

RESEARCH INTRODUCTION

Background

The transformational experience is a powerful psychological process that offers significant changes in individual's behaviours, resulting in self-reflection and interpreting society and the world.

"Travel may be more effective than therapy for people who need to make changes in their lives. It is a way to create a new future".

(Kottler, 1998, p.24)

Research Aim

This research explores the transformational nature of tourist experience, the growth of transformation and self-reflection with an awareness of the society and the world. Further, the research identifies transformative experience effervescences that lead tourists towards economic, social, and environmental value achievement within the tourism sustainable development goals (SDG) framework, specifically focusing on Sri Lanka.

Methodology

The study employs an online-based, qualitative method combining in-depth interviews and spontaneous discussions. The data will be collected using online sources such as a chatroom, forum, and blogs that have published tourists' travel experiences after visiting Sri Lanka to identify tourists' transformational experience and their re-treatment towards changing the world SDG framework.

Contribution

The SLR provides an alternative direction to tourism scholars by integrating novelty and empirical results to identify a research knowledge gap in TT.

This study's most valuable contribution is the importance of transformational tourism experience and its power to identify values in self-reflection, view society, and change the world as a 'sustainable ambassador' (Lean, 2016).

Implication

The research findings would add value to destination management organisations, stakeholders, tour operators, tourism businesses, and entrepreneurs worldwide for their sustainable tourism development.

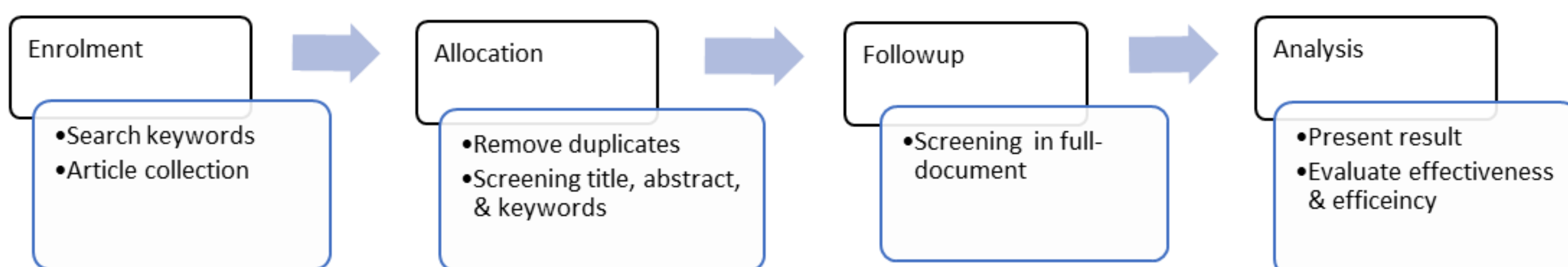
Reference:

