DEVELOPMENT OF A SCALE TO MEASURE MEMORABLE TOURISM EXPERIENCES

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Dedicated to:

God, Father in heaven, my only strength who has led me in my life

and my parents, Hwan-Bae Kim and Ho-Kyung Yoon, for their love and support.

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DEVELOPMENT OF A SCALE TO MEASURE MEMORABLE TOURISM EXPERIENCE

(Dissertation Abstract)

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Concerning the contention of Pine and Gilmore (1999), experiences are directly related to a business's ability to generate revenue, providing tourist experiences that are more memorable and easier to retrieve would lead to the prosperity of the business. However, extant tourism research has provided little explanation of the factors that characterize memorable tourism experiences. The purpose of this research was: 1) to develop a valid and reliable memorable tourism experience scale; and 2) to examine structural relationships between memorable tourism experience and future behavioral intentions.

Following the scale development procedure suggested by Churchill (1979) and Hinkin (1995), the memorable tourist experience scale was developed using a pool of items, expert reviews of the items, and scientific item elimination procedures. Reliability analyses indicated good internal consistency for the 24-item memorable tourism experience scale ($\alpha = .90$). A principal component analysis revealed seven factors, which accounted for 74.63% of the total variance. Components included are hedonics, refreshing, local culture, meaningfulness, knowledge, involvement, and novelty. The finding of the CFA using LISREL program was cross-validated by splitting the total

sample into two 250-case sub-samples. All major goodness-of-fit indices indicated the model's good fit to both datasets (CFI: .98, IFI: .98, NNFI: .97, and RMSEA: .05).

After aggregating two separate samples (calibration and validation), structural relationships between the memorable tourist experiences and consequent variables (e.g., behavioral intentions) were tested. The findings indicated a good fit of model to the data (CFI: .98, IFI: .98, NNFI: .98, and RMSEA: .04).

Approved:

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1. INTRODUCTION

According to Pine and Gilmore (1999), the world's economy has changed drastically from service-based to experience-based in the past few years and will continue to change as our needs and societies change. In years past, both research and management practices have focused on quality and productivity, as they are critical in marketing a business' services (McCutcheon, Stuart, & Tax, 1994; Kirker & Crouch, 1994). Although these efforts are certainly worthwhile, their concerns are limited in addressing pressing issues like consumer experience. The feelings and reactions of customers while consuming a service have recently been recognized as an important part of customer evaluation and satisfaction with service (Otto & Richie, 1995). The experiences that businesses provide are distinct from their services, and according to Pine and Gilmore, the experiences comprise the economic values of the business. In other words, the *experiences* provided are directly related to the business's ability to generate revenue. Consumers develop the recognition of a company, brand, product, or service from the provider after they get experiences from attending activities and being stimulated by them (Schmitt, 1999).

Consistent with the trend of emphasizing the experience economy, leisure and tourism have been widely discussed from the experiential perspective in the literature. Researchers have quite successfully identified the subsets of leisure experiences including tourism, such as relieving stress (Hull & Michael, 1995), companionship (Howard et al., 1993), happiness (Bolla, Dawson, & Harrington, 1991), pleasure (Farber & Hall, 2007; Floyd, 1997; Gunter, 1987), hedonism (Otto & Ritchie, 1996; Lee, Dattilo, & Howard, 1994), spontaneity (Gunter, 1987), freedom (Howard et al., 1993; Samdahl,

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1991), flow (Csikszentmihalyi, 1975; Ellis, Voekl & Morris, 1994), timelessness (Gunter, 1987; Blackshaw, 2003), relaxation (Mannell, Zuzanek, & Larson, 1988; Howard et al., 1993), sense of separation (Gunter, 1987), novelty (Farber & Hall, 2007), passing time (Howard et al., 1993), escaping pressure (Lee, Dattilo, & Howard, 1994), adventure (Gunter, 1987), intellectual cultivation (Blackshaw, 2003), introspection (Howard et al., 1993), etc. These factors, however, are mainly driven from a social science approach that focuses on leisure experience in sharp contrast to daily experiences. Thus, leisure/tourism experiences are understood as the "peak," or "pure" experiences that are usually derived from the attractions and/or participating leisure activities. Considering that tourism is both an individual experience and a huge economy according to different perspectives, these experiential characteristics are clearly from a tourist perspective on how individuals feel while they are participating in tourism activities.

From a destination marketers' or tourism managers' perspective, a tourist is a consumer and the significance of marketing and economic value of tourism activities lie in each tourist's consumption and spending. Therefore, Quan and Wang (2004) contended that other ways to decipher tourist experiences, namely marketing and management approaches, should also be considered with the participants' perspective of tourism experience in order to comprehend the essential dimensions of tourist experience. Thus, in combining these two approaches, the management of tourism industries should be able to answer the following questions: a) what are customers looking for? and b) what factors ensure future purchase intention? Research in consumer behavior has provided answers for the latter question. Experiences that are stored in consumers' memory are valuable information sources in that they act as internal information for future decision-making

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(Hoch & Deighton, 1989). Hoch and Deighton (1989) also stated that consumers tend to be highly motivated and involved with the information drawn from their past experiences. Moreover, personal experiences are perceived as highly credible and affect decision making more strongly than any other information source. In the tourism studies, researchers also emphasized the significance of memory in future decision-making. For tourists, memory is the single most importance source of information to decide whether they will revisit the place or not (Kozak, 2001; Lehto, O'Leary, & Morrison, 2004; Mazursky, 1989; Wirtz et al., 2003). Therefore, to ensure future behavior intention (i.e., revisit), tourism businesses should make their customers remember positives about the experience.

1.1 Statement of the Problem

The problem of this study was to construct a valid and reliable scale to measure memorable tourism experiences including the following components: a) relaxing, b) hedonic, c) stimulating, d) freeing, e) refreshing, f) adverse feelings, g) sociable, h) happy, i) meaningfulness, j) knowledge, k) challenge, l) value, m) service, n) unexpected happenings, o) personal relevance, p) novelty-familiarity, q) participation, and r) planning. Specifically, this study sought to answer the following research questions:

1. Does the memorable tourism scale developed in this study yield an appropriate level of reliability and validity?

2. Are there relationships among the constructs in the proposed model?

3. Are there significant differences among individuals who engaged with different types of transportations, accommodations and who spent different amounts of money and time in a memorable tourism experience?

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4. How well does the construct model fit the data when tested using the analysis technique of structural equation model?

1.2 Purpose of the Study

The purpose of current research was to develop a valid and reliable instrument that would offer tourism managers and planners a useful tool in understanding and planning for meaningful tourism experiences.

1.3 Need for the Study

There has been a great emphasis on the concept of experience in tourism and leisure studies. Reflecting this growing interest, researchers have studied the tourist experience and developed tourism experience scales (e.g., Oh, Fiore, & Jeong, 2007; Otto & Ritchie, 1996). While they were successful in conceptualizing tourism experiences and measuring them, such as entertainment, escapism, aesthetics, education, arousal, novelty, interaction, and stimulation, they have not considered an important component of tourism experience, i.e., memory.

According to Clawson and Knetsch (1966), leisure experiences can be classified into five stages (i.e., anticipation, travel to, on-site, travel back, and recollection) and experiences that obtained involving the first four stages are valuable only when they are stored and remembered through the recollection phase. Therefore, a tourism experience conceptual model, of necessity, must incorporate human memory and identify the components of memorable experience in order to provide memorable experiences to their tourists. As a result, since the existing conceptual models to describe tourist experience are limited in fully accounting for memorable experience, the need to develop an instrument that is more practically useful and applicable in a wide range of tourism and

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leisure contexts is evident.

1.4 Delimitations

This study was delimited to the following:

1. A sample of college students in the Midwestern area of the United States participated in the study.

2. A total of 500 subjects in the U.S. participated in the study.

3. The criterion variable (dependent variable) of the study was the individuals' memorable

   tourism experience.

4. The predictor variables (independent variables) of the study were relaxing, hedonic, stimulating, freeing, refreshing, adverse feelings, sociable, happy, meaningfulness, knowledge, challenge, value, service, unexpected happenings, personal relevance, novelty-familiarity, participation, and planning.

5. Operational definitions of tourist, tourism experience, memory, and memorable experience.

6. The primary data were collected from February, 2009 to March, 2009.

1.5 Limitations

This study was limited to the following:

1. The subjects of this study were U.S. college students. Thus, the results of this study may differ from other population groups.

2. This study employed a convenience sampling method. Therefore, the study sample, which is collected by non-probability sampling method, may not represent population group.

3. The results of this study are dependent upon sincere and honest response of subjects in this study. In order to maximize the integrity of the responses, voluntary participation in the study, anonymity, and confidentiality are emphasized.

4. The location where the data were collected, Bloomington, IN, may limit the generalizability of the study results.

5. This study employed a cross-sectional survey design, which allows testing a model that hypothesized relationships among variable using non-experimental, quantitative data. Although structural equation modeling technique allows the assessment of plausibility of

hypothesized causal models, causal interpretations are not warranted.

1.6 Assumptions

This study was conducted based on the following assumptions:

1. Each participant has an ability to correctly recall his/her past experience.

2. Each individual has had a memorable tourism experience.

3. Likert-type scaling used in the questionnaire yielded interval level measurement.

4. Subjects answered on the survey questions honestly and to the best of their abilities.

5. The instrument scale developed during this study measured constructs related to memorable tourism experiences.

1.7 Hypotheses

This study is designed to test the following null hypotheses:

1. None of the constructs in the proposed model have direct effects on people's

memories of their tourism experience.

2. None of the constructs in the proposed model have hierarchical relationships.

3. Memorable tourist experiences have no relationship to one's ability to recollect the experience.

4. Memorable tourist experiences have no relationship to one's ability to vividly recall the experience.

5. Memorable tourist experiences have no relationship to one's belief in memory.

6. Memorable tourist experiences have no influence on future behavior.

7. Memorable tourist experiences have no effect on loyalty behavior.

1.8 Definition of Terms

The following terms are defined to clarify their use in the study:

1. Memory: Retention of and ability to retrieve experiences or information (Schacter, 1997).

2. Tourist: A person who leaves his or her residence and visit an area for at least 24 hours for the purpose of leisure or business (Starr, 2003).

3. Tourism experience: Subjective experiences that tourists construct while they are consuming different tourism products. Therefore, this operational definition includes both the conceptual dimensions of extraordinary experience, which is contrast to routine everyday life, and consumer experience, which involves multi-stages in the consumption of products.

4. Memorable experience: An experience that is better retained and recalled afterwards.

2. REVIEW OF THE RELATED LITERATURE

Equally weighing the importance of two approaches (i.e., social science and marketing / management) in explaining the tourist experience, the literature review was conducted from the fields of tourism/leisure and marketing research. For organizational purposes, the literature is presented under the following topics: a) Importance of memory in tourism experience, b) memorable tourism experience, c) experiential perspectives of tourism activities, d) construct development, and e) summary.

2.1. Importance of Memory in the Tourism Experience

Memory should be incorporated in the study of tourism experience because while on-site tourism experiences are momentary and may provide transitory feelings, experiences stored in human memory provide reminiscence, which individuals can repeatedly reflect on. Pleasant memories of tourism experiences impact the consumer significantly, creating a positive mood and feelings of happiness that frequently play significant roles in one's life (Hull, 1990). Accordingly, the impact of recreation experience and the persistence of one's memories go hand-in-hand. Clawson and Knetsch (1966) offer some supporting findings, saying that experiences are valuable only when they are stored and remembered through individuals' memory system.

In the marketing literature, memory mediates the consumer behavior that influences one's choice processing and ultimately creates future transactions (Alba, Hutchinson, & Lynch, 1991; Baumgartner, Sujan & Bettman, 1992; Bettman & Park, 1980a, 1980b; Biehal & Chakravarti, 1982a, 1983; Brucks, 1985; Johnson & Russo, 1984; Nedungadi, 1990). According to Johnson and Russo (1984), customers who have prior experience use their knowledge of products to limit their search. Therefore, to generate

desirable future consumer behavior, the management of a business has to be concerned with the association of experience with memory. Hoch and Deighton (1989) offer several different reasons for emphasizing the importance of memory: first, the level of motivation and involvement are high when information is drawn from individuals' past experiences; second, past experiences that are stored in consumers' memory are valuable information sources because they are perceived as highly credible; and third, past experiences greatly influence future behavior. Alba, Hutchinson, and Lynch (1991) also provide plausible explanations as to why consumers rely so heavily on their memories. As external stimuli in an environment are complex, consumers should recall what they want in advance to find the right products or relevant alternatives. Moreover, a lack of time and the consumers' fallacy, which leads consumers to believe they already possess enough knowledge and information to make a choice, result in low motivation to actively search for information. In tourism studies, researchers have found that tourists tend to make a biased choice based on their past experiences. They may first recall past experiences when they decide to travel and search information for selecting a destination area (Raju & Reilly, 1979; Kerstetter & Cho, 2004). In another study, comparing the influences of predicted, on-line, and remembered experience on the desire to take a similar vacation in the future, Wirtz et al (2003) find that remembered experience is the best predictor of the desire.

2.2 Memorable Tourism Experience

Acknowledging the significance of memory on future behavior, tourism researchers study the touristic experience with the effect of memory taken into account. Larsen (2007) points out two research questions on which previous tourism research has

mainly focused: "a) what are tourists more likely to remember? and b) how much factual material is actually in episodic memories?" (p. 13). Researchers have found that remembered experience is significantly different from the actual experiences that one has had. They found that people will reconstruct their tourism experiences by forgetting disappointment (Mitchell et al., 1997), integrating information presented after the experience (Braun-Latour et al., 2006), or reinterpreting their memory to be consistent with their original expectations (Klaaren et al., 1994). In supporting this incongruence between remembered experiences and on-site experiences, Wirtz et al. (2003) report that remembered tourism experiences are exaggerated in intensifying both the negative and positive effects that tourists experienced during the on-site stage. Thus, a remembered tourism experience is both better and worse than the actual experience was. In another study, Braun-Latour et al. (2006) identify a contributing factor to memory distortion: post-experience information (i.e., advertising and word-of-mouth) on tourist memory. The false information that individuals receive after their travel experience was found to distort tourists' memory, with the level of distortion greater when the false information was presented repeatedly.

In relation to the first research question regarding what people are likely to remember from their tourism experiences, researchers found affect, such as sociable, pleasant, happy, irritated, guilty, sad, and worried (Larsen & Jenssen, 2004; Wirtz et al., 2003) as experiential factors that people are likely to remember. Comparing students' school trip motivations three month before the trip, during the trip, and two weeks after the trip, Larsen and Jenssen (2004) find that social interaction was the most prevalent motivation of students and lasted longer in their memory that did other motivations. The

study results of post-tourism experience show that even though students could not vividly recall the experience, such as where they went and when they returned home, they evaluated the global feeling of having fun together on the school trip. In another study of the spring break experience, Wirtz et al. (2003) discover that even though college students remembered positive emotions significantly more than negative ones, they remembered both positive and negative emotions from their vacation experiences.

It is certainly worthwhile to see what people are likely to remember from their past tourism experiences and to examine the accuracy of remembered experiences. However, considering Pine and Gilmore's (1999) suggestion that providing a memorable experience, one that is worthy of remembrance and is better recalled, can create sustainable competitive advantage, tourism research should focus on another important research question: What constitutes a memorable touristic experience to people?

In the marketing literature, a number of researchers have emphasized environments, where an experience takes place, in discussing effective ways to provide memorable experiences. According to Pine and Gilmore (1999), experience has two dimensions, customer participation and environmental relationships. Therefore, to effectively deliver experience, businesses need to design programs or services to encourage customer participation as well as create environments that can support a theme to which programs or services pertain. When customers find themselves immersed in an activity as well as an environment with which they associate that activity, they are more likely to have a memorable experience. For example, a dining experience at the Rainforest Café would significantly differ from those of other local restaurants. People will have unique and memorable experiences from the entrance. The mist at the

Rainforest Café would first provoke auditory sensations by its sound. Then, while seeing the mist arising from the rock, consumers would feel the soft and cool sensations against their skin. Finally, they will smell the tropical essence and taste its freshness. By exposing themselves to all these mutually supporting environmental components, customers should be able to recall this unique dining experience in the recollection stage. In their study, Pine and Gilmore (1999) further provide five principles for designing memorable experiences: a) the development of a theme of an experience, b) the harmonization of impressions with positive cues, c) the elimination of negative cues, d) the interaction of memorabilia, and e) the engagement of all five senses. Based on these principles, they assume that positive cues help businesses to affirm the nature of the experience and that sensory stimulants accompanying immersion will enhance the efficiency and memory of the experience. Berry et al. (2002) also emphasize the environment in which the experience is provided as well as the engagement of the five senses in designing customer experience. In another study, discussing effective ways to design experience for creating positive memories, Crosby and Johnson (2006) introduce six different dimensions that need to be carefully considered: duration, intensity, breadth, interaction, triggers, and significance.

The discussions above could increase the memorability of an experience. However, without knowing what makes an experience memorable for customers, the efficiency of these strategies is questionable. Therefore, it is necessary to understand what customers will perceive as memorable and make it a top priority.

2.3. Subjective Experiential Perspectives of Tourism Activity

Research interest on the construction of the tourist experience has shifted from the

objects provided by tourism businesses to tourists' subjective negotiation of meanings

(Uriely, 2005). In early tourism studies, researchers emphasized the objective authenticity

of displays presented by the industry (Boorstin, 1964; MacCannell, 1973). They

contended that tourists would have an authentic experience when genuine objects were

presented to them. On the other hand, in emphasizing tourists' subjective activities, Wang

(2000) introduces a new concept, termed existential authenticity. According to his

approach, the feelings of authenticity have nothing to do with the displayed objects but

reside in the individual tourist's feelings. These feelings are related to a potential

existential state of being, which is activated by the participant's practices. Tourists do not

passively accept the objects provided by the industry but subjectively construct their

personal experiences by selecting fragments from different products and reassembling

them as they choose.

An increasing number of researchers have supported this notion of tourism as a

subjective experience rather than as a hollow search for authenticity (Larsen, 2007; Poria

et al., 2003; Uriely et al., 2002; Wickens, 2002). In a study of holidaymakers, Wickens

(2002) finds the effects of subjectivity in constructing the tourism experience. While

holidaymakers are committed to the individual mass tourist role arranged by the industry,

they chose to step out of it and assigned themselves a subjective role, such as explorers of

local culture, seekers after hedonic experiences, and romance seekers, which reflected

their dominant motivations and constructed their experiences. Similar results were

identified in a study of Israeli backpackers (Uriely et al., 2002). Although Israeli

backpackers are committed to this specific form of tourism, they subjectively constructed

personal experiences in line with one or more of Cohen's (1979) modes of tourist

experiences (e.g., recreational, diversionary, experiential, experimental, and existential).

Therefore, backpackers who chose a recreational mode were more likely to gain a

pleasurable experience than others, whereas those who chose an experimental mode, in

which the tourists played the role of experimental seekers, were likely to engage in a

quest for an alternative experience and thus may have had a more diverse experience than

others. Accordingly, Poria et al. (2003) challenge the trend of previous studies focusing

solely on the supply of heritage attractions and their management (Crange, 1999;

Halewood & Hannam, 2001; Garrod & Fyall, 2000) by emphasizing the subjective

perceptions and behaviors of tourists as the core elements of the heritage tourism

experience. Ashworth (1998) supports this notion, namely that tourists from different

cultures perceive and encounter heritage spaces in different ways. In the same manner,

Larsen (2007) contends that experiences are psychological phenomena, which are based

on and originate from individual tourists.

2.4 Construct Development

The preceding discussion described subjective characteristics of the tourism

experience. Considering that a memorable tourism experience is selectively constructed

from among the subjective experiences based on an individual's assessment of them, it is

necessary to identify the constituents of subjective tourism experience, especially those

that influence their memorability. Therefore, the current study discusses in the following

sections cognitive components, affective components, and behavioral components that

make up subjective tourism experiences.

2.4.1 Cognitive Components

While Clawson and Knetsch (1966) classify an outdoor recreation experience into

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five different stages, such as antecedent, travel-to, on-site, travel-back, and recollection, it is also accepted that tourism is a multifaceted experience that takes place in multiple phases (e.g., planning a trip, destination experience, and recollection of on-site experience). One's cognitive function significantly affects the subjective tourism experience, since one's cognitive evaluation of tourism programs and destination areas, such as value and quality, as well as other cognitive feelings evoked during one's tourism experiences, such as challenge, exploration, learning, and meaningfulness, are experiential components of the tourism experience. Therefore, different cognitive factors that individuals would experience during the tourism experience and are possibly better retained in memory are discussed below.

