

Customer Experience using Plutchik's Wheel of Emotion - A Content Analysis Approach

P. Manasa^{*1}, U. Devi Prasad², Y. Devika Rani Sharma³

¹Research Scholar, Department of Management, GITAM School of Business, Hyderabad Campus

<https://orcid.org/0009-0003-1390-712X>

²Professor, Department of Management, GITAM School of Business, Hyderabad Campus

³Assistant Professor, Department of Management, GITAM School of Business, Hyderabad Campus

Corresponding Author: prathikantam.manasa@gmail.com

ARTICLE INFO

ABSTRACT

Received: 26 Nov 2024

Revised: 12 Jan 2025

Accepted: 26 Jan 2025

Purpose: This research examines customer experiences at heritage hotels using Plutchik's Wheel of Emotion as a framework. The objective is to identify and analyze the emotional responses of guests, offering insights into how these emotions affect perceptions of service quality, ambiance, and overall satisfaction.

Design/methodology/approach: The study applies a content analysis methodology, applying sentiment analysis tools to online reviews of heritage hotels. R programming is employed to analyze reviews and categorize emotional expressions according to the eight fundamental emotions delineated by Plutchik's model: joy, trust, fear, surprise, sadness, disgust, rage, and anticipation.

Findings: The study shows a range of feelings about customers' experiences, and we find that Joy and Trust are the main predictors of positive emotions. Sadness and Fear are negative emotions that have been related to specific service failures or expectations that were not satisfied. The findings shed light on the emotional value of heritage hotels' distinctive qualities, such as their architecture, cultural authenticity, and personalized service, in determining the level of satisfaction experienced by customers.

Originality/value: This study contributes to the expanding corpus of literature on customer experience by incorporating Plutchik's Wheel of Emotion into the study of online reviews. It presents an innovative perspective on how emotional responses might function as essential metrics for evaluating the efficacy of heritage hotels in providing outstanding guest experiences. The study offers practical tips for hospitality professionals to improve customer experience by positively managing emotions. And also not engage in activities leading to negative experiences. Heritage hotels boosts of niche customer segmentation and hence superior customer experience is expected.

Keywords: Content analysis, Heritage hotels, Emotions, CX, positive sentiments, anger, trust.

Introduction

India is home to a diverse range of ecosystems, landscapes, and destinations with amazing natural splendor. It also boasts a rich cultural and historical legacy. India's tourism and hospitality industries have become important growth engines for the nation's services industry since it is one of the most popular travel destinations in the world. India's amazing history, culture, and diversity are not only highlighted by tourism, but it also has a significant positive economic impact. As per the IBEF report, it is anticipated that the travel and tourism sector in India will increase by 7.1% annually. By 2028, it is expected that the travel and tourism industry would have contributed US\$512 billion to the GDP, up from US\$178 billion in 2021. Another aspect driving the expansion is the increasing importance of culture in international travel. During vacations, an increasing number of individuals seek to engage with both tangible and intangible cultures. These sites provide distinctive insights into the region on material,

spiritual, and intellectual dimensions. The expansion of the worldwide legacy tourism industry is being driven by travellers' increasing interest in cultural travel. (; Anon., 2022) (Grand View research report). (<https://www.grandviewresearch.com/industry-analysis/heritage-tourism-market-report> accessed on 8th Aug 2024)‘

With more than 4,000 years of history and civilization, India is one of the biggest and most diverse nations. It provides a wealth of different heritage reserves for the heritage tourism sector. Notwithstanding the abundance of the national reserve, the availability of lodging is the primary factor that determines a visitor's experience in India. (Anon., 2024) (KPMG, 2024). Heritage hotels provide distinctive experiences that combine contemporary hospitality with cultural heritage. Research indicates that customers of heritage hotels typically hold favourable opinions of them, appreciating their architectural design, cultural history, and customary amenities (Baniya & Thapa, 2024) hence the role of heritage hotels become prime in catering to specific tourist both domestic and international. Therefore, it can be said that tourism contributes significantly to India's economy, and heritage hotels play a vital role in its promotion.

The emergence of e-commerce, digital enterprises, and social media has led to a quick display of emotions by consumers, both positive and negative. Customers can now communicate a wide range of sentiments, about brands on social media. (Jalonen, 2014) Companies may track and connect with disgruntled customers because to this phenomenon, which offers both benefits and challenges (Jalonen & Jussila, 2016). In order to improve consumer engagement and their experience, organizations should concentrate on developing ways to effectively handle negative emotions, and use positive responses to foster a culture of trust. (Jalonen & Jussila, 2016)

Consumer emotions studies emphasize how crucial it is to comprehend emotional reactions in order to effectively manage and market destinations. Tourist experiences are greatly impacted by emotions, which affect pre-, during, and post-trip consumer behavior. (Scuttari & Pechlaner, 2017). Therefore, this study tries to address the research questions related to understanding various types of emotions consumer exhibit on the social media cites with reference to their service experience and how this impacts their post-purchase behaviour.

