Making Positive Family Memories Together and Improving Quality-of-Life Through Thick Sociality and Bonding at Local Community Festivals and Events

Abstract

Our study contributes to the current research on tourism and quality-of-life (QOL) by investigating Memorable Event Experiences (MEE), as a primary resource for familial bonding and memory creation. A mixed methods approach (focus groups and questionnaires) is used to explore the QOL indicators of: physical well-being, psychological/emotional well-being and relationships with family within the context of localised event experiences. Findings from this study are transferable across all aspects of the tourism system, they demonstrate that experiencing an event together as a family can facilitate collective memory creation, familial bonding, and create thick sociality or 'we-relationships' and can therefore enhance a family's QOL in the long term.

1. Introduction

Understanding well-being and quality-of-life (QOL) has become a key area of investigation for scholars examining the deeper sociological impacts of the tourism system upon individuals, and for governments as they seek to implement and analyse policies that increase community well-being as a prerequisite for understanding how residents perceive their overall QOL (Chen, Lehto, & Cai, 2013; Taniguchi, 2012). Yet, so far, limited attention has been given to localised festivals and events which could provide unique opportunities to enhance social interactions and relationships, and as a result are positively connected to one's subjective well-being (SWB) (Chang, Wray, & Lin, 2014; Newman, Tay, & Diener, 2014; Torres, 2015). Our study takes the opportunity to investigate family well-being and in doing so examines the potential of local community festivals and events to facilitate social interactions and familial bonding, enhance belonging, increase happiness, create Memorable Event Experiences (MEE) and collective memories, improve physical and emotional well-being, and potentially enhance the family's QOL over time.

Perdue, Tyrrell and Uysal (2010) further argued that there has been a shift in the value of tourism away from traditional quantitative economics towards more subjective types of value such as: QOL, wellness, a sense of well-being and sustainability. Uysal et al. (2016) more specifically identify a growing trend for research into QOL in tourism. They concluded that tourists' experiences and activities could positively affect a range of life domains such as: "family life, social life, leisure life, and cultural life" (Uysal et al., 2016, p. 245). Tourism and components of the Event Tourism system such as attractions, festivals, and events have long been associated with hedonic well-being, although more recently scholars are beginning to define and measure eudemonic travel and tourism experiences (see for example Lengieza, Hunt, & Swim, 2018; Sirgy & Uysal, 2016).

Uysal et al.'s (2016) systematic review of 35 QOL studies in Tourism revealed that the vast majority assessed QOL at an individual level. This paper aims to further the research agenda in QOL by assessing it in the context of MEE and at a family level of analysis which is currently limited (Mancini, George, & Jorgensen, 2012; Sirgy, 2001). This is achieved by collecting data across both family life and leisure life domains (Genc, 2012; Lee & Sirgy, 1995) and testing the proposition that experiencing an event together as a family (within the leisure life domain), can facilitate collective memories, familial bonding, and potentially create thick sociality or 'we-relationships' (Wang, 1999; West & Merriam, 1970) and enhance a family's QOL in the long term. This study also answers the call (Uysal et al., 2016) for scholars to utilise a range of methods and to conjoin objective and subjective indicators when investigating QOL rather than be driven by a traditional survey method. Within this study qualitative focus groups gave accounts of both subjective and objective QOL indicators which were analysed and then used to implement a wider QOL survey across family orientated festivals and events.

Uysal et al. (2016) further note that researchers use the terms QOL and well-being interchangeably which may explain the current ambiguity in published research between quantitatively measured objective factors such as economic well-being (e.g. household income, amount of recreation, parks, or leisure facilities) and qualitatively analysed subjective factors connected to one's psychological or hedonic well-being such as happiness, overall life satisfaction, or SWB. Their overview of subjective indicators of QOL concludes that QOL has been most frequently captured by investigating one's overall satisfaction with life or satisfaction with a particular domain. Domain satisfaction centres on capturing contentment within particular life domains which are identified as: social life, family life, work life, community life and leisure life (Genc, 2012; Lee & Sirgy, 1995). Uysal et al. (2016) suggest that not all life domains carry equal importance and can vary across people and context. For example, it has recently been documented that within the leisure life domain, time and space, money, and rest, health and happiness were most significant

to family QOL (Stadler & Jepson, 2017), and if these were positive, then they could affect a family's ability to attend events.

As a result of the infancy and limited scholarship investigating QOL at a family level in tourism a comprehensive systematic literature review was undertaken and a total of 290 papers were identified as relevant to this study which are summarised and critically discussed below: Firstly, to contextualise and justify analysis of QOL at a family level, families are defined in the context of the study, in relation to families and tourism research and for methodological purposes. Secondly, literature is reviewed in respect of happiness, well-being, QOL, and life satisfaction. We then advocate the introduction of positive memory creation in the study of QOL and to support our understanding of and analysis of QOL at a family level. Following a discussion of research design, findings from focus groups and surveys are presented, discussion and practical implications are put forward. Our paper finishes with discussion on limitations and future research.

2. Literature Review

2.1. Defining Modern / Postmodern Families

Families can still be considered as the central units of society, they are the oldest and potentially the most valuable of all human institutions (Zabriskie & McCormick, 2001), although it is important to recognise that the composition of a family, and the societal values held within it have changed significantly in modern western societies over many decades (Carr, 2011; May & Dawson, 2018). In the 1990s, sociologists began to question the traditional patriarchal, white, middle-class model of a family, and have since then extended the scope of family studies to include different types of families (e.g. single parents, LGBT families, step parents, or living apart together couples) and other kinds of kinship (May & Dawson, 2018). As a result of challenges from within the family and their social environment (DeFrain & Asay, 2007) some suggest that families today are weak, troubled (Nock, 1998) or even demoralised institutions (VanDenBerghe, 2000). These discussions complicate, diversify and enrich the traditional picture of family life and how families spend time together, where time has become a popular sociological concept to investigate in relation to families in recent years (May & Dawson, 2018). These unrelenting and rapid changes in our societies have led to the existence of families containing both 'modern' and 'postmodern' values which often exist side by side (Burman, 1992) creating a very different understanding of family than what was once understood to be a nuclear family (Murdock, 1949) of two parents and their children during the 1950s-1980s. Elkind (1994, p. 1) summarises this change: "The modern nuclear family, often portrayed as a refuge and retreat from a demanding world, is fast disappearing. In its stead, we now have a new structure – the postmodern permeable family – that mirrors the openness, complexity and diversity of our contemporary lifestyles."

One could argue that a dichotomy exists within modern and postmodern family ideology: whereas the modern family ideology emphasises the importance of doing things together, postmodern emphasis is upon individual expressionism and self-identities which can cause conflict within family relationships.

As a result of these evolutionary changes and the ideological conflicts between the modern and postmodern, defining a family remains subjective and highly problematic. Poston et al.'s (2003) study is valuable as it recognised the complexity and importance of balancing relationships within the extended family and the conditions needed to ensure a healthy family such as: "spending time together, clarifying roles for adults, respecting each other's individuality, offering unconditional love and support, and having open and honest communication" (p. 324).

Within our study a family is defined thus: "A family includes the people who think of themselves as part of the family, whether related by blood or marriage or not, and who support and care for each other on a regular basis" (Poston et al, 2003, p. 319). More specifically, DeFrian & Asay (2007, p. 284) defined a family as a unit of "two or more persons who share resources, share responsibility for decisions, share values and goals, and have a commitment to one another over time. The family is that climate that one comes home to and is the network of sharing and commitments that most accurately describes the family unit, regardless of blood, legal ties, adoption, or marriage." Although we take forward these two definitions of a family, we recognise that much deeper sociality and complexity of relationships exist below the surface, such as stepfamilies which contain 'ex-relatives' still related to the children which entails a larger number of personal interactions (Visher & Visher, 1985, p. 10).

2.2.   Families, Tourism, and Events Research

According to Kidron (2013), little is known about the familial holiday experience and the thick sociality of relationships within them which seems both absurd and ironic considering the foundations of present day holidays particularly in the Western World were laid by family package holidays as part of the boom in mass tourism in the 1970s/ 80s, where mainstream tour operator brochures depicted (and still depict) happy smiling families, theme parks and family leisure opportunities. It is suggested that the limited number of inquiries into families and their experiences on holiday is the result of the paradigm of the 'solitary tourist' (Larsen, 2008; Obrador, 2011) who, once detached from domesticity, seeks to "break the bonds of everyday existence" (MacCannell, 1999, p. 159), and this need for radical separation from everyday life is essential in order for one to understand one's 'solitary tourist experience'.

The following exceptions to the limited scope of research on families are worthy of discussion in regards the context of our study. Larsen, Urry & Axhausen, (2007) found that family holidays were important for home building as they contain important photographic memories (Haldrup & Larsen, 2003; Noy, 2007) and narrative discussion for the family upon their return from holiday. Noy's (2007) research demonstrated that tourist practices (whereby space and time was shared by all family members) enabled familial sociality. Larsen et al. (2007) also agree and suggest that taking a holiday makes all family members available and present at the same time and therefore uncouples them from the separation of work, commuting trips, homework, voluntary commitments, and leisure activities. Family trips can be considered as an important resource for the creation of a shared experience (Noy, 2007; Shaw, Havitz & Delemere, 2008), which is transformed into a familial memory shared by all members of the family unit (Kidron, 2013). It is the telling and retelling of familial narrative memories that are of great importance, yet they are alarmingly under-researched within tourism, hospitality, leisure and events, as discussed further below.

