Mega shopping malls technology-enabled facilities, destination image, tourists' behavior and revisit intentions: Implications of the SOR theory

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Mega shopping malls technology-enabled services influence tourists shopping behavior as Jumbo malls offer a broader range of products and services with innovative features that impacts revisit intentions. This study's novelty is the research on mega shopping malls as literature lacs it. Travel, leisure, and tourism sectors have gained balanced attention, and scholars have contributed with academic research perspectives. Mega malls in modern cities attract tourists that help foster economic development with revisit intentions. Technology-enabled products influence sustainable tourists' experiences. Despite broad investigative studies on tourists' experiences, literature shows little regarding tourists' shopping experiences in mega shopping malls that lead to reviewing tourist destination choices. This narrative research explores how shopping malls attributes influence tourists' behavioral intentions in mega malls' shopping environments that satisfy them for revisiting intentions in the future. Doha city is an economic hub that plays a crucial role in the economic and social development of the region. The city lies on the sea and has many mega shopping malls that offer technology-enabled products and services to attract regional and global tourists. It boosts sustainable economic activities, climate change, and environmental protection concerns. The city of Doha oscillates widespread beaches, and its mega shopping malls are famous as tourist attractions for domestic, regional, and global travelers. As an independent and economically affluent country, it has its take on attracting tourists. The study aimed to examine the revisiting behavior of Doha tourists with destination revisit intentions. A pleasant shopping experience in sizeable technology-enabled shopping malls is critical for tourist satisfaction. The trust, perceived value, and environmental effects affect tourists' revisit intentions. Other factors include high spirits, excitement, new tourist destinations, and visiting friends. External factors include a preference for natural and historical destinations, technology-enabled facilities, infrastructure, safety, affordability, comfort, budget range, and sociocultural factors. The study recommends future inquiries based on factors that empirically test mega malls' technology-enabled product effects on tourists' behaviors. The findings not only contribute to tourists' experiences in mega shopping malls and revisit intention literature but also provide implications' for officials and policymakers to articulate policies that promote tourists' mega-mall shopping experiences and destinations.

Introduction

The tourism industry has gained scholars proportionate attention in recent years with academic research perspectives worldwide (Aman et al., 2021; Li et al., 2021; Aman et al., 2022; Fu 2022; Mamirkulova and Mi. 2022). Mega shopping malls in big modern cities have attracted local and global tourists fostering economic development and revisiting intentions (Lebni et al., 2020; Li et al., 2022; Anser et al., 2020; Bhutto et al., 2021; Yu et al., 2022). Tourists revisit choices and mega-mall shopping centers research has become the subject of greater attention for the tourism scholars that contribute broadly to the literature related to the tourism sector and mega malls as it develops entrepreneurial networks (Latif et al., 2020). This research field fascinates strategies to understand global tourists' revisit intentions and memorable experiences in mega-malls. More predominantly, various factors aid antecedents of the tourists revisiting behavioral choices to choose a travel terminus, which is identical hard-hitting, as it deals with the human behavior and psychology, that is, highly prickly in understanding visitors' intentions (Fishbein et al., 1977; Ajzen 1991; Giraldi and Cesareo 2014; Lai and Hitchcock 2016; MacInnis and Jaworski 2018; Parasuraman et al., 2018). Past studies broadly examined tourists' revisit intentions and travel behavior by proposing various applicable models in the tourism sector to enhance tourists' satisfaction globally (Sirgy et al., 1997; Usakli and Baloglu 2011; Tasci and Gartner 2016). Still, the literature lacks the clarity to determine tourists' satisfaction and revisit intentions in the mega-malls around destinations (Rabbiosi, 2015; Ramesh and Jaunky, 2021). This study aims at exploring tourist rethinking and visit preferences in the mega-malls in Doha, Qatar (Durmaz et al., 2022; Pan et al., 2021; Ramesh and Jaunky, 2021; Stylos et al., 2016; Tavitiyaman et al., 2021; Kiryluk and Glińska 2015).

Tourism industry help generate production with innovative ways that fosters local economy (Hussain S. T. et al., 2017; Aman et al., 2019; Hussain et al., 2019; Hussain et al., 2021). The circular economy model describes production and consumption based on ways to reuse, share, lease, repair, recycle and refurbish available materials to produce products within the possible resources (Alhawari et al., 2021). The CE model addresses global challenges like energy consumption, environmental and climate change issues and biodiversity loss. Thus, CE aims to manage wastage resulting from design-based implementation (Awan et al., 2020; Paulson et al., 2021; Farzadfar et al., 2022). It primarily emphasizes the three fundamental principles of the model (Awan 2019). These three principles needed to transition to a circular economy include eliminating waste and pollution, recycling products and materials, and regenerating nature (Anser

et al., 2020). Past literature has identified environmental, waste, and pollution challenges in response to tourism activities (Begum et al., 2021; Ikram et al., 2021).

In a country with a population of 2.8 million, the number of visitors to Jumbo shopping malls is massive. The mega shopping malls in Qatar are the central shopping places in the country (Anjum et al., 2017). Apart from small traditional shopping centers with less capacity and cultural use, these malls are Qatar's leading and perhaps the only comprehensive shopping venues (Li et al., 2022). Therefore, it is imperative to study consumer behavior visiting these mega-malls and leadership to manage this task (Hussain T. et al., 2017; Mubeen et al., 2020; Azizi et al., 2021). Understanding tourist behavior is an crucial topic for academics and businesses (Cohen et al., 2013; Durmaz et al., 2022; Lin et al., 2022; Nikitina and Vorontsova, 2015; Pearce, 2018; Juvan et al., 2017). The jumbo shopping malls, offer a one-stop-shop (Nasim and Shamshir 2016). It can help scholars further investigate tourists' behavior by observing their purchasing habits and attitudes in these mega-malls in Doha, Qatar (Anandkumar 2016; Anser et al., 2020; Awan et al., 2020; Bhutto et al., 2021; Latif et al., 2020). Past literature evidenced that shopping malls stimulate consumer activity in large cities through innovative products and services (Jaffar et al., 2019a; Jaffar et al., 2019b). It leads to generating tourism activities by attracting tourists for revisits (Oh 2007; Filipovic et al., 2012; Wongkerd 2017). Jumbo shopping malls are growing in importance and play a vital role in consumers' lifestyles (Calvo-Porral and Lévy-Mangín 2018). As the latter states, the demand for commercial mega shopping malls has increased over the past decades, both for purchasing purposes and for social interaction with family and friend (Wongkerd 2017).

With the exponential growth in the number of shopping malls in Doha, this city has emerged as an ideal place to visit. The tourists flow during the summer seasons has increased, and they revisit these mega-malls for shopping (García-Buades et al., 2022; Jangra et al., 2021; Jeong et al., 2020; Zhang et al., 2019). This investigation contributes to the literature on consumer behavior and tourists' perceptions of mega-malls in Doha (Wong and Lai, 2021; Zhang et al., 2020). Regarding the case of Doha, mega-malls overwhelm tourists' shopping experience in Qatar for several reasons (Al Sulaiti et al., 2005; Hu et al., 2022; Kim et al., 2023; Sulaiti et al., 2006). The jumbo shopping malls offer convenience, comprehensiveness, and cost-effectiveness (Abaalzamat et al., 2021; Durmaz et al., 2022; Joo et al., 2019; Khajehshahkoohi et al., 2022; Rasoolimanesh et al., 2021). It makes Doha city a place to discuss consumer behavior and tourist shopping habits (Bayih and Singh, 2020; De-Juan-Vigaray et al., 2021; Tavitiyaman et al., 2021; Torres-Moraga et al., 2021; Zaman and Aktan, 2021). It has gained scholars' attention

and become an exciting topic for tourists' revisit intentions (2016; Peter and Anankumar 2016).

Concerning the case of Doha, economic development has grown in recent years, which has increased the number of mega-malls, and the country has seen a boom. Now, Qatar has become a jumbo shopping malls friendly country (2020). Despite the criticisms, the state authorities have not discouraged developers (Bayih and Singh, 2020; De-Juan-Vigaray et al., 2021; Tavitiyaman et al., 2021; Torres-Moraga et al., 2021; Zaman and Aktan, 2021). They approved the expansion of such mega-malls in this small country. In 2019, Qatar opened over 20 shopping malls (2020). In Doha, the development work continues, and some projects are close to completion. The Mall of Qatar (MoQ), City Center, Villaggio, Doha Festival, and Tawar Mall present one of the most significant developments in the shopping center landscape in Qatar. These places serve as the best available shopping malls. Zooming in on these statistics shows that the groups of tourists visiting these mega malls are diverse and may have particular sophistication about their shopping destination of choice, such as the UK and Budapest (TripAdvisor 2019). It may have reflected the mall's popularity with shoppers from all walks of life in Qatar, including those in the region, including other customers in the US and Europe. Consumer retail sales and trade patterns in Qatar propose its ranking stands 73rd in the world. It is conceivable that the number of visitors to Qatar's shopping malls may also increase in the future (Surge, 2014).