Literature Review

(Scherer, 2000) defined emotion as “episodes of coordinated changes in several components (including at least neurophysiological activation, motor expression and subjective feeling but possibly also action tendencies and cognitive processes) in response to external or internal events of major significance to the organism.”

Customer emotions:

(Russell & Albert , 1977) they have developed the three-factor theory of emotions showing that emotions can be consistently categorized based on valence (i.e., pleasure versus displeasure), arousal (i.e., activation, activity), and power (i.e., dominance versus submissiveness). Emotions can be conceptualized in terms of structure, dimensions, and content. (Bagozzi, et al., 1999) (Laros & Jan-Benedict , 2005) (Watson & Mark T, 2007).

By structure, scholars refer to the presence of a hierarchy of emotions where specific emotions are manifestations of broader emotional states. (Bagozzi, et al., 1999) The dimension of emotions refers to the different affective dimensions of valence and the level of arousal between emotions and their effects on consumer behaviour. (Watson & Mark T, 2007).

Regarding content, scholars refer to emotions as general affective states such as positive versus negative, while appraisal theorists. (Bagozzi, et al., 1999); (Lazarus, 1991) (Smith & Richard S, 2008) recommend that specific emotions should be studied separately and not combined, as each emotion has a distinct set of appraisals. Accordingly, (Wong, 2004) reveals that different emotions lead to different outcomes; for example, enjoyment predicts loyalty, whereas happiness is a better predictor of relationship quality. Consumer psychology scholars have long studied emotions.

(Izard, 1977) suggests that emotions are revealed by specific patterns of facial expressions and identifies ten fundamental emotions, namely interest, enjoyment, surprise, distress (sadness), anger, disgust, contempt, fear, shame/shyness, and guilt. (Plutchik, 1980) evolutionary approach recognizes eight primary emotions (fear, anger, joy, sadness, acceptance, disgust, expectancy, and surprise) paired in opposite directions, such as joy versus sadness. (Ortony, et al., 1990) developed a model consisting of 22 emotions. (Ekman, 1992) categorizes emotions

into happiness, surprise, fear, anger, sadness, and disgust. (Richins, 1997) enlists twelve emotions: anger, discontent, worry, sadness, fear, shame, envy, loneliness, romantic love, love, peacefulness, contentment, optimism, joy, excitement, and surprise.

Customer's emotions in Tourism and hospitality

Emotions represent distinct mental states (e.g., joy, anger, or fear). Examining a few global dimensions (e.g., positive and negative) oversimplifies an emotional experience's complexity (Bagozzi, 2000) (Rucker & R. E. , 2004). (Machleit, et al., 2000)note that combining emotional responses into summary dimensions hide relationships between specific emotions and satisfaction. A categorical approach (Izard, 1977) (Plutchik, 1980) conceptualizes emotions as a set of idiosyncratic affective states and offers a solution to exploring the behavioral consequences of specific emotions. For example, emotions of the same valence (e.g., fear and anger; sadness and anxiety; regret and disappointment). Emotions influence various stages of the tourist experience. Emotions stimulate travellers' motives and inputs throughout the pre-travel phase of location selection (Gnoth, 1997). Throughout the journey, emotions fluctuate daily (Nawijn, et al., 2013) . The emotional responses of visitors are essential for determining their level of satisfaction. (Faullant, et al., 2011) (Hosany, et al., 2016)destination attachment (Yuksel, et al., 2010)behavioral intentions (Yüksel & Fisun , 2007) (Prayag, et al., 2013) and perceived overall image evaluations (Prayag, et al., 2017). Additionally, there is a growing corpus of study that examines locals' emotional reactions to tourist growth, effects, and support. (Evan J. Jordana, et al., 2019) (Ouyang, et al., 2017) (Zheng, et al., 2018).

Studies conducted on the feelings of tourists emphasize how crucial it is to comprehend emotional reactions to effectively manage and market destinations. Tourist experiences are greatly influenced by emotions, which affect pre-, during, and post-trip consumer behavior (Scuttari & Pechlaner, 2017)In order to understand customer behavior, emotions are essential. Meaningful visitor interactions in the age of value co-creation come from people getting involved in the creative process. Tourists' ultimate cognitive assessments and behavioral reactions are significantly influenced by the emotions they experience while on vacation. Semara et al., (2024) identify and analyze the physical quality of tourist attractions related to the development of sustainable tourism concepts for tourists.

