

UNDERSTANDING THE TOURIST MEMORABLE EXPERIENCE IN PAKISTANI CULTURE: EXAMINING THE ROLE OF PSYCHOLOGICAL ELEMENTS AMONG PAKISTANI TOURISTS

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ABSTRACT

This study investigates the psychological elements of memorable tourist experiences (MTEs) that are most likely to evoke memories in visitors. Tourists from four Pakistani cities were chosen as research samples, and 301 valid questionnaires were used to examine the data. Smart PLS4 was used to analyze the study through the structural equation modelling technique. This research intends to investigate the psychological influences on MTE of tourists who have been to several tourist places and had various experiences during the previous three years. The findings demonstrated that novelty, involvement, and social interaction had a beneficial influence on how well MTE was remembered. Additionally, it was asserted that hedonism and novelty considerably enhanced MTEs. Two new psychological factors, social interaction and perceived serendipity, also affected the MTE in Pakistani culture differently.

Keywords: Tourist Experience (TE), Memory, Memorable Tourism Experience (MTE), Hedonism (HED), Serendipity (SER), Social Interaction (SI), Involvement (INV), Novelty (NOV)

INTRODUCTION

The tourism sector in Pakistan has tremendous potential. It is linked to some of the country's tallest mountains, lakes, and natural beauty and is a well-liked attraction for visitors from inside and outside the nation. In addition to generating cash, tourism also helps to promote a particular country's culture; hence, it should be seen as an essential component of Pakistan's growth plan. The diversity of its cultures, civilizations, and customs has tragically prevented Pakistan from realizing its full tourism potential to become the most well-liked tourist destination in the world. Pakistan has excellent tourist potential but has sadly remained elusive because of its diversity of cultures, civilizations, and customs. Pakistan is home to several historical, religious, archaeological, and adventurous attractions that might draw numerous visitors

worldwide. More than two million foreign visitors came to Pakistan before the pandemic, mainly in the northern regions (Ahmed, Ahmed, & Abbas, 2022). In addition, Pakistan is endowed with an extensive number of exceptional tourist attractions throughout its entirety. Historical sites seamlessly integrate with the surrounding natural landscapes, resulting in a visually captivating composition. According to Otto and Ritchie (1995) and Ramires, Brandao, and Sousa (2018), tourists' feelings about their experiences participating in tourist activities are strongly correlated with their intentions to return. However, not all incidents can significantly influence travellers' post-trip behaviours. According to J.-H. Kim, Ritchie, and Tung (2010), only memorable or unforgettable experiences can influence future decision-making in travellers.

These encounters exhibit the enduring cognitive and affective advantages that visitors value, and they serve as a link or intermediary between the destination and visitors (Zhang, Wu, & Buhalis, 2018). Therefore, improving the management of scenic places and sustaining the growth of tourist destinations will benefit from a better understanding of the factors that influence memorable tourism experiences (MTE). MTE is viewed as an autobiographical memory incorporating tourists' affective and emotional components (J.-H. Kim, Ritchie, & McCormick, 2012). Due to the diversity of the research subjects, many different MTE-impacting factors exist. These variables can generally be divided into tourist psychological variables and destination amenities or services (J.-H. Kim, 2014).

Without a doubt, all prior attempts to conceptualize and quantify MTE have been fruitful and have laid the groundwork for future study. Despite analyzing MTE's contributing characteristics, very few research have attempted to delve into its psychological elements, which are most likely to evoke memories in visitors. Most MTE studies used study samples from only one trip to a single tourist site. Because of the oversimplification and partiality of that tourist location, it is difficult for a particular study environment to represent complex elements that impact MTE. Additionally, a single trip experience cannot capture a person's whole recollection since, with time, one's emotions or psychological state may change. Prior studies often focus on visitors' unforgettable experiences right after their travels (Pan, Lin et al. 2016, Zhang, Wu et al. 2018). Although the unique travel experience has a considerable impact on short-term memories and may sometimes even be briefly changed by personal emotions, only a tiny portion of these memories can stay long and have profound implications for future behaviour in travellers.

Therefore, this study needs to close the gaps mentioned above in the literature. This research intends to investigate psychological influences on MTE among tourists from several places and various experiences during the previous three years. Since they have been reintegrated into regular life for some time, the chosen study participants can remember the memorable and significant portions of their vacation experiences. In this instance, it is more likely to activate generic psychological MTE

variables than those specific to a particular travel site and experience. Finally, this research is novel in the context of Pakistani tourism places.

