



UNIVERSIDAD
DE MÁLAGA

FACULTAD DE TURISMO

**A COMPREHENSIVE EXPLORATION OF TOURISM EXPERIENCES IN DIVERSE
CONTEXTS: FROM MEMORABLE TOURISM TO FEMALE EXPERIENCES**

TESIS DOCTORAL POR COMPENDIO DE PUBLICACIONES

CON MENCIÓN INTERNACIONAL

Programa de Doctorado Interuniversitario en Turismo

Doctorando:

SEYEDASAAD HOSSEINI

Directores:

RAFAEL CORTÉS MACÍAS

FERNANDO ALMEIDA GARCÍA

UNIVERSIDAD
DE MÁLAGA



Málaga, abril de 2024

TESIS DOCTORAL

SEYEDASAAD HOSSEINI





UNIVERSIDAD
DE MÁLAGA

AUTOR: Seyedasaad Hosseini

 <https://orcid.org/0000-0001-7066-3035>

EDITA: Publicaciones y Divulgación Científica. Universidad de Málaga



Esta obra está bajo una licencia de Creative Commons Reconocimiento-NoComercial-SinObraDerivada 4.0 Internacional:

<https://creativecommons.org/licenses/by-nc-nd/4.0/legalcode>

Cualquier parte de esta obra se puede reproducir sin autorización pero con el reconocimiento y atribución de los autores.

No se puede hacer uso comercial de la obra y no se puede alterar, transformar o hacer obras derivadas.

Esta Tesis Doctoral está depositada en el Repositorio Institucional de la Universidad de Málaga (RIUMA): riuma.uma.es





UNIVERSIDAD
DE MÁLAGA



Escuela de Doctorado

DECLARACIÓN DE AUTORÍA Y ORIGINALIDAD DE LA TESIS PRESENTADA PARA OBTENER EL TÍTULO DE DOCTOR

D./Dña SEYEDASAAD HOSSEINI

Estudiante del programa de doctorado INTERUNIVERSITARIO EN TURISMO de la Universidad de Málaga, autor/a de la tesis, presentada para la obtención del título de doctor por la Universidad de Málaga, titulada: A COMPREHENSIVE EXPLORATION OF TOURISM EXPERIENCES IN DIVERSE CONTEXTS: FROM MEMORABLE TOURISM TO FEMALE EXPERIENCES

Realizada bajo la tutorización de FERNANDO ALMEIDA GARCÍA y dirección de FERNANDO ALMEIDA GARCÍA Y RAFAEL CORTÉS MACÍAS (si tuviera varios directores deberá hacer constar el nombre de todos)

DECLARO QUE:

La tesis presentada es una obra original que no infringe los derechos de propiedad intelectual ni los derechos de propiedad industrial u otros, conforme al ordenamiento jurídico vigente (Real Decreto Legislativo 1/1996, de 12 de abril, por el que se aprueba el texto refundido de la Ley de Propiedad Intelectual, regularizando, aclarando y armonizando las disposiciones legales vigentes sobre la materia), modificado por la Ley 2/2019, de 1 de marzo.

Igualmente asumo, ante a la Universidad de Málaga y ante cualquier otra instancia, la responsabilidad que pudiera derivarse en caso de plagio de contenidos en la tesis presentada, conforme al ordenamiento jurídico vigente.

En Málaga, a 5 de FEBRERO de 2024

<p>Fdo.: SEYEDASAAD HOSSEINI Doctorando/a</p>	<p>Fdo.: FERNANDO ALMEIDA GARCÍA Tutor/a</p>
<p>Fdo.: FERNANDO ALMEIDA GARCÍA Y RAFAEL CORTÉS MACÍAS Director/es de tesis</p>	



EFQM AENOR





Málaga, 1 de febrero de 2024

**INFORME DEL DIRECTOR/TUTOR SOBRE LA IDONEIDAD DE PRESENTACIÓN DE LA TESIS
POR COMPENDIO DE PUBLICACIONES**

D. **Fernando Almeida García** como TUTOR Y DIRECTOR y D. **Rafael Cortés Macías** como DIRECTOR de la tesis doctoral de D. **Seyadassad Hosseini** emiten el siguiente informe FAVORABLE a la presentación como compendio de publicaciones de la tesis doctoral: "A Comprehensive Exploration of Tourism Experiences in Diverse Contexts: From Memorable Tourism to Female Experiences" ("Una exploración exhaustiva de las experiencias turísticas en diversos contextos: Del turismo del recuerdo a las experiencias femeninas"), y así mismo EXPONEN que las publicaciones que avalan la tesis no han sido utilizadas en tesis anteriores y que ninguno de los miembros propuestos para formar parte del tribunal o evaluadores externos figuran como coautores en ninguna de las publicaciones que avalan la tesis. La tesis se compone de tres publicaciones que avalan la tesis por compendio y que se incorporan en el documento de tesis.

Fdo. Fernando Almeida García

Fdo. Rafael Cortés Macías



TESIS DOCTORAL

SEYEDASAAD HOSSEINI



ACKNOWLEDGMENTS

This doctoral thesis has been a long journey filled with emotional ups and downs. Several people have supported me at different times along the way. I wish to thank all of them for their support throughout this intense period of learning.

I am deeply grateful to Dr. Fernando Almeida García and Dr. Rafael Cortés Macías, my supervisors, for their unwavering support and motivation throughout the nearly four-year duration of my project. Their guidance and consistent assistance were instrumental in making this investigation a success. Their expertise, willingness to assist, advice, encouragement during difficult times, and, above all, patience, were critical in enabling me to persevere in my research. I will never have enough words to thank you.

I would like to convey my heartfelt appreciation to the University of Malaga and its staff members for their unending generosity and support in all aspects of my academic journey. The resources provided, coupled with the enriching seminars and workshops, played a significant role in shaping my research skills and academic perspective.

Additionally, I must extend my gratitude to my friends who have been there for me during this academic endeavor. Abolfazl, Siamak, Mina, Adnan, Javad, Farshad, Adel, Shima, Mehrdad, Meysam, Ebrahim, Davod, Vouria, Eghbal, Hamed, and Bagher Shaban — your camaraderie, support, and occasional distractions were invaluable. Our discussions, whether related to my research or simply to take a break from it, enriched my days and bolstered my spirits.

Last but not least, I want to thank my family: my parents for giving birth to me in the first place and for providing spiritual support throughout my life. Their endless love and understanding have been my stronghold against the myriad challenges faced during these years. My siblings' encouragement and humor were also a beacon of light in times of stress.

This journey concludes at this point, but I aspire to continue in the future. Embarking on this academic path has not only been about fulfilling professional goals but also about personal growth and understanding. The experiences and knowledge gained during this period will undoubtedly influence my future endeavors in profound ways.

Málaga, abril de 2024

RESUMEN

En los últimos años, la cuestión de las experiencias turísticas y las experiencias turísticas memorables o recordables (ETM) han captado una creciente atención por parte de académicos y profesionales del turismo. Las experiencias turísticas y los recuerdos se caracterizan por su profundo y duradero impacto en los individuos, a menudo trascendiendo los límites de la mera satisfacción. Estas experiencias están moldeadas por la convergencia de elementos cognitivos, emocionales, sensoriales y sociales que crean una huella única e indeleble en la memoria del viajero. Por lo tanto, tales experiencias son fundamentales en la influencia de las percepciones generales, actitudes e intenciones de comportamiento de los turistas.

Las dimensiones de las experiencias turísticas memorables se extienden más allá de los aspectos físicos de un destino. Ellas abarcan elementos intangibles como las conexiones emocionales, las transformaciones personales y la creación de significado. Para los turistas, las experiencias memorables tienen el poder de inspirar el crecimiento personal, mejorar la autoconciencia y fomentar un sentido de realización. Estas experiencias a menudo conducen a recomendaciones positivas que se transmiten de boca en boca, la repetición de visitas y el aumento de la lealtad.

Desde una perspectiva empresarial, comprender y facilitar experiencias turísticas memorables puede proporcionar ventajas competitivas, una mejor gestión de destinos y un desarrollo turístico sostenible. En conclusión, la exploración de experiencias turísticas y experiencias turísticas memorables ofrece un atractivo camino para avanzar en nuestra comprensión de las complejidades del viaje, el comportamiento humano y la gestión de destinos. Al profundizar en la naturaleza multifacética de estas experiencias, los investigadores y los agentes relacionados con el sector turístico pueden contribuir colectivamente al enriquecimiento de las experiencias de viaje y al crecimiento sostenible del sector.

Al perseguir el objetivo principal de esta investigación, nos esforzamos por desentrañar las intrincadas capas de las experiencias turísticas, centrándonos especialmente en el ámbito particularmente impactante de las experiencias turísticas memorables o recordables. A través de un examen meticuloso que abarca las diversas dimensiones inherentes a estas experiencias, nuestro estudio aspira a iluminar la interacción entre el turismo, las experiencias individuales y el contexto social más amplio. Al diseccionar estos factores, nuestro objetivo

no es solo identificar los componentes clave que contribuyen a la creación de estos momentos impactantes, sino también discernir cómo estos elementos influyen en las perspectivas y expectativas del viajero. En esencia, nuestro estudio se esfuerza por proporcionar una comprensión completa y matizada de la dinámica multifacética dentro de las experiencias turísticas, arrojando luz sobre la profunda e inolvidable influencia que los encuentros memorables pueden tener tanto en el viajero individual como en las comunidades locales de los espacios turísticos.

Esta tesis doctoral, desarrollada en el marco del Programa de Doctorado Interuniversitario en Turismo de la Universidad de Málaga, se adentra en el multifacético reino de las experiencias turísticas en diversos contextos. Titulada " A Comprehensive Exploration of Tourism Experiences in Diverse Contexts: From Memorable Tourism to Female Experiences", este trabajo académico se presenta como un compendio de tres artículos interconectados. El hilo común que une estos artículos es la exploración de las experiencias turísticas y su intersección, que giran en torno al tema central de las experiencias turísticas y la memoria. Para emprender este estudio integral, se ha realizado una revisión de la literatura extensa y rigurosa, ofreciendo un amplio análisis de los estudios del campo de investigación. El estudio se centra en tres publicaciones que sirven como pilares fundamentales de esta investigación.

El primer artículo, " Memorable tourism experience research: a systematic review of the literature ", sienta las bases de toda la tesis. Implica un examen meticuloso de la literatura existente en el campo, proporcionando una visión integral del estado actual de la investigación sobre las experiencias turísticas memorables.

El segundo artículo, " Extending the memorable tourism experience construct: An investigation of tourists' memorable dark experiences ", adopta un enfoque único al explorar las experiencias memorables de los turistas en contextos de turismo oscuro. Este artículo tiene como objetivo ampliar la comprensión de las experiencias turísticas memorables examinando el aspecto menos convencional del turismo oscuro y arrojando luz sobre las complejidades inherentes a dichas experiencias.

El tercer artículo, titulado "The exploration of Iranian solo female travelers' experiences" " The exploration of Iranian solo female travelers' experiences ", lleva la exploración más allá al ámbito de las experiencias turísticas específicas de género. Centrándose en los viajes en solitario de mujeres iraníes, este artículo proporciona perspectivas sobre los desafíos únicos, las alegrías y los momentos memorables

experimentados por las viajeras en un contexto cultural específico. Este segmento del estudio explora las formas matizadas en las que el género influye y da forma a la experiencia turística de las mujeres.

Los análisis rigurosos y las metodologías empleadas a lo largo de nuestra investigación han arrojado resultados convincentes, cada uno meticulosamente presentado y analizado en sus respectivas publicaciones. Los resultados no solo tienen importancia para la comunidad académica, sino que también proporcionan perspectivas valiosas para los gestores de destinos

A continuación, se muestran los artículos que avalan la tesis por compendio y que cumplen las normas del Programa de Doctorado Interuniversitario en Turismo, las normas reguladoras de los estudios de doctorado de la Universidad de Málaga (artículo 21) y los criterios de la Agencia Nacional de Evaluación de la Calidad y Acreditación (ANECA).

- **PUBLICACIÓN 1:**

Hosseini, S., Cortés Macías, R., & Almeida Garcia, F. (2023). Memorable tourism experience research: a systematic review of the literature. *Tourism Recreation Research*, 48(3), 465-479.

<https://doi.org/10.1080/02508281.2021.1922206>

The screenshot shows the Taylor & Francis Online interface for the journal 'Tourism Recreation Research'. The article title is 'Memorable tourism experience research: a systematic review of the literature' by Hosseini, S., Cortés Macías, R., & Almeida Garcia, F. The page displays 2,730 views, 20 CrossRef citations, and 0 Altmetric scores. The abstract is visible, discussing a systematic review of 52 articles on Memorable Tourism Experience (MTE) from 2012 to 2020. A 'Related research' section lists other articles on the topic. A cookie consent banner is present at the bottom.

Figure 1: Tourism Recreation Research (Paper 1)

La investigación sobre las experiencias turísticas memorables (MTE) ha ganado cada vez más atención tanto entre el personal académico como entre los profesionales del turismo. El artículo proporciona una revisión sistemática de literatura que consiste en 52 artículos sobre MTE indexados en las bases de datos SCOPUS y WOS desde 2012 hasta 2020. La revisión resalta que las experiencias memorables son cruciales para la satisfacción del cliente, la lealtad y el éxito en el mercado turístico. El artículo subraya la importancia de crear experiencias turísticas que los visitantes recuerden positivamente y que potencialmente impulsen su deseo de regresar. Los autores concluyen que, a pesar del crecimiento en la investigación de MTE, todavía hay espacio para una comprensión más profunda y contextualizada de cómo se forman y recuerdan estas experiencias, sugiriendo temas para investigaciones futuras que podrían expandir y enriquecer el campo del turismo.

A través del análisis cualitativo, se identificaron nueve categorías principales de temas en los artículos relacionados con MTE, destacando que la mayoría se centró en cómo las MTE influían en las percepciones y comportamientos de los turistas y cómo estos daban forma al marketing de destinos. Se llevó a cabo un análisis de ocurrencia para investigar las tendencias en las palabras clave utilizadas por los académicos durante los últimos cinco años, y también se analizó la ubicación geográfica de los estudios, los métodos de investigación y las teorías aplicadas.

Los hallazgos muestran que el número de artículos sobre MTE ha ido en aumento en los últimos años, con un pico en 2019. *Journal of Travel Research* fue la revista que publicó la mayor cantidad de artículos sobre ETM, seguida por *Anatolia* y el *Scandinavian Journal of Hospitality and Tourism*. La revisión también destacó las principales categorías de temas de investigación en la literatura de MTE. La mayor proporción de artículos se centró en la influencia de las MTE en las percepciones y comportamientos de los turistas, así como su impacto en el marketing de destinos. Otras categorías incluyeron MTE y turismo gastronómico, MTE y turismo cultural, MTE y redes sociales y MTE y alojamiento. La revisión también examinó los métodos de investigación utilizados en los estudios de MTE. Los estudios cuantitativos fueron más habituales que los cualitativos, siendo los cuestionarios y encuestas los métodos más utilizados para la recogida de datos. Sin embargo, hay una necesidad de un enfoque más amplio cualitativo o de métodos mixtos para obtener una comprensión más profunda de las MTE.

El artículo sugiere que las investigaciones futuras deberían extender los componentes existentes de la escala de MTE y explorar los factores que conducen al recuerdo de las

experiencias en destinos de turismo masivo. Además, se señala la necesidad de un desarrollo teórico del concepto de MTE y la falta de un estudio integral que cubra las dimensiones positivas y negativas relacionadas con las MTE. El artículo concluye destacando la importancia de entender y mejorar el recuerdo de los aspectos positivos de los turistas como estrategia para promover una ventaja competitiva en el mercado turístico.

- **PUBLICACIÓN 2:**

Hosseini, S., Cortés Macías, R., & Almeida García, F. (2022). Extending the memorable tourism experience construct: An investigation of tourists' memorable dark experiences. *Journal of Vacation Marketing*.

<https://doi.org/10.1177/13567667221113078>

The screenshot displays the Sage Journals website interface. At the top, there is a search bar with the text 'Search this journal' and 'Enter search terms...'. Below the search bar, there are navigation options: 'Browse by discipline' and 'Information for'. The main header area features the 'Journal of Vacation Marketing' title, along with 'Impact Factor: 5.1 / 5-Year Impact Factor: 4.4', 'JOURNAL HOMEPAGE', and 'SUBMIT PAPER' buttons. The article title is 'Extending the memorable tourism experience construct: An investigation of tourists' memorable dark experiences', with authors 'Seyedasaad Hosseini', 'Rafael Cortes-Macias', and 'Fernando Almeida-Garcia'. The abstract text reads: 'Dark tourism is an important part of tourism at some destinations; however, little is known about the factors that influence the overall dark tourism experience. This research aims to contribute to this existing knowledge gap by improving our understanding of the nature of the dark tourism experience and its formation process. Through in-depth, semi-structured interviews with 15 tourists in the war zones of Iran, participants were asked to talk about their memorable experiences and why the experience was special to them. Using a grounded theory approach, a theoretical model of memorable dark tourism experiences (MDTEs) was developed and four key factors influencing dark tourism experiences at a destination were...'. On the right side, there is an 'Ads by Google' section with a 'Stop seeing this ad' button and a 'Why this ad?' link.

Figure 2: Journal of Vacation Marketing (Paper 2)

Esta investigación busca cerrar las brechas existentes en nuestra comprensión de la naturaleza de las experiencias del turismo oscuro y los procesos subyacentes que forman su base. En el núcleo de esta exploración se reconoce la escasez de estudios post viaje que examinen los efectos posteriores en las percepciones, una dimensión que sigue siendo relativamente inexplorada en el ámbito de la investigación del turismo oscuro. Es necesario que la comunidad académica haga una exploración más amplia de los contextos históricos, sociales, culturales y geográficos más allá de los límites de la cultura occidental.

El estudio subraya el papel crucial que juegan las experiencias turísticas memorables como medio para asegurar una ventaja competitiva en el paisaje dinámico del sector turístico. La investigación se adentra en el concepto de experiencias turísticas memorables (MTE), resaltando el reconocimiento creciente de su capacidad de atraer visitantes, fomentar la participación y cultivar la lealtad. El artículo tiene como objetivo desentrañar las diversas capas que componen el turismo oscuro un fenómeno que muestra los cambios habidos en el mercado turístico y en la sociedad y que implica el consumo de narrativas sobre el dolor, el trauma y la tragedia. Dichas interacciones suelen estar impulsadas por una búsqueda de conocimiento y comprensión histórica, junto con respuestas emocionales vinculadas a la experiencia humana sobre el sufrimiento. Un aspecto esencial de esta investigación es su enfoque en el turismo oscuro en el contexto de las zonas de guerra, buscando contribuir significativamente a la literatura turística. El estudio aspira a presentar un modelo teórico que identifique las experiencias memorables de turismo oscuro (MDTEs) y a proponer diversos enfoques para futuros esfuerzos de investigación.

Para recabar evidencia empírica, el estudio llevó a cabo la recogida de datos en tres sitios de guerra en Irán, empleando entrevistas en profundidad con estudiantes universitarios iraníes que habían visitado estas ubicaciones. El objetivo principal fue examinar los factores que influyen en la experiencia global del turismo oscuro para aquellos que habían visitado zonas de guerra en Irán. A través de esta publicación, los investigadores se esfuerzan por desentrañar las razones por las cuales estas experiencias quedan profundamente grabadas en la memoria de los turistas. Las revelaciones que emanan del estudio arrojan luz sobre la naturaleza multifacética de las experiencias de los turistas en zonas de guerra, ilustrando el impacto de factores como el aprendizaje, la conexión espiritual, la participación en actividades y los encuentros emocionales. Los participantes expresaron el deseo por adquirir nuevos conocimientos, comprender eventos históricos y cultivar valores espirituales durante sus visitas a estos sitios de guerra. Además, la investigación subraya la importancia primordial de preservar los valores y la historia en las zonas de guerra, enfatizando el papel que estas

experiencias juegan en la formación de memorias individuales y colectivas ligadas a estos acontecimientos bélicos. Los hallazgos sugieren que las MDTEs son complejas y abarcan varios elementos que influyen significativamente en las percepciones y los comportamientos post visita de los turistas. Dichas experiencias, cuando son gestionadas eficazmente, pueden desarrollar la lealtad e incitar a repetir las visitas, otorgando finalmente una ventaja competitiva distintiva a estos destinos.

Desde el punto de vista práctico, el estudio plantea que los gestores y comercializadores de destinos de turismo oscuro pueden obtener una ventaja competitiva creando atracciones que no solo satisfagan a los visitantes, sino que también brinden experiencias inolvidables, fomentando conexiones emocionales duraderas. Enfatizando el aspecto post visita, la investigación resalta la importancia de comprender los factores que influyen en las intenciones para repetir la visita y el boca a boca, mientras también destaca el papel crucial de las comunidades locales y los actores interesados tienen para mejorar la experiencia general del turismo oscuro. A pesar de reconocer limitaciones relacionadas con la metodología de investigación y la especificidad cultural, el estudio señala investigaciones futuras, abogando por una inclusión más amplia de muestras, exploración del impacto del turismo oscuro en diversos grupos de visitantes y una comprensión más profunda de los comportamientos post viaje.

- **PUBLICACIÓN 3:**

Hosseini, S., Cortés Macías, R., & Almeida García, F. (2022). The exploration of Iranian solo female travelers' experiences. *International Journal of Tourism Research*, 24(2), 256-269. <https://doi.org/10.1002/jtr.2498>

The screenshot shows the Wiley Online Library interface. At the top, there is a search bar and a 'Login / Register' link. Below the search bar is a banner for an advertisement in Chinese. The main content area features the journal title 'International Journal of Tourism Research' and the article title 'The exploration of Iranian solo female travellers' experiences' by Seyedsaad Hosseini, Rafael Cortes Macias, and Fernando Almeida Garcia. The article is dated 30 October 2021 and has 8 citations. Below the title, there are options to 'Read the full text', 'PDF', 'TOOLS', and 'SHARE'. The abstract is visible, discussing the experiences of Iranian solo female travelers. On the right side, there is a 'WILEY' advertisement with the text 'Find and compare the best journals for your research. Start here' and a 'Start here' button. Below the advertisement, there are tabs for 'References', 'Related', and 'Information'. At the bottom of the page, there is a privacy policy notice: 'This website utilizes technologies such as cookies to enable essential site functionality, as well as for analytics, personalization, and targeted advertising purposes. To learn more, view the following link: [Privacy Policy](#)'.

Figure 3: International Journal of Tourism Research (Paper 3)

Este estudio, titulado "La exploración de las experiencias de las viajeras iraníes que viajan solas", profundiza en las experiencias de las mujeres iraníes que se embarcan en viajes en solitario, arrojando luz sobre un tema a menudo pasado por alto en la investigación turística. Centrándose específicamente en las mujeres iraníes que emprenden viajes individuales, la investigación examina sus narrativas, descubriendo las motivaciones que las impulsan, la diversa gama de experiencias que encuentran y el profundo impacto que el viaje en solitario ejerce en sus vidas. A través de la lente metodológica de las entrevistas en profundidad, este estudio proporciona una exploración matizada de sus perspectivas. Al adentrarse en sus motivaciones, el estudio no solo revela las fuerzas impulsoras detrás de su decisión de viajar solas, sino que también arroja luz sobre los factores personales y sociales que dan forma a sus viajes. Este enfoque permite una comprensión más rica de la interacción entre las aspiraciones individuales y el contexto cultural más amplio en el que estas mujeres deben hacer sus viajes

en solitario. El estudio también profundiza en las experiencias vividas de las viajeras solitarias iraníes, descubriendo los desafíos a los que se enfrentan y los triunfos que celebran durante sus viajes. Al capturar estas narrativas multifacéticas, la investigación contribuye significativamente al cuerpo teórico existente sobre el viaje en solitario, ofreciendo una perspectiva culturalmente específica que enriquece nuestra comprensión de estos análisis

El estudio identificó tres temas subyacentes: barreras y desafíos del viaje en solitario, motivación para viajar solo y el resultado del viaje en solitario. Los hallazgos indican que las mujeres iraníes buscan viajar solas para escapar de las obligaciones familiares y las restricciones sociales y para desarrollar su yo social y personal. Las barreras y problemas del viaje en solitario incluyen restricciones familiares y sociales, mientras que las motivaciones para el viaje en solitario incluyen libertad, flexibilidad, auto empoderamiento, independencia y exploración. Los resultados del viaje en solitario incluyen un aumento de la autoconfianza, autonomía y autoconciencia. El estudio también destaca el impacto de las limitaciones culturales y religiosas en las experiencias de viaje en solitario de las mujeres iraníes y cómo el viaje en solitario sirve como medio de resistencia y cambio social. En general, el estudio llena un vacío significativo en la investigación turística al arrojar luz sobre las experiencias, limitaciones y motivaciones de las viajeras solitarias, particularmente en el contexto de la cultura y las normas sociales iraníes.

