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Memorable Tourism Experiences: Vivid memories and feelings of Nostalgia for Houseboat tourism.

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Abstract

There has been a great emphasis on understanding the relationship of tourism experience quality with memorability of such experiences in recent years, however very few studies have attempted to measure the nostalgic characteristics of such experiences. This study attempts validation of memorable tourism experience scale (MTES) as a measure of nostalgia intensity and vividness of tourist memory of such experiences. Using structural equation modeling approach to analyze data from 412 domestic and international tourists in backwaters of Kerala, India; the results support that memorable tourism experiences (MTEs) are related to Nostalgia Intensity and Vividness of memory of stay on the houseboats.

Keywords: *Memorable tourism experiences, Nostalgia Intensity, Vividness, Houseboat tourism*

1. Introduction

Tourism consumptions are usually hedonic experiences which involve intrinsic pleasure, feelings of happiness and are overall positive experiences (Arnould & Price, 1993; Williams, 2006, Cheng & Lu, 2013). There has been recognition of experience economy concepts in both the academic domains of tourism and marketing. Since these concepts evolved in marketing literature and tourism research followed (Mazanec, 2009; McKercher,

Denizc-Guillet & Ng, 2012), although some researchers argue that consumption experience being subjective and hedonic in nature and tourism being a unique example of hedonic experience had contributed to marketing literature (Cohen, Prayag & Moital 2014)

There has been a growing recognition of experience economy idea in marketing literature, and academicians have started to study the antecedents of customer experience, its outcomes and measurement (Mano & Oliver, 1993; Grace & O'Cass, 2004; Klaus & Maklan, 2011). More and more service firms are coming up with hedonic settings to stage a good consumption experience and it's obviously easy since most of the consumption and production of the final product is at their facilities itself, e.g. Starbucks, Hard Rock Café, Café Coffee day etc to name a few.

It is important to understand the quality of experience in the context of consumption. Experience quality is conceptualized as multidimensional construct that includes dimensions like physical surroundings (including atmosphere, concentration, imagination and surprise), service providers, other customer's negative public behaviors, customers' companions, customers themselves (including cognitive learning and having fun) Chang & Horng (2010). The idea of experience quality scale was a big move in this direction; Chang & Horng (2010) developed a five dimensional scale of experience quality form a customer's perspective. Customer experience happens when the customer physically participates in service settings at the intended facilities or places so it was necessary to study experiences in accordance with activities and the social context (Gupta & Vajic, 2000).

Similar to other marketing experience studies tourism researchers have put considerable efforts to investigate and measure the content of core-consumption experiences' in various tourism settings e.g. extraordinary experiences of white-water rafters (Arnould & Price, 1993), skydivers (Celsi et al., 1993), mountain bikers (Dodson, 1996), summer camps (Triantafillidou & Siomkos, 2013) etc. previous studies suggest that the core-consumption experience in a tourism setting can have emotional –cognitive dimensions like harmony with nature, communitas, sense of personal growth, renewal (Arnould & Price, 1993) and sense of risk, escapism, immersion and flow (Celsi et al., 1993) etc.

There have been some concrete efforts to build upon the previous research and understand the core dimensions of consumption experiences e.g. Oh et al. (2007) developed a popular 4E scale based on the theoretical conceptualizations proposed by Pine & Gilmore (1999), their scale consists of the dimensions of education, escapism, esthetics and entertainment. Kim et al. (2010) argued that as memory is an important aspect of post-experience outcome it should be included in the measurement of tourism experiences which are extraordinary or exceptionally good. The memorable tourism experience scale (MTES) was validated with students (Kim et al, 2010) and subsequently with tourists (Kim, 2014, Adongo et al, 2015) establishing its validity and usefulness. In our study we introduce two significant concepts namely nostalgia intensity and vividness of tourist memory, in a unique context of houseboat tourism in Kerala, India. We propose that MTES will be related to strong feelings of nostalgia and vividness of records of such experiences in the memory of tourists.

