

Does destination nostalgic advertising enhance tourists' intentions to visit? The moderating role of destination type

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ABSTRACT

This study investigates the impact of nostalgic advertising and perceived destination types on tourists using four experiments. Study 1a and Study 1b revealed that destination nostalgic advertising is more likely to evoke tourists' history sense and further trigger visit intention, while destination non-nostalgic advertising is more likely to evoke tourists' fashion sense and further trigger visit intention. Study 2a and Study 2b revealed that perceived destination type plays a moderating role in these effects. Nostalgic advertising in utilitarian destinations is more likely to evoke tourists' history sense and further trigger visit intentions, while non-nostalgic advertising in hedonic destinations is more likely to evoke tourists' fashion sense and further enhance visit intentions. These findings have valuable implications for destination marketers seeking to develop effective marketing strategies.

1. Introduction

Destination advertising plays an important role in attracting potential visitors and promoting tourism consumption (Byun, Jang & Shawn, 2015; Wen & Huang, 2021; Wang, Guo, Zhang, & Xu, 2022). Due to the intangibility and mobility nature of tourism consumption, it may rely more than other consumption on advertising (Buhalis & Foerste, 2015). Indeed, advertising can affect tourists' attitudes, beliefs, purchase behavior, and visit intention (e.g., Byun, Jang & Shawn, 2015; Weng et al., 2021). However, some types of advertisements are more effective than others (Byun, Jang & Shawn, 2015; Weng et al., 2021). Destination advertisements in the same style may have different effects if they advertise different destinations (Weng et al., 2021). However, research on what determines these differences is scarce.

Nostalgic advertising, which contains cues or themes that reference the past (Reisenwitz, Iyer, & Cutler, 2004) and evokes nostalgic emotion (Muehling & Pascal, 2012), has seen increased popularity in many countries, such as China and the United States, and has captured the interest of scholars (e.g., Ju, Choi, Morris, Liao, & Bluck, 2016a, b; Liao, Xu, & Gong, 2019). A growing body of research has established that nostalgic advertising stimulates positive attitude about the advertisement itself and the brand it references, as well as stimulating purchase intention (Ju, Choi, et al., 2016; Ju, Kim, Chang, & Bluck, 2016a, b;

Muehling & Pascal, 2012; Muehling, Sprott, & Sprott, 2014). However, findings are mixed, with some scholars finding that nostalgic advertising fails and may even backfire while non-nostalgic advertising succeeds (e.g., Liao et al., 2019; Muehling, Sprott, & Sultan, 2014; Muehling, Sprott, & Sprott, 2004). This difference may result from consumers' different perceptions of the product in the ads (Chang & Tung, 2016; Isaksen & Roper, 2012), which can affect their responses to advertising (Hoang & Tran, 2022; Liu & Mair, 2023).

In the tourism context, history sense refers to tourists' perception that a destination has a long history and fashion sense refers to tourists' perception of a destination as popular or fashionable (Isaksen & Roper, 2012; Liao et al., 2019). Destination nostalgic advertising arouses the viewer's "sentimental longing for the past" (Muehling et al., 2014, p. 73) while destination non-nostalgic advertising focuses on the present (Ju, Kim, et al., 2016). When exposed to destination nostalgic advertising, tourists recall people, places, or things of the past (Holbrook & Schindler, 1991) and perceive the advertised destination as having a long history. History sense can strengthen their trust (Liao et al., 2019) in the destination, which can further trigger their visit intentions (Su, Lian, & Huang, 2020). When exposed to destination non-nostalgic advertising, tourists pay more attention to people, places, or things of the moment (Muehling et al., 2014) and tend to perceive the destination as fashionable or popular. This fashion sense has a significant positive effect on

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tourists' destination identification, which also positively affects visit intentions (Wen & Huang, 2021). Thus, the effect of destination nostalgic and non-nostalgic advertising on tourists' visit intentions has two mediation paths. However, tourism research has rarely investigated the mediating role of history sense and fashion sense between destination nostalgic and non-nostalgic advertising and tourists' visit intentions.

Another underexplored area is the impact of perceived destination type—shaped by their “personalities and images”—on the impact of destination advertising (Weng et al., 2021, p. 3; Byun, Jang & Shawn, 2015). Hedonic destinations are associated with emotional motivations (e.g., fun, pleasure, and excitement; Babin, Darden, & Griffin, 1994; Dhar & Wertenbroch, 2000); utilitarian destinations are associated with task-related and rational motivations (e.g., work, learning; Babin et al., 1994; Ryu, Han, & Jang, 2010). Tourists' particular motivations, values, and goals may drive what type of destinations interest them, affecting their responses to destination advertising (Byun, Jang & Shawn, 2015). According to congruity theory, tourists whose perception of a destination advertisement aligns with their travel motivation will have a more positive attitude toward the destination. But no previous study has examined whether, therefore, destinations tourists perceive as utilitarian benefit from nostalgic advertising and the resulting history sense, or, on the other hand, destinations tourists perceive as hedonic benefit from non-nostalgic advertising and the resulting fashion sense.

To address the knowledge gaps, this study proposes and tests a conceptual model that investigates how destination nostalgic and non-nostalgic advertising impact tourists' perceptions and visit intentions. Specifically, the conceptual model examines the mediating effect of fashion sense and history sense and the interaction effect between destination advertising type and perceived destination type. The contributions of this study can be summarized as follows. First, it explores the differences in tourists' history sense and fashion under the stimulus of different destination advertising types (nostalgic vs. non-nostalgic). Second, this study analyzes the mediating role of history sense and fashion sense between destination advertising type and tourists' visit intention. Third, based on congruity theory, this study analyzes the moderating effect of perceived destination type (hedonic vs. utilitarian) on the relationship between destination advertising type and tourists' history sense and fashion sense, shedding new light on destination advertising.

2. Literature review, and hypotheses development

2.1. Nostalgic advertising and congruity theory

Holbrook and Schindler (1991) defined nostalgia as “a preference (general liking, positive attitude, or favorable affect) toward objects (people, places, or things) that were more common (popular, fashionable, or widely circulated) when one was younger (in early adulthood, in adolescence, in childhood, or even before birth)” (p. 330). Many consumer researchers have stressed the mixed nature of nostalgia and have characterized it as a “wistful mood” (Belk, 1990) or a bittersweet yearning for an experience, product, or service from the past (Holbrook & Hirschman, 1982; Holbrook & Schindler, 1991).

Advertising frequently uses nostalgia appeals (Muehling et al., 2014). Nostalgic advertising is based on cues or themes that flash back to the past (Reisenwitz et al., 2004). Many scholars have found that nostalgic advertising can elicit positive emotions and favorable attitudes and behaviors (e.g., Ju, Choi, et al., 2016; Ju, Kim, et al., 2016; Muehling et al., 2014). But some studies have shown that nostalgic advertising may also trigger some negative emotions and thoughts (e.g., Merchant, Latour, Ford, & Latour, 2013).

This paper uses the term destination nostalgic advertising to refer to destination advertising based on cues or themes that flash back to the past, and in contrast, destination non-nostalgic advertising to mean destination advertising containing cues or themes that focus on the

present. Destination nostalgic advertising is common, such as “Boston, Massachusetts: The bicentennial city of 200 years,” “Lincoln Center: Spend an evening with Beethoven at Lincoln Center,” etc. Previous studies have revealed that nostalgia, nostalgic emotion, and nostalgic memory have significant impacts on tourists' attitudes, place attachment, and visit intentions (Chark, 2021; Tsai, Hsu, & Chen, 2020; Yeh, Chen, & Liu, 2012).

Some researchers argued that destination advertising needs to match a suitable destination type (Byun, Jang & Shawn, 2015; Weng et al., 2021). Destination nostalgic advertising is effective for some destination types, but for others non-nostalgia advertising may be more effective. According to congruity theory (Osgood & Tannenbaum, 1955), people are disposed to show more positive attitudes or behaviors toward an object when they perceive congruity between the object and their own beliefs or values (Aaker, 1995; Lee & Jeong, 2014). Such perceived congruity can come from the dissonance between one's own opinion and an object (Osgood & Tannenbaum, 1955). Relationship quality and positive responses demonstrate these similarity effects (Lee & Jeong, 2014; Osgood & Tannenbaum, 1955). For example, Aaker's (1995) self-congruity theory suggested that consumers tend to prefer brands whose brand personalities are congruent with their own. By contrast, Festinger's (1964) cognitive dissonance theory indicates, customers would be unwilling to change their attitudes or beliefs when there is cognitive dissonance.

Destinations' personalities and images (Chen & Phou, 2013; Hudson & Ritchie, 2009) attract tourists with different travel motivations or goals (Byun, Jang & Shawn, 2015). Different types of destination advertising may evoke tourists' different perceptions (Liao et al., 2019). According to congruity theory, when destination type and destination advertising type match, some perceptions of tourists may be more intense (Byun, Jang & Shawn, 2015). Therefore, the different effects of destination nostalgic and non-nostalgic advertising may result from an existing matching between destination advertising type and perceived destination type. However, the existing literature has not explored the different effects of destination nostalgic and non-nostalgic advertising and their possible matching with perceived destination type.

2.2. Perceived destination type

A destination is a geographical place with an amalgam of diverse meanings and values (Hosany & Gilbert, 2010). Different destinations have different hedonic, utilitarian, social, consumption meanings (Byun, Jang & Shawn, 2015), images, and personalities (Hosany, Ekinci, & Uysal, 2007), and thus offer tourists different traveling experiences (Hudson & Ritchie, 2009) and attract tourists with different travel motivations or goals (Byun, Jang & Shawn, 2015) based on the meanings, values, and experiences associated with them. For instance, Kim, Chun, and Petrick (2005) divided destinations into several types based on sports activities, such as golf, skiing, and hunting. Byun, Jang and Shawn (2015) categorize destinations as either hedonic or utilitarian based on tourists' travel motivations or goals.