LITERATURE REVIEW

Memorable Tourism Experience

For tourism sustainability, travellers' long-term memory makes greater sense. Long-term memory includes semantic and episodic. The visuals and characteristics of destinations are remembered in travellers' brains as part of their semantic memory (J.-H. Kim, 2014). The episodic memory of tourists may be seen as their MTE, which is closely related to their level of involvement and self-emotion in activities (J.-H. Kim, 2010). According to K. Kim, Hallab, and Kim (2012), a tourism experience is positively remembered and recalled after the event has occurred". Depending on how travellers evaluate their travels, MTE is built from chosen experiences (Otto & Ritchie, 1996). In other words, not all travel-related experiences can necessarily be converted into MTE. A fundamental component of MTE is experiences, both happy and unpleasant. Early research on MTE began from different perspectives. Destination qualities, social contact, and the formation of relationships all impact MTE, according to (Crouch & Ritchie, 2005; Duman & Mattila, 2005; Szarycz, 2008). However, more recent research on the multidimensional influencing aspects of MTE has focused on escapism, recognition, peace of mind, unique involvement, interaction, and learning, as well as external societal and personal variables (Sthapit & Coudounaris, 2018). Numerous qualitative studies have attempted to analyze MTE in more detail and methodically in recent years. First, MTE has five defining traits that Tung and Ritchie (2011b) discovered. Some of them are identity development, significant family events, the growth of relationships, nostalgic playback, and aspirations of independence.

Furthermore, Chandralal and Valenzuela (2013) identified nine predicate variables for MTE, including meaningfulness opportunities for authentic local experiences, perceived opportunities for novelty, perceived opportunities for social interactions, perceived opportunities for uncertainty and surprises, sensed professionalism of local guides, and positive emotions. Overall, earlier research suggested that MTE had two basic categories of dimensions. They are psychological

personal elements and destination-related characteristics. A person's psychological makeup may substantially impact a memorable event. Therefore, this research may aid in the more precise identification of psychological causes of MTE and assist in determining which causes will influence memory recollection and vividness. The next part will provide the research hypothesis. Travel experiences are unique and different from people's everyday life. Therefore, they might leave a lasting impression (J.-H. Kim, 2010). Recollection and vividness might be seen as the critical elements in the memory flashes brought on by trip experiences.

Hedonism and Memorable Tourism Experience

The pursuit of pleasure is referred to as hedonism (Mannell & Kleiber, 1997). It is a crucial component of leisure activities. A vacation might also make one feel hedonistic (Wei, Zhao, Zhang, & Huang, 2019). The degree of hedonism that customers experience is likely to impact how valuable they believe a product or service to be (Coudounaris & Sthapit, 2017). A key component of travel experiences is the hedonistic element (Otto & Ritchie, 1996).

Further research has shown that affective thoughts have a significant role in memory and that people are more likely to remember emotionally charged (J.-H. Kim, 2010). According to Tung and Ritchie (2011a), memories may be formed through good sentiments and emotions connected to events. Additionally, (Chandralal & Valenzuela, 2013) found that post-trip feelings like contentment and satisfaction may influence autobiographical memory, suggesting that individuals may recall their prior positive travel experiences to recreate the same positive feelings. Hedonism, another kind of good emotion, may affect MTE's ability to recollection and vividness. Therefore, we propose the following hypothesis:

H1: The hedonistic lifestyle has a positive impact on a memorable tourism experience.

Novelty and Memorable Tourism Experience

According to Pearson (1970), novelty is the propensity to approach unfamiliar experiences. It might be defined as a tendency for novel, surprising, or shifting events. Novelty is the sensation of having something new, different, or strange happen to you (Cheng & Lu, 2013).

