

Tourism experiences: Core processes of memorable trips

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ARTICLE INFO

Keywords:

Marketing experience
Travelling consumer experience
Emotions
Novelty
Memorable tourism experience

ABSTRACT

Tourism is an activity that can provide different experiences to customers, but there is still a lot to know about the factors that contribute to a memorable journey. This study aims to propose a theoretical framework by identifying the core processes that are sense-making and meaningful in a Memorable Tourism Experience (MTE). The method is exploratory and qualitative, using travel narratives of Brazilian tourists. Data analysis was based on grounded theory and followed the steps of open, axial, and selective encoding. The results contribute to the formation of a substantive theory and point out three dimensions (personal, relational, and environmental), which appear to be crucial to memorable experiences. Besides, the tourist who has a memorable experience goes through the stages of: 1) Ambiance, 2) Socialization and 3) Emotions and Reflection. The findings also indicate that it may be more enriching to investigate MTEs components of experience in general rather than consider what makes a particular experience more memorable than others.

1. Introduction

Products and services are no longer enough to generate economic prosperity. Therefore organizations and the hospitality industry use the experience as a management tool for differentiation (Pine & Gilmore, 2011). Experiences are subjective, highly personal and intangible phenomena (O'Dell & Billing, 2005), hence, difficult to define and to grasp their essence.

At the individual level, researchers associate the experience with intrinsic aspects such as memory, perception, learning, and previous experiences (Li, 2000). The tourist experience remains in the memory, preceded by motivations and expectations, and result in satisfaction or dissatisfaction (Quinlan-Cutler & Carmichael, 2010). It also reflects the traveler's assessment after the interaction with the visited destination (Quinlan-Cutler & Carmichael, 2010). However, there is much to know about what is crucial to turn a common experience into a memorable journey. For instance, researchers should emphasize more the emotional aspects of tourists' experiences (Knobloch, Robertson, & Aitken, 2014).

Regarding the experience in a broader view, some authors consider several concepts and models in the relationship between environmental influences and individual psychological influences (for example, Quinlan-Cutler & Carmichael, 2010 and Walls, Okumus, Wang, & Kwun, 2011; Walls, 2013). The tourism experience outcomes have also

gained prominence. For example, Brunner-Sperdin and Peters (2009) highlight the subjective personal reactions and feelings, while other authors refer to changes in the individual (Anderson et al., 2013; Bruner, 1991). Despite the different approaches, there is a consensus on the importance of the relational and environmental dimensions for the formation of the experience offered to tourists (Komppula, Ilves & Airey, 2016). On the other hand, given the lack of an empirical analysis of these models, more research is needed for theory consolidation.

There are advances in the concept of tourism experience, and this has brought about various perspectives on all kinds of experience. Ritchie, Tung, and Ritchie (2011) point out some experience typologies: great experience, quality experience, extraordinary experience, memorable experience and, more recently, the creative experience (Ihamäki, 2012; Richards, 2011; Tan, Kung, & Luh, 2013). Although relevant in the literature, these terms are being used without a commonly agreed definition and interchangeably (Knobloch, Robertson, & Aitken, 2014, 2016).

The memorable tourism experience (MTE) appears to have more defined importance for its proximity to Pine and Gilmore's (1998) experience economy which influences studies in the tourism field. "An MTE is selectively constructed from tourism experiences based on the individual's assessment of the experience" (Kim, Ritchie, & McCormick, 2012, p. 13). Thus, MTE depends on at least two elements: 1) the tourism experience in a given space and time; and 2) a process of

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<https://doi.org/10.1016/j.jhtm.2018.08.004>

Received 21 May 2017; Received in revised form 3 August 2018; Accepted 8 August 2018

Available online 13 September 2018

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generating memories related to the experience or its consumption. The memory generation process permeates a cognitive and physiological process (Tung, Lin, Qiu Zhang, & Zhao, 2016) that we will not emphasize here.

Elements such as the memorability of experience and travelers' evaluation of it have caught the attention of researchers and have been the subject of academic literature since Turner (1974), Pine and Gilmore (1998), up to more recent studies such as those by Kim and Ritchie (2014), Pearce and Wu (2014), and Brown and Reavey (2015). However, knowing which aspects give meaning to the memorable tourist experiences remains uncertain. What has already been observed, in turn, is that understanding the importance of emotional engagement and its effect on assigning meaning may enhance products and services offered by tourism operators (Knobloch et al., 2014).

Researchers of the Memorable Tourism Experience (MTE) propose key dimensions such as affect, expectations, consequentiality, recollection (Tung & Ritchie, 2011a), identity formation, family milestones, relationship development, nostalgia reenactment, and freedom pursuits (Tung & Ritchie, 2011b). Also, memorable tourism experiences tend to be positive (Kim & Ritchie, 2014; Tung & Ritchie, 2011a) and seem to relate to abundant service options and shared experiences (Morgan, 2010).

Few authors have studied the MTE's dimensions (Kim, 2010; Tung & Ritchie, 2011a, 2011b) or tested a MTE scale (Kim & Ritchie, 2014). Therefore, it is possible to investigate whether other unexplored variables could contribute to memorable tourist experiences. Hence, advances in the theoretical background can be of great conceptual value. Also, there is no track record of recent studies in leading tourism journals attempting to understand Brazilian consumers and their tourism experiences.

In this study, we examine the travel experiences of Brazilian residents trying to identify the main processes which are sense-making and meaningful in a memorable tourism experience, proposing a theoretical framework through grounded theory. This paper aims to unfold the core processes of memorable tourism experiences from the tourist's perspective, contributing to new ways of promoting engaging experiences.

The contributions of this paper are manifold. Despite several studies initiatives regarding memorable tourism experiences, the outcome of this paper brings them together in three major types of studies: 1) the expansive; 2) the managerial/economic; 3) the modeling perspective. Besides, the narrative data allowed the respondents to freely describe any experience, that is, not focusing only on positive experiences, for example. So, the study method was directed from an overview to a more in-depth approach to identify and represent only the core processes of MTEs.

Secondly, the research respondents help understanding other scenarios and cultural behaviors that might not have been achieved in previous studies, by studying the phenomenon in Brazil. Third, besides the central importance of the emotions to the MTEs, we provide information that MTEs are not only mainly positive but also evoke outside and inward emotions, meaning that one can perceive and provide opportunities for these feelings to be expressed. Inward emotions are those that affect the consumer in a more intrinsic way than the outward emotions, which tend to be perceived more easily by those who relate to the one experiencing the emotions of a consumption experience (Schmitt, 2000). Finally, the study highlights the need to explore experience outcomes such as personal transformation, eudaimonia, well-being, and learning.

2. Literature review

2.1. The tourism experience

In historical terms, the tourism experience has been discussed as a phenomenon since the 1960s and has become more popular in the

1970s, with the discussion of the phenomenology of experience by authors like MacCannell (1973) and Cohen (1979) (Quinlan-Cutler & Carmichael, 2010). An essential publication for the discussions around the tourism experience was the book by Csikszentmihalyi (1975) (Ritchie et al., 2011), which paved the way for research on the leisure experience.