Heritage Hotels

One of the most important parts of the tourism sector is age hotels. In India, historic mansions, palaces, and forts have been transformed into heritage hotels. Many of these assets were left underutilized following the breakup of princely federations after independence. The royal families and large hotel networks kept these sites as heritage hotels after the Indian government transformed them. Heritage sites offer numerous advantages, such as safeguarding the infrastructure and aesthetics of monuments, creating jobs for locals, and maintaining the arts and cultural heritage (Piramanayagam, et al., 2021) (Rasoolimanesh, et al., 2017).The heritage hotels are drawing a lot of guests from both domestic and foreign countries since they provide a regal experience while exhibiting Indian history and cultures (Piramanayagam, et al., 2021) (Yu, et al., 2020).In contrast to other commercially-oriented hotels, heritage hotels offer visitors emotional, aesthetic, personal, and symbolic value in addition to historical significance (Piramanayagam, et al., 2021)They boost the nation's economy and aid in the preservation of old buildings while offering tourists a singular chance to immerse themselves in India's rich cultural legacy.

The heritage hotels provide significant value for both consumers and the economy. These hotels offer customers a unique cultural and historical experience that enriches their whole travel experience. (Pizam & Milman, A., 2021) The distinctive atmosphere and historical importance of heritage hotels cultivate a more profound emotional bond and generate unforgettable experiences. The presence of authenticity not only enhances the travel experience but also frequently leads to increased client satisfaction and loyalty. (Tsai & Meng, J.-H, 2022)

Heritage hotels have a substantial economic contribution by attracting tourists who make purchases of local services, so increasing total revenue and facilitating the creation of employment opportunities. (Kwortnik & Thompson, G. M. , 2023) Furthermore, the hotels' conservation and rehabilitation of historic structures are crucial in preserving cultural heritage and advancing sustainable tourism practices. (Smith & Richards, G., 2023)

Classification of heritage hotels

Heritage: This category includes hotels that were constructed before 1950 and fall under the following types: Residences, Haveli's, Hunting Lodges, Castles, Forts, and Palaces. The hotel must have a minimum of 5 rooms, each equipped with 10 beds.

Heritage Classic: This category will include hotels that were constructed before 1935 and fall within the categories of Residences, Havelies, Hunting Lodges, Castles, Forts, and Palaces. The hotel must have a minimum of 15 rooms, which would accommodate a total of 30 beds.

Heritage Grand: This category includes hotels that were constructed before 1935 and fall into the following types: Residence, Havelies, Hunting Lodges, Castles, Forts, and Palaces. The hotel must have a minimum of 15 rooms, which equates to 30 beds. Air conditioning should be available in at least 50% of the rooms, except for hill stations, where heating should be provided. The hotel must offer a minimum of two athletic facilities.

Hotel	Type	No. Of Hotels
Heritage	Basic	28
Heritage	Classic with Alcohol	0
Heritage	Classic without Alcohol	2
Heritage	Grand	1
Total		31

Table: I Classification of Heritage Hotels in India

Source: Ministry of Tourism – Government of India

Plutchik's Wheel of Emotion

Renowned psychologist Robert Plutchik, the author, has created ideas on emotions and carried out a great deal of study. His experimental study distinguished some emotions as main, including fear, anger, and joy, and proposed that these feelings were the source of all other emotions. Similar to a color wheel, the emotional circle represents the range of feelings that may be created by combining the few fundamental emotions in different ways to create emotions of varying intensities. Emotions can be either active or passive, lead to adaptation or be maladaptive, and order or disorganize cognitive processes. Emotions may drive us subconsciously or we may be aware of them. While some thinkers classify emotions as either good or negative, others disagree. (Plutchik, 1980)

Plutchik's Wheel of Emotions (WoE) is a tool based on Plutchik's overarching theory of emotions. (Plutchik, 1980). In his writings, Plutchik makes the argument that there aren't many pure emotions and that all feelings may be created by combining a few fundamental emotions in different ratios or intensities. These eight fundamental bipolar emotions, their varying intensities, and primary dyads—new emotions created by combining the fundamental ones—are graphically shown on a wheel-shaped frame by the WoE, creating a total of 32 different emotional states. (Plutchik, 2001).

