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THE ROLE OF ATMOSPHERIC CUES IN SHAPING THE RESPONSE OF FOREIGN TOURISTS VISITING BATAM

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Abstract

This research examined the role of a destination atmospheric cues on tourist' desire to engage in word of mouth (WOM) communication. It adopted the Stimulus-Organism-Response (SOR) model taken from retail theory. In implementing the model, Organism were the combination of three aspects, namely process, affective and cognitive states. Information from 393 foreign tourists visiting Batam City illustrated the power of SOR in explaining the role of atmospheric cues to forming desire WOM communication. Importantly, the results of the research also highlighted the procedural nature of the cognitive state of the organism. This research reinforced the importance of studying tourist behavior through an SOR angles and how affective and cognitive elements of organisms contributed to foreign tourist decision making

Keywords**:** *Atmospheric cues, WOM, Response, Visiting experience, SOR*

INTRODUCTION

Tourism research is basically built from various disciplines. Some of the disciplines related to tourism research include economics, regional planning, environmental studies, geography, history, and sociology. It makes tourism research an interdisciplinary research. Accordingly, different researcher backgrounds will bring new concepts, new theories, and new methods in tourism management (Okumus, van Niekerk, Koseoglu, & Bilgihan, 2018; Oviedo-García, 2016). In line with this idea, in order to gain a deeper understanding of tourists and their behavior, researchers can combine knowledge from other fields of marketing.

Atmospheric cues were initially introduced as an attempt to describe the characteristics of a shop in the retail industry. Atmospheric cues seek to create a purchasing environment that can increase the possibility of purchase (Kotler, 1973). In the following years, the content of atmospheric cues has been expanded in scope to include service charasteristics (Martínez-Román, Tamayo, Gamero, & Romero, 2015), website element (Ha & Im, 2012), and destination characteristic (Reza Jalilvand, Samiei, Dini, & Yaghoubi Manzari, 2012). Satisfaction, trust, emotions (e.g. pleasure, passion), intention and buying behavior and word of mouth (WOM) are forms of positive attitudes that have generally been associated with atmospheric cues. (i.e Hao Suan Samuel, Balaji, & Kok Wei, 2015).

Despite the fact that atmospheric cues have mostly been used in a retail context (e.g Loureiro & Ribeiro, 2014; Roschk, Loureiro, & Breitsohl, 2017), the researcher argues that these cues can provide value in a tourism context as well. Moreover, in the context of tourism, the landscape of destinations, attractions (monuments, museums and palaces),

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beaches, architecture, hotels, events or even food and drink are also atmospheric cues. Additionally, the study of atmospheric cues has shifted from shop to building, incorporating not only interior and exterior characteristics, but also the environment and surroundings (Pan, su, & Chiang, 2008). Importantly, as mentioned by Oh, Fiore, & Jeoung, (2007), the aesthetic dimension of a destination is a description of the stimuli of an environment that can affect tourists, which include inn/hotel room interior and its landscape.

Furthermore, an increasing number of researchers have focused on exploring the mechanisms behind tourist attitudes and behavior. These researchers strive to be more successful in designing and implementing their marketing strategies (i.e Hsu, Cai, & Li, 2010). In this research, the researcher attempts to test whether the established and widely adopted retail theory can be applied and explain the researcher's understanding of individual attitudes and behavior in the tourism context. Stimulus-Organism-Response (S-O-R) Model (Mehrabian & Russell, 1974) suggests that the impact of stimuli on a response is mediated by emotional and cognitive states and processes. However, to date, there have not been many studies that have successfully combined these models to explain tourist experiences. Besides, these studies are still in a very specific context, namely hotels, zoos, and museums (Loureiro & Ribeiro, 2014; Loureiro, Almeida, & Rita, 2013; Wang, Wang, Xue, Wang, & Li, 2018). This research is intended to examine the role of destination atmospheric cues (as a stimulus) on the intention for word of mouth communication (as a response) through organisms in Batam City. The urban context was chosen since it was considered appropriate for this study due to the 'servicescape' concept, which emphasizes the impact of the physical environment on the experience of traveling. The physical environment that acts as a destination atmospheric cues produces a combination of both direct and indirect encounters, thus giving a very different meaning to the tourist experience (Ashworth, 2012; Wearing & Foley, 2017).