This research paper contributes to the fresh literature on tourist shopping experiences in Doha mega-malls (Durmaz et al., 2022; Joo et al., 2019; Khajehshahkoohi et al., 2022; Rasoolimanesh et al., 2021). The study addresses the identified literature gap on mega-shopping malls in the context of Qatar. The findings have expanded the generalizability of tourists' revisit intentions. The jumbo shopping mall typically stimulates tourists' revisit intentions due to the broader range of products. For instance, tourists' social interaction and communication with friends, malls enjoyable environment, a wide range of products and services, sales promotions, convenience, and a lovely weather environment (Cohen et al., 2013; Jung et al., 2021; Kim et al., 2023; Lin et al., 2022; Park et al., 2019). These mega-malls characteristics create tourists' satisfaction, joy, and emotional spark, which leads to travel motivation and revisit intention (Kim et al., 2011; Lee et al., 2020; Moosavi Heris et al., 2022; Shim and Santos, 2014; Wen and Huang, 2021). The study formulated its grounds on the implications of the Stimuli-Organism-Response (SOR) theory and explored tourist behavior and their revisit intentions (Abaalzamat et al., 2021; Al-Sulaiti et al., 2021; Hewei and Youngsook, 2022; Hossain and Rahman, 2022; Wu et al., 2021).

In the context of Doha, Qatar, this review study is the first to explore the effects of mega shopping malls that offer technology-enabled facilities for visitors and global tourists. This study has addressed this identified literature gap. It contributes to the body of fresh literature on tourists' experiences in the Jumbo shopping malls that provide state-of-the-art facilities under one roof. This present paper offers valuable insights into bridging the identified literature gaps in the context of mega-malls in Qatar and describes how jumbo shopping malls attract tourists and stimulate their revisit intentions. The study discussed tourists purchasing satisfaction and memorable experiences. The study provides further research directions to focus on the recent trends and transformations in the globalized circular economy regarding tourism consumption, tourists' behavior, and the factors that stimulate tourists to revisit intentions. In addition, future studies can concentrate on the Gulf Region to evaluate the effects of the large shopping malls that provide technology-enabled products and services for their customers. The market of Qatar was worth over 1.2 billion US dollars and ranked seventh in the Middle East and North Africa (MENA) region in 2015 (Alkailani & Abu-Shanab, 2021). Qatar has a young urban population, and residents use technology-enabled products and services that provide valuable advantages to tourists. The present study explores the influence of tourists' motivation, perceived risks, technology awareness, trust in technology-enabled facilities, memorable shopping experiences, and revisits intentions.

Literature review

The literature review aims to achieve two primary goals. The first goal is to familiarize readers with general knowledge and understanding of the main concepts of this study, which are tourism, mega shopping malls, tourists behavior, shopping experiences, and revisit intentions. The review concludes with a critical description and the connection between built concepts with the underlying theory, stimulus-organism-response (SOR). The second goal is to guide the reader through the reading journey, allowing them to understand the research protocol of the present research and how these concepts are connected to exploring tourists shopping experiences and revisiting intentions. Table 1 below shows some of the most cited studies by June 2022.

Table 1 shows the most cited studies in leading tourism and hospitality journals. The studies covered tourists' behavior, shopping experiences, satisfaction, and revisit intentions.

Tourism: Overview and concepts

Tourism has many characteristics that distinguish it from other activities. Tourism is a phenomenon of movement, or temporary travel, carried out by several individuals who belong to different countries. Tourism may be internal in the same region or external from one country to another (Shoib et al., 2021). There are also differences in the time of areas for tourism activities. Several factors influence tourists' behavior. For

TABLE 1 Top 14 most cited articles of all time in hospitality and tourism journals by June 2022.

Journal	Citations	Title	Authors/ year	Study purpose	Article type
Alt	4584	Rethinking authenticity in tourism experience	Wang (1999)	This study conceptually clarifies the meaning of authenticity in totuists experiences.	Concept development / Conceptual
JTR	1311	Development of a scale to measure memorable tourism experiences	Kim et al. (2012)	This study develops a 24- item memorable tourism experience scale.	Qualitative and quantitative empirical/Scale development.
AIR	928	This trip really changed me: Backpackers' narratives of self-change	Noy (2004)	This study explores Israeli backpackers' travel narratives	Conceptual! Explanatory mechanism.
TM	3391	Tourism image, evaluation variables 1 and after purchase behavior: inter- 1 relationship	Bigne et al., (2001)	This study investigates the relationship between, quality and tourist' satisfaction with their	uantitative empirical / Dependent variable
AIR	1220	Tourism information and pleasure motivation	Goossens (2000)	This paper examines experitial aspects of destination choice Behavior.	Conceptual / Explanatory mechanism
TM	3014	Experience quality, perceived value, 1 satisfaction and behavioral intentions 1 for heritage tourists	Chen and Chen, (2010)	This study investigates visitors' experiences with heritage tourism.	Quantitative empirical/ Dependent variable
AIR	1352	The tourist experience: Conceptual developments	Uriely (2005)	This paper identifies four conceptual developments in the study of the tourist experience	Conceptual! Concept development
IM	2332	Towards a structural model of the tourist experience: An illustration from I food experiences in tourism	Quan and Wang, (2004)	This study builds a conceptual model of the tourist exnerience.	Conceptual / Concept development
TM	1592	Destination attachment: Effects on 1 customer satisfaction and cognitive, 1 affective and conative loyalty	Yuksel et al., (2010)	This study explores the role of attachment in predicting satisfactory holiday experiences and destination _ . 19.1.41Sr.:	Quantitative empirical / Dependent variable
TM	1342	Virtual reality: Applications and 1 implications for tourism	Guttentag (2010)	This paper explores primary uses of virtual reality within tourism.	Conceptual Explanatory Mechanism
AIR	1334	tourist satisfaction a cognitive-affective model	del Bosque and Martin (2008)	This study explores affective and cognitive psychological processes in 1i empirical / the consumer psychology of 1 Dependent variable tourism.	Quantitative empirical/ Dependent variable
TM	1871	The destination product and its impact on traveler perceptions	Murphy et aL (2000)	Thus paper identifies two sub-components of a destination product experience	Quantitative empirical/ Dependent variable
ALT	1486	Exploring the essence of memorable tourism experience	Tung and Ritchie (2011)	This study explores the nature of memorable experiences based on psychology research.	Qualitative empirical/ Dependent variable
UHM	837	What can big data and text analytics tell us about hotel guest experience and satisfaction?	xiang et al., (2015)	This study explores the utility of big data analytics to bettter understand the association between hotel guests"experiencees and satisfaction	Quantitative empirical\dependent variable

instance, the country's laws visited by the tourists, the desire to stay, and the extent of the country's influence matter. Tourism attracts visitors to reside/stay as long as possible. The money factor is also critical, which may influence the length or shortness of the tourism period (Kristiana et al., 2021). The tourist is considered an essential factor in raising the general income level of the country because he is viewed as the consumer of the host country. Travel is often for rest, entertainment, and self-entertainment, the so-called satisfaction of psychological needs. Tourism is also vital in strengthening relations, friendship, and understanding between peoples of different countries. Tourism provides many benefits for both tourist destinations and reception sites. It represents one of the crucial industries contributing to boosting the state's income and the private sector and helps the tourism industry find plenty of job opportunities in many fields such as hotels, car rental offices, restaurants, souvenir shops, service stations, and others.

Tourists

The tourist definition describes "any person who travels from his place of residence to another place for some time no longer than 12 months, provided that the purpose of travel is not financial gain." (2021). It explains that each tourist is a traveler, but not each traveler is a tourist. In 1953, the United Nations Statistical Commission defined visitors as "Non-residents who intended to stay for a year or less without practicing a profession in the country they live in."

(2021). The United Nations Conference on Kinetic Travel Facilities held in 1954 reached the definition of a tourist as follows. "Every person without distinction of race, gender, language or religion enters the region of a state party to an agreement other than the country where he used to reside. The tourist stays for a time of no less than 24 h, more than 6 months, and that within 12 months for legitimate purposes other than immigration" (2021).

