Artigos – Gestão do Turismo

Walt Disney World: consumption experience of the millennial generation in theme parks

O mundo de Walter Disney: experiência de consumo de geração dos millenials em parques temáticos

El mundo de Walter Disney: La experiencia de consumo de los millenials en los parques temáticos

Rennan Carvalho dos Santos[1], Marconi Freitas da Costa[1]

[1]Universidade Federal de Pernambuco, Recife, PE, Brasil.

Keywords:

Consumption Experience;
Co-creation;
Technology Readiness;
Delight;
Willingness to pay;
Millenial Generation.

Abstract

This research aims to analyse the influence of optimism on technology readiness and co-creation experiences in the consumption experiences of the millennial generation at Disney's theme parks as well as their relationship to customer delight. Quantitative research was carried out. The sample obtained 530 respondents, and the Structural Equation Modeling for data analysis was used. The results indicate that the consumption experiences of the Millenials are linked to factors not previously evidenced by other generations, such as the co-creation experiences and the optimism for technological readiness, which increase the degree of these experiences and can lead to consumer delight. On a practical level, it is worth highlighting the importance of theme park marketing teams understanding the behaviour of the millennial consumer, given his/her continuous growth in purchasing power compared to other generations.

Palavra-chave:

Experiência de consumo;
Co-criação;
Prontidão tecnológica;
Encantamento;
Disposição para pagar;
Geração milenar.

Resumo

Esta pesquisa visa analisar a influência do otimismo na prontidão tecnológica e nas experiências de co-criação nas experiências de consumo da geração millenium nos parques temáticos da Disney, bem como sua relação com o encantamento do cliente. Foi realizada uma pesquisa quantitativa. A amostra obteve 530 respondentes e foi utilizada a Modelagem da Equação Estrutural para análise de dados. Os resultados indicam que as experiências de consumo dos Millenials estão ligadas a fatores não evidenciados anteriormente por outras gerações, tais como as experiências de co-criação e o otimismo para a prontidão tecnológica, o que aumenta o grau dessas experiências e pode levar ao encantamento do consumidor.

Palabras clave:

Experiencia de consumo;
Cocreación;
Disposición tecnológica;
Encanto;
Disposición a pagar;
Generación del milênio.

Resumen

Esta investigación pretende analizar la influencia del optimismo sobre la preparación tecnológica y las experiencias de co-creación en las experiencias de consumo de la generación millennial en los parques temáticos de Disney, así como su relación con el deleite del cliente. Se llevó a cabo una investigación cuantitativa. La muestra obtuvo 530 encuestados y se utilizó el Modelo de Ecuaciones Estructurales para el análisis de los datos. Los resultados indican que las experiencias de consumo de los millenial están vinculadas a factores no evidenciados anteriormente por otras generaciones, como las experiencias de co-creación y el optimismo por la preparación tecnológica, lo que aumenta el grado de estas experiencias y puede conducir al deleite del consumidor.

1 INTRODUCTION

Given the development of the tourism phenomenon and its related businesses in recent years, the sector's growth is noticeable, as can be seen from the data offered by the United Nations World Tourism Organization. According to this body, international arrivals of tourists around the world are growing by about 4% per year. In addition, approximately 1.465 million tourists travel across borders, demonstrating continuous development in the sector (UNWTO, 2020). However, the sector has been improving after the COVID-19 pandemic, which changed the scenario, and nowadays, the sector has 69% fewer arrivals than in the past, meaning around 917 million travellers (UNWTO, 2023a).

In the tourism economy, trips for young people stand out, especially after the pandemic. The World Tourism Organization affirms, "Young people must not only be beneficiaries of tourism's restart, but they must also be active participants in it" (UNWTO, 2023b). Given this perspective, it can be said that the driving group among these young people is the millennial generation, known for being represented by individuals who express intensity and avidity in their experiences, which reflects in their travel habits (UNWTO, 2016). In a recent study, Veiga *et al.* (2017) call attention to the generation's solid digital skills, high connectivity and affinity with technology, and search for authentic and memorable experiences (Veiga *et al.*, 2017).

In the theme parks universe, the Walt Disney Attractions group stands out due to having the most visited park in the world, the Magic Kingdom, in Florida - US, with more than 12 million visitors a year (Global Attractions Attendance Report, 2021). In addition, this generation is strongly inclined towards the consumption of entertainment (Grombach, 2008) and towards recreation, leisure and socialisation in general (Keating, 2000; Perez, 2008). Therefore, given the supply of services in the tourist chain, this study focuses on the consumption experience in theme parks since this type of tourist attraction uses emotions and the physical environment to create experiences, intending to impact its visitors significatively (Milman, 2009; Ma *et al.*, 2013; Tasci & Milman, 2017; Milman, 2022).

To Keating (2000), Davidson (2008) & Fields (2008), those born in this generation also have a strong orientation towards extreme activities, which includes memorable experiences and a solid propensity for hedonism, thus leading these consumers to experience an unusual character. Authors such as Crotts & Magnini (2011) believe that when these experiences reach an unexpected level of value or satisfaction for the customer, it can be said that they are in a stage of delight.

Consumer delight has been discussed by several authors, especially in consumer experiences, given the massive range of services offered by the hotel and tourism industry and gaining even more space (Torres & Rozoni, 2017; Wang, Luo & Tai, 2017; Lee & Park, 2019; Shoukat & Ramkissoon, 2022). Other authors (Ma *et al.,* 2017; Torres, Zhang & Ronzoni, 2019; Torres & Milman, 2020; Long & Suomi, 2022) have also produced specific research on this relationship between experiences in theme parks and visitor delight.

The relationship between co-creation and tourism has been discussed in some research, especially in the international literature, as can be seen in the works of Cabiddu *et al.* (2013), Neuhofer & Buhalis (2013), Mathis *et al.* (2016) and Carvalho & Alves (2022). In this search for authentic experiences, some authors claim that the millennial generation tends to search for experiences they feel thoroughly involved in, elevating them to the co-producer level of their own experiences, especially in tourism (Leask *et al.*, 2014). Other authors discuss this construction, as is the case of Neuhofer *et al.* (2014), who presents the consumer in a quest to become more active, which makes them add even more value in this process, and can be called co-creation of value.

Another relevant variable in the studies of this generation is the readiness for technology since millennials have a technological affinity that differs from other generations (Sheaffer, 2009). To Guttentag (2010), the readiness for technology significantly impacts the tourism industry, creating more immersive experiences and improving consumer satisfaction (Guttentag, 2010). Information and communication technologies (ICTs) have transformed theme parks (Kirova & Thanh, 2018; Zhang & Milman, 2021). For example, many tourists have used this technology during their experience in theme parks, using virtual reality and applications on mobile devices (Morosan & Defranco, 2019; Kirova & Thanh, 2018; Cheng *et al.*, 2021).

Although there may be evidence of a possible conceptual relationship between the constructs discussed above, until the time of the construction of this research, the concepts were not investigated together. The literature on consumption experience in theme parks has been widely discussed in recent years (Bigne *et al.*, 2004; Niu, Park & Kirilenko, 2019; Milman, 2022), as well as that of technology readiness (Wang *et al.*, 2016; Pham, 2018), value co-creation (Prebensen *et al.*, 2013; Neuhofer, 2016; Ji *et al.*, 2018; Femenia-Serraa, Neuhofer & Ivars-Baidal, 2019 Carvalho & Alves (2022) and delight (Almeida & Nique, 2007; Crotts & Magnini, 2011; Torres, Zhang & Ronzoni, 2019; Long & Suomi, 2022). However, this production highlights the need to analyse these last constructs for the context of experiences in theme parks and this relationship in an ordinary way, considering, as well, the consumption experience lived by the millennial generation, thus demonstrating a character of relevance and originality to the proposal of this research.