Obrador's (2011) research makes the connection that family package holidays are not necessarily concerned with escapism and estrangement but are more likely to be a "period of heightened family life" (p.412), as a result of the close proximity to one another. It is certainly the case that while 'The home is where our heart is' and is generally considered stationary in essence, the importance of it and what it represents emotionally to those within a family is fluid, akin to our culture, and moves with the family whenever and wherever they travel. Both Obrador (2011) and Kidron (2013), refer to the idea of domesticity and thick sociality which occurs when a family travels together for a holiday. This conclusion was also reached by Larsen et al. (2007) and later by Shani & Uriely (2012) in relation to visiting friends and relatives (VFR) as a result of a process of 'anchoring oneself' within new families and friendships which are either created or re-visited while the family is away. At present though, no studies have examined the concept of time within these relationships: how long for example does the process of thick familial sociality take to develop, and what are the factors involved for this to take place. Our study investigates event experiences, and whether during these short-term activities thick sociality for families can take place leading to the creation of familial bonding and memory creation.

Whilst families may still seek elements of Urry's (1990) tourist gaze such as the search for the 'authentic other', they are more concerned with Wang's (1999) existential forms of authenticity which is betwixt and between family members to create a "we-relationship" (Wang, 1999, p. 364). The creation of we-relationships develops trust, empathy, and belonging between family members and one could argue is the reason that family holidays have the potential to sustain or stabilise relations between family members that would otherwise be in jeopardy (Carr, 2011; Minca & Oakes, 2006). We-relationships though are not a new phenomenon. West and Merriam (1970) found that shared recreational experiences away from the familial

home helped maintain and increase family togetherness by encouraging processes of social interaction within a family. They argued that when families move away from the home into a different environment it serves to cut off families from their normal social world, which intensifies family members' interactions with one another and induces a strong ''we'' feeling in the group. We-relationships can be considered a part of what Haldrup & Larsen (2003) regard as the 'family gaze', which is centred upon the 'extraordinary ordinariness' of a family's private social world. This is clearly evidenced in Haldrup & Larsen's (2003) study of family photography and Noy's (2007) auto-ethnographic reminiscence study of family beach holidays. Both of which found that family photography was more about building social relations than the visual consumption of place and space (Crouch, 2002; Urry, 1995).

More specific insights into the benefits of travel to families include Durko & Petrick's (2013) systematic review into the family and relationship benefits of the travel experience. They found that travel is multi-layered and holds deeper psychological meanings for both families and individuals, and also, that tourism can provide worthwhile benefits to adults and children. Durko & Petrick (2013) have mapped this recognition within tourism literature with many tourism scholars now viewing holidays as a foundational resource that can develop and strengthen relationships and increase familial bonds and social capital (e.g., Crompton & Keown 2009; Kakoudakis, McCabe & Story, 2017; Kim & Lehto, 2013; Kozak & Duman 2012; Lima, 2017; McCabe & Johnson, 2013; McCabe, Minnaert & Diekmann, 2012; Minnaert, Maitland & Miller, 2009; Minnaert, Stacey, Quinn & Griffin, 2010; Shaw, Havitz & Delemere 2008; Sirgy et al., 2011; West & Merriam, 2009).

Durko & Petrick's (2013, p. 720) review of literature tested three key hypotheses: "travel creates strong family bonds and life-time memories, travel maintains or increases overall well-being, which can strengthen marriages to reduce the likelihood of divorce, and travel increases total family happiness, including benefits for children and extended family members." They found that all three hypotheses were supported mainly through studies on leisure activities which are of course a key part of the travel and tourism experience. Durko & Petrick found evidence from 39 academic papers (out of 46) which supported the notion that travel created strong family bonds and life-time memories (e.g. Gilbert & Abdullah, 2004; Gram, 2005; Kozak, 2010; Lehto et al., 2009; Shaw, Havitz & Delemere, 2008) which further reinforces contributions from leisure studies research (e.g. Holman & Epperson, 1984; Orthner & Mancini, 1990; Poff, Zabriskie & Townsend, 2010; Smith, Freeman & Zabriskie, 2009; Zabriskie & McCormick, 2003). The second hypothesis tested by Durko & Petrick (2013) was also supported in their review which found that holidays led to a reduction in arguments on holidays, in the sense that travelling together can combat unhappiness and rekindle marriages (Chen, 2012) and ultimately deter couples from getting divorced (Hill 1988; Holman & Jacquart, 1988; Newman & Newman, 2008; Schwartz, 2009; Presser, 2000).

Finally, and more importantly for the purposes of this study, Durko & Petrick (2013, p. 725) found only limited evidence to suggest that "travel increased total family happiness, including benefits for children and extended family members," although they did discover a positive relationship between family leisure experiences, togetherness, and childhood socialisation and development. Durko & Petrick (2013) concluded that future research should embrace: the differences between travelling with or without significant other, the benefits of travel and how it affects relationships particularly for children's educational development, family togetherness and overall life satisfaction.

In the context of festival and event research, there has been a proliferation of studies to investigate event attendance with most concluding that socialisation and family togetherness are a key motivating factor (Backman, Backman, Uysal & Sunshine, 1995; Bowen & Daniels, 2005; Crompton & McKay, 1997; Faulkner, Fredline, Larson & Tomljenovic, 1999; Formica & Uysal, 1996, 1998; C. K. Lee, 2000; C. K. Lee, Lee & Wicks, 2004; Mohr, Backman, Gahan & Backman, 1993; Nicholson & Pearce, 2001; Schneider & Backman, 1996; Scott, 1996; Tomljenovic, Larson & Faulkner, 2001; Uysal, Gahan & Martin, 1993). Other studies featuring families have concentrated on: the role and importance of children above parents' or guardians' in the event decision making process (Foster & Robinson, 2010), achieving family happiness through children's' happiness (Robinson, 2008), and the role of events for families with children as a response to seasonality at visitor attractions (Connell, Page & Meyer, 2015). In respect of QOL the majority of studies have concentrated on individual participants and not included families as part of their sample. Packer and Ballantyne's (2010) study for example tested theoretical frameworks to understand how festivals can impact on an individual's psychological (Laiho, 2004; Ryff & Keyes, 1995), subjective (Keyes, Shmotkin & Ryff, 2002), and social wellbeing (Keyes, 1998). Packer and Ballantyne (2010) found the experience of going to a festival began months in advance of the live event and that attendance at the event transformed SWB and strengthened personal and group identity through strong emotional connections with music, people, and place. Similarly, Liburd and Hergesell's (2008) conceptual study on the Wadden Sea Festival in Denmark investigated how a cultural event might influence an event organiser's and individual participants' quality-of-life whilst also encouraging regional identity through event branding and realising development goals

There is a paucity of research into families and their relationships 'with' and 'within' community festivals and events especially in regard to the rich socialisation opportunities and benefits that families could gain from experiencing localised events together. Some studies have begun to unravel the complexity of social relationships within community festivals and events which offer short-term, intense or 'liminal' experiences (Turner, 1974; Getz, 2010, 2012). Other examples within festival literature have included the impact of bridging and bonding in relation to social capital (Wilks, 2011), or more recently how local festivals are able

to create closely bonded internal networks between family and friends which bind them to place, develop local community pride, and allow new connections to be made beyond one's place of residence or socially familiar boundaries (Black, 2016). All of these are seen as essential to achieve internal and external balance; a key requisite of socially sustainable communities (MacNab et al., 2010). Getz (2019) draws attention to the importance of the personal impacts of event experiences and in particular highlights impacts upon the family as: "a very recent line of inquiry". Getz (2019) draws attention to the work of Jepson and Stadler (2017) and Stadler and Jepson's (2017) research on children with families and the effect that event experiences can have. Their studies documented the conditions and factors events should consider to foster belonging and attachment to place. Stadler and Jepson (2018) also researched conflict and barriers to event visitation and its impact upon family QOL.

From this initial review of literature into families, tourism and events, it can be concluded that no studies have examined the potential of tourism, leisure and event experiences: to provide unique opportunities to engage in meaningful activities, develop familial bonding, socialisation and memories which can potentially enhance a family's happiness and well-being and QOL in the long-term. In order to further contextualise our study, the discussion below moves on to explore the concepts of happiness, well-being, as well as QOL and life satisfaction.

2.3 Happiness, Well-being, Quality-of-Life (QOL), and Life Satisfaction

Greater attention has been given to understanding the relationship between planned leisure activities and SWB. Interestingly though limited attention has been paid towards tourism and life satisfaction despite it being a key leisure activity in societies (Dolnicar, Yanamandram, & Cliff, 2012). Several studies have hypothesised associations between overall life satisfaction and travel experiences (Neal, Uysal, & Sirgy, 2007; Sirgy, 2010; Sirgy, Kruger, Lee, & Yu, 2011) or how an individual's emotions change over the duration of their holiday (De Bloom, Guerts & Kompier, 2012; Nawijn, 2010; Nawijn, Mitas, Lin & Kerstetter, 2013), whilst others have made comparisons between before and after trip evaluation (Besser & Priel, 2006; Nawijn, Marchand, Veenhoven & Vingerhoets, 2010). Gilbert and Abdullah (2004) concluded that tourists demonstrated a minor increase in their SWB in contrast to non-tourists after taking an annual holiday. In the context of families, McCabe et al. (2010) firmly established the significance of family bonding and relationships as an important outcome of holidays for social tourists which could lead to improvements in well-being in disadvantaged groups (McCabe & Johnson, 2013). Interestingly though a survey of UK households with a sample of 10 000 (Taylor, Brice, Buck & Prentice-Lane, 2001) found that going on holiday did not seem to have any significant and consistent impact on happiness.