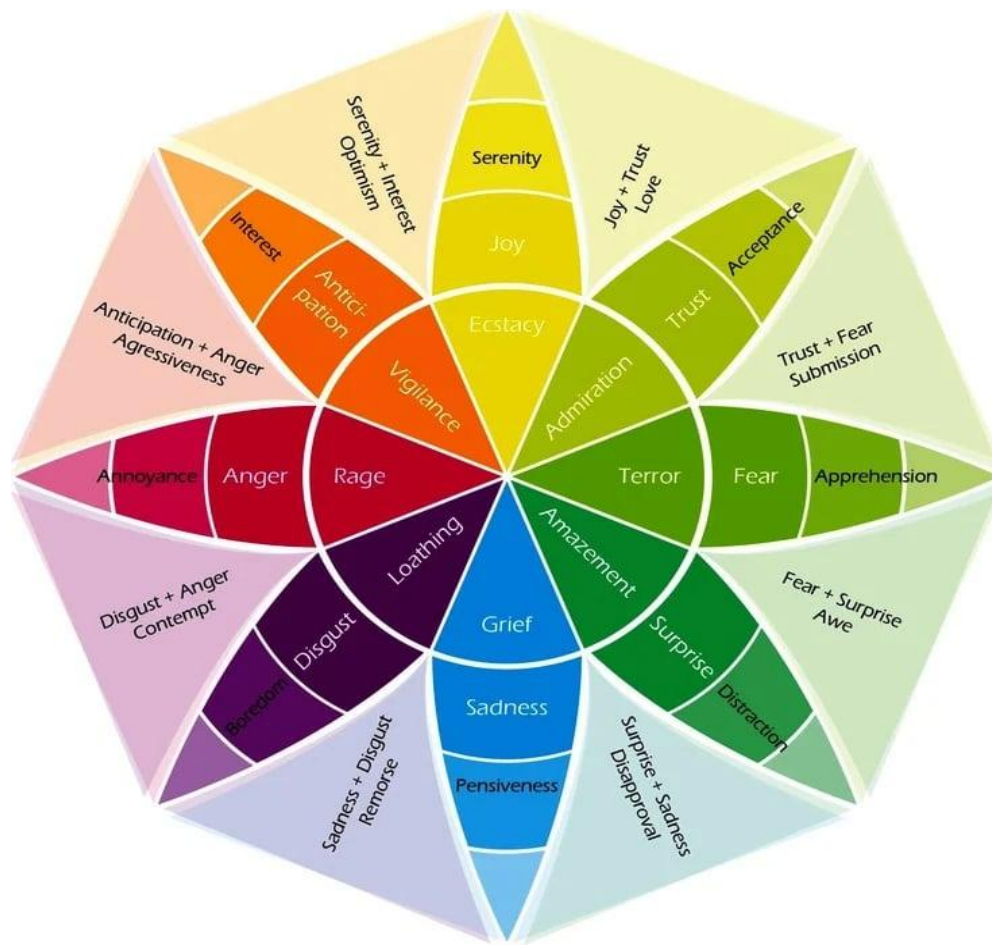


Figure I: Plutchik's Wheel of Emotions (Plutchik - 1980)

Emotions and Customer Experience

Customer experience (CX) is significantly influenced by emotions. An individual's subjective assessment of experience, which is derived from a review and interpretation of behaviours and the surrounding circumstances, generates emotions. According to (Carlson & Tiffany S. Wang, 2007) emotions have a big influence on how people behave. Since emotions are socially contagious—that is, people are drawn to the emotions of others they engage with—they are also social in nature (Huang, 2001). CX has applications in a variety of sectors, including banking, wellness, retail, and travel. According to (Ruth N. Bolton, et al., 2018) CX arises from the digital and in-person encounters consumers have when receiving various services.

In the 1960s, experiences became a key concept in psychological research, as evidenced by the work of (Maslow, 1964) on peak experiences and (Csikszentmihalyi, 1990) on the psychology of optimal experiences. According to (Gaur, et al., 2014) and (Penz & Margaret K. Hogg, 2011) emotions not only have a significant impact on the customer experience but also forecast future behavior. Customers are impacted by experienced emotions at several points during the decision-making process for purchases (Roster & Marsha L. Richins, 2009); (Maguire & Susi Geiger, 2015). The readiness to purchase, make further purchases in the future, and recommend to others has been interpreted by several research as behavioral intention (Baker, et al., 2002) (Macintosh & Lockshin, 1997); (Liu & SooCheong (Shawn) Jang, 2009) Dissatisfaction is defined as a negative assessment of the offer or an unpleasant fulfillment of it (oliver, et al., 1997) Olsen et al., 2005), and avoidance behavior refers to customers' reluctance to make additional purchases or recommend the product to others (Hightower, et al., 2002) (Namkung & Soo Cheong (Shawn) Jang, 2010)

Research Methodology:

This study proposes an approach utilising Plutchik's wheel of emotions for the identification and analysis of emotions inside a text. The process commences with the selection of a text derived from online reviews. Online reviews reflect individuals' experiences at heritage hotels. Our algorithm will mine and identify emotions from the text. Each emotion in Plutchik's wheel of emotions will be assigned a certain weight based on its intensity.

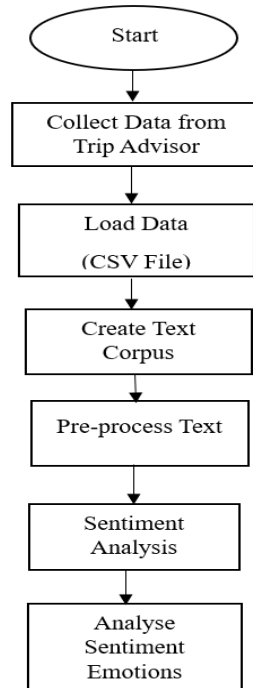


Figure: II

Data Collection:

The data for this study was collected from TripAdvisor, specifically targeting reviews of Heritage hotels in India. Using the `rvest` package in R, a web scraping method was employed to extract a total of 10,405 reviews. The reviews were gathered over a span of six months, ensuring a varied and comprehensive dataset. The extracted data comprised of review text, rating, review date, and reviewer details.