2.4.1.1 Personal Relevance

In the planning stage of a tourism experience, in which a variety of preparations are necessary (e.g., transportation, accommodation, etc), people often visualize themselves actually involved in the activity. A variety of emotions (e.g., anxiety, exhilaration, etc) as well as expectations of the experience can develop from these visualizations. These tourism experiences, however, differ significantly according to tourists' level of personal relevance to the planning trip. For example, if one plans a travel for a special purpose (e.g., a celebration) or if an individual plans to visit a long-anticipated place, he or she would have higher expectation of this tour than of others and would experience different feelings.

A number of empirical studies in the literature of marketing support this influence of personal attachment to customer experience (Bloch & Richins, 1983; Blodgett & Granbois, 1992; Celsi & Olson, 1988; Park & Hastak, 1994; Sanbomatsu & Fazio, 1990;

Swinyard, 1993). Researchers have found that involvement with a product reinforces affective feelings when evaluating the shopping experience (Bloch & Richins, 1983; Blodgett & Granbois, 1992; Swinyard, 1993). Therefore, highly involved consumers react more strongly to both good and bad purchasing experiences, in that they feel both sides of the spectrum more intensely. This personal attachment factor is found to further influence human memory. By tracing back how memory is formed, Craik and Lockhart (1972) contend that there is an association between the depth of processing and one's memory. They explain the depth of processing as the degree of semantic or cognitive analysis, which is a post-hoc process that enriches or elaborates the stimuli experienced. Therefore, the mind processes stimuli that are personally relevant and meaningful to a deep level more rapidly and retains them better than it would less important stimuli.

2.4.1.2 Unexpected Happenings

A number of researchers studying the function of expectations recognize that expectations play a prominent role in a variety of consumer experiences, including leisure and tourism experiences (Cadotte, Woodruff, & Jenkins, 1987; Chon, 1989; Fisk & Young, 1985; Fracken & Van Raaij, 1981; Oliver, 1980; Tse & Wilton, 1988). While individuals visualize themselves actually using a product or being involved in an activity, they develop expectations of achieving specific outcomes from these visualizations and choose a course of action that will satisfy their needs.

However, considering the dynamic nature of leisure and tourism experiences, an unexpected event with the valence attached can happen at any time during one's tourism experience, such as an accident, illness, terrible weather, loss of valuables, and winning a prize in a contest. Consequences of these unanticipated events, besides the feeling of

surprise, various kinds of feelings (e.g., anger, frustration, happy, etc) are evoked according to the characteristics of experiences—whether they are positive or negative. Researchers studying human memory suggest that these unexpected, emotionally laden, and consequential events lead to flashbulb memory, which lasts longer than ordinary events (Christianson, 1992; Talarico & Rubin, 2003). Thus, it is believed that unexpected happenings in one's tourism experiences are better remembered in one's memory.

2.4.1.3 Cognitive Evaluation

Researchers emphasizing the extraordinary characteristics of tourism experiences suggest that individuals pursue different psychological needs and wants that are not satisfied in their daily lives. In existing literature of leisure and tourism, researchers have reported a variety of cognitive feelings as constituting the leisure and tourism experience, such as novelty-familiarity (Crompton, 1979; Farber & Hall, 2007; Lee & Crompton, 1992), challenge (Mannel & Iso-Ahola, 1987), flow (Csikszentmihalyi, 1993; Ellis et al., 1994; Mannell et al., 1988), meaningfulness (Bruner, 1991; Noy, 2004; Jamal & Hollinshead, 2001; Wilson & Harris, 2006), timelessness (Gunter, 1987; Blackshaw, 2003), sense of separation (Gunter, 1987), passing time (Howard et al., 1993), intellectual cultivation (Blackshaw, 2003; Otto & Ritchie, 1995), and introspection (Howard et al., 1993). They find that individuals' cognitive evaluations take up a great portion of leisure and tourism experiences. As memorable tourism experiences are not distinct from tourists' subjective experiences, these cognitive feelings would form a portion of the contents of memorable tourism experiences.

2.4.1.4 Assessment of Service/Value

During or after participation in different kinds of tourism activities, tourists

appraise their tourism experiences with reference to the expectations they developed in the planning stage or what they had perceived from previous experiences (e.g., Latour & Peat, 1979; Ryan, 2002). Yoon and Uysal (2005) support the notion that tourists are likely to compare their experiences with other alternative destination areas or with places they have already visited. Researchers find that tourists evaluate various aspects of a trip, including service, programs, and other instrumental attributes of facilities (e.g., lighting, fencing, restrooms, and shade) and that this subjective evaluation significantly affects tourists' overall experience as well as behavior governing their future intentions (Bartlett & Einert, 1992; Leiss, 1979; Vaske, Donnelly, & Williamson, 1991). In particular, during the service encounter, tourists notice the reliability of staff and the information more keenly than they do other dimensions of service quality, such as assurance, which is about knowledge and courtesy of service staff (Cliff & Ryan, 2002). Previous findings imply that individuals' experiences with service and their subjective evaluation of the value of the tourism experience are stored in their memory and retrieved in the process of choosing a destination.

2.4.2 Affective Components

Tourism experiences have been dealt with as consumer experiences in marketing literature (See Moutinho, 1987; Swarbrooke & Horner, 1999). More specifically, tourist behavior is treated as congenial consumer behavior because one of the main motivations for participating in tourism activities is to seek hedonic experiences, such as enjoyment and pleasure. According to Havlena and Holbrook (1986), unlike traditional consumer behavior, which Alderson (1957) calls instrumental consumer behavior, congenial consumer behavior tends to be performed for subjective reasons and emotional benefits.

Thus, in investigating the dynamic nature of leisure experiences, researchers have frequently equated leisure experiences with emotions (Hammitt, 1980; Hull et al., 1996; Lee et al., 1994; McIntyre & Roggenbuck, 1998; Stewart, 1992; Vogt & Stewart, 1998). They report that individuals' emotions vary across the phases of experiences hypothesized by Clawson and Knetsch (1966). For example, in a study of parachutists, Klausner (1967) found that fear constantly rose during the on-site phase, while enthusiasm declined until the moment of jumping. After jumping but not before landing, enthusiasm increased and fear dropped. Although not all leisure and tourism experiences evoke both positive and negative emotions, in many cases, participants are likely to have different kinds of emotions. A discussion on both positive and negative affective feelings follows in the next section.

2.4.2.1 Positive Affective Feelings

Consistent with the notion that the main purpose of consuming leisure-related products is to pursue hedonic or pleasurable experiences, the emotional component may make up a significant portion of tourism experiences. In developing a research scale to measure service experience in the tourism industry, Otto and Ritchie (1996) confirm hedonic factors as a construct in the tourism experience. Among four different factors (i.e., hedonics, peace of mind, involvement, and recognition), hedonics accounted for the greatest individual variance and explained more variance than did the other three factors combined. In supporting the study results, Dunman and Mattila (2005) identify hedonism and novelty as determining the perceived value of cruise travel. Besides pleasurable affective feelings, researchers have found a variety of other emotions and moods, such as relaxation, happiness, sociability, freedom, nervousness, refreshing feelings, to be evoked

by the leisure- and tourism experience (Arnould & Price, 1993; Bolla et al., 1991; Howard et al., 1993; Obenour et al, 2006; Samdahl, 1991).

2.4.2.2 Adverse Affective Feelings

As discussed above, pursuing positive feelings is the main purpose of participating in tourism experiences. However, tourists often feel negative emotions during their tourism experience not only because of its nature or because of the characteristics of leisure and tourism activities but also because of accidents or illness (Aziz, 1995; Ryan, 1991, 1993). While participating in some types of outdoor activities, such as rafting and bungee jumping, individuals could have a feeling of fear or nervousness. These kinds of negative feelings, however, are transitory. In other words, after the experience ends, one's emotional state returns to previous stages or changes to positive feelings, such as self-achievement or excitement.

More severe adverse feelings are sometimes evoked by the occurrence of an accident or a service-related experience. Since the main tourism products are service-related and have an inconsistent nature coupled with inevitability of human error, it is always possible for tourists to develop adverse feelings (e.g., anger and frustration) during their tourism experiences. Not surprisingly, as complaint behavior studies report, such occurrences exert more significant influence on customer dissatisfaction than on satisfaction (Richins, 1983; TARP, 1986)—"people remember these sorts of negative emotional events better than ordinary events that occurred equally long ago" (Christianson, 1992, p.194).

In the preceding discussion, researchers confirmed the significant role of affect in constructing subjective tourism experiences. Previous studies outlining the affective

components of autobiographical memory also identify its significant role in human memory. Brewer (1988) finds that affective thoughts are an important part of memory in that if events relate to emotions, they are better remembered. In another study examining the effectiveness of different prompts (i.e., object words, activity words, and affect words) in eliciting personal memory, Robinson (1976) finds that object words and activity words are limited to eliciting emotion-neutral or trivial memories. On the other hand, affect words are found to be an integral part of autobiographical memories in that they appear in all of the autobiographical reports.

2.4.3 Behavioral Components

In the literature of marketing, memory mediates consumer behavior that influences one's choice processing and ultimately creates future transactions (Alba, Hutchinson, & Lynch, 1991; Baumgartner, Sujan & Bettman, 1992; Bettman & Park, 1980a, 1980b; Biehal & Chakravarti, 1982a, 1983; Brucks, 1985; Johnson & Russo, 1984; Nedungadi, 1990). According to Johnson and Russo (1984), customers who have prior experiences use their knowledge of products to limit their search. Therefore, to derive desirable future consumer behavior, the management of a business has to be concerned with the association of experience with memory. Hoch and Deighton (1989) offer several different reasons for emphasizing the importance of memory: first, the level of motivation and involvement are high when information is drawn from individuals' past experiences; second, past experiences that are stored in consumers' memory are valuable information sources because they are perceived as highly credible; and third, past experiences greatly influence future behavior. Alba, Hutchinson, and Lynch (1991) also provided plausible explanations why consumers rely so heavily on their memories. As external stimuli in an

environment are complex, consumers should recall what they want in advance to find the right products or relevant alternatives. Moreover, lack of time and the consumers' fallacy, which leads consumers to believe they already possess enough knowledge and information to make a choice, cause low motivation to actively search for information. In order to test the relationship between memorable experiences and behavioral intentions, three different components of behavioral intentions, such as revisit intentions, re-engagement with the same activities, and word of mouth, were examined in this study.

2.4.4 Autobiographical Memory

Considering that tourism experiences are subjective ones that people construct them reflecting their own interests and interpretations, remembered tourism experiences are autobiographic memory. According to Tulving (1979), while semantic memory is more related to knowledge, autobiographic memory is more related to one's episode. Therefore, in eliciting personal memory of past tourism experiences, people are expect to recall vividly about the tourism experiences besides objective information, such as name of attractions. For example, people can recall the feelings that they felt on-sites, the spatial layout of an attraction. As memorable tourism experiences are operationally defined as an experience that is better retained and recalled afterwards, the level of recollection should be high.

In the literature of autobiographic memory, researchers developed and tested autobiographical memory scale (Rubin, 1996; Sheen & Rubin, 2001; Talarico & Rubin, 2003), which is consisted of three components: recollection, vividness, and how well the event fits into one's life. In testing a nomological network between memorable tourism experiences and autobiographic memory, this study operationalized Sheen and Rubin's

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(2001) memory scale and the three constructs.

2.5 Proposed Model

Figure 1. Hypothesized Structural Model of Memorable Tourism Experience
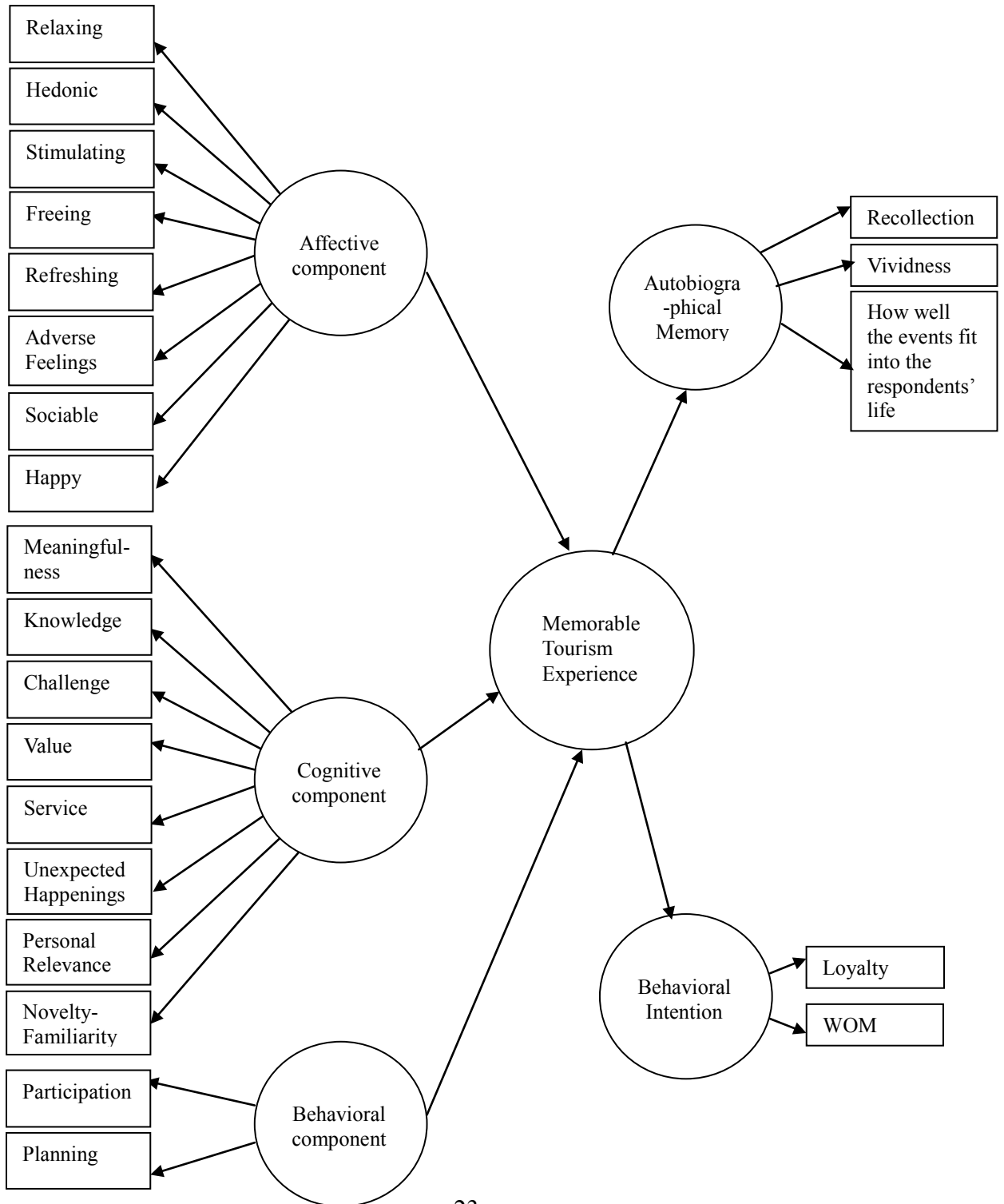
2.6 Summary

The emphasis on experience in tourism and other service related businesses is undeniable. Accordingly, researchers have paid a great deal of attention to define tourism activities from experiential perspectives. The literature indicates that tourism activities can be conceptualized as subjective experience, extraordinary experience, multiphase experience, and consumer behavior. Grounded in one or more of these concepts of the tourism experience, several researchers put an effort to develop a reliable and valid instrument (Oh, Fiore, & Jeong, 2007; Otto & Ritchie, 1996). In their conceptual models, researchers included a number of different construct dimensions, such as hedonics, peace of mind, involvement, recognition, entertainment, escapism, aesthetics, and education. However, they seem to have neglected memory, which is a major factor, in developing conceptual models of tourism experiences.

Memory should be incorporated with tourism experience because a) experiences are valuable only when they are stored and remembered through the recollection phase (Clawson & Knetsch, 1966) and b) memory is a mediator of consumer behavior that influences one's future behavior (Alba et al., 1991; Baumgartner, Sujan & Bettman, 1992; Bettman & Park, 1980a, 1980b; Biehal & Chakravarti, 1982a, 1983; Brucks, 1985; Johnson & Russo, 1984; Nedungadi, 1990). Having considered that in order to better serve their customers by providing memorable experience and derive desirable future consumer behavior, the management of a tourism business has to be concerned with the association of experience with memory.

As a preliminary stage of developing a valid research instrument, an extensive literature review was conducted to identify contributory factors to memorable tourism

experience in order to derive a meaningful conceptual model. As a result, eighteen

construct domains, relaxing, hedonic, stimulating, happy, freeing, refreshing, adverse

feelings, sociable, meaningfulness, exploration / learning, challenge, value, service,

unexpected happenings, personal relevance, novelty-familiarity, activity, and planning

were emerged from the literature review (Figure 1).

3. METHODOLOGY

The problem of this study was to determine the components of memorable tourism experiences and to examine structural relationships between the identified memorable tourism experience constructs and consequent variables (e.g., behavioral intentions). This chapter contains the study design, selection of subjects, descriptions of procedures for instrument development, data collection procedures, and the procedures of data analysis.

3.1 Design of the Study

A cross-sectional non-experimental design using a survey questionnaire will be employed in this study. In refining and verifying the memorable tourism scale developed in this study, the study sample will be divided into a calibration sample (n=250) and a validation sample (n=250). In testing an explicative model of memorable tourism experience (criterion variable), predictors included in the model are relaxing, hedonic, stimulating, happy, freeing, refreshing, adverse feelings, sociable, meaningfulness, knowledge, challenge, value, service, unexpected happenings, personal relevance, novelty-familiarity, activity, and planning.

3.1.1   Instrument Development

In developing a measurement for memorable tourism experience, a multi-staged development study was conducted. For guidance of this multi-staged research, Churchill's (1979) suggested procedure for developing measures of marketing constructs and Hinkin's (1995) recommendations for improving the scale development process were utilized. This section discusses the stages of developing a scale in a sequential order: specifying construct domain, generation of an initial item pool, and expert review.

3.1.1.1 Specifying Construct Domain

An extensive literature review on the relevant topical areas (e.g., tourism experience, marketing, and human memory) was conducted to develop construct domains for this study. Eighteen construct domains, relaxing, hedonic, stimulating, happy, freeing, refreshing, adverse feelings, sociable, meaningfulness, knowledge, challenge, value, service, unexpected happenings, personal relevance, novelty-familiarity, activity, and planning emerged from the literature review (Figure 1).

3.1.1.2 Development of an Item Pool

A set of 38 memorable tourism experience items was initially generated from a review of tourism and leisure research pertaining to participants' experience. It was assumed that these items would be the most appropriate for measuring one's memorable tourism experience. In order to generate a pool of initial scale items, preliminary qualitative research (See section 3.3) was also conducted besides literature review. In combining items generated from two sources, 84 items were developed for measuring memorable tourism experience.

3.1.1.3 Expert Review

A jury of three experts reviewed the initial set of 84 items in order to ensure content validity (Devillis, 2003). Included were researchers who had been conducting prominent research about tourism experience. Clear definitions of each construct domain were stated at the start of questionnaire to avoid confusion and based on the construct definitions, judges were asked to rate construct deficiency as well as construct contamination of each developed item on five measurement scales, which 1 represents *very unlikely* and 5 represents *very likely*. They were also requested to clarify the items

and provide suggestions to reinforce the representativeness of a developed construct domain. After the researcher received the experts' constructive comments on the scale, a consensus analysis were taken to compare the comments from three experts. Any decision for refining the scale was made based on the agreement from two or more experts. Through this process, a total of 85 items were determined to measure memorable tourism experiences: 3 items were eliminated and 4 items were added to better represent construct domains.

3.1.1.4 Instrument Testing

After the expert review, the memorable tourism experience scale was revised. Utilizing this revised instrument, data were collected and examined to refine the scale by conducting both confirmatory and exploratory factor analyses. Through this process, items were removed from the scale. Detailed information on data analyses is described in the data analysis section (3.5).

