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[Exploring Memorable Tourism Experiences through Novelty and Sensescape: The Mediating Role of Arousal-Seeking]

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ABSTRACT

The objective of this study is to explore antecedents of memorable tourism experiences (MTEs) in the context of the Pakistani tourism industry. It focuses on analyzing the impact of consumer personality characteristics on MTE formation. To increase the chances of getting the right participants, the study adopts purposive sampling where only participants of Pakistani nationality, and above 18 years who visited key destinations have been selected for the study. The results reveal sensescape engagement as the most crucial determinants of MTEs with arousal seeking as the mediator. The study contributes to the clarification of the concept of individual traits, as well as to the components of sensory involvement in the memories of travel. Some useful applications for practitioners and academicians are provided in the end of the paper.

Keywords: Memorable tourism experiences; novelty; sensescape; arousal seeking.

Introduction

Tourism is a worldwide phenomenon that is dependent on the factors affecting the traveler's choice (Scott & Orlikowski, 2012; Dredge & Jamal, 2013). These factors represent a destination's general attractiveness, purpose, and other experiences and attractions for tourists, which are highly influential in their decision-making processes (Jeaheng et al., 2023; Lew, 1987). Thus, understanding their importance, destination managers focus on providing great experiences to improve the internationalization index (Dahanayake et al., 2023; Moradi et al., 2022). This entails a careful analysis of the perceived resource characteristics, which includes the cultural, historical, natural, and recreational attractions (Crompton, 1979). Nonetheless, recognising the importance of such attributes to the performance of tourism (Florida-Benítez 2022; Wang et al., 2023), this study centers on how factors that affect MTEs include novelty-seeking traits and sensescape.

Many authors agree with the fact that there is a fundamental connection between customers' satisfaction and the experiences that can be found or met at the given destination (Arroyo et al., 2023; Bigne et al., 2001). It is critical to explain the concept of MTEs and potential influences that can be considered as hedonism, novelty, knowledge, involvement, refreshment, and local culture (Kim & Hallab et al., 2012). However, a pragmatic knowledge about the strategies on how to implement MTEs is scarce (Kim and Hallab et al., 2012).

To this end, this study seeks to establish MTE antecedents by examining how consumers' novelty-seeking traits interact with sensescape to influence their innovativeness and subsequently, their MTE consumption with arousal seeking mediating the relationships. Using variables, the study aims at providing useful insights in written format to the destination managers which can be applied in their specific environment (Castellani et al. , 2020). Therefore, with the development of tourism as a phenomenon with time, the focus on producing unique and outstanding experiences becomes a value (Richards & Duxbury, 2021). The dynamic interaction between the six marketing mix elements and tourists entails that the destination is a blank canvas where visitors add colors and details of their experiences (Madeira, 2022). Knowledge of this process can be

vital for the destination managers who want to attract and maintain tourists.

Closely attributes to the tourists' decision making involves the discovery of the features, history, and natural endowment of a destination (Lee et al., 2005). Such characteristics should be cultivated and maintained by the destination managers to meet the changing concerns of the new generation of consumers (Fahlevi 2023, Yanyan & Ishak, 2023). This interactivity raises further questions regarding destination image and tourists' behaviour, while trust is an important element that stems from the positive and authentic destination image (Jebbouri et al., 2022). Concluded that destinations need to be sensitive on how that image is portrayed to diverse international audiences (Ehret, 2018; Shams, 2020).

Thus, understanding the tourism consumers' interactions with a destination is not confined to the consumption of services and goods; rather, it is a process of engaging with various offerings (Blumenthal & Jensen, 2019). The present research proposes the concept of Memorable Tourism Experiences (MTEs) and the study's goal seeks to present a more fine-grained understanding of the antecedents of memorability and filter the research gap between the conceptualization of the idea and operationalization of the same (Fyall & Garrod, 2020).

