

國立交通大學

應用藝術研究所

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紀念品：旅遊回憶的保存與觸發

The Souvenir as a Travel Memories Keeper and Trigger

研究生：賴彥均

指導教授：鄧怡莘 教授

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研究生：賴彥均

Student：Yen-Chuan Lai

指導教授：鄧怡莘

Advisor：Yi-Shin Deng

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摘 要

紀念品一直以來都被視為是深具意義的物品，亦為許多學者所探討。在旅程中，人們會蒐集紀念品來保存回憶，而在旅程結束後，這些紀念品轉而成為旅遊經歷的象徵並觸動回憶。像這樣的紀念品，對人們而言，意義最為深重。

旅人以物保存回憶，該物又因為有了回憶而變得珍貴有意義。簡而言之，物保存了回憶，而回憶也使物得以保存。這種物與回憶間的微妙連結使得人與物以及人與回憶的關係都持續地更長久。本研究即欲藉由研究人們對紀念品所抱持的情感以及紀念品、回憶與旅人間的關聯，來了解如何強化甚或建立這樣的連結。

研究內容主要分為兩部分：紀念品如何保存旅遊回憶；旅程結束後，旅遊回憶又是如何被觸動。資料蒐集採脈絡訪查法（Contextual Inquiry）與訪談來進行，其後以關聯圖表（Affinity Diagram）整理資料，透過質性分析與討論，對保存回憶與觸發回憶兩個層面分別提出了設計提示。在保存回憶方面，紀念品可以是實用物品、旅伴、旅遊經歷的收據、場景中的片段、回憶創造者或是旅人所見的另一種版本；而在觸發回憶方面，則提出了四點：可抗拒適應機制（adaptation）的立體裝飾、不時被使用的實用物品、重新體驗旅程的設定以及社交場合中引發好奇心的物品。期望兩個層面的設計提示能供設計師交錯整合運用，從中汲取想法，提出深具意義之紀念品的設計構想。

Abstract

Souvenirs have been regarded as highly significant material objects. In a journey, tourists tend to collect souvenirs to keep memories. After the journey, these souvenirs serve as symbols of travel experience and evoke memories. A souvenir like this is considered to be most meaningful.

A souvenir keeps memories. The memories kept then make the souvenir cherished by people. That is to say, the object keeps the memories and meanwhile the memories keep the object. The subtle connection linking objects and memories makes both association between people and objects, people and memories last longer. By studying the emotions that people hold toward souvenirs and the relation between souvenirs, memories and tourists, it is possible to find out how to strengthen, or further, build this connection.

In this research, two main parts are investigated; namely: how a souvenir is being a memories keeper and being a memories trigger. Contextual inquiries and interviews are conducted to collect data. Through qualitative analysis and discussion, implications for memories keepers and triggers are respectively delivered. For keeping memories in the journey, it is implied that souvenirs can be useful things, partners of traveler, receipts of travel experience, fragments of the whole scene, memories creators, or other versions. As memories triggers, the souvenirs are proposed to be three-dimensional decorations against human adaptation, practical things used once in a while, setting for re-experiencing the journey, or curiosity triggers in social occasions. Implications of two aspects are suggested to be interlaced and integrated for application. The results are referable for designers to derive ideas concerning meaningful souvenirs.

Keywords: travel, souvenir, memories, design implication

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-Chapter 1- Introduction

1.1 Background

Tourism is full of potential and plays a crucial role on economic growth. According to the statistic made by Tourism Bureau of Taiwan [1], during the whole year of 2006, there were 3,520,000 people visiting Taiwan from abroad, 14.50% growth than last year. Foreign exchange earnings from tourism amounted to 4.98 billion US dollars, 22.8% growth than last year.

Souvenirs contribute a lot to these economic activities. Selling souvenirs is always an important part of tourism and contributes to the viability of retail trade in many travel destinations [2]. In 2006, planning new attractive products for international tourists had been incorporated in the policies for tourism developing by the government. Besides, the government also takes souvenir industry as an important part of “cultural creative industry”, which is a highly emphasized policy in recent years. For example, the leader of National Palace Museum, Man-li, Lin, is planning many activities to gather designers to bring out ideas of creative souvenirs. In past years the profit brought by authorized products of National Palace Museum amounted to two billion dollars [3]. The potential of souvenirs developing is obvious.

From a perspective of tourists, a souvenir which can keep and evoke travel memories is usually regarded as the most meaningful and cherished one. A souvenir questionnaires investigation conducted by Hoven and Eggen [4] pointed out that about 75% of tourists bring souvenirs from their holidays, and about 50% of the souvenirs from the most recent holidays were brought primarily as a memory of the holiday. Moreover, most of the tourists did not throw away any souvenirs during the last year. As Stewart [5] said, “*The souvenir distinguishes experiences ... (it) speaks to a context of longing, for it is not an object arising out of need or use value; it is an object arising out of the necessarily insatiable demands of nostalgia.*” A souvenir with memories means a lot to tourists.

People hope that souvenirs can help them to keep their travel experiences in mind. Most of the currently existing souvenir merchandise, which can be found universally, however, doesn't meet people's expectation. Those products are often considered formulaic, tacky or meaningless to tourists. Through the research, how memories are kept and evoked by souvenirs is studied, and the results can contribute to designing meaningful souvenirs.

1.2 Motivation

Tourists collect material objects in the journey for remembering memorable events. After the journey, these objects, existing in people's daily life, act as a symbol of travel experience and evoke memories. According to Bationo, Kahn, and Decortis [6], these objects are especially important for story telling travelers to share their experiences. On the one hand, memories are kept by the meaningful souvenir. On the other hand, memories attached on souvenirs make souvenir cherished by people. Czickscenmihalyi and Rochberg-Halton [7] investigated people's most cherished objects in the home and found that "memories" is an important factor why people cherish the objects. In brief, the objects keep the memories and meanwhile the memories keep the objects as well. The subtle connection linking objects and memories makes both relationships between people and objects, people and memories last longer. In this research, study is conducted to learn the relation between souvenirs, memories and tourists. The ideas for developing souvenirs with memories can therefore be brought out.

1.3 Objectives

What this research aims to discover can be summed up to two main parts. One is to know that for tourists, how an object is being a memory keeper. People's behavior of getting things and keeping memories that happened in the journey and the meaning encoded to these material objects are deeply concerned. The other one is to explore how an object is being a memory trigger. The way that souvenirs exist in people's life and the context of memories being evoked are studied. Implications for designing souvenirs which can keep and trigger memories are proposed in the end.

1.4 Scope

The main subject discussed in this research is "material objects brought from journeys" because tourists' behaviors such as how they concretized the memories by associating travel experiences to objects is the focus. Intangible things such as digital photos and video recorded are not the major concern. The relation between souvenirs and memories is the main point so they are not limited to commercial merchandise. Therefore, the results can be applied to not only souvenirs which bring profits directly as merchandise but also souvenirs that contribute to propaganda of tourism destination areas.

The research focuses on overseas travel. People traveling abroad are selected as informants. Moreover, since tourists' behaviors differ along their age, the younger group is

chosen as the target, in which memories keeping behavior can be generally observed. Consequently, younger tourists will be the target audience for souvenirs suggested by the implications.

1.5 Outline of Thesis

This thesis consists of seven chapters. The research background, motivation, objective, scope, and outline of this thesis are introduced in Chapter One. Relevant studies of souvenir, meaning of things and psychological research are reviewed in Chapter Two. The research plan and method of data collecting are described in Chapter Three. The data collected are analyzed and the findings are summarized according to the affinity diagram in Chapter Four. Issues which contribute to finding out implications for design a meaningful souvenir are brought up for discussion in Chapter Five. Design implications in terms of two aspects, encoding memories and evoking memories, are delivered in Chapter Six. In the end, the conclusion of the thesis is in Chapter Seven.



-Chapter 2- Literature Review

In this chapter, the prior research on souvenir is reviewed for gaining an understanding on meaning of souvenirs to people and the relation between souvenir and memories. Besides, for learning how the memory systems operate, the memory related theories and research from psychology field are also reviewed.

2.1 Souvenir

For obtaining various phases of understanding to souvenirs, research on souvenirs are reviewed. There are many perspectives for souvenirs to be investigated and interpreted, which can be roughly divided to two directions. One points to marketing and commerce side. The researchers investigate the diverse interrelationships between tourism and shopping. Data is collected for describing and classifying the souvenir, the tourist or the relation between both of them, e.g., differences in souvenir purchases corresponding to customers' demographic characteristics. The other one focuses on symbolic role of souvenirs. The researchers are interested in the meaning that tourists attach to souvenirs. Ethnographic or empirical evidence is needed for finding out how souvenirs function in the daily lives of their possessors [8][9][10]. This thesis is in the direction of "meaning of souvenirs". Various perspectives on meaning that souvenirs hold for people are reviewed. Research on the meaning of being a memories keeper and trigger are presented in a new section. The quantitative research toward the first direction on the relation between tourists' demographic characteristics and souvenirs purchased are discussed in chapter three as the basis of recruiting.

2.1.1 Souvenir Definition

Several definitions of souvenirs are discussed from different point of view. In Hoven and Eggen's [4] research, they define souvenirs by quoting etymology, looking up in dictionaries and conducting a focus group.

Souvenir definition quoted from etymology is as follows:

The word souvenir originates from Middle French from (se) souvenir (de) meaning "to remember", which again comes from the Latin word subvenire meaning "to come up, come to mind".

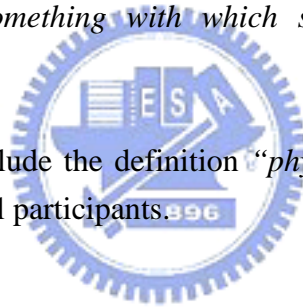
The definition of the word “souvenir” differs across dictionaries, three of them are held up:

- *something that serves as a reminder,*
- *something you buy, give or receive to help you remember a visit or an event,*
- *the material counterpart of travels, events, relationships and memories of all kinds and a souvenir’s “function is to store or stimulate memories”.*

In the focus group session, each participant was told to bring five souvenirs diverse in origin, size, color, material and function. According to those souvenirs, the participants had to come up with a definition of souvenir. The opinion varied greatly therefore three definitions were selected as candidates:

1. *A souvenir symbolizes a relation between people, moments, feelings, phases, locations or situations*
2. *A souvenir is something which has emotional value to you*
3. *A souvenir is something with which someone can consciously evoke memories.*

Hoven and Eggen [4] then conclude the definition “*physical objects to which memories are attached*”, which is part of all participants.



2.1.2 The meaning of souvenir

Gordon [11] characterizes souvenirs as “messengers” and constructed the first typology of souvenirs. Five categories of souvenirs were identified:

Pictorial images are indicated to be the most common type of contemporary souvenir. This kind of souvenir, e.g., postcard, can move through space therefore acting as a living messenger to convey travel experiences.

Piece-of-the-rock souvenirs are natural material gathered from Nature. These items are parts of the whole and can be considered the truest metonymic type.

Symbolic shorthand souvenirs are most often manufactured and related to actual objects or landmarks. It represents a typical sight of the place, but it is “three-dimensional, stylized, and out of scale”, e.g., a miniature of Eiffel Tower. Symbolic shorthand souvenirs are usually functional but the function and the form are usually irrelevant.

Markers are souvenirs that in themselves have no relevance to a specific place or event, but are inscribed with words, such as “Grand Canyon”, which fill them with associations

of the place, and the souvenirs therefore become memories triggers.

Local product souvenirs are specialties of the travel destination such as indigenous food and identifiable local clothing.

Souvenirs are signs for symbolizing or illustrating things. The process can be regarded as rhetoric [8]. Gordon quoted Leach's [12] distinctions to argue that the souvenirs functions as metonymic signs instead of metaphoric symbols. According to Pritchard and Morgan [8], cultural efficacy of souvenirs may be reduced when analyzing souvenirs as material metaphors. Rhetorically, "metonymy" is for creating a vivid image to represent a general or abstract phenomenon. Therefore, considering souvenirs from a perspective of metonymy, travel experience is represented by an actual piece of the whole. The relation between souvenirs and experiences is more than an arbitrary association.