In terms of organism, which represents the internalization of stimuli, researchers usually combine pleasure, passion, and domination as emotional forms (Ha & Lennon, 2010; Kawaf & Tagg, 2012). However, the researchers also suggest that stimuli can also elicit cognitive responses (e.g. Ha & Im, 2012). This research is intended to examine both the emotional and cognitive antecedents of travel experiences. Both forms of stimuli are used as a measure of the flow of feelings and thoughts that arise as a result of the surrounding influences (Kang & Gretzel, 2012). This research also examines things related to emotional, namely tourist affects (positive affect - PA, and negative affect - NA). Affect refers to a 'shift in current mood that is generated primarily by external events' (Baron, 2008, p. 328). (Baron, 2008, p. 328). Positive affect represents high energy and pleasant involvement, while negative affect represents unpleasant involvement (Diener et al., 2010). In relation to cognitive aspects, tourists' attention and perceptions of destination

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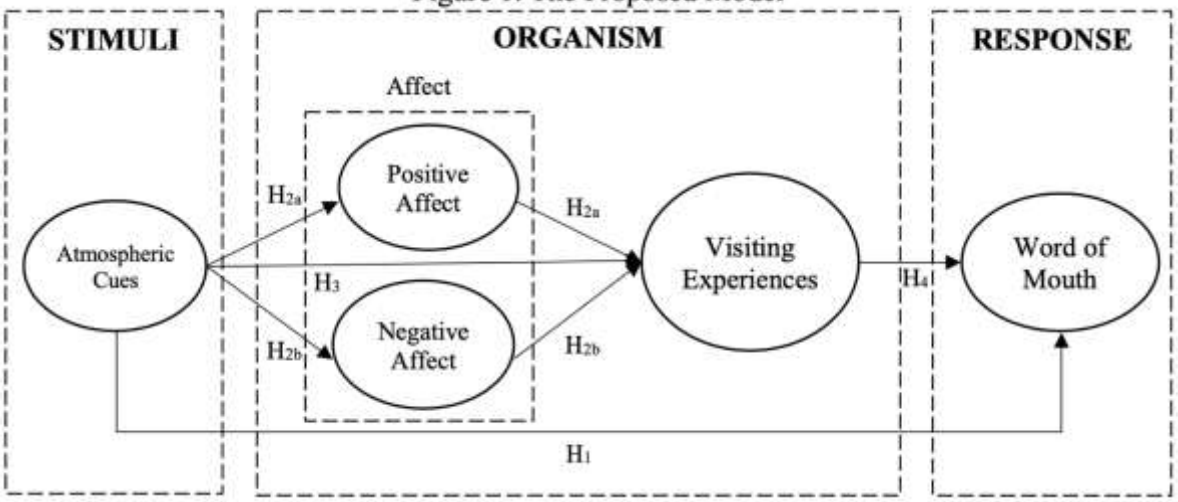
authenticity are taken into consideration. Consciousness is a state of mind that results from how individuals examine information and are sensitive to context (Timmerman & Brown, 2012). In this case, the perceived authenticity of a destination refers to the subjective judgment made by tourists when they compare a destination with an absolute, which is considered a reference object or icon (Ram, Björk, & Weidenfeld, 2016). The model studied is presented in Figure 1.

