JBM
The Journal of business and Management
ISSN 2350-863
Volume VII | Issue 2 | December 2023

Historical Nostalgia and Destination Loyalty Intention: Mediating Role of Perceived Value and Satisfaction among Visitors of Cultural Heritage Sites of Nepal

Sajina Satyal*, Gopal Subedi*, Laxman Pokhrel*
*SAIM College, Kathmandu, Nepal

Received: 21 September 2023
Reviewed: 24 November 2023
Accepted: 22 December 2023
Published: 31 December 2023

Correspondence:
Laxman Pokhrel
laxman.pokhrel@saim.edu.np

Citation: Satyal, S., Subedi, G., & Pokhrel, L. (2024). Historical nostalgia and destination loyalty intention: Mediating role of perceived value and satisfaction among visitors of cultural heritage sites of Nepal. *The Journal of Business and Management, 8*(2), 89-103 https://doi.org/10.3126/jbm.v7i02.62589.

Abstract

Background: Heritage sites of Nepal are the center of attraction for national and international visitors. It is essential to delve into the factors that drive visitors to these destinations, which are influenced by the narratives and cultural significance associated with Nepal's heritage sites.

Objective: The purpose of this paper is to examine the mediating role of Perceived Value (PV) and Satisfaction (SAT) in the relationship between Historical Nostalgia (HN) and Destination Loyalty Intention (DLI) among visitors of cultural heritage sites of Nepal.

Methods: The research applied a cross-sectional survey research design to collect data from 256 domestic tourists. The purposive sampling method was used to reach the respondents. Partial Least Squares Structural Equation (PLS-SEM) was applied to test hypotheses.

Results: The paper findings showed that perceived values do not mediate the relationship between historical nostalgia and destination loyalty intention but show a direct effect between historical nostalgia and destination loyalty intention whereas satisfaction displays the role of mediation between historical nostalgia and destination loyalty intention. Further, historical nostalgia positively influences perceived value and satisfaction, leading to increased destination loyalty intention. Moreover, the impact of perceived value on destination loyalty intention was not supported.

Conclusions: This paper can help destination managers design marketing strategies to evoke historic nostalgia and improve visitor experiences at Nepal's heritage sites. The tourism board can apply the findings to enhance destination loyalty and increase the tourism revenue of Nepal.

Keywords: Destination loyalty intention, historical nostalgia, perceived value, satisfaction

JEL Classification: L83**,** M31, Z32

ISSN 2350-863
Volume VII | Issue 2 | December 2023

Introduction

Nepali heritage sites have been attracting tourists throughout the world. Out of 1157 UNESCO heritage sites in the world, Nepal has 8 heritage sites to protect and preserve cultural and natural heritage sites (UNESCO, 2023). The increasing number of countries being listed as UNESCO World Heritage sites has intensified the competition within the heritage tourism industry. Verma and Rajendran (2021) documented that HN can serve as a powerful tool for destination managers by understanding the emotional connections of tourists with historical sites. To deal with intense competition, destination managers have started considering historical nostalgia (HN) as an important tool for attracting visitors. HN refers to a strong desire to leave the present behind and go back to a period in history that is seen as better than the present (Goulding, 2001). It's a complicated feeling that can come from different things like personal memories, cultural heritage, or wanting to forget about the present. As heritage places contain and maintain the past, travelers who visit them frequently experience psychological reactions such as nostalgia (Chen et al., 2020; Hernández-Rojas et al., 2021; Verma & Rajendran, 2021).

