



Memorable tourism experiences nostalgia and revisit intention on transformed tourist attractions

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ABSTRACT

This study aims to examine the effect of Memorable Tourism Experience on the intention to revisit with nostalgia as a mediating variable in renovated tourist destinations where, the destination still offers the same thing but with a different appearance. The author examines tourism destinations in Kupang City that are being improved in order to increase their core competitiveness and generate tourist visit intentions. The methodological approach consists of three types: interview, observation and survey. The sampling technique used is convenience sampling. Of the 203 questionnaires we distributed, 172 respondents answered that they had visited Tedis Beach and were willing to continue answering 14 questions related to research. The results showed the influence of Memorable Travel Experiences on the intention to revisit tourist attractions that have been transformed. But nostalgia does not directly affect the intention to visit again. This research can be an information, consideration, and contribution of ideas for stakeholders in an effort to increase interest in visiting Tedis Beach Kupang. It is hoped that future research can develop other elements that can increase MTE such as: psychological factors, culture, environmental factors, and interrelational factors. In addition, it can offer both positive and negative experiences that involve international tourists as research objects

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INTRODUCTION

Our World in Data, 2022 is a site that records the development of the COVID-19 case that has hit the world. Based on the data recorded on this website, on January 23, 2020, there were 100 people who were exposed to the COVID-19 virus and slowly experienced a rapid increase so that on January 26, 2022, the highest number of cases was 3,758,978 people. Fortunately, this very high number of cases has decreased significantly. As of July 17, 2022, the number of COVID cases had reached 962,956. The same thing also happened in Indonesia; according to COVID, 19 cases in Indonesia were recorded on OurWorldInData.org, occurring on March 15, 2020, with 21 cases, and reaching their peak on February 23, 2022, with 61,488 cases. The number of COVID cases in Indonesia on July 17, 2022, was 3,540 cases, with this reduced number making the government bold to adopt a policy of

lowering the PPKM level or even abolishing PPKM. This certainly brings fresh air to all economic industries in Indonesia and makes a new start, including the tourism industry.

The tourism industry sells experiences (Li, 2000; Mannell & Iso-Ahola, 1987; Ooi, 2019; Prentice et al., 1998; Waitt, 2000) and is the fastest growing sector of the global economy (Oh et al., 2007). The tourism industry is sure to grow if they provide interesting and enjoyable experiences for tourists, which consequently satisfy tourists and make them revisit (Ali, 2015; Ali & Amin, 2014; Anna Liu et al., 2010; Kim, 2010; Oh et al., 2007). Travel experience plays an important role when tourists enjoy their visits and will contribute to long-term memories to be remembered later (Yin et al., 2017). This is supported by Hu & Xu (2021) and Wang et al. (2020), where the results of their research state that memories from previous visit experiences influence the desire to visit again.

When people reminisce on pleasant experiences, the memory processes influence their future decision-making (Hu & Xu, 2021), thereby inducing a sense of nostalgia in consumers. Nostalgia is defined as a sentimental or bitter longing for experiences, products, or services from the past (Chen et al., 2020); specifically, nostalgia is associated with the feelings or experiences of people related to certain destinations that have been visited in the past. Meng et al. (2019) found in their research that nostalgia can effectively promote emotional attachment to past goals and revisit intentions; furthermore, Jian et al. (2021) found that nostalgia can effectively promote emotional attachment to past goals and the intention to revisit.

Heritage tourism is considered one of the largest and most significant segments of contemporary tourism, as evidenced by the increasing recognition of the growing economic and social value of tangible and intangible cultural heritage to the tourism sector (Rasoolimanesh et al., 2022). Based on the findings (Coelho & Gosling, 2018), tourist experience comes from observing the environment and the sensations and feelings arising from external stimuli. But what happens if a tourist destination is renovated to be more modern? Will memories from previous visits still make tourists revisit the destination? Will the memories from the previous visit experience arouse the desire to reminisce and the intention to revisit the renovated tourist destination which incidentally has been transformed into a new destination?

The purpose of the study was to examine the effect of Memorable Tourism Experience on the intention to revisit with nostalgia as a mediating variable in renovated tourist destinations where the destinations still offer the same thing but with a different appearance. This study is an adaptation of previous studies that examined memorable tourism experiences and were associated with elements of nostalgia, but most of the research that has been done has focused more on cognitive assessments of current nostalgia, and few have looked at the impact of nostalgia on emotional or behavioral intentions, and the effect on revisiting intentions. Travelers are more likely to return to a particular destination if they have a positive emotional connection and beliefs about it. Unlike previous studies, this study is the first to investigate elements of MTE, nostalgia, and revisiting intentions at renovated or altered tourist attractions. In addition, this study also looked at the impact of nostalgia on a person's emotional connection so that the desire to visit again is formed.

