

ARCHITECTURE, AUTHENTICITY AND THE CONSTRUCTION OF MEMORABLE TOURISTS EXPERIENCES

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Abstract. This study examines the variables that contribute to create memorable tourism experiences in Jordan's thriving tourism industry. Specifically, it focuses on three key constructs: Building, Architecture and Authenticity. A total of 550 surveys were administered to tourists in Jordan as part of the research project. The analysis conducted in this study focused exclusively on a sample size of 189 surveys, utilizing the Smart PLS 4 software. The study revealed significant positive correlations between Building, Architecture, Authenticity and the creation of memorable tourism experiences through novelty in Jordan. Additionally, this research uncovers the significant moderating influence of the Manufacturing and Construction sectors in enhancing the impacts of Architecture and Authenticity on the novelty of memorable tourism experiences. The construction industry is crucial in designing travel experiences, considerably enhancing their impact. The aforementioned results offer practical implications for key actors within Jordan's tourist sector, underscoring the significance of architectural excellence, innovation and originality in augmenting the uniqueness of tourism encounters. This study provides a significant contribution to the comprehension of tourism experiences in Jordan. However, it is important to accept several limitations, such as the response rate and the contextual specificity. The consequences of this phenomenon transcend beyond the geographical boundaries of Jordan, providing a significant viewpoint on how to enhance tourism experiences worldwide in a unique and memorable manner.

Keywords: *Building, architecture, authenticity, memorable tourism experiences novelty, manufacturing.*

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1. Introduction

Experiences with “places, artifacts and activities that authentically represent the stories and people of the past and present” are available via heritage tourism (Rasoolimanesh *et al.*, 2022). Travel experiences that combine culture, education, entertainment and authenticity are highly sought after (Mcintosh & Siggs, 2005). The

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worldwide tourist business for cultural heritage is rather large (Hu & Shen, 2021). According to the United Nations World Tourism Organization (UNWTO) (2015), four out of ten travelers choose their destination based on its cultural heritage, making this sector of the tourism industry a major element of international tourism consumption. The nature of the demand for cultural tourism has recently changed, according to Zatori and Beardsley, (2017), moving away from a simply numeric increase in demand and toward qualitative changes, with a focus on the growing need for “cultural experiences”. As a result, cultural heritage tourism experiences have the potential to become an important component of visitors' memorability (Zhou *et al.*, 2023). This means that heritage tourism is an experiential form of consumption, much like many other forms of recreation and travel. Thus, to better satisfy the expectations of this market, a deeper comprehension of the visitor experience and behavioral intentions at historic sites and destinations is necessary (Deb, 2020).

There are many separately significant buildings, sites and items in the downtown core, which are memorable to Amman's habitant and tourists due to its design, it also embraces four main historic sites with many heritage values. The Roman citadel Hill (Jabal al-Qala'ah) one of them, which located on one of the hills of the city. Another very important monument is the Great Amphitheatre, located at the bottom of the Fortress Mountain. The Al-Hussein Mosque is another remaining monument to Islamic architecture built by king Abdallah I in 1924, the mosque is an excellent model of religious architecture and the Nymphaeum as shown in figure (1) (Al Dein, 2021).

The tendency to study authenticity is consistent with the trends of contemporary architecture that called for openness to various fields of knowledge, by investing the methods, means and intellectual energies of those fields and employing them in interior architecture (Al Dein, 2021). Today we see the ever-increasing usage of storytelling and narrative identities being generated, shaped in the development and advertising of tourism on multiple levels. Stories, memories and experiences enrich authenticity identities and transform guests into storytellers who share their stories via social media (Page, 2013). The concept of storytelling is not only to promote and introduce the tourism product, but also to create empathy and participation among the guests and excitement to see the place and it is considered a modern means of promotion. The traditional residence style and spirituality of the historical character culture attract tourists who are interested in learning the history and stories of these historical figures (Wang *et al.*, 2019).

Within the context of legacy tourism, memorable tourism experiences (MTE), as an overarching term in recent years' literature on visitor experiences, have garnered little attention. The literature that is now available does not sufficiently address the experiences of historic visitors and its structure. Furthermore, as Angeloni (2023) pointed out, nothing is known about the possible MTE influences in the context of historical tourism. This underlines the need for further research to improve knowledge of MTE in a heritage tourism context and to get a deeper and more comprehensive understanding of the experiences of heritage visitors. An integrated model of visitor engagement, authenticity and destination image in generating the behavioral intentions of heritage visitors is developed and experimentally examined in this research to fill in these gaps in the literature.