3.2 Study Subjects

For empirical evaluation of the developed instrument, this study targeted U.S. college student population. During the academic semester of spring 2009, data were collected at a large Midwestern university from undergraduate students. In order to enhance the generalizability of study findings, students enrolled in twelve different classes across different academic majors were recruited in this study.

3.2.1 Data Collection

The researcher first searched large humanity classes for diverse academic groups of students. Then, instructors of those classes were contacted to get permission to collect data in their classes. A description of the study as well as a copy of the survey instrument

was provided during the contact. Once the instructors allowed data collection in their classes, the researcher visited them and administered the survey. Before passing the survey around, it was announced to the class that students have a choice to participate in the survey. It was also announced that all participants would receive a free bagel coupon as well as a chance to win one of five $50 gift cards (odd ratio to win the prize is approximately 2 to 100). Those of who wish to put into the drawing for the gift card were asked to write email addresses in the area designated on the last page of the survey and remove from the questionnaire itself and put into the designated envelope.

Each subject was provided with the study information sheet that is approved by the Human Subjects Committee at Indiana University (See Appendix B). This explains the purpose of the study as well as the study's being confidential and anonymous. Participants were asked to rate items on seven-point Likert-type scales, in which 1 represents *not at all* and 7 represents *very much*, except for demographic and detailed travel information (See Appendix E). Subjects were asked to return their answered questionnaires upon completion. After collecting all the data, the researcher randomly selected six winners and delivered the gift cards by contacting personally via e-mail.

3.3 Preliminary study

During the summer of 2008, the researcher interviewed 62 people utilizing seven open-ended questions (e.g., give me five words to describe your most memorable tourism experience, what makes this experience memorable?). Since neither a measurement scale nor a conceptual model exists to describe memorable tourism experiences, there was a limitation in generating scale items solely from literature review. Therefore, in supplementing literature review, this exploratory study was conducted as a preliminary

step for developing memorable tourism experience scale items. The main purposes of this study were a) to identify themes or construct dimensions that constitute one's remembered tourism experiences, and b) to ensure the content validity of construct domains, which were predetermined from the literature review.

Among the seven questions, two questions were directly related to the nature of memorable tourism experiences, such as: "Describe a memorable tourism experience in five words," and "What makes this experience memorable?" In the other five questions, the researcher asked subjects for more detail regarding their memorable tourism experiences, such as the nature of their activities, the purpose of the trip, travel partners, transportation modes, and accommodation types. While conducting content analysis on the first two questions, sixty-two different words were identified in describing a memorable tourism experience. Specifically, the responses to the former question (i.e., five words to describe a memorable tourism experience) provided valuable information in constructing certain themes and delineating factor items. In reviewing the answers, words that can be categorized under one theme (e.g., fun, exciting, pleasant, and interesting were categorized under affective components; exploration, educational, planned, expensive, thought-provoking, and challenging were categorized under cognitive components; sunny, warm, cold, and stormy were categorized under "weather"; eventful, active, duration, and ambiance were grouped "structure") were merged together. As participants referred to culture to indicate cultural difference or new culture, culture is placed under novelty. Through this process, the 62 words were reduced to six themes: affective components, cognitive components, novelty, social interaction, weather, and structure. In comparing the importance of each identified memorable tourism factor, the

researcher counted the frequency of reference to each word and calculated its percentage. Both affective (34.5%) and cognitive (25.4 %) components of memorable tourism experience were found to be prominent in constructing memorable tourism experiences, followed by novelty (16.2%) and social interaction (10.7%), structure (7.1%), and weather (4.1%). Since weather and structure can be evaluated through cognitive processes, they were subordinated to the cognition domain.

Sub-dimensions and various subsequent factor items (n=30) for both affective and cognitive constructs were identified, such as fun (8.3%), exciting (7.8%), beautiful (5.2%), relaxing (3.6%), adventurous (3.6%), interesting (3.6%), educational (3.1%), fascinating (2.6%), planned (2.1%), tiring (2.1%), challenging (2.1%), exploratory (2.1%), expensive (2.1%), sense of freedom (1.6%), and thought-provoking (1.6%). The researcher also found that remembered tourism experiences can be negative ones. For example, some respondents used negative words in describing their memorable tourism experiences, such as expensive, bad luck, poignant, stressful, tiring, worry, canceled flight, bad weather (e.g., hurricane and stormy), and heart-breaking.

In conducting content analysis on the latter question (i.e., what makes your tourism experience memorable?), novelty and social interactions were mostly identified. For example, people referred to new activities (e.g., snorkeling and parasailing), new destination areas, new cultures, bonding with family, traveling companions, and local people who helped them or people whom they communicated with. For minor factors, duration, exploring, fun, food, and language issue were identified.

One pre-determined construct, familiarity, was not directly referred to in answering the first two questions. However, a significant percentage of subjects (34%)

referred to familiarity while they explained their memorable tourism experience in more detail or emphasized the newness of their experiences. People have some degrees of familiarity with memorable tourism experiences by having the same experience or by visiting the same place. The differences or the value of memorable tourism experiences were salient since they have a reference group (i.e., previous similar experiences) that can be compared with. This result is congruent with previous research findings, which imply that people are likely to remember an event better if novelty and familiarity factors are combined (i.e., a sentence that has common elaborations of an atypical event is better remembered, Wadill & McDaniel, 1998). The responses from study participants show that a number of memorable tourism experiences were not purely novel experiences; some subjects had previously participated in the same activities and visited the same place. However, when a novel characteristic was added to the same tourism experiences, people seemed to remember them better. For example, subjects who had previous hiking, mountain climbing, and fishing experiences claimed that the different duration of the activities, different locations where the same activities occur, and different species that one caught, make the experience memorable. Accordingly, traveling with a different person to the same place where which people visited was also found to be memorable.

In summary, the responses from personal interviews confirmed the predetermined construct domains of memorable tourism experiences, such as cognitive components, affective components, social interaction, novelty, and familiarity. Two other themes, weather and structure, were also identified as the constituents of memorable tourism experiences. However, as they are assessed through cognitive processes, these were subordinated to the cognitive domain. The results from this study implied that some

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constructs have sub-dimensions. For example, a cognition construct contains factor items that can be grouped as cognitive appraisals of intrinsic factors (e.g., meaningful, educational, etc), cognitive appraisals of extrinsic factors (e.g., intense, long, expensive, etc), and involvement (planned, active, etc).

As a result, a total of 85 items were initially constructed with 20 for affective components, 14 for cognitive components, 12 for social interaction, 15 for involvement, 14 for novelty, and 8 for familiarity. In addition, eight behavioral intention questions, four demographic questions and seven questions related to the trip were included at the end of the questionnaire, producing a 101-item questionnaire.

3.4 Treatment of Data

3.4.1 Treatment of Missing Data

All the returned questionnaires were manually checked against protest responses that show systematic response patterns and those with unanswered items. Through this screening process, some of the returned questionnaires were dropped from the data set. If the responses with unanswered items are demographic questions, they were retained for both factor analyses and SEM.

3.5 Procedures for Data Analysis

Considering that this study was a multiphase study, development and validation of research instrument for measuring memorable tourism experience (Phase 1) and examination of structural relationship (Phase 2) between the derived memorable tourism experience constructs and other consequent constructs or variables of interest (i.e., behavioral intention), different statistical procedures are discussed in section 3.5.2 and 3.5.3.

3.5.1 Description of Sample

Descriptive statistics of the sample including gender and ethnicity as well as travel information, such as purpose of the trip, types of accommodations, and travel costs were obtained to examine the profile of college students' memorable tourism experience.

3.5.2 Data Analysis

In refining the scale, both factor analyses (i.e., confirmatory and exploratory factor analyses) and reliability tests were conducted. In order to assess the effectiveness of developed items, both principal axis extraction with Direct Oblimin, an oblique rotation, and Varimax rotation were utilized. This technique is consistent with Kline's recommendations for instrument development (1993, 1998). In this statistical procedure, the number of factors to retain was decided by using a combination of Cattell (1966) scree test and theoretical basis of the scale. Both Kline (1993) and DeVellis (1991) noted that the use of scree test to verify the number of factors retained makes sense conceptually. On the other hand, considering that exploratory factor analysis conducted in instrument development was intended to confirm the theoretical basis for the test, selecting the number of factors is a logical place to begin (Devellis, 2003; Gable & Wolf, 1993; Spector, 1992). In an effort to initially stabilize underlying components measuring memorable tourism experience, attributes not meeting any of several criteria were eliminated from the scale (Hatcher, 1994). Therefore, any item that had a factor loading of lower than .4 and/or any item that loaded on more than one factor with a loading score of equal to or greater than .4 on each factor was removed during the analysis. Regarding the internal consistency of a set of developed items, the reliability of scales was assessed using Cronbach's alpha score. Any scale item that has a score under .7 was closely

examined.

After the number of factors was identified and the problematic items were removed from the scale, a confirmatory factor analysis was conducted using covariance matrix to see whether the scale items are structurally consistent with the embedded theory or with any a priori logic of scale design. In this statistical procedure, chi-square tests were conducted to assess the fit between model and data. If the ratio of chi-square score to the degrees of freedom (i.e., χ^2/df) is less than two, the model is found to be acceptable (Schermelleh-Engel, Moosbrugger, & Mueller, 2003). However, considering the chi-square's sensitivity to sample size, unacceptable value would not be a problem if other fit indices are adequate. Therefore, in this study, the model fit was assessed by four fit indices: Chi-square to the degrees of freedom ratio, Bentler's comparative fit index (CFI), Bentler and Bobett's non-normed fit index (NNFI), and root mean square error of approximation (RMSEA). When the value of CFI is above .9 (Bentler, 1992) and other indices (i.e., NNFI) have a greater than .95 value (Hu & Bentler, 1999), the model would be declared as being fit. In addition, root mean square error of approximation (RMSEA) was used in the assessment of model fit. According to Jöreskog and Sörbom (1996), a value up to .08 for an RMSEA fit index indicates reasonable errors of approximation in the population" (p. 124), whereas values less than .05 represent a good fit (MacCallum, Browne, & Sugawara, 1996). Therefore, a RMSEA value of .05 was used a criterion in assessing model fit to the data.

3.5.2.1 Convergent and Discriminant validity

Average variance extracted (AVE) were computed to check whether the items measured were reliable in evaluating each construct. AVE was also used to examine

convergent validity and discriminant validity of the model. AVE of each construct should exceed .50 to ensure convergent validity and should exceed the respective correlation estimate among factors to ensure discriminant validity.

3.5.3 Structural Equation Modeling

After the convergent and discriminant validity are evidenced, a further examination of the causal relationships between the derived constructs and other constructs or variables of interest (i.e., behavioral intention) is performed to see if the derived constructs behave in the way stipulated by the underlying tenets guiding the memorable tourism experience scale development. The resulting data further provides critical indication of construct validity. Researchers regarded this test as a process to assess nomological validity of construct (Anderson & Gerbing, 1988; Campbell, 1960; Chen & Hsu, 2001; Cronbach & Meehl, 1955). Therefore, the researcher took a further investigation based on the suggestions in the consumer behavior literature in determining if the causal relationships exist between the derived constructs and the variables concerning future behavior intention.

In emphasizing the importance of memory, the marketing literature suggested that people are likely to rely on their prior experiences as they affect one's choice processing and ultimately create future transactions (Alba, Hutchinson, & Lynch, 1991; Baumgartner, Sujan, & Bettman, 1991; Bettman & Park, 1980a, 1980b; Biehal & Chakravavarti, 1982a, 1983; Brucks, 1985; Johnson & Russo, 1984; Nedungadi, 1990). With this causal relationship above, SEM was constructed to further test the construct validity of the derived factors representing the effect of memorable tourism experience on future behavior intention. In the structural equation model, the derived memorable tourism

experience factors are exogenous variables; revisit intention, re-engagement with the same activities, and word of mouth are endogenous variables. In order to determine the causal relationships between the exogenous and endogenous variables, path coefficients as well as the overall model fit were estimated.

Chapter 4

FINDINGS

In order to enhance the generalizability of the findings in this study, students

enrolled in twelve different classes across different academic majors at Indiana

University-Bloomington campus were collected. Among the total of 562 returned survey

questionnaires, 500 were determined to be usable based on the presence of systematic

response patterns and the percentages of missing data.

4.1 Descriptive Statistics

4.1.1 Demographic Characteristics

As shown in Table 1, the vast majority of the respondents (84.0%) were American

college students. Female participants outnumbered male participants (60.2% vs. 39.8%).

This statistics is similar to IUB student body (female: 56.6% vs. males: 43.4%). Since the

sampling frame was designed to acquire data from college students, respondents were

mostly in a limited age range. Furthermore, the gap between age groups was narrower

relative to other existing studies. An examination of the age of the respondents indicates

that 93.4% of the sample falls into the range of 18-23 (See Table1). Seniors (32.2%)

made up the majority of the respondents, followed by juniors (28.4%), sophomores

(24.2%), and freshmen (15.2%).

4.1.2 Travel Information

As shown in Table 2, the majority of respondents travel for pleasure (64.2%).

They also traveled in order to visit friends and relatives (VFR, 16.2%), for other reasons

(8.8%) and for relaxation (7.2%). Volunteer work (1.8%) and business (1.8%) were the

least frequent travel motivations. A content analysis on the choice of "other reasons,"

indicated that educational opportunities (i.e., student exchange programs) and school-

related events (i.e., training programs and field trips) were most common. The most

frequent type of accommodation used was hotels below four stars (32.0%), followed by

luxury hotels, which are above four stars (18.2%), followed by the homes of friends and

Table 1: Demographic Characteristics of Sample

Characteristic	Frequency	Percentage
Gender		
Male	215	43.0
Female	285	57.0
Age		
18-20	223	44.6
21-23	244	48.8
24-26	26	5.2
27-29	4	.8
> 30	3	.6
Ethnicity		
American Indian	1	.0
Asian	60	12.2
Black African American	11	.0
American	420	84.0
Hispanic Origin	5	.0
Others	3	.0
Education Level		
Freshman	76	15.2
Sophomore	121	24.2
Junior	142	28.4
Senior	161	32.2

Note: The percentages were rounded up to one decimal point. Therefore, the percentage may not add to 100.0 because of rounding errors.

family (13.8%). Of the respondents who used other types of accommodations (10.2%), more than half of the subjects (55%) stayed at houses, condos, or apartments. Regarding travel budgets, among those reporting specific travel costs, the majority of respondents spent less than $1,000 (39.6%), followed by $1,001-$2,000 (14.6%), and $2,001-$3,000

Table 2: Memorable Travel Information of Sample

Information	Frequency	Percentage
Purpose		
Pleasure	321	64.2
Visiting Friends and Relatives (VFR)	81	16.2
Relaxing	36	7.2
Volunteer	9	1.8
Business	9	1.8
Others	44	8.8
Type of Accommodation		
Luxury Hotels (4 star/diamond or above)	91	18.2
Hotels	160	32.0
Motels	11	.0
Cabins	25	.1
Camping	22	.0
Friends / Family house	69	13.8
Cruise ship	36	.1
Hostels	35	.1
Others	51	10.2
Mode of Transportation		
Airplane	281	56.2
Own vehicle	123	24.6
Rental vehicle	33	6.6
Public transportation	63	12.6
Travel Costs		
< $1,001	198	39.6
$1,001-$2,000	73	14.6
$2,001-$3,000	62	12.4
$3,001-$4,000	30	.1
$4,001-$5,000	14	.0
>$5,001	39	.1
Don't know	84	16.8

Note: The percentages were rounded up to one decimal point. Therefore, the percentage may not add to 100.0 because of rounding errors.

(12.4%). Since a number of respondents traveled with their parents and the parents paid the expenses, those ignorant of their travel budget formed a significant portion (16.8%).

4.2 Phase 1: Results of Instrument Development

4.2.1 Scale Purification

4.2.1.1 Item Analysis

Before assessing scale reliability and the validity of the memorable tourist experience scale, the descriptive statistics of the scale items were examined in order to eliminate those demonstrating inadequate psychometric properties. The mean, standard deviation, skewness, and kurtosis of each item are reported in Table 3. As shown, the skewness of six items (i.e., item codes for long, expensive, paid expenses, information, different transportation, and familiar destination) had the opposite sign of those in the other items within the same constructs. Moreover, one item (the item code for worthless) exhibited elevated skewness statistics. All these seven items are highlighted in Table 3.

A total of seven items were deleted. In order to make sure that the deleted items did not contribute significantly to the memorable tourist experience measurement scale, two statistical procedures were performed, as suggested by Seo (2004). One was to examine the change of Cronbach's α value when these items were removed (Table 4). As reported in Table 4, Cronbach's α of memorable tourist experience scale increased slightly: from .86 to .87. This supports the idea that the deleted items accounted for a small proportion of the variance attributable to the true memorable tourist experience score. The researcher relied on exploratory factor analysis (EFA) in order to confirm this finding and to obtain a better understanding of the factor structure of the memorable tourist experience scale.

Table 3: Descriptive Statistics for Scale Items (*N*=500)

Construct	Variable Code	Mean	SD	Skewness	Kurtosis
Relaxing	Relaxing	5.42	1.56	-.89	.12
	Exhausting	4.52	1.72	-.28	-.88
	Tiring	4.55	1.61	-.17	-.81
	Stressful	5.71	1.42	-1.01	.23
Hedonic	Fun	6.52	.85	-2.31	6.75
	Thrilling	6.22	1.11	-1.66	2.66
	Indulge	6.10	1.11	-1.23	1.38
	Enjoyed	6.44	.96	-2.37	6.91
Stimulating	Exciting	6.30	1.01	-1.71	2.98
	Boring	6.37	1.04	-2.27	6.01
	Long[a]	3.41	1.84	.38	-.85
	Exhilarating	5.43	1.39	-.95	.67
	Vigorous	3.88	1.80	-.00	-.95
Happy	Happy	6.32	.97	-1.98	5.02
	Pleased	6.26	1.03	-2.06	5.64
	Sad	6.36	1.14	-2.29	5.58
	Depressed	6.50	1.06	-2.68	7.40
Freeing	Liberating	5.22	1.45	-.65	.02
	Freedom	5.68	1.34	-.93	.38
	Constraints	5.09	1.70	-.56	-.80
Refreshing	Refreshing	5.74	1.34	-1.09	.73
	Revitalized	5.30	1.43	-.64	-.10
	Relieved stress	4.80	1.84	-.51	-.78
Adverse Feeling	Frustrated	2.06	1.35	1.53	2.02
	Angry	1.72	1.12	2.01	4.34
	Embarrassed	1.75	1.12	1.83	3.63
Sociable	Friendship	4.51	2.06	-.38	-1.17
	New_people	4.69	1.95	-.48	-.93
	Important_people	6.23	1.34	-2.12	4.38
	Trouble	5.90	1.43	-1.42	1.36
	Unity	5.83	1.35	-1.19	.92
Local Culture	Good_impression	5.39	1.50	-.87	.22
	Culture	5.36	1.63	-.81	-.20
	Friendly	5.51	1.38	-.76	-.07

Note: The percentages were rounded up to two decimal. 7-point Likert scale was used
(1=n*ot at all, 7 = very much*)
[a]:opposite skewness; [b]: elevated skewness

Table 3: (Continued)

