

Nostalgia of Memorable Experiences and the Revisit to Tourism Locations

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Abstract

Consumers often seek in tourism a means to relive experiences and remarkable moments in their lives. Experiences lived in the past, guarded in memory, can create feelings of nostalgia that stimulate decisions and behaviors. This study identified dimensions through which memorable experiences provoke nostalgia in relation to tourism locations, influencing the intention of revisiting. Reports were collected from fifteen consumers, nominated by travel agents, which had experiences in tourism. In-depth interviews were conducted and analyzed based on phenomenology methods adapted for consumer research. Nostalgia surfaced as an important motivator in travel decisions. Nostalgic aspects can propel the search for sensations previously lived, however location attributes are not essential for that. Although some interviewees assumed that they may not return to the place previously visited, the memories of sensations lived there have an influencing and facilitating role in the intention of pursuing new travel experiences. They will seek to reproduce activities from the past related to the valorization of possessions, or experiences that remind that period, inducing the feeling that the present can reproduce the past. The results also suggest that consumer choices in traveling are not associated to processes generated by purely rational aspects, there being a distinct participation of an emotional component. Affective aspects related to nostalgia, triggered by memories of sensations lived when traveling, motivate the consumer to reproduce experiences and recommend travel destinations through social media and positive evaluations in sites and blogs related to traveling and tourism.

Keywords: Tourism, memorable experiences, nostalgia, consumer behavior.

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1. Introduction

Seeking differentiation, tourism related services are attempting to generate more opportunities for tourists' engagement and participation, creating genuine experiences that attract and satisfy them, increasing the probability of revisiting.

Movements that inspire consumers are influenced not only by present circumstances, but also by past-related factors (Chen *et al*, 2014). Past experiences, stored in the consumers' memories or in the memories of those who are part of their reference groups, can generate feelings of nostalgia (Hoolbrok, 1993; Holak et al, 2006), affecting the preference structure (Holbrook, 1993), which can stimulate decisions and behaviors (Chen *et al*, 2014; Zhou *et al*, 2012).

Nostalgia mediates personal emotions and remarkable positive experiences and interferes in preferences and consuming decisions (Chen *et al*, 2014; Zhou *et al*, 2012). Consumers seek pleasure and experiences (Russel, 2008), which lead them to live or relive good moments (Havlana & Holak, 1991; Holbrook, 1993).

Memorable experiences are positive ones, recalled subsequently. Although some studies have pointed out antecedents of a memorable experience in the context of tourism (Chandralal & Valenzuela, 2013; Gordon, 2013; Tung & Ritchie, 2011), they have not identified that memorable experiences unleash nostalgia. The results hereby obtained reveal dimensions

through which memorable experiences that provoke nostalgia in relation to tourism locations are manifested. Some definitions are necessary:

Tourist is that which stays for more than twenty-four hours in his/her location destination. For the World Tourism Organization, tourists are travelers that stay out of their homes for up to a year. Hence, we consider that tourism is the activity that promotes consumers' spending for a period ranging from one day to a year.

Tourism locations are those that are related to the trip, such as restaurants, bars, and diners; means of transport; hotels, inns, hostels, and houses used for hosting; shows, events, festivals, attractions (natural, artificial, cultural landmarks), tourist spots; commerce; and activities performed during the trip.

2. Memorable touristic experiences

Experience is a "sensation or acquisition of knowledge, resulting from one's participation in activities" (Gupta & Vajic, 1999, p.35). Two types of experience can be identified, the ordinary and the extraordinary. The ordinary are common situations, frequent and lived daily. The extraordinary ones escape routine; they're uncommon, atypical (Bhattacharjee & Mogilner, 2014), more easily remembered, with the potential to become special (Bhattacharjee & Mogilner, 2014).

In tourism, experience is a "subjective evaluation about events related to touristic activities, that occurs before (in planning and preparation), during (in the destination) and after the trip (memory)" (Tung & Ritchie, 2011, p.1369).

