UDC:

DOI: 10.5937/menhottur2600012D

Received: 7 June 2026
Revised: 4 July 2026
Accepted: 1 October 2026
Published online: 6 October 2026

The impact of travel on destination loyalty and individual creativity: The moderating role of novelty seeking

Milica Dukanac[1], Ana Urošević[2*], Katarina Borisavljević[1]

[1] University of Kragujevac, Faculty of Economics, Kragujevac, Serbia
[2] Academy of Vocational Studies Šumadija, Department Aranđelovac, Serbia

Abstract

Purpose – This research aimed to demonstrate the impact of travel experience, tourism memory, and novelty seeking on destination loyalty, as well as the effects of travel experience and tourism memory on creativity, while simultaneously examining the moderating effect of novelty seeking. The value of this research to the tourism literature lies in a deeper understanding of the impact of travel on the level of individual creativity, particularly in the period following the return from a destination. **Methodology** – The study included 150 respondents within the territory of the Republic of Serbia. Reliability analysis and factor analysis were used to verify internal consistency, while multiple regression analysis was employed to test the main and interaction effects**. Findings** – The results of the empirical research show that travel experience and tourism memory have a positive, statistically significant impact on destination loyalty and creativity. At the same time, a statistically significant moderating role of novelty seeking was identified in the relationship between tourism memory and individual creativity. **Implications** – The paper has practical implications for destination managers in designing personalized experiences that enhance positive memories and loyalty, and for individuals, as travel to diverse destinations fosters creativity and idea generation in daily and professional life.

Keywords: travel experience, tourism memory, destination loyalty, creativity, novelty seeking
JEL classification: D12, D91, Z32

ONLINE FIRST

Uticaj putovanja na lojalnost destinaciji i kreativnost pojedinca: Moderatorski efekat potrage za novim iskustvima

Sažetak

Svrha – Sprovedeno istraživanje imalo je za cilj da pokaže uticaj turističkog iskustva, turističkog pamćenja i potrage za novim iskustvima na lojalnost destinaciji, a potom i efekte turističkog iskustva i turističkog pamćenja na kreativnost, uz istovremeno proučavanje moderatorskog efekta potrage za novim iskustvima. Vrednost ovog istraživanja za literaturu iz oblasti turizma ogleda se u dubljem razumevanju uticaja putovanja na stepen kreativnosti kod pojedinaca, posebno u periodu nakon povratka sa destinacije. **Metodologija** –

* Corresponding author: anaurosevic1998@gmail.com

This article is an open access article distributed under the terms and conditions of the Creative Commons Attribution (CC BY) license (http://creativecommons.org/licenses/by/4.0/).

Istraživanjem je obuhvaćeno 150 ispitanika na teritoriji Republike Srbije. Za proveru interne konzistentnosti korišćene su analiza pouzdanosti i faktorska analiza, dok je za testiranje glavnih i interakcijskih efekata korišćena višestruka regresiona analiza. **Rezultati** – Rezultati empirijskog istraživanja pokazuju da turističko iskustvo i turističko pamćenje imaju pozitivan statistički značajan uticaj na lojalnost destinaciji i kreativnost. Istovremeno, identifikovana je statistički značajna moderatorska uloga potrage za novim iskustvima u odnosu između turističkog pamćenja i kreativnosti pojedinca. **Implikacije** – Rad ima praktične implikacije za menadžere destinacija u kreiranju personalizovanih iskustava koja podstiču pozitivna sećanja i lojalnost, kao i za pojedince, jer putovanja na raznovrsne destinacije podstiču kreativnost i generisanje ideja u svakodnevnom i profesionalnom životu.

Ključne reči: turističko iskustvo, turističko pamćenje, lojalnost destinaciji, kreativnost, potraga za novim iskustvima
JEL klasifikacija: D12, D91, Z32

1. Introduction

Travel serves as an escape from daily routines and professional obligations, offering individuals a chance to relieve stress, gain new experiences, and create lasting memories (Hu & Wan, 2024). However, modern tourists no longer seek only quality accommodation and attractive locations; they increasingly look for active participation, emotional fulfillment, and experiences that foster personal growth. This shift requires destinations to provide diverse, authentic, and engaging content (Morgan et al., 2009). In this context, the travel experience is central, as it shapes individual perceptions and influences emotional connections to a destination. Although the significance of the travel experience has been widely studied (Bao et al., 2022; Kim & Chen, 2019; Quadri-Felitti & Fiore, 2012; Wong & Lai, 2021; Zhu et al., 2025), it is worth exploring how this concept links to other psychological factors that shape tourist behavior. For instance, the relationship between the travel experience and an individual's memory is particularly significant. Zhao et al. (2023) emphasize that autobiographical memory, a well-established concept in cognitive psychology, provides a logical framework for understanding tourist behavior by bridging psychology and tourism. Nevertheless, Kim and Chen (2019) note that research examining the mechanisms linking autobiographical memory to other factors, such as destination loyalty, remains limited. The complexity of this phenomenon lies in the fact that while tourists may experience intense positive emotions like excitement and delight during a trip, these feelings do not always translate into permanent memories (Wong & Lai, 2021). Similarly, Kim et al. (2012) suggest that even when participating in the same activity at the same location, a tourist's current mood and personal feelings significantly influence how they interpret the experience and, consequently, what they remember. These findings highlight a critical distinction: not every positive onsite experience becomes a long-term memory.

Therefore, examining both the travel experience and tourism memory is vital, as they play a major role in shaping attitudes and behaviors. Furthermore, it is necessary to investigate their individual connections to traditional concepts such as loyalty, satisfaction, and destination attachment (Jorgenson et al., 2019). Hu and Xu (2021) point out that it is still not fully understood how strong memories of a specific experience affect the intention to revisit, or which factors might influence that relationship. In line with this, Agapito et al. (2017) argue for a deeper look into the predictors of destination loyalty, noting that positive memories alone do not guarantee a return visit. Consequently, Stylidis et al. (2020) and Albaity and Melhem (2017) emphasize that despite extensive literature, destination loyalty remains a relevant research topic due to the complex relationships between its various drivers.

ONLINE FIRST

While studies have addressed the travel experience, tourism memory, and loyalty (Burhanudin et al., 2025; Jorgenson et al., 2019; Loureiro, 2014; Quadri-Felitti & Fiore, 2013; Zhang & Zheng, 2025), existing literature has not sufficiently explored the empirical impact of travel on an individual's quality of life after returning home. It is undeniable that revitalization, energy restoration, and the stimulation of creativity are essential for mental well-being (He et al., 2023). Travel can facilitate this by offering a break from routine and allowing individuals to engage in inspiring activities (De Bloom et al., 2014). Particularly strong memories are formed during trips to exotic or unfamiliar destinations, or those that blend the familiar with the unusual (Kim, 2014). Recalling such experiences can foster openness to new perspectives, further enhancing individual creativity (Hu & Wan, 2024). Essentially, individuals seeking new experiences are more likely to choose unique destinations rich in culture, which fuels their curiosity and inspiration.

Although some authors (He et al., 2023; Kuo & Chang, 2024; Liu et al., 2022) have recognized the impact of the travel experience on creativity during a trip, there is a lack of research on how these experiences and memories affect creativity in the post-trip period. This study aims to fill that gap. The distinct value of this research lies in its focus on how travel influences individual creativity in the post-trip period, extending the investigation beyond the immediate travel experience. Additionally, this paper provides a holistic view by examining the moderating role of novelty seeking in the relationship between the travel experience, tourism memory and creativity. Thus, the focus of this work is the connection between the travel experience, tourism memory, creativity, destination loyalty, and novelty seeking. The aim of this paper is to demonstrate the influence of these factors on loyalty, while also analyzing the effects of the travel experience and tourism memory on creativity, including the moderating effect of novelty seeking.

