Relationship between Triggers of Nostalgia and Revisit Intention in Rural Tourism

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Abstract

The revisit intention of tourists is a major concern for rural tourist destinations. However, the previous studies have seldom explored the effects of the triggers of nostalgia on revisit intention in rural tourism. In this paper, a theoretical model is established based on the cue-priming theory, and used to explore how the triggers of nostalgia affect revisit intention. Besides, the authors examined the relationships between evoked autobiographical memory, place attachment and revisit intention. The results show that the triggers of nostalgia, namely, environment, spiritual experience and event, have significant impacts on evoked autobiographical memory and revisit intention; place attachment mediates the relationship between evoked autobiographical memory and revisit intention. The research contributes to the theories on nostalgia and the management of rural tourism.

Key words: Triggers of Nostalgia, Autobiographical Memory, Place Attachment, Revisit Intention, Rural Tourism.

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INTRODUCTION

Rural tourism is one of the fastest-growing sectors in the tourism industry, with over two million resorts with agricultural entertainment and 100,000 characteristic towns now set up across China. According to one estimation, Chinese agricultural entertainment and tourism received nearly 2.1 billion visitors in 2016, which brought in a revenue of over 570 billion yuan. This huge tourist market provides 8.45 million jobs. These data show that rural tourism has a remarkable impact in China. However, most rural tourists come from the city within two hours' drive, it can be seen rural tourism destination is strongly influenced by regional customers. Tourist destinations rely more heavily on loyalty tourists (Chi & Qu, 2008). Tourists' revisit intention is a major concern for rural tourism

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destinations wishing to obtain a competitive advantage, and is also considered by tourism scholars.

Existing studies have described revisit intentions in terms of destination image (Stylos, Bellou, Andronikidis et al., 2017), and satisfaction. Few studies have investigated the relationship between tourists' nostalgia psychology and revisit intention and nostalgia psychology triggers in a rural tourism setting.

Nostalgia refers to sentimentality for the past (Reisenwitz et al., 2004), typically for a past event or person. It is a common phenomenon where people frequently miss the past active experience, such as an old friend, a memorable event, or a meaningful object. Generally, when consumers look back with nostalgia on a past consumption experience, wonderful memories can promote purchasing behavior. Kim & Moon (2009) argued that personal nostalgia can induce positive emotions, which can stimulate the revisit intention. Rural tourism bears the soul of rural development, and is thus a important source of nostalgia. Creating nostalgia about

past tourism experiences in rural tourism might therefore be a useful strategy to boost revisit intention. However, few studies have investigated what factors trigger feelings of nostalgia psychology in rural tourism and how personal nostalgia influences revisit intention. Therefore, we explored 1) the triggers of nostalgia psychology in tourists and 2) how these triggers influence revisit intention. We also examined the mediating role of place attachment between evoked autobiographical memories and revisit intention.

The remainder of the paper is structured as follows. Section 2 presents the hypothesized research model. In section 3, the research methodology is described. In section 4, our results are presented. Section 5 discusses the empirical results derived and the limitations of this study and recommendations for future research.

LITERATURE REVIEW

Nostalgia psychology

The term nostalgia psychology is used to describe the sentimentality and psychological characteristics of an individual's yearnings for the past. Nostalgia psychology was first put forward as a biological disease, namely, the condition of homesickness (Villa, White, Alam et al., 1996). In the context of marketing, the term nostalgia psychology has slightly different connotations. For instance, Holbrook (1993) thought that nostalgia psychology can explain a consumer's behaviors and can be used to define their preference for the past. From the perspective of marketing, nostalgia psychology is the personal sentiment guided by a consumer's life experience, which affects the selection of products or services. Research on how nostalgia psychology affects consumer behaviors has thus far concentrated on the advertising industry, namely, by placing nostalgic elements in advertisements to stimulate consumers' purchases. The individual nostalgia stimulated by advertisements serves as an effective means of attracting tourists (Havlena & Holak, 1991) and affects consumers' attitudes towards advertisements (Muehling & Sprott, 2004). Stimulating nostalgia is an active way to encourage consumers' active behaviors.

