

Creating memorable experiences of cultural hallmark event in Thailand

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Abstract

This study examined the relationship between distinctiveness, perceived crowding and memorable experience in creating attendees' subjective well-being in the context of a cultural hallmark event in Thailand. Using an online self-administered survey, usable data from 770 respondents were used to assess the proposed conceptual model. Structural equation modelling was used to test the hypotheses. The results of this study confirmed that distinctiveness in the event was positively associated with memorable experience, which then played a significant role in enhancing attendees' subjective well-being. Further, this study found that memorable experience partial mediated the relationship between distinctiveness and subjective well-being. Additionally, perceived crowding positively moderated the relationship between distinctiveness and memorable experience. The implications for the literature on special events and hospitality and for practicing managers are discussed.

Keywords

Distinctiveness, perceived crowding, memorable experience, subjective well-being, place attachment theory, cultural hallmark event in Thailand