Travellers have an inbuilt need for novelty (Cohen, 1979). It becomes a mechanism of good feelings

throughout a range of tourism experiences. It significantly impacts tourists' future behavioural intentions (i.e., return, re-practice, and word-of-mouth) (J.-H. Kim et al., 2010; Mitas & Bastiaansen, 2018). The importance of novelty extends beyond driving tourists; it may also influence memorability. According to earlier research, unique or unusual events may improve cognitive memory compared to the norm (Brandt, Gardiner, & Macrae, 2006). In another experiment, Brandt et al. (2006) showed that individuals are more likely to recall and recognize unusual names than familiar ones. Chandralal, Rindfleisch, and Valenzuela (2015) hypothesized from travel bog analysis that novelty is directly related to MTE in tourism. Mainly, innovative, unusual, and unconventional tourist encounters are more likely to stick in travellers' minds than normal and mainstream ones (Chandralal et al., 2015). Consequently, we put up the following hypothesis:

Involvement and Memorable Tourism Experience

According to Gursoy and Gavcar (2003), involvement refers to how much a visitor is involved in a particular activity and how it arouses emotional reactions. The main component influencing tourists' travel experiences is the involvement of their emotions and behaviours (Altunel & Erkurt, 2015; K. Kim et al., 2012). Tourists are more likely to have a memorable experience when fully engaging in an activity or setting (Pine & Gilmore, 1999). The more activities people participate in while on vacation, the better they can recall and recover previous travel experiences (Coudounaris & Sthapit, 2017). A new concept presented by Zatori, Smith, and Puczko (2018) best describes termed experienced involvement, which is crucial for experience creation. Consequently, we put up the following hypothesis.

H3: Involvement has a positive impact on memorable tourism experience.

Social Interaction and Memorable Tourism Experience

When a person meets other travellers or residents, they may need to form interactions or a sense of belonging (Cheung, Chan, & Limayem, 2005). It satisfies the social-psychological requirements of visitors, including their want to experience good sentiments and emotions (Choo & Petrick, 2014). Tourists must connect with others when travelling, and other people's experiences and behaviours significantly impact their own (Huang & Liu, 2016). However, it should be noted that only social interaction with others that results in the growth and sublimation of their connections may aid in the memory of trip experiences (Tung & Ritchie, 2011b). According to Chandralal and Valenzuela (2015), interaction with locals on a cultural level may help MTE develop. According to Campos, Mendes, do Valle, and Scott (2016) and Prebensen, Vittersø, and Dahl (2013), interaction with other people makes an experience more memorable and valuable. To maintain a solid relationship, people prefer to spend their free time with someone they care about. Therefore, we propose the following hypothesis:

H4: Social Interaction has a positive impact on memorable tourism experience.

Serendipity and memorable tourism experience

According to Chandralal and Valenzuela (2015), perceived serendipity is the pleasant emotion brought on by an unexpected and delightful event when travelling. Unforeseen incidents can leave a person with extraordinarily vivid, enduring memories (Talarico & Rubin, 2003). According to Arsenault and Gale (2004), the beauty of unexpected events is that they provide rare chances for human contact, foster a sense of location, and forge bonds among travellers. The fiery sensation may impact tourists' memory if anything unexpected happens while travelling. Consequently, we put up the following hypothesis:

H5: Serendipity has a positive impact on memorable tourism experience.

Meaningfulness and Memorable Tourism Experience

When people can navigate, identify with who they are, maintain positive connections with others, and other such skills, they can travel meaningfully

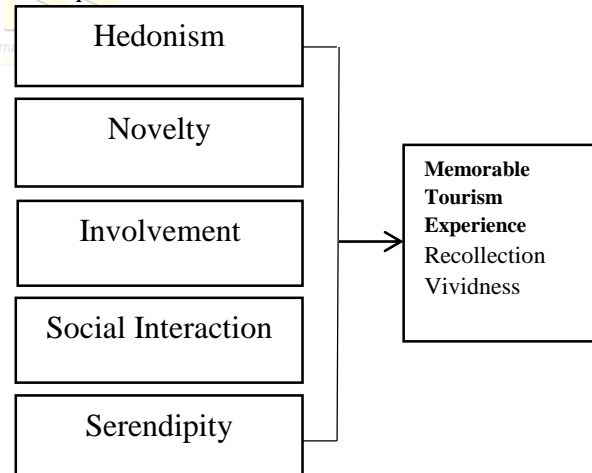
(Wilson & Harris, 2006). Most people want their life to have value and significance (Ritchie, Sedikides, & Skowronski, 2016). Travelling is seen as a crucial means of acquiring significant experiences. The goal of a journey for tourists is to feel physically, emotionally, or spiritually satisfied. Meaningfulness may support personal growth and transformation (Tarssanen & Kylänen, 2009). Tsai (2016) discovered that meaningfulness may be retained at a deeper memory level for an extended period. Tourists often cited perceived meaningfulness as the precursor to their most memorable travel experiences, and they tended to associate these memories with different personally advantageous travel outcomes (Chandralal & Valenzuela, 2013). Tsotsou and Goldsmith (2012) contend that experiences become more remembered when their significance is increased. Consequently, we put up the following theories:

H6: Meaningfulness has a positive impact on memorable tourism experience.