These are: Several challenges characterized the destination managers, wherein there is a dearth of information on attributes that define MTEs (Smith et al., 2020). This research aims to help fill this gap by creating a sound method for evaluating destination attributes and establishing a blueprint for delivering MTEs (Torres-Delgado, 2023; Leite, 2023). Understanding that various destinations are different and have their specific parameters, MTE antecedent analysis in the current study is carried out quantitatively systematically; this approach provides data that can be adjusted to specific destinations, for application by the managers (Mitchell et al., 2021). The research outcome encompasses the cautions and approaches to help the destination managers to enable their responsibilities to implement MTE programs well (Flores & Costa, 2022).

As part of effecting this change, the focus in this research involves constructing a web of experiences that visitors will recall and cherish (Sun, Ye & Feng, 2023). Enumeration of influential and remarkable experiences in improving the attractiveness and world's competitiveness of tourist destinations cannot be overemphasized (Richards & Duxbury, 2021). Therefore, this research aims to contribute to the field by conducting an analytical assessment of determinants that affect MTEs and proposing potential prescriptions for the destination managers. The expected effects are intended to help the destinations to promote their status in the international tourist market.

Literature Review

Theoretical background

Optimum-stimulation theory (OST)

OST is widely acknowledged as a groundbreaking theory that contributes to the understanding of tourists' preferences and activities, initiated by Lepp and Gibson in 2008. According to this theory, people have goals that enable them to interact with activities and environments with the right level of stimulation, which is affected by cultural characteristics such as age, sex, personality, and culture (Lepp & Gibson, 2008). Regarding the case of MTEs in Pakistan, OST resonates with the understanding that

tourists consciously look for destination experiences and activities that correspond to their preferred level of activation. It stems from this theoretical foundation that the study benefits in terms of understanding tourists' preference and their behaviors while guiding the study in explaining factors regarding the MTEs and in the formulation of strategies for boosting the cardinal appeal and competition of the Pakistani tourism within the peculiar context of the country's tourism sector.

Personality theory

Derived from psychology, Personality theory provides a conceptual map for understanding differences in people's personality attributes, behavior, and patterns (Cervone & Pervin, 2022; Roberts & Yoon, 2022). Applying tourism research, this theory is extremely useful when it comes to considering the peculiarities of tourists' personalities and their impact on the choice of destinations & activities. Travel might attract those with certain personality types, hence providing insight into the more personal drivers that make a tourist (Cervone & Pervin, 2022). In the context of the study conducted on Memorable Tourism Experiences (MTEs) in Pakistan, Personality Theory acts as an imperative element. When it comes to experiences that are specific to tourists, an overwhelming number of factors come into play, and with regards to personality, differences in traits become significant essential components when it comes to assigning tourists the appropriate tourism utility (Cervone & Pervin, 2022). Therefore, by including personality traits, the study proposes to provide valuable information on the elements of heterogeneity of travellers' motivations to find extraordinary experiences in Pakistan, enhancing the theoretical perspectives on the development of Pakistan tourism and practical implications to support the growth and sustainability of tourism in Pakistan.

Sensescape and seeking of arousal

Sensescape multimedia approach appears to fit the PVT philosophy of leaving the patient with as many positive and meaningful events, which may enhance the actual decision-making and emotional regulation skills (Quoidbach et al., 2015; Vanderlind et al., 2020). In addition, this integration can also encompass additional benefits in terms of the quality of sleep, as well as studies have suggested that there is a direct link between sensescape and the quality of sleep outcomes (Rodriguez & Kross, 2023; Ngwira et al., 2023).

The general ramifications arising from the inclusion of positive valence principles in sensescape therapy program are not insignificant from the theoretical framework, therefore, the argument can be made that societal impacts of positive valence principles in sensescape therapy entail the following: It has the opportunity to help remove the social stigma associated with mental health care by providing an interactive, almost futuristic, therapy (Keene, 2019, Chung et al. , 2022). As a result of connecting the gaps in accessibility and being appealing to a broad group of people, this interactive combined treatment may help people pay more attention to the care of their mental health (Lockwood et al., 2022; Gaiind-Krishnan, 2021). In analyzing the effects of this new approach on mental health, there is still a need for longitudinal studies that would determine the longer-term effects of this approach (Mehta et al., 2015; Arseneault, 2018). Therefore, it can be hypothesized that:

H1: Sensescape has a significant positive influence on arousal seeking.