In the seventies, when research on tourism experience began to emerge, this topic was treated either as something superficial, or as a search for authenticity, or an effort to escape from an alienated world (Cohen, 1979). Basic premises in the discussion of the tourism experience is the approach to space and time as well as the perceptions of individual tourists and actors involved in the activity, such as service providers, employees, and residents.

In the nineties, the emphasis within the scope of experience was to understand the thoughts and feelings of tourists, reported in diaries or interviews (Andereck, Bricker, Kerstetter, & Nickerson, 2006 *apud* Quinlan-Cutler & Carmichael, 2010). More recently, Pine and Gilmore (1998) and Schmitt (2000; 2004) have emphasized how service management through experiential tools can enhance the tourism experience. Therefore, the extent to which customers remember their transformation through an MTE is ultimate for promoting perceived value.

2.2. Memorable tourism experience (MTE)

Sensory experiences can highlight memories once events that appeal to senses tend to be most striking (Oh, Fiore, & Jeong, 2007). For some authors, memory is the most critical feature of the experience (Brunner-Sperdin & Peters, 2009; Pine & Gilmore, 1998; Schmitt, 2000, 2004). Positively remembering a brand, service, or product can be determinant in consumer decision-making (Aroeira, Dantas, & Gosling, 2016; Kim, 2010).

However, the tourism experience has shifted from rationality and physical elements (aesthetics, tangible aspects of service quality) to the enhancement of subjective perceptions and travelers' emotional involvement (Uriely, 2005; Ritchie & Hudson, 2009). Also, the concepts and models of experience literature (e.g., Quinlan-Cutler & Carmichael, 2010; Walls et al., 2011) include the relationships between environmental and individual/psychological influences. However, MTE studies have not adequately addressed these relationships.

Some experiences of consumption directly affect the tourism experience, and the feelings found in the literature of memorable tourism experiences include joy, pleasure, sociability, guilt, irritation, and concern (Kim & Ritchie, 2014). Also anger, displeasure, annoyance, sadness, fear, shame, loneliness, romanticism, love, peace, optimism, happiness, excitement, pride, anxiety and others (Schmitt, 2011). Negative emotions are rarely remembered, but they include fear, anger, and frustration (Ritchie et al., 2011).

One can notice three major types of studies on memorable tourism experiences: 1) the expansive; 2) the managerial/economic; 3) the modeling perspective (Table 1). The first type of studies is at the outset of MTE studies and includes a broader view of the phenomenon through

Table 1
Types of memorable tourism experience (MTE) studies.
Source: The Author

| Types of MTE studies | Examples |
|--|--|
| 1) the expansive perspective | Tung & Ritchie, 2011a, Tung & Ritchie, 2011b Ballantyne et al., 2011 Knobloch et al., 2016; Knobloch et al., 2014. |
| 2) the managerial/economical perspective | Oh, Fiore & Jeong, 2007; Bharwani & Jauhari, 2013; Pezzi & Vianna, 2015. |
| 3) the modeling perspective | Kim, 2010; Kim et al., 2012; Kim, 2014; Kim & Ritchie, 2014; Lee, 2015; Song et al., 2015; Aroeira et al., 2016; Kim & Jang, 2016; Manthiou, Kang, Chiang, & Tang, 2016; Tsai, 2016. |

the theoretical, exploratory, and qualitative lenses. Given the increased interest in the subject, these studies serve as a basis for advances in concepts and scales (e.g., Knobloch et al., 2016; Knobloch et al., 2014; Tung & Ritchie, 2011b). Moreover, they highlight the cultural aspects and the contextual particularities of the experience.

Besides, in-depth, and thematic studies are also part of the expansive perspective (e.g., Ballantyne, Packer, & Falk, 2011; Tung & Ritchie, 2011b). Although some studies are specific to a segment/context, they are important in bringing new insight and explanation of the tourism experience by considering a multifaceted phenomenon. Hence, this holistic view might help researchers and managers to understand the MTEs better. The present research seeks to improve this research direction by integrating the literature results allied to empirical qualitative research to synthesize the phenomenon of memorable experience.

The second research type, managerial/economical, includes studies in two directions. Some studies are based in the four experiential realms proposed by Pine and Gilmore (1998), and others emphasize the enterprises and managers' point of view.

Oh et al. (2007) were pioneers in testing a scale based on the four realms of experience within tourism (entertainment, educational, escapist, and aesthetic). The authors added memory, satisfaction, and arousal as study variables. The study attests that only the aesthetic dimension affects the memory of bed-and-breakfast consumer experiences in the United States. Some studies also added variables to the four realms of experience, such as memory, hospitality, security, and novelty (Pezzi & Vianna, 2015). This research perspective is advancing into modeling research and merging with the third perspective, such as that by Song, Lee, Park, Hwang, and Reisinger (2015) and Manthiou, Kang, Chiang and Tang (2016).

Many MTE studies were conducted with final consumers (e.g. Kim, 2010; Lee, 2015; Tsai, 2016; Tung & Ritchie, 2011b), therefore there is still a need to understand the entrepreneur and employee's viewpoint. Pine and Gilmore (1998) and Schmitt (2011) can be helpful by providing tools for experiential marketing management. Bharwani and Jauhari (2013), for example, propose a theoretical framework for hospitality intelligence encompassing emotional, cultural, and experiential dimensions of the hospitality employees.

The third type includes researchers trying to uncover the dimensions of the MTE, its causes and effects. Kim et al. (2012) developed one of the most recognized MTE scales based on seven dimensions: hedonism, refreshment, local culture, meaningfulness, knowledge, involvement, and novelty. For the authors, mainly the positive experiences of travelers are recalled.

Finally, recent studies are moving toward the perspective of finding the antecedents and consequences of MTE. Kim (2014) proposes the attributes of a destination that affect the formation of MTE. The author puts forward ten MTE dimensions which facilitate a personal experience: local culture, the variety of activities, hospitality, infrastructure, environment management, accessibility, the quality of service, physiography, place attachment, and superstructure. Nostalgia, culinary attraction, and cultural inheritance also precede tourism experiences (Lee, 2015).

The same dimensions of Kim et al. (2012) were highlighted by Kim and Ritchie (2014). They confirm that the seven MTE dimensions precede behavioral intention, that is, "individuals who acquire hedonic experiences in a destination tend to revisit the same place, partake in those same tourism activities, and promote the place by word of mouth" (Kim & Ritchie, 2014, p. 330). MTEs also impact cognitive perception, loyalty, and destination reputation (Aroeira et al., 2016).

Reflective engagement (cognitive and affective processing of the experience) relates with short- and long-term environmental learning outcomes (Ballantyne et al., 2011). Besides learning and behavioral intentions, other topics arise from research such as Eudaimonia

(Knobloch et al., 2016), well-being (Morgan, Pritchard, & Sedgley, 2015; Pyke, Hartwell, Blake, & Hemingway, 2016) and re-experience intentions (Triantafyllidou & Petala, 2015). However, it is still unclear whether these variables are drivers or consequences of memorable experiences. In addition, research gaps such as the connection of MTE and personal transformations (Brown, 2009; Bruner, 1991) and co-creation (Pralhad & Ramaswamy, 2004) need further investigation.