The tourist behavior

Concerning the tourist concept, tourists are also considered customers when visiting shopping malls. Understanding the concept of "customer" is the boss. A customer is defined as "a person who buys goods or services for money." (Datta 2016). It is worth noting that a customer usually does not have a long-term relationship with the business from which he buys goods and services. A company, organization, or country characterizes a customer as a person or business that purchases goods or services produced. The terms "customer" and "consumer" are almost synonymous, as customers are defined by their purchase of goods or contracts for services, consumers or end-users. Since the term is commonly used, the customer is the final consumer of the product. Consumer behavior is "the process of collecting, organizing and processing information about purchasing decisions while comparing products and services".

It is also defined as "The set of behaviors that occur by individuals, and it is related to purchasing goods and services and the decision-making process. Individuals need to search for product information, compare them, and talk to sales staff". The stages of consumer behavior involve looking for, acquiring, using, appraising, and organizing products and services. Juvan, Omerzel, and Maravić (2017) stated that consumers want to maximize the benefits versus the time spent in the purchase process. Several factors influence the consumer's behavior, including but not limited to social, cultural, psychological, personal, and economic. Peter and Olson (2002) defined a model to study tourist behavior by focusing on the flow of information. The latter authors stated that consumer behavior is a cognitive approach where consumers rationally solve their problems. (Erasmus et al., 2001) cited that to study consumer behavior. It is essential to consider the situations and products. Their model includes assessing the risk in the decision-making process before the purchase and identifying all the steps that will occur afterward.

Tourist shopping behavior

Tourist behavior expresses the sightseer's behavior as "the result of his reaction to the external environment, such as his satisfaction, desire or taste, as well as his behavior related to the desired activity" (Juvan et al., 2017). Another definition defines it

as "Tourist behavior in the context of consumer behavior in the purchase, uptake, and abandonment of tourist services" (Vuuren and Slabbert 2011a). Tourism behavior explains the definition as "all direct and indirect behaviors, carried out by tourists. It starts from thinking of leaving his place of residence for some time, more than a day and less than a year. By determining the time, method, and means of his travel, and returning to his actual place of residence to adapt, harmonize and deal with the requirements of the environment, and finally, the return accompanied by consent or not (Vuuren and Slabbert 2011b).

In addition, to put it simply, the tourist's behavior indicates the behavior produced by the internal or external stimuli when the tourist is looking for, buying and using tourist commodities, and he expects to satisfy his own needs and desires based on available purchasing capacity. It shows that the behavior of tourists may vary according to their characteristics and types. Nonetheless, following the emergence of the field of scientific research, researchers' interest in studying behavior in general and tourist behavior, in particular, has increased in the late 19th and early 20th centuries. On the other hand, behavior does not refer to individual behavior. The relationship between the individual and the group is that his responses are different from other people's responses, different from other ages, cultural and economic factors control general behavior patterns, especially the behavior of tourists, control distinct aspects of tourists' behavior (Prayag et al., 2017). On the other hand, the behavioral practices employed by individuals and groups are not random in expression but are embodied in the structural framework that guides them.

The tourist purchasing process

First, it should be agreed that tourist behavior is inseparable from human behavior and is an integral part of consumer behavior. However, the behavior of tourists has characteristics derived from the nature of tourism services (Wong and Wan 2013; Cherryand and Producer 2020). The same factors and pressures that influence consumer behavior in general also affect this behavior. Whether these factors are psychological, external, or marketing, make the process of interpreting the behavior of the tourist consumer. The study explores how tourists decide to book hotel services, and choose a particular tourist destination from the complex issues, due to the overlapping and intertwining of influencing factors (Fowler et al., 2012). The advantages of distinguishing tourism and hotel services are directly reflected in the demand patterns of tourists and the diversity of participants involved in purchasing decisions, resulting in complex and diverse behavior patterns and the variety of travel patterns. Travel consumers have apparent behaviors when requesting travel products, services, or items, which often lead to the same satisfaction (Swarbrooke and Horner 2007; Mosalev 2020). This preference is the so-called purchasing behavior of

travel consumers, which can be predicted in several ways, such as by observing or recognizing behavioral patterns and their various applications.

- Definition of Decision: The word-final decision means the will of the decision-maker about what to do and what not to do to reach a specific situation and to a specific and final outcome. The decision can also be defined as the optimal alternative chosen by the decision-maker from among the available options to solve a problem (Jaakkola 2007).
- Purchasing Decision: The purchase decision is defined as the decision of the potential buyer to purchase a good or service in order to satisfy a need or achieve a desire, after judging the characteristics of the offer (Yuksel, 2007a).
- The purchasing decision-making process for the tourist consumer: The purchasing decision-making process is generally defined as the procedure through which consumers collect information, analyze it, and choose between alternatives. It is also known as a set of coordinated measures that are taken to meet the needs (Yuksal, 2007b).

Based on the above arguments, the purchase decision process can be defined as the purchase of tourism consumers is a rational process and rational behavior, and tourists follow logical steps to choose the most suitable tourism destination from the available alternatives. Under the environment and surrounding conditions, according to the income, for tourism and leisure experience, travel outside the original place of residence, tourism and leisure life (Lee et al., 2020).

Shopping malls

The culture of the shopping center has become a vast business sector in our world today, as, within these centers, a large number of stores offer the public many products and services (Garcia-Milon et al., 2020; Liu et al., 2022; Shim and Santos, 2014; Tan and Ooi, 2018; Vu et al., 2022). In 1928, The Arcade Providence opened in Rhode Island. This building introduced the concept of a shopping center to the United States for the first time. However, the idea was not new if one took into account the Grand Bazaar of Isfahan, and this multi-store has been in operation in Iran since the 17th century and is beginning the history of malls so to speak (2019; Mehdipour and Nia 2013). Since ancient times, the cities have been known for their markets, where all social classes meet. People's values, customs, and traditions are reflected, so the Arabs have been known since ancient times for the marketplace, the arena of poetry and rhetoric, not just trade and exchange of interests. Despite its modernity, the commercial center has become one of the most prominent landmarks of the

contemporary city and one of the most attractive places for its inhabitants. However, the role these centers play in shaping the fabric of urban life remains the subject of criticism and debate (Moosavi Heris, et al.2022; Shim and Santos, 2014; Kokaili 2010; Chen et al., 2020).

Purpose and objectives of malls

Past studies have investigated and identified three types of objectives for shopping malls, such as economical, humanitarian, and cultural (Kim et al., 2011; Lloyd et al., 2011; Park et al., 2019; Moscardo 2004; Lehew and Wesley 2007; Wongkred 2017), as given below:

- Economic Objectives: When such a project is successful and developed, it mainly benefits the project owner as they achieve desirable returns. These projects benefit the entire country as they contribute to the domestic economy and exist in major centers. Malls attract tourists when it is close to hotels and tourist attractions.
- Humanitarian and Social Goals: Serving residents and tourists of the city, these centers bring together all buyers' needs under one roof, thus saving buyers energy and time and gaining psychological comfort. Such programs also help hire unemployed workers and employees.
- Cultural Objectives: The business center is not anyone's patent. All levels of society people have access to these large shopping malls. Whether the buyers are from the general public, educated, young people, or adults, this leads to the conflation of the educated class with the public, thus raising the general cultural level of the country. Commercial centers are considered attractive for foreign tourists with different cultures and customs. Therefore, the mix of foreign tourists may affect citizens' general culture and provide all requirements for buyers and their sources, thereby increasing citizens' culture.
- Mega Malls must facilitate a set of attributes to be considered worth visiting by shoppers. Authors such as (Prayag et al,2017b; Asadifard 2019; Wongkred 2017; Yuksel 2007a).

Many foundations must be taken into account when establishing these shopping malls. Table 1 summarized it as follows.

Table 2 shows characteristics and description of the shopping malls for tourism.

Malls and the tourist experience

As stated previously, the studies specific to Mega Malls' impact on the tourist experience are lacking (Jung et al., 2021;

TABLE 2 Characteristics and description of the shopping malls for tourism.

