Dr. Sebastian Filep¹, Ms. Dan Tsao², Dr. Min Jiang³, and Professor Terry de Lacy⁴

-------------------------------------------------------------------------------------------------------------------
¹ Department of Tourism, University of Otago, New Zealand
² School of Tourism, Sichuan Normal University, China
³ Centre for Tourism and Services Research, Victoria University, Australia
⁴ Centre for Tourism and Services Research, Victoria University, Australia

Corresponding author:
Dr Sebastian Filep
Lecturer
Department of Tourism
University of Otago
PO Box 56, Dunedin 9054, New Zealand.
International Tel +64 3 479 8520
International Fax +64 3 479 9034
Email: sebastian.filep@otago.ac.nz
Savouring tourist experiences

Savouring is a cognitive form of emotion regulation used to maintain and extend positive emotional experiences (Bryant, 2003). A theoretical model of savouring suggests that positive emotions (love, interest, joy and contentment; Fredrickson, 2001) are maintained while savouring because they draw attention to anticipation of upcoming positive events, appreciation of current pleasurable experiences and reminiscence about past positive events (Bryant, 2003). Which positive emotions are experienced by tourists when they reminisce about past holiday events? What tourist experiences are associated with positive emotions of love, interest, joy and contentment? Answers to these questions help us understand how tourists retrospectively savour their tourist experiences, yet the questions are underexplored (Mitas et al., 2012).

Positive emotions of joy, interest, contentment and love have been uncovered in Chinese individuals (Gao & Tong, 2010). Using the theory of positive emotions (Fredrickson, 2001), 181 stories from travel blogs by Chinese independent tourists were investigated. The aims of the investigation were to find out which positive emotions were common when the independent tourists reflected on their tourist experiences in Australia and which tourist experiences (e.g. interacting with fauna, appreciating national scenery, etc) were associated with the four emotions. The findings show that joy was the most common positive emotion for the study participants. The four emotions were linked to experiences that involved observations of natural scenery, interactions with Australian fauna, and participation in water activities. Theoretical contribution to existing literature on savouring is highlighted. The findings helped us uncover how positive emotions are savoured by tourists when they reminisce about past holidays.

Keywords: Positive emotions, savouring, well being, tourist memories

References:


