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The Effect of Nostalgia on the Pull Motivation of Tourist Destinations, Amazing Behavior, and Loyalty Among Tourists (Case Study: Kashan Rosewater Cultural Festival)

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Abstract

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Nowadays, customer satisfaction is regarded as a strategic and influential factor for the success of various businesses. On the other hand, tourism, the world's largest and most diverse industry, is also a significant source of income and job creation for many countries. Therefore, the present study examines the effect of nostalgia, experiential marketing, and experiential values as relatively novel concepts on satisfaction in the tourism industry. In light of the COVID-19 outbreak, the research population includes all tourists who have previously visited the Kashan Rosewater Festival. Furthermore, since the population size is uncertain, it is assumed unlimited. A convenience sampling method was used to select sample members from the population. Methodologically, it is a descriptive survey study based on the subject matter under investigation. It is also a correlational study. A partial least squares structural equation modeling (PLS-SEM) technique was used to analyze the questionnaire results. Based on our findings, nostalgia affects pull motivation, patronage behavior, and future travel intention. However, pull motivation does not influence travel intentions.

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Introduction

Tourism and nostalgia are becoming increasingly prominent in developing and especially developed countries. Most tourist destinations strive to create an environment where tourists feel satisfied and have a positive impression of their destinations based on their culture and facilities. All these feelings will enhance tourist nostalgia. Naturally, this will increase the possibility of making the tourist destination more attractive to tourists. Tourist destination activists are trying to explore and strengthen the attraction and activity known as "pull motives" to entice tourists. In describing their travel experiences, tourists usually refer to attractions and activities as the key motives. Developing high-quality attractions and activities to satisfy tourists is often a priority of tourism planning regarding the quality of attractions and activities experienced (Nilnoppakun & Ampavat, 2015). Due to its nostalgia, the Kashan Rosewater Festival is one of the tourist attractions that entices thousands of tourists every year. One of the forms of nostalgic tourism is event tourism, specifically the Kashan Rosewater Festival. In this festival, plant distillation, particularly the Damask rose (also known as Mohammadi rose) and red rose, is a traditional profession and a symbol of this region's culture, tradition, and history connected to the natural environment. Due to this historical and industrial profession, the flower and rosewater festival is annually held in Kashan City's rural areas. Kashan City and its surrounding areas attract thousands of domestic and foreign tourists every spring (Shaterian et al., 2018). Rosewater has been harvested in this region for more than one thousand years. Kashan Rosewater is the highest quality rosewater in the world. The Kashan Rosewater Festival is held from mid-May until the end of June. Fars province, i.e., the historical city of Gor and Meymand district, is the primary source of rosewater production. Currently, Kashan is the world's hub for rosewater production. Most rosewater production workshops are located in Qamsar and Niasar. In Kashan alone, more than 15,000 tons of heavy rosewater are produced in Qamsar, Niasar, Joshghan, and Barzak districts, and a significant portion of these products are exported abroad. Over 250 thousand people work during the rose harvesting season in Kashan during this ceremony, attracting more than one million tourists annually. A memorable event of this kind can be considered since it makes tourists enjoy the experience and creates memories that turn into nostalgia, increases tourist destinations' pull motivation, and makes tourists loyal to the destination in the future. People experience different degrees of nostalgia at their life stages. As a result, nostalgia-related tourism markets are among the fastest-growing segments of the tourism industry (Russell, 2008). Tourism is expected to be the most profitable industry in the world by 2021, so it has been designated as an invisible export that has become the economic center of those cities (Bahari et al., 2019). Tourism research considers tourists' satisfaction, contributing to their loyalty and revisiting (Zhang et al., 2014). A ceremony for rose

harvesting and rosewater production is held in Kashan's 2,580 hectares of Damask rose gardens. Annually, it takes place between early May and mid-June. The event was held in the flower and rosewater capital of Iran without a significant presence of tourists because of the Covid-19 outbreak this year. Traditionally, rosewater production has been a relatively prominent source of income and occupation for many residents of this region as a complementary industry to raw agricultural products (Damask roses and other medicinal plants). As a result of the region's current conditions, this industry is considered a potential and strength for development. Accordingly, the relevant organizations and authorities need to understand tourists' behavioral intentions regarding rosewater production in Kashan. There is a lack of facilities and proper planning in the country's tourist destinations, which leaves a negative impression in tourists' minds and does not evoke nostalgic feelings. Additional problems exist in this area due to the uniformity and lack of diversification of tourism markets and the limited variety of products available to tourists. This study aims to investigate the effect of nostalgia on tourist destinations' pull motivation, amazing behavior, and loyalty among tourists and identify the essential components for developing nostalgia tourism within Rosewater Productions' event spaces. As a result, the Kashan Rosewater Production event was selected as a case study due to its heightened potential.

