



The Influence of add-on Service Innovation on Purchasing Decisions At Resorts and Villas in Ubud Mediated by the Behavioral Intention of Multigenerational Family Tourists

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ABSTRACT

The hospitality sector faces the intricate challenge of catering to the varied demands of multigenerational family tourists. Innovative ancillary services – or add-ons, encompassing cultural programs, cooking classes, spa packages, children's activities, and private transportation – emerge as a crucial differentiation strategy, significantly boosting perceived value and guest satisfaction. Employing a quantitative, causal research design using Partial Least Squares Structural Equation Modeling (PLS-SEM) via SmartPLS 4.0, the research surveyed 90 multigenerational family tourists selected through purposive sampling. The results reveal that add-on service innovations significantly and positively influence both tourists' behavioral intention ($\beta = 0.517$; $p = 0.000$) and their purchasing decisions ($\beta = 0.297$; $T = 2.751$; $p = 0.006$). Furthermore, behavioral intention strongly predicts purchasing decisions ($\beta = 0.457$; $T = 5.380$; $p = 0.000$), and significantly mediates the relationship between add-on innovation and purchasing decisions ($p = 0.000$; $T > 1.96$). These findings align with Service-Dominant Logic (SDL) and the Theory of Planned Behavior (TPB), underscoring that strategic add-on innovation drives purchasing decisions both directly and indirectly through the formation of positive behavioral intentions.

INTRODUCTION

The global tourism sector has undergone profound transformation in the aftermath of the COVID-19 pandemic, which, according to the United Nations World Tourism Organization (UNWTO, 2021), precipitated a 74% decline in international tourist arrivals in 2020. Gradual recovery began in 2021, catalysed by global vaccination campaigns and the adoption of new normalcy policies across nations (World Travel & Tourism Council, 2022). Among the most resilient and rapidly growing tourism segments throughout this recovery is family travel, particularly multigenerational family tourism journeys undertaken jointly by two or more generations, often encompassing grandparents, parents, and children in a single excursion.

Multigenerational family tourists represent a market segment with distinctive accommodation preferences, characteristically seeking properties that can holistically cater to the diverse age groups present within the family unit from young children to elderly members (LiuSu, 2021; Tseng et al., 2024). Resorts and villas have emerged as particularly attractive accommodation types for this segment, offering comprehensive facilities, spacious environments, privacy, child-friendly amenities, and activities conducive to shared intergenerational experiences (Lee et al., 2023). In the Indonesian context, the Bali island destination and the Ubud cultural enclave specifically represents an increasingly prominent destination for such travellers. Data from the Central Statistics Agency of Bali (BPS Bali) indicates that Kabupaten Gianyar, which encompasses the Ubud region, consistently recorded over 250,000 domestic tourist visits per month, accumulating 742,808 visits during the March–June 2025 period alone.

Within this competitive hospitality landscape, marked by more than 4,500 registered accommodation properties on online platforms in Ubud alone, property managers confront the challenge of developing meaningful differentiation strategies. Add-on service innovations optional supplementary services offered alongside core accommodation have emerged as a pivotal mechanism for enhancing guest value and personalisation. Such services, which in the Ubud context include Balinese cultural programmes, cooking classes, wellness and spa packages, children's services, and private airport transportation, represent strategic investments aimed at enriching the holistic experience of multigenerational families.

This study addresses a significant gap in existing literature concerning the application of the Theory of Planned Behavior (TPB) to the specific domain of add-on service innovation adoption among multigenerational family tourists. The research investigates whether, and through what mechanisms, add-on service innovations influence the purchasing decisions of multigenerational family tourists at resorts and villas in Ubud, with tourists' behavioral intention serving as the mediating variable. The study was conducted at four prestigious Ubud properties: Tanah Gajah, a Resort by Hadiprana; The Royal Pita Maha; Bhuwana Ubud Hotel and Farming; and Purana Suite Ubud.

