distinct from real quality since it incorporates the customer's comprehensive evaluation of their dining experiences at a higher level of abstraction. Aşan et al. (2020) defined customers perceived value as the overall assessment of the use of a product or service based on the perception of expectations about the companies that supply products and services. The customers' perceived value is based on the emotional connections that develop when they use the goods or services that these companies offer and deliver to the customer (Aşan et al., 2020).

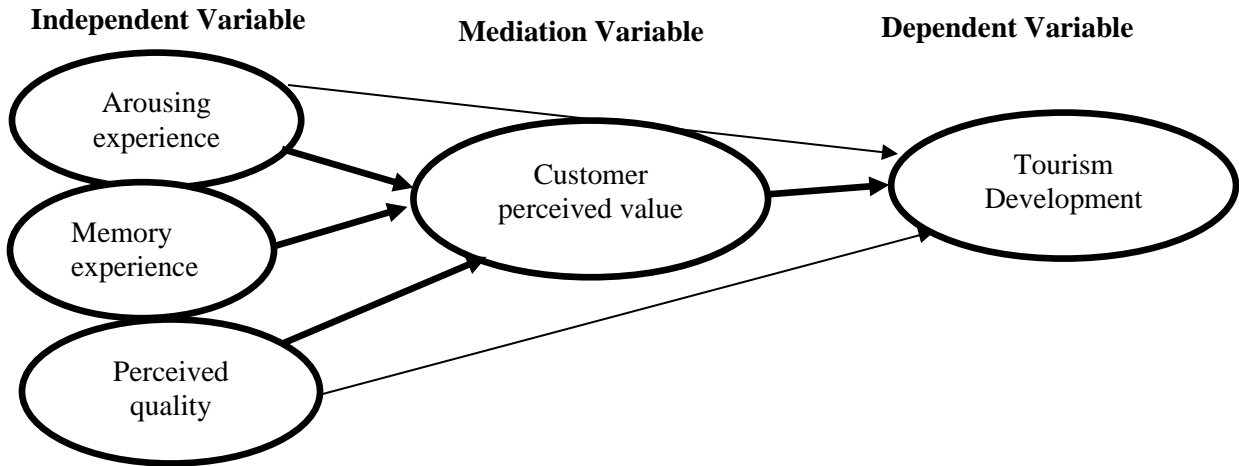
### **Proposed Model and Hypotheses Development**

The suggested model incorporates three constructs of the independent variables under escapism aspects from the experience economy model. The

relationship between the three dimensions of escapism and the dependent variable of tourism development is mediated by customer perceived value (Kastenholz et al., 2017). One of the major contributions to the literature on the explanation of the assessment role of escapism experience on tourist development is the inclusion of customer-perceived value as a mediating component (Biswas et al., 2020). According to the model's suggested hierarchy, customer perceived value is dependent on the aspects of the economic experience model and may also have additional effects on the growth of the tourism industry. To explore the experience of escapism and the growth of tourism, this study uses the dimension of the experience economy model.

### **Hypothesis Development**

This research consists of three variables; arousing experience, memory experience and perceived quality, while customer perceived value mediate these variables toward tourism development. The conceptual research is adopted and adapted to fit the content of the study from the experience economy model (Lee et al., 2019) experience economy model consists of education experience, entertainment experience, escapism experience and aesthetic experience. Referring to the theory of that stance, the study borrowed escapism and measured it with arouse, memory and perceived quality while customer perceived quality mediates the relationship, as can be seen in *Figure 1*.