Theoretical Foundations

The tourism industry is one of the fastest-growing sectors of the global economy. This industry has always been so essential that only the oil and automotive industries have surpassed it (Besharat & Pazhouhanfar, 2017; Taghvaei et al., 2012). Due to the wide range of tourism needs as factors of attraction and development, the development of this sector requires an understanding of these needs and their fulfillment by destinations. Various tourism areas with unique features have been formed to meet tourists' needs and demands. Several typologies have also been mentioned, including the scientific, gender, adventurous, and naturalist categories, each representing the interests and desires of a particular segment of tourists (Besharat & Pazhouhanfar, 2017; Saeida Ardekani et al., 2010).

Nostalgia

The term nostalgia was first suggested by the Swiss physician Johannes Hofer in the late 17th century to describe soldiers' illness away from home. Today, the medical profession no longer considers nostalgia a disease, as researchers have provided various definitions of nostalgia from a psychological perspective (Zeng & Xu, 2021). On the other hand, today, businesses are increasingly focused on customer loyalty, as loyal customers are critical to their success. Therefore, Nostalgia in business refers to the increasing number of customers doing business with a particular company and

repurchasing its goods and services (Ebrahimpour et al., 2012). A feeling of nostalgia is a desire to return and to share it with others. A change in the relationship between tourist complaints and loyalty is also possible since addressing the factors causing tourist dissatisfaction could influence nostalgia over time. Tourism development will be achieved if complaints are converted into loyalty (Nadaf et al., 2011). Nostalgia is a common experience among both young and old in all cultures. It is a bittersweet experience that combines sadness with longing for the past and brings happiness by recalling pleasant memories (Garrido, 2018). For the average person, nostalgia refers to pleasant memories of past experiences, even if they are tinged with sadness or longing, recollections of nostalgic events that do not always evoke negative feelings (Sedikides et al., 2015). Nostalgia was initially identified by studying pathological diseases, typically associated with negative emotional burdens. However, evidence suggests that nostalgic feelings have mostly positive emotional burdens and are not simply retroactive feelings. Nostalgia requires psychological development, resulting in many psychological benefits, such as improved self-esteem, enhanced optimism, increased creativity, active coping, academic achievement, personal relationships, increased immunity, etc. (Cheung et al., 2016). Individual and social perspectives are explored on nostalgia. People often associate things or memories from the past with happy and enjoyable experiences. Thus, nostalgia pertains primarily to past events and things that have passed away. For example, a preference for a specific perfume does not necessarily evoke nostalgia. However, perfume worn during a particular period, such as youth, can bring back memories. These items, such as products, pictures, and souvenirs, symbolize people's lives (Koetz & Tankersley, 2016). A sense of nostalgia may be connected to a collective experience or the promotion of social well-being, such as an increased perception of social support and a reduced feeling of loneliness. People may view nostalgic products as a means of reviving past group experiences that played a significant role in their lives (Wildschut et al., 2014). Similarly, nostalgia can be used in marketing to encourage consumers to purchase products by evoking past experiences. In marketing, sensory components such as taste, smell, sight, hearing, and touch are commonly used to create a sense of nostalgia. Nostalgia can be triggered in various ways, such as listening to classical music, watching an old film, or visiting a place where a person once lived. A product that is reminiscent of the past is the most effective way to evoke feelings and memories of the past. Nostalgia marketing encourages consumers to take a mental journey back in time. The product itself and advertisements and commercials can be used to accomplish this (Ju et al., 2016). As nostalgia is a personal and individual experience, its effects may vary from individual to individual, depending on the stimulus triggering it. As a result, one should focus on the ground for nostalgia classification based on one's attitude toward the past. While there are several types of nostalgia, personal and historical nostalgia contain the essence of all others. Personal nostalgia is directly and strongly associated with individuals

and their idealized pasts. Historical nostalgia encompasses the entire past, regardless of individuals' personal experiences. People experience personal nostalgia as a result of their memories of the past. By contrast, historical nostalgia refers to a period an individual has not directly experienced. As a cognitive response based on personal experiences, personal nostalgia pertains to our autobiographical memory. On the other hand, historical nostalgia relates to the part of memory structure created and shared by a group or society. An invocation of historical nostalgia that predates the perceiver's real-life experiences requires imagination, realism, and empathy (Kordnaeij et al., 2018; Phau et al., 2016).