Novelty-Seeking Traits and Arousal-Seeking

The personality attribute of novelty seeking behavior mainly involves being drawn to the new and the exciting and is rather predictive of tourism preferences and behaviors (Zuckerman 1979; Gursoy, Kim & Uysal 2004). Self-exploration is stimulating and exciting, and desire for novelty is what is found among these travelers (Schwarz & Talarzyk, 2019). These tourists avoid places with high human traffic and prefer the uniqueness of being able to gain a peek view of a certain place (Li & Petrick, 2010; Hawshar, 2022).

Hence, novelty-seeking behaviour include adventurous activities as the individual will take risks to seek excitement (Rittichainuwat & Chakraborty, 2009; Wang & Li, 2019). Such tourists engage in cultural assimilation, taste local foods, and actively engage in cultural activities, which increases tourists' self-actualization level due to cultural shocks experienced by such tourists (Li & Petrick 2010; Watkins et al., 2012). Companies can try to meet the needs of such tourists because they have an interest in new and unique products and services (Wong & Zhao, 2016; Martenson, 2018).

When this relationship is further investigated by researchers, areas for additional investigation include personal characteristics, culture, and context (Kormos, 2012). Another limitation of the existing studies lies in the lack of investigation of the temporal changes of the emotional responses elicited during and after the novel experiences (Myin-Germeys et al., 2018). Therefore, the following hypothesis has been developed:

H2: Novelty-seeking traits have a significant positive influence on arousal seeking.

Sensescape And Memorable Tourism Experience

The invention of the index of a sensescape, as done by the sociological study conducted back in 2021, by researchers led by Elena Buzova, contributes a lot to the understanding of the experience's tourists go through physically in specific places. This index, which includes stimuli of such visual, taste, smell, and sounds, appreciates the fact that human perception is more than just about sensing, but about sensations in the social construction of tourism memories (Tran-Ha & Agapito, 2022; Tuominen, 2023).

The theoretical understanding of creativity and novelty is somewhat conflicting and research like Lee & Crompton (1992) has made a distinction where creativity is separated into product, process, and press. This leads to multiple perspectives on the link between novelty and creativity, enriching the theoretical discussion of their relation to the uniqueness of the tourism experiences (Ankor, 2012; Coudounaris & Sthapit, 2017).

This paper discovers that creative stimuli need to be offered as an independent construct within the theoretical model, in order to enhance the understanding of the relationship between creativity, novelty, and the total tourists' experience. Future studies could investigate how outer influences affect both the creation and the triggering of novelty in tourism experiences and market them through multisensory marketing (Lepp, 2003).

This dynamic is even more evident when the subject of the sensescape index, novelty, and creativity in defining and creating unique tourism experiences is considered (Blomstervik & Olsen, 2022). The extension of the framework's consideration to technology, culture and sustainability serves as enrichment for the perspective provided, as well as a prospect for innovation and a strategic approach to the development of responsible tourism (Ali & Frew, 2013). With the acceptance of these diverse dimensions,

the tourism industry will be able to grow further and keep on creating new and more memorable experiences for tourists (Maspul, 2023; Anggayana, 2023). Therefore, it can be hypothesized that:

H3: Sensescape has a positive and significant influence on memorable tourism experience.

Arousal seeking and memorable tourism experience

Examine how arousal seeking influences the processes of building recognizable tourism experiences. The studies carried out in Pakistan aim at enriching the existing theoretical knowledge while providing insights into contexts important for the development of Pakistan's tourism sector (Asma, 2019; Abarbanel, 2013). Gathering findings from a literature review of previous works and the results of various studies, the goals of the research encompass the exploration of the experience realms' multifaceted involvement in increasing arousal, satisfaction, and the impact of memorial traces (Zha et al., 2022). Expanding from the work of Pine and Gilmore in 1998 which conceptualizes four realms, namely educational, escapology, pleasure dome, and entertainment, the hypothesis suggests that the combination of positive valence and the tendency to seek or arousals will have a positive effect on memory, thus the purpose of creating memorable tourism experiences as suggested by Kastenholtz and Lima (2011).