2. Theoretical Framework and Hypothesis development

2.1 Memorable Tourism Experience

To understand the factors that make a tourism experience memorable and stand out compared to other experiences in the memory of consumers Tung and Ritchie (2011) did an extensive literature survey of various lines of research like satisfactory experience, managing memorable experience, memories and experiences, memory formation and retention etc. as well as in-depth interviews, and identified four dimensions or aspects; affect, expectation, consequentiality and recollection of experience that make them memorable for tourists. This can be regarded as first of its kind of effort that helped in conceptualizing memorable tourism experiences. In literature we came across some definitions and conceptualizations of memorable tourism experiences, which guide our understanding of memorable tourism experiences for this study.

Memorable tourism experiences are a subset of memorable experiences or ME (Tung & Ritchie, 2011), which consists of affect, expectation, consequentiality & recollection dimensions. It is believed that tourism industry should strive to provide memorable experiences (e.g. Pizam, 2010). Memorable tourism is understood as a tourism experiences that are more likely to be remembered by the tourists. These are characterized by the elements of hedonism, novelty, local culture, refreshment, meaningfulness, involvement and knowledge (Kim et al. 2010).

Definitions:

Memorable tourism experience consists of seven components namely, *sensorial component, emotional component, cognitive component, pragmatic component, lifestyle component, relational component.*	Gentile et al. (2007)
Memorable Tourism experiences have seven dimensions, *hedonism, novelty, local culture, refreshment, meaningfulness, involvement and knowledge*	Kim (2010)
A tourism experience positively remembered and recalled after the event has occurred	Kim, Ritchie & McCormick (2010)
Memorable tourism experiences are a subset of Memorable experiences (ME) which consists of *affect, expectation, consequentiality & recollection dimensions*	Tung & Ritchie, 2011

MTE is conceptualized as a multidimensional latent concept, e.g. Gentile et al. (2007) mention seven distinct components of customer experience; *sensorial component, emotional component, cognitive component, pragmatic component, lifestyle component, relational component,* following the ideas of Schmitt (1999) and Fornerino et al. (2006). Similarly Kim et al (2010) used seven dimensions to aggregate the items used to measure MTEs.

The hedonic value of the services or experiences is derived from the social and aesthetic value of the offering which results in the emotional value that collectively results in hedonic value (Brown et al. 1992; Kazakeviciute & Banyte, 2012). The hedonic value is a major predictor of satisfaction that in turn dictates behavioral intention and behavior (Kazakeviciute & Banyte, 2012). The concept of tourism experience has become a focus of tourism research in industry and the academia has started to see tourism as a function of memorable experiences (Tung & Ritchie, 2011). There is still a paucity of the research which has empirically validated the construct memorable tourism experience in the field with real tourists (Chandralal et al , 2014) but the initial works by Tung and Ritchie (2011) , Kim et al (2010) & Hosany and Witham (2010) have laid a solid conceptual foundation to build on and explore examples of such experiences further.

There is an accumulating evidence in tourism literature that memory is related to the constructs of satisfaction and quality (Oh et al., 2007; Quadri-Felitti & Fiore, 2013). Thus memorable tourism experiences become important construct in explaining post-consumption outcomes of tourism. Moreover, owing to the big emphasis put by academicians on tourism experiences for example "*creating memorable experiences is the raison d'être of the Hospitality industry*" (Pizam, 2010), our study is a significant contribution to the continually evolving marketing knowledge.

The fore runners in the industry are trying to use advanced methods of communication through TV series, CDs/DVDs etc to educate the tourists and set their expectation for different experiences (Williams, 2006). When you are in business you can't afford to lag behind so such experiential marketing approaches have been put to use but still the greater impacts and the role played by memorable tourism experiences are yet to be understood fully.

Kim et al., (2010) developed a scale to measure 'memorable tourism experience', they proposed seven factor model which includes *hedonism, involvement, local culture, refreshment, meaningfulness, knowledge and novelty.* Kim (2010) used scale developed by Kim et al. (2010), and tested for relationship with recollection and vividness to determine the factors affecting memorable nature of travel experience and only involvement and refreshment were found to help recollection and vividness.

2.1 Core-consumption experience and Experience Quality

Customer experiences that happen in relation to the consumption of particular goods and services have always been a focus of marketing research. With the advent of experience economy concept it has been accepted that product and services are not the most important offerings and often not the point of differentiation or unique selling point; it is actually the experience, which are consumer's personal sensations that fulfill the innate desires and it's the key element of new economic age (Pine & Gilmore, 1998; Schmitt, 1999). Thus conceptualization of value constructs like experience quality and memorable tourism experience have got the focus of researchers.