**Figure 1: Proposed Conceptual Frame**

### The Relationship Between Arousing Experience with Tourism Development

Escapism experiences have favourable impacts on arousing experience which contributes to tourism development. Arousal experience among tourists has a beneficial impact on their post-experience behaviour and is a key factor in determining their level of happiness and their post-experience intentions (Güzel, 2014). Reimer & Kuehn (2005) assert that the physical environment surrounding tourism activities also plays a role in the relationship between an arousing experience and tourism development. Hedonistic arousal is provided by the level of service, the surrounding environment, and the tourism experience (Luo et al., 2021). According to Wang et al. (2020), two different types of arousal lead to people experiencing pleasurable emotions when engaging in artistic activity. One is gradualness arousal, which describes how the strength of an aesthetic emotion progressively grows during the perception and acceptance processes before finally reaching the necessary degree to provide a happy experience. The other type of arousal is called hyperactive arousal, which causes emotions to be quickly brought to a peak by a fast shock, followed by a drop-off in pleasure that lessens intensity as the excitement fades. Environmental psychology frequently uses arousal because it is believed to be a factor that affects tourism

development (Wang et al., 2020). Therefore, the following hypothesis are proposed:

*H<sub>1</sub>: There is a positive and significant relationship between Arousing experience with Tourism development*

*H<sub>2</sub>: Customer perceived value mediates positively and significantly the relationship between arousing experience and tourism development*

### The Relationship Between Memory Experience with Tourism Development

The relationship between memory experience and tourism development has an impact on the connection between visitor arrival and memory experience, impressions of the environment and its people, as well as knowledge of the larger world and of themselves (Cutler, 2015). As information is gleaned from previous experiences of consumers, purchase motivation is increased. Also, customers frequently view their prior experiences as trustworthy and valuable sources of knowledge. Also, memories have a big role in a consumer's (a tourist's) decision to return to a destination (Lu et al., 2022). Using a management/marketing strategy, tourism businesses aim to produce memorable experiences that encourage future behaviour intentions to visit a destination (Kim et al., 2022);

thus, tourism development would be enhanced: Therefore, the following hypothesis is proposed:

*H<sub>3</sub>: There is a positive and significant relationship between memory experience with tourism development*

*H<sub>4</sub>: Customer perceived value mediates positively and significantly the relationship between memory experience and tourism development*

### **The Relationship Between Perceived Quality with Tourism Development**

Certain empirical research demonstrates a relationship between perceived quality and tourism development (Lee et al., 2011; Song et al., 2015). The development of cultural tourism demonstrates the attention to perceived quality; visitors perceive the quality of the destination based on authentic cultural attractions. With the guide of the experience economy theory, the estimation of the perceived quality of a destination depends on the available attractions and the perceived customer services at a destination (Ningsih & Dwita, 2020). Marketers need to be concerned about product and service quality while managing the tourism business. Travellers' pleasure and inclination to return to a destination can be increased through the perceived quality of the services, accessibility, amenities, cultural attractions, and transportation services which are all enhanced by the perceived customer value. If a tourist perceives quality service at a destination through word of mouth and social media advert, these customers are more likely to share about the destinations with their friends (Ribeiro & Prayag, 2019); thus, the following hypothesis is developed:

*H<sub>5</sub>: There is a positive and significant relationship between perceived quality with tourism development*

*H<sub>6</sub>: Customer perceived value mediates positively and significantly with the relationship between perceived quality and tourism development*

## **METHODOLOGY**

### **Variables and Measurement**

The measurement scales used to collect data were adopted from the existing tourism experience measurement scales. The items were measured using five-point Likert-type scales with 1 denoting a strong disagreement, 2 a disagreement, 3 a neutral opinion, 4 an agreement, and 5 a strong agreement. Lastly, a few questions on respondents' ages, genders, and educational backgrounds were asked, as well as questions about their establishment profiles, including number of employees. The arouse experience indicators were adopted from (Kastenholz et al., 2017). Güzel (2014) measured with 6 items. The memory experience from Kastenholz et al. (2017); Lee et al. (2019) were measured with 7 items. Perceived quality from (Tsai & Wang, 2016); (Bae & Jeon, 2022) and was measured with 6 items. Customer-perceived value indicators were adopted from Patma et al. (2020) and were measured with 8 items.

### **Sample and Data Collection**

This study employed convenience sampling, which is a non-probabilistic sampling technique since the precise sample size and location of the study population could not be predetermined. In addition, due to time and financial constraints a convenience sample was deemed more suitable. Convenience sampling is a wide term that describes non-random study-site selection (Anderson & Anderson, 2008). With convenience sampling, subjects are chosen simply because they are easy to obtain for the study and therefore conveniently accessible to the researcher.

