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TOURISM MEMORY CHARACTERISTICS SCALE

Tourism memory can be used to predict tourists' future behaviour. Although we have extensive knowledge on how to provide memorable tourism experiences, we know less about autobiographical memories associated with these experiences. To address this, **Youngsoo Kim**, a PhD student in SHTM, and his supervisors, **Dr Manuel Alector Ribeiro** and **Prof Gang Li** developed a Tourism Memory Characteristics Scale in their recent research.

TOURISM MEMORY CHARACTERISTICS SCALE: DEVELOPMENT AND VALIDATION

YOUNGSOO KIM, DR MANUEL ALECTOR RIBEIRO & PROF GANG LI

A trip, an amalgam of multiple events that tourists experienced, becomes a key source of tourism memory. Tourism memory is a seminal factor to predict customer behaviour. With an overarching goal of providing memorable experiences for tourists, researchers have striven to understand tourism experiences that are compelling enough to be remembered.

This study contributes to the literature on autobiographical memory and tourism by achieving three research objectives: (1) to identify potential memory dimensions that can

best explicate a tourism perspective; (2) to develop a tourism memory characteristics scale; and (3) to identify the relationship between tourism memory and behavioural intentions. Tourism memory is defined as a form of memory associated with important tourism experiences in which an individual was personally involved. Tourism memory includes seven phenomenological characteristics of autobiographical memory: accessibility, trip detail, vividness, sensory details, emotional intensity, valence, and sharing. They form the seven dimensions of the developed scale.



FURTHER READING:

Kim, Y., Ribeiro, M.A., & Li, G. (2021). Tourism Memory Characteristics Scale: Development and Validation.

Journal of Travel Research.

Link: bit.ly/2Zno1tz

Furthermore, a two-stage approach is adopted to predict the relationship between tourism memory, based on the newly developed scale, and behavioural intentions. The result revealed that the integrated characteristics of tourism memory play significant roles in predicting tourists' revisit intention and WOM. Thus, it is concluded that tourism memory involves more than the collection of autobiographical knowledge; it leads to actual behaviours that nurture an individual's memory and have useful implications on tourist destination management and marketing.