El hallazgo demuestra cómo el viaje en solitario sirve como una forma de resistencia a las normas de género en Irán, brindando a las mujeres oportunidades para la autoexpresión, la independencia y el desarrollo personal. También enfatiza el impacto transformador del viaje en solitario en las mujeres iraníes, permitiéndoles liberarse de los roles de género tradicionales y las expectativas culturales. Esta investigación indica que, a través del viaje en solitario, las mujeres iraníes participan en un diálogo silencioso con su herencia cultural, negociando nuevas identidades y ampliando sus horizontes. Las experiencias obtenidas de tales viajes a menudo conducen a una reevaluación del yo y del lugar dentro de la sociedad. Las mujeres regresan de sus viajes con un renovado sentido de confianza y una perspectiva más amplia, lo que puede facilitar sus interacciones dentro de sus comunidades, potencialmente generar cambios en las dinámicas de género tradicionales.

Las implicaciones y futuros estudios sugeridos por el artículo incluyen la necesidad de un espacio turístico más inclusivo para las mujeres, centrándose particularmente en entender las motivaciones de las viajeras solitarias en Irán. El estudio también recomienda futuras investigaciones en relación con estudios etnográficos y comparativos con otros países

islámicos para identificar las variables que influyen en las experiencias de viaje de las mujeres. Además, se recomiendan estudios longitudinales que sean más sensibles a la comprensión de los factores de cambio. El estudio también resalta la importancia de entender las restricciones asociadas con el viaje en solitario de las mujeres iraníes, identificando las motivaciones y experiencias de las mujeres iraníes que eligen viajar solas, y explorando la importancia del viaje en solitario de las mujeres iraníes y su papel más amplio en la mejora personal. Además, el estudio enfatiza el papel del viaje en solitario en el proceso de empoderamiento para las viajeras solitarias iraníes y su conexión con los cambios sociales.

La tesis doctoral presentada aquí constituye un cuerpo integrado e influyente de trabajo que abarca tres publicaciones significativas relevantes tanto para el campo académico del turismo como para los profesionales de la gestión de destinos. Estas publicaciones están interconectadas por una temática que ofrece una exploración clara y exhaustiva de varios aspectos del turismo con un mismo eje de estudio.

El viaje investigador comienza con un análisis de las experiencias turísticas, proporcionando perspectivas fundamentales sobre lo que los turistas buscan y encuentran en sus viajes. Luego avanza para investigar las diversas fuentes que los turistas utilizan para informarse para sus decisiones de viaje, con un énfasis especial en el complejo concepto de experiencias memorables de turismo oscuro. El turismo oscuro implica visitar lugares asociados con la muerte, el sufrimiento o lo macabro, y su recuerdo e impacto en los viajeros son notables en este contexto. La tesis culmina con una mirada detallada a las experiencias de viajeras solas, un segmento en crecimiento en la industria del turismo. Este examen ofrece una perspectiva única sobre los problemas y oportunidades que tienen las mujeres que viajan solas, aportando conocimientos valiosos al discurso sobre género y turismo.

A lo largo de la tesis, se mantiene una narrativa coherente, asegurando que cada publicación no solo se sostenga por su propio mérito, sino que también complementa a las demás, dando lugar a contribución académica relevante en el campo de los estudios turísticos.

ABSTRACT

In recent years, the issue of tourist experiences and memorable or recordable tourist experiences (MTEs) have captured increasing attention from scholars and tourism professionals. Tourist experiences and memories are characterized by their profound and lasting impact on individuals, often transcending the boundaries of mere satisfaction. These experiences are shaped by the convergence of cognitive, emotional, sensory, and social elements that create a unique and indelible imprint on the traveler's memory. Therefore, such experiences are fundamental in influencing tourists' overall perceptions, attitudes, and behavioral intentions.

The dimensions of memorable tourist experiences extend beyond the physical aspects of a destination. They encompass intangible elements such as emotional connections, personal transformations, and meaning-making. For tourists, memorable experiences have the power to inspire personal growth, enhance self-awareness, and foster a sense of accomplishment. These experiences often lead to positive word-of-mouth recommendations, repeat visits, and increased loyalty.

From a business perspective, understanding and facilitating memorable tourist experiences can provide competitive advantages, better destination management, and sustainable tourism development. In conclusion, exploring tourist experiences and memorable tourist experiences offers an appealing path to advance our understanding of the complexities of travel, human behavior, and destination management. By delving into the multifaceted nature of these experiences, researchers and those involved in the tourism sector can collectively contribute to the enrichment of travel experiences and the sustainable growth of the industry.

In pursuing the main objective of this research, we strive to unravel the intricate layers of tourist experiences, focusing particularly on the especially impactful realm of memorable or recordable tourist experiences. Through a meticulous examination covering the various dimensions inherent in these experiences, our study aims to illuminate the interaction between tourism, individual experiences, and the broader social context. By dissecting these factors, our goal is not only to identify the key components that contribute to the creation of these impactful moments but also to discern how these elements influence the perspectives and expectations of the traveler. In essence, our study strives to provide a comprehensive and nuanced understanding of the multifaceted dynamics within tourist experiences, shedding light

on the profound and unforgettable influence that memorable encounters can have both on the individual traveler and on the local communities of tourist spaces.

This doctoral thesis, developed within the framework of the Interuniversity Doctoral Program in Tourism at the University of Malaga, delves into the multifaceted realm of tourist experiences in various contexts. Titled "A Comprehensive Exploration of Tourism Experiences in Diverse Contexts: From Memorable Tourism to Female Experiences," this academic work is presented as a compendium of three interconnected articles. The common thread that links these articles is the exploration of tourist experiences and their intersection, revolving around the central theme of tourist experiences and memory. To undertake this comprehensive study, an extensive and rigorous literature review has been conducted, offering a broad analysis of the field's research studies. The study focuses on three publications that serve as fundamental pillars of this research.

The first article, "Memorable tourism experience research: a systematic review of the literature," lays the groundwork for the entire thesis. It involves a meticulous examination of the existing literature in the field, providing a comprehensive view of the current state of research on memorable tourist experiences.

The second article, "Extending the memorable tourism experience construct: An investigation of tourists' memorable dark experiences," adopts a unique approach by exploring tourists' memorable experiences in dark tourism contexts. This article aims to extend the understanding of memorable tourist experiences by examining the less conventional aspect of dark tourism and shedding light on the complexities inherent in such experiences.

The third article, titled "The exploration of Iranian solo female travelers' experiences," takes the exploration further into the realm of gender-specific tourist experiences. Focusing on the solo travels of Iranian women, this article provides insights into the unique challenges, joys, and memorable moments experienced by female travelers in a specific cultural context. This segment of the study explores the nuanced ways in which gender influences and shapes women's tourism experience.

The rigorous analyses and methodologies employed throughout our research have yielded compelling results, each meticulously presented and analyzed in their respective publications. The findings are not only significant for the academic community but also provide valuable insights for destination managers.

Below are the articles that support the compendium thesis and comply with the standards of the Interuniversity Doctoral Program in Tourism, the regulatory norms of doctoral studies at the University of Malaga (article 21), and the criteria of the National Agency for Quality Assessment and Accreditation (ANECA).

- **PUBLICATION 1:**

Hosseini, S., Cortés Macías, R., & Almeida Garcia, F. (2023). Memorable tourism experience research: a systematic review of the literature. *Tourism Recreation Research*, 48(3), 465-479.

<https://doi.org/10.1080/02508281.2021.1922206>

Research on memorable tourist experiences (MTE) has gained increasing attention among both academics and tourism professionals. The article provides a systematic literature review consisting of 52 articles on MTE indexed in the SCOPUS and WOS databases from 2012 to 2020. The review highlights that memorable experiences are crucial for customer satisfaction, loyalty, and success in the tourism market. The article underlines the importance of creating tourist experiences that visitors remember positively and that potentially drive their desire to return. The authors conclude that despite the growth in MTE research, there is still room for a deeper and more contextualized understanding of how these experiences are formed and remembered, suggesting themes for future research that could expand and enrich the field of tourism.

Through qualitative analysis, nine main categories of themes were identified in the articles related to MTE, highlighting that most focused on how MTE influences tourists' perceptions and behaviors and how these shape destination marketing. An occurrence analysis was conducted to investigate trends in the keywords used by scholars over the last five years, and the geographical location of the studies, research methods, and applied theories were also analyzed.

The findings show that the number of articles on MTE has been increasing over the years, with a peak in 2019. The Journal of Travel Research was the journal that published the most articles on MTE, followed by Anatolia and the Scandinavian Journal of Hospitality and Tourism. The review also highlighted the main categories of research themes in the MTE literature. The largest proportion of articles focused on the influence of MTE on tourists' perceptions and behaviors, as well as their impact on destination marketing. Other categories included MTE and gastronomic tourism, MTE and cultural tourism, MTE and social media,

and MTE and accommodation. The review also examined the research methods used in MTE studies. Quantitative studies were more common than qualitative studies, with questionnaires and surveys being the most commonly used methods for data collection. However, there is a need for a broader qualitative approach or mixed methods to gain a deeper understanding of MTE.

The article suggests that future research should extend the existing components of the MTE scale and explore the factors that lead to the recall of experiences in mass tourism destinations. In addition, it points out the need for a theoretical development of the MTE concept and the lack of a comprehensive study covering both the positive and negative dimensions related to MTE. The article concludes by highlighting the importance of understanding and enhancing the recall of tourists' positive aspects as a strategy to promote a competitive advantage in the tourism market.

- **PUBLICATION 2:**

Hosseini, S., Cortés Macías, R., & Almeida García, F. (2022). Extending the memorable tourism experience construct: An investigation of tourists' memorable dark experiences. *Journal of Vacation Marketing*, 13567667221113078.

<https://doi.org/10.1177/13567667221113078>

This research seeks to close the existing gaps in our understanding of the nature of dark tourism experiences and the underlying processes that form their basis. At the core of this exploration is the recognition of the scarcity of post-trip studies examining the subsequent effects on perceptions, a dimension that remains relatively unexplored in the field of dark tourism research. The study underscores the crucial role that memorable tourist experiences play as a means to secure a competitive advantage in the dynamic landscape of the tourism sector. The research delves into the concept of memorable tourist experiences (MTEs), highlighting the growing recognition of their capacity to attract visitors, foster engagement, and cultivate loyalty. The paper aims to unravel the various layers that make up dark tourism—a phenomenon that reflects changes in the tourism market and society and involves the consumption of narratives about pain, trauma, and tragedy. Such interactions are often driven by a search for knowledge and historical understanding, along with emotional responses linked to the human experience of suffering. An essential aspect of this research is its focus on dark tourism in the context of war zones, seeking to significantly contribute to the tourism literature. The study aspires to present a theoretical model that identifies memorable dark tourism experiences (MDTEs) and to propose various approaches for future research efforts.

To gather empirical evidence, the study conducted data collection at three war sites in Iran, employing in-depth interviews with Iranian university students who had visited these locations. The primary goal was to examine the factors that influence the overall experience of dark tourism for those who have visited war zones in Iran. Through this research, the researchers strive to unravel the reasons why these experiences are profoundly etched in the memory of tourists. The revelations emanating from the study shed light on the multifaceted nature of tourists' experiences in war zones, illustrating the impact of factors such as learning, spiritual connection, participation in activities, and emotional encounters. Participants expressed a desire to acquire new knowledge, understand historical events, and cultivate spiritual values during their visits to these war sites. Additionally, the research underscores the paramount importance of preserving values and history in war zones, emphasizing the role that these experiences play in shaping individual and collective memories linked to these wartime events. The findings suggest that MDTEs are complex and encompass several elements that significantly influence tourists' perceptions and post-visit behaviors. Such experiences, when effectively managed, can develop loyalty and encourage repeat visits, ultimately granting a distinctive competitive advantage to these destinations.

From a practical standpoint, the study posits that managers and marketers of dark tourism destinations can gain a competitive advantage by creating attractions that not only satisfy visitors but also provide unforgettable experiences, fostering lasting emotional connections. Emphasizing the post-visit aspect, the research highlights the importance of understanding the factors that influence intentions to repeat the visit and word-of-mouth, while also underscoring the crucial role that local communities and stakeholders have in enhancing the overall dark tourism experience. Despite recognizing limitations related to research methodology and cultural specificity, the study points to future research, advocating for broader inclusion of samples, exploration of the impact of dark tourism on various visitor groups, and a deeper understanding of post-trip behaviors.

- **PUBLICATION 3:**

Hosseini, S., Cortés Macías, R., & Almeida García, F. (2022). The exploration of Iranian solo female travelers' experiences. *International Journal of Tourism Research*, 24(2), 256-269. <https://doi.org/10.1002/jtr.2498>

This study, titled "Exploring the Experiences of Iranian Female Solo Travelers," delves into the experiences of Iranian women who embark on solo trips, shedding light on a

subject often overlooked in tourism research. Focusing specifically on Iranian women who undertake individual journeys, the research examines their narratives, uncovering the motivations that propel them, the diverse range of experiences they encounter, and the profound impact that solo travel exerts on their lives. Through the methodological lens of in-depth interviews, this study provides a nuanced exploration of their perspectives. By delving into their motivations, the study not only reveals the driving forces behind their decision to travel alone but also sheds light on the personal and social factors that shape their journeys. This approach allows for a richer understanding of the interaction between individual aspirations and the broader cultural context in which these women must navigate their solo travels. The study also delves into the lived experiences of Iranian solo female travelers, discovering the challenges they face and the triumphs they celebrate during their journeys. By capturing these multifaceted narratives, the research contributes significantly to the existing theoretical body on solo travel, offering a culturally specific perspective that enriches our understanding of these phenomena.

The study identified three underlying themes: barriers and challenges of solo travel, motivation for solo travel, and the outcomes of solo travel. Findings indicate that Iranian women seek to embark on solo travel to escape family obligations and social restrictions and to develop their social and personal selves. The barriers and challenges of solo travel include family and social restrictions, while motivations for solo travel include freedom, flexibility, self-empowerment, independence, and exploration. The outcomes of solo travel include an increase in self-confidence, autonomy, and self-awareness. The study also highlights the impact of cultural and religious constraints on the solo travel experiences of Iranian women and how solo travel serves as a means of resistance and social change. Overall, the study fills a significant gap in tourism research by shedding light on the experiences, limitations, and motivations of solo female travelers, particularly in the context of Iranian culture and social norms.

The finding demonstrates how solo travel serves as a form of resistance to gender norms in Iran, providing women with opportunities for self-expression, independence, and personal development. It also emphasizes the transformative impact of solo travel on Iranian women, allowing them to break free from traditional gender roles and cultural expectations. This research indicates that, through solo travel, Iranian women engage in a silent dialogue with their cultural heritage, negotiating new identities and expanding their horizons. The experiences gained from such trips often lead to a reevaluation of one's self and place within society. Women return from their travels with a renewed sense of confidence and a broader

perspective, which can facilitate their interactions within their communities, potentially instigating changes in traditional gender dynamics.

The implications and future studies suggested by the article include the need for a more inclusive tourism space for women, focusing particularly on understanding the motivations of solo female travelers in Iran. The study also recommends future research about ethnographic studies and comparative studies with other Islamic countries to identify the variables that influence women's travel experiences. In addition, longitudinal studies that are more sensitive to understanding the factors of change are recommended. The study also highlights the importance of understanding the restrictions associated with solo travel for Iranian women, identifying the motivations and experiences of Iranian women who choose to travel alone, and exploring the significance of solo travel for Iranian women and their broader role in self-improvement. Furthermore, the study emphasizes the role of solo travel in the empowerment process for Iranian solo female travelers and its connection with social changes.

The doctoral thesis presented here represents a cohesive and influential body of work that spans three significant publications, contributing to both the academic field of tourism and the professional realm of destination management. These publications are intricately linked by a common theme, offering a thorough and unified exploration of diverse aspects of tourism along a consistent study axis.

The research journey commences with an analysis of tourist experiences, providing fundamental insights into the desires and discoveries of travelers. It then progresses to an examination of the various sources influencing tourists' travel decisions, with a particular focus on the intricate concept of memorable dark tourism experiences. Dark tourism involves visiting places associated with death, suffering, or the macabre, and the thesis delves into its remembrance and impact on travelers. The culmination of the thesis involves a detailed exploration of the experiences of solo female travelers, a demographic gaining prominence in the tourism industry. This examination provides a unique perspective on the challenges and opportunities faced by women who travel alone, thereby contributing valuable insights to the ongoing discourse on gender and tourism.

Throughout the thesis, a coherent narrative is meticulously maintained. Each publication not only stands independently on its merit but also seamlessly complements the others, resulting in a significant academic contribution to the field of tourism studies.

TESIS DOCTORAL

SEYEDASAAD HOSSEINI



TABLE OF CONTENTS

Contents

ACKNOWLEDGMENTS	vi
RESUMEN.....	vii
ABSTRACT.....	xvii
PART ONE: PREFACE INTRODUCTION AND METHODOLOGY	xxviii
CHAPTER ONE.....	1
1. BACKGROUND OF THE RESEARCH.....	2
1.1. Motivation.....	4
1.2. Thesis Structure.....	6
1.3. Research Gap	7
1.4. Research Problem	9
1.5. Research Objectives.....	11
1.6. Research Questions	13
CHAPTER TWO.....	15
2. INTRODUCTION	16
2.1. Background of Research	17
2.1.1. Conceptualizing tourism experiences	17
2.1.2. Technology and tourism experiences.....	20
2.1.3. Memorable tourism experiences a comprehensive overview	22
2.1.4. Memorable experiences and their link to dark tourism experiences.....	23
2.1.5. Women's solo travel: A transformative tourism experience	24
CHAPTER THREE	27
3. METHODOLOGY APPROACH AND DATA ANALYSIS.....	28
3.1. Systematic Review in Research	29
3.2. Grounded Theory Approach	31

3.3. Thematic Analysis Approach.....	33
PART TWO: PUBLICATIONS	34
CHAPTER FOUR: PUBLICATION ONE.....	35
CHAPTER FIVE: PUBLICATION TWO	39
CHAPTER SIX: PUBLICATION THREE	42
PART THREE: CONCLUSION, IMPLICATIONS AND FUTURE DIRECTIONS... 44	
CHAPTER SEVEN	45
7. Conclusion and Research Contribution.....	46
7.1. Theoretical Implications of the Research.....	51
7.2. Limitations and Future Studies	53
LIST OF REFERENCES	56
List of References	57

LIST OF FIGURES

Figure 1: Tourism Recreation Research (Paper 1)	ix
Figure 2: Journal of Vacation Marketing (Paper 2)	Error! Bookmark not defined.
Figure 3: International Journal of Tourism Research (Paper 3).....	xiv
Figure 4: Thesis structure.....	6
Figure 5: Research process flowchart	28

PART ONE: PREFACE INTRODUCTION AND METHODOLOGY



CHAPTER ONE



This chapter initiates by delving into the preface, followed by an examination of the driving factors behind my study, underscoring the motivations that propelled me toward my academic objectives. An abstract succinctly encapsulates the complex network of ideas interwoven within this work, providing a glimpse into the rich tapestry of knowledge I've cultivated. Subsequently, a comprehensive examination of the research gap unveils unexplored territory, thereby setting the stage for the formulation of a core research challenge. As research objectives are specified, the narrative deepens, propelling the research effort forward. The focus then shifts to research questions, establishing the tone for an intellectually engaging exploration.

1. Background of the Research

1.1. Motivation

1.2. Thesis Structure

1.3. Research Gap

1.4. Research Problem

1.5. Research Objective

1.6. Research Questions

1. BACKGROUND OF THE RESEARCH

The exploration of tourist experiences has always been a significant research topic, yet it remains one of the most intricate domains to comprehend. This complexity arises because tourist experiences can vary greatly depending on the stage of travel, the destination, and the individual tourist (Hosseini et al., 2023; Morgan & Xu, 2009; Tung & Ritchie, 2011). Hence, tourism consumption encompasses a variety of interactions that contribute to exceptionally diverse and satisfying experiences (Hosseini et al., 2023). Therefore, tourism can be defined as an intangible service, relying on diverse service offerings to provide profound experiences that have the potential to create enduring memories (Stone et al., 2022).

During the 1980s, studies began to recognize the importance of service quality and satisfaction in understanding tourist behavior both before and after travel. In contrast, the 2000s emphasized the significance of remembering experiences as an equally powerful component in comprehending the outcomes of events and their possible influence on future intentions (Stocchi et al., 2021). Therefore, in contemporary times, one of the more effective means of studying tourism experiences is through the "memorable tourism experience" (MTE) (Chen & Rahman, 2018; Kim, 2010; Kim, 2014). Indeed, (MTE) embodies a perspective centered on the consumer's reflections, capturing their emotions (Johnston & Kong, 2011), and personal responses to the attractions they encounter (Hosseini et al., 2023; Kladou & Mavragani, 2015).

This thesis provides a thorough comprehension of the topic, defining themes and trends in tourist experiences and research on memorable tourism encounters. This review makes three contributions to the theoretical progress of tourist experiences and memorable tourism encounters. First, research on tourism experiences and memorable tourism experiences significantly contributes to our understanding of how tourists behave, react, and engage during their journeys. By analyzing the factors that make certain experiences memorable, we gain insights into the preferences, motivations, and decision-making processes of tourists. This knowledge is invaluable for destination management, marketing strategies, and designing more appealing attractions.

Furthermore, as we unravel the elements that create memorable experiences for tourists, we can assist destinations in crafting more captivating and meaningful attractions. This research enables the identification of unique features, storytelling elements, and sensory triggers that can turn ordinary visits into unforgettable moments. Consequently, destinations can enhance their offerings, leading to increased visitor satisfaction, positive word-of-mouth,

and repeat visits.

Finally, understanding the core components of memorable tourism experiences aids in the strategic development of sustainable tourism practices. By focusing on what truly resonates with tourists, destinations can allocate resources more efficiently, minimize negative impacts, and prioritize initiatives that align with both visitor preferences and long-term environmental and cultural preservation.

1.1. Motivation

Since the beginning of my academic journey, my endless curiosity and passion for finding solutions to societal challenges have driven my academic pursuits. These interests have led me to participate in different community activities, volunteer with NGOs, and persistently seek answers that can have a positive impact on both local and global levels. I've been driven by a desire to grasp the detailed complexities of the tourism industry and use its potential for meaningful change. It all started with a bachelor's degree in tourism management, which gave me a strong foundation in the field. However, it was the hands-on experience from working in the tourism industry that sparked my fascination with every aspect of it. Through hard work and ongoing self-improvement, I refined my skills while dealing with real-world challenges.

To elevate my abilities further and make a more substantial contribution, I pursued a Master's degree in tourism management in Iran. During this academic journey, I delved into topics such as destination image, travel motivation, tourism marketing, and heritage site management and development. My master's thesis, which explored the role of municipalities in urban tourism management and their task to enhance destination image, deepened my interest in this complex and evolving scholarly domain.

After completing my Master's degree, I embarked on a transformative Ph.D. journey at the University of Malaga. Over the past four years, this experience has not only enhanced my problem-solving abilities but has also solidified my commitment to using tourism as a catalyst for positive global change. I am now standing on the precipice of a new chapter, poised to utilize my expertise, dedication, and unwavering motivation to pioneer innovative approaches to responsible tourism. My ultimate goal is to contribute to the betterment of our world by shaping a more sustainable and ethically sound tourism industry.

My research is guided by a belief in the power of responsible tourism to promote economic growth, cultural preservation, and environmental sustainability. By examining case studies from diverse regions and cultures, I aspire to offer actionable insights that can be adapted and applied to various contexts. I am deeply motivated to contribute to the scholarly discourse on sustainable tourism, informing policy decisions and best practices that can steer the industry toward a more equitable and ethical future.

As I reflect on my journey thus far, I am inspired by the progress I have made, the challenges I have overcome, and the unwavering support I have received from my mentors and peers. It is this shared vision for a better world through responsible tourism that keeps me

focused and determined to bring my thesis to fruition. This journey has been marked by dedication, perseverance, and a genuine passion for transforming the tourism landscape. I am grateful for the guidance and support that have brought me to this point, and I am eager to contribute to the ongoing discourse in the field of tourism. My motivation is fueled by a genuine belief in the power of responsible tourism to create a positive and lasting impact, and I am resolute in my determination to contribute to this noble endeavor.