This study employed a self-administered method in data collection from October to December 2022. Respondents who included hotelier managers,

owners, and decision-makers, were asked to take 20-30 minutes of their time to complete the questionnaire. A total of 123 questionnaires were administered to different hotels in Arusha of which 78 responses were retained for further analysis. To gain the profile of respondents, initially, data were analysed using the Statistical Package for the Social Sciences (SPSS 27). Later, to test for the full proposed model, an SEM approach was used.

### Research Design

In this study, a descriptive research design was employed, which allowed confirmation (accept) or disconfirming (reject) of the proposition (hypothesis). The advantages of using quantitative research design are many, such as accommodating large populations, isolating small differences, using advanced statistical analysis, and quantifying data that cannot be managed directly.

### Study Area

This study was conducted in Arusha municipality because tourism is mostly concentrated in this part of the country. It has the most spectacular and unique attractions. In addition, a number of tourist accommodation facilities are located in Arusha.

Arusha is referred to as the Tourist Capital of Tanzania and the Geneva of Africa due to its cool climatic condition and often hosts international conferences at its Arusha International Conference Centre (AICC) (Mkumbo, 2010). Arusha is the only place in the world where the gemstone tanzanite has been found in the Merelani hills. Also, it is the central point in Africa between Cape Town and Cairo. In addition, the city is the headquarters of the Tanzania National Park (TANAPA). Also, the city is the headquarters of the regional intergovernmental organisation named the East African Community (EAC). The Arusha region is the home of the Maasai people, the well-recognised African ethnic group due to their different customs, attire, and residence near several game parks in East Africa.

## RESULTS

### Respondents' Profile

Respondents' profile was explored in order to gain insight into the escapism experience through arousal experience, memory experience, perceived quality, and customer perceived value toward tourism development as presented in *Table 1*.

**Table 1: Characteristics of Respondents**

Characteristics	Distribution of answers
Gender	Male: 55.1%; Female: 44.9%
Age	21-40 years: 66.7%; 41-60 years: 30.8%; 61-80 years: 2.6%
Education	High school: 24.4%; Certificate/Diploma: 50%; Bachelor degree: 15.4%; Master degree: 5.1%; Other level: 3.8%
Job position	Manager: 24.4%; F&B Director: 5.1%; F&B Supervisor: 24.4%; Chef of the Dept: 14.1%; Others: 32%
Job Experience	Less than a year; 3.8%; Between 1-5 Years: 16.7%; Between 6-10 years: 57.7%; Between 11-15 years: 16.7%; Between 16-20 years: 2.6%; More than 20 years: 2.6%
Size of your company	20-40 employees: 5.1%; 40-60 employees: 34.6%; 60-80 employees: 32.1%; More than 80 employees: 33.3%



**Results from the Normality Test**

In the current study, normalised estimates of Skewness and Kurtosis using SPSS version 27 were carried out to test for the normality of the collected data. The recommended acceptance of Kurtosis has absolute values of up to  $\pm 7$ . In this study, the values

of both Skewness and Kurtosis fall within the recommended range of  $\pm 7$ . Skewness is within absolute values ranging from -0.878 to 2.825, while Kurtosis showed absolute values ranging from 0.279 to +5.850, as shown in *Table 2*. These values indicate that normality assumptions in this study are not violated.

**Table 2: Statistics**

	<b>AE2</b>	<b>AE4</b>	<b>ME2</b>	<b>PQ1</b>
N	78	78	78	78
Mean	4.513	4.359	4.308	1.628
Std. Deviation	.5975	.7203	.6306	.7227
Skewness	-1.175	-8.78	-9.85	1.761
Std. Error of Skewness	.272	.272	.272	.272
Kurtosis	2.367	.279	2.805	5.850
Std. Error of Kurtosis	.538	.538	.538	.538

**Results from Exploratory Factor Analysis (EFA)**

EFA offers not only the possibility of gaining a clear view of the data but also the possibility of using the output in subsequent analyses. The sample is adequate if the value of Kaiser Meyer-Olkin (KMO) is greater than 0.5, while Tabachnick (2020) concluded that, in order to warranty the application of EFA, the KMO statistic value should range from

0.6 or above. In this study, the findings have met the above criteria as the KMO value was 0.614 while Bartlett’s Test of Sphericity was significant at  $p < 0.00$  hence suggesting that the sample size was adequate and that the data were appropriate for the application of factor analysis as the structure was not an identity matrix. These results are summarised in *Table 3*.