Figure 1. The Proposed Model



More importantly, the atmosphere or environmental cues is a combination of tangible and intangible attributes of the servicescape which consists of an interrelated system. The first one includes the characteristics of the physical location and man-made structure; the second one includes elements of culture, aesthetics and ambient nature; and the third one includes people, who can act as service providers or customers (Teng, 2011; Wang & Mattila, 2015). Destination atmospheric cues includes several elements that comprise the overall context in which tourists make decisions, including – but not limited to – landscapes, historical monuments, hotels and infrastructure (Sirgy & Su, 2000). In the tourism destination literature, destination atmospheric cues have mostly been studied as antecedents of an image (e.g. Lemmetyinen & Go, 2009). In general, it has been shown that destination atmospheric cues positively influence tourist attitudes and behavior (e.g. Grappi & Montanari, 2011), while several studies have linked it specifically to WOM (Leri & Theodoridis, 2019; Loureiro et al., 2013). In line with that, the anticipation of this research is:

H_1: Atmospheric cues have a positive direct effect on tourists' intention for WOM communication.

Role of Organism as Mediator

Travel products and tourist behavior are very complex (Miguéns & Mendes, 2008). Therefore, this research aims to offer a deeper understanding of this area through the S-O-R framework, with the

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effects of the Stimulus-Response being transferred through organism. In this case, a key construction is the tourist experience of visiting, which – like the concept of an organism – is emotional and cognitive. It is in accordance with a notion stated by scholars (Chen & Rahman, 2018; Tan, 2017) that tourism is based on experience. The tourism experience consists of a physical, intellectual, spiritual and emotional process that covers all aspects of tourism services. Tourist experiences are created by providing destination cues and being consumed at that destination, thereby increasing attachment to a destination (Oh et al., 2007). Moreover, Butler (2017) believed that, visiting a place, tourists want and expect a pleasant experience. The key to fulfill these expectations is building unique attributes to shape the perceived level of authenticity of a tourist destination. As a result, tourism experience is included in the proposed model because it is influenced by positive and negative affect (in terms of tourist influence) and perceived attention and authenticity (in terms of tourist cognition). Moreover, according to the S-O-R model, organism can represent not only states or circumstances but also processes.

To determine the role of tourists' emotional states in the relationship between atmospheric cues and WOM, this research focuses on positive affect (PA) and negative affect (NA). According to Watson et al., (1988, p. 1063), PA reflects the degree to which a person feels enthusiastic, active, and alert, while NA is a general dimension of subjective distress and unpleasant engagement that includes a variety of unpleasant mood states, including anger, humiliation, disgust, guilt, fear, and nervousness. Individuals with high PA tend to feel energetic, concentrated and engaged, while tourists with low PA may be sad and lethargic. In the same way, individuals with high NA experience different feelings than those with low NA (Watson et al., 1988, p. 1063). However, as the researchers noted, PA is not just a state of opposite affect of NA (Tellegen, Watson, & Clark, 1999), since individuals may at the same time have positive and negative emotions (Larsen, McGraw, & Cacioppo, 2001). In line with appraisal theory (Smith & Lazarus, 1990), In line with appraisal theory (Smith & Lazarus, 1990), internal and external stimuli cause emotions; positive and beneficial stimuli tend to trigger states of positive affect, while negative stimuli tend to lead to states of negative affect. Consequently, in the context of tourism, attractive and positive destination atmospheric cues can have positive impacts on tourists. Conversely, low quality and compatibility can result in negative impacts. In turn, the affect of tourists is likely to influence their visiting experience. The work of Dawney (2013, p. 641) highlights the fundamental role of affective – through subjectivity – for experience. The results of the work of Dawney (2013, p. 641) affirmed, through its ability to make things that happen to be things that are felt, that affect records as a site of productive forces relations that give rise to experience structures. Therefore, in this research, the researcher hypothesized that:

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H_2: Affect mediates the relationship between atmospheric cues and the tourist's visiting experience.

H_{2a}: Positive affect mediates positively the relationship between atmospheric cues and the tourist's visiting experience.

H_{2b}: Negative affect negatively mediates the relationship between atmospheric cues and the tourist's visiting experience.