Touristic experiences create memories and impressions about places, products and services consumed at the destination. Tourists share experiences and memories of tourism locations (Gretzel et al, 2006), conveying impressions through narratives, helping disseminate information and form the identity of the teller. The narrative consolidates what the travelers experienced in their memory (Tung & Ritchie, 2011), participating in the process of attributing meaning to traveling experiences (Gretzel et al, 2006).

Affective memories are most likely to be remarkable and remembered (Tung & Ritchie, 2011). Uncommon, atypical or distinct events are most likely to be remembered (Chandralal & Valenzuela, 2013; Tung & Ritchie, 2011). Something that produces unique and intense memories is more likely to trigger memory responses (Holbrook, 1993).

Memorable touristic experiences are, therefore, positive experiences of events that happened during the trip, recalled some time later. The consumer is interested in repeating memorable experiences when key-elements are guaranteed (Zauberman et al, 2008). Each individual remembers experiences in different ways and subjectively attributes to them the characteristic of being "special" (Zauberman et al, 2008).

Services, activities or equivalent events lived by two people can be interpreted in different ways, according to their emotional, physical, spiritual, or intellectual involvement (Tung & Ritchie, 2011). Sensorial elements can influence the creation of memories, stimulating the development of emotions and nostalgic feelings (Sedikides et al, 2004).

Some studies (Chandralal; Valenzuela, 2013; Gordon, 2013) identified factors that are most likely to be remembered, that are most relevant and influential when choosing a destination. For Tung and Ritchie (2011), four dimensions represent aspects through which moments become memorable for tourists: affection, expectations, the consequences, and memory. Affection encloses positive emotions and good feelings connected to the experience. Expectations refer to reactions related to the satisfaction of initial intentions and positive surprises that occurred during the trip. Consequences involve social interactions with travel companions and/or people met at the destination.

New knowledge about culture, language, and local lifestyles, as well as learning and self-knowledge, are part of the experience, when experiences lived change style, beliefs, and life perspective. Memory corresponds to efforts and actions, during and after the trip, to recall what was experienced, such as telling stories, showing pictures, and buying souvenirs. Tung and Ritchie (2011) also consider the desire to relive the experience, in some cases returning to the destination with people that were not part of the first visit.

Chandralal and Valenzuela (2013) identified background elements of a memorable touristic experience: perceived significance, that corresponds to memories of experiences with personally enriching and significant results, such as becoming friends with other travelers or local residents, and the tightening bonds with travel companions; the acquisition of knowledge and intellectual capacity; self-discovery, conducting to personal changes and the promotion of quality of life, fun, and knowledge for the family. They also identified opportunities for interacting with other tourists and local residents, creating bonds that mark the trip, but that don't last in the long-term.

Authentic local experiences are important to create memories, englobing the local language, lifestyle, culinary, and culture. Chandralal and Valenzuela (2013) consider as background the perceived importance of some experiences, in terms of exclusivity and reputation, such as famous attractions, natural beauty, activities that are expensive or difficult to be repeated, and making dreams come true. When there are novelties, the sensation of realizing new, different things, and surprises, or non-planned incidents, it is likely that the fact becomes memorable. Tourists become positively impressed with the perceived hospitality from the locals' help and generosity in welcoming them, as well as the professionalism and the quality of local guides. Positive emotions build the affective part of the memory of a trip, not necessarily leading to the intention of revisiting, but creating disposition to recommend (Chandralal & Valenzuela, 2013).

3. Nostalgia

Nostalgia can be interpreted as a predominantly positive emotion (Sedikides et al, 2004), born from the longing reflection of a lived moment and which generates "preferences for people, locations, or things that were more popular or common when one was younger" (Hoolbrook & Schindler, 1991. p.330). It may allude to positive feelings, filling needs of social belonging and increasing the connectivity between members of a group, with common memories of the feeling that they share the same values (Belk, 1990; Zhou et al, 2012). In short, nostalgia is a feeling, experienced by adults (from the age of 18 years), and liked by people (Rutledge, 2016). Nostalgia is positive when the content of memories that generate it, related to remarkable past experiences, promotes meaning in the present. Havlena and Holak (1991) suggest it is the result of a biased or selective memory of past experiences. Holak, Havlena and Matveev (2006) reinforce that even those who have not lived it can produce nostalgia linked to a moment, and it can be socially shared. They propose four classifications: personal nostalgia, related directly to personal experiences and individual memories; interpersonal nostalgia, originated from common memories shared socially; cultural nostalgia, which involves direct experience, but memories cover experiences that mark similarities between members of a group; and virtual nostalgia, originated from knowledge acquired from books, videos and materials that depict memories of the group which the individual has no connection with.