1.2. Thesis Structure

This thesis is a compilation of published scientific papers (paper model thesis). Each paper is part of a larger research project, and each one discusses and fulfills a specific research objective. In other words, the thesis as a whole is a cohesive and connected work representing a single investigation. This dissertation is divided into three parts and nine chapters based on the type of thesis (publication-based).

The "by publications" model involves organizing the thesis around a series of individual research papers that have been published or accepted for publication. The compendium approach entails interleaving traditional thesis chapters with research papers to form a cohesive narrative. The choice between these approaches depends on various factors, such as the academic institution's guidelines, the nature of the research, and the researcher's preferences. The structure of this thesis complies with the requirements of the PhD thesis at the University of Malaga (please refer to Article 21 of the UMA PhD Regulations and Guidelines).

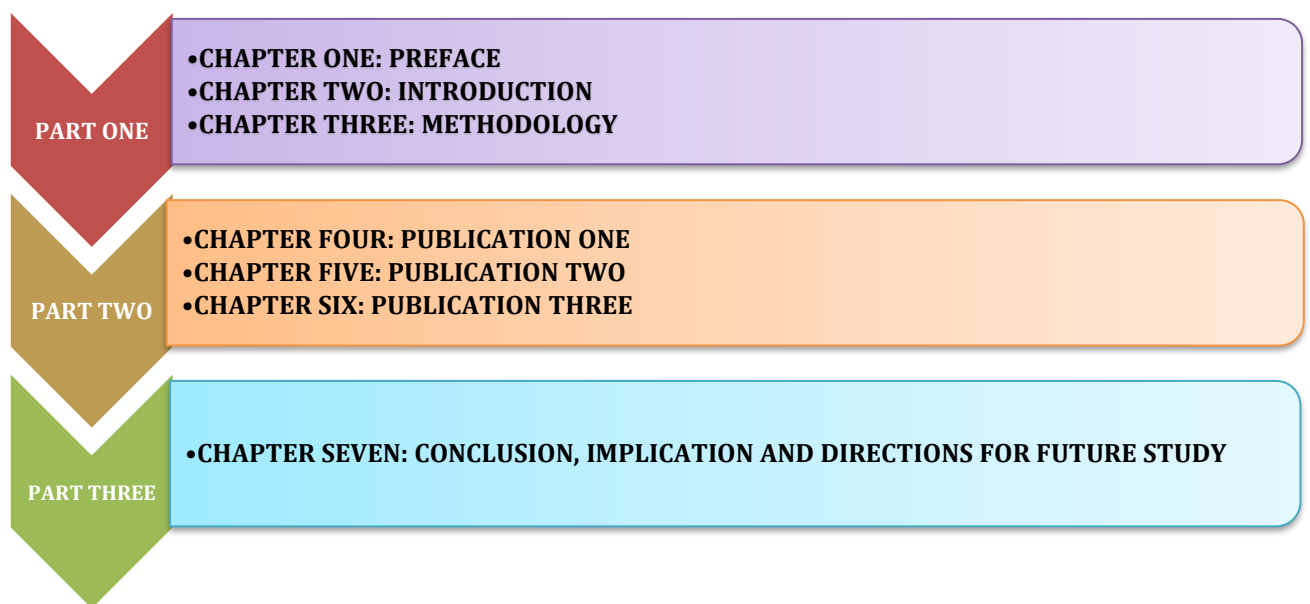


Figure 4: Thesis structure

1.3. Research Gap

The tourism industry plays a vital role in economic growth and development, with millions of people traveling each year to explore new destinations. In this context, tourism experiences have gained significant attention as a key factor influencing tourists' satisfaction and destination loyalty. A nuanced understanding of these experiences allows for a more comprehensive analysis of the factors that contribute to overall tourist satisfaction. By dissecting the different dimensions of tourism experiences, researchers and industry stakeholders can identify specific elements that significantly enhance or detract from a visitor's satisfaction level. A detailed examination of tourism experiences provides valuable insights into the factors that contribute to destination loyalty. As tourists increasingly have a plethora of choices when it comes to travel destinations, understanding the elements that foster a sense of loyalty can be instrumental for destinations aiming to attract repeat visitors. This loyalty not only benefits individual destinations but also contributes to the sustained growth and success of the tourism industry as a whole.

The field of memorable tourism experiences is fragmented with no clear consensus on what constitutes an MTE. This absence of agreement hinders the ability to systematically analyze and enhance these experiences across various tourism contexts. Additionally, the literature on MTEs is scattered across different studies with varying focuses, which creates challenges in developing a cohesive understanding that integrates diverse findings and theoretical perspectives. There remains a need for a thorough and up-to-date overview of the literature that not only synthesizes current knowledge but also highlights emerging trends and gaps, offering clear directions for future research.

Furthermore, the inadequacy of current scales to capture the essence of a true tourism experience, as indicated by Tung and Ritchie, prompts researchers to explore alternative, unstructured techniques for richer insights. Moreover, the evolving nature of the tourism industry, coupled with the changing preferences of contemporary travelers seeking meaningful and transformative encounters, necessitates a more nuanced and updated approach to conceptualizing and measuring memorable tourism experiences. In the meantime, dark tourism is a complex area of study that involves understanding the emotional, cognitive, and social dimensions of tourist experiences at sites associated with death and tragedy. The research gap lies in a comprehensive understanding of how these dimensions interplay to influence the overall tourist experience. Moreover, there's a lack of detailed insights into tourists' perceptions and experiences of these sites, which is crucial for developing effective management and

marketing strategies. The implications of these experiences for the tourism industry, particularly in terms of destination management and ethical considerations, are also not well understood, indicating a need for focused research in this area.

Besides, research on solo travel often overlooks the unique experiences of non-Western female travelers, particularly those from conservative societies like Iran. There is a significant gap in understanding the specific constraints and motivations that influence Iranian women to engage in solo travel. Additionally, the broader societal and personal impacts of these travel experiences, such as their role in personal enhancement and their potential to challenge and change societal perceptions of gender roles, are underexplored. This area of research is crucial for providing insights that can promote inclusivity and gender equality within the context of global tourism.

By addressing these identified gaps, the thesis aims to contribute substantially to the academic understanding of diverse tourism experiences. Moreover, the findings intend to offer practical insights that could help enhance the inclusivity, sustainability, and overall quality of experiences for tourists, while also informing policy and strategic decisions within the tourism industry. This comprehensive exploration thus not only enriches the academic literature but also serves as a valuable resource for tourism professionals, policymakers, and stakeholders interested in the nuanced dynamics of modern tourism.

1.4. Research Problem

The central research problem addressed in this thesis stems from the observed gaps and inconsistencies within the field of tourism studies, particularly in understanding and enhancing various dimensions of tourism experiences. Despite the growing interest in tourism experiences as a vital aspect of the travel industry, significant challenges remain in defining, analyzing, and optimizing these experiences across diverse contexts such as memorable tourism experiences (MTEs), dark tourism, and solo travel among Iranian women.

Firstly, the concept of memorable tourism experiences lacks a unified definition and understanding in the academic literature. This ambiguity complicates the efforts to systematically study these experiences and hinders the development of strategies aimed at enhancing the quality of tourist experiences. The fragmented nature of the existing studies on MTEs contributes to this problem, as it prevents the formation of a coherent body of knowledge that could inform both academic and practical advancements in tourism management (Publication One).

Secondly, dark tourism, characterized by travel to sites associated with death and suffering, presents unique challenges. The complexity of these experiences and their impact on tourists are not fully understood, particularly in terms of their emotional, cognitive, and social dimensions. There is a critical need to explore how these factors influence tourists' perceptions and experiences, and how they can be managed to ensure ethical and sensitive handling of dark tourism sites. Furthermore, the implications of these experiences for destination management and the broader tourism industry are still underexplored, indicating a gap in research that could guide more effective and responsible tourism practices (Publication Two).

Lastly, the experiences of Iranian women engaging in solo travel represent a significant area of inquiry that has not been adequately addressed in tourism research. Cultural, social, and legal constraints uniquely shape the travel experiences of these women, yet there is a lack of comprehensive understanding of the motivations, challenges, and impacts associated with their travel decisions. Additionally, the broader implications of their travel experiences on personal development and societal perceptions of gender roles in conservative contexts like Iran remain poorly understood. This gap highlights the need for culturally sensitive research that can contribute to a more inclusive and equitable understanding of tourism experiences (Publication Third).

By addressing these problems, the thesis aims to fill critical gaps in the literature and provide a basis for improving tourist experiences, enhancing academic understanding, and informing practical and policy decisions in the tourism industry. This research is poised to significantly contribute to the field by integrating diverse perspectives, addressing complex challenges, and promoting inclusivity and sustainability in tourism practices.

1.5. Research Objectives

The overarching aim of this thesis is to comprehensively explore and understand various dimensions of tourism experiences in diverse contexts, encompassing memorable tourism experiences (MTEs), dark tourism, and solo travel experiences among Iranian women. The specific research objectives derived from the three publications are as follows:

- **Publication one: Memorable tourism experience research: a systematic review of the literature**

RO1: To address the lack of consensus on what constitutes a memorable tourism experience and the fragmented nature of existing literature.

RO2: To identify the main categories of MTE research, analyze keywords, and determine institutional contributions to MTE research.

RO3: To provide a comprehensive and up-to-date overview of existing literature on MTEs and offer directions for future research.

RO4: To contribute valuable insights into the current state of MTE research, emphasizing gaps and challenges for further investigation.

- **Publication Two: Extending the memorable tourism experience construct: An investigation of tourists' memorable dark experiences**

RO1: To develop effective strategies enhancing MTEs and improving overall tourist experiences.

RO2: To gain a better understanding of the complex and multifaceted nature of dark tourism experiences.

RO3: To investigate tourists' perceptions and experiences of dark tourism destinations.

RO4: To explore the implications of dark tourism experiences for the tourism industry and destination management.

- **Publication third: The exploration of Iranian solo female travelers' experiences**

RO1: To determine the constraints associated with Iranian female solo travel.

RO2: To explore the motivations, challenges, and outcomes of solo travel among Iranian women.

RO3: To explore the significance of Iranian women traveling alone and their broader

role in personal enhancement.

RO4: To fill a significant gap in tourism research by highlighting the experiences, limitations, and motivations of solo female travelers.

By addressing these specific research objectives, this thesis aims to contribute substantially to the academic understanding of diverse tourism experiences and provide practical insights for the tourism industry, promoting inclusivity, sustainability, and enhanced experiences for all tourists.

1.6. Research Questions

The research questions derived from the three publications are structured to achieve a comprehensive understanding of these dimensions. Each set of questions is strategically designed to delve into the intricacies of these tourism experience facets, contributing to the overall objectives of the thesis. The research questions originating from the three publications are outlined below:

1. What key factors contribute to the formation of MTEs, and how can a comprehensive understanding of these factors enhance the overall tourism experience?
2. How can the identified gaps and challenges in MTE research be addressed to develop effective strategies for improving tourist experiences?
3. What are the key factors that contribute to the formation of memorable experiences in dark tourism destinations?
4. How do personal, social, cultural, and geographical factors influence the formation of memorable experiences in dark tourism destinations?
5. What are the emotional, cognitive, and social dimensions of dark tourism experiences that contribute to the formation of memorable experiences?
6. What are the implications of the findings for tourism professionals, policymakers, and researchers interested in understanding the complex and multifaceted nature of dark tourism experiences?
7. What are the constraints associated with Iranian female solo travel?
8. What motivations and experiences drive Iranian women to choose solo travel?
9. What is the significance of Iranian women traveling alone and their broader role in personal enhancement?
10. What are the potential implications of solo travel experiences for gender equality and societal perceptions of women's roles in Iran?

These research questions collectively form the foundation for a comprehensive exploration of diverse tourism experiences, contributing both academic insights and practical recommendations for the tourism industry and related stakeholders.



CHAPTER TWO



This chapter commences with an introduction that delineates the landscape of the research. A comprehensive examination of the research gap reveals unexplored territory, setting the stage for formulating a core research challenge. The theoretical framework serves as a conceptual scaffold for the unfolding narrative, solidifying the intellectual foundation upon which the research is built.

2. Introduction

2.1. Theoretical Background

2. INTRODUCTION

The tourism industry is intricate, involving numerous facets that extend beyond mere products and services to encompass the unpredictable psychological states and behaviors of diverse human actors. With the continuous expansion of global tourism and the competitive, commodified market environment, an increasing array of attractions and entertainment facilities vie for the attention of demanding tourists. To highlight the distinctive "uniqueness" of destinations, marketers are placing greater emphasis on experiences over physical products. Consumers now can shape how they enjoy these experiences, thereby creating personalized meanings (Richards & Wilson, 2006; Zatori et al., 2018) and actively seeking unique experiences from the variety of destination offerings (Boswijk et al., 2007).

Amid a turbulent and competitive global tourism market (Eide, Fuglsang, & Sundbo, 2017; Willson & McIntosh, 2007), experiences serve as a prospective foundation for value-adding strategies (Hosseini et al., 2022). Indeed, experiences capes represent functional spaces that facilitate interactions among diverse stakeholders, capturing the entirety of how experiences are produced and consumed in a meaningful whole. They encompass various influences, continuously evolving and providing an analytical framework to understand how tourism marketers, operators, and tourists contribute to the formation of experiences (Hosseini et al., 2021).

This study delineates the evolution and development of the tourist experiences cape concept, underscoring its potential to unravel different dimensions of experience-related research and offer guidance for practitioners. The proposition suggests that employing a framework consisting of several interconnected components can inform future examinations of the tourism experience.

2.1. Background of Research

2.1.1. Conceptualizing tourism experiences

As globalization has altered consumption patterns, enabling consumers to access products from anywhere in the world, their desires have shifted towards seeking novel experiences that stimulate their senses and emotions. Nowadays, products and services are designed to evoke unique emotions and resonate meaningfully with consumers. This shift has given rise to experience-based services that offer memorable pleasures, fostering an emotional bond between the customer and the service. This, in turn, allows companies to stand out from their competitors in the consumer's perception.

Experience plays a pivotal role in contemporary consumer culture (Caru & Cova, 2003), recognized as a notable trend (Mehmetoglu & Engen, 2011). The notion of "experience" has been defined in diverse manners (Volo, 2009). It has been characterized as commonplace engagements (Caru & Cova, 2003) and as transformative occurrences (Zhang & Xu, 2019). Pine and Gilmore (1998) underscored its significance in postmodern culture, regarding it as the pinnacle of economic advancement, succeeding commodities, goods, and services. The emphasis has shifted towards bolstering competitive edge by augmenting value through experiences rather than solely providing products or services. Hence, in the tourism industry, experiences are perceived as both the central element and the defining characteristic (Kim & So, 2022; Tussyadiah, 2014). Indeed, tourism experiences are enjoyable, memorable, and captivating (Oh et al., 2007) while also being fleeting occurrences (Volo, 2009). Travelers seek authentic, enriching, meaningful, multisensory, and transformative experiences during their journeys (Chiaramonte & Sakdiyakorn, 2022; Hosseini et al., 2021).

Nowadays, achieving a lasting competitive edge in the realm of tourism destinations necessitates the provision of exceptional customer experiences (Halvorsrud et al., 2016). Adopting the moments-oriented perspective implies that relying solely on summarizations of visitor experiences (such as overall assessments) is inadequate for the management and strategic development of tourism destinations. Hence, it is necessary to create and appraise tourism encounters from various angles (Fesenmaier & Pearce, 2019; Fesenmaier & Xiang, 2017). In the 1990s, researchers started delving deeper into the understanding of the tourism experience. Ritchie and Hudson (2009) traced this evolution from its initial theoretical groundwork established by Csikszentmihalyi (1975) and the service quality model introduced

by Parasuraman et al. (1988) to the concepts of satisfactory experiences (Ryan, 1995), quality experiences (Jennings & Nickerson, 2006), and finally, memorable experiences (Tung & Ritchie, 2011). Additionally, a decade ago, Kim et al. (2012) introduced the concept of a memorable tourism experience, describing it as a "tourism experience that is positively remembered and recalled after the event has taken place."

Tourism research indicates that generating memorable experiences provides several benefits for tourism service providers (Stone et al., 2018). For example, tourists who have a positive memorable experience are more inclined to revisit the destination (Coudounaris & Sthapit, 2017), develop a stronger bond with the destination (Tsai, 2016; Vada et al., 2019a), and report elevated levels of subjective well-being (Sthapit et al., 2019; Hosseini et al., 2021). Hence, the examination of memorable tourism experiences is not only theoretically important but also essential for improving destination competitiveness (Hosseini et al., 2021).

The concept of "experience" has been explored across various sectors of hospitality and tourism. These include airlines (for instance, Herjanto et al., 2022; Poria et al., 2010), cruises (such as Buzova et al., 2020; Kang et al., 2016), hotels (like Mody et al., 2019; Nysveen et al., 2018; So, and King, 2010), restaurants (as seen in Kim et al., 2020), tourist destinations (for example, Shi, Gursoy & Chen, 2019), and peer-to-peer accommodations (Zhang et al., 2021). Therefore, researchers in the field of tourism have endeavored to distinguish customer experience from other concepts related to customers, such as customer satisfaction and loyalty (for instance, Zeithaml, 1986), service quality (as seen in Parasuraman et al., 1985), customer relationship management (as exemplified by Mithas et al., 2005), and customer engagement (as highlighted by Verhoef et al., 2010). These characteristics have assisted researchers in better understanding future contributions to and advancements in customer experience research (Lemon and Verhoef, 2016). For instance, Becker and Jaakkola (2020) have delineated customer experience as the "unintentional, instinctive responses and reactions to specific stimuli" (p. 637) in order to create a clearer distinction from the previously mentioned concepts.

Therefore, in recent years, the exploration of tourism experiences and their subsequent formation into enduring memories has gained significant attention within the academic and industry spheres. As travelers increasingly seek meaningful and transformative encounters, understanding the intricate interplay between tourism experiences and memories becomes imperative for both researchers and practitioners. The exploration of tourism experiences extends beyond mere physical activities and destinations; it encompasses the emotional,

psychological, and cognitive dimensions that individuals encounter while traveling. These experiences, in turn, contribute to the creation of lasting memories that influence individuals' perceptions, behaviors, and decision-making processes long after the journey has ended (Hosseini et al., 2021). This thesis aims to contribute to the burgeoning field of tourism studies by delving into the multifaceted relationship between tourism experiences and memories, and by proposing a new conceptual framework that sheds light on their interconnected dynamics. The foundation of this work rests upon a comprehensive analysis of four distinct research papers, each published in reputable journals, which collectively illuminate various facets of the tourism experience-memory continuum. By investigating this intricate relationship, this thesis seeks to unveil insights that can potentially revolutionize how tourism is conceptualized, marketed, and managed.

2.1.2. Technology and tourism experiences

The rapid advancement and ubiquity of technology have profoundly reshaped the tourism industry, particularly in how tourists experience destinations. Technology has revolutionized how tourists gather information and plan their trips. Online travel agencies (OTAs), destination websites, and user-generated content platforms have become crucial sources of inspiration and decision-making (Xiang & Gretzel, 2010). Social media, in particular, has emerged as a powerful tool for travelers to discover destinations, read reviews, and connect with fellow travelers (Leung et al., 2013). Recommender systems and personalization technologies have further enhanced the trip planning process by providing tailored suggestions based on user preferences and past behaviors (Buhalis & Law, 2008). Technology has also facilitated the co-creation of tourism experiences, allowing tourists to actively participate in shaping their own experiences (Prahalad & Ramaswamy, 2004). Personalization technologies, such as chatbots and AI-powered assistants, can provide tailored recommendations and support throughout the journey (Ukpabi & Karjaluoto, 2017). Gamification elements, such as virtual and augmented reality challenges, can add an interactive and engaging layer to the tourist experience (Xu et al., 2017).

Once at the destination, technology continues to shape the tourist experience. Mobile technologies, such as smartphones and tablets, have become indispensable travel companions, offering instant access to information, navigation, and interpretation (Wang et al., 2012). Location-based services and augmented reality applications enhance the tourist experience by providing contextual information and interactive elements (Yovcheva et al., 2012). Wearable technologies, such as smartwatches and head-mounted displays, offer hands-free access to information and can even provide real-time translations (tom Dieck & Jung, 2018).

Neuhofer et al. (2012) point out two important changes that have altered the nature of experiences: first, consumers are now actively involved in shaping their own experiences; second, advancing technologies are gaining more influence, playing a vital role in enhancing experiences and providing extra value to consumers (Sigala, et al., 2015). In this context, the notion of smart tourism experiences arises, marked by the use of cutting-edge digital technologies to enhance the quality and personalization of the travel journey. This entails tailoring tourism services to fulfill individual travelers' unique needs and desires, employing real-time data to improve decision-making, and enabling interactions with the tourism environment through mobile devices and other digital platforms (Buhalis & Amaranggana,

2015). In essence, technology is utilized to create experiences that are more captivating, streamlined, and customized for individual tourists. Consequently, the distinctive characteristics of smart tourism experiences differ from traditional ones across several aspects, such as aesthetics, integration of virtual/augmented reality, functionality, ease of use, the enjoyment derived from usage, trustworthiness, and educational value (Lee & Jan, 2022).

Technology has also facilitated the co-creation of tourism experiences, allowing tourists to actively participate in shaping their own experiences (Prahalad & Ramaswamy, 2004). Personalization technologies, such as chatbots and AI-powered assistants, can provide tailored recommendations and support throughout the journey (Ukpabi & Karjaluo, 2017). Gamification elements, such as virtual and augmented reality challenges, can add an interactive and engaging layer to the tourist experience (Xu et al., 2017).

After the trip, technology plays a crucial role in how tourists share and remember their experiences. Social media platforms have become digital travel journals, where tourists share photos, videos, and stories with their networks (Munar & Jacobsen, 2014). This user-generated content not only serves as a form of self-expression but also influences the travel decisions of others (Litvin et al., 2008). Technologies such as virtual reality and 360-degree videos allow tourists to relive and share their experiences in immersive ways (Tussyadiah et al., 2018).

However, despite the many benefits, the increasing reliance on technology in tourism experiences also poses challenges. Issues of privacy, data security, and technological dependence need to be addressed (Gretzel et al., 2015). There are also concerns about the authenticity of technology-mediated experiences and the potential for technology to create a divide between tourists and local communities (Tribe & Mkono, 2017).

2.1.3. Memorable tourism experiences a comprehensive overview

The experiences of tourists are shown to influence their memories of the visit repeatedly (Hosseini et al., 2023; Wang et al., 2020). Indeed, the process of recollection provides a pleasurable and vibrant encounter in its own right, enabling individuals to relish a previous experience once more (Chun et al., 2017). Hence, Travel experiences have been shown to work as catalysts for evoking personal memories from the past (from everyday life) (Rickly-Boyd, 2012). Besides reminiscing, some have identified a more practical implication of travel experience memories. For instance, previous studies have discovered that individuals often rely on their past travel memories as a primary factor when making decisions about their next destination preference (Kim et al., 2012; Oh et al., 2007). In the same vein, evidence indicates that "memorable travel experiences can lead to better revisit intentions and word-of-mouth recommendations (Stone et al., 2018). Therefore, travel memories possess significance for both travelers (via recollection) and destinations (via behavioral intentions). As stated by Otto and Ritchie (1996), within the tourism and hospitality sector, gauging customer satisfaction is better accomplished by assessing the quality of experience rather than focusing solely on the quality of service. Hence, for tourism enterprises to thrive and achieve success, their key strategy should involve creating memorable experiences for visitors, which in turn motivates them to return to the location (Hosseini et al., 2023; Kim, 2014; Kim et al., 2012; Pearce & Packer, 2013).

A decade ago, the notion of memorable tourism experiences was introduced by Kim et al. (2012). This was characterized as a "tourism experience that is recollected and remembered in a positive manner even after the occurrence of the event" (p. 13). Indeed, an experience that is remembered implies its uniqueness and ability to evoke emotions (Larsen, 2007). Nevertheless, memorable tourism experiences do not always equate to favorable experiences (Kim et al., 2021). The extent of recollection differs based on an individual's past interactions, even when dealing with the same tourism service providers (Hosseini et al., 2023; Kim, 2018). In recent years, many tourism researchers have been studying how tourists recall positive experiences and memories (such as Hosseini et al., 2023; Kim et al. 2012; Kim & Ritchie 2014; Park & Santos 2017; Sthapit & Björk 2019; Zhong et al., 2017, 2018). The studies conducted demonstrate the multitude of advantages that come from cultivating memorable experiences for providers in the tourism industry (Hosseini et al., 2023; Stone et al., 2018). As an illustration, tourists who have had a positive and memorable experience are inclined to

return to the destination (Coudounaris & Sthapit, 2017), form a connection with the place (Tsai, 2016; Vada et al., 2019a), and encounter a sense of personal well-being (Sthapit & Coudounaris, 2018; Sthapit et al., 2019). Exploring memorable tourism experiences holds significance not only in theoretical terms but also for enhancing the competitive edge of destinations (Stone et al., 2018). Nonetheless, due to its complex nature, there is limited consensus regarding the theories and methods used to define and quantify the concept of memorable tourism experience (Bigné et al., 2020). Indeed, current measurement tools are insufficient in capturing the essence of a truly memorable tourism experience (Tung & Ritchie, 2011). However, recently, existing scales struggle to encapsulate the essence of true memorability, prompting researchers to turn to unstructured techniques for richer insights (Hosseini et al., 2022). The understanding and enhancement of memorable experiences create a symbiotic relationship between tourists and destinations. Tourists benefit from enriched lives, informed choices, and cherished memories, while destinations benefit from increased visibility, loyalty, and sustainable growth. As the tourism industry continues to evolve, prioritizing these memorable experiences becomes not just a strategic advantage but a fundamental necessity for all stakeholders involved.

