
Examining Memorable Tourism Experience On Memorable Trip Experience, Subjective Well-Being And Revisit Intention

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Abstract: The present study examined the memorable tourism experience of Kim et al (2012) dimension on memorable trip experience, subjective well-being and revisit intention. The data were collected from 362 respondents through online among the tourist in Pondicherry, India. Structural equation modeling was adopted to test the hypotheses developed for the study. The result shown the subjective well-being acted as mediating dimension between memorable trip experience and revisit intention. All the four hypotheses developed for the study were accepted.

Keywords: Memorable Tourism Experience, Memorable Trip Experience, Subjective Well-being and Revisit Intention.

INTRODUCTION

Memorable Tourism Experiences

Experiences have been explained as “events that engage people in an individual manner” in terms of physical, emotional, spiritual or intellectual engagement (Gilmore and Pine, 1999), and experience of tourist is the subjective mental state particularly memory (Larsen, 2007) – of members in a service encounter (Ritchie and Otto, 1996). At the point when tourists enjoy an experience in the same activity in the same spot, mentality they create towards that tourist attraction can be negative or positive, and the memorable memories they create can vary (Schmitt, 1999). Ooi (2005) identified that for all tourists the identical unforgettable experiences cannot be ensured. An experience becomes memorable when it “is specifically developed from the tourism experiences dependent on the person's assessment of the experience” (Kim et al., 2012), and is related with a positive connection and emotionally remembered (Jaeger and Piqueras-Fiszman, 2015). MTEs might be viewed special subjective occasions in one's day to day existence that become stored in one's long-term autobiographical memory (Aspiunza and Pratt, 2012).

MTE, as a multidimensional develop, is attracting the many scholar's interest. While the academics of tourism agree that the MTEs essence incorporates various dimensions, so far there is no broad understanding about what establishes a MTE. Berry (2002) and, accordingly, Walls (2011) featured the physical environmental role to make memorability. Ritchie and Tung (2011a, b) identified affect, consequentiality, expectations and recollection and, in another of their studies, identity formation, relationship development, family milestones, freedom pursuits and nostalgia re-enactment as dimensions of MTEs. Regarding interpersonal relations, Jauhari and Bharwani (2013) and Hemmington (2007) revealed the importance of employee attitudes and behaviours, and Marschall (2014) recommended the significance of human interactions in making successful experiences. Azevedo (2010) identified personnel's sympathy, responsiveness, professionalism and unexpected and personalized surprises, and Valenzuela and Chandralal (2015, 2013) discovered the following seven dimensions as MTEs components: local people, culture and life; shared experiences; personally significant experiences; perceived serendipity; perceived novelty; affective emotions; and professional guides and tour operator services. Ali (2014) demonstrated that the experience dimensions are aesthetic, educational, escapist, entertainment and Ali et al. (2016) contended the significance of recognition and learning, escape, unique involvement, interactivity, and peace of mind. Tsai (2016) showed that the consuming local cuisine experiences qualify tourists to make positive and memorable memories, and such positive memories further improve their identification with, or strong attachment to, behavioural intention and local people attractions.

Kim and his colleagues gave a significant commitment to the MTE literature by proposing an estimation instrument for MTEs (Kim et al., 2010; Kim, 2010; Kim et al., 2012; Kim, 2016). More correctly, to measure MTEs, Kim et al. (2012) built up a 16-dimension scale, discovering seven factors that are able to capture Memorable tourism experience, hedonism, namely, local culture, novelty, meaningfulness, refreshment,

knowledge and finally involvement. Particularly, the term hedonism referred as pleasurable feelings such as excitement, enjoyment, thrill and participation in activities influencing experiences in terms of future behaviour and leisure. Local culture alludes to having a decent impression of local people, their traditions and customs (Murray et al., 2010). Novelty-seeking is a feeling of psychology of newness operationalized by having a new, unique, once-in-a-lifetime experience. The feeling of doing something valuable and important is known as Meaningfulness. The Feeling of being refreshed is known as Refreshment. Knowledge refers to information, experiences or facts known by an individual. Involvement is a strengthening of affective feelings that instigates more active involvement than, for instance, merely listening to lectures and observing things.

