

35 and behavioural intentions. A tourist well-being framework that was proposed by Vada,
36 Prentice, Scott & Hsiao (2021) focuses on three main areas: 1) antecedents of tourist well-
37 being (triggers); 2) episodes of well-being (consumption contexts); and 3) consequences of
38 tourist well-being (benefits). The current study deploys the well-being framework that was
39 developed in Vada et al., (2021) to delineate these preceding relationships and, more explicitly,
40 to examine the influence of travel companionships on memorable tourism experiences, tourist
41 well-being and behavioural intentions.

42 The focus on the influence of travel companionships is well justified. As social
43 creatures, humans rely on interacting and on cooperating with others to thrive (Bowles and
44 Gintis, 2011). The tourism literature has highlighted travel companionships as essential to the
45 formation of leisure preferences and participation (Raymore, 2002). Whilst travel can deliver
46 a range of positive outcomes or benefits for tourists, these depend substantially on whether the
47 incumbent is travelling solo or with companions (Su, Cheng & Swanson, 2020). Previous
48 researchers have used social exchange theory to explain the influence of social interactions
49 between tourists and host communities (Choo & Patrick, 2015; Moyle et al, 2010; Nunkoo &
50 Ramkissoon, 2012). It has also been established that travel companionship decreases loneliness
51 (Kleiber et al, 2002; Morey & Kritzberg, 2012) by providing emotional and social support
52 (Fullager & Brown, 2003). Radojevic, Stanisic and Stanic (2015) noted that travel
53 companionship might influence positive outcomes arising from travel experiences, while
54 others (e.g., Glover & Filep, 2015; Prayag, Hassibi & Nunkoo, 2019) have asserted the
55 importance of adopting a group perspective when addressing the influence of travel
56 companionship on tourist experiences and well-being. However, no major investigation has
57 explored the role of companionships in generating travel-related benefits (Glover & Filep,
58 2015) and no researchers have explicitly examined the influence of travel companionships on
59 memorable tourism experiences, tourist well-being and behavioural intentions.

60 The present study adopts Seligman's (2004) PERMA (Positive Emotions, Engagement,
61 Relationships, Meaning and Achievement) theory to conceptualise well-being. The PERMA
62 model comprises five building blocks of well-being, including the relationship dimension
63 which resembles companionship. The relationship dimension within the PERMA model is
64 posited on the claim that having meaningful and positive relationships with others provides a
65 clear pathway to well-being (Seligman, 2004). However, the application of the model in
66 tourism has not provided a clear or deeper understanding of the types of relationships which
67 influence well-being, or the different ways that tourist experiences can enhance existing
68 relationships or even create new ones (Vada et al., 2021). This study enhances the

69 understanding of the R (relationships) element of the PERMA well-being model by
 70 investigating the relationships among travel companionships, memorable tourist experiences,
 71 well-being and behavioural intentions. The current authors draw from the discipline of positive
 72 psychology (Filep & Pearce, 2013; Filep & Laing, 2019; Parsons, Houge Mackenzie & Filep,
 73 2019) by empirically testing the conceptual framework proposed by Vada, Prentice, Scott &
 74 Hsiao (2021). The authors now present a review of the literature on tourism experiences, tourist
 75 well-being, travel companionship and behavioural intentions. A conceptual framework is
 76 proposed to test hypotheses that specify the direction of the relationships among the various
 77 constructs.

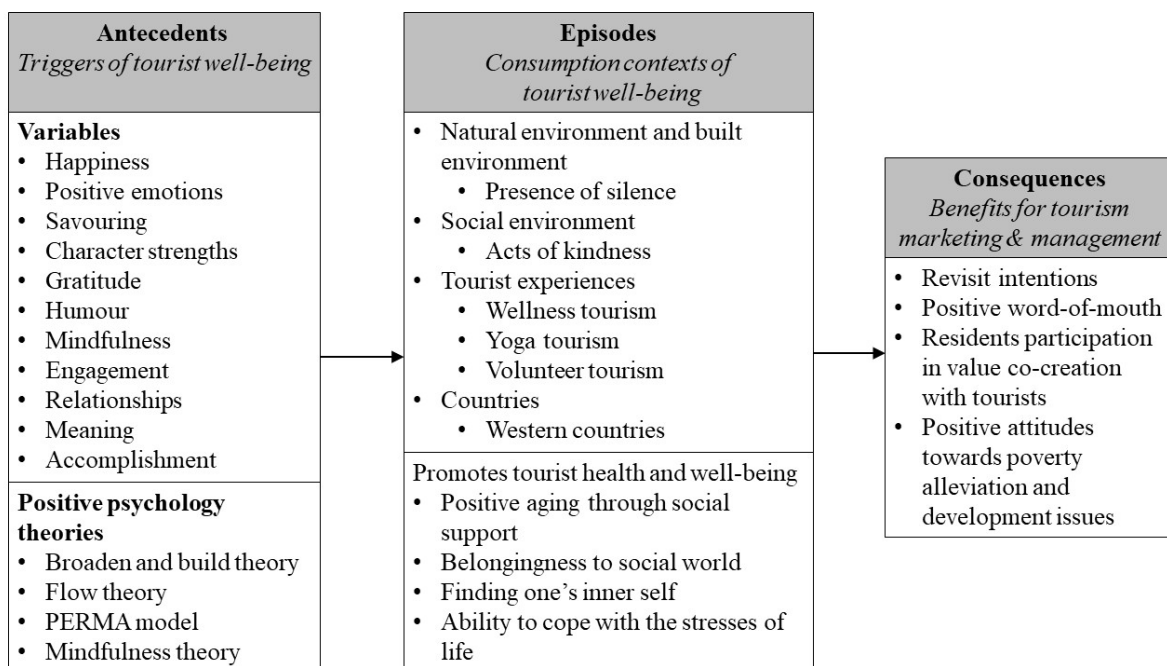
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79 **2.0 Literature review**