Several different factors triggering nostalgia psychology have been put forward. Havlena & Holak (1991) stated that objects that trigger

nostalgia psychology are commonly a recreational activity; Reid, Green, Wildschut et al. (2015) considered nostalgia signals to include the environment, music, lyrics, taste, food, internal design, and atmosphere. Merchant, Ford, & Rose (2011) believed that major life events trigger nostalgia psychology. Holak & Havlena (1992) considered nostalgia psychology to include humans, objects, and events; Triggers of nostalgia psychology have been considered to include social factors, sensory input, and events (e.g. the nostalgic factors of a luxury restaurant also include food nostalgia) (Hwang & Hyun, 2013). Taking this research together, factors that trigger nostalgia psychology generally include social factors, sensory input, and memorable events.

Social factors

Holak & Havlena (1992) considered social factors to be triggers of nostalgia psychology, such as thinking of an old friend or a friendly and attractive person. Social factors are highly likely to be stored in personal memories, which create active nostalgia (Holbrook & Schindler, 2010). After a journey ends, tourists may often remember some friendly and kind people during their trip, such as staff providing services, traveling companions, or local residents. As time passes, tourists tend to have strong or active nostalgia. When people think of impressive people, their memories tend to be clear, powerful, and positive (Holak & Havlena, 1992).

Sensory inputs

Sensory inputs refer to information that is received via the sensory organs. The objects of sensory input include food, music, taste, surroundings, and feelings (Wildschut, Sedikides, Arndt et al., 2006). For example, seeing an object may cause us to think of its owner or have mixed feelings that remind us of a past event; the recall of past events when seeing a familiar object or a scene in the past is involuntary. Taste can also trigger nostalgia through recollection of a past event involving that specific taste. Maybe the most obvious example in hearing is music, the most common stimulation of nostalgia. These senses can evoke memories of a journey or holiday and cause feelings of nostalgia; for instance, a photo taken on a journey or the architecture in tourist advertisements, smells of a local market, the taste of regional food, or songs listened to during that time.

Memorable events

A memorable event refers to a holiday gathering, anniversary, or any other exciting event (Merchant, Ford, & Rose, 2011). In general, an ordinary event tends to be forgotten as time passes, but memorable events are remembered because they are not frequently experienced. Their rarity creates a strong stimulation and leaves a strong individual memory. Hence, people who think of some special events tend to have active nostalgia (Merchant, Ford, & Rose, 2011). In tourism, a memorable event could include regional lifestyle, folk customs, folklores, tourist activities, celebrations, or other important holidays or events.

These three aspects are primary triggers of nostalgia psychology. However, it is not known whether nostalgia psychology felt by rural tourists is a result of these three aspects because rural tourism is a particular setting to which our knowledge about nostalgia may not fully apply. Therefore, this research explored the specific factors that trigger rural tourists' nostalgia psychology.

Autobiographical memory

Autobiographical memory is closely connected with an individual's experience. Autobiographical memory originates from an individual's life (Neisser, 1988). Autobiographical memory includes semantic memory and episodic memory. Semantic memory refers to the memory of facts, and episodic memory refers to the experiential memory of personal experience. In the context of tourism, a tourist's memory of the knowledge about tourist destinations is semantic memory, while their memory of personal experience is episodic memory (Kim, 2014).

Furthermore, autobiographical memory can be subdivided into involuntary autobiographical memory and voluntary autobiographical memory, which can be distinguished by the information processing model. Voluntary autobiographical memories need a controlled and strategic retrieval process, while involuntary autobiographical memories usually just come to mind without any preceding attempt at retrieval (Watson, Berntsen, Kuyken et al., 2013). When a tourist misses the people, objects, and events encountered at the tourist destination, his/her autobiographical memory of the tourist experience can easily be voluntary triggered, so it is voluntary autobiographical memory.

