



American Journal of Tourism and Hospitality (AJTH)

ISSN: 2993-6519 (ONLINE)

VOLUME 3 ISSUE 1 (2025)

PUBLISHED BY
E-PALLI PUBLISHERS, DELAWARE, USA

ELM: The Case of Experiential Programming

Matthew Miller¹, Lynette Campogiani^{2*}

Article Information

Received: September 05, 2025

Accepted: October 09, 2025

Published: December 06, 2025

Keywords

Cue, Elaboration Likelihood Model, Experiential Program, Luxury Hotel, Resort

ABSTRACT

Experiential Programs (EPs) provide immersive, destination-focused experiences within luxury resort settings. However, research has yet to apply the elaboration likelihood model (ELM) to examine how guests evaluate their experiences with EPs, particularly within luxury tourism or resort contexts. Using the ELM framework, this study examined how the experience of luxury resort EPs influences guests' revisit intentions. Guests' experiences were categorized into central and peripheral processing cues and qualitative interview responses were analyzed. The findings indicate that elements such as ambient music and scenic views associated with peripheral processing had a significantly stronger positive impact on guests' intentions to return than EPs focused on central route processing, such as educational workshops or language classes. Resort managers should recognize that EPs requiring minimal cognitive effort while eliciting strong emotions will likely enhance guest satisfaction and loyalty more effectively than those demanding greater cognitive engagement. This research advances the application of ELM, illustrating how different processing routes can influence consumer behavior following their experiences.

INTRODUCTION

As articulated by Wu *et al.* (2023), luxury is understood as a personality trait that encompasses distinct symbolic and functional benefits. Traditionally associated with material wealth, luxury consumption has evolved in contemporary contexts, placing greater emphasis on memorable experiences rather than solely accumulating physical possessions (Wang, 2022). The luxury lodging industry is at the forefront of this transformation, embracing modern luxury principles through immersive experiences and innovative experiential marketing strategies (Lade *et al.*, 2020).

Luxury hotels, as outlined by the AAA Travel Guide, embody "sophistication and comfort, complemented by exceptional physical attributes, personalized service, extensive amenities, and an impeccable standard of excellence" (Petrone, 2019). For luxury hotels, particularly resorts, it is essential to continually enhance their service offerings in order to deliver outstanding guest experiences in a highly competitive market (About Forbes Travel Guide, 2024). A prime illustration of this is the programming that includes activities geared toward adults, such as organized fitness sessions, daily sports, gaming competitions, guided excursions, dance instruction, entertainment events, and a variety of evening activities designed to enrich vacation experiences (Mikulić & Prebežac, 2011). Deroos (2012) describes programming as the coordination of events both within the hotel and its surroundings, promoting connections among various activity areas while ensuring that suitable spaces are designated for these activities.

Experiential programs (EPs) are of particular significance to this study. As noted by Suzuki (2024), EPs are immersive offerings that prioritize destination-centric experiences within luxury hotel settings. These programs

often include authentic cultural and culinary activities, wellness initiatives, and various recreational pursuits that are unique to the locale. Mody *et al.* (2017) emphasize the importance of EPs as a vital element of luxury resort services, highlighting how cultural programming immerses guests in local music, cuisine, nature, arts, and a diverse array of activities. Typically, luxury hotels manage EPs independently, minimizing third-party involvement and presenting them as complimentary amenities to enrich the guest experience through novelty, authenticity, and a personal touch (Mikulić & Prebežac, 2011; Yoon & Lee, 2017).

Petty and Cacioppo's research in the early 1980s introduced the Elaboration Likelihood Model (ELM), which suggests that the persuasiveness of a message is influenced by several factors, depending on whether individuals are in high or low involvement conditions (Petty & Cacioppo, 1981). In their work, Petty *et al.* (1981) identified two distinct routes by which a persuasive message can lead to attitude change: the central route and the peripheral route. The central route requires significant cognitive processing, as individuals engage deeply with issue-relevant information (Petty *et al.*, 1981). In contrast, the peripheral route involves minimal cognitive engagement, relying instead on non-content factors related to the situation (Petty *et al.*, 1981).

Although considerable research has explored luxury consumption and the evolving preferences of high-end travelers particularly in relation to service quality and experiential offerings a significant gap persists in understanding how specific EPs at luxury resorts influence guests' intentions to return. Much of the existing literature adopts a broad perspective, emphasizing service climate, brand commitment, or guest satisfaction (Marinkovic *et al.*, 2014; Sadeghi *et al.*, 2017),

¹ Lynn University, 3601 North Military Trail, Room 356, Boca Raton, Florida 33431, USA

² University of Pittsburgh, Bradford, 300 Campus Drive, Bradford, Pennsylvania 16701, USA

* Corresponding author's e-mail: lcampog@pitt.edu

while largely overlooking the persuasive mechanisms that shape guests' attitudes and behaviors following their participation in resort activities. Notably, few studies have applied the Elaboration Likelihood Model (ELM) a dual-process persuasion theory to analyze how guests cognitively and emotionally evaluate their experiences with EPs. Although the ELM has been widely employed in research on guest behavior, marketing, and interactive engagement (Mardhatilah *et al.*, 2023; Shahab *et al.*, 2021), its application within luxury tourism, and specifically in relation to experiential programming at resorts, remains unexamined. Furthermore, distinctions between central and peripheral route cues in luxury hotel programming, as well as their respective impacts on revisit intentions, have yet to be explored through qualitative research methods. Building on previous research, this study posits that EPs that evoke central cues are inherently educational in nature, exemplified by structured classes or workshops requiring substantial cognitive engagement. In contrast, EPs that demand lower levels of cognitive effort and thus activate peripheral cues typically involve experiences designed to foster a positive atmosphere, such as parades or musical performances. Given these differences, it is proposed that the type of cue elicited by an EP may influence guests' intentions to revisit luxury resorts.

To address these gaps, this research employs the ELM as a conceptual framework to investigate how central and peripheral EPs influence guests' intentions to revisit luxury resorts. The study is guided by a set of clearly defined objectives that structure the inquiry and ensure a focused exploration of the research questions. Specifically, this research seeks to determine whether the nature of cues embedded in experiential programming significantly shapes revisit intentions and recommendations. Through qualitative interviews, the study aims to illuminate how guests perceive and interpret their experiences, translating these insights into behavior-based intentions.

Building on the preceding discussion of the study's conceptual framework and research aims, the primary objectives of this investigation are as follows:

1. To identify which types of EPs are more likely to elicit central versus peripheral processing cues.
2. To evaluate the comparative impact of each processing route on guests' intentions to return to luxury resort properties.
3. To explore the role of experiential programming as a persuasive communication strategy within the luxury hospitality sector, using the ELM framework to guide analysis.

The ELM is particularly well-suited to the research objectives of this study due to its focus on persuasive mechanisms. Unlike alternative theoretical frameworks, ELM provides a robust basis for examining how guests may be influenced to revisit luxury hotels and recommend these resorts to others. Its emphasis on the cognitive and affective processes underpinning persuasion makes it an ideal theoretical lens for understanding guest decision-making and advocacy within the luxury hospitality context.