The hedonic/utilitarian dichotomy is common in classifications of products in consumer behavior studies (e.g., Babin et al., 1994; Botti & McGill, 2011; Holbrook & Hirschman, 1982). This dichotomy applies to most consumption contexts (Botti & McGill, 2011; Dhar & Wertenbroch, 2000; Okada, 2005). Hedonic types refer to those consumers who make decisions according to feelings such as a desire for enjoyment (Holbrook & Hirschman, 1982), seeking goals such as fun, pleasure, and excitement (Babin et al., 1994; Dhar & Wertenbroch, 2000). Utilitarian types make decisions via rational-based and utilitarian-oriented thinking (Holbrook & Hirschman, 1982), seeking goals such as personal development and adventure (Babin et al., 1994; Ryu et al., 2010). Hedonic types seek destinations that offer leisure, vacation, and hedonic values (Byun, Jang & Shawn, 2015). Utilitarian types seek knowledge (Jang & Cai, 2002) and functional and practical value (Williams & Soutar, 2009). Byun, Jang and Shawn (2015) offer Las Vegas, NV, and Waikiki Beach in Oahu,

HI, as relatively hedonic destinations and Philadelphia, PA, and the Smithsonian Institution(s) in Washington, DC, as utilitarian (p. 34).

This study used the hedonic/utilitarian dichotomy to categorize perceived destination types. Since tourists' motivation or goals determine whether they perceive a destination as hedonic or utilitarian (Byun, Jang & Shawn, 2015), these constructs are subjective. Therefore, this study replaced "destination type," an objective construct commonly used in previous literature (e.g., Byun, Jang & Shawn, 2015; Weng et al., 2021), with "perceived destination type," a construct that reflects subjectivity. Different destinations have different personalities and images (Chen & Phou, 2013; Hudson & Ritchie, 2009). Destinations of different types can impact tourists' responses to tourism advertising (Byun, Jang & Shawn, 2015; Weng et al., 2021). For instance, Byun, Jang and Shawn (2015) reported that advertising language concerning utilitarian destinations and hedonic destinations elicits different attitudes and visit intentions from tourists. However, research has not addressed systematically how (non)nostalgic advertising might drive such differences, and congruity theory may explain these dynamics.

2.3. Hypotheses development

2.3.1. Destination advertising type and tourists' history sense and fashion sense

Previous studies have shown that different destination advertising types can evoke different perceptions among tourists (e.g., Byun, Jang & Shawn, 2015; Weng et al., 2021). This study categorizes destination advertising into nostalgic and non-advertising types and analyzes their effect on tourists' history sense and fashion sense.

For example, destination nostalgic advertising like "Shanghai Disneyland: Mickey, Minnie, and LinaBell meet you at the bell tower, and welcome back to our happy old home!" targets tourists who may have a direct personal connection (i.e., personal nostalgia), recalling a personally experienced past. Muehling et al. (2014) argued that "particular prior experiences in their lives and stored in long-term memory" support such connections (p. 75). Other destination nostalgic advertising, like "Spend an evening with Beethoven at Lincoln Center," is unlikely to trigger a personal connection, but figures like Beethoven may reference a broader set of experiences tourists may have offering more mass appeal (Muehling, 2013). Such advertising may also trigger a yearning for a past that is representative of a particular culture or generation (Merchant et al., 2013; Stern, 1992). Any type of nostalgia may stimulate consumers to recall their past experiences and make them feel connected to history (Liao et al., 2019; Muehling, 2013; Muehling & Pascal, 2012). When tourists experience nostalgia triggers in their travels (e.g., historical buildings, traditional customs, ancient cultures, or ancient works), their past-oriented cognition is likely to be activated (Chi & Chi, 2020), increasing history sense. Thus, the hypothesis is proposed as follows:

H1a. Compared to destination non-nostalgic advertising, destination nostalgic advertising will increase tourists' history sense.

Non-nostalgic advertising—present-focused advertising (Ju, Kim, et al., 2016)—is associated with current popularity or fashion (Youn & Dodoo, 2021). In brand research, non-nostalgic brands are "currently famous" (Loveland, Smeesters, & Mandel, 2010, p. 397) or "currently popular" (Youn & Dodoo, 2021, p. 3) but either new or newly famous/popular. "Shanghai Disneyland: Welcome to a never-before-seen world of wonder where you can ignite the magical dream within your heart" and "The Wizarding World of Harry Potter of Universal Beijing Resort: Experience pulse-pounding rides and attractions that transport you into a world of magical thrills and excitement" are non-nostalgic advertising because they suggest the experiences are modern, popular, or fashionable (Youn & Dodoo, 2021). When tourists experience non-nostalgia triggers (e.g., modern buildings, popular cultures, or popular works), their fashion-oriented cognition is likely to be activated, leading them to feel the popularity or fashion of the

destination (i.e., fashion sense). Thus, the hypothesis is proposed as follows:

H1b. Compared to destination nostalgic advertising, destination non-nostalgic advertising will increase tourists' fashion sense.

2.3.2. The mediating role of tourists' history sense and fashion sense

Previous studies have indicated that consumers' perceptions have a significant effect on their visit intentions (e.g., Dedeoğlu & Boğan, 2021; Su, Gong, & Huang, 2020; Su, Pan, & Huang, 2023). Tourism products have high risk due to their intangibility and mobility (Buhalis & Foerster, 2015). Therefore, trust is important for tourists, as it reduces uncertainty and risk by creating positive expectations (Dedeoğlu & Boğan, 2021). As mentioned above, destination nostalgic advertising can trigger tourists' history sense. And previous research has proved that history sense is associated with risk perception and trust. For instance, Chang and Tung (2016) found that history sense of a brand can reduce consumers' perception of its riskiness, and consumers generally trust long-history brands (Liao et al., 2019). Youn and Dodoo (2021) reported that "nostalgic brands, due to their longevity and brand history, may inspire trust compared to non-nostalgic brands" (p. 5). Liao et al. (2019) also reported that the cognitive attribute of nostalgia can increase consumers' history sense and trust in a brand. Thus, tourists' history sense can reduce their risk perception and enhance trust in the destination, which can further trigger their visit intentions (Su, Lian, & Huang, 2020). A longer history can also bring legitimacy to social power and enhance consumer preferences (Bogart & Lehman, 1973). In all, destination nostalgic advertising is more likely to evoke tourists' history sense, thus enhancing tourists' visit intentions. The hypothesis is proposed as follows:

H2a. Destination nostalgic advertising has a positive effect on tourists' visit intentions through the mediation of history sense.

Fashion refers to both behavior of others that people choose to emulate and behavior that is appropriate to a particular period (Lewis, Kerr, & Burgess, 2019). Fashion has some impact on almost all daily activities (O' Cass, 2001), including tourism (Greenwood, 1976), which has a social nature and is considered an indicator of a tourist's nature or identity (Lewis et al., 2019). Fashion plays a key role in tourists' choice of destination (Wilson & Richards, 2008) and thus in some tourists' visit intentions. Corneo and Jeanne (1999) demonstrated this with respect to holiday destinations and Moscardo (2004) showed that some tourists favor "fashionable" or "well-known" destinations. Wilson and Richards (2008) found that backpackers felt they needed to visit fashionable destinations. In the context of destination non-nostalgic advertising, destination non-nostalgic advertising can trigger tourists' fashion sense, and tourists' fashion sense can further enhance their visit intentions. Lewis et al. (2019) found that tourists are sensitive to the "celebrity value and emotional pull" of fashionable destinations and that they may see such destinations as a place they "must" visit. Wen and Huang (2021) suggested that fashion lifestyle predicts tourists' identification with a destination. Tourists may feel that going to fashionable destinations relieves them of the need for a category-wide information search, evaluation, and shortlisting process to select a destination (Lewis et al., 2019), facilitating faster travel decisions. Therefore, fashion is considered as a means of constructing one's identity (Isaksen & Roper, 2012), which drives tourists to visit fashionable destinations. In all, destination non-nostalgic advertising is more likely to evoke tourists' fashion sense, thus enhancing tourists' visit intentions. The hypothesis is proposed as follows:

H2b. Destination non-nostalgic advertising has a positive effect on tourists' visit intentions through the mediation of fashion sense.

2.3.3. Perceived destination type as moderator

Wide scholarly agreement indicates that the matching effect between advertising and product type—a fit or harmony between advertising and

product type—impacts customers' attitudes and behavioral intentions (e.g., Byun, Jang & Shawn, 2015; Wang et al., 2022). Hedonic and utilitarian destinations have distinct personalities and characteristics (Chen & Phou, 2013; Hudson & Ritchie, 2009), attracting tourists with different travel motivations (Byun, Jang & Shawn, 2015). According to congruity theory, tourists will exhibit positive attitudes when their perception of destination advertising is consistent with their motivation to travel to the destination. Thus, we expect a matching effect occurs between destination advertising type and perceived destination type (Byun, Jang & Shawn, 2015; Weng et al., 2021).

Consumers' defensibility and attribute identification of different consumption behaviors differ. Defensibility refers to whether consumers can justify their shopping behaviors and seek appropriate consumption reasons (Chen, Lee, & Yap, 2017). Establishing consumption reasons is based on the identification of the attributes of products. The information attributes of products drive utilitarian consumption and the experience attributes of products drive hedonic consumption (Byun, Jang & Shawn, 2015). Thus, when considering a utilitarian destination, tourists pay more attention to the destination's information attributes and are more likely to have history sense. On the contrary, when considering a hedonic destination, tourists pay more attention to the destination's experience attributes and are more likely to have fashion sense. This suggests that destination nostalgic advertising can evoke history sense more effectively in utilitarian destinations; conversely, destination non-nostalgic advertising can evoke fashion sense more effectively in hedonic destinations. The hypothesis is proposed as follows:

H3. Perceived destination type moderates the effect of destination advertising type on tourists' history sense and fashion sense.