Given the aforementioned theoretical contribution, this research aims to analyse the influence of optimism on technology readiness and co-creation experiences in the consumption experiences of the millennial generation at Disney's theme parks, as well as their relationship to customer delight. Based on the proposed objective, the following question will be evaluated: What is the influence of optimism for technology readiness and co-creation of experiences in the consumption experiences of the millennial generation in Disney theme parks and their relationship with customer delight?

2 LITERATURE REVIEW

2.1 Millennial Generation Consumption Experiences at Disney Theme Parks

Studies related to tourist experiences have seen progressive growth in recent decades (Scott, Laws & Boksberger, 2009; Ma, Gao & Scott, 2017; Goolaup & Nunkoo, 2022). Within this universe of consumption of tourist experiences, the millennial generation has stood out due to its expressiveness about size and characteristics, which makes this consumer avid for tourism and experiences (Veiga *et al.,* 2017). Given this significance, some researchers (Bernardi, 2018; Luo *et al.*, 2018; Richards & Morrill, 2019) have specifically studied this generation's consumption behaviour to understand better what leads to their purchase decisions, considering destinations and attractions.

Because of the offer of attractions in the tourism chain, it is essential to highlight the rise and importance of theme parks, which have significantly moved the economy since the second half of the 20th century (Clavé, 2007; Global Attractions Attendance Report, 2021). According to Milman *et al.* (2010), these spaces generate a wide circle of economic, political, and cultural influences, as well as territorial development, consumption, jobs, research, development, human behaviour, technology, marketing, and maintenance of tourist activity.

In this context, the Walt Disney Parks and Resorts group is considered one of the world's leading family travel and leisure experiences providers. There are six world-class vacation destinations, with 12 theme parks and 55 resorts, whose primary strategy is to enhance the guest experience (Parks and Experiences, 2023).

These environments are rich in experiences linked to emotion (Ma *et al.*, 2013), which, for authors like Cabanas (2019), is relevant for a high degree of visitor involvement. Due to this type of emotional involvement, some researchers like Dezin (1992) and Abrahams (1986) introduced "epiphanic experiences" or "extraordinary experiences" in their studies. For marketing, there is a significant distinction between worldly experiences and extraordinary or memorable experiences (Schmitt, 1999).

Regarding theme parks, these ventures focus on providing extraordinary, immersive, theatrical, and highly emotional experiences to their visitors (Manthiou *et al.*, 2016). Such experiences are responsible for the success of the theme parks and their positive impact on their visitors (Clavé, 2007), including the increase in satisfaction levels (Torres, Milman & Park, 2018). Given this approach, Tasci & Milman (2017) developed research that explores the dimensions of experimental consumption in theme parks, emphasising the hedonic issues which will be used in this research.

2.2 Consumer Delight

In the field of consumer behaviour, several scholars (Chang & Chang, 2017; Lee & Park, 2019) have warned of the importance of the need to provide extraordinary experiences that delight consumers. The term delight emerged in consumer behaviour studies in the 90s, used for consumers who had reached a high level of satisfaction and pleasure in previous experiences (Almeida & Nique, 2007).

More recently, in the field of consumer and service experiences, researchers such as Kao, Tsaur & Wu (2016) emphasise that this delighted process is generated at the moment when the customer has an extraordinary experience. Thus, this concept has aroused the interest of service marketing scholars (Jin, Line & Merkebu, 2016) since they have added the concept to a new strategy to shape customer loyalty (Ali *et al.*, 2016). Authors such as Ma *et al.* (2013) evaluate delight as an emotion linked to hedonistic consumption. However, some other studies (Crotts & Magnini, 2011; Chandler, 1989) define it as a way for consumers to react when experiencing a service provider or even using a service that is beyond satisfaction, going to an unforeseen level value and satisfaction.

In tourism and hospitality, studies such as those by Crotts & Magnini (2011) confirm that tourists seek extraordinary and delightful experiences in their travels, with the environment of theme parks being conducive to the development of such experiences (Torres & Milman, 2020; Dekker, 2022). Although there is still limited academic production, currently, the studies related to customer delight in theme parks have deepened and provided several significant orientations regarding consumer behaviour when visiting this type of attraction (Torres, Milman & Park, 2017, 2019; Ma *et al.*, 2017; Ali *et al.*, 2016; Long & Suomi, 2022)

However, some of these studies stand out for presenting models and measurements related to visitor delight behaviour. Authors of a recent study (Torres, Zhang & Ronzoni, 2019) developed, tested, and validated a scale to measure customer delight. This model finds support in several aforementioned preliminary studies, divided into four dimensions: human resources factors, customer delight, surprise, and customer loyalty.

In light of the above, it is worth considering the importance of consumer delight regarding theme park services. Therefore, the first research hypothesis is formulated:

H1: The consumption experiences of the millennial generation in theme parks positively influence its delight.

2.3 Co-creation experiences

Conceptually, the co-creation of value is defined as a process in which value is created by more than one actor, being done reciprocally by and for the actors involved (Leclercq, Hammedi & Poncin, 2016). For Vargo & Lusch (2004; 2016), the term emerges from the service-dominant logic (SDL) theoretical paradigm, which presents the consumer as involved and active in the value production process.

In the field of tourism and hospitality, authors such as Prebensen *et al.* (2013) evidenced the studies about the co-creation of value in tourist experiences, with the tourist wholly immersed and involved in the creation of their activities at all times (Prebensen *et al.*, 2013 Neuhofer, 2016; Ji *et al.*, 2018). Therefore, environments such as theme parks are considered a reference in tourist experiences. Authors such as Ellis & Rossman (2008) believe these places can provide recreational meetings and foster the visitor's emotions.

These authors also emphasise the importance of co-creating value in leisure environments, as the experience cannot be provided entirely and manipulated since, even with the use of artistic and technical effects, the motivation and status of the visitor must be taken into account (Ellis & Rossman, 2008). Other authors, such as Brockus (2009), Luo *et al.* (2019) and Shoukat & Ramkissoon, 2022), believe that there is consumer involvement in the process of co-creating value in theme parks, especially at Disney's theme parks.

Thus, to understand this consumer, Ranjan & Read (2014) created a scale with two central dimensions, each with three categories: co-production and value-in-use. As this study is focused on consumption experiences, the co-creation experience as a component of value-in-use will be deepened.

Thus, considering that consumers are involved in co-creating value in their consumption experiences in theme parks, the following hypothesis is developed:

H2: Co-creation experiences positively influence the consumption experiences of the millennial generation in theme parks

2.4 Optimism in Technology Readiness

Since the nineties, there has been a significant transformation in the behaviour of tourists, who are now informed, trained, and want to have more personalised experiences. It was the moment of the development of ICTs (Information and Communication Technologies) (Buhalis, 2003; Buhalis & Law, 2008; Buhalis & Foerste, 2015). Tourist attractions, such as theme parks, have also been the object of relevant studies that address this perspective and

its applicability in these environments (Sun & Zhang, 2019; Kirova, 2018; Wei, Qi & Zhang, 2019; Zhang & Milman, 2021).

Even though the park's technology was developed to offer the visitor some exciting novelty, visitors will respond differently to stimuli, implying their recognition. This effect depends on recognising visitors' affinity with the company's hardware equipment and related services (Sun & Zhang, 2019).

From this perspective, Parasuraman (2000) realised the need to investigate the subjects' availability for involvement in this innovation process. This construct assesses the propensity of individuals to use these new technologies, believing that this predisposition results from motivational factors and mental inhibitors. In the same studies, the authors list four dimensions for the scale that adequately measure this construct: optimism, innovativeness, discomfort, and insecurity (Parasuraman & Colby, 2015).

Some authors (Lu, Wang & Hayes, 2012; Wang, So & Sparks, 2016) present optimistic people as those who value confidence in new technologies and understanding the functionality of new technologies in a positive way, which is directly linked to customer satisfaction (Thong, Hong & Tam, 2006). This is a positive approach to technology, believing in greater technological control, flexibility, and efficiency in consumer relations (Parasuraman & Colby, 2015). Therefore, it was decided to deepen this study in the dimension of optimism.