Pull Motivation of a Tourist Destination

A broad consensus exists regarding the impact of tourists' perceptions of the image of a tourist destination on their intention to visit that destination. A tourist's perception of a destination image is defined as their perception of that location (Fakeye & Cromplon, 1991). Some researchers consider a destination image "an image of that tourist destination." Therefore, it is reasonable to assume that the destination image influences tourists' decisions. A perceived image is a mental interpretation of reality that affects a tourist's cognitive attitude and affective or emotional responses. It is challenging to define the perceived image since this term has been used in various psychological, behavioral, marketing, and sociological fields. In psychology, an image is an apparent or tangible concept. Alternatively, regarding behavioral topics, the image refers to a broader spectrum of features, such as the effects created, awareness, feelings, values, and beliefs (Pearce, 1988). However, in marketing, "image" refers to attributes that influence consumer behavior. Based on Crompton (1979), a destination image is commonly defined in tourism literature. According to Crompton, the perceived image of a tourist destination can be defined as "the sum of beliefs, ideas, and impressions a person has of the destination" (Crompton, 1979). In addition to this definition at the individual level, it can also be applied to a group. Marketers should identify aspects of the perceived image prevalent in a given market segment. This way, the market may be divided into segments to develop strategies tailored to each segment's needs. Lawson's and Baud-Bovy's definition of the perceived image encompasses individual and group aspects. In the words of Lawson and Baud-Bovy, "a destination image refers to the expression of a person's or a group's objective knowledge, impressions, prejudices, imaginations, and emotional feelings regarding a given tourist destination" (Lawson & Baud-Bovy, 1977). No matter whether the destination image is unrealistic or mental, tourists' choices are affected by the same image (Mercer, 1971).

Tourists' Amazing Behavior

We need to examine several relevant issues concerning current tourism trends to answer the question of how understanding tourist behavior helps tourism industry executives. Generally, a tourist is

defined as: "people who leave their normal residence for a temporary period of at least one night and travel." Tourist behavior is characterized by the search for leisure experiences and the interaction between the features of the destinations they have selected and visited. Leiper's statement demonstrates that understanding tourism consumer behavior is of more than just academic interest. Nevertheless, academic analysis contributes to effective tourism planning and marketing. According to Kane, globalization has not yet taken place. Thus, tourism consumer behavior remains different in each country and needs to be recognized in light of the many determinants that affect tourism supply and demand. As outlined by Swarbrooke and Horner, consumer behavior is at the core of all marketing activities concerning the development, promotion, and sale of tourism products. If we seek to maximize marketing efficiency and effectiveness, we must understand how consumers make decisions on purchasing or consuming tourism products.

Tourist Loyalty

As one of the social values, loyalty plays a significant role in life and relationships between individuals. A customer's loyalty is measured by whether or not they will repurchase a product, recommend the product to others, pay more for it, purchase larger quantities, and prefer it over other products. Loyalty is treated as a single-dimensional concept. Repurchase opportunities are available for certain products, such as restaurants. However, visitors are less likely to return to a tourist destination quickly. Therefore, loyalty behaviors in this study include both patronage behaviors and future visit intentions. Behavioral loyalty involves patronage or revisiting intentions, while attitudinal loyalty combines both. According to subsequent studies, a mixed method of measuring loyalty is an effective tool for evaluating tourist loyalty. The "attitude-behavior" gap in marketing and tourism research has led to the intention to recommend and revisit a destination as the most commonly measured item in destination loyalty studies, despite the limitations of such research to predict actual behaviors from intention measures (Chen et al., 2014). The following hypotheses are developed based on the research purpose:

H₁: Nostalgia significantly positively affects the tourist destinations' pull motivation.

H₂: Nostalgia significantly positively affects patronage behavior.

H₃: Nostalgia significantly positively affects future travel intention.

H₄: Tourist destinations' pull motivation significantly positively affects tourists' amazing behavior.

H₅: Tourist destinations' pull motivation significantly positively affects patronage behavior.

H₆: Tourist destinations' pull motivation significantly positively affects future travel intention.