Previous studies have documented that HN is associated with several other variables. First, Gao et al. (2020) discovered that HN positively influenced perceived value (PV). This indicates that the emotional longing and attachment to the past, particularly concerning historical elements, contribute to an enhanced sense of worth and importance in engaging with heritage tourism. Likewise, Jeong and Kim (2020) documented that PV has a strong positive effect on DI. When tourists place a higher value on their total tourism experience, they are more likely to be loyal to the destination. Destination loyalty (DI) refers to the conscious decision and willingness of tourists to repeatedly choose a specific destination for future visits, demonstrating a strong commitment and attachment to that destination (Yoon & Uysal, 2005). It is the willingness of a tourist to return to a particular destination in the future, due to a positive evaluation of their previous travel experiences in the destination. Moreover, Su et al. (2017) highlight that when tourists perceive that the value they receive matches or exceeds their expectations, it enhances their Satisfaction (SAT). According to Oliver (1980), SAT can be defined as the consumer's fulfillment response, indicating the individual's overall evaluation of a product or service based on their expectations and experiences. Although Chen and Wu (2022) and Verma and Rajendran (2021) investigated the complex mechanism of HN and DLI, Nepali cultural heritage sites offer unique settings for undertaking the research. Therefore, this paper investigates the mediating role of PV and SAT in the relationship between HN and DLI among visitors to cultural heritage sites of Nepal.

ISSN 2350-863
Volume VII | Issue 2 | December 2023

Review of Literature

Historical Nostalgia and Perceived Value

The theoretical logic for the relation is explained by the Theory of Planned Behaviour (TPB) (Conner & Armitage, 1998). TPB is used to investigate the roles of historical nostalgia, attitude, and subjective norms in heritage tourism. It posits that HN can influence PV at a cultural heritage site. When tourists have a nostalgic connection to the site, it can positively affect their attitudes and intentions, leading to higher PV due to emotional resonance and a deeper appreciation of the heritage experience (Abbasi et al., 2021). Researchers contended that HN and PV have a positive relationship (Akgun et al., 2020; Chen et al., 2020; Gao et al., 2020). This indicates that the emotional longing and attachment to the past, particularly concerning historical elements, contribute to an enhanced sense of worth and importance in engaging with heritage tourism.

Historical Nostalgia, Satisfaction, and Destination Loyalty Intention

The theoretical logic for the relation is explained by self-congruity theory (Boksberger et al., 2011). It suggests that HN can positively influence tourist SAT at a world cultural heritage site by fostering a sense of self-congruity, emotional resonance, and alignment with personal values within the tourist experience. This theory suggests that HN, by evoking a sense of personal connection with a destination's history, can positively influence a tourist's DI. This emotional resonance with the past fosters a strong bond between tourists and the destination, encouraging repeat visits and loyalty. Some evidence (Chen et al., 2020; Hernández-Rojas et al., 2021, Verma & Rajendran, 2021) illustrated that the effect of HN on tourist SAT displayed a positive relationship between each other. This implies that tourists are more likely to perceive a heritage destination as genuine and culturally rich when they experience historical nostalgia during their visit, and it can act as a motivational factor to revisit the site.

Perceived Value and Destination Loyalty Intention

The relationship between PV and DI is explained by TPB (Conner & Armitage, 1998). It suggests tourists DI are influenced by their attitudes towards the site, shaped by the PV it offers. Some evidence (Mohamad et al., 2019; Verma & Rajendran, 2021; Wang et al., 2015) illustrates that PV is a key determinant of DI. Tourists who perceive high value in a destination are more likely to have a positive attitude towards that destination and be loyal to it. Extending the findings of Mohamad et al. (2019) to the context of world cultural heritage sites, it can be anticipated that a similar positive relationship exists between perceived value and destination loyalty intention. Tourists who perceive a high value in their cultural heritage experience are likely to exhibit strong loyalty intentions towards the site.

ISSN 2350-863
Volume VII | Issue 2 | December 2023

Satisfaction and Destination Loyalty Intention

The theoretical logic for the relationship between SAT and DLI is explained by the Stimulus Organism Response model (Kim et al., 2020). The model posits that heritage site stimuli, such as historical significance and interpretive programs, influence emotional and cognitive responses, leading to SAT. Satisfied visitors are more likely to express loyalty intentions, such as revisiting and recommending the site. Enhancing stimuli through preservation and education can boost SAT, thus strengthening DI. Some evidence (Al Msallam, 2020; Chen et al., 2021; Jeong & Kim, 2020) found that a positive effect on tourist SAT will ultimately lead to DI. Jeong and Kim (2020) documented that when tourists perceive that they are getting good value for their money and experience, it leads to higher levels of SAT with the destination. This, in turn, increases their intentions to engage in positive behaviors (such as recommending the destination, and returning for another visit), ultimately fostering DI.