Studies on MTEs have also been challenged given the limited ability of participants to remember the events they have experienced which can lead to a misleading retrospective views (Maguire & Geiger, 2015). Hence, a limitation of MTE studies occurs when the experience of the tourist is assessed shortly after the provision of service, when it is not known if the experience will generate lasting memories (Lee, 2015).

3. Method

This is an exploratory and qualitative study to identify the core processes that are sense-making and meaningful for a memorable tourism experience. The main goal was to propose a theoretical framework of MTEs of Brazilian travelers, once the grounded theory approach uses a systematic set of procedures in order to develop a theory about a phenomenon (Tan et al., 2013). The study was conducted through narrative research since it included an investigation in which the researcher asks people to tell stories about their life (Creswell, 2007). Narratives create a meaningful whole of a sequence of events and reveal what is meaningful to people, including places, symbols, and practices (Feldman, Sköldbberg, Brown, & Horner, 2004) (see Fig. 1).

3.1. Data collection

Brazilians who have experienced memorable travel experiences participated in this research. Seventy-six travelers were selected for convenience. First, we personally invited 18 people, aged 20–30 years, to write about memorable travel experiences. They were all undergraduate business students from a Federal Center in Belo Horizonte, a Brazilian state capital. In a second stage, we personally invited 15 students aged over 30 years, from an MBA program from another higher education institution. We asked them to write about the experience and email it to one of the researchers. To enrich the analysis, another two groups from a National Commercial Learning Service located in a city in south Brazil, wrote about their travel narratives. The third group had 31 young students from 15 to 18 years old; and the fourth, 12 undergraduate students from 18 to 28 years old. These four groups were selected to diversify the age, professional lifetimes and residence of respondents.

- Group 1 – Business Graduation – Federal Center of Belo Horizonte – MG
- Group 2 – MBA in Strategic Management – Federal University of Minas Gerais – MG
- Group 3 – Apprentice Course - National Commercial Learning Service – SC
- Group 4 – Technician on Management Processes - National Commercial Learning - Service – SC

The first and third groups were composed of younger people, just entering the job market and with limited income, while the second and fourth groups already held a degree and were, in general, employed. Data were collected in person, by at least one of the authors, in two distinct periods, i.e. in March 2015 with the first group; in June 2015 with the second group, and March 2017 with third and fourth groups. The first and second groups were residents from a capital city from the southeast of Brazil (Belo Horizonte, Minas Gerais state). Third and fourth were from a country city from south of Brazil named Lages in

Santa Catarina state. Gathering information on four different groups provided us with a better view of what is core in memorable tourism experiences, although the aim was not to outline the differences among them.

3.2. Research instrument

Participants described a memorable travel experience through an objective reported narrative (Creswell, 2007) as developed in similar studies by Brown and Reavey (2015) and Small (1999). We asked the study participants to “Write about a memorable travel experience. (Where did you go? For how long? With whom? Why do you like it? etc.)”. We orally explained that each participant had to think about a memorable trip which was very meaningful for them. Participants were also instructed to write about their trip with as many details as they remembered, assuming they were addressing someone who did not know anything about their trip. Therefore, questions were selected in order to provide memory triggers and insights for the respondents.

We selected the written approach, instead of interviews, to give participants time to think, select a single experience and synthesize the aspects which they believed were the most important. This led to personal post-trip written memories, transforming an abstract memory into something tangible and sense-making for the participants. Four individuals who stated that they had never been through or couldn't remember a memorable tourism experience were asked to write about a memorable day, but these narratives were excluded from further analysis.

In line with Tung et al. (2016) and Tung and Ritchie (2011a), we consider the personal narrative format an appropriate approach because it gave respondents an opportunity to reflect about the experience, adding depth and clarity to the responses. The objectives of the research were not revealed, in order not to interfere with the responses.

Diversified overviews resulted due to the participants' freedom to write and their different age ranges (15–52 years old). They chose a variety of destinations, including regional, national, and international trips from Americas, Europe, and Africa. In general, the responses had about 370 words per participant, that is, the experience was briefly described.

3.3. Data analysis

An important output of the research was the proposal of a substantive theory with a theoretical framework with core processes of memorable trips. The research was based on collected data, using grounded theory to analyze it. The grounded theory approach contributes to developing theories based on simultaneous processes of data collection and analysis (Tan et al., 2013). Similar studies (e.g., Filieri, 2016; Tung & Ritchie, 2011a, 2011b) have used the grounded approach successfully, and at the same time contributing to theory in a systematic manner (Ralph, Birks, & Chapman, 2015).

Data analysis was based on Strauss and Corbin (2008) and Yunes and Szymanski (2005). The most important steps in the development of the substantive theory were open, axial, and selective encoding. These steps are necessary to construct conceptual understandings of the studied phenomenon (Tan et al., 2013).

The open encoding started with a careful reading of each written narrative's sentences and paragraphs. Two researchers highlighted quotes that stood out during data interpretation and the common points between the reports. After careful interaction with data, each researcher named the marked quotes (e.g., travel motivation, novelty, tourist attraction, etc.). This was the most particular and time-consuming phase. Moreover, we chose further data collection to increase the variability of the sample and the diversity of the data. Once the last sample indicated similar responses and added few new information for the study, data collection ended by saturation.

Axial encoding happened in a second stage, when efforts were made to group the main codes into categories. We discussed the codes seeking to define categories for each of them. It is worth mentioning that grouping the codes (axial encoding) targeted the core of the phenomenon and was an exercise in finding a brother category which included the codes' essence, that is, a synthesis. We represented the connection between the categories and dimensions through figures and tables until the researchers had a better reflection of the data (Yunes & Szymanski, 2005).

Finally, we carried out with the selective encoding, the most challenging step, since different models were proposed trying to find a solution that would be true to the collected data and, at the same time,

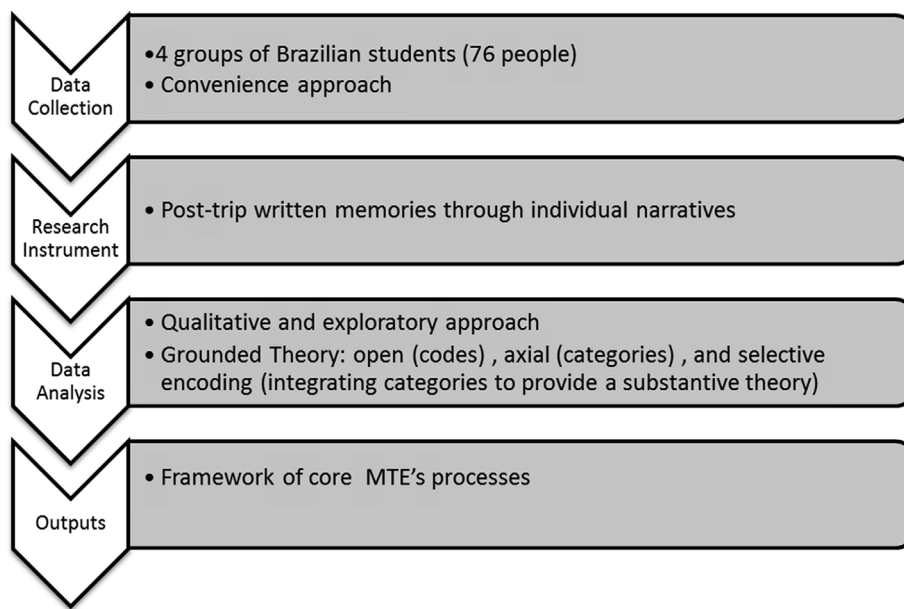


Fig. 1. Study's Method.
Source: The Author.

plausible and brief. This phase contributed to comprehension of the main phenomenon and to proposing the link between categories, integrating all categories to form a theory grounded in data (Strauss & Corbin, 2008).