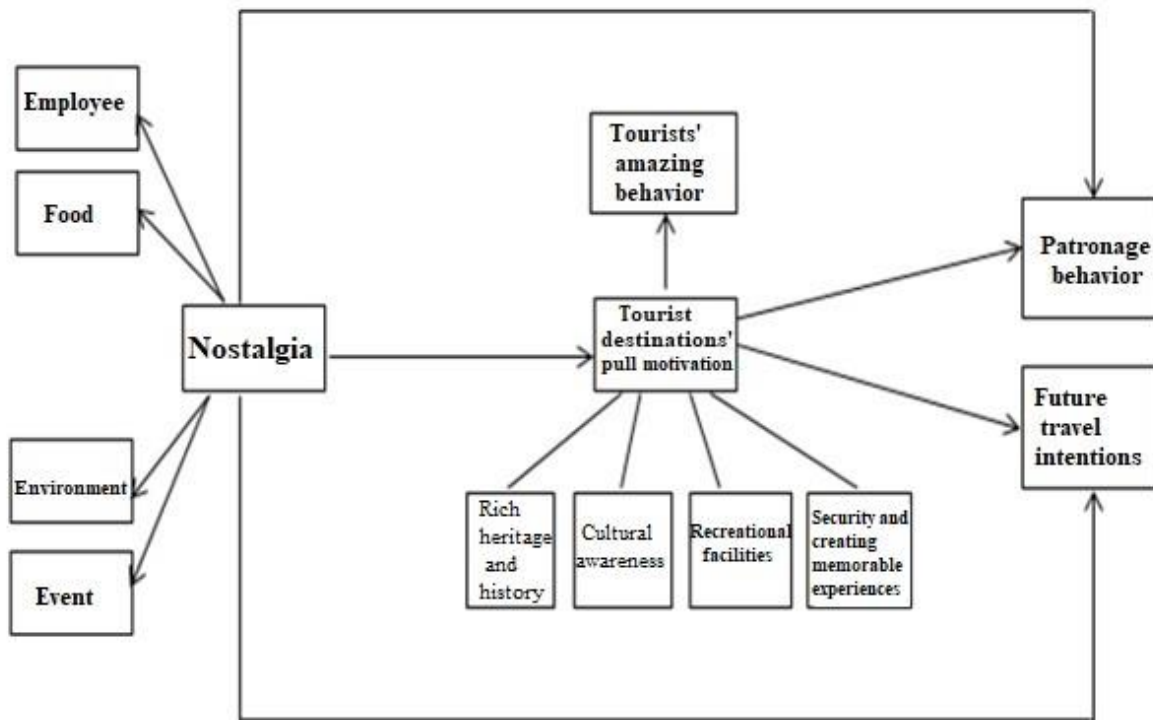


Figure 1. Research conceptual model (developed by researchers)

Research Literature

As far as the subject under study is concerned, there has been no research done in the country, although scattered studies have been conducted, each of which can be related to some aspect of the present study. Additionally, this study can benefit from previous studies' findings and methods. A summary of research consistent with the present study is provided below. Shaterian et al. (2018) conducted a study titled "Investigating The Factors Affecting Event Tourists' Motivation in Selecting a Tourist Destination and Its Effect on Tourist Loyalty." According to them, cultural-art festivals, rosewater production events, and ritual festivals are essential in attracting tourists. An annual flower and rosewater festival is held every spring in Kashan city's foothills and mountainous areas, which attracts thousands of tourists. Their research investigates the factors affecting tourists' motivation to visit the rosewater production events in Niasr and Qamsar in Kashan City, Iran. This study measures its impact on tourist loyalty and revisiting this cultural festival in the future. Khani Kohanmoei et al. (2014) conducted a study titled "The Effect of Collective Sense and Satisfaction on Tourist Loyalty." They argue that today various tourist destinations are searching for appropriate marketing strategies to attract potential tourists and retain them as loyal visitors. Organizing collective festivals through event marketing is one of these methods, and identifying the variables appropriate to these festivals appears

necessary to ensure their success. This study examines the variables of collective sense, positive emotional experience, satisfaction, and loyalty to evaluate the success rate of this marketing plan and the personality variable of extroversion to segment its target market. Finally, the objective is to convey the importance of organizing collective festivals in developing domestic tourist destinations. In their study, "An Investigation Into Tourists' Motivating Factors for Selecting a Destination: A Comparison between Inbound and Outbound Destinations," Ghaderi and Motahar (2013) argue that the tourism industry is a demand-driven sector. It is possible to recognize demand by examining travelers' motivations for selecting a destination, which can be used to adjust supply accordingly. In contrast, the geography of spatial behavior examines an individual's perception and choice of the environment in which they live. Individuals' behavior and perceptions are influenced by their motivations. These motivations can be classified into two types: pull and push. Pull motivations are influenced by the characteristics of a destination's tourism spatial system. This study examined activity-based destinations as a pull factor in explaining and comparing the spatial pattern of choosing outbound destinations (Schengen and Malaysia) and inbound destinations (Kish) by tourists residing in Tehran. The results indicate that tourists' imaginations of amenities and facilities in destinations, the comfort of using them, and the types of activities, not only attractions, contribute to their choice of destinations. Nilnoppakun and Ampavat (2015) conducted a study entitled "Integrating Cultural and Nostalgia Tourism to Initiate Quality Tourism Experiences in Chiangkan." This study investigates tourists' demands and Chiangkan tourism resources (supply) to propose an integrated approach to the tourism industry. Leong et al. (2015) conducted a study entitled "Nostalgia as a Travel Motivation and Its Impact on Tourists' Loyalty." This study explores associations between push and pulls motivations for travel in Macau. Macau possesses attributes that can satisfy tourists' nostalgia needs as a cultural tourism destination. Macau's historical and heritage pull characteristics attract nostalgia-driven individuals. However, the pull factors must also enable family members or friends to bond to create loyalty. Pull motives are examined holistically and individually in the study. According to the findings, a holistic examination of motivations provides better insights into future visiting intentions. Individual examinations offer a detailed understanding of the interactions between various push and pull travel motivations. Russell (2008) conducted a study titled "Nostalgic Tourism." This study presents an exploratory investigation of a segment of cultural consumers who aspire to connect with their ancestry. The study provides a conceptual framework for better understanding market segments in the cultural tourism industry, and it argues for the need to understand and study those consumers who rely on tours to trace their ancestry.