2. Background

2.1. Travel experience

In the contemporary business environment, a specific paradigm known as the experience economy has emerged. Morgan et al. (2009) point to a shift from rational to emotional decision-making, a move from satisfying basic needs to fulfilling higher-order needs, and a transition where consumers act as active participants rather than passive users. This is particularly relevant because travel experience encompasses all of a traveler's impressions from the moment they leave home until their return; furthermore, the abstract nature of tourism services can often lead to uncertainty regarding their value and quality (Borisavljević & Radosavljević, 2020). The essence of this approach is to provide companies with guidelines for designing and implementing strategies that create memorable experiences (Quadri-Felitti & Fiore, 2012), thereby fostering loyalty, strengthening the brand, and securing a long-term competitive advantage. Hwang and Han (2018) further explain that the experience economy is divided into four dimensions, depending on the level of consumer involvement (active or passive) and the type of connection to the event (absorption or immersion). These dimensions are: education, which involves active participation and absorption; entertainment, where the consumer passively enjoys and absorbs the content; aesthetics, which includes passive observation and immersion; and escape, where active participation leads to complete immersion in the experience. Ultimately, the experience economy serves as a tool for systematically shaping consumer behavior and value perception through these four key dimensions, moving beyond mere sensory experience (Zhu et al., 2025). Although the experience economy was not originally developed within tourism and hospitality, its relevance and applicability in this field are demonstrated by numerous studies conducted across various segments. These include rural tourism (Loureiro, 2014), wine

ONLINE FIRST

tourism (Quadri-Felitti & Fiore, 2012) and alternative or shared accommodation such as Airbnb (Bao et al., 2022). Consequently, current literature confirms that shifting from the traditional process of providing tourism services to creating unique experiences generates distinct value and increases the potential for knowledge creation and exchange within the tourism industry (Sørensen & Jensen, 2015).

2.2. Tourism memory

Semantic memory encompasses organized knowledge and facts that are not tied to personal experiences but are instead derived from them, such as understanding the meaning of words and the relationships between them, and can be applied across a wide range of situations (Delhaye et al., 2023). On the other hand, episodic memory involves recollections of specific life events and is directly linked to an individual's subjective experiences (Li et al., 2024). It is important to note that in more recent psychological research, Conway (2005) introduced the concept of autobiographical memory, which represents a combination of both episodic and semantic memory. Berntsen and Rubin (2025) state that autobiographical memory consists of cognitive structures shaped by an individual's life path, reflecting their uniqueness and contributing to the formation of personal identity. Since tourism services typically involve direct contact with users, and the knowledge of tourism employees is often contextual and personalized (Rao et al., 2025), tourism memories serve as significant predictors of users' future intentions and behaviors (Zhao et al., 2023). This is especially true because, in the post-trip period, individuals rely on memories that integrate various sensory impressions, emotional content, and narratives, with autobiographical memory playing a crucial role in interpreting and defining those experiences (Kim et al., 2022a). Consequently, an increasing amount of research is focused on understanding and operationalizing the concept of tourism memory. However, the complexity of travelers' memories presents a specific challenge, as they are difficult to precisely define, measure, and track over time (Wong & Lai, 2021). In this context, there is a need to construct models that can adequately capture and measure the dimensions relevant to tourism memory. For instance, Jorgenson et al. (2019) link autobiographical memory with the travel experience, seeking to measure tourist perceptions through personal recollections; they emphasize that this approach is one of the most direct ways to assess a travelers' perception of a destination. This specific study will examine tourism memory based on the model developed by Kim et al. (2022a), which includes dimensions essential for a detailed understanding of autobiographical memory in tourism: accessibility, trip details, sensory details, emotional intensity, sharing, vividness, and valence.

2.3. Destination loyalty

The concept of loyalty in tourism can be viewed through the lens of consumer loyalty, where a destination is treated as a product that visitors may choose to revisit or recommend to friends and family (Zhang et al., 2014). Tourists' commitment to a specific destination is a vital element of the industry, as it ensures a stable influx of visitors, thereby fostering long-term economic growth and the social development of the local community (Burhanudin et al., 2025). In other words, tourist loyalty is considered one of the primary indicators of a destination's success, since such visitors not only extend their stay and actively participate in local events but also spread favorable recommendations and contribute to economic profitability (Stylidis et al., 2020). However, a tourist's willingness to revisit a destination does not necessarily signify a deep attachment to it. Consequently, Zhang et al. (2014) emphasize an approach to studying destination loyalty that combines an individual's intention to revisit with their positive attitude toward the location, most clearly seen in their

ONLINE FIRST

readiness to recommend it to others. Similarly, González-Reverté et al. (2025) define loyalty as the inclination to revisit or recommend a destination based on past experiences. This is particularly significant given that recommendations from friends and family are considered the most reliable sources of information during the vacation planning process (Agapito et al., 2017).

2.4. Creativity

Creativity is considered a fundamental predictor of progress across various spheres of life, including business, personal, cultural, and economic domains (Kuo et al., 2017). Although it is an exceptionally complex cognitive concept, creativity can encompass divergent thinking, the generation of new ideas, and the discovery of innovative solutions by connecting seemingly unrelated concepts (Desai, 2024). It serves as a key driver of growth for entire economies while simultaneously helping individuals adapt to changes and solve everyday problems (Su et al., 2025a). In this context, Ilha Villanova and Pina e Cunha (2021) discuss the notion of everyday creativity, which is a trait possessed by everyone and can manifest in various situations, including hobbies such as painting and writing, home decoration, navigating new environments, helping others, or problem-solving in the workplace. De Bloom et al. (2014) emphasize that creativity consists of two basic elements: flexibility and originality. First, flexibility refers to the number of different conceptual categories an individual can conceive, which increases the volume of creative responses and ideas. This aligns with Green et al. (2024), who view creativity as a kind of internal process oriented toward achieving set goals. In other words, creativity can also be defined as a process that includes identifying a goal or problem, preparation through the acquisition of relevant knowledge, idea generation, the evaluation and validation of those ideas against established criteria, and finally, assessing the results with the possibility of feedback for further improvements (Amabile & Pratt, 2016). Second, originality refers to the degree to which the generated ideas are unique and specific, requiring more complex and deeper thought processes from the individual (Su et al., 2025a). Accordingly, Klijn and Tomic (2010) link creativity with a high degree of intelligence, as it can relate to divergent thinking, a cognitive process in which an individual creates a vast number of unique and creative solutions to a single question or problem.

2.5. Novelty seeking

A tourist's perception of the extent to which novelties are present at a destination includes the experience of objects (e.g., historical landmarks), the environment (cultural atmosphere), and other people (residents or visitors), where familiarity is considered the opposite of novelty (Lee & Crompton, 1992). These authors defined novelty seeking through a four-dimensional model consisting of thrill, change from routine, relief from boredom, and surprise; this model will be utilized in the remainder of this research. Similarly, Mitas and Bastiaansen (2018) view novelty seeking as the experience of something new and different from everyday life, which is often considered a key element that defines positive and memorable travel experiences. Supporting this is the fact that, in contemporary business conditions, novelty seeking is recognized as one of the most important predictors of tourist behavior (Zhang et al., 2025). Even when fully satisfied with a service, tourists may desire a change (Assaker et al., 2011), a tendency often driven by the individual's personal characteristics (Blomstervik & Olsen, 2022). Accordingly, Zhang et al. (2025) state that individuals with a strong inclination toward novelty possess specific neurocognitive and personality traits, such as impulsivity, excitement-seeking, and curiosity. Blomstervik and Olsen (2022) further emphasize that the tendency toward new experiences usually co-occurs

ONLINE FIRST

with creativity in personalities that are open and seek stimulation. Furthermore, Schweizer (2006) points out that from a neuropsychological perspective, individuals seeking new experiences can be identified by specific neurocognitive traits and thinking styles. Consequently, Lee and Crompton (1992) distinguish between two types of tourists: those inclined toward novelty seeking usually choose destinations they perceive as different, unusual, adventurous, dynamic, and exciting, while those who avoid novelty prefer familiar and pre-planned experiences. The first group is typically driven by curiosity and exploratory behavior, shaping their observations of a destination through a constant pursuit of new experiences and stimulation, which contributes to higher levels of engagement and personal development (Kuo & Chang, 2024).

