

## 'JUST LIKE THE GOOD OLD DAYS'. THE RATIONALE FOR LEVERAGING NOSTALGIA IN MARKETING TOURIST DESTINATIONS

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**Purpose:** The paper aims to identify the premises and feasibility of using nostalgia in marketing tourist destinations.

**Design/methodology/approach:** The study was conducted using a literature review supported by bibliographic analysis and desk research involving available online reports and publications on nostalgic travel trends, nostalgic travel behaviour and nostalgic marketing activities applied in the context of tourist destinations.

**Findings:** Considerations based on a scientific research review justify using nostalgia references in a destination marketing context. The rationale for using nostalgia in marketing tourist destinations stems primarily from its identified impact on tourist behaviours and the rise of nostalgic trends. The paper determines the feasibility of leveraging nostalgia in tourism destination marketing by identifying possibilities and specific application areas.

**Practical implications:** The paper indicates the directions for appealing to various nostalgic motivations and triggers. It also identifies the areas of application and multiple possibilities associated with using nostalgia in the marketing of tourist destinations.

**Originality/value:** The review of previous studies demonstrates a frequent focus on research areas referring to selected segments, types of tourism or specific destinations. This paper's value comes from a broad view of the issues related to leveraging nostalgia for tourist destinations and the incorporation of various aspects of application areas.

**Keywords:** nostalgia, nostalgia marketing, marketing tourist destinations, nostalgic travel trends, destination marketing.

**Category of the paper:** literature review, viewpoint.

### 1. Introduction

In times of uncertainty and change, nostalgic behaviours through references to the past and memories can be a way to slow down, escape from everyday problems and relax. Nostalgia has been of interest to marketing researchers and practitioners for years. Academics dealing with nostalgia in marketing usually refer to various psychological, social and managerial aspects of

constructing marketing practices (Rana et al., 2022). Recent studies confirm the positive impact of nostalgia on tourism, which indicates the potential for its use in marketing tourist destinations.

The paper aims to identify the premises and feasibility of using nostalgia in marketing tourist destinations. Based on a literature review and desk research, the author makes theoretical considerations to explain why leveraging nostalgia is justified in a destination marketing context. By identifying possibilities and application areas, the paper determines the feasibility of using nostalgia in marketing tourist destinations.

The research procedure involved two stages. The first was based on a literature review. It allowed us to introduce the concept of nostalgia, its importance in scientific research, and present scientific findings in nostalgia marketing and tourism. The second stage incorporated the analysis of available reports and online publications on nostalgic touristic trends, nostalgic travel behaviours and nostalgic marketing activities applied in the context of tourist destinations. The collection of sources was based on Google search results using keywords such as travel nostalgic trends, travel trends, tourist nostalgic trends, nostalgic travel, retro travel, travel nostalgia, nostalgia trends, nostalgic tourism, nostalgic destinations, retro destinations, and nostalgic places. Based on the analysis of internet sources linked to the summaries emerging from the literature review, the premises and feasibility of using nostalgia in marketing tourist destinations were established.

The author contributes to the discussion on nostalgia in tourism marketing and indicates the rationale for leveraging nostalgia in marketing tourist destinations. The review of previous studies demonstrates a frequent focus on research areas referring to selected segments, types of tourism or destinations. This paper's value comes from a broad view of the issues related to the importance of nostalgia in tourism and the incorporation of various aspects of application areas.

## **2. Theoretical background**

### **2.1. Nostalgia as a concept and subject of scientific research**

Scientists from different cultures and fields of study conceptualise nostalgia similarly: as a past-oriented, social, self-related and bittersweet emotion (Sedikides, Wildschut, 2018). Nostalgia can be defined as a sentimental longing for the past (Sedikides, Wildschut, 2018). Nostalgia combines bitterness and sweetness, as nostalgic memories associated with "good old times" can be combined with feelings of sadness and loss associated with a person being far from that ideal situation (Davis, 1979).