**Table 3: KMO and Bartlett’s Test**

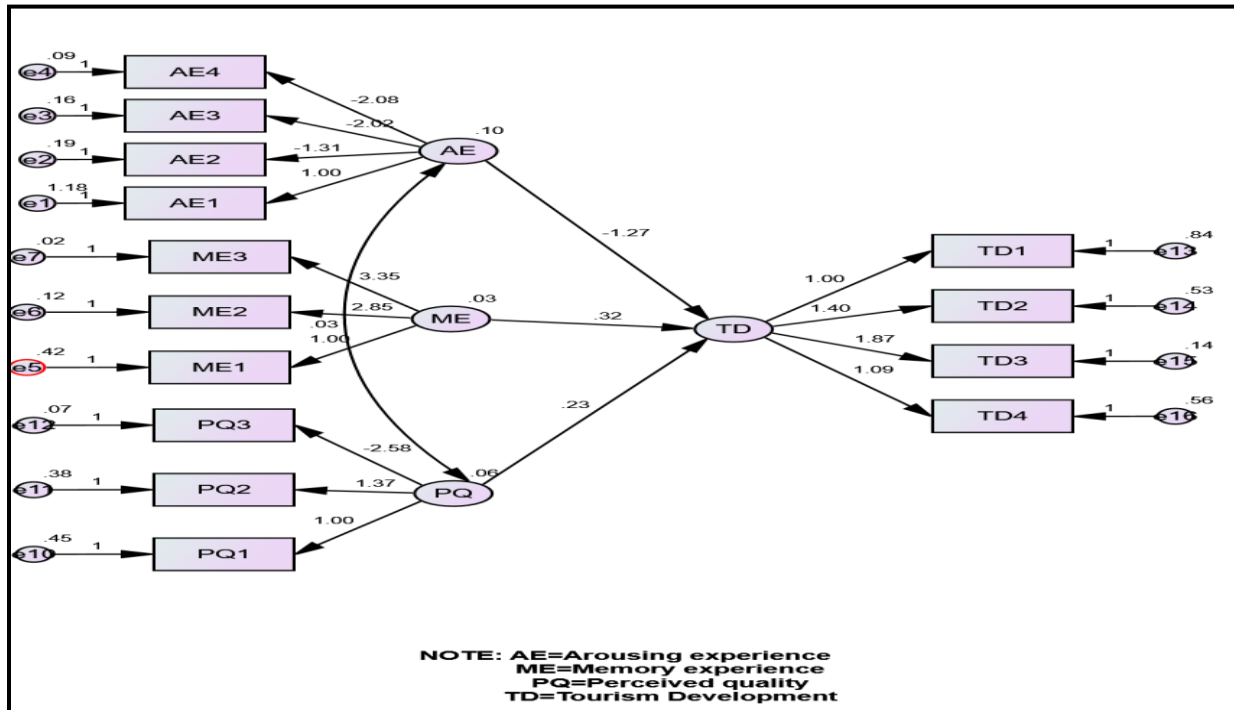
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.614
Bartlett’s Test of Sphericity	Approx. Chi-Square	467.037
	Df	66
	Sig.	.000

**Structural Model Results**

The structural model was tested to find out the model fit before mediation. In *Figure 2*, the structural model meets the recommended guidelines for Goodness-of-Fit [ $\chi^2 (57) = 0.930, p < 0.000, CFI = 0.938, RMSEA = 0.027, CMIN/DF = 2.305,$  and  $TLI 0.954$ . There is a relationship between the AE

model and TD model was supported and positive this means the initial process involves the removal of the mediator (i.e., Customer Services (SC)); the results indicate a positive and significant relationship between escapism variables on tourism development (TD) hence allowing us to test for the mediation effect.