Because of this perspective and considering that tourists have been actively using optimism in technological readiness in their consumption experiences in theme parks, the following hypothesis is developed:

H3a: Optimism in technology readiness positively influences the consumption experience of the millennial generation in theme parks.

For Prahalad & Ramaswamy (2004), consumers started to look for alternatives that led them to create new experiences different from those previously experienced, where only the company endeavoured to offer the product. To this end, Disney uses several devices to take consumption experience to another level, as with applications and interaction systems: My Disney experience and MyMagic +. These applications and operating systems are designed to be used remotely in all phases of the consumption experience (Disney World, 2023). In this new way of creating experiences, the consumer is co-responsible for this construction, using the advent of technology as an apparatus to obtain the expected result (Prahalad & Ramaswamy, 2004).

Therefore, due to the optimisation of the active use of technological devices in co-created experiences, such as applications and systems, the following hypothesis is developed:

H3b: Optimism in technology readiness positively influences the co-creation experiences of the millennial generation in theme parks.

2.5 Theoretical Framework

Based on the literature review, a theoretical framework is proposed, represented in Figure 1.

Figure 1 – Preliminary theoretical framework
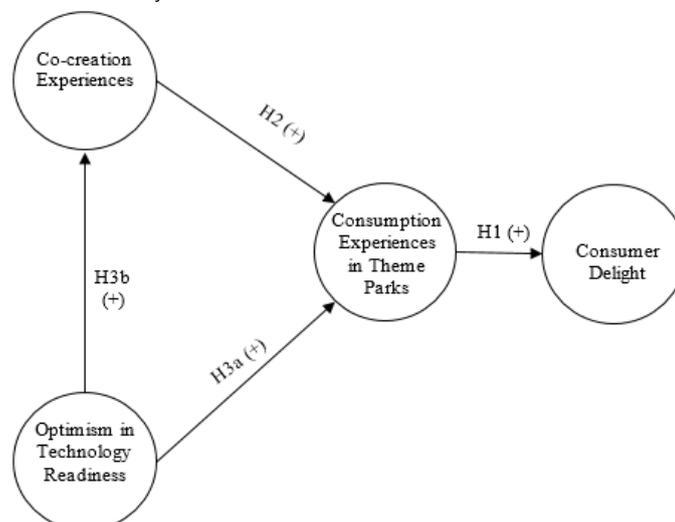
Source: prepared by the author (2023).

3 METHOD

3.1 Population and Sample

In order to achieve the objective proposed for this research, the population of this investigation is made up of individuals who have already had consumption experiences in any of the 12 theme parks of the Walt Disney Company. Another relevant characteristic of this sample is that the respondents are in the age group previously defined for this research since they represent a specific generation to be studied, the millennial generation, which, according to Pedergast (2010), corresponds to those born between the years of 1982 and 2002, implying that these individuals must be between 18 and 38 years old during the period of data collection.

The type of sampling used in this study is non-probabilistic for convenience (Malhotra, 2011), and we used the snowball technique to intensify the questionnaires' reach (Malhotra, 2011). We use the criteria previously defined by Hair Jr. *et al.* (2009) to define the sample size. Thus, the collection was completed with a total of 722 answered and valid questionnaires, but among these, 20 were used as a pre-test, and 702 were considered valid for the research. However, due to the second filter question, which asked about the temporality of the last visit made by the respondent to a Disney theme park, this number was reduced to 530, as only visitors who had visited a theme park in the last five years were considered. Therefore, the final sample is 530 (n = 530) applied valid questionnaires.

3.2 Data Collection Procedures

In order to reach the public the study sample, the closed-ended questionnaire is used as a collection instrument (Leeuw, Hox & Dillman, 2008). In addition, this questionnaire was developed based on several authors, using or adapting some scales. In addition to the scales previously selected according to the theoretical basis, questions of demographic characterisation were also inserted in the questionnaire to detail and relative identification of the participants.

After consulting the theoretical framework, we opted for the scale adapted from Consumption Experiences in Theme Parks, developed by Tasci & Milman (2017), with an emphasis on hedonic issues, which shows adherence to the context of this research. The delight construct was measured using the scale adapted by Torres *et al.* (2019) for items on customer delight in leisure and entertainment environments.

Regarding the independent variables of this study, value co-creation was measured using the scale adapted by Ranjan & Read (2014) for the items of the value co-creation experience. For the independent variable Technology Readiness, the scale adapted by Parasuraman & Colby (2014) is used, emphasising the motivating factors of Optimism, which represents greater technological control, flexibility, and efficiency in the relations of consumers and technologies, considering the purpose of this research.

Table 1 summarises what the collection instrument represents, as Creswell (2010) suggested.

Table 1 – Composition of the collection instrument (continue)

Construct	Items (dimensions and variables)	Code
Consumption Experience in Theme Parks	- I felt excitement and fun	CETP01
	- I felt the excitement of the rides and shows	CETP02
Adapted from Tasci & Milman (2017)	- I stimulated emotions that I do not feel in everyday life	CETP03
	- I felt like a child again	CETP04
	-I felt euphoric	CEN1
	-I felt happy	CEN2
	-I felt moved	CEN3
Customer Delight	-I felt very happy	CEN4
	-I felt delighted	CEN5
Adapted from Torres *et al.* (2019)	-I felt special	CEN6
	-I felt welcome	CEN7
	-I felt recognized	CEN8
	-I felt like a unique customer	CEN9

Table 1 – Composition of the collection instrument (conclusion)

Construct	Items (dimensions and variables)	Code
	Optimism	
Optimism in Technology Readiness (TR)	- New technologies contribute to a better experience in theme parks	OTR01
	- Technology gives me more freedom of movement	OTR02
Adapted from Parasuraman & Colby (2014)	- Technology gave me more control over my experience	OTR03
	- Technology has made me more productive in my experience	OTR04
	Co-creation Experience	
	- It was a memorable experience for me (that is, the memory of the process lasted quite a while);	CV01
Co-creation Experience	- Depending on the nature of my own participation, my experience in the process may be different from that of another consumer;	CV02
Adapted from Ranjan & Read (2014)	- During my visit, it was possible to improve the process by trying and experimenting new things	CV03

Source: Prepared by the authors (2023).

The questionnaire for this study comprises 20 statements plus the respondent's profile. It is essential to highlight that the presented constructs are measured using a Likert-type scale, with a score ranging from 1 (strongly disagree) to 7 (strongly agree) (Cooper & Schindler, 2008).

After completing the collection instrument, a pre-test was applied with 20 respondents, masters and doctors from correlated areas (Malhotra, 2011). Respondents who participated in the pre-test are not part of the final sample. After the validation of the instrument by the pre-test, the collection began on 08/06/2020 through the access link to the online form. It ended on 12/08/2020, totalling six uninterrupted days of uninterrupted collection via a Google Form questionnaire made available on WhatsApp, Instagram, and Facebook platforms.

3.3 Data collection analysis

The processing of the data obtained from the online field research was carried out using statistical techniques of a univariate and multivariate nature. IBM SPSS (Statistical Package for the Social Sciences) and IBM SPSS AMOS were used as analysis software. Descriptive statistics tests were analysed: frequency, mean, standard deviation, and coefficient of variation (Hair Jr. *et al.*, 2009). In order to verify the reliability of the scales, Cronbach's alpha coefficient was used, which, according to Hair Jr. *et al.* (2009), is considered acceptable from 0.7.

After the index was confirmed, the Structural Equation Modeling (SEM) tests were started. Structural Equation Modeling is characterised by two elements: the structural model and the measurement model. For Hoyle (2012), each construct's indicators are specified in the measurement model to estimate causal relationships. In contrast, the structural model would be a group of one or more dependency relationships linking the constructs.