Kottler, J.A. (1998), 'Transformational Travel', *The futurist*, P.24-28.
Lean, G. (2016), 'Transformational Travel in a Mobile World', CABI, Oxfordshire.
Reisinger, Y. (2013), 'Transformational Tourism: Tourist perspectives', Wallingford, CABI.
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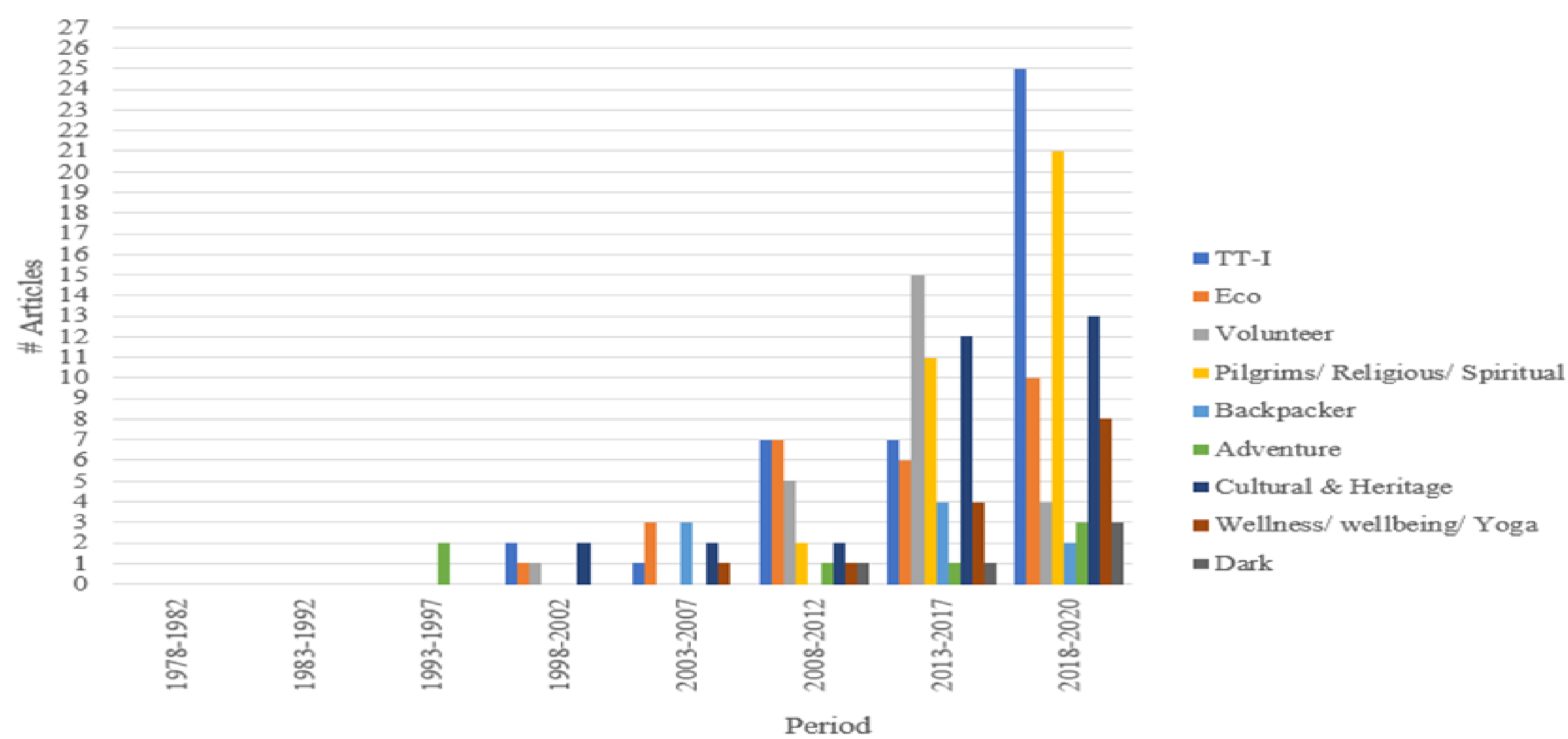
CURRENT STUDY