Memorable Trip Experience

Memorability alludes to “the subjective feeling that one will remember in the future” (Kelley and Zimmerman, 2010) confidently, accurately and vividly (Rimmele et al., 2011). Events, objects or experiences are viewed as memorable if the individual perceives them as salient or distinctive and as they are conceivably depicted through detail-rich and vivid reports. Zatori et al., (2018) stated that memorability is considered as a result of experience of tourist. Moreover, memorability is viewed as significant in directing individual behaviour toward memory monitoring.

Hedonism

Hedonism is the feature of the experience of consumption that relates to the emotive, multisensory, and imaginative components that consumers perceive. Consequently, hedonism is a significant dimension of a person's assessment of a consumption experience. Ritchie and Otto (1996) affirm hedonistic components are a construct in the tourism experience.

Local Culture

Local culture indicates having a good impression of a closely experienced local culture and destination's local residents (Kim et al., 2012). Past research has recognized social interaction among the host of the community (local culture) and visitors as a pivotal component of the experience of tourism. Researchers have discovered that encountering local culture makes travelling more memorable (Sthapit, 2017b; Valenzuela and Chandralal, 2013).

Novelty

Novelty is explained as the result of a comparison between past experience and current perception. Novelty seeking is an essential element of a tourist's inspiration to travel, and it impacts the decision-making of tourist. novelty is a concept of multifaceted that includes the components of thrill, alleviation of boredom, changes from routine and surprise. The core input for memories is novelty seeking which is demonstrated by Kim et al., 2012.

Meaningfulness

A sense of significance or great value that is doing something valuable and important is known as Meaningfulness, which can act as a catalyst for a personal change and development of tourist. After getting back to home, day to day life may be seen in a new manner. Thus, what is learned and experienced during a trip can be retained as part of everyday life of an individual. The meaningfulness of experience makes it memorable (Valenzuela and Chandralal, 2013).

Refreshment

One of the most significant motivational forces for experiences of tourism is named as Refreshment which involves escaping from stressful and day to day routine of an individual. Researches suggest that Individuals often feel better, happier and more relaxed after a leisure trip. People highly value refreshment as a benefit of psychology of their tourism experiences and the feeling of being refreshed impacts individuals' memories of travel (Kim, 2010).

Knowledge

A cognitive aspect of experience of the tourist is called as knowledge which includes education and learning. Furthermore, knowledge alludes to information, experiences or facts known by an individual. The cravings to learn influences what people do and where they go while visiting a destination. Travel experiences give a myriad of distinctive learning opportunities for tourists (Chen et al., 2014). Development of intellectual is one of the most important factors of MTEs

Involvement

Involvement is a psychological state of motivation, interest or arousal among recreational activities and an individual, represented by the components of pleasure value, sign value, consequences and risk probability. Involvement with something can impact behaviours and attitudes of people. Involvement of tourist in travel experiences is the most powerful factor in their memories (Granbois and Blodgett, 1992).

Relationship between MTE, MTE and subjective well-being

Memories of occasions have been appeared to contribute to happiness of individual through reminiscent memories (Xu & Morgan, 2009) and influence diverse everyday routine such as family and social lives (Kruger, Lee, Sirgy, & Yu, 2011). Nawijn's research (2011a, 2011b) exhibits that individuals who take vacations appear

to be slightly happier than the individuals who do not and the vacation's memories produce impacts in people's lives. The researches of Chandralal et al. (2015), Abdullah and Gilbert (2004), Johnson and McCabe (2013), show that memories produced from the most recent trip do not contribute just to general satisfaction in leisure life yet in addition to other life domains such as life satisfaction, and in the extended period. Hence, in the research, subjective wellbeing is estimated utilizing life satisfaction and happiness (Johnson & McCabe, 2013), and is associated to long-term well-being of tourist. Thus it is hypothesized as (H1) Memorable Tourism Experience dimensions create positive and significant impact on memorable trip experience. (H2) Memorable Trip Experience creates positive and significant impact on subjective well-being