H3a. When a destination is perceived as a utilitarian type, tourists will have greater history sense if they are exposed to destination nostalgic advertising than non-nostalgic advertising.

H3b. When a destination is perceived as a hedonic type, tourists will have greater fashion sense if they are exposed to destination non-nostalgic advertising than nostalgic advertising.

Marketing research has emphasized the role of functional and practical value in utilitarian types (Gallarza & Saura, 2006; Williams & Soutar, 2009). Utilitarian consumption experiences are functional, sensible, and useful (Botti & McGill, 2011; Dhar & Wertenbroch, 2000; Okada, 2005). Utilitarian types are cognitively driven (Holbrook & Hirschman, 1982; Mano & Oliver, 1993) and their value depends on the external, objective, and mandatory standards (Babin et al., 1994). Other scholars have also revealed that utilitarian types are associated with task-related and rational goals (e.g., work, learning; e.g., Byun, Jang & Shawn, 2015; Ryu et al., 2010). Researchers have also emphasized the role of emotional responses in hedonic service settings, including tourism (Ladhari, Souiden, & Dufour, 2017). Holbrook and Hirschman (1982) reported that emotions may serve as a primary motivator for experiential consumption such as tourism activities. Ladhari et al. (2017) argue that tourists seek hedonic services for "subjective, psychological reasons such as feelings and fun" (p. 11). Others have also found that hedonic types are associated with emotional goals such as fun, pleasure, and excitement (e.g., Babin et al., 1994; Dhar & Wertenbroch, 2000).

Nostalgia and non-nostalgia both have their affective and cognitive attributes and which attribute is dominant depends on where it is aroused (Liao et al., 2019). Nostalgia is dominant in deciding to visit a utilitarian destination. Liao et al. (2019) holds that cognitive attributes of nostalgia are perceptions and associations of past memory conceptualizations, generating the perception that the advertised brand has a long history. In this regard, nostalgic advertising in a utilitarian destination is more likely to encourage tourists to conduct cognitive analysis and to generate history sense, thereby further enhancing their visit intentions.

In hedonic destinations, the affective attribute of non-nostalgia is

dominant. Thus, the non-nostalgic advertising matches the emotional attributes of the hedonic destination. In other words, non-nostalgic advertising in hedonic destinations could strengthen its affective attribute. The non-nostalgic advertising is more likely to evoke a fashion sense, which has been explained above. In this regard, the non-nostalgic advertising in hedonic destinations is more likely to encourage tourists to conduct affective analysis and generate a perception that the destination is fashionable or popular, which further enhances their visit intentions. The hypothesis is proposed as follows:

H4. Perceived destination type moderates the mediation effect of history sense and fashion sense between destination advertising type and tourists' visit intentions.

H4a. When a destination is perceived as a utilitarian type, destination nostalgic advertising will enhance the visit intention of tourists through the mediation of history sense.

H4b. When a destination is perceived as a hedonic type, destination non-nostalgic advertising will enhance the visit intention of tourists considering hedonic destinations through the mediation of fashion sense.

3. Overview of studies

Based on the above hypotheses, this study proposed a conceptual model (Fig. 1). We conducted four experiments to test our hypotheses. In Study 1a, we used the first experiment to examine the main effect of destination advertising type (nostalgic vs. non-nostalgic) on history sense (H1a) and fashion sense (H1b). Additionally, we tested the mediating effect of history sense (H2a) and fashion sense (H2b) between destination advertising type and visit intention. Study 1b replicated Study 1a with different sample resources, different advertising designs, and different control variables to enhance the robustness of the research findings. In Study 2a, using a 2×2 factorial between-subjects design, we examine the moderating role of perceived destination type on the relationships between destination advertising type and history sense and fashion sense (H3a and H3b) and the mediating effect of history sense (H4a) and fashion sense (H4b) between destination advertising type and visit intention. Study 2b replicated Study 2a with different sample resources, different destinations, different advertising designs, and different control variables to enhance the external validity and generalizability of the research findings.

4. Study 1a

The objective of Study 1a was to investigate the main effect of destination advertising type on history sense and fashion sense and the mediating effect of history sense and fashion sense in the interaction between destination advertising type and visit intention, testing H1a, H1b, H2a, and H2b. A one-factor (nostalgic advertising vs. non-nostalgic advertising) between-subjects experimental design was employed.

4.1. Pretest

4.1.1. Pretest of stimuli

A pretest was designed and conducted to evaluate whether participants could distinguish destination advertising type in the experimental stimuli in the manner we anticipated. The experimental scenario materials of destination nostalgic and non-nostalgic advertising in Study 1a were adapted from Muehling et al. (2014). To avoid potential confounding effects of existing destination images or real destination experience, a fictitious destination called Hitown was used in the experimental scenario. Participants read a general destination description at the beginning of the questionnaire as follows: "Hitown destination is a national 5A tourist attraction, covering an area of about five square kilometers. It is one of the most popular tourist destinations in

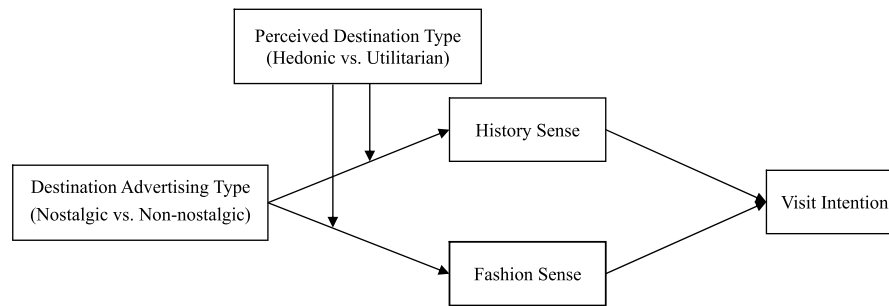


Fig. 1. Conceptual model.

China, receiving millions of tourists every year, and the per capita consumption of tourists is about 1000 yuan.” Because Study 1a and Study 1b only examine the main effect of destination advertising type, we adopt this general destination description to control for the potential influences arising from varying destination types, refraining from specifying whether the destination is hedonic or utilitarian.

The two types of destination advertisements were similar in layout and executional elements, except for the following differences. First, the nostalgic advertisement showed children on a beach against a sepia background and the non-nostalgic advertisement showed adults on a beach against a blue background. The destination nostalgic advertisement copy read: “That was a special era. When traveling at that time, people ate dry provisions, stayed at inns and taverns, traveled by traditional green trains, recorded all the beautiful scenery, with an old film camera, wrote postcards to family. Travel back in time, enjoy the traces of the years at Hitown! Hitown, the 90s.” The destination non-nostalgic advertisement copy read: “This is an amazing era. When traveling now, people eat fresh food and snacks, stay at hotels and B&Bs, travel by high-speed trains and airplanes, record all the beautiful scenery with their smartphones, share the beauty with emoticons on social media. Take a trip on the go. Enjoy a wonderful journey at Hitown! Hitown, 2022.”

The pretest of Study 1a was conducted on an online survey platform in China, Credamo (www.credamo.com; Chen, Wang, & Ordabayeva, 2022). The sample consisted of 24 participants (70.8% were females and 29.2% were males; 70.8% were 25–40) who were randomly assigned into two experimental groups of 12 people each that read the nostalgic and non-nostalgic advertisement, respectively. Both groups were asked to complete a scale that checked the manipulation of destination advertisement type, with a 6-item, 7-point Likert scale (1 = strongly disagree, 7 = strongly agree) adapted from Muehling et al. (2014). The sample items included “The ad reminds me of the past” and “The ad helps me recall pleasant memories.” Lastly, respondents answered demographic questions.

4.1.2. Results and discussion

The reliability analysis results affirmed the use of the scale for checking the manipulation of advertisement type (Cronbach’s $\alpha = 0.958$; $M = 5.15$, $SD = 1.71$). Furthermore, the results of independent samples *t*-test suggested that participants could distinguish between destination nostalgic and non-nostalgic advertising ($M_{\text{nostalgic}} = 6.32$, $SD = 0.31$ vs. $M_{\text{non-nostalgic}} = 3.99$, $SD = 1.74$, $t(22) = -4.58$, $p = .001$). This showed that the destination advertising type was successfully manipulated, and the stimuli were successful and could be used in the main experiment.

4.2. Main experiment

4.2.1. Research design and procedure

In the main experiment of Study 1a, we posted recruitment information on the Credamo platform. Eighty-seven valid responses were

collected; 69.0% were female, 31.0% male, and 82.8% were aged 18–40. The detailed demographic profiles of participants were reported in Appendix 1. Participants were randomly assigned to read a destination nostalgic advertisement ($n = 44$) or a destination non-nostalgic advertisement ($n = 43$).

Both groups of participants read the following lead-in: “Hitown destination recently designed an advertisement and would like to hear your opinion.” The advertisement for the group to which they were assigned followed (see Appendix 2). Next, participants answered manipulation check questions regarding advertisement type ($M = 4.96$, $SD = 1.76$, $\alpha = 0.97$). Then, they rated history sense, fashion sense, and visit intention for the destination. History sense was measured by a 3-item scale (e.g., “I feel the long history of the destination”; $M = 4.76$, $SD = 1.65$, $\alpha = 0.95$) adapted from Chang and Tung (2016) and Liao et al. (2019). Fashion sense was measured by a 3-item scale (e.g., “I feel that the destination is fashionable”; $M = 4.84$, $SD = 1.53$, $\alpha = 0.94$) adapted from Leung and Wei (1998). Visit intention was measured by a 5-item scale (e.g., “I expect to travel to the destination in the future”; $M = 5.54$, $SD = 0.94$, $\alpha = 0.89$) adapted from Su, Lian, and Huang (2020). All items were rated on a 7-point Likert scale (1 = strongly disagree, 7 = strongly agree). All measurement items are presented in Appendix 3. Lastly, participants answered demographic questions.