4 PRESENTATION AND ANALYSIS OF RESULTS

4.1 Respondents Profile

Initially, a survey was carried out using the basic descriptive statistics of frequency (f) and percentage (%). Thus, it is found that, of the 530 respondents, 75.8% majority are women, 54% have a college degree, and 70.6% are single. The other demographic variables were analysed using the mean and standard deviation for greater numerical precision. Thus, it is found that the average age of the respondents is 26.07 years old, with an SD of 6.986 years. The average family income is R$ 12.943,47, with (an SD) of R$ 11.555,45, and the number of individuals sharing the same residence is approximately three inhabitants per respondent, with a per capita income of R$ 4316,65.

The coefficient of variation (CV) was also calculated to characterise the data's dispersion in terms of its average value. Regarding the data's normality, even though it does not display a normal distribution (as determined by the Kolmogorov-Smirnov test), we opted to use structural equation modelling based on covariance. This is because this type of analysis is the most widely used in consumer behaviour, and is considered the standard method of analysing structural equations.

The profile of the respondents about the last year of their consumption experience at a Walt Disney Company theme park was also evaluated. Thus, as a result, the number (36.4%) of respondents visited Disney parks in 2019, (18.9%) in 2016, (16.6%) in 2018, (15.8%) in 2020, and (12.3%) have visited Walt Disney theme parks in 2017.

4.2 Measurement Model

Using the Mahaloanobis Squared Distance (D2), we identified 26 questionnaires from the sample with high rates. Thus, these observations were removed from the database. In addition, Pearson's correlation between the items of the constructs was also assessed, and some multicollinearity problems were identified between the items within each construct, with values above 0.9. The items that show the highest correlations with the other construct items are CETP1, CEN2, CEN4, CEN5, and OTR3. Other items also show values above 0.8. However, none of the items was previously removed from the structural equation modelling analysis.

Continuing the research analysis, the measurement model was applied. The initial results pointed out problems in the model's adjustment indexes. Thus, the indexes that showed high rates of correlations were removed, namely: CETP1 of the Consumption Experience in Theme Parks construct; CV1 of the Co-creation construct; OTR1 and OTR3 of the Optimism in Technology Readiness construct; and CEN2, CEN3, CEN4, CEN5 and CEN7 of the Costumer Delight construct. After removing the items and with a new round of the measurement model, the obtained indexes are X2 / df (57.669 / 32) = 1.802 (p = 0.04); TLI = 0.992; CFI = 0.995; NFI = 0.989; PCFI = 0.579; RMSEA = 0.04; PCLOSE = 0.837; ECVI = 0.249; MECVI = 0.52. Thus, the indices obtained for the measurement model are shown in Table 2. The presented values support the indexes with adequate adjustment of the model.

Table 2 - Adjustment Indexes of the Measurement Model

Indexes	Results	Criteria
X^2/Gl (58,950/33)	1,786	[1; 2] Good adjustment
p-value	0,004	>0,05 Acceptable adjustment*
GFI	0,979	>0,95 Very good adjustment
IFI	0,995	>0,95 Very good adjustment
TLI	0,992	>0,95 Very good adjustment
CFI	0,995	>0,95 Very good adjustment
NFI	0,989	>0,95 Very good adjustment
PCFI	0,579	<0,80 Inadequate adjustment
RMSEA	0,038	<0,05 Very good adjustment
PCLOSE	0,951	>0,05 Very good adjustment
EVCI	0,883	The smaller the better
MEVCI	0,902	The smaller the better

*Large samples are more sensitive regarding significance in the p-value

Reliability (Cronbach's alpha) and composite reliability (CR) were used, as well as the average variance extracted (AVE). The Cronbach's alpha values for all the studied constructs are above 0.7, thus presenting consistency (Hair *et al.,* 2009). Still esteeming for reliability, the indexes of composite reliability (CR) were evaluated, which, in order to be considered in a desirable format, must show values greater than 0.7, following the recommendations of Marôco (2010) and Hair *et al.* (2009).

In Table 3, it is possible to ascertain the measures of Mean and Standard Deviation (SD) of responses to the variables, in which the Likert scale from 1 to 7 was considered. For that, it was necessary to create composite variables using a summated scale, where the items belonging to each construct are grouped into a single variable. Thus, when verifying the average of the variables, there is a tendency to agree with the assertions since it varies between 5 and 6.

Table 3 - Descriptive statistics, reliability and validity

Variables	Mean	S.D.	Cronbach	CR	AVE
Technology Readiness – Optimism (OTR)	6,068	1,372	0,939	0,968	0,938
Co-creation of Value (CV)	6,064	1,429	0,893	0,941	0,888
Consumption Experience in Theme Parks (CETP)	6,101	1,337	0,916	0,934	0,876
Customer Delight (CEN)	5,535	1,424	0,901	0,918	0,839

Note. S.D. - Standard Deviation; CR - Composite Reliability; AVE - Average Variance Extracted

For Kline (2011), evaluating the validity of the scales and constructs is essential. Thus, three validities were performed: factorial, convergent and discriminant validities. In the factorial validity, the values represented by the

standardised coefficients for each item of the constructs are taken as a base, in which all of them presented coefficients above 0.5. As for convergent validity, the AVE values are used as a parameter, which, for Kline (2011), are defined as values above 0.5, as shown in Table 4. Therefore, based on the AVE values, it is possible to state that convergent validity is met.

Table 4 - Correlations, Shared Variance and AVE

Variables	OTR	CV	CETP	CEN
OTR	**0,938**	0,649	0,592	0,633
CV	0,806	**0,888**	0,635	0,562
CETP	0,77	0,797	**0,876**	0,622
CEN	0,796	0,750	0,789	**0,839**

Note. The values of the AVEs are in the diagonal of the table (in bold), the values below the diagonal are the correlations, and the ones above it are the shared variances (squared correlations).

In the case of discriminant validity, it was suggested by Fornell & Larcker (1981) that the AVE of each construct should be compared with the shared variance. Therefore, it was evaluated whether the items of a construct do not present a high correlation with other constructs that are theoretically different. Thus, the AVE values must remain higher than the shared variances (Fornell & Larcker, 1981). As can be seen in Table 4, the AVE values are higher than the shared variances, and the discriminant validity is within the recommended values.

4.3 Structural Model Analysis and Discussion of Hypotheses

In the second stage of Structural Equation Modelling (SEM), the measurement model was evaluated by assessing the validity of the structural model and incorporating relations between the latent variables into the model. For this purpose, the adjustment indexes were recalculated and present the following arrangement: $X2/df$ (57.669/32) = 1.802 (p = 0.04); TLI = 0.992; CFI = 0.995; NFI = 0.989; PCFI = 0.579; RMSEA = 0.04; PCLOSE = 0.837; ECVI = 0.249; MECVI = 0.52. Therefore, it is possible to note that the obtained values show adequate adjustment rates, according to what is recommended by Hair *et al.* (2015).

Furthermore, the hypothetical model was evaluated using the trajectory diagram with standardised regression weights (β) and p-valued values to assess the influence of independent or predictor variables on dependent variables in a similar model, as shown in Table 8. Therefore, it can be verified using the p-value that all four hypotheses are confirmed, namely, H1, H2, H3a and H3b, since they present values lower than 0.5.

Table 5 - Research hypothesis testing

Hypothesis	Standardised coefficient	Unstandardised coefficient	S.E.	C.R.	p	Status
H1(+): PT ---> EC	0,967	1,031	0,050	20,463	0,001	**Supported**
H2(+): CCV ---> PT	0,583	0,531	0,055	9,646	0,001	**Supported**
H3a(+) PO ---> PT	0,360	0,339	0,053	6,425	0,001	**Supported**
H3b(+): PO ---> CCV	0,806	0,834	0,039	21,200	0,001	**Supported**

Source: prepared by the author (2023).

Urbach and Ahlemann (2010) emphasise the importance of high R2 values for structural models to have explanatory power. Our results show strong associations between value co-creation, consumption experience, and delight with overall satisfaction in theme parks (R2 = 0.65, 0.83, and 0.92, respectively). These R2 values are consistent with Chin's (1998) classification of substantial, medium, and weak values. Thus, to provide a better graphic visualisation of the relationships between the hypotheses and the analysed constructs, Figure 3 presents this relationship in a theoretical model with its respective coefficients and significance.