2.1.4. Memorable experiences and their link to dark tourism experiences

Dark tourism is a concept involving travel to places associated with death, tragedy, and suffering, exploring sites like battlefield events, historical landmarks, and museums commemorating dark histories (Brianna Wyatt et al., 2023). Academic exploration of dark tourism, emerging in the late 1980s and early 1990s, has evolved, addressing various aspects of this field. Early contributors, including Dann (1995) and Prentice (1993), emphasized the tourism-death site relationship. Indeed, the term "dark tourism" was coined by Foley and Lennon in 1996, with a comprehensive typology presented by Lennon and Foley (2000). Motivations for dark tourism range from curiosity to moral duty, remembrance, and education (Light, 2017; Sharpley, 2012), extensively examined by scholars, with gaps remaining, particularly in understanding why individuals avoid places associated with death (Iliev, 2020).

Within this framework, the tourist experience emerges from interactions with actors, processes, and the service environment, resulting in multidimensional emotions, perceptions, and attitudes (Jain et al., 2017). Dark tourism, distinct in its offerings, provides deep and meaningful experiences, often evoking strong emotions, setting it apart from other tourism

types (Kutbay and Aykaç, 2016; Weaver et al., 2018; Light, 2017). Visiting dark tourist places offers deep and meaningful experiences, involving strong emotional responses (Weaver et al., 2018), setting it apart from other tourism types (Light, 2017). Dark tourism conveys historical ideological messages (Stone, 2012); for instance, Chinese visitors to the Japanese prison Lushun Prison Museum reported strong negative emotional reactions and negative attitudes towards Japan (Weaver et al., 2018).

Many dark tourism experiences are comparable to cultural tourism destinations (Biran et al., 2011). Visitors may seek new experiences enriching their lives and providing memorable experiences (Albayrak et al., 2018). Traveling to dark sites includes a sense of engaging, emotional, and spiritual experiences (Zerva, 2021). Studies often describe the dark tourism experience with aspects of empathy, conveying emotional messages such as empathy with the victim (Ashworth & Hartmann, 2005). The interaction between tourists and dark tourism sites influences empathy as an emotional experience, creating long-lasting memories (Anderson & Shimizu, 2007). These intense emotions may promote satisfaction, encourage revisiting (Ali et al., 2016), and result in a peak experience (Quan & Wang, 2004).

2.1.5. Women's solo travel: A transformative tourism experience

Solo travel has become an increasingly popular form of tourism in recent years, especially among women. As noted by Uysal and Hagan (1993), solo travel is seen as a means of self-development, allowing individuals to gain new perspectives and broaden their horizons. Women who travel alone may seek freedom, independence, and opportunities for personal growth (Wantono & McKercher, 2020). The experiences of solo female travelers have garnered growing research interest, exploring motivations, benefits, challenges, and the social and cultural factors influencing their decisions. For instance, Cockburn-Wooten et al. (2006) conducted a discourse analysis of writings by women independent travelers, highlighting how solo travel challenges gender norms and promotes personal growth. Similarly, Cohen and Cohen (2015) used a mobilities approach to explore the experiences of tourists from emerging world regions, including women who travel alone.

Several researchers have described the motives of female solo travelers as a willingness to challenge themselves and encounter new people (Jordan & Gibson, 2005; Wilson & Little, 2005). They express a desire to move beyond their comfort zone and build a sense of independence and autonomy (Wilson & Little, 2005). In a study about risk perception

in Asian solo females, Yang et al. (2018) found that travelers choose solo travel as a transformative experience. Chiang and Jogaratnam (2006) have shown that the main motivating factor for solo travel is an adventurous experience. When exploring the motivation of women to travel, it is crucial to discuss it based on gender differences in leisure participation between men and women (Hosseini et al., 2022).

However, while there is a growing body of research on solo female travelers, few studies have included women from Middle Eastern or Muslim-majority countries. This is a significant gap in the literature, given the unique challenges and constraints faced by women in these contexts. Access to travel and tourism is not equally distributed among different social groups, including women from Middle Eastern or Muslim-majority countries (Hosseini et al., 2021). Females, according to Brown and Osman (2017), confront gender-related barriers during travel to pursue leisure experiences, constrained by cultural norms. Leisure has long been gender-split, limiting travel arrangements and decisions (Wilson & Little, 2005). Wilson and Little (2008) note that gendered distinctions in travel limitations reflect the unequal distribution of power structures in a patriarchal society. Crawford and Godbey (1987) categorize three dimensions of constraints: intrapersonal, interpersonal, and structural.

The study by Hosseini et al. (2022) addresses this gap by examining the travel experiences of Iranian solo female travelers. Through in-depth interviews, the study identifies the motivations, benefits, and challenges of solo travel for women in Iran. Findings indicate that solo travel motivations include personal factors such as freedom, flexibility, self-empowerment, independence, and exploration. The absence of family responsibilities, routines, and gender constraints, as well as the promotion of social and personal selves, contributes to their well-being. Despite restrictions imposed by Iran's religious-patriarchal society, tourism has made women more visible in the public sphere. Overall, this study fills a significant gap in tourism research by highlighting the experience, limitations, and motivation of solo female travelers, heralding social change. The findings also underscore the transformative potential of solo travel for women, particularly in the context of a religious-patriarchal society like Iran, contributing to self-empowerment, independence, and personal growth that can bring about social change and empower women in Iran and beyond.



CHAPTER THREE



The research strategy and philosophy used in the study are described in this chapter. It explains the researcher's understanding of reality and describes the methodology used to solve the research issues. The sections covered encompass a detailed exploration of the research design, elucidating the systematic approach adopted for data collection and the rigorous techniques employed for data analysis. The following are the exact sections that this chapter covers.

3. Methodology Approach and Data Analysis

3.1. Systematic Review in Research

3.2. Grounded Theory Approach

3.3. Thematic Analysis Approach

3. METHODOLOGY APPROACH AND DATA ANALYSIS

The methodology constitutes a crucial aspect of any research endeavor, providing a systematic framework that delineates the approach researchers employ to collect and analyze data. It functions as a guiding roadmap throughout the study, ensuring the research is conducted with rigor and validity. Encompassing the research design, data collection methods, and data analysis techniques, a well-crafted methodology is pivotal in securing the reliability and validity of research outcomes.

This chapter elucidates the various facets involved in the development of the methodology undertaken to execute the three publications supporting the doctoral thesis. It sheds light on the methods employed to collect data and the techniques utilized for data analysis. Through a comprehensive examination of the methodology, this chapter aims to provide transparency and insight into the robust and systematic procedures followed in the research process.

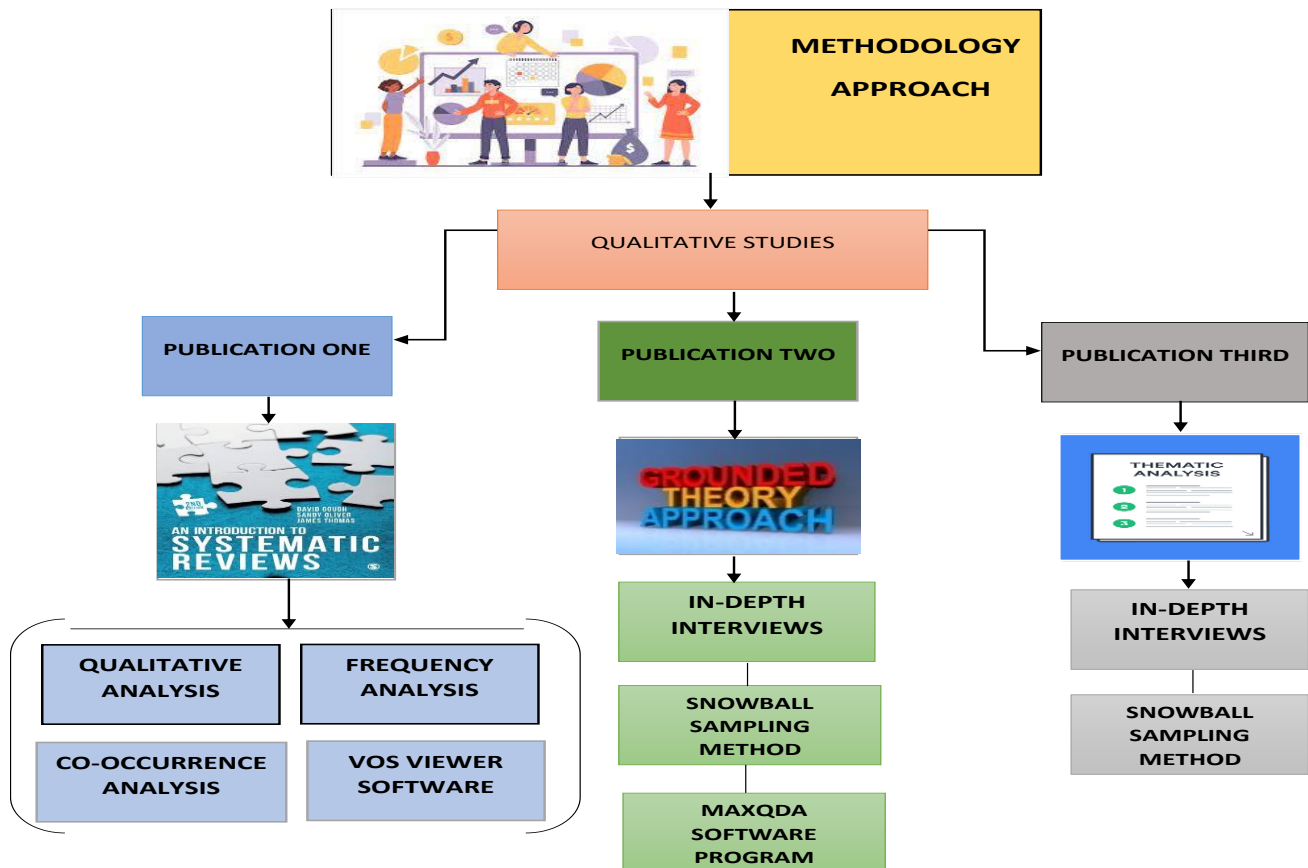


Figure 5: Research process flowchart

3.1. Systematic Review in Research

A systematic review aims to consolidate evidence to address a pre-defined research question. This involves identifying all primary research relevant to the defined review question, critically appraising this research, and synthesizing the findings. Systematic reviews may amalgamate data from different research studies to produce a new integrated result or conclusion, or they may bring together various types of evidence to explore or explain meaning. They can address any defined research question. A high-quality systematic review seeks to identify all relevant primary research studies, both published and unpublished, conducted worldwide and written in different languages. The identified research's quality will be critically appraised, and the results of studies will be systematically synthesized to provide the best possible answer to the review question. This process may involve the statistical combination of study results (meta-analysis) or other approaches to data synthesis. In this way, a systematic review of evidence should support the delivery of optimal healthcare interventions and research (Newman & Gough, 2020).

Systematic reviews are often conducted to analyze the literature in the tourism and entertainment fields (e.g., Rasoolimanesh et al., 2020; Seyfi et al., 2019). Systematic reviews offer several advantages over narrative reviews, given that the systematic process used to select the relevant literature is more precise (Mays et al., 2005). In recent years, various tourism and hospitality journals have witnessed several systematic reviews addressing topics such as the sharing economy (Kuhzady et al., 2020; Prayag & Ozanne, 2018), residents' attitudes toward tourism (Hadinejad et al., 2019; Nunkoo et al., 2013), risk and gender (Yang et al., 2017), diversity and diversity management (Manoharan & Singal, 2017), structural equation modeling (Nunkoo et al., 2013), sustainable development goals (SDGs) (Rasoolimanesh et al., 2023), and risk in nature tourism and recreation (Gstaettner et al., 2018).

The research methodology employed in the systematic review of memorable tourism experience (MTE) articles involved a comprehensive analysis of 52 articles published between 2012 and 2020. The study utilized a systematic approach to identify and analyze relevant literature, focusing on articles listed in the SCOPUS and WOS databases. The data collection process involved a thorough search using specific keywords and databases, resulting in the identification of 171 publications, subsequently narrowed down to 52 articles meeting the inclusion criteria.

The review applied qualitative analysis, frequency analysis, and co-occurrence analysis to explore the pertinent literature. Qualitative analysis was conducted to identify the main focus of the research in selected articles, while frequency analysis was used to analyze articles by year of publication, research category, research region, and theories applied. Co-occurrence analysis, using VOS viewer software, was performed to examine trends in keywords over the past five years, and co-authorship analysis was conducted to examine the relative contributions made by different institutions and countries to MTE research. The research methodology also involved a detailed examination of the geographic locations studied in the published articles, the main research categories covered in the literature, and the institutional contributions to MTE research. Additionally, the study analyzed the methodological procedures and statistical techniques employed in the reviewed articles, providing insights into the research methods and nature of the studies.

3.2. Grounded Theory Approach

Grounded theory stands out as a widely utilized qualitative method in the social sciences, including the field of tourism (Charmaz, 2011; Matteucci & Gnoth, 2017). Rooted in pragmatism, grounded theory offers a detailed, rigorous, and systematic approach to analysis, originally designed for the purpose of "generating and testing theory" (Strauss, 1987). Originating in the late 1960s, this theory emerged as a response to the prevailing positivistic research methodologies within sociology, challenging traditional approaches (Heath & Cowley, 2004). Despite its intent to offer an alternative, grounded theory has paradoxically been labeled as one of the most modernist and positivistic interpretive methods (Thornberg & Charmaz, 2014).

Examination of grounded theory studies in tourism reveals that researchers often draw from multiple sources, indicating a diverse application of the method (Matteucci & Gnoth, 2017). Its popularity can be attributed to its clear methodological procedures, particularly appealing to novice researchers (Mehmetoglu & Altinay, 2006). Researchers value grounded theory for the flexibility it provides in crafting unique categories rather than refining existing ones (Bryant & Charmaz, 2007). Additionally, its appeal in tourism may stem from the perception of grounded theory as a more "objective" qualitative inquiry method (Thornberg & Charmaz, 2014).

Within tourism management departments, dominated by positivistic and post-positivistic cultures (Matteucci & Gnoth, 2017), researchers may view grounded theory as a competitive method akin to those employed by their quantitative counterparts. The method is particularly appreciated for its capacity to facilitate new theory-building, especially in areas with limited existing research or requiring fresh insights (Seyfi et al., 2019).

In the context of the study on memorable tourism experiences in dark tourism destinations, a grounded theory approach was deemed the most appropriate method, aiming to develop a conceptual framework explaining travelers' views of dark tourism experiences. Grounded theory aims to adopt a post-positivist approach that implies the existence of an 'objective truth' to be discovered. The procedure involves data collection, coding, memo writing, theoretical sampling, and saturation.

This approach is well-suited for exploring the subjective nature of people's experiences, allowing themes and patterns to emerge from the data. Regarding data collection, various communication channels, such as "Instagram," "WhatsApp," and emails, were used to invite potential participants to share their experiences. A purposive sampling method was employed to select participants who had visited dark tourism destinations and had memorable experiences. Participants were selected based on the researchers' knowledge of the population and the study objectives.

To ensure the validity and reliability of the data, a snowball sampling approach was also used, where interviewees were asked to recommend others who could provide their perspectives. This approach helped expand the sample size and gather diverse experiences. The interview questionnaire comprised three sections: demographic information, travel experiences, and dark memorable experiences. Data analysis followed a three-step approach based on grounded theory: scanning the literature, reading the interviews, and utilizing qualitative data analysis software for coding.

3.3. Thematic Analysis Approach

Thematic analysis is a qualitative data analysis method that involves scrutinizing a dataset to identify, analyze, and document recurring patterns (Braun & Clarke, 2006). While it serves the purpose of describing data, it also includes an interpretative aspect in the selection of codes and development of themes. A notable characteristic of thematic analysis is its adaptability, allowing its application within diverse theoretical and epistemological frameworks, as well as across various study questions, designs, and sample sizes. While some scholars have linked thematic analysis to ethnography (Aronson, 1994) or deemed it well-suited for phenomenology (Joffe, 2011), Braun and Clarke (2006) argue that it can function independently as an analytical method and serve as a foundation for other qualitative research methods. The fundamental principles of thematic analysis, encompassing coding data, exploring and refining themes, and presenting findings, are applicable to several other qualitative approaches such as grounded theory (Kiger & Varpio, 2020) and discourse analysis (Taylor et al., 2012). Nowadays, thematic analysis is not only utilized for qualitative information derived from sources such as focus groups and interviews but is increasingly applied to analyze information from the internet and social media platforms, manifesting in the form of online reviews and electronic comments. Additionally, it is employed for the analysis of existing commentaries, literature, and critical reviews (Berbekova et al., 2021). Its significance and advantages are underscored in various books and recent academic articles (Braun & Clarke 2021; Joffe 2012). Nevertheless, an argument presented by Braun and Clarke (2006: 97) appears to persist.

In our third article, we employed thematic analysis to identify and analyze key themes related to the experiences of Iranian women with solo travel, providing valuable insights into their motivations, constraints, and outcomes. The thematic analysis allowed us to systematically analyze the qualitative data gathered from the interviews and identify recurring patterns and themes. This approach provided a comprehensive understanding of the unique experiences of Iranian solo female travelers and their interactions with societal and cultural norms. The methodology used in the study involved purposive sampling to select Iranian women with solo travel experience for leisure, particularly international trips. The study identified key themes such as solo trip barriers and challenges, solo travel motivation, and the outcome of solo travel. The study also acknowledged the cultural and societal norms in Iran that impact women's solo travel experiences.

PART TWO: PUBLICATIONS



CHAPTER FOUR: PUBLICATION ONE



PUBLICATION ONE

Authors: Seyedasaad Hosseini, Rafael Cortes Macias & Fernando Almeida Garcia

journal: Tourism Recreation Research

Publisher: Routledge

Published online: 17 May 2021.

Printed version: Year: 2023

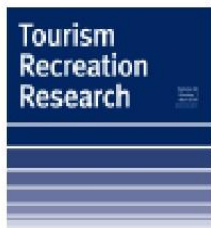
Volume: 48

Issue: 3

Number of Pages: 16

DOI: <https://doi.org/10.1080/02508281.2021.1922206>





Memorable tourism experience research: a systematic review of the literature

Syedasaad Hosseini, Rafael Cortes Macias & Fernando Almeida Garcia

To cite this article: Syedasaad Hosseini, Rafael Cortes Macias & Fernando Almeida Garcia (2021): Memorable tourism experience research: a systematic review of the literature, *Tourism Recreation Research*, DOI: [10.1080/02508281.2021.1922206](https://doi.org/10.1080/02508281.2021.1922206)

To link to this article: <https://doi.org/10.1080/02508281.2021.1922206>



Published online: 17 May 2021.



[Submit your article to this journal](#)



Article views: 232



[View related articles](#)



[View Crossmark data](#)





Memorable tourism experience research: a systematic review of the literature

Syedasaad Hosseini ^a, Rafael Cortes Macias ^b and Fernando Almeida Garcia ^b

^aFaculty of Tourism, University of Malaga, Malaga, Spain; ^bDepartment of Geography, University of Malaga, Malaga, Spain

ABSTRACT

In recent years, the issue of memorable tourism experience (MTE) has garnered increasing attention from scholars and tourism practitioners. This paper provides a systematic review of 52 articles on MTE listed on the SCOPUS and WOS databases from 2012 to 2020. Qualitative analysis of the literature identified nine main categories of topics in MTE-related articles. Results showed that the largest proportion of articles focused on how MTEs influenced tourists' perceptions and behaviours and how they shaped destination marketing. Co-occurrence analysis was performed to investigate trends in the keywords used by academics over the past five years. The geographic location of studies, research methods and theories applied in these articles were also analysed. Most articles were published in the current decade and China was the geographic setting for the highest number of articles in the review. The review concludes with the theoretical and practical implications of the study as well as the directions for future research.

ARTICLE HISTORY

Received 12 September 2020
Accepted 16 April 2021

KEYWORDS

Memorable tourism experience; tourist experience; memorability; systematic review; qualitative analysis



CHAPTER FIVE: PUBLICATION TWO



PUBLICATION TWO

Authors: Seyedasaad Hosseini, Rafael Cortes Macias & Fernando Almeida Garcia

journal: journal of Vacation Marketing,

Publisher: SAGE Publications

Published online: 11 July 2022.

Number of Pages: 24

DOI: 10.1177/13567667221113078





Academic Paper

Extending the memorable tourism experience construct: An investigation of tourists' memorable dark experiences

Journal of Vacation Marketing
1–24
© The Author(s) 2022
Article reuse guidelines:
sagepub.com/journals-permissions
DOI: 10.1177/13567667221113078
journals.sagepub.com/home/jvm

Syedasaad Hosseini , Rafael Cortes-Macías
and Fernando Almeida-García

University of Malaga, Spain

Abstract

Dark tourism is an important part of tourism at some destinations; however, little is known about the factors that influence the overall dark tourism experience. This research aims to contribute to this existing knowledge gap by improving our understanding of the nature of the dark tourism experience and its formation process. Through in-depth, semi-structured interviews with 15 tourists in the war zones of Iran, participants were asked to talk about their memorable experiences and why the experience was special to them. Using a grounded theory approach, a theoretical model of memorable dark tourism experiences (MDTEs) was developed and four key factors influencing dark tourism experiences at a destination were identified: learning from dark experiences, spiritual experiences, involvement in activities and emotional experiences. The findings of this study contribute to ongoing efforts in tourism studies to understand the nature of memorable tourism experiences in general and in the context of dark tourism experiences in particular. The theoretical and practical importance of the research results is discussed and various approaches are proposed for future research.

Keywords

Tourist experiences, memorable experiences, dark tourism, grounded theory, Iran





CHAPTER SIX: PUBLICATION THREE



PUBLICATION THREE

Authors: Seyedasaad Hosseini, Rafael Cortes Macias & Fernando Almeida Garcia

journal: International Journal of Tourism Research

Publisher: John Wiley & Sons, Inc.

Published online: 1 March 2022.

Number of Pages: 14

DOI: 10.1002/jtr.2498



Received: 10 March 2021 | Revised: 19 August 2021 | Accepted: 5 October 2021

DOI: 10.1002/jtr.2498

RESEARCH ARTICLE

WILEY

The exploration of Iranian solo female travellers' experiences

Seyedasaad Hosseini¹ | Rafael Cortes Macias² | Fernando Almeida Garcia² ¹University of Malaga, Faculty of Tourism, Malaga, Spain²Department of Geography, Faculty of Tourism, Malaga, Spain**Correspondence**Seyedasaad Hosseini, University of Malaga, Faculty of Tourism, Malaga, Spain.
Email: assadhoseini@uma.es**Abstract**

For various reasons, some women experience solo travel in different parts of the world. However, as with many leisure activities, access to travel and tourism does not have the same distribution between different social groups, including other classes and genders (men and women). While there is a growing body of research on solo female travellers, few studies have included women from Middle Eastern or Muslim-majority countries. Drawing upon a series of in-depth interviews, this paper examines the travel experiences of Iranian solo female travellers, which have been mainly overlooked in prior studies on the topic. The study's findings indicate that solo travel motivations can be categorized into personal factors: freedom and flexibility, self-empowerment, independence, and exploration. Also, the absence of family responsibilities, routines, and gender constraints, as well as the promotion of their social and personal selves, contributed to their well-being. The results also indicate that, despite the restrictions imposed by Iran's religious-patriarchal society, tourism has made women more visible in the public sphere. Overall, this study fills a significant gap in tourism research by highlighting the experience, limitations, and motivation of solo female travellers, which heralds social change.