The requirement to maximize space use is addressed in the first part and the importance of authenticity in a tourist environment is considered in the second. Therefore, from a sustainability perspective, maintaining and renovating the current building stock

may be preferable to new development. Additional issues in terms of land use optimization at the interface between residential and tourist usages include the linked growth of second houses (or holiday homes) and the sometimes complementary, partially conflicting developments in urbanization and ruralization. Investigating the relationships between a region's economics, demographics and settlement patterns is essential to understanding these processes (Volgger *et al.*, 2019). In exploring the intricate relationship between authenticity, architecture and their impact on memorable tourism experiences, it becomes evident that a comprehensive approach is essential. While quantitative data offers valuable insights, the inclusion of qualitative analysis based on Christopher Alexander's theories provides a deeper understanding (Seamon, 2019). Alexander's work emphasizes the importance of 'wholeness' in environmental design and its influence on human experiences. By integrating these principles, this study aims to enrich our perspective on how architectural authenticity shapes the tourist experience, going beyond mere statistical analysis to encompass the qualitative aspects that define truly memorable encounters.

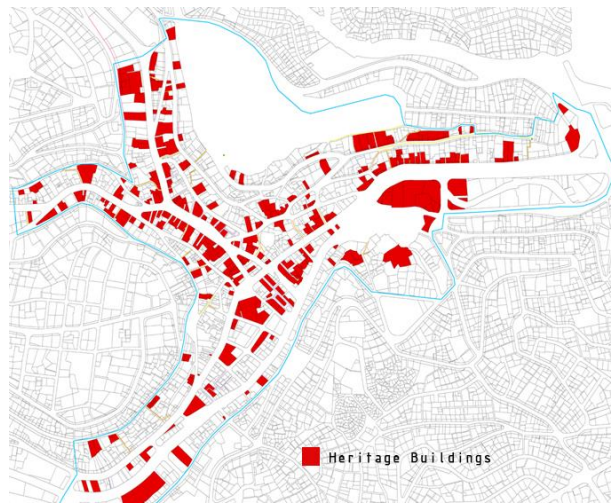


Figure 1. The Heritage Sites in the Downtown Area
Source: By authors

2. Literature Review

According to Juneja *et al.* (2022), heritage is our legacy from the past, what we live with today and what we pass on to future generations. Traveling primarily for the purpose of learning about a place's culture and legacy is referred to as heritage tourism (Al Fahmawee & Jawabreh, 2022a). According to Jawabreh *et al.* (2023), heritage tourism “refers to the use of the tangible and intangible past as a tourism resource” and usually depends on living and built elements of culture. As “the majority of tourism attractions and destinations around the world are focused on cultural heritage elements”, culture now serves as a vital resource for travel.

One of the main factors contributing to the memorability of travel experiences is the experiential consumption of cultural heritage tourism (Jahmani *et al.*, 2023a). As part of the current increase in demand for cultural tourism, some writers have stressed the significance of the memorability of heritage tourism experiences (Jahmani *et al.*, 2021) and the growing need for unforgettable cultural experiences. Notably, research by Al

Fahmawee & Jawabreh (2023b) demonstrates that one of the most important aspects of bringing in money for cultural heritage sites is giving visitors unique experiences at the locations they visit. Thus, to better match the demands of this market, a deeper comprehension of the visitor experience and behavioral intentions at historic sites and destinations is essential.

Heritage buildings are recognized for their uniqueness and capacity to take visitors back in time. These buildings conserve and highlight the rich cultural legacy of a specific area or time because they are housed in historically important structures. Heritage buildings provide an exquisite combination of architectural splendor, sumptuous decor and individualized service, ranging from enormous palaces to majestic estates. This unique experience offers a favorable environment for developing long-lasting client connections.

Among other things, unique construction materials are a feature of contemporary architecture, which reflects the globalized inventiveness of the day. On the other end of the spectrum are historical structures that are preserved using preservation and restoration techniques (several of Jordan's heritage sites are examples of such structures). These include the desert palaces and bath houses dating back to the ummayyad period 8-th century CE (please include a brief note about these buildings). Both modern and traditional architecture often make use of predetermined style components (on a regional reference level in the former instance and on a worldwide one in the latter). On the other hand, modern takes on classic architectural components often succeed in creating distinctive pieces that sit at the intersection of the past and present. When a historically important structure is remodeled in a modern manner, a unique item with exact linkages to a particular socio-cultural, economic and landscape environment is created (Wu *et al.*, 2022). A straightforward method of linking novel architectural methods with a particular region is to employ construction materials that are native to the place in which they are used and produced by local artisans. For example, Petra Jordan (a UNESCO WHS) makes extensive use of this concept as shown in figure 2. Regions may be able to stand out from the crowd and develop unique characteristics by assimilating aspects of their traditional history and (perceived) territorial identity and modifying them to meet the practical needs and aesthetic standards of the present (Moutela *et al.*, 2018). Although the term “building culture” is mostly used here in a descriptive sense, it may also refer to the particular activity of creating or altering building things in line with the given environment in a normatively shifted sense. A better definition resides in UNESCO WORLD HERITAGE SITES. Thus, building culture can be understood as a type of pragmatic appeal to consider existing connections, i.e., to develop the construction project not only by modern aesthetic preferences and social demands but also to establish links with the surrounding natural and cultural landscape and atmosphere.