Memorable Trip Experience, subjective wellbeing and Revisit Intention

According to Chen and Chen (2010), revisit intention includes enviable behaviors that consumers expect they will exhibit in the future. Revisit intention incorporates activities like spreading positive word-of-mouth or suggesting tourism offerings to other people and getting back to a tourism attraction, despite expanded expenses. Gretzel and Xiang (2010) have operationalized repeat visitation as how much a tourist perceives a destination as a spot that the individual would prescribe to other people. They also have utilized ability to suggest a destination as a decent indicator for evaluating destination loyalty. The most widely recognized indicators of revisit intention in tourism are an intention to suggest (Gallarza et al., 2013).

Memories of tourist of past experiences influence their decision concerning whether to revisit a tourist destination (Sthapit and Coudounaris, 2017). Hung et al. (2014) established that respondents who engaged in a memorable activity were bound to revisit a destination. Their research proposes that memorability might be a more suitable predictor of future behavioural intentions, such as word-of-mouth or revisiting suggestions. In this research the researcher measured subjective well-being moderate between revisit intention and memorable trip experience. Thus it is hypothesized as (H3) Memorable Trip experience creates positive and significant impact on revisit intention. (H4) Subjective well-being mediates between memorable tourism experience and revisit intention.

Research gap

Extant literature on Memorable Tourism Experience has utilized the develop of place attachment (Tsai, 2016) and behavioral intentions (Mattsson, Barnes, & Sorensen, 2016) as potential results. Very few researches, however, have investigated whether other conceivable result variables such subjective well-being may likewise be utilized (Uysal, Woo, & Kim, 2015). In addition, while it is broadly recognized that tourism experiences influence subjective well-being (Lee, Kim, Lim, Uysal, & Ahn, 2015). In the tourism study, memorable tourism experience and also memorable trip experience contributes importantly towards behavioral intentions. On the other hand, only behavioral intention was generally estimated as the result of memorable tourism experience. Swanson, Su and Chen (2016) proposed assessing moderating dimensions. In this research, memorable trip experience was observed to check the relationship with subjective well-being, and subjective well-being was examined as moderating between revisit intention and memorable trip experience.

Methodology

This study adopted a cross-sectional survey design using structured questionnaire to collect data from the respondents. The questionnaire consists of two parts. The first part consists of selected personal profile of the respondents, and the second part of the questionnaire consists of dimensions related to the study, memorable tourism experience, memorable trip experience, subjective well-being and revisit intention. All the dimension considered for the study were measure on a five point likert scale ranging from (1 = strongly disagree to 5 = Strongly Agree). At the initial stage pilot study is done with 45 respondents. Based on the results few modifications were done and simplified the questionnaire. The details of the tourist were collected from Pondicherry Tourism Corporation. The questionnaire was sent to 564 tourists through email during the period of December 2020 to January 2021. Out of 564 mail sent, 373 mails received, in which 362 were at usable state. Thus, convenient sampling technique will be suitable for the study. The source for dimension memorable tourism experience was adopted from Kim et al.'s (2012) seven dimensions, memorable tourism experience is measured using three items adapted from Oh et al.'s (2007) study. A 4 item scale was used to measure subjective well being adopted from Lyubomirsky and Lepper's (1999).

RESULT AND DISCUSSION

Respondent Profile

The profile of the respondents included more males than females (70% vs. 30%). Age variation indicates that the largest age group of the participants was between 30 and 40 years (40%). Majority of the respondents were professionals. All the respondents were Indian Citizens. As the study mainly concentrated towards memorable trip experience and subjective well-being, only selected personal profile were considered for the study.