Happiness can be thought of as a multi-faceted and much-debated issue (Bimonte & Faralla, 2012). Understanding the key concepts of happiness and life satisfaction may appear straightforward with many using the terms interchangeably, but although there is a high inter-relational synergy to well-being, happiness and life satisfaction, many scholars suggest that there is not always a correlation, so any generalisation should be treated with caution (Bardo, 2010; George, 2006). Both happiness and life satisfaction are the two most commonly studied aspects of SWB. Subjective well-being is: "a state of stable, global judgment of life quality and the degree to which people evaluate the overall quality of their lives positively" (Yang, 2008, p. 204). SWB tries to understand the aspects of life which make people happy and contented, it is reliant upon individuals' recognition and evaluation of what is good about their lives (Diener, 1984).

SWB as an area of research developed as a result of the unsubstantial links between individuals' objective circumstances (income levels, wealth, literacy etc.) and levels of happiness (Layard, 2006). There is wider international agreement (Organisation for Economic Cooperation, 2011) that well-being should be investigated from multiple disciplines and fields of study to better understand the relationship and overlap between objective and SWB which has previously been described as limited or weak (Kahn & Juster, 2002). Some studies have begun to demonstrate the link between objective and subjective factors of well-being (see McCabe, 2013), yet it is of paramount importance that what drives well-being in modern societies is understood particularly as high levels associated with enjoying one's work, happiness and overall life satisfaction, and lower perceptions of well-being are attributed to depression and anxiety, stress and the need for therapy (Steger, Frazier, Oishi & Kaler, 2006). This is of particular interest to national governments as they seek to improve societal well-being. The United Kingdom for example has recently used QOL findings to measure national and personal well-being with the Office for National Statistics (ONS) (Dolan et al., 2011; Office for National Statistics, 2014) with a view to inform policy. The ONS identified 10 domains (or aspects of life) that people said mattered to their well-being, including: personal well-being, our relationships, our health, what we do, where we live, personal finances, the economy, education and skills, governance, and the environment. Each of these domains is measured using a range of indicators and the results are updated every six months (Office for National Statistics, 2018).

Happiness is thought to be the most problematic to define within SWB research and there is a lack of an accepted conceptualisation. Within psychology for example there is no accepted consensus other than happiness being highly subjective, positive, and an internal emotional state of one's mind (Diener, 1984; Lu, 1999; Tsou & Liu, 2001; Veenhoven, 2010). The frequent and ongoing debates in regard to conceptualising happiness are whether it is a measure of affect or cognition, or both (Crooker & Near, 1998). Some argue that happiness is a momentary state or a mood of the day (Eid & Diener 2004), a measure of emotion,

thought or both. Affective components within happiness studies refer to how a person feels, whereas the cognitive component is defined as the perceived difference between what a person has and what a person wants (Veenhoven, 2010), or the evaluation of one's life as a whole (Eid & Diener 2004). There are two central arguments within this, the first comprises those who defend the proposition that happiness is a measure of affect and is susceptible to sudden changes in mood (Tsou & Liu, 2001). Therefore, if happiness is sensitive to mood, or behaves similarly to emotions, it should be treated as a measure of affect. Secondly, those who are convinced that happiness is a measure of cognition, argue that happiness is a set point that remains consistent across one's life (Crooker & Near, 1998). This position argues that if one's happiness is a set point then it is intimately affiliated to, or even determined by, biological factors. Finally, some scholars argue that happiness is actually a hybridization of both affect and cognition. They hold the belief that happiness is subject to sudden changes in mood, but that it returns to the set point over time. (Veenhoven, 2010). Our research takes on the proposition that happiness is both emotion and thought.

In tourism, a number of studies advocate that travel activities can provide a welcome interruption from the fast pace of daily life leading to increases in QOL and a higher degree of relationship satisfaction (de Bloom et al., 2010; Dolnicar, Yanamandram & Cliff, 2012; Fritz & Sonnentag, 2006; Strauss-Blasche, Ekmekcioglu & Marktl, 2000). The majority of studies support the presumption that healthy relationships lead to positive physical and mental health, and an overall increase in the QOL of adults (Schoenborn, 2004; Williams, 2003). Vacations, holidays and additional types of travel were found to contribute to happiness and positively affect life satisfaction (Nawijn, 2011). Gilbert and Abdullah (2004) discovered that people who take holidays tended to experience higher life satisfaction than those who did not take holidays, and that there was a clear gap in regard to perceived life satisfaction before and after people had travelled which then increased during the post travel period. Moreover, leisure travel increases individuals' happiness and can also improve tourists' SWB and additionally the overall QOL of the community itself (McCabe & Johnson, 2013). Sirgy et al. (2011) found that the positive and negative effects linked to travel experiences influenced tourist satisfaction across 13 different life domains (e.g., leisure life, family life, health and safety, love life), but they do so in different ways. For example, the contribution to overall satisfaction in life domains such as social life, leisure life, and family life is significant, whereas in others (e.g. health and safety, self), it is not. Whilst at the same time, negative affect can detract from overall satisfaction in some life domains but not others. The overall relationship between travel experiences and tourists' sense of well-being is therefore complex. A later study by Dolnicar, Yanamandram, and Cliff (2012) also came to the same conclusion that vacations as a life domain contributed significantly to QOL.

Although vacations create many positive impacts, one should not make the presumption that travel repeatedly improves happiness or life satisfaction. Moscardo (2009) identified several factors that might improve an individual tourist's QOL, such as: improved health through stress release and increasing exercise, acquiring new skills and knowledge which may lead to improved self-esteem, competence and confidence, developing social networks and therefore improving social capital, and a comprehensive appreciation of the significance of taking part in social, cultural, and political activities. Moscardo's (2009) study, however, also showed the potential elements of tourism that might negatively affect a tourist's QOL, such as: the exposure to health risks, high amounts of money that could be spent otherwise, and loss of a sense of belonging to the tourist's own home community and therefore loss of opportunities to contribute to local activities. Nawijn's (2011) study found that even if people were happier when on holiday than in their normal daily life, factors such as attitude or holiday stress could potentially affect their levels of happiness in any given day. Within his overall findings though he did not find any significant improvement in life satisfaction in his sample of 466 international tourists visiting the Netherlands.

According to Felce and Perry (1995, p. 5) QOL can be defined in four different ways: in terms of life conditions, in terms of satisfaction with life, as a combination of life conditions and satisfaction, or as a combination of life satisfaction weighted by a scale of importance. Other debates within QOL research surround the advocation and adoption of objective/ subjective approaches or both, and the uni/ multidimensional nature of QOL research. The significance of objective/ subjective indicators in QOL research is akin to that of studies within well-being as discussed previously. Table 1 illustrates the most commonly used subjective and objective indicators according to Rapley (2003, p. 11). Therein lies an excellent opportunity for researchers to investigate the relationships between objective and subjective indicators. No study thus far has investigated the subjective indicators of happiness, overall life satisfaction, and family relationships.

Table 1
Objective and subjective social indicators of QOL

Frequently used objective social indicators	Frequently used subjective social indicators
(represent social data independently of individual evaluations)	(individuals' appraisal and evaluation of social conditions)
Life expectancy	Sense of community
Crime rate	Material possessions
Unemployment rate	Sense of safety
Gross Domestic Product	Happiness
Poverty rate	Satisfaction with life as a whole
School attendance	Relationships with family
Working hours per week	Job satisfaction
Perinatal mortality rate	Sex life
Suicide rate	Perception of distributional justice
	Class identification
	Hobbies and club membership

Source: Rapley (2003, p.11)

Much of the research into QOL has sought to define the elements of the term, while other researchers have developed models of the concept of QOL which combine conceptual or theoretical frameworks. And whilst examples of unidimensional QOL research do appear within published literature, these are mainly within a healthcare context: the vast majority of studies adopt a multidimensional (domain driven) approach to QOL research. Consensus within the literature (Cummins, 1997; Felce & Perry, 1995; Keith, 2001; Schalock, 1996) further suggests that if placed together, core QOL domains or dimensions should encapsulate the concept of QOL in its entirety despite the overlap which exists between them (Felce & Perry, 1995; Keith, 2001). Some studies have reviewed QOL domains with a view to producing a definitive list, although incorporating standardised domains within QOL definitions has been subject to criticism. Keith (2001) argues that because core dimensions of QOL vary between cultures, any type of cross-cultural generalisation becomes invalid.

Table 2 illustrates the most widely adopted QOL definitions and associated domains. The reviews featured are representative of a variety of different academic disciplines: Felce (1996) put forward six potential QOL domains built upon a fusion of life domain areas from earlier QOL studies; Schalock (2000) advocated eight core domains in his theoretical model of QOL. He noted that out of the 125 QOL indicators established within 16 studies of individual QOL during the 1990's, over 74 per cent related to his proposed eight core QOL domains. The World Health Organization (1993) QOL assessment and subsequent definition comprised six QOL domains. Hagerty et al. (2001) proposed seven domains, based on a review of the 22 most-used QOL indexes from around the world. Their study also highlighted the need for additional domains which might be significant to specific populations, such as engaging in leisure activities in what they refer to as

advanced capitalist economies, and political participation in countries undergoing democratic reform. Finally, findings by Cummins (1997) advocated seven core QOL domains based upon a review of 27 QOL definitions, and the analysis of populace surveys which asked people which life domains they felt were the most important.

Table 2
QOL definitions and QOL domains

Felce (1996)	Schalock (2000)	World Health Organization (1993)	Hagerty et al. (2001)	Cummins (1997)
Disability/Psychology	*Disability/Psychology*	*Health*	*Social indicators research*	*Disability*
6 possible domains	*8 core domains:*	*6 domains:*	*7 core domains:*	*7 core domains:*
Physical well-being	Physical well-being	Physical	Health	Health
Material well-being	Material well-being	Environment	Material well-being	Material well-being
Social well-being	Social inclusion	Social relationships	Feeling part of one's local community	Community well-being
Productive well-being			Work and productive activity	Work/ Productive activity
Emotional well-being	Emotional well-being	Psychological	Emotional well-being	Emotional well-being
Rights or civic well-being	Rights			
	Inter-personal relations		Relationships with family and friends	Social/family connections
	Personal development			
	Self-determination	Level of independence		
		Spiritual		
			Personal safety	Safety

Source: adapted from: Cummins, 1997; Felce, 1996; Hagerty et al, 2001; Schalock, 2000; World Health Organization, 1993.

