Table 1

Activities provided by the estates

Types	Coffee estates	Activities			
		Estate tour	Experiencing (roasting and brewing)	Training courses	Lounge
Traditional	Estate A	●			
	Estate B	●			
Educational	Estate C	●	●	●	
Comprehensive	Estate D	●	●	●	●
	Estate E	●	●	●	●
	Estate F	●	●	●	●

Table 2
Coffee tours in Southeast Asian countries

Country	Area	Days	Activities	Sample links
Thailand	Northern Thailand (Chiang Mai)	5-8 days	Picking coffee beans Washing coffee beans Roasting coffee beans Staying at the coffee village Visiting some coffee shop at downtown	Clark (2011) Coffee De Amour (2015) Coffee De Amour (2016) Coffee De Amour (2017)
Indonesia	Bali Sumatra	Bali (1day) Sumatra (3-4 days)	Picking coffee beans Washing coffee beans Roasting coffee beans	Levario (2016) Ford (2016)
Vietnam	Da Lat	2-4 days	Visiting bean rack The introduction and process of pea berry Muskcat area Visiting some coffee shop at downtown	Trip Advisor (2018)
Malaysia	Borneo rainforest	2 days	Experience the process of picking coffee beans and the way how they deal with the beans.	C-trip (2016)

Table 3
Demographic and trip characteristics of Taiwan coffee estate visitors

Characteristics	Categories	Distribution
Gender	Male	129 (43.7%)
	Female	166 (56.3%)
Age	Under 18 years	7 (2.4%)
	19-29 years	46 (15.6%)
	30-45 years	92 (31.2%)
	46-64 years	140 (47.5%)
	65 years or above	10 (3.4%)
Travel expenditures	<NT$10,000	185 (62.7%)
	NT$10,001-20,000	65 (22%)
	NT$20,001-30,000	25 (8.5%)
	NT$30,001-40,000	8 (2.7%)
	NT$40,001-50,000	8 (2.7%)
	>NT$50,001	4 (1.4%)
Travel party	Alone	22 (7.5%)
	Husband/wife	78 (26.4%)
	Boyfriend/girlfriend	9 (3.1%)
	Friends	103 (34.9%)
	Family	34 (11.5%)
	Organized tour	49 (16.6%)
Mode of transportation	Airplane	10 (3.4%)
	Own vehicle	206 (69.8%)
	Rental vehicle	34 (11.5%)
	Public transportation	45 (15.3%)

Table 4

Summary of measurement model parameters

Constructs	Items	Mean (Standard Deviation)	Factor Loading	Composite Reliability	AVE
		First-order factors			
Hedonism	HEDO1	4.34 (0.617)	0.713	0.855	0.596
	HEDO2	4.31 (0.587)	0.775		
	HEDO3	4.37 (0.576)	0.810		
	HEDO4	4.38 (0.559)	0.787		
Novelty	NOVE1	4.11 (0.771)	0.701	0.814	0.523
	NOVE2	4.21 (0.620)	0.771		
	NOVE3	4.22 (0.700)	0.726		
	NOVE4	4.27 (0.690)	0.693		
Local culture	CUL1	4.29 (0.600)	0.843	0.810	0.590
	CUL2	4.01 (0.764)	0.646		
	CUL3	4.34 (0.576)	0.802		
Refreshment	REFRE1	4.28 (0.643)	0.787	0.860	0.605
	REFRE2	4.24 (0.636)	0.773		
	REFRE3	4.14 (0.683)	0.772		
	REFRE4	4.11 (0.663)	0.780		
Meaningfulness	MEAN1	3.92 (0.735)	0.840	0.856	0.665
	MEAN2	4.04 (0.718)	0.793		
	MEAN3	3.89 (0.803)	0.813		
Involvement	INVOL1	4.21 (0.715)	0.746	0.783	0.546
	INVOL2	4.26 (0.657)	0.720		
	INVOL3	4.25 (0.597)	0.751		
Knowledge	KNOW1	4.24 (0.618)	0.849	0.842	0.640
	KNOW2	4.34 (0.598)	0.763		
	KNOW3	4.24 (0.631)	0.785		
		Second-order factor			
Memorable Tourism Experiences	Hedonism		0.374		
	Novelty		0.508		
	Local culture		0.371		
	Refreshment		0.407		
	Meaningfulness		0.537		
	Involvement		0.508		
	Knowledge		0.467		

All items loaded on significantly to their respective constructs at $p < 0.001$; AVE = Average variance extracted.

Table 5

Tests for invariance of MTES hierarchical structure: Goodness-of-Fit statistics

Model	S-B χ^2	df	CFI [a]	SRMR	RMSEA [a]	ΔCFI
1. Configural model	708.045	490	0.936	0.066	0.055	-
2. First factor loading invariance model	728.203	507	0.935	0.070	0.055	-0.001
3. First and second order loading invariance model	736.418	514	0.934	0.081	0.054	-0.002
4. First order intercepts invariance model	782.150	538	0.932	0.081	0.057	-0.004
5. First and second order intercepts invariance model	777.544	537	0.932	0.081	0.055	-0.004

a. Value based on robust estimation (Satorra-Bentler scaled χ^2);
b. The result is significant at $p < 0.01$;

ΔS-B χ^2 was calculated with corrected S-B scaling difference (Satorra & Bentler, 2001).

Table 7

Tests for latent mean differences

Model	Difference Estimate	z-value
First-order factors		
Local Culture	0.174	2.692*
Knowledge	0.238	3.656*
Second-order factor		
MTEs	0.280	2.289*

Note. $* p < 0.05$.