One of the earliest attempts to measure the experiential dimensions suggested by Pine & Gilmore (1999) was by Oh, Fiore & Jeoung (2007). They developed four dimensional scale

which measures experience of tourists which has been used by many later studies e.g. Quadri-Felitti, & Fiore (2013) for measuring experience and loyalty behavior of wine tourists.

Similarly the scale developed by Triantafillidou& Siomkos (2014) included the dimensions of hedonics, flow, escapism, socializing, challenge, learning and communitas. These dimensions were found to contribute towards the memorability of the tourism experience as well. One of the major efforts to measure memorable tourism experiences has been by Kim et al. (2010), in their study to develop a scale to measure memorable tourism experiences, it was suggested that it constituted of seven dimensions namely hedonism, involvement, novelty, meaningfulness, refreshment, local culture and knowledge.

2.2 Nostalgia in Marketing

Nostalgia is a positively valenced evocation of lived past and a longing desire for the past experience (Holbrook, 1993, Triantafillidou & Siomkos, 2014), it is internally oriented with customer himself at the center of it (Triantafillidou & Siomkos, 2013)

Advertisers have been trying to cash-on the nostalgic feelings of their consumers. Most often the advertisements illicit some nostalgic feelings associated with either their product or the consumption settings and appeal to the consumers for making a purchase. Holak & Havlena (1998) suggest that because of its bittersweet nature nostalgia may be difficult reaction to be predicted by the marketers and the overall valence may be unclear too. Some of the studies in the past (e.g. Triantafillidou & Siomkos, 2013; 2014) have tried to understand the effect of core-consumption experience of tourism products on nostalgia intensity and nostalgic experiences resulting in word of mouth behavior of tourists.

Tourism experiences are one-in-lifetime kind of experiences and are rich in emotional content capable of producing strong feelings of nostalgia (Otto & Ritchie, 1996; Kim et al., 2010; Triantafillidou & Siomkos, 2013; Triantafillidou & Siomkos, 2014). Since nostalgia has been grounded in personal experiences and tourism experiences are special and very primary individual experiences it is proposed that a memorable experience will result in strong nostalgic experiences during recollection.

2.3 Nostalgia Intensity

Nostalgic consumption and advertising has been an established trend in academic research and highly practiced my many market firms. There are two factors associated with nostalgic consumption one is the taste or preference developed over years (the age factor) and the psychographic factors which give a consumption experience nostalgia proneness (Holbrook, 1993). Our study attempts to forward the relatedness of psychographic factors that result in memorability of tourism experiences and thus nostalgia intensity.

Personal nostalgia (opposed to Historic Nostalgia; Stern, 1992) is an intense emotional experience and includes both cognitive and affective components. The studies measuring the richness of personal nostalgia experience are few but it is understood that personal nostalgia fairs better than historic nostalgia in case of advertisements, and advertisements with an nostalgic appeal fair better than non-nostalgic advertisements (Muehling & Pascal,

2012). Nostalgia proneness which is the propensity of an individual to go nostalgic is also directly related to nostalgia intensity (Reisenwitz et al, 2004).

There has been a shift in the way nostalgia is understood now, as per the modern view nostalgia was based on the unattainable distance between the past and the present, the bitter part of the nostalgia used to come from this sense of impossibility to obtain or relive the past. The post-modern, nostalgia is 'Atemporal' and involves re-cycling of images, objects and styles of relatively recent past and the hopeless longing no more troubles the post-modern subjects (Higson, 2014). An empirical evidence to some extent for this proposition is mentioned in the study by Triantafillidou & Siomkos (2013), the study reports that the item 'I have very little desire to re-experience the past' was found to have an insignificant and very small standardized coefficient (standardized coefficient: 0.007, p: 0.900) and was dropped from further analysis, the scale was adopted from Holak & Havlena's (1998) study which defined nostalgia as a 'bittersweet emotion'.

Our study focuses on the emotional component of nostalgia. Nostalgia often elicit emotions such as warmth, joy, affection and gratitude but they are often linked with sadness and desire to re-experience or re-live those moments thus a mixed 'bittersweet' affective response results often (Holak & Havlena , 1998).