2.6. Hypotheses and research model

2.6.1. Travel experience, tourism memory, destination loyalty and novelty seeking

The experiences a tourist gains at a specific destination, combined with their personal characteristics, significantly contribute to the formation of emotional encounters. Over time, these encounters turn into memories, thereby increasing the overall value of the travel experience (Buckley et al., 2022). This is further supported by research conducted by Sthapit et al. (2024), which demonstrates that the authenticity of the travel experience itself influences the creation of long-term memories from a given trip. On the other hand, tourism memory, which an individual associates with deeply positive feelings, acts as a primary predictor of the intent to return to a specific destination. In this way, it transforms not only the individual's behavioral intentions but also their personal identity (Hu & Xu, 2021). Indeed, Zhang and Zheng (2025) argue that creating unique memories at a destination, particularly by paying attention to its cultural authenticity, influences individual behavior after returning from the trip. In other words, this research confirms the effect of spatial and textual memory on tourist loyalty toward a specific destination. Additionally, Agapito et al. (2017) confirm that tourists who remember diverse experiences from their journey are more inclined to recommend the destination to others and visit again compared to tourists with less diverse memories. Kim and Chen (2019) state that such results are consistent with psychological literature, as people often recall their memories to share experiences, provide information or recommendations, or express their feelings and attitudes when communicating with others. In the context of tourism, this suggests that strong and unique travel experiences not only remain in the memory but also encourage the sharing of those experiences, which further strengthens the bond between the tourist and the destination. Similarly, Quadri-Felitti and Fiore (2013), in their research, show that the dimensions of the experience economy model and tourism memory play an important role in shaping long-term cognitive connections between tourists and the destination. Therefore, when individuals can recall their past experiences as clear memories, these become a powerful driver of their motivation and loyalty, further influencing the shaping of their future behavior (Jorgenson et al., 2019). Furthermore, according to research by Burhanudin et al. (2025), a memorable travel experience indirectly affects destination loyalty, as strengthening place attachment and relying on spiritual beliefs motivates tourists to return and remain committed to the chosen destination. Likewise, Kim et al. (2022b) find a statistically significant influence of tourism memory on tourists' behavioral intentions of, highlighting that positive memories from a trip can encourage an individual to repeat the same experience.

Although different interpretations exist in the literature regarding the relationship between the search for new experiences and destination loyalty, a number of studies (Blomstervik & Olsen, 2022; Chua et al., 2015) have addressed the impact of novelty seeking on tourist loyalty. For example, Blomstervik et al. (2021), in their research, observe the combined

ONLINE FIRST

effects of travel experience, novelty seeking, and destination loyalty, finding a statistically significant impact of the search for new experiences on destination loyalty. They point out that tourists who encountered new experiences at the destination itself are more likely to recommend that destination to others and visit it again, unlike those who enjoyed familiar activities during their trip. Further, Albaity and Melhem (2017) find a statistically significant influence of novelty seeking on destination loyalty, noting that when tourists fail to experience all the content a destination offers during a single stay, they are inclined to visit again to explore what remains. In contrast, Assaker et al. (2011) found a negative impact of novelty seeking on an individual's intention to revisit a specific destination in the near future; however, over a longer period, this correlation is positive, meaning that destinations should develop and promote new content to ensure long-term attractiveness and encourage tourists to return. Based on the above, the following hypotheses are presented:

H_1: Travel experience has a positive, statistically significant impact on destination loyalty.

H_2: Tourism memory has a positive, statistically significant impact on destination loyalty.

H_3: Novelty seeking has a positive, statistically significant impact on destination loyalty.

2.6.2. Travel experience, tourism memory, creativity and novelty seeking

Travel allows individuals to free themselves from daily work demands and stress, while simultaneously stimulating positive emotions and providing diverse, new experiences, thereby creating favorable conditions for personal development (De Bloom et al., 2014). The travel experience and tourism memory can play a particularly important role in achieving higher levels of creativity after returning from a trip. By the very changes in time and space achieved through traveling to different destinations, a new environment is created, which can stimulate creative thinking and innovation among tourists (Su et al., 2025a). For instance, Hu and Wan (2024) demonstrate in their research a statistically significant impact of tourism memory on individual creativity, while also confirming the mediating role of openness to new experiences. They emphasize that recalling past trips, even those that occurred a long time ago, can stimulate creativity at the individual level. The influence of travel experience and tourism memory on creativity can also be explained through additional relationships. For example, experiences at destinations that provid tourists with opportunities to satisfy various needs, such as escaping daily routines, learning, personal development, and enjoying comfort and luxury, positively influenc their inspiration (Liu et al., 2022). According to this study, tourists felt imaginative, generated new ideas, and broadened their perspectives during their travels. Accordingly, when considering that inspiration influences creativity (Desai, 2024; Hoever et al., 2023), it can be concluded that the experience at an attractive tourist destination can indirectly influence individual creativity. In other words, a sense of inspiration is awakened in tourists during their travels, which enables them to generate a greater number of ideas (Hu & Wan, 2024). Furthermore, travel experiences positively affect young people's personal development and post-trip mood, which indirectly influences creativity (Arif et al., 2022; Dou et al., 2024; Su et al., 2025b; Zhi & Wang, 2025).

Additionally, Blomstervik and Olsen (2022) emphasize that novelty seeking and creativity often occur together, linking them to personality traits such as the need for authenticity, excitement, and adventure. Accordingly, it is interesting to examine the role of novelty seeking in the relationship between travel experience, tourism memory, and creativity. For example, He et al. (2023) found a statistically significant impact of the travel experience on individual inspiration. At the same time, the authors identified the moderating role of openness to new experiences, proving that tourists who seek new encounters, adventures, or sensations will be inspired by the destination to a greater extent. Similarly, Su et al. (2025a)

ONLINE FIRST

confirmed the effect that the travel experience has on creativity in their research, highlighting that a higher degree of novelty at the destination itself contributes to strengthening this relationship. In fact, orientation toward new experiences largely depends on individual differences in the activity of certain neurotransmitters in the brain, which influences an individual's creativity and innovativeness (Schweizer, 2006). Consequently, Kuo and Chang (2024) find a statistically significant impact of novelty seeking on the propensity for creativity, pointing out that recognizing the importance of novelty and creativity in travel experiences allows destinations to attract travelers seeking innovative, unique, and culturally enriched activities. Based on the above, the following hypotheses are presented:

H_4: Travel experience has a positive, statistically significant impact on creativity.

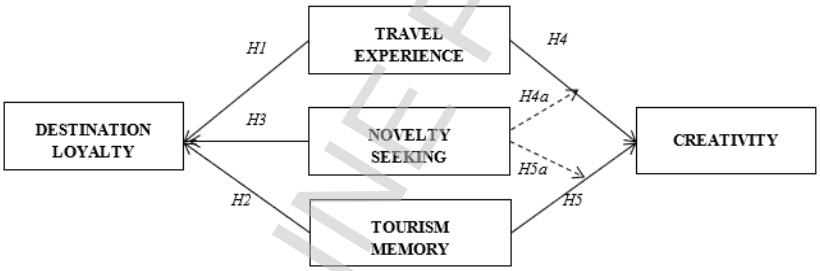
H_{4a}: Novelty seeking has a statistically significant moderating role in the relationship between travel experience and creativity.

H_5: Tourism memory has a positive, statistically significant impact on creativity.

H_{5a}: Novelty seeking has a statistically significant moderating role in the relationship between tourism memory and creativity.

Figure 1 illustrates the research model, which encompasses the factors included in the study, as well as the main and interaction effects between them.

Figure 1: Research model



Source: Authors

3. Materials and methods

The questionnaire used in the study consists of a set of questions for each individual factor presented in the research model. Each factor was measured using statements derived from a detailed review of the relevant literature. Additionally, each factor is represented by a different number of statements. First, *travel experience* was measured through eight statements adapted from Hwang and Han (2018). Furthermore, *tourism memory* consists of eleven statements adapted from Jorgenson et al. (2019), Kim and Chen (2019), and Kim et al. (2022a). The *destination loyalty* factor is expressed through six statements adapted from research conducted by Baker and Crompton (2000), Williams and Soutar (2009), Agapito et al. (2017), and Kim et al. (2022a). Also, *novelty seeking* was measured using eight statements adapted from Kuo and Chang (2024), while *creativity* was measured through five statements adapted from Kuo et al. (2017), Furtwengler (2021), and Di Prima et al. (2024).