LITERATURE REVIEW

Luxury Consumption

Luxury can be characterized as a personality trait that encompasses distinctive symbolic and functional advantages (Wu *et al.*, 2023). Scholars widely agree that luxury is linked to various benefits, including hedonic pleasure, symbolism, and an enhanced social status (Kapferer & Bastien, 2012; Wu *et al.*, 2023; Yang & Mattila, 2017). In this research, it is crucial to understand how guests perceive luxury. Conspicuous consumption refers to the act of purchasing goods or services primarily to display wealth and status (Lai *et al.*, 2022). This concept is essential for grasping how guests make decisions regarding luxury hotel experiences. Veblen examined this phenomenon in his influential 1899 work, "The Theory of the Leisure Class," where he analyzed how certain items signify affluence. Although luxury products have undergone significant changes since Veblen's era, the fundamental essence of luxury consumption has remained constant (Eckhardt *et al.*, 2015). In general, luxury consumption can be categorized into two primary types: luxury products and luxury services. Luxury products encompass items such as jewelry, cosmetics, designer clothing, and branded merchandise, while luxury services include hotels, cruise ships, and upscale restaurants (Lee, 2018). This study will primarily focus on the latter category.

A variety of factors drive guests to engage in conspicuous behavior. Research shows that luxury goods and experiences tend to provide greater happiness and satisfaction compared to non-luxury items (Marder *et al.*, 2019). While conspicuous consumption has traditionally been associated with material possessions, recent years have seen a notable shift towards more experiential and situational consumption practices. The luxury hotel industry has adeptly capitalized on this evolution (Yeoman & McMahon-Beattie, 2011). Understanding the concept of conspicuous consumption is essential for comprehending today's society's fascination with luxury and extravagant spending, as well as the transition from conventional materialistic purchases to modern experiential ones. Contemporary luxury experiences are increasingly influenced by three key components of conspicuous consumption: status, quality, and exclusivity (Eckhardt *et al.*, 2015).

In this study, status is defined as an individual's position within society, shaped by financial resources and the ability to gain recognition or approval from peers (Savarese, 2024). James Dusenberry's 1967 research on conspicuous consumption introduced the concept of the bandwagon effect, demonstrating that individuals frequently make purchases to conform to societal expectations and bolster their self-esteem (Podoshen *et al.*, 2011). Luxury goods and services are emblematic of social status (Heffetz, 2011), encouraging individuals to compete for ownership of these items. Within the luxury market, high quality is linked to premium products and services that are perceived as both novel and significant (Lu & Ahn, 2024).

The quality of service has a significant impact on luxury spending, as guests often associate their expenditures with the experiences they receive (Kastanakis & Balabanis, 2012). The allure of exclusivity prompts individuals to spend more on unique experiences (Luna-Cortes, 2022). Luxury brands leverage this exclusivity to cultivate brand loyalty and support sustained growth (Atkinson & Kang, 2021; Dubois & Paternault, 1995; Xie & Lou, 2020).

Luxury Hotels

Luxury hotels stand at the forefront of crafting a modern environment that emphasizes distinctive experiences. The AAA Travel Guide describes these establishments as the “crown jewels” of the hospitality industry, renowned for their world-class amenities and their ability to deliver indulgent, once-in-a-lifetime experiences that promote ultimate relaxation (AAA Diamonds, 2024). As Petrone (2019) observed, AAA’s evaluation of luxury hotels hinges on their skill in blending refinement and comfort with exceptional physical features, a diverse range of amenities, and exemplary service standards.

Additionally, a commitment to continually adapting to the personalized needs of guests, providing unparalleled service, fostering emotional connections, and immersing visitors in the local culture are crucial elements that enhance experiential value true hallmarks of the modern luxury hotel experience (Chen & Peng, 2014; Mikulic & Prebezac, 2011).

Forbes Travel Guide (2024) assesses luxury hotels primarily through the lens of guest experience. Their evaluation process emphasizes this aspect significantly, comprising over 900 questions in their audits. Notably, 75% of the Forbes audit survey focuses on evaluating services and staff care, while only 25% pertains to the quality of the site and facilities (Kester, 2022). Consequently, it is crucial for luxury hotels to continuously enhance their service offerings to provide outstanding guest experiences in an increasingly competitive landscape. Given Forbes Travel Guide’s exclusive emphasis on the luxury sector, Table 1 outlines detailed descriptions of its three classifications of luxury ratings: Five-Star, Four-Star, and Recommended.

Table 1: Forbes Travel Guide Star Rating Categorizations and Descriptions.

Forbes Rating	Category	Description
Five	Luxury	These are outstanding, often iconic properties with flawless service and amazing facilities.
Four	Luxury	These are exceptional properties, offering high levels of service and quality of facilities to match.
Recommended	Luxury	These are excellent properties with consistently good service and facilities.

Note. Forbes Travel Guide star rating description comparisons (sourced from About Forbes Travel Guide, 2024). Own work

Contemporary Luxury Hotel

Conspicuous consumption has evolved since its original 1899 definition, shifting from an emphasis on material possessions to a focus on experiences and situational luxury in the 21st century (Lee, 2018; Luna-Cortes, 2022). Motivations for choosing luxury hospitality now center on status, exclusivity, and superior service (Lo & Yeung, 2020). Hoteliers seeking sustainable growth must understand their target audience and curate experiences accordingly (Eckhardt *et al.*, 2015). The affluent class maintains high-end spending to reinforce social image, influencing choices across services including luxury travel and accommodations (Eckhardt *et al.*, 2015; Yeoman, 2011).

Resort Classification

Walker (2023) describes a resort as a specialized hotel that functions as a “destination unto itself,” offering comprehensive amenities and experiences so guests need not leave for entertainment, recreation, or relaxation (p. 88). Although “resort” and “hotel” are often used interchangeably, key distinctions exist. Stringam (2008) emphasizes that resorts differentiate themselves through a greater focus on amenities and facilities such as pools, concierge services, and wellness spas which provide a competitive advantage (Kalgi & Hire, 2024). Resorts

primarily attract guests seeking leisure, recreation, or wellness activities, often in desirable climates (Walker, 2023). Compared to hotels, resorts are more likely to enhance well-being by offering calming, less stressful environments (Sangpikul, 2021). Furthermore, resorts appeal to experiential travelers interested in cultural immersion, learning, and community engagement (Simone & Skibba, 2008).

Programming Elements as a Form of Contemporary Luxury

Luxury hotels, especially those classified as luxury resorts, must now prioritize the overall experience they provide. Consumer programming at these resorts includes a variety of activities, excursions, and related services. Deroos (2012) highlighted that effective programming involves organizing activities both within the resort and in the surrounding areas, fostering relationships among various activity sectors while optimizing the use of space for these events. Mikulić and Prebežac (2011) introduced the notion of consumer programming in the resort context, focusing on animation programs that deliver a diverse array of activities designed for adults. These activities range from organized fitness sessions and daily sports to gaming competitions, guided excursions, dance lessons, entertainment programming, and various

evening events, all of which contribute to an enriched vacation experience. Wati *et al.* (2022) define resort programming as a cohesive series of systematic activities aimed at achieving specific goals and objectives, ultimately enhancing guests' enjoyment during their stay.

EPs

Experiential programs (EPs) represent a unique form of programming that this study seeks to explore. These initiatives encompass activities, excursions, amenities, and services that highlight the distinct features of a guest's stay, showcasing local culture, scenery, and authenticity (Mody *et al.*, 2017; Yoon & Lee, 2017). As Suzuki (2024) elaborates, EPs are immersive experiences designed to create memorable moments for guests at luxury hotels and resorts. These offerings delve into the essence of local culture, featuring distinctive activities related to the destination, authentic culinary experiences, and a varied array of wellness options, including spa retreats and mindfulness workshops. Unlike other hotel segments that focus on providing basic conveniences or entertainment, luxury resorts aim to foster emotional connections between guests and their surroundings through thoughtfully designed EPs. Notably, these resorts often provide EPs as complimentary amenities, setting themselves apart from other luxury properties that guests may consider (Yoon & Lee, 2017). Furthermore, luxury resorts frequently utilize EPs as a vital strategy to distinguish themselves from similarly positioned competitors in the same geographic area, which may offer analogous experiences (Hawaiian Cultural Activities, 2024; Planning a Trip to Maui: The Ritz-Carlton Maui, Kapalua, 2024).