4.2.2. Manipulation check

The independent samples *t*-test results indicated that the participants could correctly distinguish destination nostalgic and non-nostalgic advertising ($M_{\text{nostalgic}} = 6.21$, $SD = 0.50$ vs. $M_{\text{non-nostalgic}} = 3.67$, $SD = 1.66$, $t(85) = -9.63$, $p < .001$). Thus, the manipulation of destination advertising type was successful.

4.2.3. Main effect analysis

Before we tested the hypothesis, we used the G* Power 3.1 to test the sample size estimation (Faul, Erdfelder, Buchner, & Lang, 2009), showing that the necessary sample size was at least 84 (both groups were greater than 42; input group number: 2, effect size: 0.4, significance level: 0.05, power value: 0.95). Thus, the study’s sample size had statistical testing power. A one-way ANOVA test was used to test the effect of destination advertising type on history sense and fashion sense. The results showed that destination nostalgic advertising ($M_{\text{nostalgic}} = 5.83$, $SD = 0.68$) can evoke a higher history sense than destination non-nostalgic advertising ($M_{\text{non-nostalgic}} = 3.67$, $SD = 1.63$; $F(1, 85) = 65.80$, $p < .001$, $\eta_p^2 = 0.44$). Conversely, destination non-nostalgic advertising ($M_{\text{non-nostalgic}} = 5.70$, $SD = 1.17$) can evoke a higher fashion sense than destination nostalgic advertising ($M_{\text{nostalgic}} = 4.01$, $SD = 1.37$; $F(1, 85) = 38.18$, $p < .001$, $\eta_p^2 = 0.31$; see Fig. 2). These results confirmed H1a and H1b.

4.2.4. Mediating effect analysis

The mediating role of history sense and fashion sense was measured using the SPSS PROCESS Macro Model 4 by Hayes (2013). A 95% confidence interval (CI) of the parameter estimates was obtained by running

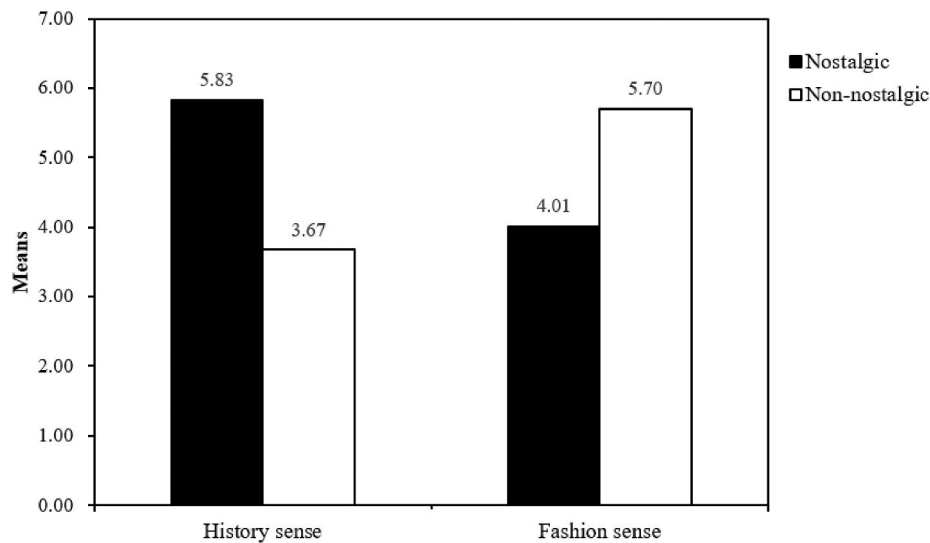


Fig. 2. The influence of destination advertising type on history sense and fashion sense.

the samples 5000 times. The destination advertising type, our independent variable, was coded as 1 = destination nostalgic advertising and 0 = destination non-nostalgic advertising; history sense and fashion sense were set as mediator variables; visit intention was set as a dependent variable. The control variables of gender, age, level of education, occupation, monthly income, and visit frequency were included as covariates.

Table 1 shows that the destination advertising type has a significant positive effect on history sense ($a_1 = 2.05, p < .001$) and negative effect on fashion sense ($a_2 = -1.82, p < .001$). History sense ($b_1 = 0.35, p < .001$) and fashion sense ($b_2 = 0.20, p = .006$) both have significant positive effects on tourists' visit intentions. The direct effect of destination advertising type on visit intention was not significant ($c' = 0.01, p = .966$). However, the indirect effect of destination advertising type on tourists' visit intentions via both history sense (indirect effect = 0.71, SE = 0.21, 95% CI = [0.36, 1.17]) and fashion sense (indirect effect = -0.35, SE = 0.15, 95% CI = [-0.63, -0.04]) was significant. This indicates that history sense and fashion sense fully mediate the effect of destination advertising type on visit intention. H2a and H2b were

supported. This result shows that participants exposed to the destination nostalgic advertising were more likely to generate history sense, which further promotes visit intentions. In contrast, participants exposed to the destination non-nostalgic advertising were more likely to generate fashion sense, which further promotes visit intentions. Table 1 provides more details on the results.

4.3. Discussion

Study 1a verified the effect of destination advertising type on tourists' history sense and fashion sense (H1a, H1b) as well as the mediating effect of history sense and fashion sense between destination advertising type and visit intention (H2a, H2b). However, Study 1a has three shortcomings. The first is that the data was collected from an online survey platform. The second is that the experimental scenario materials of advertising stimuli were adapted from Muehling et al. (2014), which were originally designed for western consumers. The colors used in the advertising stimuli may not have nostalgic and non-nostalgic implications for Chinese consumers. The third is that we only controlled the

Table 1
Study 1a Coefficients for the mediation model.

Antecedent		M ₁ (HS)			M ₂ (FS)			Y(VI)				
		Coeff.	SE	P				Coeff.	SE	P		
Constant	i_{M1}	4.64	1.44	.002	i_{M2}	5.24	1.43	.001	i_y	1.06	0.96	.272
X(DAT)	a_1	2.05	0.28	<.001	a_2	-1.82	0.28	<.001	c'	0.01	0.26	.966
M ₁ (HS)	-	-	-	-	-	-	-	-	b_1	0.35	0.07	<.001
M ₂ (FS)	-	-	-	-	-	-	-	-	b_2	0.20	0.07	.006
W1(G)	-	-0.37	0.31	.237	-	0.64	0.31	.042	-	-0.07	0.19	.733
W2(A)	-	-0.06	0.26	.835	-	0.31	0.26	.235	-	0.12	0.16	.448
W3(LE)	-	-0.13	0.26	.621	-	-0.32	0.26	.218	-	0.26	0.16	.105
W4(O)	-	0.06	0.12	.622	-	-0.21	0.12	.082	-	0.07	0.07	.360
W5(MI)	-	0.21	0.13	.120	-	0.003	0.13	.984	-	0.04	0.08	.584
W6(VF)	-	-0.23	0.19	.229	-	0.07	0.19	.700	-	0.18	0.12	.128
Total, direct, and indirect effects of X on Y								Effect	SE	LLCI	ULCI	
Total effect of X on Y								0.37	0.20	-0.03	0.77	
Direct effect of X on Y								0.01	0.26	-0.51	0.53	
Indirect effect(s) of X on Y								0.36	0.28	-0.15	0.95	
M ₁ (HS)								0.71	0.21	0.36	1.17	
M ₂ (FS)								-0.35	0.15	-0.63	-0.04	
$R^2 = 0.47$				$R^2 = 0.39$				$R^2 = 0.45$				
$F(7, 79) = 10.13, p < .001$				$F(7, 79) = 7.32, p < .001$				$F(9, 77) = 6.90, p < .001$				

Note: DAT = destination advertising type; HS = history sense; FS = fashion sense; G = gender; A = age; LE = level of education; O = occupation; MI = monthly income; VF = visit frequency; VI = visit intention; LLCI = lower limit of confident interval; ULCI = upper limit of CI.

endogenous effect of demographic variables. Thus, Study 1b was designed to verify the conceptual model across different sample resources, experimental scenario materials of advertising stimuli more in line with tourism situations, and new control variables to increase the robustness of the findings.

5. Study 1b

Study 1b replicated Study 1a with a different sample of real tourists, experimental scenario materials of advertising stimuli with a background of a real tourist attraction photo, and new control variables advertising complexity and advertising truthfulness, to retest the robustness of the findings of Study 1a. We used a one-factor (nostalgic advertising vs. non-nostalgic advertising) between-subjects experimental design to retest [H1a](#) and [H1b](#) and bootstrapping to retest the mediating role of history sense and fashion sense between destination advertising type and visit intention.

5.1. Research design and procedure

The experimental scenario materials of Study 1b (see [Appendix 2](#)) were roughly the same as in Study 1a, except that the design of destination nostalgic and non-nostalgic advertising differed. Specifically, for Study 1b, we designed destination nostalgic and non-nostalgic advertising adapted from [Muehling and Pascal \(2011\)](#), in which above the background is a picture of a lake to fit the tourism context. Furthermore, to make non-nostalgic advertising more modern, instead of using the blue background in Study 1a, we retained the color of the original photo (see [Appendix 2](#)), which our interviews with tourism scholars and subjects indicated Chinese tourists would consider contemporary. A pretest was conducted to verify the effectiveness of the modified stimuli. The pretest process was similar to Study 1a and the results of pretest showed that the experimental manipulation was successful (see [Appendix 4](#)).

The main experiment took place in Yuelu Mountain, Changsha, a famous 5A scenic spot in China. We invited real tourists to participate in the field experiment and collected the data from 102 valid samples, where 61.8% were females and 90.2% were aged 18–40. [Appendix 1](#) provides more details about participants' demographic characteristics.