The study correlates with previous literature that has provided a positive significant relationship between memory and several aspects of the tourist experience (Zhong, Busser & Baloglu, 2017). As a result of the literature review, it is imperative to note that arousal and valence are two critical components that define the experience of a particular attraction/tourism destination. In this respect, arousal is the level of activation or stimulation that tourism creates, while valence is the experience's emotional polarity, or the extent to which it is either positive or negative (Abubakar & Mavondo, 2014).

The research made in the context of Pakistan contributes to the explained gap and acts as a knowledge intermediation between theory and practice to provide insights that can be useful for strategic management in the context of Pakistan's tourism industry (Hasni et al., 2021). Understanding which dimensions of (arousal-seeking behaviors) to give emphasis in the formation of memorable tourism experience, the stakeholders in the tourism industry will be better positioned to address target tourist segments' preferences and needs (Burland & Pitts, 2016; Bloch & Kamran-Disfani, 2018). Hence, it can be hypothesized that:

H4: Arousal seeking has a significant and positive impact on memorable tourism experience.

The Role Of Arousal Seeking As a Mediator

Sexual motivation is an essential component of the relationship between innovation and tourist experience c-memorability (Chen & Chen, 2010). Widely described as the need for change, arousal-seeking influences how innovative products are consumed in tourism to create meaningful experiences (Chen, & Phou, 2013). This mediation is explained through two key mechanisms: acceptance of innovation and decision making about innovation as well as affect towards innovation (Li & Calantone, 2011).

Cognitive processing of innovation refers to the mental steps that are followed when

tourists confront new types of innovation (Moutinho, 2011). This is accomplished with the help of arousal-seeking as focused attention, information processing, and memory are enhanced, thus adding to the overall experience (Kim, Lee & Klenosky, 2013). Another aspect concerns the tourists' search for stimuli projecting a high level of arousal; in their turn, these tourists will pay detailed attention to such attractions, making for more efficient processing of information. Arousal-seeking is quite significant in converting novel experiences to touristic experiences (Chen & Chen, 2010).

Thus, arousal-seeking is an intermediate construct between innovation and E-Memorable Tourism Experiences by facilitating cognitive activity and emotional involvement (Blomstervik & Olsen, 2022). To consolidate fascinating experiences in tourism, the outlined businesses should improve their services and products in pursuit of satisfying the arousal seeking of the targeted tourists (Sotiriadis et al., 2016). Thus, tourism businesses can heighten the probability of designing experiences that are not only new but also unique. Thus, it can be hypothesized that:

H5: Arousal seeking mediates the relationship between sensescape and memorable tourism experience.

H6: Arousal seeking mediates the relationship between novelty-seeking traits and memorable tourism experience.