As Turner (1987) suggests, with nostalgia comes a sense of perceived loss, which can relate to four dimensions:

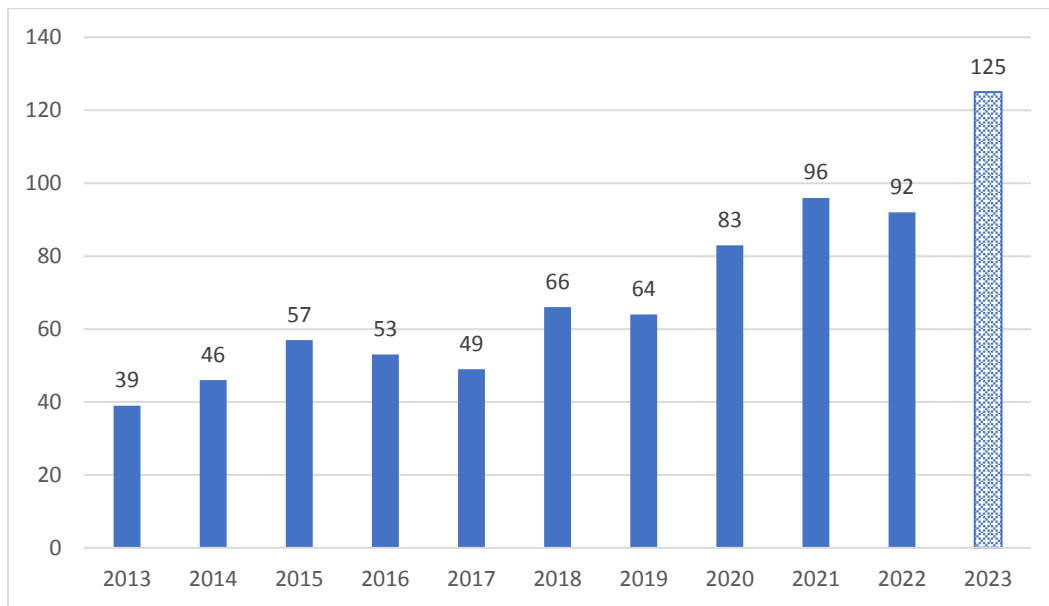
1. Loss of space or time.
2. Lost references and values.
3. Loss of individual freedom and autonomy.
4. Loss of simplicity, authenticity and emotional spontaneity.

Nostalgia involves the desire to move from everyday life to another place or time. This is due to positive associations with the past and negative feelings stemming from the present (Hunt, Johns, 2013). According to scientific studies, linking positive feelings associated with the past to present experiences can make them more pleasant, beautiful and magical (Harper, 1966; Wigmore, Tuxill, 1995).

Nostalgia has individual and social references which apply to its sources and implications. Nostalgia can be rooted in direct and indirect personal and group experiences. Hence, its source can be direct and personal memories, experiences and memories of relatives (parents, grandparents, ancestors), collective experiences or memories resulting from indirect experiences related to books, films, videos, etc. (Baker, Kennedy, 1994; Holak et al., 2006). Based on the origins, the authors propose various typologies of nostalgia, which will be further discussed in the context of tourism.

Regarding implications, nostalgia affects the personal perception of the connection between the past and the present (self-continuity). It also influences the sense of belonging and acceptance (social ties) (Sedikides, Wildschut, 2018). Consumers may engage in nostalgic behaviour to provide or enhance their sense of security, identity, self-worth, self-continuity, belonging and social connectedness (Keskin, Memis, 2011; Rana et al., 2022; Sedikides et al., 2015; Earl, Hall, 2023; Walden, 2022). Nostalgia has attracted the attention of researchers and is the topic of numerous scientific publications.

According to bibliometric analysis using SciVal, 770 publications classified in the "Nostalgia; Reverie; Emotion" topic cluster were published in the Scopus database from 2013-2023 (Figure 1). There has been a noticeable increase in interest in this topic in recent years. Compared to 244 positions in 2013-2017, in the analogical five-year period 2018-2022, the Scopus database recorded 401 publications. It is worth noting that only during the three quarters of 2023 were as many as 125 publications considering nostalgia.



**Figure 1.** Number of publications in Scopus Database on "Nostalgia; Reverie; Emotion" in the period 2013-2023 (data to 25.10.2023).

Source: based on (*SciVal - Overview*, 2023).