Existing Hotel Revisit Intention Research

Attitude reflects guests' evaluative judgments and overall feelings toward a product or service, while behavioral intention—such as revisit intention—represents a guest's planned or anticipated actions based on those attitudes. In the context of hotels, revisit intention signifies a guest's expressed likelihood or desire to return to the accommodation, typically driven by positive past experiences (Leal & Ferreira, 2020).

Chang and Chiang (2019) underscore the importance of fostering guests' intentions to revisit a destination or tourist attraction, particularly following a satisfying experience. When guests are pleased with their travel experience especially when it exceeds their expectations they are more likely to return or recommend the destination to others. Furthermore, research by Raza *et al.* (2017) reveals strong correlations among service quality, perceived value, satisfaction, and the intention to return to a lodging property. Wu *et al.* (2018) also highlight that experiential satisfaction is a crucial predictor of revisit intention for tourism destinations, noting that greater visitor satisfaction significantly increases the likelihood of returning to a tourist location.

Existing studies have indicated that in resort hotels, creative tourism experiences shape tourists' feedback and influence their intentions to revisit (Ali *et al.*, 2016; Yue, 2021). In a separate study by Marinkovic *et al.* (2014), the precursors of guest satisfaction and the intention to revisit hotels were examined. The results confirmed that the quality of interactions with guests significantly impacts both guest satisfaction and the intention to return to the property, while no significant connection was found between perceived price and guest satisfaction. Notably, guest satisfaction derived from novel experiences emerged as a critical factor in fostering revisit intentions. The findings from Marinkovic *et al.* (2014) emphasize the importance of studying guest behavioral reactions to better align with their needs and encourage guest revisits.

Theoretical Framework: Elaboration Likelihood Model (ELM) and Experiential Programming

The Elaboration Likelihood Model (ELM) proposed by Petty and Cacioppo in 1981 is a significant framework in understanding guest behavior and the psychology of marketing persuasion. Figure 1 depicts a simplified version of the ELM. It identifies two distinct cognitive pathways through which individuals may process persuasive communications: the central route and the peripheral route. The route chosen is determined by the individual's level of interest, motivation, and ability to process information.

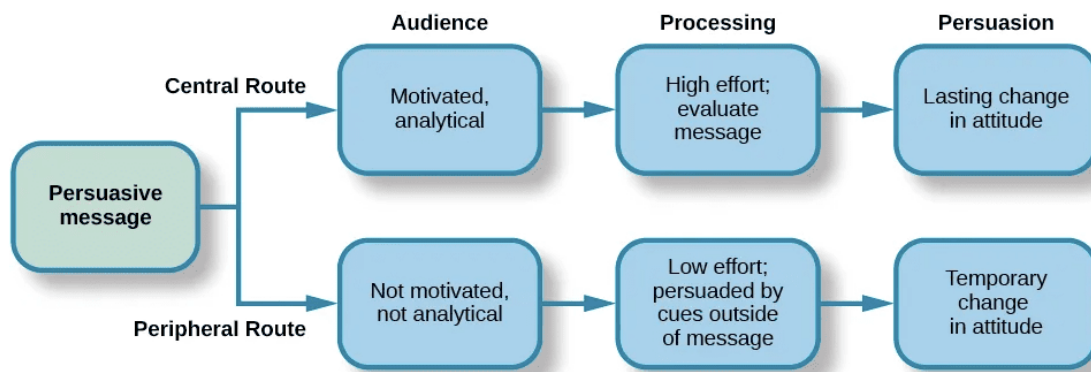


Figure 1: Simplified Version of ELM

Note. Sourced from “Attitudes. Applied topics in Persuasion, Influence, & Engagement (BETA)” by Niosi (2021).

Central route processing involves a high level of engagement that requires active and thoughtful consideration of the message content. This approach demands cognitive effort and leads to more enduring changes in attitude, as it engages individuals in a thorough examination of relevant information (Petty *et al.*, 1983). In contrast, peripheral route processing occurs when an individual lacks the means or motivation for deep engagement with the message. Under these circumstances, decisions are influenced by superficial cues such as visual imagery, music, the credibility of the message sender, or the emotional atmosphere (Sanusi *et al.*, 2025; Shahab *et al.*, 2021). The dual-route theory provides a valuable framework for exploring how guests interact with EPs in luxury resort environments, where experiences are meticulously designed to be both cognitively and emotionally enriching, ultimately shaping decision-making and fostering brand loyalty.

Researchers have emphasized the importance of the ELM in guest decision-making, especially in tourism and luxury contexts. Mardhatilah *et al.* (2023) found that guests respond to tourism content mainly via peripheral cues—like aesthetics, music, and celebrity endorsements—rather than deep cognitive processing, reflecting the experiential nature of travel. As experiential programming becomes central to luxury hotel experiences, ELM’s relevance grows in tourism. Kim and Petrick (2021) found that both central and peripheral cues shape guest responses to tourism campaigns, supporting the dual-route model’s value for designing engaging EPs.

Petrescu *et al.* (2024) found that online luxury hotel reviews are often influenced by peripheral cues—such as familiarity, source credibility, and star ratings—which can shape brand perception even without detailed product information. Despite increased theoretical attention to ELM, its application in luxury hospitality programming remains limited. Liu (2020) emphasized that cognitive elaboration is context-dependent; guests may use central processing for educational programs but rely on peripheral cues for décor or influencer endorsements.

Pellegrino (2024) discusses how micro-interactions and sensory cues like lighting, music, and fragrance strongly influence guest decisions in luxury settings. Brands balancing central and peripheral communication achieve stronger connections with guests, enhancing EP effectiveness. Shahab *et al.* (2021) argued that ELM should expand to include technologically mediated communication, as interactive and virtual experiences in luxury tourism engage both central and peripheral routes, shaping guest attitudes and loyalty.

The ELM aligns closely with the research objectives of this study, as it systematically addresses the persuasive mechanisms relevant to guest behavior in luxury hospitality settings. In contrast to alternative theoretical frameworks, the ELM offers a comprehensive structure for analyzing

the cognitive and affective processes that drive guests’ intentions to revisit and recommend luxury resorts. Its dual-process perspective renders it particularly suitable for elucidating the complexities of decision-making and advocacy among luxury hospitality consumers.

Based on the findings of previous studies, it is posited that EPs that evoke central cues are inherently more educational in character, such as structured classes or workshops that demand substantial cognitive engagement. In contrast, EPs necessitating lower levels of cognitive engagement, which are more likely to activate peripheral cues, may manifest as experiences oriented toward creating a pleasant atmosphere such as parades or musical performances. Consequently, it is proposed that, due to the significant influence of central cues, EPs that generate such cues are expected to have a positive effect on both revisit intention and the likelihood of recommending the property. Conversely, EPs that primarily elicit peripheral cues are anticipated to exert only a minimal effect on these outcomes.

MATERIALS AND METHODS

Methods Overview

This study adopts a qualitative phenomenological research methodology to examine the lived experiences of luxury travelers who have engaged in EPs at luxury resorts. Phenomenology is particularly well-suited for this inquiry, as it foregrounds the subjective processes through which participants construct meaning from their involvement (Creswell & Poth, 2016). Unlike survey-based approaches that seek to generalize consumer behavior, phenomenological research reveals the intricate and contextualized nature of luxury experiences. The adoption of this methodology directly addresses calls within hospitality scholarship to transcend quantitative assessments and explore how immersive offerings shape travelers’ perceptions of authenticity and satisfaction (Miller & Rafia-Tracy, 2025). Through semi-structured interviews, this study aims to produce comprehensive, nuanced insights into the ways travelers extract value from EPs and how these experiences inform their perceptions of the resort as well as their broader travel behaviors. This methodological choice not only enhances the rigor of the research but also ensures coherence with foundational theoretical perspectives.