Schalock and Verdugo's (2002) study further identified the three most frequent barometers for each of their eight QOL domains (see Table 3). These conclusions were the result of a systematic review of 9749 abstracts and 2455 journal articles which gives a helpful overview of the most regularly used indicators in each QOL domain.

Table 3
Core indicators and descriptors per core QOL domain

Core QOL domain	Indicators	Descriptors
Emotional well-being	Contentment	Satisfaction, moods, enjoyment
	Self-concept	Identity, self-worth, self-esteem
	Lack of stress	Predictability, control
Interpersonal relations	Interactions	Social networks, social contacts
	Relationships	Family, friends, peers
	Supports	Emotional, physical, financial, feedback
Material well-being	Financial status	Income, benefits
	Employment	Work status, work environment
	Housing	Type of residence, ownership
Personal development	Education	Achievements, status
	Personal competence	Cognitive, social, practical
	Performance	Success, achievement, productivity
Physical well-being	Health	Functioning, symptoms, fitness, nutrition
	Activities of daily living	Self-care skills, mobility
	Leisure	Recreation, hobbies
Self-determination	Autonomy/personal control	Independence
	Goals and personal values	Desires, expectations
	Choices	Opportunities, options, preferences
Social inclusion	Community integration and Participation	
	Community roles	Contributor, volunteer
	Social supports	Support network, services
Rights	Human	Respect, dignity, equality
	Legal	Citizenship, access, due process

Source: adapted from: Schalock & Verdugo (2002)

Despite the proliferation of QOL research across a wide range of disciplines, no studies into objective or subjective QOL have investigated the role and importance of families, positive psychology and collective memory. Our work centres upon testing the above discussed QOL core domains by looking at individual QOL elements in detail: it takes on Veenhoven's (2010) third proposition that happiness is created by both emotion and thought. To do so it incorporates the psychological (WHO, 1993) / emotional well-being domains, and relationships with family and friends (Cummins, 1997; Hagerty et al., 2001) within the context of event experiences and family well-being. Leisure activities such as attending an event or festival have been identified as very important to achieving emotional well-being (Cummins, 1997; Flanagan, 1978; Krupinski, 1980).

The majority of research into family QOL has offered analysis only at an individual level with many scales being developed such as the Perceptual Indicators of Family Life Quality (PIFQ) measure (Rettig & Leichtentritt, 1997) and the Kansas Family Life satisfaction measure. For the purpose of this study, however, family QOL is adopted, which "considers all family members in terms of what it takes for them to

have a good life and their "aggregated' perspective" (Poston et al., 2003, p. 139) rather than individualised personal accounts of QOL.

Lastly, our study is also framed by the work of Haas (1999, p. 220) who suggested that: "those who study life satisfaction need to clearly define the purpose of their investigation or make clear that they are studying an aspect of well-being or subjectively perceived QOL." She further stipulates that those claiming to demonstrate findings on QOL should provide confirmation of both subjective and objective indicators or acknowledge that they are studying a particular aspect or type of QOL such as individual or family. This study is investigating family QOL through data collection on the subjective QOL indicators of: happiness, overall life satisfaction, and relationships with family (Rapley, 2003) within the core QOL domains of "Physical well-being, Emotional well-being, and inter-personal relations" (Schalock & Verdugo, 2002) to investigate memory, bonding and thick sociality through visits to community festivals and events. To clarify further this study is measuring subjectively conceived QOL at a family level with a particular emphasis on family collective event memories as indicators of family QOL.

Stadler and Jepson (2017), recently found that the QOL domains of: time and space, money/ wealth, rest, health, and happiness were important frame conditions to family attendance at community festivals and events and thus held the highest potential to create opportunities for family bonding and QOL. Jepson and Stadler (2017) conceptualised future research into community festivals, events, QOL and families and suggested it could be framed by five key research questions:

(1) "What is the meaning of community event and festival attendance from a family perspective?
(2) What elements of QOL do families associate with attending community events?
(3) How can attendance at community events and festivals enhance family QOL?
(4) What are the key differences between individual and family QOL and which aspects of individual QOL are important in balancing family QOL?
(5) How has family QOL changed as a result of attending festivals and events?" (pp. 52-53)

This study focuses upon family bonding, and collective memory which were not used within Jepson and Stadler's (2017) study to better understand family QOL.

2.4 Positive Memory Creation and QOL

Memory, it has been argued, is crucial in the development of a sense of identity where remembering one's past and past experiences helps an individual to gain a sense of self (Misztal, 2003; Tung et al., 2017). Psychologists commonly distinguish between episodic memory (sometimes called recollective, personal, or experiential memory) and semantic memory (Keven, 2016; Kim & Jang, 2016; Tulving, 1972). The former

describes "the conscious recall of specific past experiences" (Keven, 2016, p. 2498) and encompasses the process of remembering personal experiences. It involves the creation of longer lasting records of experiences and requires conscious recollection, oftentimes through stories and narratives. Semantic memory, on the other hand, refers to what one knows about the world, the retrieval of factual knowledge.

Although memory itself is individual, the process of remembering is a social and collective one, as even personal memories are embedded in and shaped by social context (Hirst & Echteroff, 2012; Misztal, 2003; 2010). This is particularly the case for memories associated with families. Family memories are created and shared between a small group of intimately related people, who can modify and reshape their memories together over time (Smart, 2011). Within a family experiences are collectively remembered; however, experiences are remembered differently by different members of the family and collective memory is therefore not simply an aggregation of individual memories (Wang, 2008). It is only through the process of collectively remembering (e.g. through family stories), that such memories can become a significant part of the family's shared identity, can help maintain social relationships within the family, and strengthen emotional ties (Wang, 2008).

From a tourism marketing perspective, it has been argued that memories created through travel and events are important in determining loyalty, re-visitation and post-consumption satisfaction (Kim & Fesenmaier, 2015; Tung & Ritchie, 2011), and that through reflecting and reliving travel experiences, collective memories emerge which can be reshaped over time (Ballantyne et al., 2011; Wood, 2015; Wood & Kenyon, 2018). Experience and memory are therefore closely related as experience depends on past memories and at the same time creates new memories. This is a key element of travel and tourism, where the creation of new experiences and hence memories is seen as highly valuable (Marschall, 2015). Not surprisingly, a number of researchers (e.g., Arnould & Price, 1993; Kim & Jang, 2016; Kim, Ritchie & McCormick, 2012; Oh, Fiore & Jeoung, 2007; Uriely, 2005) have therefore investigated Memorable Tourism Experiences (MTE), which can be defined as, "a tourism experience *positively* remembered and recalled after the event occurred" (Kim et al, 2012, p. 13). More recent studies on different elements and factors associated with MTEs include Kim and Jang's (2016) research exploring both internal and external influences on travellers' memory retrieval when attending cultural events. They found that people with high levels of openness to a new culture were more likely to recall and remember the event experience than those with lower levels of openness, especially when combined with external retrieval cues such as auditory and olfactory cues, and memorabilia. They suggest that event organisers can benefit from putting more emphasis on the sensory attributes of activities (scents, music, etc.), which facilitate the recall and memory of the experience. Zhong, Busser & Baloglu (2017) on the other hand, examined the relationship

between storytelling and MTE and found that MTE is crucial to the stories told and recounted to others. It is the stories and narratives that keep MTEs fresh and alive and help relive moments of the trip.

Mannell & Iso-Ahola (1987), Otto & Ritchie (1996) and Currie (1997) highlighted that positive affective experiences are more applicable to the tourism context than negative and neutral affective ones. Hosany et al. (2015) even argued that the rosy view phenomenon (Mitchell, Thompson, Peterson & Cronk, 1997) often found in tourism and event experiences can alleviate negative affective memories and magnify positive experiences. Barnes et al. (2016) similarly suggested that as memories are reshaped through complex social processes over time, "less successful holiday experiences [can] result in negative memories at first, but later on in life turn out to be valued highly because they brought meaning to the life of the individual or to a social group" (p. 292).

Special events provide an interesting environment to investigate, as emotions are usually heightened within these intense, immersive, extraordinary experiences. Although the event experience itself is short-term, memories can last for a long time due to the highly affective dimension of the experience (Lee & Kyle, 2012; Wood & Moss, 2015). Most recently, Wood & Kenyon (2018) looked at the role of shared emotion when remembering an event experience. Findings from their study show how the process of sharing event memories with others has an intensifying effect on participants' remembered experience. The shared memory of the experience even has more influence on future behaviour than the experience itself.

The connection between positive memories and their potential long-term effects on well-being and QOL seems evident, yet memory is missing from QOL frameworks and domains, and there is limited research into memory, especially in a tourism, leisure and events context. Shaw, Havitz & Delemere (2008) are among the few who have specifically explored families and the cultural importance of family holidays and memories. One of their major findings highlights how vacations create memories that last, they provide meaning to the family and its members, and strengthen the family unit. Many parents in their study identified this as a long-term goal, in the sense that positive memories created on holiday can help develop a strong family history and therefore solidify the family unit. However, memory is not specifically identified as a key element to the above discussed concepts of happiness, SWB and QOL. There is therefore a need to look further at families and family memories, particularly in relation to MEE which we define as: a festival/event experience *positively* remembered and recollected after the event has taken place. These experiences can enhance bonding, thick sociality and we-relationships, and therefore create family QOL in the long run.