An autobiographic memory has three functions, namely, a self-function, directive function, and social function. The self-function refers to the role played by autobiographic memory in the spontaneous imagination of future events, which allows individuals to automatically establish a continuous and unified sense of subjective time while evaluating their current life circumstances (Berntsen & Jacobsen, 2008). The directive function refers to the ability of an individual to solve current problems using past life experience; it is a behavioral plan that guides current or future behaviors. The social function of autobiographical memory refers to the ability to develop, maintain, deepen, and cultivate long-lasting social relationships. An autobiographical memory has three social functions, as follows: set up and maintain close relationships with others; guide one's behaviors with personal experience; engage in emotional communication with others by sharing memories. The present research focused on the directive function of autobiographical memories, namely, recalling past behaviors to guide future actions.

Several factors can affect the formation and storage of autobiographical memories, including surprise, heightened emotions, and important events. When a tourist makes decisions, memory serves as an important source of information. Indeed, a tourist's involvement in tourist experiences, enjoyment activities, and local cultures may positively affect the formation and evoking of his/her autobiographical memories (Kim, 2010).

The evoked autographical memory is a special model of making self-decisions (Sujan, Bettman, & Baumgartner, 1993). The cue-priming theory postulates that, activation of the memory network will cause activation of the autobiographical memory network (Kvavilashvili & Mandler, 2004). According to the cue-priming theory, the factors that evoke a memory network include the objectives or aims in specific situations, information in the surrounding environment (including the physical environment), and the internal physical state. In the context of rural tourism, a tourist's memory of the tourist destination will be automatically evoked once he/she misses the object, people, or event in the tourist destination.

Based on the above-mentioned results, we

developed the following hypothesis:

H1: Tourist' personal nostalgia psychology has a positive impact on evoked autobiographical memories.

Revisit intention

Revisit intention has been defined as an individual's readiness or willingness to make a repeat visit to the same destination, and is the most accurate predictor of a decision to revisit (Han & Kim, 2010). Revisit intention has been related to quality, value, and destination image, and it can also be related to affective components such as satisfaction, pleasure, and memory (Cheng & Lu, 2013; Stylos, Bellou, Andronikidis et al., 2017). Consumers make decisions to revisit based on recalled autobiographical memories. Kim, Ritchie, & Mccormick, (2012) stated that an individual is likely to recall active tourist experiences rather than negative ones. In addition, an individual is likely to put a more positive spin on the past memory (Sedikides, Rudich, Gregg et al., 2004); most autobiographical memories are inclined towards their positive aspects. In tourism, memories of tourism destination will enhance revisit intention (Martin, 2010).

Based on the above analysis, we developed the following hypothesis:

H2: Evoked autobiographical memory has a significant positive impact on revisit intention.

Place attachment

The theory of place attachment originated from the interdependence and attraction theory in psychology. Previous research considered attachment to be based on the relationship between a person, animal, special objective, brand, or place. Place attachment refers to an individual's emotional links to a special environment. It is the sense of a place and an individual's evaluation and affirmation of the special environment. According to previous work, place attachment refers to the human-place relationship from two aspects, namely, place identity and place dependence. Place dependence refers to the functional reliance on a place, and place identity refers to an individual's emotional reliance on a place: individuals or group often define themselves through the medium of place and believe that they are part of the place emotionally (Bricker & Kerste, 2000).

According to previous findings, an individual's autobiographical memory affects place attachment. Chawla (2012) considered an adult's autobiographical memory of his/her childhood experience to be an important dimension of place attachment; Tsai (2016) also considered an unforgettable and active memory to improve an individual's place identity and dependence for a destination attraction.

An autobiographical memory reflects to high involvement of tourists. When such a memory is recalled, the tourist destination will be a special destination with emotional and symbolic characteristics. Hence, a tourist's place attachment will be substantially enhanced.

Based on the above analysis, we developed the following hypothesis:

H3: An evoked autobiographical memory increases attachment to the tourist destination.

Place attachment affects revisit intention, whereby a greater attachment to a tourist destination means that revisiting is more likely (Stylos, Bellou, Andronikidis et al., 2017). Based on this, the following hypothesis was proposed:

H4: Place attachment has a significant positive impact on revisit intention.

The hypothetical model is shown in Figure 1.