OVERVIEW

Theory of Planned Behavior

The Theory of Planned Behavior (TPB), formulated by Ajzen (1991), provides the foundational theoretical framework for this study. TPB posits that behavioral intention is the most proximate and reliable predictor of actual behavior, with intention itself shaped by three core antecedents: attitude toward the behavior, subjective norms (perceived social pressures), and perceived behavioral control (the individual's assessment of their capacity to perform the behavior). Within tourism research, TPB has been extensively applied to predict visit intentions, accommodation choices, and pro-environmental behaviors (Derizal & Ingkadijaya, 2023; Gémar et al., 2019). Pertinent to multigenerational family tourism, the subjective norm component carries particular explanatory power, as collective decision-making dynamics within families involve negotiation of preferences across multiple age groups (Hapsari et al., 2022; Abbasi et al., 2021).

In the context of add-on service innovation adoption, TPB provides a robust explanatory framework. Positive attitudes toward add-ons formed through perceptions of enhanced comfort, experiential enrichment, and value strengthen behavioral intention, which in turn drives the actual purchasing decision. Research by Wang et al. (2021) and Cheam (2024) confirms the broad applicability of TPB in explaining diverse tourism intentions, while Ardani (2021) demonstrated its relevance specifically in the Balinese tourism context, linking service quality perceptions to revisit intentions among foreign tourists.

Innovation Theory and Service-Dominant Logic

Innovation Theory, particularly in its service dimension, provides a complementary framework for understanding add-on service development in the hospitality sector. Rooted in Schumpeter's concept of creative destruction and subsequently broadened to encompass incremental improvements, contemporary innovation theory defines innovation as encompassing new or significantly improved products, processes, marketing methods, or organisational arrangements that generate positive economic or social value (Ismailov et al., 2024; Serrano-Leyva et al., 2022). For multigenerational family tourists, successful innovation is characterised by high relative advantage, compatibility with family values, low complexity, and visible benefits attributes that directly influence adoption rates.

Service-Dominant Logic (SDL), as articulated by Vargo and Lusch (2004, 2008), further enriches the theoretical landscape by repositioning services as the fundamental basis of economic exchange and value creation. SDL's central premise that value is always co-created through interaction between service providers and consumers is especially pertinent to add-on service innovation in the hospitality sector. When resorts and villas design supplementary services that engage multigenerational families as active co-creators of their experience (through participatory cooking classes, family cultural workshops, or customisable spa programmes), they generate enhanced perceived value that, as SDL predicts, strengthens both attitudinal responses and purchasing behavior.

Add-On Services and Multigenerational Family Tourism

Add-ons, operationally defined as optional supplementary services offered alongside core accommodation, function as critical mechanisms for value enhancement and market differentiation (Liu et al., 2024). In the multigenerational tourism context, effective add-ons must simultaneously address the heterogeneous preferences of diverse generational cohorts from technology-oriented younger generations to wellness-focused older adults (Nawangarsi & Rahmatin, 2022; Tseng et al., 2024). Research by Christina and Yasa (2021) demonstrates that family-oriented packages incorporating age-appropriate activities can substantially increase accommodation attractiveness, while Liu et al. (2020) indicate that complimentary add-ons can elevate perceived value, though this effect may diminish under conditions of intense horizontal competition.

The global trend toward multigenerational travel is well-documented and gaining momentum. According to Squaremouth (2025), 47% of travellers engaged in multigenerational holidays a 17% increase from the previous year. The Family Travel Association (2023) reports that over 50% of families globally plan journeys involving multiple generations. In Asia-Pacific specifically, and Indonesia in particular, this segment demonstrates exceptional growth, with approximately 58% of Indonesian respondents reporting plans to undertake multigenerational travel (Gen!Voyage Report, Booking.com, 2025). Bali's prominence as a multigenerational destination is corroborated by Booking.com data listing Uluwatu, Seminyak, Kuta, and Nusa Dua among the top destinations for Asia-Pacific multigenerational families.

Research Hypotheses

Drawing upon the theoretical frameworks reviewed above, the following hypotheses were formulated:

1. H1: Add-on service innovation has a significant positive influence on the behavioral intention of multigenerational family tourists.
2. H2: Add-on service innovation has a significant positive influence on the purchasing decisions of multigenerational family tourist
3. H3: Behavioral intention has a significant positive influence on the purchasing decisions of multigenerational family tourists.
4. H4: Behavioral intention significantly mediates the relationship between add-on service innovation and purchasing decisions (specific indirect effect).