Research Method

The current study is applied in terms of its purpose and descriptive survey regarding the data collection method. Due to the Covid-19 spread, the statistical population of this study includes all tourists who have participated in the Kashan Rosewater Production event over the past few years. In addition, since the population size is uncertain, the population was considered unlimited. The sampling method was also non-probabilistic and convenient, and the sample size was 263. A questionnaire was distributed to participants at the Kashan Rosewater Production event to collect data. A Cronbach's Alpha test was used to determine its reliability. All research variables have Cronbach's Alpha coefficients greater than 0.7, indicating that the research parameters are reliable. This study utilized SPSS software for data analysis and Smart PLS software for structural equation modeling and hypothesis testing.

Research Findings

The data for this study were collected using a questionnaire whose validity was tested. The researcher collected data using a questionnaire containing thirty-three items rated on a five-point Likert scale. The Smart PLS2 software was used to analyze these data. The analysis conducted to support or reject the research hypotheses is presented in this section. In the present study, after the analytical model was drawn, tests related to the measurement model were conducted, described in more detail below. The data was then obtained from the proposed measurement model project, and the hypotheses were tested using the path coefficients and significance levels. Following is the measurement model in standard estimation and coefficient significance mode.

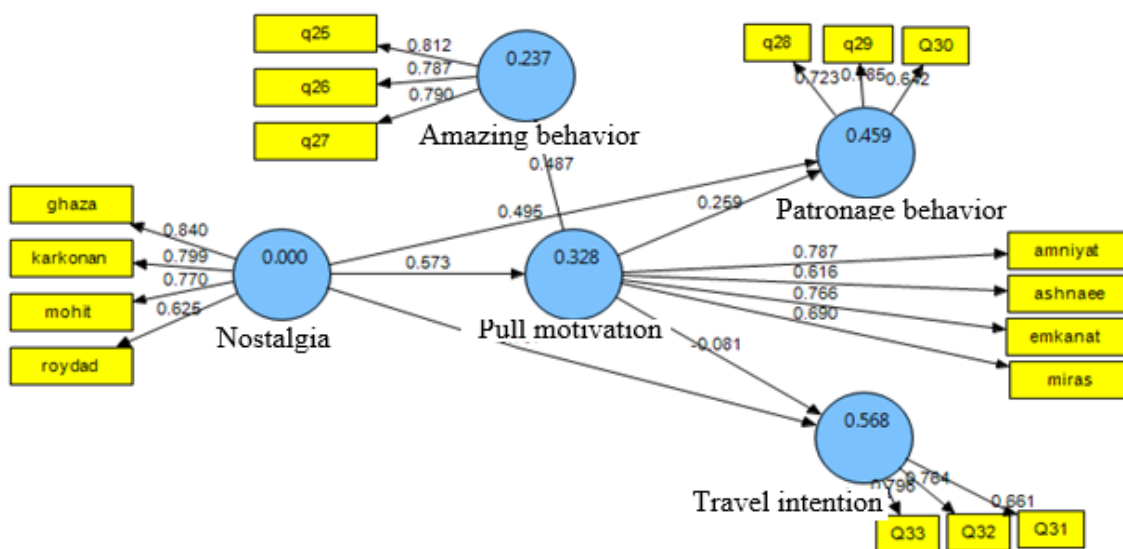


Figure 2. The estimated value of each path coefficient

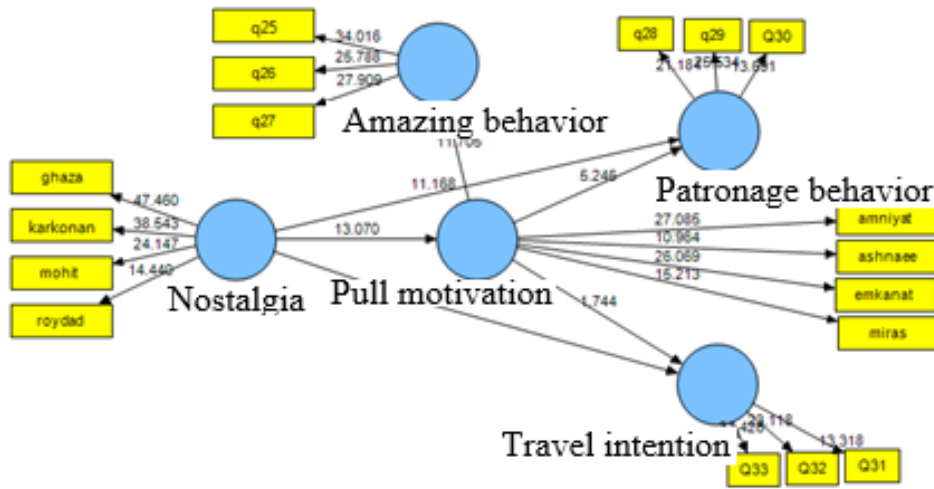


Figure 3. The t-statistic of each path coefficient

Typically, internal consistency reliability is the first criterion controlled in measurement models. This control is traditionally measured by Cronbach's alpha coefficient (α). As a classic reliability index, α represents a strong tradition in structural equation modeling that estimates reliability based on internal correlations. This index must exceed 0.7 to be considered homogeneous for a confirmatory analysis.

