



Towards Sustainable Tourism Management: Well-Being and Happiness for Memorable Tourism Experiences

Guest Editor:

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Message from the Guest Editor

Because of their significance in promoting consumer behaviors, research on memorable experiences has rapidly increased in the last decade. However, there are several research gaps identified in the extant memorable experience literature. For example, previous studies have (1) primarily focused on the encoding stage of memorable process, (2) been preoccupied with positively memorable experiences, (3) skewed toward memorable tourism experiences while documenting less studies in the hospitality business context, and (4) lacked theoretical models to elucidate the effect of particular tourism and hospitality experiential factors on strong memory and to explain the mechanism of how memorable tourism and hospitality experiences affect future behavior. Thus, this Special Issue aims to redress this imbalance identified in the extant literature.

This Special Issue welcomes theoretical, empirical, and case study research contributions. These contributions should clearly address the theoretical and practical implications of the research. Both conceptual and empirical papers addressing memorable experiences in the tourism and hospitality industry are welcome.





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