Tourism principally deals with the experiences of tourists in visiting, seeing, learning, enjoying, and living in different ways of life (Stamboulis & Skayannis, 2003). In this sense, everything that tourists go through at a destination can be an experience, be it behavioral or perceptual, cognitive or emotional, or expressed or implied (Breitsohl & Garrod, 2016; Pizam, 2010). Since tourists generally look for pleasurable experiences related to the nature of the destination itself while on vacation, the total experience anticipated depends on the aesthetics and character of the landscape and the overall tourism product arrangement of a destination. (Bruwer & Alant, 2009). In addition, a clear relationship between destination atmospheric cues and tourist experiences has been established, and Yalinay et al., (2018) supported that authentic atmospheres positively influence tourists' shopping and social experiences at well-known outdoor attractions. Recently, experts have shown that the spirit of a tourist location is of the utmost importance in shaping the tourist experience. Meanwhile, atmospheric interventions can further enhance and change the tourist's visiting experience (Volgger, 2019). Accordingly, the researcher proposed the hypothesis that:

H_3: Atmospheric cues have a positive direct effect on the tourist's visiting experience.

Evidence shows that tourists who get highly involved with a destination are more likely to receive and spread information enthusiastically (Prebensen, Woo, Chen, & Uysal, 2012). Tung & Ritchie (2011) posit that positive memorable experiences enhance the spread of positive WOM. The same authors, actually, emphasize the importance of the 'surprise factor' for increasing the evaluation of memorable experiences that, consequently, elevates the travel experience as a whole, encouraging tourists to speak about it to their acquaintances. Similarly, the extensive usage of social media and blogging further support tourists' perceptions and respective evaluations of various aspects of their visit (Tham, Mair, & Croy, 2020), enabling their contacts to benefit from sharing travel experiences and providing any recommendations about a destination (Schuckert, Liu, & Law, 2015). Besides, when enjoyable experiences are absent from a visit, tourists will be unwilling not only to revisit the destination but also to recommend it to others (Bramwell, 1998). Overall, it was expected:

H_4: The tourist's visiting experience has a positive direct effect on their intention for WOM communication.

RESEARCH METHODS

Data Collection Procedure

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A field research was conducted at the International Ferry Terminal, Batam (Batam Center, Sekupang, Harbourbay, and Nongsa) in February 2020, as the peak month for foreign tourist arrivals to Batam city. It was concentrated on foreign tourists using ferries to and from Singapore and Malaysia. Batam City was chosen as the research location because it is the third largest entry point (after Bali and Jakarta) for foreign tourists to Indonesia.

Researchers, assisted by numerators, ran the data collection process on a site-to-site basis, distributing copies of the self-administered questionnaire each day between 10:00 and 19:00. Only departing non-resident passengers were required to participate in the survey through the application of a systematic sampling procedure to the three queues set up in front of the passport control booth, which was located in the transit area of the international ferry terminal, Batam City. Every passenger from the three queues was invited to take part in a field research, right after passing the passport check. Respondents were asked to complete a questionnaire after receiving written and oral explanations that the survey met guidelines for important marketing research on anonymity, confidentiality, and volunteerism. Completing the questionnaire usually took about fifteen minutes on average. In the first survey, 557 passengers were initially approached, and 402 of them agreed to participate in this field research. It resulted in a response rate of 72.20% over the two-week research period. Overall, this process resulted in 393 usable questionnaires resulting in an overall final response rate of 97.70%. The demographic characteristics of respondents from both populations are presented in Appendix 1.

Data Analysis

Missing Value Analysis (MVA) was carried out on the data before proceeding with equation modeling (Hair et al., 2010). The results clearly showed that all missing values had a completely random pattern, i.e. $\chi 21 = 3823.29$, df = 3774, Sig1. = 0.283 (Little, 1988). Univariate normality values of the data were supported, since the slope and kurtosis were found within the proposed limits for all indicators (Mertler & Vannatta, 2004), ranging from −0.892–0.957 and −0.969–0.953 (see Appendix 3). Cronbach's alpha coefficients of all the factors and corresponding dimensions were decreased between 0.744 and 0.933, exceeding the minimum standard for reliability of 0.70 for each construction. (Nunnally & Bernstein, 1994). Principal Component Analysis (PCA) with Promax rotation and Kaiser normalization were followed for atmospheric cues, influence, and intention for WOM communication construction; this is to examine the applicability of the proposed aggregate scale of atmospheric cues from different sources, the suitability of using adjusted intentions for the WOM communication scale in tourism destination research, and the dimensions of influence. The results showed that the measurement scale for the first two constructs must maintain all indicators, because all communities are above 0.50 (Hair et al., 2010). However, PCA analysis in each dataset indicated that PANAS17 (attentive) and PANAS12

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(alert) items of the influence scale should be excluded because of low communality (<0.50) and contrasting positive and negative values in the pattern matrix, respectively. In addition, this analysis also revealed that the construct of atmospheric cues had three and the influence had two underlying dimensions (positive and negative). Additionally, Confirmatory Factor Analysis (CFA) was conducted as the first part of structural equation modeling to verify the measurement scale of the S-O-R model.

RESULTS AND DISCUSSION

Formulation and Testing of the S-O-R Measurement Model

The CFA revealed that some items in both datasets needed to be omitted because the standard factor loading was less than 0.50 (Janssens et al., 2008). Specifically, MFF3 item (Part of my mind is busy with other topics such as what I will do later, or things I would rather do more) – from the construct of 'attentive', and PANAS1 (interested) and PANAS2 (distressed) items from affect has been excluded. Other indicators at all scales were retained to contribute to the structural analysis. In addition, the standard factor loading, standard error and t-statistic between the variables and latent construction are also presented, all of which were found to be significant at the 99.9% confidence level. Multivariate normality values from the dataset were also estimated because one univariate was inadequate in structural modeling (Nunkoo, Ramkissoon, & Gursoy, 2013). The calculation for Mahalanobis distances provided by AMOS is 247,661. The researcher then compared it with the appropriate chi-square critical value (2,212.850, df = 2105, α = 0.05). Since the distance value was less than the critical value, no multivariate outliers could be observed in the dataset (Coakes, Steed, & Dzidic, 2005). Furthermore, multivariate kurtosis was estimated (Mardia coefficient; Mardia, 1970), yielding m.k. = 1116.721 with a critical ration of 155.488. It was smaller than the cut-off point value of 5,328 derived from the number of observed variables (p = 72), through the formula p (p + 2) (Nunkoo et al., 2013). Consequently, the assumption of multivariate normality of the distribution of the sample data was supported and the analysis was continued by examining the factor structure of the measurement model.

The square root of the extracted mean variance for each construct was found in all cases to be greater than the estimated correlation between the different factor pairs. Thus, the discriminant validity of

Table 1. Construct Reliability and Validity

	CR	AVE	MSV	ASV	1	2	3	4	5
1. Positive affect	0,831	0,544	0,813	0,026	**0,737**				
2. Visiting experience	0,778	0,571	0,524	0,362	0,153	**0,755**			
3. Atmospheric cues	0,735	0,509	0,419	0,225	0,066	0,616	**0,713**		
4. Negative affect	0,884	0,561	0,187	0,821	0,082	-0,251	-0,299	**0,749**	
5. Intention to WOM	0,959	0,853	0,634	0,333	0,333	0,696	0,662	-0,293	**0,923**

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the proposed latent factors could be safely assumed (Table 1). The conformity index was checked for S-O-R measurements and structural models, and separately for direct SR relationships (i.e. excluding construction under Organism). It was derived that the absolute, incremental and simplicity values of the fit index met the criteria proposed for a large sample (Hair et al., 2010). Thus, the SOR model fits perfectly into the data, as shown in Table 2. On the other hand, the fit test of the model for the direct linkage of the alternative SR showed an unsatisfactory fit for the dataset, because the values of χ^2/df and SRMR exceeded those specified by criteria defined in the literature (e.g Hair et al., 2010). It demonstrated the importance of continuing the researcher's investigations based on the S-O-R framework.