Historical Nostalgia and Destination Loyalty Intention: Mediating Role of Perceived Value

The theoretical underpinning for the relationship between HN, PV, and DLI is grounded in the Expectancy Disconfirmation Theory (Oliver, 1980). It suggests that tourists arrive at a destination with certain expectations, often rooted in HN (Pizam & Milman, 1993). When these expectations are met or exceeded during their visit, it results in positive disconfirmation. In the context of HN, this implies that when tourists' longing for historical authenticity and emotional connections is fulfilled through the destination's offerings, it leads to a heightened PV (Jalilvand & Samiei, 2012). Tourists are more likely to feel emotionally connected to the place and motivated to revisit or recommend it to others (Bigne et al., 2005). Therefore, by effectively catering to HN, destinations can create memorable experiences that strengthen PV and foster greater loyalty among tourists, ultimately benefiting cultural heritage tourism.

Historical Nostalgia and Destination Loyalty Intention: Mediating Role of Satisfaction

In the context of HN, tourists' emotional attachment to the historical elements of a destination shapes their attitudes, impacting how they perceive the destination experience. When tourists are deeply satisfied with their historical experience, they are more likely to exhibit loyalty intentions towards the destination, underscoring the mechanisms through which HN drives destination loyalty. Further, in support of prior researchers (Chen & Wu, 2022; Joo et al., 2020; Nasir et al., 2020; Verma & Rajendran, 2021) have contended that HN and DI share a positive relationship and are mediated by SAT. Chen and Wu (2022) conducted a study that supported the contention that SAT mediates the positive relationship between HN and DLI. It implies that tourists who experience a strong sense of HN at a historical destination tend to derive greater SAT from their visit. This heightened SAT, in turn, significantly enhances their intention to exhibit loyalty towards the destination, thus validating the mediating role of SAT in this relationship.

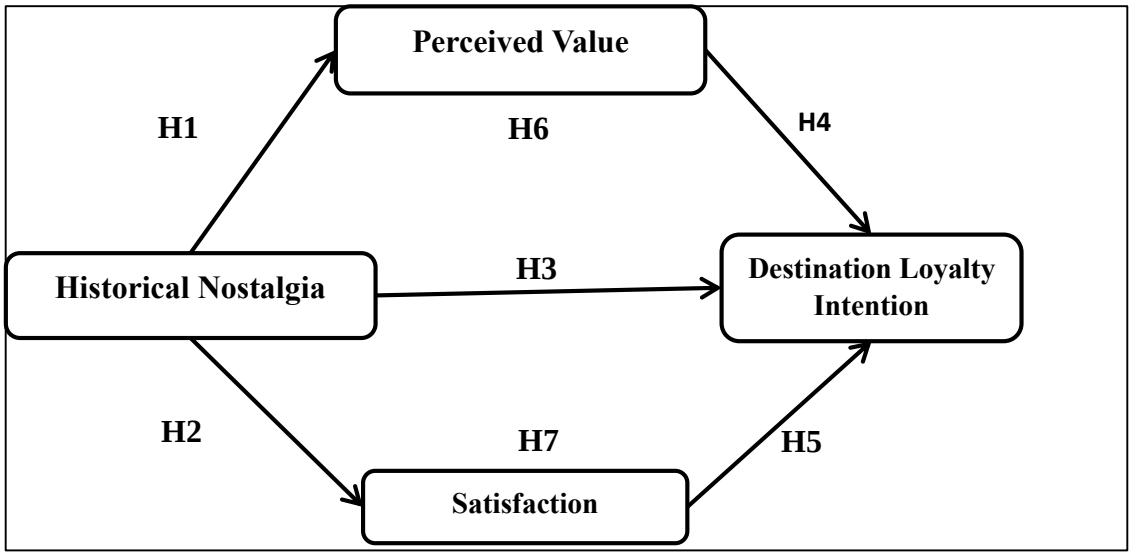
ISSN 2350-863
Volume VII | Issue 2 | December 2023