Fig depicts a framework of family QOL determinants with the aim to, 1) investigate how community festivals/ events can act as a platform for family memory creation and bonding through a Memorable Event Experience (MEE), and 2) understand the importance of MEE in enhancing family happiness, well-being and QOL.
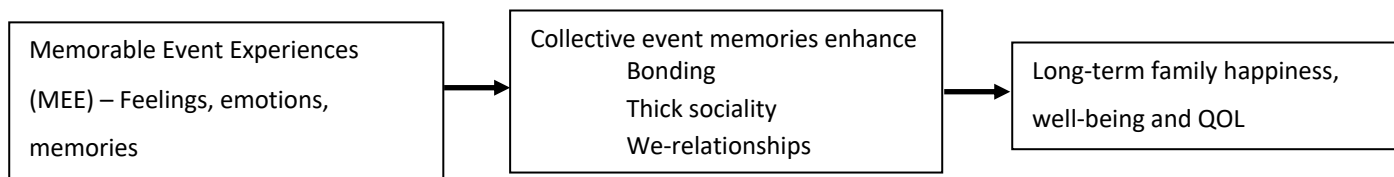
| Memorable Event Experiences (MEE) – Feelings, emotions, memories | → | Collective event memories enhance
Bonding
Thick sociality
We-relationships | → | Long-term family happiness, well-being and QOL |

Fig. 1. Framework of family QOL determinants through festival and event attendance

3   Methodology

Our study follows an exploratory sequential mixed methods approach, whereby qualitative and quantitative research techniques, methods and concepts were combined in an attempt to use their complementary strengths and reduce the weaknesses of each method on its own (Burke Johnson & Onwuegbuzie, 2004; Creswell et al., 2006; Onwuegbuzie & Burke Johnson, 2006). Qualitative research in the form of focus group interviews was carried out to explore broad concepts and to develop propositions, which were later tested quantitatively through a survey (n=303). The relative importance of the qualitative and quantitative components of the study are defined as qual > QUANT (Burke Johnson & Onwuegbuzie, 2004; Teddlie & Tashakkori, 2006; Yin, 2006).

3.1 Focus groups

Phase one of our research consisted of four focus groups with 3-4 participants each, representing a total of 14 family units. Focus groups were selected as the most appropriate method as they can capture insights on behaviour and provide valuable qualitative data with regard to SWB and definitions of quality (Krueger & Casey, 2014, p. 11-13). The main aim of our focus groups was to use these insights and definitions as the foundation to develop survey research into family festivals and events. A single category focus group design (Krueger & Casey, 2014, p. 27) was applied in this study. Local community groups were contacted (such as toddler groups, cultural groups, social media sites), and local events in Hertfordshire, UK, were visited to recruit participants. Following this a snowball sampling technique was used to identify further potential participants. These methods of recruitment were used to enable a higher degree of self-disclosure (Krueger & Casey, 2014, p. 5) during the focus groups through commonalities such as: being a resident in the same

location in Hertfordshire, belonging to a group, attending similar types of events as a family, or having children of a similar age.

It is important to note that gender specific analysis was not the focus of this study, once families were approached to join a focus group we allowed the parents to make the decision as to who should represent the family unit. For the majority of focus groups, it was the mothers who decided to come and represent the views of the family. The higher representation by mothers follows the UK Office for National Statistics (ONS) data with higher childcare hours by mothers per week in the UK (women 4.7 hours/ men 1.9 hours) (ONS, 2015) and a higher percentage of mothers as non-working stay at home parents (35% of Mothers/ 7% of Fathers) (ONS, 2015).

Table 4 summarises the characteristics of our focus group sample. Children within our focus group sample were aged between 2-10, including one family with two small children (3 and 6) as well as a 15-year old child from a previous marriage. The focus groups were held in local church halls or community centres and each lasted for approximately 60 minutes.

Table 4
Focus group sample characteristics

Focus Group and Family Unit	FG1 A	FG1 B	FG1 C	FG1 D	FG2 E	FG2 F	FG2 G
Number of children	2	2	3	1	4	2	1
Single parent	No	Yes	No	No	No	No	Yes
Socio-demographic background (low/mid/high)	M	M	H	H	L	M	H
Ethnic background	White British	White British	White European	White British	Black British	White British	White British
Gender of Parent	Female	Female	Female	Female	Male	Male	Male
Focus Group Family Unit	**FG3 H**	**FG3 I**	**FG3 J**	**FG4 K**	**FG4 L**	**FG4 M**	**FG4 N**
Number of children	3	2	4	3	2	2	1
Single parent	No	No	No	No	No	No	Yes
Socio-demographic background (low/mid/high)	M	M	L	L	H	M	H
Ethnic background	Indian	White Other	White British	White British	Asian/ White British	White Other	White British
Gender of Parent	Female	Female	Female	Female	Female	Female	Female

The focus groups used a traditional questioning route with parents which was backed by theoretically underpinned studies into family QOL, leisure and events. The full list of questions is identified within Table 5.

Table 5
Focus group discussion questions

Focus group question	Theoretical influence
1. When you hear the words family and Quality of Life (QOL), what first comes to your mind? 2. What types of things help your family to be happy? 3. What types of things cause conflict / sadness in your family?	Poston et al. (2003)
4. What do you enjoy the most about visiting festivals and events with your family? 5. What do you feel your family have gained from attending festivals/events?	Packer and Ballatyne (2011)
6. Has it changed the way you feel or think about your family? 7. Do you feel more connected to your family when you attend events? 8. Do you feel a stronger connection with your local community after attending festivals and events? 9. Do you feel proud of where you live after attending festivals/events? 10. Do you feel proud of your family after attending festivals/events?	Jepson and Stadler (2015)
11. How often do you and your family attend festivals/events? 12. How do you feel when you attend festivals/events? 13. Do you feel more connected with your local community when you attend events?	Ragheb and Tate (1993)

Source: Adapted Jepson and Stadler, 2017, p. 54

Analysis of our focus group data was systematic, firstly the audio recordings were transcribed verbatim and later coded and analysed using NVivo software (version 11.4.3). Following transcription, 17 codes were identified in the data, and later arranged into 8 categories (see Table 6 below). Both codes and categories were in a final step realigned with existing literature in order to develop key themes (Bazeley, 2007).

Table 6
NVivo Codes, categories and themes

Codes		Categories	Themes
Happy children	Sharing stories	Memorable Event Experience	Positive memories – family bonding
Happy family	Sense of pride	Happiness	Positive memories – family connection
Bonding	Sense of belonging	Emotional well-being	Memorable Event Experience – long-term family QOL
Connection	Event experience	Physical well-being	
Spending time together	Local community	Material well-being	
Positive emotions	Learning something new	Community well-being	
Negative emotions	Extended family	Interpersonal relations	
Positive memories	Challenges	Family QOL	
Negative memories			

The example below (FG4/N) illustrates a set of initial codes (underlined) which was identified in the raw data. For each code the frequency (how often was it mentioned), extensiveness (by how many people) and intensity (how much passion or force was behind the comments) were identified (Krueger & Casey, 2014). Specific attention was also given to participants' perception of importance of each concept (e.g. QOL was consistently identified as very important to families) and whether the participants were consistent in their view or if it changed throughout the interview (Krueger & Casey, 2014). The codes were then arranged into categories, such as 'Memorable Event Experience' (e.g., do something a little bit different; extra entertainment; memory of going on the steam train with nana and granddad) or 'familial bonding' (e.g., extended family; going on the steam train with nana and granddad; I've connected with him). The codes and categories were in a final step realigned with the QOL theoretical frameworks discussed above, to develop key themes. In the example below this would be: 'familial bonding' through 'leisure' and 'Memorable Event Experiences' contributes to participants' 'emotional well-being' (a nicer feeling for me; he's enjoyed it; quality-of-life), and enhances interpersonal relations and physical well-being, which are key indicators of family QOL.

> FG4/N: It's just taking them out of that home environment to <u>do something a little bit different</u> which will kind of give them that little bit of <u>extra entertainment for half an hour</u>, which makes… I mean my husband didn't come that day because he was playing golf, but the rest of the <u>extended family</u> was with us. So actually, he's now got that <u>memory of going on the steam train with nana and granddad</u> and actually it's <u>a nicer feeling for me</u> in terms of, like you say, the <u>quality of life</u> because I feel like I've done something with him, <u>I've connected with him</u> and <u>he's enjoyed it</u>.

Based on the systematic analysis of focus group data, the identified categories and key themes highlighted potential connections between the variables 'positive memories', 'family bonding', 'family connection' and 'family QOL'. The following propositions were therefore developed to be tested quantitatively through survey sampling:

P1: Positive memories created at a festival/event help develop a stronger emotional bond between members of the family

P2: Positive memories created at a festival/event help develop a stronger connection between members of the family

P3: The higher the frequency of festival/event memory discourse amongst family members the stronger the emotional bonds within the family become in the long-run

P4: The higher the frequency of festival/event memory discourse amongst family members the stronger the connection between members of the family becomes in the long-run

3.2   Survey sampling and weighting strategy

Our survey design was informed by the analysis of our qualitative focus groups (Phase one) and integrated the four propositions (P1-P4) highlighted in the previous section. In an attempt to explore subjective as well as objective measures of QOL as defined in the literature review, some questions were aimed at confirming specific statements from focus groups (e.g. Our family have formed a stronger emotional bond as a result of attending this event/festival – agree/disagree/undecided), other questions were partly discussed in focus groups but also based on previous research and theoretical context (e.g. Please circle the words below which you feel contribute to your family's Quality of Life – Time, Space, Money/wealth, Health, Rest, Happy children, Being in a happy loving family, Feeling safe, Other - please specify). The questionnaire consisted of a total of 25 questions, including demographic questions such as ethnic background, postcode, number and age of children. When handing these out at live events, participants were strongly encouraged to discuss each question as a family in order to capture their aggregated perspective (as advocated by Poston et al., 2003), rather than merely one family member filling in the questionnaire on behalf of the entire family unit.