Figure 2 – Theoretical Model with Coefficients
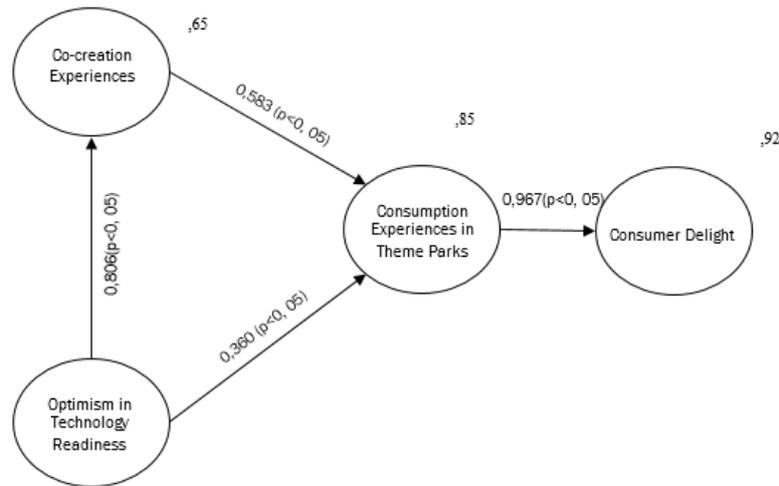
Source: prepared by the authors (2023).

Therefore, according to the model and the results presented in this study, it is found that H1: the millennial generation consumption experiences in Disney theme parks positively influence customer delight, since $p < 0.05$, thus confirming the hypothesis. Thus, it can be said that individuals of the millennial generation have experiences that can be called memorable or extraordinary because, for Berman (2005), reaching such a level of experience is a determining factor for reaching customer delight by being directly linked to the most practical side of the experience. Thus, in line with Veiga *et al.'s* (2017) statements about this generation, these consumers are characterised by the search for memorable and authentic experiences, which is also evidenced in the Walt Disney World theme parks.

Thus, it is possible to highlight the relevance of the relationships of the previous generation with thematic environments since, according to Schmitt (2004), the consumed experience is developed based on consumption factors, such as the sensations experienced during the offered service. This makes Disney theme park's environment conducive to developing this atmosphere (Milman, 2009; Ma *et al.*, 2013; Tasci & Milman, 2017).

Still based on leisure environments, Disney Institute (2017) states that there are daily efforts on the part of everyone involved in this process for the "guest" to be awakened to the happy surprise of the necessary "magic" to reach delight in their experience, especially the new generations (Barnes, 2018). This surprise is also a fundamental part of the delight process since, according to Berman (2005), delight comes from a positive surprise, taking the client beyond their expectations.

Thus, this research corroborates studies, such as those by Ali *et al.* (2016), that deal with the importance of delight in the process of experience in theme parks. Other researchers (Silva, 2016; Ma *et al.*, 2017; Torres, Zhang & Ronzoni, 2019; Torres & Milman, 2020) have also produced specific research on the relationship between experiences in theme parks and visitor delight, addressing the influence of singularity of consumption behaviour of the studied generation.

Concerning H2, "Co-creation experiences positively influence the consumption experiences of the millennium generation in Disney theme parks", we found that $p < 0.05$, and the hypothesis is therefore confirmed. This finding corroborates the studies by Ellis & Rossman (2008), pioneers in evidencing consumer engagement during this experience. These researchers warned of the importance of co-creating value in leisure environments since the experience cannot be fully provided and manipulated by just one agent since, despite all the technicality involved in the process, elements such as motivation and the visitor's conditions during the experience must also be taken into account (Ellis & Rossman, 2008).

Specifically, about the millennial generation, authors such as Leask *et al.* (2014) provide support and reaffirm the results of this study when emphasising that millennial generation consumers tend to search for experiences that make them feel thoroughly involved in the process, which leads them to search for even more immersive and unique experiences, leading them often to the level of co-producers of their own experiences.

In addition, these results are still in line with research such as those by Payne, Storbacka & Frow (2008), in which the relevance of constant sharing among the members of the Disney "cast", who have direct contact with visitors, was evidenced, providing them with interpersonal exchanges due to the policies and practices implemented by Disney, leading to the effective and active participation of the visitor in the construction of the experience.

Concerning the two hypotheses proposed for optimism in technology readiness, it appears that both are confirmed, namely: H3a, optimism in technology readiness positively influences the consumption experience of the millennial generation in theme parks; and H3b, optimism in technology readiness positively influences the co-creation of the value of the millennial generation in theme parks, since for both $p < 0.05$. Therefore, they are considered confirmed.

As Sheaffer (2009) stated, the millennial generation has a great affinity with technology, making these customers even more optimistic about the technological consumption process. Thus, regarding the discussion on hypothesis H3a, which represents the influence of optimism on technological readiness in experiences in Disney theme parks, the importance of the use of technology by consumers in consumption experiences is evidenced, as pointed out by several studies in the field of tourism and hospitality (Lu, Wang & Hayes, 2012; Wang, So & Sparks, 2016). In the case of theme parks, studies such as those by Kirova (2018) show the importance of using smartphones in these experiences, which is proven due to the confirmation of this hypothesis.

This reflection is supported, given that other authors such as Wei, Qi, and Zhang (2019) warn of including virtual reality in thematic attractions, which would further influence these consumers' consumption of technological innovations since they have a particular affinity with that kind of offer. In line with these ideas, some researchers (Sun & Zhang, 2019) are direct and assertive when placing the relevance of the use of technology in experiences in theme parks such as Disney since, according to the results of this research, it is shown to be a factor of great importance, especially for the generation in focus.

Still, based on research by Sun & Zhang (2018), the importance of identifying how much affinity this visitor has with technology will be explained. Thus, with this study, it is possible to evaluate how interested in technology the consumer of thematic entertainment of the millennial generation can be, demonstrating once again the outstanding character of this generation's connection with technology and its experiences.

Regarding the second hypothesis of this construct, H3b, it is found that optimism in technological readiness influences co-creation experiences. This finding is supported by the statement by Prahalad & Ramaswamy (2004), where these authors deal with the importance of the consumer's search for actively participating in the consumption experience using devices such as the Internet. Specifically, millennials are considered to be the generation that has a great affinity with technology (Sheaffer, 2009) and that searches for memorable experiences different from conventional ones (Veiga *et al.*, 2017), which makes them more likely to search for these experiences and is confirmed with the results of this research.

Some practical tools lead this consumer to this zone: My Disney Experience and MyMagic+. According to Disney (2020), with these interaction systems, the customer can interact technologically and actively during all phases of the consumption experience. According to Arnould *et al.* (2002), this process of consumption experience starts in anticipation of the experience, continues during the purchase, settles down in the moment of consumption, and is remembered in the memory phase of the experience.

Therefore, with the remote use of these systems, the customer can be involved in several phases of their experience, including the preservation of the parks, the choice of attractions, the interaction with online games (in real-time), and even the time waiting in line at the parks (Disney, 2020). Therefore, given this perspective and these results, it is possible to endorse the result obtained in this research.

5 CONCLUSION

This study seeks to highlight the peculiarities of consumer behaviour of the millennial generation in their consumption experiences in leisure and entertainment environments, such as Disney parks. For this, variables considered as characteristics of this generation were evaluated, such as optimism for technological readiness and co-created experiences, which positively influence the consumers' consumption experiences and elevate them to a state of delight regarding the experiences.

Thus, generational studies have been gaining strength, specifically studies referring to the millennial generation, because it is a generation in constant development and with vast purchasing power. This generation shows a great affinity for the use of technology and the search for more immersive and unique experiences, as seen in previous

related studies. Another important highlight is the need for these individuals to actively build their experiences, making them even more participative in the process and generating value in co-creating with the company.