**Figure 2: The Structural Model for the Overall Sample without a mediation variable**



The magnitude of a direct effect indicated that the path coefficient from AE to TD (.10) and the significant estimate of the direct relationship between AE and TD was ( $\gamma = 0.641, p = 0.07$ ) positive and significant hence H1 is supported. The magnitude effect of ME to TD was (.04), while the significant estimate of the direct relationship between ME and TD ( $\gamma = 0.215, p = 0.31$ ) was positive and significant; hence the H3 was supported. Lastly, the magnitude effect of PQ to TD was (.06) and the significant estimate produced the following ( $\gamma = 0.641, p = 0.07$ ) hence supporting the H5. These findings help to compare the test of the indirect effect of the structural model when customer perceived value (CS) is entered as a mediator, as presented below.

**The Mediation Test for both Direct and Indirect Effects with Mediator**

The structural model is executed to test for both direct and indirect effects with a mediation variable of CS. This process is intended to test for direct and indirect effects, as indicated in Figure 2. This is

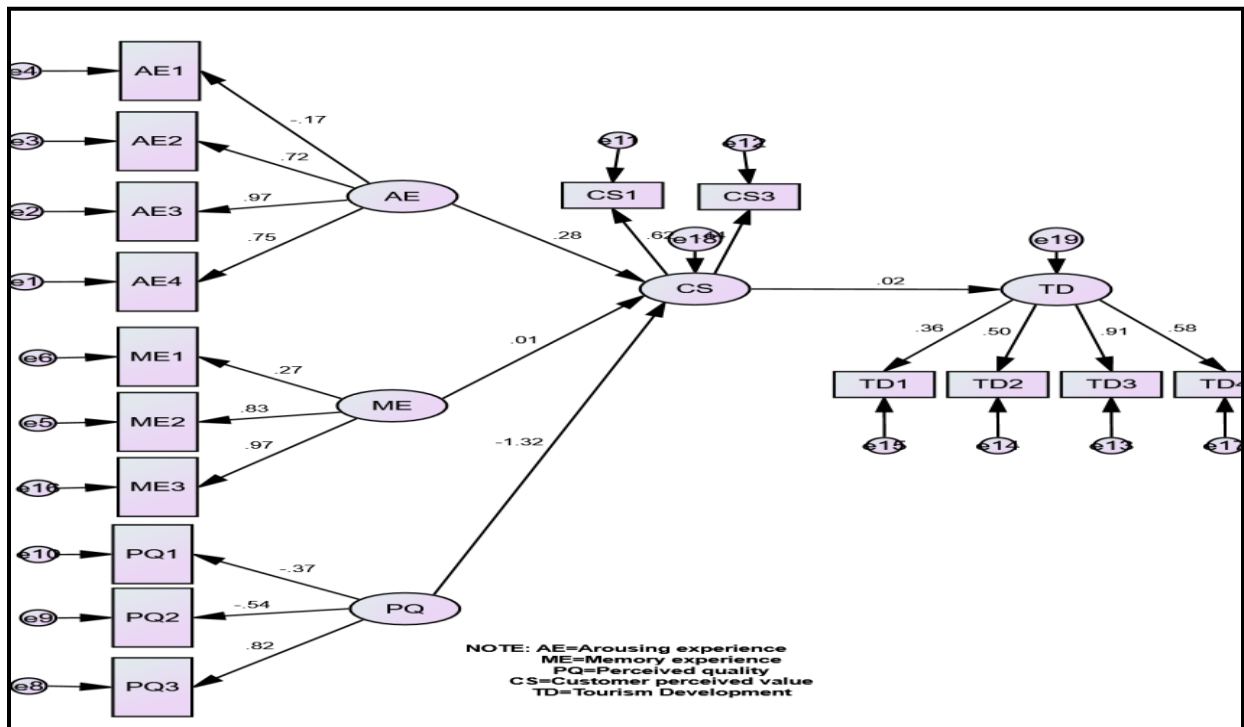
followed by confirmation of model fit to ascertain the legitimacy of the estimates shown above. The model fit results for the structural model with the mediator are; Goodness-of-Fit [ $\chi^2 (57) = 0.634, p < 0.000, CFI = 0.466, RMSEA = 0.223, CMIN/DF = 4.821, \text{ and } TLI = 0.359$ ]. This confirms that the structural model is appropriate to explain the mediation effect of customer-perceived value on the relationship between AE, ME, and PQ. However, the results indices indicate a weak mediation effect.