Identify TT Literature : A systematic literature review of TT

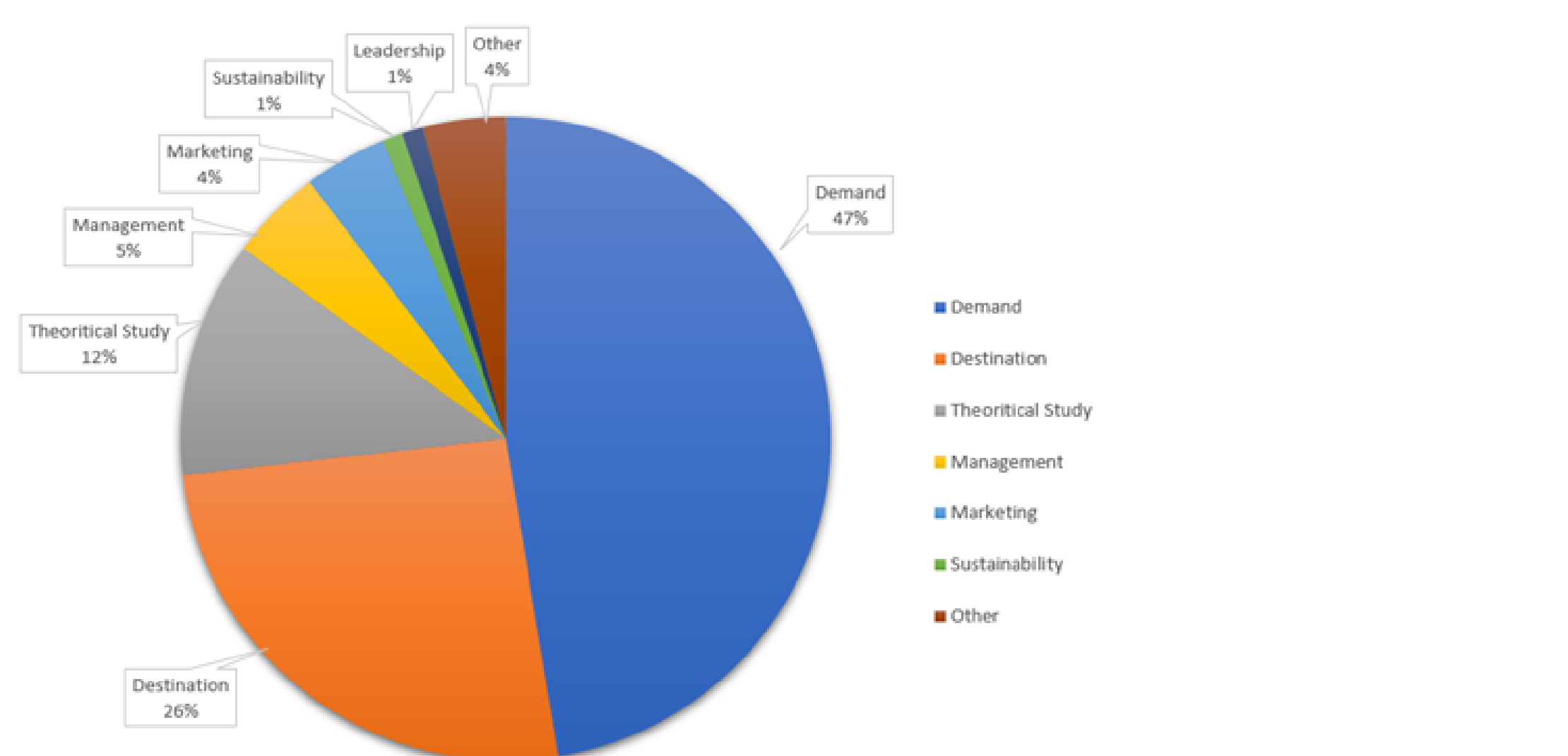
Systematic search process



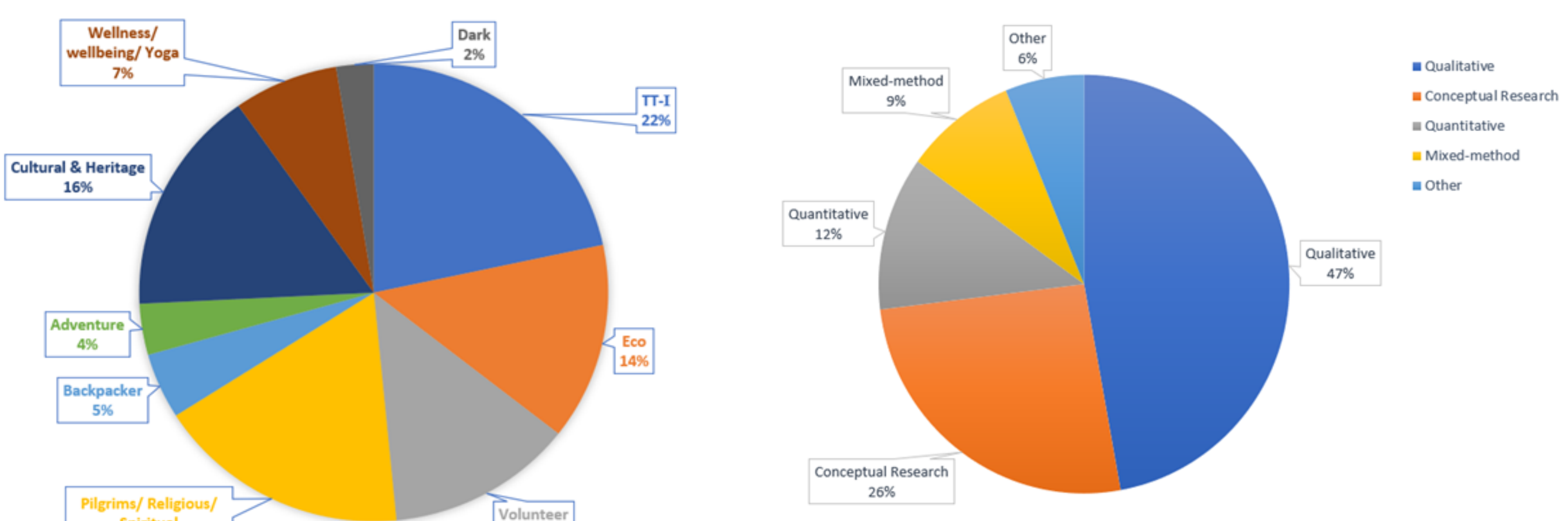
Result



TT article types per period



Percentage of TT articles per main research focus

