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RESEARCH ARTICLE

TOURISM

Exploration of Reminiscences for Restructuring Temperament and Exhibiting Discernible Aspirations by Tourists

Trina Deka[1*], Sudhanshu Verma[2]

[1]Faculty of Commerce and Management, Assam down town University, Panikhaiti, Guwahati, Assam-781026, India
[2] Faculty of Management Studies, Narayan Academy of Managerial Excellence, Gopal Narayan Singh University, Gopal Narayan Medical College Jamuhar, Rohtas, Bihar- 821305, India
*Corresponding author: Trina Deka, *Email: trinadeka16@gmail.com*

Abstract

Capturing and sharing unforgettable experience gives euphoria to most humans and allows them to revisit the happy moments, and is a prodigious method to inspire travel to various tourist destinations, instilling changes in the attitude and behaviour of a tourist. The purpose of this study is to use a descriptive design to explain the mood-restorative role of tourism memory, different facets of memory, and the emotional and behavioural ramifications of different facets of tourism memory. The study revealed, that all tourist expeditions are accompanied by both good and bad memories, and individual tourists' mental state, affects the mood repair process and overall significance of tourism memories in future tour plans. This study will add to the body of knowledge by elucidating the reciprocal relationship between individual mental status, mood, and tourism memory, and will also shed light on positive and negative memory qualities and their associated affective and behavioural implications. The study will also contribute to tourist management practices by giving rationales and procedures to tourism marketers as to how to constructively use the tourism memory for product evaluation, development, and consumer communication.

Keywords: *Tourism memory, Memory characteristics, Mood, Mood repair, Behavioural intentions*

1 Introduction

In the last twenty years, there has been a growing body of study focused on the tourist experience, both in the Francophone world(1) and in the Anglo-Saxon world(2). Apart from their immense differences, they share the observation of what visitors encounter when they travel or stay. Accordingly, they view the tourist experience as a collection of mental and physical conditions brought about by the experiences that a person has before to, during, and following a visit(3). Thus, the methods used are consistent with a synchronic viewpoint. They finally consider the preparations and subsequent recollections, but their main concentration is on what transpires during the trip or stay(4). An individual gains experiences via his lifetime travels, such as encounters with people, places, cultures, and circumstances that are different from his own(5). The bulk of the first generations' members retire, having lived a life filled with a variety of travel experiences that roughly corresponds to their everyday life experiences in terms of time. This makes

the accumulation of tourist knowledge and abilities all the more apparent(6). This extraordinary circumstance makes us wonder about the uniqueness of the tourist experience in comparison to other life experiences, how this experience accumulates over a lifetime, the connection between tourism and nostalgia, and, lastly, the impact that the knowledge and abilities acquired by tourists have on subsequent practices and other facets of life(7).

2 Methodology

The study used a descriptive research approach in order to explain and define the many aspects of memory, the mood-restorative role of tourist memory, and the emotional and behavioural implications of various facets of tourism memory.

3   Findings and Results

The study found that all travel experiences are associated with memories, both positive and negative, and that a visitor's mental health has an impact on the process of mending their mood and the overall importance of their travel experiences for future travel arrangements. The study offered data that is crucial for choices concerning, among other things:

- Improving the facilities
- Fostering the local economy

In addition to local perspectives, understanding visitor impressions is crucial for developing effective tourism plans and policies. Such knowledge is useful since, prior to implementing any rules for the tourist business, it is necessary to understand the fundamentals. By clarifying the mutual link between a person's mental health, mood, and travel memory, as well as the positive and negative aspects of memory and the corresponding affective and behavioural consequences, this study will further the understanding of the subject. By providing tourism marketers with guidelines and methods on how to effectively use the tourism memory for product creation, assessment, and consumer communication, this study will help improve tourist management practices.

