

THE ROLE OF LOCAL HOSPITALITY IN CREATING MEMORABLE TOURISM EXPERIENCES

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Memorable tourism experiences (MTEs) have gained prominence as a topic of interest in tourism research due to its importance in providing tourist destinations a competitive advantage and sustainability in today's fiercely competitive tourism industry. In the hospitality and tourism literature, various scholars have identified numerous factors that contribute to the formation of MTEs. Among many, is hospitality of locals towards tourists visiting a destination. The local hospitality construct, despite having significance for tourists' MTEs has not gained much attention from hospitality and tourism researchers. Due to a dearth of research in this domain of hospitality, there exists ambiguity and lack of clarity as to what constitutes local hospitality. The current study seeks to fill this knowledge gap by exploring the aspects of local hospitality. This investigation will also provide an opportunity to better understand the association of local hospitality and MTEs.

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