Figure 2. Bubble camps (left), The Treasury (right)

Source: <https://mymodernmet.com/petra-rose-city/>

Natural Elements embrace the use of natural materials like stone, clay and wood sourced from the local region. Incorporate traditional mosaic art using Jordanian marble or limestone to create intricate floor designs or wall accents. The most used materials in heritage buildings refurbishment are materials that are recycled and reused either for their original purpose or to achieve a creative function, the original piece is mostly left intact, using its shape, shape and material for a different purpose without reprocessing, which helps save time, money, energy and resources as it clear in figure 3. Consider using traditional Jordanian furniture or antique pieces, combine them with modern elements for an elegant blend of the past and the present.



Figure 3. Jafra heritage café
Source: By authors

All local materials have been reused and recycled to address the heritage interior design, it's essential to create a harmonious balance between preserving the buildings heritage and incorporating modern amenities to enhance the guest experience, Figure 4 (Fahmawee & Jawabreh, 2022c).

In addition to using locally produced and processed building materials, this relationship to the specific context can also be expressed by engaging in a conversation with the forms of the surrounding landscape or by reinterpreting the canon of regional architectural expressions (Yabanci, 2022). To create a cohesive ensemble or ambiance, “building culture” essentially asks that the designer's inventiveness and the current cultural environment be brought into harmony.



Figure 4. Bait Azize heritage restaurant
Source: By authors

There are two ways that tourism affects culture-building in the Alps: While visitors have long been drawn to buildings with what is seen to be genuine (vernacular) architecture, they are also undoubtedly interested in modern architecture, particularly that of the younger generation (Genc *et al.*, 2023). A large tourist industry has emerged in the rural Alpine areas that were formerly dominated by agriculture and Alpine farming. This

has resulted in a change in the regional economic systems and an increased degree of openness to global dynamics. Simplifying a little and drawing on some of the old criticisms of tourism (Genc *et al.*, 2022), it is possible to argue that tourism in the Alpine areas is both a sign of globalization and a need for authenticity. The benefit of heritage buildings is that they have long histories. Giving visitors access to these stories via storytelling sessions, historical relics and guided tours enhances their stay and helps them feel more connected to the building's history.

Providing exceptional guest experiences requires close attention to every detail of a visitor's stay. Every interaction with the guest should be a reflection of the buildings dedication to quality, from the smooth check-in process and cozy rooms to the spotless cleaning and quick service.

Christopher Alexander's theories, particularly his concept of 'pattern language,' offer a unique lens through which to view tourism spaces. He advocates for designs that resonate with human feelings and experiences, suggesting that every space should feel 'alive' and 'whole'. This is achieved through a series of design principles that foster comfort, beauty and connection. For tourism, this means creating environments that are not only aesthetically pleasing but also deeply meaningful to visitors (Seamon, 2019). Alexander's emphasis on the emotional impact of architectural design is crucial in understanding how tourists perceive and value authenticity in their travel experiences. His work underscores the importance of integrating human-centric design principles in tourism development, aiming to create spaces that are not just visually appealing but also emotionally resonant.

Authenticity should develop solutions to raise the aesthetic and performance level of sustainable materials, as well as encourage stakeholders to provide materials and furniture that comply with the concepts of reuse and recycling, to increase the level of environmental sustainability of interior spaces in heritage hotels and achieve the health and wellbeing of guests, building a better and more sustainable future (Fahmawee & Jawabreh, 2022a).

Authenticity aims to convey tradition by establishing a potential link with the past and may be seen as a feature, reflection of features or current state of existence. "The essence, the real and the real thing" is its primary definition, according to Robinson et al. In essence, searching for the "authentic" is a spiritual and emotional journey.

Each individual experiences this endeavor in a different way and the gratification is never lasting. The idea was first covered in the literature on tourism by and it has since been explored by several other scholars using a variety of frameworks and methodologies. Variations in viewpoints are used to explain authenticity.