80 *2.1 Theoretical framework*

81 Though Vada, Prentice, Scott & Hsiao (2021) have observed that tourist well-being has been
 82 predominantly examined as an outcome variable from tourist experiences, this finding can be
 83 extended by linking tourist well-being to practical outcomes related to behavioural intentions
 84 which can be implemented by tourism managers and marketers. In Figure 1 the authors propose
 85 a tourist well-being framework focusing on three main areas: 1) antecedents of tourist well-
 86 being (triggers); 2) episodes of well-being (consumption contexts); and 3) consequences of
 87 tourist well-being (benefits).

88



89

90 Figure 1. Conceptual framework of tourist well-being in tourism research adapted from Vada,
91 Prentice, Scott & Hsiao (2020).

92

93 Antecedents refer to triggers which may influence tourist well-being such as positive
94 emotions, character strengths, mindfulness, engagement, relationships, meaning and
95 accomplishment. Several positive psychological theories offer potential explanations of how
96 these variables influence tourist well-being. For example, Frederickson's (2004a) broaden and
97 build theory of positive emotions claims that certain positive emotions broaden people's
98 momentary thought-action repertoires and build their enduring physical, social and
99 psychological resources. Previous empirical research has found that positive emotions can help
100 people to cope with adversity (Miao, Vittersø, Ferssizidis, Fredrickson, Steger, Catalino &
101 Ryan, 2013; Mitas, Yarnal, & Chick, 2012; Tugade & Fredrickson, 2004) and also contributes
102 to improving cardiovascular health following negative emotions (Fredrickson, Tugade, Waugh
103 & Larkin, 2003). The PERMA model of well-being (Seligman, 2004) has also been claimed to
104 contribute to longer-term well-being through its five building blocks of positive emotions,
105 engagement, relationships, meaning and achievement.

106 Episodes refer to interactions with the natural and social environment which occur in
107 tourism experiences and have been shown to link with well-being. Examples include museums
108 (Packer, 2013), urban parks (Chiesura, 2004), zoos and aquariums (Falk, Reinhard, Vernon,
109 Bronnenkant, Heimlich, & Deans, 2007). It has also been found that experiences in nature can
110 influence emotional well-being (Beckmann, Ballantyne, & Packer, 1998). Acts of kindness also
111 influence emotional connections to people within host communities (Filep, Macnaughton &
112 Glover, 2017).

113 Consequences refer to the benefits of tourist well-being such as enhancing one's inner
114 self and reinforcing the ability to cope with everyday stresses. The benefits of experiencing
115 constructs of well-being within tourism, such as the presence of silence (Dillette, Douglas, &
116 Andrzejewski, 2018), acts of kindness (Filep et al., 2017), meaning from vacation experiences
117 such as wellness tourism and yoga tourism (Voigt et al., 2011) has also resulted in behavioural
118 consequences. These behavioural consequences have significant implications for tourism
119 marketing and management as they relate to revisit intentions and positive word of mouth
120 (WOM). Drawing upon previous studies, the current review suggests that there is a relationship
121 between tourist well-being and behavioural intentions. For example, Lin (2012) found that
122 psychological well-being is influenced by culinary experiences, with consequential impacts on

123 tourist intentions to revisit. The applicable motivation and subjective well-being also affected
124 revisitation intentions amongst hiking tourists (Kim, Lee, Uysal, Kim & Ahn, 2015).
125 Furthermore, Reitsamer & Brunner-Sperdin (2015) found that tourists' well-being impacted
126 positively on their intention to return and desire to engage in positive WOM.

127 The existing conceptual framework is limited by not addressing the role of travel
128 companionship on well-being and its impacts on practical outcomes such as behavioural
129 intentions.