Sentiment analysis: Pre-processing was done on the gathered evaluations to eliminate noise and extraneous details. This required deleting stop words, URLs, and punctuation from the text and changing it to lowercase and performing stemming to reduce words to their root forms. The `tm` and `SnowballC` packages in R were used for these tasks.

Sentiment analysis was performed using the `syuzhet` package in R, which provides a lexicon-based method for sentiment scoring. The package uses the NRC Emotion Lexicon to categorize words into eight emotions: anger, anticipation, disgust, fear, joy, sadness, surprise, and trust, as well as positive and negative sentiments. The sentiment scores for each review were calculated and aggregated to determine the overall sentiment distribution.

The sentiment scores were analyzed to identify the overall sentiment distribution and trends over time. visualizations were created using the `ggplot2` package in R to illustrate the findings. Additionally, customer emotions are categorized.

Text-based emotion detection:

Emotion detection is a method for identifying different human emotion types, such as joy, depression, or rage, according to Nandwani and Verma (2021a, b). Emotions are a fundamental aspect of human existence. Customer sentiments convert into significant insights that assist managers in decision-making. Emotion is a fundamental element of communication, conveyed through various means. TBED, one of the fastest-growing subfields of Natural

heritage hotel boasts of good property, ambience, vintage experience they are also reviewed on the same basis and the customers who have a positive experience are more likely to recommend it to others and may look forward to visiting again (Annexure). 'Highly recommended' is another positive emotion shared by the customers who visit heritage hotels and every host looks forward to create an experience that helps them to become highly recommended by consumers. The analysis also suggests that the heritage hotel is not free of negative emotions expressed by the consumers. Though the negative emotions expressed by the consumers are less in number as compared to the positive emotions, but negative reviews may not be encouraging for the potential consumers. As can be seen from the table no. the negative emotions include words like, 'Bad service', 'uncomfortable', 'worst management', 'disappointing experience', 'terrible' etc. Some of the review screenshots (Annexure no) taken from the aggregator site reveal that the property hardly looked like heritage. This reveals that the customers come with certain expectation when booking their stay at heritage hotels and they feel disappointed when their expectation is not met.

Sentiment	Bag of words	Reviews
Positive	Good food, friendly staff, good/excellent ambience, excellent service, lovely property, beautiful hotel, spacious rooms, good hospitality, wonderful heritage property, highly recommended, fantastic, comfortable, amazing experience.	<ol style="list-style-type: none"> 1) <i>Good ambience...friendly staff ... good food... in perfect harmony with nature ...</i> 2) <i>Very nice property with beautiful lawns and excellent service staff.</i> 3) <i>Very friendly staff and it was an awesome experience. . Highly recommended resort.</i> 4) <i>Beautiful heritage property close to all famous places in Lucknow. Must visit! The great thing about this place is the food, it's amazing.</i> 5) <i>Very comfortable, colonial-style place. Excellent food. . Highly recommend.</i> 6) <i>It's more like an old colonial club. large spacious rooms with private sit outs.</i> 7) <i>Thanks to the team's incredible service, we and our guests felt a sense of warmth and genuine hospitality from every team member.</i> 8) <i>I am dam sure that i will come back in February-March'22. This is the most amazing place, I have ever been.</i> 9) <i>Everything was impeccable.. the food , the service the ambience all best !! Will revisit this place</i> 10) <i>Highly recommended. Brilliant staff, fantastic service. amazing food at the restaurant. Excellent location. Lovely heritage property.</i>

Negative	Bad service, uncomfortable, worst management, disappointing experience, terrible.	<p>1) <i>For the first time in India I didn't find a smile. Very bad service also at the reception. Darkroom and has a terrible mattress.</i></p> <p>2) <i>2)It is disappointing after looking at reviews to go to this hotel.</i></p> <p>3) <i>3)Worst management, worst behaviour, not fit for stay and weddings too.</i></p> <p>4) <i>A taxi can't even get to it, you must walk to it down a alley, which for the average traveler might be a little uncomfortable but you'll be fine.</i></p> <p>5) <i>Visited the restaurant of this hotel for dinner..service very poor.. the food quality disgusting...don't know how to cook mutton biryani and kebabs...most disappointing and terrible restaurant ever visited...</i></p>

Table: III

Discussion and Conclusion:

Heritage locations differ from other destinations due to a variety of characteristics that impact the perspective of the tourism experience. In this study, we collected the online reviews given by the customers of heritage hotels and mapped them with Plutchik's wheel of emotion as customer experiences could have any out of the eight emotions i.e. joy, trust, fear, surprise, sadness, anticipation, anger and disgust. The outcome of the study suggests that trust and joy are the two most important positive emotions experienced by the consumers of heritage hotels in terms of frequency of the key words, however the negative reactions also include sadness, fear, anger and disgust. The findings of our study is supported by (Baniya & Thapa, 2024) who reveal that visitors generally have positive sentiments towards heritage hotels, valuing cultural heritage, location, and service experiences. Bad experiences have the ability to ruin the whole customer journey and bring down the reputation of heritage hotels. The interpretation of historic resources by persons from diverse cultures and religions complicates the situation and their experiences get reflected in the form of online reviews involving different shades of emotions. Hence handling the customer experiences flawlessly is very important. Food, ambiance and staff behaviour are the factors identified that lead to expression of negative emotions in this study, this outcome is similar to the study conducted by Kim and Kim(2022).

Guests seek out unique experiences like guided tours of historical sites, cultural performances, and locally produced cuisine. Heritage hotels have the ability to provide unforgettable experiences by mixing the finest of the past with the modern.

References

- [1] Anon., 2022. *Heritage Tourism Market Size & Share Report*. [Online] Available at: www.grandviewresearch.com/industry-analysis/heritage-tourism-market-report


- [2] Anon., 2024. *India's heritage tourism: Challenges and opportunities*. [Online] Available at: <https://assets.kpmg.com/content/dam/kpmg/in/pdf/2024/07/heritage-tourism-as-a-tool-for-sustainable-tourism-preservation-for-development.pdf>
- [3] Bagozzi, R., Gopinath, M. & Nyer, P., 1999. "The role of emotions in marketing". *Journal of the Academy of Marketing Science*, pp. 184-206.
- [4] Bagozzi, R. P., 2000. On the Concept of Intentional Social Action in Consumer Behavior. *JOURNAL OF CONSUMER RESEARCH*.
- [5] Baker, J., A. Parasuraman, Dhruv Grewal & Glenn B. Voss, 2002. The Influence of Multiple Store Environment Cues on Perceived Merchandise Value and Patronage Intentions. *Journal of Marketing*.
- [6] Baniya, R. & Thapa, B., 2024. Conceptualizing visitors' experience in heritage hotels using big data. *Journal of Heritage Tourism*.
- [7] Carlson, S. M. & Tiffany S. Wang, 2007. Inhibitory control and emotion regulation in preschool children. *Cognitive Development*.
- [8] Csikszentmihalyi, M., 1990. Flow: The psychology of optimal experience.. *New York: Harper & Row*.
- [9] Ekman, P., 1992. Are there basic emotions?. *Psychological Review*.
- [10] Evan J. Jordana, Daniel M. Spencer & Girish Prayag, 2019. Tourism impacts, emotions and stress. *Annals of Tourism Research*.
- [11] Faullant, R., Kurt, M. & Todd A, M., 2011. Personality, basic emotions, and satisfaction: Primary emotions in the. *Tourism Management*.
- [12] Gaur, S., Halimin Herjanto & Marian Makkar, 2014. Review of emotions research in marketing. *Journal of Retailing and Consumer Services*.
- [13] Gnoth, J., 1997. Tourism motivation and expectation formation. *Annals of Tourism Research*.
- [14] Hightower, R., Michael K. Brady & Thomas L. Baker, 2002. Investigating the role of the physical environment in hedonic service consumption: an exploratory study of sporting events. *Journal of Business Research*.
- [15] Hosany, S. et al., 2016. Mediating Effects of Place Attachment and Satisfaction on the Relationship between Tourists' Emotions and Intention to Recommend. *Journal of Travel Research*.
- [16] Huang, M.-H., 2001. The Theory of Emotions in Marketing. *Journal of Business and Psychology*.
- [17] Izard, C., 1977. Differential emotions theory. *Human emotions*.
- [18] Izard, C. E., 1977. *Human Emotions*. s.l.:springer .
- [19] Jalonen, H. & Jussila, J. J., 2016. Developing a Conceptual Model for the Relationship Between Social Media Behavior, Negative Consumer Emotions and Brand Disloyalty. *International Federation for Information Processing*, p. 12.
- [20] Jalonen, H., 2014. Social media and emotions in organizational knowledge creation. *Preprints of the Federated Conference on*, p. 1411–1419.
- [21] Kwortnik, K. M. & Thompson, G. M. , 2023. "Economic Impacts of Heritage Tourism.". *Sustainability*..
- [22] Laros, F. J. M. & Jan-Benedict, S., 2005. Emotions in consumer behavior: A hierarchical approach. *Journal of Business Research* , pp. 1437-1445.
- [23] Lazarus, R. S., 1991. Progress on a cognitive-motivational-relational theory of emotion.. *American Psychologist*.
- [24] Liu, Y. & SooCheong (Shawn) Jang, 2009. Perceptions of Chinese restaurants in the U.S.What affects customer satisfaction and behavioral intentions?. *International Journal of Hospitality Management*.
- [25] Machleit, Karen, A. & Sevgin A, . E., 2000. "Describing and Measuring Emotional Response to Shopping Experience.". *Journal of Business Research*.
- [26] Macintosh, G. & Lockshin, L. S., 1997. Retail relationships and store loyalty: A multi-level perspective. *International journal of Research in Marketing*.
- [27] Maguire, L. & Susi Geiger, 2015. Emotional timescapes: the temporal perspective and consumption emotions in services. *Journal of Services Marketing*.
- [28] Maslow, A. H., 1964. Religions, Values, and Peak-Experiences. *Ohio State University Press*..
- [29] Namkung, Y. & Soo Cheong (Shawn) Jang, 2010. Effects of perceived service fairness on emotions, and behavioral intentions in restaurants. *European Journal of Marketing*.
- [30] Nawijn, J., Ondrej, M., Yeqiang, L. & Deborah, K., 2013. How Do We Feel on Vacation? A Closer Look at How Emotions Change over the Course of a Trip. *Journal of Travel Research*.