3. Research Methodology

This study used a descriptive research strategy to analyze and assess ideas drawn from previous studies in an effort to better understand the phenomena under investigation. To accomplish this goal, it is necessary to amass a substantial quantity of relevant information. Specifically concentrating on the factor of novelty, this study investigates the effects of Building, Architecture and Authenticity on Remarkable Tourism Experiences. The moderating influence of Manufacturing and Construction is also investigated.

Structural Equation Modeling (SEM) implemented in SmartPLS is the quantitative research approach used for this investigation. Interesting Things to Do on Vacation Using

a cross-sectional design, this research looks at how the Manufacturing and Construction sectors in Jordan affect the tourism industry in unique and moderating ways. To be more precise, the research looks at how things like “Building”, “Architecture” and “Authenticity” affect those fields.

550 visitors from a wide range of nations will be randomly chosen to participate in the research in Jordan. In order to participate, those who do so must provide their informed consent. The data will be gathered utilizing a standardized questionnaire that has completed pilot testing. Building and Architecture's Effect on the Authenticity of Travelers' Recollections In order to gauge Manufacturing and Construction's uniqueness and moderating influence, the questionnaire makes use of Likert scale questions. The questionnaires, together with a detailed explanation of the study's goals and a postage-paid envelope for their convenience, will be sent to the selected managers.

SmartPLS will be used for structural equation modeling (SEM) analysis in the research because of its efficiency with complex models and little information. In order to represent Building, Architecture and Authenticity, latent components will be used in a structural equation modeling approach to the research. We will evaluate the accuracy and precision of the measuring device by looking at the factor loadings, composite reliability and average variance extracted (AVE) values. Path coefficients will be computed and the structural model's overall fit will be evaluated as part of the research. To investigate how the Manufacturing and Construction variables function as moderators of the relationships between other variables, this research will use SmartPLS's in-built moderation analysis.

An additional approach to evaluating and quantifying objective authenticity is to consider the experiences that visitors get from cultural venues (Lee *et al.*, 2016). This dimension claims that people use travel to find authenticity.

Hypothesis

Based on the aforementioned past investigations, this study aims to formulate the following hypothesis.

H1: There is a significant relationship between Building and Memorable Tourism Experiences Novelty.

H2: There is a significant relationship between Architecture and Memorable Tourism Experiences Novelty.

H3: There is a significant relationship between Authenticity and Memorable Tourism Experiences Novelty.

H4: Manufacturing and Construction positively moderate the relationship between Building and Memorable Tourism Experiences Novelty.

H5: Manufacturing and Construction positively moderate the relationship between Architecture and Memorable Tourism Experiences Novelty.

H6: Manufacturing and Construction positively moderates the relationship between Authenticity and Memorable Tourism Experiences Novelty.

H7: There is a significant relationship between Manufacturing and Construction and Memorable Tourism Experiences Novelty.

3.1. Theoretical Framework

Figure 5 presents a theoretical framework that highlights the effect that Building, Architecture and Authenticity have on Memorable Tourism Experiences Novelty, as well as the moderating effect that Manufacturing and Construction have on this relationship.

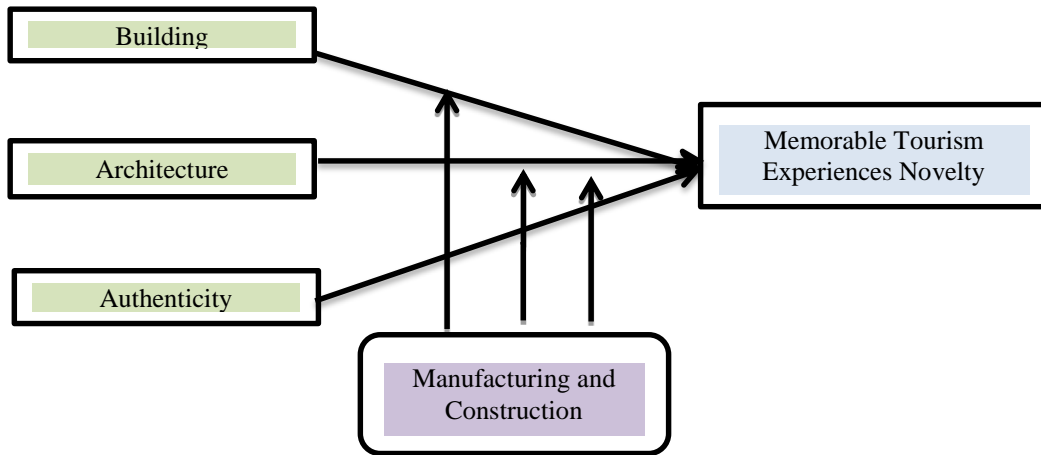


Figure 5. Theoretical Framework

4. Data Analysis

The Partial Least Squares (PLS) Structural Equation Modeling (SEM) has two distinct components, namely the measurement model and the structural model. These components are integral to the overall framework of SEM, which stands for Structural Equation Modeling. The latter pertains to the path coefficients that exist between and among the latent variables, while the former concerns the assessment of the reliability and validity of the conceptual model. Currently, we find ourselves at a transitional phase within the several phases of the research. Figure 6 depicts the measuring framework used in the study, whereas Figure 7 illustrates the structural model adopted.