130

131 *2.2 Memorable tourism experiences, tourist well-being and behavioural intentions*

132 A Memorable Tourism Experience (MTE) has been defined as a tourism experience which is
133 remembered and recalled after its occurrence (Kim et al., 2012). MTEs are constructed
134 selectively from tourism experiences, drawing on an individual's assessment of experiences,
135 thereby consolidating and reinforcing the recollection of pleasurable memories of the
136 destination experience (Kim et al., 2012). Memorable experiences combine past activities such
137 as encounters with accommodation, restaurants and tours at the destination and may influence
138 future intentions, either implicitly or explicitly (Boavida-Portugal, Ferreira, & Rocha, 2017).
139 Behavioural intentions have been defined as the degree to which a person has formulated
140 conscious plans to engage or not in specified future behaviours (Chen & Chen, 2010). They
141 may either be positive or negative. Positive behavioural intentions include intentions and
142 willingness to return and positive word of mouth (WOM) communications. Existing studies
143 have shown a relationship between MTE and behavioural intentions. For example, Ritchie,
144 Tung & Ritchie (2011) found that revisitation intentions are positively impacted by four
145 dimensions of the memorable experience. Prayag, Sameer, Muskat & Chiappa (2015) also
146 found that tourists' emotional experiences had a positive influence on memorability and tourist
147 satisfaction and on intentions to recommend. Oh, Fiore, and Jeoung (2007) also suggested that
148 customer experiences are related to positive memories, satisfaction and revisit intentions.
149 Consistent with the preceding discussion and suggestions, the following hypothesis is
150 proposed:

151 *H1: MTE significantly influences behavioural intentions*

152

153 Tourism experiences are forms of consumption offering physical and mental rest and
154 relaxation, as well as the prospect of personal development and of pursuing personal and social

155 interests (Gohary, Pourazizi, Madani, & Chan, 2018). The enjoyment and satisfaction that are
156 derived from travel experiences offer a potential assessment of outcomes (Cohen, 2016; Konu,
157 & Laukkanen, 2010). Previous studies have shown that traveller well-being is influenced by
158 prior memorable experiences. For example, Sie, Phelan, and Pegg (2018) found that
159 memorable aspects of local culture and excitement influence the overall well-being of older
160 tourists after travel. Afshar, Foroughan, Vedadhir, and Tabatabaei (2017) also found that tourist
161 experience is a strong predictor of the social well-being of older adults. Consistent with this
162 suggestion, the following hypothesis is proposed:

163 **H2:** *MTE significantly influences tourist well-being*

164
165 According to Yuksel, Yuksel, and Bilim (2010), tourism experiences entail performing
166 favourite tourist activities, thereby contributing to positive outcomes such as enhanced well-
167 being, social interactions and acquisition of memories. This in turn strengthens tourist well-
168 being and increases behavioural intentions. The positive well-being flowing from holiday
169 experiences can also benefit the visitor economy since there is potential to formulate marketing
170 messages that influence consumer destination choices (Pyke et al., 2016). For example, Sohn
171 and Yoon's (2016) investigation of Japanese tourists in Korea concluded that the image of the
172 destination had an impact on tourist well-being and their intention to revisit and recommend
173 the destination. Xu and Zhang's (2016) study of western tourists in China found that
174 involvement in activities, perceived attractiveness and well-being had a statistically significant
175 influence on behavioural intentions. Changuklee and Allen (1999) also found that satisfaction
176 and overall well-being with the sun, sand and beach destination was a predictor of behavioural
177 intentions by visitors to Myrtle Beach in the USA. Consistent with this suggestion and with the
178 foregoing discussion, the following hypotheses are proposed:

179 **H3:** *Tourist well-being significantly influences behavioural intentions*

180
181 It is noted that whilst previous studies provide significant support for H1, H2 and H3 above,
182 there are no studies which examine the influence of travel companionship on the collective
183 relationship between memorable tourism experiences and tourist well-being on behavioural
184 intentions.

185 186 *2.3 Travel companionship*

187 The concept of companionship has been prominent in the social psychology literature as a
188 protection from the emptiness and despair that is associated with loneliness in the context of

189 social support functions (Buunk & Verhoeven, 1991; Rook, 1987). More importantly, the value
190 of companionship is linked to psychological well-being, health and life satisfaction (Coleman
191 & Iso-Ahola, 1993). Well-being and enhanced quality of life constitute central themes in
192 positive psychology (Deci & Ryan, 2008; Smith & Diekmann, 2017). This coverage has helped
193 to transform well-being into a “buzz word” over the past decade, omnipresent in discourse
194 about human daily life and activities.