To determine the statistical impact of *travel experience* and *tourism memory* first on *destination loyalty* and then on *creativity*, and to identify the moderating effect of *novelty seeking* between these factors, a study was conducted from August 20 to October 10, 2025. To collect primary data, a questionnaire was administered to Serbian tourists who stayed at various destinations during 2025. Respondents were asked to select a specific trip from 2025

ONLINE FIRST

that left a particularly strong impression on them and to answer the questions with that trip in mind. The sample consists of 150 respondents to whom the survey was distributed online; participation in the study was voluntary, and respondents were previously informed about the confidentiality of their answers. Data analysis was performed using the statistical data processing programs Statistical Package for the Social Sciences (SPSS 31.0) and SmartPLS 4. The reliability analysis of the factors created in the study was conducted using Cronbach's α coefficient, along with additional factor analysis, convergent and discriminant validity. Multiple regression analysis was used to test the influence of *travel experience* and *tourism memory* on *destination loyalty* and *creativity*, while moderated regression analysis was used to measure the moderating effect of *novelty seeking*.

4. Results and discussion

In the first part, the factor analysis was conducted and the results are presented below (Table 1). First, the adequacy of the obtained data for conducting this type of analysis was examined. The Kaiser-Meyer-Olkin (KMO) test score is 0.660, which exceeds the recommended threshold. Additionally, Bartlett's test shows *Sig.* < 0.001, which falls within the recommended range (the value is lower than 0.05). Only those statements whose factor loadings exceed 0.4 were selected. Well-known authors (Ford et al., 1986; Sürücü et al., 2024) state that values above 0.4 in the social sciences represent relevant and significant results. Carpenter (2018) points out that a factor loading of 0.32 can be taken as a cutoff value, meaning that the statement explains 10.2% of the shared variance with other items within a single factor. The same author also adds that all values between 0.3 and 0.4 are acceptable according to the relevant literature. Furthermore, Clark and Watson (2019) recommend a threshold of 0.35 to 0.4 for factor loadings, which all items used in this study satisfy. With regard to the percentage (%) of variance explained, certain factors exhibit a lower percentage of variance explained due to the smaller number of items comprising them. Consequently, this indicator will naturally be lower for such factors. For instance, tourism memory records the highest percentage of variance explained, as it comprises 11 items, whereas the remaining factors include fewer items. Nevertheless, the cumulative value amounts to 56.667%, which is considered an acceptable level according to most authors in the social and behavioral sciences (Diekhoff, 1992; Heck, 1998). Additionally, the Average Variance Extracted (AVE) values for all constructs are above 0.50, indicating good convergent validity (Fornell & Larcker, 1981). The Composite Reliability (CR) values are greater than 0.70, further supporting the reliability of the constructs (Hair et al., 2017). Similarly, the Cronbach's α coefficients are above 0.70, which confirms the internal consistency of the measurement scales (Nunnally, 1978). These results collectively demonstrate the robustness and validity of the measurement model. Considering both the strong theoretical foundation and the relevance of the questionnaires used, within which the aforementioned statements form a cohesive whole and theoretically fully describe the variables used, the authors believe that the presented statements should be retained.

Table 1: Results of the Factor Analysis

Factor	% of variance explained	AVE	CR	*Cronbach's α*
Travel Experience	9.016	0.520	0.851	0.763
Tourism Memory	21.116	0.580	0.910	0.879
Destination Loyalty	8.773	0.634	0.912	0.825
Novelty Seeking	9.428	0.562	0.870	0.813
Creativity	8.334	0.677	0.911	0.897

Source: Authors' research

ONLINE FIRST

Table 1a: Results of the Factor Analysis (Factor Loadings)

Travel Experience	Tourism Memory	Destination Loyalty	Novelty Seeking	Creativity
TE1 (.453)	TM1 (.683)	DL1 (.481)	NS1 (.461)	CR1 (.617)
TE2 (.435)	TM2 (.651)	DL2 (.548)	NS2 (.608)	CR2 (.651)
TE3 (.602)	TM3 (.637)	DL3 (.500)	NS3 (.584)	CR3 (.740)
TE4 (.549)	TM4 (.669)	DL4 (.586)	NS4 (.414)	CR4 (.721)
TE5 (.566)	TM5 (.580)	DL5 (.660)	NS5 (.594)	CR5 (.531)
TE6 (.540)	TM6 (.616)	DL6 (.612)	NS6 (.456)	
TE7 (.441)	TM7 (.771)		NS7 (.641)	
TE8 (.408)	TM8 (.666)		NS8 (.435)	
	TM9 (.478)			
	TM10 (.706)			
	TM11 (.742)			

Source: Authors' research

The discriminant validity of the model was assessed using the Fornell & Larcker criterion (Table 2), which states that the square root of the Average Variance Extracted (AVE) for each construct should exceed its correlations with other constructs (Fornell & Larcker, 1981). The results confirmed that this criterion was met, indicating adequate discriminant validity.

Table 2: Discriminant validity using Fornell & Larcker criterion

	CR	DL	NS	TE	TM
CR	0.823				
DL	0.453	0.796			
NS	0.469	0.506	0.680		
TE	0.567	0.425	0.408	0.648	
TM	0.462	0.424	0.401	0.417	0.693

Source: Authors' research

An alternative method to assess discriminant validity is the Heterotrait-Monotrait (HTMT) ratio of correlations (Table 3). All HTMT values in the model are below 0.9, indicating that the constructs demonstrate strong discriminant validity. According to Henseler et al. (2015), values below 0.9 suggest that the constructs are sufficiently distinct from one another, confirming that there are no significant concerns regarding construct differentiation.

Table 3: Discriminant validity using Heterotrait-Monotrait (HTMT) test

	CR	DL	NS	TE	TM
CR					
DL	0.509				
NS	0.774	0.567			
TE	0.676	0.471	0.732		
TM	0.693	0.667	0.702	0.706	

Source: Authors' research

ONLINE FIRST

4.1. Testing of main and interaction effects

Table 4 presents the results of the multiple regression analysis. First, it can be concluded that the factors *travel experience* and *tourism memory* have a statistically significant impact (Sig. < 0.05) on *destination loyalty*, thereby confirming hypotheses *H1* and *H2*. Notably, *tourism memory* (β=0.406) exerts a stronger influence on the dependent factor than *travel experience* (*β*=0.278). On the other hand, hypothesis *H3* was not supported, indicating that *novelty seeking* does not have a statistically significant impact on *destination loyalty* (*Sig*. > 0.05). Furthermore, the factors *travel experience* and *tourism memory* have a statistically significant impact on *creativity* (*Sig*. < 0.05), with *tourism memory* (*β*=0.481) recording a stronger statistical effect on *creativity*. Consequently, hypotheses *H4* and *H5* are confirmed. Additionally, it can be noted that there is no issue with multicollinearity, as all VIF values are below 5 (Shrestha, 2020).

Table 4: Results of the multiple regression analysis

Independent variables	**Dependent variables**	**β**	**t**	**Sig.**	**VIF**	**R^2**	**F**
Travel Experience	Destination Loyalty	0.278	1.798	**0.047**	1.610	0.244	6.979
Tourism Memory		0.406	2.754	**<0.01**	1.886		
Novelty Seeking		-0.090	-0.719	**>0.05 ns**	1.352		
Travel Experience	Creativity	0.247	2.116	**0.038**	1.597	0.438	25.677
Tourism Memory		0.481	4.123	**<0.01**	1.597		

Source: Authors' research

Following the testing of the main effects, Table 5 examines the interaction effects. For this purpose, moderated regression analysis was applied, with *novelty seeking* serving as the moderating variable. This approach was used to determine whether increasing *novelty seeking* changes the strength of the relationship between the independent variables and the dependent variable. The independent and moderating variables were standardized and then multiplied (independent variable x moderating variable) to create interaction terms used to measure the interaction effects. Additionally, this procedure reduces the likelihood of multicollinearity issues.

It can be concluded that one of the two interaction effects is statistically significant. The moderating effect of *novelty seeking* was identified in the relationship between *tourism memory* and *creativity*, thereby supporting hypothesis *H5a*. The positive *β* coefficient value indicates that as *novelty seeking* increases, the relationship between *tourism memory* and *creativity* strengthens. The remaining moderating relationship (*travel experience* x *novelty seeking*) is not statistically significant; therefore, hypothesis *H4a* is rejected. No multicollinearity issues were identified in this model, as all VIF values are below 5 (Shrestha, 2020).