Many studies on tourist motivations discuss about concepts of *push* and *pull*, which are distinct of those associated to them in marketing literature, where *pull* relates to attract the consumer with special features of the product or service and *push* corresponds to presenting the product to the customer with general characteristics, in a effort to sell it.

In tourism literature, “*pull*” reasons are external factors, cognitive (mental representations, such as knowledge and beliefs) and situational, linked to features of the touristic destinations through which they are perceived (beaches, parks, entertainment, cultural and historical attractions, and culinary experiences). “*Push*” reasons are internal forces, such as desires and necessities, associated to emotions (escaping routine; relaxing; seeking prestige, self-knowledge, adventure, and social interaction; novelty; and nostalgic feelings).

Crompton (1979) expanded Dann’s “*push-pull*” typology, better identifying the role of socio-psychological motivations in purchase decisions: tourists would choose based on motivation originated in intrinsic forces, attracted by the destination attributes.

Nostalgia can be an important stimulus in the decision of visiting a location, capable of connecting the individual to the environment and rescuing remarkable memories (Chen et al, 2014). The nostalgic feeling can be classified as: real nostalgia (linked to personal and autobiographical memories, related to individual experiences); simulated nostalgia; and collective nostalgia (not lived by the tourist, but rather spread by fantasies or stories heard) (Baker & Kennedy, 1994).

In this article, nostalgia means a feeling capable of generating preference (taste, positive attitude or favorable emotion) for people, locations, experiences or things that were more popular or common when the consumer was younger, or for moments shared, either by his/her reference groups or by the media. It is an internal force that creates a reaction to an affection stimulus over which the individual has little control and which responses are felt through reactions and alterations on the emotional state (Pieters & Raaij, 1988).

Seeking pleasant experiences, there may be the intention to reproduce activities from the past and the valorization of possessions or experiences that evoke that time (Belk, 1990; Baker & Kennedy, 1994; Holbrook, 1993). As in tourism there is seeking for enjoyment, fun, entertainment and fantasy, nostalgia can motivate choices of destinations or revisiting places (Chen et al, 2014).

4. Method

An exploratory research was conducted through in-depth interviews. Fifteen people over the age of 30 years were interviewed, their age range having the higher nostalgic tendency because, as they mature, people seek more experiences linked to the past (Russel, 2008). Aside from age, there was no need of a pattern or common element between the interviewees as a condition to participate. The interviewees were chosen based on judgment, with the initial collaboration of employees from travel agencies, which indicated clients.

The interviews were previously scheduled and conducted in a location chosen by the interviewees: homes, workplaces or coffee shops. An initial question was introduced: “Tell me about traveling”. From then on, the conduction of the interview was determined by the interviewee, with total freedom to tell travel experiences in depth. The interviews lasted for about an hour. The recorded reports were transcribed, heard and listened to several times, until they became familiar, then categorized by common themes and classified, to reveal patterns and differences between groups and individuals.

Events, values, rules, beliefs, conflicts, motivations, attitudes, and indicating aspects of possible relations emerged. Common dimensions lead to the identification of patterns of meanings, creating the background of the way memorable experiences that provoke nostalgia manifest themselves. What also emerged: moments of interaction with friends, family, or romantic partners; expectation related to the travel destination; and the realization of dreams. The literature mentions those dimensions as potential generators of memorable moments in the trip, but what emerged here is related to the triggering of nostalgic experiences.

5. Results

Memorable experiences that create nostalgic feelings do not seem necessarily related to touristic destinations or locations. The interviewees could forget the exact location and date of visit, but they did not forget the memories and the emotions lived. The experiences, especially the feelings, appear to have an essential role in making a memorable experience nostalgic.