195 Companionship is a fundamental and innate human need and is essential for
196 well-being (Baumeister & Leary, 1995). Tourism scholars have highlighted travel
197 companionship as a fundamental factor in determining leisure preferences and participation
198 (Raymore, 2002). Social relationships associated with tourism and leisure activities have been
199 discussed extensively in the literature (Chung & Lee, 2019; Kim, Choi, Agrusa, Wang & Kim,
200 2010). Memorable tourism experiences can be enhanced by social relationships in tourism
201 consumption and also travel companionship, thus influencing behavioural intentions (Kim et
202 al., 2010). For example, Choo & Petrick (2015) found that travel companionship positively
203 influenced whether travellers had memorable tourism experiences and revisited. Changuklee
204 & Allen (1999) also found that behavioural intentions were highly related to traditional travel-
205 related variables, such as destination attractiveness and traveling to the destination as a family
206 tradition. Furthermore, Gracia & Urbistondo (2020), found that family satisfaction was greatly
207 influenced by traveling abroad and sharing activities. Consistent with this suggestion and with
208 the foregoing discussion, the following hypothesis is proposed:

209 **H4:** *Travel companionship has a significant moderation effect on the relationship*
210 *between MTE and behavioural intentions*

211 Previous researchers have also linked travel companionships and memorable tourism
212 experiences with tourist well-being. For example, Gregory & Fu (2018) concluded that people
213 who travel with family members enjoy enhanced overall well-being. A link was also identified
214 between family size and well-being, with smaller families experiencing greater sense of well-
215 being (Gregory & Fu, 2018). It has been further shown that travel experiences are significantly
216 influenced by activities which affect positive emotions (Olsson, Ettema & Fujii, 2013). Zhu &
217 Fan (2018) further identified a strong relationship between travel companionship, well-being
218 and meaningfulness. It was found that those traveling with their spouse or partner, children and
219 other family members and friends were much happier than when traveling alone. Gao (2020)
220 also found that travel can improve quality of family life, family functioning and children’s
221 development and well-being. Companionship further influences meaningfulness - higher

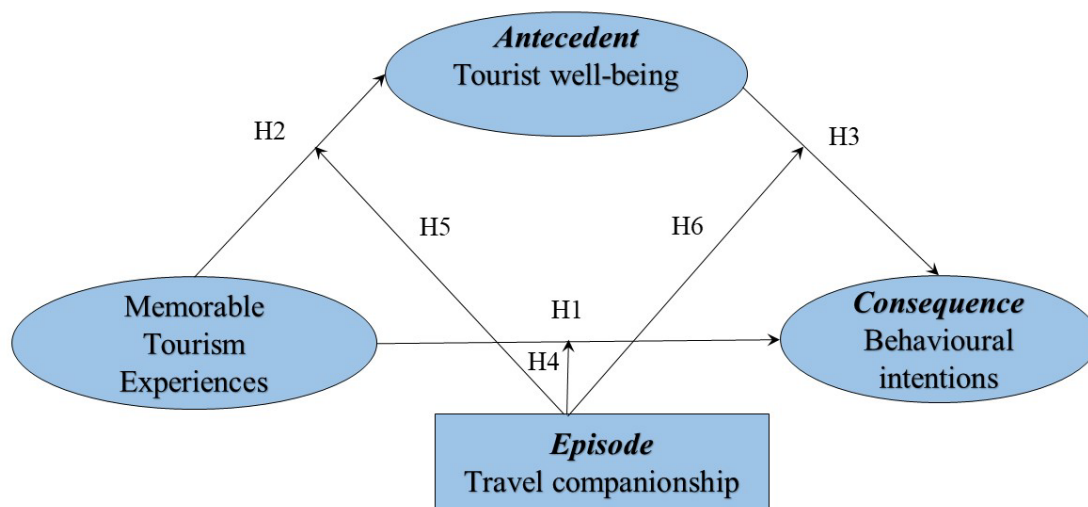
222 levels are associated with all types of companions, other than co-workers. Matteucci, Volic &
223 Filep (2009) identified an association between shared travel experiences and positive outcomes
224 such as strengthened friendship ties and personal growth. Consistent with the foregoing
225 discussion, the following hypothesis is proposed:

226 **H5:** *Travel companionship has a significant moderation effect on the relationship*
227 *between MTE and tourist well-being*

228 Rather than being experienced and interpreted individually, tourism experiences are commonly
229 group-based (Crompton, 1981). It has therefore been argued that deciding to revisit is not
230 exclusively personal, but often a social, collective and shared intention with current or other
231 travel companions (Choo & Petrick, 2015). Travel decisions are affected by social influences
232 such as family influences, reference groups and social classes (Gibson et al, 2003). Fakeye &
233 Crompton (1992) confirmed that the strengthening of social ties between friends during tourism
234 experiences enhances their well-being which therefore influences repeat visitation to the same
235 destination. Consistent with this suggestion and with the foregoing discussion, the following
236 hypothesis is proposed:

237 **H6:** *Travel companionship has a significant moderation effect on the relationship*
238 *between tourist well-being and behavioural intentions*

239 Based on the above discussion on memorable tourism experiences, tourist well-being,
240 behavioural intentions and the role of travel companionship on these relationships, the
241 following conceptual framework is proposed. This framework is adapted from Vada, Prentice,
242 Scott & Hsiao's (2020) conceptual framework of tourist well-being whereby tourist well-being
243 is viewed as an antecedent, travel companionship as the episode and behavioural intentions as
244 the consequence.