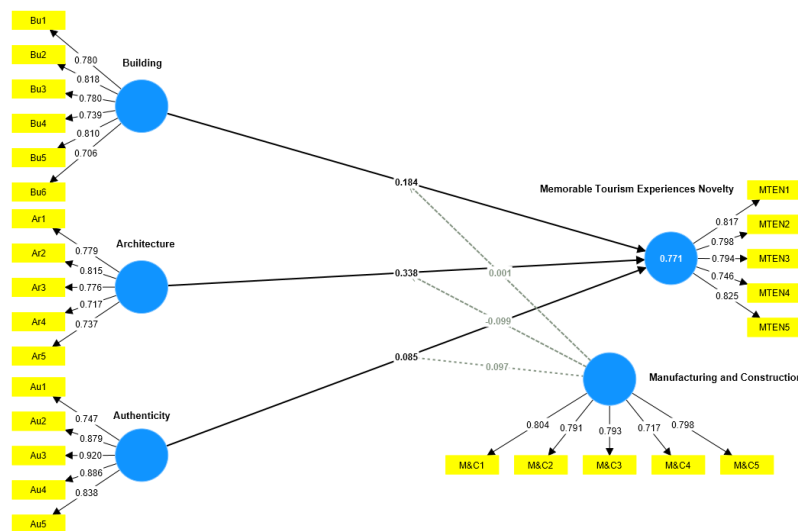


Figure 6. Measurement framework of the study

4.1. Interpreting Outer Loadings in Structural Equation Modeling

In the present investigation, we used structural equation modeling (SEM) as a methodological approach to assess the associations between latent constructs and their corresponding observable variables. The outer loadings, as shown in Table 1, provide an indication of the magnitude of these associations. The constructions of Architecture, Authenticity, Building, Manufacturing and Construction and Memorable Tourism Experiences Novelty exhibited strong outside loadings that beyond the commonly accepted threshold of 0.7. The obtained findings provide support for the efficacy of the observed variables in accurately capturing their respective underlying constructs, thereby establishing the validity and reliability of our measurement approach.

The results presented in this study are consistent with well-established structural equation modeling (SEM) methodologies Hair et al. (2020), indicating the reliability and validity of our research findings.

Table 1. Outer loadings

	Architecture	Authenticity	Building	Manufacturing and Construction	Memorable Tourism Experiences Novelty
Ar1	0.779				
Ar2	0.815				
Ar3	0.776				
Ar4	0.717				
Ar5	0.737				
Au1		0.747			
Au2		0.879			
Au3		0.920			
Au4		0.886			
Au5		0.838			
Bu1			0.780		
Bu2			0.818		
Bu3			0.780		
Bu4			0.739		
Bu5			0.810		
Bu6			0.706		
M&C1				0.804	
M&C2				0.791	
M&C3				0.793	
M&C4				0.717	
M&C5				0.798	
MTEN1					0.817
MTEN2					0.798
MTEN3					0.794
MTEN4					0.746
MTEN5					0.825

4.2. Validity and Reliability Measures Interpretation:

Table 2 presents the key criteria used to assess the reliability and precision of our latent structures. The adoption of these metrics is crucial in ensuring the robustness of our measurement model (Fornell & Larcker, 1981).

4.2.1. The Composite Reliability and Cronbach's Alpha:

Cronbach's Alpha is an instrument of statistics used to evaluate the internal consistency of a construct, offering insight into the extent of interconnectedness among its component pieces. Values that surpass the threshold of 0.7 are considered to fall into a range that is considered acceptable. The research analyzed many components, including Architecture (0.825), Authenticity (0.907), Building (0.865), Manufacturing and Construction (0.840) and Memorable Tourism Experiences Novelty (0.855). All of these components surpassed the predetermined threshold, suggesting a strong degree of internal consistency.