Uniqueness is an important attribute of souvenirs. A souvenir is more cherished when it is unique and not an object labeled to be a souvenir before people get it [4]. In Turner and Reisinger's [13] research, "uniqueness" is one of three souvenir attributes found to be important and refers to containing "memories of the trip". Another aspect of "uniqueness" is to make people consider themselves to be special, which can be indicated in Littrell's [14] research. Littrell conducted interviews to find out symbolic significance of textile crafts for tourists. Tourists are grouped to five clusters and corresponding to eight meaning and purposes. The most common and presenting in four out of five clusters is meaning that enables the owners to feel unique and different from others. This finding can be explained by Czicksentmihalyi and Rochberg-Halton's [7] study on the meaning of things. They described that cherished objects in the home provide a continuum of opportunities for an individual to relate the self to the environment. At one end of the continuum are special or unique objects, which express one's differentiation from others. At the other end are objects such as heirlooms which integrate one with others through memories.

According to Gordon [11], "tacky" souvenirs reflect inversion of being in an extraordinary context, namely journey. The symbolic visual information such as image or form is used on tacky souvenirs, e.g., an ashtray with an image of Eiffel Tower imprinted on. The visual information is outside its usual context and the original meaning is lost and defiled. However, they are used by people as props for disguising their social personality and official status, which can be regarded as a kind of role reversal. They can be accepted by people because of the relaxing and playful atmosphere in an extraordinary context.

It is mentioned that souvenir can serve as tangible evidence of having experienced the journey in many research [14][15]. Tourists obtain souvenirs for attesting that they have

traveled to the “back stage”, namely authentic local life of the travel destination [15]. Meanwhile, because souvenirs are material objects, they can concretize intangible states. People can't hold on to the intangible travel experiences but they can hold on to a tangible piece of it. Therefore, when putting hands on a souvenir, people are not only remembering that they were there, but also proving it [11].

According to Kwint, Breward and Aynsley [16], people leave traces on material objects while obtaining or using them. The public meanings of the objects are therefore overwritten by people's personal transformations. Memories of relationships and occasions are inscribed on the objects. People materialize their travel experiences by souvenirs. After souvenirs are transformed into people's daily life, the meaning is also changed with the contexts and the owners. It can be considered that objects are accumulating biographies. When moving through different hands, e.g., given to others as gifts, objects are invested new meanings [8]. The narratives collected in Pritchard and Morgan's [8] research also reveal that the meaning of objects varies with individual's own experiences.

2.1.3 Souvenir & Memory

Souvenirs' function of keeping and evoking memories has been broadly discussed. Littrell [14] conducted interviews to study symbolic significance of textile crafts and identified seven contributions that crafts and the memories associated with them offer to the tourists, including helping consumers participate in nonordinary experiences, sampling indigenous lifestyles, expanding a worldview, differentiating the self from or integrate with others, enhancing feelings of confidence, expressing creativity, and experience aesthetic pleasure.

In Hoven and Eggen's [4] souvenir study, they conducted a focus group to find out souvenir definition. A total of 49 criteria for an object to be a souvenir were gathered, which were categorized after the focus group session. Three main categories were formed, one of which is memory function, covering nearly half of the criteria. Under the main category are six subcategories including general, emotional, location-based, time-based, event based and social relationships. After the focus group they created a quantitative questionnaire to investigate some issues. The conclusion reveals that when people are asked to watch their most cherished souvenirs, memories popping out are the first things they experience, which occur in almost half of the cases.

In the study conducted by Czickscentmihalyi and Rochberg-Halton [7], they investigated the objects which people consider “special” and categorized them separately by physical

characteristics and meaning for cherishing. The percentages of meaning classes making up the objects categories are presented and show that “memories” takes a large proportion. Memories make people cherish the objects and want to keep them. The “memories” category consists of four sub-categories: memento (general memories), recollection (memories of occasions), heirloom (inherited object), and souvenir (memories of a place). Meanwhile, findings from this part of research suggest that almost everything can be a target for people to attach meanings to and derive meanings from. However, the significations conveyed are not decided by the physical characteristics of the objects.

In Pritchard and Morgan’s [8] research, they bring out three purposes that individuals reflexively use souvenirs for by auto-ethnography. One of the purposes is to use souvenirs as touchstones of memory. The touchstones are indicated to have the power of bringing the past into the present and making past experience relive. These objects can not only act as symbols of past experiences but also evoke and animate memories which inform people’s present self. Casey [17] claimed that there is no perception of place without memory and souvenirs are *totems* that trigger specific memories and experiences of travel places. Generally, people conceptualize the landscape in terms of visual construct. Moreover, Tilley [18] proposed that in addition to visual aspect, places are also heard, felt and smelt. These multi-sensual memories, such as fragrances, tastes and sounds, can be evoked by material souvenirs, when the souvenirs act as channels for recollecting travel experiences and transporting people across time and space.

Tangibility of souvenirs is an important point for evoking memories. Souvenirs concretize travel experiences and therefore intangible states are incarnated to tangible objects [11]. Tangible objects have various attributes such as colors, textures, shapes and smells. According to Miller [19], memories can usually be much more powerfully conveyed through these attributes compared with words. Moreover, Bationo et al. [6] described that physical contact with tangible souvenirs is more important for tourists to tell stories than visual presentations, and this might indicate that when sharing memories with others, people prefer recollecting memories by souvenirs rather than photos.

Souvenirs stride across time and space, and provide a strong link from the present to the past because of the memories attached on them. According to Pritchard and Morgan [8], souvenirs should be seen as objects of transition. Souvenirs can mediate the past and the present, the domestic and public. Transformed into household objects and staying in people’s life, souvenirs hold a power that can temporarily bring people back to the past. They are *objects of thresholds*, or *prisms of remembrance*, detaching people from daily life through the meaning attached on them. Whitmore [20] conducted interviews to study

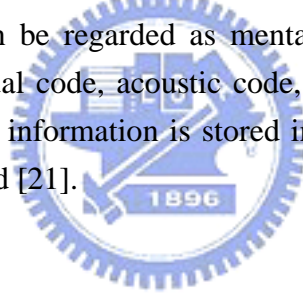
elders' cherished possessions. He found souvenirs allow people to see their lives retrospectively, therefore fostering feelings of self-continuity. Objects from the past can play a role of reinforcement of the self in the present, and into the future. Through objects, what is known about one's past experiences can be witness and contemplated.

2.2 Memory

In this section, memory related theories and research from psychology field are reviewed for gaining a preliminary understanding on “memories” from a perspective of psychology.

2.2.1 Memory Process

According to psychology, no matter what type of memory, for using it later, three operations of memory process are needed, namely encoding, storage and retrieval. Encoding is the first stage for processing information. External stimulus coming in from different channels such as eyes and ears is transformed into mental representation in this stage. Mental representation can be regarded as mental signs for representing external stimulus. The types include visual code, acoustic code, semantic code or others. During the stage of storage the encoded information is stored in memory system. When needed, the stored information is retrieved [21].



2.2.2 Types of Memory Systems

Psychologists have found that memory system consists of two parts long time ago. Two parts of memory are now named short-term memory and long-term memory. Short-term memory is also called working memory. Information stays shortly in short-term memory for people to use, and therefore coherence of the whole information is maintained. Long-term memory is known as general memory. Events are stored there for a longer time [22].

Various long-term memory systems have been proposed. According to Tulving, memory is divided to procedural memory and propositional memory. Procedural memory refers to “knowing how”, involving the techniques such as riding a bicycle or knitting. Propositional memory refers to “knowing what” and is divided to episodic memory and semantic memory. Episodic memory stores information about personal experiences, and semantic memory stores general knowledge, concepts or facts such as historical data. Tulving claimed that episodic memory stores in units of events. The relation of time

between events is the basis for events to be organized in memory, and also the way for events to be recollected [22][23].

Two other types of long-term memory, more related to recalling, are explicit memory and implicit memory. Explicit memory requires conscious recollecting, needing a trigger such as a question, while implicit memory does not require conscious recollecting, memory simply popping out [23].

The last two types of long-term memory concern the future and the past: prospective memory and retrospective memory. The former is defined as remembering to perform an intended action and it is self-initiated, while the latter is for remembering past events. Both of them can be supported by external memories. For example, a souvenir can be a retrospective memory cue [23].

2.2.3 Memory Cue

A cue, also known as “trigger”, is a stimulus that can help people to retrieve information from long-term memory, but the cue must be related to the to-be-retrieved memory. As long as there is a connection between the cue and the to-be-remembered thing, anything could be a cue, e.g., a color, a sound, odor [24].

Evoking memory by cue is deeply related to encoding specificity principle, which was proposed by Tulving. He assumed that memory of an event consists of information about both to-be-remembered thing and the context. Therefore, if the physical context during retrieval is partly the same as the context during encoding, a memory is easier to retrieve [22][23][24].

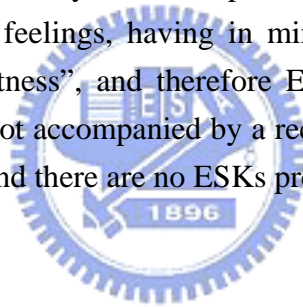
People usually use objects as cues for remembering without realizing it. A study on external memory aids was conducted by Neisser [25]. He recruited his students as informants, whom are asked what aids they used to remember future or past events. The informants do not know which types of external memory they use unless they are explicitly asked, such as “do you use diaries for remembering”. Hoven and Eggen [4] found the consistent results that when it came to functions of their souvenirs, people do not mention “remembering”. However, when they looked at their souvenirs, half of them experienced memories popping up or being relived. Therefore obviously people did use their souvenirs as external memory.

2.2.4 Autobiographical Memory

Over the past years, the autobiographical memory, memory for the events of one's life [26], has been greatly studied. Autobiographical memory and episodic memory are deeply related to the recollection of personal experiences. The relation between two memory systems is still unknown but they have a large overlap in memories [27].

Conway and Pleydell-Pearce [28] proposed a model which describes three levels of specificity of autobiographical memory. The first one, lifetime periods, consist of temporal knowledge and thematic knowledge about common features of a certain period, which usually lasts for years. The second one, general events, contain both repeated and single events, which last for days up to months. The last one, event-specific knowledge (ESK), concerns detailed information unique to a single event, which lasts for seconds or hours. ESKs are often accompanied by images popping into mind and can be used as evidence showing that one really remembers.

According to Tulving [29], recall may be accompanied by a “recollective experience”, namely the memory containing feelings, having in mind images, highly specific event knowledge and a sense of “pastness”, and therefore ESKs are included in recollective experience. When a memory is not accompanied by a recollective experience, the recalled information is simply “known” and there are no ESKs present.



-Chapter 3- Methodology

This research aims to discover how tourists keep memories in objects and how objects evoke memories. Tourists' behavior, memories evoked by souvenirs and the context for evoking needs to be investigated. The researcher should gain ideas about how and why people get the souvenir; what do they tell from it and the environment or occasion for them to recall the memories attached on the souvenir. The research method "contextual inquiry" [30] [31] is therefore used. Through this research method, researcher can go into the real environment people live in and investigate users' experience by interview and observation. After acquiring information data, a qualitative method "affinity diagram" [31] is used for analyzing. All the data can be sorted by a hierarchy for further interpretation and discussions.

3.1 Research Structure

The research plan consists of three main parts: collecting data by contextual inquiry, analyzing with qualitative method and proposing implications for design.