245
 246 Figure 2. Proposed conceptual framework

247
 248 **3.0 Method**

249 **3.1 Measures**

250 This investigation examined the relationship between memorable tourism experiences and
 251 tourist well-being on behavioural intentions. Therefore, the main constructs deployed in this
 252 research included travel companionship, memorable tourism experiences, tourist well-being,
 253 and behavioural intentions. All measurement items were adopted from existing scales to assure
 254 their validity and reliability and were anchored on a 7-point Likert-type scale (1 = strongly
 255 disagree, 7 = strongly agree).

256 The expression travel companionship refers to a person who accompanies the tourist
 257 and who may provide non-material support such as emotional encouragement, relationship
 258 enhancement, and/or material support (Yang & Tung, 2018). Based on Chung & Lee (2019),
 259 families, friends, relatives, acquaintances and professional caregivers are generally considered
 260 travel companions. Consistent with their approach, the current study categorised travel
 261 companionships as referring to family and friends of individual travellers.

262 The Memorable Tourism Experience Scale was adapted for the purposes of measuring
 263 a memorable tourism experience (Kim et al., 2012). These authors developed and validated the
 264 MTE scale based on the scale development procedure that was recommended by Churchill
 265 (1979) and Hinkins (1995). The scale comprises seven domains, namely: hedonism,
 266 refreshment, local culture, meaningfulness, knowledge, involvement, and novelty. The

267 Cronbach alpha levels for the MTE scale applied in previous studies have indicated acceptable
268 inter-term consistency ranging from 0.81 to 0.90 (Cornelisse, 2018; Coudounaris & Sthapit,
269 2017; Dagustani, Kartini, Oseman & Kaltum, 2017; Kim, 2014; Zhong, Busser & Baloglu,
270 2017).

271 The well-being of tourists was measured on the basis of satisfaction with their trip,
272 leading to overall life satisfaction. The authors adapted the Satisfaction with Life Scale (SWLS)
273 developed by Diener, Emmons, Larsen and Griffin (1985) to measure tourist well-being. The
274 scale was adapted for the purposes of the current tourism study, for example, adapting the
275 statement *I am satisfied with my life* to *I am satisfied with my trip*. Despite comprising only
276 five items, the SWLS has demonstrated good psychometric characteristics (Diener, 1984;
277 Pavot, Diener, Colvin & Sandvik, 1991; Pavot & Diener, 1993). The Cronbach alpha levels for
278 the SWLS applied in previous studies display acceptable inter-term consistency ranging from
279 0.79 to 0.89 (Adler & Fagley, 2005; Pavot & Diener, 1993; Steger, Frazier Oisihi & Kaler ,
280 2006).

281 The common measurements of behavioural intentions are: repurchase intentions,
282 recommendation to others and positive WOM (Cronin, Brady & Hult, 2000). In the current
283 study, the researchers measured behavioural intentions by adapting three items from Hosany,
284 Prayag, Deesilatham, Causevic and Odeh, (2015) and Ma, Scott, Gao and Ding (2017): “I will
285 visit this destination in the future”, “I will recommend this destination to someone else”, and
286 “I am likely to talk about my happy experience at this destination with others”. The Cronbach
287 alpha levels to measure behavioural intentions that were applied in previous studies have
288 indicated acceptable inter-term consistency ranging from 0.70 to 0.91 (Baker & Crompton,
289 2000; Gonzalez, Comesana & Brea, 2007; Kouthouris & Alexandria, 2005; Lam & Hsu, 2006)

290

291

292 ***3.2 Sample and data collection procedures***

293 The sample respondents were Australian residents, aged 18 years or older, who had travelled
294 during the previous three months. Valuable insights can be gained by addressing a single tourist
295 experience as proximate as possible in time to its occurrence, rather than on holiday
296 recollections based on more delayed assessments (Filep, 2012; Nawijn, 2011). Data were
297 collected using an online survey based on Qualtrics™ software. The questionnaire started with
298 an introduction to inform participants about the purpose of the study and ethical considerations.
299 The section included general questions about the respondent’s most recent trip, for example,
300 whether it was international or domestic and why it was undertaken (holiday, visiting friends and

301 relatives, business and work or study). The second section enquired about the extent to which
302 their trip was memorable and satisfying and the third section asked participants how they felt
303 towards the destination and if they would revisit, talk about their experience or recommend the
304 destination to others. The survey also included an open-ended question about meaningful
305 tourism experiences and how these may have contributed to overall well-being. The final
306 section consisted of demographic questions.

