



What is your Tourism Madeleine de Proust?

Journal:	<i>Anatolia</i>
Manuscript ID	RANA-2020-0197.R3
Manuscript Type:	Research Note
Keywords:	diaspora, children, experience, DMOs, Madeleine de Proust

SCHOLARONE™
Manuscripts

Response to reviewer

COMMENTS FROM REVIEWER	RESPONSE TO REVIEWER
Enclosed please find the edited version of your research note...	Thank you!
I very much appreciate if you could work on the table. Please check reference books or articles as template on how a correlation table should be prepared. The second column should also be removed (with Pearson score etc.).	<p>I used a template from:</p> <p>Hany H.S. Abdelhamied (2011) Customers' perceptions of floating restaurants in Egypt, <i>Anatolia – An International Journal of Tourism and Hospitality Research</i>, 22:01, 1-15, DOI: 10.1080/13032917.2011.556212</p> <p>See table 3, page 11</p>

What is your tourism *Madeleine de Proust*?

Introduction

The *Madeleine de Proust* theory which is about the power of the subconscious (Bray, 2013), refers to Proust's experience of recalling his past after tasting a madeleine dipped in tea (Bray, 2013). Indeed, long-buried memories can be brought to the surface after smelling and/or tasting something (Smith, 2016), like a 'Madeleine' (a traditional shell-like shape French small sponge cake). In the case of Marcel Proust (French novelist), it is the memory of his childhood that was brought to the surface (Weiner, 1980). This madeleine could be considered as the link between the past and the present (Weiner, 1980), and potentially the future, as there is a continuum between childhood and adulthood (Weiner, 1980), even in terms of tourism consumption (Cullingford, 1995).

This study is focusing on the experience adults from the diaspora, whether victim diasporas, trade diasporas, imperial diasporas, labour diasporas, and so forth (S raphin, 2020), had had during their childhood, as the second generation of the diaspora onward tends to disengage with their parents' country of origin. Meylon-Reinette (2010) referred to this phenomenon as 'dediasporisation'. There is a connection between *Madeleine de Proust* and 'dediasporisation' as when Proust tasted the madeleine again, 'the same feeling occurs. But when he tries a third time, the feeling is diminished' (Smith, 2016: 38).

This study is addressing the dearth of research regarding children in the tourism industry and cognate sectors (Khoo-Lattimore, Prayag, & Cheah, 2015), alongside contributing to existing literature on diaspora (tourism); and connecting tourism with neurosciences. The research question of the study is as follow: What is the tourism *Madeleine de Proust* of adults from the diaspora?

Methodology

A pilot study is a crucial element of a good study design (Van Teijlingen & Hundley, 2001). As such, this study is arguing (Hypothesis) that children with no (or limited) experience of the country of origin of their parents are unlikely to develop (when adults) transnational attachment with this country (Huang, Ramshaw, & Norman, 2016). This study has used an anonymous online survey designed on Google, and shared on social media, as well as sent via email to individuals known to belong to a diaspora. The questionnaire articulated around three sections: Motivation; Opportunities; and Abilities (MOA), is inspired by the MOA Model, which is all about highlighting factors supporting or inhibiting engagement and participation of individuals with their community (Jepson, Clarke, & Ragsdell, 2013). As for the data collected, they are analysed using the Pearson product moment correlation function of SPSS.

Results

The survey was completed by 56 individuals (29 born in a country different from the country of origin of their parents; 27 born in the country of origin of their parents, but left home before the age of 18). The study reveals that the type of experience of the country of origin conveyed by the family to the children, influence the sense of belonging and attachment of the latter toward the country of origin. Indeed, the language spoken at home; the food

1
2
3
4
5
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

cooked; music listened; and programme watched appear to be important influencers (table 1). To make an analogy with Proust's novel *'In search of lost time'* in which he talks about his madeleine experience (Bray, 2013), the preceded listed items are *Madeleine de Proust*, that are enabling childhood memories not only to remain in the present time, but also to influence it.

[INSERT TABLE 1 HERE]

Conclusion

This study has identified the *Madeleine de Proust* (language; food; music; etc.), which are connecting the diaspora with their country of origin. The results of this study (even if it is a trial study) are very useful for Destination Marketing Organisations (DMOs), as they could help them to develop a marketing strategy more in relation with the *Madeleine de Proust* theory/phenomenon. Future (empirical) research could look at addressing the following research question: What type of strategy could be developed by DMOs to convey to children a positive and rich experience (language, food, music, history, etc.) of the country of origin (of their parents)?