Conceptual Framework

Figure 1

Conceptual Model



METHODOLOGY

Research Contexts and Data Collection

The research settings for this study were the cities of Gilgit Baltistan, one of Pakistan's most vibrant tourist destinations. Gilgit-Baltistan is home to some of the most stunning sensory in the world, including the Karakoram Mountains and the K2 peak. Gilgit's economic growth has been unusually rapid for a province capital. Due to its proximity to

Skardu City, Hunza City has several benefits in terms of its social and economic growth (Ali, F., et al 2016).

Four famous destinations, including Skardu, Hunza, Khunjab Pass and Gilgit City, are the focus areas for the data collection. Non-probabilistic purposive sampling was used for the data collection. The researchers circulated 330 questionnaires, from which 301 complete copies were returned (91.2%). There were almost as many female participants as male participants (Table 1). Participants who were younger than those who were older predominated. Only a few senior participants were willing to participate in this study and had various travel experiences. Most participants had travelled more than three times during the previous three years. It was suggested that almost everyone could remember their favourite travel memories. The individuals were more likely to travel with friends, relatives, or coworkers as their companions.

Instruments

The investigation was conducted using the questionnaire. Two sections make up the questionnaire. The study sample's fundamental demographic data was presented in the first section. The second section dealt with the main themes of this research. This section used related scale questions to assess MTE's two dimensions (recollection and vividness) and its six contributing elements (hedonism, novelty, participation, social interaction, uncertainty, and meaningfulness). These things were found in the already published literature. J.-H. Kim (2010) search provided the items to assess hedonism, novelty, participation, and meaningfulness; Chandralal et al. (2015), Chandralal and Valenzuela (2013), and Szarycz (2008) provided the questions to measure social interaction and serendipity. MTE dimensions, including vividness and recollection, are measured through an already-developed scale by Kim 2010. All the items are measured on a 5-point Likert scale. Many specialists checked the accuracy and clarity of the item phrases after the initial questionnaire's construction.

Table 1
Demographic profile

Items	Category	Frequency	Percent (%)	
Gender	Male	155	51.5	
	Female	146	48.5	
Marriage	Married	186	61.8	
	Single	115	38.2	
Age	Younger Than 21 Years	67	22.3	
	21-30 Years	134	44.5	
	31-40 Years	46	15.3	
	41-50 Years	22	7.3	
	51-60 Years	13	4.3	
	Older Than 60 Years	19	6.3	
Education	Junior School Or Lower	34	11.3	
	High School	48	15.9	
	Junior College	58	19.3	
	Bachelor	140	46.5	
	Master Or Above	21	7	
	Frequency Of Travel Within The Last 3 Years	Less Than Three Times	152	50.5
		4-6 Times	96	31.9
		7-9 Times	25	8.3
		More Than 10 Times	28	9.3
	Travel Partners	Travel Agency	38	12.6
Relatives Or Friends		188	62.5	
Colleagues		30	10	
Alone		45	20	
Destination	Gilgit City	246	75	
	Hunza	20	5	
	Skardu	21	12	
	Khunjab pass	14	8	

Regarding the demographic profile, there were 51.5% more males than females, 61.8% were married, and the remaining were single. 22.3% were younger than 21, 44.5% were between 21 and 30 years, 15.3% were between 41 to 50 years and the remaining were between 51 and 60 and above.

While looking at respondents' education, 46.5% had graduated, and 7% had done a master's or above education.

EMPIRICAL FINDINGS

This study examines all model variables and anticipated linkages using Smart PLS 4.0. PLS-SEM is a modern measurement instrument that evaluates the "measurement model simultaneously" and the "structural model" using multivariate approaches. PLS-SEM is adaptable due to its small sample size and data normality requirements. The measurement model assesses the study's constructs' reliability and validity, whereas the structural model analyses the hypothetical link. Resampling with a 500-sample size is used in PLS-SEM bootstrapping to examine connection path coefficients.