Figure 1. **hypothetical model**
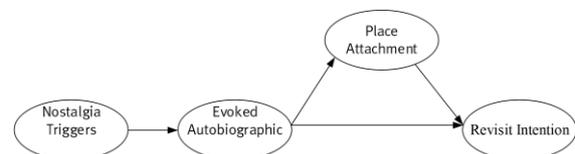
RESEARCH METHODOLOGY

Variable measurement

We used widely used scales and made suitable revisions according to our research objectives. Nostalgia triggers psychology consists of 20 items were measured using Batcho's (1995) scale, however, these items were not developed specifically for use in rural tourism. As a result, it was necessary to have the 20 items carefully reviewed by two groups of experts: (1) professors in rural tourism marketing and (2) rural tourism managers working in the field. The initial 20 items were then revised in order to achieve an appropriate fit for the rural tourism. The measurement used a 5-point Likert scale to assess how much a rural tourism destination was missed, whereby scores

from 1 to 5 represent five levels from 'not missed' to 'missed a lot'. The evoked autobiographical memory was measured using four items put forward by Ely and Mercurio (2001). Place attachment was measured by seven items put forward by Gross, Brien, & Brown (2008). Revisit intention was measured by four items put forward by Quintal & Polczynski (2010). All indicators were measured with a 5-point Likert scale, whereby scores of 1–5 respectively indicated 'strongly disagree' to 'strongly agree'.

Data collection and research samples

Data were collected through online questionnaires completed between December 2017 and February 2018. We gathered data through Wenjuanxing, which is a professional market research company (www.wjx.cn). There were restrictions on the access IP and time of answering questions to prevent interviewees from filling out questionnaires repeatedly. A total of 460 questionnaires were obtained. After eliminating all questionnaires with incomplete information, 441 questionnaires remained. Regarding sex, men accounted for 50.3% of all interviewees and women accounted for 49.7%. Most interviewees were aged between 21 and 40 (411 interviewees; 90.8%). Regarding educational level, most interviewees had junior and senior college degrees, and 177 interviewees (68.2%) held a bachelor's degree. Regarding family structure, 163 interviewees were from a family of three, accounting for 77.3%. Regarding work units, 271 employees were from corporations and public enterprises, accounting for 59.8%. Regarding income, interviewees with an income over 3500 yuan per year accounted for the majority, namely, 61.2%.

Data analysis

We take four steps to analyze the data. First, the sample (n = 441) was randomly divided into two subsamples, a calibration subsample for exploring factors analysis (EFA) (n = 200) and a validation sample for confirmatory factor analysis (CFA), and exploratory factor analysis was conducted to examine the key underlying factors that induce nostalgia psychology. Second, the internal consistency of the derived measures was verified using Cronbach's alpha, and CFA were conducted to validate the measurements of each construct. Third, structural equation modeling was used to test

the proposed hypotheses and model. Finally, to test the mediation effect, a bootstrapping technique was used. All data analyses were performed using SPSS 17.0 and AMOS 16.0 software.

Exploratory factor analysis

Exploratory factor analysis with principal component extraction and varimax rotation was used to examine the key underlying factors that induce nostalgia psychology. According to the results of the KMO analysis and Bartlett testing, the value of KMO reached 0.836 and was higher than 0.7; the value of Bartlett spherical testing was X^2 = 2198.574, sig = 0.000. According to these data, the selected samples were suitable for the factor analysis. Using the principal component extraction method, the standard extraction common factors, whose characteristic roots were above 1, were adopted. The varimax rotation method was adopted to abstract the common factor. Lastly, all indicators were selected and improper ones were eliminated based on the following standards: (1) indicators whose load was below 0.5 at all factors; (2) the factor with only one index and indicators; (3) indicators whose load reached 0.5 at two factors.

Based on the factor loadings, seven items were eliminated, and the remaining 13 items were expressed through four factors, namely, 'local resident', 'environment', 'spiritual experience', and 'event' (Table 1). The cumulative variance of the four common factors had a contribution of 66.956%.

The EFA results indicated that four dimensions were involved in nostalgic psychology of rural tourism. Specifically, we found that 'sensory inputs' was a multi-dimensional construct comprising (1) environment and (2) spiritual experience.

We proposed the following hypotheses on the basis of hypothesis 1:

H1a: The local resident has significant positive impact on evoked autobiographical memory.

H1b: The environment has significant positive impact on evoked autobiographical memory.