307 The survey questionnaire was administered to an online panel provided by Qualtrics™,
308 a global market research firm known for its research experience and ability to reach a particular
309 target market. Online panels are becoming increasingly common in tourism and marketing
310 research with researchers finding such data to be reliable with reduced respondent bias
311 (Brandon, Long, Loraas, Mueller-Phillips, & Vansant, 2013; Dolnicar, Yanamandram, & Cliff,
312 2012). To ensure that only those who qualified were invited to participate in the survey,
313 Qualtrics™ sent an email to their Australian panel with two screening questions to ensure that
314 participation was restricted to Australian residents, aged 18 years or above and who had taken
315 a trip during the preceding three months. To ensure that all responses were completed without
316 missing data, all questions on the survey had a forced response. Additionally, Qualtrics™
317 guaranteed a variety of participants in terms of demographics by distributing the surveys to
318 different age groups across Australia. As a result, 430 usable completed questionnaires were
319 generated, of whom 65% were female and 34% male. Most participants were aged between 26-
320 35 years (30.2%), had a Bachelor's degree (30.2%), and were employed full-time (39.1%).
321 The majority of participants were also married (59.5%) with an income of \$40,000 - \$59,000
322 (19.1%).

323

324

325

326 **4. Results**

327 ***4.1 Measurement model***

328 Since existing scales were used to measure the study variables, the assessment of reliability
329 and validity was conducted using Confirmatory Factor Analysis (CFA) with maximum
330 likelihood estimation (Hu and Bentler, 1999). The results of the model fit indices are
331 acceptable, namely: ($\chi^2(98) = 349.762, p < .0005, GFI = .903; TLI = .909; RMSEA = .077$).
332 The results of standardized residual co-variances and modification index values indicate no
333 conspicuously significant changes to the model. The average variance extracted for each
334 variable was over .50, indicative of adequate convergence (Fornell and Larcker, 1981). The

335 composite reliability was acceptable for each of the factors. Factor loadings were positive and
 336 statistically significant (see Table 2). All items have significant loadings on their corresponding
 337 constructs, demonstrating adequate convergent validity. The square root of average variance
 338 extracted of each construct exceeds the correlation between constructs, indicating discriminant
 339 validity. The results for correlations, means, and SD among study variables are provided in
 340 Table 1.

341

342 **Table 1.** Results for correlations, means and SD among study variables

Variables	Mean	SD	TWB	MTE	BI
TWB	4.99	1.37	.701		
MTE	4.79	1.28	.447**	.801	
BI	5.87	1.05	.596**	.372**	.762

343 Note: ** Correlation is significant at the 0.01 level (2-tailed). The values in bold are square
 344 root of average variance extracted.

345 MTE: Memorable Tourist Experience; TWB: Tourist well-being; BI: Behavioural intentions

Table 2. Results of Confirmatory Factor Analyses

	Item	FL	α	CR	AVE
Memorable Tourist Experience	I had a once-in-a-lifetime experience	.81	.87	.87	.64
	I had a unique experience	.90			
	My trip was different from previous trips	.85			
Tourist well-being	I experienced something new	.84	.83	.83	.51
	In most ways, this recent trip was close to ideal	.78			
	The conditions on this trip were excellent	.80			
	I was satisfied with this recent trip	.84			
	I achieved the most important things on this trip	.73			
	I would not change the plans I made for this recent trip	.73			
	Behavioural intentions	I will revisit this destination in the future			
I will recommend this destination to someone else		.91			
I am likely to talk about my happy experience at this destination to others		.83			

Note: α = Cronbach's alpha, FL = factor loadings, CR = composite reliability, AVE = average variance extracted.

346

347 **4.2 Hypothesis Testing**

348 The researchers deployed Structural Equation Modelling (SEM) to examine the proposed
 349 relationships. The model has a reasonable fit with the data well ($\chi^2(98) = 349.762, p < .0005$,
 350 GFI = .903; TLI = .909; RMSEA = .077). H1 proposes that an MTE is significantly related to
 351 behavioural intentions. The results show a significant effect ($\beta = 0.356, p < .001$), therefore, H1

352 is supported. H2 proposes that an MTE is significantly related to tourist well-being. The results
 353 show a significant effect ($\beta = 0.447, p < .001$) and therefore H2 is supported. H3 proposes that
 354 tourist well-being is significantly related to behavioural intentions. The results show a
 355 significant effect ($\beta = 0.356, p < .001$) and therefore H3 is supported. The results of the proposed
 356 relationships are presented in Table 3.