Therefore, intending to fill this theoretical gap, this study seeks to investigate the influence of optimism on technological readiness and co-created experiences in consumer experiences of the millennial generation and its possible relationship with customer delight. Among the results achieved by this research, it is considered that co-creation experience and optimism for technological readiness demonstrate a specific influence on the consumption experiences of the millennial generation, which, in turn, influences consumer delight.

In this sense, optimism's positive influence on millennial consumers' technological readiness can lead them to unique experiences, which may lead them to previously unimagined stages since technology can lead them to a memorable experience. This finding was never measured in studies related to theme parks and especially Disney parks.

In addition, this research presents other relevant results. It can be explained that co-created experiences between consumers and the company are also apparent and have some relevance during the experience process at Disney parks. Thus, for the millennial generation, it is relevant, in line with previous studies that point to the explicit existence of active consumer participation.

Regarding customer delight, it can be seen that it receives a positive influence from the experiences of the millennial generation. Given the studied literature, this result confirms the perspective that the experiences of this generation take this consumer beyond the scope of satisfaction, leaving them even more involved in the processes and enjoying experiences, using their most intense emotions and senses throughout the process, which will lead them to high degrees of satisfaction and the desired delight.

Thus, it is possible to evaluate a redesign of the consumption of experiences in thematic environments such as Disney parks, which reaffirms the importance of observing the consumer in a specific way to generate these unique moments that will last in their memories.

5.1 Theoretical and practical implications

Regarding theoretical contributions, it is clear that the study has a distinctive character since no research was found that relates the constructs of Consumption Experience, delight, Co-Creation Experience, and Optimism in Technological Readiness applied to tourism at Disney theme parks. Therefore, it can be considered that the study improves the knowledge on the role of consumption experiences of the millennial generation, thus contributing to the advanceent in research related to generational consumption and consumption experiences.

Considering the academic scope, no studies were found in the researched bases that related technological optimism and consumption experiences in theme parks, demonstrating a valuable contribution to the literature on the subject. Regarding co-created experiences in amusement parks, the amount of research that links the theme with theme parks such as Disney's is still incipient, again showing this study's relevance to world literature.

Still emphasising theoretical implications, the concept of customer delight in thematic environments is growing considerably, in the case of studies on theme parks, specifically the parks of the Walt Disney Company, due to the policy of attention to visitors offered by "cast on the scene". Thus, even with a more comprehensive universe of studies, this construct's relationship with the previously presented factors evidences a considerable contribution to the literature.

Concerning practical implications, this study shows to be relevant due to the growth in the consumption of experiences by the generation in focus and its growing purchasing power. Therefore, understanding the behaviour of this consumer can help the company in question, as well as all organisations based in the thematic entertainment sector, to understand a little more of the profile of this consumer, who has specific wants and needs that are shared with other individuals.

In this research, it is found the importance of increasing the use of technology by the millennial generation in the experiences in Disney theme parks, which can demonstrate a character of originality and innovation for the experiences in the attractions present in the parks, as well as in the use of applications that help consumers and interact with them during all stages of consumption, lasting until their memory phase.

Therefore, the importance of co-created experiences in a practical context is also worth noting. As previously mentioned, co-created experiences depend on the company's interaction and the consumer's active participation, reflecting the generational profile. The researched generation is a significant holder of purchasing power, implying more business generation and later customer delight. Companies in the entertainment segment, such as Disney, must continue and massify investments in this format.

Therefore, by improving the factors in question, these institutions can offer even more immersive, unique and memorable experiences to theme park consumers with this purchasing profile, generating more value, involvement and increasingly strong demand. Therefore, companies should consider this evidence for more significant customer acquisition and retention.

5.2 Research Limitations

Even though this is an innovative study that shows theoretical and empirical advances, it has some limitations that can be addressed in future research. Therefore, conducting a qualitative study to seek other factors influencing this demand would be an interesting contribution; the survey was conducted virtually due to the COVID-19 pandemic. This methodological choice made it challenging to mitigate possible problems and difficulties with filling out the instrument, preventing data collection at the research site. There were also no possible differences in results between the different types of theme park groups. For this reason, it is impossible to state precisely that the findings of this study apply to the different types of theme parks

REFERENCES

Ali, F. *et al.* (2016). Make it delightful: Customers' experience, satisfaction and loyalty in Malaysian theme parks. *Journal of Destination Marketing and Management*, 7, p. 1-11. https://doi.org/10.1016/j.jdmm.2016.05.003

Almeida, S. O., & Nique, W. M. (2007). Encantamento do cliente: proposição de uma escala para mensuração do constructo. *Revista de Administração Contemporânea, 11*(4), p. 109-130. https://doi.org/10.1590/s1415-65552007000400006

Bernardi, M. (2018). Millennials, sharing economy and tourism: the case of Seoul. *Journal of Tourism Futures, 4*(1), p. 43–56. https://doi.org/10.1108/jtf-12-2017-0055

Bigne, J. E., Andreua, L., & Gnothb, J. (2004). The theme park experience: An analysis of pleasure, arousal and satisfaction. *Tourism Management*.

Brockus, S. (2009). Where Magic Lives: Disney's Cultivation, Co-Creation, and Control of America's Cultural Objects. *The International Journal of Media and Culture*, pp. 191–211. https://doi.org/10.1207/s15405710pc0204_1

Buhalis, D. (2003). *ETOURISM*: *Information technology for strategic tourism management*. UK: Prentice Hall.

Buhalis, D., & Foerste, M. (2015). SoCoMo marketing for travel and tourism: Empowering co-creation of value. *Journal of Destination Marketing & Management*, p. 1-11. https://doi.org/10.1016/j.jdmm.2015.04.001

Buhalis, D., & Law, R. (2008). Progress in information technology and tourism management: 20 years on and 10 years after the internet. The state of etourism research. *Tourism Management*, p. 609-623. https://doi.org/10.1016/j.tourman.2008.01.005

Cabiddu, F. *et al.* (2013). Managing value co-creation in the tourism. *Annals of Tourism Research*. https://doi.org/10.1016/j.annals.2013.01.001

Carvalho, P., & Alves, H. (2022). Customer value co-creation in the hospitality and tourism industry: a systematic literature review. *International Journal of Contemporary Hospitality Management*. https://doi.org/10.1108/ijchm-12-2021-1528

Chandler, C.H. (1989). Quality: beyond customer satisfaction. *Quality Progress, 22*(2), p. 30–32.

Clavé–S. A. (2007). *The Global Theme Park Industry*. Tarragona, Spain: Virgili.

Chen, S., Zhang, M., Han, J., Zuo, Y., & Wang, Z. (n.d.). Visitors' Experience on VR/AR Facilities in Theme Parks: Based on Technology Acceptance Model. *Journal of Tourism*, p. 39–52.

Chin, W. W. (1998). Issues and opinion on structural equation modeling. MIS Quarterly, 22(1), p. 7-16.

Cooper, D. R., & Schindler, P. S. (2008). *International Edition: Business Research Methods*. New Delhi: MacGraw-Hill.

Creswell, J. W. (2010). *Projeto de pesquisa métodos qualitativo, quantitativo e misto*. 3 ed. Porto Alegre: Artmed. https://doi.org/10.26512/les.v13i1.11610

Crotts, J. C., & Magnini, V. P. (2011). The customer delight construct: Is Surprise Essential? *Annals of Tourism Research, 38*(2), p. 719-722. https://doi.org/10.1016/j.annals.2010.03.004

Davidson, R. (2008). *What does Generation Y want from conferences and incentive programmes?* Tourism Insights.

Dekker, D. (2022). Delight. Encyclopedia of Tourism Management and Marketing. https://doi.org/10.4337/9781800377486.delight

Ellis, G. D., & Rossman, J. R. (2008). Creating Value for Participants through Experience Staging : Parks, Recreation, and Tourism in the Experience Industry. *Journal of Park and Recreation Administration, 26*(4), p. 1-20.