First, participants read the lead-in and the assigned type of destination advertisement. Then, they rated the scale for checking the manipulation of advertisement type ($M = 3.95$, $SD = 1.62$, $\alpha = 0.96$). Because existing research has revealed that advertising complexity and advertising truthfulness can influence participants' responses to advertising (e.g., [Chan, 2001](#); Yeun Chun, Hee Song, Hollenbeck, & Lee, 2014), we also measured the two variables to rule out their possible alternative explanations. Advertising complexity was measured by a 3-item scale (e.g., "I think the whole advertising is complex"; $M = 3.56$, $SD = 1.32$, $\alpha = 0.88$) adapted from Yeun Chun et al. (2014). Advertising truthfulness was also measured by a 3-item scale (e.g., "I think the whole advertising is true"; $M = 5.23$, $SD = 1.20$, $\alpha = 0.89$) adapted from [Chan \(2001\)](#). All items were rated on a 7-point Likert scale (1 = strongly disagree, 7 = strongly agree). After that, participants rated history sense ($M = 4.02$, $SD = 1.81$, $\alpha = 0.95$), fashion sense ($M = 3.78$, $SD = 1.86$, $\alpha = 0.97$), and visit intention ($M = 4.24$, $SD = 1.33$, $\alpha = 0.93$), which were measured through the same methods as in Study 1a. Lastly, the participants answered some demographic questions.

5.2. Results and discussion

5.2.1. Manipulation check

The results of independent samples *t*-test indicated that the participants correctly distinguished destination nostalgic and non-nostalgic advertising ($M_{\text{nostalgic}} = 5.05$, $SD = 1.16$ vs. $M_{\text{non-nostalgic}} = 2.85$, $SD = 1.23$, $t(100) = -9.27$, $p < .001$). Thus, the manipulation of destination advertising type was successful.

5.2.2. Main effect analysis

The results of one-way ANOVA analysis showed a significant difference between the two destination advertising types in their impact on history sense ($M_{\text{nostalgic}} = 5.10$, $SD = 1.56$ vs. $M_{\text{non-nostalgic}} = 2.95$, $SD = 1.35$, $F(1, 100) = 55.64$, $p < .001$, $\eta_p^2 = 0.36$) and fashion sense ($M_{\text{nostalgic}} = 2.75$, $SD = 1.44$ vs. $M_{\text{non-nostalgic}} = 4.80$, $SD = 1.67$, $F(1, 100) = 44.10$, $p < .001$, $\eta_p^2 = 0.31$). These results again confirmed [H1a](#) and [H1b](#).

5.2.3. Mediating effect analysis

The mediating role of history sense and fashion sense between destination advertising type and tourists' visit intentions was tested again following the same steps as Study 1a. The results indicated that the indirect effects of destination advertising type on visit intention through dual pathways were significant (indirect effect of history sense = 0.63, $SE = 0.18$, 95% $CI = [0.28, 1.00]$; indirect effect of fashion sense = -0.82 , $SE = 0.21$, 95% $CI = [-1.29, -0.46]$). Again, [H2a](#) and [H2b](#) were supported.

5.2.4. Control variable and alternative explanation

Neither of the two control variables introduced in Study 1b was significantly different in the groups of two destination advertising types (advertising complexity: $M_{\text{nostalgic}} = 3.76$, $SD = 1.23$ vs. $M_{\text{non-nostalgic}} = 3.35$, $SD = 1.38$, $F(1, 100) = 2.54$, $p = .114$; advertising truthfulness: $M_{\text{nostalgic}} = 5.31$, $SD = 1.22$ vs. $M_{\text{non-nostalgic}} = 5.16$, $SD = 1.18$, $F(1, 100) = 0.40$, $p = .529$). Neither can replace history sense or fashion sense as a mediating variable (indirect effect of advertising complexity = 0.10, $SE = 0.08$, 95% $CI = [-0.03, 0.30]$; indirect effect of advertising truthfulness = 0.05, $SE = 0.09$, 95% $CI = [-0.13, 0.23]$). Likewise, we conducted a mediation analysis with the two control variables as covariates (PROCESS Model 4). The results showed that the mediating effects were still significant (indirect effect of history sense = 0.37, $SE = 0.15$, 95% $CI = [0.08, 0.67]$; indirect effect of fashion sense = -0.78 , $SE = 0.20$, 95% $CI = [-1.20, -0.43]$).

5.2.5. Discussion

Complementing Study 1a, Study 1b again confirmed the effect of destination advertising type on history sense and fashion sense as well as the mediation effect of history sense and fashion sense. Moreover, we showed that advertising complexity and advertising truthfulness could not replace history sense or fashion sense as a mediating variable between destination advertising type and visit intention. Next, we explored a possible moderator for the effect of destination advertising type on history sense and fashion sense—perceived destination type.

6. Study 2a

Study 2a examined whether and how perceived destination type moderates the relationship between destination advertising type and tourists' history sense and fashion sense, testing [H3a](#), [H3b](#), [H4a](#), and [H4b](#). The sample for Study 2a came from an online survey platform and its experimental scenario materials of advertising stimuli were adapted from Study 1a with a background of a real tourist attraction photo matching the perceived destination type. Study 2a also added two new control variables: destination familiarity and destination preference. A 2 (destination nostalgic advertising vs. destination non-nostalgic advertising) \times 2 (hedonic destination vs. utilitarian destination) factorial between-subjects design was employed.

6.1. Pretest

6.1.1. Pretest of stimuli

Based on [Byun, Jang and Shawn's \(2015\)](#) study and our conversations with tourism experts and interviews with Chinese tourists, we selected a theme park and a revolutionary memorial as the hedonic and utilitarian destinations, respectively. We designed the introduction

materials for each to be similar in level, area, tourist quantity, and per capita consumption of tourists, except for projects and visions designed to evoke hedonic or utilitarian motivations. The material describing the hedonic destination read:

Hitown theme park is a national 5A tourist attraction, covering an area of about five square kilometers. It is one of the most popular tourist destinations in China, receiving millions of tourists every year, and the per capita consumption of tourists is about 1,000 yuan. Hitown theme park has many parks centered around themes such as Harry Potter, Transformers, and Hollywood, more than 30 entertainment facilities and landmark attractions, and more than 20 entertainment performances. It has always been committed to providing tourists with a pleasant and exciting experience.

The material describing the utilitarian destination read:

Hitown revolutionary memorial is a national 5A tourist attraction, covering an area of about five square kilometers. It is one of the most popular tourist destinations in China, receiving millions of tourists every year, and the per capita consumption of tourists is about 1,000 yuan. Hitown revolutionary memorial is composed of many revolutionary sites and revolutionary memorial halls. It holds precious cultural relics of the older generation of revolutionaries and is one of the three national education demonstration bases for patriotism, revolutionary tradition, and revolutionary spirit, and one of the first batches of red tourism classic scenic spots in China.

The pretest for Study 2a was conducted on the Credamo platform. Of the 30 participants, 53.3% were female, 46.7% were male, and 43.3% were 25–40. They were randomly assigned into theme park group and revolutionary memorial group as well as destination introductions. Then, we asked them to indicate their perception of Hitown's destination type using a 1-item semantic differential scale (e.g., "very practical/very entertaining"; $M = 4.13$, $SD = 2.45$) adapted from [Byun, Jang and Shawn \(2015\)](#). Lastly, respondents answered demographic questions. Since the advertising design of Study 2a is similar to that of Study 1a (e.g., advertisement copy, color, and year referenced), for Study 2a we did not conduct a manipulation check on advertising types in the pretest, but left it for the main experiment.

6.1.2. Results and discussion

The results of independent samples *t*-test showed that the participants distinguished the different perceived destination types ($M_{\text{hedonic}} = 6.47$, $SD = 0.52$ vs. $M_{\text{utilitarian}} = 1.79$, $SD = 0.70$, $t(27) = -20.60$, $p < .001$). Therefore, the perceived destination type was successfully manipulated, and the stimuli could be used in the main experiment.

6.2. Main experiment

6.2.1. Research design and procedure

We conducted the main experiment on the Credamo survey platform and collected 163 valid responses. Among the 163 participants, 60.7% were female, 39.3% were male, and 64.4% were 25–40. More details of participants' demographic profile are presented in [Appendix 1](#).

First, the participants were asked to read the experimental stimuli of perceived destination type and then to indicate their perception of destination type using a 1-item semantic differential scale (e.g., "very practical/very entertaining"; $M = 4.26$, $SD = 2.20$). Then, they rated the scales of destination familiarity and destination preference. Existing studies have proposed that destination familiarity and destination preference can affect tourists' visit intentions ([Roy & Attri, 2022](#); [Seo, Yun, & Kim, 2017](#)), therefore, we included them as control variables. Destination familiarity was measured by a 3-item scale (e.g., "The destination is very familiar to me"; $M = 3.91$, $SD = 1.50$, $\alpha = 0.93$) adapted from [Artigas, Vilches-Montero, and Yrigoyen \(2015\)](#). Destination preference were measured by a 4-item scale (e.g., "The destination is my first choice"; $M = 4.80$, $SD = 1.27$, $\alpha = 0.79$) adapted from [Mao](#)

and [Zhang \(2014\)](#). All items were rated on a 7-point Likert scale (1 = strongly disagree, 7 = strongly agree).

Next, we adopted the destination nostalgic and non-nostalgic advertising designs from Study 1a. To adapt to the real tourism scene, we chose the theme park background for the hedonic destination and the revolutionary memorial background for the utilitarian destination (see [Appendix 2](#)). No other elements in the two types of advertising design differed. Third, after reading the destination advertising materials, participants were asked to rate the scale of advertisement type manipulation check ($M = 4.72$, $SD = 1.69$, $\alpha = 0.96$). Subsequently, they rated history sense ($M = 4.82$, $SD = 1.64$, $\alpha = 0.94$), fashion sense ($M = 4.23$, $SD = 1.74$, $\alpha = 0.94$), and visit intention ($M = 5.37$, $SD = 1.23$, $\alpha = 0.92$), and answered some demographic questions. The measurement scales for these variables were the same as those in Study 1a.