ONLINE FIRST

Table 5: Results of the moderated regression analysis

Independent variables	Dependent variable	β	t	Sig.	VIF	R^2	F
Travel Experience	Creativity	0.273	2.315	**0.024**	1.859	0.529	14.157
Tourism Memory		0.311	2.596	**0.012**	1.926		
Novelty Seeking		0.203	1.860	**0.068**	1.586		
Travel Experience x Novelty Seeking		0.179	1.469	**>0.1 ns**	1.988		
Tourism Memory x Novelty Seeking		0.268	2.109	**0.039**	2.167		

Source: Authors' research

5. Conclusion

In accordance with the previously defined research objectives, it can be concluded that travel experience and tourism memory have a significant and positive impact on destination loyalty, as well as on stimulating individual creativity. Additionally, the moderating effect of novelty seeking in the relationship between tourism memory and creativity was identified, highlighting the complexity of the connections between these factors.

Theoretical implications

First, the theoretical contribution of this work is reflected in narrowing the research gap that exists due to the limited number of studies on the effects travel has on individual creativity. Additionally, the paper takes a holistic view of the moderating role of novelty seeking in the relationship between the mentioned variables, contributing to a systematic and purposeful understanding of how the factors in the model are connected. Primarily, the study contributes to the existing literature by explaining the influence of *travel experience* on *destination loyalty*. If tourists have positive experiences during their journey, the likelihood that they will visit the same destination again or recommend it to friends and family increases. Compared to results from previous research, similarities can be seen with Quadri-Felitti and Fiore (2013), who identify a significant impact of the travel experience on destination loyalty. They used a similar methodology, observing the travel experience through four dimensions, and their results confirm that aesthetics have the strongest effect within the domain of wine tourism. Furthermore, in line with the obtained results, Zhang and Zheng (2025) conducted empirical research using a mixed-method approach and concluded that after a trip, spatial memory (based on sensory experience) influences tourist loyalty and their intention to revisit a specific destination. Similar results were reached by Burhanudin et al. (2025), who argue that destination managers should focus on enriching visitor experiences by organizing visits to unique and authentic places, offering special souvenirs with symbolic value, and encouraging interaction with the local community, which allows tourists to connect with the culture and traditions of the place, creating a sense of belonging. This builds loyalty and increases the intention to return to the same location in the future. At the same time, it can be stated that the tourism memory factor has a significant statistical influence on destination loyalty, pointing to the importance of the memories tourists carry with them after their trip. Similar conclusions were reached by Hu and Xu (2021), who identified a strong connection between tourism memory and the intention of tourists to return to a specific destination. They particularly emphasize the importance of nostalgic marketing strategies aimed at former visitors, as evoking positive memories can encourage tourists to revisit, strengthening their

ONLINE FIRST

attachment to the destination. Similarly, Kim et al. (2022b) point out that tourism memory plays a key role in fostering loyalty, recommending that tourism organizations develop products and promotional materials based on elements that left a strong impression on tourists, such as authentic experiences, cultural content, or unique local stories. In this way, tourists are enabled to renew their positive memories, which further influences their decision to return or recommend the destination to others. In accordance with the results of this research, Agapito et al. (2017) also confirm that tourism memory has a direct effect on destination loyalty. They emphasize that tourists who clearly remember specific details from a trip, whether visual impressions, smells, or tastes are more likely to revisit the destination or recommend it to other potential tourists. This indicates that preserving and encouraging rich experiences can be a key strategy for developing long-term tourist loyalty. Additionally, the results indicate that tourism memory has a stronger effect on destination loyalty compared to travel experience. This finding can be explained by the fact that tourism memory represents a process of post-experience evaluation, during which the most significant and emotionally intense elements of the journey are accumulated and reactivated. In this way, a stronger connection between tourists and the destination is established, which can contribute to the development and strengthening of destination loyalty. On the other hand, the results did not show statistical significance in the relationship between novelty seeking and destination loyalty. Tourists who enjoy exploring new sites, cultures, and other travel experiences are generally not inclined to return to the same place multiple times. This is also claimed by Assaker et al. (2011), who find a negative effect of novelty seeking on destination loyalty in the short term. They point out that some tourists seek variety and prefer visiting new destinations, regardless of how positive their previous experience at a formerly visited destination was.

The results of the conducted research show a significant influence of travel experience and tourism memory on creativity. Through travel, an individual has the opportunity to become acquainted with new cultures, languages, and people, which contributes to a change in perspective and stimulates creative thinking. Certain studies have reached the same conclusions. For example, De Bloom et al. (2014) identify a statistically significant impact of travel on individual creativity. Their results indicate that after traveling, respondents relied less on common ideas and routine solutions, seeking new perspectives of thought. Therefore, tourists show a higher degree of creativity after returning from a trip during which they rested and gained new, unusual, and diverse experiences. In line with the obtained results, Su et al. (2025a) observe that by creating unique tourism products that satisfy tourists' needs for gaining special experiences, destinations can influence how tourists feel better in the period following the trip. This further has a significant impact on individual creativity and inspiration. Generally, the mere act of distancing oneself from daily routines and obligations, and then returning to them, allows individuals to place problems they have already encountered into a new and different context. Additionally, the results show a stronger effect of tourism memory on creativity compared to travel experience. This finding can be explained by the fact that creativity is less likely to emerge during the journey itself and more often develops afterwards, when tourists activate complex and multisensory mental constructions through the process of recalling sounds, smells, and visual experiences associated with the destination. In this way, divergent thinking and the ability to generate numerous ideas are developed. Such a relationship between tourism memory and creativity can be strengthened by novelty seeking, as indicated by the obtained results. For instance, Hu and Wan (2024) conducted research to examine the influence of specific characteristics of tourism memory on creativity at the individual level. Through complex research, they showed that recalling trips can stimulate an increase in creativity. They also prove that this effect is mediated by openness to new experiences. This can be explained by the fact that novelty seeking is a personality trait reflecting an individual's need to explore, experiment,

ONLINE FIRST

and venture into the unknown. Tourists with this trait are more involved in travel activities, manage to perceive more details, and connect more strongly with the destination. As a result, their memories are richer and more intense, influencing them to call upon a wider range of ideas and associations when reminiscing about the trip. On the other hand, the results of the conducted research do not show a statistically significant role for novelty seeking in the relationship between travel experience and creativity. This is consistent with the conclusion drawn by Kuo and Chang (2024). They emphasize that greater familiarity with a destination facilitates a deeper understanding of the local culture and contributes to a richer travel experience, while a lack of familiarity can make connecting with the environment more difficult. When a tourist does not develop an emotional and cognitive connection with the destination, it is harder to reach the essential ideas and concepts that can be applied in daily life or a professional context. Also, De Jonge et al. (2018) explain that individuals who highly value structure and organization will not perceive new experiences and events as inspiring. Therefore, creativity in such individuals will not be stimulated by new experiences. On the other hand, the same research shows that individuals with a strong need for autonomy perceive new experiences as valuable because they allow them to increase their creativity. Thus, the effect of novelty seeking on the relationship between travel experience and creativity largely depend on the personality type of the specific tourist.

Practical implications

In practical terms, the study can have significant implications for both tourists and destination managers. For instance, destination managers can take into account the four key dimensions of the travel experience (education, entertainment, aesthetics, and escape) and use them as a basis for tourist segmentation. Since a positive and memorable travel experience greatly influences an individual's intention to revisit a destination or recommend it to others, it is essential for managers to provide every visitor with an experience that matches their desires and expectations. By diversifying the tourism offering and creating a portfolio of varied activities, managers can strive to satisfy the different needs and preferences of their guests, which not only increases visitor satisfaction but also strengthens the destination's competitiveness. For example, for tourists who particularly value escaping from reality and seek total immersion in the experience, a destination can offer a series of more complex activities and workshops that require both physical and mental engagement, such as adventure programs, creative art workshops, or wellness treatments. On the other hand, visitors who prioritize the educational or aesthetic dimensions of the experience may be attracted to cultural tours, visits to historical sites, or activities involving interaction with the local community. In this way, by tailoring the offer to different dimensions of the experience, destination managers can create personalized travel experiences that contribute to forming a lasting emotional bond between visitors and the destination, fostering long-term loyalty. Furthermore, with the aim of encouraging repeat visits, managers are advised to create strategies that evoke nostalgia and awaken strong, tangible memories of the previous travel experience. One effective way to achieve this is by providing personalized souvenirs and items featuring recognizable motifs of the destination, such as framed photos, mugs, magnets, or tote bags that tourists will use in their daily lives. Consequently, every time they come into contact with these objects, they will be reminded of pleasant moments from their trip, which can strengthen their emotional connection to the destination and increase the likelihood of a return visit.