KEYWORDS

constraints, female Muslim travellers, Iran, Iranian solo female travellers, motivations, social changes



PART THREE: CONCLUSION, IMPLICATIONS AND FUTURE DIRECTIONS



CHAPTER SEVEN



In this chapter, an in-depth analysis of individual publications is conducted, with a primary emphasis on addressing the initially posited hypotheses and objectives. Furthermore, the chapter delves into the theoretical contributions and practical implications derived from the research findings. The concluding sections of this chapter explore the identified research limitations and suggest avenues for future research, offering additional recommended readings to guide further exploration. The specific sections covered in this chapter include:

- 7. Conclusion and Research Contribution
- 7.1. Theoretical Implications of the Research
- 7.2. Limitations and Future Studies

7. Conclusion and Research Contribution

Tourism experiences, as a dynamic and multifaceted phenomenon, encompass a broad spectrum of encounters that individuals undergo during their travels. This comprehensive exploration delves into the rich tapestry of tourism experiences, emphasizing the diversity of contexts in which these encounters unfold. Tourism, inherently connected to exploration and discovery, goes beyond the mere act of visiting a destination. It encapsulates the entirety of moments, emotions, and interactions that individuals accumulate throughout their journeys. Whether it be the awe-inspiring landscapes, cultural immersion, or personal growth, the tourism experience is a complex interplay of various elements that shape the traveler's perception. One pivotal facet of this exploration involves the examination of memorable tourism experiences (MTEs). These instances transcend the ordinary, leaving an indelible mark on the traveler's memory.

The concept of crafting memorable experiences finds its roots in the groundbreaking work of Pine and Gilmore (1998). These scholars laid the foundation for a paradigm shift, propelling the evolution from a conventional service-centric economy to an innovative, experience-driven economy. Pine and Gilmore's perspective transformed the understanding of experiences, considering them not merely as incidental components but as valuable economic commodities capable of yielding lasting impressions and outcomes. This conceptual shift emphasized the critical role of experiences in augmenting services and influencing the development of environments throughout the entire consumption process. The strategic importance of this approach becomes evident as it opens up avenues for destination differentiation and competitive advantage.

In a marketplace saturated with similar products and services, the ability to distinguish a destination or a business through the creation of unique and memorable experiences becomes a powerful tool for standing out. The memorable experience, in this context, becomes a source of distinction, influencing customer loyalty, satisfaction, and positive brand perception. Furthermore, the emphasis on crafting memorable experiences aligns with the evolving expectations of consumers in today's experience-centric economy. Modern consumers seek more than just the fulfillment of functional needs; they crave emotionally resonant and transformative encounters. Businesses that recognize and respond to this shift are better positioned to not only meet but exceed customer expectations, fostering long-lasting connections and loyalty.

Building upon this foundation, this doctoral thesis focused on three distinct lines of exploration. Firstly, it delved into the scrutiny of memorable tourism experiences, meticulously analyzed through a systematic review of the existing literature. This critical examination aimed to comprehensively understand the landscape of memorable tourism experiences and contribute to the existing body of knowledge in the field. The second line of exploration introduced the innovative concept of memorable dark tourism experiences. This conceptual framework broadened the scope of inquiry by investigating the factors that shape and define dark tourism experiences, a dimension often overlooked in tourism studies. Lastly, the thesis ventured into the exploration of the experiences of Iranian solo female travelers, shedding light on a demographic that has been underrepresented in previous research efforts.

As a culmination of the work conducted and the studies presented in the thesis, it can be confidently affirmed that the outlined objectives, both the overarching main objective and the specific objectives, have been met. The findings and insights derived from the research contribute not only to the academic understanding of tourism experiences but also have practical implications for the tourism industry. The achievement of these objectives underscores the significance and relevance of the doctoral thesis in advancing knowledge and fostering a more inclusive and comprehensive understanding of various dimensions within the realm of tourism experiences.

The systematic review of memorable tourism experiences provided a comprehensive overview of the current state of knowledge in the field. The study aimed to map the intellectual structure and research trajectory of memorable tourism experiences, identify research gaps, and provide an agenda for future research. The study covered 52 peer-reviewed articles published between 2012 and 2020, spanning multiple disciplines such as tourism, hospitality, service, and leisure. The research identified core themes, including antecedents, dimensions, and outcomes of memorable tourism experiences, and proposed an organizing framework to integrate the findings. The review identifies discernible trends in MTE research, noting a surge in published articles in recent years, with the *Journal of Travel Research* leading in volume, followed by *Anatolia* and the *Scandinavian Journal of Hospitality and Tourism* (Article 1, RO1; Ro3).

Research categories like MTEs and tourist behavior, gastronomy tourism, marketing, and cultural tourism emerge as prominent focal points. Examining dimensions explored in the literature, the review covers hedonism, refreshment, novelty, local culture, and meaningfulness. However, the review findings revealed that research on memorable tourism

experiences is on the rise but remains fragmented. Hence, despite these explorations, a lack of consensus on the definition of MTEs highlights the need for further research to foster a unified understanding of this nuanced concept. Analysis of keywords underscores prevalent terms like "memorable tourism experience," "tourism experience," and "memorable experience." The review also identifies leading institutions and countries in MTE research, with Sun Yat-sen University in China as the most prolific contributor. Regarding research methodologies, the review notes a predominance of quantitative studies, particularly using questionnaires and surveys. However, it emphasizes the need for a more expansive qualitative or mixed-methods approach for a deeper understanding of MTEs (Article 1, Ro2).

A crucial insight gleaned from this study underscores the significance of memorable tourism experiences, as they consistently mold tourists' lasting memories of a destination. Following a trip, the overall tourist experience emerges as the paramount consideration for individuals deciding whether to revisit a destination. The visitors' memories prove to be the single most influential source of information for this decision-making process. This underscores the essential role of providing positive and memorable experiences in the fiercely competitive tourism market. Beyond enhancing the success of tourism businesses, these experiences are found to be a more substantial indicator of customer satisfaction in the tourism and hospitality industries than the quality of service. Encouraging experiences that stand out in visitors' minds becomes imperative for businesses to thrive and attract return visits. Moreover, the positive impact of memorable tourism experiences extends to the local economy, offering opportunities to boost the distribution of local produce beyond peak holiday seasons (Article 1, RO4).

Extending this exploration into unconventional territories introduces the concept of "memorable dark tourism experiences." Dark tourism, rooted in the exploration of sites associated with death, suffering, or tragedy, adds a layer of complexity to the tourism experience. This research investigates the elements influencing tourists' memorable encounters in destinations associated with dark tourism, focusing specifically on war sites in Iran. Tourists visiting dark tourism sites typically undergo a spectrum of emotions. The study identifies the most frequently cited emotions as disgust, shock, compassion, and sadness. These emotional responses encompass both positive and negative feelings, with negative emotions like shock and sadness prevailing during the visit. The emotional impact of dark tourism visits can be profound, leading to feelings of distress, heartbreak, and even immobilization due to the somber atmosphere and reminders of past tragedies. Nevertheless, it's noteworthy that some tourists

describe their experiences as thrilling, suggesting variations in emotions among individuals. Overall, emotional experiences at dark tourism sites are intricate, invoking a broad range of both positive and negative sentiments (Article 2; RO2; RO3).

The overall dark tourism experience is influenced by several factors. Firstly, learning from dark experiences plays a significant role. Dark tourism involves the consumption of pain, trauma, and tragedy, often motivated by learning and historical interest. Visitors seek to gain new knowledge and understand the past, which contributes to their overall experience. Secondly, spiritual experiences are influential in shaping the dark tourism experience. Visitors often report a sense of engagement, emotional connection, and spiritual fulfillment when visiting dark sites. These experiences can be deeply meaningful and contribute to an overall memorable experience. Thirdly, involvement in activities is another factor that influences the dark tourism experience. Active participation in cultural activities, voluntary work, and commemorative events enhances the overall enjoyment and engagement of visitors. It allows them to feel a sense of contribution and honor the victims, creating a more immersive and memorable experience. Lastly, emotional experiences play a crucial role in shaping the overall dark tourism experience. Visitors often experience a range of emotions, including disgust, shock, compassion, and sadness. These emotional responses can be intense and create long-lasting memories. The emotional impact of visiting dark tourism sites can contribute to visitor satisfaction, encourage revisits, and make the experience more memorable. However, it's important to note that these factors are not mutually exclusive and often interact with each other. Visitors may experience a combination of learning, spiritual, involvement, and emotional factors during their dark tourism visit, collectively shaping their overall experience. Understanding these factors can aid tourism professionals in designing and enhancing dark tourism experiences to align with the expectations and desires of visitors (Article 2; RO1; RO4).

The third article takes a step further by delving into the experiences of a demographic often overlooked in tourism research: Iranian solo female travelers. The significance of solo travel as a catalyst for social change is underscored, particularly in a country where traditional gender roles may limit women's opportunities for self-discovery and empowerment. The study's outcomes offer valuable insights into the motivations, advantages, and hurdles encountered by Iranian women engaging in solo travel. Solo travel emerged as a means for women to break free from daily responsibilities, societal expectations, and gender roles, particularly in a context like Iran, where formal rules and social norms may pose challenges

for women (Article 3; RO3).

The study identified three key themes within the data: obstacles and difficulties faced during solo trips, the driving forces behind solo travel, and the outcomes of embarking on solo journeys. These themes were further dissected into codes such as harassment, cultural factors, empowerment, fear, and the societal position of women. The research underscored the pivotal role of cultural and social factors in shaping the leisure and travel experiences of women, particularly in Muslim-majority nations. It emphasized the importance of comprehending the unique motivations and challenges encountered by Iranian solo female travelers and recognizing their potential impact on societal change. The findings indicated that solo travel serves as a source of freedom and empowerment for Iranian women, enabling them to challenge established gender norms and expectations (Article 3; RO1; RO2).

This study also significantly contributes to a deeper understanding of the motivations, encounters, and constraints faced by solo female travelers in Iran. It offers valuable insights into the intersection of gender, culture, and travel, particularly within the Iranian context. The implications of the study extend to the realm of promoting gender equality and empowerment within the tourism sector, emphasizing the need for creating a supportive and inclusive environment for women travelers. Recognizing and addressing the unique dynamics of solo travel for Iranian women can contribute to a more inclusive and equitable travel landscape, fostering positive social change. In the broader context of the tourism industry, the research underscores the need for a more inclusive approach that considers the specific needs and aspirations of solo female travelers. Creating a supportive environment that addresses concerns such as harassment and fosters empowerment can enhance the overall travel experience for them. This inclusive approach aligns with the global movement towards gender equality and ensures that the benefits of tourism are accessible to all (Article 3; RO4).

7.1. Theoretical Implications of the Research

The theoretical contributions of this thesis give a solid foundation not just for comprehending the many components of tourism experiences, but also for moving the subject forward beyond the unique findings of individual publications.

Firstly, this study sheds light on the numerous multi-layered features of tourism that impact tourist perceptions and satisfaction by examining memorable tourism experiences (MTEs), dark tourism, and Iranian women's solo travel experiences. As a result, it creates a holistic framework for interpreting tourist experiences, including emotional, cognitive, social, physical, and spiritual elements. This framework moves beyond traditional views of tourism as solely leisure or economic activity and recognizes the complex interplay of factors that shape tourist perceptions and satisfaction.

Second, by delving into MTEs, dark tourism, and solitary female travel, we emphasize the multiplicity of tourism experiences and call into question the idea of a single, universal tourist experience. This broader viewpoint stimulates further research into specialized tourism sectors, as well as the specific requirements and motivations of various visitor groups. Indeed, it emphasizes the role of cultural and environmental variables in determining tourist experiences. This involves understanding the impact of local customs, social norms, and political landscapes on tourist behavior and views, particularly among Iranian female solo travelers.

Furthermore, the thesis tackles the lack of unanimity and fragmentation in MTE research by doing a thorough analysis of the current literature and proposing significant topics for further exploration. This helps to get a stronger knowledge of MTEs and their function in increasing tourist satisfaction and destination loyalty. Furthermore, dives into the intricacies of dark tourism encounters, examining the emotional, cognitive, and social factors that contribute to their memorableness. This study sheds light on a sometimes-misunderstood type of tourism and offers significant insights for operating dark tourism sites ethically and responsibly. Furthermore, the thesis addresses a fundamental gap in tourism research by concentrating on the experiences of Iranian female solo travelers. This study focuses on this demographic's specific problems and motives, contributing to a more comprehensive view of tourist experiences that takes gender dynamics and cultural limits into account.

Finally, the insights gained from this integrated approach have practical implications

for tourism professionals, policymakers, and researchers. Understanding the factors that contribute to memorable experiences, the challenges associated with dark tourism, and the motivations and constraints of solo female travelers enables stakeholders to develop targeted strategies for improving tourist experiences, destination management, and promoting inclusivity in the tourism industry. By bridging the gap between academic research and practical applications, the thesis ensures that its theoretical advancements translate into tangible benefits for the tourism industry and society as a whole.

7.2. Limitations and Future Studies

This thesis, while offering valuable insights into diverse tourism experiences, acknowledges several limitations across its three studies that pave the way for exciting future research avenues.

While the three studies contribute significantly to tourism research, they do face certain limitations. For instance, the study on memorable tourism experiences (MTEs) is restricted by its reliance on full-length research papers from specific databases, potentially overlooking relevant conference articles and aspects of the literature. Additionally, the lack of consensus on the definition and dimensions of MTEs poses a challenge, as existing frameworks may not universally apply, necessitating further research for a comprehensive understanding, including exploration of both positive and negative dimensions.

Moreover, focusing on dark tourism experiences among Iranian students is limited by its qualitative approach and the cultural specificity of the studied war sites, potentially limiting generalizability. Future research should aim for broader samples from diverse cultural backgrounds and destinations, employing quantitative techniques, and considering post-trip behavior and stakeholder perspectives for a more nuanced understanding.

Similarly, the study on Iranian solo female travelers faces limitations like small sample size and narrow cultural context, hindering direct applicability to other cultural contexts. Future research should include diverse samples and comparative studies across Islamic nations to explore variations in travel patterns and motivations. Comparative studies can offer valuable insights into the commonalities and differences in solo female travel experiences globally.

In terms of future research, the integration of virtual reality (VR) and augmented reality (AR) technologies in the tourism industry has the potential to revolutionize tourist experiences and opens up exciting avenues for future research. VR and AR can enhance destination marketing and pre-trip planning by providing immersive and interactive experiences that allow potential tourists to virtually explore destinations before making travel decisions (Beck et al., 2019). These technologies can also enrich on-site experiences through AR-guided tours, interactive exhibits, and gamified experiences, which can impact visitor satisfaction, learning outcomes, and emotional connections to destinations (tom Dieck & Jung, 2018).

Moreover, VR technology can enable virtual tourism by creating fully immersive virtual environments that allow individuals to experience destinations remotely (Guttentag, 2010). This can increase accessibility, reduce environmental impacts, and provide alternative experiences during times of travel restrictions or for individuals with mobility limitations. As virtual worlds become more sophisticated, they may increasingly complement or even compete with physical travel experiences, leading to potential research on the psychological and social implications of virtual tourism (Yung & Khoo-Lattimore, 2019).



LIST OF REFERENCES



List of References

1. Abedinifard, M. (2019). Asghar Farhadi's nuanced feminism: Gender and marriage in Farhadi's films from *Dancing in the Dust* to *A Separation*. *Asian Cinema*, 30(1), 109–27.
2. Abedinifard, M. (2019). Persian 'Rashti jokes': Modern Iran's palimpsests of gheyrat based masculinity. *British Journal of Middle Eastern Studies*, 46(4), 564–582.
3. Abu Bakar, B., Tan, E., Nair, S., & Lim, T. (2018). 'Halalifying' travel: Reaching for the Muslim millennial travelers. CAUTHE 2018: Get Smart: Paradoxes and Possibilities in Tourism, *Hospitality and Events Education and Research*, 572.
4. Adkins, B., & Grant, E. L. (2007). Backpackers as a community of strangers: The interaction order of an online backpacker notice board. *Qualitative Sociology Review*, 3(2), 188–201.
5. 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.
6. Aghazamani, Y., Kerstetter, D., & Allison, P. (2020). Women's perceptions of empowerment in Ramsar, a tourism destination in northern Iran. *Women's Studies International Forum*, 79 (March), 102340.
7. Aho, S. K. (2001). Towards a general theory of touristic experiences: Modelling experience process in tourism. *Tourism review*, 56(3/4), 33-37.
8. Alarcón, D. M., & Cole, S. (2021). No sustainability for tourism without gender equality. In *Activating critical thinking to advance the sustainable development goals in tourism systems* (pp. 57-73). Routledge.
9. Albayrak T, Herstein R, Caber M, et al. (2018) Exploring religious tourist experiences in Jerusalem: the intersection of Abrahamic religions. *Tourism Management* 69: 285–296.
10. Alegre, J., Cladera, M., & Sard, M. (2012). The evolution of British package holiday prices in the Balearic Islands, 2000–2008. *Tourism Economics*, 18(1), 59-75.
11. Alhojailan, M. I. (2012). Thematic analysis: a critical review of its process and evaluation. In *WEI international European academic conference proceedings, Zagreb, Croatia*.
12. Ali, F., Ryu, K., & Hussain, K. (2016). Influence of experiences on memories,

- satisfaction and behavioral intentions: A study of creative tourism. *Journal of Travel & Tourism Marketing*, 33(1), 85-100.
13. Alrwajfah, M.M., Almeida-García, F., & Cortés-Macías, R. (2020). Females' perspectives on tourism's impact and their employment in the sector: The case of Petra, Jordan. *Tourism Management*, 78, 104069.
 14. Anderson, D., & Shimizu, H. (2007). Recollections of Expo 70: Visitors' Experiences and the Retention of Vivid Long-Term Memories. *Curator: The museum journal*, 50(4), 435-454.
 15. Andrades, L., & Dimanche, F. (2014) Co-creation of experience value: A tourist behavior approach. In: Prebensen N, Chen J and Uysal M (eds) *Creating Experience Value in Tourism*. London: CABI, 95–112.
 16. Arnould, E. J., & Price, L. L. (1993). River magic: Extraordinary experience and the extended service encounter. *Journal of consumer Research*, 20(1), 24-45.
 17. Aronson, J. (1994). A pragmatic view of thematic analysis. *The qualitative report*, 2(1), 1-3.
 18. Asbollah, A. Z. B., Lade, C., & Michael, E. (2013). The tourist's gaze: From the perspective of a Muslim woman. *Tourism Analysis*, 18(6), 677–690.
 19. Ashwell, J. (2015). Going bush? Factors which influence international tourists' decisions to travel to remote Australian destinations. *Tourism Management*, 46, 80–83.
 20. Ashworth, G. J. (2008) The memorialization of violence and tragedy: human trauma as heritage. In: Graham B and Howard P (eds) *The Ashgate Research Companion to Heritage and Identity*. London: Routledge Handbooks Online, 231–245.
 21. Ashworth, G., & Hartmann, R. (2005). *Horror and human tragedy revisited: the management of sites of atrocities for tourism*. Cognizant Communication Corporation.
 22. Ashworth, G. J., & Isaac, R. K. (2015). Have we illuminated the dark? Shifting perspectives on 'dark' tourism. *Tourism Recreation Research*, 40(3), 316-325.
 23. Austin, N. K. (2002). Managing heritage attractions: Marketing challenges at sensitive historical sites. *International Journal of Tourism Research*, 4(6), 447-457.
 24. Baldwin, F., & Sharpley, R. A. (2009). Battlefield tourism: organized violence back to life. In *The darker side of travel: The theory and practice of dark tourism* (pp. 186-206).
 25. Baloglu, S., Busser, J., & Cain, L. (2019). Impact of experience on emotional well-being and loyalty. *Journal of Hospitality Marketing & Management*, 28(4), 427-445.

26. Baloglu, S., & Assante, L. M. (1999). A content analysis of subject areas and research methods used in five hospitality management journals. *Journal of hospitality & tourism research*, 23(1), 53-70.
27. Barnes, S. J., Mattsson, J., & Sørensen, F. (2016). Remembered experiences and revisit intentions: A longitudinal study of safari park visitors. *Tourism Management*, 57, 286–294. <https://doi.org/10.1016/j.tourman.2016.06.014>
28. Becker, L., & Jaakkola, E. (2020). Customer experience: fundamental premises and implications for research. *Journal of the Academy of Marketing Science*, 48, 630-648.
29. Becker, L., & Jaakkola, E. (2020). Customer experience: fundamental premises and implications for research. *Journal of the Academy of Marketing Science*, 48, 630-648.
30. Beech, J. (2009) Genocide tourism. In: *The Darker Side of Travel*. Channel View Publications, 207223.
31. Belwal, R., & Belwal, S. (2017). Employers' perception of women workers in Oman and the challenges they face. *Employee Relations*, 39(7), 1048–65.
32. Berbekova, A., Uysal, M., & Assaf, A. G. (2021). A thematic analysis of crisis management in tourism: A theoretical perspective. *Tourism Management*, 86, 104342.
33. Berdychevsky, L., Poria, Y., & Uriely, N. (2013). Hospitality accommodations and women's consensual sex. *International Journal of Hospitality Management*, 34, 169–171.
34. Best, M. (2007). Norfolk Island: Thanatourism, history and visitor emotions. *Shima: The International Journal of Research into Island Cultures*, 1(2), 30-48.
35. Bharwani, S., & Jauhari, V. (2013). An exploratory study of com potencies required to co-create memorable customer experiences in the hospitality industry. *International Journal of Contemporary Hospitality Management*, 25(6), 823–843. <https://doi.org/10.1108/IJCHM-05-2012-0065>
36. Bianchi, C. (2016). Solo holiday travelers: Motivators and drivers of satisfaction and dissatisfaction. *International Journal of Tourism Research*, 18(2), 197–208.
37. Bigley JD, Lee CK, Chon J, et al. (2010) Motivations for war-related tourism: A case of DMZ visitors in Korea. *Tourism Geographies* 12(3): 371–394.
38. Biran, A., & Hyde, K. F. (2013). New perspectives on dark tourism. *International Journal of Culture, Tourism and Hospitality Research*, 7(3), 191-198.
39. Biran, A., Poria, Y., & Oren, G. (2011). Sought experiences at (dark) heritage sites. *Annals of tourism research*, 38(3), 820-841.
40. Boateng, H., Okoe, A. F., & Hinson, R. E. (2018). Dark tourism: Exploring tourist's

- experience at the Cape Coast Castle, Ghana. *Tourism management perspectives*, 27, 104-110.
41. Boley, B.B., Ayscue, E., Maruyama, N., & Woosnam, K.M. (2017). Gender and empowerment: Assessing discrepancies using the resident empowerment through tourism scale. *Journal of Sustainable Tourism*, 25(1), 113–29.
 42. Boonabaana, B. (2014). Negotiating gender and tourism work: Women’s lived experiences in Uganda. *Tourism and Hospitality Research*, 14(1–2), 27–36.
 43. Borowiecki KJ and Castiglione C (2014) Cultural participation and tourism flows: An empirical investigation of Italian provinces. *Tourism Economics* 20(2): 241–262.
 44. Bose, J., & Biju, M. K. (2020). Accommodation preferences, memorable tourism experience and its outcomes—a comparative study on homestays vs other accommodation among tourists. *Test Engineering & Management*, 82, 13022-13035.
 45. Boswijk, A., Thijssen, T., & Peelen, E. (2007). *The experience economy: A new perspective*. Pearson Education.
 46. Bradford, S., & Cullen, F. (eds). (2013). *Research and research methods for youth practitioners*. New York: Routledge.
 47. Braun, V., & Clarke, V. (2006). Using thematic analysis in psychology. *Qualitative Research in Psychology*, 3(2), 77–101.
 48. Braun, V., & Clarke, V. (2021). Can I use TA? Should I use TA? Should I not use TA? Comparing reflexive thematic analysis and other pattern-based qualitative analytic approaches. *Counselling and psychotherapy research*, 21(1), 37-47.
 49. Braun-LaTour, K. A., Grinley, M. J., & Loftus, E. F. (2006). Tourist memory distortion. *Journal of travel research*, 44(4), 360-367.
 50. Brown, L. (2016). Tourism and pilgrimage: Paying homage to literary heroes. *International Journal of Tourism Research*, 18(2), 167-175.
 51. Brown, L., & Osman, H. (2017). The female tourist experience in Egypt as an Islamic destination. *Annals of Tourism Research*, 63, 12–22.
 52. Brush, C.G. (1992). Research on women business owners: Past trends, a new perspective and future directions. *Entrepreneurship Theory and Practice*, 16(4), 5–30.
 53. Bryant, A., & Charmaz, K. (2007). Grounded theory in historical perspective: An epistemological account. *The SAGE handbook of grounded theory*, 31-57.
 54. Buhalis, D., & Law, R. (2008). Progress in information technology and tourism management: 20 years on and 10 years after the internet—the state of eTourism

- research. *Tourism Management*, 29(4), 609–623. <https://doi.org/10.1016/j.tourman.2008.01.005>
55. Buzova, D., Cervera-Taulet, A., & Sanz-Blas, S. (2020). Exploring multisensory place experiences through cruise blog analysis. *Psychology & Marketing*, 37(1), 131-140.
 56. Cambroner-Saiz, B. (2013). Gender policies and advertising and marketing practices that affect women's health. *Global Health Action*, 6(1), 20372.
 57. Cameron, C. M., & Gatewood, J. B. (2003). Seeking numinous experiences in the unremembered past. *Ethnology*, 55-71.
 58. Campos AC, Mendes J, do Valle PO, et al. (2017) Co-creating animal-based tourist experiences: attention, involvement and memorability. *Tourism Management* 63: 100–114.
 59. Campos AC, Mendes J, Valle POD, et al. (2018) Co-creation of tourist experiences: A literature review. *Current Issues in Tourism* 21(4): 369–400.
 60. Caprioli, M. (2004). Feminist IR theory and quantitative methodology: A critical analysis. *International Studies Review*, 6(2), 253–69.
 61. Carson D, Gilmore A, Perry C, et al. (2001) *Qualitative Marketing Research*. London: Sage publication.
 62. Carù, A., & Cova, B. (2003). Revisiting consumption experience: A more humble but complete view of the concept. *Marketing theory*, 3(2), 267-286.
 63. Casella, E. C., & Fennelly, K. (2016). Ghosts of sorrow, sin and crime: Dark tourism and convict heritage in Van Diemen's Land, Australia. *International Journal of Historical Archaeology*, 20, 506-520.
 64. Cave, P., & Kilic, S. (2010). The role of women in tourism employment with special reference to Antalya, Turkey. *Journal of Hospitality Marketing & Management*, 19(3), 280–92.
 65. Celsi, R. L., & Olson, J. C. (1988). The role of involvement in attention and comprehension processes. *Journal of consumer research*, 15(2), 210-224.
 66. Chandralal, L., & Valenzuela, F. R. (2015). Memorable tourism experiences: Scale development. *Contemporary Management Research*, 11(3), 291–310. <https://doi.org/10.7903/cm.13822>
 67. Chandralal, L., Rindfleish, J., & Valenzuela, F. (2015). An application of travel blog narratives to explore memorable tourism experiences. *Asia Pacific Journal of Tourism Research*, 20(6), 680–693. <https://doi.org/10.1080/10941665.2014.925944>.