5.1. Moments of interaction with friends, family, or romantic partners

Most interviewees consider the strengthening of bonds with travel companions remarkable. Showing connection and moments lived together with friends, family, or romantic partners, they demonstrated spontaneous emotions and revealed nostalgic feeling.

Strengthening the bonds with travel companions precedes a memorable touristic experience (Chandralal & Valenzuela, 2013) and is also capable of creating nostalgia. The nostalgic reflection on trips with good company and the moments of conviviality characterize good memories and positive emotions for thirteen interviewees, related to occasions in which their groups reunited, with no necessary relation to any specific location.

“I think those trips make me want to go back, more because of the people that were there and for the group being reunited, than of the place itself” (Carlos Eduardo).

Nine interviewees reported experiences that involved achievements, learning, and resilience, but only those lived in the company and presence of friends showed nostalgic features. The partnership made them more special because of the strengthening of bonds and for the ability to share the memory, generating a sense of belonging. The sense of protection and mutual caring created light and fun moments, making people more comfortable with each other. The moments in which such emotions were in evidence configured memorable and nostalgic experiences.

Marcela reported that the companionship and the help from friends during a trip to Chapada Diamantina changed her perception on the experience, told with emotion and enthusiasm:

“It’s in times like these that you see how much the people that are with you really support you. (...) And it’s when you see that people were really worried not only in arriving well, but that everybody got there together. (...) It was so beautiful! An overcoming! I had overcome that barrier that I thought I could never pass!”

Symbolic meanings of events or acts are attributed and shared by individuals of a same group and for generations. Its valorization makes people plan those moments and later share them as great achievements. When there are love relationships, traditional rituals involved promote special memories. There were reports of engagement, marriage, romantic, celebrative and honeymoon trips. The engagement ritual makes the proposal a special moment for the couple, creating lasting memories. A tourism location can have its meaning modified after the moment is lived there, but the most nostalgic memory is associated to the nervousness, the emotion, and the demonstration of love that the experience represented. Nostalgia is present in the joy to tell the story and in the memory of the feeling lived.

Marriage experiences during trips (the *destination weddings*) provoke memories full of nostalgic aspects. Although involved indirectly, participating in the celebration as a bridesmaid made Maira show emotion when recalling the event. “It was super special! (...) I will remember these moments a lot, their wedding, how we felt entering the church to be close to them and bless their love, how everybody was enjoying the hotels. (...) Of course, Búzios and Friburgo are no longer the Búzios and Friburgo of before”.

When the interviewee was the bride, the experience seemed even more memorable, and the memories are more intense and nostalgic. Living the celebration of her love in a travel destination and taking special people to share the moment made everything more significant. Olivia reported: “I have no words to describe how I miss that day and the emotion I felt in reuniting the people I love the most, that were important my whole life, in a weekend. (...) Seeing the joy in everyone’s eyes makes me miss it so much it hurts”.

Reports from honeymoons revealed a nostalgic potential, especially when the moments recalled were connected to the feeling of relaxing and celebrating with the romantic partner.

Given the great representativeness of rituals, the dates of the events may generate periodic celebrations, reinforcing the intention to recover aspects and feelings lived. Romantic trips were landmarks in the lives of some interviewees. Out of routine experiences, in different locations, sharing feelings and learning, allowed the couple to come closer and interact more intensely, all important aspects to build the relationship. Olivia goes on: “We are in another country, but, at the same time, we are with each other – we don’t need anything else. It was a trip that stuck with me because it showed me the complicity he and I are going to have for the rest of our lives”.

The company of family was constantly mentioned as significant in trips. Recurring tourism experiences, such as visiting summer houses with the family, triggered nostalgic memories. Emotions there lived created strong and positive memories, with intention to revisit and the wish to reproduce them in the future. When the visits were interrupted, or the property was sold, the longing for it was even stronger, for its impossibility to reproduce such grateful experiences and emotions.

Even though presented in a new family structure (after the loss of a family member or the couple’s separation), the reports show the intent to rescue emotions from past travels. The family experience was the intent of the travel visit in some cases, with no relation to any specific location, but with routines, activities and emotions that the family had lived before.