When the mediator was entered into the model, the magnitude of the indirect effect from AE to TD increased from 0.10 to 0.28, while the direct relationship between AE supported the study by having a positive and significant relationship between AE and TD ( $\gamma = 0.641, p = 0.07$ ). However, when the CS was entered into the model as a mediation variable, the strength of the direct effect dropped and the relationship remained significant ( $\gamma = 0.071, p = 0.011$ ). Thus, partial mediation is observed and therefore, the H2 is supported.

By observing the mediation effect of CS on the relationship between ME and TD, the magnitude of the indirect effect decreases from 0.04 to 0.01, while the results of the direct effect before mediation provided a standard estimation of ( $\gamma = 0.215$ ,  $p = 0.31$ ) and when the mediator was entered in the model, the standard estimate remained positive but decreased and the p-value was not significant ( $\gamma = 0.071$ ,  $p = 0.954$ ) this implies that mediation could occur (Gunzler et al., 2013). Full mediation occurs when the direct effect of X (i.e., ME) and Y (i.e., TD) will not be significant to the presence of

mediation. The type of mediation here is called a “full mediation” since the direct effect of ME on TD is no longer significant after CS entered the model. Thus, ME has an indirect effect on TD through the mediator variable CS. Thus, the result fully confirms hypothesis H4. The relationship between PQ and TD was observed to be positive and significant ( $\gamma = 0.641$ ,  $p = 0.07$ ) when the mediation entered the model, the strength of the direct effect dropped and the relationship remained significant ( $\gamma = 0.137$ ,  $p = 0.00$ ) thus, partial mediation occurs therefore, the results partially confirm H6.

**Figure 3: The Structural Model for Direct and Indirect Effects with Mediator**



**DISCUSSION**

This study was inspired by the need to learn more about the mediation effect of customer perceived value on the relationship between the escapism dimension and tourism development. The findings confirm that the structural model is appropriate to explain the mediation effect of customer-perceived value on the relationship between AE, ME, and PQ. To test the mediation effect of perceived customer value on the relationship between arousal

experience and tourism development, the fit of the model was accepted. In testing the direct effect that aroused experience positively influences tourism development while the indirect effect with a mediation, customer perceived value partially mediates the relationship between Arousing experience and Tourism development. Given the nature of the study, where arousal experiences among tourists have a positive impact on their post-experience behaviour and are an important element in determining their level of enjoyment and their

post-experience intents, the result was not unexpected (Güzel, 2014). On the contrary, the finding of the study was different from Luo et al. (2021) who found that the arousal experience is enhanced through the quality services that a tourist receives. However, The findings of the direct effect are similar to Choi et al. (2018), who found that arousal experience could be observed through trust positively influencing the value of the destination to tourists. Hallak et al. (2018) found similar results on the relationship between arousal experience and return intention. Likewise, Şahin & Güzel (2020) found that tourist emotional arousal experience positively influences post-experience behaviour. On the other hand, the results of the indirect effect confirm customer perceived value does not fully mediate the relationship between aroused experience and customer loyalty (Patma et al., 2020). Likewise, customer perceived value through service quality influences destination image and behavioural intention (Moon et al., 2013).

From the findings above, it can be argued that arousal experience plays a very important role in tourism development within a destination; when tourism arousal experience is achieved, they are more likely to recommend the destination to others hence and revisit the destination for the second time. When tourists perceive a high customer value in a destination, it increases their chance to recommend the destination to others, in term of the general model, the link between customer perceived value, aroused experience and tourism development were partially significant (supporting hypothesis 2), while the link between arousal experience and tourism destination is supported (supporting hypothesis 1). Therefore, the type of destination may provide one explanation of the partial mediation effect between customer perceived value on the relationship between arousal experience and tourism development. When tourists perceive a high level of customer service to a destination, their arousal experience increases, and hence tourism development is attained.