It is important to underline that we turned to the literature after the axial encoding and it contributed to the development of selective encoding and to the images illustrating the theory proposed. This procedure allowed the concepts to emerge instead of constructing the framework based on a preconceived hypothesis (Tung & Ritchie, 2011a). Only after saturation was achieved, were comparisons drawn to the literature to explore if there were any consistencies and divergences, thereby, improving the validity of the study (Tan et al., 2013). The literature comparison was crucial to describe the relationships between categories, as well as the presentation of results and discussions.

Moreover, to increase the validity and reliability of the categories and sub-dimensions developed, two expert researchers, who had not participated in the data collection, reviewed, and commented on the results of the study, besides contributing to the discussion of the phenomenon and process, a method similar to Filieri's (2016).

4. Results

We grouped the results of the first qualitative step into codes that addressed the main elements of memorable travel identified in the study. In this section, we describe each of the assigned open codes. We propose a substantive theory, i.e., a theory specific to the travel experience, without any generalization beyond the substantive area.

4.1. Dimensions of a memorable trip

Looking closely at Table 2, several variables considered as elements of the memorable tourism experience emerged from the narratives of the individuals who participated in the research. These variables (open codes) were grouped (axial coding) as Strauss & Corbin (2008) recommend according to the grounded theory stages. Table 2 presents an overview of the main categories found in the study. We have focused on proposing a framework and, therefore, the discussion is outlined by the three prominent dimensions.

The central category of the study was the memorable tourism experience. To synthesize the phenomenon, we condense in Fig. 2 the main categories' dimensions and associate them with the studied MTEs.

Although Quinlan-Cutler and Carmichael (2010) indicate only the realm of influences and the personal realm as dimensions of tourism and leisure experiences, in this work we suggest that the three major dimensions interfere with the memorability of the tourism experience: 1) environmental and cultural influences (green/line), 2) relational influences (red/dot), and 3) personal influences (blue/dash).

The inherent dimensions also show that although MTE is considered

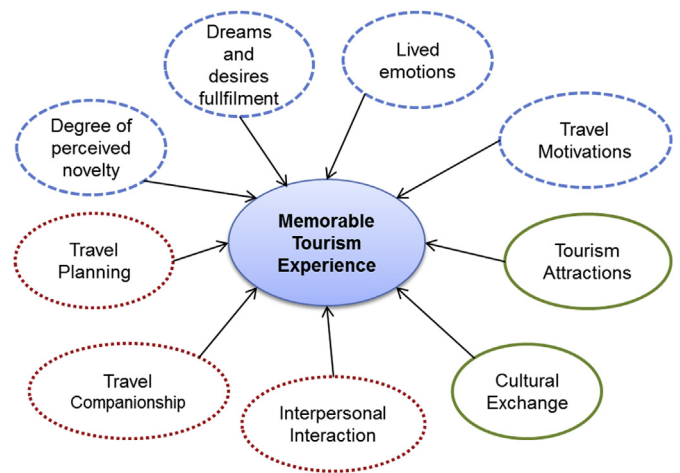


Fig. 2. Central encodings categories of Memorable Tourism Experience.

a particular kind of tourism experience, it still evokes the essence of the travel experience in a wider context. Hence, experience dimensions indicated by Carù and Cova (2003), Quinlan-Cutler and Carmichael (2010), Walls et al. (2011) play a significant role in MTEs.

4.1.1. Personal influences

The personal dimension expresses pre-, during- and post-travel tourists' concerns. This dimension includes four categories regarding personal influences: 1) travel purposes, 2) lived emotions, 3) dreams and desires fulfillment and 4) degree of perceived novelty.

Tourists presented diversified travel purposes. The most prominent one involved leisure trips; but business trips, exchange programs, honeymoon and group trips were also mentioned (See Appendix 1). Respondents also referred pedagogical, educational and health trips. This indicates that distinct purposes can lead to memorable travel experiences, leaving innumerable opportunities for managers and service providers to deal with customers' delight and satisfaction.

In their narratives, the tourists highlighted the emotions experienced. When assessing the emotions from memorable experiences, the existence of simple and complex emotions are noted in the findings (Schmitt, 1999). Also, emotions can be classified into a two-axis map of emotions: the axis of valence (negativity-positivity) and receptivity (inward-outward emotions). Schmitt (2000) classifies the emotions according to their externalization or internalization by the individual. Thus, examples of positive and inward emotions would be: warm-hearted, sentimental, affectionate; positive outward: satisfied, excited and enthusiastic; negative inward: frustrated, angry, and finally negative outward: embarrassed and humiliated (Schmitt, 2000).

Nevertheless, the experiences seem to arouse a set of emotions and

Table 2

Codes, categories, and dimensions of MTEs.

Source: The author

| Codes (Open Coding) | Categories (Axial Encoding) | Dimensions |
|---|---|-----------------------------|
| Beach, waterfall, nature Streets, buildings Shows, events, gastronomy Cultural contact, cultural exchange | Natural attractions Built attractions Cultural Attractions Culture | Environment and Culture |
| Tourists self-organized trips, Organized trips (agencies, companies), Unscheduled trips/gifts, Unforeseen events Residents, Tourists, Friends, Service Providers (employees, owners) Boyfriend/Girlfriend, Spouse, Family-mother, brothers/sisters, father, co-workers, classmates, Friends | Travel Planning Interpersonal interaction Travel Companionship | Interpersonal Relationships |
| Leisure, Work, Exchange Programs, Educational trips, Domestic trips, International trips Refreshment, Excitement, Recognition, Reward, Freedom, Joy, Happiness, Liveness, Nostalgia, Enthusiasm, Fatigue, Frustration, Fright, Despair, Anxiety. | Travel Purposes Lived Emotions | Individual/Psychological |
| Dreams and Desires' fulfillment Degree of perceived novelty Meeting the expectations, Satisfaction, Dissatisfaction | Dreams Novelty Expectation | |