METHODS

This study adopted a quantitative causal research design to examine the directional relationships among add-on service innovation, behavioral intention, and purchasing decisions. The primary analytical method employed was Partial Least Squares Structural Equation Modeling (PLS-SEM) using SmartPLS 4.0, an approach particularly suited to complex models involving latent variables and multiple indicator constructs (Wang & Ariso, 2025). This method enables simultaneous assessment of measurement model validity and structural path relationships, providing robust insights into both direct and mediated effects.

The research was conducted at four premium resorts and villas in the Ubud area of Bali, Indonesia: Tanah Gajah, a Resort by Hadiprana; The Royal Pita Maha; Bhuwana Ubud Hotel and Farming; and Purana Suite Ubud. These properties were selected based on their established reputations, comprehensive add-on service offerings, and prominence as family-oriented accommodation providers within the Ubud tourism ecosystem.

A purposive sampling technique was employed to select 90 respondents who met the following inclusion criteria: participation in a multigenerational family trip (involving at least two distinct generational cohorts), recent stay at one of the designated research properties, and direct experience with at least one form of add-on service. The sample comprised 41 male respondents (45.6%) and 49 female respondents (54.4%), with the largest age cohorts being 26–35 years (41%) and 36–45 years (31%). Educational backgrounds were predominantly university-level (46% bachelor's degree, 41% diploma). Parents constituted the largest role category (59%), followed by others (19%), grandparents (13%), and adult children (9%). Sixty percent of respondents had undertaken multigenerational travel on two or more occasions. The geographical composition included respondents from Australia (39%), Europe (32%), Asia (12%), America (10%), and Africa (7%).

Data were collected through a structured questionnaire comprising 18 indicators distributed across three latent constructs. The Add-on Service Innovation variable (X) encompassed six indicators assessing innovativeness, experiential novelty, personal fit, flexibility, price-value congruence, and accessibility of add-ons. The Behavioral Intention variable (M) was measured through six indicators capturing positive attitude toward add-ons, perceived added value, emotional satisfaction, intention to try, perceived quality enhancement, and sustained usage intention. The Purchasing Decision variable (Y) included six indicators evaluating initial accommodation selection influenced by add-ons, add-on purchase decisions, accommodation choice influence, repurchase intention, return visit intention, and recommendation willingness. All indicators employed a five-point Likert scale ranging from Strongly Disagree (1) to Strongly Agree (5).

RESULT

Prior to structural path analysis, the measurement model was rigorously evaluated for validity and reliability. Convergent validity, assessed via Average Variance Extracted (AVE), was confirmed for all three constructs: Add-on Service Innovation (AVE = 0.647), Purchasing Decision (AVE = 0.744), and Behavioral Intention (AVE = 0.628), all exceeding the 0.50 threshold. Outer loadings for all 18 indicators ranged from 0.758 to 0.892, substantially surpassing the recommended minimum of 0.50. Discriminant validity was confirmed through cross-loading analysis, with each indicator demonstrating the highest loading coefficient on its designated latent construct.

Reliability assessments returned highly satisfactory results across all constructs. For Add-on Service Innovation, Cronbach's Alpha was 0.891 and Composite Reliability (ρ_a) was 0.895.

Behavioral Intention yielded a Cronbach's Alpha of 0.882 and Composite Reliability of 0.883. Purchasing Decision demonstrated the strongest reliability, with Cronbach's Alpha at 0.931 and Composite Reliability at 0.935. All values substantially exceeded the 0.70 threshold conventionally required for acceptable reliability. Pearson correlation item-total coefficients additionally confirmed instrument validity, ranging from 0.573 to 0.793 across all indicators.

Descriptive analysis of respondent perceptions revealed that all three constructs were perceived at a 'Sufficient' (Cukup) level overall. The Add-on Service Innovation construct achieved a mean score of 3.38, with individual indicators ranging from 3.20 (price-value congruence) to 3.53 (innovative concept). The Behavioral Intention construct recorded a total mean of 3.29, with all indicators between 3.22 and 3.40. The Purchasing Decision construct achieved a mean of 3.30, with loyalty-related indicators return visit intention (3.53) and recommendation willingness (3.66) rated considerably higher than initial purchase decision indicators (3.01–3.18).