3.1   Uniqueness of the Traveler Experience

In accordance with observations, the tourist experience is frequently perceived as a unique event that is apart from what the person experiences on a regular basis. By facing circumstances that may differ from those encountered in daily life, one might "experience" otherness through travel. This clash is a component of a period in which the person is opening up, a period of open time and space when receptivity - curiosity, attentiveness, and interest is maximised and limitations have been minimised or seen as such(8; 9; 10). Thus, there may be a number of splits caused by the movement of tourists. One can temporarily remove themselves from roles they often perform, people they socialise with, institutions, and social norms thanks to permission from their place of residence(9). In addition, because of his situation, the tourist becomes unfamiliar with the locations he sees and becomes an outsider(11). This dual autonomy, with regard to both the place of origin and the temporary residence, creates a space of liberty(12). Thus, it would seem that visiting new places encourages people to try out new lifestyles by putting them in unfamiliar settings or ways of doing things(13). A traveller retrieves memories to recollect, narrate, display (pictures, tattoos, etc.), preserve, or even gather. These enduring material or mental impressions from the tourist journey have several purposes beyond serving as a means of verifying information. Moreover, they constantly reassure the person that he may include variety and the unexpected into his everyday life(14; 15).

3.2   The Way the Tourism Experience is Constructed

Throughout a lifetime, travel experiences collect and follow each other, becoming more so as life expectancy rises(16).

Following the (formative) experiences of childhood with parents, youth with or without parents, adulthood in newly formed families, retirement age, etc., come next(17) Over the course of a lifetime, every individual gathers experiences that are disproportionately numerous and diverse based on a multitude of factors (economic, sociological, psychological, sanitary, etc.). These experiences are then mixed, either freely or under constraints, with those of other family members, friends, or, in the modern day, members of the same social networks(18). Interestingly, the increasing impact of the latter has altered the state of memory and recall: a portion of our internal memorial stock is now visible(19).

3.3   Travel and Sentimentality

Many people believe that childhood experiences, or at least their recollections of them, form the basis of peculiarities and attitudes, personality, and sense of self. Without delving into psychoanalysis, we are aware of the role that vacation memories play. Coincidentally, evoking these recollections is a common beginning point for writings about autobiographical memory(20; 21). The earliest memories of vacations spent away from home will be deeply ingrained in children's autobiographical memory because of the unique experience of travelling. They not only represent the initial expansion of the experienced, but also offer them the chance to give tangible context to what they had previously only been able to learn from personal anecdotes, books, films, or other media(22; 23). Thus, there are a lot of locations in tourist space where people go at least partly in search of the "paradise" they once knew as children. These sites of personal nostalgia, which are roots tourism vectors, come in many forms: family homes in the migrants' home country, secondary dwellings where childhood vacations were spent, and coastal or mountain resorts where early childhood visits occurred(24). Some of them mix in with nostalgic historical locations like memorial sites, where visitors who are occasionally following their own past and other times the communal history are welcomed(25).

3.4   Effects of Tourist Memory on Emotions and Behaviour

This study measured the travellers' perception changes after transformative travel experiences. The results indicated the validity of a six-dimensional tourist transformation scale that may be effective in capturing travellers' personality change through travel experiences(26). The proposed model is strongly related to destination personality, self-congruity, tourists' emotional experience, and behavioural intention. Self-congruity performed as a potential mediator between destination personality and behavioural intention, while tourists' emotional experience was a potential moderator(27). This conceptual article makes significant contributions to tourism literature by proposing an integrated model and serves as a reference for tourism marketing practitioners. Tourists' experiences are essential in the tourism and hospitality industry, as competition intensifies and destinations must provide unforgettable experiences to strengthen their competitiveness(28). Behavioural intention is the best predictor of future behaviour, and