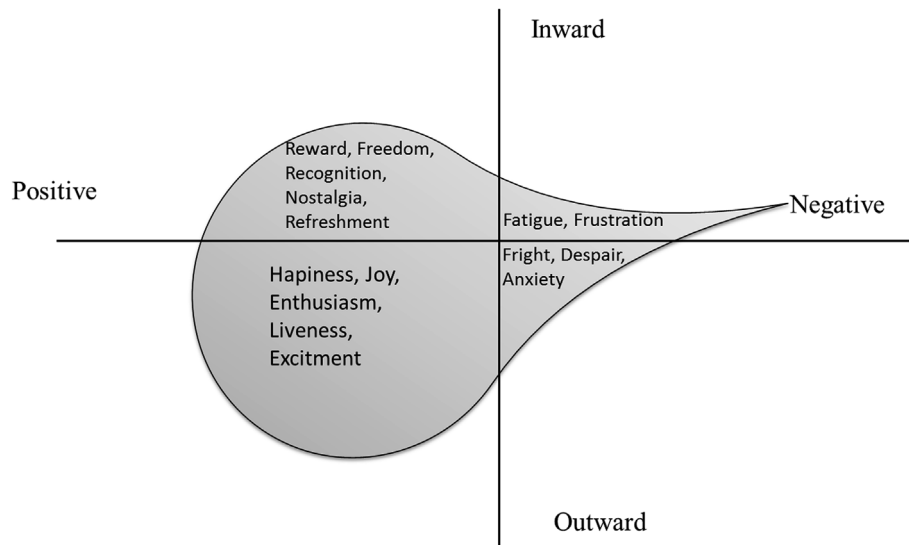


Fig. 3. Representation of the types of emotions of Memorable Travel Experiences.
Source: The authors

not just an isolated one. Furthermore, memorable experiences have resulted primarily in positive emotions, to the inward (reward, freedom) or outward (joy, happiness, enthusiasm, liveliness). Fig. 3 illustrates the kind of emotions arising from memorable tourism experiences.

Some quotes help demonstrate how the emotions were described by the participants in the narratives. For example, positive and inward emotions can be identified in Laura's (excitement) and Bruno's narratives (recognition).

*The “skibunda” (bottom-skiing) was more **exciting**, since it was a less secure ride and, therefore it brought more **adrenaline**. Laura*

*(...) the best show I've ever done in my life, impossible to describe this feeling and this recognition. I **felt very accomplished**, despite all the problems we had during the day, all was forgotten. Bruno*

Meanwhile, positive and outside emotions are also described such as Renato statement “My parents felt **extremely happy** and became the children my brother and I were when we watched the Disney movies; every time they met Simba, Aladdin, Mickey, etc, they “beset” a lot and took endless photos. Besides the parent's happiness, their actions are also described “to become children”, “to beset” and “to take photos” are some of the results from the outside emotions. That means some emotions can evoke travelers' active participation in the experience.

Participants have mentioned less the negative emotions, such as fatigue (after long trips, work and treks), frustration (the loss of the guide's camera) and dissatisfaction (with the French customer service, for example). Ritchie et al. (2011), Tung and Ritchie (2011a, 2011b) and Knobloch et al. (2016) refer that the depiction of positive emotions is more frequent than of negative emotions. Eliete describes the despair of a negative and inward emotion, while Letícia, points out a negative and outside one, reflecting her fright and disappointment.

*I was very sick. I started with the urge to vomit, but soon my blood pressure dropped and I had a feeling of faintness. I was dropping down to the bottom of the boat, where it was open, and the breeze cheered me up, but I started having a kind of panic attack, for not being able to get out of there and it was still awhile before getting to Salvador. I started to bend my hands. I was **desperate**. Eliete*

*On the last day, unfortunately, we were “robbed” by our taxi driver, and we **were afraid** of the place where he left us. Letícia*

It is also important to point out that inserting comments in a

particular quadrant (inward/outward; positive/negative) is too limiting for travel experiences. In many situations, even negative emotions do not minimize its memorability. In other words, it is possible to get a sense of how negative and positive emotions get confused by memorable experiences:

Despite being very tiring, it was pretty exciting to exceed my limits and see the natural beauty that we have [in Brazil], it was worth every sweat and sunburn in the shining sun that day. Camila, female

Furthermore, although data did reveal many emotion-related narratives, feelings are difficult to describe; therefore, the codification of emotions lived is very challenging. Further studies are needed to expand the classification of emotions of memorable tourism experiences, since scales such as those mentioned by Schmitt (1999) and Diener et al. (2010) are insufficient to describe the arousal of travel emotions.

The degree of novelty appeared as a travel motivation, hence, the destination decision process is affected by previous experiences (Damijanić; Šergo, 2013; Diener et al., 2010). Researchers have associated novelty with the unexpected, i.e., the experience of unusual events of daily life corroborating Kim and Ritchie (2014)– novelty - and Pezzi and Vianna (2015) - unprecedented experience. Hennes (2002) and Pezzi and Santos (2012) propose the experience as something that generates the resignification of the tourist. Resignifying the experience means giving new personal meaning to particular events, signs or signals of the tourism experience through memory creation and retention. These moments might become sense-making or express a different role in the tourists' life.

We can observe the resignification process in comments such as “On the first day in San Diego I got my first tattoo” and “The opportunity of getting to know new places, new people and live new experiences offer many reasons for something to be memorable.”

Another element that stands out is the dream/desire fulfillment, i.e. the sense of accomplishment and achievement of a desire, need or dream. “I have always had a burning desire to do an exchange program and last year I had the opportunity.” Research findings indicate that when travel is a result of a desire or dream it has a special meaning for tourists. Hence, experiences should satisfy the customer needs (Pine & Gilmore, 1998) but also provide a useful meaning for tourist's life.

4.1.2. Relational influences

The relational influences corroborate previous studies by Arnould and Price (1993) that mention the connection between people and

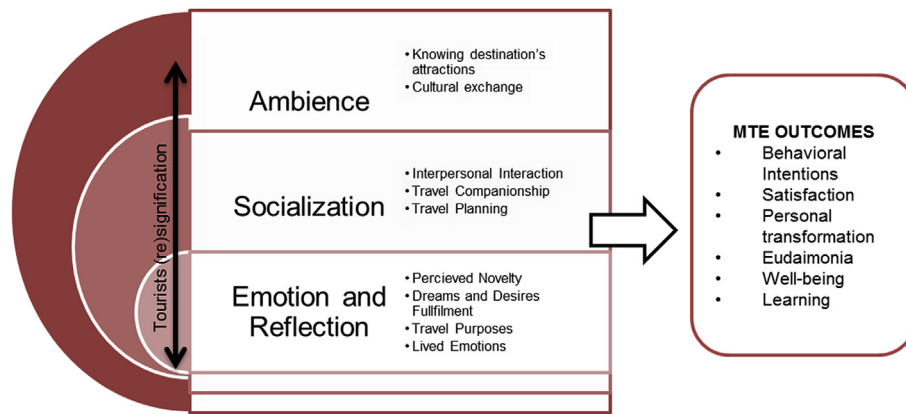


Fig. 4. Framework of core processes of memorable tourism experiences.

Quinlan-Cutler and Carmichael (2010) who point out the realm of influence. Among relational influences we identify 1) travel planning; 2) travel companionship and 3) interpersonal interaction.

Some respondents mentioned travel planning in their narratives as a way to make conjoint decisions about the trip (where to go, where to stay, who will go, who will plan the trip). Participants also referred organized trips (excursion), which indicates that these trips can also be memorable, even though the number of organized trips in Brazil (21.7%) is substantially lower than that of independent travel (78.3%) (BRASIL, 2009).