Majority of the existent literature have taken the context of tourism experiences to show the connection between consumption experiences and nostalgia. We have enough established literature to believe that positive, extraordinary experiences can produce strong nostalgic memories which have a positive valence (Hosany and Witham, 2010, Tung & Ritchie, 2011, Quadri-Felitti and Fiore, 2012 Triantafillidou & Siomkos, 2013, 2014).

So we hypothesize that

H1: Memorable tourism experiences have a positive relationship with nostalgia intensity

2.4 Vividness of memory

Vividness of memory is used to assess the detailed nature of the autobiographical memories (Rubin & Kozin, 1984), and has been used as a measure of imagery, experience and intensity. The vividness of mental imagery or memory has been argued to be multimodal (Andrade et al. 2014) and there are comprehensive long multiple item batteries to measure the strength of various aspects of mental imagery. For studies trying to assess the vividness of experiential memories (e.g. Kim, 2010) the five item scale developed by Sheen, Kemp, and Rubin (2001) is used which is fairly multimodal and holistic.

Vividness is an important construct in both pre-purchase evaluation of an experiential product (e.g. Gallo & Sood, 2013) and determines post-experiential behaviors too (Kim, 2010). Vividness scale is correlated with the real life experiences of the individual and a high score on the measures of perceptual details in the memory indicated that the individual has actually lived that experience and not just thought or dreamt about the event (Kemp et al., 2003). Previous researches have also indicated that this vividness

characteristics of the memory assists in recollection of the past events or reliving the past events through some mnemonic processes. Kim & Jang (2016) studied the relationship of tourism experience memories and reported that personal characteristics like openness towards a different culture resulted in more vivid memories. Though personal characteristics of individuals are found to affect the vividness of the memory, gender differences have been contested to be absent (e.g. Ashton & White, 1980).

Memorable tourism experiences and extraordinary experiences of travel have been found to be related to post-experience evaluations like satisfaction and recommendation behavior. Memories of good travel experience should be classified under the category of autobiographical memories as these are the memories of the entire travel episode and as per the 'availability-valence hypothesis' (Kisielius & Sternthal; 1984, 1986) it can be expected that memorable tourism experiences will result into a detailed (vivid) record of that travel trip into the minds of the subjects.

Some empirical evidence also exists to support this hypothesis; Kim (2010) tested US students' and found that involvement and refreshment dimensions of the scale 'memorable tourism experiences' are related to vividness. In our study the scale developed by Sheen Kemp & Rubin (2001) has been used to measure similar hypothesis on the actual tourists who had stayed at the houseboats for at least one night.

We hypothesize that:

H2: Memorable tourism experiences are positively related to the vividness of the memory.
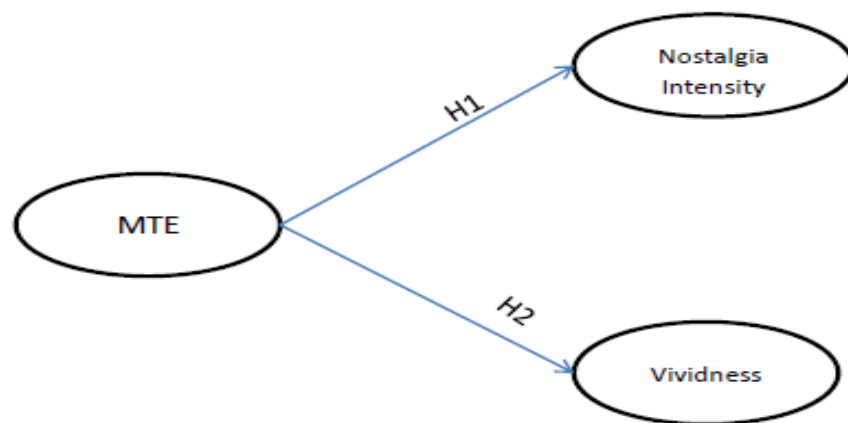

Figure1: *Relationship between Memorable Tourism Experience and Nostalgia Intensity and Vividness*.

3. Research methodology

Our conceptual model relates the construct of memorable tourism experiences with nostalgia intensity and vividness of memory of tourism experiences, figure 1 represents the direction of the relationships in a path diagram.