understanding tourists' behaviour intention is important for destination marketing organizations to make relevant strategies for achieving competitive advantages in the long term(29). This research investigates the mood-repairing role of tourism memory, memory characteristics, and affective and behavioural consequences of tourism memory. Autobiographical memories, which are memories of personal experiences, have been perceived as a key factor to predict individuals' affective state and future behaviour(30). In tourism, a major interest is about the impact of autobiographical memory on emotion and behavioural intentions such as revisit intention and word-of-mouth(31; 32). However, the mood might not be applied in examining the memory and behavioural intentions. Understanding the role of tourism memory would help increase its utility in predicting individuals' affective states and behavioural intentions. Tourism memories have been often explored by focusing on the prosperity of tourism organizations and destinations, but the way to use tourism memories for individuals' well-being remains relatively unknown(32). The present research aims to identify the mood-repairing role of tourism memories and identify the key characteristics of positive and negative tourism memories and the role of tourism memory in predicting mood and behavioural intentions. The research contributes to the literature by adding evidence to the reciprocal relationship between mood and tourism memory, as well as shedding light on positive and negative memory characteristics and related affective and behavioural consequences. Additionally, this research provides tourism marketers with rationales and mechanisms to utilize tourism memory for product evaluation, development, and communication with customers. Autobiographical memory is described as a uniquely human form of memory that moves beyond recall of experienced events to integrate perspective, interpretation, and evaluation across self, other, and time to create a personal history(33). Tourism experiences can be positively or negatively stored, with the memory of these experiences being a major factor in customer decision-making. Tourism memory is defined(34) as a form of memory of important tourism experiences in which individuals personally participated and identified seven dimensions to explain its characteristics: accessibility, vividness, trip details, sensory details, valence, emotional intensity, and sharing. Mood states play a significant role in the memory process, with the mood-congruity effect facilitating processing of information when the affective valence of this information is congruent with the subject's mood(35). This effect occurs when positive information is retrieved easily during positive mood states, while negative information comes to mind easily during negative mood states(36). Mood-incongruent recall also occurs, where individuals are motivated to improve their mood by retrieving positive memories(37). This phenomenon occurs when individuals recall autobiographical memory not associated with self-aspects of the mood-inducing materials. The relationship between mood repair motivation and tourism memory valence is moderated by mood states (positive vs. negative), with the effect being stronger for the negative mood group. The recall of autobiographical memory is considered an effective mechanism to regulate moods and boost the desire to behave. Recent tourism memory research moves beyond mood enhancement and identifies tourism memory as a predictor of actual behaviours and behavioural intentions(37; 38; 39). Additionally, the recall of tourism memories can stimulate individuals' desire to repeat the remembered trip, which contains autobiographical knowledge associated with places, specific activities, and events.

3.5 Facilitating and Conciliating Role of Mood

The mediating role of emotion in autobiographical memory has been explored, despite the evidence supporting its affective and behavioural consequences(40). Emotions are intense, related to specific behaviours, while moods have unknown or no antecedent causes(41). Some mood states persist after experiencing emotions, and mood can be traced back to distinct life domains Recalling positive autobiographical memories can change mood and activate reward-related neural circuitry(41; 42). Participants prefer to recollect positive experiences over tangible rewards(43). Not all positive memories are equally treasured, with individuals willing to pay to re-experience high social memories with close people(44). Autobiographical memory plays a significant role in mood enhancement and decision-making in tourism. It enhances social function, directive function, and self-function. Memories of travel experiences can enhance mood during trips and aid social communication(45). Positive tourism memories are more likely to be recalled in both positive and negative mood states induced by life events Negative mood states lead to positive memory recall due to mood repair motivations, reducing negative moods(46; 47). The study explores the relationship between tourism memory valence, mood, and behavioural intentions in previously undesired regions. It found that negative mood individuals enhanced their mood after recalling positive tourism memory. However, mood was not a significant predictor of behavioural intentions. The research also examined tourist perceptions and attitudes towards tourism impacts, revealing that tourists do not perceive pollution or societal barriers. The study highlights the importance of understanding the complex and mixed impacts of tourism on society and the role of mood in shaping these intentions. Tourists in Kinnaur are attracted by natural magnetism and the sociocultural milieu of the destination. However, they are dissatisfied with networking services, organization efforts, supplementary conveniences, and carriage concerns. Chitkul is the top tourist destination in Kinnaur, and assessing tourist perceptions can help develop appropriate policies and infrastructure upgrades(48; 49). Tourism is a critical component of modern economic development, contributing to income generation for both developed and developing countries(50). Governments and private sectors must provide favourable facilities to meet tourists' needs, and residents' attitudes and support affect tourism sustainability. Tourist perceptions vary based on individual preferences and values, as per various studies(51).

