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School of Hospitality & Tourism Management



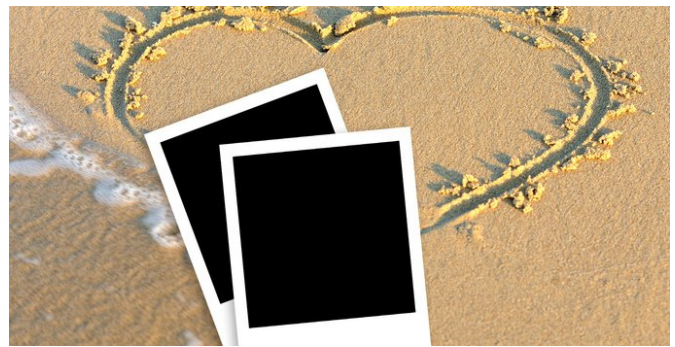
Tourism memory, mood repair and behavioural intention

Recall of tourism experience leads to mood changes and behavioural intentions. Based on experimental design, this research, conducted by our PhD student [Youngsoo Kim](#), supervised by [Dr Manuel Alector Ribeiro](#) and [Prof Gang Li](#), identifies a mood-repairing role of tourism memory, phenomenological characteristics of positive and negative tourism memories, and their affective and behavioural consequences.

Tourism memory, mood repair and behavioural intention

Youngsoo Kim, Dr Manuel Alector Ribeiro & Prof Gang Li

Tourism memory is imbued with sources of regulating mood states and desires to travel. The key inquiry of psychology studies has focused on how to repair individuals' negative moods with positive memories, while tourism studies have paid attention to the impact of memory and related consequences such as emotion and behavioural intentions. To enrich both fields of studies, this research addresses important research gaps. First, the mood-repairing role of memories is confirmed in tourism contexts. Finding suggests that tourism memory plays a critical role in repairing negative moods unless individuals effortfully focus on the negative part of memory.



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Tourism memory is the key factor in articulating cognitive-affective-behavioural links in the customer decision-making process

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Second, phenomenological characteristics of positive and negative tourism memories are examined. Findings suggest that the positive tourism memory has greater memory characteristics. Finally, this research strengthens the cognitive-affective-behavioural links in the customer decision-making process by improving the comprehension of how mood can be traced back to its causes such as the recall of tourism experience, which leads to the development of the desire to return to the same place(s), repeat the same trip, and spread word-of-mouth. The findings can contribute to tourism management practice by providing tourism marketers with rationales and mechanisms to utilise tourism memory for product evaluation, development, and communication with customers.

Further Reading:

Kim, Y., Ribeiro, M. A., & Li, G. (2022). Tourism memory, mood repair and behavioral intention.

Annals of Tourism Research.

Link: bit.ly/3oSjPeU