Measurement Model Assessment

This section evaluates convergent and discriminant validity using confirmatory factor analysis. To examine convergent validity, factors including factor loading, Cronbach's alpha (α), composite reliability (CR), and average variance extracted (AVE) are used to determine the significant association between constructs. Hair et al. (2021) recommend factor loadings above 0.5, Cronbach's alpha above 0.5, composite reliability (CR) above 0.70, and AVE above 0.5. Table 2 shows that the convergent validity analysis meets the threshold value. Our dataset showed convergent validity, as shown in Figure 2. Most factor loadings in our dataset surpass 0.5, and all exceed 0.5.

Table 2
Convergent validity

Constructs	Items	Loading s	Alpha	CR	AVE
Hedonism	H1	0.775	0.866	0.868	0.688
	H2	0.888			
	H3	0.822			
Involvement	I1	0.606	0.803	0.820	0.575
	I2	0.824			
	I3	0.825			
Meaningfulness	M1	0.861	0.876	0.876	0.702
	M2	0.865			
	M3	0.786			
Memorable Tourism Experience	MTE 1	0.872	0.927	0.927	0.614

	MTE 2	0.859			
	MTE 3	0.726			
	MTE 4	0.791			
	MTE 5	0.782			
	MTE 6	0.809			
	MTE 7	0.655			
	MTE 8	0.753			
Novelty	N1	0.852	0.774	0.765	0.527
	N2	0.563			
	N3	0.733			
Serendipity	S1	0.524	0.708	0.750	0.508
	S2	0.743			
	S3	0.836			
Social Interaction	SI1	0.753	0.827	0.827	0.614
	SI2	0.782			
	SI3	0.816			

Discriminant Validity

Fornell-Larcker and HTMT criteria assessed measurement variable discriminant validity. Fornell and Larcker (1981) utilized the Larcker criteria to evaluate diagonal values for all variables, as shown in Table 3. The HTMT ratio ratings for each latent variable are in Table 4. Gold et al. (2001) and Kline (2011) advocate HTMT thresholds of 0.90 and 0.85, respectively. All Table 4 numbers are below the threshold; hence they are acceptable. Hair et al. (2021) list crucial cross-loading values in Table 5. There is no discriminant validity issue with our measurement paradigm. The measurement model's outputs were empirically verified for dependability utilizing convergent and discriminant validity.

Table 3
Fornell-Larcker Criteria

	HED	INV	MEN	MTE	NOV	SER	SI
HED	0.829						
INV	0.675	0.758					
MEN	0.52	0.645	0.838				
MTE	0.536	0.634	0.526	0.784			
NOV	0.638	0.526	0.587	0.511	0.726		
SER	0.518	0.667	0.625	0.685	0.462	0.713	
SI	0.668	0.637	0.627	0.609	0.587	0.657	0.784

Table 4
 HTMT Ratio

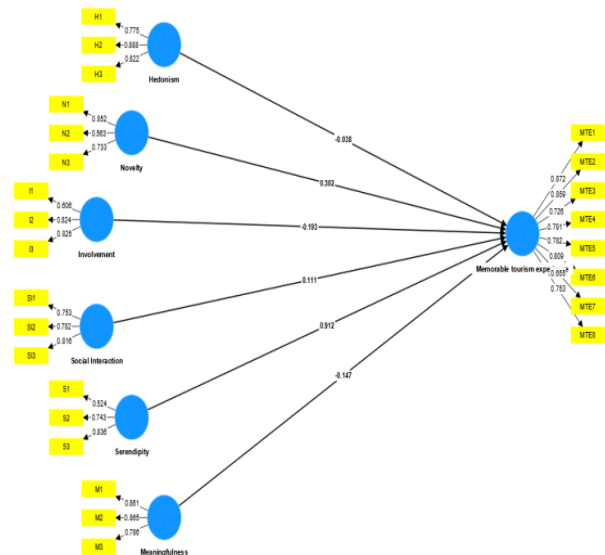
	HED	INV	MEN	MTE	NOV	SER	SI
HED							
INV	0.789						
MEN	0.521	0.839					
MTE	0.534	0.625	0.728				
NOV	0.619	0.843	0.583	0.899			
SER	0.576	0.619	0.64	0.623	0.712		
SI	0.667	0.627	0.627	0.608	0.586	0.728	

All numbers in Table 4 are acceptable because they fall below the threshold. Hair et al. (2021) describe critical cross-loading values in Table 5. Discriminant validity is not a worry with our measurement paradigm. Thus, the measurement model's outputs were empirically tested for dependability using convergent and discriminant validity.