Participant Selection

This research aligns with the recommendations of Brinkmann and Kvale (2015), highlighting the importance of interviews in qualitative exploratory studies for gaining unique insights. Semi-structured interviews were conducted to investigate EPs, allowing participants to elaborate on their perspectives and providing a richer understanding (Creswell, 2014). This flexible format enables researchers to adapt to the evolving viewpoints of respondents (Merriam, 2009). Purposive sampling was employed to select interview participants with relevant knowledge and expertise (Creswell, 2014). Engaging

multiple guests from diverse resorts offers valuable perspectives on EPs.

Given the author's extensive professional background as a luxury hotelier, the recruitment of luxury hotel guests was facilitated by the author's longstanding network of acquaintances developed over the years. This process was further refined through the use of a selectively curated group chat comprising individuals who had recently participated in EPs at luxury resorts. Two specific requirements were established for eligibility: (1) participants must have engaged in at least one EP offered by a resort in the United States in the past 12 months, and (2) they must be able to articulate and reflect on their experience clearly. Participants with rich and insightful perspectives were selected using a purposive sampling method. In total, nine individuals were chosen: four who participated in EPs designed to elicit central route processing and five who engaged in EPs more suited for triggering peripheral route processing.

Luxury Resort Criteria

This study defines luxury resorts as those that either possess a 2024 AAA 5-Diamond designation or receive ratings from Forbes (AAA Diamonds, 2024; Forbes Travel Guide Star Rated Hotels, Restaurants & Spas, 2024). Given Forbes' exclusive focus on luxury resort evaluations, the categories of 4-star and 5-star resorts, as well as those marked as Forbes-Recommended, are equally relevant to this study. Moreover, due to the significant emphasis on experiential offerings among luxury resorts, it is crucial to establish clear criteria for what constitutes a luxury resort within the context of this research.

Interview Structure

The interviews were conducted via one-on-one video calls, each lasting between 30 to 45 minutes. The interview guide consisted of open-ended questions organized around four key topics: (1) participants' perceptions of the EP, (2) their emotional and cognitive engagement with the program, (3) their intentions to return to the resort, and (4) their likelihood of recommending the resort to others. The latter topics were informed by previous qualitative studies on the ELM (specifically Amin *et al.*, 2021; Leal & Ferreira, 2020; Li & Zhang, 2022) and adapted for a tourism-specific context.

Data Coding and Analysis

Once all interviews had been conducted, the audio recordings were transcribed manually. A thematic qualitative analysis approach was utilized to discern key patterns within the participants' responses. The transcripts were examined line by line, with emergent codes noted in the margins and subsequently organized into broader themes.

The analysis was conducted through a two-step process. Initially, a deductive coding scheme was established utilizing core constructs from the self-actualization, including "cognitive involvement" and "emotional

appeal." These predefined codes provided a framework for the initial review of the data. Subsequently, an inductive approach was employed to allow new, data-driven codes to emerge from participants' narratives. For instance, expressions such as "memorable ambiance," "effortful learning," and "one-time novelty" were identified. Following the coding of responses, the data were categorized according to whether the EP was likely to elicit central or peripheral route processing. Subsequently, thematic comparisons were conducted across these two categories to investigate how distinct types of cues affected guests' intentions to revisit, emotional responses, and likelihood of recommending the experience to others. Notably, the study demonstrated high inter-coder reliability, indicating that the coding scheme was clearly defined and consistently applied by the coders.

Evaluating Central vs. Peripheral Cues

To differentiate programs as either central or peripheral, a cue evaluation framework was established, drawing on existing ELM literature (Bezes, 2015; Pellegrino, 2024; Shahab *et al.*, 2021).

Programs were deemed central if they included the following characteristics:

1. High cognitive engagement (e.g., educational content, skill-building)
2. Structured information delivery
3. A focus on issue-relevant arguments or cultural depth

Programs were categorized as peripheral if they depended on

1. Emotional ambiance or passive enjoyment (e.g., music, scenic views)
2. Aesthetic appeal or sensory stimulation
3. Symbolic or affective engagement involving minimal cognitive processing

This classification was validated through a review of resort marketing materials and corroborated by participant descriptions gathered during interviews.

RESULTS AND DISCUSSION

The narratives presented in sections 4.1-4.11 illustrate guests' experiences participating in EPs at eleven various resorts throughout the United States. To maintain privacy, the names of the resorts have been substituted with their respective geographic locations. Based on the guests' accounts, the programs have been shown to invoke either peripheral (4.1-4.5) or central cues (4.6-4.11), as indicated in the titles of each description. Table 2 depicts the demographic information for the 11 participants.

Horseback Riding at a luxury resort in the Pacific Northwest, US (peripheral)

P1 expressed their intention to return to this resort in the near future, as they frequently choose this destination for staycations. P1 remarked, they had not experienced complimentary horseback riding at any other hotel,

Table 2: Participant Demographic Information

Participant	EP Participant Engaged in	Age	Gender	Length of Stay (nights)	Processing Route
P1	Horseback Riding	52	M	2	Peripheral
P2	Mountain Hiking Trails	64	F	3	Peripheral
P3	Hawaiian Music	33	F	4	Peripheral
P4	Strip View Rooms	46	M	5	Peripheral
P5	Oceanfront S'more Making	45	F	3	Peripheral
P6	Vineyard and Wine Sampling Education	37	F	2	Central
P7	Surfing Lesson	28	M	6	Central
P8	Local Birdwatching Lesson	29	F	7	Central
P9	Hawaiian Language Lesson	66	M	8	Central
P10	Chef-led Cooking Class	51	F	4	Central
P11	Strip Scavenger Hunt	25	F	3	Central

especially as equestrian activities are prohibitively expensive. P1 further noted that the resort is a “preferred choice among other options, although I should mention that a similar luxury hotel also provides complimentary horseback riding. However, I prefer this hotel due to its superior amenities.” As a local resident, P1 emphasized that it is highly likely they will return to this luxury resort. In addition, they stated, “I would wholeheartedly encourage my friends and family to visit this hotel to partake in the horseback riding program. It offers a fantastic opportunity not only to explore the local area but also beautifully represents the state as a whole.”

Mountain Hiking Trails at a luxury resort in the Southwest, US (peripheral)

P2 described the program as an exceptionally remarkable experience, highlighted by the unique seclusion of the resort. Its distinctiveness from any other desert environment in the world is truly noteworthy. P2 remarked, “The hiking excursions were really impressive and have significantly influenced my desire to return to this property. This hotel ranks as my top choice compared to others in the region...The panoramic views, in my opinion, are unmatched anywhere in [southwest US].” They often refer to this resort as a “staycation” destination, leading to frequent visits; thus, P2 expressed they are “eager to return to the hotel during the next trip.” Furthermore, P2 noted, “I will wholeheartedly recommend this hotel to my friends and family, primarily because of its seclusion and the breathtaking vistas it offers...Again, such views are unparalleled elsewhere in the world.”

Hawaiian Music throughout Property a resort in Hawaii, US (peripheral)

P3 remarked, “Listening to Hawaiian music, particularly while enjoying a bath in the guest room bathroom, was a significant highlight of my stay and greatly enhanced my overall comfort.” They expressed a strong intention to return to the resort during their next visit to Hawaii.