Composite Reliability (CR) is a metric used to assess the internal consistency of a measurement instrument, using an alternative mathematical approach. The components examined in this research exhibit robust internal consistency, as seen by the elevated reliability coefficients. The components of Architecture (0.836), Authenticity (0.911), Building (0.869), Manufacturing and Construction (0.842) and Memorable Tourism Experiences Novelty (0.857) all above the universally acknowledged threshold of 0.7, as suggested by Hair (2016). Hence, these structures are considered suitable for future examination (Fornell & Larcker, 1981).

4.2.2. Average Variance Extracted (AVE):

The degree of relationship between items inside a concept is measured by AVE, which indicates convergent validity. Indicators of strong convergent validity include values over 0.5. Using the criteria established by (Fornell & Larcker, 1981), we find that all of our constructs—Architecture (0.586), Authenticity (0.733), Building (0.597), Manufacturing and Construction (0.610) and Memorable Tourism Experiences Novelty (0.634)—demonstrate strong convergent validity.

Table 2. Cronbach's alpha

	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
Architecture	0.825	0.836	0.586
Authenticity	0.907	0.911	0.733
Building	0.865	0.869	0.597
Manufacturing and Construction	0.840	0.842	0.610
Memorable Tourism Experiences Novelty	0.855	0.857	0.634

4.3. Analysing Structured Models

In this study, the SEM analysis was carried out using the SmartPLS 4 software package. Interrelationships among model variables may be analyzed using structural equation modeling (SEM) and the partial least squares (PLS) method. Building, Architecture and Authenticity are the structural model's three independent variables. The unusualness of an experience is influenced by a number of factors. Unique to this paper

is an examination of the moderating effect that the Manufacturing and Construction industries have on the aforementioned relationships. Given its capacity to amplify or dampen the effect of Building, Architecture, Authenticity on Memorable Tourism Experience Novelty, its importance cannot be overstated. The present model, which is based on established theories and validated by empirical data, offers a thorough framework for understanding the intricate interaction between many tourism-related factors. The picture's directional arrows stand for the impact made by numerous elements. Our understanding of the complicated dynamics that influence Memorable Tourism Experiences Novelty is further strengthened by the lines of contact with Manufacturing and Construction, which help to illustrate the function of Manufacturing and Construction as a moderator in the interactions. SmartPLS 4, as stated by Hair, Risher, Sarstedt and Ringle (2019), provides superior analytical features that allow for the evaluation and interpretation of models.

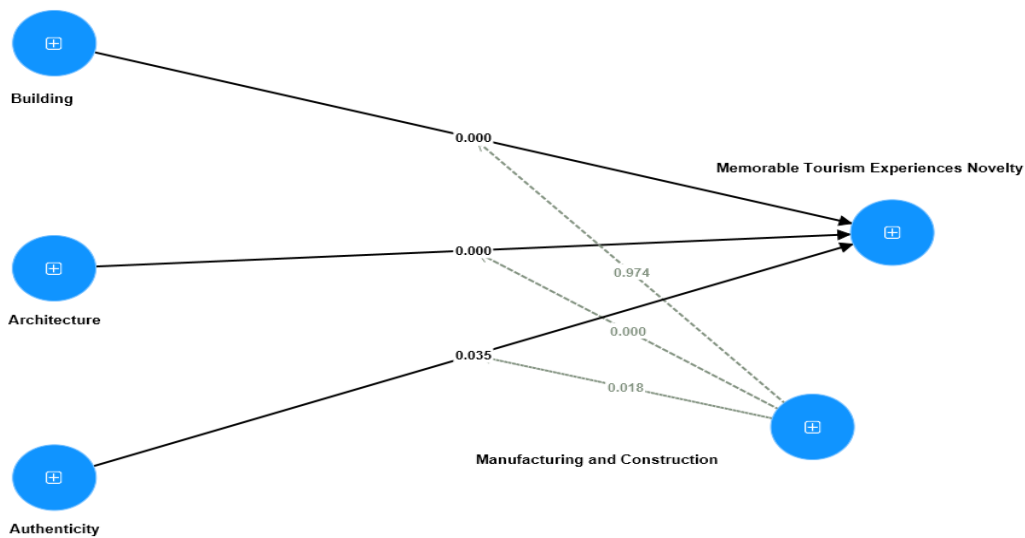


Figure 7. Depicts a model for structural

4.4. Discriminant Validity

Table 3 shows the results of a comprehensive evaluation of the discriminant validity among latent constructs using the Fornell-Larcker criteria. It is essential that each construct accurately assess a distinct underlying notion in order to have discriminant validity.

Strong discriminant validity is shown by the constructs of Architecture, Authenticity, Manufacturing, Building, Construction and Memorable Tourism Experiences. The average variance extracted (AVE) square root is larger than the correlations between the various constructs, hence all of the constructs pass the specified requirement.