References

- Bray, P. (2013). Forgetting the Madeleine: Proust and the neurosciences. *Progress in Brain Research*, 205, 41-53.
- Cullingford, C. (1995). Children's attitudes to holidays overseas. *Tourism Management*, 16(2), 121-127.
- Huang, W.J., Ramshaw, G., & Norman, W.C. (2016). Homecoming or tourism? Diaspora tourism experience of second-generation immigrants. *Tourism Geographies*, 18(1), 59-79
- Jepson, A., Clarke, A., & Ragsdell, G. (2013). Applying the motivation-opportunity-ability (MOA) model to reveal factors that influence inclusive engagement within local community festivals: The case of UtcaZene 2012. *International Journal of Event and Festival Management*, 4(3), 186-205.
- Khoo-Lattimore, C., Prayag, G., & Cheah, B.L. (2015). Kids on board: Exploring the choice process and vacation needs of Asian Parents with young children in resort hotels. *Journal of Hospitality*, 511-531.
- Meylon-Reinette, S. (2010). De la dédiasporisation des jeunes Haïtiens à New-York, *Etudes caribéennes*. <http://etudescaribeennes.revues.org>. Accessed September 26, 2020.
- Séraphin, H. (2020). Childhood experience and (de)diasporisation: Potential impacts on the tourism industry, *Journal of Tourism, Heritage and Service Marketing*, 6(3), 14-24.
- Smith, B.C. (2016). *Proust, the Madeleine and Memory. Memory in the Twenty-first Century*, London: Springer.
- Van Teijlingen, E., & Hundley, V. (2001). *The Importance of Pilot Studies. Social Research Update*, 35, University of Surrey, 1360-7898.

1
2
3
4 Weiner, M.A. (1980). Zwieback and Madeleine: Creative recall in Wagner and Proust, *The*
5 *Johns Hopkins University Press*, 95(3), 679-684.
6
7
8
9
10
11
12
13
14
15
16
17
18
19
20
21
22
23
24
25
26
27
28
29
30
31
32
33
34
35
36
37
38
39
40
41
42
43
44
45
46
47
48
49
50
51
52
53
54
55
56
57
58
59
60

For Peer Review Only

Table 1: (Two-tailed) Pearson correlation among variables influencing attachment with the country of origin

Variables		To what extent your parents are/were proud of their country of origin/culture	To what extent are you proud of your root?	How frequently your parents (used to) speak to you in their mother tongue?	How fluent are you in the language of the country of origin of your parents?	How frequently your parents (used to) cook/eat food from the country of origin?	How frequently do you cook/eat food from the country of origin?	How frequently your parents (used to) listen music/watch programs from the country of origin?	How frequently do you listen music/watch programs from the country of origin?
To what extent your parents are/were proud of their country of origin/culture	Pearson Correlation	1	.363**	.327*	.097	.335*	-.094	.283*	.006
	Sig. (2-tailed)		.006	.014	.478	.012	.491	.035	.964
	N		56	56	56	56	56	56	56
To what extent are you proud of your root?	Pearson Correlation	.363**	1	.307*	.368**	.432**	.418**	.461**	.380**
	Sig. (2-tailed)	.006		.022	.005	.001	.001	.000	.004
	N	56		56	56	56	56	56	56
How frequently your parents (used to) speak to you in their mother tongue?	Pearson Correlation	.327*	.307*	1	.780**	.477**	.278*	.573**	.434**
	Sig. (2-tailed)	.014	.022		.000	.000	.038	.000	.001
	N	56	56		56	56	56	56	56
How fluent are you in the language of the country of origin of your parents?	Pearson Correlation	.097	.368**	.780**	1	.394**	.376**	.503**	.512**
	Sig. (2-tailed)	.478	.005	.000		.003	.004	.000	.000
	N	56	56	56		56	56	56	56
How frequently your parents (used to) cook/eat food from the country of origin?	Pearson Correlation	.335*	.432**	.477**	.394**	1	.452**	.697**	.350**
	Sig. (2-tailed)	.012	.001	.000	.003		.000	.000	.008
	N	56	56	56	56		56	56	56
How frequently do you cook/eat food from the country of origin?	Pearson Correlation	-.094	.418**	.278*	.376**	.452**	1	.466**	.660**
	Sig. (2-tailed)	.491	.001	.038	.000	.004		.000	.000
	N	56	56	56	56	56		56	56
How frequently your parents (used to) listen	Pearson Correlation	.283*	.461**	.573**	.503**	.697**	.466	1	.540**
	Sig. (2-tailed)	.035	.000	.000	.000	.000	.000		.000
	N	56	56	56	56	56	56		56

1										
2										
3	music/watch									
4	programs from the									
5	country of origin?									
6	How frequently do	Pearson Correlation	.006	.380**	.434**	.512**	.350**	.660**	.540**	1
7	you listen	Sig. (2-tailed)	.964	.004	.001	.000	.008	.000	.000	
8	music/watch	N	56	56	56	56	56	56	56	
9	programs from the									
10	country of origin?									

**Correlation is significant at the 0.01 level (2-tailed)

*Correlation is significant at the 0.05 level (2-tailed)