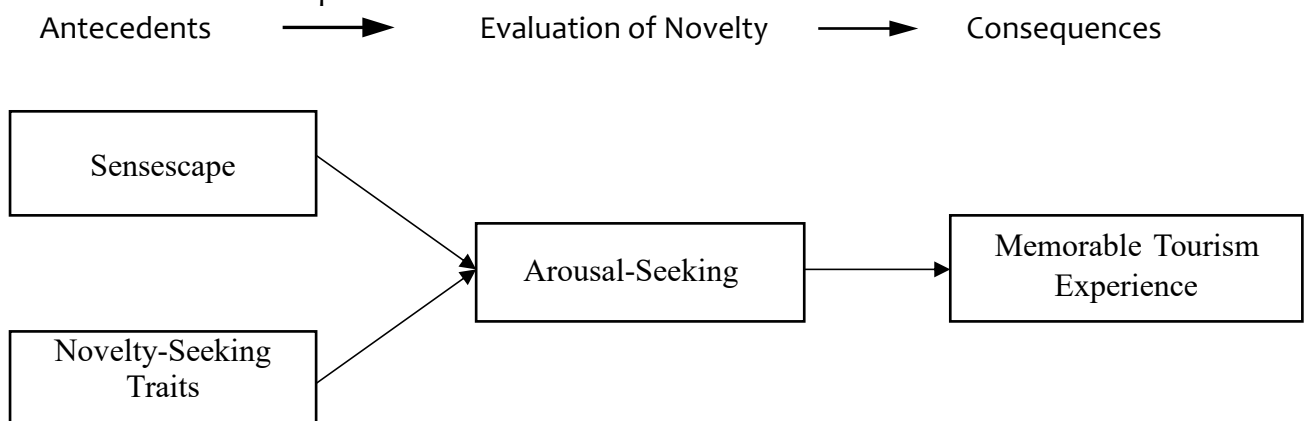


Figure 1: Conceptual framework

Methodology

This study adopted a purposive sampling technique to capture the population of interest. The subjects selected for the sample were adults; more specifically, the target population was anyone 18 years of age and older who had visited a tourist place within the last six months in Pakistan. Some parts where most people would like to visit for a tour were selected to enhance the likelihood of having a worthy sample for the study; for example, Murree, Naran, Kaghan, Gilgit, Chitral, and Muzaffarabad.

Therefore, to increase the reliability and validity of the survey, questions from the prior studies' scales were adopted and refined to fit this study. Collection of data the general sample survey always undergoes a pre-sampling investigation or pilot survey to determine how well the public comprehends the survey and its possible practicality. Therefore, the survey was carried out using a face-to-face technique by qualified research staff to minimize the response bias.

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Table 1: Profile of the Respondents.

Variable	Category	Distribution	
		Frequency	Percentage
Gender	Male	267	60.00
	Female	178	40.00
Age	20-25 years	184	41.30
	25-30 years	167	37.50
	30-35 years	20	04.50
	35 years and above	74	16.60
Family Structure	Joint	263	59.10
	Nuclear	182	40.90
Marital Status	Single	154	34.50
	Married	291	65.50
Income (Pak. Rupees)	20k-30 PKR	112	25.20
	31k-40k PKR	147	33.00
	41k-50k PKR	77	17.30
	51k-60k PKR	25	05.60
	≥ 61k PKR	84	18.90

The purposive sampling of people 18 years of age and above and the visitors of specific and famous tourism spots in Pakistan appeared reasonable to assess memorable tourism experiences. This demographic targeted a population that was participating in tourism activities in a particular season; the information collected was fresh. Drawing attention to known sites benefited the study since such areas are familiar for historical, cultural or other reasons. It confined the researcher's sampling method to purposively select potential participants in the study area, thereby ensuring that the study targeted participants who were likely to offer fruitful tourism experiences.

Results

Overall measurement model fit, reliability and validity

Table 2: Measurement model fit, intercorrelations, validities of the constructs.

Constructs	VIF	AVE	MSV	A	B	C	D
A. MTEs	NA	0.657	0.424	1			
B. NST	2.225	0.622	0.430	0.610**	1		
C. AS	1.582	0.620	0.550	0.522**	0.435**	1	
D. SenseS	1.456	0.771	0.431	0.335**	0.696**	0.454**	1
CMIN 1.32	GFI .97	CFI .90	IFI .98	TLI .90	RMSEA .041		

MTEs= Memorable tourism experiences; NST= Novelty seeking traits; AS= Arousal seeking; SenseS= Sensescape.

The provided table 2 encompasses crucial indices assessing the measurement model's validity, reliability, and overall fit. The Variance Inflation Factor (VIF) values below the conventional threshold of 5 for constructs NST, AS and SenseS suggest that

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multicollinearity is not a significant concern. This implies that the predictor variables within each construct are relatively independent, enhancing the stability of the model. The Average Variance Extracted (AVE) values exceeding the threshold of 0.5 for all constructs, including MTEs, indicate that each construct's indicators collectively capture a substantial proportion of the variance in the underlying construct. This reinforces the convergent validity of the measurement model.