The analysis of publications from recent years allows us to identify areas of scientific interest. Considering 526 publications from 2018-2023, the largest share of bibliographic items in the cluster "Nostalgia; Reverie; Emotion" were scientific papers in psychology (37.33%). During the analysed period, publications classified in the area of "business, management and accounting" contributed 30.1% of all publications on nostalgia (162 items). Among them, there were 75 publications in the area of "marketing" (14.2%) and 55 publications in "tourism, leisure and hospitality management" (10.4%).

## 2.2. Nostalgia marketing

Nostalgia marketing is a strategic approach to evoke sentimental feelings towards brands and emotional connections with consumers by tapping into their nostalgia. Nostalgia marketing efforts aim to create a sense of comfort, happiness and emotional resonance by associating products or services with positive memories of the past (Youn, Jin, 2017). The findings of various studies indicate that using nostalgia marketing techniques to evoke a sense of nostalgia in consumers leads to an increase in brand attitude and purchase intention (Rana et al., 2020). Nostalgia marketing triggers consumers' nostalgia to inspire subsequent nostalgic behaviour (Cui, 2015). It involves evoking feelings of nostalgia in consumers to enhance brand attitude, purchase intention, and overall satisfaction with products or services (Özhan, Akkaya, 2021).

Leveraging nostalgia marketing requires specifying target groups' characteristics and understanding their motivations, preferences and behaviours related to longing for the past. The serious research and academic debate subject is the relationship of the propensity for nostalgic behaviour to various consumer characteristics (Rana et al., 2022). The results of several studies indicate the relationship between consumers' nostalgic behaviour and their

personal, socio-cultural and economic characteristics and situational context (Akagün Ergin, Şahin, 2019; Hepper et al., 2014; Rana et al., 2020; Sedikides, Wildschut, 2022; Yüce et al., 2019).

Seeking to understand and explain the mechanisms involved in consumer nostalgia, researchers undertake studies on the needs, attitudes, preferences, purchase intentions, decisions and loyalty concerning products and brands that evoke memories or references to the past (Chen et al., 2020; Diamantopoulos et al., 2013; Grębosz, 2016; Grebosz-Krawczyk, 2019; Rana et al., 2022; Xia et al., 2021).

The exploitation of nostalgia marketing strengthens the relevance of various products to consumers (Routledge et al., 2011). Adopting strategies rooted in nostalgic connections is essential to creating a genuine attachment to products and brands. This requires identifying nostalgic triggers and addressing target markets' needs, benefits and relationships over time. Nostalgia marketing decisions can be supported by reference to the typology proposed by Kessous and Roux (2008), which includes four moments that can trigger nostalgic feelings: everyday past, tradition, uniqueness and transition.

Marketers seek to evoke nostalgia by linking their offerings to associations with past periods and related experiences, memories or references of consumers. Implementing a nostalgic marketing strategy is usually based on nostalgic products, retro branding, and marketing communications. Marketers can, therefore, offer consumers products from the past, their modifications or versions reminding the ones from the past, and refer to design, graphic motifs or styling characteristics of past periods. In nostalgic marketing communications, brands use messages based on storytelling (flashbacks or references to past events and characters), reuse retro advertising (remasters, remakes, reissues) and incorporate nostalgic themes and elements (images, icons, slogans, jingles, songs, etc.).

### **2.3. Nostalgia in tourism**

Even if consumers cannot literally return to the past, they can recreate it somehow through nostalgic consumption activities. The argument points to the rationality of exploiting nostalgia in tourism, as travel can offer individuals the chance to visit a place that evokes longing feelings (Phau et al., 2016).

Nostalgia can evoke tourists' thoughts and feelings toward "good old times". Tourists may be motivated by direct or indirect experiences and memories of a place. In their travels, tourists may seek to return to places where they have been and with which they are associated by their experiences from their past (Earl, Hall, 2023). Thus, in the private context, we can speak of personal (real) nostalgia triggered by direct personal experiences and memories (Baker, Kennedy, 1994; Holak et al., 2006). Cho (2021) found that nostalgia strengthens attachment and the desire to revisit a place. Therefore, personal nostalgia can prompt tourists to return to destinations to recreate positive memories.