6.2.2. Manipulation checks

The results of independent samples *t*-test showed that the participants can distinguish different destination advertising types ($M_{\text{nostalgic}} = 5.78$, $SD = 0.84$ vs. $M_{\text{non-nostalgic}} = 3.67$, $SD = 1.67$, $t(161) = -10.18$, $p < .001$) and different perceived destination types ($M_{\text{hedonic}} = 6.09$, $SD = 0.85$ vs. $M_{\text{utilitarian}} = 2.54$, $SD = 1.60$, $t(161) = -17.83$, $p < .001$). Thus, the manipulations of destination advertising type and perceived destination type were successful.

6.2.3. Moderating effect analysis

Before testing the hypothesis, we used G* Power 3.1 to test the power value estimation ([Faul et al., 2009](#)), showing that the power value of 163 samples is greater than 0.99, indicating the sample size has high statistical power given that the minimum level is 0.80 (input group number: 4, effect size: 0.4, significance level: 0.05, numerator df: 1).

To test the moderating effect of perceived destination type on the relationship between destination advertising type and tourists' history sense and fashion sense, we conducted a 2×2 ANOVA using destination advertising type and perceived destination type as between-subjects factors. ANOVA results indicated that destination advertising type and perceived destination type interaction was significant in predicting tourists' history sense ($F(1, 159) = 8.85$, $p = .003$, $\eta_p^2 = 0.05$, see [Fig. 3](#)). Planned contrasts revealed that destination nostalgic advertising evoked higher history sense than destination non-nostalgic advertising in both the hedonic destination group ($M_{\text{nostalgic}} = 5.08$, $SD = 1.00$ vs. $M_{\text{non-nostalgic}} = 2.83$, $SD = 1.16$, $F(1, 159) = 84.20$, $p < .001$, $\eta_p^2 = 0.35$) and the utilitarian destination group ($M_{\text{nostalgic}} = 6.25$, $SD = 0.58$ vs. $M_{\text{non-nostalgic}} = 5.02$, $SD = 1.42$, $F(1, 159) = 26.92$, $p < .001$, $\eta_p^2 = 0.14$). But for destination nostalgic advertising, utilitarian destination evoked higher history sense than hedonic destination ($M_{\text{hedonic}} = 5.08$, $SD = 1.00$ vs. $M_{\text{utilitarian}} = 6.25$, $SD = 0.58$, $F(1, 159) = 23.73$, $p < .001$, $\eta_p^2 = 0.13$). Thus, [H3a](#) was supported.

The results also showed that the destination advertising type and perceived destination type interaction was significant in predicting tourists' fashion sense ($F(1, 159) = 11.28$, $p = .001$, $\eta_p^2 = 0.07$, see [Fig. 3](#)). Specifically, in the hedonic destination group, destination non-nostalgic advertising evoked higher fashion sense than destination nostalgic advertising ($M_{\text{nostalgic}} = 4.71$, $SD = 0.80$ vs. $M_{\text{non-nostalgic}} = 6.28$, $SD = 0.48$, $F(1, 159) = 39.82$, $p < .001$, $\eta_p^2 = 0.20$). In the utilitarian destination group, the impact of destination advertising type on fashion sense is not significantly different ($M_{\text{nostalgic}} = 2.83$, $SD = 1.34$ vs. $M_{\text{non-nostalgic}} = 3.24$, $SD = 1.45$, $F(1, 159) = 2.83$, $p = .094$, $\eta_p^2 = 0.02$). Thus, [H3b](#) was supported.

6.2.4. Moderated mediation effect analysis

To further test the moderating effect of perceived destination type on the mediating effect of history sense and fashion sense (i.e., moderated mediation effect), we conducted a moderated mediation analysis through the SPSS PROCESS Macro Model 7 by [Hayes \(2013\)](#). A 95% CI of the parameter estimates was obtained by running the samples 5000 times. The destination advertising type, our independent variable, was

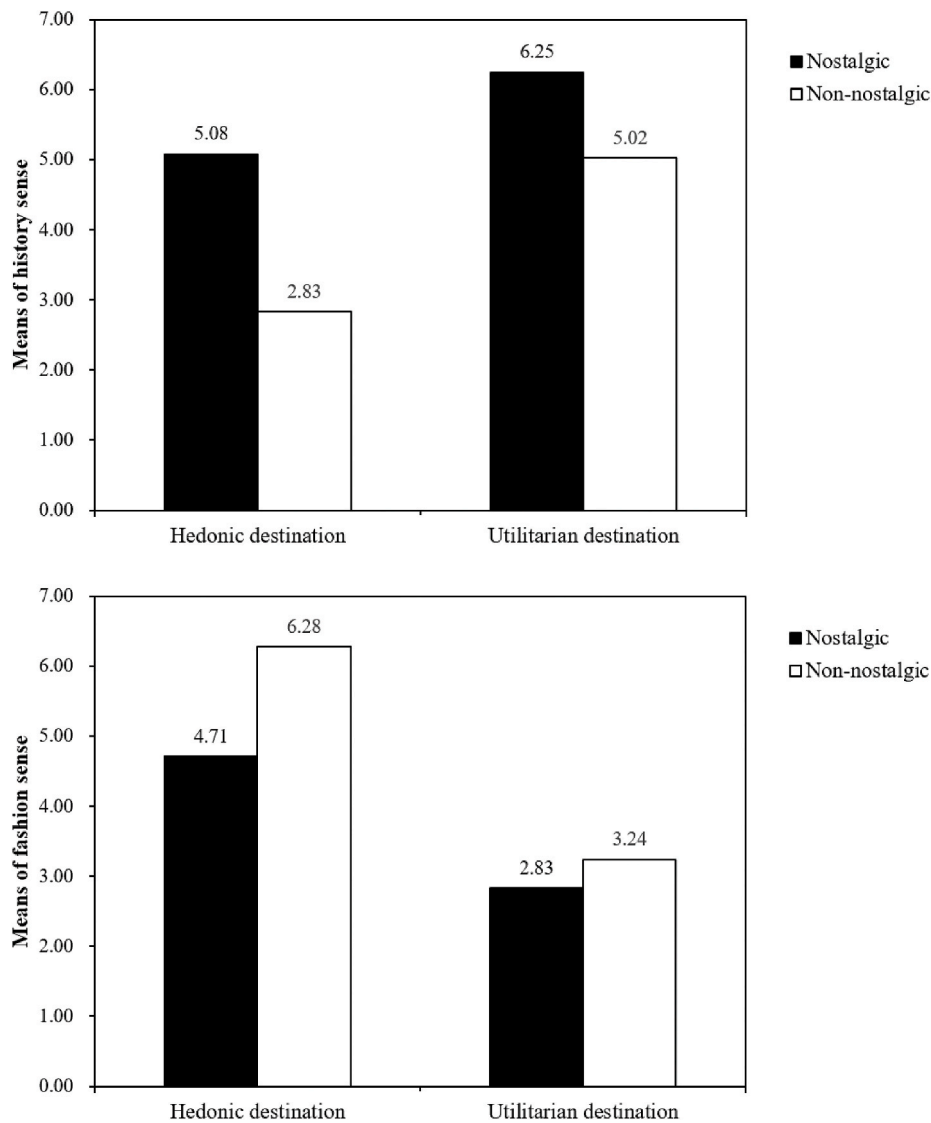


Fig. 3. Moderating effect of perceived destination type between destination advertising type and tourists' history sense and fashion sense.

coded as 1 = destination nostalgic advertising and 0 = destination non-nostalgic advertising. Perceived destination type was set as moderator variable and coded as 1 = hedonic destination and 0 = utilitarian destination. History sense and fashion sense were set as mediator variables, and visit intention was set as a dependent variable.

Results indicated that the moderating effects of destination type on the mediation of history sense (index of moderated mediation = 0.35, SE = 0.09, 95% CI = [0.14, 0.51]) and fashion sense (index of moderated mediation = -0.44, SE = 0.17, 95% CI = [-0.83, -0.14]) were significant. Specifically, in the utilitarian destination group, the mediating effect of history sense is significant (indirect effect = 0.78, SE = 0.21, 95% CI = [0.39, 1.22]) but the mediating effect of fashion sense was not significant (indirect effect = -0.09, SE = 0.08, 95% CI = [-0.27, 0.04]). In the hedonic destination group, the mediating effect of fashion sense was significant (indirect effect = -1.47, SE = 0.25, 95% CI = [-1.97, -1.01]) but the mediating effect of history sense was not significant (indirect effect = 0.20, SE = 0.16, 95% CI = [-0.09, 0.53]; see Table 2). Thus, H4a and H4b were supported.

6.2.5. Control variable check

Destination familiarity and destination preference were introduced as two control variables in Study 2a. The mean values of the two control variables were significantly different among the four experimental

groups (destination familiarity: 3.39 to 4.75, $F(3, 159) = 7.98, p < .001$; destination preference: 4.33 to 5.42, $F(3, 159) = 7.94, p < .001$). Then, an ANCOVA test with destination advertising type and perceived destination type as two factors and the above two control variables as covariates showed that the interaction effect still holds in predicting history sense ($F(1, 157) = 13.88, p < .001, \eta_p^2 = 0.08$) and fashion sense ($F(1, 157) = 4.27, p = .040, \eta_p^2 = 0.03$). Finally, a similar moderated mediation analysis (PROCESS Model 7) with the above two control variables as covariates indicated that the moderated mediation effect of perceived destination type still held (destination advertising type → history sense → visit intention: index of moderated mediation = 0.34, SE = 0.10, 95% CI = [0.12, 0.51]; destination advertising type → fashion sense → visit intention: index of moderated mediation = -0.23, SE = 0.14, 95% CI = [-0.56, -0.01]).