Characteristics	Description
Location and Accessibility	The mall should be located in a business center, or areas near stations, intersections, near a highway, or near residential areas or tourist attractions. It should be taken into account that visitors to the mall use their cars
Reserve area	Reserve area designated for future expansion
Protection zone	A protection zone is an afforestation area that protects from wind and noise in the first place
Facilities and Spaces	Supermarkets shall contain trading and display halls, restaurants, cafes, children's games, banks, administrative offices, post offices, and communications offices
Natural Lighting	Natural lighting must be introduced into the mall to give a pleasant feeling to the surrounding atmosphere, and to achieve this, open interior skylights work through the floors, which increases ventilation and lighting
Infrastructure	HVAC and alarm installations are taken into consideration in the initial study of this type of project because they have a significant impact on this type of design and construction

Kim et al., 2023; Lin et al., 2022; Mehdipour and Nia, 2013; Wu et al., 2021). Most past studies focused on the shopping experience in general and did not link it directly to the mega-malls (MMs) attributes (Cohen et al., 2013; De-Juan-Vigaray et al., 2021; Durmaz et al., 2022; Kim et al., 2023; Ramesh and Jaunky, 2021). A few studies now focus on shopping malls such as (Kim, 2010; Peter and Anankumar, 2016; Amin et al., 2020). Many of the tourist experience and revisit intentions studies used SOR as a grounding theory along with other supporting approaches, including Memorable Tourist Experience (MTE) and the Tourist Shopping Experience (TSE) (Peter and Anankumar 2016; Jeong et al., 2020; Tian et al., 2021). Outside the tourism realm, many studies linked SOR to the shopping experience and online shopping experience (Othman et al., 2016; Bigne et al., 2019; Chen et al., 2020; Lee and Min, 2021).

Mega shopping malls attributes

In the study of (Peter and Anandkumar 2016), the SOR model was used to measure the level of tourists' satisfaction concerning shopping in the locations included in the Dubai Shopping Festival (Hewei and Youngsook, 2022; Jung et al., 2021; Liu et al., 2022; Tavitiyaman et al., 2021; Wu et al., 2021). Dubai Shopping Festival (DSF) promotes various shopping locations, including shopping malls (Bayih and Singh, 2020; Durmaz et al., 2022; Joo et al., 2019; Rasoolimanesh et al., 2021; Zaman and Aktan, 2021). The authors had different convenience attributes for six shopping malls and places, including mall amenities, mall services, staff services, product prices, and product range. The characteristics also included physical features in the malls such as decor, air conditioning, cleanliness, spaciousness, and safety procedures (Peter and Anankumar 2016). The study concluded that malls' attributes, mall atmosphere, safety, mall amenities, product range, and staff service positively influence overall tourists' shopping experience (Hu et al., 2022; Jung et al., 2021;

Khajehshahkoohi et al., 2022; Kim et al., 2023; Zhang et al., 2019). However, it is not easy to generalize the findings of this study because the criterion of tourists' choice remained unclarified, and tourist types remained unidentified. In addition, the study did not use any moderators and did not classify the variables under the different elements of SOR. The study focused on the overall shopping experience concerning the physical attributes of the shopping locations. It did not go beyond that by explaining the impact of that on revisit intentions.

The tourist shopping experience

There is a great diversity and complexity in the motives. It can influence the decision of the tourist or consumer to buy. Reasons are challenging to define and deal with in marketing research due to their limited practical applications (Cinjarevic et al., 2017). Essentially, research into motives focuses on transaction motives, usually related to the reasons that drive consumers to shop from a particular store (Sundström et al., 2014). For example, consumers' motives can be divided into price attractiveness, ease of use, and service quality, among many other motives (Kinley et al., 2015). The motive is the stimulus or the internal motivator that pushes the consumer to satisfy a specific need (Nunthiphat 2017). Thus, motives are related to the existence of goals, given that goals may be positive or negative and high or low. Still, in all cases, the need must reach a sufficient level of urgency to be considered a motivator (Cinjarevic et al., 2017). Sometimes the requirements may be latent (unmotivated) and therefore not a driver of consumer behavior. The sources of stimuli may be endogenous (such as feeling hungry), situational (such as watching an advertisement for a Big Mac sandwich), or psychological (just thinking about food can cause feeling hungry (Boulhosa and Casais, 2019; Çavusoglu et al., 2021).

Tourist perceived value

The study of Choi et al. (2017) examined the influence of trust in a shopping destination on the value of that destination as perceived by tourist shoppers. The study used Shopping Destination Trust (SDT) and the Multidimensional Perceived Value (MPV) theories to support its objectives further. The study used gender as moderating effect among the shoppers; however, it was clearly distinguished in the results section why this choice was made without proper justification of such a choice. This study was limited to a single geographic area in one shopping center in Hong Kong without a clear explanation of the selection of the center. It is important to mention also that gender was used only on one variable. Other attributes such as income were not used or mentioned (Choi et al., 2017). In his study (HKIS, 2017), Prayag tested an integrative model linking tourists' emotional experiences, perceived overall image, satisfaction, and intention to recommend the shopping destination. The study focused on the tourist experience in general without specifying the tourist type or interests. The study Lacked demographic data about the tourists in the study context and used a small sample of 77 participants only, making the results hard to generalize (Prayag et al., 2017).

The tourist revisit intentions and shopping experience

In tourism studies, the behavioral intention of the tourist is an essential concept for understanding the choice of tourism products and the future motives for the tourist's behavior (Hunkoo and Ittoo, 2013; Shen, 2016). Discussing the tourist's behavioral intentions means the future, expected, approved, and planned behavior. That is, there is an intention to prepare to perform a specific behavior, that is, the basis for actual conduct. People who have a stronger intention to activate an overt behavior are more likely to achieve it (Amin et al., 2020). Behavioral intentions represent self-instruction to perform specific actions or to obtain particular results. The concept of the tourist's behavioral intentions refers to the planned future behavior of the tourist as an indicator of his actual expected behavior according to previous assessments of the tourist destination. Researchers have reviewed tourism studies and research. They have shown that the issue of tourist's behavioral intentions is an essential topic in the field of academic research, as many researchers have adopted multiple dimensions in their studies, such as re-visiting, loyalty, and the desire to recommend to others through the positive spoken word (Chen and Chen, 2010; Amin et al., 2020).

In the study of Chen et al. (2020), a measure for the mechanism of MTEs, fun, and revisit intentions of outbound Chinese tourists was conducted. The study used memorable tourism experiences (MTEs) and Stimulus Organism Response

(SOR) to examine its objectives and used SEM approach to perform the quantitative research. The study found that satisfaction associated with the shopping experience might encourage the revisit of the destination. However, the study was not cross-cultural; it focused only on one of the Chinese nationals. In addition, the study did not include culture and habits; it was limited to the psychological factors that affect MREs (Chen et al., 2020).

Stimulus organism response

After reviewing various previous studies from the tourism realm, tourist behavior investigations, and the shopping industry, several theories were checked. Most of those theories discuss and present somewhat similar variables and concepts in this study. Some of the theories reviewed are used to examine the overall tourist behavior. For instance, the Economic Theory of Tourist behavior (Tyrrell and Johnston 2006; Song et al., 2012; Mosalev 2020); the Instinctive Theory of McDougall could limit the evaluation of tourist behavior to emotional responses and emotional stimuli (Cherry 2020). The Memorable Tourism Experience (MTE), which is widely, used in tourist behavior studies; however, it often generalizes the tourism experience to the entire visit and not to a specific aspect (Chen et al., 2020; Kim et al., 2020). On the other hand, the Stimuli-Organism-Response theory is widely used in retail studies for traditional shopping experience reviews as a review tool for consumers' purchase decision-making processes and behavior (Othman et al., 2016; Bigne et al., 2019; Jeong et al., 2020). It is also extensively used in online shopping behavior and how people are driven for online purchases using various variables and moderators with a prime focus on the convenience of online shopping and the ease of use of those websites (Zimmerman 2017; Bigne et al., 2019; Sarılgan et al., 2022; Talwar et al., 2022). The flexibility of this theory and its ability to obtain various variables–often used in different supporting theories–is the reason for choosing it as the grounding theory in this study. Table 3 below explains the variables selected for this study and their positioning within the SOR model.

Methodology

The methodology of this review study consisted of a comprehensive search strategy of the past review that identified and collected studies related to tourists shopping experiences in mega shopping malls, their satisfaction, and revisit intentions. The study collected various theories associated with this research topic and the SOR theory's main implications. This study involved three experts in the tourism field. The study used the keywords tourists' shopping experiences, satisfaction, joy, shopping malls, and revisit

TABLE 3 SOR Theory elements.