Another essential relational influence is travel companionship which is also an interpersonal interaction. It interferes with the experience from pre-consumption to post-travel evaluation. Participants described memorable solo trips, trips with family, with boyfriend (or girlfriend)/spouse and with friends. Some quotes show the value of this category: "What was more important and special was not the place or some fact in particular, but the companionship", "(...) our companionship was so great that we had fun together on a day of pitfalls."

The third relational influence is the interpersonal interaction, which can happen with: i) travel companions; ii) tourists; iii) residents and iv) service providers. The narratives showed how tourists were open to contact and how some contacts have turned into a bond that lasts. The cultural differences "Not to mention the people we met from various parts of the globe" and personal identification with specific persons or groups were also mentioned.

The relationship between tourist and residents does not always involve verbal contact, having the observation as an important component of this interaction (Schmitt, 2000). Moreover, identification elements (Schmitt, 2000) and previous experiences are also pertinent since they can provide a rich cultural exchange.

The hospitality of the people of that place was amazing. (...) I will never forget the moment when a Moroccan offered my friend some camels in exchange for me. Leticia, female.

Another element that drew attention to the described interpersonal interaction was the customer service provision. Consumers reported positive and negative cases of situations experienced, a fact that deserves attention because a single bad experience may compromise the whole trip evaluation as one respondent states: "As nothing is perfect, our guide lost our camera during the trip and the photos are gone. What an unforgettable trip". Hence, companies must manage the customer experience and try to control interpersonal contact using tools like the grid of services coupled with a service roadmap (Schmitt, 1999).

4.1.3. Environmental/cultural influences

The most relevant attributes of the environmental and cultural dimension were: 1) knowing the tourist and local attractions and 2) cultural exchange. Some people highlighted how the natural, built and

cultural attractions of the visited place contributed to their memories. "I never thought that one day I would visit places like the Golden Gate Bridge, Alcatraz and Lombard Street", or "That trip was memorable because it was a 15-km track and the return trip was by the river".

Attractions are the basis of the tourism experience (Beni, 2004) and the environment is an experience provider (Schmitt, 2000). In general, it is expected that tourist attractions are part of the trip. However, how tourists react to these attractions is what makes a trip outstanding or not. As in the quote: "The place was the most remarkable thing about this opportunity, because none of us had ever thought of going to Alaska". Not only the environment, but also the cultural perception of the destination influences in MTEs.

Cultural exchange was mainly referred by people who had traveled abroad. A respondent underscored that even in contact with the "best party in the world" he still preferred Brazilian parties. In a way, this refers to the identification proposed by Schmitt (2000), emphasizing the notion of cultural identity of the traveler. Respondents also highlighted the language, the environmental conditions and the adaptation of local manners. Local culture is a dimension that affects the behavior of the tourist (Kim & Ritchie, 2014), but one may say that the perceived difference between the tourist's culture and the destinations' culture is what matters most. Therefore, cultural exchange enhances memorable events and situations that may generate a meaningful experience for the tourist.

5. Discussion

Based on the study findings we put forward the framework of the core elements of memorable travel experiences (Fig. 4). In this sense, the essence of the phenomenon is associated with at least three processes that contribute to the memorability of the visitor experience: 1) Ambience, 2) Socialization and 3) Emotion and Reflection. Besides, visitors have to (re)signify their experience in their life experiences to evoke memories and, sometimes, the personal transformation from an MTE. This last process occurs after the trip and can evoke either 'signification', when it's the first time it occurs to the tourist, or 're-signification', when the tourist already holds a specific meaning to moments, signs and signals which is reconsidered within the tourist experience.

The Ambience evokes the immersion of the tourist in the environment where the activity takes place. It involves the contact with both the destination attractions and basic elements, such as access and tourism infrastructures, as Kim (2014) indicates. The ambience is also a process related to the tourist's personal experience contrasted to the culture and the destination characteristics. This setting can happen before arriving at the destination, through the search for a hotel reservation, photos research, tourist information and other planning steps.

The process of Socialization occurs through interpersonal relationships and can bring people together. These relationships may involve dialogue, physical contact, observation, identification, customer service and other actions (Schmitt, 2000). Contact happens via tourist relationships – tourist-travel companion, tourist-tourist and/or tourist-agents (residents and service providers). Sometimes, the interpersonal relationships can endure after the travel experience. Intimacy with people and place (Trauer & Ryan, 2005) are also possible socialization outcomes. Socialization experiences affect re-experience intentions and word-of-mouth (Triantafyllidou & Petala, 2015).

One of the most central processes of memorable experience is Emotion. A remarkable and unforgettable trip happens if the tourist has experienced remarkable emotions, whether positive or negative. In other words, without tourist's emotions, memorable experiences will not happen. As Trauer and Ryan (2005:489) note “fulfilling tourism experiences emerge from visitors having open minds, hearts and senses toward place, their hosts and their travelling partners”. Alongside with the emotion, the way experiences evoke thoughts, perceptions and evaluations are constant and as important as the evoked feelings and emotions.

Emotion is one of the dimensions widely recognized in the literature of tourism experiences both in the travelers' and tourism agents' context (Mackenzie & Kerr, 2013). The novelty as an MTE dimension was also emphasized by some authors (Kim & Ritchie, 2014; Kim et al., 2012).

However, an important insight of this research is the dream fulfillment as a clear personal MTE reflection. Although not discussed as an MTE dimension in the literature, dreams are part of the activities that can both lead people to develop and drive a happy life (Sirgy, 2012) and it may also be a travel motivation (Damijanić; Šergo, 2013). Visiting a particular tourist destination can be seen as the achievement of a dream or desire (Matteucci & Filep, 2015), sometimes not fulfilled due to time and financial constraints (Karl, Reintinger, & Schmude, 2015). Diverse tourist experiences such as parachute jumping, whale watching and river rafting can be the great fulfillment of a dream, or just part of a spontaneous activity that affects individual experience (Knobloch et al., 2016).

Despite the framework having been constructed from data collected in this study, it is known that the influences can be interrelated (Quinlan-Cutler & Carmichael, 2010; Walls, 2013). For example, travel planning can be an ambiance process, a socialization process (when dealing with travel agents or social media information) and ignite feelings and reflection (if the hotel room is better or worse than expected). In addition, there are other important variables contributing to the memorability of the experiences that we do not describe in this research.

Present studies tend to emphasize personal and psychological dimensions of MTE such as novelty, hedonism, knowledge, refreshment, meaningfulness and involvement (Kim & Ritchie, 2014; Kim et al., 2012). These authors also attested local culture as an MTE dimension, but ambiance aspects seem somehow underestimated. It is also unclear if knowledge could be an important experience outcome, giving meaning to tourist's experience. Cultural, environmental, and interpersonal relationships during travel experiences can provide opportunities for reflection, learning, and personal transformation. Therefore, other consequences rather than behavioral intentions (Aroeira et al., 2016; Kim & Ritchie, 2014) and satisfaction (Oh et al., 2007; Triantafyllidou & Petala, 2015) must be researched.