At the beginning, the related researches are studied to acquire a sense for listing critical issues so that the script of contextual inquiry and interview can be planned. Next, the criteria of souvenirs are proposed and the informants are profiled for recruiting. After informants are recruited, a pilot contextual inquiry is arranged to examine and improve the script and also activities in the inquiry. Then the contextual inquiry and interview are conducted. The contents of inquiry are audio-recorded and transferred into transcripts. In the interpretation session, affinity diagram is used to sort the data for discussions. Finally, understanding of tourists' behavior, the meaning encoded to souvenirs and memories evoked context are formed, and the implications for design are delivered. (See Figure 1)

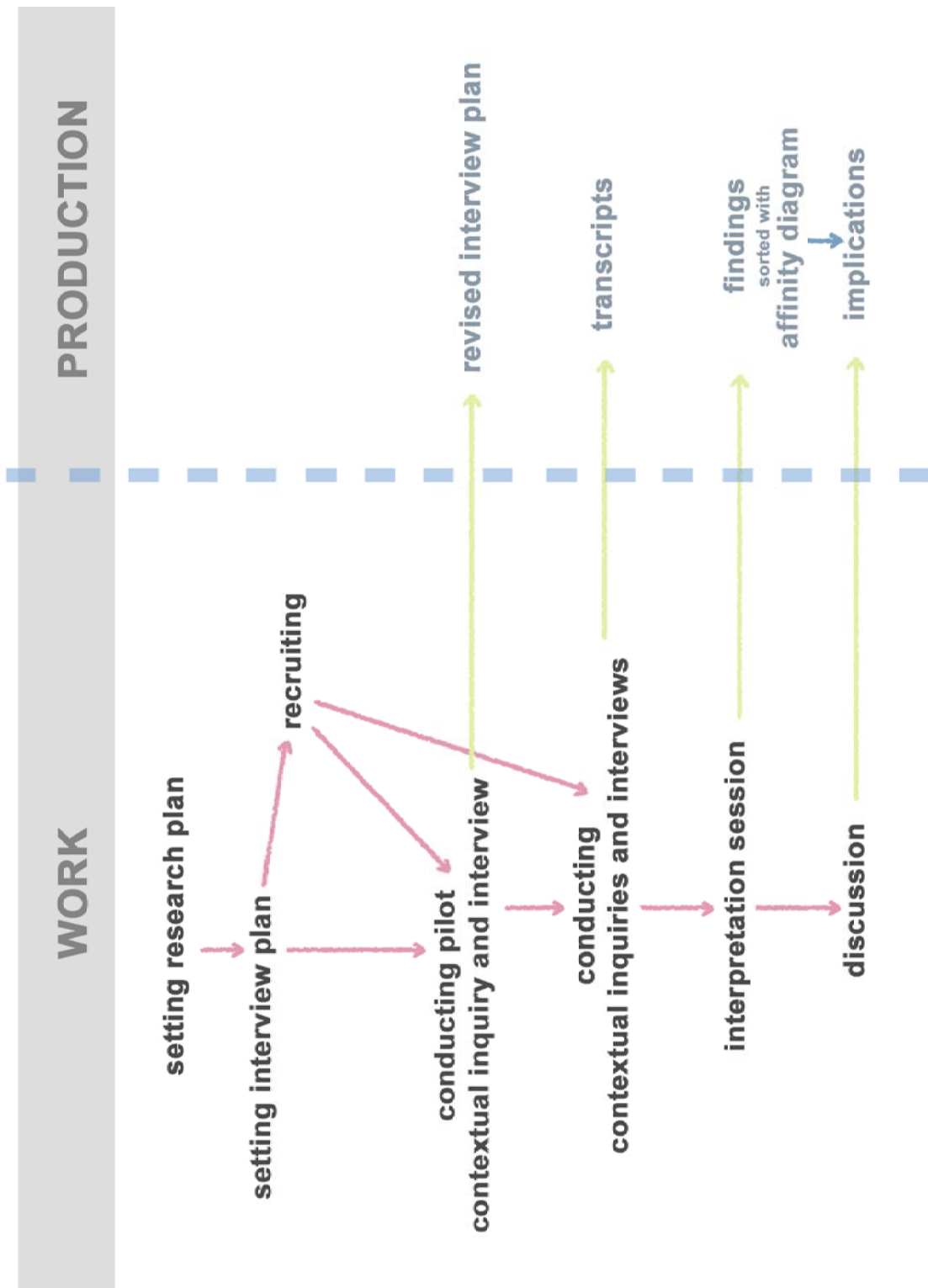


Figure 1 Research structure

3.2 Contextual Inquiry and Interview

The research method contextual inquiry helps the researcher get into the environment to see how souvenirs exist in people's daily life. The context and process that memories are evoked can also be observed. Meanwhile, by entering the context, it can be efficiently prevented that informants filter off the information which is actually important to the researcher. In addition to contextual inquiries, interviews are also conducted for collecting information.

3.2.1 Introduction of Contextual Inquiry

According to Beyer and Holtzblatt [30], the definition of contextual inquiry is as follows:

Contextual inquiry is a field data-gathering technique that studies a few carefully selected individuals in depth to arrive at a fuller understanding of the work practice across all customers. Through inquiry and interpretation, it reveals commonalities across a system's customer base.

Through contextual inquiry, what people really do and how they define what is actually valuable to them can be revealed. This technique is based in anthropology and ethnography. Therefore the basic method of research involves visiting and observing people. By doing so the researcher can figure out people's behavior and realize how the product can fit into their lives [31].

3.2.2 Contextual Inquiry and Interview Plan

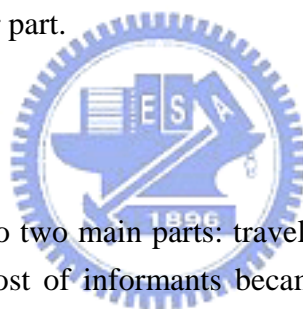
There are two contexts studied in this research. One is the context in which tourists encoded their travel experiences to the souvenirs, and the other is the context in which souvenirs evoked the memories. The former context is mainly learned by interviews and the latter one is primarily studied through contextual inquiry.

Following the main spirit of contextual inquiry, it is important to get information from people's practicing, which reveals experience. The primary "task" for the informants to conduct in contextual inquiry is "using the souvenir as a trigger to recall the memories and tell stories". The environment in which souvenirs evokes memories can be observed and the memories popping out can be learned. The information got from this session mainly concerns the latter context mentioned above, in which souvenirs evoked the memories. Narratives of travel experiences can be partly acquired, while they are usually not enough

for leaning the former context, in which memories are encoded onto the souvenirs. Interviews are therefore conducted to acquire more complete narratives of travel experiences related to souvenirs. The background and reason of getting the souvenirs can therefore be understood. It also allows the researcher to gain a clearer outline of the travel.

The contextual inquiry and interview were conducted where the souvenirs were placed, mostly home. The informants were told not to prepare for researcher’s visit in advance so that the context of memories being evoked could be observed. Each session lasted for one to two hours, depending on the number of souvenirs. Contents of inquiries and interviews were audio-recorded. Photos of souvenirs and surroundings were taken for analysis.

Before the formal contextual inquiry sessions, a pilot one was conducted. It revealed the importance of entering the field where souvenirs are placed. Moreover, it reminded the researcher to avoid discussing photo at the beginning of the inquiry. Some of the informants would like to share the digital photos when it came to travel experiences, which was the former part of the inquiry. Browsing the photos, more or less, influenced the memories evoked in the latter part.



3.3 Research Questions

The whole inquiry is divided into two main parts: travel experience and souvenirs. When it came to travel experience, most of informants became talkative and willing to share their stories. It is suitable to be arranged in the beginning to warm up the conversation. Most of the questions are open-ended, allowing the researcher to acquire response with depth and encouraging full, meaningful answers. During the inquiry, the term “object”, rather than “souvenir”, was used to avoid giving the prejudicial impression, “tacky souvenirs” [11], to the informants.

Table 1 Set of questions in the interview and contextual inquiry

Issues	Questions
Travel Experience	<p>A. General travel experience</p> <ul style="list-style-type: none"> - How often do you go traveling? - Are they self-service trips or group tours arranged by a travel agency? - What do you want to gain from traveling? Talk about your expectation. - What is your main concern while choosing the destinations and deciding what to do in the journey?

requesting the informants to show the souvenirs

- B. The journal that souvenirs was brought from
- Which journey did you bring this object from? (destination)
 - When did you go there? For how long? Who did you go with?
 - self-service trip? group tour? visiting friends?
 - Talk about the “image of the place” in your mind.
 - How did you prepare in advance?
 - Generally speaking, is it a pleasant journey?

Souvenirs

- C. How did souvenirs become memories triggers?
- Please introduce the object.
 - What does it remind you?
 - How did you get it?
 - Why did you keep it? Why did you bring it back?
 - What’s special? Talk about what it means to you.

- D. How do souvenirs evoke memories?
- How do you store this object? (How did you sort these objects?)
 - In what circumstance do you take it out for a look?
In what circumstance does it catch your eyes?
 - How often? When was the last time?
 - Could you explain which part of the object evokes the memories?
 - How do you hope to store (sort) the objects?

Choosing another souvenir and repeat part B~D

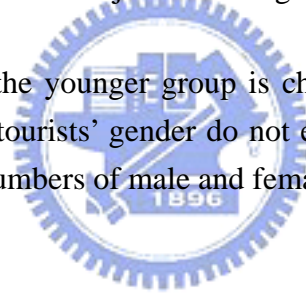
3.4 Recruiting

In this research, recruiting had been an especially critical procedure. The informants should match the profile and also be chosen in a purposive manner to increase variety and breadth. The screening is primarily based on two parts: demographic characteristics and screening interviews.

3.4.1 Demographic Characteristics

The related souvenirs studies [7] [14] [15] [32] give the ideas that younger people are more correspondent with “tourists who attach memories to the souvenirs”. For example, Littrell discussed age issue in her research of textile souvenirs and found that the meaning attached to souvenirs by younger tourists is out of action-oriented travel activities, whereas older consumers think that contemplation and use of beautiful textile crafts is pleasant and confidence building. The results also responded to Csikszentmihalyi and Rochberg-Halton’s [7] research on the meaning of things, which used “doing” versus “having” to describe age differences in objects meaning.

According to those researches, the younger group is chosen as the target. However, the differences on souvenirs due to tourists’ gender do not emerge in most of the researches. Therefore, in this research, the numbers of male and female informants are balanced.



3.4.2 Screening Interview

Screening interviews are conducted to understand one’s travel experience and souvenirs he or she brought from travel. Each interview lasts for 20~30 minutes.

In the part of “travel experience”, for acquiring narratives about souvenirs getting and memories attached experience, people who have travel experience during the past three years were preferred. Meanwhile, for observing souvenirs storage and memories evoked context, the journey is better be more than three months ago. Moreover, this research focuses on overseas travel experiences. In summary, people who went abroad for traveling during the period from 2004 to the beginning of 2007 met the criteria.

In the part of “souvenirs possessed”, people were asked if they have any meaningful or special souvenir brought from travel. The term “meaningful and special souvenir” let people understand what kind of souvenir is the main concern in this research, more easily than “souvenirs keeping memories”. A description of souvenirs written according to the

research issues was used for screening the souvenirs mentioned by people.

Description:

- A specific event, place, moment or experience can be told from the souvenir.
- The tourist took part in the experience for acquiring the souvenir.
- The souvenir was brought back from travel area.
- The souvenir has something to do with the travel area.
- There is a sign or clue to show where the souvenir came from.
- The souvenir is tangible.
(Digital photos and video recorded are not the major concern.)
- The souvenir is taken personally and kept by the tourist.

Because the contextual inquiries take place where the souvenirs are placed, mostly home, recruiting informants is not easy. Many people feel uncomfortable to let strangers enter their place, not to mention taking photos and recording the conversation. All of the informants were recruited from friends of the researcher or people introduced by researcher's friends. Twenty-nine potential informants were screened personally or indirectly by the screening interview. Two of them were selected to join the pilot interview. Seven people matching the criteria and being willing to accept the contextual inquiry were decided to be the informants at the end. Even if the screening interview was conducted in advance, it was still hard to let people understand what kind of souvenirs was the major concern. Therefore, conducting the inquiry at home, where the souvenirs were placed, brought a large advantage. During the conversation in the session, the researcher could encourage informants to show more souvenirs that did not come to their mind before. Moreover, souvenirs which were big, heavy or fixed to somewhere could be seen.

Table 2 Profile of informants

Informant	Age(yrs) Gender	Travel destinations (2004~the beginning of 2007)	Number of souvenirs provided
A	25 female	Egypt	8
B	25 male	UK	7
C	26 female	Japan	2
D	25 male	Japan, Bali Indonesia	4
E	24 female	UK, Italy, Sweden, Netherlands	6
F	27 male	Peru, Eastern Europe, Japan	5
G	25 female	Egypt, Northern Europe, Australia, Switzerland, Germany, France, Portugal,	5



-Chapter 4- Findings

After contextual inquiries and interviews, the data were analyzed and sorted with affinity diagram. The transcripts were coded into notes and then clustered into patterns, which were organized to create the hierarchy. Five main themes have been concluded to show the various phases of findings about a meaningful souvenir. The first theme is about tourists' behavior of getting things. The behavior involved in memories keeping are specially pointed out and categorized. In the second theme, the factors making souvenirs meaningful to people are presented. In the third theme, contents of memories evoked by souvenirs are categorized. Finally, how souvenirs exist in people's daily life and situations for memories to be evoked are reported.