SOR Element	Variables	Authors
Stimuli	Social Interaction	Fairhurst, 2009; Moon et al., 2017; Chen et al., 2020; Peter and Anankumar, 2016
	Entertainment	Aqeel et al., 2021a; Howard and Stobart, 2018; Amin et al., 2020, Moon et al., 2017; Jeong et al., 2020
	Atmosphere	Peter and Anankumar, 2016; Kim, 2010; Amin et al., 2020
	Design and Décor	Zimmerman 2017; Peter and Anankumar, 2016
	Location	Peter and Anankumar, 2016; Kim, 2010; Kim et al., 2020
	Accessibility	Guttentag, 2010; Zimmerman, 2017; Tian et al., 2021
	Diversity of Products	Kempat et al., 2020; Nopnukulvised et al., 2019
	Services	Nopnukulvised et al., 2019; Zimmerman 2017; Chen et al., 2020; Othman et al., 2016
	Promotions and Sales	Aqeel et al., 2021b; Kim et al., 2020; Rasoolimanesh et al., 2016; Shen, 2016
	Weather Conditions	Introduced for the first time in this study
Organism	Joy and Arousal	Peter and Anankumar 2016; Zimmerman 2017; Othman et al., 2016
	Pleasure	Othman et al., 2016; Choi et al.,; Amin et al., 2020
	Emotional Involvement	Bigne et al., 2019; Jeong et al., 2020; Chen et al., 2020; Prayag et al., 2017a
	Satisfaction	Othman et al., 2016; Zimmerman, 2017; Peter and Anankumar, 2016
Response	Revisit Intentions	Kim, 2010; Kim et al., 2020; Bigne et al., 2019; Jeong et al., 2020

TABLE 4 Most cited journals (Hospitality and Tourism).

No.	Journal name	Citations
1	Annals of Tourism Research	8,829
2	Current Issues in Tourism	1,445
3	International Journal of Contemporary Hospitality Management	1736
4	International Journal of Hospitality Management	3,441
5	Journal of Destination Marketing and Management	1,365
6	Journal of Hospitality Marketing and Management	440
7	Journal of Hospitality and Tourism Management	244
8	Journal of Hospitality and Tourism Research	787
9	Journal of Travel and Tourism Marketing	2,249
10	Journal of Travel Research	4,046
11	Journal of Vacation Marketing	73
12	Tourism Management	11,722

intentions when formulating the literature review research strategy in the various electronic databases. Theories included the SOR theory (Stimuli-Organism-Response), and the theory of planned behavior, as a grounding theory, along with other supporting theories, such as Memorable Tourist Experience (MTE) and (Tourist Shopping Experience (TSE) (Peter and Anankumar 2016; Jeong et al., 2020; Tian et al., 2021). Outside the tourism realm, many studies linked SOR to the shopping experience and online shopping experience (Othman et al., 2016; Bigne et al., 2019; Chen et al., 2020; Lee and Min, 2021). In tourism research, scholars have applied the SOR model in many past studies. More specifically, the past studies' model used this theory's implications to examine human behavior that focuses on pre-tour, during-tour, and post-tour tourists' behavior. Research studies applied the SOR theory for tourism

planning and intentions research (Kim et al., 2020; Lee and Min 2021; Tian et al., 2021).

In the next step, the study adapted selected keywords and transformed them to apply Boolean phases. It included: ("SOR," or "Stimuli-Organism-Response," or "TSE," or "Tourist Shopping Experience," or "Memorable Tourist Experience," or "MTE," or "shopping experience," or "tourists satisfaction," or "shopping malls" or "revisit intentions" or "reasoned action" or "TRA" or "theory of reasoned action." The search of this review utilized mainly five primary databases (Web of Science™, Dissertations; ABI/INFORM; EBSCOhost™; PubMed, and SCOPUS™). The study engaged three experts and a librarian and reviewed the overall search procedure independently. The review conducted ancestral searches and screened the reference lists by including, excluding, and examining omitted studies. This review study used past previews and systematic literature reviews (Thaivalappil et al.,

2018; Campbell et al., 1998; Egan et al., 2007; Medeiros et al., 2011; Young et al., 2018; Kim et al., 2012; Viator et al., 2015). This review also utilized additional references for identifying more related studies. Besides, study used searches based on online Boolean phrase, and conducted manual reviews by using leading journals. It included reference lists, such as Tourism Management, Annals of Tourism Research, and Current Issues in Tourism, Cornell Hospitality Quarterly, and International Journal of Contemporary Hospitality Management. Similarly, International Journal of Hospitality Management, Journal of Destination Marketing and Management, Journal of Hospitality Marketing and Management, Journal of Hospitality and Tourism Management, Journal of Hospitality and Tourism Research, Journal of Travel and Tourism Marketing, Journal of Travel Research, Journal of Vacation Marketing and some other journals. We contacted the authors and requested any unpublished data or missing variables. Table 4 shows the most cited journals (Hospitality and Tourism).

## Inclusion and exclusion criteria

This review study set inclusion and exclusion criteria based on the review keywords. First, we identified the initial studies pool with study titles, abstracts, and keywords and evaluated the content of the selected studies. The study set the inclusion criteria specified that chosen studies must include tourists shopping experiences, travelers' satisfaction, mega shopping malls' products, services, and joy. Again, modernized and well-equipped mega shopping malls stimulate tourists' revisit intentions due to modern facilities. For instance, tourists' social interaction with friends, enjoyable atmosphere, a wide range of services, sales promotions on various products, purchasing convenience, and a good weather environment. The mega shopping malls' features produce tourists' satisfaction, happiness, and emotional spark that help motivate tourists to travel and revisit intentions. The selected studies under investigation report at least a direct measure of tourists shopping experiences, satisfaction, joy, revisit intentions, and perceived behavioral control. It should indicate the SOR or TPB constructs, and tourists revisit intentions within studies results. This review study excluded those studies (Soon et al., 2012; Viator et al., 2015; Young et al., 2020) that examined demographic factors only (Ball et al., 2010). This review study evaluated the inclusion and exclusion procedures after initial screening by involving independent experts in this research field. This screening helps identify and exclude duplicate studies due to various databases. Experts help investigators understand the differences between the inclusion and exclusion procedures and resolve these problems through discussion sessions. The investigators contacted the authors in case of missing data to gain more information on constructs and measures.

This study developed the PRISMA framework (Moher et al., 2009) for systematic review and meta-analyses, a minimal, evidence-based set of items designed to assist scientific researchers, authors, and scholars in reporting extensive systematic reviews in the field of social sciences and business administration. PRISMA emphasizes how investigators can safeguard transparent and comprehensive reporting of such review studies. PRISMA provides the reproducibility of the systematic literature reviews. Therefore, investigators must identify their research objectives, answer research questions, and state keywords with the inclusion or exclusion criteria. In the review stage, investigators searched for relevant and deleted irrelevant review studies. Researchers then analyzed selected studies according to predefined categories.

This study adopted the current framework in the domain of tourism and hospitality (Booth et al., 2020; Papavasileiou and Tzouvanas, 2020). The framework comprises four successive steps: screening, identification, eligibility, and inclusion in the review study. The first phase is the identification that denotes the items and databases associated with the review study topic. The second phase refers to the screening procedure to narrow down selected items and remove duplicate articles. The third phase describes the eligibility criteria of the studies that explain the criteria for inclusion or exclusion of the articles. The final and fourth phase aims to address items included in the review study sample and subject to qualitative or quantitative analysis. The PRISMA framework application helps ensure the study selection and additional analysis of selected articles are transparent and offer a reference point for other researchers in the field of social sciences (Booth et al., 2020). Investigators explored studies at multiple bibliographical databases, such as Scopus, and Web of Science, to perform a bibliometric analysis (Rodríguez-López et al., 2020). Databases, including Scopus, Google Scholar, ProQuest, and Web of Science (WoS), are helpful search pools for bibliometric analysis (Murgado-Armenteros et al., 2015; Zupic and õCater, 2015). With over 100 years of traceable comprehensive coverage history and more than a billion cited reference links, the Web of Science database (WoS) can confidently offer to search the complete citation network in the research field of social sciences and business administration. Researchers widely adopt this database in marketing (Lacka et al., 2020) and the hospitality and tourism sectors. Therefore, this review study considered WoS an appropriate source of information to collect studies related to the topic (Fu et al., 2019; Rodríguez-López et al., 2020).