-
- [31] oliver, R., Roland T Rust & Sajeev Varki, 1997. Customer Delight: Foundations, Findings, and Managerial Insights. *Journal of Retailing*.
 - [32] Ortony, Clore & Collins, 1990. Describing the emotions: A review of The Cognitive Structure of Emotions. *Philosophical Psychology*.
 - [33] Ouyang, Z., Gursoy, D. & Sharma, B., 2017. Role of trust, emotions and event attachment on residents' attitudes toward tourism. *Tourism Management*.
 - [34] Penz, E. & Margaret K. Hogg, 2011. The role of mixed emotions in consumer behaviour. *European Journal of Marketing*.
 - [35] Piramanayagam, S., Siddhant Rathore & Partho Seal, 2021. *Destination image, visitor experience, and behavioural intention at heritage centre*. s.l.:Routledge.
 - [36] Piramanayagam, S., Surbhi Sud & Partho Pratim seal, 2021. *Relationship between tourists' local food experiencescape, satisfaction and behavioural intention*. s.l.:Routledge.
 - [37] Pizam, A. & Milman, A., 2021. "The Role of Heritage Hotels in Tourism Development.". *Journal of Hospitality & Tourism Research*.
 - [38] Plutchik, R., 1980. A psychoevolutionary theory of emotions. *social science information*.
 - [39] Plutchik, R., 1980. EMOTIONS IN EARLY DEVELOPMENT: A PSYCHOEVOOLUTIONARY APPROACH. *Emotions in Early Development*.
 - [40] Plutchik, R., 2001. The Nature of Emotions. *American Scientist*.
 - [41] Prayag, G., Sameer Hosany, Birgit Muskat & Giacomo Del Chiappa, 2017. Understanding the Relationships between Tourists' Emotional Experiences, Perceived Overall Image, Satisfaction, and Intention to Recommend. *Journal of Travel Research*.
 - [42] Prayag, G., , Sameer Hosany & Khaled Odeh, 2013. The role of tourists' emotional experiences and satisfaction. *Journal of Destination Marketing & Management*.
 - [43] Rasoolimanesh, S. M., Mastura Jaafar, Ned Kock & A Ghafar Bin Ahmad, 2017. The Effects of Community Factors on Residents' Perceptions toward World Heritage Site Inscription and Sustainable Tourism Development. *Journal of Sustainable Tourism*.
 - [44] Richins, M. L., 1997. Measuring emotions in the consumption experience.. *Journal of Consumer Research*, pp. 127-146.
 - [45] Roster, C. A. & Marsha L. Richins, 2009. Ambivalence and attitudes in consumer replacement decisions. *Journal of Consumer Psychology*.
 - [46] Rucker, D. D. & R. E. , P., 2004. "Emotion Specificity and Consumer Behavior: Anger, Sadness, and Preference for Activity.". *Motivation and Emotion*.
 - [47] Russell, J. A. & Albert , M., 1977. Evidence for a Three-Factor Theory of Emotions. *Journal of research in personality* , pp. 273-294.
 - [48] Ruth N. Bolton, et al., 2018. Customer experience challenges: bringing together digital, physical and social realms. *Journal of Service Management*.
 - [49] Semara, I. M. T., Sunarta, I. N., Antara, M., Arida, I. N. S. & Wirawan, P. E. (2024). Tourism Sites and Environmental Reservation. *International Journal of Environmental Sciences*, 10(1), 44-55. <https://www.theaspd.com/resources/4.%20Tourism%20Sites%20and%20Environmental%20Reservation%20objects.pdf>
 - [50] Scherer, K. R., 2000. In: *Handbook of Emotions*. s.l.:Guilford Press, pp. 138-139.
 - [51] Scuttari, A. & Pechlaner, H., 2017. Emotions in Tourism: From Consumer Behavior to Destination Management. *Design Science in Tourism*.
 - [52] Smith, C. A. & Richard S, . L., 2008. Appraisal components, core relational themes, and the emotions. *Cognition and Emotion*, pp. 233-269.
 - [53] Smith, M. & Richards, G., 2023. "Heritage Conservation and Economic Benefits.". *Sustainability*..
 - [54] Tsai, C.-H. & Meng, J.-H, 2022. "The Impact of Heritage Hotels on Customer Satisfaction and Loyalty.". *Sustainability*..
 - [55] Watson, L. & Mark T, S., 2007. Causes and consequences of emotions on consumer behaviour. *Consumer behaviour*.
 - [56] Wong, A., 2004. The role of emotional satisfaction in service encounters. *Managing Service Quality: An International Journal*.

