

# Psychological Transformation of Tourist Experience in the Digital Era: A Review of Attention, Emotion, and Memory

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The psychological transformation of tourist experience in the digitalization of tourism is explored through the three processes that are foundational to any tourist experience: attention, emotion, and memory. The paper argues that digitalization does not simply change the way tourist information is accessed and used; it also changes how places are attended to, how experiences are felt, and how destinations are remembered over time. The paper synthesizes extant knowledge drawn from a range of disciplines, including tourism studies, media research, and cognitive psychology, in order to map how digitalization is transforming the ways in which tourists prepare for travel (pre-trip information search), travel to and through destinations (on-site experiences), and remember their trips after return (post-trip memory). A diverse range of online tourist platform features such as travel apps, virtual reality travel, social media photo sharing, and the algorithms that recommend destinations for tourists to visit are used to illustrate these externalizations of tourist attention, emotion, and memory. This review synthesizes recent research on distracted attention, Attention Restoration Theory, destination image, social image construction theory, self-presentational strategies, memorable tourism experiences, photography tourism motives, and photo-taking behaviors. In addition, the review highlights the growing virtual memory of past travel experiences. An alternative model is proposed outlining how digital technologies shape tourist experiences by incorporating digital affordances, attentional change, emotional change, and memory change. Implications are drawn for theory and practice in tourism psychology and for destination marketing, experience design, and digital well-being.

**Keywords:** tourist experience, digital tourism, attention, emotion, memory, social media, virtual reality, memorable tourism experience

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