Additionally, P3 noted, “Beyond the friendly staff, I have not experienced anything comparable to this, which makes me prefer this luxury hotel over others in Hawaii.” They acknowledged that the cost and expense of traveling to Hawaii limit their opportunities to visit the islands; however, they remain committed to returning to the property in the future. Furthermore, P3 mentioned, “I actively encourage my friends to consider staying at this resort and often let them know of the unique appeal of the Hawaiian music experience.”

Strip View Rooms at a resort in Las Vegas, Nevada, US (peripheral)

P4 noted that the Strip View Room was indeed a compelling reason to consider a return to the resort in the near future. They expressed a deep appreciation for Las Vegas, which fuels their desire to visit frequently. However, they mentioned that “this hotel does not necessarily rank as my first choice compared to other luxury accommodations in the area.” P4 highlighted establishments such as Skylofts at MGM Grand, which offer similar room types but provide additional amenities, including butler service. Furthermore, they indicated that “many hotels are on the bucket list,” suggesting that it is unlikely the resort would be their sole luxury resort experience during their next visit. Ultimately, P4 would definitely recommend the resort to their friends, citing the “exceptional view as a significant factor for an immersive experience, particularly for first-time visitors to Las Vegas.”

Oceanfront S'more-making at a luxury resort in coastal Northeast, US (peripheral)

The ambiance was remarkably aesthetic, greatly enriching the experience of making s'mores, which would undoubtedly encourage P5 to return to this property. P5 remarked, “The hotel’s providing us s’mores kits and sticks for roasting them was a nice touch, especially in the gorgeous setting of the oceanfront lawn. My kids were particularly enthusiastic about this feature and hope we

can come back here on our next vacation.” P5 added, “I would definitely recommend this hotel to my friends and family, as it is perfectly suited for both families with children and couples seeking a romantic getaway. Both groups would surely enjoy the s’mores experience, which I look forward to enjoying once again.”

Peripheral Summary

These guests often cited terms like “memorable,” “aesthetic,” “immersive,” and “beautiful” in their transcripts, highlighting the strong positive impression the property left on them. Many shared specific examples of how the ambiance, design, and attention to detail contributed to an unforgettable experience. In addition, all guests noted that they would gladly revisit the property, emphasizing their desire to relive the experience, and stated that they would enthusiastically recommend it to friends, family, and colleagues, underlining the property’s widespread appeal and reputation for excellence.

Vineyard and Wine Sampling Education at a luxury resort in rural Northeast, US (central)

P6 noted that while the experience was intriguing, it did not significantly impact their intention to return to the resort. They mentioned, “There don’t seem to be any other resorts nearby that I am aware of...which suggests I might consider revisiting this property; however, my decision would not be made by the wine class.” P6 expressed disappointment that the “wine and vineyard educator, effectively acting as the ‘innkeeper,’ was not a local resident, which resulted in a lack of much knowledge about both the local wine offerings and the region itself.” They and their traveling companion received informational packets that they found to be far more helpful. P6 reiterated that they would not choose to stay at this resort for their next trip, primarily due to this experience. They further commented, “This aspect of my visit did not stand out as a highlight of the entire trip.” Additionally, participation in this experience would not motivate P6 to recommend the resort to their friends and family, as they stated, “I believe they would similarly not find value in the wine class.”

Surfing Lessons at a luxury resort in Southern California, US (central)

P7 remarked, “The surfing lesson was no doubt an enjoyable experience; however, it is something I would not pursue again...Despite the instructor’s support, my personal discomfort with the ocean water lessened my overall enjoyment.” They noted that their decision to participate in the program was primarily driven by the resort’s picturesque setting and its exceptional beach. Nonetheless, this factor had minimal impact on their willingness to return to the resort in the future. P7 added, “Many other hotels in the area offer similar experiences. I would recommend that my friends and family consider visiting the hotel to participate in this activity...especially if they have not yet had the chance to explore coastal California.”

Local Birdwatching Lesson at a luxury resort in the Southwest, US (central)

P8 expressed that the program was distinctly unappealing and detracted from their overall experience, leading to a reluctance to return to the resort in the near future. They explicitly noted, “The instructor for the birdwatching session conducted the class at a slow pace and lacked engagement...resulting in a monotonous experience. I would prefer to explore other hotel options before considering a return to this resort.” Furthermore, P8 indicated, “Given that my visits to [Southwest US] are primarily for work, it is unlikely that I would choose this hotel on my next trip.” This experience has not only discouraged P8 from recommending the resort to friends but has also created a sense of aversion towards it. P8 reiterated that there is a pressing need for more diverse programs and activities to enhance the overall guest experience.

Hawaiian Language Lesson at a resort in Hawaii, US (central)

P9 expressed, “I found the Hawaiian language lesson to be quite challenging and not especially enjoyable.” They emphasized that the lesson did not stand out as a memorable aspect of their stay that would encourage them to return to the resort in the near future. P9 added, “Considering various factors and the many other hotel options available in the area, this hotel is not my preferred choice for hotels in [Hawaii].” They mentioned being a frequent visitor to Hawaii and indicated they would not participate in this program again; therefore, it does not impact their decision to stay at the luxury resort. Additionally, P9 remarked, “I believe some of my friends and family, many of whom are academics, would genuinely appreciate the Hawaiian language lessons...I would certainly recommend this hotel to them for the opportunity to take part in the program with their other classes. However, the program does not influence my personal decision to return to the hotel.”

Chef-led Cooking Class at a resort in Orlando, US (central)

P10 reported attending the class due to a longstanding interest in local cuisine and service, particularly as it relates to the distinctive vegetation and wildlife of the Florida Everglades. Despite this initial enthusiasm, P10 indicated that the class environment was disorganized and rushed, primarily due to the large number of children in attendance. Consequently, P10 was unable to fully engage with or appreciate the local culinary offerings. The experience did not constitute a memorable component of their overall stay, nor did it incentivize future patronage of the resort. P10 characterized the class as “chaotic” and expressed dissatisfaction with the lack of structure, further noting that this experience, nor resort would not be recommended to others.

Strip Scavenger Hunt at a resort in Las Vegas, Nevada, US (central)

P11 indicated that the Strip Scavenger Hunt constituted an enjoyable and immersive experience, necessitating the documentation of each discovered item through photographs. For instance, guests were required to take a photograph with the “Welcome to Las Vegas” sign and locate the oldest slot machine in Las Vegas. P11 emphasized that this activity was particularly engaging for individuals visiting Las Vegas for the first time, notably those exploring the city on their initial day. P11 further noted that participation in the scavenger hunt would not influence their intention to revisit the resort, primarily because they had previously visited Las Vegas multiple times and were already familiar with many of the scavenger hunt items. Nevertheless, P11 acknowledged that the EP would prompt them to recommend the resort or suggest staying there to first-time visitors to Las Vegas.

Central Summary

The guests often cited terms like “learning,” “engaging,” and “challenging” in the transcripts, suggesting that the experiences required active mental effort and participation. Several guests described activities that demanded concentration, problem-solving, and continuous attention, which led to feelings of fatigue or overwhelm rather than enjoyment. Overall, the guests reported negative experiences with EPs that elicited central cues, noting that these cognitively demanding elements detracted from their relaxation and leisure. As a result, many guests expressed a decreased desire to revisit the resort, stating that the activities did not align with their expectations for a vacation. Furthermore, their disappointment also impacted their likelihood to recommend the resort to others, with some specifically mentioning that they would only suggest it to individuals seeking intellectually stimulating or educational experiences rather than a restful getaway.

Figure 2 depicts the results in pictorial format.