Measurement Model

The reflective constructs used in the analysis process were all constructs assessed in the measurement model. The output of the research model show all items related to each respective construct loaded with scores between 0.567 and 0.930 and significance levels of $p = 0.001$. The Average Variance Extracted (AVE) was greater than 0.5 (minimum value) meaning each constructs explained the variance of its indicators. The composite reliability and Cronbach’s alpha values were also greater than 0.60 (minimum value), thus meeting the criteria for construct validity. As shown in discriminate, all the Heterotrait–Monotrait (HTMT) values were below the required value of 0.85 indicating there were no discriminant validity problems (Henseler et al., 2015). Given the results, no indicators were discarded.

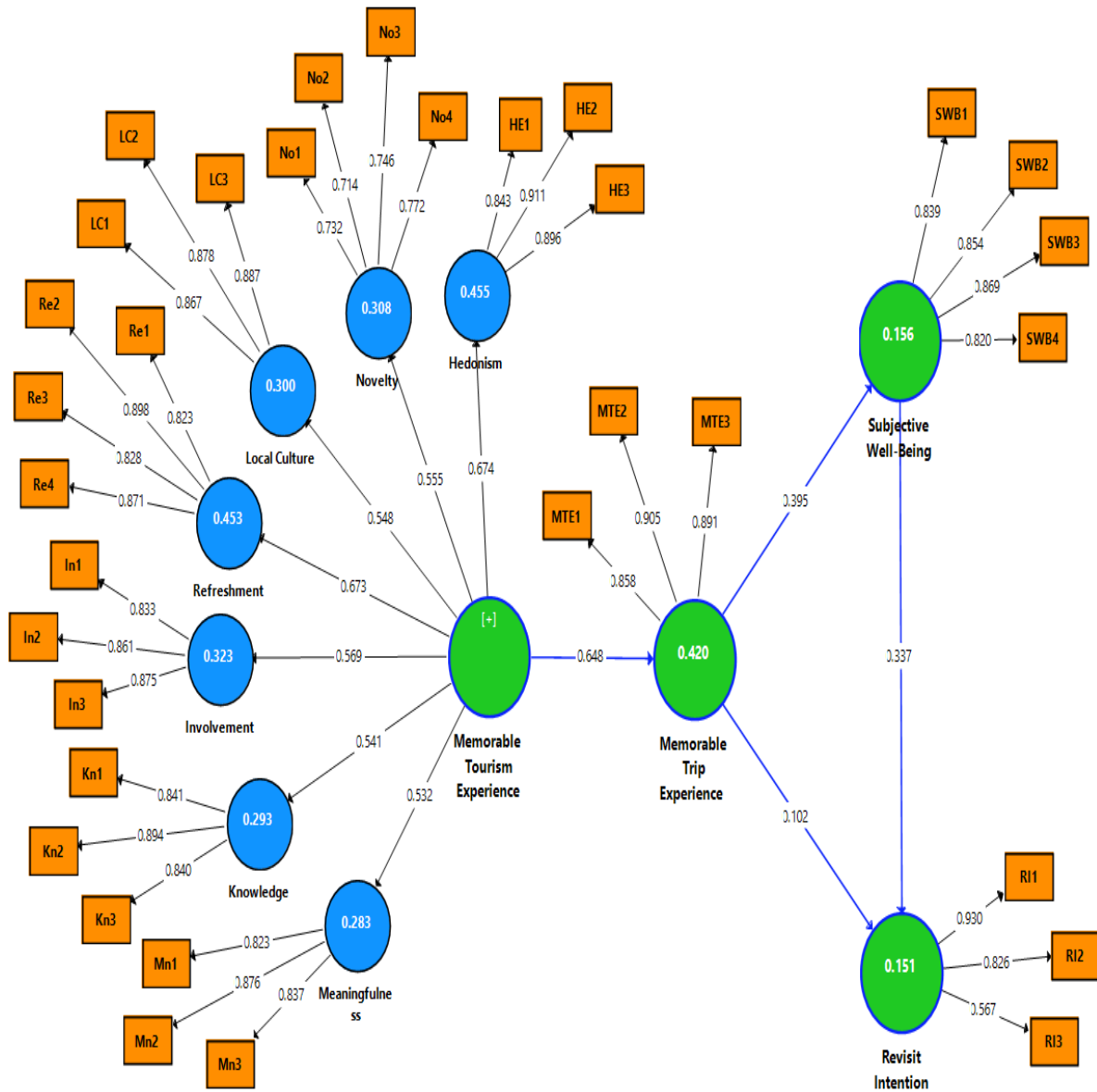
Reliability Analysis

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted (AVE)
Hedonism	0.859	0.914	0.781
Involvement	0.818	0.892	0.733
Knowledge	0.822	0.894	0.738
Local Culture	0.851	0.91	0.77
Meaningfulness	0.8	0.883	0.715
Memorable Trip Experience	0.861	0.915	0.783
Novelty	0.731	0.83	0.550
Refreshment	0.877	0.916	0.732
Revisit Intention	0.717	0.827	0.623
Subjective Well-Being	0.867	0.909	0.715

Discriminant Validity

	HE	IN	Kn	LC	Mm	MeTP	No	Re	RI	SWB
Hedonism (HE)	0.801									
Involvement (In)	0.289	0.804								
Knowledge(Kn)	0.234	0.759	0.810							
Local Culture(LC)	0.468	0.195	0.165	0.809						
Meaningfulness (Mn)	0.375	0.276	0.293	0.301	0.800					
Memorable Trip Experience (MeTP)	0.766	0.252	0.22	0.436	0.36	0.813				
Novelty (No)	0.457	0.348	0.236	0.413	0.245	0.437	0.741			
Refreshment (Re)	0.477	0.354	0.308	0.45	0.367	0.464	0.318	0.811		
Revisit Intention (RI)	0.238	0.31	0.293	0.167	0.327	0.235	0.142	0.282	0.789	