3.1 Study Context

The data for our study was collected from houseboat tourists in Alleppey district of Kerala, India. Alleppey is known for its backwater tourism and houseboat tourism is one of the major attractions. The data was collected through intercept survey method. A self administered questionnaire was used to collect data from the houseboat tourists. The questionnaire was developed based on the review of the relevant literature in the domain and was tested for suitability with the subjects who have stayed in the houseboats and were suitable fit to the target population. The Alappuzha district if Kerala, India was chosen as the geographical destination of the study as it is famous for its houseboat tourism.

3.2 Measures of the Constructs

The constructs involved in the study were measured using the multiple item scales published and validated by previous researchers who have studied tourism experiences (Kim, 2010; Kim et al., 2010; Tung & Ritchie 2011; Kim & Ritchie, 2014). The following sources have been used to obtain the scales for measuring constructs of interest; original items were modified to suit the context of present study.

Nostalgia Intensity	Holak, S. L., & Havlena, W. J. (1998). Feelings, fantasies, and memories: An examination of the emotional components of nostalgia. *Journal of Business Research*, *42*(3), 217-226	4 items; 7 point, agree/disagree
Vividness	Sheen, M., Kemp, S., & Rubin, D. C. (2001). Twins dispute memory ownership: A new false memory phenomenon. *Memory & Cognition*, 29, 779–788. Kim, J. H. (2010). Determining the factors affecting the memorable nature of travel experiences. *Journal of Travel & Tourism Marketing*, *27*(8), 780-796.	5 items; 7 point, agree/disagree
MTE	Kim, J. H., Ritchie, J. B., & McCormick, B. (2012). Development of a scale to measure memorable tourism experiences. *Journal of Travel Research*, 5(12), 12-25	24 items, 7 point, agree/disagree

All the items in the questionnaire were measured using a seven point Likert scale ranging from Strongly Disagree to Strongly Agree. The questionnaire was put to a rigorous pretesting in two rounds and it was found that the Cronbach's alpha of all the constructs was reasonably good.

3.3 Data Collection

The data collection occurred between the months of April-September 2016, it was an intercept survey and the questionnaire was handed over to the subjects after checkout from the houseboats. A total of 418 usable responses were collected of which 28 were collected through online questionnaire.

3.4 Analytical methods

Descriptive statistics were used to understand and profiling the respondent characteristics. The conceptual model and the corresponding hypothesized relationships were examined using structural equation modeling (SEM). A confirmatory strategy was followed to test the nomological model. Firstly the data was examined for normality and outliers and the data was found to be non-normal but within the acceptable range of skewness, within ± 2 (George & Mallery, 2016).

4. Results

4.1 Profile of the respondents

About 60 percent of the respondents were male (60.3%) in our sample, and majority of them were relatively younger belonging to 20-29 years of age group (61.4%) and 30-39 years (19.2%). Majority of them were well educated (49.0%) college graduates and (42.5%) post-graduates. Very few tourists visit the houseboats alone and majority of them were travelling in a 'group of 2-4 persons (52.4), social classification of tourist groups were 'travelling with family' (32.6%), 'friends' (30.7%) , 'friends and family' (17.6%) and 'honeymoon' travellers (13.2%). Most of our respondents were domestic tourists (80.8%) and rest were international (19.2).

Table 1: Demographic characteristics of the respondents (N= 418)

Characteristics	Frequency	%
Gender		
Male	261	60.3
Female	172	39.7
Age in years		
less than 20	26	6.0
20-29	266	61.4
30-39	83	19.2
40-49	34	7.9
50-59	13	3.0
60 and above	11	2.5
Education		
Less than high school	4	0.9
High School	19	4.4
College Graduate	212	49.0
Post-Graduate	184	42.5
Ph.D. and Higher	14	3.2
Number of persons in the group		
Alone	8	2.1
2-4	219	52.4
5-7	88	20.6

8-10	44	11.1
More than 10	57	13.9
Travel Group		
Family	141	32.6
Honeymoon	57	13.2
Friends	133	30.7
Organized Group	14	3.2
Friends & Family	76	17.6
Others	12	2.8
Nationality		
Missing	4	1.0
Domestic	345	80.8
International	83	19.2

The suitability of principal component analysis (PCA) and sufficiency of sample size was ascertained by the KMO value = 0.891 and Bartlett's Test of Sphericity was also significant at P=0.000 with $\chi2$= 7211.861.