Research Gap

Despite the plethora of studies on destination loyalty intention, we have identified the following research gap. Although Verma and Rajendran (2021) investigated the mediating role of perceived value and satisfaction in historical nostalgia and destination loyalty intention in the Indian context, the paper has remained ignored in the Nepali context. Moreover, these sites are not merely economic assets; they are repositories of Nepal's rich cultural history. By delving into the role of HN in the preservation and protection of these cultural treasures, ensuring that they continue to tell Nepal's story for generations to come (UNESCO, 2021). Based on the research gap, this paper conceptualized the relationships and formulated the following research hypotheses.

Figure 1

Conceptual Framework



Hypothesis (H1): The HN experience of the heritage tourist positively influences the PV.

Hypothesis (H2): HN experience positively affects the SAT levels of the heritage tourists.

Hypothesis (H3): The HN experience of heritage tourists positively influences their DI.

Hypothesis (H4): PV positively influences the DLI of heritage tourists.

Hypothesis (H5): The SAT of heritage tourists positively affects the DLI.

Hypothesis (H6): PV mediates the relationship between HN and DLI.

Hypothesis (H7): SAT mediates the relationship between the HN experience of heritage tourists and their DLI.

Materials and Methods

Population and Sampling Design

The population of the paper consists of domestic tourists who have visited the cultural heritage sites in the last 12 months because the population could capture the variables of your interest. The purposive sampling technique was employed who met specific criteria such as having visited the

ISSN 2350-863
Volume VII | Issue 2 | December 2023

destination and expressing a sense of nostalgia. According to Bullen (2021), when dealing with advanced multivariate features, it is recommended to have a sample size that is five to ten times larger than the sample size required for single variables. In this paper, four variables were measured using a set of 21 items. To address potential non-response biases and ensure a sufficient number of respondents, the paper had a sample size of 256 domestic tourists specifically from the Kathmandu Valley. Therefore, the chosen sample size was assumed to represent the entire population.

Measures

The paper employed five measures to capture different variables related to this paper. Firstly, demographic variables were measured by five items and the Likert Scale measured HN, PV, SAT, and DI. The scale was anchored with a 7-point Likert Scale ranging from 1 to 7 (Strongly Disagree=1, and strongly agree=7). The historical Nostalgia Scale was applied and developed by Merchant and Rose (2013). The perceived value scale was adopted by Lee, Lee, and Choi (2011). The satisfaction scale was taken from Brown et al., (1996). Destination Loyalty Intention was developed by Meng and Choi (2016).

Data Collection Procedures

The printed questionnaires were filled out by the visitors to the heritage sites of Nepal. All respondents were informed about the voluntary nature of their participation and their freedom to withdraw from the research. Data collection was undertaken between February 16th, 2023, and April 12th, 2023. Out of the 320 questionnaires distributed, a total of 290 responses were received, and 256 valid responses were used for further statistical analysis.

Result and Discussion

Demographic Profile of Respondents

It illustrates that both male and female respondents were equal in the number of females (n=128, 50%). Further, most responders (n=166, 64.8%) were single. Moreover, the majority of respondents (n=100, 39.1%) earn less than Rs. 30,000 per month. Finally, 47.3% of respondents (n=121) had visited the cultural heritage sites 1 month before the data collection.

Common Method Biases

This paper applied Harman's single-factor test to statistically evaluate whether a single factor can explain the amount of variance. When all measured items were subjected to a principal component of Harman's test, the first common factor explained 34.144% of the total variance, far less than 50% (Podsakoff et al., 2003). As a result, this paper does not have an issue with common methods biases.

