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**Record 1 of 1****Title:** Memorable customer experience: examining the effects of customers experience on memories and loyalty in Malaysian resort hotels**Author(s):** Ali, F (Ali, Faizan); Hussain, K (Hussain, Kashif); Ragavan, NA (Ragavan, Neethiahnanthan Ari)**Edited by:** Nair V; Hussain K; Kahl C; Poulain JP; Ragavan NA**Source:** 5TH ASIA-EURO CONFERENCE 2014 IN TOURISM, HOSPITALITY & GASTRONOMY **Book Series:** Procedia Social and Behavioral Sciences **Volume:** 144 **Pages:** 273-279 **DOI:** 10.1016/j.sbspro.2014.07.296 **Published:** 2014**Times Cited in Web of Science Core Collection:** 19**Total Times Cited:** 19**Usage Count (Last 180 days):** 1**Usage Count (Since 2013):** 14**Cited Reference Count:** 24**Abstract:** The objective of this study is to examine the influence of four facets of customer experience on their memories and loyalty. A convenient sampling technique was used to select the sample. A total of 600 questionnaires were distributed at two tourist spots of Malaysia i. e., Langkawi and Penang, out of which 450 were returned (75% response rate). The result from the finding suggests that all four dimensions of customer experience influence their memories and loyalty. Overall, findings of this study validates the customer experience scale in the context of resort hotels and enhances the theoretical progress on the experience concept in tourism and offer important implications for resort hotel marketers. (C) 2014 Elsevier Ltd.**Accession Number:** WOS:000346118400030**Language:** English**Document Type:** Proceedings Paper**Conference Title:** 5th Asia-Euro Conference on Tourism, Hospitality and Gastronomy**Conference Date:** MAY 19-21, 2014**Conference Location:** Taylors Univ, Sch Hospital, Tourism & Culinary Arts, Subang Jaya, MALAYSIA**Conference Host:** Taylors Univ, Sch Hospital, Tourism & Culinary Arts**Author Keywords:** Customers Experience; Memories; Loyalty; Malaysia; Resort Hotels**KeyWords Plus:** SATISFACTION**Addresses:** [Ali, Faizan] Univ Teknol Malaysia, Int Business Sch, Kuala Lumpur 54100, Malaysia.

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