Tourists may also be motivated by interpersonal nostalgia stemming from indirect experience and memory, which may come from family members or significant others (Earl, Hall, 2023; Holak et al., 2006). People then seek to visit places associated with memories derived from family stories. Some researchers identify this type of travel with roots tourism or genealogical tourism (Earl, Hall, 2023; Mensah, 2015; Pelliccia, 2018). Additionally, Zeng and Xu (2021), based on their study examining the relationship between nostalgia, commitment and behavioural intention in diaspora tourism, suggest that nostalgia may directly impact behavioural intentions in specific tourism contexts (Zeng, Xu, 2021).

Referring to nostalgia unrelated to a person's direct experience and reflecting emotions and feelings associated with an imagined past, the authors use the term historical nostalgia or vicarious nostalgia (Chi, Chi, 2022). This type of nostalgia concerns periods for which individuals cannot have personal memories and is generated based on collective experiences or memories of a historical, national and cultural nature. It is mainly experienced when group members observe certain cultural rituals and share similar reactions to commemorate historical events and famous people (Shi et al., 2021).

Tourists with historical nostalgia associate travel with an interest in history, art and architecture and a search for identification associated with historical and cultural heritage, providing them with a sense of continuity. They feel the satisfaction of visiting places and having experiences that allow them to be "transported" back to past times (Shi et al., 2021). Nostalgic tourists are often driven by a desire to express or reinforce their own identity, which is crucial to the positive impact of nostalgia on the experience of visiting a place (Earl, Hall, 2023). Tourists also seem to use nostalgia to satisfy their need to seek authenticity and even find their true selves (Chi, Chi, 2022).

Nostalgia can also result from different people's experiences drawn from the virtual reality depicted in movies, books or other media. Regarding indirect and collective experience, researchers use concepts of virtual nostalgia (Holak et al., 2006; Holak, Havlena, 1998) or pseudo-nostalgia (Hunt, Johns, 2013). Even in the case of indirect experience represented in the media, people can attach strong emotions and affection to imagined times (Shi et al., 2021; Stern, 1992).

Kim et al. (2018) found that nostalgia can influence visitors when choosing film-related destinations. According to the research, nostalgic film tourism provides psychological benefits to tourists and constitutes a destination experience responsive to the ambient surroundings. The study indicates that background memories are the best predictors of perceived familiarity with the films' locations and future travel intentions.

Researchers indicate the potential of nostalgia to influence perceptions of destinations and tourist behaviour in visited places (Chang et al., 2021). Furthermore, the influence of nostalgia has been identified as a mediating factor in tourists' revisit intention (Lu et al., 2022). These findings suggest that creating nostalgic experiences can contribute to increased revisit intentions and destination loyalty.

### **3. Premises and feasibility of using nostalgia in the marketing tourist destinations**

#### **3.1. Nostalgic trends as premises for using nostalgia in destination marketing**

The past few years have seen a kind of nostalgia revival, which also applies to travel behaviours and motivations. This insight is supported by the results of the research commissioned by Booking.com (Travel Predictions, 2023, 2022). The survey was conducted on a sample of 24,179 adults who were planning a business or leisure trip in the next 12-24 months. Nearly nine out of ten tourists surveyed (88%) desired a nostalgia trip, and 23% of travellers were motivated by a desire to escape to simpler times. Even millennials and Gen Z travellers who never lived in a pre-digital era declared the desire to "disappear into" the romanticism of the old times. Nostalgic trends are also influencing the increased tourist appeal of destinations popular in the days of tourists' youth. Millennials, for example, often plan to return to places popular in the 1980s and 1990s. Many hope to take their family with them and plan multi-generational "family reunions" (Travel Predictions 2023, 2022).

Previous academic research on the importance of nostalgia in tourism has focused mainly on senior tourists and indicated that nostalgia is one of their most important travel motives (Tung, Ritchie, 2011; Xiong et al., 2022). However, nostalgia is not limited to a specific generation but is a common experience across different age groups (Hepper et al., 2012). Research by the GWI Zeitgeist indicates that younger generations are driving today's nostalgic trends (Harlow, 2023). According to the study, people belonging to Generation Z and Millennials are the most nostalgic. Different generations tend to long for the years associated with their youth. For example, 61% of Millennials feel nostalgic for the 1990s., and 56% of Generation Z representatives for the 2000s. At the same time, as many as 37% of Generation Z also feel nostalgic for the 1990s (Harlow, 2023).