Table 5
 Outer Loadings

	HED	INV	MEN	MTE	NOV	SER	SI
HED1	0.775	0.653	0.379	0.415	0.578	0.396	0.503
HED2	0.888	0.634	0.444	0.476	0.72	0.457	0.615
HED3	0.822	0.647	0.469	0.44	0.781	0.433	0.539
INV1	0.612	0.706	0.385	0.384	0.697	0.364	0.506
INV2	0.547	0.824	0.548	0.522	0.708	0.537	0.605
INV3	0.626	0.825	0.519	0.523	0.508	0.592	0.776
MEN1	0.412	0.532	0.861	0.453	0.532	0.506	0.548
MEN2	0.489	0.546	0.865	0.455	0.477	0.536	0.561
MEN3	0.405	0.545	0.786	0.413	0.467	0.531	0.464
MTE1	0.485	0.544	0.353	0.872	0.406	0.864	0.525
MTE2	0.493	0.545	0.408	0.859	0.501	0.738	0.514
MTE3	0.407	0.462	0.381	0.726	0.377	0.609	0.466
MTE4	0.458	0.514	0.392	0.791	0.423	0.696	0.451
MTE5	0.439	0.501	0.421	0.782	0.444	0.666	0.443
MTE6	0.397	0.541	0.506	0.809	0.407	0.664	0.502
MTE7	0.323	0.388	0.397	0.655	0.336	0.572	0.415
MTE8	0.336	0.46	0.455	0.753	0.296	0.71	0.495
NOV1	0.788	0.609	0.451	0.436	0.852	0.381	0.543
NOV2	0.496	0.58	0.366	0.288	0.563	0.286	0.438
NOV3	0.509	0.627	0.461	0.375	0.733	0.334	0.347
SER1	0.462	0.533	0.522	0.463	0.44	0.624	0.569
SER2	0.325	0.464	0.3	0.657	0.275	0.743	0.433
SER3	0.367	0.471	0.359	0.74	0.323	0.836	0.457
SI1	0.482	0.645	0.505	0.458	0.426	0.521	0.753
SI2	0.512	0.589	0.48	0.476	0.482	0.531	0.782
SI3	0.573	0.731	0.491	0.497	0.47	0.515	0.816

Figure 2
 Measurement Model Assessment



Structural Model Assessment

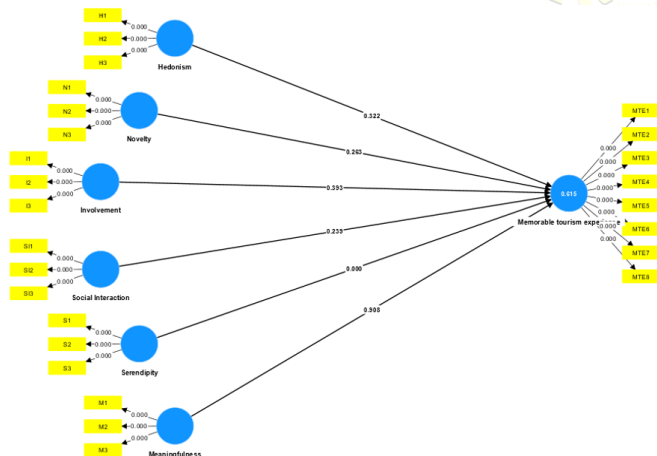
We evaluated the structural model in Smart PLS to test our conceptual model research hypothesis. Partial Least Squares (PLS) indices are needed to test study hypotheses. Smart PLS bootstraps offer indices that explain R2 for exogenous-endogenous variable relationships and regression path coefficients. We need path coefficients, T values, standard errors, and p values to test our hypothesis. Our dataset of 301 respondents can be bootstrapped to produce these statistical measures. The bootstrapping process generates 500 dataset resamples. Table 6 shows our hypothesis results. The path coefficients (β), t-values, confidence intervals, and p-values provided clear evidence for accepting or rejecting hypotheses.