Direct effects of the model

Table 3: Results of the direct paths.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Sig. Change	F
					R Change	R Square Change	F Change	df1	df2		
1	.982a	.965	.964	.15036	.965		2405.539	5	439	.000	

a. Predictors: (Constant), SenseScape, AS, NST

b. Dependent Variable: MTE

The model summary provides essential information about the overall performance and explanatory power of the regression model predicting Memorable Tourism Experiences (MTE) based on the predictors SenseScape, AS (Arousal Seeking) and NST (Novelty Seeking Traits). The coefficient of determination (R Square) is notably high at 0.965, indicating that approximately 96.5% of the variance in MTE can be explained by the included predictors. This suggests a robust relationship between the chosen predictors and the outcome variable, reinforcing the model's explanatory capability.

The adjusted R Square, which accounts for the number of predictors and sample size, remains high at 0.964, further confirming the model's goodness of fit. The standard error of the estimate is relatively small (0.15036), suggesting that the model's predictions are precise, and the observed values are closely clustered around the regression line. The Change Statistics indicate that the addition of the predictors significantly improved the model's explanatory power. The F Change statistic of 2405.539, with associated degrees of freedom (df1 = 5, df2 = 439), and a p-value of 0.000, signifies a highly significant improvement in model fit.

Table 4: Direct paths' results.

Coefficients ^a									
Model		Unstandardized Coefficients		Standardized Coefficients		95.0% Confidence Interval for B		Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Lower Bound	Upper Bound	ToleranceVIF
1	(Constant)	.235	.052		4.475	.000	.132	.338	
	AS	.008	.013	.006	.601	.548	-.017	.032	.730 1.370
	NST	-.204	.017	-.132	-12.203	.000	-.236	-.171	.687 1.456
	SenseScape	.858	.014	.846	61.966	.000	.831	.885	.431 2.322

a. Dependent Variable: MTE

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The coefficients table 4 provides insights into the relationships between the predictors, Arousal Seeking - AS, novelty seeking traits - NST, and SenseScape) and the dependent variable memorable tourism experiences (MTE) in the regression model. The unstandardized and standardized coefficients, along with corresponding statistical metrics, are presented.

Arousal seeking (AS) has a negligible impact, with an unstandardized coefficient of 0.008 and a non-significant t-statistic ($p = 0.548$). The Beta value is 0.006, indicating a weak relationship with MTE. In addition, novelty seeking traits (NST) has a significant negative impact on MTE, as evidenced by the unstandardized coefficient of -0.204 and a Beta value of -0.132. The 95% confidence interval ranges from -0.236 to -0.171, and the t-statistic is highly significant ($p < 0.000$). Furthermore, sensescape exerts a substantial positive influence on MTE, with an unstandardized coefficient of 0.858 and a Beta value of 0.846. The t-statistic is highly significant ($p < 0.000$), and the 95% confidence interval spans from 0.831 to 0.885. Additionally, collinearity statistics, such as Tolerance and Variance Inflation Factor (VIF), suggest that multicollinearity is not a significant concern among the predictors, ensuring the stability of the regression model.

Indirect effects of the model

Table 5: Indirect paths' results.

Predictor	Consequent		Dependent variable	β	SE	LLCI	ULCI	Status a
	Mediator							
SenseScape	Arousal Seeking	MTEs		0.002	.014	-.025	.003	NS
NST	Arousal Seeking	MTEs		-	.017	-.076	-.008	Supported
				0.040				

Note: NST= Novelty seeking traits; NS= Not supported

The indirect effects analysis of novelty seeking traits (NST) on MTE indicate a total positive influence (0.1560). NST exerts a negative mediation through Arousal Seeking (AS) (Ind2: -0.0405). These findings underscore the nuanced interplay of personality traits in shaping tourists' memorable experiences, with both positive and negative pathways involved. Moreover, the indirect effects of Sensescape (SenseS) on MTE demonstrate a positive total impact (0.1584), involving arousal seeking (AS) (Ind2: 0.0002).