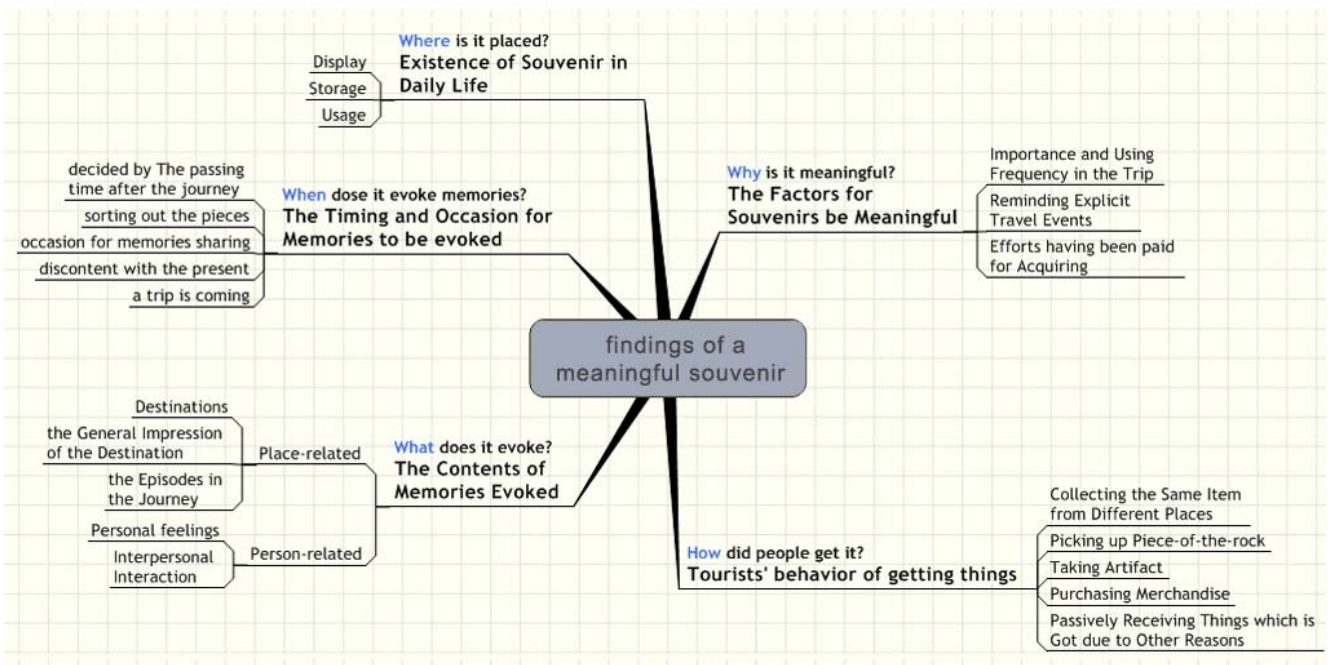


Figure 2 Affinity Diagram

4.1 Tourists' Behavior

Three main activities are found for tourists to keep their travel memories: taking photos, writing travel notes and bringing back souvenirs. Tourists get souvenirs for many reasons. In some cases, it is because the souvenirs are useful and practical; in some other cases, the souvenirs are popular due to uniqueness or beauty. Besides, some people think that since they travel to an outland, they should bring back something indigenous. Focusing on the reason of keeping memories, behavior of obtaining souvenirs can be categorized to five primary actions, namely: collecting the same item from different places, picking up

piece-of-the-rock [11], taking artifact, purchasing merchandise, and passively preserving things they got due to other reasons. These five actions indicate how tourists obtain souvenirs out of memories keeping motivation.

4.1.1 Collecting the Same Item from Different Places

Tourists like to collect the same kind of things from different places. Putting them together not only forms a spectacular collage but also present a complete record for people to remember the travel destinations they have visited. People gain fulfillment in proving where they have been by this way. They also show expectation for different style of the same item. Once they get one in a place, they want to know what the second one in another place looks like, and so on. Every single piece represents different travel experience. When the habit for collecting a specific item is formed, tourists get a target. Wherever they travel, they are looking for this specific item to bring back.

Informant F:

“Fuji Mountain climbing stick”

We got a burned mark on the climbing stick at each specific height, from the bottom of the stick to the top. It is kind of “tourist-like behavior” but really valuable for commemorating the journey. It is like “every step leaves a footprint”.



4.1.2 Picking up Piece-of-the-rock

When traveling to a place that is famous for its natural environment, people tend to gather items from Nature as souvenirs, e.g., seashells on the beach of Bali, sand in Sahara desert, rocks called “flower stone” from Egypt. Even though the “piece-of-the-rock” looks quite similar to the same item from any other places, it still can remind people of the travel destination and some specific travel experiences. The piece-of-the-rock is also used as a sample for recording the detail. One of the informants uses the sand as a reminder:

Informant D

“Sand from the beach of Bali”

The sand from the beach of Bali is whiter. Sometimes I forget that the sand is bigger or smaller kind. Look at it and I will remember again.



Figure 3 Piece-of-the-rock

4.1.3 Taking Artifact

There are always some things which can be taken for free in the journey, mostly leaflets, e.g., business cards, propaganda DM, coolcards. Tourists collecting them for remembering the corresponding travel experiences or details, e.g., taking a business card for remembering a good time at dinner and the address of the restaurant. It can also be used for recording a specific thing consciously and purposely. One of the informants took a piece of coolcard in order to bear a good idea in mind she heard in the store, even if the coolcard does not show any text saying the idea. “Ink” is another form of “artifact taken for free”, which means “stamp”. Offering tourists a representative stamp is quite common in many travel destinations. Stamps may be regarded as evidence showing that the tourists have been to the place.

4.1.4 Purchasing Merchandise

People do purchase merchandise as souvenirs. Many souvenirs purchased do remind the tourists of the travel experiences. However, the findings show a conflict between purchase behavior and memories keeping. Souvenirs seem to be less meaningful if acquired by purchase. Neither do people have much feeling toward them. Some souvenirs purchased are even considered less important and can be given to others as gifts because people think that buying a souvenir is easy.

Informant B

“Leicester Square nameplate”

I simply bought it. There are no special memories inside. I bought it as a souvenir, but on the contrary, there is no meaning of souvenir inside. I was wrong...

4.1.5 Passively Receiving Things which is Got due to Other Reasons

Tourists get things for specific purposes during the journey. A museum map shows the visiting route. A paper box packs the bun. A gallery leaflet introduces the paintings. Nevertheless, after achieving the purpose, people did not throw them away. Instead, they kept them for holding memories of related experiences. People bought the ticket in order to get entry, while after the visit they kept the stub of the ticket as a record of being there. For one of the informants, a paper packing box of bun was preserved for commemorating the good time of buying and enjoying the bun. The mood and the travel experiences during that whole day were eventually evoked. If the tourists have a pleasure or exceeding expectations experience, they will more like to keep the related things.

4.2 The Factors for Souvenirs be Meaningful

The factors that make souvenirs meaningful are usually related to travel experiences and encounters. Three kinds of factors are categorized. First, the importance and high using frequency make ordinary things meaningful. Second, if a souvenir reminds people of explicit events that happened in the journey, it becomes meaningful. Finally, the efforts people pay for acquiring a souvenir make it meaningful. It is possible that all of the situations happen on one souvenir, but they respectively reveal different phases of the factors. On the other hand, the factor “aesthetics” was specially mentioned to be unimportant on meaning of souvenirs. Because the contrast is quite strong, it is presented at the end of this section.

4.2.1 Importance and Using Frequency in the Trip

Ordinary things become meaningful when the tourists use it quite often during the trips. The more often the tourists use the thing during the journey, the more meaningful they consider the thing is after the journey. Besides, the thing which is important in the travel such as a map is still taken to be important after the travel even if the tourists do not use them anymore.

4.2.2 Reminding Explicit Travel Events

Souvenirs which can remind people of explicit events happening in the journey are regarded as meaningful ones. One of the informants keeps all the stubs and considers them to be meaningful because she can recollect those experiences in the journey by them:

Informant C

“Stubs of tickets”

I took the bus therefore I keep the stub. I have been to the exhibition therefore I keep the stub. I can know what I have done afterwards. But what’s the point to bring something like an irrelative candle? If I went somewhere famous for its stones and buy a stone back, I would forget it after few years.

People take the souvenirs which can remind them of travel experiences, as far as meaning is concerned, to be valuable and important. One of the informants claimed that she will never give this kind of “souvenirs with stories” to anyone. Another informant recalled playing a funny game of reciting tube station names in the journey, therefore having a different view on the souvenir:

Informant B

“Tube map”

Therefore it is unlike a tube map...It is like a...marvelous...how to call it...something like activator or enzyme. Anyway it can recall me something more.

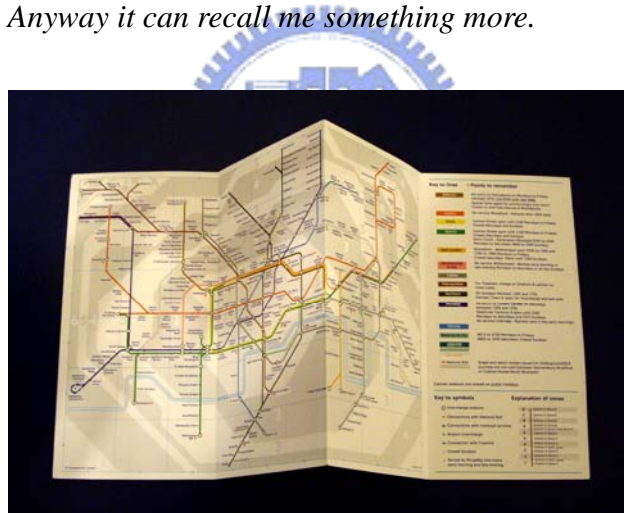


Figure 4 Tube map from United Kingdom

People tend to regard the souvenir which keeps more memories as more valued one. When an informant was asked to choose the most cherished souvenirs from all the souvenirs he had introduced, he picked the city map and said that if other things were lost, he could still recall most of the experiences by it.

4.2.3 Efforts having been paid for Acquiring

Gaining by tourists themselves is important experience, which makes things different. When people pay efforts to get or make something on their own, the thing become

meaningful and valuable. One of the informants indicated that even though he knew he could buy the same thing from the internet, he preferred buying it himself abroad because when he did so, the merchandise got a special meaning.

4.2.4 Unimportant Factor: Aesthetics

When it comes to meaning of souvenirs, people show less interest in aesthetics. Beauty and meaning seems quite separate from each other. People would consider something beautiful, but holding no meaning. They tend to keep the souvenir with meaning instead of a beautiful one, which may be given to others as a gift. One of the informants introduced the postcard she bought:

Informant E

“Postcard from Rome”

The image contains too many information and has no point. I “spiritually” don’t like this kind of layout. But it makes it possible to catch the impression very quickly.

Another informant mentioned the delicacy of the souvenir. But he emphasize that the reason why he keeps the souvenir is the memories attached:

Informant B

“Tube map”

Delicate things can be found everywhere, while it’s the thing that has reminiscent value.

“Sally Lunn's packing box”

Actually I don’t think it is beautiful. But the experience it gave me is very important.”



4.3 The Contents of Memories Evoked

The narratives of travel memories people talked from the souvenirs were analyzed and divided to two main parts according to the contents: place-related and person-related. In the place-related part, three categories were identified. They are presented in the sequence from large-scale to small-scale. The first category shows the remembrance of travel destinations people visited. The second category refers memories about the whole impression of the destination. The last category presents more detailed memories of the episodes during the journey. In the person-related part, two categories were identified, namely personal feelings and interpersonal interaction. In all of the categories, the souvenirs which evoked the memories are also mentioned.

4.3.1 Place-related: Destinations

When people have traveled many places and put souvenirs brought back together, there will be a “collage” showing the destinations they have been. The memories evoked by the collection are mainly various travel destinations, showing where they have visited. The things introduced by the informants were primarily “I have been to this country, this country and that country...”, while the actual detail is less mentioned. When contemplating respectively on each piece, the typical or symbolic feature of the destination will probably pop out next.



Figure 5 Fridge magnets from various travel destinations

4.3.2 Place-related: the General Impression of the Destination

Memories related to a general impression of a place such as the culture, customs, features of people can be evoked. Memories of local customs are evoked especially when the customs are special and different from those in tourists' own country. When making tea with teabags from Egypt, the informant recalled the way how Egyptians make their tea: adding a lot of sugar. When making hot chocolate with cocoa powder from Netherlands, it reminded the informant of hot chocolate with a lot of ground cinnamon, which is a general custom in Netherlands. The mug from Italy evoked the memories of “drinking coffee with a very small cup”. The impression of the people in the destinations is evoked especially when the people have strong characteristics. One of the informants brought back a mug from Italy. The mug is unusually big and has “Made in Italy” written on the bottom. The informant indicated that it reflected the style of Italian:

“The coffee cups in Italy are very small. This one is unusually big and in a coffee cup form. It is very “bizarre” and reflects the way Italian doing things: there’s no reason.”