Construct	Variable Code	Mean	SD	Skewness	Kurtosis
Meaningfulness	Meaningful	5.40	1.63	-.90	.03
	Important	5.07	1.74	-.58	-.63
	Learned	4.92	1.76	-.58	-.61
Knowledge	Exploratory	5.44	1.56	-.95	.27
	Knowledge	5.41	1.65	-.98	.16
	New_skills	4.69	1.85	-.38	-.91
Challenge	Spiritually_challenging	3.14	1.99	.57	-.90
	Physically_challenging	3.82	1.97	.06	-1.19
	Required skills	3.15	1.80	.56	-.60
Value	Expensive[a]	3.02	1.67	.62	-.40
	Good_deal	4.65	1.51	-.30	-.49
	Worthless[b]	6.63	.92	-3.09	10.18
Service	Exceptional_service	5.03	1.47	-.56	-.11
	Courteous_service	5.33	1.42	-.67	-.01
	Friendly_service	5.22	1.46	-.65	.01
	Promised_service	5.31	1.35	-.52	-.29
Unexpected Happenings	Lost_valuables	1.74	1.48	2.26	4.39
	Terrible_weather	2.03	1.55	1.56	1.61
	Problem	2.29	1.75	1.26	.47
	Unexpected_gift	2.71	2.04	.83	-.74
	Free_upgrade	1.78	1.67	2.17	3.42
	Famous_people	2.09	1.96	1.60	1.03
Involvement	Visit	6.06	1.32	-1.76	3.13
	Wanted_activities	6.01	1.26	-1.50	2.26
	Interested_activities	5.77	1.37	-1.13	.94
	Paid_expenses[a]	3.52	2.37	.33	-1.46
	Personally_special	4.47	2.22	-.31	-1.35
Planning	Organized	3.29	2.16	.40	-1.28
	Planned_myself	2.66	2.11	.93	-.63
	Planned_ahead	2.55	1.95	.99	-.32
	Spent_lots_of_time	2.52	1.84	1.03	-.14
	Asked_information[a]	4.30	2.07	-.32	-1.20
	Comparison	3.48	2.08	.24	-1.27

Note: The percentages were rounded up to two decimal. 7-point Likert scale was used (1= *not at all*, 7 = *very much*)
[a]:opposite skewness; [b]: elevated skewness

Table 3: (Continued)

Construct	Variable Code	Mean	SD	Skewness	Kurtosis
Novelty-Familiarity	Once_in_a_lifetime	4.82	2.05	-.53	-1.01
	Unique	5.60	1.59	-1.12	.54
	Different	5.53	1.67	-1.14	.52
	Familiar_destination[a]	3.00	2.13	.68	-.99
	Familiar_activities	4.21	1.92	-.19	-1.04
	Familiar_attractions	4.81	1.94	-.59	-.79
	Familiar_people	6.11	1.48	-1.90	2.94
	Familiar_trip	5.37	1.89	-.96	-.27
	Familiar_issues	4.39	2.03	-.31	-1.12
	Traveled_new_place	5.50	2.33	-1.21	-.30
	First_visiting	5.50	2.33	-1.22	-.26
	Something_new	5.96	1.52	-1.62	2.01
	Nothing_new	6.23	1.47	-2.06	3.36
	New_culture	5.21	1.88	-.84	-.42
	Different_accomodation	4.38	2.38	-.30	-1.49
	Different_transportation[a]	3.81	2.40	.08	-1.60
Activity	Actively_participated	5.73	1.53	-1.28	1.00
	Involved_lots_of_activities	4.19	1.96	-.13	-1.13

Note: The percentages were rounded up to two decimal. 7-point Likert scale was used (1= *not at all*, 7 = *very much*)
[a]:opposite skewness; [b]: elevated skewness

Table 4: Change in Cronbach's Alpha When Selected Items were Removed

Removed Item	Cronbach's Alpha	
	Before	After
Long		
Expensive		
Worthless		
Paid Expenses	.86	.87
Asked Information		
Different Transportation		
Familiar Destination		

4.2.1.2 Scale Reliabilities

The reliability of a measurement is "the ratio of the variance of the true score to the variance of the observed score" (Netemeyer, Bearden, & Sharma, 2003, p. 42). Reliability also refers to the stability of item responses over time. Therefore, in order to develop a reliable measurement scale, it is important to maintain the reliability of the memorable tourist experience scale. In assessing the quality of an item, the item-to-total correlations were examined. This is a commonly accepted procedure in developing a scale (Choi & Sirakaya, 2005). Each r value refers to the correlation of respondents' scores on an item with the sum of their scores on all items. In order to purify the scale, items that were poorly correlated ($r < .4$) with the total score were eliminated. This procedure resulted in 25 items, out of the original 78, being retained.

Internal consistency reliability, the most widely used reliability method (Delamere, 1998; Lankford & Howard, 1994), was measured using Cronbach's alpha. The reliability of the 25-item scale is .91. Following the widely recognized rule of thumb to use a reliability level of .7, this result indicated that the 25-item memorable tourist experience scale is highly reliable.

4.2.2 Exploratory Factor Analysis

Exploratory factor analysis (EFA) was conducted with 25 items retained. There were two motivations for EFA: 1) to reduce the number of scale items so that the remaining items maximize the explained variance in the scale and maximize the scale's reliability (Netemeyer et al., 2003); and 2) to identify the underlying dimensions associated with the memorable tourist experience.

The EFA was followed by a rotation with both orthogonal (VARIMAX) and

oblique (OBLIMIN) methods. Results from two different methods showed similar structures with the same value of explained variances. Employing a combination of Cattell (1966) scree test (shown in Figure 2) and theoretical basis of the scale (i.e., eigenvalues greater than 1, Kaiser-Guttman criterion), the initial EFA of the memorable tourist experience scale extracted seven factors accounting for 72.85% of the total variance. Bartlett's Test of Sphericity was 3530 with a significance of less than .001, indicating that factor analysis was appropriate. Moreover, the Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy for the data wet was .86. KMO values between .8 and .9 are described as meritorious by Kaiser (1974). The results obtained from Varimax rotation method was used for the data analysis. In deciding to retain an item, both factor loading (r > .4, Floyd & Widaman, 1995) and the communality (r > .5) of each item were examined. An item of active participation, which reported a low communality score (r < .5), was eliminated and EFA was conducted again using principal components analysis with a Varimax rotation method.

The 24-item memorable tourist experience scale extracted seven factors with eigenvalues greater than 1, which accounted for 74.63% of the total variance. As reported in Table 5, factor 1 was accounted for by the items measuring hedonic experience; factor 2 by items measuring refreshing; factor 3 by items measuring local culture; factor 4 by items measuring meaningfulness; factor 5 by items measuring knowledge; factor 6 by items measuring involvement; and factor 7 by items measuring novelty. As shown in Table 5, liberating, freedom, refreshing, and revitalized were nested in the same factor (factor 2), which were initially developed to measure the constructs of freeing and refreshing, respectively. However, they found to be merged into one construct. It is a

reasonable assumption that tourists can enjoy both refreshing and revitalized feelings when they are free from mundane lives as well as obligations. Another item, new culture, was correlated with a factor that is different from the one predicted. This item was expected to correlate with factor 7 (novelty), but the factor loading was highly correlated with factor 5 (knowledge). Considering that experiencing a new culture is another satisfaction of tourism, it is natural to find a correlation between the new culture item and the factor of knowledge. The other item, exciting, also loaded on a different construct from that initially anticipated. Considering that the hedonic factor conveys an exciting experience, it makes sense that the feeling of excitement is loaded on the hedonic factor.

Figure 2: Memorable Tourism Experience Scale Scree Plot
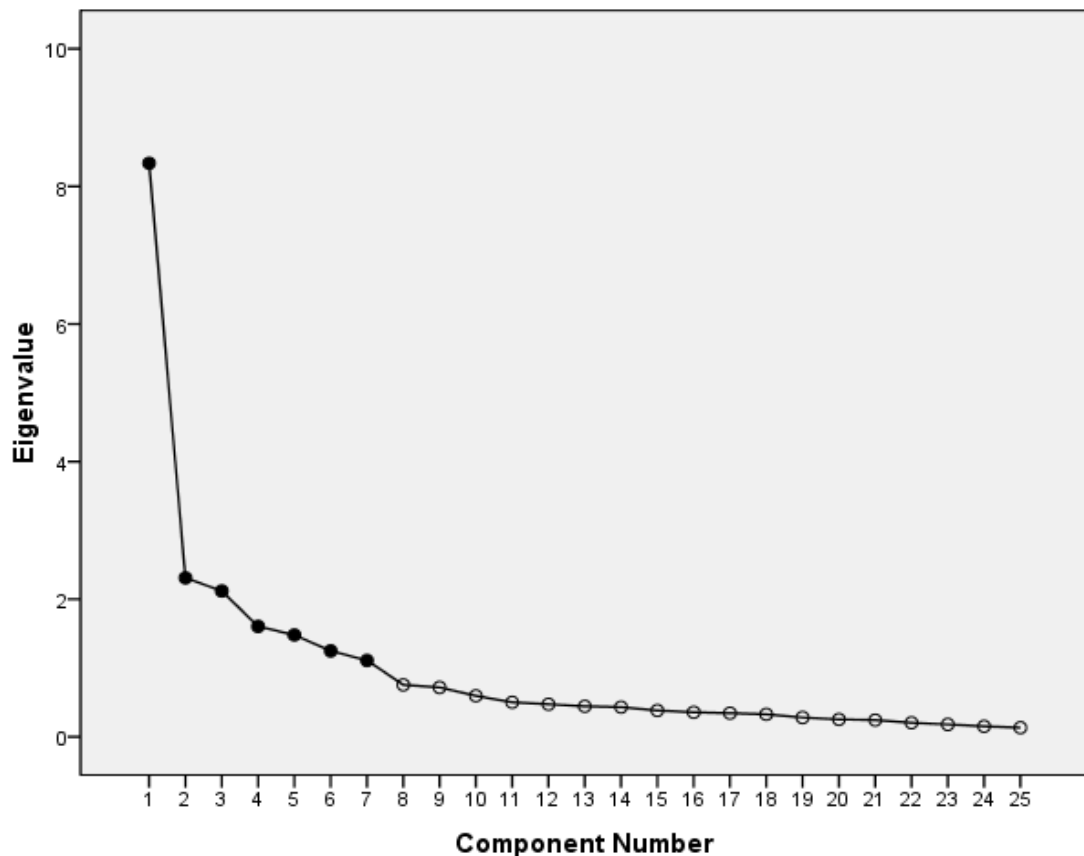
Table 5: Factor Loadings of Memorable Tourism Experience Scale by EFA with Varimax Method

Item	Hedonic	Refreshing	Local Culture	Meaning-fulness	Knowledge	Involvement	Novelty
Thrilling	**.68**	.14	.05	.05	.24	.06	.30
Indulge	**.79**	.12	.05	.14	.07	.17	.07
Enjoyed	**.84**	.16	.08	.06	.07	.20	.10
Exciting	**.77**	.20	.06	.08	.08	.19	.13
Liberating	.05	**.80**	.04	.06	.18	.09	.17
Freedom	.12	**.81**	.02	.04	.14	.09	.10
Refreshing	.31	**.73**	.21	.16	.11	.10	.01
Revitalized	.20	**.77**	.12	.19	.05	.10	.03
Good impression	.06	.13	**.85**	.07	.08	.08	.08
Local culture	.08	.09	**.73**	.12	.27	.06	.17
Friendly	.07	.07	**.90**	.06	.09	.11	.06
Meaningful	.15	.11	.12	**.85**	.12	.12	.19
Important	.11	.16	.10	**.86**	.17	.07	.18
Learned myself	.01	.14	.05	**.75**	.26	.10	.17
Exploratory	.19	.19	.08	.16	**.77**	.11	.21
Knowledge	.12	.08	.18	.21	**.81**	.12	.14
New culture	.09	.03	.20	.18	**.77**	.05	.22
Visit	.13	.09	.14	.11	.08	**.84**	.14
Wanted_ activities	.26	.13	.12	.07	.03	**.84**	.12
Interested_ activities	.20	.13	.01	.10	.15	**.78**	.14
Once_in_a lifetime	.12	.05	.02	.25	.15	.08	**.74**
Unique	.18	.12	.08	.19	.11	.12	**.84**
Different	.09	.09	.12	.07	.12	.13	**.86**
Something new	.13	.06	.12	.08	.20	.11	**.80**

Note: Items that constitute each factor are boldfaced.

4.2.3 Confirmatory Factor Analysis

4.2.3.1 Model Specification

In order to provide further evidence of the validity of the memorable tourist experience scale, confirmatory factor analysis (CFA) was conducted using LISREL version 8.8. Before the CFA, sample was randomly split into two 250-case subsamples using SPSS routine for random case selection. One sample was used for calibration and the other for validation. The hypothesized CFA model is illustrated in Figure 3. Utilizing the PRELIS program (Jöreskog & Sörbom, 1993), covariance matrices were prepared for the LISREL analysis. After the matrices were submitted to the LISREL program, maximum likelihood estimation was performed to identify whether the items reliably reflected the a priori latent constructs (i.e., hedonic, novelty, involvement, meaningfulness, refreshing, knowledge, and local culture). Correlation coefficient paths between the constructs and indicators were drawn based on three sources: a) the findings in the tourist experience literature, b) the results of EFA, and c) standardized factor loadings on the LISREL output.

4.2.4.2 Model Assessment

According to Byrne (1998), the model assessment can be done in three ways: a) using statistical significance and the feasibility of parameter estimates along with appropriateness of standard errors, b) squared multiple correlations for each indicator observed and c) model fit indices.

Standardized factor loadings were examined instead of un-standardized. This value has been widely reported (e.g., Lee et al., 2005; Netemeyer et al., 1996; Ryu & Jang, 2007) and the composite construct reliabilities and average variance extracted (AVE)

Figure 3: Hypothesized CFA Model of Memorable Tourism Experience
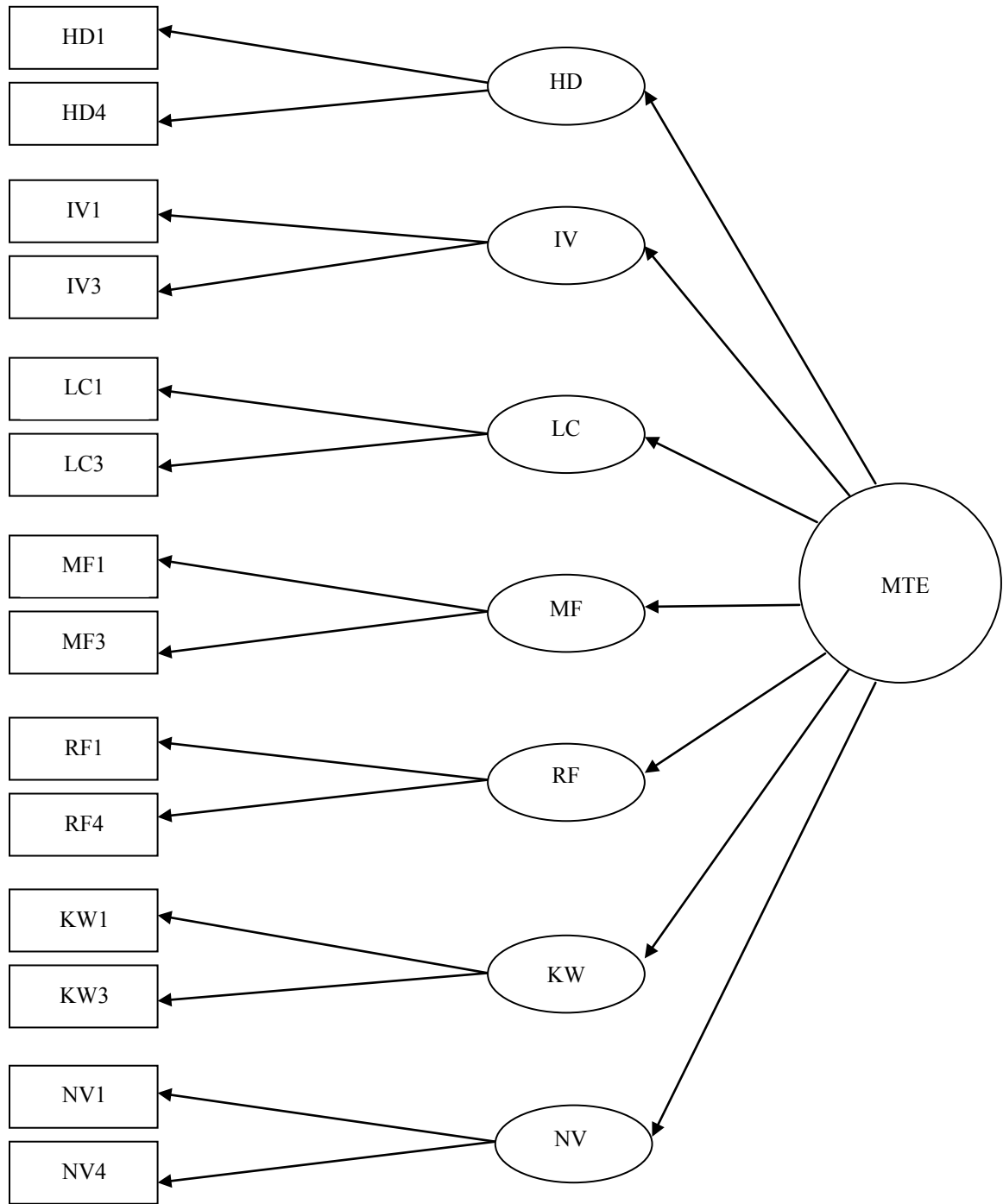
Note: Due to limited space, only two indicators per latent variable are shown. HD: Hedonic, IV: Involvement, LC: Local culture, MF: Meaningfulness, RF: Refreshing, KW: Knowledge, NV: Novelty, MTE: Memorable tourism experience.

are easily calculated.

Along with Cronbach's alpha of each construct, composite construct reliabilities and average variance extracted (AVE) were computed in order to verify that the items measured were reliable in evaluating each construct. In addition, convergent validity and discriminant validity were tested using AVE. In order to ensure convergent validity, the AVE value should exceed .50 (Hair et al., 1998). Fornell and Larcker's (1981) discriminant validity test was employed based on the criterion that the variance extracted for each measure should exceed the respective correlation estimate among factors.

In evaluating the standardized factor loading of an indicator, the value of .5 was adopted as a criterion from previous studies (e.g., Lee et al., 2005; Netmeyer et al., 1996). Squared multiple correlation (SMC), defined as the extent to which a measurement model is adequately represented by the observed measures (Bollen, 1989b), is interpreted in a way similar to the communality estimate in EFA (Ullman, 1996). Thus, the proportion of variance in the indicator is explained by the respective latent construct.

Researchers have suggested a variety of indices from different families of fit indices (Hu & Bentler, 1995; Marsh et al., 1988; Ullman, 1996). The present study employed five indices to measure the fit of the proposed model: chi-square to the degrees of freedom ratio, Bentler's comparative fit index (CFI), Bentler and Bonett's non-normed fit index (NNFI), incremental fit index (IFI), and the root mean square error of approximation (RMSEA). Since the formula for computing χ^2 is directly related to the sample size (chi-square values tend to be large in large samples), the ratio of χ^2 to the degrees of freedom has been commonly used as an alternative fit index. The model is acceptable if this value is less than two (Schermelleh-Engel, Moosbrugger, & Mueller,

2003; Ullman, 1996). Moreover, as the Bentler-Bonnett normed fit index (NFI) tends to underestimate fit in small samples, Bentler revised the NFI and suggested the use of CFI, which takes sample size into account (Byrne, 1998). When the values of CFI and IFI exceed .9, the model is declared to fit well (Bentler, 1992). As the value of the NNFI can extend beyond the range of zero to 1.0, it is a little difficult to interpret. However, Kline (1998) recommends the use of the NNFI fit test along with at least three other types of fit indices. The criterion value of .95 is suggested by Hu and Bentler (1999). The root mean square error of approximation (RMSEA) is also used to assess model fit. According to Jöreskog and Sörbom (1996), "a value up to .08 for an RMSEA fit index indicates reasonable errors of approximation in the population" (p. 124), whereas values less than .05 represent a good fit (MacCallum, Browne, & Sugawara, 1996). Therefore, a RMSEA value of up to .05 was used as a criterion for assessing model fit.

4.2.4.3 Model Assessment in Calibration Sample

As shown in Table 6, Cronbach's alphas (.80 -.87) for all measures indicated acceptable internal consistency across the items in the constructs (Litwin, 1995). Moreover, as shown in Table 6 and Figure 4, the composite reliability estimates, ranging from .81 to .90, indicated a good internal consistency of multiple indicators for each construct in the model (i.e., composite reliabilities > .7, Hair et al., 1998).