and to further explain this relationship by adopting the S-O-R model, the researcher then tested the indirect relationship between atmospheric cues on intention for WOM communication through organism. The researcher found that the effects between atmospheric cues, positive influences and intention for WOM communication were not significant. However, the researcher also found that the effects between atmospheric cues, negative influences, and intention for WOM communication were negative and significant; therefore, H_{2a} was rejected, but H_{2b} cannot be rejected, providing partial support for H_2. Therefore, NA in the end partially mediates the relationship between atmospheric cues and the tourist' visiting experience in Batam. There are similar findings for the tourist' visiting experience to intention in WOM, meaning that H_4 cannot be rejected. In general,

Table 2. Goodness of Fit Model

Fit Indices	Measurement SOR Model	Structural SOR Model	SR *Direct*	Criteria
X^2/df	2,426 for p < 0,001	2,635 for p < 0,001	5,843 for p < 0,001	< 3 (or 5 for big sample
CFI	0,933	0,929	0,847	> 0,90
TLI	0,928	0,923	0,824	> 0,90
RMSEA	0,044	0,046	0,109	< 0,07 (CFI>0,90)
SRMR	0,048	0,056	0,085	< 0,08 (CFI>0,92)

Results of the S-O-R Measurement Model

Although there was no good congruence of the proposed SR relationship with the data, the direct effect of atmospheric cues on intention for WOM communication was examined and was found to be positive and significant, offering support for hypothesis H_1. In accordance with the scope of this paper data analysis showed the mediating role of PA, NA, attention, perceived authenticity, and the tourist's visiting experience in transmitting cognitive influences from atmospheric cues to tourist' intention to share these experiences through WOM communication. All hypothesis testing results are presented in detail in Table 3.

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Table 4. Goodness Fit Indices

Laten Variables	R^2 (Model SOR)	R^2 (SR Direct)
Positive Affect	0,00	
Negative Affect	0,07	
Visiting Experience	0,83	
WOM	0,70	0,33

The explanatory value of SOR structural model was clear, since the estimation of squared multiple correlation (R^2) for the response variable was found to be equal to 0.70, while the corresponding value in the SR direct relationship was only 0.31, as shown in Table 4. The R^2 value of the tourist' visiting experience was also rather high, explaining much of the variance in this construction. Besides increasing model fit, it is another measure that shows the importance of including organism construction in conceptualization. Finally, the investigation on the differences in the critical ratios of the tested relationships in the sample showed that there were some significant differences due to multiple effects, as shown in Table 5. Overall, the proposed model exhibited a very high degree of applicability related to the sample, thus exemplifying its wide use across multiple purposes.

Stimulation to date has received the attention of many researchers in the retail field, agreeing on its significant influence on customer attitudes and behavior (Helmefalk & Hultén, 2017). This research examines the relationship between destination atmospheric cues and tourist intention for WOM communication. Although the relationship between store stimulation and tourist's intention for WOM communication is quite clear in the case of retail (e.g. Klein, Falk, Esch, & Gloukhovtsev, 2016), the analogy is somewhat new and has not been explored in the tourist destination literature. In this case, the proposed model has been tested among foreign tourists visiting Batam. This research initially investigated the direct relationship between destination atmospheric cues and tourist' intention for WOM communication, to reveal that both destination atmospheric cues did increase visitors' intentions to actively talk about them. This finding not only verifies the fundamental role of destinations and their components (for example places, attractions, local lifestyles) for the information to be shared by visitors, but

Table 5. Critical Ratio of Regression Weight

Regression Path			Ustd.RW	*p*	z-score
Atmospheric Cues	-->	Negative Affect	-0,302	0,000	-1,073
Atmospheric Cues	-->	Positive Affect	0,065	0,188	5,621
Negative Affect	-->	Visiting Experience	-0,105	0,000	0,861
Positive Affect	-->	Visiting Experience	0,019	0,499	0,505
Atmospheric Cues	-->	Visiting Experience	0,244	0,000	-1,303
Visiting Experience	-->	WOM	0,764	0,000	0,619

Notes: Unstd. RW: Unstandardized Regression Weight; p: p-value; ** p-value < .01; * p-value < .05.