4.3.3 Place-related: the Episodes in the Journey

The itinerary and schedule of travel can be evoked, especially by a map. Most tourists can remember where they did something but can not figure out when. Therefore locations are stronger clues for evoking travel experiences. Stories are evoked according to the locations. People pointed to a spot and described “*I was doing.....in this place*”. The marks made by the tourists on the map can especially trigger more travel memories.

Some “bits and pieces” that people get and preserve in their journey can evoke **specific events**, e.g., a receipt indicating a purchase, a museum ticket stub indicating a visit. The content people told from a piece is quite specific, including the reason they got it, mostly referring to the correspondent event, the experiences in the event, and some details such as date and location, which can be found on the piece.

Informant A

“Train ticket”

Look! My train ticket of sleeping berths, one piece for four persons, 212 pounds, number 13~16, carriage one.

Informant E

“Packing of a cheese knife and the receipt”

I bought a cheese knife in this shop and they all laughed at me because it was made in china. (“Made in China” is written on the packing)

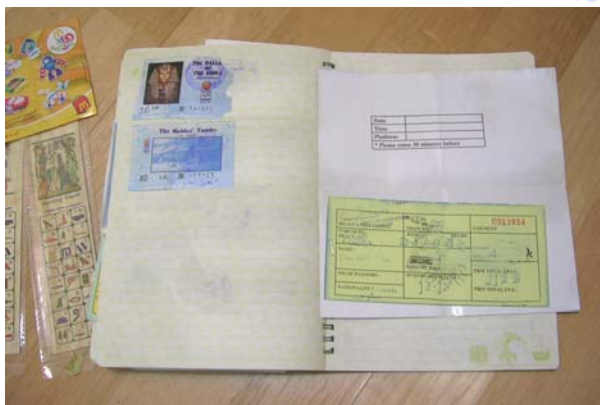


Figure 6 (on the left) Train ticket from Egypt placed in the notebook



Figure 7 (on the right) Packing of a cheese knife and the receipt from Italy

Type of tour such as self-service trip or group tour influences people’s intentions of keeping those pieces in the journey. People are more willing to keep them in self-service trips because they would like to remember all the events they had joined since the itinerary and the schedule are arranged by themselves.

The events happening frequently are more likely to be evoked first. The occurring frequency of the events strengthens the evocation of the memories. On a map, the first thing evoked is the accommodation. For one of the informants, the first thing evoked from a journey in Stockholm is snowing because it snowed all the time when she was there.

The scene that souvenirs were obtained are likely to be evoked, including the places, the obtaining process and the related person such as a vendor. A supermarket can be evoked by a can of cocoa powder; an experience of collecting sand on the beach can be evoked by a bottle of sands. The interesting episodes and interaction with local people happening when souvenirs were obtained make the souvenirs meaningful and valued. The events that happened around the time souvenirs obtained can be evoked as well. In some cases, the souvenir did not have a strong link with the place. However, because it was acquired at that time, it evoked the memories about things happening there.

The part of journey that a souvenir is present in is easily evoked by that souvenir. When the tourist carried a souvenir for a period of time in the journey, after the trip, people will recall the encounters and experiences which happened during that period of time by contemplating the souvenir. One of the informants got a wooden fish in Bali and carried it for the whole afternoon:



Informant D

“Wooden fish from Bali”

I recall the tour in that whole afternoon by this wooden fish because I was looking at this fish all the time on the coach. I love this fish so much!”

Some people take a specific object as a travel companion on purpose. One of the informants bought a puppet of Ekeko, the God of wealth in Peru, in order to carry it as a travel companion, joining the Inca Trail walk. He took photos on it, presenting a story in which Ekeko was traveling the Inca Trail. The inspiration came from the film “Amelie”. When he looked at the puppet, he recalled the travel experiences during the four-day Inca Trail walk. *“The memories pop out, just like playing photos.”* he said.

The encounters brought by a souvenir are evoked by it. This kind of situation is usually beyond expectation. Something would not happen if the souvenir did not exist. For the informant mentioned above, the puppet of Ekeko brought much fun in their journey. The local people talked about the puppet with him and the travel companions he met there played game with the puppet as well.



Figure 8 A puppet of Ekeko -- the God of wealth in Peru

Process of making a souvenir can be evoked by the finished souvenir when people get chance to create souvenirs on their own in the journey. This kind of “doing it yourself” experience seems to be attractive to tourists.

Informant B

“Textile pattern printed in V&A Museum”

This is an exhibition about textile. Equipment was provided for you to design the textile by yourself and print it out. It was cool that we played this inside then bring stuff like this to leave. The stuff is what I felt in the museum. It offered me amazing experience.



Figure 9 Textile pattern printed in V&A Museum from United Kingdom

How the thing was used by others can be evoked by the same item. The thing may be different pieces but the same item. One of the informants went to a synagogue and needed to put a piece of paper cap on the head for entry. He recalled that a foreigner put the sunglasses on the cap to fix it when looking at the paper cap he brought back.

4.3.4 Person-related: Personal Feelings

By contemplating the souvenir, people may recall the deep impression, special experience or some changes on themselves. One of the informants looked at the stones she picked up from the desert and the starry sky came to her mind. She said, *the starry sky in the desert is unforgettable. It's like all the stars in my life had been seen.* Another informant recalled her first experience of holding a koala. Sometimes people were changed for some reasons in the journey. The changes can be evoked by the souvenirs. One of the informants got a new interest of collecting stamps in a trip. The stamps represent the origin of her interest. Another informant had a significant change on her philosophy in a travel. Every time she glances at the souvenir, it reminds the faith she acquired.

Informant E

“Stockholm poster”

I had a significant change on my philosophy after that travel. It was snowing everyday. If I had fallen down when walking, I would have covered by the snow after few minutes and froze out, even if I was in the city center. I realized that the life is valuable and I gotta be tougher.



4.3.5 Person-related: Interpersonal Interaction

Some souvenirs remind people of stories about their travel companions. The souvenir is therefore being cherished. When the tourists shared the experience with their friends who did not join the travel directly from the locality, they thought of their friends as the places came to their mind.

Informant G

“Postcard from Portugal”

I was touched by the scenery there and bought three identical postcards. I sent two of them to my friends, who are the most important persons since I went to work.

The interaction between tourists and local residents can also be evoked by souvenirs. For instance, a person who helped the tourist can be recalled by the memorandum he wrote.

4.4 Existence of Souvenir in Daily Life

The states that souvenirs exist in people's daily life are integrated to three main aspects: display, storage and usage, which may overlap. For instance, a mug with decorative

patterns may have both concepts. In this section, the way people display, store and use souvenirs and also influence caused by souvenirs existing states on evoking memories are reported.

4.4.1 Display

Decorative souvenirs are usually displayed in people's flats. Most of the people would like to place the souvenirs from the latest journey in open space to be visible. The souvenir stored in closed space may be forgotten by people, while in some of the cases, containers of souvenirs can evoke memories as well. One of the informants said that he does not browse the bits and pieces from travel very often, but placing the container of them at a visible spot will make him feel the existence of those souvenirs, even though only the container is visible. However, it was also found that high triggering frequency makes people lose the feeling for reminiscing. One of the informants said, "I saw it every day so I don't have feelings toward it. The one I glance occasionally reminds me something in a way." An informant put the collection of bits and pieces in a visible space but the souvenirs can not be clear at a glance. She did it on purpose and indicated that she doesn't like to display them on a big surface to show them all.



Figure 10 (on the right) A pair of cattle figurines from the latest journey is displayed

Figure 11 (on the left) A "pieces-volume" displayed but the souvenirs can not be clear at a glance

4.4.2 Storage

For storing bits and pieces from travel such as stubs of tickets, DM and maps, containers are needed. Three out of seven informants put these collections of "pieces" into a folder or a notebook to make a "pieces-volume". They edited them according to the date, putting the pieces in chronological orders. Therefore they can get back those memories day by day.

One of the informants even put three-dimensional objects inside the folder, e.g., a bottle, toys, a can opener. Another informant used paper bags from locality to store the pieces. A travel companion of an informant bought a notebook when arriving the travel destination then pasted the pieces into the notebook aside by his travel notes every night. In these two cases above the container was from the locality. The containers therefore have the meaning of the trips. However, even if the container is not from the locality, the meaning can be attached. One of the informants has a lot of folders. She has different feelings toward each folder because it was edited at a specific time and the meaning was attached to the folder. Some of the informants expressed their dissatisfaction about the container or the way of storage. The informant mentioned above complained about the pieces protruding the folder: *“It did not get along with its “family” well so I can only abandon it.”*



Figure 12 & 13 Collections of “pieces” edited in a folder



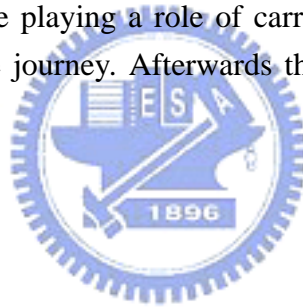
Figure 14 & 15 Three-dimensional objects is put inside the “pieces-volume”

Some informants store the souvenirs according to the way they want to recollect the memories in the future. One of the informants likes the process of reminiscing to be

digging treasure, so she put souvenirs from one day all into a bag. When she wants to see them, she empties the bag. Another informant edited the “piece-volume” because she thinks she would never look at them again if she did not make the volume. *“They would be just scraps of paper scattered over there.”* said by her.

Souvenirs from a single journey are put together to remain coherence and integrity of the memories. One of the informants said, *“If taking out that souvenir from here, that part of memories will go to somewhere else. The whole memories should be put together.”* Souvenirs collected by tourists from different journeys are placed together to form a collage of various travel experience. The collage serves as a board showing places where the tourists have been to. In some cases the souvenirs are put together for aesthetics, as beautiful decorations. The collections gathered from many travel destinations are mostly placed at obvious spots.

Sometimes there is an expiry date for the souvenir. The new travel experience may squeeze out the old one from the tourist’s mind and therefore make the souvenir less significant. Some souvenirs were playing a role of carrying information until the tourist finished the travel note after the journey. Afterwards they were stored on the bookshelf and seldom taken out again.



4.4.3 Usage

Using the souvenirs can increase the meaning attached or provide the opportunities of evoking memories. For one of the informants, the time he “stays together with the souvenir” decides the emotions he holds toward it:

If it follows you and you can see it, you will recall why you got this at that time. Due to little time staying together, there’s no emotion. Things gotta be used so they mean a lot to me.

When the souvenir is in use, memories are evoked while people do the related work. For instance, the packing of cocoa powder from Netherlands triggered the memories when making a cup of hot chocolate. Sometimes people change the usage or store the souvenir into a cabinet because they are afraid that the souvenirs might be broken. The most apparent case is cups.

The state of being used provides the chances for sharing the travel experiences. One of the informants bought t-shirt from many places and likes to wear them very much because

others will ask about the t-shirt. The chat triggers sharing of travel experiences. Another informant carries the notebook with stamps gathered from the journey inside all the time. When others browse at her notebook, which happens quite often, the talk of travel begins.



Figure 16 Cocoa from Netherlands (the right one)

4.5 The Timing and Occasion for Memories to be evoked

How souvenirs exist in people's daily life influences the evocation of memories. Besides, some specific timing and occasion provide the opportunities for memories to be triggered.

The passing time after the journey can be concerned with people's will to review the souvenirs. Some people review the things more often while the journey is still fresh. Some other people, on the contrary, think that they will not stop to sort the souvenirs until it is long enough after the journey.

When people are sorting the pieces gathered from the travel such as editing the "pieces-volume", memories pop out. When people re-arrange the souvenirs or tidy up their room, it is also a good time for memories to be triggered.

It was mentioned in the last section that the souvenirs which are in use create the opportunities for memories sharing. In addition, there is occasion for memories sharing such as a visit paid by friends. Most souvenirs are displayed at visible places in people's flat. When the guests come, people get chance to introduce their souvenirs and share the travel experiences. In another case, the informant collects the miniatures with her friend. When buying the miniatures, she bought two, one for the friend and one for herself. She went to Pisa and brought a miniature of the Tower of Pisa for her friend. When her friend

went to Paris, she brought a miniature of the Eiffel Tower for her as well. The exchanging of miniatures is also a good time for sharing memories.

It was also found that the discontent with the present may increase the “nostalgia” for the travel destinations, therefore raising the frequency of souvenirs reviewing. Besides, the coming trip may trigger the memories of earlier trips. In one case, the informant reviewed the souvenirs from the last journey when sorting the souvenirs from the new journey. In another case, the souvenirs will be reviewed before the informant is going to the same destination.