As observed in Table 6, the estimated values of Fornell and Larcker's (1981) Average variance extracted (AVE) of all seven constructs were greater than unexplained variances (i.e., AVE > .5). Moreover, all the factor loadings for individual items are significant (>.5) and SMC (R^2) appeared to be in good order. Thus, convergent validity of latent constructs was confirmed. In addition, the comparison between the inter-correlation

Table 6: Scale Items and Confirmatory Factor Analysis Results (Calibration Sample)

Factors (Cronbach's Alphas)	Standardized Factor loading	Composite Reliabilities	AVE	SMC (R^2)
Hedonic (.86)		.88	.65	
Thrilled about having a new experience	.67			.45
Indulged in the activities	.83			.69
Really enjoyed this tourism experience	.87			.75
Exciting	.84			.71
Novelty (.87)		.90	.69	
Once-in-a lifetime experience	.70			.50
Unique	.95			.90
Different from previous experiences	.83			.68
Experienced something new	.82			.67
Local Culture (.86)		.90	.75	
Good impressions about the local people	.90			.82
Closely experienced the local culture	.90			.80
Local people in a destination were friendly	.79			.63
Refreshing (.80)		.87	.64	
Liberating	.82			.68
Enjoyed sense of freedom	.76			.58
Refreshing	.98			.96
Revitalized	.60			.37
Meaningfulness (.84)		.86	.67	
I did something meaningful	.86			.73
I did something important	.92			.84
Learned about myself	.65			.42
Involvement (.83)		.84	.63	
I visited a place where I really wanted to go	.79			.62
I enjoyed activities which I really wanted to do	.85			.72
I was interested in the main activities of this tourism experience	.74			.54
Knowledge (.80)		.81	.59	
Exploratory	.80			.64
Knowledge	.80			.64
New culture	.70			.49

Note: χ^2 = 367.66, 221 degrees of freedom (p< .001), CFI = .98, IFI = .98, NNFI= .97, RMSEA = .05.

Table 7: Construct Inter-correlations (Calibration Sample)

Measures	HD	NV	LC	RF	MF	IV	KG	Mean	S.D.
Hedonics (HD)	1.00							6.28	.89
Novelty (NV)	.40	1.00						5.47	1.47
Local Culture (LC)	.22	.27	1.00					5.45	1.39
Refreshing (RF)	.46	.32	.31	1.00				5.51	1.09
Meaningfulness (MF)	.39	.44	.29	.36	1.00			5.10	1.50
Involvement (IV)	.55	.31	.35	.34	.31	1.00		6.01	1.10
Knowledge (KG)	.44	.51	.51	.31	.50	.38	1.00	5.26	1.51

of the constructs reported in Table 7 and the average variance extracted (AVE) presented in Table 6 provides evidence of discriminant validity. According to Fornell and Larcker (1981), the AVE must exceed the corresponding correlation estimate between the two factors (the square of their inter-correlations). In the current study, the variance between any two constructs (the square of their inter-correlations) was not greater than the AVE of the construct. In summary, the assessment of the measurement model showed strong evidence of reliability and validity of the latent constructs. The overall model fit was evaluated statistically by the chi-square test and heuristically using a number of goodness-of-fit statistics. The ratio of the χ^2 to the degrees of freedom ($\chi^2/df = 1.66$) and other commonly used goodness-of-fit indices consistently showed that the measurement model fit the data very well ($\chi^2_{(df=221)} = 367.66$ (p < .001), CFI= .98, NNFI= .97, IFI= .98, and RMSEA= .05).

Figure 4: Measurement Model of Memorable Tourism Experience (Calibration Sample)
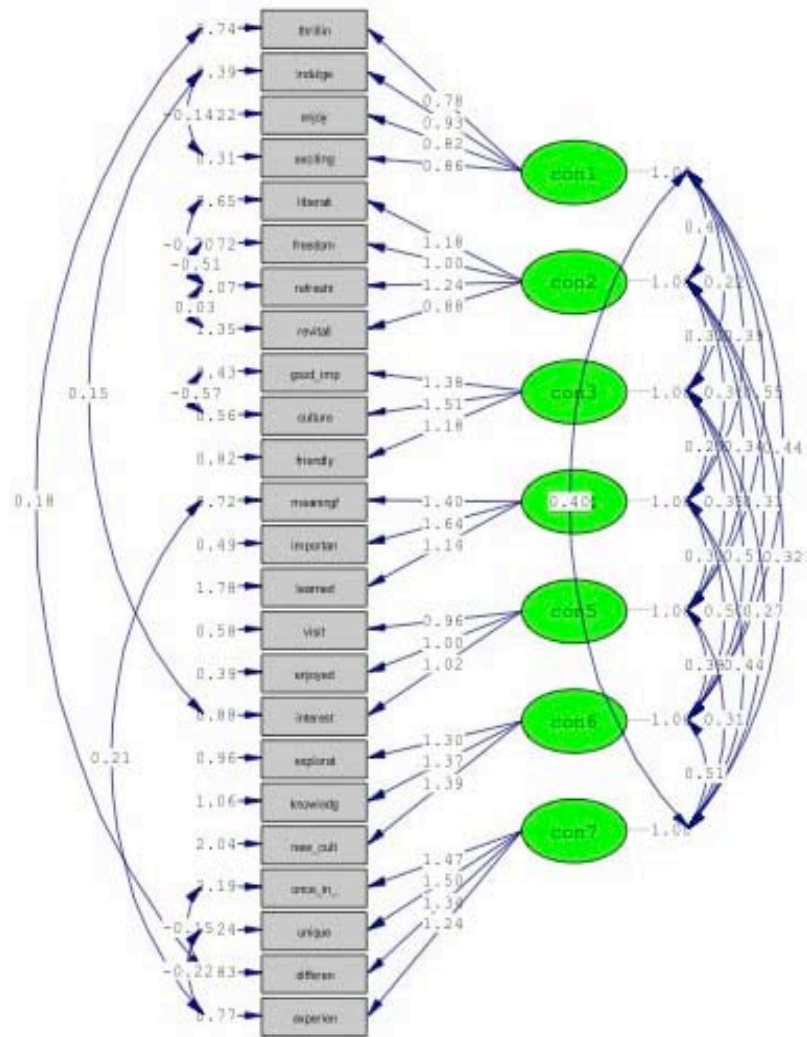
Chi-Square=367.66, df=221, P-value=0.00000, RMSEA=0.052

4.2.4.4 Model Assessment in the Validation Sample

As shown in Table 8 and in Figure 5, the indicators exhibited statistically significant standardized factor loadings, composite reliabilities, and AVE. The AVE of each construct (see Table 8) and the inter-correlations (see Table 9) provided support for construct validity and discriminant validity (i.e., AVE > .5 and AVE of each measure greater than the respective correlation estimate between factors). Moreover, the CFA model for the validation sample showed a good fit ($\chi^2_{(df=221)}$=340.55 (p < .001), CFI= .98, NNFI= .98, IFI= .98, and RMSEA= .05). This model showed an even better fit than the validation sample in that the chi-square score was lower than that of the calibration (340.55 vs. 367.66). These results are evidence that the proposed model of memorable tourist experience is viable and that the 24-item memorable tourist experience scale has construct validity.

4.2.4.6 Second-order Model: Results of the Analysis for $H_0 2$

In order to examine hierarchical relationships between the constructs or whether the seven memorable tourist experience constructs are theoretically related to a higher order of constructs (i.e., affective components, cognitive components, and behavioral components), a second-order CFA model was tested. Thus, the seven constructs found in the first-order CFA model were used as indicators. Affective components, cognitive components, and behavioral components were used as latent variables.

The initial correlation paths between the indicators and latent constructs were connected based on the predetermined factor structure. In finding measurement errors and modifying coefficient paths, modification indices (MIs) were referenced. As shown in Table 10, the second order factor structure suggests that the sub-dimensions of cognitive

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Table 8: Scale Items and Confirmatory Factor Analysis Results

(Validation Sample)

Factors (Cronbach's Alpha)	Standardized Factor loading	Composite Reliabilities	AVE	SMC (R^2)
Hedonic (.83)		.84	.57	
Thrilled about having a new experience	.70			.49
Indulged in the activities	.70			.49
Really enjoyed this tourism experience	.81			.66
Exciting	.79			.63
Novelty (.88)		.83	.68	
Once-in-a lifetime experience	.76			.57
Unique	.90			.82
Different from previous experiences	.84			.71
Experienced something new	.79			.63
Local Culture (.78)		.84	.63	
Good impressions about the local people	.88			.78
Closely experienced the local culture	.74			.55
Local people in a destination were friendly	.76			.57
Refreshing (.87)		.87	.62	
Liberating	.80			.63
Enjoyed sense of freedom	.83			.68
Refreshing	.75			.56
Revitalized	.76			.58
Meaningfulness (.89)		.90	.75	
I did something meaningful	.92			.85
I did something important	.90			.82
Learned about myself	.76			.57
Involvement (.87)		.87	.70	
I visited a place where I really wanted to go	.84			.71
I enjoyed activities which I really wanted to do	.92			.85
I was interested in the main activities of this tourism experience	.73			.53
Knowledge (.87)		.88	.70	
Exploratory	.79			.62
Knowledge	.88			.78
New culture	.84			.71

[a] χ^2 = 340.55, 221 degrees of freedom ($p <$ .001), CFI = .98, IFI = .98, NNFI= .98, RMSEA = .05.

Table 9: Construct Inter-correlations (Validation Sample)

Measures	HD	NV	LC	RF	MF	IV	KG	Mean	S.D.
Hedonics (HD)	1.00							6.25	.84
Novelty (NV)	.42	1.00						5.48	1.47
Local Culture (LC)	.31	.34	1.00					5.39	1.20
Refreshing (RF)	.45	.21	.27	1.00				5.46	1.20
Meaningfulness (MF)	.31	.47	.32	.37	1.00			5.16	1.55
Involvement (IV)	.52	.45	.22	.34	.33	1.00		5.88	1.21
Knowledge (KG)	.35	.52	.34	.25	.55	.31	1.00	5.44	1.43

and affective components share common variances. For example, thrilling, refreshing, revitalized, meaningfulness, and different, loaded on both cognitive and affective components in the final model. Eight indicators exhibited low factor loadings (< .5) and five indicators had significantly low SMC (below .2). Moreover, the AVE values of cognitive and affective components were significantly low (< .5). Although AVE values near the .5 threshold are considered reasonable for newly developed scales (Netemeyer et al., 2003), the AVE values of affective components (.3) were still too low to be accepted. These results provided good evidence that the memorable tourist experience scale fits better using a first-order model. Thus, the null hypothesis H2, "none of the constructs in the proposed model have hierarchical relationships" could not be rejected.

Figure 5: Measurement Model of Memorable Tourism Experience (Validation Sample)
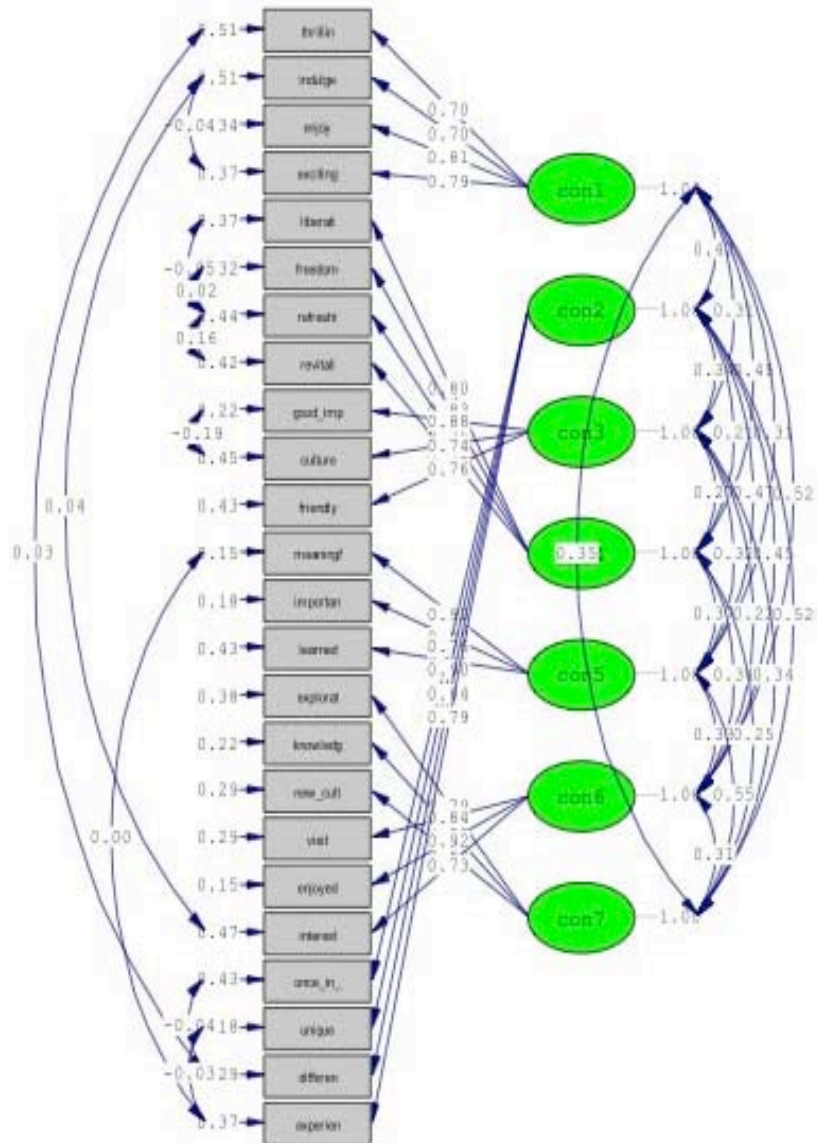
Chi-Square=340.55, df=221, P-value=0.00000, RMSEA=0.047

Table 10: Second-order Confirmatory Factor Analysis

Factors (Cronbach's Alphas)	Standardized Factor Loadings	Standardized Cross Factor Loading	Composite Reliabilities	AVE	SMC (R^2)
Affective Components			.81	.45	
Thrilled about having a new experience	.54	.25*Cognitive			.48
Indulged in the activities	.84				.70
Really enjoyed this tourism experience	.87				.76
Exciting	.83				.69
Refreshing	.42	.14*Cognitive			.25
Revitalized	.22	.25*Cognitive			.17
Cognitive Components			.86	.30	
Liberating	.46				.21
Freedom	.40				.16
Good impression	.33				.11
Local Culture	.40				.16
Friendly	.39				.08
Meaningfulness	.40	.18*Affective			.26
Important	.53				.28
Learned	.52				.27
Exploratory	.60				.35
Knowledge	.51				.26
New culture	.52				.27
Once-in-a lifetime experience	.64				.41
Unique	.76				.58
Different from previous experiences	.74				.55
Experienced something new	.80				.64
Behavioral Components			.83	.62	
I visited a place where I really wanted to go	.77				.60
I enjoyed activities which I really wanted to do	.85				.73
I was interested in the main activities of this tourism experience	.74				.53

Note:χ^2 = 371.47, 221 degrees of freedom (p< .001), CFI = .98, IFI = .98, NNFI= .97, RMSEA = .05.

Table 11: Construct Inter-correlations (Second-order Model)

Measures	CC	AC	BC	Mean	S.D.
Cognitive Components (CC)	1.00			5.43	.94
Affective Components (AC)	.48	1.00		5.92	.85
Behavioral Components (BC)	.41	.56	1.00	5.95	1.15

4.3. Invariance Tests

In order to enhance the validity of the developed memorable tourism experience scale, two invariance tests were conducted with using calibration and validation samples. These tests were conducted in order to examine whether the measurement model fit different groups and whether the factor loadings were identical across these groups. The former test is considered a prerequisite for the invariance test because failure to achieve configural invariance indicates that different constructs are measured across the groups. Thus, it is meaningless to examine further whether the factor loadings are identical across the groups unless the configural model fits the data.

In the process of conducting the invariance tests, the number of factors and patterns of the free and fixed loadings need to be the same across the calibration and validation sample. When assessing the model, a RMSEA value of .05 or less was used (Cheung & Rensvold, 2002). This value was used because researchers suggest that the chi-square difference test is too strict whereas the CFI is too lenient (Wu et al., 2007). The results supported the configural invariance of the measurement model across the

calibration and validation sample (Chi-square: 822.37, *df*: 473, RMSEA: .05). This good

model fit was also supported by the CFI value, which is .98. Therefore, the data were

eligible for the next test, which was used to examine whether the factor loadings were

identical regardless of group membership.

In order to develop a valid measurement scale, the equality of the factor loadings

across the groups needs to be assured. This invariance postulates that one unit change of

an item score is scaled to an equal unit change of the factor score across the groups.

Therefore, a lack of this invariance is problematic because "if one unit change in the item

score does not result in equal unit change in the factor score across groups, the regression

lines are not identical because the slopes are unequal; hence the regression lines are not

identical for the groups" (Wu et al., 2007, p. 8). The results of the data also supported the

invariance model (Chi-square: 848.94, *df*: 490, RMSEA: .05, CFI: .98). The results from

the two different invariance tests suggested that the memorable tourism experience model

developed in this study is viable and has construct validity.

4.4 Effects of Individual Differences on Memorable Tourism Experiences

In order to discover whether an individual's demographic variables, such as age,

gender and ethnicity, and travel characteristics affect his or her memorable tourism

experiences, multivariate analysis (MANOVA) was conducted. As several dependent

variables exist (i.e., hedonic, novelty, refreshing, meaningfulness, involvement and

knowledge), MANOVA was conducted instead of operating multiple ANOVAs in order to

reduce the type I errors. Subjects' demographic variables and memorable travel

information were placed as the independent variables in the data analysis.

The results reported in Table 12 showed that memorable tourism information,

such as purpose, transportation mode and accommodation type, as well as demographic information, such as gender and ethnicity, has had significant effects on the results. Stepdown analyses were then conducted with the identified significant independent variables in order to better understand the effects of these variables on the memorable tourism experience (see Table 13 through Table 17).

Table 12: MANOVA Results

Variables	Wilks' Lambda	F	df	sig.
Purpose	.878	1.71	35	.006**
Transportation mode	.899	2.34	21	.001**
Accommodation type	.819	1.64	56	.002**
Length of travel	.857	1.27	56	.089
Travel party	.874	1.27	49	.104
Age	.929	1.20	28	.214
gender	.965	2.37	7	.022*
Ethnicity	.856	2.05	35	.000***

*Note. *$p < .05$, **$p < .01$, ***$p < .001$*

As shown in Table 13, the components of the memorable tourism experience, except for the "refreshing" dimension, were significantly influenced by the purpose of an individual's memorable travel. Respondents who traveled to have a relaxing getaway showed the lowest mean score on meaningfulness ($M= 4.81$) and knowledge ($M= 4.74$). Alternately, the individuals who traveled in order to undertake volunteer work had the

highest mean score in regard to the meaningfulness factor (M= 6.63), while those individuals who traveled for the student exchange program had the highest mean score for the knowledge factor (M= 6.02).

Table 13: Between Subjects Effects of the Purpose of the Travel

Dependent Variables	df	Mean Square	F	sig.
Hedonic	5	1.70	2.29	.045*
Novelty	5	8.68	4.15	.001**
Local culture	5	3.91	2.36	.039*
Refreshing	5	2.18	1.67	.139
Meaningfulness	5	8.30	3.69	.003**
Involvement	5	5.74	4.46	.001**
Knowledge	5	7.76	3.68	.003**

Note. $*p < .05, **p < .01, ***p < .001$

In regard to the involvement and novelty variables, the individuals who traveled for the purpose of business had significantly lower mean scores than the individuals in the other groups (involvement: M= 4.48; novelty: M= 4.19). The experience of local culture was significantly different between the respondent groups, who traveled for pleasure (M = 5.38), family gatherings (M= 5.38), and relaxing getaway (M= 5.17), and those of people whose purpose of the travel were to undertake volunteer work (M= 6.63), travel for business (M= 5.56), and to participate in the student exchange program (M= 5.70). It is also interesting to identify the group differences in regard to the hedonic factor for those individuals who traveled for business (M= 5.78) and those who traveled in order

to undertake volunteer work ($M=6.47$).

An individual's mode of transportation also significantly affected six memorable tourism experience components (Table 14). In regard to the novelty component, individuals who used their own vehicles exhibited a significantly lower mean score ($M=4.87$) than individuals who used different transportation modes ($M \geq 5.60$). Significant group differences were also identified in local culture (own vehicle: $M=5.10$ vs. public transportation: $M=5.78$), meaningfulness (own vehicle: $M=4.69$ vs. public transportation: $M=5.43$) and involvement (own vehicle: $M=5.63$ vs. public transportation: $M=6.09$). The results also showed that individuals who traveled by airplane had the highest mean score in regard to the hedonic factor ($M=6.36$). In regard to the knowledge factor, differences were identified among the groups who used their own vehicles ($M=4.75$), traveled by airplane ($M=5.51$) or used public transportation ($M=5.89$).