The structural model was evaluated through bootstrapping procedures in SmartPLS 4.0. The findings are summarised in Table 1 below.

H	Path	Coefficient (β)	T-Statistics	P-Value	Decision
H1	Add-on Innovation → Behavioral Intention	0.517	–	0.000	Supported
H2	Add-on Innovation → Purchasing Decision	0.297	2.751	0.006	Supported
H3	Behavioral Intention → Purchasing Decision	0.457	5.380	0.000	Supported
H4	Add-on Innovation → Behavioral Intention → Purchasing Decision (Indirect)	0.236	3.625	0.000	Supported

Table 1. Structural Model Path Coefficients and Hypothesis Testing Results

DISCUSSION

Add-On Innovation and Behavioral Intention (H1)

The confirmation of H1 ($\beta = 0.517$; $p = 0.000$) demonstrates a moderate-to-strong positive influence of add-on service innovation on the behavioral intention of multigenerational family tourists. This finding is consistent with the theoretical underpinnings of both TPB and SDL. From a TPB perspective, add-ons that genuinely address the diverse needs of multigenerational family members children's activities for young members, wellness programmes for parents, and cultural experiences accessible to elderly guests generate positive attitudinal responses across the family unit. These positive attitudes, per Ajzen's (1991) model, translate into stronger behavioral intentions.

From an SDL perspective, the capacity of add-ons to facilitate value co-creation enabling families to actively shape their experiential journey through flexible, personalisable service options reinforces positive perceptions that underpin intention formation.

Notably, the descriptive analysis revealed that innovativeness (mean = 3.53) and experiential novelty (mean = 3.52) of add-ons were the strongest drivers of positive attitudes, while price-value congruence (mean = 3.20) and flexibility (mean = 3.29) received more moderate assessments. This pattern suggests that the innovation and novelty dimensions of add-ons successfully capture the attention and positive attitudes of multigenerational tourists, but the full potential of behavioral intention formation is constrained by perceived limitations in personalisation and value delivery. Property managers seeking to enhance H1-related outcomes should prioritise developing add-ons that offer both demonstrable novelty and meaningful flexibility for diverse generational cohorts.

Add-On Innovation and Purchasing Decisions (H2)

H2 was supported ($\beta = 0.297$; $T = 2.751$; $p = 0.006$), confirming a direct and significant positive influence of add-on innovation on purchasing decisions. While this direct effect is significant, the coefficient (0.297) is comparatively more modest than the indirect effect mediated through behavioral intention, suggesting that the primary mechanism through which add-on innovation drives purchasing decisions is via the formation of positive attitudes and intentions. This finding aligns with research by Kouzmal et al. (2020), who identified offered services as a significant determinant of hotel booking decisions, and with Dachi (2020), who documented positive relationships between product innovation and purchasing behavior.

The finding also resonates with SDL's propositions regarding value propositions. As Vargo and Lusch (2008) articulate, enterprises cannot deliver value directly but only offer value propositions the actual value is realised through consumer experience. Add-ons that are perceived as offering genuine value propositions directly influence purchasing decisions, while those failing to communicate clear value evidenced by the relatively lower scores on price-value congruence may undermine this direct effect.

Behavioral Intention and Purchasing Decisions (H3)

The strong confirmation of H3 ($\beta = 0.457$; $T = 5.380$; $p = 0.000$) validates the central proposition of TPB that behavioral intention is the most proximate predictor of actual behavior. The coefficient magnitude (0.457) represents the strongest direct path in the structural model, affirming that once a positive behavioral intention is established among multigenerational family members, the translation into actual purchasing decisions is substantial. This finding is particularly meaningful given the complex, consensus-driven nature of multigenerational family decision-making, where individual intentions must align with broader family dynamics.

The loyalty-related indicators within the Purchasing Decision construct receiving notably higher scores (return visit intention: 3.53; recommendation willingness: 3.66) compared with initial purchase decision indicators (3.01–3.18) suggests an important post-experience dynamic: the actual experience at Ubud resorts and villas generates satisfaction levels that produce strong post-visit intentions, supporting a view of reinforcing positive feedback loops in multigenerational family tourist loyalty.