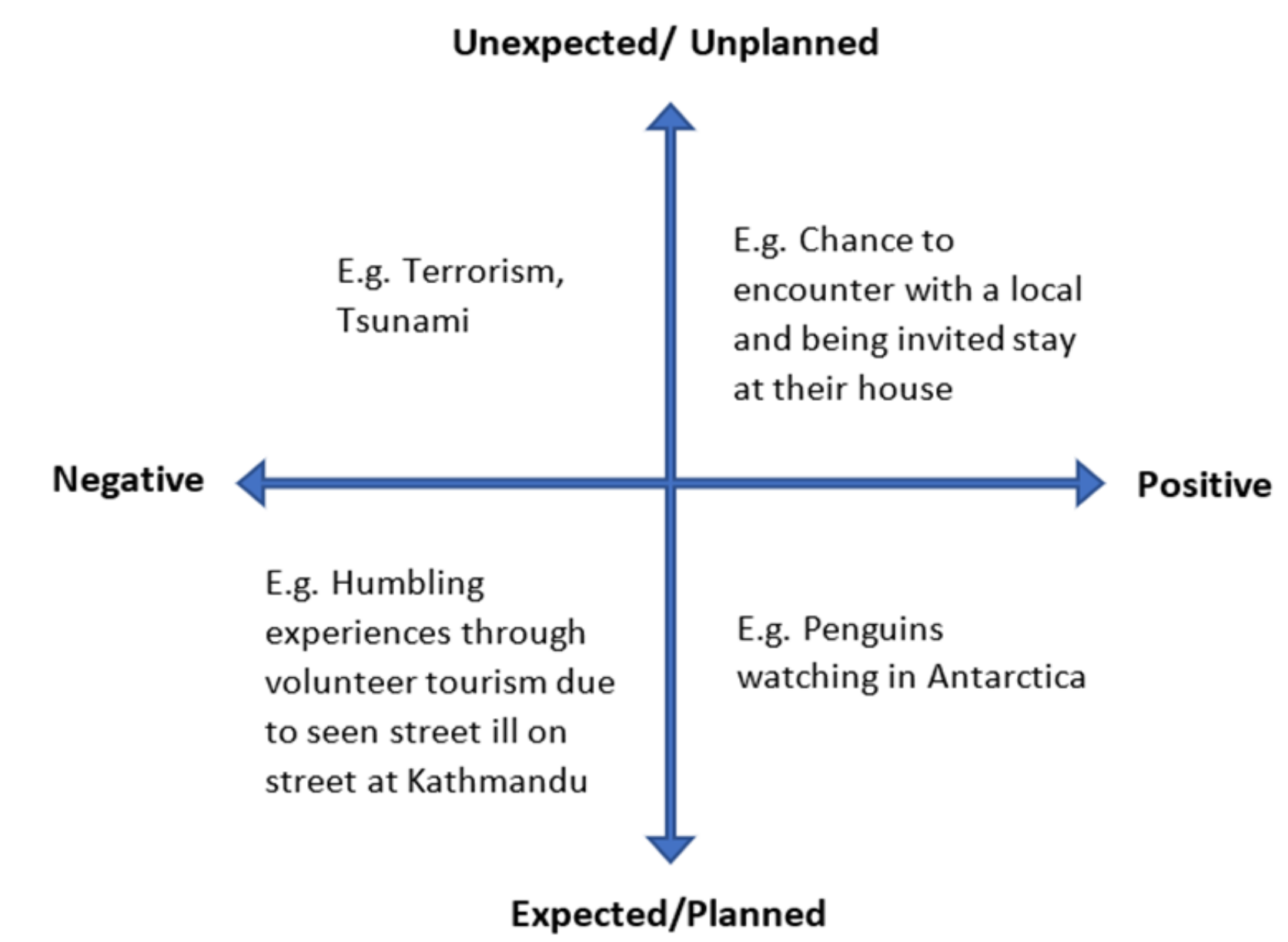


TT articles by percentage in different types of tourism experience

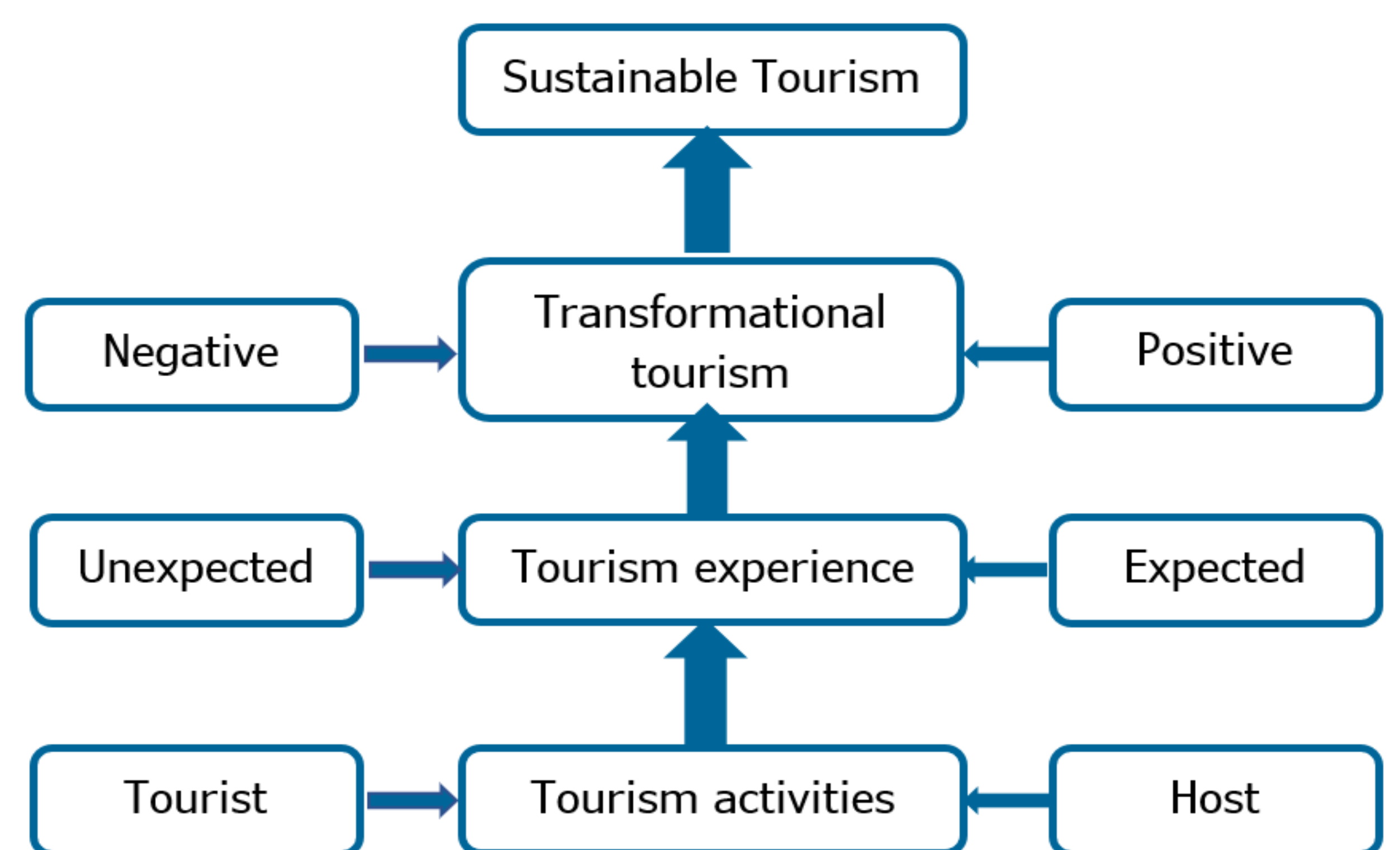
TT articles in research methods

FUTURE STUDY

To be create a conceptual framework diagram in TT



Typology of tourist transformational



Influence of Transformational tourism experiences to Sustainable tourism



The interconnection between Tourism experience, Memorable tourism experience and transformational tourism experience towards SDGs