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Table 3. Structural Model Testing

Regression Path			St.RW	S.E.	C.R.	*p*
Atmospheric Cues	-->	Negative Affect	-0,262	0,05	-5,490	<0,001
Atmospheric Cues	-->	Positive Affect	0,061	0,05	-5,360	<0,001
Negative Affect	-->	Visiting Experience	-0,113	0,03	-3,948	<0,001
Positive Affect	-->	Visiting Experience	0,019	0,03	0,677	0,499
Atmospheric Cues	-->	Visiting Experience	0,227	0,04	6,315	<0,001
Visiting Experience	-->	WOM	0,833	0,05	16,895	<0,001
Atmospheric Cues	-->	WOM	0,574*	0,07	10,462	<0,001

Note: *This value is for the SR direct relationships; WOM: Word-of-mouth; St. RW: Standardized regression weight; S.E.: Standard error; C.R.: Critical ratio; p: p-value.

also appears to offer some supports for the hypothetical role of destination atmospheric cues as stimuli for visitors (due to external factors that affect and excite the individual) and the intention for WOM communication as their response, which is the behavioral outcome of the overall visit.

With the support of this relationship, this research was built on the SOR model (Mehrabian & Russell, 1974), and also examined the indirect relationship between destination atmospheric cues (S) and tourist intention for WOM communication (R), incorporating an Organism (O) procedural approach. By doing so, the researcher posited that stimuli based on destination atmospheric cues are also interiorized by tourists and processed both affectively and cognitively, producing their indirect effect on intention to WOM communication. Based on this procedural approach, current research investigates how the influence (emotional) and tourist attention and perceived authenticity (cognitive) affect the tourist' visiting experience. This finding is largely the same for both purposed, supporting an argument stated by Mehrabian and Russell (1974) that organism can consist of a process, which is both emotional and cognitive. It is evident in both studies that atmospheric cues had a significant influence on the tourist' visiting experience through two channels, negative effects as emotional and full attention and perceived authenticity as cognitive. In fact, the predictive power of this model with respect to tourist experience is notably high for both destinations, ranging from 83 to 96 percent. Regarding the effect of visitation experience, in line with prior works, the natural consequence of a favorable visitation experience is tourists' enthusiasm and eagerness to share related information with family, friends and peers and promote the destination to others via WOM (Prebensen et al., 2012; Tung & Ritchie, 2011). The predictive power of the hypothesized model in both studies is also high - albeit lower – ranging between 63 and 70 percent, offering support to the applicability of this theoretical model in tourism destination studies and

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highlighting the need to dive further into it

However, the aforementioned findings also offer support for previous research which postulated that positive and negative affective states are not in conflict with each other (e.g. Larsen et al., 2001; Tellegen et al., 1999). Regarding the cognitive aspects of organism, in both studies, it was found that the existence of these goals of atmospheric cues increases the likelihood of tourists becoming aware – so that they are more aware of the components of the destination – and in turn are more open to recognizing the uniqueness and authenticity of the destination. As tourist awareness is increased, the person tends to be more alert and even proactive in gathering information about the destination, increasing, in turn, the extent to which they perceive the destination to be genuine. In line with this idea, the perceived authenticity of a destination seems to improve the experience of visiting tourists, because an important reason to travel is to find new experiences (Tempel & ten Thije, 2012) or to engage in experiences that enhance their identity and achieve self-actualization (Frauman & Norman, 2004; Oh et al., 2007; Wearing & Foley, 2017)

CONCLUSION

This research reveals that the destination atmospheric cues (S) of a destination are internalized through affective and cognitive elements (O) procedurally, giving an indirect effect in addition to the direct effect they have on a tourist's intention to actively communicate with others about the destination. Therefore, the findings of this research fully support the S-O-R model in the tourism context. Moreover, they have expanded the S-O-R model, as this reveals the simultaneous significant role of the affective and cognitive elements of the organism, as well as the complexity of the organism. The researcher specifically conceptualizes positive and negative influences as the affective state of the organism, and tourist attention and perceived authenticity as cognitive ones. In addition, the tourist' visiting experience combines cognitive and affective components of tourist behavior, which ultimately leads to the outcome variable/response intention to conduct WOM communication.

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