This research can be information, consideration, and contribution of ideas for stakeholders in an effort to increase interest in visiting Tedis Beach Kupang. In addition, it can also be a reference for future research that wants to dig deeper into how the development of Memorable Tourism Experience in attracting visitors.

RESEARCH METHOD

The methodological approach consists of three types: interviews, observations, and surveys. The sampling technique used is convenience sampling. The sample in this study consisted of 172 people who had visited Tedis Beach in Kupang City. Of the 203 questionnaires we distributed, 172 respondents said they had visited Tedis Beach and were willing to continue answering 14 research-related questions. Question items developed from previous research Answers are collected via a Google Form. The questionnaire consists of two parts. The first part consists of personal profiles

selected from the respondents, and the second part deals with studies: Memorable Tourism Experience, Nostalgia, and Revisit Intention. Travel experience, memorable travel experience, subjective well-being, and intention to revisit The popularity of Tedis bars in Kupang City makes it easier for researchers to find respondents or, based on research, stimulates the memory of respondents. (Hu & Xu, 2021), When people recall pleasant memories, the memory process influences their future decision-making, causing consumers to feel nostalgic. The data analysis technique used is descriptive-quantitative analysis. The data analysis tool used is SmartPLS.

RESULTS AND DISCUSSIONS

The following is a table of respondents based on the results of the interview. The description of these respondents consists of gender, age, and work

Table 1. Respondent description

Variabel	Frekuensi	Presentase
Gender		
Woman	129	75%
Man	43	25 %
Age		
<20	68	39,5%
20-30	97	56,4%
31 - 40	2	1,2%
> 50	5	2,9%
Work		
civil servant	3	1,7%
Private employees	10	5,8%
Businessman	3	1,7%
Student	143	83,1%
	13	7,6 %

Based on the respondent description data, respondents were dominated by women, with the largest age range being 20-30 years and student status.

Measurement Model Fit Test (Outer Model)

Table 2. AVE (Average variance extracted)

	Average Variance Extracted (AVE)	Evaluasi Model
MTE	0.742	Valid
Nostalgia	0.831	Valid
Purchase Intention	0.806	Valid

Based on Table. The average AVE (Average Variance Extracted) of all indicators for each variable is declared valid, as evidenced by the AVE value of the three variables being 5. This result proves that all variables and indicators are feasible to use in this study.

Table 3. Realibilitas konstruk

	Cronbach's Alpha	Evaluasi Model
MTE	0.942	Valid
Nostalgia	0.932	Valid
Purchase Intention	0.920	Valid

The results of construct reliability show that all statements relating to the three variables studied are reliable. This is indicated by the value of Cronbach's alpha of 0.7.

Table 4. Discriminant validity

	X.1	X.2	X.3
<i>MTE</i>	0.861		
<i>Nostalgia</i>	0.752	0.911	
<i>Purchase Intention</i>	0.757	0.632	0.898

On the results of discriminant validity The correlation value of the indicator with the latent variable is higher than the correlation of the indicator with other latent variables; this shows a high value of validity. high validity, giving an indication that a construct is able to explain the phenomenon being measured.

Structural Model Fit Test (Inner Model)

Table 5. Path coefficient

	<i>Sampel Asli</i> (O)	<i>Sample</i> <i>Mean (M)</i>	<i>Standar Deviasi</i> (STDEV)	<i>T Statistik (</i> <i>O/STDEV)</i>	<i>P Values</i>
X.1 -> Y.1	0.752	0.758	0.051	14.678	0.000
X.1 -> Y.2	0.645	0.651	0.084	7.686	0.000
Y.1 -> Y.2	0.149	0.144	0.096	1.548	0.122

This table shows that MTE has a significant effect on nostalgia and the intention to return. However, nostalgia has no effect on revisit intention.