Discussion and Applications

The analysis of the factors that may have led to the occurrence of memorable tourism experiences (MTEs) produced quite rich direct and indirect findings. Novelty seeking Traits (NST) were negatively related to MTEs, contrary to expectation, very high novelty seekers might put a premium on novelty over valence and, therefore, might not be apt to have high MTEs. The level of engagement in SenseS positively correlated with MTEs thus affirming the hypothesis positing that engaging the multiple senses enriches the tourism experiences. Finally, arousal seeking did show a mixed mediation in the case of novelty seeking traits, which speaks for the fact that the relationship matrix between novelty seeking tendencies, arousal seeking, and memorable experiences, is much more complicated than it looks at first glance.

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Therefore, these findings add distinctive perspectives into the complex nature of psychological antecedent of memorable tourism experiences. The discussion emphasizes the importance of maintaining a certain level of novelty in tourists' behaviors and preferences as well as their positive attitude and level of arousal to enhance the formation of POS visitors' memorable tourism experience. About this, these findings contribute to the research questions for future studies and present applicability for destination managers who want to improve the quality of the services offered.

Theoretical applications

Theoretically, therefore, the implications of the study are enormous and add to the existing body of knowledge concerning the area of interest known as tourism experience. Firstly, the proposed study combines the individual difference approach with the systematic by investigating the personality traits, such as novelty-seeking and arousal-seeking. This integration provides an analysis that is more comprehensive regarding the variables that determine memorable tourism experiences. This paper's novel findings of a negative and differentially moderated relationship between novelty-seeking traits and memorable experiences through arousal-seeking contradict traditional wisdom and create the need for an improved analysis of how individual traits impact tourism results.

Moreover, the study presents mediational processes based on arousal, looking at the phenomenon from the perspective of emotion and psychological exploration of the construction of memories. It also creates an opportunity for scholars to investigate the other mediators in more detail, presenting the relations that underpin people's ability to recall their tourism experiences. Future works can explore other mediators and moderators to improve the knowledge about such processes. The foregoing theoretical developments do not remain confined to the scholar's realm but have been translated into practical application in tourism education. The results of this study could improve the students' knowledge about the complexity of constructing memorable tourism experiences through integrating the results of the study into the educational programs of tourism. Thus, using discussions of personality traits, emotional valence, and the sensory engagement of students, teachers will be able to prepare future professionals for analyzing factors that contribute to tourism experiences based on a broader perspective of expertise.

However, the study also reveals an awareness of cultural and contextual variables that could affect the investigated relations. Future research in the field being concerned with cross-cultural comparison can use this as a basis to establish how cultural differences may affect the identified relationships. This area of study is significant to recognise the range of tourists' experiences and adjust the promotional campaigns and learning processes to the cultural perspective. Finally, this study benefits the methodological development of the tourism field by establishing the applicability and best practices for SEM. As such, scholars can gain insights into the techniques of employment when planning and implementing such studies, thereby enhancing methodological advancements of the profession.

Practical Applications

Furthermore, knowledge derived from the current study is useful for different stakeholders in the tourism business. Regardless of the type of the organization involved

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in tourism marketing from government bodies, tourism organizations, marketers and business managers, enhanced understanding of the factors that underpin the occurrence of MTEs is a significant asset. In this paper, we explicate to the degree how each finding of the study can be beneficial to various actors within the tourism industry.

Sensory Marketing Approaches: Admitting the need for sensescape engagement businesses can use sensory marketing techniques. Some of the elements that are important when delivering a tourist experience are haptic, olfactory, auditory or could involve touch, smell, sound, respectively when it comes to the stomach, nose, ears, respectively. **Creating Sensory-rich Events:** Sensory dimensions can also be incorporated into festivals, cultural events, and exhibitions by the event organizers. Lighting, scent, texture, and sound that are harmonious to the theme of events or cultural backdrop can enhance the event and should hence be incorporated, for there will be more remembrance of the event and thus pass a stronger message.

Incorporating novelty: Thus, understanding that novelty seeking might be detrimental to positive valence, the organizers of events can introduce novel components into the events but keep the overall experience more on the positive side. This way, the visitors not only get to have new memories but also positive memories to take away with them. **Customer service training:** Hotel, restaurant, and transportation service industries for instance, can incorporate customer service training that will show positive attitudes towards the customers. The need for state awareness and staff competence in generating positive emotional experiences can enhance the quality of tourists' stays to a great extent.