68. Chant, S. (1994). Women, work and household survival strategies in Mexico, 1982–1992: Past trends, current tendencies and future research. *Bulletin of Latin American Research*, 13(2), 203–33.
69. Charmaz, K. (2014) *Constructing Grounded Theory* (Introducing Qualitative Methods Series). Newcastle: Sage publication.
70. Charmaz, K. (2011). Grounded theory methods in social justice research. *Strategies of qualitative inquiry*, 4(1), 359-380.
71. Cheal, F., & Griffin, T. (2013). Pilgrims and patriots: Australian tourist experiences at Gallipoli. *International Journal of Culture, Tourism and Hospitality Research*, 7(3), 227-241.
72. Chen, C. F., & Chen, F. S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism management*, 31(1), 29-35.
73. Chen, C. M., & Tsai, T. H. (2021). Tourist motivations in relation to a battlefield: a case study of Kinmen. In *Tourism Places in Asia* (pp. 78-101). Routledge.
74. Chen H & Rahman I (2018) Cultural tourism: an analysis of engagement, cultural contact, memorable tourism experience and destination loyalty. *Tourism Management Perspectives* 26: 153–163.
75. Chen, X., Cheng, Z. F., & Kim, G. B. (2020). Make it memorable: Tourism experience, fun, recommendation and revisit intentions of Chinese outbound tourists. *Sustainability*, 12(5), 1904.
76. Chen, H., & Rahman, I. (2017). Cultural tourism: An analysis of engagement, cultural contact, memorable tourism experience and destination loyalty. *Tourism Management Perspectives*, 26, 153–163. <https://doi.org/10.1016/j.tmp.2017.10.006>
77. Chen, X., Cheng, Z. F., & Kim, G. B. (2020). Make it memorable: Tourism experience, fun, recommendation and revisit intentions of Chinese outbound tourists. *Sustainability*, 12(5), 1904. <https://doi.org/10.3390/su12051904>
78. Cheng, M. (2016). Sharing economy: A review and agenda for future research. *International Journal of Hospitality Management*, 57, 60–70. <https://doi.org/10.1016/j.ijhm.2016.06.003>.
79. Chiang, C. Y., & Jogaratnam, G. (2006). Why do women travel solo for purposes of leisure? *Journal of Vacation Marketing*, 12(1), 59–70.
80. Cho, H., Tan, K. M., & Chiu, W. (2021). Will I be back? Evoking nostalgia through college students' memorable exchange programme experiences. *Tourism*

Review, 76(2), 392-410.

81. Chung, J. Y., Baik, H. J., & Lee, C. K. (2017). The role of perceived behavioral control in the constraint-negotiation process: The case of solotravel. *Leisure Studies*, 36(4), 481–492.
82. Cockburn-Wooten, C., Friend, L., & McIntosh, A. (2006). A discourse analysis of representational spaces: Writings of women independent traveler. *Tourism: An International Interdisciplinary Journal*, 54(1), 7-16.
83. Cohen, J. (2013). *Statistical power analysis for the behavioral sciences*. Academic press.
84. Cohen, E. (1979). Rethinking the sociology of tourism. *Annals of Tourism Research*, 6(1), 18–35. [https://doi.org/10.1016/0160-7383\(79\)90092-6](https://doi.org/10.1016/0160-7383(79)90092-6)
85. Cohen, E. (2018). Thanatourism: A comparative approach. *The Palgrave handbook of dark tourism studies*, 157-171.
86. Cohen, E., & Cohen, S. A. (2015). A mobilities approach to tourism from emerging world regions. *Current Issues in Tourism*, 18(1), 11–43.
87. Cohen, J., Cohen, P., West, S. G., & Aiken, L. S. (2013). *Applied multiple regression/correlation analysis for the behavioral sciences*. Routledge.
88. Cohen, S.A., & Cohen, E. (2019). New directions in the sociology of tourism. *Current Issues in Tourism*, 22(2), 153–72.
89. Cole, S. (ed.). (2018). *Gender equality and tourism: Beyond empowerment*. CABI.
90. Costa, C., Bakas, F.E., Breda, Z., Durao, M., Carvalho, I., & Caçador, S. (2017). Gender, flexibility and the ‘ideal tourism worker’. *Annals of Tourism Research*, 64, 64–75.
91. Collins-Kreiner, N. (2016). The lifecycle of concepts: the case of ‘Pilgrimage Tourism’. *Tourism Geographies*, 18(3), 322-334.
92. Coudounaris, D. N., & Sthapit, E. (2017). Antecedents of memorable tourism experience related to behavioral intentions. *Psychology & Marketing*, 34(12), 1084–1093. <https://doi.org/10.1002/mar.21048>
93. Coughlin, M. (2014). Sites of absence and presence: Tourism and the morbid material culture of death in Brittany. *Death tourism: Disaster sites as recreational landscape*, 183-204.
94. Crawford, D. W., & Godbey, G. (1987). Reconceptualizing barriers to family leisure. *Leisure Sciences*, 9(2), 119–127.
95. Creswell, J. W., & Poth, C. N. (2016). *Qualitative inquiry and research design:*

Choosing among five approaches. Sage publications.35–56.

96. Crompton, J. L. (1979). An assessment of the image of Mexico as a vacation destination and the influence of geographical location upon that image. *Journal of travel research*, 17(4), 18-23.
97. Cui, R., Cheng, M., Xin, S., Hua, C., & Yao, Y. (2020). International tourists' dark tourism experiences in China: The case of the memorial of the victims of the Nanjing Massacre. *Current Issues in Tourism*, 23(12), 1493-1511.
98. Davoodi, Z., Fatehizade, M., Ahmadi, A., & Jazayeri, R. (2019). Culture and power: How do culture and power influence Iranian couples. *Journal of Couple & Relationship Therapy*, 18(4), 353–313. <https://doi.org/10.1080/15332691.2019.1620146>
99. Day, E., Stafford, M. R., & Camacho, A. (1995). Opportunities for involvement research: A scale-development approach. *Journal of advertising*, 24(3), 69-75.
100. de Freitas Coelho, M., de Sevilha Gosling, M., & de Almeida, A. S. A. (2018). Tourism experiences: Core processes of memorable trips. *Journal of Hospitality and Tourism Management*, 37, 11–22. <https://doi.org/10.1016/j.jhtm.2018.08.004>
101. Deem, R. (1996). Women, the city and holidays. *Leisure Studies*, 15(2), 105–119.
102. del Bosque, I. R., & San Martín, H. (2008). Tourist satisfaction a cognitive-affective model. *Annals of tourism research*, 35(2), 551-573.
103. Dias, C., & Dias, V. (2019). Memorable tourism experience designs an effective destination marketing tool. *Anatolia*, 30(4), 626–628. <https://doi.org/10.1080/13032917.2019.1668727>
104. Di-Clemente, E., Hernández-Mogollón, J. M., & Campón-Cerro, A. M. (2020). Tourists' involvement and memorable food-based experiences as new determinants of behavioral intentions towards typical products. *Current Issues in Tourism*, 23(18), 2319–2332. <https://doi.org/10.1080/13683500.2019.1631265>
105. Dore, L. (2006). Gallipoli: A visitor profile. *Historic Environment*, 19(2), 46-51.
106. Du, W., Litteljohn, D., & Lennon, J. (2013). Place identity or place identities. *Dark tourism and place identity: Managing and interpreting dark places*, 37, 46.
107. Duffy, L. N., Kline, C. S., Mowatt, R. A., & Chancellor, H. C. (2015). Women in tourism: Shifting gender ideology in the DR. *Annals of Tourism Research*, 52, 72–86.
108. Dunkley, R. A., Morgan, N., & Westwood, S. (2007). A shot in the dark? Developing a new conceptual framework for thanatourism. *Asian Journal of Tourism and Hospitality*, 1(1), 54-63.

109. Eger, C. (2020). Equality and gender at work in Islam: The case of the Berber population of the high Atlas Mountains. *Business Ethics Quarterly*, 31, 1–32.
110. Ehteshami, A. (1995). *The politics of economic restructuring in post-Khomeini Iran*. Working Paper. University of Durham, Centre for Middle Eastern and Islamic Studies, Durham.
111. Eide, D., Fuglsang, L., & Sundbo, J. (2017). Management challenges with the maintenance of tourism experience concept innovations: Toward a new research agenda. *Tourism Management*, 63, 452-463.
112. Elfiondri, Z., Pratimaratri, U., Kartika, D., & Amril, O. (2019). Indigenous tradition based-tourism development: Foreign tourist's memorable tourism experience in Mentawai, Indonesia. *Humanities and Social Sciences Reviews*, 7(6), 402–410. <https://doi.org/10.18510/hssr.2019.7665>
113. Elliot, M. (2015). *Solo female travels on the rise in Southeast Asia*. TravelDaily Media. Retrieved from <http://www.traveldailymedia.com/218965/solo-femaletravel-on-the-rise-in-southeast-asia/>.
114. Elsrud, T. (2005). Recapturing the adventuress: Narratives on identity and gendered positioning in backpacking. *Tourism Review International*, 9(2), 123–137.
115. Esposito, J. & DeLong-Bas, N. J. (2001). *Women in Muslim family law*. New York: Syracuse University Press.
116. Fadaee, S. (2018). Ecotours and politics of fun in Iran: From contested state–society relations to emancipatory nature–society relations. *The Sociological Review*, 66(6), 1276–91.
117. Falk, J. H., & Dierking, L. D. (2000). Visitor experiences and the making of meaning. *American Association for State and Local History*, 288.
118. Farahani, B.M., & Dabbaghi, H. (2018). Tourism and the empowerment of women in Iran. *Tourism in Iran: Challenges, Development and Issues*, 36.
119. Farmaki, A. (2013). Dark tourism revisited: A supply/demand conceptualization. *International Journal of Culture, tourism and hospitality Research*, 7(3), 281-292.
120. Farmaki, A. (2019). Women in Airbnb: A neglected perspective. *Current Issues in Tourism*, 1–5.
121. Ferguson, L. (2011). Promoting gender equality and empowering women? Tourism and the third millennium development goal. *Current Issues in Tourism*, 14(3), 235–249.

122. Ferguson, L., & Alarcon, D. M. (2015). Gender and sustainable tourism: reflections on theory and practice. *Journal of sustainable Tourism*, 23(3), 401-416.
123. Fesenmaier, D. R., & Pearce, P. L. (2019). 20. Searching... for what is important. *Tourist behaviour: The essential companion*, 385.
124. Fesenmaier, D. R., & Xiang, Z. (2017). *Design science in tourism: Foundations of destination management*. Springer International Publishing Switzerland.
125. Figueroa-Domecq, C., Pritchard, A., Segovia-Pérez, M., Morgan, N., & Villacé-Molinero, T. (2015). Tourism gender research: A critical accounting. *Annals of Tourism Research*, 52, 87–103.
126. Filep, S. (2014). Moving beyond subjective well-being: A tourism critique. *Journal of Hospitality & Tourism Research*, 38(2), 266–274. <https://doi.org/10.1177/1096348012436609>
127. Filep, S., & Deery, M. (2010). Towards a picture of tourists' happiness. *Tourism Analysis*, 15(4), 399–410.
128. Flick, U. (2018). *An introduction to qualitative research*. London and Thousand Oaks, CA: Sage.
129. Flick, U. (2022). An introduction to qualitative research. *An introduction to qualitative research*, 1-100.
130. Foley, M., & Lennon, J. J. (1996). JFK and dark tourism: A fascination with assassination. *International Journal of Heritage Studies*, 2(4), 198-211.
131. Frew, E. (2018) Exhibiting death and disaster: museological perspectives. In: *The Palgrave Handbook of Dark Tourism Studies*. London: Palgrave Macmillan, 693–706.
132. Fullerton, G. (2005). How commitment both enables and undermines marketing relationships. *European journal of marketing*, 39(11/12), 1372-1388.
133. Gavel, Y., & Iselid, L. (2008). Web of Science and Scopus: a journal title overlap study. *Online Information Review*, 32 (1), 8–21. <https://doi.org/10.1108/14684520810865958>
134. Ghaderi, Z. (2011). Domestic tourism in Iran. *Anatolia*, 22(2), 278–281.
135. Gilliat-Ray, S. (2010). Body-works and fieldwork: Research with British Muslim chaplains. *Culture and Religion*, 11(4), 413–32.
136. Glaser, B. (1967). *The discovery of grounded theory: strategies for qualitative research*. Aldine Publishing Company.
137. Gohary A, Pourazizi L, Madani F, et al. (2020) Examining Iranian tourists' memorable experiences on destination satisfaction and behavioral intentions. *Current Issues in*

- Tourism* 23(2): 131–136.
138. Gorji, A.S., Almeida-García, F., & Mercadé Melé, P. (2021). Analysis of the projected image of tourism destinations on photographs: The case of Iran on Instagram. *Anatolia*, 1–19.
139. Gorji, A.S., Hosseini, S., Garcia, F.A., & Macias, R.C. (2022). Complexities of women solo travelling in a conservative post-Soviet Muslim society: The case of Uzbek women. In S. Seyfi, M. Hall, & S. M Rasoolimanesh (eds), *Contemporary Muslim travel cultures* (pp. 155–69). London: Routledge.
140. Grasmuck, S., & Espinal, R. (2000). Market success or female autonomy? Income, ideology, and empowerment among microentrepreneurs in the Dominican Republic. *Gender & Society*, 14(2), 231–55.
141. Gstaettner, A. M., Lee, D., & Rodger, K. (2018). The concept of risk in nature-based tourism and recreation—a systematic literature review. *Current Issues in Tourism*, 21(15), 1784–1809. <https://doi.org/10.1080/13683500.2016.1244174>
142. Gutman, J. (1982). A means-end chain model based on consumer categorization processes. *Journal of marketing*, 46(2), 60-72.
143. Hadinejad, A., Moyle, B. D., Scott, N., Kralj, A., & Nunkoo, R. (2019). Residents' attitudes to tourism: A review. *Tourism Review*, 74 (2), 150–165. <https://doi.org/10.1108/TR-01-2018-0003>
144. Hall, J., Basarin, V. J., Lockstone-Binney, L., Yusuf, A., Winter, C., & Valos, M. (2018). Spiritual values and motives of secular pilgrims. *International Journal of Consumer Studies*, 42(6), 715-723.
145. Halvorsrud, R., Kvale, K., & Følstad, A. (2016). Improving service quality through customer journey analysis. *Journal of service theory and practice*, 26(6), 840-867.
146. Ham, S. (1992). Environmental interpretation. *A practical guide for people with big ideas and Small Budgets*. Golden, Colorado: Fulcrum/ North American Press.
147. Hanna, P. (2012). Using internet technologies (such as Skype) as a research medium: A research note. *Qualitative Research*, 12(2), 239–242.
148. Haugen, M.S., & Vik, J. (2008). Farmers as entrepreneurs: The case of farm-based tourism. *International Journal of Entrepreneurship and Small Business*, 6(3), 321–36.
149. Heath, H., & Cowley, S. (2004). Developing a grounded theory approach: a comparison of Glaser and Strauss. *International journal of nursing studies*, 41(2), 141-150.
150. Hede, A. M., & Hall, J. (2012). Evoked emotions: Textual analysis within the context

- of pilgrimage tourism to Gallipoli. In *Field guide to case study research in tourism, hospitality and leisure* (pp. 45-60). Emerald Group Publishing Limited.
151. Heimtun, B., & Abelsen, B. (2013). Singles and solo travel: Gender and type of holiday. *Tourism Culture & Communication*, 13(3), 161–174.
152. Henderson, J. C. (2000). War as a tourist attraction: the case of Vietnam. *International journal of tourism research*, 2(4), 269-280.
153. Herjanto, H., Amin, M., Okumus, F., & Cobanoglu, C. (2022). Airline service: Low-cost-carriers (LCCs) failure and passenger emotional experience. *Tourism Review*, 77(3), 945-963.
154. Hochleitner, J., & Makowski, M. (2011). Reconstruction of the battle of grunwald as emotional promotional message. *GeoJournal of Tourism and Geosites*, 7(1), 107-114.
155. Holbrook, M. B., & Hirschman, E. C. (1982). The experiential aspects of consumption: Consumer fantasies, feelings, and fun. *Journal of Consumer Research*, 9(2), 132–140. <https://doi.org/10.1086/208906>
156. Hopkins, P. (ed.). (2009). *Muslims in Britain: Race, place and identities*. Edinburgh: Edinburgh University Press.
157. Hosany, S., & Witham, M. (2010). Dimensions of cruisers' experiences, satisfaction, and intention to recommend. *Journal of travel research*, 49(3), 351-364.
158. Hosseini, S., Cortes Macias, R., & Almeida Garcia, F. (2021). Memorable tourism experience research: a systematic review of the literature. *Tourism Recreation Research*, 48(3), 465-479.
159. Hosseini, S., Macías, R.C., & García, F.A. (2022) The exploration of Iranian solo female travelers' experiences. *International Journal of Tourism Research*, 24(2), 256–69.
160. Huh, C., & Vogt, C.A. (2008). Changes in residents' attitudes toward tourism over time: A cohort analytical approach. *Journal of Travel Research*, 46(4), 446–55.
161. Hung, W. L., Lee, Y. J., & Huang, P. H. (2016). Creative experiences, memorability and revisit intention in creative tourism. *Current Issues in Tourism*, 19(8), 763-770.
162. Hyde, K. F., & Harman, S. (2011). Motives for a secular pilgrimage to the Gallipoli battlefields. *Tourism Management*, 32(6), 1343-1351.
163. Ibimilua, A. F. (2009). Tourism participation: Attractions, influences and key trends in Ekiti State, Nigeria. *African research review*, 3(3).
164. Iliev, D. (2021). Consumption, motivation and experience in dark tourism: A conceptual and critical analysis. *Tourism Geographies*, 23(5-6), 963-984.

165. Isaac, R. K., & Çakmak, E. (2014). Understanding visitor's motivation at sites of death and disaster: the case of former transit camp Westerbork, the Netherlands. *Current Issues in Tourism*, 17(2), 164-179.
166. Isaac RK, Nawijn J, van Liempt A, et al. (2019) Understanding Dutch visitors' motivations to concentration camp memorials. *Current Issues in Tourism* 22(7): 747–762.
167. Iso-Ahola, S. E., & Mobily, K. E. N. (1980). “Psychological momentum”: A phenomenon and an empirical (unobtrusive) validation of its influence in a competitive sport tournament. *Psychological Reports*, 46(2), 391-401.
168. Ivanova, P., & Light, D. (2018). ‘It’s not that we like death or anything’: Exploring the motivations and experiences of visitors to a lighter dark tourism attraction. *Journal of Heritage Tourism*, 13(4), 356-369.
169. Jackson, E. (1991). Special issue, introduction. Leisure constraints/constrained leisure. *Leisure Sciences*, 13(4), 273–278.
170. Jackson, E. L., & Henderson, K. A. (1995). Gender-based analysis of leisure constraints. *Leisure Sciences*, 17(1), 31–51.
171. Jain, R., Aagja, J., & Bagdare, S. (2017). Customer experience—a review and research agenda. *Journal of Service Theory and Practice*, 27(3), 642-662.
172. Janta, H., & Christou, A. (2019). Hosting as social practice: Gendered insights into contemporary tourism mobilities. *Annals of Tourism Research*, 74, 167–76.
173. Joffe, H. (2011). Thematic analysis. *Qualitative research methods in mental health and psychotherapy: A guide for students and practitioners*, 209-223.
174. Johnson, P. (2010). De-constructing the cosmopolitan gaze. *Tourism and Hospitality Research*, 10(2), 79–115.
175. Johnston, T. (2010). Thanatourism and the commodification of space in post-war Croatia and Bosnia. In: *Tourist Experience*. London: Routledge, 63–76.
176. Jordan, F., & Aitchison, C. (2008). Tourism and the sexualization of the gaze: Solo female tourists' experiences of gendered power, surveillance and embodiment. *Leisure Studies*, 27(3), 329–349.
177. Jordan, F., & Gibson, H. (2005). “We're not stupid... But we'll not stay home either”: Experiences of solo women travelers. *Tourism Review*
178. Joseph, D., & Southcott, J. (2019). Meanings of leisure for older people: An Australian study of line dancing. *Leisure Studies*, 38(1), 74–87.