Some narratives give special emphasis to personal transformation and learning, but well-being and eudaimonia literature should also be considered by MTE researchers as possible experience outcomes. A possible source is the consequentiality dimension discussed by Tung and Ritchie (2011a) which includes enhancement of social relationships, intellectual development, self-discovery, and overcoming physical challenges.

Whether these elements are dimensions, causes or consequences of MTEs it must be further investigated. Thus, the elements of memorable

travel experiences deserve more attention, and the presented framework can be a starting point for further research.

6. Conclusion

Memorable Tourism Experiences (MTEs) are not limited to a single type of travel purpose or motivation. Leisure trips, business trips, exchange programs, ordinary daily life experiences, pedagogical and educational trips and health trips can all activate long lasting memories for tourists. This statement helps in understanding that it is not the type of experience itself what makes a trip memorable or not, but how they represent a meaningful moment in the consumer's life. Three dimensions appear to be key to memorable experiences and influence the memory arousal of travel experiences: personal/psychological, relational, and environmental/cultural dimensions. This result indicates that it might be more enriching to investigate MTEs components of experience in general (Carù & Cova, 2003; Quinlan-Cutler & Carmichael, 2010; Walls et al., 2011) rather than consider what makes a particular experience more memorable than others.

This research points out that individual emotion and reflection resulting from the travel experience are core processes which differentiate a regular trip from a memorable one. In addition, not just an isolated emotion but a set of them seem to emerge from memorable tourism experiences, resulting primarily in positive emotions, whether inward (reward, freedom) or outward (joy, happiness, enthusiasm, liveliness). A journey can only be considered memorable and striking after the traveler has gone through the chronological cycle pre-trip, trip, and post-trip.

Tourists have to (re)signify their own experience after going through this cycle, to give meaning to the overall experience they have lived. Resignifying the experience means giving new personal meaning to particular events, signs or signals of the tourism experience through memory creation and retention. These moments might become sense-making or express a different role in the tourists' life. Therefore, a memorable tourism experience can enhance consequences for tourists besides satisfaction and behavioral intention (Kim & Ritchie, 2014), as personal transformation, well-being, learning, and eudaimonia.

Some aspects of the experience were found to be more meaningful for tourists and, consequently, to create memorable moments. The core processes of Emotion and Reflection, Socialization, and Ambiance are the most prominent in MTEs. Although there may be variations among travel segments, recorded emotions tend to be more positive than negative ones in MTEs (Tung & Ritchie, 2011a) but they also tend to be externalized and shared with travel companions. The MTE is essentially personal so that the same experience can evoke distinct perceptions, memories, and behaviors, and experience outcomes such as learning and personal transformations.

6.1. Limitations and future research

The nature of the tourism experience and the emotional responses of individuals vary according to the market segment (Ma, Gao, Scott, & Ding, 2013), opening possibilities for specialized research. For example, the study of niches, segments of interest and travel motivations to better understand the purchase behavior and travel consumption are some research paths. Studying tourist typologies in the context of experience is a frontline area, concepts and methods of tourism experiences should also be considered in further research (Ritchie et al., 2011).

The relevance of interpersonal relationships for the experience is also a research path. Studying the relationship between tourists and tourism providers, for example, can lead to a better understanding of the emergence of positive and negative experiences. Therefore, it is essential to associate the cultural dimension to the tourist experience and unfold solutions to provide unforgettable moments to tourists.

Quantitative studies can also help in identifying the importance of each dimension for the memorability of the experience by taking into

account previous qualitative findings (e.g. Knobloch et al., 2014; Tung & Ritchie, 2011a, 2011b). We have identified possible variables to be structured to compose scales of tourism experience, which need different perspectives and exploratory models. Moreover, the literature lacks information about the consequences of a memorable experience, namely learning, individual transformations, co-creation, Eudaimonia, and other less explored constructs.

This research was conducted to reduce bias through the chosen method of narrative research, which, otherwise, prevented the clarification of doubts and the deepening of some issues that emerged. In this sense, new studies may seek alternative methods to approach the phenomenon, by conducting interviews, focus groups, quantitative studies, and neuroscience approaches, aiming to deepen the knowledge of each element proposed in the study. Another limitation of the research is the fact that it was conducted with groups chosen by convenience, not representative of the total population which makes it difficult to generalize the results. On the other hand, the goal of the grounded theory approach is to obtain data depth and quality rather than generalization (Strauss & Corbin, 2008).

6.2. Managerial implications

Regarding the managerial implications, the study shows a path to enhance customer experience and arouse their emotions, which go from the ambiance attention and care, through to the socialization process and targeting tourist's reflection and memory recollection.

First, managers should set the environment with physical evidence and be attentive to the aesthetic experience, such as pointed by Oh et al., 2007 (pleasure guests senses, be careful to design details, environment beauty and attractiveness for customers). Also, managers should highlight local culture either by the use or sales of local souvenirs and handicrafts, explanation and use of local words, vocabulary, dressing and traditions. Of course not all of these strategies should be

Appendix A. Supplementary data

Supplementary data related to this article can be found at <https://doi.org/10.1016/j.jhtm.2018.08.004>.

Appendix 1. Information of groups and Memorable Tourism Experiences

| N | NAME | G | DESTINATION(S) | JOURNEY | COMPANION |
|--|----------|---|--|-----------|--------------------|
| GROUP 1 – BUSINESS GRADUATION (Belo Horizonte, MG) | | | | | |
| 1 | Camila | F | São Gonçalo do Rio Preto – MG, Brazil | 2014 | Boyfriend |
| 2 | Vinicius | M | Barcelona, Rome, Athens and Istanbul - Europe | 2015 | Alone Exchange |
| 3 | Júnia | F | Dunas de Itaúnas - ES, Brazil | 2012 | Friend |
| 4 | Mateus | M | Cabo Frio and Búzios -RJ, Brazil | 2011 | Friends |
| 5 | Tainá | F | San Diego, Las Vegas, Los Angeles, Venice Beach, San Francisco, Miami and New York - EUA | 2014 | Alone Exchange |
| 6 | Vanessa | F | Serra do Cipó - MG, Brazil | 2015 | Friends |
| 7 | Gabriel | M | Santiago, Val paraíso, Viña del Mar – Chile Buenos Aires – Argentina | – | Girlfriend |
| 8 | Isadora | F | Itacaré –BA, Brazil | 2014–2015 | Boyfriend |
| 9 | Iara | F | Porto Seguro – BA, Brazil | 2014 | Boyfriend |
| 10 | Gustavo | M | Porto Seguro – BA, Brazil | 2014 | Mother |
| 11 | Renato | M | New York and Orlando – EUA | 2008 | Family |
| 12 | Gilson | M | Paris, Berlin - Europe | 2010 | Wife |
| 13 | Beatriz | F | Ibitipoca - MG, Brazil | 2011 | School group |
| 14 | Bruno | M | Pompéu, Três Marias e Pitangui - MG, Brazil | 2014 | Music group - work |
| 15 | Ricardo | M | Cancun - México | 2013 | Friends |
| 16 | Simone | F | Curitiba - PR, Brazil | – | Sister |
| 17 | Gisele | F | Rio de Janeiro - RJ, Brazil | | Boyfriend |
| 18 | Otávio | M | Alaska, Chicago, Seattle and Miami - EUA | 2009 | Friends Exchange |
| GROUP 2 – MBA Strategic Management (Belo Horizonte, MG) | | | | | |
| 19 | Amanda | F | Lavras Novas - MG, Brazil | 2013 | Friends |

used together; instead, managers should consider the attraction's concept and its audience to aim at an authentic cultural trade.