The factor structure proposed by theory was tested with the data to confirm that the same factor structure exists in the final data. Factor analysis with Varimax orthogonal rotational method suggested that two of the factors meaningfulness and knowledge of MTE scale are loading together and we were able to extract only 8 factors compared to 9 factors in the theoretical model proposed. Some items were found to have poor factor loadings and SPSS results suggested that Cronbach's Alpha will increase if such items were dropped. Based on factor analysis results three items, *'this trip allowed me to visit a place where I wished to go', 'the trip was an important event for me', 'I explored a new tourism activity during this trip'* were dropped from involvement, meaningfulness and knowledge dimensions and a new dimension 'meaningfulness-knowledge' was assigned that included remaining items from meaningfulness and knowledge constructs. A revised factor analysis was conducted to access the factor structure and the results showed that all items load on the corresponding factors.

4.2 Reliability and Validity of the Measures

The constructs had a reasonably good Cronbach's Alpha, greater than the lower limit of 0.70 (Hair et al, 2015) and the standardized loadings were greater than 0.70 and were statistically significant at 0.01 level. The average variance extracted for the constructs confirmed to 0.50 cutoff criteria (Fornell and Larcker, 1981), thus the convergent validity of the constructs was established. Maximal Reliability (MaxR) values are sometimes argued to be robust than construct reliabilities (Hancock & Mueller, 2001) are also reasonable.

The AVEs calculated were compared with squared inter-construct correlations, the tests showed that the AVE estimates were greater than the corresponding inter-construct

correlations, thus the discriminant validity of the measurement model was established, except for Nostalgia Intensity. The Construct reliability values for all the constructs exceeded than 0.70 as well as all the loadings are above 0.50, thereby establishing the reliability of the constructs was established. Table 2 below presents the values of standardized regression weights and the construct reliability for each construct.

Table 2: Cronbach's Alpha, AVEs and other reliability indicators of the constructs

	CR	AVE	MSV	MaxR(H)	Cronbach's Alpha
Hedonism	0.875	0.638	0.294	0.921	0.874
Involvement	0.853	0.743	0.243	0.946	0.853
Novelty	0.818	0.530	0.456	0.957	0.803
Meaningfulness-Knowledge	0.833	0.557	0.428	0.965	0.829
Refreshment	0.813	0.521	0.456	0.970	0.808
Local Culture	0.830	0.620	0.182	0.974	0.830
Vividness	0.898	0.639	0.284	0.979	0.797
Nostalgia Intensity	0.803	0.507	0.364	0.814	0.896

4.3 Confirmatory Factor Analysis

We looked at various fit indices to ascertain the goodness-of-fit of our model with the data. The results of CFA yielded a significant Chi-square test ($\chi^2_{(418)}$ = 1151.015, p<.001), indicating that the estimated covariances did not match perfectly with the sampling variance, however as the sample size was big (>250) Chi-square values are not reliable often for complex models as is the case of this study and hence a two index presentation strategy of Hu & Bentler (1999) will be used to ascertain model fit for this study.

On examining other fit indices it was found that CMIN/DF =3.053 which is less than the acceptable maximum cutoff of 5.0, RMR=.085 (<.10 cutoff), and SRMR= .053 (<0.8). CFI was found to be 0.89 which is close to the acceptable rule of thumb of 0.9 (Hair et al 2015) but looking at the model complexity the model cannot be discarded. An RMSEA of .069 again indicated acceptable fit of the measurement model.

Table 3: Factor Score Correlation Matrix with AVE on the diagonal

Nostalgia Intensity	Hedonism	Involvement	Novelty	Meaningfulness-Knowledge	Refreshment	Local Culture	Vividness
0.712							
0.388	**0.798**						
0.493	0.289	**0.862**					
0.571	0.471	0.466	**0.728**				
0.603	0.364	0.493	0.637	**0.747**			
0.603	0.542	0.454	0.675	0.654	**0.722**		

| 0.347 | 0.353 | 0.180 | 0.292 | 0.427 | 0.370 | **0.787** | |
| 0.513 | 0.375 | 0.413 | 0.533 | 0.427 | 0.487 | 0.354 | **0.800** |

4.4 *Assessment of the structural model*

The hypothesized structural model was further tested to ascertain the acceptability of it. The goodness-of-fit indices, CMIN/df = 3.029, SRMR= 0.0578 and RMSEA= 0.069 suggests that model is reasonably fitting well to the data and the model can be accepted. Table 4 provides values for other modification indices.