-Chapter 5- Discussions

In the previous chapter, findings about tourists' behavior of keeping memories, memories evoked by souvenirs and context of evoking are delivered. In this chapter, issues which contribute to finding out design implications are brought up for discussion. On the one hand, how memories are kept in the journey is inferred from findings of tourists' behavior and contents of memories evoked. On the other hand, how memories are evoked after the journey is brought out from states of souvenirs and context of evoking. The discussions are therefore divided into two main parts: keeping memories in the journey and evoking memories after the journey. The first part is discussed from two perspectives: one concerns how souvenirs are involved in the journey, and the other one is about the features of souvenirs. In the part of "after the journey", the activities which contribute to evoking memories are discussed. At the end of this chapter, a current problem of souvenir design is discussed and the suggestion is proposed.

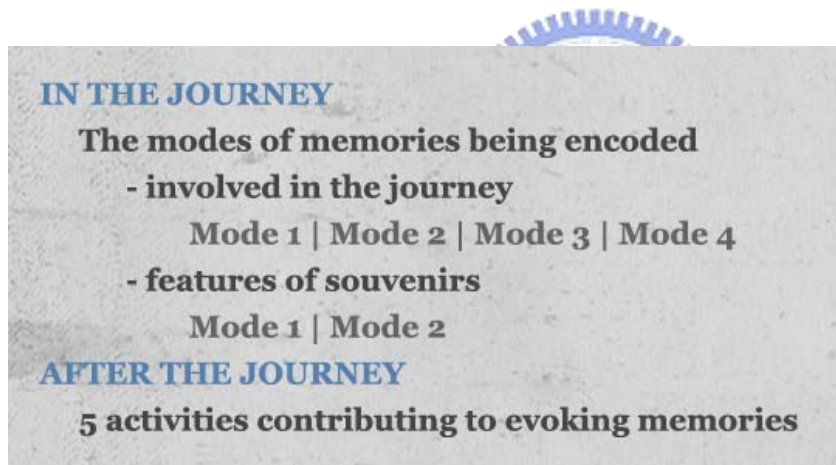


Figure 17 Structure of discussions

IN THE JOURNEY – Keeping Memories

5.1 The Modes of Memories being Encoded – involved in the journey

The narratives evoked by the souvenirs are important basis for finding out how memories were encoded on souvenirs during the journey. Four modes of encoding memories, discussed from the perspective of "souvenirs involved in the journey", are proposed. The relation between souvenirs and memories can be clarified with two variables. One is timing and duration of getting and carrying souvenirs, or the "association" between the souvenir and the tourist. The other one is the part of journey which is encoded. Two

variables compose a mode which shows the operation of memories being encoded and the relation between souvenirs and memories. In this section, four modes are proposed respectively in the subsections.

5.1.1 Memories around time and place of obtaining souvenirs are encoded

The main point of the mode is obtainment of souvenirs. Things happening around the place and time that tourists obtain the souvenirs are easily encoded. In terms of place, the scene in which the tourist get the souvenir such as a store or a market can be encoded, so can some experiences or activities occurring in that area. In one of the cases, the memories of a festival were encoded on a t-shirt bought where the festivity took place, while the t-shirt itself did not have a strong link with the festival. In terms of time, events happening around the time when souvenirs are got can be encoded. When memories are evoked, they diffuse from the time of getting souvenirs. One of the informants recalled the travel experiences by a paper box got at dinner time. The memories popped out gradually, from things happening at the dinner time to the whole day. The obtaining processes are usually encoded, especially something which has to be done in order to get the souvenirs. For people, these processes make souvenirs more meaningful. Making a souvenir by the tourists themselves may be regarded as an extended obtaining process. In Littrell's [14] research, she categorized three origins of craft meaning for the tourists, one of which is "encounters in obtaining the crafts". If the encounters are impressive, pleasant, repeating all the time or involved in the interaction between travel companions, they will be easier encoded to the souvenirs.



Figure 18 Model for explaining mode one

The mode can be illustrated by the model.

The first axis shows the "association" between the souvenir and the tourist. In this case, "process of acquiring" is referred. The segment of journey around the getting point is encoded, which is shown on the second axis. The two axes here can be regarded as either time or space. The encoded journey will become so called "memories" afterwards. A metaphor of "pipette" can be used to explain the way that journey is encoded. When the process of acquiring the souvenir is "sucked up", the experiences around the getting point are also "sucked up" to become memories encoded on the souvenir.

5.1.2 Experiences corresponding to the receipts are encoded

When people keep bits and pieces such as stubs of tickets, leaflets and business cards as a record for the journey, these souvenirs can be regarded as “receipts of experiences”, which have a broadened meaning, not just referring to official stubs. A bus ticket is a receipt of a ride; a leaflet from a museum is a receipt of a visit, a business card of a restaurant is a receipt of a nice dinner time. People join the event then get the receipt of the experience. Memories of the event are therefore encoded onto the receipt. The consistency between memories and the receipt is explicit. Some receipts need to be gained in a more active attitude, e.g., business cards, while some others can be received passively, e.g., stubs of the tickets. A general “receipt” in itself is a kind of record and evidence. These two concepts indicate people’s motivation of keeping the “receipt souvenirs”. As a record, collection of receipts forms a travel note, keeping memories in the journey in units of events. As evidence, the tangible receipt proves the intangible state once did happen. According to Gordon [11], people can’t hold on to the travel experience but they can hold on to a tangible piece of it, which can be an object coming from it. When putting hands on a souvenir, people are not only remembering that they were there, but also proving it.

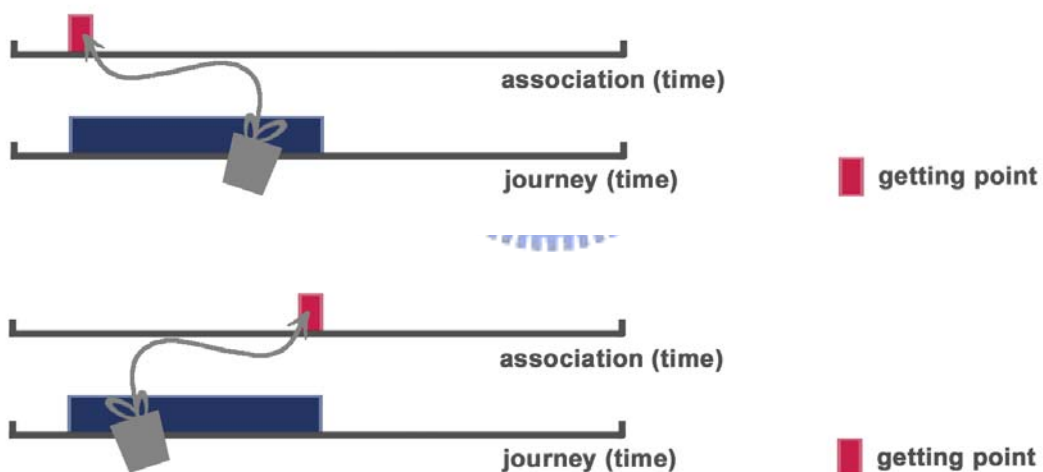


Figure 19 Model for explaining mode two

In this case, on the first axis, the getting point can be either at the beginning of the section or at the end. The section of the journey is explicit, namely the event corresponding to the receipt. A metaphor of “packet” can be used to illustrate the way that journey is encoded. When dragging the thread tied to the packet, a packet of experiences can be taken away.

5.1.3 The journey that souvenirs joined is encoded

In the travel, an object which is used very often and staying with the tourist all the time encodes the journey it has joined. The useful map, for example, joins the whole journey and therefore encodes the itinerary little by little. Memories are encoded to the corresponding locations. When tourists leave traces on the objects, such as marking the map, the encoding is even more obvious. In this case, the map becomes a “check list” for showing the places people have been. Since the high frequency of usage is owing to the importance of the object, the importance of practicability in the journey will shift to the importance of meaningfulness after the journey. Another kind of “staying with tourists in the journey” is more like “company”. For one of the informants, a puppet called Ekeko accompanied him through the Inca Trail walk and therefore encoded the experiences during the four-day journey. This kind of object usually has an image of creatures and is regarded as a “traveling companion”. Time of staying together increases the capacity of memories.



Figure 20 Model for explaining mode three



In this case, the getting point is only a small part of the association between the souvenir and the tourist. After the acquiring, the tourist is accompanied by the souvenir for a period of time. Experiences happening during this period are encoded on the souvenir.

5.1.4 The memories created by the souvenirs are encoded

The souvenir obtained in the journey can bring special encounters, which will become cherished memories later. The memories created are deservedly encoded onto this souvenir. For the informant mentioned above, the puppet of Ekeko brought about the conversation with local people and traveling companions he met there. Moreover, process of making souvenirs by tourists themselves can also be regarded as experiences created by people and the souvenirs together. People are involved in the course of producing souvenirs, which become memories and are encoded on the souvenir.



Figure 21 Model for explaining mode four

The causal relationship is emphasized. The company of the souvenir results in the experiences and therefore memories are encoded. If the souvenir is made by the tourist, the process acquiring will be extended.



Figure 22 Model for explaining the process of making a souvenir

As far as the causal relationship is concerned, the process of making a souvenir can be viewed from this perspective in mode four. However, it can also be viewed as mode one, in which the process of acquiring are extended.

5.2 The Modes of Memories being Encoded – features of souvenirs

Features of souvenirs can be memories cues. In terms of features of souvenirs, two modes are identified as “memories encoded on visual information” and “encoded on metonym”, which are inferred according to the link between memories and souvenirs. Moreover, an opposite aspect is proposed, namely “memories encoded with other versions”. Both of the modes can actually be regarded as metonymic encoding, responding to Leach’s [12] argument that souvenirs are metonymic signs.

5.2.1 Encoded on Visual Information – Images and Miniatures

Images provide information in which the memories are encoded. For instance, map provides the graphic itinerary. Picture of travel destinations is information as well. It encodes the scenery left in people’s mind and also experiences happened there. A postcard

with a collage of spots in Rome encodes the encounter at each place. In the typology of souvenirs constructed by Gordon [11], one of the classifications of souvenirs is “pictorial images”, which is indicated to be the most common type of contemporary souvenir. The postcard, especially, has been considered the “universal souvenir”. In addition to two-dimensional products, three-dimensional merchandise printed with pictorial images is also a general type of souvenir. Gordon’s [11] another classification, “markers”, can be quoted to describe this type. Markers are souvenirs that in themselves have no relevance to a specific place or event, but are inscribed with words, such as “Grand Canyon”, which fill them with associations of the place. The role played by the words here is the same as images: to mark the object and make it a souvenir that retains the memories. There is another situation of encoding by images. People encode information on the image intentionally and consciously. The image therefore becomes a symbol even if the image in itself does not look like having a strong link with the meaning given, which can be decoded to the original message while reminiscing. The public meanings of the item have been overwritten by people’s personal transformations and inscribed with the memories [16].

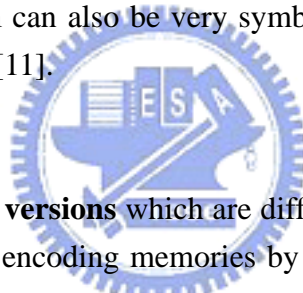
Miniatures usually deliver symbolic messages of the travel destination, e.g., famous landmark, a traditional statue or a representative character. The meaning of miniature is similar with image, yet it is three-dimensional in itself. According to Gordon’s [11] classifications, “symbolic shorthand” can be referred. Symbolic shorthand souvenirs are most often manufactured and related to actual objects or landmarks. It represents a typical sight of the place, but it is “*three-dimensional, stylized, and out of scale*”. For tourists, the most obvious concept revealed by miniatures which are souvenir merchandise is location. Collection of miniatures can be taken as collection of locations, resembling a map that is not plotted in an orderly way. One of the narratives collected in Pritchard and Morgan’s [8] research shows a consistent finding. The informant collected fridge magnets and regarded them as visual metaphors of the destinations she visited. The collage formed by the magnets shows a general memory, a sense of a place. In their research it is claimed that in the process of reducing the monument into miniature, the souvenirs serve to authenticate tourists’ experience, transform events and memories of sense into concrete objects.

5.2.2 Encoded on Metonym -- Piece-of-the-Whole and the Same Items

Piece-of-the-whole souvenirs are fragments from the entire scene, actual pieces of the whole. They are the most representative type of metonymic souvenirs [11]. Most of them are natural material gathered from Nature. Memories of scenery are encoded to the scrap, which can be regarded as a small part of scenery. The complete scenery can be

reconstructed based on it after the journey. The meaning primarily comes from the origin. Even if the sign on the piece of rock is weak, it offers people a vivid image of the place it came from. It can also act as a sample to remind people of the details of the environment: color of the sand, fine or rough, etc.