Another alternative pointed by Schmitt (2000; 2004) is the use of the experimental grid and the staff evaluation in specific moments of the service provision. Developing core skills among employees to deliver a quality experience to customers (Pine & Gilmore, 2011) and to focus on the present time while the experience is being lived (Tung & Ritchie, 2011b) are some managerial directions.

Secondly, more attention ought to be given to travel companions (Trauer & Ryan, 2005) and to customer service interaction. The service providers should try to address product innovation in order to generate surprise and novelty for tourists. For example, a restaurant or a hotel manager should give opportunities to customers and services providers to talk and exchange relevant information. These conversations could culminate in offering something unexpected to the customer (a bonus, a personal note on their invoice, a photo, etc). Providing socialization experiences might enhance the tourism experience (Triantafillidou & Petala, 2015), post trip bonds and stimuli might also contribute to travelers' loyalty and recollection (Wang, Kirilova, & Lehto, 2016).

Third, identifying one's dreams and desires is also a marketing strategy when dealing with tourism experiences that haven't been deeply discussed in MTE literature. Managers cannot control human feelings and thoughts, but they can provide instruments for them to (re) signify that experience in their life experiences. A possible means is by making them reflect (Have you ever done this? Have you ever tried that?) and providing them with instruments such as portraits, post-cards, and interactive/creative tourism ideas to help them create memories of the experience.

Finally, one cannot ignore the fact that the consumer experience has increasingly become a rich source for both researchers and managers from the most diverse fields, and it should result in a growing academic and market interest.

| | | | | | |
|---|--------------|---|--|------|----------------------|
| 20 | Marcela | F | Argentina | 2014 | Husband and 1 couple |
| 21 | Vera | F | Porto Seguro - BA, Brazil | – | Friend |
| 22 | Rosa | F | Quebec - Canada | – | Family and Friends |
| 23 | Josué | M | Brejões - BA, Brazil | 2014 | Alone |
| 24 | Túlio | M | Switzerland and France | 2013 | Work |
| 25 | Carmen | F | Buenos Aires – Argentina | 2012 | Husband |
| 26 | Anderson | M | Porto Seguro - BA, Brazil | 2014 | Family |
| 27 | Gislene | F | Ouro Preto and Mariana – MG, Brazil | – | Friends |
| 28 | Eliete | F | Morro de São Paulo – BA, Brazil | 2013 | Husband Honeymoon |
| 29 | Laura | F | Natal - RN, Brazil | – | Friend |
| 30 | Adair | M | San Francisco - EUA | – | Friends |
| 31 | Ivone | F | Salvador- BA, Brazil | 2009 | Friends and Family |
| 32 | Letícia | F | Marrocos | 2013 | Friend |
| 33 | Lucas | M | Natal - RN, Brazil | – | Wife Honeymoon |
| 34 | Luisa | F | Cabo Frio - RJ, Brazil | – | Friends |
| GROUP 3 - APPRENTICE COURSE (Lages, SC) | | | | | |
| 35 | Guilherme | M | Goiás - GO, Brazil | 2015 | Uncle |
| 36 | Gregório | M | Itapema - SC, Brazil | 2007 | – |
| 37 | Cássio | M | – | 2011 | Family |
| 38 | João | M | Beto Carrero- SC, Brazil | 2014 | Family |
| 39 | Juliana | F | Joaçaba - SC, Brazil | 2014 | Family |
| 40 | Roberta | F | Curitiba - PR, Brazil | 2008 | Family and friends |
| 41 | Flávia | F | Curitiba - PR, Brazil | 2012 | Scout's group |
| 42 | Gustavo | M | Florianópolis - SC, Brazil | 2008 | – |
| 43 | Marcos | M | Goiás - GO, Brazil | 2013 | School group |
| 44 | Bianca | F | Equador | 2006 | Family |
| 45 | Giovana | F | Joinville - SC, Brazil | 2012 | Family |
| 46 | Leonardo | M | Itajaí - SC, Brazil | 2014 | Mother |
| 47 | Felipe | M | Florianópolis - SC, Brazil | 2011 | Family |
| 48 | Lucas | M | Foz do Iguaçu - PR, Brazil | 2016 | Group |
| 49 | Danilo | M | Tubarão - SC, Brazil | 2015 | Soccer Group |
| 50 | Ana | F | Balneário Camboriú - SC, Brazil | 2016 | Boyfriend |
| 51 | Guilherme B. | M | Guarda do Embaú - SC, Brazil | 2016 | Family |
| 52 | Amanda | F | Porto Belo- SC, Brazil | 2015 | Family |
| 53 | Danilo C. | M | São Francisco do Sul - SC, Brazil | 2012 | Family |
| 54 | Amanda C. | F | Florianópolis - SC, Brazil | 2011 | Family |
| 55 | Vitor | F | São Paulo - SP, Brazil | 2008 | Mother |
| 56 | Bárbara | F | – | 2014 | Family |
| 57 | Catarina | F | Florianópolis - SC, Brazil | – | Mother |
| 58 | Mateus | M | Balneário Camboriú - SC, Brazil | 2017 | Family |
| 59 | Murilo | M | Florianópolis - SC, Brazil | 2016 | Family and Friends |
| 60 | Danilo D. | M | Curitiba - PR, Brazil | 2015 | Family |
| 61 | Guilherme A. | M | Florianópolis and Itapema - SC, Brazil | 2016 | Brother and friends |
| 62 | Élton | M | SC, Brazil | 2016 | School group |
| 63 | Norberto | M | – | 2010 | Brothers |
| 64 | Leandro | M | Argentina | 2017 | Family |
| 65 | Gabriela | F | Barra Velha - SC, Brazil | 2017 | Boyfriend |
| GROUP 3 – TECHNICIAN IN MANAGEMENT PROCESSES (Lages, SC) | | | | | |
| 66 | Maria | F | Jaraguá do Sul - SC, Brazil | 2014 | Family |
| 67 | Mariana | F | Arguari - MG, Brazil | 2017 | Boyfriend |
| 68 | Maria A. | F | Rio de Janeiro - RJ, Brazil | NR | School group |
| 69 | Adilson | F | Nova Trento - SC, Brazil | 2010 | Family |
| 70 | Débora | F | New York - EUA | 2014 | Mother |
| 71 | Karen | F | Blumenau - SC, Brazil | 2009 | Father and Mother |
| 72 | Tamara | F | Treze Tílias - SC, B Brazil | 2015 | Group |
| 73 | Mariana F. | F | Joinville - SC, Brazil | 2011 | School group |
| 74 | Renato | M | Itapema - SC, Brazil | 2013 | Family |
| 75 | Gisele | F | Pomerode - SC, Brazil | 2015 | Husband and daughter |
| 76 | Carolina | F | Paranaguá - PR, Brazil | 2015 | Family |

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