H1c: The spiritual experience has significant positive impact on evoked autobiographical memory.

H1d: The event has significant positive impact on evoked autobiographical memory.

Table 1. **Factor analysis on nostalgia psychology triggers**

	Variables	Factor 1 Resident	Factor 2 Environment	Factor 3 Spiritual	Factor 4 Event
	Eigenvalues	5.120	1.431	1.129	1.025
The simplicity of local residents		.845			
The enthusiasm of local residents		.835			
The friendliness of local residents		.822			
The fresh air			.799		
Nostalgic music			.740		
Rural natural scenery			.616		
Fresh fruits and vegetables			.596		
Festival activities				.862	
Recreational activities				.781	
Picking activities				.524	
The rural feelings					.810
Spiritual experience					.715
Peace of mind					.556
Percent of variance explained		18.969	17.479	16.218	14.290
Cumulative percent of variance explained		18.969	36.448	52.666	66.956
KMO = 0.863					
Bartlett test of sphericity: X^2=2198.574, df=78, p< 0.001					

Table 2. **Reliability coefficients and AVE of variables**

Variables	Items	Cronbach's α	CR	AVE
Local resident	3	0.860	0.9148	0.7816
Environment	4	0.739	0.8693	0.5639
Spiritual	3	0.725	0.8538	0.6640
Event	3	0.700	0.8328	0.6242
Evoked autobiographical memory	4	0.825	0.8842	0.6568
Place attachment	7	0.862	0.8972	0.5940
Revisit intention	4	0.833	0.8901	0.6693

ANALYSIS OF MEASUREMENT MODELS

Test of the model fit

A CFA test was performed to test the reliability and validity of all the constructs, as represented in Table2. The result showed X^2 = 836.115, p < 0.001, X^2/df = 2.689; CFI = 0.907, IFI = 0.908, TLI = 0.895, which was about 0.900; and a root mean square error of approximation (RMSEA) = 0.062, which was below 0.080. The CFA results revealed an acceptable model fit.

Reliability analysis

The reliability testing of effective questionnaires was conducted using Cronbach's α coefficient and CR (Composite Reliability). According to the research findings shown in Table 2, the Cronbach's α value of all variables were above 0.7, ranging from 0.700 to 0.862. This shows that the measurement scale has good internal consistency. In addition, the CR values of all variables were above 0.600, ranging from 0.8328 to 0.9148. These data show that each variable had acceptable composite reliability.

Validity analysis

The validity of the model was tested using the convergence validity test. According to the results, shown in Table2, the AVE values of all variables ranged from 0.5940 to 0.7816, satisfying the minimum required level of 0.500.

The discriminant validity was assured by comparing the square root of the AVE with the correlation between constructs. As shown in Table 3, the square root of the AVE of each construct was greater than the correlations between it and other constructs, which indicates a good discriminant validity.

Table 3. **Means, standard deviations, and correlations**

Variables	1	2	3	4	5	6	7
1. Local resident	**0.8840**						
2. Environment	.417**	**0.7509**					
3. Spiritual	.445**	.532**	**0.8148**				
4. Event	.472**	.509**	.480**	**0.7900**			
5. Evoked autobiographical memory	.476**	.339**	.440**	.461**	**0.8104**		
6. Place attachment	.377**	.350**	.491**	.523**	.682**	**0.7707**	
7. Revisit intention	.452**	.378**	.473**	.495**	.647**	.711**	**0.8181**
Mean	4.1644	3.8896	3.8692	3.7423	3.9172	3.5718	3.8566
SD	.64769	.77062	.72424	.73569	.71008	.73967	.67587

Note. Diagonal elements are the square root of AVE for each construct.

Table 4. **Structural model result**

Hypothesized path	S.E.	T value	Standardized coefficients	Hypothesis
H1a Local resident → Evoked autobiographical memory	.067	-.768	-.054	Not Supported
H1b Environment→ Evoked autobiographical memory	.094	3.334	.277***	Supported
H1c Spiritual → Evoked autobiographical memory	.070	2.818	.213**	Supported
H1d Event → Evoked autobiographical memory	.099	3.552	.362***	Supported
H2 Evoked autobiographical memory→ Revisit intention	.068	5.183	.427***	Supported
H3 Evoked autobiographical memory → Place attachment	.064	13.192	.803***	Supported
H4 Place attachment → Revisit intention	.055	5.755	.474***	Supported

Note. ***p < 0.001, **p < 0.01, *p < 0.05.