Over a period of four months in 2016 (June – September) a range of events across Hertfordshire with a specific family focus, program or theme were targeted. In order to get a good representation of different types of events (sport, music, carnival, school fair, etc.), the organisers of 15 suitable events were approached. Ten of them gave permission to collect data on site. Once on site, a purposive sampling technique to collect questionnaires was employed, which meant using the research team's own judgement in identifying family units with young children (between 2-10 years) attending the event together, for example as they were arriving/leaving together, queueing, sitting together on a picnic rug, parents watching their children on the bouncy castle/ride, or similar. Every fifth family that fit these criteria was then systematically approached in order to include a diverse range of ages, backgrounds and cultures. A total of 319 questionnaires were collected using this method. However, as we were seeking to extrapolate the results of our analyses to a wider population, it is important that the sample is representative of this population or to apply weights to make it more representative. In line with the above identified definition of family as "two or more persons who share resources, share responsibility for decisions, share values and goals, and have a commitment to one another over time, (...) regardless of blood, legal ties, adoption, or marriage" (DeFrian & Asay, 2007, p. 284), the final sample therefore encompassed all respondents that fitted these criteria. This included for example, grandparents attending the event with their grandchildren, or families with children from a previous marriage. In terms of the children's' age range, any family with at least one child aged between 2-10 years was included.

Based on these criteria and after further excluding questionnaires that were not fully completed, the final sample was 303 questionnaires. The number of children per family unit within this sample ranged from 1 to 6. Respondents' ethnic backgrounds were representative of the wider demographic statistics of the region (see ONS 2011 Census and 2016 Estimates), with 83.1% British, 7.4% European, 1.9% Australian/New Zealand, 1.3% Indian, 0.9% American, 0.9% South African, 0.9% Arabic, and 2.1% Mixed Race. The remaining 1.5% identified themselves as Peruvian, Caribbean, Philippine and Sri Lankan. In terms of their current place of residence, the majority (94.2%) were local to the area where the chosen events took place (their postcode was within a 10-mile radius of St Albans, Harpenden, Hatfield, Welwyn Garden City or Pirton).

Table 7
Event Types and Sample

Event	Event Type	Count	%
Alban City School Summer Fair	School Fair	13	4.3
Alban Street Festival	Festival	63	20.8
Barton Scarecrow Festival	Festival	20	6.6
Harpenden Carnival	Carnival	55	18.2
Leavesden Green School Fair	School Fair	10	3.3
M Festival	Music	38	12.5
Pirton Open Gardens	Garden	24	7.9
Play Day WGC	Carnival	36	11.9
Rock at the Castle	Music	24	7.9
St Albans Half Marathon	Sport	20	6.6
Total		**303**	**100.0**

The number of respondents from each of the ten events/festivals are shown in Table 7. The range of different types of events/festivals is wide but the number of respondents that were obtained at each event/festival was dependent upon many factors (e.g. time, personnel, and weather conditions). It is thus possible that families who attend some types of event (e.g. sport, represented here by the St Albans Half Marathon) may be over or under-represented when compared with the population of families attending different types of events/festivals. In order to consider a weighting system, specific figures for the numbers of families attending different types of events/festivals in the population of interest were needed. Such information, however, is not readily available. A question was therefore included in the survey which asked whether or not families regularly attended a range of different types of event/festival (festivals, sports,

music, food/drink, cultural, live, school fairs, or carnivals – tick all that apply). Classifying the events/festivals in the data in a similar manner (type Garden will be discussed below), Table 8 shows the number of people from each type of event who said they regularly attended different types of events/festivals.

Table 8
Respondents' Event Attendance by Type of Event

Observed Event type (# of respondents)	Number of respondents regularly attending different types of event by observed event type (and % of respondents from each observed event type)							
	Festivals	Sports	Music	Food/ Drink	Cultural	Live	School Fairs	Carnivals
School Fair (23)	11 (47.8%)	7 (30.4%)	7 (30.4%)	17 (73.9%)	14 (60.9%)	12 (52.2%)	21 (91.3%)	17 (73.9%)
Festival (83)	52 (62.3%)	33 (39.8%)	34 (41.0%)	64 (77.1%)	35 (42.2%)	43 (51.8%)	62 (74.7%)	28 (33.7%)
Carnival (91)	46 (50.5%)	33 (36.3%)	33 (36.3%)	37 (40.7%)	40 (44.0%)	55 (60.4%)	77 (84.6%)	67 (73.6%)
Music (62)	37 (59.7%)	27 (43.5%)	34 (54.8%)	34 (54.8%)	13 (21.0%)	37 (59.7%)	43 (69.4%)	26 (41.9%)
Garden (24)	14 (58.3%)	9 (37.5%)	11 (45.8%)	12 (50.0%)	5 (20.8%)	14 (58.3%)	22 (91.7%)	14 (58.3%)
Sports (20)	7 (35.0%)	14 (70.0%)	6 (30.0%)	8 (40.0%)	8 (40.0%)	8 (40.0%)	16 (80.0%)	9 (45.0%)

It is clearly not surprising to find that 91.3% of respondents observed at a school fair said they regularly attend school fairs. Thus, these respondents cannot give useful information about the percentage of families in our population of interest who attend school fairs. However, they are still members of the population of interest and can therefore provide estimates of the proportion of families who attend other types of event (i.e. 23 families observed at school fairs suggest that 47.8% of families in this population of interest attend festivals, 30.4% attend sporting events, 30.4% attend music events, 73.9% attend food/drink events, 60.9% attend cultural events, 52.2% attend live events and 73.9% attend carnivals).

Similarly, families observed at other types of event (festival, carnival, music, garden and sports) also give estimates of the proportion of families in the population of interest who attend different types of events/festivals. Thus, concentrating on festival attendance, those observed at school fairs suggest 47.8% of families attend festivals, those observed at carnivals suggest 50.5%, those observed at music events suggest 59.7%, those observed at garden events suggest 58.3% and those at sporting events suggest 35.0%. This is a relatively wide range of estimates but is to be expected because attendance at different types of

event is unlikely to be independent (it is not surprising to find that those who go to music events are most likely to regularly attend festivals and those who go to sporting events are least likely to attend festivals). To overcome this lack of independence, it is sensible to discard the highest and lowest estimates above and use the median figure (here 50.5%) as the best estimate of the proportion of families who regularly attend festivals.

Applying this logic to all the types of event/festival gives the estimates in Table 9. From this information it can be seen that those attending school fairs need to be well-represented in the sample of respondents and certainly better represented than those at sporting or music events, for instance. More precisely, for each respondent attending a sporting event, 2.133 (80%/37.5%) respondents attending a school fair are needed and for each respondent attending a music event, 2.206 (80%/36.3%) respondents attending a school fair are needed. Retaining the total sample size of 303 and applying this logic, the weights and effective sample sizes shown in Table 10 can be obtained.[1]

Table 9
Percentages of Families Regularly attending Different Types of Events

Estimates of percentages of families in population of interest who regularly attend different types of event							
Festivals	**Sports**	**Music**	**Food/Drink**	**Cultural**	**Live**	**School Fairs**	**Carnivals**
50.5%	37.5%	36.3%	52.4%	41.1%	55.3%	80.0%	45.0%

Table 10
Weighting by Types of Events

	Festival	**Sport**	**Music**	**School Fair/Garden**	**Carnival**
Observed # of respondents	83	20	62	47	91
Weight to be applied	0.632	2.279	0.711	2.069	0.601
Effective # of respondents	61.4	45.6	44.1	97.2	54.7

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[1] The Pirton Open Gardens event has been classified as a "Garden" type event. This is a niche event and does not readily fit into any of the categories of events/festivals asked about in the survey (festivals, sports, music, food/drink, cultural, live, school fairs, and carnivals). From Table 8: it can be seen that 91.7% of those observed respondents at that event regularly attend school fairs. It thus seems reasonable to assume that these families are similar to those who are observed at school fairs and as a consequence, in Table 10, they have been included in the same group.

4   Findings

Major findings from our focus group and survey are presented below and discussed in relation to QOL indicators as identified in the above comprehensive review of literature into families, well-being and QOL, and family memory creation across the fields of tourism, leisure and events. The tables are based on the weighted data as explained above and have been created to show the association between a supposed causal factor (in the columns) and an outcome factor (in the rows). Within our data null hypotheses of independence between row and column variables are rejected in all cases with exact p-values less than 0.001. Firstly, it is explored whether creating positive family memories at an event can help develop stronger emotional bonds and connections within the family. This will then be further investigated by looking at the frequency of those memories shared within the family and whether they enhance familial bonds and connections in the long-term.