Mediating Role of Behavioral Intention (H4)

The confirmation of H4 (indirect effect $\beta = 0.236$; $T = 3.625$; $p = 0.000$) provides the most theoretically significant finding of this study: that behavioral intention significantly mediates the influence of add-on service innovation on purchasing decisions. This mediation occurs because add-ons that are positively perceived generate favourable attitudinal responses, which per TPB's central proposition crystallise into behavioral intentions, which in turn drive purchasing decisions. Behavioral intention thus operates as a cognitive and motivational bridge translating the perceived experiential value of add-on innovations into concrete market behavior.

An important contextual observation concerns the homogeneity of add-on offerings across the four research properties. Despite all four properties offering essentially similar add-on categories cultural programmes, cooking classes, spa and wellness, children's services, and airport transportation respondents frequently characterised these as industry standards rather than distinctive differentiators. This commoditisation of add-ons attenuates their capacity to generate strong differentiated behavioral intentions, which partly explains the moderate overall scores on both the innovation and behavioral intention constructs. Properties seeking competitive advantage through add-on innovation must transcend current industry standards by developing genuinely novel, personalised, and multigenerational-specific service innovations.

CONCLUSIONS

This study definitively confirms that add-on service innovation exerts a significant positive influence on both behavioral intention and purchasing decisions among multigenerational family tourists at resorts and villas in Ubud, with behavioral intention functioning as a significant mediating variable. All four hypotheses (H1–H4) were empirically supported, validating the integrated application of TPB and SDL in the multigenerational family tourism context. The findings underscore that add-on service innovations encompassing cultural programmes, cooking classes, wellness packages, children's services, and private transportation are pivotal drivers of attitude formation, behavioral intention, and ultimately purchasing decisions in this market segment.

The study additionally reveals the paradox of add-on commoditisation in Ubud: while add-on innovations significantly influence behavioral intentions and purchasing decisions, the convergence of offerings across properties has diminished their differentiating capacity.

The emergence of a 'standard add-on' landscape in Ubud's competitive market characterised by similar cultural, culinary, wellness, children's, and logistical services across 4,500+ registered properties necessitates a strategic evolution toward deeper personalisation, co-creation, and genuinely novel service development if properties are to achieve meaningful competitive differentiation through add-on strategies.

SUGGESTIONS

First, property managers should pioneer genuinely differentiated add-on innovations extending beyond current industry standards. Examples include: 'Shared Legacy Meals' cooking experiences incorporating co-creation with personalised recipe adaptation for multigenerational dietary preferences (halal, vegetarian, kid-friendly); 'Intergenerational Renewal' wellness packages pairing grandparents and grandchildren in accessible shared activities; 'Family Heritage Storytelling' experiences with local storytellers connecting family ancestry narratives with Balinese legend; and 'Skip-Gen Adventures' designed specifically for grandparent-grandchild bonding while providing parents with dedicated recharge time.

Second, given the confirmed mediating role of behavioral intention, marketing strategies should prioritise intention formation prior to arrival through pre-stay communications that vividly convey how specific add-ons will enrich each family member's experience. Tailored messaging targeting different generational cohorts within the family unit, employing storytelling and social proof from previous multigenerational guests, will strengthen attitudinal foundations that translate into stronger purchasing intentions.

Third, an integrated 'Multigenerational Legacy Connection Package' bundling three to five thematically coherent add-ons at a 20–30% discount and supported by personalised pre-arrival preference surveys is recommended as a vehicle for communicating comprehensive value, reducing decision complexity, and enhancing perceived personalisation for multigenerational family decision-makers.

This research is subject to several delimitations that define its generalisability. The geographic focus on Ubud resorts and villas, the specific multigenerational family tourist segment, and the predefined set of add-on innovations investigated collectively constrain direct extrapolation to other destinations, accommodation types, or add-on categories. The quantitative research design, while enabling rigorous statistical analysis, does not capture the rich negotiation and consensus dynamics characteristic of multigenerational family decision-making.

Future research should explore: the geographic generalisability of these findings across diverse Indonesian and international destinations; the influence of technology-based add-on innovations, including AI-driven personalisation, virtual reality cultural experiences, and digital family bonding platforms; the moderating effects of demographic variables on the relationships examined; and the application of mixed-methods designs to capture the qualitative nuances of multigenerational family decision dynamics.

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