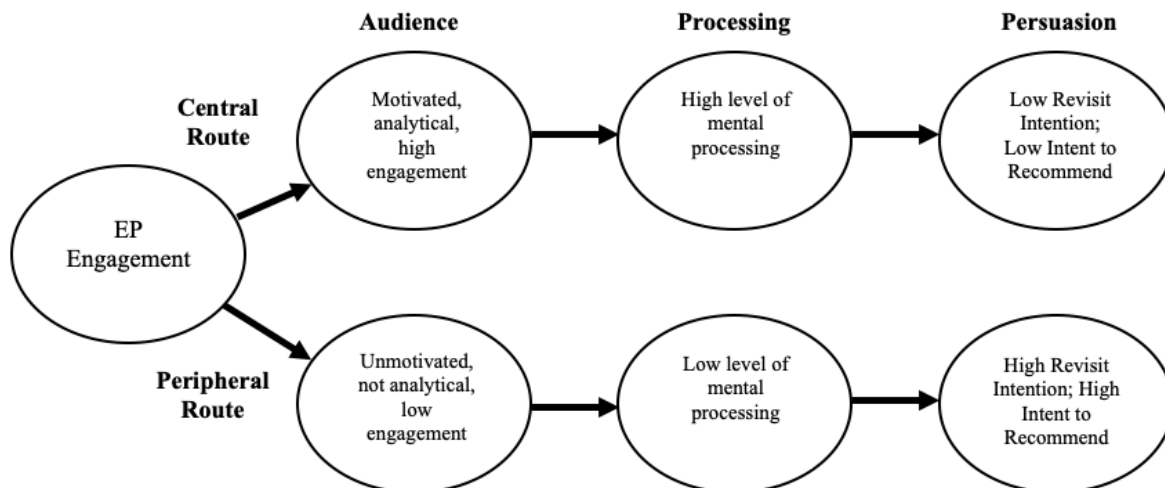


Figure 2: ELM Results in Pictorial Format

Discussion

This research aimed to explore how EPs at luxury resorts influence guests’ revisit intentions, utilizing the ELM. By categorizing guests’ experiences according to central and peripheral processing cues and analyzing qualitative responses from interviews, the study provides valuable insights into the persuasive mechanisms at play within the luxury tourism sector.

The findings indicate that EPs significantly influenced guests’ intentions to revisit the resort and their likelihood of recommending it to others. EPs that employed peripheral cues, such as Hawaiian music, proved particularly effective in fostering positive intentions for guests to return and encouraging them to suggest the resort to others. Conversely, EPs that utilized central cues yielded mixed outcomes. None of these programs successfully persuaded guests to plan a return visit; in fact, some, like Local Birdwatching, deterred guests

from returning. Additionally, central cue EPs negatively impacted guests’ willingness to recommend the resort, with Vineyard and Wine Sampling Education and Birdwatching serving as notable deterrents. However, certain central cue EPs, such as Surfing Lessons and Hawaiian Language Lessons, did succeed in persuading guests to recommend a visit to the resort to others.

The findings suggest that ambient music, scenic views, and affective rituals associated with a peripheral route had a more pronounced positive impact on revisit intentions compared to EPs focused on central route processing, such as educational workshops or language classes. Peripheral programs also tended to generate immediate emotional satisfaction, foster lasting memories, and encourage non-professional brand advocacy. This aligns with existing research that emphasizes the effectiveness of low-effort cues in the tourism and hospitality industries (Kim & Petrick, 2021; Mardhatilah *et al.*, 2023). Such cues

resonate deeply with guests' desires for escape, relaxation, and emotional experiences, which are fundamental elements of luxury vacations.

In contrast, central route EPs tended to fail in fostering lasting interest or repeat engagement, despite being cognitively stimulating. Participants frequently described these programs as "one-and-done," suggesting that mere cognitive elaboration may not be sufficient to cultivate enduring commitment in recreational settings. These findings align with the research of Petrescu *et al.* (2024), which highlights the significant role of heuristic processing in shaping guests' evaluations of luxury experiences.

Additionally, the findings support the proposition by Shahab *et al.* (2021) that route activation is significantly influenced by situational relevance and motivation. Even well-structured central route programs may falter if participants do not possess the intrinsic motivation to engage with the content. This underscores the importance of aligning program design with the expectations and mindset of guests at the time of participation

Theoretical Implications

Research Gap

Despite the versatility inherent in the ELM framework, there is a dearth of empirical research investigating how distinct forms of EPs influence information processing routes. For example, it remains unclear whether initiatives such as language immersion or sustainability forums foster attitude formation predominantly through the central route. Conversely, it is yet to be determined if low-effort activities such as musical performances, food tastings, or scenic rituals elicit comparable revisit intentions via peripheral processing. These gaps persist within the existing hospitality literature and constitute the focal inquiry of the present study.

This paper makes a theoretical contribution by applying the ELM to luxury experiential hospitality, where affect, emotion, and sensory design often precede cognitive factors. While ELM has been widely utilized in marketing, advertising, and consumer psychology, its application within the context of tourism's EPs remains limited. This research empirically investigates whether guests engage with EPs through central or peripheral routes, offering a nuanced analysis of the mechanisms of persuasion and their impact on behavioral intent in recreational settings.

The Impact of Cues

The findings challenge the notion of a universal approach to persuasion by demonstrating that the peripheral route can yield more effective behavioral responses in luxury resort environments. This supports the theory that heuristic cues such as aesthetics, emotional tone, and symbolic significance are significant motivators for decision-making, particularly when individuals are in a low-involvement, hedonic mindset. Furthermore, the study expands the theoretical application of ELM by highlighting its adaptability across various consumer

behavior domains, including tourism, hospitality, and service design.

Practical Implications

Resort Management

This research provides actionable insights for luxury resort managers, hospitality strategists, and experiential designers seeking to foster guest loyalty and increase intentions to revisit through intentionally designed programming. The study demonstrates that peripheral route cues—including ambient music, evocative imagery, symbolic rituals, and emotionally charged experiences—are more successful in stimulating guests' desire to return than programs requiring substantial cognitive engagement. These findings support the notion that guests at luxury resorts predominantly value emotional escape, relaxation, and sensory enjoyment over intellectual stimulation or structured educational activities.

Practitioners

Building on these insights, practitioners are encouraged to prioritize the creation of low-effort, high-emotion programs that offer immediate gratification and lasting emotional resonance. Experiences such as expertly curated live performances, ambiance-enhanced culinary tastings, in-room ritualized routines, and locally inspired wellness practices are likely to appeal to a wider demographic than intensive educational or skills-based initiatives. Nevertheless, the research acknowledges the continued relevance of centrally processed programs for specific segments such as academic tourists, cultural travelers, or wellness-focused guests. Therefore, programming strategies should be audience-segmented and sufficiently adaptable to accommodate both affective and cognitive guest preferences through a diverse range of offerings.

Marketing

Additionally, the application of the ELM should extend to marketing communications. Peripheral cues such as testimonials, compelling imagery, and emotionally charged messaging are particularly effective in attracting casual vacationers. Conversely, information-rich content, distributed through brochures or targeted direct mail, is better suited to highly involved guest segments. By leveraging the ELM framework, luxury resorts can tailor both guest programming and promotional strategies to more effectively anticipate and address varying levels of guest engagement.