Table 4: Goodness-of-fit Indices for CFA and Structural equation model

GOF index	CFA Model	Structural Equation Model
Chi-square (χ^2)	1151.02	1124.348
Degrees of freedom	377	391
CMIN/DF	3.053	2.876
GFI	.846	0.846
RMSEA	.069	.066
RMR	.085	.087
SRMR	.0531	.0534
CFI	.889	.895
AIC	1327.02	1272.348
BCC	1340.62	1283.789
BIC	1685.24	1573.582
CAIC	1773.24	1647.582

Looking at various fit indices it can be ascertained that the proposed path model fits better than the CFA model. The values of absolute measures like CMIN/DF, RMSEA, RMR, and SRMR are acceptable as prescribed by Hair et al (2015) so the structural model is accepted as a reasonable fit. Incremental fit index CFI is often suggested to be stable for complex models and large sample sizes, CFI value also improved to .90 which is close to acceptable lower limit of .90, looking at the overall indices the model is accepted. Following a two point representation method of SRMR and RMSEA (Hu & Bentler, 1999) we found that SRMR=0.0534 and RMSEA=.066 as an acceptable fit.

4.5 Hypothesis testing

To validate our hypothesis we used bootstrapping technique, in AMOS version 20, 1000 bootstrap samples with boot factor 1 and bias-corrected confidence interval of 95 was used. Table 5 shows the regression coefficients obtained with bias corrected-percentile method. H1 suggested that MTEs are positively related to nostalgia intensity b=1.281, (P=.002) with a range of 0.942 to 1.784 that supports our hypothesis H1, similarly b=1.126 (P=0.002) with a range of 0.772 to 1.681 supports our H2 which suggests a positive relationship between MTEs and Vividness of the memory.

		Parameter	Estimate	Lower	Upper	P
Nostalgia Intensity	<---	MTE	1.281	.942	1.784	.002
Vividness	<---	MTE	1.126	.772	1.681	.002

Examination of the path estimates of the structural model suggests that the factor loadings are significant; it means that the probability of getting such values of critical ratio by chance is less than 0.002 hence we accept the our hypothesis H1 and H2. We can conclude on the basis of our analysis that Memorable Tourism Experiences result in nostalgia intensity and vividness of memories of tourism experiences.

5. Discussion

The aim of this paper was to test the relationship between memorable tourism experiences with nostalgia intensity and vivid nature of the memory. A structural model was used to investigate whether MTEs are related to nostalgia intensity and vividness of memory for such experiences. The results suggest that memorable tourism experiences have a positive relationship with both nostalgia intensity and vividness; the nostalgia intensity had a slightly stronger relationship with MTEs when compared to Vividness. The present study contributes to the existing empirical evidence and relationships of memorable tourism experience scale (MTES) to post-consumption effects. The study further extends our understanding that 'MTEs' because of their innate hedonistic nature result in vivid memory and nostalgia intensity. The results support the directional similarity with studies in the past e.g. Kim (2010) who studied MTEs and Vividness of memory and Triantafillidou & Siomkos (2014) who studied nostalgia intensity as a consumption experience outcome.

6. Managerial Implications

In highly competitive tourism business the managers put their efforts to provide memorable experiences to their guests, which are often delivered because it is understood as a norm. Many businesses have realized that post-experience behaviors of their guest e.g. recommendation, word-of-mouth behavior and repeat purchase. On the basis of findings of this study we suggest that vivid memories and nostalgia intensity are related to memorable tourism experiences. As vividness means more detailed and strong information with the tourists their word-of-mouth will be more detailed and their stories more authentic for the listeners. Strong nostalgia intensity will result in recall of the experience and a strong urge to revisit when the subjects get similar cues may be from an advertisement, or in some movie or video or while listening to someone's story. Destination managers can look forward for opportunities and means to create memorable events as well as for providing sufficient means to remind the experience e.g. memorabilia in the form of cards, gifts, photos etc. to make the tourism memories more vivid. As nostalgia has been previously found to affect purchase decisions as well as memory acts as the most important source of information while making tourism choices; such efforts may result in more repeat visits and more profits in the long run for tourism business.

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