Nostalgia surfaced as an important motivator of trips. Planning new tours was already wrapped by nostalgic feelings, with decisions based on the intention to relive sensations. Patrícia wanted to unite the family members each time in a different location: “Of course that there is the matter of fun, but the family being together is the most important of all. (...) So this is, for us, what orientates our trip”.

The intention of feeling the emotions of being with the family again, but with no interference that prevented of living it again, was illustrated by Ricardo: “[traveling] I forget all the problems – I forget work, I forget the cellphone, I forget everything. I become totally incommunicable, especially because we like to travel with the four of us. We value to be with each other, the family. We don’t like groups very much, because if the democracy of four people is already complicated, with twelve people the conflict is bigger!”

With the growth of a new generation and the natural independence in adulthood, parents and children interviewed reported to miss reliving family moments, seeing in the trips they do together a way to reproduce experiences and feelings. The relationship, the involvement and reliving sensations common to other family moments were illustrated by Olivia. Her trip with her parents and her sister had as a goal buying her wedding dress. However, it was not the travel experience that was most remarkable to her or created more nostalgia: “And what most impressed me in this trip was that it seemed like I was traveling back in time, it felt like I was on a vacation trip with my parents when I was younger – it was not my wedding dress, but the feeling of the four of us being together, and that being the same thing as twenty something years ago. That is what marked me: we enjoyed each other’s company.”

Carrying the nostalgic characteristic, experiences in traveling with family become more remarkable and end up being more valued as time passes. Long trips were presented as rarer

than before. However, to share the experience, some interviewees searched for alternatives, such as shorter trips, trips to closer and easier to access locations, enabling a quick decision, appropriate for different profiles.

Nostalgia linked to family trips was not manifested only when reporting the experience, or the planning phase, remembering old feelings and making decisions to relive them; or during the trip to a tourism location, remembering shared feelings of the past. Memorable situations in trips that could be recalled based on a stimulus were pointed out. Some daily passages, such as those linked to the environment (smells, tastes, sights), are capable of awakening psychological reactions, such as affection and nostalgic feelings related to tourism locations. Cíntia's comment shows it: "There's a specific deodorant that smells like Araruama. I do not even use it anymore, but, when someone comes close and is using it, I smell the place! It is so funny! It is similar as to what happens with apple puree. I do not eat apple puree, but it was always present there... Mini pizza reminds me of the place!"

From a moment frozen in an image, a nostalgic feeling is produced in relation to a period, location, people, and, mostly, experiences. Barthes (1980) attributed that role to photography, which is capable of carrying meaning and being an important component of emotional attachment to the past, activating memories of nostalgic moments, as reported by Carlos:

"... I take pictures for a specific reason: when I see the Picture, I remember the trip and the good moment of the trip comes. (...) I pass through them and remember those moments I lived ... it is as if I am living the trip again".

5.2. Expectation regarding the tourism

Tung and Ritchie (2011) consider the exceeding of expectations as one of the dimensions through which moments become memorable for tourists. There are reactions related to the satisfaction of initial intentions, as well as positive surprises during the trip or in going to a location, that go beyond expectations previous to the planning. The reports revealed that the exceeding of expectations can create memorable experiences, some with nostalgic potential.

Although present in the reports, and being potential influencers in the decisions of future travels, cases in which the initial expectation was not realized provide negative moments and memories and were not considered as memorable touristic experiences. On the other hand, the simple reach of the expectation over the visit to a tourism location can become an unforgettable moment, though non-nostalgic. When the experiences are positive, their memories provoke personal nostalgia.