A key theme identified through analysis of focus group data was that going to an event as a family provides an opportunity to bond. Some participants, however, explained that this needs to be a special occasion, a memorable experience, rather than something they engage in frequently:

> Focus Group 1/Family Unit C: I think sharing something together does really, really impact on what you talk about and how you bond as a family. He [my husband] may even want to do it again, which will be a bonus kind of thing, whereas like I said before, sometimes it's hard to get out and do these things, but once you've done it, then you want to do it again.
> FG1/D: See I personally don't want to do these things too much 'cause it's nice when you do it, it's enriching, it's nice, it was a nice day out, but if you do it too much it wouldn't be as important...
> FG1/A: Yeah, as special...
> FG1/C: But you've always got the memory. Say of something like Lollibop Festival.
> FG1/D: Oh it's nice to have the memory and yeah, you have the photos… if you took a photo. Or, you know, some other sort of souvenir or something…

The discussion illustrates how relationships with family can be enhanced through engaging in Memorable Event Experiences. As defined by Schalock and Verdugo (2002), the QOL indicators of interactions and relationships (constituting the QOL domain 'interpersonal relations') as well as leisure (QOL domain 'physical well-being') are therefore worth exploring further in a tourism context, particularly considering the sharing of MEE as a family. Based on these initial findings and identified QOL domains, the following proposition is therefore put forward:

> P1: Positive memories created at a festival/event help develop a stronger emotional bond between members of the family

An overwhelming 94.2% of respondents in the survey agreed with the statement 'Attending festivals/events creates positive memories for our family' (3.2% disagreed, 2.6% undecided). However, in order to more specifically explore the connection between event attendance, memory creation and family emotional bonds, the association between Survey Question 19 ('Our family have formed a stronger emotional bond as a result of attending this event/festival') with Question 20 ('Attending festivals/events creates positive memories for our family') was tested. Results are summarised in Table 11 and show a very strong association between the creation of positive memories at an event and the development of emotional bonds within the family as a result of this.

Table 11
Positive Memories/Family Emotional Bond

		Attendance Created Positive Memories (# and %ge of column (incl. approx 95% CI))			
		Agree	**Disagree**	**Undecided**	**Total**
Family Emotional Bond Increased	**Agree**	160 57.3% (51.6%, 63.1%)	1 14.3% (0.0%, 42.9%)	1 9.1% (0.0%, 27.3%)	162 54.5% (48.8%, 60.3%)
	Disagree	62 22.2% (17.6%, 27.2%)	6 85.7% (57.1%, 100.0%)	4 36.4% (9.1%, 63.6%)	72 24.2% (19.5%, 29.3%)
	Undecided	57 20.4% (15.8%, 25.1%)	0 0.0% (n/a)	6 54.5% (27.3%, 81.8%)	63 21.2% (16.5%, 25.9%)
	Total	279 100.00%	7 100.00%	11 100.00%	297 100.00%

Similarly, focus group participants frequently talked about the connections they formed with other members of their family (and with their children in particular) as a result of attending an event or festival together as a family:

> FG4/N: It's just taking them out of that home environment to do something a little bit different which will kind of give them that little bit of extra entertainment for half an hour, which makes… I mean my husband didn't come that day because he was playing golf, but the rest of the extended family was with us. So actually he's now got that memory of going on the steam train with nana and granddad and actually it's a nicer feeling for me in terms of, like you say, the quality of life because I feel like I've done something with him, I've connected with him and he's enjoyed it.

FG2/E: They [the twins] both had their first taste of a bouncy castle and it was the first time they were both desperate to get on. It was very wobbly and very scary and it made them cry and I had to take them off and they wanted to get straight back on again… and this went on for some time, being very stressful. Until eventually Sarah got the hang of it and just suddenly started having a whale of a time on this bouncy castle. It's really special that stuff:,, it's brought us all together. We'll definitely remember that moment.

The two examples highlight not only increased QOL through physical well-being (leisure, recreation), but also emotional well-being as a further indicator of QOL identified by Cummins (1997) and Schalock & Verdugo (2002). Participants talked about their individual as well as family happiness when connecting with children during an event, and about how these 'special' experiences (MEE) can enhance relationships within the family. Based on these initial conversations and an identification of the subjective QOL indicators 'happiness' and 'relationships with family' through event attendance, proposition 2 is presented as follows:

P2: Positive memories created at a festival/event help develop a stronger connection between members of the family

In terms of developing a stronger connection within the family, 74.8% of survey respondents agreed that this was the case when attending an event together ('I/we feel a stronger connection to our children and our family when attending events'), whereas 15.6% disagreed and 9.6% were undecided. Once again, it was therefore important to further test Survey Question 14 ('I/we feel a stronger connection to our children and our family when attending events') in association with Question 20 ('Attending festivals/events creates positive memories for our family'). Table 12 summarises the very strong positive association between the two variables and therefore confirms proposition 2.

Table 12
Positive Memories/Stronger Family Connection

		Attendance Created Positive Memories (# and %ge of column (incl. approx. 95% CI))			
		Agree	**Disagree**	**Undecided**	**Total**
I/We Feel Stronger Family Connection	**Agree**	222 79.3% (74.3%, 83.9%)	2 28.6% (0.0%, 57.1%)	3 27.3% (0.0%, 54.5%)	227 76.2% (71.1%, 80.9%)
	Disagree	31 11.1% (7.5%, 15.0%)	5 71.4% (42.9%, 100.0%)	3 27.3% (0.0%, 54.5%)	39 13.1% (9.4%, 17.1%)
	Undecided	27 9.6% (6.4%, 13.2%)	0 0.0% (n/a)	5 45.5% (18.2%, 72.7%)	32 10.7% (7.4%, 14.4%)
	Total	280 100.00%	7 100.00%	11 100.00%	298 100.00%

The above results provide some noteworthy insights, however, with events being short-term, intense experiences, one could argue that their impact upon individual and family QOL is also only short-term. It was therefore interesting to further explore the association between how often members of a family talk about their event memories post-event and the familial bonds and connections they develop in the long term. This was a strong theme in some of the focus groups as illustrated in the example below:

> FG2/F: I would say for us it always depends on how the day goes. Like if… if the weather's good and the kids are happy and maybe one of them has a nap in the buggy on the way home, then we get some quality time (…) you do catch up and you spend quality time, as you say, rather than arguing about the bins and what's for dinner and who's doing the baths and putting them to bed and all that kind of stuff…
> FG2/E: And I think it mounts up. I think if we're, I think if times are tough and we go out and do something fun together, it kind of lasts us the week, to some extent. Yeah, it does definitely last beyond the event that we're at.

In this conversation participants identified how spending quality time together as a family can enhance in-the-moment happiness and emotional well-being. Shared event experiences can further create family memories that last beyond the experience itself. Creating and sharing family event memories was an important theme in the focus group discussions, yet memory is currently missing from QOL domains and definitions, as previously highlighted. In a final step, propositions 3 and 4 were therefore investigated:

P3: The higher the frequency of festival/event memory discourse amongst family members the stronger the emotional bonds within the family become in the long-run

P4: The higher the frequency of festival/event memory discourse amongst family members the stronger the connection between members of the family becomes in the long-run

For proposition 3, the association between Survey Question 19 ('Our family have formed a stronger emotional bond as a result of attending this event/festival') and Question 21 ('How often do you talk about the memories after the event?') was tested. Results are presented in Table 13.

Table 13
Frequency of Event Memory Discourse/Family Emotional Bond

		How Often Talk About Memories (# and %ge of column (incl. approx. 95% CI))				
		Every Day	**Once a Week**	**Once a Month**	**Rarely**	**Total**
Family Emotional Bond Increased	**Agree**	20 57.1% (40.0%, 74.3%)	100 65.4% (57.5%, 72.5%)	30 46.2% (33.8%, 58.5%)	9 22.5% (10.0%, 35.0%)	159 54.3% (48.5%, 60.1%)
	Disagree	7 20.0% (8.6%, 34.3%)	27 17.6% (11.8%, 24.2%)	13 20.0% (10.8%, 30.8%)	22 55.0% (40.0%, 70.0%)	69 23.5% (18.8%, 28.3%)
	Undecided	8 22.9% (8.6%, 37.1%)	26 17.0% (11.1%, 22.9%)	22 33.8% (23.1%, 46.2%)	9 22.5% (10.0%, 35.0%)	65 22.2% (17.4%, 27.0%)
	Total	35 100.00%	153 100.00%	65 100.00%	40 100.00%	293 100.00%

Lastly, for proposition 4, the association between Survey Question 14 ('I/we feel a stronger connection to our children and our family when attending events') and Question 21 ('How often do you talk about the memories after the event?') was tested: see Table 14.

Table 14

Frequency of Event Memory Discourse/Stronger Family Connection

		How Often Talk About Memories (# and %ge of column (incl. approx. 95% CI))				
		Every Day	**Once a Week**	**Once a Month**	**Rarely**	**Total**
I/We Feel Stronger Family Connection	**Agree**	26 74.3% (60.0%, 88.6%)	129 84.9% (78.9%, 90.1%)	51 78.5% (67.7%, 87.7%)	18 45.0% (30.0%, 60.0%)	224 76.7% (71.9%, 81.5%)
	Disagree	6 17.1% (5.7%, 31.4%)	13 8.6% (4.6%, 13.2%)	3 4.6% (0.0%, 10.8%)	15 37.5% (22.5%, 52.5%)	37 12.7% (8.9%, 16.4%)
	Undecided	3 8.6% (0.0%, 20.0%)	10 6.6% (2.6%, 10.5%)	11 16.9% (7.7%, 26.2%)	7 17.5% (7.5%, 30.0%)	31 10.6% (7.2%, 14.4%)
	Total	35 100.00%	152 100.00%	65 100.00%	40 100.00%	292 100.00%

Results for both propositions 3 and 4 show how regularly sharing and talking about event memories as a family enhances familial bonds and connections and therefore positively contributes to the family's QOL. Most respondents thought this can be achieved through talking about their memories once a week (or in some cases, once a month). Consciously recalling the experience thereby helps members of the family remember together and create longer lasting records of experiences (in other words, the family together develops episodic memory; Keven, 2016). Memorable Event Experiences, although short-term, can enhance the process of collectively remembering by being special, out-of-the-ordinary types of experiences. Through this process families produce their own stories and narratives that shape the family's identity (Wang, 2008), further strengthen family ties, and therefore enhance their long-term family QOL.

