

EFFECTS OF GIRLFRIEND GETAWAY TOURISM ON MEMORABLE TOURISM EXPERIENCE, SATISFACTION AND WELL-BEING

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INTRODUCTION

According to attachment theory, humans have an innate need for connection and attachment with others (Mikulincer & Shaver, 2005). Girlfriend getaways allow female tourists to strengthen their attachment bonds with their friends (Campbell & Stanton, 2019), and it is suggested that friendship can be strengthened by spending quality time together, participating in activities, and creating shared memories (Gibson, Berdychevsky, & Bell, 2012). Nowadays, girlfriend getaway tourism has become more and more popular due to the rising independent sense among women (C. Khoo-Lattimore & Prayag, 2016), and studying this topic may help us better understand the role and status of modern women in the tourism field. Also, current studies argue that girlfriend getaway tourism can enhance their emotional well-being and lead to positive emotions such as happiness, contentment, and satisfaction (Mirehie & Gibson, 2020). During trip, secure attachment bonds in travel are associated with higher relationship satisfaction and well-being. A girlfriend vacation may provide an opportunity to deepen attachment bonds between friends, which can improve relationship satisfaction and overall well-being (Laing & Frost, 2017).

In existing literature, girlfriend getaway refers to travel with one's female friends or friends, and past studies have generally studied women from the perspective of men or from the perspective of a third gaze, and rarely understand how the two sides of a female getaway feel about each other from the perspective of a sense of love (C. Khoo-Lattimore & Prayag, 2018; Kong, Guo, & Huang, 2022). The earlier studies of women were usually related to sex, risk, and experience, and as feminism develops and the female mind continues to evolve (Berdychevsky,

Gibson, & Bell, 2016; Catheryn Khoo-Lattimore & Gibson, 2018), the direction of female tourism should also be changed. During the same period, different research results emerged, and perceptions of female getaways varied widely from different angles.

Therefore, the purpose of this article is to investigate how females feel about each other among their friends and their own perceptions during travel.

METHOD

The purpose of this study is to investigate female tourists' motivation, perception, and wellbeing toward each other during travel. First, by using a framework of attachment theory, this study attempts to identify the important factors for women's choice of their girlfriend getaways and the important factors that affect mutual perception in tours. In the first part, the qualitative research method is used to understand the feelings of women during the boudoir getaway, and the questionnaire is designed through the interview results. Here are some sample interview questions:

- 1) Can you describe a girlfriend getaway and how it differs from other types of travel?
- 2) What do you believe is the most appealing aspect of girlfriend getaways for women?
- 3) Could you share some popular girlfriend getaway destinations and what makes them appealing to women?

The interview selected 10 women of different ages, graded their ages according to demographic characteristics, and understood their thoughts, perceptions and experiences about women's travel. All interviews were conducted through face-to-face communication. Each interview lasted about 50-60

mins. The entire interview process was recorded and immediately transcribed to ensure accuracy. The corresponding information was analyzed after recording and transcribing the interview. After reading through the interview notes, the author had several discussions on the coding scheme and then

manually coded all the interview notes. During the coding process, meaningful units in respondent records were captured and used to formulate items about the respondent's generative abilities to design the model and questionnaire.

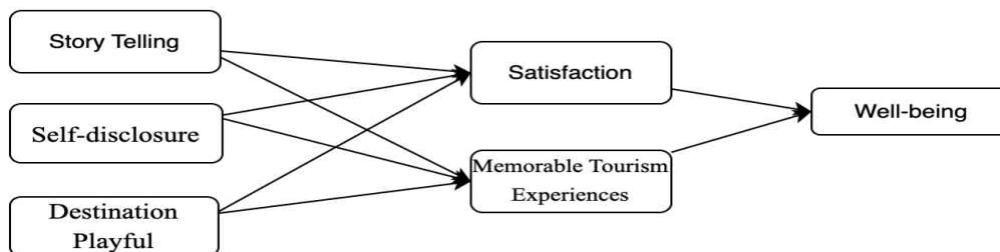


Figure1 Hypothesis model

FINDINGS

A total of 305 questionnaires were sent out through convenience sampling. This study examined the relationship between destination

playfulness, storytelling, self-disclosure, memorable tourism experience, satisfaction, and well-being by using SmartPLS 3.3.3 for structural equation modeling (SEM).

	Original sample (O)	T statistics	P values
Destination playfulness -> MTE	0.701	13.076	0.000
Destination playfulness -> Satisfaction	0.695	12.697	0.000
MTE -> Well-being	0.521	3.466	0.001
Satisfaction -> Well-being	0.372	2.483	0.013
Self-disclosure -> MTE	0.103	2.107	0.035
Self-disclosure -> Satisfaction	0.132	2.205	0.028
Story Telling -> MTE	0.139	2.434	0.015
Story Telling -> Satisfaction	0.13	2.441	0.015

	Cronbach's alpha	Composite reliability (rho_c)	AVE
Destination playfulness	0.934	0.948	0.754
MTE	0.935	0.959	0.885
Satisfaction	0.936	0.959	0.886
Self-disclosure	0.896	0.935	0.827
Story Telling	0.902	0.924	0.67
Well-being	0.937	0.955	0.841

Table Factory analysis

IMPLICATIONS or CONCLUSION

In girlfriend getaway tourism, storytelling, destination playfulness and self-disclosure have all significant impacts on satisfaction and memorable tourism experiences; satisfaction and memorable tourism experiences also have direct impacts on well-being. According to the results, the degree of self-disclosure shows less importance compared to the sharing of stories and destination playfulness in girlfriend getaways, and it can also be learned from interviews that many people think that mutual

communication is more interesting. Instead of sharing your secrets with each other, that's what a trip is all about. The results of this study provide us valuable insights about what factors bring girlfriend getaways to go travel together and explore the functions of MTE and satisfaction on influencing female tourists' well-being.

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