357 Given that the proposed model implies a mediation relationship between MTE and
 358 behavioural intentions with the well-being as the mediator, post hoc analysis by using Hayes'
 359 (2017) v4 was performed to assess this mediation relationship. The results show that tourist
 360 well-being significantly mediates the relationship between MTE and the proposed outcome
 361 variable with a statistically significant indirect effect (IE=.17): 95%CI = (.12, .23). This finding
 362 indicates that tourists with memorable experiences with a tourism destination influences their
 363 mental well-being which drives them to return to the destination.

364 A multi-group analysis was conducted for H4-H6 to assess whether travel
 365 companionship impacted on the proposed relationships. The researchers divided the
 366 respondents into family, friends and solo travelers. The Chi-squared difference between
 367 constrained and unconstrained models was significant for travel companionship at the model
 368 level ($\chi^2 (24) = 361.96, p < .01$), indicative that travel companionship influenced the
 369 perceptions of memorable tourism experiences, tourist well-being, and behavioral intentions.
 370 A path-by-path analysis was conducted and indicated were differences for two paths amongst
 371 the study variables – the travel companionship of friends and solo travelers. In the case of
 372 friends, tourist well-being ($\beta = 0.694, p > .05$) had an insignificant effect on behavioral
 373 intentions. However, solo travelers' well-being ($\beta = 0.500, p < .05$) had a significant effect on
 374 behavioral intentions. The moderation results are shown in Table 4.

375

376 **Table 3.** Regression weights between the proposed relationships

Hypothesis	Endogenous variables	Exogenous variables	Estimates
H4	Behavioural intentions <---	MTE	.341***
H5	Tourist well-being <---	MTE	.307***
H6	Behavioural intentions <---	Tourist well-being	.315***

377 Full model: ($\chi^2 (98) = 349.762, p < .0005, GFI = .903; TLI = .909; RMSEA = .077$)

378 Note: *** $p \leq .0005$; ** $p \geq .01$.

379

380 **Table 4.** Moderation effects between proposed relationships

Path analysis	Family	Friends	Solo
---------------	--------	---------	------

MTE → BI	.114***	.175*	.600*
MTE → TWB	.437***	.822***	.224*
TWB → BI	.389***	.644*	.485***

381 Note: *** p≤.0005; ** p≤.01

382
383

384 5.0 Discussion and Conclusions

385 This study has examined the relationship between memorable tourism experiences (MTE),
386 tourist well-being, and behavioural intentions, and the role of travel companionships in these
387 relationships. The major findings are that: (1) MTE has a direct significant effect on
388 behavioural intentions; and (2) on tourist well-being; (3) tourist well-being has a direct and
389 significant effect on behavioural intentions; and (4) travel companionship has a significant
390 moderation effect on tourist well-being, and behavioural intentions.

391

392 5.1 Theoretical contributions

393 Drawing from Vada, Prentice, Scott & Hsiao's (2020) conceptual framework and the PERMA
394 model, the current study provides empirical evidence on delineating the relationships between
395 MTEs, tourist well-being and behavioural intentions, as well as revealing the role of travel
396 companionships in these relationships. The PERMA framework in this study consists of five
397 building blocks: positive emotions, engagement, relationships, meaning and achievement
398 (Seligman, 2004). The findings of this study have theoretical and practical implications.

399 Theoretically, the significant mediating effect of tourist well-being on the relationship
400 between MTE and tourists' behavioural intentions extends the positive psychology literature
401 into the marketing discipline. Whilst creating memorable experiences is important for tourist
402 well-being, these personal benefits can be transferred to their revisit intention which is
403 reflective of customer loyalty for tourism destination marketers. Equally, this study contributes
404 to customer loyalty research by identifying a non-organisational offering (tourist well-being)
405 as a factor of attracting tourists' loyalty intentions and behaviours. The literature has shown
406 that premium service quality, expensive loyalty programs and other organisational offerings
407 are common antecedents of customer loyalty. The current study provides a fresh perspective
408 on addressing consumer behaviours.

409 The significant moderating effect of travel companionship in this study contributes to
410 the PERMA model by extending the R (relationships) element, considering that tourism
411 experiences can create an environment whereby families can re-connect and spend quality time

412 together. This helps the rediscovery of identities and acquisition of deeper self-understandings.
413 The renewal of relationships with family and/or friends and the creation of new relationships
414 has facilitated novel experiences which contribute to overall well-being. The finding is
415 consistent with that of Zhu & Fan (2018) in which travel companionship has a strong
416 relationship with both happiness and meaningfulness. In their research study those traveling
417 with their spouse or partner, children and other family members and friends are happier and
418 find more meaning from their experiences than those traveling alone.

