



Kang Wook CHO (USMB, IREG),

Gone with the wind. A longitudinal analysis of the memorability of a holiday experience

Séminaire du 26/11/2020
12h30

DISTANCIEL

Participer à la réunion Zoom :

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Agenda

03/12/2020, Catherine THEVENARD-PUThOD
(USMB, IREG), DESCHAMPS B. (UGA), How
Being a Female Successor Influences the
Small Business Transfer Process

Calendrier des séminaires

<https://urlz.fr/dSB9>

This paper presents a longitudinal study of exploring the memorability of a group tour in London from onsite to three weeks and three months later in the post-experience stage. Self-reporting and 24 in-depth interviews have been conducted on 12 participants in order to observe their memory evolution and to identify the key characteristics which determine the memorability of a holiday experience. Data were analyzed and interpreted following the constructivist grounded theory approach. Findings reveal that the memorability of group organized experience, individual free time experience, and tourism service delivery are characterized by emotional satisfaction (delight, pleasure and helpless) and perceived value (personal growth, novelty, togetherness, liberty, surprise, functional, and time). Seven key characteristics explain long and short-term remaining memorable experience process and the redefinition of antecedent memorable tourism experience (MTE) and future memorability issues in tourism studies are discussed.

Co-auteur : Isabelle FROCHOT (USMB, IREG)