Subjective Well-Being (SWB)	0.438	0.496	0.452	0.261	0.353	0.395	0.203	0.361	0.377	0.815

Path Model – SEM



Structural Model Assessment

Hypotheses Relationship	Path Value	T Statistics	P Values	Result	f ²	R ²	Q ²
Memorable Tourism Experience -> Memorable Trip Experience.	0.648	22.235	0.000	Supported	0.723	0.420	0.326
Memorable Trip Experience -> Subjective Well-Being.	0.395	8.234	0.000	Supported	0.185	0.156	0.109
Memorable Trip Experience -> Revisit Intention.	0.102	1.966	0.041	Supported	0.102	0.151	0.079
Memorable Trip Experience -> Subjective Well-Being -> Revisit Intention	0.337	6.151	0.000	Supported			

The results of the inner model demonstrate the interrelationship (including mediation effect) between the different theoretical constructs in the model. Bootstrapping (5000 re-samples), standardized root mean square (SRMR), path analysis, R-square, Stone–Geisser test or blindfolding (predictive relevance or Q^2) and effect size (f^2) analysis were performed using SmartPLS3 (Ali et al., 2018). A value less than 0.08 for SRMR is considered acceptable for PLS path models (Ali et al., 2018). Results revealed the SRMR value was 0.074, indicating an adequate model. Four path relationships were significant as presented in the above structural model assessment table.

The hypothesis (H1) explained that memorable tourism experience creates positive and significant impact on memorable trip experience. The path loading (.648) between memorable tourism experience and memorable trip experience confirmed the positive relationship, the t-value (22.235) confirmed the significant relationship at (0.001) level. The R^2 value (.420) explained that memorable tourism experience contribute 42 % towards memorable trip experience. The f^2 value (.723) confirmed that memorable tourism experience created large effect towards memorable trip experience. Thus the hypothesis (H1) accepted.