Chandralal and Valenzuela (2013) state that the feeling of realizing new things, and surprises or unplanned incidents during the trip, it is highly likely that the fact becomes memorable. The unexpected provided special moments, remembered with nostalgia in the reports. Marcela chose a national trip, with no big expectations about the destination. With her boyfriend and her friends, she went to Bahia. After a trail, she faced, unexpectedly, with a waterfall. The feeling of surprise was striking. She became clearly emotional during the interview, saying it was one of the unforgettable trips she has done: "It is so good, because you keep going bit by bit, you go through the canyon and you do not see the waterfall. (...) When you turn, you see that big hole. (...) It is something unreal, it is terrifying! It has a supernatural force! (...) When we saw that, we started to cry of emotion! (...) It was impressive! That monstrous fall makes you feel small in the world for being in that place with that absurd energy from the waterfall". Maíra admires landscapes and in traveling, she seeks places with paradisiac sights. Although in Hawaii she had visited places she described as "amazing", what most marked her, as she told, getting emotional, was the surprise she had when diving in Maui: "... we mostly waited to

see what happened, without much planning. (...) Just as we entered the sea and dived in the water, we saw a turtle that was half my size! That happened in the hotel's backyard! That was something super unexpected that left a great impression on us!"

An inflexible, pre-determined script prevents positive unexpected events from happening. When the interviewees were describing decisions in the trips, they mentioned choices for little explored locations, not known for tourism. Seeking the unpredictable enchanted many of the interviewees, allowing expectations to raise for something unplanned that could surprise. Victor comments: "It is easier to be enchanted and have a really great satisfaction when we have little expectation about the place. I tend not to do much planning to feel freer and more open to have something I have not planned and be surprised by the place".

Visits to little known locations, indicated by locals, create remarkable moments, remembered with nostalgia. Restaurants unknown by tourists were specially remembered with nostalgia, for the service provided beyond the expectation and the unique flavor of the food. What was lived there, out of the traditional scripts, surprised and led to recommendation to other people. Carlos told an experience he had: "And then, you go to a small restaurant, and you expect nothing from it! It happened in Paris, I went to a sort of pub. It was even empty, there were two or three people. (...) And when the dish arrived, it was excellent! Later, we came back twice. 'Dude, it can't be that good!' (...) It was surprising and I generally recommend it. (...) you give recommendations and you are interested, because the place is nice and it will grow so other people can have access to that which you had".

In Carlos' report, we can notice the intention to indicate locations that were pleasing and that exceeded expectations, promoting memorable experiences that are remembered with nostalgia. Mentioned by nine interviewees, social media revealed themselves as a very used means to exchange information about trips, especially through post-purchase evaluations, experiences reports, online reviews, photographs, blogs, and virtual interaction among consumers.

Besides the informing role about little known places that can promote pleasant unexpected experiences, social media seem to influence future decisions, leading the consumer to anticipate or imagine behaviors and sensations, confirming their importance in the stages of communication and information needs in tourism (Gretzel et al., 2006).

The interviews revealed affective responses, such as nostalgia, pleasure, fun, realization, and happiness. Moore (2015) identified that the most useful online reviews, to who seeks information on products with emotional involvement and that promote enjoyment, adopt reactions lived by those who post them as a central point in the evaluations.

5.3. Nostalgia in making dreams come true

Chandralal and Valenzuela (2013) consider as a precedent to a memorable experience the importance the traveler places on exclusive experiences with known reputation, such as famous attractions, locations with known natural beauty, activities that are hard to be reproduced (maybe for being expensive), or making a dream come true.

The trip to Disney represented that dream to many interviewees. The unique feeling of realization stands out in the reports. Although told in many different ways and by many interviewees, it was made clear the emotions lived there provoke nostalgia, not necessarily related to the physical location, but to making the dream come true. In some cases, like Bianca's, even though many years passed by, the memory was vivid, told with emotion and enthusiasm: "Orlando is a great city and all, but what I really remember is the feeling of seeing the castle and watching The Lion King show. When I see things related to The Lion King, I have the scene in my head of when I went to the theater: me, sitting between my mom and my dad. It's special!"

The moment of arriving at Disney seemed to have a strong meaning, marking and making the realization of the dream tangible, as told by Soraia: "... when I got to the Disney park, I cried, because I had only seen Disney in comics and movies. So, when I got to the Cinderella castle, I said: 'I'm crying of emotion. I never thought I would be here!'".

Eventual problems, situations that would make conviviality or the satisfaction in other context hard, did not seem to interfere when it comes to an experience that makes a dream come true. Marcela described: "... Going to Disney was one of the best things I've done in my life! (...) The feeling of entering Magic Kingdom is one of the most exciting things I've ever lived! (...) We were not bothered at all with being in line, with going through some stuff to get into the rides, because we were having so much fun!"