6.3. Discussion

Study 2a examined the moderation and moderated mediation effects of perceived destination type, supporting H3a, H3b, H4a, and H4b. However, Study 2a has four shortcomings. First, the data came from an online survey platform. Second, as with Study 1a, the experimental scenario materials of advertising stimuli were based on Muehling et al.'s (2014) experimental material for marketing research conducted in a

Table 2
Study 2a moderated mediation analysis result.

	M1(HS)				M2(FS)				Y(VI)			
	Utilitarian destination				Hedonic destination							
	B	SE	LLCI	ULCI	B	SE	LLCI	ULCI	B	SE	LLCI	ULCI
Constant	5.02	0.17	4.69	5.36	3.24	0.22	2.81	3.67	0.83	0.56	-0.28	1.95
X(DAT)	1.23	0.24	0.76	1.70	-0.40	0.30	-1.01	0.20	0.45	0.24	-0.03	0.93
M ₁ (HS)	-	-	-	-	-	-	-	-	0.63	0.10	0.44	0.83
M ₂ (FS)	-	-	-	-	-	-	-	-	0.22	0.08	0.07	0.37
R ²	0.25				0.02				0.51			
F	26.82				1.76				27.50			
P	<.0001				0.188				<.0001			
Indirect effect rowhead									Effect	SE	LLCI	ULCI
DAT → HS → VI rowhead									0.78	0.21	0.39	1.22
DAT → FS → VI rowhead									-0.09	0.08	-0.27	0.04
Constant	2.83	0.17	2.49	3.17	6.28	0.10	6.07	6.48	-0.09	0.75	-1.59	1.40
X(DAT)	2.24	0.24	1.76	2.73	-1.57	0.15	-1.86	-1.27	0.05	0.31	-0.57	0.67
M ₁ (HS)	-	-	-	-	-	-	-	-	0.09	0.07	-0.06	0.23
M ₂ (FS)	-	-	-	-	-	-	-	-	0.94	0.12	0.70	1.18
R ²	0.52				0.59				0.64			
F	84.53				112.51				44.46			
P	<.0001				<.0001				<.0001			
Indirect effect rowhead									Effect	SE	LLCI	ULCI
DAT → HS → VI rowhead									0.20	0.16	-0.09	0.53
DAT → FS → VI rowhead									-1.47	0.25	-1.97	-1.01

Note: DAT = destination advertising type; HS = history sense; FS = fashion sense; LLCI = lower limit of confident interval; ULCI = upper limit of confident interval.

western context. Third, we controlled for only two variables: destination familiarity and destination preference. Finally, our hedonic destination and utilitarian destination stimuli were a theme park and a revolutionary memorial, and other types of destinations might have different impacts. Study 2b addresses these limitations.

7. Study 2b

Study 2b replicated Study 2a with a new sample of real tourists; experimental scenario materials of advertising stimuli with a background from a real tourist attraction photo adapted from Study 1b matching perceived destination type; new control variables (i.e., destination involvement and destination attitude); and new tourist attractions to represent hedonic destination and utilitarian destination. We used a 2 (destination nostalgic advertising vs. destination non-nostalgic advertising) × 2 (hedonic destination vs. utilitarian destination) factorial between-subjects design to retest H3a, H3b, H4a, and H4b.

7.1. Research design and procedure

The experimental scenario materials of Study 2b were roughly the same as in Study 2a, excluding the destination and destination non-nostalgic advertising. Specifically, a coastal area and a museum were selected as the hedonic destination and utilitarian destination respectively. We designed the introduction materials for hedonic destination and utilitarian destination. The introduction materials were similar in level, area, tourist quantity, and per capita consumption of tourists, except for the elements designed to evoke participants' hedonic or utilitarian motivations (see Appendix 2). We conducted a pretest to evaluate the effectiveness of the modified stimuli. The pretest process was similar to Study 2a and the results of pretest showed that the experimental manipulation was successful (see Appendix 4).

The main experiment took place at Yuelu Mountain, a famous 5A scenic spot in China. We invited real tourists to complete the field experiment and collected 124 valid questionnaires. Participants were randomly assigned to one of four different scenarios: destination nostalgic advertising and hedonic destination (n = 32), destination non-nostalgic advertising and hedonic destination (n = 32), destination nostalgic advertising and utilitarian destination (n = 30), and

destination non-nostalgic advertising and utilitarian destination (n = 30). Among the 124 respondents, 62.9% were females, 37.1% were males, and 46.0% were aged 25–40. More details of participants' demographic profile are presented in Appendix 1.

First, the participants were randomly assigned to one of the experimental stimuli. They were asked to read the materials about destination type and then indicate their perceived destination type ($M = 4.01$, $SD = 1.76$) in the same way as in Study 2a. Then, we also measured destination involvement and destination attitude as control variables, following previous studies that suggested their influences on tourists' visit intention (e.g., Molinillo, Liébana-Cabanillas, Anaya-Sánchez, & Buhalis, 2018; Wang et al., 2022). Destination involvement was measured by a 4-item scale (e.g., "I attached great importance to visiting the destination"; $M = 4.44$, $SD = 1.21$, $\alpha = 0.93$) adapted from Dedeoğlu, Okumus, Yi, and Jin (2019). Destination attitude was measured by a 3-item scale (e.g., "I love the destination"; $M = 5.05$, $SD = 1.20$, $\alpha = 0.94$) adapted from Souiden, Ladhari, and Chiadmi (2017). All items were rated on a 7-point Likert scale (1 = strongly disagree, 7 = strongly agree).

Next, the participants were exposed to one of the advertising stimulus materials (see Appendix 2). Then, they rated the scale regarding advertisement type manipulation check ($M = 4.03$, $SD = 1.55$, $\alpha = 0.96$). Subsequently, they completed items measuring history sense ($M = 4.58$, $SD = 1.43$, $\alpha = 0.91$), fashion sense ($M = 3.83$, $SD = 1.58$, $\alpha = 0.95$), and visit intention ($M = 4.75$, $SD = 1.32$, $\alpha = 0.94$), along with some demographic questions.

7.2. Results and discussion

7.2.1. Manipulation checks

The results of independent samples *t*-test showed that the participants can distinguish different destination advertising types ($M_{nostalgic} = 5.12$, $SD = 1.15$ vs. $M_{non-nostalgic} = 2.94$, $SD = 1.06$, $t(122) = -10.95$, $p < .001$) and different perceived destination types ($M_{hedonic} = 5.20$, $SD = 1.42$ vs. $M_{utilitarian} = 2.73$, $SD = 1.06$, $t(122) = -11.06$, $p < .001$). Thus, the manipulations of destination advertising type and perceived destination type were successful.

7.2.2. Moderating effect analysis

The ANOVA results indicated a significant interaction effect of destination advertising type and perceived destination type on history sense ($F(1, 120) = 6.38, p = .013, \eta_p^2 = 0.05$). Planned contrast revealed that destination nostalgic (vs. non-nostalgic) advertising evoked higher history sense in both the hedonic destination group ($M_{\text{nostalgic}} = 4.85, SD = 1.15$ vs. $M_{\text{non-nostalgic}} = 3.06, SD = 1.25, F(1, 120) = 44.05, p < .001, \eta_p^2 = 0.27$) and the utilitarian destination group ($M_{\text{nostalgic}} = 5.66, SD = 0.93$ vs. $M_{\text{non-nostalgic}} = 4.84, SD = 0.94, F(1, 120) = 8.46, p = .004, \eta_p^2 = 0.07$). But for destination nostalgic advertising, utilitarian (vs. hedonic) destination evoked higher history sense ($M_{\text{hedonic}} = 4.85, SD = 1.15$ vs. $M_{\text{utilitarian}} = 5.66, SD = 0.93, F(1, 120) = 8.53, p = .004, \eta_p^2 = 0.07$). Thus, H3a was again supported.

The results also showed a significant interaction effect of destination advertising type and perceived destination type on fashion sense ($F(1, 120) = 23.40, p < .001, \eta_p^2 = 0.16$). Planned contrast further revealed that, in the hedonic destination group, destination non-nostalgic (vs. nostalgic) advertising evoked higher fashion sense ($M_{\text{nostalgic}} = 3.60, SD = 1.21$ vs. $M_{\text{non-nostalgic}} = 5.70, SD = 0.96, F(1, 120) = 57.75, p < .001, \eta_p^2 = 0.32$). In the utilitarian destination group, the impact of destination advertising type on fashion sense is not significantly different ($M_{\text{nostalgic}} = 2.86, SD = 1.22$ vs. $M_{\text{non-nostalgic}} = 3.03, SD = 1.00, F(1, 120) = 0.39, p = .533, \eta_p^2 = 0.003$). Thus, H3b was again supported.

7.2.3. Moderated mediation effect analysis

Moderated mediation analysis results found a significant moderated mediation effect on history sense (index of moderated mediation = 0.29, SE = 0.12, 95% CI = [0.07, 0.53]) and fashion sense (index of moderated mediation = -0.87, SE = 0.26, 95% CI = [-1.43, -0.42]). Specifically, in the utilitarian destination group, the mediating effect of history sense was significant (indirect effect = 0.53, SE = 0.23, 95% CI = [0.16, 1.06]) but the mediating effect of fashion sense was not significant (indirect effect = -0.03, SE = 0.06, 95% CI = [-0.17, 0.09]). In the hedonic destination group, the mediating effect of fashion sense was significant (indirect effect = -1.77, SE = 0.26, 95% CI = [-2.31, -1.27]) but the mediating effect of history sense was not significant (indirect effect = -0.06, SE = 0.11, 95% CI = [-0.26, 0.18]). Thus, Study 2b, like Study 2a, supported H4a and H4b.