The case of a study in this context can benefit government bodies in the overall improvement of the attractiveness of the tourist destinations. Perceiving the influence of sensescape engagement on memorable experiences, the governments can foster the ventures into the cultural and sensory tourism. Some of the recommendations that the tourism organization can make based on the information concerning the notion of novelty include new activities or events that the consumers have not seen in other advertisements should be commonly used when advertising to consumers who are high on novelty. To other, more consecutive and conventional offers might be suitable or preferred by conservative visitors. Therefore, by extrapolation, it is feasible for an organization to conceive virtually engaging experiences that do not portfolios of extreme novelty-seeking.

The findings of this study thus provide tourism managers with indications on how to build experiences that involve more than one sense. It is crucial to remember that most people's body and senses are involved in the experience of accommodation and guided tours and therefore the use of elements of sight, sound, touch, and taste can help create a lasting memory. The findings of this paper suggest that travel agencies can use customer profiling on aspects such as the consumer novelty seeking and other personality attributes. This enables the travel companies to offer tailor-made travel solutions and vacation deals which are market requirements for individual travelers. Since there is variety present in the needs and wants of visitors, travel agencies should be able to provide variety in their offered ranges.

Sometimes, DMOs can take advantage of such persuasive narration to establish an emotional appeal to the possible tourist. Since people get persuaded to travel and tend to be more satisfied when they imagine the vacation, a DMO can create a positive anticipatory reaction when developing the stories, which will again enhance the visit. Engaging the locals in branding and promotion processes increases the reliability and the positive attitude associated with the branded destination. As a result, special emphasis on such factors as warm welcome of individual representatives within the community, cultural peculiarities, will evoke positive emotions in the target consumers. Having understood that the tourism system encompasses different entities that are interested in the outcomes of tourism activities, collaboration among them can produce a more coordinated strategy. Strategic partnership between governments, enterprises, and locals can lead to organizational strategies that make tourist' destinations more attractive, selected, and provide the right experience for varying target markets and impose a favorable perception for the overall tourism space.

Conclusion and Limitations

The current study aimed to undertake a critical analysis of the antecedent factors that lead to MTEs and hence shed light on how the variable interplays of personal characteristics and the perceived emotional tone of an experience translate into memorable tourism experiences. The results might provide significant implications for theoretical contributions in the subject and applications in the tourism sector. Altogether, the study has advanced the theoretical body of tourism literature by admitting and examining diverse personality traits, novelty seeking, and arousal seeking to evaluate the results of these factors on the quality and memorability of tourists' experience. At the same time, elucidation of the mediation processes that include arousal seeking boosts the comprehension of emotional and psychological patterns of MTEs, enlarging the existing theories and questioning the simplicity of all the mentioned interconnections involved in constructing travel memories.

Other than the contribution towards theoretical development, this research provides implications for practical uses to the relevant stakeholders such as the government departments, tourism associations, marketers, managers and service providers as they can use the findings and recommendations for framing tourist experiences and increasing appeal of a destination and hence giving tourists more memorable interactions. The application of Statistical procedures like Structural Equation Modeling (SEM) minimizes the methodological developments in tourism research, hence fortifying the findings of the research and giving points for the subsequent research activities. Nevertheless, some limitations should be taken into consideration: the study is conducted in the context of Pakistan only; therefore, the findings cannot be universalized to other cultures or regions; the results are based on participants' self-reports, which, in turn, can be influenced by socially desirable response bias. In future research, culture should be taken into account, longitudinal studies should be used because MTEs are not static, and more dimensions should be incorporated in the measurements. Through such integration of fields, it will distinctly be possible to explain and conceptualize the more complex phenomenon of memorable tourism experience, on which future strategic directions are based, and that is tailored to meet the current

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global tourist needs and demands. To increase language quality, artificial intelligence tools (e.g., ChatGPT) were utilized minimally.

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