5   *Discussion and Implications for Tourism Management*

Our study was the first to empirically examine the complex relationship between engaging in meaningful event activities as a family and developing familial bonds, we-relationships and memories which can be seen as indicators of a family's happiness and well-being. The paper discussed how positive memories created and shared as a family can have an effect on well-being and QOL, yet in a tourism and events context there is very limited research into memory, and even in the wider literature memory is currently not classified as a subjective indicator of QOL. Uysal et al. (2016) further called for scholars to use a range of methods and to bring together both objective and subjective indicators when investigating QOL rather

than merely focusing on traditional survey methods. Our study therefore used a mixed method approach and aimed to further understanding of how MEE (a festival/event experience positively remembered and recalled after the event occurred) can help families bond and connect through the creation of collective memories. It hence contributes to research into QOL by assessing it in the context of event and festival experiences and at a family level of analysis which is currently limited.

To further discuss findings from this study, focus group participants frequently talked about the importance of engaging in events and leisure activities as a family, as well as how relationships within the family were important to their overall well-being and QOL. A multidimensional and domain driven approach to research into family QOL was adopted and a range of subjective QOL indicators were identified in the data, such as happiness, relationships with family, physical well-being and emotional well-being (Cummins, 1997; Hagerty et al., 2001; Schalock & Verdugo, 2002). Findings from the survey further suggested a very strong association between event attendance and familial bonding (Proposition 1: Positive memories created at a festival/event help develop a stronger emotional bond between members of the family) as well as the development of stronger connections within the family (Proposition 2: Positive memories created at a festival/event help develop a stronger connection between members of the family), which was specifically expressed in terms of enjoying a nice, special day out as a family and therefore a Memorable Event Experience. This is in line with other research in tourism and leisure studies in that a family holiday or a family day out can create stronger bonds within the family as well as life-time family memories (e.g. Durko & Petrick, 2013; Gilbert & Abdullah, 2004; Gram, 2005; Kozak, 2010; Lehto et al., 2009; Orthner & Mancini, 1990; Poff, Zabriskie & Townsend, 2010; Shaw, Havitz & Delemere, 2008; Smith, Freeman & Zabriskie, 2009; Zabriskie & McCormick, 2003). It also confirms Cummins' (1997), Flanagan's (1978) and Krupinski's (1980) point that participation in leisure activities is crucial not only to people's physical, but also their emotional well-being, and therefore to their long-term QOL. Community festivals and events hence have the potential to act as platforms for families to bond and develop stronger connections through engaging in a Memorable Event Experience. This in turn creates shared and collective memories within the family.

In a second step, it was important to further explore the importance of these MEE in enhancing a family's happiness, well-being and their long-term QOL. The connection between family memory creation and other QOL indicators (relationships with family, emotional well-being) seems evident and it was important to go beyond the QOL frameworks currently available in the broader literature to include positive memories as another subjective indicator of QOL. Findings of our study suggest that when a family engages in the process of collectively remembering a shared event experience, the memories created can enhance relationships within the family, strengthen emotional bonds and ties, and therefore become part of the family's shared identity (Wang, 2008). This was also one of the major findings in Shaw, Havitz & Delemere's

(2008) study into family holidays, where they argued memories created on holiday can provide meaning to the family unit, particularly in the long-term as stories are told and retold within the family for years. The sharing of these types of experiences itself is a particular form of socialisation (Chacko & Schaffer, 1993). Compared to family holidays, however, event experiences are by nature only short-term (yet very intense) and therefore do not offer as many opportunities to create memories as holidays do. Interestingly though, participants in our study frequently talked about the memories they create as a family when attending an event and how these memories can last beyond the experience itself (for weeks, months, sometimes years) because they were so special. In testing propositions 3 and 4, it was confirmed that regularly talking about event memories as a family can further enhance the family's happiness and well-being and contribute to the family's overall QOL.

Through the discussion and analysis featured in this study three key management implications emerge for the tourism industry. Firstly, we suggest tourism planners should concentrate their efforts not only on the short term affect they could have upon family QOL, but more importantly to take a longer-term approach to planning services and activities with a view to understanding how memories are created and frequently relived through family activities. Secondly, it is argued here that smaller scale activities which are a part of the tourism system such as day trips to attractions or in this case family visits to community festivals and events be considered as MEE. We advocate this position in the sense that smaller scale activities are one-off, special occasions that have the potential to bring a family together in new ways which fosters the creation of new memories. These occurrences are short-term, intense, and memorable and in this respect are just as important as traditional family holidays. Thirdly, we argue that tourism planners should work more closely and coherently with event producers, policy makers, and other stakeholders, to create inclusivity in the planning process and in doing so allow the co-creation of these experiences and memories to maximise affect and impact in familial bonding and the creation of we-relationships. Families will feel a stronger sense of belonging and a sense of community pride if they are engaged in the event planning process. Destination managers can therefore benefit from engaging them in their strategic development and planning process. They can also use local events to present the cultural, entertainment and recreation opportunities within their community to visitors and tourists, and hence showcase community well-being and liveability.

At a more localised level, town, city and, regional councils should further aim to offer both smaller, weekly, as well as bigger, annual events in order to help families create positive short-term and long-term memories. Wood & Kenyon (2018) recently found that the process of sharing event memories with others has an intensifying effect on participants' remembered experience and has an even greater impact on future behaviour than the experience itself. Results from our study indicate a similar phenomenon.

It could therefore be beneficial to communicate with event attendees post event to share highlights or special event moments with others (website, social media, newsletter), which can trigger memories for families when reminiscing together. An opportunity for families to share their favourite event photo accompanied by a brief story about the experience, for example, can be a way for the family to get together a week/month after the event, talk about their experience, together remember it and share it with others. The positive memories created thus not only become part of the family's shared narrative but can also have an impact on their future motivation to attend other similar events.

6   *Limitations and Future Research*

While this research provides an initial investigation into MEE and family QOL, it is important to note that time and money have previously been identified as frame conditions for family QOL (Stadler & Jepson, 2017; Stadler & Jepson, 2018). The sample in this study only includes families with the economic resources and a desire to regularly attend festivals and events and is therefore representative of a particular group of people who have the time to attend events together. A control group was not included, i.e. families who do not regularly attend events together. It is therefore suggested that future research should be done in relation to the optimal amount of time a family spends together at events (how many events do families attend per year/month/week and for how long?). Attending only a small number of events might not have the desired positive impact on family relationships, well-being and QOL, while attending too many events can take away the special, out-of-the-ordinary experience element of events. It could also be beneficial to investigate further which specific types of activities enhance family relationships and thick sociality. Rather than exploring the event experience as a whole, families might be able to bond and connect to a greater/lesser extent when engaging in different event activities (e.g. activities for specific age groups) or in other tourism and travel experiences.

Another limitation concerns the sample featured within this study which only included families and events in Hertfordshire, UK. While it is representative of the overall Hertfordshire demographic, caution must be exercised in generalising results for the wider population. Future research should include international studies to address differences in how families from different cultural backgrounds achieve thick sociality. It is also worth noting that with the majority of QOL studies so far focused on health-related QOL, an investigation into the impact of event attendance on QOL for families with specific health-related issues or chronic conditions could be interesting (e.g. families with mental health issues, children with autism, or children/adolescents with type 1 diabetes). These are often considered to be 'family diseases' as they affect not only the patients themselves, but rather the entire family and their overall QOL. Greater depth of research into non-nuclear and postmodern family structures is also needed, whereby the roles of

grandparents, uncles/aunts, cousins, and close friends should be investigated in terms of their contribution to the creation of positive family memories through MEE and MTE. Lastly, it was highlighted that specifically attempting to capture the families' aggregated perspective in this research was important, but other studies could also look at memory creation from the children's perspective versus the adult perspective.

A third limitation concerns the time period used for investigation. Uysal et al. (2016, p. 256) advocate longitudinal studies as they are better placed to capture a full range of experience prior, during, and after a trip. Therefore, it would have been more beneficial to conduct follow-up interviews to capture the frequency of families' memory discourse (weekly/monthly) over a 12- or 24-month period. This would allow a more in-depth exploration of how experiences are remembered differently over time and by different members of the family or how their individual and collective memory changes over time. Photographs, souvenirs or memorabilia could thereby be used as artefacts to trigger memories and stimulate discussion. Negative event experiences should also be included in the discussion, in order to investigate whether families forget negative memories over time and what kind of impact the process of forgetting has on their overall QOL. A study by Cecil et al. (2010) investigated cultural tourism in a longitudinal 5-year study and revealed that there was no impact on resident's QOL during this time. In order to be able to witness change in QOL much longer studies are therefore desirable (5-10-year studies).

Theoretical implications from our study demonstrate the need to further investigate memory as a subjective indicator of QOL. The current literature suggests a range of physical, social and emotional indicators of QOL, however, insights from our study demonstrate how memories can have a positive impact on QOL across all these subjective indicators.

Finally, future research on memory creation through other tourism and leisure experiences, or amongst different groups of people (marginalised groups, the elderly) could extend our understanding of the concept and contribute to the wider discussion of QOL. For example, there is a clear opportunity for tourism scholars to contribute to dementia research by investigating localised festivals and events in a similar way to current initiatives in leisure and sport (see for example: the sporting memories foundation/ https://www.sportingmemoriesnetwork.com), or tourism attractions such as: "The Historic Royal Palaces Report (2017) Rethinking Heritage" (Klug et al., 2017), which outlines memory events heritage attractions for specific groups. The commonality between these closely related sectors is often that they are community based, have longevity and are able to stimulate memory through reminiscing upon exciting experiences, environment, culture, music or atmosphere.

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