Femenia-Serraa, F., Neuhofer, B., & IVars-Baidal, J. A. (2019). Towards a conceptualization of smart tourists and their role within the smart destination scenario. *The Service Industries Journal*. https://doi.org/10.1080/02642069.2018.1508458

Fields, B. (2008). *Marketing to Generation Y: what you can't afford not to know.* Idea Marketers.

Global Attractions Attendance Report. (n.d.). https://aecom.com/wp-content/uploads/documents/reports/AECOM-Theme-Index-2021.pdf

Goolaup, S., & Nunkoo, R. (2021). Reconceptualizing Tourists' Extraordinary Experiences. *Journal of Travel Research*. https://doi.org/10.1177/00472875211064632

Guttentag, D. A. (2010). Virtual reality: Applications and implications for tourism. *Tourism Management, 31*(5), p. 637-651. https://doi.org/10.1016/j.tourman.2009.07.003

Hair, J. F. (2009). *Análise multivariada de dados*. 6 ed. Porto Alegre: Bookman.

Ji, M. *et al.* (2018). A multilevel investigation of china's regional economic conditions on co-creation of dining experience and outcomes. *International Journal of Contemporary Hospitality Management, 30*(4), p. 2132-2152. https://doi.org/10.1108/ijchm-08-2016-0474

Jin, N., Line, N. D., & Merkebu, J. (2016). The effects of image and price fairness: A consideration of delight and loyalty in the waterpark industry. *International Journal of Contemporary Hospitality Management*, 28(9), p. 1895-1914. https://doi.org/10.1108/ijchm-03-2015-0094

Kao, C. Y., Tsaur, S. H., & Wu, T. C. (2016). Organizational culture on customer delight in the hospitality industry. *International Journal of Hospitality Management, 56*, p. 98-108. https://doi.org/10.1016/j.ijhm.2016.05.001

Keating, L. (2000). *The in crowd: Retail rushes to keep pace with Generation Y.* Retail Traffic.

Kirova, V., & Vo Thanh, T. (2018). Smartphone use during the leisure theme park visit experience: The role of contextual factors. *Information and Management, 56*(5), p. 742-753. https://doi.org/10.1016/j.im.2018.11.008

Kline, R. B. (2011). *Principles and practice of structural equation modeling*. 3 ed. New York-NY: The Guilford Press.

Leask, A., Fyall, A., & Barron, P. (2014). Generation Y: An agenda for future visitor attraction research. *International Journal of Tourism Research, 16*(5), p. 462–471. https://doi.org/10.1002/jtr.1940

Leclercq, T., Hammedi, W., & Poncin, I. (2016). Ten years of value co-creation: An integrative review. *Recherche et Applications en Marketing, 31*(3), p. 26-60. https://doi.org/10.1177/2051570716650172

Lee, B. Y., & Park, S. Y. (2019). The role of customer delight and customer equity for loyalty in upscale hotels. *Journal of Hospitality and Tourism Management, 39*, p. 175–184. https://doi.org/10.1016/j.jhtm.2019.04.003

Leeuw, E. D., Hox, J. J., & Dillman, D. A. (2008). Mixed-mode surveys: when and why. *International* Handbook of Survey Methodology, p. 299-316. https://doi.org/10.4324/9780203843123.ch16

Long, T., & Suomi, R. (2022). Determinants and Effects of User Delight with Theme Park Apps. In *Proceedings of the 55th Hawaii International Conference on System Sciences*. https://doi.org/10.24251/hicss.2022.570

Lu, J., Wang, L., & Hayes, L. A. (2012). How Do Technology Readiness, Platform Functionality and Trust Influence C2C User Satisfaction? *Journal of Electronic Commerce Research*, [s. l.].

Luo, J. *et al.* (2019). Co-creation and co-destruction of service quality through customer-to-customer interactions: Why prior experience matters. *International Journal of Contemporary Hospitality Management*, 31(3), p. 1309-1329. https://doi.org/10.1108/ijchm-12-2017-0792

Luo, J. *et al.* (2018). Millennial Chinese consumers' perceived destination brand value. *Journal of Business Research*, 2017, p. 0-1.

Ma, J. *et al.* (2013). Customer delight from theme park experiences. The Antecedents of Delight based on Cognitive Appraisal Theory. *Annals of Tourism Research, 42*, p. 359-381. https://doi.org/10.1016/j.annals.2013.02.018

Ma, J. *et al.* (2017). Delighted or Satisfied? Positive Emotional Responses Derived from Theme Park Experiences. *Journal of Travel and Tourism Marketing, 34*(1), p. 1-19. https://doi.org/10.1080/10548408.2015.1125824

Magic at Your Fingertips. (n.d.). Walt Disney World Resort. Available from: https://www.disneyworld.co.uk/plan/my-disney-experience/mobile-apps/.

Malhotra, N. K. (2011). *Pesquisa de marketing: Uma orientaçã̃o aplicada.* 6 ed. Porto Alegre: Bookman.

Manthiou, A. *et al.* (2016). Investigating the effects of memorable experiences: an extended model of script theory. *Journal of Travel & Tourism Marketing, 33*(3), p. 362–379. https://doi.org/10.1080/10548408.2015.1064055

Mathis, E. F. *et al.* (2016). The effect of co-creation experience on outcome variable. *Annals of Tourism Research, pp. 57*, p. 62–75. https://doi.org/10.1016/j.annals.2015.11.023

Milman, A. (2009). Evaluating the Guest Experience at Theme Parks. *Int. J. Tourism Research, 87*, p. 373–387. https://doi.org/10.1002/jtr.710

Milman, A., Okumus, F., & Dickson, D. (2010). The global theme park industry. *Worldwide Hospitality and Tourism Themes, 2*(3), p. 220-237. https://doi.org/10.1108/17554211011052177

Morosan, C., & Defranco, A. (2019). Co-creation of value using hotel interactive technologies: examining intentions and conversion. *International Journal of Contemporary Hospitality Management, 31*(3), p. 1183-1204. https://doi.org/10.1108/ijchm-04-2018-0314

Milman, A., & Tasci, A. D. A. (2022). Consumer reactions to different robotic servers in theme parks. *Journal of Hospitality and Tourism Technology*, 13(2), p. 314–332. https://doi.org/10.1108/jhtt-03-2021-0102

Neuhofer, B. (2016). Value co-creation and co-destruction in connected tourist experiences. *Information and communication technologies in tourism,* p. 779-792. Cham: Springer. https://doi.org/10.1007/978-3-319-28231-2_56

Neuhofer, B., & Buhalis, D. (2013). *Experiences, co-creation and technology: a conceptual approach to enhance tourism experiences.* Tourism and Global Change: On the Edge of Something Big, p. 546-555. https://doi.org/10.1002/jtr.1958

Neuhofer, B., Buhalis, D., & Ladkin, A. (2014). A Typology of Technology-Enhanced Tourism Experiences. *International Journal of Tourism Research, 16*, p. 340-350. https://doi.org/10.1002/jtr.1958

Niu, Y., Park, H., & Kirilenko, A. (2019). *Theme Park Visitor Experience and Satisfaction: A Case of TripAdvisor Reviews of Three Theme Parks.* Travel and Tourism Research Association: Advancing Tourism Research Globally.

Parasuraman, A. (2000). Technology Readiness Index (TRI): A Multiple Item Scale To Measure Readiness To Embrace New Technologies. *Journal Of Service Research, 2(307).* https://doi.org/10.1177/109467050024001

Parasuraman, A., & Colby, C. L. (2015). An Updated and Streamlined Technology Readiness Index: TRI 2.0. *Journal of Service Research, 18*(1), p. 59–74. https://doi.org/10.1177/1094670514539730

Parks and Experiences (n.d.). *Disney Parks, Experiences and Products.* https://disneyconnect.com/dpep/parks-and-experiences/

Pedergast, D. (2010). *Getting to know the Y generation*. Oxfordshire: CAB International Wallingford.