CONCLUSION

While this research provides valuable insights into the persuasiveness of EPs through the lens of the ELM, several limitations warrant consideration. The participant pool consisted of just eleven American guests who had recently returned from a stay at a luxury resort. Although the small sample allows for qualitative depth, it also limits the external validity of the findings. Additionally, cultural and contextual differences can significantly influence

the guests' experiences; what may serve as a central cue in one demographic could be perceived as a peripheral cue in another. Furthermore, while many programs shared similarities across various resorts, it is essential to acknowledge that each participant engaged in distinct EPs at different locations. This variability renders direct cross-case comparisons suboptimal. Single retrospective interviews, even those conducted within a year of the event, may be subject to recall bias. Moreover, direct observation of actual program participation was not undertaken. In addition, to further enhance qualitative rigor, the implementation of validation techniques such as triangulation is recommended in future studies. Future research would benefit from mixed-method approaches combining qualitative interviews with quantitative survey data. This could yield stronger causal conclusions and facilitate testing of route activation across various resort settings. Longitudinal studies would be useful to explore whether experiences that engage peripheral routes lead to long-term loyalty or if those that engage central routes create a deeper, more sustained attachment to the brand. Researchers might also examine hybrid programming incorporating emotional and cognitive cues to determine whether such experiences provide synergistic benefits that encourage repeat visits and brand advocacy. Understanding how programming aligns with guest motivations will become increasingly crucial as luxury resorts adjust to the evolving expectations of post-pandemic travelers.

REFERENCES

- AAA Diamonds (2024). *AAA Travel Guide*. Available at: <https://www.aaa.com/diamonds/>
- Forbes Travel Guide. (2024). *About Forbes Travel Guide*. <https://www.forbestravelguide.com/about>
- Ali, F., Ryu, K., & Hussain, K. (2016). Influence of experiences on memories, satisfaction and behavioral intentions: A study of creative tourism. *Journal of Travel & Tourism Marketing*, 33(1), 85-100.
- Amin, M., Ryu, K., Cobanoglu, C., & Nizam, A. (2021). Determinants of online hotel booking intentions: website quality, social presence, affective commitment, and e-trust. *Journal of Hospitality Marketing & Management*, 30(7), 845-870.
- Atkinson, S. D., & Kang, J. (2021). New luxury: Defining and evaluating emerging luxury trends through the lenses of consumption and personal values. *Journal of Product & Brand Management*, 31(3), 377-393.
- Bezes, C. (2015). Identifying central and peripheral dimensions of store and website image: Applying the elaboration likelihood model to multichannel retailing. *Journal of Applied Business Research*, 31(4), 1453.
- Brinkmann, S., & Kvale, S. (2015). *InterViews: Learning the Craft of Qualitative Research Interviewing* (3rd ed.). Sage Publications.
- Chang, H. H., & Chiang, C. C. (2019). Encounter experiences among tourists at attraction sites-an application of social contact theory. *Asian Journal of Business Research*, 9(3), 24-50.
- Chen, A., & Peng, N. (2014). Examining Chinese consumers' luxury hotel staying behavior. *International Journal of Hospitality Management*, 39, 53-56.
- Creswell, J. W. (2014). *Qualitative Inquiry and Research Design: Choosing Among Five Approaches* (3rd ed.). SAGE Publications.
- Creswell, J. W., & Poth, C. N. (2016). *Qualitative Inquiry and Research Design: Choosing Among Five Approaches*. Sage publications.
- Deroos, J. A. (2012). Planning and programming a hotel. The Cornell School of Hotel Administration on Hospitality: *Cutting Edge Thinking and Practice*, 321-332.
- Dubois, B., & Paternault, C. (1995). Observations: Understanding the world of international luxury brands: The "dream formula." *Journal of Advertising Research*, 35(4), 69-76.
- Eckhardt, G. M., Belk, R. W., & Wilson, J. A. (2015). The rise of inconspicuous consumption. *Journal of Marketing Management*, 31(7-8), 807-826.
- Forbes Travel Guide Star Rated Hotels, Restaurants & Spas. (2024). Retrieved from <https://www.forbestravelguide.com/>
- Four Seasons Resort Maui. (2024). *Hawaiian Cultural Activities*. <https://www.fourseasons.com/maui/services-and-amenities/hawaiian-culture>
- Heffetz, O. (2011). A test of conspicuous consumption: Visibility and income elasticities. *Review of Economics and Statistics*, 93(4), 1101-1117.
- Kalgi, D., & Hire, J. (2024). Effectiveness of Hotel Amenities and Facilities in Enriching Guest Experience. *Current Scenario in Science and Technology, Environment, Agriculture, Health, Water Resources, Social Science, Literature & Industrial*, 47.
- Kapferer, J. N., & Bastien, V. (2017). The specificity of luxury management: Turning marketing upside down. In *Advances in Luxury Brand Management* (pp. 65-84). Cham: Springer International Publishing.
- Kastanakis, M. N., & Balabanis, G. (2012). Between the mass and the class: Antecedents of the "bandwagon" luxury consumption behavior. *Journal of Business Research*, 65(10), 1399-1407.
- Kester, J. (2022, November 8). *10 New Five-Star Hotels in The U.S.* Forbes Travel Guide. <https://www.forbes.com/sites/forbestravelguide/2022/04/28/10-new-five-star-hotels-in-the-us/>
- Kim, M. J., & Petrick, J. F. (2021). The effect of herding behaviors on dual-route processing of communications aimed at tourism crowdfunding ventures. *Journal of Travel Research*, 60(5), 947-964. <https://doi.org/10.1177/0047287520938867>
- Lade, C., Strickland, P., Frew, E., Willard, P., Nagpal, S., Osorio, S. C., & Vitartas, P. (2020). *International tourism futures: The drivers and impacts of change*. Goodfellow Publishers Ltd.
- Lai, T. C., Hsieh, C. L., & Ku, E. (2022). The gorgeous brand: Understanding consumer conspicuous consumption for luxury tourism products. *Journal of*