On an individual level, a particularly significant implication concerns those individuals who are expected to maintain a high degree of creative thinking and find innovative solutions in their daily lives or professional contexts. Traveling to destinations that offer diverse, authentic, and culturally rich content can have a powerful stimulating effect on their

ONLINE FIRST

creativity. Staying in an environment that differs from one's usual everyday space provides individuals with the opportunity to encounter new ideas, perspectives, and ways of life. In this way, returning from a trip can result not only in a greater sense of personal fulfillment and motivation but also in increased productivity and better performance in the workplace. These findings also hold important practical value for managers and team leaders, especially in fields where creativity is a key factor for success. To encourage the development of their employees' creative abilities, managers can organize team-building events or business trips to destinations offering unique experiences. Such experiences may include adventure activities that encourage stepping out of one's comfort zone. In the long run, investing in these activities can result not only in greater employee creativity but also in higher organizational innovation and a competitive advantage in the market. Regarding tourism memory, in order to boost creativity in their daily lives, individuals can keep photos, objects, or souvenirs in their immediate surroundings that remind them of previous trips that left a strong emotional and cognitive impression. These items do not only evoke pleasant memories; they can also act as powerful triggers for generating new ideas and creative solutions. By decorating their living space with elements brought back from travels, tourists create an environment that reflects their memories, fostering a sense of satisfaction and fulfillment. Such an environment can have a particularly strong impact on individuals working in creative industries, such as design, art, marketing, or innovation, or on those whose roles require a high degree of innovative thinking and problem-solving. Beyond material reminders, the social dimension of tourism memories also plays an important role. Frequently evoking memories through conversations with friends and family about interesting and unique travel experiences can contribute to a stronger sense of connection and emotional well-being. This type of interaction stimulates creative thinking, as the narration and sharing of travel stories encourage reflection and the reinterpretation of lived experiences. Consequently, individuals can approach their daily tasks and professional challenges with a fresh perspective, inspired and motivated to apply creative approaches to problem-solving and decision-making.

Limitations and future research directions

The limitations of the conducted empirical research primarily relate to the fact that the sample includes only Serbian tourists. Therefore, guidelines for future research point toward a detailed analysis of the relationships between travel experience, tourism memory, destination loyalty, creativity, and novelty seeking in other countries. This would allow for international comparisons and the identification of specific inconsistencies or examples of best practices in other economies, which could then be applied to appropriate destinations based on cultural compatibility. Similarly, research could be conducted on tourists of a specific destination or within a particular type of tourism to derive more specialized conclusions. Additionally, the factors observed in the research model could be analyzed through their individual dimensions, allowing for a deeper understanding of their effects and mutual relationships. For instance, the travel experience could be broken down into its four key dimensions to examine their individual connections with other variables in the model. Alternatively, future research could include new, additional variables to improve and expand the research model, providing a more comprehensive view of the factors influencing tourist behavior and its outcomes.

CRediT author statement

Milica Dukanac: Writing – review & editing, Conceptualization, Software, Methodology, Formal analysis, Investigation, Validation. **Ana Urošević:** Writing – review & editing,

ON IN PRESS

Writing – original draft, Conceptualization, Investigation, Resources. **Katarina Borisavljević:** Writing – review & editing, Supervision, Validation.

Declaration of generative AI in the writing process

During the preparation of this work the authors did not use generative AI and AI-assisted technologies in the writing process.

Conflict of interest

The authors declare no conflict of interest.

References

1. Agapito, D., Pinto, P., & Mendes, J. (2017). Tourists' memories, sensory impressions and loyalty: In loco and post-visit study in Southwest Portugal. *Tourism Management*, *58*, 108–118. https://doi.org/10.1016/j.tourman.2016.10.015
2. Albaity, M., & Melhem, S. B. (2017). Novelty seeking, image, and loyalty – The mediating role of satisfaction and moderating role of length of stay: International tourists' perspective. *Tourism Management Perspectives*, *23*, 30–37. https://doi.org/10.1016/j.tmp.2017.04.001
3. Amabile, T. M., & Pratt, M. G. (2016). The dynamic componential model of creativity and innovation in organizations: Making progress, making meaning. *Research in Organizational Behavior*, *36*, 157–183. https://doi.org/10.1016/j.riob.2016.10.001
4. Arif, M., Qaisar, N., & Kanwal, S. (2022). Factors affecting students' knowledge sharing over social media and individual creativity: An empirical investigation in Pakistan. *The International Journal of Management Education*, *20*(1), 100598. https://doi.org/10.1016/j.ijme.2021.100598
5. Assaker, G., Vinzi, V. E., & O'Connor, P. (2011). Examining the effect of novelty seeking, satisfaction, and destination image on tourists' return pattern: A two factor, non-linear latent growth model. *Tourism Management*, *32*(4), 890–901. https://doi.org/10.1016/j.tourman.2010.08.004
6. Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction and behavioral intentions. *Annals of Tourism Research*, *27*(3), 785–804. https://doi.org/10.1016/S0160-7383(99)00108-5
7. Bao, Y., Ma, E., La, L., Xu, F., & Huang, L. (2022). Examining the Airbnb accommodation experience in Hangzhou through the lens of the Experience Economy Model. *Journal of Vacation Marketing*, *28*(1), 95–116. https://doi.org/10.1177/13567667211024707
8. Berntsen, D., & Rubin, D. C. (2025). Collective memory and autobiographical memory: The same evolutionary basis serving group cohesion and cooperation. *Current Opinion in Psychology*, *66*, 102119. https://doi.org/10.1016/j.copsyc.2025.102119
9. Blomstervik, I. H., Prebensen, N. K., Campos, A. C., & Pinto, P. (2021). Novelty in tourism experiences: The influence of physical staging and human interaction on behavioural intentions. *Current Issues in Tourism*, *24*(20), 2921–2938. https://doi.org/10.1080/13683500.2020.1854197
10. Blomstervik, I. H., & Olsen, S. O. (2022). Progress on novelty in tourism: An integration of personality, attitudinal and emotional theoretical foundations. *Tourism Management*, *93*(2), 104574. https://doi.org/10.1016/j.tourman.2022.104574
11. Borisavljević, K., & Radosavljević, G. (2020). Inovacije kao faktor konkurentnosti turističkih destinacija [Innovations as a factor of tourism destination competitiveness].

ONLINE FIRST

Aktuelni makroekonomski i mikroekonomski aspekti evropskih integracija Republike Srbije) *[Current Macroeconomic and Microeconomic Aspects of the European Integration of the Republic of Serbia]* (pp. 227–235). Faculty of Economics, University of Kragujevac.