Table 7. F-Square

	F- Square	Information
X.1 -> Y.1	1.305	Big effect
X.1 -> Y.2	0.432	Medium effect
Y.1 -> Y.2	0.023	Small Effect

The F-square in this study shows that the influence of the MTE variable on nostalgia has a large effect; however, the intention to return has a medium effect. This is in contrast to the effect of nostalgia on the intention to return, which has little value. The R square results show a number of 57%, which means that the proportion of the variation of the MTE variable to the nostalgia variable and the intention to return is 57%.

Discussion

The Effect of Memorable Tourism Experience on Nostalgia

Based on the results of the model fit test, memories from previous visits have an effect on nostalgia. Memorable travel experiences can become part of a person's holistic memory and shape their identity. Personal nostalgia is derived from fond memories and triggers post-travel decisions, such as the intention to return (Hu & Xu, 2021). Nostalgia can arise in a person because of past experiences or memories of past experiences. Personal nostalgia is directly and strongly related to individual past memories and idealized pasts (Phau et al., 2016). Ciftci & Yavuz, (2021) in relation to Turkish Empire nostalgia, provide fantastic results on how the memory of the Ottoman past greatly influenced Turkish society and politics.. Longing and reminiscing about the past is one of the many definitions given to induce nostalgia.

Effect of Memorable Tourism Experience on Revisit Intention

The test results show that the experience of previous visits has an effect on the intention to visit again. This result is in line with Mahdzar's (2019), research which shows that there is a significant relationship between memorable tourism experiences and the intention to return. Memorable tourist experiences are very important in encouraging tourists' intentions to revisit the

place. Customers will further form good intentions if they are satisfied with previous experiences (Mahdzar, 2019). Most tourists' intentions to visit again are motivated by their positive autobiographical memories. As a result, past memory is considered a key factor that might guide visitors' decisions to revisit (Lu et al., 2022). MTEs are considered important for sustainability and competitiveness purposes because they have the potential to influence customer decision-making and future choice of destinations (Rasoolimanesh et al. 2022). The findings indicate that old memories are often recalled during times of stress, depression, and anxiety (Kersten et al., 2016). This suggests that by promoting positive thinking, nostalgia can help people engage with these memories and ultimately become healthier.

The Effect of Nostalgia on Revisit Intention

The results of the study show that nostalgia does not significantly influence the intention to return, this is contrary to the hypothesis put forward. However, which research is in line with the opinion of Hu & Xu (2021), who state that memories can increase hopes and worries about places that have been visited before. This reinforces the theory of "strategic memory protection", which argues that people tend to protect memories of special experiences. They avoid re-consumption because they anticipate any effect it may have on them, including the risk of disappointment. The perceived risk of disappointment, as an intrinsic individual factor, supports the relationship between nostalgia and the intention to revisit. It's like revisiting a memorable place with a different person. In more detail, this form of nostalgia goes in the opposite direction; that is, memories become experiences of the past but expectations of future lives instead. This form of nostalgia is characterized by an escape from imagination and anything related to memories that bring sadness (A., 2020). According to Chen et al. (2020), "nostalgia" is defined as a sentimental or bitter longing for experiences, products, or services from the past. Not all nostalgia is formed from experiences that want to be repeated. Russell, (2008) said that past experiences define nostalgia as a feeling or bitter desire for a product or service. Not all nostalgia wants to be repeated because it only sees beautiful experiences from past events. Sometimes, nostalgia is also seen as a bitter experience that makes people not want to return to that place. This makes the feeling of nostalgia not have an impact on the intention to visit again. In addition, the renovated tourist attractions also have an impact on the intention of tourists to return. Based on the findings of Coelho & Gosling (2018), the tourist experience comes from observing the environment and the sensations and feelings that arise from external stimuli. This supports the answers of respondents who think that renovated places tend to erase past memories because they present a different environment than before. The results of this study reject the literature (Cho et al., 2019) which states that the nostalgia dimension significantly influences tourist interest.

CONCLUSION

The current study fills a research gap by increasing knowledge of tourists' long-term memory of a place and uncovering its impact on return intentions. These two studies contribute to a better theoretical understanding of how memory influences the intention to return between tourist times and nostalgia as a link. The results of the study show that there is an influence of memorable tourism experiences on the intention to return to tourist attractions that have been transformed. However, nostalgia does not directly affect the intention to visit again. Our research was limited to only 3 variable elements and examined the positive experiences of domestic travelers' MTE. It is expected that future research can develop other elements that can increase MTE such as: psychological factors, culture, environmental factors, and inter-relational factors. In addition, it can offer both positive and negative experiences involving international tourists as research objects.

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