Escapism is a significant trend influencing nostalgic behaviour, motivated by the desire to escape the problems of turbulent times and take one's thoughts away from the present. To escape reality, people are increasingly choosing nostalgic travels and using nostalgia-inducing media, including music, movies, TV series, books, etc. (Is Nostalgic Escapism Driving Consumer Trends?, 2022; Trend Hunter, 2023; Wulf et al., 2022).

The rising trend in tourism is set-jetting, where travellers visit destinations featured in popular films or TV shows. According to survey results published in "The 2023 Global Travel Trends Report". 64% of surveyed tourists declared that they have been inspired to travel to a destination after seeing it featured on a TV show, news source, or movie (American Express Travel, 2023). It is also becoming increasingly popular among tourists to visit retro film locations (Travel Predictions 2023, 2022).

The meaningful trend is also culinary travel related to tourists' search for authentic dining experiences that reflect local and regional flavours and culture, which enable uncovering the deeply rooted historical ties and traditions (These Will Be the Biggest Travel Trends of 2023, According to Experts, 2022). Food-driven travel is growing in popularity among representatives of Gen-Z and Millennials, who increasingly plan their entire trip around visiting specific restaurants or attending food festivals (American Express Travel, 2023).

Nostalgia has become a prevalent trend in social media, with individuals often reminiscing about past experiences and sharing nostalgic content. Nostalgia creates community using shared experiences, with support from nostalgia-related hashtags. The social media seen as generating the most nostalgic trends is TikTok (Harlow, 2023).

Nostalgic consumer and travel trends provide premises for using nostalgia in destination marketing, which includes responding to nostalgic travel motivations and using nostalgic themes in destination campaigns.

### **3.2. Feasibility of leveraging nostalgia in marketing tourist destinations**

Determining the feasibility of using nostalgia in marketing tourist destinations is possible by identifying possibilities and areas of application. In this context, academics often refer to the distinction between historical and personal nostalgia. While scholars agree on the point of such a distinction, there is a lack of consensus on the potential associated with using these two different types of nostalgia in place marketing.

Shi et al. (2021) point out that the accessibility and universality of historical nostalgia imply commercial value in the context of tourism destination management and marketing. Relying on historical nostalgia may be due to its common reference to specific places and their attributes. Shi et al. (2021) suggest using authentic and artificial nostalgic approaches for destination marketing. They refer to the two bases for constructing nostalgia in marketing, as Havlena and Holak (1991) distinguished: products or messages drawn directly from the past and new products and messages that create a past period feeling. The genuine approach appeals to the original tangibles (such as historic architecture) and intangibles (such as traditional customs) associated with a place. The artificial approach is to create new tourist objects that refer to a particular historical period, which is usually ingrained in people's collective memories (Shi et al., 2021). Adequate presentation of the place's attributes and the related tourist offer is essential in satisfying the needs of tourists motivated by the desire to fulfil their fantasies of a different life and wanting to "transport back to times gone by".

Due to different tourists' specific and highly individualised nostalgic references, some researchers suggest that using personal nostalgia in place marketing comes with more significant limitations and challenges (Shi et al., 2021). In contrast, Phau et al. (2016) point to the more significant potential of personal nostalgia in the context of its exploitation in destination marketing. According to their study, only personal nostalgia had a significantly positive impact on individuals' travel attitudes. Phau et al. (2016) suggest that destination



marketing to capitalise on tourists' nostalgic sentiments should focus on cues that evoke personal nostalgia. In their view, by appealing to personal nostalgia, marketers can promote a destination as a place where one can "reclaim time" or "return to better times"(Phau et al., 2016). The potential for exploiting personal nostalgia thus comes from the emotions and feelings associated with the atmosphere of the places and the experiences offered there.