12. Buckley, R. C., Cooper, M. A., Chauvenet, A., & Zhong, L. S. (2022). Theories of experience value & mental health at tourism destinations: Senses, personalities, emotions and memories. *Journal of Destination Marketing & Management*, *26*, 100744. https://doi.org/10.1016/j.jdmm.2022.100744
13. Burhanudin, B., Ariani, S., Suroso, A., Suliyanto, S., Kartawan, K., & Banin, Q. A. (2025). Memorable experience and destination loyalty in Islam-related tourism. *Journal of Islamic Marketing*, *16*(6), 1527–1543. https://doi.org/10.1108/JIMA-09-2023-0280
14. Carpenter, S. (2018). Ten steps in scale development and reporting: A guide for researchers. *Communication Methods and Measures*, *12*(1), 25–44. https://doi.org/10.1080/19312458.2017.1396583
15. Chua, B. L., Lee, S., Goh, B., & Han, H. (2015). Impacts of cruise service quality and price on vacationers' cruise experience: Moderating role of price sensitivity. *International Journal of Hospitality Management*, *44*, 131–145. https://doi.org/10.1016/j.ijhm.2014.10.012
16. Clark, L. A., & Watson, D. (2019). Constructing validity: New developments in creating objective measuring instruments. *Psychological Assessment*, *31*(12), 1412. https://psycnet.apa.org/doi/10.1037/pas0000626
17. Conway, M. A. (2005). Memory and the self. *Journal of Memory and Language*, *53*(4), 594–628. https://doi.org/10.1016/j.jml.2005.08.005
18. De Bloom, J., Ritter, S., Kühnel, J., Reinders, J., & Geurts, S. (2014). Vacation from work: A 'ticket to creativity'?: The effects of recreational travel on cognitive flexibility and originality. *Tourism Management*, *44*, 164–171. https://doi.org/10.1016/j.tourman.2014.03.013
19. De Jonge, K. M., Rietzschel, E. F., & Van Yperen, N. W. (2018). Stimulated by novelty? The role of psychological needs and perceived creativity. *Personality and Social Psychology Bulletin*, *44*(6), 851–867. https://doi.org/10.1177/0146167217752361
20. Delhaye, E., Coco, M. I., Bahri, M. A., & Raposo, A. (2023). Typicality in the brain during semantic and episodic memory decisions. *Neuropsychologia*, *184*(6), 108529. https://doi.org/10.1016/j.neuropsychologia.2023.108529
21. Desai, M. (2024). The psychology of inspiration: Its impact on creative processes. *Shodh Sagar Journal of Inspiration and Psychology*, *1*(2), 36–41. https://doi.org/10.36676/ssjip.v1.i2.14
22. Di Prima, C., Cepel, M., Kotaskova, A., & Ferraris, A. (2024). Help me help you: How HR analytics forecasts foster organizational creativity. *Technological Forecasting and Social Change*, *206*, 123540. https://doi.org/10.1016/j.techfore.2024.123540
23. Diekhoff, G. (1992). *Statistics for the social and behavioral sciences: Univariate, bivariate, multivariate.* Dubuque, IA: Wm. C. Brown Publishers.
24. Dou, X., Fan, A., & Cai, L. A. (2024). Educational travel and personal development: Deconstructing the short-term study abroad experience. *Journal of Hospitality & Tourism Education*, *36*(4), 383–398. https://doi.org/10.1080/10963758.2023.2192936
25. Ford, J. K., MacCallum, R. C., & Tait, M. (1986). The application of exploratory factor analysis in applied psychology: A critical review and analysis. *Personnel Psychology*, *39*(2), 291–314. https://doi.org/10.1111/j.1744-6570.1986.tb00583.x
26. Fornell, C., & Larcker, D.F. (1981). Structural equation models with unobservable variables and measurement error: algebra and statistics. *Journal of Marketing Research*, *18*(3), 382–388. https://doi.org/10.2307/3150980
27. Furtwengler, S. R. (2021). Development of a creativity orientation scale using EFA. *Journal of Creativity*, *31*, 100004. https://doi.org/10.1016/j.yjoc.2021.100004

ONLINE FIRST

28. González-Reverté, F., Corrons, A., & Gomis-López, J. M. (2025). Exploring the role of memorable tourism experiences and place attachment in the revisit intention of tourists staying in short-term rentals. *Journal of Hospitality and Tourism Insights*, *8*(11), 79–99. https://doi.org/10.1108/JHTI-05-2024-0451
29. Green, A. E., Beaty, R. E., Kenett, Y. N., & Kaufman, J. C. (2024). The process definition of creativity. *Creativity Research Journal*, *36*(3), 544–572. https://doi.org/10.1080/10400419.2023.2254573
30. Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2017). *A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)* (2nd ed.), Thousand Oaks, CA: Sage Publications Inc.
31. He, M., Liu, B., & Li, Y. (2023). Tourist inspiration: How the wellness tourism experience inspires tourist engagement. *Journal of Hospitality & Tourism Research*, *47*(7), 1115–1135. https://doi.org/10.1177/10963480211026376
32. Heck, R. H. (1998). Factor analysis: Exploratory and confirmatory approaches. *Modern Methods for Business Research.* Psychology Press.
33. Henseler, J., Ringle, C.M., & Sarstedt, M. (2015). A new criterion for assessing discriminant validity in variance-based structural equation modelling. *Journal of the Academy of Marketing Science*, *43*(1), 115–135. https://doi.org/10.1007/s11747-014-0403-8
34. Hoever, I. J., Betancourt, N. E., Chen, G., & Zhou, J. (2023). How others light the creative spark: Low power accentuates the benefits of diversity for individual inspiration and creativity. *Organizational Behavior and Human Decision Processes*, *176*(6), 104248. https://doi.org/10.1016/j.obhdp.2023.104248
35. Hu, Y., & Xu, S. (2021). Memorability of a previous travel experience and revisit intention: The three-way interaction of nostalgia, perceived disappointment risk and extent of change. *Journal of Destination Marketing & Management*, *20*, 100604. https://doi.org/10.1016/j.jdmm.2021.100604
36. Hu, J., & Wan, L. C. (2024). How tourism memory boosts creativity? The role of openness to experience. *Tourism Management*, *100*(2), 104833. https://doi.org/10.1016/j.tourman.2023.104833
37. Hwang, J., & Han, H. (2018). A study on the application of the experience economy to luxury cruise passengers. *Tourism and Hospitality Research*, *18*(4), 478–491. https://doi.org/10.1177/1467358416682068
38. Ilha Villanova, A. L., & Pina e Cunha, M. (2021). Everyday creativity: A systematic literature review. *The Journal of Creative Behavior*, *55*(3), 673–695. https://doi.org/10.1002/jocb.481
39. Jorgenson, J., Nickerson, N., Dalenberg, D., Angle, J., Metcalf, E., & Freimund, W. (2019). Measuring visitor experiences: Creating and testing the tourism autobiographical memory scale. *Journal of Travel Research*, *58*(4), 566–578. https://doi.org/10.1177/0047287518764344
40. Kim, H., & Chen, J. S. (2019). The memorable travel experience and its reminiscence functions. *Journal of Travel Research*, *58*(4), 637–649. https://doi.org/10.1177/0047287518772366
41. Kim, J. H., Ritchie, J. B., & McCormick, B. (2012). Development of a scale to measure memorable tourism experiences. *Journal of Travel Research*, *51*(1), 12–25. https://doi.org/10.1177/0047287510385467
42. Kim, J. H. (2014). The antecedents of memorable tourism experiences: The development of a scale to measure the destination attributes associated with memorable experiences. *Tourism Management*, *44*, 34–45. https://doi.org/10.1016/j.tourman.2014.02.007