The same item refers to the same kind of thing but not the same piece. Events and experiences participated by a specific object can be encoded onto the same kind of object, while not necessarily to be the exact piece attending the events. Although it is not the original piece that people carry back, the souvenir can still act as a piece-of-the-whole. “The same item” is a “copy” but different from a miniature. Unlike miniatures reduced in size or embodying a legendary character, they are usually ordinary products. Teabags from Egypt remind of the special way Egyptian make their tea. The teabag plays a role in the episode of drinking tea and therefore memories are encoded onto the teabag. In this example, “the same item” means “teabag from Egypt”, not just “teabag”. “Teabag” concerns too broadly and ambiguously. Therefore origin of the item is important for meaning to evolve from, which can be strengthened by the packaging or text inscribed on. However, the feature of the item can also be very symbolic in itself, such as identifiable local clothing, e.g., Scottish tam [11].



Encoding memories with other versions which are different from what people see in the journey is an opposite aspect of encoding memories by images, miniatures and the same items. Going to somewhere in the afternoon, one was touched by the scenery and attached the feeling onto a postcard. However, picture on the postcard showed twilight scenery. The postcard was chosen because the tourist wanted to keep other version of scenery which she couldn't see there. In travel destinations scenery is usually changeful and people may wish to possess different versions as well. However, even if the images owned by people are different, the encoded memories of scenery are still the one people saw there. In another special case, an unusually big coffee cup was brought from Italy. The contrary reflects the owner's opinion toward Italian, and therefore the related memories were encoded onto the cup, including experiences of drinking coffee with a small cup.

Both of the modes mentioned above can be considered cutting off a section from the picture in the journey as a starting point of evoking memories. While people are reminiscing, the memories encoded are diffused from the souvenir, i.e., a small part of the scene, and bring back the whole picture in people's mind. One of the informants saw spectacular scenery by overlooking a village in Peru. Every house had a pair of cattle

figurines on its roof. After the journey, the whole scenery viewed at that time can be evoked by the pair of cattle figurines he brought back. Another informant showed a poster of a port view and introduced the neighborhood beyond the image. Both of the modes in terms of souvenir feature are metonymic encoding, providing support for Leach's [12] argument that souvenirs are metonymic signs.

AFTER THE JOURNEY – Evoking Memories

5.3 Activities Contributing to Evoking Memories

By interpreting the findings of how souvenirs exist in people's daily life and the situations memories are evoked, five main activities that contribute to evoking memories after the journey are brought out.

5.3.1 Arranging Souvenirs

After the journey, people start to arrange the souvenirs into their place. Some souvenirs need to be sorted out first, which can be regarded as a former and detailed arrangement. When arranging the souvenirs, people are presetting a context for memories evoking, whether they are doing it intentionally or not.

People tend to sort bits and pieces brought from travel. During this process, people are re-experiencing the journey. The most typical example is editing a “pieces-volume”, memories corresponding to each souvenirs popping out one after another. The “pieces-volume” is mostly edited according to the dates, and therefore a way of reminiscing chronologically is set for the future. A container is usually used for sorting out bits and pieces. Memories encoded to the souvenirs are therefore attached to the container, making it a substitute for souvenirs inside. When souvenirs inside are purely from one or two journeys, the container is able to remind people of memories or represent the journey. In addition to the meaning given by the contents, the container which is obtained from the journey has the meaning of souvenir in itself. A new travel experience may make people sort the souvenirs again, which provides another chance for evoking memories.

Most people don't think too much when arranging the souvenirs to their place. However, they tend to lay souvenirs obtained lately at a visible place. Besides, three-dimensional and decorative objects are more likely to be placed outside, being visible. These souvenirs are mainly miniatures and piece-of-the-rock, which don't have many practical functions except for “decoration”. Another kind of souvenirs usually placed visible is large objects. They are so big that the storage is close to display, e.g., mountain climbing stick, poster.

5.3.2 Seeing Souvenirs

People place souvenirs which they would like to see at visible space. Souvenirs which can not be seen will be easily forgotten. It seems that laying the souvenirs at visible space provides more opportunities for evoking memories. However, on the contrary, it was found that people have an adaptation for souvenirs which they see all the time, so the memories are not evoked. “Visibility” is a critical issue. The souvenir which is visible for people to catch a glimpse of occasionally and the souvenir which is seen for a specific purpose once in a while are ablest to trigger memories.

5.3.3 Reading Souvenirs

Souvenirs that can be “read” refer to souvenirs collection. When people “see” the collection, an integral image of destinations or one single journey is shown. When people “read” the collection, detailed travel experiences and encounters are revealed. It can be explained by a metaphor of “collage”. Facing a collage, one can either see the entire image or look at each part composing the collage. For reading souvenirs, stronger intention is needed and also people are more deeply engaged in reminiscing.

People put souvenirs together to maintain coherence and integrity of memories. While being read, collections evoke series of memories following either event or location as unit. For a finished “pieces-volume”, the memories are evoked according to events. It is a travel note written by the objects. Every single piece records the corresponding event. For a map, location is the index of memories. It can be regarded as a travel schedule presented in a spatial way. During the journey, the location of people is always changing. Therefore compared with date, location is easier to remember, and thus becomes an important clue for recalling.

5.3.4 Using Souvenirs

Based on definition of souvenir, souvenir is something that serves as a reminder and the function of souvenir is to store or stimulate memories [4]. However, manufactured souvenirs usually have other functions, e.g., mug, t-shirt. A miniatures is sometimes installed an irrelevant function [11], e.g., a Big Ben miniature with pencil sharpener in the bottom. Even the miniature with no function may be called “decoration”, a kind of function. The products which gain the meaning of souvenir after people attaching memories to them have their original functions. “The second function”, the function other than keeping or evoking memories, makes souvenir practical. Although practicability of

souvenir is not a main concern for people to cherish or value the souvenirs, the souvenirs in use can extend the time of staying together with people, and therefore provide the opportunities of evoking memories. The specific purpose that people need to achieve by the souvenirs becomes an indirect memories trigger. When people use it once for a while, it brings the memories evocation into full play. According to Littrell's [14] three categories of textile souvenir meaning origins, meaning can evolve from their use in the home. Using a souvenir can enrich the meaning of the souvenir and build the relation between people and the souvenir. However, fragility of souvenirs can influence usage. For protecting valuable meaning attached on the fragile souvenir, people will change the usage, e.g., a mug is used as a decoration.

“The second function” of merchandise which is manufactured as souvenir is usually irrelevant to the form or images on it. From Gordon's [11] research, two ways of combining function and form of such three-dimensional, manufactured souvenirs can be induced. One is “symbolic shorthand”, which the irrelevant function is installed in a symbolic miniature. The other one is “marker”, which has its original function while irrelevant to the place then is inscribed with words to become a souvenir. The mismatch of form (or pattern) and function is acceptable because when traveling people are in an extraordinary and reversal context, being more relaxing and playful. Compared to this merchandise, there is less problem of mismatch on expendable local products, e.g., cocoa from the Netherlands. They can be proper memories triggers by being used, especially those which can not be used up at once.

5.3.5 Introducing Souvenirs

Some souvenirs can easily create an atmosphere for sharing memories. They can be carried or worn to make people around the owner curious or interested and then become the roles of memories triggers, asking the owner questions. Once the owner starts to introduce the souvenir, memories are evoked. The notebook with stamps from trips carried all the time can arouse friends' curiosity. T-shirts with symbolic images of travel destinations can always be a topic of conversation. When sharing travel experiences, people tend to use tangible souvenirs as memories triggers. According to Bationo et al. [6], physical contact with concrete souvenirs is more important for tourists to tell stories than visual presentations. A tangible souvenir can act as a proper memories trigger for people to give narratives while chatting.

Table 3 Corresponding relation between informants' souvenirs and content of Chapter Five

* Souvenirs	Subsections of Chapter Five												
	1.1	1.2	1.3	1.4	2.1	2.2	2.2*	3.1	3.2	3.3	3.4	3.5	
A Teabags from Egypt						○					○		
Mummy case miniature	○				○				○				
Pyramid miniature	○				○				○				
Crystal and stones from Egypt	○					○			○				
Mugs from Egypt					○				○		○		
Pieces Volume – Egypt		○						○		○		○	
T-shirt from many places					○							○	
B London tube map			○		○					○			
National Gallery leaflet		○	○		○					○			
London city map			○		○					○			
Printed textile from V&A Museum				○	○					○			
Sally Lunn's packing box	○	○			○	○				○			
Leicester Square plate					○				○				
Abbey Road patch					○						○		
C Stamps in notebook	○	○	○	○	○					○		○	
Pieces Volume – Japan	○	○			○	○		○		○			
D Stub of ticket from Ghibli		○			○			○		○			
Receipts from Japan		○						○		○			
Fish figurine from Bali	○		○		○				○				
Sands and shells from Bali	○					○		○	○				
E Cocoa in can from Holland					○						○		
Poster of Stockholm	○				○				○				
Big cup from Italy	○						○				○		
Miniatures of famous architecture	○				○			○	○				
Cigarette from Russia	○				○			○					
Pieces Volume – Italy		○		○	○			○		○			
F Cattle figurines from Peru	○				○	○			○				
Ekeko puppet	○		○	○	○				○				
Fuji Mountain climbing stick	○	○	○		○				○				
Bits and pieces from Eastern Europe	○	○		○	○					○			
T-shirt from Eastern Europe	○				○						○	○	

G	Handmade lighting from Portugal	<input type="radio"/>												
	Magnets on fridge				<input type="radio"/>					<input type="radio"/>	<input type="radio"/>			
	Goddess figurine from Egypt	<input type="radio"/>			<input type="radio"/>					<input type="radio"/>				
	Photo with frame from Thailand	<input type="radio"/>			<input type="radio"/>			<input type="radio"/>		<input type="radio"/>				
	Postcard from Portugal	<input type="radio"/>			<input type="radio"/>		<input type="radio"/>							

* Informant

2.2* Another Version

5.4 Current Problems of Souvenir Design and Suggestions

According to Hoven and Eggen [4], a souvenir is more cherished when it is unique and not an object labeled to be a souvenir before people get it. In Turner and Reisinger's [13] research, "uniqueness" is one of the three souvenir attributes found to be important and refers to "memory of the trip". A conflict, found in the findings, between memories keeping and purchase behavior provides support for this. People tend to consider the souvenirs purchased to be lacking of meaning because there is no memory or story attached on. The souvenirs they purchased for keeping memories didn't meet their expectation. A problem of current souvenir merchandise is therefore revealed: products are labeled as souvenirs but unable to function as souvenirs.

The function of souvenirs is to "store or stimulate memories" [4], which is abstract and the form of souvenirs can not be clearly inferred from it. The function of storing memories, namely keeping memories, is especially difficult to achieve. The findings reveal that current souvenir merchandise seem to show more efforts on function of evoking memories but little consideration for operation of encoding memories, which is probably the reason why souvenir merchandise is regarded as less meaningful.

This kind of souvenir may be representative for the travel destinations but evoke no actual travel experiences since no encoding process has happened. The souvenir therefore tends to contain knowledge rather than memories. Interpreted from a perspective of psychology, the souvenir evokes semantic memory instead of episodic memory. "Recollective experience" proposed by Tulving[29] can also be quoted to explain "memories". When people are reminiscing, the memory should be accompanied by feelings, having in mind images, highly specific event knowledge and a sense of "pastness"; otherwise the recalled information is simply "known". For example, one of the informants mentioned the historical and geographical meaning of a place when giving the narratives. The information can simply be regarded as knowledge rather than memories. A souvenir without the function of encoding memories can only offer knowledge by the feature of

souvenir such as visual information inscribed on it, but evoke no memories.

A suggestion is therefore proposed: for creating a meaningful souvenir, both of encoding and evoking aspects should be considered. The implications presented in the next chapter can be a reference for designers to derive ideas for achieving those two aspects.



-Chapter 6- Design Implications

After the discussions about operation of memories being encoded and activities which contribute to evoking memories, the design implications are proposed in terms of two aspects: encoding memories and evoking memories. Six implications for memories keepers and four implications for memories triggers are delivered as reference for designers to derive ideas for designing meaningful souvenirs. Implications for memories keepers also explain connection between souvenirs and memories evoked. Implications from two aspects should be interlaced for application. Examples are presented mainly for giving a better understanding of the implications and showing preliminary suggestions, not integrated design proposal.

6.1 Implications for Memories Keepers

Six implications for memories keepers are presented as follows.