The hypothesis (H2) explained that memorable trip experience creates positive and significant impact on subjective well-being. The path loading (.395) between memorable trip experience and subjective well-being confirmed the positive relationship, the t-value (8.234) confirmed the significant relationship at (0.001) level. The R^2 value (.156) explained that memorable tourism experience contribute 16 % towards subjective well-being. The f^2 value (.185) confirmed that memorable trip experience created medium effect towards subjective well-being. Thus the hypothesis (H2) accepted.

The hypothesis (H3) reveals that memorable trip experience creates positive and significant impact on revisit intention. The path loading (.102) between memorable trip experience and revisit intention confirmed the positive relationship, the t-value (1.966) confirmed the significant relationship at (0.05) level. The R^2 value (.151) explained that memorable tourism experience contribute 15% towards subjective well-being. The f^2 value (.102) confirmed that memorable trip experience created weak effect towards subjective well-being. Thus the hypothesis (H3) accepted.

The hypothesis (H4) explained that subjective well-being mediating between memorable trip experience and revisit intention. The path loading from memorable tourism experience to subjective well being to revisit intention was 0.337, which is comparatively higher with path loading between memorable tourism experiences to revisit intention (0.102). The t value (6.151) confirmed the significant relationship between the dimensions at (0.001) level. Based on the path value, t-value and significant value, it is confirmed that subjective well-being positively and strongly mediate between memorable trip experience and revisit intention. Thus the hypothesis (H4) accepted.

The Stone–Geisser's Q^2 value was obtained by applying the blindfolding procedure using a cross-validated redundancy approach which established data prediction on the path model estimates of both the structural and measurement models. As shown in structural assessment model table, the Q^2 values for memorable trip experience (0.326), subjective well being (0.109) and revisit intention (0.079) were greater than 0, indicating they had good predictive relevance and validity in the model (Hair et al., 2017).

CONCLUSION

This study makes important contributions to the existing literature on MTE. First, this study tests Kim et al.'s (2012) seven dimensions of the MTE scale in a new tourism context and sample – specifically among tourists returning from Pondicherry, India, having experienced the destination. Second the result of the structural model indicated that all the seven dimensions of memorable tourism experience impact positively and significantly memorable trip experience. The findings of (Chandralal et al., 2015 and Sthapit et al., 2018) supported with the above result. Finally the study identified that subjective well-being mediating between memorable trip experience and revisit intention.

This study provides interesting managerial implications for policymakers, destination marketers and tourism businesses attempting to increase the memorable tourism experience and memorable of trip experiences. Given that higher levels of memorable tourism experience lead to higher memorable trip experience, tourism service providers should attach importance to satisfaction management and emphasize memorable trip experience identified components. Tourism service providers could gather feedback forms from tourists to measure and improve their memorable tourism and memorable trip experiences. Additionally, the large quantity of actors involved in the tourism sector should coordinate and cooperate with one another to create tourism experiences that result in high trip experience, subjective well-being and revisit intention.

The process of consuming memorable tourism and trip experience products involves skill development in receiving and exchanging knowledge with hosts, thus generating positive effects on an individual's subjective well-being. Tourism service providers need to design and develop creative activities such as crafts, pottery making, preparing regional food or running a marathon, therefore outlining and humanizing the relationship between travelers and locals in satisfying the need for authentic and fulfilling experiences that can increase subjective well-being and revisit intention.

This study has few limitations. First it is highly destination specific and based on convenience sampling technique, thus the findings couldn't be generalize to other tourism destination. Further studies can be conducted in different tourist spot to generalize the significance of this study. Next, the sample consists of only Indian citizens, in future study; foreign tourist can also be included in the sample. Finally other construct can be included to measure memorable tourism experience.

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