Taking someone to a place that was important in the past can also be a dream. The wish to introduce special places that had been visited to loved ones was recurrent in the reports. While the scenario was the same, the intention of revisiting was not related to the place, but to the reproduction of experiences, sensations and emotions there lived and sharing them with a loved one.

A photograph, stories told, a souvenir or any other form of representing to another one what was felt during the experience revealed to be less important than reliving the same experiences with the beloved company.

"During the phase of our daughter growing up, what was our dream? Taking her to Disney! Of course! (...) All the emotion that I lived by myself, that I lived with my husband, we lived with our daughter! Ah... It was great! We lived some wonderful days. It was amazing, a remarkable trip!" (Cristina).

Nostalgia was not always related to simply making the dream of returning to the location come true. Even if the first visit had not generated unforgettable and nostalgic experiences, revisiting seemed relevant. To Cristina, going to Portugal with her parents created nostalgic memories, because of her parents' emotion and for the satisfaction in being able to provide them with something special: "Visiting Portugal was my parents' dream. I had already gone there and liked it, but I really wish they could participate in this. So we went together two years ago. (...) And I felt so happy! (...) The goal was this: making them go on their dream trip. If they were happy, I was happy. It was special!"

6. Conclusions

The strengthening of friendship bonds; the proximity with travel companions, reinforced by the intense conviviality with the group; and experiences of achievements, learning and overcoming shared with friends that highlight feelings of mutual affection and protection, are moments that become nostalgic memories. Moments that reinforce emotions and feelings of family coexistence also promote nostalgia, being more valued by family members over time. Overcoming previous expectations about the location chosen for tourism, the surprises that happen there were considered as nostalgic triggers. Unexpected, uncommon, atypical, or distinct events created special moments, remembered with affection.

Making a dream come true grants the moment strong and memorable emotion. Not only the idea of realizing individual goals, but presenting a much desired location to a dear one, sharing the experience and the emotions, becomes a source of memories full of nostalgia.

Feelings related to the identified dimensions are stored in memory. When the consumer accesses them, intentionally or not, they promote memories that activate nostalgic feelings and create the intention of reproducing the emotions. The action of reliving previous sensations can

be attained by traveling, therefore, the search for the enjoyment of realizing a similar experience acts as a solution for achieving the consumer's goal.

Nostalgia established itself as an important and possible motivator for traveling decisions. The attained results pointed out that nostalgic aspects can propel the search for previously lived sensations, but they didn't expose the location attributes as being essential for that. Although some interviewees assumed they might not return to the location of their trip, the memories of the sensations lived have an influencing and facilitating role for the intention of searching for new touristic experiences that will seek to reproduce activities from the past.

The results reinforce the comprehension that consuming decisions in traveling are not associated to processes generated by purely rational aspects, there being notable participation of an emotional component. Affective aspects related to nostalgia, triggered by memories of sensations lived in trips, motivate consumers to reproduce experiences and recommend destinations through social media and positive reviews in travel and tourism sites and blogs.

Nostalgia also revealed to be influent in planning phases of visiting tourism locations. There are different possible management applications to guarantee that entrepreneurs in the tourism sector adjust their strategies, increasing the chances of influencing the consumer's behavior positively, promoting greater satisfaction and impacting the intention of revisiting, therefore increasing loyalty.

Hotels and restaurants, starting from information about the traveler that include dates of moments experienced in the trip (birthdays, weddings, romantic trips), can, in their customer relationship strategies, suggest the reproduction of emotions there lived. Searching for the unexpected and the surprise, a hotel can offer the same room, or a restaurant can book the same table, stimulating positive memories about the attention and care perceived during the offering of the service. Tourism professionals can encourage the sharing of positive reactions lived in their business, with influencing power over who seeks references to decide. They can also develop unexpected positive actions that mark the moment and enchant the tourist in their first visit to the tourism location. Exposed to stimuli that promote positive memories of the past, it is more likely to awaken nostalgic feelings and positive attitudes, leading to a future decision of revisiting and recommending the place.

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