Applying nostalgia in marketing requires aligning nostalgic triggers with specific needs, benefits and relation to time (Kessous, Roux, 2008). Destination marketing can address the previously mentioned four important nostalgic triggers: everyday past, tradition, uniqueness, and transition (Kessous, Roux, 2008). The various references that emerge from them can point to directions for using nostalgia in marketing activities.

Referring to the "everyday past", we can appeal to hedonistic motives stemming from a desire to re-experience moments and reproduce activities from the good old days. Using "tradition" in nostalgia marketing involves referencing what is missing in our postmodern society and even making associations with magical moments and meanings. Thus, traditional and authentic products, brands and experiences can be used in place marketing. Bringing back the past can be based on appealing to the "uniqueness" of past moments. We can use nostalgic attachment to symbolic objects to create a bond with people from the past. "Transition" triggers can create nostalgic connections to satisfy the need for freedom and independence and define self-identity. References to and associations with transitional moments and "turning points" can be used in nostalgic marketing (cf. Kessous, Roux, 2008).

According to Su et al. (2024), decisions to choose nostalgic and non-nostalgic advertising depend on the strategies of destinations that appeal to a sense of history or a sense of fashion. Su et al. (2024) indicate that using nostalgic ads and evoking a sense of history is suitable for places that base their tourism on attractions with a long history. In contrast, non-nostalgic ads based on modern tourist attractions are expected to evoke a sense of fashion in tourists. Some discussion points related to these findings can be pointed out. They may arise from the limited understanding of the sense of fashion, typically referring to modern features and impressions. In this context, future research can consider the fashion associated with nostalgic trends and its relationship to the perception of places.

The view that retro images and nostalgia can influence travel intentions is supported by a study by Schibik et al. (2023). Their experiments confirm that visual-based marketing appeals using retro images influence consumers' willingness to travel to popular tourist destinations (Schibik et al., 2023). Therefore, to attract tourists with nostalgia proneness, marketers may adopt customised advertisements with the scenery of old places, old pictures, and other images that create a nostalgic atmosphere (Shi et al., 2021; Zhou et al., 2021). One way to appeal to nostalgic images of places can be using retro-style advertisements, including posters derived from or stylised after those of the past.

Following Ketter (2018), linking destination marketing with experience marketing influences the overall attractiveness of destinations and differentiates their offerings from the competition. By creating meaningful and engaging experiences for tourists, destination marketers can effectively communicate the features of a place while appealing to their senses and emotions. The research findings point to the rationale of leveraging nostalgic experiences in marketing tourist destinations (Chang et al., 2021; Lu et al., 2022; Tsai, 2016). These can include historical reconstructions and thematic events related to past times, such as retro festivals. Sometimes, they take the form of historical spectacle with great marketing potential for destinations, as exemplified by the re-enactment of the Battle of Grunwald (Kapituła Bitwy pod Grunwaldem, n.d.).

Places in their marketing efforts often offer experiences intended in some way to recreate the atmosphere of a place from the past or to build positive emotions about a stay based on a recollection of "the good old days". Marketing nostalgia by offering experiences related to the past can support imagining a potential life in the past ("if I had been there"). Tourists may feel nostalgic for the old days while experiencing food or retro music at historical sites. Nostalgic food experiences often evoke memories and emotions associated with the past, contributing to travellers' overall satisfaction and well-being (Stone et al., 2017). The sense of familiarity evoked by direct and indirect memories can also influence their behavioural responses (Tsai, 2016).

Destinations may offer nostalgic food experiences associated with culinary products that remind us of our childhood, retro-style dishes or more traditional roots. An example is Poznań, the city where the promotion contributes to the tradition of baking St. Martin's croissants and celebrating events in which it plays an important role. An increasingly popular way of marketing places is also creating food trails, which direct travellers to authentic dining experiences that reflect local and regional flavours and culture (These Will Be the Biggest Travel Trends of 2023, According to Experts, n.d.).

As noted, people can also feel nostalgia for places and times depicted in the media. Therefore, film-related nostalgia may provide the potential for marketing places that have served as film locations (Kim et al., 2018, 2019). There is, of course, some risk that fading film memories could make destinations lose their appeal. However, nostalgic consumer trends related to nostalgia for the old days and watching old film productions may influence the refreshing of associated memories or stir up nostalgic film feelings in new audiences.