Descriptive statistical analysis of variables

Table 3 presents the mean values, standard deviations, and zero-order Pearson correlations of all key variables. As indicated, local resident (r = 0.476, p < 0.01), environment (r = 0.339, p < 0.01), spiritual (r = 0.440, p < 0.010) and event (r = 0.461, p < 0.010) were found to be positive correlations with evoked autobiographical memory; evoked autobiographical memory(r = 0.682, p < 0.01) and place attachment (r = 0.647, p < 0.01) were found to be positive correlations with revisit intention. In addition, place attachment was found to be positively correlated with revisit intention (r = 0.711, p < 0.01).

Hypothesis Test

According to the results of the structural equation model shown in Table 4, the effect of environment (β = 0.277, t = 3.334), spiritual experience(β = 0.213, t = 2.818), and event (β = 0.362, t = 3.552) on evoked autographical memory were significant, supporting H1b, H1c, and H1d; local resident (β = -0.054, t = -0.768) was not significant on evoked autographical memory, thus failing to support H1a. The evoked

autobiographical memory had a significant effect on both revisit intention (β = 0.427, t = 5.183) and place attachment (β = 0.803, t = 13.192), which supports H2 and H3. Finally, place attachment had a significant effect on revisit intention (β = 0.474, t = 5.755), which supports H4.

Furthermore, we used a bootstrapping technique (n=5,000 bootstrap resamples; 95% confidence interval), which tests the mediation effect of place attachment. These analyses allowed us to examine the magnitude and statistical significance of mediation effects (Preacher & Hayes, 2008).

This analysis revealed that the indirect effect of evoked autobiographical memory on revisit intention was positively significant at the 0.05 probability level (effect = 0.327, LLCI: 0.249, ULCI: 0.408). To test the degree of the mediation effect, we analyzed the total effect, direct effect, and indirect effect of evoked autobiographical memory on revisit intention, which were all significant. The results revealed that place attachment partially the mediation effect of evoked autobiographical memory on revisit intention. The mediation effect results are

shown in Table 5.

Table 5. **Test of mediation effect**

Path	Effect	Boot SE	Z value	Boot LLCI	Boot ULCI
Total effect	0.616	0.035	17.796	0.548	0.684
Direct effect	0.289	0.041	6.978	0.208	0.371
Indirect effect	0.327	0.033	9.937	0.249	0.408

Note. Bootstrap sample size = 5,000. Boot SE = bootstrap standard error; boot LLCI = bootstrap lower limit of the confidence interval; boot ULCI = bootstrap upper limit of the confidence interval.

CONCLUSIONS AND DISCUSSION

This study concentrated on investigating the triggers of nostalgia psychology in rural tourism relationship with revisit intention. First, four nostalgic psychology triggers in rural tourism were found, namely 'local residents', 'environment', 'spiritual experience', and 'event'. Second, 'environment', 'spiritual experience' and 'event' were found to be positively related to evoked autobiographical memory. Third, evoked autobiographical memory was found to be positively related place attachment and revisit intention. Finally, we found that place attachment partly mediated evoked autobiographical memory and revisit intention.

This study contributes to the growing literature on nostalgia psychology. First, we expanded the triggers of nostalgia psychology. Second, we studied triggers of nostalgia psychology can awaken tourists' autobiographical memory. Third, we examined the mediating role of place attachment. Finally, we studied nostalgia psychology in the context of the rural tourism industry. Empirical results show that tourists' nostalgia psychology is triggered by four factors: 'local resident', 'environment', 'spiritual experience', and 'event'. This extends Havlena & Holak (1991), Holbrook (1993) and Sedikides, Rudich, Gregg et al. (2004) research about triggers of nostalgia psychology which include about three major triggers: social aspects, sensory inputs and events. Our results indicate nostalgia psychology triggers include 'local resident', 'environment', 'spiritual experience', and 'event'. Meanwhile the results indicate that nostalgia psychology (environment, spiritual experience and event)