7.2.4. Control variable check

This study added two control variables: destination involvement and destination attitude. First, the mean values of the above control variables were not significantly different among the four experimental groups (destination involvement: 4.23 to 4.70, $F(3, 120) = 0.79, p = .503$; destination attitude: 4.71 to 5.22, $F(3, 120) = 1.10, p = .353$). Second, an ANCOVA test with destination advertising type and perceived destination type as two factors and the two control variables as covariates showed that the interaction effect still holds in predicting history sense ($F(1, 118) = 8.44, p = .004, \eta_p^2 = 0.07$) and fashion sense ($F(1, 118) = 22.45, p < .001, \eta_p^2 = 0.16$). Finally, a similar moderated mediation analysis (PROCESS Model 7) with the above two control variables as covariates indicated that the moderated mediation effect of perceived destination type still held (destination advertising type → history sense → visit intention: index of moderated mediation = 0.24, SE = 0.11, 95% CI = [0.05, 0.47]; destination advertising type → fashion sense → visit intention: index of moderated mediation = -0.79, SE = 0.25, 95% CI = [-1.34, -0.37]).

7.2.5. Discussion

Complementing Study 2a, Study 2b adopted a coastal area and a museum to represent hedonic destination and utilitarian destination, respectively. Findings again confirmed the moderation and moderated mediation effect of perceived destination type, excluding the interference of destination involvement and destination attitude.

8. Conclusion and implications

8.1. Conclusion

This study proposed and empirically verified the conceptual model of how the destination advertising type affects tourists' history sense, fashion sense, and visit intentions. To be specific, Study 1a and Study 1b confirmed that when tourists are exposed to destination nostalgic advertising, they will be stimulated to generate more history sense and activate greater visit intentions. In contrast, when tourists are exposed to destination non-nostalgic advertising, they are more likely to generate more fashion sense and activate greater visit intentions. In addition, Study 1a excluded the endogenous effect of demographic variables (i.e., gender, age, level of education, occupation, monthly income, and visit frequency), and Study 1b excluded the alternative explanation of advertising complexity and advertising truthfulness. Study 2a and Study 2b explored and verified the moderating role of perceived destination type on the relationships between destination advertising type and tourists' history sense and fashion sense as well as the mediating effect of history sense and fashion sense between destination advertising type and visit intention. Specifically, in utilitarian destinations, tourists exposed to destination nostalgic advertising are more likely to generate more history sense and further enhance their visit intentions, such that history sense plays a mediating role. In contrast, in hedonic destinations, tourists exposed to destination non-nostalgic advertising are more likely to generate more fashion sense and further enhance their visit intentions, such that fashion sense plays a mediating role. In addition, Study 2a excluded the interference of destination familiarity and destination preference, and Study 2b excluded the interference of destination involvement and destination attitude. Finally, we discussed the theoretical contribution and managerial implications of this study below.

8.2. Theoretical contribution

Several theoretical contributions are made in the present research. First, we verified the impact of the destination advertising type on tourists' history sense and fashion sense and enriched the research on nostalgic advertising and destination advertising. Nostalgic and non-nostalgic advertising may trigger different responses in consumers (Liao et al., 2019; Muehling et al., 2004, 2014). This difference may result from consumers' different perceptions such as history sense and fashion sense (Chang & Tung, 2016; Isaksen & Roper, 2012). However, the prior research has not fully addressed the differences between destination nostalgic and non-nostalgic advertising in evoking tourists' sense of history and fashion. This paper is the first to introduce and study the construct of history sense and fashion sense in the field of destination advertising, and to clarify the relationship between destination nostalgic and non-nostalgic advertising and history sense and fashion sense. Its finding of a significant positive effect of destination nostalgic advertising on history sense as well as a significant effect of destination non-nostalgic advertising on fashion sense is new. It offers new constructs and research perspectives for the study of destination advertising in the future, and also further refines and deepens the research on nostalgic advertising.

The second contribution arises in clarifying the mediating role between destination advertising type—nostalgic and non-nostalgic—and tourists' visit intentions. History sense and fashion sense are strong motivators of consumers' responses (Isaksen & Roper, 2012; Liao et al., 2019). History sense can strengthen their trust (Liao et al., 2019) in the destination, which can further trigger their visit intentions (Su, Lian, & Huang, 2020). Fashion sense can affect tourists' destination identification, which in turn positively affects visit intentions (Wen & Huang, 2021). However, existing literature has not discussed how the attributes of advertisements develop history sense and fashion sense. Rare literature has discussed the mediating roles of history sense and fashion sense between destination advertising type and tourists' visit intentions. This

study addressed the gap by examining the mediating role of history sense and fashion sense between destination advertising type and tourists' visit intentions. Thus, it developed a new framework incorporating destination nostalgic and non-nostalgic advertising, history sense, fashion sense, and visit intention and revealed the mediating role of history sense and fashion sense, which expanded the existing literature of destination advertising and nostalgic advertising and clarified the psychological mechanism of tourists in the process of destination nostalgic and non-nostalgic advertising's influence on visit intention.

In this paper's third contribution to the literature, the moderating effect of perceived destination type on the relationship between destination advertising type and tourists' responses was also confirmed. Different types of advertisements show different scenes (Byun, Jang & Shawn, 2015; Weng et al., 2021), and different types of destinations have unique personalities and characteristics (Hosany et al., 2007; Weng et al., 2021). Hedonic destinations are associated with emotional goals (e.g., fun, pleasure, and excitement; Babin et al., 1994; Dhar & Werthenbroch, 2000) while utilitarian destinations are associated with task-related and rational goals (e.g., work, learning; Babin et al., 1994; Ryu et al., 2010). Thus, there is an expectation of congruity or matching between destination advertising type and perceived destination type. However, literature discussing the congruity or matching between destination advertising type and perceived destination type and its effect on tourists' perceptions and visit intentions is still scarce. Therefore, rooted in congruity theory, this study revealed the moderating effect of perceived destination type (hedonic destination vs. utilitarian destination) in the relationship between destination advertising type and tourists' history sense and fashion sense. Thus, this study enriched the literature on destination advertising by revealing the boundary effect of perceived destination type between destination advertising type and tourists' perceptions, simultaneously, promoting research on destination advertising and perceived destination type and providing an important theoretical reference for future research.

8.3. Managerial implications

Based on this study destination marketing organizations (DMOs) will have a better understanding of when to use nostalgic advertising and when to use non-nostalgic advertising. First, the study establishes that each type of advertisement appeals to different perceptions (history sense and fashion sense). DMOs could design nostalgic advertisements based on long-history tourist attractions to evoke tourists' history sense and make them trust and want to visit the destinations. Meanwhile, DMOs could design non-nostalgic advertisements based on modern or fashionable tourist attractions to evoke tourists' fashion sense and make them attracted to the destinations.

Furthermore, this study found that history sense and fashion sense play a mediating role between destination advertising type and tourists' visit intentions. To increase tourists' visit intentions, DMOs should strengthen their communication of history or fashion based on the destination's characteristics, and inform tourists through various marketing channels. For example, historic destinations such as the Forbidden City can highlight their history sense in their marketing, while fashionable destinations such as Shanghai Disneyland should highlight their fashion sense.

Third, DMOs should consider designing different types (nostalgic or non-nostalgic) of advertisements based on destination types (hedonic or utilitarian) perceived by their target tourists to achieve more effective marketing effects. For example, utilitarian destinations such as revolutionary memorials and museums should adopt nostalgic advertising marketing techniques to promote tourists' perception of the long history of the destinations. This will promote tourists' trust in the destinations and enhance their visit intentions. In contrast, hedonic destinations such as theme parks and beaches should adopt non-nostalgic advertising marketing techniques to promote tourists' perception of fashion and popularity of the destinations. This will arouse the tourists' sense that

they will miss out if they do not visit the destination.

9. Limitations and future research directions

This research is limited to the specific variables examined and some questions remain to be explored in future work. Firstly, nostalgic advertising can be categorized into personal nostalgic and historical nostalgic types (Stern, 1992). Future research could explore the impact of different nostalgic advertising types on tourists' visit intentions. Secondly, this study only examined the matching effect between destination advertising type and perceived destination type, but matching effects may also exist between destination advertising type and other variables, such as tourists' value (e.g., history and fashion) or motivation to travel. We suggest researchers further investigate different types of matching effects in destination advertising in the future. Finally, this study focused on the effect of nostalgic and non-nostalgic advertising in destination marketing. However, tourism involves many other aspects such as food, accommodation, transportation, shopping, entertainment, etc. (Chang, Chen, & Meyer, 2013; Huang, 2018). Future research could examine how nostalgic and non-nostalgic advertising influence these aspects, building on this study's findings to provide new insights.

Credit author statement

Authors Lujun Su, Chengzhi Ye, and Yinghua Huang, equally contributed to this study.

Impact statement

Destination advertising plays an important role in attracting potential visitors. While destination marketing organizations (DMOs) often choose nostalgic advertisements to attract tourists, they rarely notice that nostalgic advertisements in different destinations may have different effects. This study revealed that destination nostalgic advertising is more likely to evoke tourists' history sense and further trigger visit intention, while destination non-nostalgic advertising is more likely to evoke tourists' fashion sense and further trigger visit intention. Nostalgic advertising in utilitarian destinations is more likely to evoke tourists' history sense and further trigger visit intentions, while non-nostalgic advertising in hedonic destinations is more likely to evoke tourists' fashion sense and further enhance visit intentions. Our findings show that DMOs should attach more importance to designing different types (nostalgic or non-nostalgic) of advertisements based on their destination types (hedonic or utilitarian) to achieve more effective marketing effects.

Declaration of competing interest

None.

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Appendix A. Supplementary data

Supplementary data related to this article can be found at <https://doi.org/10.1016/j.tourman.2023.104810>.

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