6.1.1 Making souvenir a useful thing in the journey

A useful object in the journey can be a meaningful souvenir after the journey. The importance of practicability will shift to the importance of meaningfulness. High frequency of usage is helpful for keeping memories. Every time it is used by people, memories are encoded little by little. If the object can keep the traces left by people when using, it will be more effective in encoding memories.

6.1.2 Making souvenir a partner of traveler in the journey

Once a souvenir carried by people in the journey is regarded as a partner, the experiences it joins can be encoded onto itself. A souvenir like this is personified by people and becomes alive. It is not an object anymore. For people, it is a friend they met in the journey and traveled together. Therefore when they look at it after the journey, the time they stayed together pops out. A partner souvenir is usually portable and has an image of creatures.

6.1.3 Making souvenir a receipt of experience

When people participate in an event and get a corresponding receipt which can be a trace of the experience, the memories of the event are encoded in the receipt. The “receipt” is not necessarily a piece of paper. It can be in any form. For instance, a common way existing currently for keeping traces of experiences is stamping marks. Receipts of experiences are usually collectable, which sometimes makes people participate the event more actively. A collection of receipts can bring out the whole journey.

6.1.4 Letting tourists take away a part of the whole from the scene

When people take away a fragmental part from the scene in the journey with them, they take away the memories of the scene as well. Two kinds of memories are encoded on the part. One is the scenery which the piece is taken from. The other one is the episode that the item has joined in the journey. The part taken is not necessarily the same piece. A copy or the same kind of item can also achieve the goal for keeping memories. Therefore, things that show up in people’s travel experience can be meaningful souvenirs.

6.1.5 Making souvenir with various versions

The same appearance of scenery or objects people see in the journey can recall the memories of experience in that place. However, different versions of the appearance can recall the same thing. People like to collect different appearance of scenery, especially the scene which is uneasy to see, e.g., a scene in a museum at night. Therefore various versions even increase the attraction of souvenirs. Moreover, the changing of appearance may be operated to contain special messages.

6.1.6 Making souvenir a memories creator

In the journey, souvenirs can not only keep memories but also create memories. The memories created by the souvenir are encoded on itself. A memories creator may be something which can trigger a special encounter such as an unexpected conversation with others. Involving people in the process of making a souvenir is another way of creating memories.

6.2 Implications for Memories Triggers

Four implications for memories triggers are presented as follows.

6.2.1 Making souvenir a three-dimensional decoration against adaptation

Souvenirs displayed by people are mostly with no “second function” other than decoration. A three-dimensional decoration is most likely to be displayed. However, the operation of people’s adaptation can disable a souvenir which people can always see from evoking memories. Therefore, the souvenir should be able to resist the adaptation. Two examples of achieving this goal are as follows: a souvenir with changeable appearance; a souvenir which can not be seen clearly at a glance. Besides, making the container of souvenirs a decoration like this will do as well.

6.2.2 Designing a setting for re-experiencing the journey by filing souvenirs

The process of sorting, editing and clustering souvenirs is a re-experience of the journey and so is browsing the finished piece. This kind of “filed souvenirs” can evoke integral memories of a journey and make people engaged in the reminiscing. There are two directions for bringing out ideas to encourage this. One is the design of components being filed and the other one is the design of container for components.

6.2.3 Making souvenir a practical object used once in a while

A souvenir in use in people’s daily life can extend the time of staying together with people, and therefore provides the opportunities of evoking memories. When people use it once for a while, it brings the memories evocation into full play. Memories are triggered indirectly when people find the souvenir out of other motivation. In summary, a souvenir serving a practical “second function” other than decoration and used once in a while can be a proper memories trigger.

6.2.4 Making souvenir a curiosity trigger showing up in social occasions

Introducing souvenirs to friends is a natural way for memories to be evoked. Souvenirs which can be showed in social occasions provide opportunities to arouse friends’ curiosity and interests. Concrete souvenirs are suitable assistants for telling stories about the journey. Things carried by or worn on people with special or symbolic appearance are good examples of curiosity triggers showing up in social occasions.

6.3 Examples

Seven examples are proposed in this section. The origins of products or ideas are indicated. However, some of the concepts of products are re-interpreted by the researcher. The main purpose for presenting those products is explaining the implications.

6.3.1 Wearing the useful tube map

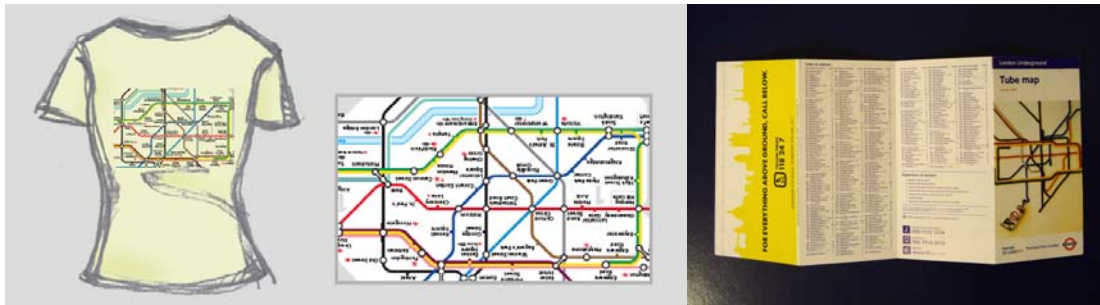


Figure 23 Tube map t-shirt

(Origin of the idea: graduation project of Shu, Kang-ning, NCKU, 2002)

A leaflet of tube map is very useful for traveling London, which can be re-designed to be a “tube map t-shirt”. Just bow the head and the tourists can get the information needed. The map is placed upside down to make it more convenient to read. After the journey, the t-shirt can be a curiosity trigger for sharing the travel memories with friends.

6.3.2 Carrying the travel partner on the back



Figure 24 Bags with an image of creature

(Origin of the product: 9 brand company)

A bag with a lovely image of creature can be personified and regarded as a travel partner. The journey experienced by people carrying the bag will be transferred into memories of traveling together and therefore can be evoked by the bag after the journey.

6.3.3 Taking away a part of the afternoon tea



Figure 25 Mini cups from the afternoon tea

(Origin of the product: cups from a café in Otaru, Japan; provided by informant A)

Cups used by tourists during the afternoon tea, keeping memories of the tea time, can be taken with people. After the journey, the cups turn to be memories triggers, arousing atmosphere of the outland café while people enjoy coffee in their home.

6.3.4 Collecting different versions



Figure 26 A postcard showing two versions

(Origin of the product: souvenir from British Museum, UK)

The postcard shows two versions of interior of British Museum. When tourists look at the postcard from different angles, they can get both sights of the museum: in daytime and at night.

6.3.5 Creating memories together



Figure 27 A doll needed to be completed

(Origin of the work: graduation project of Mathias Hahn, RCA, 2006)

The doll is a souvenir of War Museum. It is needed to be completed by people. Sewing the doll in the museum, people are experiencing an atmosphere of the tough time in the war. In the meantime, the relationship between the doll and people are built and memories are created.

6.3.6 Re-experiencing the journey



Figure 28 Lighting made from “pieces of travel”

A basic frame structure is provided for people to make a lampshade with “pieces from travel”, e.g., tickets and leaflets, after the journey. The setting can not only provide a reminiscing session, namely the making process, but also create a decorative memories trigger. Although a “lampshade” seems to be more than a decorative thing, the idea shows one of the directions for resisting adaptation: can’t be seen clearly at a glance.

6.3.7 Collecting receipts of experiences



Figure 29 Handbags consisting of tickets form the journey
(Origin of the product: Red Camper Company)

Tickets of travel spots in an area are slides which can be collected. When finishing the journey around the area, people can take the tickets to a shop to create a custom bag. Each slide on the bag records an event. After the journey, the bag is used once in a while and evokes memories. Besides, carrying the bag while going out creates subjects.

Table 4 Presenting which implication is shown by the example

Examples	Implications	
	Keepers	Triggers
6.3.1 Wearing the useful tube map	6.1.1	6.2.4
6.3.2 Carrying the travel partner on the back	6.1.2	
6.3.3 Taking away a part of the afternoon tea	6.1.3	6.2.3
6.3.4 Collecting different versions	6.1.5	
6.3.5 Creating memories together	6.1.6	
6.3.6 Re-experiencing the journey		6.2.1, 6.2.2
6.3.7 Collecting receipts of experiences	6.1.3	6.2.3, 6.2.4

-Chapter 7- Conclusions

In this research, through contextual inquiry and interview, information about people's behavior of keeping memories, relationships between souvenirs and memories encoded and situations memories being evoked after the journey were gained.

7.1 Conclusion of Findings

People cherish souvenirs because of the memories attached on them. Preserving memories can be an adequate reason that makes people want to keep objects. This finding is consistent with Czikszentmihalyi and Rochberg-Halton's [7] research investigating people's most cherished object in the home. The result pointed out that "memories" is a crucial reason why people cherish the objects. For people, reminding of travel experiences is an important meaning of a souvenir. Therefore making a souvenir meaningful and cherished by people can be achieved through memories.

In this research, two main parts are investigated: how a souvenir is being a memories keeper and a memories trigger. The part of memories keeper shows the operation of memories being encoded, which is interpreted in terms of how souvenirs are involved in the journey and features of souvenirs. Four modes of operation are delivered based on the two variables. One refers to the association between souvenirs and tourists in the journey and the other one refers to the part of journey which is encoded. The modes of operation can therefore be identified as "encoding memories around time and place of obtaining souvenirs", "encoding journey that souvenirs joined", "encoding memories created by the souvenirs", and "encoding experiences corresponding to the receipts". Besides, two types of encoding memories on features of souvenirs are "encoding on visual information" and "metonymic encoding". The evoking of memories is discussed in five activities: arranging, seeing, reading, using and introducing. Both aspects of encoding and evoking are integrated to develop implications.

Six implications for memories keepers and four implications for memories triggers are delivered as reference for designing meaningful souvenirs. For keeping memories in the journey, it is suggested that souvenirs can be useful things or partners of traveler in the journey. They can also be receipts of travel experience, a fragment of the whole scene for people to preserve or even memories creators. Memories can be encoded on other versions of what people see as well. As a memories trigger, the souvenir is proposed to be a

three-dimensional decoration against human adaptation, or a practical thing that can be used once in a while. A setting for people to file the souvenirs can build a re-experience of the journey. Finally, curiosity trigger showing up in social occasions can be a trigger for people to share their travel experiences.

Some of the problems of current souvenir merchandise are revealed and the suggestion is proposed in this research. Souvenirs regarded as tacky or meaningless by people show efforts on evoking memories but little consideration for keeping memories, and therefore evoke no actual travel experiences since no encoding process has happened. For creating a souvenir with memories, both of encoding and evoking aspects should be considered, and so should the context of the souvenir. The “second function” of a souvenir can be set in terms of these aspects for contributing a meaningful souvenir.

7.2 Contribution

This thesis proposes implications for designers to derive ideas about souvenirs with memories. The current difficulties and conflicts of souvenir design are also discussed. Designers can derive clues for souvenirs’ second function from all of the implications. Several points from the two aspects should be interlaced and integrated for application. The implications also reveal that in a perspective of achieving the goal of encouraging tourists to keep memories of travel destinations in mind, the efforts can not only be made on souvenirs themselves but also other aspects such as related services provided, tickets design, containers for souvenirs, etc. The surroundings where souvenirs are acquired and marketing strategies can also be associated with this research. Furthermore, souvenir can be a memories creator to bring people lovely experiences in the journey, not just limited in passively preserving memories. Applications based on the thesis may bring out more meaningful and unique souvenirs for tourists and leave the image of travel destinations in people’s mind.

7.3 Related Research

Related research on intangible memories keeper is suggested. In this research, tangible souvenirs are the main concern. The carriers of messages are mainly visual information such as images and form. However, during the contextual inquiries, some intangible memories triggers are also found and have strong power for evoking memories, e.g., music and fragrance. Morgan and Pritchard [8] described that aroma, fragrances, tastes and sounds are intimately tied to memories. In their cases, material souvenirs can act as channels for encoding experiences through messages of those senses. A CD can act as a

carrier of music, which is the audio memories trigger. The psychological research in which sensory message is used as memories cue also confirm the importance and power of intangible memories keepers [33]. According to encoding specificity principle in psychology, when storing something in memory, the context of the item or event is stored as well. Recall thus can be triggered by elements of the context. Intangible memories triggers such as music have better diffusibility, which can build the original context more completely. They seem to be interesting subjects worth further studying. The material carriers of trigger may be concerned together.



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