Table 6:
Path Analysis

Variables	Beta	SD	T Value	P Value	LL	UL	Decisions
Hedonism -> Memorable tourism experience	0.073	0.074	1.995	0.022	0.068	0.220	Supported
Novelty -> Memorable tourism experience	0.065	0.076	1.765	0.003	0.088	0.212	Supported
Involvement -> Memorable tourism experience	0.007	0.059	2.654	0.028	0.112	0.122	Supported
Serendipity -> Memorable tourism experience	0.079	0.071	5.540	0.023	0.063	0.214	Supported
Social interaction -> Memorable tourism experience	0.611	0.059	1.745	0.000	0.491	0.724	Supported
Meaningfulness -> Memorable tourism experience	0.084	0.071	3.645	0.039	-0.057	-0.222	Supported

Table 6 reveals the following results of H1 ($\beta=0.073$, $t=1.995$, $p=0.022$, $LL=0.068$, $UL=0.220$), H2 shows ($\beta=0.065$, $t=1.765$, $p=0.003$, $LL=0.088$, $UL=0.212$), H3 indicates ($\beta=0.007$, $t=2.54$, $p=0.028$, $LL=0.112$, $UL=0.122$) H4 have ($\beta=0.079$, $t=5.540$, $p=0.023$, $LL=0.063$, $UL=0.214$) H5 shows ($\beta=0.611$, $t=10.307$, $p=0.000$, $LL=0.491$, $UL=0.724$) and H6 have ($\beta=0.084$, $t=3.64$, $p=0.039$, $LL= -0.057$, $UL= -0.222$) proved as significant contributors and these hypothesis are accepted.

Figure 3
Structure Model Assessment



DISCUSSION

The data showed that MTE is positively affected by individual psychological factors. If they remember their previous journey, people are more likely to remember the place, scene, and companions (Pan, Lin et al. 2016). Recalling thoughts and events at a given period might make memories more vivid. The data analysis also showed that hedonism, novelty,

involvement, meaningfulness, serendipity, and social interaction improved MTE (Pan, Lin, & Wang, 2016). According to J.-H. Kim et al. (2010) and Pan et al. (2016), these factors powerfully and consistently affect memory recall without cultural differences. Most people are eager to pour their hearts and souls into the journey. The unforgettable events may help individuals recall tour memories later in life. It's intriguing how involvement emphasizes the immersive experience over the action, which the environment affects. This study found social interaction, a new MTE-influencing factor. This supports research by (Campos et al. (2016); Sthapit and Coudounaris (2018)), and Sthapit and Jimenez-Barreto (2018) that shows social contact is essential to memorable experiences. However, travelling with family, friends, or strangers might change roles. On the other side, novelty may affect MTE vividness and remembering differently by culture. No question travellers need novelty (Cohen 1979). Tourist places' cultures and resources can cause the difference. Diverse Pakistani regions offer several tourist resources. Visitors are more likely to experience something new in numerous locations, which helps them maintain novelty and create great travel memories (Cohen, 1979).

Furthermore, hedonism had a very significant impact on how vivid memories were. This result aligns with other qualitative investigations (Chandralal & Valenzuela, 2013; Tung & Ritchie, 2011a). The pleasant feelings brought on by the journey might bring back vivid memories of every moment, even the precise location and occasion. Although earlier research Chandralal and Valenzuela (2013) and Tsai (2016) suggested that perceived serendipity and meaningfulness had a role in eliciting personal memories, such associations is also established in our investigation. In terms of significance, it can be connected to consumer behaviour when mass travel was prevalent tourists like being near nature, seeking the unexpected and novelty in their travels. In Pakistani culture, individuals spend more time shooting pictures to conveniently save memories or quickly communicate their enjoyment with others on social media.

CONCLUSION

All of the psychological aspects of MTE have been considered in this research.

Vivid memories drive visitors to share their great experiences on social media. This will gain the tourist destination a good reputation, increasing its attraction. Also, it may increase the likelihood of returning. First, novelty and participation significantly affect memory recall, according to research. Thus, venues can offer unique experiences that help tourists remember their vacation. Additional managers may provide specific activities to engage guests and build the connection between them. Intangible cultural heritage sites may show how culture is made. Thus, the high level of involvement may help travellers recall their trips more accurately.

LIMITATIONS AND RECOMMENDATIONS

The MTE study has some limitations that future research may fix. In this study, no bad travel experiences were mentioned. Residents are more likely to recollect happy trip memories when answering the questionnaire. It is important to note that they closely correlate terrible occurrences with their recollections. Quantitative research and qualitative interview analysis can be used to study how negative vacation memories are formed. Exclusions and discrepancies will always exist between survey research and spectacular tourist destinations. Thus, future studies should experiment to mimic tourist conditions and study the variables that affect MTE based on the experimental stimulus.

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