Table 14: Between Subjects Effects of the Transportation Mode of the Travel

Dependent Variables	df	Mean Square	F	sig.
Hedonic	3	2.94	3.98	.008**
Novelty	3	22.31	10.95	.000***
Local culture	3	7.33	4.46	.004**
Refreshing	3	1.37	1.04	.374
Meaningfulness	3	10.93	4.83	.003**
Involvement	3	5.53	4.23	.006**
Knowledge	3	23.64	11.61	.000***

Note. **$p < .01$, ***$p < .001$

An individual's memorable tourism experience varied significantly based on the individual's accommodations (Table 15). For example, individuals who stayed in a hostel had the highest mean score in regard to the five factors: novelty ($M = 6.41$), local culture ($M = 6.10$), meaningfulness ($M = 6.25$), involvement ($M = 6.58$) and knowledge ($M = 6.38$). On the other hand, individuals who stayed in a hotel or luxury hotel had the lowest mean score in regard to the novelty ($M = 5.18$), local culture ($M = 5.18$) and knowledge ($M = 4.86$) factors. In addition, those individuals who camped during their travel exhibited the highest mean score in regard to the refreshing factor ($M = 6.23$).

Table 15: Between Subjects Effects of the Accommodation type of the Travel

Dependent Variables	df	Mean Square	F	sig.
Hedonic	8	.941	1.26	.263
Novelty	8	5.96	2.84	.004**
Local culture	8	6.45	4.03	.000***
Refreshing	8	4.52	3.59	.000***
Meaningfulness	8	9.38	4.26	.000***
Involvement	8	3.06	2.35	.018*
Knowledge	8	9.59	4.69	.000***

*Note. *p < .05, **p < .01, ***p < .001*

The results also showed that an individual's ethnicity influenced his memorable tourism experience. As only one individual who participated in this study was of Native American heritage, the individual's information was not included in the data analysis. The hedonic, novelty and local culture factors specifically influenced were based on the

individual's ethnicity (Table 16). For example, Hispanic individuals had the highest mean score for hedonics (M= 6.60), novelty (M= 6.25) and local culture (M= 5.87). The Asian individuals had the lowest mean score in regard to the hedonic factor (M= 5.71), while the African American individuals had the lowest mean score in regard to the novelty factor (M = 4.68). In addition, the multi-ethnic group, which included Asian American individuals, exhibited the lowest mean score in regard to the novelty factor (M = 5.87).

Table 16: Between Subjects Effects of the ethnicity on the memorable tourism experience

Dependent Variables	df	Mean Square	F	sig.
Hedonic	4	5.86	8.59	.000***
Novelty	4	5.19	2.43	.047*
Local culture	4	4.42	2.67	.031*
Refreshing	4	.46	.35	.844
Meaningfulness	4	2.26	.98	.420
Involvement	4	2.95	2.24	.064
Knowledge	4	4.42	2.06	.085

*Note. *p < .05, ***p < .001*

The results from the t-tests showed that significant gender differences exist. As shown in Table 17, the mean scores for the female participants were significantly higher than the mean scores for the male participants in regard to the hedonic, novelty, meaningfulness, involvement, and knowledge factors. The greatest differences within these factors were in the novelty (p < .001) and meaningfulness (p < .001) factors.

Table 17: Mean Difference between Males and Females of the Memorable Tourism Experience

Dependent Variables	Gender	Mean	SE	t	sig.
Hedonic	Male	6.15	.065	2.43	.016*
	Female	6.34	.047		
Novelty	Male	5.21	.105	3.57	.000***
	Female	5.68	.082		
Local culture	Male	5.32	.086	1.52	.129
	Female	5.50	.078		
Refreshing	Male	5.47	.073	.266	.790
	Female	5.49	.071		
Meaningfulness	Male	4.81	.107	4.09	.000***
	Female	5.37	.085		
Involvement	Male	5.77	.082	2.95	.003**
	Female	6.08	.065		
Knowledge	Male	5.17	.103	2.44	.015*
	Female	5.49	.085		

*Note. *p < .05, **p < .01, ***p < .001*

4.5 Phase 2: Structural Equation Modeling

4.5.1 Model Specification

Two separate samples (calibration and validation) were aggregated to test the

structural equation model (SEM). The SEM included not only the measures of the memorable tourism experience but also five proposed potential consequences: recollection, vividness, fit into life, future behavior, and loyalty behavior. The first three constructs were taken from Sheen and Rubin's (2001) study and the latter two were developed based on the literature of repurchase loyalty (e.g., Bloemer & Kasper, 1995; Dick & Basu, 1994; Olsen, 2002). These consequence variables served as criterion variables for assessing nomological validity of the memorable tourism experience scale. All measurement items of the consequence constructs were measured on a 7-point Likert scale anchored 1-7 (1= *strongly disagree*, 7= *strongly agree*). Specifically, recollection included three items tapping whether individuals actually remember and re-live previous experience as well as whether they feel travel back to the time. Five items, such as hear in mind, see in mind, remember the spatial layout, recall the setting, and feel the emotions now, were gauged how vividly people remember the experience. Belief in a memory was assessed using four items: part of my life, thought or talked about the experience, memory of this experience is the general knowledge, and memory for this experience is fragmented into details with missing bits. Following the previous researchers' suggestion (Dick & Basu, 1994; Olsen, 2002), three items were developed to tap the participants' future behavioral intentions: revisit the place, repractice the same tourism activities, and recommend this place. Loyalty was included via three items tapping how likely individuals are to use the same brand of accommodation, transportation, and the service companies.

Since there were missing values of consequent variables, such as intentions to use the same services and/or the same transportation company for future travel, subjects who

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did not answer these questions were excluded in the analysis. Therefore, a total of 478 subjects were used in this phase of the study. Following the procedure suggested by Anderson and Gerbing (1988), the data were analyzed using a two-step approach. The overall measurement of quality was first confirmed and then the structural model was tested. Therefore, after adding these five constructs in the measurement model, a confirmatory factor analysis (CFA) was conducted with maximum likelihood estimation in order to identify whether items reliably reflected the a priori latent constructs (i.e., hedonic, involvement, novelty, refreshing, knowledge, meaningfulness, local culture, recollection, vividness, fit into life, future behavior, and loyalty behavior) using the covariance matrix. Coefficient paths were connected in the structural model based on findings in the literature.

4.5.2 Model Assessment

4.5.2.1 Measurement Model

As shown in Table 18 and in Figure 6, the indicators exhibited statistically significant standardized factor loadings, composite reliabilities, and AVE. The AVE of each construct (see Table 18) and the inter-correlations (see Table 19) provided support for construct validity and discriminant validity (AVE > .5 and AVE of each measure greater than the respective correlation estimate between factors). Moreover, the CFA model for the validation sample showed a good fit ($\chi^2/df = 1.65$, $\chi^2_{(df=743)} = 1223.63$ (p < .001), CFI= .98, NNFI= .98, IFI= .98, and RMSEA= .04).

4.5.2.2 Structural Model

After confirming the appropriateness of the measurement model, the structural

Table 18: Measurement Model of Memorable Tourism Experience

Factors (Cronbach's Alphas)	Standardized Factor Loading	Composite Reliabilities	AVE	SMC (R^2)
Hedonic (.85)		.86	.61	
Thrilled about having a new experience	.68			.46
Indulged in the activities	.77			.59
Really enjoyed this tourism experience	.84			.71
Exciting	.83			.68
Novelty (.88)		.90	.69	
Once-in-a lifetime experience	.73			.54
Unique	.93			.86
Different from previous experiences	.84			.70
Experienced something new	.80			.64
Local Culture (.82)		.87	.68	
Good impressions about the local people	.88			.78
Closely experienced the local culture	.82			.67
Local people in a destination were friendly	.78			.61
Refreshing (.84)		.87	.62	
Liberating	.80			.63
Enjoyed sense of freedom	.79			.63
Refreshing	.86			.73
Revitalized	.70			.49
Meaningfulness (.86)		.87	.70	
I did something meaningful	.87			.76
I did something important	.92			.84
Learned about myself	.69			.47
Involvement (.84)		.85	.65	
I visited a place where I really wanted to go	.81			.66
I enjoyed activities which I really wanted to do	.89			.79
I was interested in the main activities of this tourism experience	.71			.50
Knowledge (.83)		.83	.62	
Exploratory	.79			.63
Knowledge	.83			.69
New culture	.75			.57
Recollection (.72)		.72	.46	
Relieving	.68			.47
Participant	.60			.35
Remember	.75			.56

Table 18: (Continued)

Factors (Cronbach's Alphas)	Standardized Factor Loading	Composite Reliabilities	AVE	SMC (R^2)
Vividness (.83)		.83	.50	
Hear in mind	.65			.43
See in mind	.64			.39
Spatial relationship	.75			.56
Emotions	.72			.52
Setting	.77			.58
Belief in Memory (.76)		.77	.46	
General Knowledge	.64			.39
Missing bits	.69			.47
Part of life	.75			.57
Thought or talked	.63			.40
Future Behavior (.75)		.77	.53	
Revisit	.72			.48
Re-practice	.67			.41
Recommend	.79			.66
Loyalty Behavior (.86)		.86	.67	
Same accommodation	.87			.75
Same transportation	.77			.60
Same service	.81			.66

[a] χ^2 = 1223.63, 743 degrees of freedom ($p < .001$), CFI = .98, IFI = .98, NNFI= .98, RMSEA = .04.

model was examined. The results of the standardized parameter estimates and t values are reported in the upper part of Table 20. The model fit indices of the structural model are presented in the lower part of the same table. For the overall model, the estimated model provided a good fit based on the model fit indices ($\chi^2/df = 1.77$, $\chi^2_{(df=769)} = 1363.04$ (p < .001), CFI= .98, NNFI= .98, IFI= .98, and RMSEA= .04).

Table 19: Construct Inter-correlations

Measures	HD	NV	LC	RF	MF	IV	KW	RC	VV	BL	FB	LB	Mean	S.D.
Hedonics (HD)	1.00												6.25	.88
Novelty (NV)	.41	1.00											5.45	1.48
Local Culture (LC)	.26	.31	1.00										5.41	1.29
Refreshing (RF)	.47	.29	.29	1.00									5.47	1.15
Meaningfulness (MF)	.35	.45	.33	.36	1.00								5.08	1.51
Involvement (IV)	.54	.36	.30	.35	.33	1.00							5.94	1.14
Knowledge (KW)	.40	.52	.42	.29	.55	.36	1.00						5.33	1.46
Recollection (RC)	.31	.17	.20	.25	.13	.38	.13	1.00					5.32	.94
Vividness (VV)	.24	.18	.19	.28	.07	.31	.14	.56	1.00				5.32	.98
Belief in Memory (BL)	.30	.22	.26	.35	.20	.35	.19	.55	.42	1.00			5.14	.97
Future Behavior (FB)	.50	.21	.32	.33	.30	.53	.24	.33	.23	.44	1.00		5.88	1.06
Loyalty Behavior (LB)	.21	.03	.14	.19	.08	.21	.01	.24	.12	.30	.58	1.00	4.92	1.53

Table 20 presents the standardized path coefficients between the exogenous and endogenous variables and the results hypotheses tests. In support of research hypotheses H3 through H5, memorable tourist experiences positively influenced a person's ability to recall (H3) past tourist experiences ($\beta = .31$, $t = 5.24$, $p < .001$) and to do so vividly (H4; $\beta = .33$, $t = 5.73$, $p < .001$). Moreover, the memorable tourist experience affected a person's belief (H5) that the experience was real and not an artifact of general knowledge ($\beta = .41$, $t = 6.89$, $p < .001$).

Memorable tourist experiences, as hypothesized, had significant positive effects

on future behavioral intentions (ß= .50, t = 8.63, p < .001), thus supporting H6. Also, the

causal path between memorable tourist experience and loyalty behavior toward a brand of

the company that respondents encountered during a person's experience as a tourist is

statistically significant (ß= .20, t = 3.71, p < .001), supporting H7. Regarding the

comparative influence of memorable tourist experience on consequent factors (i.e.,

autobiography memory, future behavioral intention, and loyalty behavior), future

behavioral intention was observed to have the highest positive coefficient (ß= .50). In

other words, memorable tourist experiences are more likely to influence a person's future

behavior in terms of revisiting, partaking in tourist activities again, and positive feedback.

Table 20: Structural Model: Standardized Coefficients, t-values, and Fit indices

Hypothesized Path	Standardized Coefficients Path	t-value	Hypothesis
H3: Memorable Tourism Experience → Recollection	.31***	5.24	Supported
H4: Memorable Tourism Experience → Vividness	.33***	5.73	Supported
H5: Memorable Tourism Experience → Fit into life	.41***	6.89	Supported
H6: Memorable Tourism Experience → Behavior intention	.50***	8.63	Supported
H7: Memorable Tourism Experience → Loyalty Behavior	.20***	3.71	Supported

Model Fit Statistics

χ^2	df	p-value	CFI	IFI	NNFI	RMSEA
1363.04	769	.000	.98	.98	.98	.04

***p< .001

Figure 6: Measurement Model of Memorable Tourism Experience
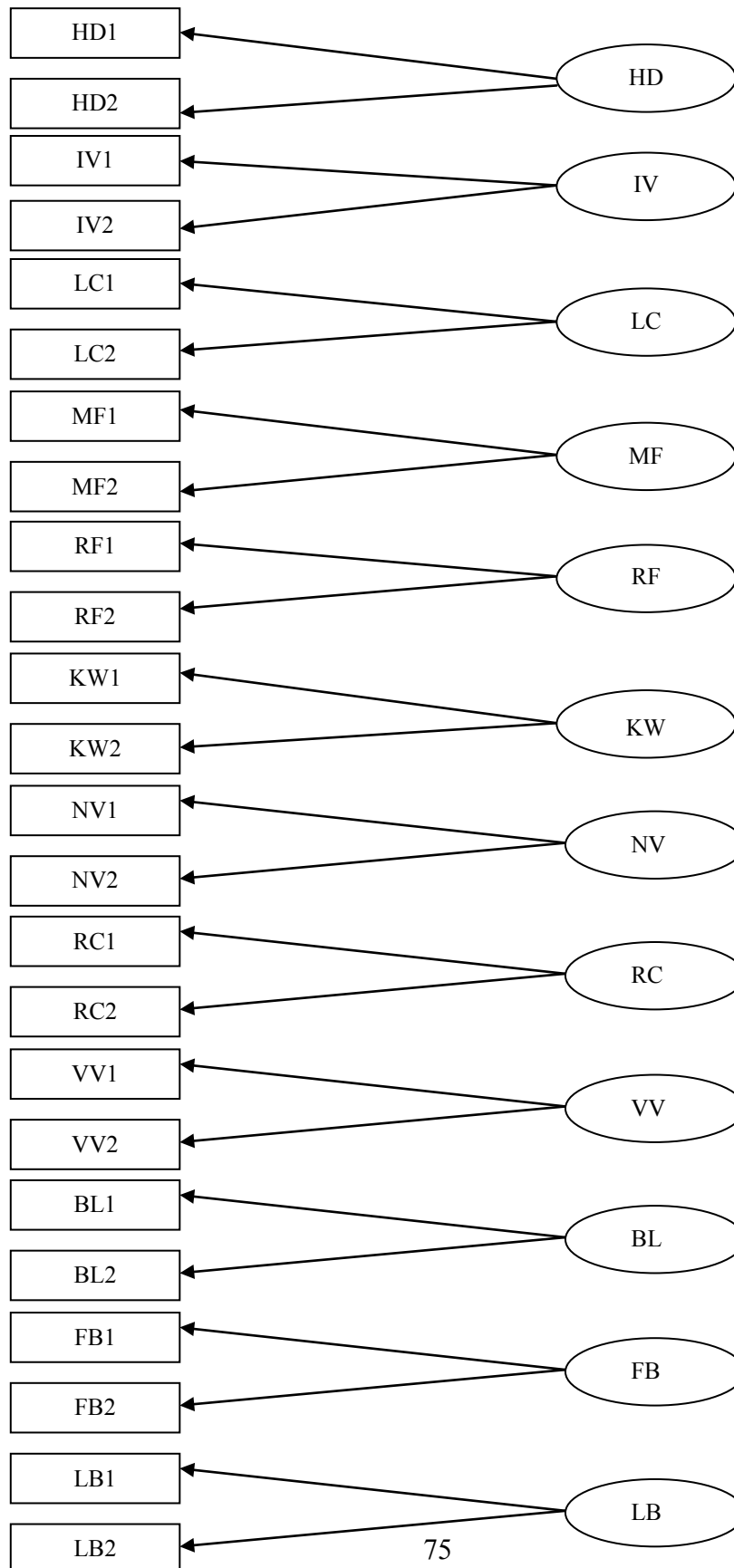
Note: Due to limited space, only two indicators per latent variable are shown.

HD: Hedonic
IV: Involvement
LC: Local culture
MF: Meaningfulness
RF: Refreshing
KW: Knowledge
NV: Novelty
RC: Recollection
VV: Vividness
BL: Belief in memory
FB: Future Behavior
LB: Loyal Behavior

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Figure 7: Structural Model of Memorable Tourism Experience

Note: Due to limited space, only two indicators per latent variable are shown. HD: Hedonic, IV: Involvement, LC: Local culture, MF: Meaningfulness, RF: Refreshing, KW: Knowledge, NV: Novelty, MTE: Memorable tourism experience, RC: Recollection, VV: Vividness, BL: Belief in mind, BI: Behavioral intention, and LB: Loyal behavior
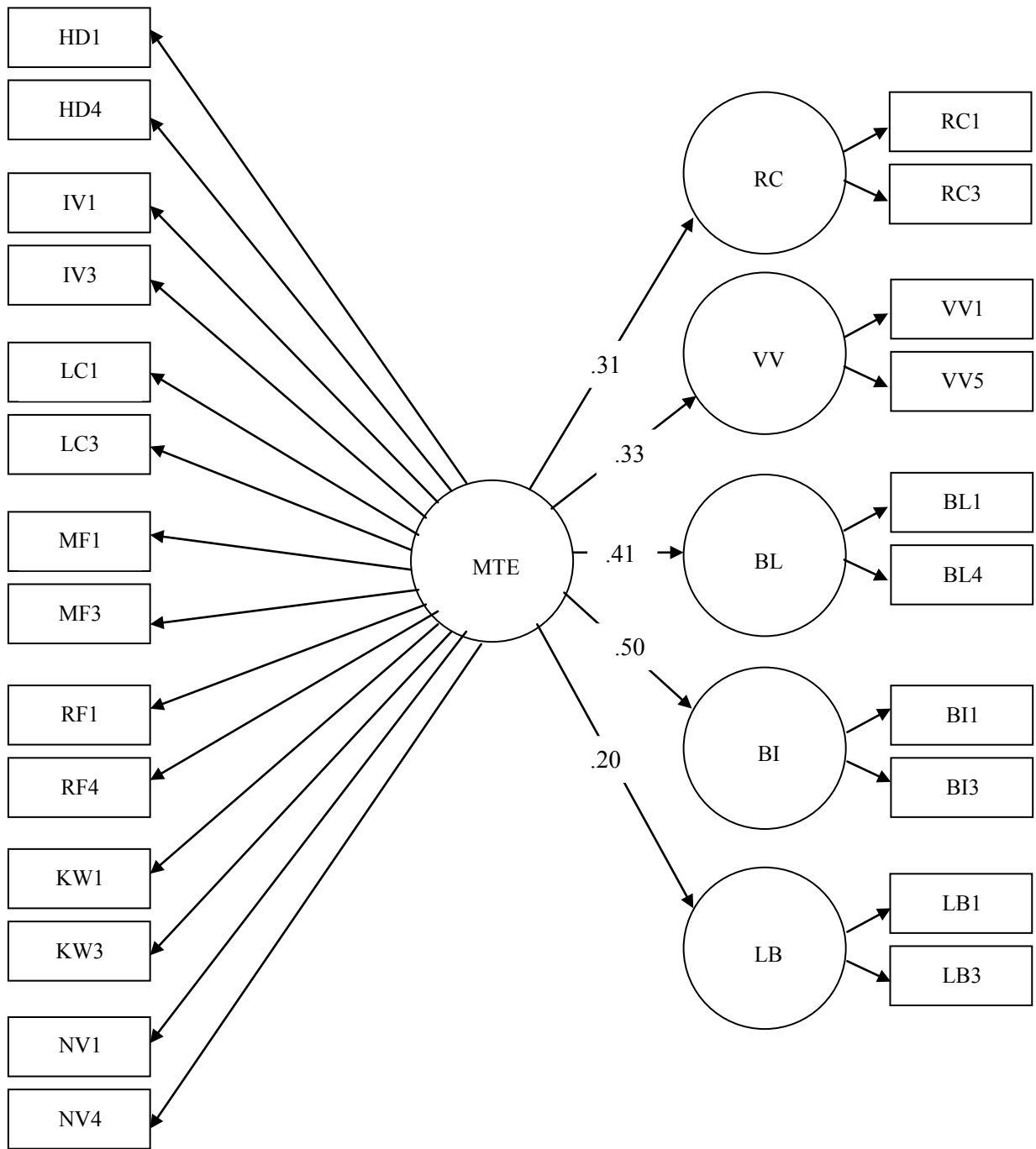
Chapter 5

SUMMARY, DISCUSSION OF FINDINGS, CONCLUSIONS, IMPLEMENTATIONS

AND RECOMMENDATIONS

5.1 Summary

This study aimed to construct a valid and reliable scale to measure memorable tourist experiences. The scale relies on the following contributory factors: a) hedonic, b) meaningfulness, c) involvement, d) local culture, e) knowledge, f) novelty, and h) refreshing. This study sought to answer the following research questions:

1. Does the memorable tourist scale developed in this study yield an appropriate level of reliability and validity?

2. Are there relationships among the memorable tourist experience constructs in the proposed model?

3. Are there relationships between the memorable tourist experience constructs and the consequent latent constructs, such as autobiographical memory and future behavior intentions?