Table 1. Cronbach's alpha reliability

Cronbach' α	Variable
Tourist destinations' pull motivation	0.78
Patronage behavior	0.72
Tourists' amazing behavior	0.71
Future travel intention	0.79
Nostalgia	0.76

There is sufficient internal consistency among the variables. Table (1) shows that Cronbach's alpha reliability for all variables in the research model exceeds 0.7, indicating that the variables are reliable.

Fornell-Larcker Criterion

A variable's square root of the average explained variance (AVE) must be higher than all correlation coefficients related to other variables for verifying discriminant validity. According to Table (2), the square root of AVE, for all variables, represents the correlation between those variables. Below the central diameter are Pearson correlation coefficients. All coefficients are significant at an error level of less than 0.01. It is valid for all research constructs, indicating that discriminant validity has been confirmed.

Table 2. Correlation matrix and discriminant validity using the Fornell-Larcker criterion

	Tourist destinations' pull motivation	Patronage behavior	Tourists' amazing behavior	Future travel intention	Nostalgia
Tourist destinations' pull motivation	0.71				
Patronage behavior	0.54	0.71			
Tourists' amazing behavior	0.48	0.51	0.79		
Future travel intention	0.37	0.48	0.30	0.74	
Nostalgia	0.57	0.64	0.39	0.75	0.76

Cross-Validated Commonality Index

The commonality of the cross-validation index is used to determine this test. Essentially, this index measures the path model's ability to predict observable variables using their latent variables. According to the results of this test, the values are positive, indicating that the measurement model is of high quality. The three values for structural model quality are 0.02, 0.15, and 0.35, which are introduced as weak, medium, and strong. The measurement model in this study has extremely high quality, indicating that the appropriate indices were selected for measuring the variables.

Table 3. Cross-validated commonality index

	SSO	SSE	1-SSE/SSO
Tourist destinations' pull motivation	1480	1174.69	0.20
Patronage behavior	1110	960.82	0.13
Tourists' amazing behavior	1110	806.05	0.27
Future travel intention	1110	958.53	0.13
Nostalgia	1480	1013.97	314884

Coefficient of Determination Test (R-Squared)

The coefficient of determination (R^2) is the most common method to assess structural models. This coefficient measures a model's prediction accuracy and is equal to the square root of the correlation between an endogenous construct's actual and predicted values. This test demonstrates the impact of exogenous variables on an endogenous variable. It is calculated only for endogenous constructs, and its value is zero for exogenous constructs. Generally, the higher the coefficient of determination, the better the model's fit. These values are compared with three weak, medium, and strong values of 0.19, 0.33, and 0.67. The test results indicate that the measurement model is of good quality, implying that appropriate indices have been selected to measure the variables.

Table 4. R-squared criterion

	R²
Tourist destinations' pull motivation	0.32
Patronage behavior	0.45
Tourists' amazing behavior	0.23
Future travel intention	0.56

Structural Model Quality Test (Predictive Relevance (Q2) or Cross-Validated Redundancy Test)

This index verifies the structural model's predictive power using the blindfolding technique. This index is the most widely used criterion to measure this ability. Accordingly, the model should predict the indicators of the reflective endogenous latent variable. This test results in positive values, indicating that the structural model represents a high level of quality. As a measure of the model's predictive power regarding endogenous latent variables, three values are introduced: 0.02, 0.15, and 0.35, respectively, as weak, medium, and strong values. Accordingly, the model has strong predictive power for endogenous latent variables.

Table 5. Structural model quality (Q2 test)

	1-SSE/SSO
Tourist destinations' pull motivation	0.159
Patronage behavior	0.220
Tourists' amazing behavior	0.136
Future travel intention	0.267
Nostalgia	0.314

Hypothesis Testing

H₁: Nostalgia significantly positively affects the tourist destinations' pull motivation.

Based on the data analysis results concerning the effect of nostalgia Overall Model Test

Currently, there is no criterion for measuring the overall model. However, Tenenhaus et al. (2004) proposed a global criterion to verify the goodness-of-fit (GoF). The overall model consists of both a measurement model and a structural model. The fit test is completed once a model's fit has been confirmed. The GoF criterion can be used to verify the fit of an overall model:

$$\text{GoF} = \sqrt{(\text{Communality} * R^2)}$$

$$\text{GoF} = \sqrt{(0.56 * 0.39)} = 0.46$$

Based on the three values of 0.01, 0.25, and 0.36, introduced as weak, medium, and strong GoF values, a value of 0.46 indicates that the overall model is well-fitted.

on tourist destinations' pull motivation, the path coefficient is 0.573, and the t-statistic is 13.070, both of which are significant at the 0.05 level. Thus, the researcher's claim was confirmed. It can be stated that nostalgia significantly positively affects tourist destinations' pull motivation with 95% confidence.