This study extracted studies related to customer experiences and entered "experience" as the keyword, and received 1,286,870 studies, book reviews, and book chapters as of 30 May 2022. The study limited the articles to 5,072 by following the Web of Science categories, such as tourist experiences, shopping malls and revisit intentions, tourism, hospitality, and leisure. This approach was suggested by past studies conducted by Fu et al. (2019) and Rodríguez-López et al. (2020). A study conducted by Hall (2011) reported that scholarly research articles

FIGURE 1
It shows the PRISMA framework.
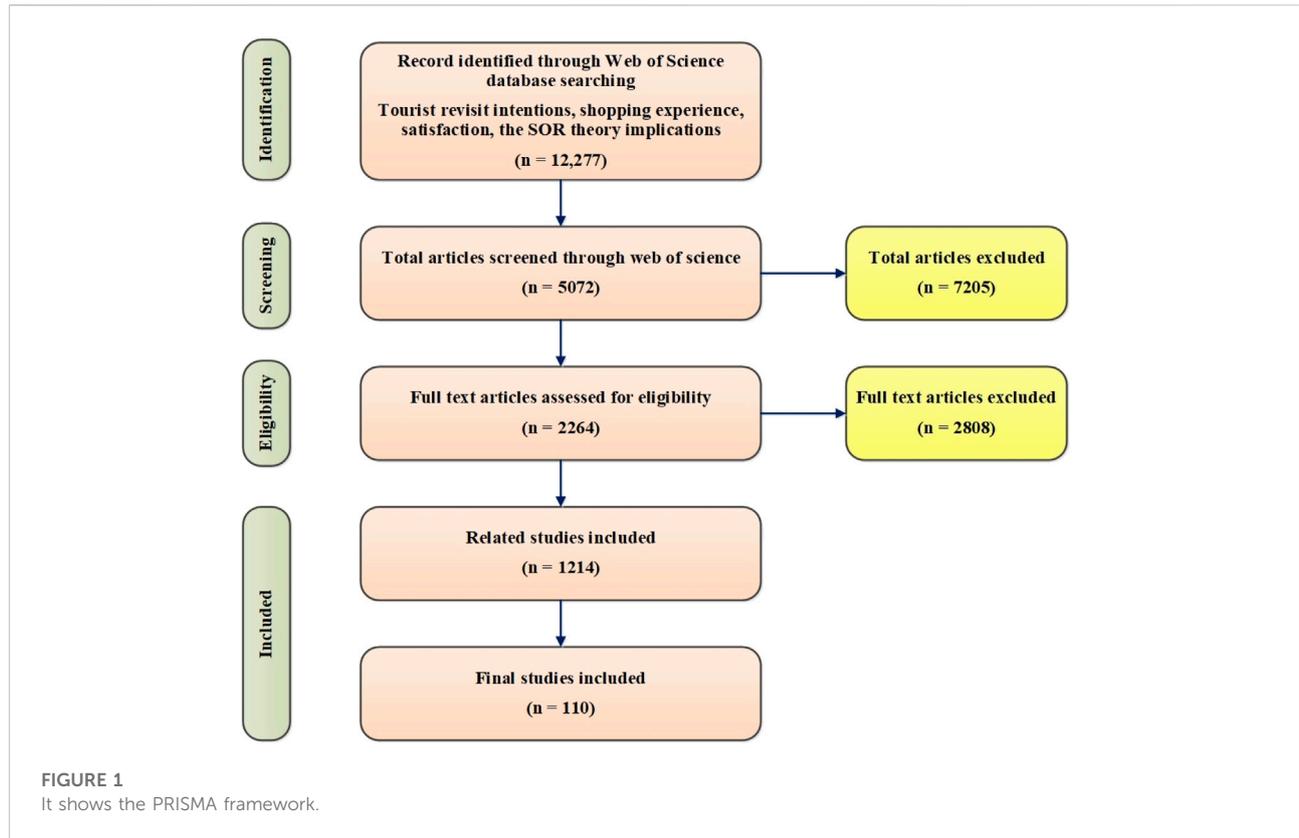
published in the journals greatly represent the knowledge related to tourism and hospitality. Journals are the key platforms to produce, disseminate and rank knowledge types. Scholarly research articles published in the journals significantly represent the knowledge related to tourism and hospitality. Journals are the key platforms to produce, disseminate and rank knowledge types. This review study limited the analysis based on journal papers ($n = 5,072$). Although early tourism and hospitality research studies examined the concept of "experience." Past studies (Cohen, 1979; Oliver, 1980), Pine and Gilmore (1998) have introduced the idea of the experience in their seminal article that established an essential basis upon which understanding of tourist experiences in hospitality and tourism depends.

The study used multiple criteria, such as Web of Science, h-index, Journal and Country Rank, SCImago, and SSCI (Social Science Citation Index) (McKercher, 2008; Tung and Ritchie, 2011). This review study collected studies based on tourists experience, shopping malls, tourist satisfaction and revisit intentions from leading journals of hospitality and tourism. The journals are Cornell Hospitality Quarterly, Tourism Management, International Journal of Hospitality Management, International Journal of Contemporary Hospitality Management, Journal of Hospitality Marketing and Management, and Journal of Hospitality and Tourism Research. Other six top-tier tourism journals include Annals of Tourism

Research, Current Issues in Tourism, Journal of Travel and Tourism Marketing, Journal of Destination Marketing and Management, Journal of Travel Research, Tourism Management, and other hospitality and tourism journals, such as Journal of Hospitality and Tourism Management and Journal of Vacation Marketing. These top journals publish articles related to tourists' experiences and revisits' intentions. This review study excluded 7,205 articles after completing the screening process, and the remaining articles were evaluated for eligibility criteria. In the evaluation process, the investigators manually checked the selected research articles to ensure their topics were relevant to the study topic. For instance, the study included papers covering tourist satisfaction, tourists' behavior, shopping experiences, and revisit intentions and excluded other papers out of the scope of this study's topic. This review study analyzed each paper's title, abstract, keywords, and content to decide the article's eligibility for inclusion (Moher et al., 2009). After screening, each phase of the review articles was performed with great care to ensure the study's objectivity. Thus, this study included 1,214 research papers after removing duplicate articles and studies that could not meet the inclusion criteria. Figure 1 shows the research papers meeting inclusion and exclusion criteria in multiple screening phases. The flowchart adheres to the PRISMA framework's guidelines with some necessary minor changes to fit the objectivity of this review study (Moher et al., 2009).

FIGURE 2
Evolution of publications in leading journals.

FIGURE 3
Publications by leading journals.
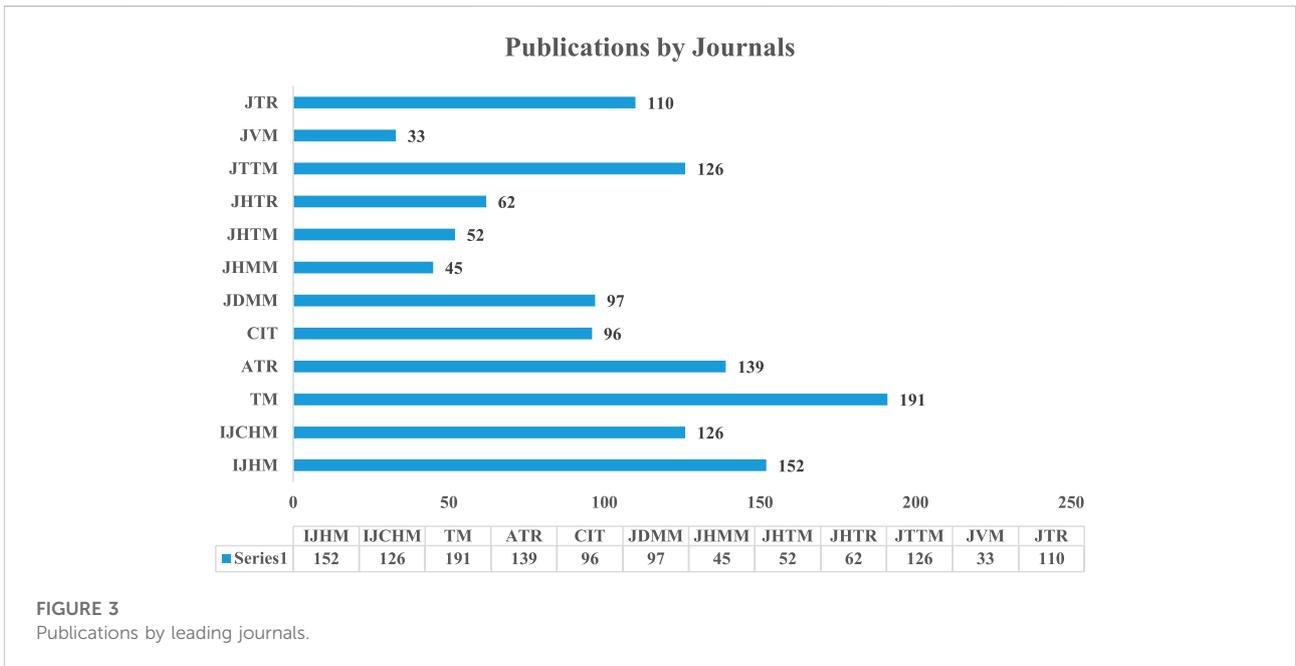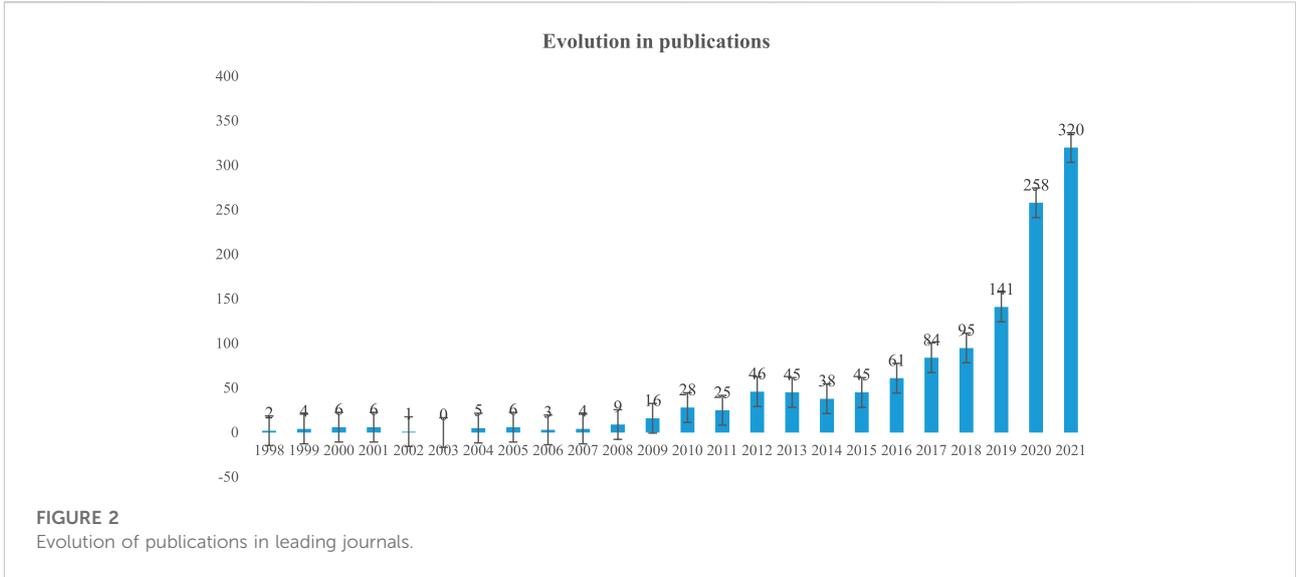
Results

Papers published in the selected journals by year

Figure 2 shows a number of articles published in the selected journals from 1998 to June 2021 related to tourists' experiences in the tourism and hospitality field. The analysis shows that research articles related to the topic chosen increased significantly over the years. These journals published just 3.7% of the research papers from 1998 to 2008. However, journals published most of the research

papers (96.3%) from 2009 to 2021. Besides, the selected journals published 46.30% of research papers from January 2019 to June 2021.

Publications by leading journals

It shows the number of publications investigating consumer and tourists' experiences, cross-referenced from 1998 to 2021 in the selected journals. Tourism Management (TM) published 191 articles (15.31%), IJHM published 152 articles 12.18%), ATR published 139 papers 11.14%, JTTM published

126 research articles (10.10%), IJCHM published 126 articles (10.10%), JTR published 110 articles 8.81%, CHQ published 19 articles (1.52%) and CIT published 96 (7.69%) research papers. Figure 3 shows the number of publications by leading journals.

Most cited papers: Papers citation analysis

Table 3 shows the most cited papers by June 2021 in the selected top journals. These citations come from the leading journals' published research papers that explain a diverse scientific knowledge related to tourism and hospitality journals. Tourism Management is the most-cited journal with ($n = 11,722$) citations. Similarly, the Annals of Tourism Research (ATR) is the second most cited journal ($n = 8,845$), and the Journal of Travel Research is the third most-cited journal with 4,046 citations. Amon the selected journals, the top 4 remained the most cited (76.90%), as reported in the table above. These leading journals are the most influential outlets in the field of tourism and hospitality.

Discussion

The present review applied PRISMA framework (Moher et al., 2009) to conduct systematic review, a minimal, evidence-based set of items intended to support investigators in reporting extensive systematic reviews in the field of business administration. The PRISMA framework describes how researchers safeguard transparent and inclusive report of review studies. The PRISMA models offer systematic literature reviews reproducibility. Consequently, scholars need to recognize research objectives, answer research questions, and narrate keywords by describing inclusion or exclusion criteria. In the review stage, researchers search for relevant and delete irrelevant review studies. In the next step, thy analyzed the chosen studies according to predefined categories.

This research paper examines how technology-enabled mega-malls shopping environment, cultural, emotional, and social factors influence tourists' sustainable revisit intentions in Doha, Qatar. This research paper examines how pleasant tourists' shopping experiences in mega shopping malls influence tourist behavior. Big shopping malls offer a technology-enabled products and services that provide pleasant environment with a broad range of technology-enabled products and services that attract local and global tourists to Doha, Qatar. Mega-malls stimulate tourists' revisit intentions with state-of-the-art attributes, such as social interaction with friends, pleasant atmosphere, a wide range of products and services, sales promotions, convenience, and a lovely weather environment. These mega-malls characteristics create tourists' satisfaction, joy, and emotional spark, which leads to travel motivation and revisit

intention. Some studies have raised environmental protection concerns as tourists' fluent visits pose enormous challenges of accommodations, room availability, and traffic problems at the tourist destination.

Mega-malls' shopping environment provides technology-enabled products and services. Mega-malls create a spirit, excitement, tourist destination attractions, and stimulate to visit friends. Thus, various factors influence tourists' behavior, such as their preference for natural and historical destinations, facilities at tourist destinations, infrastructure, safety, affordability, comfort, and sociocultural factors. Past literature widely investigated tourists' experiences and revisit intentions. Despite many analytical studies related to tourists' experiences, the literature demonstrates little evidence of tourists' shopping experiences in mega malls that lead to revisiting tourist destination choices. This narrative research paper explores how mega shopping mall attributes influence tourists' behavioral intentions in the mega shopping mall environment that satisfies them for revisiting intentions in the future. As mentioned earlier, there is a lack of research specifically on the impact of large shopping malls on visitor experiences and revisit intentions. Most previously reviewed studies have focused on the general shopping experience and have not directly linked it to the attributes of large shopping malls. Some studies target shopping malls' characteristics and impact on tourists' revisit intentions (Kim 2010; Peter and Anankumar 2016; Amin et al., 2020). Many tourist experiences and revisit intentions studies used the implications of the SOR theory. It is a grounding theory with other supporting theories, including Memorable Tourist Experience (MTE) and the Tourist Shopping Experience (TSE) (Peter and Anankumar 2016; Jeong et al., 2020; Tian et al., 2021). Many studies linked SOR theory to the shopping understanding and online shopping experience outside the tourism realm (Othman et al., 2016; Bigne et al., 2019; Chen et al., 2020; Lee and Min 2021).

The research review related to mega-mall shopping experiences, tourists' traveling, and shopping describes travel behavior research. The literature lacks the mega-mall shopping behavior studies that show tourists shopping satisfaction and revisit intentions (Peter and Anankumar 2016; Ponsignon et al., 2020; Prayag et al., 2017), such as general tourist experiences, and tourists' emotional responses (Yuksel 2007b; Choi et al., 2017; Prayag et al., 2017). An earlier study explained that items and variables of the model explore the linkage between tourists' revisit intentions and their mega-mall shopping experiences that typically vary by hedonic values (Ponsignon et al., 2020) to personal attributes (Yuksel 2007). Besides, some studies reported that tourism destination image is also vital to attract tourists (Kavaratzis and Hatch 2013; Garcia-Milon et al., 2020). Therefore, looking at previous research pools, the literature indicates that scholars have not investigated the influence of mega shopping malls on tourist shopping behavior and revisit intentions. The existing research briefly and partially uses studies

such as tourism behavioral intent (TBI) (Amin et al., 2020), the experience theory, planned behavior theory (PBT) (Asadifard 2019), and memorable tourism experience (MTEs) (Chen et al., 2020).