Data were collected using a 101-item survey questionnaire from 562 U.S. college students at a large Midwestern university. Of the 562 surveys collected, the researcher retained 500 usable responses based on the data screening of missing values and systematic response patterns. Following the scale development procedure suggested by Churchill (1979) and Hinkin (1995), the memorable tourist experience scale was developed using a pool of items, expert reviews of the items, and scientific item elimination procedures.

Evidence of construct validity and discriminate validity of the memorable tourist experience scale were provided by the results of exploratory factor analysis (EFA) using SPSS and confirmatory factor analysis (CFA) using LISREL. The findings of the CFA were cross-validated by splitting the total sample into two 250-case sub-samples. In supporting a consistent factor structure, both calibration and validation samples yielded identical results. All major goodness-of-fit indices indicated the model's good fit to both datasets. Structural relationships between the memorable tourist experiences and consequent variables, such as behavioral intentions and autobiography memory, were tested. The findings indicated a good fit of model to the data.

5.2. Discussion of Findings

The results of this study indicated that the memorable tourist experience scale was highly reliable and demonstrated construct validity by achieving both convergent and discriminant validity. Since no previous studies have conceptualized memorable tourist experiences, these findings cannot be empirically supported by the literature. However, these seven factors are discussed as important tourism experiential factors and are likely to affect a person's memory. For example, hedonics has been discussed as an integral part of leisure experiences (Mannell & Kleiber, 1997) and a crucial factor in determining tourists' satisfaction as well as their future behavior (Dunman & Matitila, 2005). Moreover, involvement with a customer experience, which introduces the notion of personal attachment to an experience, was found to reinforce a person's affective feelings when evaluating an experience (Bloch & Richins, 1983; Blodgett & Granbois, 1992; Swinyard, 1993) and stimulate cognitive analysis to a deep level (Craik & Lockhart, 1972).

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In testing research hypothesis H2 concerning the hierarchical relationship among the constructs, the researcher compared the goodness-of-fit indices as well as factor loadings of each indicator to a construct. The results suggest that the measurement model should be retained at the level of first order constructs for two main reasons. First, modeling the memorable tourism experiential factors at a higher order, with all seven first-order experience dimensions, did not fit the data well. Each indicator exhibited low factor loadings as well as squared multiple correlations (SMC). This indicated that the memorable tourism experience dimensions may not share variance to a sufficient degree. Second, the second-order factor model failed to show any improvement in fit over the first-order model. Instead, the first-order model showed better values on all five model fit indices and it is much easier to interpret and understand the memorable tourism experience dimensions. From a management standpoint, the first-order model can provide destination marketers much more useful diagnostic information for developing and assessing tourism programs because each dimension of the model points to clear distinctions for managerial attention and program development actions.

This study also identified significant differences, such as demographic and travel information, between memorable tourism experiences. First, the purpose of an individual's travel significantly affected the six memorable tourism experience factors: hedonic, novelty, local culture, meaningfulness, involvement and knowledge. For example, individuals who traveled for the purpose of business were found to be less likely to become involved in the travel and experience novelty and hedonism during the experience. As individuals who travel for business have less control over the choice of travel destination and activities, it is understandable that they would be less involved with

the travel. In addition, as one may perceive the travel as a work and may have a tight schedule, he or she may be limited in regard to seeking hedonic activities while traveling. On the other hand, individuals whose purpose for the travel was to participate in volunteer activities experienced more hedonism and found meaning from the experience. Considering the nature of volunteer work (i.e., helping others), it is understandable that these individuals would find meaning and experience pleasure from their travel.

An individual's mode of transportation choice also influenced his or her experience factors. For example, those individuals who used public transportation were highly involved with their tourism experience and experienced more local culture than individuals who used other transportation modes. These individuals were also more likely to perceive the tourism experience as meaningful and gain knowledge from the experience than those who used other forms of transportation. One explanation for these results could be because the individuals utilizing public transportation would have more opportunities to come into contact and interact with local individuals. Another explanation stems from the characteristics of public transportation. In a travel destination area, about which an individual does not have much information, using a public transportation is uncomfortable and inconvenient when compared to using other modes of transportation. Therefore, it can also be assumed that individuals who decide to use public transportation regardless of their lack of knowledge in regard to the travel destination have a greater desire to become invested in their travel than those who use other forms of transportation.

In addition, respondents' memorable tourism experiences were also significantly influenced by their accommodations. Individuals who stayed in a hostel experienced

more local culture, novelty and meaningfulness, were more highly involved with the travel, and learned more knowledge from this tourism experience. Taking into consideration the fact that the majority of the individuals who stayed in a hostel traveled to a European country in order to participate in a student exchange program, the result is understandable. It is also interesting to note that individuals who camped during their travel were more likely to experience feelings of refreshment than individuals who stayed in other accommodations. As these individuals had more chances to experience nature, it makes sense that they would strongly remember the feeling of refresh from their travel experiences.

Finally, differences were found in regard to the experiences of males versus females in the study. The female participants exhibited higher mean scores in regard to each of the seven experiential factors, five of which were statistically significant: hedonic, novelty, meaningfulness, involvement and knowledge. This result is supported by previous research that identified gender differences in autobiographical memory (e.g., Davis, 1999). Davis found that females are superior to males in accessing autobiographical memory. For example, females remembered more childhood memories and were faster in accessing these memories than the male participants in Davis' study. In addition, this recall was enhanced in the female participants if the memory was associated with an emotion. Therefore, these results and the results of the current study indicate that, all things being equal, a female participant will have a different interpretation of a tourism experience than a male participant.

In examining the standardized factor loadings of the memorable tourism experience factors, the researcher found that the novelty of the experience was the most

significant influence on an individual's memorable tourism experience. On the other hand, an individual's involvement with his or her travel experience was the least significant influence on the individual's memorable tourism experience.

Another important finding of the study was that memorable tourism experiences influenced the consequent variables, including behavioral intentions and autobiographical memory. The comparison of the standardized path coefficients between the exogenous and endogenous variables showed that memorable tourism experiences most significantly influenced behavioral intentions, such as the intention to revisit and partake in previous tourist activities as well positive word-of-mouth (WOM). This result parallels previous research studies that have shown that memorable experiences contribute to the sales revenue of the provider of the services (Hoch & Deighton, 1989; Kozak, 2001; Lehto et al., 2004; Mazursky, 1989; Schmitt. 1999; Wirtz et al., 2003). On the other hand, although statistically significant, the effect on the other future behavioral intentions, i.e., loyalty toward a specific brand, was significantly weaker than other consequent factors.

When coupled with the above findings, the results of the study indicate that individuals are likely to revisit a tourism location and enjoy the same activities that they previously engaged in while engaged with different service companies, such as transportation and accommodation services. Two explanations of these results are provided below.

First, although a destination area and tourism activities are the main components of an individual's tourism experience, a tourism experience actually refers to a series of experiences that occur during an individual's travel. Therefore, individuals may have different experiences while being engaged with different aspects of their travel, including

accommodations, infrastructure and modes of transportation. As a result, individuals who have a memorable tourism experience enjoyed the destination and activities so much that they wish to have the experience in detail by changing service facilities.

Second, individuals desire to satisfy the need of locating novelties within destination areas previously visited. In previous tourism literature, seeking novelties has been discussed as an important aspect of the subjective tourism experiential factor as well as a popular motivation for an individual's travel (e.g., Dunman & Mattila, 2005; Farber & Hall, 2007). Therefore, individuals may desire to fulfill the need for locating novelties by utilizing different types of service facilities and/or service companies.

5.3 Implications

Concerning the contention of Pine and Gilmore (1999), experiences are directly related to a business's ability to generate revenue, providing tourist experiences that are more memorable and easier to retrieve would lead to the prosperity of the business. In order to affect this, marketers in a destination area need to understand the components of memorable tourist experiences.

The memorable tourist experience model suggests that it is composed of seven experiential factors: hedonics, meaningfulness, novelty, knowledge, involvement, local culture, and refreshing. This information provides implications for determining how managers of tourism businesses should prioritize their business resources in developing tourism programs. Tourism programs, as well as the setting in which on-site experiences occur, should be thoroughly evaluated to determine whether they satisfy each of the identified memorable tourism experiential components. After appraising their tourism programs by conducting internal audits and reviews based on the identified memorable

tourism experience dimensions, they can possibly thin out irrelevant or less important program for delivering memorable experiences. Likewise, they can supply more resources to an area that needs to be more strengthened.

Although it is meaningful to retrace one's steps to assess the current providing tourism programs and redesign them, it is more efficient and economical to design memorable tourism experience in the first place (Ozment & Morash, 1994). Therefore, destination marketers should consider the identified dimensions in developing tourism programs. For example, tourism experiences that are not only hedonic but also meaningful are found to be more memorable. Since learning about oneself was found to be one of the ways in which an individual finds meaning, providing a variety of opportunities for tourists to experience new things seems important. While they are participating in different activities, they could explore their different talents and capabilities (Csikszentmihalyi & Kleiber, 1992). Increasing social contact with different groups of people would also enhance the possibility of understanding oneself.

The marketing implications of the results can also be understood by examining the differences in the groups and the magnitude of the standardized path of the coefficients in both the measurement and structural equation models. According to the results of the measurement model, novelty, local culture, refreshing, meaningfulness, and hedonic were the top five memorable tourism experiential factors. The findings of the differences in regard to the transportation modes used suggest that individuals who use public transportation are more likely to experience more local culture and perceive the experience as memorable. Moreover, the findings in regard to the differences in accommodations suggest that individuals who stayed in a hostel were more likely to

interact with different groups of tourists and experience local culture. Thus, they were likely to experience more novelty and local culture than the other respondents who stayed in different accommodations. In addition, individuals who camped during their travel experience experienced more of a feeling of refreshment than others who used different types of accommodations. Therefore, when the above findings are combined, destination businesses can provide memorable tourism experiences to their visitors by diversifying their accommodations and encouraging the use of public transportation in the course of tourism program.

5.4 Conclusions

Despite several limitations, the following conclusions are drawn:

1. The 24-item memorable tourist experience scale developed in this study yielded an appropriate level of reliability and validity.

2. Memorable tourist experiences significantly influence future intentions, such as the intention to revisit, partake in the same activities, and WOM.

3. The memorable tourist experience model developed in this study can be used as a framework for conceptualizing memorable tourist experiences and developing tourism programs.

5.5 Implementations

The findings in this study can be implemented both academically and as follows:

1. The influence of memorable tourist experiences should be considered in the development of tourism programs in any destination area.

2. The memorable tourist experience model identified in this study can be used as a structure. However, the reliability and validity should be re-examined if a

business' target market differs from the population in this study (i.e., college students).

5.6 Recommendations

Since there has not much research conducted focusing on memorable experience, there are still many rooms to add the body of knowledge. First, it would be interesting to see whether data from different populations and/or different leisure activities will show the same constructs of memorable tourism experience found in this study. Second, in order to enhance our understanding of memorable tourism experience, future research should be conducted including other experiential factors not discussed in this study. Third, incorporating the concept of experiencescapes with memorable tourism experiences, future research should be conducted to identify the factors that enhance ones' memorablity of the experiences. According to O'dell and Billing (2005), experiences are inherently personal but also that experiences have a material base that is anchored in a space that is strategically planned and designed. Therefore, together with the current study results, this kind of research would help tourism businesses in designing and developing tourism programs. Third, given the fact that memories are distorted, it is also necessary to identify what kind of feelings and/or experiences remain in travelers' memories. Therefore, research that compares travelers' feelings and future intentions at each phases of the experience (i.e., anticipation, on-site, and recollection) with those that are remembered would provide valuable information to destination marketers. Based on this study results, the management of tourism businesses can efficiently allocate their resources to different stages of tourism experience.

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Appendix A

Frequency Table of Scale Items

Frequency Table of Scale Items

Construct	Item Codes	Likert Scale	Frequency	Percent
Hedonic	Thrilling	1	2	.4
		2	1	.2
		3	12	2.4
		4	37	7.4
		5	39	7.8
		6	134	26.8
		7	275	55.0
	Indulge	1	1	.2
		2	3	.6
		3	9	1.8
		4	36	7.2
		5	81	16.2
		6	137	27.4
		7	233	46.6
	Enjoyed	1	2	.4
		2	2	.4
		3	7	1.4
		4	15	3.0
		5	33	6.6
		6	119	23.8
		7	322	64.4
	Exciting	1	0	.0
		2	3	.6
		3	11	2.2
		4	17	3.4
		5	53	10.6
		6	132	26.4
		7	284	56.8
Novelty	Once_in_a_lifetime	1	50	10.0
		2	39	7.8
		3	48	9.6
		4	61	12.2
		5	74	14.8
		6	70	14.0
		7	158	31.6
	Unique	1	14	2.8
		2	14	2.8
		3	34	6.8
		4	44	8.8

Table: (Continued)

Construct	Item Codes	Likert Scale	Frequency	Percent
Novelty	Unique	5	86	17.2
		6	107	21.4
		7	201	40.2
	Different	1	20	4.0
		2	19	3.8
		3	23	4.6
		4	52	10.4
		5	84	16.8
		6	105	21.0
		7	197	39.4
	Something_new	1	13	2.6
		2	13	2.6
		3	15	3.0
		4	39	7.8
		5	53	10.6
		6	96	19.2
		7	271	54.2
Local Culture	Good_impression	1	10	2.0
		2	16	3.2
		3	29	5.8
		4	75	15.0
		5	97	19.4
		6	132	26.4
		7	141	28.2
	Culture	1	13	2.6
		2	18	3.6
		3	45	9.0
		4	64	12.8
		5	88	17.6
		6	102	20.4
		7	170	34.0
	Friendly	1	2	.1
		2	14	2.8
		3	31	6.2
		4	63	12.6
		5	112	22.4
		6	125	25.0
		7	153	30.6

Table: (Continued)

Construct	Item Codes	Likert Scale	Frequency	Percent
Refreshing	Liberating	1	10	2.0
		2	10	2.0
		3	41	8.2
		4	85	17.0
		5	122	24.4
		6	119	23.8
		7	113	22.6
	Freedom	1	3	.6
		2	10	2.0
		3	21	4.2
		4	62	12.4
		5	98	19.6
		6	127	25.4
		7	179	35.8
	Refreshing	1	2	.4
		2	15	3.0
		3	22	4.4
		4	40	8.0
		5	102	20.4
		6	132	26.4
		7	187	37.4
	Revitalized	1	6	1.2
		2	16	3.2
		3	29	5.8
		4	93	18.6
		5	110	22.0
		6	121	24.2
		7	125	25.0
Meaningfulness	Meaningful	1	16	3.2
		2	18	3.6
		3	36	7.2
		4	62	12.4
		5	94	18.8
		6	98	19.6
		7	176	35.2
	Important	1	18	3.6
		2	30	6.0
		3	51	10.2
		4	80	16.0

Table: (Continued)

Construct	Item Codes	Likert Scale	Frequency	Percent
Meaningfulness	Important	5	87	17.4
		6	91	18.2
		7	143	28.6
	Learned	1	24	4.8
		2	38	7.6
		3	45	9.0
		4	75	15.0
		5	101	20.2
		6	98	19.6
		7	119	23.8
Involvement	Visit	1	9	1.8
		2	5	1.0
		3	14	2.8
		4	32	6.4
		5	59	11.8
		6	123	24.6
		7	258	51.6
	Wanted_activities	1	4	.8
		2	9	1.8
		3	11	2.2
		4	33	6.6
		5	80	16.0
		6	122	24.4
		7	241	48.2
	Interested_activities	1	6	1.2
		2	7	1.4
		3	21	4.2
		4	54	10.8
		5	88	17.6
		6	122	24.4
		7	202	40.4
Knowledge	Exploratory	1	13	2.6
		2	14	2.8
		3	37	7.4
		4	57	11.4
		5	97	19.4
		6	121	24.2
		7	161	32.2

Table : (Continued)

Construct	Item Codes	Likert Scale	Frequency	Percent
Knowledge	Knowledge	1	17	3.4
		2	21	4.2
		3	31	6.2
		4	61	12.2
		5	82	16.4
		6	119	23.8
		7	169	33.8
	New_culture	1	32	6.4
		2	27	5.4
		3	41	8.2
		4	52	10.4
		5	80	16.0
		6	89	17.8
		7	179	35.8

Appendix B

HUMAN SUBJECTS APPROVAL

To: Jong-Hyeong Kim Recreation, Park & Tourism Studies
From: IUB Human Subjects Office Office of Research Administration – Indiana University
Date: January 2, 2009
RE: EXEMPTION GRANTED
Protocol Title: Development of a Scale to Measure Memorable Tourism Experience
Protocol #: 08-13608 Sponsor: N/A

Your study named above has been accepted as meeting the criteria of exempt research as described in the Federal regulations at 45 CFR 46.101(b), paragraph 2. This approval does not replace any departmental or other approvals that may be required.

As the principal investigator (or faculty sponsor in the case of a student protocol) of this study, you assume the following responsibilities:

• Changes to Study: Any proposed changes to the research study must be reported to the IRB prior to implementation. This may be done via an e-mail or memo sent to the IRB office. Only after approval has been granted by the IRB can these changes be implemented.

• Completion: Although a continuing review is not required for an exempt study, you are required to notify the IRB when this project is completed. In some cases, you will receive a request for current project status from our office. If we are unsuccessful in our attempts to confirm the status of the project, we will consider the project closed. It is your responsibility to inform us of any changes to your contact information to ensure our records are kept current.

Per federal regulations, there is no requirement for the use of an informed consent document or study information sheet for exempt research, although one may be used if it is felt to be appropriate for the research being conducted. As such and effective immediately, the IUB IRB will no longer stamp study information sheets / informed consent documents for exempt research. Please note that if you still choose to use these documents, you may use unstamped versions. **Please note that your study has been accepted with the use of a study information sheet**.

You should retain a copy of this letter and any associated approved study documents in your records. Please refer to the project title and number in future correspondence with our office. Please contact our office at (812) 855-3067 or by e-mail at iub_hsc@indiana.edu if you have questions or need further assistance. Thank you.

1 IUB Human Subjects Office Carmichael Center, L03 530 E. Kirkwood Avenue Bloomington, IN 47408-4003 (812) 855-0945 iub_hsc@indiana.edu

Appendix C

STUDY INFORMATION SHEET

INDIANA UNIVERSITY - BLOOMINGTON
STUDY INFORMATION SHEET
Development of a Scale to Measure Memorable Tourism Experience

You are invited to participate in a research study. The purpose of this study is to identify factors that constitute an individual's memorable tourism experience.