179. Kang, E. J., Scott, N., Lee, T. J., & Ballantyne, R. (2012). Benefits of visiting a 'dark tourism' site: The case of the Jeju April 3rd Peace Park, Korea. *Tourism Management*, 33(2), 257-265.
180. Kang, J., Manthiou, A., Kim, I., & Hyun, S. S. (2016). Recollection of the sea cruise: The role of cruise photos and other passengers on the ship. *Journal of Travel & Tourism Marketing*, 33(9), 1286-1308.
181. Karagöz, D., Işık, C., Dogru, T., & Zhang, L. (2021). Solo female travel risks, anxiety and travel intentions: Examining the moderating role of online psychological-social support. *Current Issues in Tourism*, 24(11), 1595-1612.
182. Kerstetter, D., & Cho, M. H. (2004). Prior knowledge, credibility and information search. *Annals of Tourism Research*, 31(4), 961-985. <https://doi.org/10.1016/j.annals.2004.04.002>.
183. Khalajabadi-Farahani, F., Månsson, S.A., & Cleland, J. (2019). Engage in or refrain from? A qualitative exploration of premarital sexual relations among female college students in Tehran. *The Journal of Sex Research*, 56(8), 1009-22.
184. Khoo-Lattimore, C., & Mura, P. (2016b). 1. The Embodiment of Gender and 'Asianness' in Tourism. In *Asian genders in tourism* (pp. 1-5). Channel View Publications.
185. Khoo-Lattimore, C., & Mura, P. (Eds.). (2016). *Asian genders in tourism* (Vol. 75). Channel View Publications.
186. Khoo-Lattimore, C., & Wilson, E. (2017). Introduction: Women and travel, past and present. In *Women and travel* (pp. 25-38). Apple Academic Press.
187. Kidron, C. A. (2013). Being there together: Dark family tourism and the emotive experience of co-presence in the holocaust past. *Annals of Tourism Research*, 41, 175-194.
188. Kiger, M. E., & Varpio, L. (2020). Thematic analysis of qualitative data: AMEE Guide No. 131. *Medical teacher*, 42(8), 846-854.
189. Kilubi, I. (2016). Investigating current paradigms in supply chain risk management—a bibliometric study. *Business Process Management Journal*, 22(4), 662-692. <https://doi.org/10.1108/BPMJ-05-2015-0060>
190. Kim, A. K., & Brown, G. (2012). Understanding the relationships between perceived travel experiences, overall satisfaction, and destination loyalty. *Anatolia*, 23(3), 328-347.
191. Kim, B., Yoo, M., & Yang, W. (2020). Online engagement among restaurant customers: The importance of enhancing flow for social media users. *Journal of*

- hospitality & tourism research*, 44(2), 252-277.
192. Kim J. H., & Jang, S. (2016). Memory retrieval of cultural event experiences: Examining internal and external influences. *Journal of Travel Research*, 55(3), 322–339. [https://doi.org/ 10.1177/0047287514553058](https://doi.org/10.1177/0047287514553058)
193. Kim, J. H. (2018). The impact of memorable tourism experiences on loyalty behaviors: The mediating effects of destination image and satisfaction. *Journal of Travel Research*, 57(7), 856-870.
194. 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.
195. Kim, J. H., Ritchie, J. R., & Tung, V. W. S. (2010). The effect of memorable experience on behavioral intentions in tourism: A structural equation modeling approach. *Tourism Analysis*, 15(6), 637-648.
196. Kim, S. S., Prideaux, B., & Prideaux, J. (2007). Using tourism to promote peace on the Korean Peninsula. *Annals of Tourism Research*, 34(2), 291-309.
197. 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>
198. Kim, J. H. (2013). A cross-cultural comparison of memorable tourism experiences of American and Taiwanese college students. *Anatolia*, 24(3), 337–351. <https://doi.org/10.1080/13032917.2012.762586>
199. 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>
200. Kim, J. H. (2016). Memorable tourism experiences: Conceptual foundations and managerial implications for program design, delivery, and performance measurement. In M. Sotiriadis & D. Gursoy (Eds.), *The handbook of managing and marketing tourism experiences* (pp. 431–450). Emerald Group Publishing.
201. Kim, J. H. (2018). The impact of memorable tourism experiences on loyalty behaviors: The mediating effects of destination image and satisfaction. *Journal of Travel Research*, 57(7), 856–870. <https://doi.org/10.1177/0047287517721369>
202. Kim, J. H., & Ritchie, J. B. (2014). Cross-cultural validation of a memorable tourism experience scale (MTES). *Journal of Travel Research*, 53(3), 323–335.

<https://doi.org/10.1177/0047287513496468>

203. Kim, J. H., Wang, Y., & Song, H. (2021). Understanding the causes of negative tourism experiences. *Current Issues in Tourism*, 24(3), 304–320. <https://doi.org/10.1080/13683500.2020.1711711>
204. Kimbu, A.N., Ngoasong, M.Z., Adeola, O., & Afenyo-Agbe, E. (2019). Collaborative networks for sustainable human capital management in women’s tourism entrepreneurship: The role of tourism policy. *Tourism Planning and Development*, 16(2), 161–78.
205. Kinnaird, V., & Hall, D. (1996). Understanding tourism processes: A gender-aware framework. *Tourism Management*, 17(2), 95–102.
206. Kirillova, K., Lehto, X., & Cai, L. (2017). Tourism and existential transformation: An empirical investigation. *Journal of Travel Research*, 56(5), 638–650.
207. Knobloch, U., Robertson, K., & Aitken, R. (2017). Experience, emotion, and eudaimonia: A consideration of tourist experiences and well-being. *Journal of Travel Research*, 56(5), 651–662. <https://doi.org/10.1177/0047287516650937>
208. Kokkranikal, J., Yang, Y. S., Powell, R., & Booth, E. (2016). Motivations in battlefield tourism: the case of ‘1916 easter rising rebellion’, Dublin. In *Tourism and Culture in the Age of Innovation: Second International Conference IACuDiT, Athens 2015* (pp. 321-330). Springer International Publishing.
209. Korstanje, M. E., & Baker, D. (2018). Politics of dark tourism: The case of Cromanon and ESMA, Buenos Aires, Argentina. *The Palgrave handbook of dark tourism studies*, 533-552.
210. Kuhzady, S., Cakici, C., Olya, H., Mohajer, B., & Han, H. (2020). Couchsurfing involvement in non-profit peer-to-peer accommodations and its impact on destination image, familiarity, and behavioral intentions. *Journal of Hospitality and Tourism Management*, 44, 131-142.
211. Kuhzady, S., Seyfi, S., & Béal, L. (2022). Peer-to-peer (P2P) accommodation in the sharing economy: A review. *Current Issues in Tourism*, 25(19), 3115-3130.
212. Kutbay, E. Y., & Aykac, A. (2016). Battlefield tourism at Gallipoli: the revival of collective memory, the construction of national identity and the making of a long-distance tourism network. *Almatourism-Journal of Tourism, Culture and Territorial Development*, 7(5), 61-83.
213. Laderman, S. (2013). From the Vietnam War to the “war on terror”: tourism and the

- martial fascination: Scott Laderman. In *Tourism and war* (pp. 42-51). Routledge.
- 214.Laesser, C., Beritelli, P., & Bieger, T. (2009). Solo travel: Explorative insights from a mature market (Switzerland). *Journal of Vacation Marketing*, 15(3), 217–227.
- 215.Laing, J. H., & Frost, W. (2019). Presenting narratives of empathy through dark commemorative exhibitions during the Centenary of World War One. *Tourism Management*, 74, 190-199.
- 216.Látková, P., & Vogt, C. A. (2012). Residents' attitudes toward existing and future tourism development in rural communities. *Journal of Travel Research*, 51(1), 50–67.
- 217.Le, D. T. T., & Pearce, D. G. (2011). Segmenting visitors to battlefield sites: International visitors to the former demilitarized zone in Vietnam. *Journal of Travel & Tourism Marketing*, 28(4), 451-463.
- 218.Lee, Y. J. (2016). The relationships amongst emotional experience, cognition, and behavioral intention in battlefield tourism. *Asia Pacific Journal of Tourism Research*, 21(6), 697-715.
- 219.Lee, Y. J. (2015). Creating memorable experiences in a reuse heritage site. *Annals of Tourism Research*, 55, 155–170. <https://doi.org/10.1016/j.annals.2015.09.009>
- 220.Lehto, X. Y., O'Leary, J. T., & Morrison, A. M. (2004). The effect of prior experience on vacation behavior. *Annals of Tourism Research*, 31(4), 801–818. <https://doi.org/10.1016/j.annals.2004.02.006>
- 221.Lemon, K. N., & Verhoef, P. C. (2016). Understanding customer experience throughout the customer journey. *Journal of marketing*, 80(6), 69-96.
- 222.Lennon, J., & Continuum, MF (2002) Dark tourism: The attraction of death and disaster. *Annals of Tourism Research* 29(4): 1188–1189.
- 223.Lennon, J., & Foley, M. (2002). The attraction of death and disaster. *London: Continuum*.
- 224.Light, D. (2017). Progress in dark tourism and thanatourism research: An uneasy relationship with heritage tourism. *Tourism management*, 61, 275-301.
- 225.Mahdavi, G., & Funnell, W. (2012). Public sector accountability and accounting information systems in the Islamic Republic of Iran. *Internaional Journal of Information Science and Management*, 1(2), 32–45.
- 226.Mahdzar, M., Shuib, A., Ramachandran, S., & Afandi, S. H. M. (2015). The role of destination attributes and memorable tourism experience in understanding tourist revisit intentions. *American-Eurasian Journal of Agricultural & Environmental Sciences*

- (*Tourism & Environment, Social and Management Sciences*), 15, 32–39.
227. Manfredo, M. J. (1989). An investigation of the basis for external information search in recreation and tourism. *Leisure Sciences*, 11(1), 29-45.
228. Mannell, R. C., & Iso-Ahola, S. E. (1987). Psychological nature of leisure and tourism experience. *Annals of tourism research*, 14(3), 314-331.
229. Manoharan, A., & Singal, M. (2017). A systematic literature review of research on diversity and diversity management in the hospitality literature. *International Journal of Hospitality Management*, 66, 77–91. <https://doi.org/10.1016/j.ijhm.2017.07.002>
230. Manoharan, A., & Singal, M. (2017). A systematic literature review of research on diversity and diversity management in the hospitality literature. *International Journal of Hospitality Management*, 66, 77-91.
231. Mansfeld, Y., & Korman, T. (2015). Between war and peace: Conflict heritage tourism along three Israeli border areas. *Tourism Geographies*, 17(3), 437-460.
232. Marschall, S. (2012). ‘Personal memory tourism ‘and a wider exploration of the tourism– memory nexus. *Journal of Tourism and Cultural Change*, 10(4), 321-335.
233. Martini, A., & Buda, D. M. (2020). Dark tourism and affect: Framing places of death and disaster. *Current Issues in Tourism*, 23(6), 679-692.
234. Masadeh, M., Al-Ababneh, M., Al-Sabi, S., & Allah, M. H. (2018). Female tourist guides in Jordan: Why so few. *European Journal of Social Sciences*, 56(2), 89-102.
235. Mason, P., & Cheyne, J. (2000). Residents’ attitudes to proposed tourism development. *Annals of Tourism Research*, 27(2), 391–411.
236. Matteucci, X., & Gnoth, J. (2017). Elaborating on grounded theory in tourism research. *Annals of tourism research*, 65, 49-59.
237. Maxwell, J. A., & Miller, B. A. (2008). Categorizing and connecting strategies in qualitative data analysis. In S. N. Hesse-Biber & P. Leavy (Eds.), *Handbook of emergent methods* (pp. 461–477). Guilford Press.
238. Maxwell, J.A. (2008). Designing a qualitative study. In L. Bickman & D.J. Rog (eds), *The Sage handbook of applied social research methods* (pp. 214–53). Thousand Oaks, CA: Sage.
239. Mays, N., Pope, C., & Popay, J. (2005). Systematically reviewing qualitative and quantitative evidence to inform management and policy-making in the health field. *Journal of Health Services Research & Policy*, 10(1), 6–20. <https://doi.org/10.1258/1355819054308576>

240. McCarthy, C. (2017). Carving out a place in the better Britain of the South Pacific: Maori in New Zealand museums and exhibitions. In *Curating empire* (pp. 56-81). Manchester University Press.
241. McGannon, K. R., Gonsalves, C. A., Schinke, R. J., & Busanich, R. (2015). Negotiating motherhood and athletic identity: A qualitative analysis of Olympic athlete mother representations in media narratives. *Psychology of Sport and Exercise, 20*, 51–59.
242. McNamara, K. E., & Prideaux, B. (2010). A typology of solo independent women travelers. *International Journal of Tourism Research, 12*(3), 253–264.
243. Mehmetoglu, M., & Altinay, L. (2006). Examination of grounded theory analysis with an application to hospitality research. *International Journal of Hospitality Management, 25*(1), 12-33.
244. Mehmetoglu, M., Dann, G. M., & Larsen, S. (2001). Solitary travelers in the Norwegian Lofoten Islands: Why do people travel on their own? *Scandinavian Journal of Hospitality and Tourism, 1*(1), 19-37.
245. Miles, S. (2014). Battlefield sites as dark tourism attractions: An analysis of experience. *Journal of Heritage Tourism, 9*(2), 134-147.
246. Mithas, S., Krishnan, M. S., & Fornell, C. (2005). Why do customer relationship management applications affect customer satisfaction? *Journal of marketing, 69*(4), 201-209.
247. Miller, S. I., & Fredericks, M. (1999). How does grounded theory explain? *Qualitative Health Research, 9*(4), 538-551.
248. Miller, Y. D., & Brown, W. J. (2005). Determinants of active leisure for women with young children—An “ethic of care” prevails. *Leisure Sciences, 27*(5), 405–420.
249. Mirehie, M., & Gibson, H. J. (2020). The relationship between female snow-sport tourists' travel behaviors and well-being. *Tourism Management Perspectives, 33*, 100613.
250. Moghadam, S., Knudson-Martin, C., & Mahoney, A. R. (2009). Gendered power in cultural contexts: Part III. Couple relationships in Iran. *Family Process, 48*(1), 41–54.
251. Moghadam, V., Mohanty, C. T., White, S., Wolf, D. L., Shankaran, D., Beneria, L., Sev'er, A., Fernandez-Kelly, M. P., Ehrenreich, B., Hochschild, A. R., Herzfeld, B., Tripp, A. M., Wilson, K., Jolly, S., Chant, S., Pearson, D. R., Elson, D., Sen, G., Hartmann, B., ... Rai, S. M. (2011). *The women, gender and development reader*. Bloomsbury Publishing.
252. Molina, A., Gómez, M., & Martín-Consuegra, D. (2010). Tourism marketing

- information and destination image management. *African journal of Business management*, 4(5), 722.
253. Mongeon, P., & Paul-Hus, A. (2016). The journal coverage of Web of Science and Scopus: A comparative analysis. *Scientometrics*, 106(1), 213–228. <https://doi.org/10.1007/s11192-015-1765-5>
254. Moorhouse, N., & Jung, T. (2017). Augmented reality to enhance the learning experience in cultural heritage tourism: An experiential learning cycle perspective. *eReview of Tourism Research*, 8.
255. Mossière, G. (2012). Modesty and style in Islamic attire: Refashioning Muslim garments in a Western context. *Contemporary Islam*, 6(2), 115–34.
256. Moswete, N., & Lacey, G. (2015). ‘Women cannot lead’: Empowering women through cultural tourism in Botswana. *Journal of Sustainable Tourism*, 23(4), 600–17.
257. Mowatt, R. A., & Chancellor, C. H. (2011). Visiting death and life: Dark tourism and slave castles. *Annals of tourism research*, 38(4), 1410-1434.
258. Murphy, B. (2015). Dark tourism and the Michelin World War 1 battlefield guides. *Journal of Franco-Irish Studies*, 4(1), 8.
259. Musai, M., Mehrara, M., & Ardakani, H. M. (2013). Motivational factors of travel to war places in Iran. *International Journal of Academic Research in Business and Social Sciences*, 3(1), 314.
260. Navare, P., & Zagade, S. (2015). Single lady traveler a new concept with respect to Pune city. *Abhinav International Monthly Refereed Journal of Research in Management and Technology*, 4(1), 1–6.
261. Nawijn, J., & Fricke, M. C. (2015). Visitor emotions and behavioral intentions: The case of concentration camp memorial Neuengamme. *International Journal of Tourism Research*, 17(3), 221-228.
262. Newman, M., & Gough, D. (2020). Systematic reviews in educational research: Methodology, perspectives and application. *Systematic reviews in educational research: Methodology, perspectives and application*, 3-22.
263. Nikjoo, A., Markwell, K., Nikbin, M., & Hernández-Lara, A. B. (2021a). The flag-bearers of change in a patriarchal Muslim society: Narratives of Iranian solo female travelers on Instagram. *Tourism Management Perspectives*, 38, 100817.
264. Nikjoo, A., Zaman, M., Salehi, S., & Hernández-Lara, A. B. (2021b). The contribution of all-women tours to well-being in middle-aged Muslim women. *Journal of Sustainable*

- Tourism*, 1–16. <https://doi.org/10.1080/09669582.2021.1879820>
265. Nikraftar, T., & Hosseini, E. (2016). Factors affecting entrepreneurial opportunities recognition in tourism small and medium sized enterprises. *Tourism Review*, 71(1), 6–17.
266. Nomnga, V. J. (2017). Unlocking the potential of women entrepreneurs in the tourism and hospitality industry in the eastern Cape Province, South Africa. *Journal of Economics and Behavioral Studies*, 9(4), 6–13.
267. Nowell, L.S., Norris, J.M., White, D.E., & Moules, N.J. (2017). Thematic analysis: Striving to meet the trustworthiness criteria. *International Journal of Qualitative Methods*, 16(1), 1–13.
268. Noy, C. (2004). This trip really changed me: Backpackers' narratives of self-change. *Annals of Tourism Research*, 31(1), 78–102.
269. Nunkoo, R. (Ed.). (2018). *Handbook of research methods for tourism and hospitality management*. Edward Elgar Publishing.
270. Nunkoo, R., Smith, S. L., & Ramkissoon, H. (2013). Residents' attitudes to tourism: A longitudinal study of 140 articles from 1984 to 2010. *Journal of Sustainable Tourism*, 21(1), 5–25.
271. Nyaruwata, S., & Nyaruwata, L.T. (2013). Gender equity and executive management in tourism: Challenges in the Southern African Development Community (SADC) region. *African Journal of Business Management*, 7(21), 2059–70.
272. Oh, H., Fiore, A. M., & Jeoung, M. (2007). Measuring experience economy concepts: Tourism applications. *Journal of travel research*, 46(2), 119–132.
273. Okhovat, H. (2010). A study on religious tourism industry management case study: Islamic Republic of Iran. *International Journal of Academic Research*, 2(5), 302–307.
274. Ooi, C. S. (2005). A theory of tourism experiences: the management of attention. In: O'Dell T and Billing P (eds) *Experiences capes: Tourism, Culture, and Economy*. Copenhagen, Denmark: Copenhagen Business School Press, 51–68.
275. O'Reilly, C. C. (2005). Narrating backpacker identity. *Discourse, Communication, and Tourism*, 5, 150.
276. Osbaldiston, N., & Petray, T. (2011). The role of horror and dread in the sacred experience. *Tourist Studies*, 11(2), 175–190.
277. Osman, H., Brown, L., & Phung, T. M. T. (2020). The travel motivations and experiences of female Vietnamese solo travelers. *Tourist Studies*, 20(2), 248–267.

278. Othman, N. (2006). Muslim women and the challenge of Islamic fundamentalism/extremism: An overview of Southeast Asian Muslim women's struggle for human rights and gender equality. In *Women's studies international forum* (Vol. 29, No. 4, pp. 339-353). Pergamon.
279. Otoo, F. E., & Amuquandoh, F. E. (2014). An investigation into the experiences of international volunteer tourists in Ghana. *Anatolia*, 25(3), 431–443. <https://doi.org/10.1080/13032917.2014.903377>
280. Otto, J. E., & Ritchie, J. B. (1996). The service experience in tourism. *Tourism Management*, 17(3), 165–174. [https://doi.org/10.1016/0261-5177\(96\)00003-9](https://doi.org/10.1016/0261-5177(96)00003-9).
281. Pacific Asia Travel Association (PATA). (2016). “TripAdvisor: Asian Women Are in the Driver's Seat with Travel Decision Making.” <https://www.pata.org/asian-women-are-in-the-drivers-seat-with-travel-decision-making/>
282. Page, S. J., Steele, W., & Connell, J. (2006). Analyzing the pro motion of adventure tourism: A case study of Scotland. *Journal of Sport & Tourism*, 11(1), 51–76. <https://doi.org/10.1080/14775080600985358>.
283. Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A conceptual model of service quality and its implications for future research. *Journal of marketing*, 49(4), 41-50.
284. Paris, C. M., Musa, G., & Thirumoorthi, T. (2015). A comparison between Asian and Australasia backpackers using cultural consensus analysis. *Current Issues in Tourism*, 18(2), 175–195
285. Park, S., & Santos, C. A. (2017). Exploring the tourist experience: A sequential approach. *Journal of Travel Research*, 56(1), 16-27.
286. Pearce, P. L., & Zare, S. (2017). The orchestra model as the basis for teaching tourism experience design. *Journal of Hospitality and Tourism Management*, 30, 55-64.
287. Pearce, P. L., & Packer, J. (2013). Minds on the move: New links from psychology to tourism. *Annals of Tourism Research*, 40, 386–411. <https://doi.org/10.1016/j.annals.2012.10.002>
288. Pereira, A., & Silva, C. (2018). Women solo travelers: Motivations and experiences. *Millenium*, 6, 99–106.
289. Petrevska, B., Krakover, S., & Collins-Kreiner, N. (2018). Preserving cultural assets of others: Jewish heritage sites in Macedonian cities. *Tourism Geographies*, 20(3), 549-572.
290. Petty, L., & Trussell, D. E. (2019). Leisure self-care, health and well-being in women's

- lives. *Annals of Leisure Research*, 24, 1–12.
291. Robinson, M., & Picard, D. (Eds.). (2016). *Emotion in motion: Tourism, affect and transformation*. Routledge.
292. Pine, B. J., & Gilmore, J. H. (1998). *Welcome to the experience economy* (Vol. 76, No. 4, pp. 97-105). Cambridge, MA, USA: Harvard Business Review Press.
293. Podoshen, J. S. (2013). Dark tourism motivations: Simulation, emotional contagion and topographic comparison. *Tourism management*, 35, 263-271.
294. Podoshen, J. S., Yan, G., Andrzejewski, S. A., Wallin, J., & Venkatesh, V. (2018). Dark tourism, abjection and blood: A festival context. *Tourism Management*, 64, 346-356.
295. Poria, Y., Reichel, A., & Biran, A. (2006). Heritage site perceptions and motivations to visit. *Journal of Travel Research*, 44(3), 318-326.
296. Poria, Y., Reichel, A., & Brandt, Y. (2010). The flight experiences of people with disabilities: an exploratory study. *Journal of Travel Research*, 49(2), 216-227.
297. Pramod, S., & Nayak, J. K. (2018). Testing the role of tourists' emotional experiences in predicting destination image, satisfaction, and behavioral intentions: a case of wellness tourism. *Tourism Management Perspectives*, 28, 41-52.
298. Prayag, G., & Ozanne, L. K. (2018). A systematic review of peer-to peer (P2P) accommodation sharing research from 2010 to 2016: Progress and prospects from the multi-level perspective. *Journal of Hospitality Marketing & Management*, 27(6), 649–678. <https://doi.org/10.1080/19368623.2018.1429977>
299. Prebensen, N. K., Uysal, M. S., & Chen, J. S. (2018). Perspectives on value creation-resource configuration. In *Creating experience value in tourism* (pp. 228-237). Wallingford UK: CAB International.
300. Prentice, R. (1993). *Tourism and heritage attractions*. Routledge.
301. Pung, J. M., Yung, R., Khoo-Lattimore, C., & Del Chiappa, G. (2020). Transformative travel experiences and gender: A double duoethnography approach. *Current Issues in Tourism*, 23(5), 538-558.
302. Quan, S., & Wang, N. (2004). Towards a structural model of the tourist experience: An illustration from food experiences in tourism. *Tourism management*, 25(3), 297-305.
303. Rafatjah, M. (2012). Changing gender stereotypes in Iran. *International Journal of Women's Research*, 1(1), 61–75.
304. Raine, R. (2013) A dark tourist spectrum. *International Journal of Culture, Tourism and Hospitality Research* 7(3): 242–256.