- Tourism and Services*, 13(24), 108-127.
- Leal, C. C., & Ferreira, A. I. (2020). Should I book another hotel? The effects of sickness and ethnicity on customer brand loyalty and positive word of mouth. *International Journal of Hospitality Management*, 91, 102410.
- Lee, S. H. (2018). *The effects of psychological ownership on loyal customers' perceptions: applying brand tourism effect and conspicuous consumption to luxury hotel marketing* (Doctoral dissertation, University of Missouri–Columbia).
- Li, N., & Zhang, P. (2002). Consumer online shopping attitudes and behavior: An assessment of research. *AMCIS 2002 Proceedings*, 74.
- Lin, K. M., Chang, C. M., Lin, Z. P., Tseng, M. L., & Lan, L. W. (2009). Application of experiential marketing strategy to identify factors affecting guests' leisure behaviour in Taiwan hot-spring hotel. *WSEAS Transactions on Business and Economics*, 6(5), 229-240.
- Liu, X. (2020). *Tourists' decision making in motion: A scenario analysis* [Master's thesis, The Hong Kong Polytechnic University]. PolyU Institutional Research Archive. <https://theses.lib.polyu.edu.hk/bitstream/200/10513/3/4941.pdf>
- Lo, A., & Yeung, M. A. (2020). Brand prestige and affordable luxury: The role of hotel guest experiences. *Journal of Vacation Marketing*, 26(2), 247-267.
- Lu, C., Berchoux, C., Marek, M. W., & Chen, B. (2015). Service quality and customer satisfaction: qualitative research implications for luxury hotels. *International Journal of Culture, Tourism and Hospitality Research*, 9(2), 168-182.
- Lu, S., & Ahn, J. (2024). The role of perceived value in shaping luxury service customers' self-brand Services. *Tourism and Hospitality Research*, 24(2), 203-214.
- Luna-Cortés, G., López-Bonilla, L. M., & López-Bonilla, J. M. (2022). Research on luxury hospitality: A systematic review of the literature. *Journal of Hospitality and Tourism Management*, 52, 469-477.
- Marder, B., Archer-Brown, C., Colliander, J., & Lambert, A. (2019). Vacation posts on Facebook: A model for incidental vicarious travel consumption. *Journal of Travel Research*, 58(6), 1014-1033.
- Mardhatilah, D., Omar, A., & Septiari, E. D. (2023). A literature review on persuasive communication: utilising elaboration likelihood model to understand consumer engagement on social media platforms. *Journal of Technology Management and Business*, 10(2), 87-100.
- Marinkovic, V., Senic, V., Ivkov, D., Dimitrovski, D., & Bjelic, M. (2014). The antecedents of satisfaction and revisit intentions for full-service restaurants. *Marketing Intelligence & Planning*, 32(3), 311-327.
- Merriam, S. B. (2009). *Qualitative research: A guide to design and implementation*. San Francisco, CA: Jossey-Bass.
- Mikulić, J., & Prebežac, D. (2011). Evaluating hotel animation programs at Mediterranean sun-and-sea resorts: An impact-asymmetry analysis. *Tourism Management*, 32(3), 688-696.
- Miller, M., & Rafia-Tracy, J. (2025). Experiential Programming for Resorts. *Tourism and Hospitality*, 6(2), 105.
- Mody, M. A., Suess, C., & Lehto, X. (2017). The accommodation experiencescape: a comparative assessment of hotels and Airbnb. *International Journal of Contemporary Hospitality Management*, 29(9), 2377-2404.
- Niosi, A. (2021). *Attitudes. Applied topics in Persuasion, Influence, & Engagement (BETA)*.
- Pellegrino, A. (2024). Online persuasive communication and its applications. In *Decoding digital consumer behavior: Bridging theory and practice* (pp. 95–112). Springer Nature Singapore. https://link.springer.com/chapter/10.1007/978-981-97-3454-2_7
- Petrescu, M., Gironde, J., & O'Leary, K. B. (2024). Consumer-brand heuristics in luxury hotel reviews. *Journal of Product & Brand Management*, 33(4), 430-442.
- Petrone, M. (2019). *AAA's Diamond Rating Guidelines for Lodging*. Lodging Approval Requirements & Rating Guidelines. https://newsroom.aaa.com/wp-content/uploads/2019/06/diamond_rating_guidelines_lodging.pdf
- Petty, R. E., & Cacioppo, J. T. (1981). Issue involvement as a moderator of the effects on attitude of advertising content and context. *Advances in Consumer Research*, 8(1).
- Petty, R. E., Cacioppo, J. T., & Goldman, R. (1981). Personal involvement as a determinant of argument-based persuasion. *Journal of Personality and Social Psychology*, 41(5), 847.
- Petty, R. E., Cacioppo, J. T., & Schumann, D. (1983). Central and peripheral routes to advertising effectiveness: The moderating role of involvement. *Journal of Consumer Research*, 10(2), 135-146.
- Planning a trip to Maui: The Ritz-Carlton Maui, Kapalua (2024) The Ritz-Carlton. Available at: <https://www.ritzcarlton.com/en/hotels/jhmrz-the-ritz-carlton-maui-kapalua/experiences/planning-your-trip/>
- Podoshen, J. S., Li, L., & Zhang, J. (2011). Materialism and conspicuous consumption in China: A cross-cultural examination. *International Journal of Consumer Studies*, 35(1), 17-25.
- Raza, M. A., Siddiquei, A. N., Awan, H. M., & Bukhari, K. (2012). Relationship between service quality, perceived value, satisfaction and revisit intention in hotel industry. *Interdisciplinary Journal of Contemporary Research in Business*, 4(8), 788- 805.
- Sadeghi, M., Zandieh, D., Mohammadi, M., Yaghoubibijarbhoneh, B., & Nasrolahi Vosta, S. (2017). Investigating the impact of service climate on intention to revisit a hotel: the mediating role of perceived service quality and relationship quality. *International Journal of Management Science and Engineering Management*, 12(1), 12-20.
- Sangpikul, A. (2021). Analysis of Service Quality through Two Dimensions in Hotels and Resorts. *University of the Thai Chamber of Commerce Journal Humanities and*

- Social Sciences*, 41(1), 181-199.
- Sanusi, B. O., Adesoji, A. A., Ifedolapo, A. S., & Idowu, O. O. (2025). The Power of Persuasion in Digital Advertising: Examining The Elaboration Likelihood Model. *African Journal of Social and Behavioural Sciences*, 15(3).
- Savarese, I. (2024). *The Meaning of Luxury for the Italian Generation Z: New Perceptions and Expectations Change*. [Unpublished doctoral dissertation or master's thesis]. Università Ca' Foscari Venezia.
- Shahab, M. H., Ghazali, E., & Mohtar, M. (2021). The role of elaboration likelihood model in consumer behaviour research and its extension to new technologies: A review and future research agenda. *International Journal of Consumer Studies*, 45(4), 664-689.
- Simone C.O., & Skibba, K. A. (2008). Experiential learning activities for leisure and enrichment travel education: A situative perspective. *Journal of Teaching in Travel & Tourism*, 7(4), 17-35.
- Stringam, B. (2008). A comparison of vacation ownership amenities with hotel and resort hotel amenities. *Journal of Retail & Leisure Property*, 7, 186-203.
- Suzuki, M. (2024, May 7). *Summer Experiences at Four Seasons Resort Hualalai*. Four Seasons Press Room.
- Walker, J. R. (2023). *Introduction to Hospitality*. Upper Saddle River, NJ: Prentice Hall.
- Wang, Y. (2022). A conceptual framework of contemporary luxury consumption. *International Journal of Research in Marketing*, 39(3), 788-803.
- Wati, N. L. P. S. S., Darlina, L., Sari, I. G. A. M. K. K., Ernawati, N. M., Sukmawati, N. M. R., & Astuti, N. N. S. (2022). Recreational Activities Program as a Complimentary to Hotel Guests. *International Journal of Travel, Hospitality and Events*, 1(2), 121-139.
- Wu, H. C., Li, M. Y., & Li, T. (2018). A study of experiential quality, experiential value, experiential satisfaction, theme park image, and revisit intention. *Journal of Hospitality & Tourism Research*, 42(1), 26-73.
- Wu, L., Yang, W., Gao, Y., & Ma, S. (2023). Feeling Luxe: A topic modeling× emotion detection analysis of luxury hotel experiences. *Journal of Hospitality & Tourism Research*, 47(8), 1425-1452.
- Xie, Q., & Lou, C. (2020). Curating Luxe experiences online? Explicating the mechanisms of luxury content marketing in cultivating brand loyalty. *Journal of Interactive Advertising*, 20(3), 209-224.
- Yang, W., & Mattila, A. S. (2017). The impact of status-seeking on consumers' word of mouth and product preference—A comparison between luxury hospitality services and luxury goods. *Journal of Hospitality & Tourism Research*, 41(1), 3-22.
- Yeoman, I. (2011). The changing behaviours of luxury consumption. *Journal of Revenue and Pricing Management*, 10, 47-50.
- Yeoman, I., & McMahon-Beattie, U. (2011). The changing meaning of luxury. In *Revenue management: A practical pricing perspective* (pp. 72-85). London: Palgrave Macmillan UK.
- Yoon, S. J., & Lee, H. J. (2017). Does customer experience management pay off? Evidence from local versus global hotel brands in South Korea. *Journal of Hospitality Marketing & Management*, 26(6), 585-605.
- Yue, X. (2021). *What are the factors that influence luxury accommodation experience?* Case study: New Zealand.