OUT OF PRINT

43. Kim, Y., Ribeiro, M. A., & Li, G. (2022a). Tourism memory characteristics scale: Development and validation. *Journal of Travel Research*, *61*(6), 1308–1326. https://doi.org/10.1177/00472875211033355
44. Kim, Y., Ribeiro, M. A., & Li, G. (2022b). Tourism memory, mood repair and behavioral intention. *Annals of Tourism Research*, *93*, 103369. https://doi.org/10.1016/j.annals.2022.103369
45. Klijn, M., & Tomic, W. (2010). A review of creativity within organizations from a psychological perspective. *Journal of Management Development*, *29*(4), 322–343. https://doi.org/10.1108/02621711011039141
46. Kuo, H. C., Burnard, P., McLellan, R., Cheng, Y. Y., & Wu, J. J. (2017). The development of indicators for creativity education and a questionnaire to evaluate its delivery and practice. *Thinking Skills and Creativity*, *24*, 186–198. https://doi.org/10.1016/j.tsc.2017.02.005
47. Kuo, C. Y., & Chang, Y. P. (2024). Thriving on novelty: Chinese students' journey to creative travel in Thailand. *Heliyon*, *10*(4), https://doi.org/10.1016/j.heliyon.2024.e25632
48. Lee, T. H., & Crompton, J. (1992). Measuring novelty seeking in tourism. *Annals of Tourism Research*, *19*(4), 732–751. https://doi.org/10.1016/0160-7383(92)90064-V
49. Li, X., Yang, Y., & Zheng, X. (2024). Generalization of conditioned fear in humans: Transitioning from episodic to semantic memory. *Learning and Motivation*, *88*(8), 102047. https://doi.org/10.1016/j.lmot.2024.102047
50. Liu, B., Li, Y., Kralj, A., Moyle, B., & He, M. (2022). Inspiration and wellness tourism: The role of cognitive appraisal. *Journal of Travel & Tourism Marketing*, *39*(2), 173–187. https://doi.org/10.1080/10548408.2022.2061676
51. Loureiro, S. M. C. (2014). The role of the rural tourism experience economy in place attachment and behavioral intentions. *International Journal of Hospitality Management*, *40*, 1–9. https://doi.org/10.1016/j.ijhm.2014.02.010
52. Mitas, O., & Bastiaansen, M. (2018). Novelty: A mechanism of tourists' enjoyment. *Annals of Tourism Research*, *72*, 98–108. https://doi.org/10.1016/j.annals.2018.07.002
53. Morgan, M., Elbe, J., & de Esteban Curiel, J. (2009). Has the experience economy arrived? The views of destination managers in three visitor-dependent areas. *International Journal of Tourism Research*, *11*(2), 201–216. https://doi.org/10.1002/jtr.719
54. Nunnally, J. C. (1978). *Psychometric Theory*. New York, NY: McGraw-Hill
55. Quadri-Felitti, D., & Fiore, A. M. (2012). Experience economy constructs as a framework for understanding wine tourism. *Journal of Vacation Marketing*, *18*(1), 3–15. https://doi.org/10.1177/1356766711432222
56. Quadri-Felitti, D. L., & Fiore, A. M. (2013). Destination loyalty: Effects of wine tourists' experiences, memories, and satisfaction on intentions. *Tourism and Hospitality Research*, *13*(1), 47–62. https://doi.org/10.1177/1467358413510017
57. Rao, Y., Fang, M., & Liu, C. (2025). Memory-based knowledge management in tourism firms. *Journal of Hospitality and Tourism Management*, *63*, 446–459. https://doi.org/10.1016/j.jhtm.2025.05.017
58. Schweizer, T. S. (2006). The psychology of novelty-seeking, creativity and innovation: neurocognitive aspects within a work-psychological perspective. *Creativity and Innovation Management*, *15*(2), 164–172. https://doi.org/10.1111/j.1467-8691.2006.00383.x
59. Shrestha, N. (2020) Detecting multicollinearity in regression analysis. *American Journal of Applied Mathematics and Statistics*, *8*, 39–42. https://doi.org/10.12691/ajams-8-2-1
60. Sørensen, F., & Jensen, J. F. (2015). Value creation and knowledge development in tourism experience encounters. *Tourism Management*, *46*, 336–346. https://doi.org/10.1016/j.tourman.2014.07.009

ONLINE FIRST

61. Sthapit, E., Ji, C., Dayour, F., & Badu-Baiden, F. (2024). Memorable wildlife tourism experience: Evidence from the Mole National Park. *Journal of Destination Marketing & Management*, *33*, 100904. https://doi.org/10.1016/j.jdmm.2024.100904
62. Stylidis, D., Woosnam, K. M., Ivkov, M., & Kim, S. S. (2020). Destination loyalty explained through place attachment, destination familiarity and destination image. *International Journal of Tourism Research*, *22*(5), 604–616. https://doi.org/10.1002/jtr.2359
63. Su, L., Chen, H., & Lin, Z. (2025a). Igniting creativity through travel: The roles of interest, cognitive flexibility, and destination information presentation style. *Tourism Management*, *111*, 105228. https://doi.org/10.1016/j.tourman.2025.105228
64. Su, L., Ji, Y., & Li, C. (2025b). Pursuing hedonia or eudaimonia: The effect of travel experience sharing on post-trip well-being. *International Journal of Tourism Research*, *27*(4), e70093. https://doi.org/10.1002/jtr.70093
65. Sürücü, L., Yıkılmaz, İ., & Maşlakçı, A. (2024). Exploratory factor analysis (EFA) in quantitative researches and practical considerations. *Gümüşhane Üniversitesi Sağlık Bilimleri Dergisi*, *13*(2), 947–965. https://doi.org/10.37989/gumussagbil.1183271
66. Williams, P., & Soutar, G. N. (2009). Value, satisfaction and behavioral intentions in an adventure tourism context. *Annals of Tourism Research*, *36*(3), 413–438. https://doi.org/10.1016/j.annals.2009.02.002
67. Wong, J. W. C., & Lai, I. K. W. (2021). Gaming and non-gaming memorable tourism experiences: How do they influence young and mature tourists' behavioural intentions? *Journal of Destination Marketing & Management*, *21*, 100642. https://doi.org/10.1016/j.jdmm.2021.100642
68. Zhang, H., Fu, X., Cai, L. A., & Lu, L. (2014). Destination image and tourist loyalty: A meta-analysis. *Tourism Management*, *40*, 213–223. https://doi.org/10.1016/j.tourman.2013.06.006
69. Zhang, M., Li, J. J., & Li, X. (2025). Can esports help with hospitality marketing for Generation Z? The interaction of esports, novelty seeking, and subjective knowledge. *International Journal of Hospitality Management*, *124*, 103963. https://doi.org/10.1016/j.ijhm.2024.103963
70. Zhang, Y., & Zheng, W. (2025). Travel with your textbooks: How cultural memory mediums affect tourist behavior. *Journal of Hospitality and Tourism Management*, *63*, 406–420. https://doi.org/10.1016/j.jhtm.2025.05.014
71. Zhao, Z., Shi, D., Huang, Z., & Liu, X. (2023). How does tourism memory affect revisit decisions? The mediating role of episodic future thinking. *Tourism Management Perspectives*, *49*, 101199. https://doi.org/10.1016/j.tmp.2023.101199
72. Zhi, R., & Wang, Y. (2025). Exploring the interplay between well-being, mindfulness, creativity, and work engagement among EFL teachers. *Thinking Skills and Creativity*, *56*, 101697. https://doi.org/10.1016/j.tsc.2024.101697
73. Zhu, P., Chi, X., Ryu, H. B., & Han, H. (2025). Experience economy and authenticity in the heritage tourism sector: A multiple-dimensional approach. *Acta Psychologica*, *257*, 105118. https://doi.org/10.1016/j.actpsy.2025.105118

ONLINE FIRST

Appendix

Table 1: Research Questionnaire

Factor 1: Travel Experience
The trip stimulated my curiosity to learn new things.
I believe that traveling makes me a more educated person.
The activities during the trip were enjoyable to me.
The fun experiences at the destination will remain in my memory.
The destination I visited was aesthetically pleasing.
I felt a true sense of harmony during the trip.
I felt like a different person during the trip.
I completely escaped my daily routine during the trip.
Factor 2: Tourism Memory
It is easy for me to recall this trip.
I frequently reminisce about this particular trip.
My memory of the destination I visited is clear.
The memory of this trip evokes certain emotions in me.
I often talk about this trip to my friends or family.
I enjoyed the activities/events at the destination.
The activities/events at the destination had a positive effect on my mood.
When I think back to this trip, I can sense the aromas of the destination.
When I think back to this trip, I can recall visual details from the destination.
If someone asked me, I could make a film about my trip that would accurately show what happened.
Memories of the trip come to me as a coherent story or episodes, rather than isolated details.
Factor 3: Destination Loyalty
I would likely go on the same trip again.
I would visit the destination again in the future to participate in new activities.
I would visit the destination again in the future to participate in the same activities.
I speak highly of my travel experiences to others.
I would recommend the destination if someone asked for my advice.
I would encourage friends and relatives to visit the destination.
Factor 4: Novelty Seeking
When I go on a trip, experiencing adventure is important to me.
I feel a strong need to explore the unknown during my travels.
I want to experience customs and cultures different from my own surroundings during the trip.
My ideal trip involves new and different experiences.
I enjoy exploring the destination.
I feel the need to go on a trip from time to time to avoid falling into a routine.
I could go on a trip without pre-planned routes.
I enjoy trips that are unpredictable.
Factor 5: Creativity
After the trip, I come up with new ideas.
After the trip, I engage in more imaginative thinking.
Traveling motivates me to think outside the box.
After the trip, I am motivated to learn new things.
After the trip, I have a greater appreciation for the differences between people.

ONLINE FIRST