The current challenging crisis has affected business activities; including tourism companies worldwide (Ge et al., 2022; Yu et al., 2022; Zhang et al., 2022). The pandemic has greatly influenced individuals' emotions and developed stress (Aqeel et al., 2021; Azhar et al., 2018; Moradi et al., 2021). The emergence of the virus has posed a burden on health systems and led to fear among tourists and common people working performance was affected (Aqeel et al., 2021; Aqeel et al., 2022; Asad et al., 2017; Farzadfar et al., 2022; NeJhaddadgar et al., 2022; Paulson et al., 2021). Social media and innovative technological apps have assisted people about health information to survive in the pandemic (Su et al., 2021a; Soroush et al., 2021; Zhou et al., 2021; Rahmat et al., 2022; Yao et al., 2022). The pandemic has forced individuals' and healthcare nurses to follow protective health measures for their safety (Lebni et al., 2021; Mohammadi et al., 2021; Shoib et al., 2021). As a result, people has involved in internet addition to seek health-related data as they focused on prioritizing health safety (Pouresmaeil et al., 2019; Fattahi et al., 2020; Yoosefi Lebni et al., 2020; Su et al., 2021b; Su et al., 2021c; Khazaie et al., 2021). Health inequalities' and uneven accessibility of the vaccination has influenced tourists and general population's emotions (Azadi et al., 2021; Local Burden of Disease 2021; Moradi et al., 2020; Su et al., 2021d; Su et al., 2021). The pandemic has caused social, cultural, economic and health problems that influenced health systems performance worldwide (Shuja et al., 2020a; Shuja et al., 2020b; Maqsood et al., 2021; Yoosefi Lebni et al., 2021). In this crisis, top management, including managers and CEOs have played their vital role to survive in the business competition, particularly, tourism firms to maintain sustainable performance of the business (Liu et al., 2022; Mubeen et al., 2022). Survival in pandemic crisis has become a huge challenge for individuals and tourism organizations worldwide (Al Halbusi et al., 2022; Geng et al., 2022).

The Stimuli-Organism-Response (SOR) theory is helpful. Scholars widely use SOR in the retail studies for traditional shopping experience reviews as a review tool for consumers' purchase decision-making processes and consumer behavior (Othman et al., 2016; Bigne et al., 2019; Jeong et al., 2020). Researchers use SOR theory to evaluate consumers' online shopping behavior (Zimmerman 2017; Bigne et al., 2019; Sarılgan et al., 2022; Talwar et al., 2022). Researchers use SOR theory to assess consumers' online shopping behavior. The flexibility of the theory and its ability to capture a variety of variables often used in different supporting theories is the motive for this study to choose SOR as the underlying theory to explore tourist-shopping behavior and revisit intention.

In tourism research, scholars have applied the SOR model in many past studies. More specifically, the past studies' model used

this theory's implications to examine human behavior that focuses on pre-tour, during-tour, and post-tour tourists' behavior. Research studies applied the SOR theory for tourism planning and intentions research (Kim et al., 2020; Lee and Min 2021; Tian et al., 2021), and during the travel activity (Jeong et al., 2020). In post-travel activity studies, the model focused on tourist revisit intentions, as proposed by past research models (Chen et al., 2020). Few studies have applied the SOR theory to address tourists' shopping malls and travel experiences; however, no specific link to tourist revisit intentions was established (Peter and Anankumar 2016; Asadifard 2019; Amin et al., 2020), besides, a past study remotely linked shopping to tourist revisit intentions (Kim 2010). This present research bridges this literature gap in the context of Qatar's mega-shopping malls that attract tourists for revisits.

Conclusion

Circular economy models describe production and consumption based on reusing, sharing, leasing, repairing, recycling, and refurbishing available materials to produce products within the range of possible resources. The CE models address environmental and climate change issues and global challenges such as biodiversity loss. The CE model is designed to manage waste from design-based implementation. It mainly emphasizes three basic principles of the model that are helpful to transition to a circular economy, including eliminating waste and pollution, recycling products and materials, and regenerating nature. Past literature has identified environmental, waste, and pollution challenges for addressing tourism activities. Technology-enabled products and services influence sustainable tourist experiences and revisit intentions. Despite extensive survey research on visitor experience, the literature seldom shows a visitor's shopping experience in tech-enabled mega-malls, leading to scrutiny of destination choices.

This review study developed a current framework in the domain of tourism and hospitality. The framework includes four consecutive steps: screening, identification, eligibility, and inclusion in the review study. The first phase is the identification that denotes the items and databases associated with the review study topic. The second phase refers to the screening procedure to narrow down selected items and remove duplicate articles. The third phase describes the eligibility criteria of the studies that explain the criteria for inclusion or exclusion of the articles. The final and fourth phase aims to address items included in the review study sample and subject to qualitative or quantitative analysis. The PRISMA framework application helps ensure the study selection and additional analysis of selected articles are transparent and offer a reference point for other researchers in the field of social sciences. Investigators explored studies at multiple bibliographical databases, such as Scopus, and

Web of Science, to perform a bibliometric analysis. Databases, including Scopus, Google Scholar, ProQuest, and Web of Science (WoS), are helpful search pools for bibliometric analysis.

The city of Doha in Qatar is one of the most developed cities in the Gulf region. The town is modernized with technology-enabled excellent facilities in mega shopping malls. These creative facilities and innovative product availability in mega shopping malls in Qatar attract local and global tourists. The tourists' inbound flow develops economic activities that add value to the economy and creates economic opportunities for the Qatari residents. The present study focused on exploring the effects of mega-malls shopping environment, cultural significance, emotional stimuli, and social factors influencing tourists' revisit intentions with their memorable tourism experiences in Doha, Qatar. This study observes how enjoyable tourists' shopping and tourism experiences in mega shopping malls of Doha influence local and global tourist behavior. Mega shopping malls in Doha provide attractive shopping and a unique traveling environment with a broad range of technology-enabled products and services that attract local and international tourists to Qatar. These modernized and well-equipped mega-malls stimulate tourists' revisit intentions with modern facilities, such as tourists' social interaction with friends, enjoyable atmosphere, a wide range of services, sales promotions on various products, purchasing convenience, and a good weather environment. The mega-malls features produce tourists' satisfaction, happiness, and emotional spark that help motivate tourists to travel and revisit intentions. Some studies have raised environmental protection concerns as tourists' fluent visits pose enormous challenges of accommodations, room availability, and traffic problems at the tourist destination.

Past literature has explored tourists' experiences and revisiting intentions worldwide. This study aims to address the literature gas as previously mega shopping malls' attractive environment impact on tourists revisit intention lacks the scientific knowledge in the context of Qatar. This research study emphasized to seek how Doha's modern mega shopping malls affect local and global tourists' behavioral revisit intentions in the destination malls' environment. In Qatar, Doha is the capital and an economic hub that plays a crucial role in the economic and social development of the region. The city has many mega shopping malls that attract regional and global tourists, boosting economic activities and environmental concerns. The city oscillates prevalent beaches, and its mega shopping malls are famous as tourist attractions for domestic, regional, and global tourists. An enjoyable shopping experience in mega-malls creates tourist satisfaction with perceived value and environmental effects. This paper calls for future research with new variables that empirically test mega malls' impact on tourists' shopping behaviors and revisit intentions. The findings not only contribute to tourists' experiences in mega shopping malls and revisit intentions but also provide implications' for policymakers to design applicable policies for promoting tourists' revisit intentions with better mega-mall shopping experiences at destinations.

The study's findings restrict the generalizability to the country and the entire Gulf region based on tourists shopping experiences and revisit intentions. Because of the competitive situation for tourism business, future studies can make different models that could produce interesting results. However, future studies on tourist behavior and revisit intentions will offer informative empirical results that would contribute to the new and past literature related to tourists' shopping behavior and revisit intentions with SOR theory implications. Accordingly, considering future research directions, this proposed research model is supportive and advantageous for the tourism industry. By developing the conclusion precisely, researchers might consider learning orientation as a mediating and the enterprise age as moderating variable. It would help measure tourists' behavior. Another recommendation of this model is that it is a cross-sectional research design for data collection and execution. Future studies might adopt quantitative techniques to investigate the proposed models to draw informative and valuable results. Similarly, quantitative studies with different models can measure tourists' behavior and revisit intentions that would contribute to the academic literature on tourists shopping experiences in mega shopping malls that develop revisit intentions. In a short story, this study discussed tourists shopping experiences in mega-malls in the context of Doha malls. However, future studies can create new models with samples from other cultures and regions. It would be fascinating to replicate review and empirical models that would increase new results applicability.

Author contributions

All authors listed have made a substantial, direct, and intellectual contribution to the work and approved it for publication.

Conflict of interest

The author declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.

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