INFORMATION

Items on the survey will consist of closed-ended questions regarding experiential factors of memorable tourism. The questionnaire will be administered in a classroom 10 minutes before the class ends. You will be asked to participate in a 100-item questionnaire, such as affective feelings, cognitive feelings, novelty, social interaction, and familiarity of your past tourism experience. The number of subjects participating in the research is 300.

BENEFITS

This study will shed light on understanding of constituents of memorable tourism experience. Findings of this study may provide insight into participants' own memorable tourism experience. Overall benefits of the study will attempt to explore the following questions: a) what people are looking for their tourism experience; and b) what are experiential factors people likely to remember.

COMPENSATION

For participating in this study you would be entered into a drawing for a chance to win one of five $50 target gift cards. The principal investigator will draw 5 respondents' email addresses at random from participants who complete the questionnaire. The odds for winning the prize is 1 to 200. The principal investigator will contact 5 respondents through their email addresses for sending compensation.

CONFIDENTIALITY

All questions will be kept confidential and all responses to this survey will be kept confidential. Your e-mail address will not be provided to anyone and will be destroyed once the compensation has been sent to subjects.

CONTACT

If you have questions at any time about the study or the procedures, you may contact the researcher, Jong-Hyeong Kim, at 3432 E. Covenanter Dr. Bloomington, IN 47401, 812-219-0035, and jk11@umail.iu.edu

If you feel you have not been treated according to the descriptions in this form, or your rights as a participant in research have not been honored during the course of this project, you may contact the office for the Indiana University Bloomington Human Subjects Committee, Carmichael Center L03, 530 E. Kirkwood Ave., Bloomington, IN 47408, 812/855-3067, or by e-mail at iub_hsc@indiana.edu

PARTICIPATION

Your participation in this study is voluntary, you may refuse to participate without penalty. If you decide to participate, you may withdraw from the study at anytime without penalty and without loss of benefits to which you are otherwise entitled.

Form date: Dec 31, 2008

Appendix D

WRITTEN PERMISSIONS FROM OTHER AUTHORS

Dear Jong-Hyeong,

Please, use whatever you can. The main scale used in the twin study is based on one developed by David Rubin (who is at Duke in North Carolina, and THE expert on autobiographical memory). I don't have a copy of that one, but I do have a similar one from a memory for dreams paper. I have attached that, as well as the scales we used in the peak-end study.

If you want anything more, please don't hesitate to ask. Good luck with your project. It sounds very worthwhile.

Best wishes,

Simon
Simon Kemp
Psychology Department
University of Canterbury,
Christchurch, New Zealand.
Phone: +64 3 364 2968

Appendix E

INSTRUMENT

Memorable Tourism Experience

By its definition, a memorable tourism experience is a past tourism experience that is better retained and recalled afterwards than others. In other words, it is an experience that you feel you will always remember and think about often. Please take a minute to recall your most memorable tourism experience in the last five years (since 2003 to present) and answer the following questions.

First, please briefly describe your memorable tourism experience and indicate the year and place:

Use the list of statements below to characterize your identified memorable tourism experience.
Directions: please rate the degree to which each statement applies to your experience by circling the appropriate response on the following scale:

	Not at all	.	.	.	.	.	Very much
1. It was relaxing.	1	2	3	4	5	6	7
2. It was exhausting	1	2	3	4	5	6	7
3. It was tiring.	1	2	3	4	5	6	7
4. It was stressful	1	2	3	4	5	6	7
5. It was fun.	1	2	3	4	5	6	7
6. I was thrilled about having a new experience.	1	2	3	4	5	6	7
7. I indulged in the activities during this tourism experience.	1	2	3	4	5	6	7
8. I really enjoyed this tourism experience.	1	2	3	4	5	6	7
9. It was exciting.	1	2	3	4	5	6	7
10. It was boring.	1	2	3	4	5	6	7
11. It was long trip.	1	2	3	4	5	6	7
12. It was vigorous.	1	2	3	4	5	6	7
13. It was exhilarating.	1	2	3	4	5	6	7
14. I was happy during this tourism experience.	1	2	3	4	5	6	7
15. I was pleased during this tourism experience.	1	2	3	4	5	6	7
16. I was sad during this tourism experience.	1	2	3	4	5	6	7
17. I was depressed during this tourism experience.	1	2	3	4	5	6	7
18. It was liberating.	1	2	3	4	5	6	7
19. I enjoyed sense of freedom.	1	2	3	4	5	6	7
20. My activities were limited by constrains and regulations.	1	2	3	4	5	6	7

	Not at all	.	.	.	.	.	Very much
21. It was refreshing.	1	2	3	4	5	6	7
22. I revitalized through this tourism experience.	1	2	3	4	5	6	7
23. I relieved daily stress through this tourism experience.	1	2	3	4	5	6	7
24. I was frustrated during this tourism experience.	1	2	3	4	5	6	7
25. I was angry during this tourism experience.	1	2	3	4	5	6	7
26. I was embarrassed during this tourism experience.	1	2	3	4	5	6	7
27. I built a friendship(s) from this tourism experience.	1	2	3	4	5	6	7
28. I met new people.	1	2	3	4	5	6	7
29. I had a good impression about the local people.	1	2	3	4	5	6	7
30. I traveled with a person / people who are important to me	1	2	3	4	5	6	7
31. I had a trouble with my tour partner, local people, or businesses during this tourism experience.	1	2	3	4	5	6	7
32. I had a sense of unity with the people whom I traveled with.	1	2	3	4	5	6	7
33. I had a chance to closely experience the local culture of a destination area.	1	2	3	4	5	6	7
34. Local people in a destination area were friendly.	1	2	3	4	5	6	7

Use the list of statements below to characterize your identified memorable tourism experience.
Directions: please rate the degree to which each statement applies to your experience by circling the appropriate response on the following scale:

	Not at all	.	.	.	.	.	Very much
1. I did something meaningful during this tourism experience.	1	2	3	4	5	6	7
2. I did something important during this tourism experience.	1	2	3	4	5	6	7
3. I learned something about myself from this tourism experience.	1	2	3	4	5	6	7
4. It was exploratory.	1	2	3	4	5	6	7
5. I gained knowledge or information from this tourism experience (e.g., history, culture, etc).	1	2	3	4	5	6	7
6. I learned new skills /games / activities from this tourism experience.	1	2	3	4	5	6	7
7. It was spiritually challenging.	1	2	3	4	5	6	7
8. It was physically challenging.	1	2	3	4	5	6	7
9. The activities during this tourism experience required lots of skills.	1	2	3	4	5	6	7
10. It was expensive.	1	2	3	4	5	6	7
11. It was a good deal.	1	2	3	4	5	6	7

	Not at all	.	.	.	.	.	Very much
12. It was worthless.	1	2	3	4	5	6	7
13. The service in a destination area was exceptional.	1	2	3	4	5	6	7
14. Service staff in a destination area was consistently courteous and friendly.	1	2	3	4	5	6	7
15. Service staff in a destination area was always willing to help visitors.	1	2	3	4	5	6	7
16. Staff in a destination area provided service as promised.	1	2	3	4	5	6	7
17. I lost my valuables during this tourism experience.	1	2	3	4	5	6	7
18. I had a terrible weather during this tourism experience.	1	2	3	4	5	6	7
19. I had a problem with transportation methods (e.g., cancelled flight, flat tire, etc) during this tourism experience.	1	2	3	4	5	6	7
20. I received an unexpected gift or prize during this tourism experience.	1	2	3	4	5	6	7
21. I received a free upgrade of hotel rooms and/or flights.	1	2	3	4	5	6	7
22. I saw a famous person/people during this tourism experience.	1	2	3	4	5	6	7
23. I visited a place where I really wanted to go.	1	2	3	4	5	6	7
24. I enjoyed activities which I really wanted to do.	1	2	3	4	5	6	7
25. I was interested in the main activities of the tourism experience.	1	2	3	4	5	6	7
26. I paid all the expense of this tourism experience.	1	2	3	4	5	6	7
27. This tourism experience is personally special to me (e.g., honeymoon, celebration, etc).	1	2	3	4	5	6	7
28. It was a once-in-a lifetime experience.	1	2	3	4	5	6	7
29. It was a unique experience.	1	2	3	4	5	6	7
30. It was quite different from my previous tourism experiences	1	2	3	4	5	6	7
31. I was familiar with the destination area.	1	2	3	4	5	6	7
32. I was familiar with the activities that occurred during this tourism experience.	1	2	3	4	5	6	7
33. I was familiar with the type of tourist attractions (e.g., beach, mountain, aquarium, zoo, etc).	1	2	3	4	5	6	7
34. I was familiar with the person or people with whom I traveled.	1	2	3	4	5	6	7
35. I was familiar with this kind of trip (e.g., pleasure trip, family visit, mass tour).	1	2	3	4	5	6	7
36. I was familiar with the difficulties or issues that I had in this tourism experience (e.g., language, culture, etc)	1	2	3	4	5	6	7
37. I traveled to a place where I had never been before.	1	2	3	4	5	6	7
38. I experienced something new (e.g., food, activity, etc) during this tourism experience.	1	2	3	4	5	6	7
39. Nothing was new to me.	1	2	3	4	5	6	7
40. I experienced new culture(s).	1	2	3	4	5	6	7
41. It was my first time visiting there.	1	2	3	4	5	6	7

	Not at all	.	.	.	.	.	Very much
42. I stayed in a different type of accommodation than on previous trips.	1	2	3	4	5	6	7
43. I used a different type of transportation than on previous tourism experiences.	1	2	3	4	5	6	7

Use the list of statements below to characterize your identified memorable tourism experience.
Directions: please rate the degree to which each statement applies to your experience by circling the appropriate response on the following scale:

	Not at all	.	.	.	.	.	Very much
1. I participated actively in the tourism activities.	1	2	3	4	5	6	7
2. It involved lots of physical activities.	1	2	3	4	5	6	7
3. I organized this tourism activities (e.g., finding a way to a tourism attraction)	1	2	3	4	5	6	7
4. I planned this tourism experience by myself.	1	2	3	4	5	6	7
5. All the activities were planned ahead of time by myself.	1	2	3	4	5	6	7
6. I spent a lot of time in planning this tourism experience.	1	2	3	4	5	6	7
7. I asked my friends or family about destination information	1	2	3	4	5	6	7
8. In choosing a destination area, I made little comparison with other destination areas.	1	2	3	4	5	6	7

Directions: please rate the degree to which each statement applies to your experience by circling the appropriate response on the following scale:

1. As I remember the event, I feel as though I am reliving it.

1	2	3	4	5	6	7
not at all						as clearly as if it were happening right now

2. As I remember the event, I feel that I travel back to the time when it happened, that I am a participant in it again, rather than an outside observer tied to the present.

1	2	3	4	5	6	7
not at all						completely

3. Sometimes people know something happened to them without being able to actually remember it. As I think about the event, I can actually remember it rather than just knowing that it happened.

1	2	3	4	5	6	7
not at all						as much as any memory

4. As I remember the event, I can hear it in my mind.

1	2	3	4	5	6	7
not at all						as clearly as if it were happening right now

5. As I remember the event, I can see it in my mind.

1	2	3	4	5	6	7
not at all						as clearly as if it were happening right now

6. As I remember the event, I or other people are talking.

1	2	3	4	5	6	7
not at all						as clearly as if it were happening right now

7. As I remember the event, I know its spatial layout.

1	2	3	4	5	6	7
not at all		vaguely		distinctly		as clearly as if it were happening right now

8. As I remember the event, I can feel now the emotions that I felt then.

1	2	3	4	5	6	7
not at all		vaguely		distinctly		as clearly as if it were happening right now

9. As I remember the event, I can recall the setting where it occurred.

1	2	3	4	5	6	7
not at all		vaguely		distinctly		as clearly as if it were happening right now

10. As I remember the event, it comes to me in words.

1	2	3	4	5	6	7
not at all						completely

11. As I remember the event, it comes to me in words or in pictures as a coherent story or episode and not as an isolated fact, observation, or scene.

1	2	3	4	5	6	7
not at all						completely

12. My memory for this event is only as detailed as the general knowledge of this type of event that I would expect most people to have.

1	2	3	4	5	6	7
not at all						as much as any memory

13. My memory for this event is fragmented into details with missing bits.

1	2	3	4	5	6	7
not at all						as much as any memory

14. My memory of this event has a personal coherence that fits easily into a story I would tell about that part of my life

1	2	3	4	5	6	7
not at all						as much as any memory

15. Since it happened, I have thought or talked about this event.

1	2	3	4	5	6	7
not at all						as often as any event in my life

Directions: please indicate your agreement or disagreement with each of the following statements by circling the appropriate response on the following scale:

	Strongly disagree	.	.	.	.	.	Strongly agree

1. I plan to visit the place again in the future.   1   2   3   4   5   6   7

2. If you don't plan to visit again, why you do not want to revisit the place? **(Mark all that apply)**
   a) I do not want to visit the same place again.
   b) I did not enjoy the trip overall
   c) I do not think that I will have the same great experience.
   d) I do not keep in touch with the people whom I traveled with anymore.
   e) Others (Please specify the reason:_____)

	Strongly disagree	.	.	.	.	.	Strongly agree

3. I plan to do the same activities, which I practiced during the travel, sometime in the future.   1   2   3   4   5   6   7

4. If you don't plan to participate in the same activities again, why you would not likely to repeat the activities? **(Mark all that apply)**
   a) I do not want to repeat the same activities again.
   b) I did not enjoy the activities overall
   c) I do not think that I will have the same great experience.
   d) I do not keep in touch with the people whom I traveled with anymore.
   e) Others (Please specify the reason:_____)

Directions: please indicate your agreement or disagreement with each of the following statements by circling the appropriate response on the following scale:

	Strongly disagree	.	.	.	.	.	Strongly agree

5. I plan to recommend the place or events to my friends / family.   1   2   3   4   5   6   7

6. I plan to use the same tourism service companies sometime in the future.   1   2   3   4   5   6   7

7. I plan to use the same accommodation companies sometime in the future.   1   2   3   4   5   6   7

8. I plan to use the same transportation companies 1 2 3 4 5 6 7
  sometime in the future.

General questions regarding your memorable travel experience

1. What was the **main** purpose of the travel?
   a. Pleasure b. Family gathering / visiting c. Relaxing
   d. Volunteer e. Business f. Other (please
    specify:_____)

2. What was the **primary** transportation mode to get to a destination area?
   a. Airplane b. Your vehicle c. A Rental vehicle
   d. Public transportation (e.g., bus, subways, etc)

3. During the travel, which type of accommodation did you **mainly** use?
   a. Luxury hotels (4 star level or above) b. Hotels c. Motels
   d. Cabins e. Camping f. Friends / Family house g. Cruise Ship
   h. Hostels i. Others (please specify:_____)

4. How much did you spend for the travel?
   a. Less than $500 b. $500-$1000 c. $1001-$1500
   d. $1501-$2000 e. $2001-$2500 f. $2501-$3000
   e. $3001-$3500 h. $3501-$4000 i. $4001-$4500
   j. $4501-$5000 k. More than $5001 l. Don't know

5. What was the length of stay in your travel destination?
    (   ) days

6. Whom did you travel with? (**Check all that apply**)
   a. Alone b. Spouse c. Boyfriend / Girlfriend
   d. Friends e. Family f. People whom I am not quite close to each other
   g. People whom I never met before / strangers (e.g., organized tour)

7. How many people were in your travel party?
    (   )

8. What is your gender?
   a. Male b. Female

9. What is your age?

    (   ) years

10. What is your ethnicity?

    a. American Indian or Alaska native   b. Asian or Pacific Islander

    c. Black or African American   d. White   e. Hispanic origin

    f. Other (please specify: _____)

11. What is your academic year?

    _____ Freshman   _____ Sophomore_____ Junior _____ Senior _____ Graduate

---

IF YOU WISH TO BE ENTERED INTO THE RAFFLE PLEASE WRITE YOUR EMAIL ADDRESS BELOW:

JONG-HYEONG KIM

Education

<u>Doctor of Philosophy</u> in Leisure Behavior, Indiana University, Bloomington, Indiana.
Dissertation topic: Development of a Scale to Measure Memorable Tourism Experience, 2009.

<u>Master of Science</u> in Recreation Administration (emphasis in General Administration), Indiana University, Bloomington, Indiana, 2005.
Thesis topic: Travel Motivations of Asian International Students

<u>Bachelor of Business Administration and Tourism Management</u> (Double majored), Kangwon National University, Chuncheon, Korea, 2000.

Professional Experience

<u>Research Assistant</u>. 2007-2008. Eppley Institute, Indiana University, Bloomington, Indiana.
*Responsible for designing and conducting research

<u>Instructor</u>. 2006-2007. Department of Recreation, Park, and Tourism Studies, Indiana University, Bloomington, Indiana.
Courses Taught:
R236 Tourism and Commercial Recreation
R390 Statistical Application to Leisure Studies

<u>Teaching Assistant</u>. 2005-2006. Department of Recreation and Park, and Tourism Studies, Indiana University, Bloomington, IN.
Courses Assisted:
R338 Integrated Resource Management
R441 Legal Aspects of Recreation, Parks, Tourism, and Sports Management
*Responsible for grading homework assignments, class papers, and exams.

<u>Sessional Instructor</u>. 2006 June & 2007 June. Huree ICT, Ulaanbaatar, Mongolia.
Courses Taught:
Summer English Class

Research Publications (Refereed)

<u>Kim</u>, J.-H., & Chen, J. S., "Impacts of National Culture on Tourist Motivation: The Case of Asian International Students in U.S.," <u>Journal of Business Research</u> (under-review).

Kim, J.-H., & Cole, S. T., "Application of the concept of multi-phase experience to wait management," <u>Journal of Services Marketing</u> (under-review).

Kim, J.-H., & Chen, J. S., "The Effects of Situational and Personal Characteristics on Consumer Complaint Behavior in Restaurant Services," <u>Journal of Travel & Tourism Marketing</u> (in press).

Kim, J.-H., & Jamieson, L. M. (2007). Classification of Asian complainers in Restaurant Services. <u>Asia Pacific Journal of Tourism Research</u>, 12(4), 365-375.

Kim, J.-H., & Jamieson, L. M. (2006). Asian International Students' Travel Expectations of a Travel Destination (Abstract). <u>E-Review of Tourism Research</u>.

Presentations

Kim, J.-H., "Influences on Travel Motivations of Asian International Students in U.S.," The Eighth International Joint World Cultural Tourism Conference, Busan, South Korea, 2007.

Kim, J.-H, & Jamieson, L. M., "Consumer Complaint Behavior in Full Service Restaurants," The Seventh Biennial Conference on Tourism in Asia, Jeonju, South Korea, 2006.

Kim, J.-H, & Jamieson, L. M., "Asian International Students' Travel Expectations of a Travel Destination," The Eleventh Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, Seattle, WA, 2006.

Journal Review

Tourism Management ID: JTMA-D-09-00032R1

Tourism Management ID: JTMA-D-09-00032R3

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Kim, J.-H. (2006). School of Health, Physical Education and Recreation Travel Research Grant-in-Aid, Indiana University.

Ritchie, J. R. B., Kim, J.-H., & Cole, S. T. Social Sciences and Humanities Research Council of Canada (SSHRC)- Co-PI: $64,715 (Applied).

Leadership and Community Experience

Tyro Editor, Journal of Unconventional Parks, Tourism, & Recreation Research (JUPTR), 2008-present

President, Indiana Mongolia Missionary team, 2007-2008 academic year
President, Indiana University Korean Students in School of HPER, 2006-2007 academic year

Associate Editor, *Illuminare*, Indiana University, 2004-2005 academic year

Member, Indiana University Graduate Recreation Society, 2003-present

Student President, Department of Business Administration, Kang-Won National University, 1997-1998 academic year

Professional Affiliations/Credentials

Korean Travel Association

Asia Pacific Tourism Association

Professional Certifications

Certified Korean Domestic Tour Guide

Certified Korean Travel Accommodation Staff

Recognition and Awards

Best Paper Award, the 7th Biennial Conference on Tourism in Asia. June, 2006.

University Fellowship Award from the School of Health, Physical Education, and Recreation, Indiana University (three times). Aug 2005, Aug 2006, Aug, 2008.