Perez S. (2008). *Why Gen Y is going to change the web*. ReadWriteWeb.

Pham, L., Nguyen, P. T. H., Huy, L. V., & Luse, D. (2018). Technology readiness and customer satisfaction in luxury hotels: a case study of Vietnam. *International Journal of Entrepreneurship.* https://doi.org/10.1108/10878570410699249

Prahalad, C. K., & Ramaswamy, V. (2004a). Co-creating unique value with customers. *Strategy & Leadership, 32*(3), p. 4-9. https://doi.org/10.1002/dir.20015

Prahalad, C. K., & Ramaswamy, V. (2004b). Co-creation experiences: The next practice in value creation. *Journal of Interactive Marketing, 18*(3), p. 5-14.

Prebensen, N. K., Vittersø, J., & Dahl, T. I. (2013). Value Co-creation significance of tourist resources. *Annals of Tourism Research, 42*, p. 240-261. https://doi.org/10.1016/j.annals.2013.01.012

Ranjan, K. R., & Read, S. (2016). Value co-creation: concept and measurement. *Journal of the Academy of Marketing Science, 44*(3), p. 290-315. https://doi.org/10.1007/s11747-014-0397-2

Richards, G., & Morrill, W. (2019). Motivations of global Millennial travelers Motivações dos viajantes millennials globais Motivaciones de los viajeros globales de la generación del milenio. *Brazilian Journal of Tourism Research, 14*, p. 126-141. https://doi.org/10.7784/rbtur.v14i1.1883

Schmitt, Bernd. (1999). Experiential Marketing. *Journal of Marketing Management*, [*s. l.*], *15*, p. 53-67.

Schmitt, Bernd. (2004) *Gestão da experiência do cliente: uma revolução no relacionamento com os consumidores.* Porto Alegre: Bookman.

Shoukat, M. H., & Ramkissoon, H. (2022). Customer delight, engagement, experience, value co-creation, place identity, and revisit intention: a new conceptual framework. *Journal of Hospitality Marketing & Management,* p. 1–19. https://doi.org/10.1080/19368623.2022.2062692

Scott, N., Laws, E., & Boksberger, P. (2009). The marketing of hospitality and leisure experiences. *Journal of Hospitality Marketing & Management, 18*(2-3), p. 99-110. https://doi.org/10.1080/19368620802590126

Sheaffer, S. R. (2009). The marriage of technology and leadership. *Training, 46*(4).

Tasci, A. D. A., & Milman, A. (2017). Exploring experiential consumption dimensions in the theme park context. *Current Issues in Tourism, 22*(7), p. 853-876. https://doi.org/10.1080/13683500.2017.1321623

Thong, J. Y., Hong, S.-J., & Tam, K. Y. (2006). The Effects of Post-adoption Beliefs on the Expectation-Confirmation Model for Information Technology Continuance. *International Journal of Human-Computer Studies, 64*. https://doi.org/10.1016/j.ijhcs.2006.05.001

Torres, E. N., & Milman, A. (2020). TOURIST'S Delight: How Theme Parks Can Improve Tourism Experience. *Rosen Research Review, 1*(11).

Torres, E. N., Milman, A., & Park, S. (2018). Customer delight and outrage in theme parks: A roller coaster of emotions. *International Journal of Hospitality & Tourism Administration*. https://doi.org/10.1080/15256480.2019.1641455

Torres, E. N., Milman, A., & Park, S. (2018). Delighted or outraged? Uncovering key drivers of exceedingly positive and negative theme park guest experiences. *Journal of Hospitality and Tourism Insights, 1*(1), p. 65–85. https://doi.org/10.1108/jhti-10-2017-0011

Torres, E. N., & Ronzoni, G. (2017). The evolution of the customer delight construct: Prior research, current measurement, and directions for future research. *International Journal of Contemporary Hospitality Management, 30*(1), p. 57-75.https://doi.org/10.1108/ijchm-09-2016-0528

Torrres, E. N., Zhang, T., & Ronzoni, G. (2019). Measuring delightful customer experiences: The validation and testing of a customer delight scale along with its antecedents and effects. *International Journal of Hospitality Management*, p. 102380. https://doi.org/10.1016/j.ijhm.2019.102380

UNWTO. (2020). *UNWTO global tourism dashboard*, p. 1–11, 20, 2020. . https://doi.org/10.18111/9789284422258

UNWTO (2020). *UNWTO global tourism dashboard*, p. 1–11, 2020. Available from: https://unwto.org/global-and-regional-tourism-performance

UNTWTO. Young people Must to be Active Participants as we Rethink and Restart Tourism. (n.d.). Available from: https://www.untown.org/new/young-people-must-to-be-active-participants-as-we-rethink-and-restart-tourism

Urbach, N., & Ahlemann, F. (2010). Structural equation modeling in information systems research using partial least squares. *Journal of Information Technology Theory and Application,* 11(2), p. 5-40.

Vargo, S. L, Lush R. F. (2016). Institutions and axioms: an extension and update of service dominant logic. *Journal of Academic Marketing Science, pp. 44*, p. 5–23. https://doi.org/10.1007/s11747-015-0456-3

Vargo, S. L., & Lusch, R. (2004). Evolving to a New Dominant Logic for Marketing. *Journal of Marketing*. https://doi.org/10.1509/jmkg.68.1.1.24036

Veiga, C. *et al.* (2017). *Are millennials transforming global tourism? Challenges for destinations and companies. Worldwild hospitality and tourism themes*. https://doi.org/10.1108/whatt-09-2017-0047

Wang, Y. C., Luo, C., & Tai, Y. (2017). Implementation of delightful services: From the perspective of frontline service employees. *Journal of Hospitality and Tourism Management, 31,* p. 90-104. https://doi.org/10.1016/j.jhtm.2016.10.006

Wang, Y., So, K. K. F., & Sparks, B. A. (2016). Technology Readiness and Customer Satisfaction with Travel Technologies: A Cross-Country Investigation. *Journal of Travel Research.* https://doi.org/10.1177/0047287516657891

Wei, W., Qi, R., & Zhang, L. (2019). Effects of virtual reality on theme park visitors' experience and behaviors: A presence perspective. *Tourism Management, 71,* 82-293. https://doi.org/10.1016/j.tourman.2018.10.024

─────────

Informação dos Autores

Rennan Carvalho dos Santos
Ph.D. student in Management from the Postgraduate Program in Management (PROPAD) at the Federal University of Pernambuco (UFPE). Master in Hospitality and Tourism at the Graduate Program in Hospitality and Tourism (PPHTur) at the Federal University of Pernambuco (UFPE). Bachelor in Tourism from UFPE at the Federal University of Pernambuco.
Contribuições: Concepção da pesquisa; Revisão da literatura; Coleta de dados; Análise de dados; Discussão dos Resultados
E-mail: rennancarvalho0511@gmail.com
ORCID: https://orcid.org/0000-0002-2476-1336

Marconi Freitas da Costa
Professor at the Federal University of Pernambuco (UFPE). PhD in Management from the University of São Paulo (Brazil). Coordinator of the Graduate Program in Management, Innovation, and Consumption (PPGIC) and Permanent Professor of the Graduate Program in Management (PROPAD) at the Federal University of Pernambuco. Fulbright fellow for the doctoral internship (July-2014 / May-2015) at Questrom School of Business, Boston University (USA). SemeAd PQ Jr. Productivity Scholarship (2022-2023). Coordinator of the Consumer Behavior Research Group (GPCC) registered in the CNPq Directory. Editor-in-Chief of Consumer Behavior Review (CBR). He is a founding member of SCORAI – Sustainable Consumption Research, Action, and Initiative in Brazil.
Contribuições: Concepção da pesquisa; Análise de dados; Discussão dos Resultados.
E-mail: marconi_costa@hotmail.com
ORCID: https://orcid.org/0000-0001-9888-8359