Study results are consistent with well-established cutoffs (Hair *et al.*, 2020), demonstrating the reliability of our measuring technique. The recognized criteria often require the square root of AVE being greater than the correlations among constructs (Fornell & Larcker, 1981). Our measurement approach is strengthened by these findings, which show that the latent components accurately reflect separate ideas. This strengthens the validity and trustworthiness of our study. Criteria That Can Be Used For a concept to be deemed to have excellent discriminant validity in structural equation modeling (SEM),

the square root of its AVE has to be higher than the correlations with other constructs (Hair *et al.*, 2022; Fornell & Larcker, 1981).

Table 3. Discriminant validity (Fornell-Larcker criterion)

	Architec- ture	Authen- ticity	Building	Manufacturing and Construction	Memorable Tourism Experiences Novelty
Architecture	0.765				
Authenticity	0.437	0.856			
Building	0.529	0.659	0.773		
Manufacturing and Construction	0.702	0.543	0.611	0.781	
Memorable Tourism Experiences Novelty	0.755	0.555	0.647	0.815	0.796

4.5. The Path Coefficients

Table 4 presents a complete review of the regression coefficients and their statistical significance, revealing insights into the interactions between the variables as well as the moderating influences of Manufacturing and Construction. The next part provides an in-depth analysis of the findings and how they compare to the assumptions that were established in the previous section.

Hypothesis H1: There is significant relationship between Building and Memorable Tourism Experiences Novelty.

The first hypothesis has been validated, as our analysis reveals a statistically significant positive correlation (T value = 3.712, $p < 0.001$) between the building construct and the novelty of memorable tourism experiences. This implies that improvements in the quality of buildings are linked to an increase in the level of uniqueness seen in memorable travel experiences.

Hypothesis H2: There is significant relationship between Architecture and Memorable Tourism Experiences Novelty.

Hypothesis 2 has been confirmed as a significant positive correlation (T value = 6.885, $p < 0.001$) has been identified between the Architecture construct and Memorable Tourism Experiences Novelty. This highlights the substantial influence that inventive architectural components have on the originality of tourist experiences.

Hypothesis H3: There is significant relationship between Authenticity and Memorable Tourism Experiences Novelty.

Hypothesis 3 is partly validated, as a significant positive connection (T value = 2.104, $p < 0.05$) was found between Authenticity and Memorable Tourism Experiences Novelty. Although the statistical significance of this link is evident, it is important to note that the comparative strength of this association is somewhat weaker. This suggests that authenticity has a modest impact on the novelty of tourist experiences.

Hypothesis H4: Manufacturing and Construction positively moderates the relationship between Building and Memorable Tourism Experiences Novelty.

It has been determined that Hypothesis 4 is not supported by the evidence. We could not discover any evidence (T value = 0.032, $p > 0.05$) to support the idea that Manufacturing and Construction acts as a major moderator in the link between Building and Memorable Tourism Experiences Novelty.

Hypothesis H5: Manufacturing and Construction positively moderates the relationship between Architecture and Memorable Tourism Experiences Novelty.

Hypothesis 5 has been validated, as our observations indicate a positive moderating effect (T value = 3.737, $p < 0.001$) of the Manufacturing and Construction sector on the link between Architecture and the novelty of memorable tourism experiences. This underscores the crucial role of the constructive sector in augmenting the uniqueness of architectural tourist experiences.

Hypothesis H6: Manufacturing and Construction positively moderates the relationship between Authenticity and Memorable Tourism Experiences Novelty.

Hypothesis 6 is confirmed, as the presence of Manufacturing and Construction industries positively moderates the link between Authenticity and Memorable Tourism Experiences Novelty, as shown by a T value of 2.368 and a significance level of $p < 0.05$. This implies that the building industry plays a significant role in enhancing the uniqueness of real tourist experiences.

Hypothesis H7: There is significant relationship between Manufacturing and Construction and Memorable Tourism Experiences Novelty

A significant positive correlation (T = 6.791, $p 0.001$) between the Manufacturing and Construction construct and Novelty of Memorable Tourism Experiences was found, supporting Hypothesis 7. This highlights the significance of the manufacturing and construction industry's impact on elevating the uniqueness of tourist experiences.

In accordance with generally accepted norms for hypothesis testing, hypotheses were deemed to be supported when they attained statistical significance ($p 0.05$) or high significance ($p 0.001$).