419 Whilst existing researchers has shown that travel companionships enhance tourist well-
420 being, those with whom one affiliates during tourism activities may influence the types of
421 benefits experienced (Newman et al, 2014). The current study further contributes to social
422 exchange theory with regards to travel companionship and tourist well-being by showing that
423 different travel party configurations influence revisitation and/or destination recommendations.
424 More specifically, as solo travellers are unaccompanied, they feel a need to share their
425 experience with family and friends upon returning from their travel, thereby prompting an
426 intention to recommend the destination. As has been argued by Choo & Petrick (2015), the
427 intention to revisit decision is not solely personal, but rather social involving the intention to
428 share the experience with future travel companions. Therefore, this study has extended the
429 understanding of the PERMA model and the importance of travel companionship for well-
430 being, but also for destination marketers in relation to the outcomes of behavioural intentions.

431

432

433 **5.2 Practical implications**

434 The study has practical implications for the relevant practitioners as well as for travellers. The
435 finding of the significant hierarchical relationships between MTE, well-being and behavioural
436 intentions indicates that destination marketers should not only focus on tourism offerings to
437 create memorable experience to attract tourists, but also take tourists' psychological well-being
438 into account to design tourism products. Whilst it is important to develop appropriate strategies
439 for creating memorable experiences, the marketers should identify the factors that induce
440 psychological benefits for tourists given that tourist well-being is related to their revisit
441 intentions. Previous researchers (Prebensen, Chen and Uysal, 2014) showed that tourists can
442 co-create service experiences with the service provider and equally they may work with their
443 provider for their own well-being. Marketers should identify means to co-create well-being
444 with tourists as a marketing strategy to entice their loyalty behaviours and revisit intentions.

445 Since travel companionship has a significant moderation effect on travellers' tourist
446 experience, well-being and behavioural intentions, tour operators should develop various group
447 travel packages to target different travellers. For instance, for those who are generally inclined
448 to travel alone, this package should provide enough incentive for him or her to sign up for
449 group travel which may enhance travel experience and well-being, ultimately leading to revisit
450 intentions. The findings of the study can also be used by marketers to segment tourist markets.
451 Travel companionship can be incorporated into traditional marketing segmentation criteria
452 such as demographics, psychographics or behaviours to identify optimal target markets. To
453 attract tourists' revisits, tourism stakeholders should design the offerings that cater for different
454 markets, for instance, those who prefer to travel with family or friends.

455 Tourism marketers should also consider the R (relationships) element of the PERMA
456 model through the influence of travel companionship on components of the service encounter
457 by designing services and programs that cultivate favourable interactions with those
458 accompanying visitors. This might include offering group packages and pricing options for
459 friends to visit attractions or experience different activities that the destination offers. Though
460 many destinations offer family or couple packages, there are fewer options for friends. Group
461 travellers have significantly more positive tourist experiences than their solo traveller
462 counterparts.

463 Although interactions with companions may seem less controllable than interactions
464 with service providers, providers can provide activities which allow mutual enjoyment and
465 shared experiences, from group-based discounts and prices to selecting family-friendly
466 communication channels and family-friendly programs and services. Potentially cost-effective
467 activities can also include volunteering or home-stay options in host communities to allow
468 tourists to learn about a new culture and connect with the local people (Vada et al, 2020).
469 Likewise, this study has also shown that solo travellers are more likely to revisit and
470 recommend the destination to friends and family. Therefore, tourism marketers should consider
471 special packages for solo travellers (Bianchi, 2015), whilst also highlighting possibilities to
472 form friendships on these solo trips. Finally, innovative social media programmes could be
473 designed to maintain new relationships that have been developed during tourism experiences
474 and to allow tourists to keep in touch or to plan future trips (Doyle et al, 2016).

475

476 **5.3 Limitations and future research**

477 The current study acknowledges a few limitations which can be addressed by future
478 researchers. Firstly, the study focused on the influence of travel companionships addressing

479 the R (relationships) element of the PERMA model. Future researchers could expand this
480 scope by examining other elements of the PERMA model such as positive emotions,
481 engagement, meaning and achievement. Secondly, the sample consisted of travellers who
482 recently visited different destinations. Future studies could examine travellers who had visited
483 a specific destination recently with a view to acquiring further insights and a deeper
484 understanding of the levels of behavioural intentions in particular destination contexts. Future
485 researchers are also encouraged to conduct pre-post trip surveying, since such approaches are
486 commonly used in evaluation design to assess changes in participant knowledge, attitudes or
487 behaviours following an intervention. Pre-post surveys measure the same person's views at
488 two different intervals in time which reduces recall, social desirability, effort justification and
489 cognitive dissonance biases (Colosi & Dunifon, 2006). Finally, future studies can also consider
490 placing the travel party in the context of wider face-to-face social interactions when traveling
491 through virtual communication with the world of family and friends via social media.

492

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