305. Rasoolimanesh, S. M., Seyfi, S., Hall, C. M., & Hatamifar, P. (2021). Understanding memorable tourism experiences and behavioural intentions of heritage tourists. *Journal of Destination Marketing & Management*, 21, 100621.
306. Rasoolimanesh, S. M., Seyfi, S., Rather, R.A., et al. (2021b) Investigating the mediating role of visitor satisfaction in the relationship between memorable tourism experiences and behavioral intentions in heritage tourism context. *Tourism Review* 77(2): 687–709.
307. Rasoolimanesh, S. M., Ramakrishna, S., Hall, C. M., Esfandiar, K., & Seyfi, S. (2023). A systematic scoping review of sustainable tourism indicators in relation to the sustainable development goals. *Journal of Sustainable Tourism*, 31(7), 1497-1517. <https://doi.org/10.1080/09669582.2020.1775621>
308. Reichel, A., Fuchs, G., & Uriely, N. (2007). Perceived risk and the non-institutionalized tourist role: The case of Israeli student ex-backpackers. *Journal of Travel Research*, 46(2), 217–226.
309. Richards, G., & Wilson, J. (2006). Developing creativity in tourist experiences: A solution to the serial reproduction of culture? *Tourism management*, 27(6), 1209-1223.
310. Riley, R.W., & Love, L.L. (2000). The state of qualitative tourism research. *Annals of Tourism Research*, 27(1), 164–87.
311. Rinaldi, A., & Salerno, I. (2020). The tourism gender gap and its potential impact on the development of the emerging countries. *Quality & Quantity*, 54(5), 1465–77.
312. Robb, E. M. (2009). Violence and recreation: Vacationing in the realm of dark tourism. *Anthropology and Humanism*, 34(1), 51-60.
313. Roberts, C. (2018) Educating the (dark) masses: dark tourism and sensemaking. In: *The Palgrave Handbook of Dark Tourism Studies*. London: Palgrave Macmillan, 603–637.
314. Romo, R.S., Gabriel, L.P.M., & Soares, J.R.R. (2019). Gender equality in access to management in the tourism industry. In D Tuzunkan & V. Altintas (eds), *Contemporary human resources management in the tourism industry* (pp. 85–103). Hershey, PA: IGI Global.
315. Sanitmatcharo, P. (2006). A study of tourist behavior: A case study of independent European travelers in Bangkok. *Language Institute Journal*, 3, 126–146.
316. Santero-Sanchez, R., Segovia-Pérez, M., Castro-Nuñez, B., Figueroa-Domecq, C., & Talón-Ballester, P. (2015). Gender differences in the hospitality industry: A job quality index. *Tourism Management*, 51, 234–46.
317. Scheyvens, R. (1999). Ecotourism and the empowerment of local communities. *Tourism*

- Management*, 20(2), 245–9.
318. Scheyvens, R. (2000). Promoting women's empowerment through involvement in ecotourism: Experiences from the Third World. *Journal of Sustainable Tourism*, 8(3), 232–49.
319. Schmitt, B. (1999). Experiential marketing: A new framework for design and communications. *Design Management Journal*, 10 (2), 10–16. <https://doi.org/10.1111/j.1948-7169.1999.tb00247.x>
320. Seaton, A. V. (1999). War and thanatourism: Waterloo 1815–1914. *Annals of Tourism Research*, 26(1), 130-158.
321. Seaton, A.V. (2002) Thanatourism's final frontiers? Visits to cemeteries, churchyards and funerary sites as sacred and secular pilgrimage. *Tourism Recreation Research* 27(2): 73–82.
322. Seaton, A. V., & Lennon, J. J. (2004). Thanatourism in the early 21st century: moral panics, ulterior motives and alterior desires. In *New horizons in tourism: Strange experiences and stranger practices* (pp. 63-82). Wallingford UK: CABI Publishing.
323. Seaton, T. (2018). Encountering engineered and orchestrated remembrance: a situational model of dark tourism and its history. *The Palgrave handbook of dark tourism studies*, 9-31.
324. Seow, D., & Brown, L. (2018). The solo female Asian tourist. *Current Issues in Tourism*, 21(10), 1187–1206.
325. Seyfi, S., Michael Hall, C., & Fagnoni, E. (2019). Managing world heritage site stakeholders: A grounded theory paradigm model approach. *Journal of Heritage Tourism*, 14(4), 308-324.
326. Seyfi, S., Hall, C. M., & Rasoolimanesh, S. M. (2020). Exploring memorable cultural tourism experiences. *Journal of Heritage Tourism*, 15(3), 341-357.
327. Seyfi, S., & Hall, C. M. (2019). Deciphering Islamic theocracy and tourism: Conceptualization, context, and complexities. *International Journal of Tourism Research*, 21(6), 735–746.
328. Seyfi, S., & Hall, C.M. (eds). (2018). *Tourism in Iran: Challenges, development and issues*. London: Routledge.
329. Seyfi, S., Hall, C. M., & Fagnoni, E. (2019). Managing world heritage site stakeholders: A grounded theory paradigm model approach. *Journal of Heritage Tourism*, 14(4), 308–324. <https://doi.org/10.1080/1743873X.2018.1527340>

330. Seyfi, S., Hall, C. M., & Kuhzady, S. (2019). Tourism and hospitality research on Iran: Current state and perspectives. *Tourism Geographies*, 21(1), 143–162. <https://doi.org/10.1080/14616688.2018.1454506>
331. Seyfi, S., Hall, C. M., & Vo-Thanh, T. (2020). The gendered effects of state craft on women in tourism: Economic sanctions, women's disempowerment and sustainability? *Journal of Sustainable Tourism*, 1–18. <https://doi.org/10.1080/09669582.2020.1850749>.
332. Seyfi, S., Nikjoo, A., & Sharifi-Tehrani, M. (2018). Domestic tourism in Iran: Development, directions, and issues. In S. Seyfi & C. M. Hall (Eds.), *Tourism in Iran: Challenges, development and issues* (pp. 38–54). Routledge.
333. Shadid, W. A., & van Koningsveld, P. S. (2002). *Religious freedom and the neutrality of the state: The position of Islam in the European Union* (Vol. 1). Peeters Publishers.
334. Shahidian, H. (2002). *Women in Iran: Gender politics in the Islamic Republic* (No. 197). Greenwood Publishing Group.
335. Sharma, P., & Nayak, J. K. (2019). Understanding memorable tourism experiences as the determinants of tourists' behaviour. *International Journal of Tourism Research*, 21(4), 504-518.
336. Sharma, P., & Nayak, J. K. (2019). Dark tourism: tourist value and loyalty intentions. *Tourism Review*, 74(4), 915-929.
337. Sharma, P., & Nayak, J. K. (2019b). Understanding memorable tourism experiences as the determinants of tourists' behaviour. *International Journal of Tourism Research*, 21(4), 504-518.
338. Sharpley, R. (2012). Towards an understanding of 'genocide tourism': An analysis of visitors' accounts of their experience of recent genocide sites. In *Contemporary tourist experience* (pp. 95-109). Routledge.
339. Sharpley, R. (2002). Tourism: A vehicle for development? In R. Sharpley & D.J. Telfer (eds), *Tourism and development: Concepts and issues* (pp. 3–30). Bristol: Channel View.
340. Shaw, S. M. (1994). Gender, leisure, and constraint: Towards a framework for the analysis of women's leisure. *Journal of Leisure Research*, 26(1), 8–22.
341. Shaw, S. M., Henderson, K. A., & Bialeschki, M. D. (2013). In V. J. Freysinger (Ed.), *Leisure, women, and gender*. Venture Publ.
342. Sheng, L., & Tsui, Y. (2009). A general equilibrium approach to tourism and welfare: The case of Macao. *Habitat International*, 33(4), 419–24.
343. Shi, S., Gursoy, D., & Chen, L. (2019). Conceptualizing home-sharing lodging

- experience and its impact on destination image perception: A mixed method approach. *Tourism management*, 75, 245-256.
344. Shondell Miller, D., & Gonzalez, C. (2013). When death is the destination: the business of death tourism—despite legal and social implications. *International Journal of Culture, Tourism and Hospitality Research*, 7(3), 293-306.
345. Sigala, M., & Steriopoulos, E. (2021). Does emotional engagement matter in dark tourism? Implications drawn from a reflective approach. In *Dark Tourism Studies* (pp. 54-74). Routledge.
346. Siyamiyan Gorji, A., Almeida-García, F., & Mercadé Melé, P. (2023). Analysis of the projected image of tourism destinations on photographs: The case of Iran on Instagram. *Anatolia*, 34(2), 144-162.
347. Skavronskaya, L., Moyle, B., Scott, N., & Kralj, A. (2020). The psychology of novelty in memorable tourism experiences. *Current Issues in Tourism*, 23(21), 2683–2698. <https://doi.org/10.1080/13683500.2019.1664422>
348. Slade, P. (2003). Gallipoli thanatourism: The meaning of ANZAC. *Annals of tourism research*, 30(4), 779-794.
349. Slater, A., & Armstrong, K. (2013). Involvement, Tate, and me. In *New Horizons in Arts, Heritage, Nonprofit and Social Marketing* (pp. 137-158). Routledge.
350. So, K. K. F., King, C., & Sparks, B. (2014). Customer engagement with tourism brands: Scale development and validation. *Journal of Hospitality & Tourism Research*, 38(3), 304-329.
351. Sönmez, S. (2001). Tourism behind the veil of Islam: Women and development in the Middle East. In Y. Apostolopoulos, S.F. Sönmez, & D.J. Timothy (eds), *Women as producers and consumers of tourism in developing regions* (pp. 113–42). Westport, CT: Praeger.
352. Stavrianea, A., & Kamenidou, I. E. (2021). Memorable tourism experiences, destination image, satisfaction, and loyalty: an empirical study of Santorini Island. *EuroMed Journal of Business*, 17(1), 1-20.
353. Sterchele, D. (2020). Memorable tourism experiences and their consequences: An interaction ritual (IR) theory approach. *Annals of Tourism Research*, 81, 102847. <https://doi.org/10.1016/j.annals.2019.102847>
354. Sthapit, E. (2017). Exploring tourists' memorable food experiences: A study of visitors to Santa's official hometown. *Anatolia*, 28(3), 404-421.

355. Sthapit, E., & Jimenez-Barreto, J. (2018). Exploring tourists' memorable hospitality experiences: An Airbnb perspective. *Tourism Management Perspectives*, 28, 83-92.
356. Sthapit, E., Coudounaris, D. N., & Björk, P. (2019). Extending the memorable tourism experience construct: an investigation of memories of local food experiences. *Scandinavian Journal of Hospitality and Tourism*, 19(4-5), 333-353.
357. Sthapit, E. (2018). A netnographic examination of tourists' memorable hotel experiences. *Anatolia*, 29(1), 108–128. <https://doi.org/10.1080/13032917.2017.1402190>
358. Sthapit, E. (2019). Memories of gastronomic experiences, savored positive emotions and savouring processes. *Scandinavian Journal of Hospitality and Tourism*, 19(2), 115–139. <https://doi.org/10.1080/15022250.2017.1402702>
359. Sthapit, E., & Björk, P. (2019). Relative contributions of souvenirs on memorability of a trip experience and revisit intention: A study of visitors to Rovaniemi, Finland. *Scandinavian Journal of Hospitality and Tourism*, 19(1), 1–26. <https://doi.org/10.1080/15022250.2017.1354717>
360. Stone, P., & Sharpley, R. (2008). Consuming dark tourism: A thanatological perspective. *Annals of tourism Research*, 35(2), 574-595.
361. Stone, P. R. (2006). A dark tourism spectrum: Towards a typology of death and macabre related tourist sites, attractions and exhibitions. *Tourism: An International Interdisciplinary Journal*, 54(2), 145-160.
362. Stone, P. R. (2012). Dark tourism and significant other death: Towards a model of mortality mediation. *Annals of tourism research*, 39(3), 1565-1587.
363. Stone, M. J., Soulard, J., Migacz, S., & Wolf, E. (2017). Elements of memorable food, drink, and culinary tourism experiences. *Journal of Travel Research*, 57(8), 1121–1132. <https://doi.org/10.1177/0047287517729758>
364. Stone, P. (2016). Interpreting the Impossible: Enlightening the 'dark' in dark tourism. *Interpretation Journal*, 21(2), 22-24.
365. Straker, K., & Wrigley, C. (2016). Translating emotional insights into digital channel designs: Opportunities to enhance the airport experience. *Journal of Hospitality and Tourism Technology*, 7(2), 135-157.
366. Strange, C., & Kempa, M. (2003). Shades of dark tourism: Alcatraz and Robben Island. *Annals of tourism research*, 30(2), 386-405.
367. Strauss, A. L. (1987). *Qualitative analysis for social scientists*. Cambridge university press.

368. Strauss, A., & Corbin, J. (1990). *Basics of qualitative research. Procedures and techniques for developing grounded theory*. Sage.
369. Taheri, E., & Guven-Lisaniler, F. (2018). *Gender Aspect of Economic Sanctions: Case Study of Women's Economic Rights in Iran*. 19 December.
370. Talarico, J. M., & Rubin, D. C. (2003). Confidence, not consistency, characterizes flashbulb memories. *Psychological Science*, 14 (5), 455–461. <https://doi.org/10.1111/1467-9280.02453>
371. Tariq, M., & Syed, J. (2018). An intersectional perspective on Muslim women's issues and experiences in employment. *Gender, Work & Organization*, 25(5), 495–513.
372. Tarlow, P. E. (2007). Dark tourism—the appealing ‘darkside of tourism and more. In: *Niche Tourism*. Oxford: Routledge, 61–72.
373. Tavakoli, R., & Mura, P. (2017). Iranian women traveling: Exploring an unknown universe. In C. Khoo-Lattimore & E. Wilson (eds), *Women and travel: Historical and contemporary perspectives* (pp. 109–24). New York: Apple Academic Press.
374. Taylor, J., Sims, J., & Haines, T. P. (2012). The influence of protection, palliation and costs on mobility optimization of residents in nursing homes: A thematic analysis of discourse. *International journal of nursing studies*, 49(11), 1364–1374.
375. Thomas, T. K., & Mura, P. (2019). The ‘normality of unsafety’-foreign solo female travelers in India. *Tourism Recreation Research*, 44(1), 33–40.
376. Thornberg, R., & Charmaz, K. (2014). Grounded theory and theoretical coding. *The SAGE handbook of qualitative data analysis*, 5(2014), 153–69.
377. Thurnell-Read, T. P. (2009). Engaging Auschwitz: an analysis of young travellers' experiences of Holocaust Tourism.
378. Tinson, J. S., Saren, M. A., & Roth, B. E. (2015). Exploring the role of dark tourism in the creation of national identity of young Americans. *Journal of Marketing Management*, 31(7-8), 856–880.
379. Trommlerová, S.K., Klasen, S., & Leßmann, O. (2015). Determinants of empowerment in a capability-based poverty approach: Evidence from The Gambia. *World Development*, 66, 1–15.
380. Trupp, A., & Sunanta, S. (2017). Gendered practices in urban ethnic tourism in Thailand. *Annals of Tourism Research*, 64, 76–86.
381. Tsai, C. T. (2016). Memorable tourist experiences and place attachment when consuming local food. *International Journal of Tourism Research*, 18(6), 536–548.

382. Tucker, H. (2007). Undoing shame: Tourism and women's work in Turkey. *Journal of Tourism and Cultural Change*, 5(2), 87–105.
383. Tung, V. W. S., & Ritchie, J. B. (2011). Exploring the essence of memorable tourism experiences. *Annals of tourism research*, 38(4), 1367-1386.
384. Uduji, J.I., Okolo-Obasi, E.N., & Asongu, S.A. (2020). Sustaining cultural tourism through higher female participation in Nigeria: The role of corporate social responsibility in oil host communities. *International Journal of Tourism Research*, 22(1), 120–43.
385. United Nations Women. (2014). *Commission on the status of women*. Fiftieth Session, 27.
386. United Nations Women. (2020). *Progress of the world's women, 2019–2020*.
387. United Nations World Tourism Organization (UNWTO). (2020). *Compendium of Tourism Statistics: Iran. Data 2005–2019, 2020 Edition*. World Tourism Organization.
388. United Nations World Tourism Organization (UNWTO). (2020). *UNWTO World Tourism Barometer* (Vol. 18, Issue 2, May 2020).
389. Uysal, M., & Hagan, L. A. R. (1993). Motivation of pleasure travel and tourism. *Encyclopedia of Hospitality and Tourism*, 21(1), 798–810.
390. Vada, S., Prentice, C., & Hsiao, A. (2019). The influence of tourism experience and well-being on place attachment. *Journal of Retailing and Consumer Services*, 47, 322-330.
391. Van Doorn, J., Lemon, K. N., Mittal, V., Nass, S., Pick, D., Pirner, P., & Verhoef, P. C. (2010). Customer engagement behavior: Theoretical foundations and research directions. *Journal of service research*, 13(3), 253-266.
392. Van Winkle, C. M., & Lagay, K. (2012). Learning during tourism: the experience of learning from the tourist's perspective. *Studies in Continuing Education*, 34(3), 339-355.
393. Vujko, A., Tretiakova, T.N., Petrović, M.D., Radovanović, M., Gajić, T., & Vuković, D. (2019). Women's empowerment through self-employment in tourism. *Annals of Tourism Research*, 76, 328–30.
394. Walker, G. J., Deng, J., & Dieser, R. B. (2005). Culture, self-construal, and leisure theory and practice. *Journal of Leisure Research*, 37(1), 77–99.
395. Wan, C. B., Chow, K. K., de Bont, C. J., & Hekkert, P. (2020). Finding synergy between oral and visual narratives on memorable and meaningful tourism experiences. *Information Technology & Tourism*, 22(1), 107–130. <https://doi.org/10.1007/s40558->

020-00169-z

396. Wang, C., Liu, J., Wei, L., & Zhang, T. (2020). Impact of tourist experience on memorability and authenticity: A study of creative tourism. *Journal of Travel & Tourism Marketing*, 37 (1), 48–63. <https://doi.org/10.1080/10548408.2020.1711846>
397. Wang, M. J., Chen, L. H., Su, P. A., & Morrison, A. M. (2019). The right brew? An analysis of the tourism experiences in rural Taiwan's coffee estates. *Tourism Management Perspectives*, 30, 147–158. <https://doi.org/10.1016/j.tmp.2019.02.009>
398. Wantono, A., & McKercher, B. (2020). Backpacking and risk perception: The case of solo Asian women. *Tourism Recreation Research*, 45(1), 19–29.
399. Weatherby, T. G., & Vidon, E. S. (2018). Delegitimizing wilderness as the man cave: The role of social media in female wilderness empowerment. *Tourist Studies*, 18(3), 332–352.
400. Weaver D, Tang C, Shi F, et al. (2018) Dark tourism, emotions, and postexperience visitor effects in a sensitive geopolitical context: A Chinese case study. *Journal of Travel Research* 57(6): 824–838.
401. Wei, C., Zhao, W., Zhang, C., & Huang, K. (2019). Psychological factors affecting memorable tourism experiences. *Asia Pacific Journal of Tourism Research*, 24(7), 619–632. <https://doi.org/10.1080/10941665.2019.1611611>
402. Wei, S., & Milman, A. (2002). The impact of participation in activities while on vacation on seniors' psychological well-being: A path model application. *Journal of Hospitality & Tourism Research*, 26(2), 175-185.
403. White, L., & Frew, E. (Eds.). (2013). *Dark tourism and place identity: Managing and interpreting dark places* (Vol. 37). Routledge.
404. Whyte, L. B., & Shaw, S. M. (1994). Women's leisure: An exploratory study of fear of violence as a leisure constraint. *Journal of Applied Recreation Research*, 19(1), 5–21.
405. Wilkinson, P. F., & Pratiwi, W. (1995). Gender and tourism in an Indonesian village. *Annals of Tourism Research*, 22(2), 283–299.
406. Williams DR (2014) Making sense of 'place': reflections on pluralism and positionality in place research. *Landscape and Urban Planning* 131: 74–82.
407. Wilson, E., & Harris, C. (2006). Meaningful travel: Women, independent travel and the search for self and meaning. *Tourism: An International Interdisciplinary Journal*, 54(2), 161-172.
408. Wilson, E., & Little, D. E. (2005). A “relative escape”? The impact of constraints on



- women who travel solo. *Tourism Review International*, 9(2), 155–175.
409. Wilson, E., & Little, D. E. (2008). The solo female travel experience: Exploring the ‘geography of women's fear’. *Current Issues in Tourism*, 11(2), 167–186.
410. Winter, C. (2011). First World War cemeteries: Insights from visitor books. *Tourism Geographies*, 13(3), 462-479.
411. Wirtz, D., Kruger, J., Scollon, C. N., & Diener, E. (2003). What to do on spring break? The role of predicted, on-line, and remembered experience in future choice. *Psychological Science*, 14 (5), 520–524. <https://doi.org/10.1111/1467-9280.03455>
412. Wong, J. W. C., Lai, I. K. W., & Tao, Z. (2019). Memorable ethnic minority tourism experiences in China: A case study of Guangxi Zhuang Zu. *Journal of Tourism and Cultural Change*, 17(4), 508–525. <https://doi.org/10.1080/14766825.2019.1600866>
413. Woodside, A. G. (Ed.). (2008). *Advances in culture, tourism and hospitality research*. Emerald Group Publishing Limited.
414. World Bank (2020). *Women workforce in Iran*. World Economic Forum. <https://datos.bancomundial.org/indicador/SL.TLF.TOTL.FE.ZS?locations=IR>.
415. World Economic Forum (2020). *Global Gender Gap Report 2020*. World Economic Forum. Retrieved from <https://www.weforum.org/reports/gender-gap-2020-report-100-years-pay-equality>.
416. World Economic Forum (WEF). (2020). *Global gender gap report 2020*. http://www3.weforum.org/docs/WEF_GGGR_2020.pdf.
417. World Travel and Tourism Corporation (WTTC). (2019). *Travel & tourism: Driving women's success*. WTTC.
418. Xiao, H., & Smith, S. L. (2006). The making of tourism research: Insights from a social sciences journal. *Annals of Tourism Research*, 33(2), 490–507. <https://doi.org/10.1016/j.annals.2006.01.004>
419. Xu, H., Wang, C., Wu, J., Liang, Y., Jiao, Y., & Nazneen, S. (2018). Human poverty alleviation through rural women's tourism entrepreneurship. *Journal of China Tourism Research*, 14(4), 445–60.
420. Yan BJ, Zhang J, Zhang HL, et al. (2016) Investigating the motivation–experience relationship in a dark tourism space: A case study of the Beichuan earthquake relics, China. *Tourism Management* 53: 108–121.
421. Yang, E. C. L., Khoo-Lattimore, C., & Arcodia, C. (2017). A narrative review of Asian female travelers: Looking into the future through the past. *Current Issues in Tourism*,

- 20(10), 1008–1027.
422. Yang, E. C. L., Khoo-Lattimore, C., & Arcodia, C. (2017). A systematic literature review of risk and gender research in tourism. *Tourism Management*, 58, 89–100. <https://doi.org/10.1016/j.tourman.2016.10.011>
423. Yang, E. C. L., Khoo-Lattimore, C., & Arcodia, C. (2018). Power and empowerment: How Asian solo female travelers perceive and negotiate risks. *Tourism Management*, 68, 32–45.
424. Yang, E. C. L., Yang, M. J. H., & Khoo-Lattimore, C. (2019). The meanings of solo travel for Asian women. *Tourism Review*, 74(5), 1047–1057.
425. Yang, R., & Tung, V. W. S. (2018). How does family influence the travel constraints of solo travelers? Construct specification and scale development. *Journal of Travel & Tourism Marketing*, 35(4), 507–516.
426. Yankovska, G., & Hannam, K. (2014). Dark and toxic tourism in the Chernobyl exclusion zone. *Current issues in Tourism*, 17(10), 929-939.
427. Yim, F., Cheung, C., & Baum, T. (2018). Gender and emotion in tourism: Do men and women tour leaders differ in their performance of emotional labor? *Journal of China Tourism Research*, 14(4), 405–27.
428. Young, C., & Light, D. (2016). Interrogating spaces of and for the dead as ‘alternative space’: cemeteries, corpses and sites of Dark Tourism. *International Review of Social Research*, 6(2), 61-72.
429. Yu, C. P., Chang, W. C., & Ramanpong, J. (2019). Assessing visitors’ memorable tourism experiences (MTEs) in forest recreation destination: A case study in Xitou nature education area. *Forests*, 10(8), 636.
430. Yuill, S. M. (2004). *Dark tourism: understanding visitor motivation at sites of death and disaster* (Doctoral dissertation, Texas A&M University).
431. Yuksel, F., Bramwell, B., & Yuksel, A. (1999). Stakeholder interviews and tourism planning at Pamukkale, Turkey. *Tourism management*, 20(3), 351-360.
432. Zare, S. (2019). Cultural influences on memorable tourism experiences. *Anatolia*, 30(3), 316–327. <https://doi.org/10.1080/13032917.2019.1575886>
433. Zatori, A., Smith, M. K., & Puczko, L. (2018). Experience-involvement, memorability and authenticity: The service provider's effect on tourist experience. *Tourism management*, 67, 111-126.
434. Zeithaml, V. A., Berry, L. L., & Parasuraman, A. (1996). The behavioral consequences

- of service quality. *Journal of marketing*, 60(2), 31-46.
- 435.Zerva, K. (2021). Dark tourism on Netflix: From place to person-dependent. *Tourism management perspectives*, 38, 100823.
- 436.Zhang, H., Wu, Y., & Buhalis, D. (2018). A model of perceived image, memorable tourism experiences and revisit intention. *Journal of Destination Marketing & Management*, 8, 326–336. <https://doi.org/10.1016/j.jdmm.2017.06.004>
- 437.Zhang, J., & Zhang, Y. (2020). Tourism and gender equality: An Asian perspective. *Annals of Tourism Research*, 85, 103067.
- 438.Zhang, P., Meng, F., & So, K. K. F. (2021). Cocreation experience in peer-to-peer accommodations: Conceptualization and scale development. *Journal of Travel Research*, 60(6), 1333-1351.
- 439.Zheng, C., Zhang, J., Qian, L., Jurowski, C., Zhang, H., & Yan, B. (2018). The inner struggle of visiting ‘dark tourism’ sites: examining the relationship between perceived constraints and motivations. *Current Issues in Tourism*, 21(15), 1710-1727.
- 440.Zhong, Y. Y. S., Busser, J., & Baloglu, S. (2017). A model of memorable tourism experience: The effects on satisfaction, affective commitment, and storytelling. *Tourism Analysis*, 22(2), 201–217. <https://doi.org/10.3727/108354217X14888192562366>