Table 4. Presents the path coefficients and the results of hypothesis testing

Hypothesizes	Original sample (O)	Sample mean (M)	STDEV	T value	P values
H1: There is significant relationship between Building and Memorable Tourism Experiences Novelty.	0.184	0.186	0.049	3.712	0.000
H2: There is significant relationship between Architecture and Memorable Tourism Experiences Novelty.	0.338	0.340	0.049	6.885	0.000
H3: There is significant relationship between Authenticity and Memorable Tourism Experiences Novelty.	0.085	0.085	0.040	2.104	0.035
H4: Manufacturing and Construction positively moderates the relationship between Building and Memorable Tourism Experiences Novelty.	0.001	0.000	0.042	0.032	0.974
H5: Manufacturing and Construction positively moderates the relationship between Architecture and Memorable Tourism Experiences Novelty.	-0.099	-0.098	0.026	3.737	0.000
H6: Manufacturing and Construction positively moderates the relationship between Authenticity and Memorable Tourism Experiences Novelty.	0.097	0.097	0.041	2.368	0.018
H7: There is significant relationship between Manufacturing and Construction and Memorable Tourism Experiences Novelty	0.376	0.371	0.055	6.791	0.000

4.6. R-Squared

Table 5 presents the goodness-of-fit measures for the regression model applied to the Memorable Tourism Experiences Novelty concept.

R-squared, often known as R-square, is a statistical measure that quantifies the proportion of the variance in the dependent variable. The model's independent variables account for about 77.1% of the observed variance in Memorable Tourism Experiences Novelty.

The adjusted R-squared, also known as R-square adjusted, is a statistical measure used in regression analysis to assess the goodness-of-fit of a model. After accounting for model complexity, it is seen that around 76.5% of the variance in Memorable Tourism Experiences Novelty can still be accounted for by the independent variables in our study.

The aforementioned values indicate that our model has efficacy in elucidating the variety seen in Memorable Tourism Experiences Novelty.

Table 5. R Squared Values

	R-square	R-square adjusted
Memorable Tourism Experiences Novelty	0.771	0.765

5. Conclusion and Discussion

The primary objective of this research was to investigate the factors that influence the novelty of memorable travel experiences, specifically within the distinctive setting of Jordan's tourism sector. The examination of data obtained from a sample of 189 travelers has yielded a number of noteworthy discoveries, providing valuable insights into the complex dynamics of tourism encounters within this particular area.

The analysis of the study revealed strong and noteworthy associations among the three components, namely Building, Architecture and Authenticity and Memorable Tourism Experiences Novelty. The study revealed significant and strong correlations between Building and Architecture and the novelty of memorable tourism experiences. The aforementioned results highlight the significant impact that architectural quality and innovation have on determining the originality of tourist experiences in Jordan.

Furthermore, it was shown that Authenticity had a statistically significant positive correlation with Novelty in Memorable Tourism Experiences, although with a moderately sized impact. This implies that the genuineness of tourist experiences also plays a role in augmenting their freshness.

One of the notable contributions of this research is to the identification of the moderating influence of the Manufacturing and Construction sectors on certain connections. It has been apparent that this particular industry greatly enhances the impact of architecture and authenticity on the novelty of memorable tourism experiences. This highlights the significant role of the constructive industry in enhancing the influence of architectural innovation and genuine experiences in the domain of innovative tourism.

The regression model exhibited a high level of explanatory capability, as shown by an R-squared value of 0.771. This value suggests that about 77.1% of the variability in "Memorable Tourism Experiences Novelty" can be explained by the independent variables included in our model. Despite accounting for the complexity of the model, the adjusted R-squared value remained strong and consistent at 0.765.

In summary, this study offers significant contributions to the understanding of the factors influencing the novelty of memorable travel experiences in the tourism industry of Jordan. The study emphasizes the significant impact of architectural quality and innovation in influencing tourist experiences by examining the strong links between Building, Architecture and Authenticity with Memorable tourist Experiences Novelty. The relevance of the Manufacturing and Construction industry in enhancing the impact of architectural innovation and authenticity is shown by the moderating effects seen.

It is crucial to recognize the limits of the research. The possibility for response bias may be introduced by the response rate, which yielded 189 completed surveys out of a total of 550 distributed. Moreover, the scope of this research was confined only to the particular setting of Jordan's tourist sector, hence potentially limiting its applicability to other geographical areas and tourism scenarios.

Although this study has some limitations, it makes a significant contribution to the existing body of information in the field of tourist research, particularly in relation to the concept of novelty. Subsequent research initiatives may undertake a more comprehensive examination of these associations, including supplementary factors and expanding the analysis to span a wider range of tourist sites. In its whole, this study presents a significant and valuable addition to the body of knowledge in the area of tourism research, including both the specific context of Jordan and the wider scope of the subject matter.

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