Customer perceived value fully mediates the relationship between Memory experience and Tourism development. The direct relationship between memory experience and tourism development was positive and significant. The findings of this relationship are consistency with Mengkebayaer et al. (2022) who found that perceived memory experience significantly contributes to destination loyalty and equity. Kim et al. (2022) found that tourism memory experience contributes to revisiting intention and the spread of word of mouth. This finding implies that when tourists perceive a positive memorable experience with a destination, their revisit intention increase, and they can spread word of mouth to other. When the mediation variable was entered, the results revealed a full mediation effect between perceived customer value on the relationship between memory experience and tourism development. These findings are supported by Jiang & Hong (2021) in China who said that the relationship between food perceived value, memorable tourism experiences, and behaviour intention are influenced by customer perceived value. The study concluded that there were partial and full mediating roles of perceived festival value in the relationship between some experience dimensions and satisfaction; however, it was also found that escape experiences did not significantly affect satisfaction. Su et al. (2021) revealed that tourists in small (vs large) groups would have a higher level of perceived value and overall satisfaction toward a group travel experience. These findings conclude that when customers perceive positively with the destination attributes their memorable experience with a destination increases and thus, they can revisit and act as ambassadors.

The direct effect on the relationship between perceived quality and tourism development was positive and significant and supported by Ningsih & Dwita (2020) who found a positive relationship between perceived quality and customer satisfaction among tourists in Sweden. Vien (2021) found that

the perceived quality of a destination attribute had a positive and significant impact on tourism satisfaction with a destination; hence it influences return intention to a destination. When customers' perceived value mediated the relationship between perceived quality and tourism development, the results revealed a partial mediation effect. The findings are supported by Abdou et al. (2022) who described that customer-perceived value through tourist satisfaction partially mediates the relationship between perceived quality and behavioural intention to revisit the destination. Wang et al. (2017) support the findings by indicating that perceived value and satisfaction are direct antecedents of destination loyalty; thus, perceived value and tourist satisfaction mediate the relationship between destination image and loyalty. Hapsari et al. (2016) argued that perceived customer value plays a partial mediating role between service quality and customer satisfaction constructs. When tourists perceive quality service with the destination, they can create an effort to revisit and talk about their experience to their friends.

### Implication

On the relationship between AE, ME, PQ, and tourism development, Hoteliers will need to focus more on consumers' perceived value whilst for tourism development. This suggests that hoteliers must be forewarned to view these escapism factors as a potential source of tourism growth. This is due to the fact that Tanzanian hoteliers are unable to adequately convey the type of vacation experience that tourists desire. The majority of people are unaware of the escapism experience that can be used by our nation to support current and future diversification of tourism growth. This request is for hotel owners and other decision-makers to positively incorporate customer perception into their everyday operations in order to assist the growth of tourism in the nation. The utility of a product is evaluated overall by the customer based on their perceptions of what they stand to gain and lose by using it; this is known as customer-

perceived value (Jiang & Hong, 2021). This idea states that consumer perception, in particular, is essential for any tourism firm to succeed and advance tourism growth.

### CONCLUSION AND RECOMMENDATION

Hoteliers should be aware of the experience that their customers are offered so they can increase their curiosity and creativity in the tourism business, resulting in tourism development. Customer perceived value in the tourism industry provides a broad area for any stakeholders, especially in the hotel sectors with the possibility of providing good service and products to the tourists while they are on vacation. This study indicates that the relationship between AE, ME, PQ, and tourism development is fully and partially mediated by customer-perceived value. Prior research in the culinary arts has concentrated on the relationship between the dimensions of the customer experience model and tourism development; however, none of these studies has examined the mediation effect of customer perceived value on this relationship, making this study's theoretical contribution. Future research in Tanzania and worldwide may use this model in the context of other tourism companies. Additionally, and particularly, this model can be used to examine other industries in comparable African nations to Tanzania, comparing the results to those of a recent study in order to create more reliable models.

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