Table 6. The Effect of Nostalgia on Tourist Destinations' Pull Motivation

	Variable	Path coefficient	t-statistic	Result
Exogenous latent	Nostalgia	0.573	13.070	Supported
Endogenous latent	Tourist destinations' pull motivation			

H₂: Nostalgia significantly positively affects patronage behavior.

According to the data analysis results concerning the effect of nostalgia on patronage behavior, the path coefficient is 0.495, and the t-statistic is 11.168, both of which are significant at the 0.05 level. Therefore, the researcher's claim was confirmed. It can be stated that nostalgia significantly positively affects patronage behavior with 95% confidence.

Table 7. The Effect of Nostalgia on Patronage Behavior

	Variable	Path coefficient	t-statistic	Result
Exogenous latent	Nostalgia	0.495	11.168	Supported
Endogenous latent	Patronage behavior			

H₃: Nostalgia significantly positively affects future travel intention.

According to the data analysis results concerning the effect of nostalgia on future travel intention, the path coefficient is 0.797, and the t-statistic is 22.249, both of which are significant at the 0.05 level. Therefore, the researcher's claim was confirmed. It can be stated that nostalgia significantly positively affects future travel intention with 95% confidence.

Table 8. The Effect of Nostalgia on Future Travel Intention

	Variable	Path coefficient	t-statistic	Result
Exogenous latent	Nostalgia	0.797	22.249	Supported
Endogenous latent	Future travel intention			

H₄: Tourist destinations' pull motivation significantly positively affects tourists' amazing behavior.

Based on the data analysis results concerning the effect of tourist destinations' pull motivation on tourists' amazing behavior, the path coefficient is 0.487, and the t-statistic is 11.705, both significant at

the 0.05 level. Therefore, the researcher's claim was confirmed. It can be stated that tourist destinations' pull motivation significantly positively affects tourists' amazing behavior with 95% confidence.

Table 9. The effect of tourist destinations' pull motivation on tourists' amazing behavior

	Variable	Path coefficient	t-statistic	Result
Exogenous latent	Tourist destinations' pull motivation	0.487	11.705	Supported
Endogenous latent	Tourists' amazing behavior			

H₅: Tourist destinations' pull motivation significantly positively affects patronage behavior.

According to the data analysis results concerning the effect of tourist destinations' pull motivation on patronage behavior, the path coefficient is 0.259, and the t-statistic is 5.246, both of which are significant at the 0.05 level. Therefore, the researcher's claim was confirmed. It can be stated that tourist destinations' pull motivation significantly positively affects patronage behavior with 95% confidence.

Table 10. The effect of tourist destinations' pull motivation on patronage behavior

	Variable	Path coefficient	t-statistic	Result
Exogenous latent	Tourist destinations' pull motivation	0.259	5.246	Supported
Endogenous latent	Patronage behavior			

H₆: Tourist destinations' pull motivation significantly positively affects future travel intention.

Based on the data analysis results concerning the effect of tourist destinations' pull motivation on future travel intention, the path coefficient is -0.081, and the t-statistic is 1.744, both of which are not significant at the 0.05 level. Therefore, the researcher's claim was not confirmed. It can be stated that tourist destinations' pull motivation does not significantly affect future travel intention with 95% confidence.

Table 11. The effect of tourist destinations' pull motivation on future travel intention

	Variable	Path coefficient	t-statistic	Result
Exogenous latent	Tourist destinations' pull motivation	-0.081	1.744	Rejected
Endogenous latent	Future travel intention			

Discussion and Conclusion

This study investigated the role of nostalgia on tourist destinations' pull motivation, amazing behavior, and loyalty among tourists. The research findings reveal the following hypotheses: **Hypothesis 1** indicated that "nostalgia has a significant positive effect on tourist destinations' pull motivation."