3.6 Managerial Implications

Tourism sustainability relies on factors such as landscape assessment, climate sensitivity, eco-tourism status, and conservation of natural and architectural culture(52). The role

of tourists in tourism has been extensively studied, with Richard Cardozo being one of the first scholars to measure tourist satisfaction. This research aims to contribute to the literature on perceptions of tourist attractiveness in previously undesired regions by developing a methodological framework to examine the role of context in assessing the importance of tourist attributes and their contribution to attractiveness. The serene environment of high mountains offers various tourism products, including tracking, mountaineering, rock climbing, rafting, Nature Park, and Buddhist cultural heritage(53). Tourism offers economic development and creates seasonal jobs for the local population. The study reveals that tourists who inhabit areas with few topographic changes have great curiosity in areas with deep valleys, gorges, canyons, and mountain structures(54). Local communities also affect the number of tourists and their perceptions, as their behaviour and hospitality play a vital role in tourism development. However, if tourists are treated indifferently or with disregard, a destination can gradually become less attractive. In the context of crowds and pollution, many well-known tourist destinations face similar problems and it is challenging to manage them. In India, the availability of public toilets and proper hygiene is a big problem at tourist destinations(55; 56). However, tourists in the study area were satisfied with the work of the Border Road Organization, acknowledging their efforts in the difficult Trans-Himalaya terrain(57). The vision of tourists plays an important role in tourism development, as it highlights both assets and liabilities of tourism in the study area and can be a reliable indicator for measuring the tourism impact(58).

4 Conclusion

Tourists' perspectives are crucial to the growth of the tourism industry. It is helpful in emphasising the benefits and drawbacks of tourism in the research region, and it may serve as a trustworthy gauge for estimating the effect of tourism. Administrators in charge of the government should make sure that the visitors are happy with the amenities. If visitors are pleased with the amenities offered, they will be more likely to return and promote the location to others. It will therefore assist the location in becoming a centre for tourism, because visitors are familiar with the location and its amenities, their perceptions are also crucial for longer-term planning. The study offered data that is crucial for choices concerning, among other things:

- Improving the facilities

- Fostering the local economy

In addition to local perspectives, understanding the visitors' impression is crucial for developing effective tourism plans and policies.Such knowledge is useful since, prior to implementing any rules for the tourist business, it is necessary to understand the fundamentals. Besides that, since mood and behavioural intents are higher in the positive tourist memory group, it has been proposed that recalling happy tourism experiences might help develop positive mood states, even if memory features between positive and negative tourism memories differ. The impact of tourist memory valence on behavioural intentions is mediated by mood, and positive travel memories may aid in the comprehension and management of client encounters.

5 Limitation and Avenues for Future Studies

Notwithstanding the research's theoretical and practical advantages, there are several restrictions that could be studied further. The duration of the impact of tourist memory is not explained by this research. Future studies should examine the association between eudemonic events in tourist memory and emotional and cognitive well-being, for example, in order to explore the long-term impact of tourism memory on well-being. Verifying the kinds and contents of memories would be aided by content analysis. Ultimately, the analysis of real behaviour (such as trips to locations) was limited by the research's focus on generic memory valence. Future studies should look at the number and accuracy of memories as well as the connection between each event's memory attributes and behaviour.

Conflict of Interest

The authors declare no any conflict of interests related to this article.

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