- [57] Yu, C.-E., selina yuqing & jun wen, 2020. Coloring the destination: The role of color psychology on Instagram. *Tourism Management* .
- [58] Yuksel, A., F , Y. & Y , B., 2010. Destination attachment: Effects on customer satisfaction and cognitive, affective and conative loyalty. *Tourism management*.
- [59] Yüksel, A. & Fisun , Y., 2007. Shopping risk perceptions: Effects on tourists' emotions, satisfaction and expressed loyalty intentions. *Tourism Management*.
- [60] Zheng, D., Brent W. Ritchie, Pierre J. Benckendorf & Jigang Bao, 2018. Emotional responses toward Tourism Performing Arts Development: A comparison of urban and rural residents in China. *Tourism Management*.

ANNEXURE I



I (a) POSITIVE REVIEWS:



Irene Caroline wrote a review Nov 2023

Singapore, Singapore • 17 contributions

...





●●●●●

Wonderful hotel with excellent restaurant

Lovely and well kept hotel with helpful and friendly staff.
 The room was very comfortable and clean. Very well maintained, with the most beautiful bathroom I have seen in a hotel in a long time.
 The **food at the hotel restaurant was very good**. You can sit on a gorgeous terrace or inside. The restaurant **staff is very friendly** and the chef is around the whole time.
 I would **highly recommend** this hotel and its restaurant.




[Read less](#) ^



D3191 wrote a review Jun 2024

London, United Kingdom • 48 contributions • 31 helpful votes

...

●●●●●


Exceptional Hotel with Unique Character and **Outstanding Staff - **Highly Recommended!****

Our stay at RHH was **wonderful**. From the moment we arrived, the staff made us feel at home after our long journey. They were incredibly accommodating and resolved a booking error (caused by Booking com) within minutes, showcasing top-notch customer service that stood out among all the places we visited in India.


The rooms were spacious and even more beautiful than the pictures suggested. The grounds were impeccably maintained, providing a serene and relaxing environment. We particularly enjoyed the **peaceful ambiance**, which was perfect for unwinding.

[Read more](#) v

Date of stay: May 2024



Quest14684050103 wrote a review Jun 2024
 1 contribution



We had the best experience

The **best service** ever experienced and the service by miss khusboo was quite great.....
 She has very helpful and generous enough to provide each information and answer all my queries.....
 We wish to **visit back again** and **recommend to all**

[Read more](#) ▾

Date of stay: June 2024

I (b) NEGATIVE REVIEW:



vishal c wrote a review Mar 2024




Worst Hotel (Service apartment) DO NOT RECOMMEND


In the name of Heritage you see normal room and broken old furniture which you will discard at your home. Its doesn't even qualify for good 2 start property. The service has been poor and not at par as 3 start property. The staff doesn't understand hospitality. The sales person like Surabhi and others will try to squeeze for everything and irritate you with 100 calls. I will never recommend this to any friends and family to come to this property. Good to stay at good hotel for the price you pay since there is nothing Heritage here. No lifts, high stairs will make you more **uncomfortable**. The price you pay for the menu is also un understandable. Make sure to get everything in writing before you go there for anything otherwise they will deny the facts and twist

[Read more](#) ▾

Date of stay: March 2024



Nishith P wrote a review Jan 2024



Terrible place to stay! Stay away and book at Hyatt!

I planned a trip with my parent and was very excited to spend time at this nice hotel. However, right from start the experience was terrible. We had booked two double room but I was told that they have a large marriage group, hence I need to stay in a single room. Imagine, being asked to stay at 2 different floors with elderly parents. After fighting, we got rooms on same floor, but one was a tiny room. This room is barely functional, with barely functional heating in this cold weather in India. This is not a place to stay with family and service is really bad! I don't know what to say. After spending so much money, I did not expect a service of 2 STARS.

[Read more](#) ▾