Places can base their marketing efforts on the popularity of movies shot there. An example is Dubrovnik, which has become one of the most visited destinations thanks to *Game of Thrones*. The city uses this extensively in its marketing efforts, offering unique experiences of discovering film locations (GoDubrovnik, 2020). Destinations can also take advantage of experiential marketing related to readers' nostalgic returns to places associated with characters from famous books (especially those evoking strong memories of childhood and teenage years).

Nostalgia marketing in the context of places is related to the use of social media. Social media platforms can be used to share old photos, videos and stories related to a destination. In this context, it is essential to encourage people to share their memories and experiences related to destinations, which creates and capitalises on a sense of community and connection. Destination marketing can be supported by those who create so-called throwback content, sharing old photos or videos from their childhood or recreating the past. Influencers can increase engagement through nostalgic challenges or contests encouraging audiences to share their memories or experiences.

New technologies are increasingly applied for nostalgic destination marketing. Video, 360 virtual tours, and virtual reality have become popular ways to experience destinations virtually, evoking various nostalgic emotions. As studies show, compared to other immersive technologies, VR evokes a greater sense of imagery and visit intention (Trisna Jaya, Jaw, 2023). However, AR applications offer solutions that redefine nostalgic experiences of visiting places, engaging tourists by interactively complementing the real world.

#### **4. Conclusions**

Exploiting nostalgia in marketing involves linking positive feelings associated with the past to present experiences. The rationale for using nostalgia in marketing tourist destinations stems primarily from its identified impact on tourist intentions and behaviours. According to research, nostalgia can motivate both visiting places and revisiting them to recreate positive memories. Academic research also points to the involvement of nostalgic references in the construction or intensification of inductive individual and collective identities,

The rise of nostalgia in marketing efforts is also linked to nostalgic consumer trends. The past few years have seen a kind of nostalgia revival, and nostalgic attitudes are represented across different age groups. Nostalgia is increasingly expressed in the behaviours of representatives of younger generations, especially Generation Z and Millennials. In responding to nostalgic trends, marketers should identify the nostalgic motivations of various groups and identify opportunities to appeal to nostalgic themes.

Due to the direct and indirect nature of memories and experiences, the literature uses a fundamental division between personal and historical nostalgia. Recognising the potential in capitalising on historical nostalgia may stem from the frequent reference of nostalgia to specific places and their attributes. The potential for exploiting personal nostalgia can come more from evoking emotions and feelings linked to the atmosphere of places and the experiences offered there. Tourists' nostalgia can be related to virtual reality depicted in movies, books or other media. People can tie solid emotions and attachments to imagined times, so destination

marketing can also refer to objects and experiences of characters from movies, TV series, books, etc.

In marketing efforts, it seems essential to identify reference points and nostalgic motivations. Insights from tourism market research indicate that nostalgic attitudes are often associated with a desire to return to simple times and the atmosphere of the "good old days". Following theoretical considerations, nostalgia can link the sense of loss or lack associated with the past and the desire to return to the present to the positive feelings associated with the "good old days".

As Turner (1987) states, nostalgia can refer to the loss of space or time, references and values, freedom and autonomy, simplicity, authenticity and emotional spontaneity. The identified nature of the perceived loss can thus provide a reference point for marketing efforts. Applying nostalgia in marketing destinations also requires aligning nostalgic triggers (Kessous, Roux, 2008) with specific needs, benefits and relation to time.

Findings show the importance of creating conditions and offering nostalgic experiences in marketing tourist destinations. Experience marketing usually serves to recreate the atmosphere of a place from the past and build positive emotions about a stay based on the memories referring to "good old days". In this context, place marketers use historical objects and attributes and new technologies that help recreate or recall past times. Both research and marketing practice indicate the importance of nostalgic experiences associated with culinary products that remind us of the "old days".

The findings indicate the importance of social media in driving nostalgic trends and behaviour. People reminisce about past experiences and share nostalgic content accompanied by nostalgia-related hashtags. Social media and new technologies, including virtual and augmented reality, seem essential in leveraging nostalgia to market tourist destinations.

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