evokes autobiographical memories and further enhances the revisit intention. However, local residents which are nostalgia psychology triggers for rural tourists, did not have a significant impact on evoked autobiographical memories. According to the reality of rural tourism destinations in China, most local residents have few interactions with tourists. In addition, at present, most rural tourism service quality is low, so tourists do not miss the people of rural tourism destination. Although place attachment is shared among variables in many studies, few researchers pay attention to its mediating function between evoked autobiographical memories and revisit intention, which means that it is very important to awaken tourists' autobiographical memory, moreover, that it is essential to increasing place attachment in rural tourism. This study adds to the literature on rural tourism behavior by elucidating nostalgia in rural tourism.

Practically, the results of this study show several implications for practice, as it relates to rural tourism managers. The overarching managerial implication is that creating nostalgia can stimulate consumers' revisit intention in rural tourism.

First, this study helps managers in rural tourism to more thoroughly understand triggers of nostalgia psychology in rural tourism destinations. The environment of rural tourism destinations is experienced by tourists through their five senses. Thus, rural tourism managers should explore ways to enhance tourists' sensory experience, such as exploring elements of the rural landscape, fresh vegetables and fruits, fresh air, and the ecological environment, to trigger tourists' nostalgia psychology for the rural tourism destination. The spiritual experience of rural tourism destination, can be considered as an emotional dimension of rural tourists. Thus, rural tourism managers should provide a spiritual experience for tourists, such as a sense of escape from reality. Event nostalgia refers to nostalgia triggered by a memorable and exciting event or activity. It indicates that a rural tourism destination should offer enriched events or leisure activities, such as holding festival celebrations and providing folk culture activities or leisure activities that tourists can be part of. This would enrich tourists' experience and trigger their nostalgia for the rural tourism destination. Resident nostalgia refers to the nostalgia of the destination's local residents. It

indicates that rural tourism managers should train local residents to provide friendly and enthusiastic services.

Second, the analytical results of this study revealed that personal nostalgia psychology (environment, spiritual experience and event) bear a significant impact on inducing tourists' autobiographical memories and further enhances the revisit intention. We found that local residents are nostalgia triggers for rural tourists, but did not have a significant impact on evoked autobiographical memories. Altogether, our results suggest that the development of rural tourism destinations should aim to enhance the interactions with local residents to provide a rich tourist experience and create a memorable experience. At the same time, it is necessary to improve the service quality of rural tourism and provide memorable experience for tourists.

Third, evoked autobiographical memory also has a strong effect on place attachment and revisit intention. Evoked autobiographical memory serves as an important source of information for tourists to make decisions. This conclusion indicates that managers in rural tourism should aim to enhance environment, spiritual experience and memorable events so that autobiographical memories are formed, and place attachment and revisit intention are subsequently enhanced. The evoked autobiographical memory turns the rural tourism destination into a special place and creates tourists' place attachment to the destination, then facilitates tourists' revisit intentions.

LIMITATIONS AND SUGGESTIONS FOR FUTURE STUDIES

We acknowledge some limitations that should be noted. First, 90.8% of the interviewees were aged between 21 and 40. Although this age group is the main force of tourist consumption, previous work has found that tourists' nostalgia psychology increases when they get older. Future research could therefore focus on those aged over 40 years. Second, the types of rural tourism destinations vary greatly and have distinctive tourist characteristics, which inevitably have different factors that attract or trigger tourists' nostalgia psychology. Due to the limited scope of previous research, we did not consider other dimensions. Future research could combine the characteristics of different

rural tourist destinations and explore new dimensions that might affect tourists' nostalgia psychology for rural tourism destinations. In addition, we did not consider the moderator variable role of personality and other factors such as tourists' experience. Compared with other tourists, those with no experience of rural life are less likely to visit rural tourist destinations. For another example, hiatus is another moderator variable. The longer the time that has passed since visiting a rural tourist destination, the greater an individual's nostalgia psychology becomes (Hwang & Hyun, 2013). These factors will inevitably affect tourists' revisit intention. The impact of these moderator variables requires further research.

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