Based on the results, this hypothesis is significant at a t-statistic of 13.070. Accordingly, the first hypothesis is supported. Regarding nostalgia, organizing traditional ceremonies and rituals, performing traditional music live on special occasions, dressing people in vintage clothing and faces, using a nostalgic and old-fashioned approach to all tools and equipment used in historical monuments, presenting shows reviving historical events, developing advertising teasers, and incorporating innovative advertising practices that nostalgically evoke the past historical era will contribute to attracting nostalgic tourists. A pleasant feeling or the idea of a good experience motivates tourists to travel. As tourists require empathy and mutual understanding from a psychological perspective and social behaviorism, it is critical to understand the motivations and goals for their travel (to the desired destination). Why is this region advantageous? How should the region's development be modeled? Therefore, it is necessary to reevaluate tourism statistics, characteristics, motivations, demographic composition, duration of stay, consumption patterns, travel patterns (historical, cultural, environmental, and modernist), and travelers' (psychological, infrastructural, human, and social) needs. It allows a systematic analysis of regional planning undertaken along with national and local plans. In this study, the results are consistent with those of Nilnoppakun and Ampavat (2015), Ghaderi and Motahar (2013), and Shaterian et al. (2018). **Hypothesis 2** suggested that "nostalgia has a significant positive effect on patronage behavior." According to the research results, this test is significant at a t-statistic of 11.168. As a result, the second hypothesis is supported. Producing artworks, historical films, and luxurious documentaries about these works can increase travelers' knowledge and awareness. Additionally, tourists can be encouraged to revisit and make subsequent trips by creating positive and memorable experiences and building new nostalgia while traveling. Nilnoppakun and Ampavat (2015), Ghaderi and Motahar (2013), and Shaterian et al. (2018) have also reported equivalent results. **Hypothesis 3** indicated that "nostalgia has a significant positive effect on future travel intentions." Based on the study results, this test is significant at a t-statistic of 22.249. Thus, the third hypothesis is supported. Providing transportation facilities to the destination of historical and cultural monuments within the city, deploying GPS systems to accurately locate places and publishing them on several outlets such as mobile phones, moving cars, and websites, and utilizing audio guide headphones in different languages in these places, as well as the ability to take customized souvenir photographs and print them immediately, enhances the practical experience of travelers. Similarly, Nilnoppakun and Ampavat (2015), Ghaderi and Motahar (2013), and Shaterian et al. (2018) have reported similar findings. Based on **Hypothesis 4**, "tourist destinations' pull motivation has a significant positive effect on tourists' amazing behavior." The results indicate that this test is significant at a t-statistic of 11.705. Therefore, the fourth hypothesis is supported. By utilizing modern technology to conduct remote video tours (virtual tours), establishing campaigns to inform Iranians

abroad about their historical and cultural heritage, and launching campaigns for historical-cultural enthusiasts, we can achieve an effective communication experience by allowing them to communicate with each other and promote and encourage others to visit. Factors contributing to creating experiential values in the four dimensions of efficiency, superiority, entertainment, and aesthetics include placing a particular emphasis on care and maintenance, as well as efforts to restore these magnificent historical monuments, preserving the environment, maintaining these places clean, establishing and ensuring tourists' safety, providing an entertaining atmosphere coupled with relaxation, such as holding historical shows or traditional ceremonies, friendly treatment of all involved and employees, an appropriate and reasonable cost for visits and proportionality between the costs and the quality of services provided, providing additional facilities such as parking, adequate sanitary services, and compliance with the cleaning requirements of historical monument interiors and exteriors. These factors ultimately result in greater satisfaction among guests and tourists. This study supports the findings of Nilnoppakun and Ampavat (2015), Ghaderi and Motahar (2013), and Shaterian et al. (2018). According to **Hypothesis 5**, "tourist destinations' pull motivation has a significant positive effect on patronage behavior." The research results indicate that this test is significant at a t-statistic of 5.246. Therefore, the fifth hypothesis is supported. Demand forecasting requires an innovative approach to marketing management and a thorough understanding of target markets based on customer motivations and preferences. Accordingly, a systemic analysis of modern tourism management should be conducted based on sustainability indicators and principles. While recognizing strengths, it can take advantage of existing and future opportunities to eliminate weaknesses and minimize future threats (instability, destruction of cultures, environmental destruction) in a strategic plan. Consequently, it is recommended that environmental monitoring be conducted continuously in the region since tourists' loyalty to the region may challenge environmental indicators without an environmental impact monitoring system. This finding is consistent with those obtained by Nilnoppakun and Ampavat (2015), Ghaderi and Motahar (2013), and Shaterian et al. (2018). According to **Hypothesis 6**, "tourist destinations' pull motivation has a significant positive effect on future travel intentions." The research results indicate that this test is not significant at a statistic of 1.744. Thus, the sixth hypothesis is rejected. Experiential marketing involves enhancing the exterior of places with beautiful lighting to make them more attractive and playing traditional music to create a sensory experience. It is suggested to organize special sightseeing tours in the city to evoke tourists' emotions, establish a sense of atmosphere, and beautify the surrounding area. A memorable experience is created by special and unique events such as celebrations and festivals. Various tourism information kiosks located throughout the city, the presence of experts in ancient works who serve as guides to explain the unique features of these sites, and the distribution of free brochures and books on

historical sites contribute to providing an intellectual experience. The findings align with those of Nilnoppakun and Ampavat (2015), Ghaderi and Motahar (2013), and Shaterian et al. (2018).

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