Inferential Statistics

ISSN 2350-863
Volume VII | Issue 2 | December 2023

This paper applied PLS-SEM because it is argued that PLS-SEM is relatively better at producing robust results in complex models. This paper aimed to investigate the mediating relationship between HN and DLI with the mediational mechanism of PV and SAT. Therefore, PLS-SEM was deemed reasonable for estimating measurement and structural model.

Measurement Model

The paper used three criteria from Ringle et al. (2015) measurement model, such as reliability analysis, convergent validity, and discriminant validity, to establish reliability and validity. Following is the breakdown of the measurement model after adjustment.

Construct Reliability and Convergent Validity

The paper employed Cronbach Alpha (CA) and Composite Reliability (CR) estimates to determine reliability. To achieve adequate construct reliability, CA and CR must be higher than 0.70 but up to 0.60 is acceptable to meet criteria (Hair et al., 2016). Since the CA and CR values are more than 0.611 (see Table 1), this shows the measurement model's dependability (Ringle et al., 2015). Further, the paper illustrated that AVE values greater than 0.50. Representing that it has met the recommended threshold value of AVE 0.50 to establish the convergent validity of the model (Hair et al., 2016). Moreover, the Variance Inflation Factor (VIF) is used to evaluate multicollinearity in indicators. If the VIF value is less than 5, multicollinearity is not a serious problem (Hair et al., 2016). Table 1 shows the VIF values for the indicators in the paper and shows that the VIF has met the recommended threshold.

Table 1

Construct Reliability and Convergent Validity

Constructs	Indicators	Loadings	VIF	CA	CR (rho_a)	CR (rho_c)	AVE
Historical Nostalgia	HN1	0.724	1.544	0.862	0.874	0.891	0.507
	HN2	0.669	1.628				
	HN3	0.766	2.028				
	HN4	0.79	2.16				
	HN5	0.716	1.619				
	HN6	0.637	1.489				
	HN8	0.731	1.696				
	HN9	0.651	1.623				
Perceived Value	PV1	0.609	1.242	0.611	0.713	0.776	0.540
	PV3	0.717	1.341				
	PV4	0.858	1.159				
Satisfaction	SAT1	0.817	1.634	0.782	0.782	0.874	0.698
	SAT2	0.88	2.068				
	SAT3	0.807	1.555				
	DI1	0.859	2.493	0.879	0.879	0.912	0.675

ISSN 2350-863
Volume VII | Issue 2 | December 2023

	DI2	0.791	1.993
Destination Loyalty	DI3	0.85	2.356
Intention	DI4	0.803	2.008
	DI5	0.802	1.888

Source. Based on authors' calculation; AVE= Average Variance Explained, CR= Composite Reliability, CA= Cronbach Alpha, VIF=Variance Inflation Factor

Discriminant Validity

The Heterotrait-Monotrait Ratio (HTMT) criteria and Fornell and Larcker (1981) were utilized in the paper to examine the discriminant validity. Discriminant validity has been shown when a construct's square root of AVE is higher than its correlation with all other constructs. The paper discovered that the square roots of AVEs had higher values than their correlation with each construct (See Table 2). According to the HTMT results, the ratio was below the necessary cutoff of 0.90 throughout the entire construct (See Table 2). These findings suggest that the model has proven its discriminant validity.

Table 2

Discrimination Validity (Fornell-Larcker Criterion and HTMT)

Latent Construct	1	2	3	4
1. Historical Nostalgia	**0.712**	0.482	0.492	0.507
2. Perceived Value	0.404	**0.735**	0.492	0.606
3. Satisfaction	0.422	0.626	**0.735**	0.799
4. Destination Loyalty Intention	0.458	0.492	0.663	**0.822**

Source. Based on the author's calculation; Note. Diagonal bold represents the square root of AVE. Below the diagonal elements are the correlations between the construct's values. Above the diagonal elements are the HTMT values.

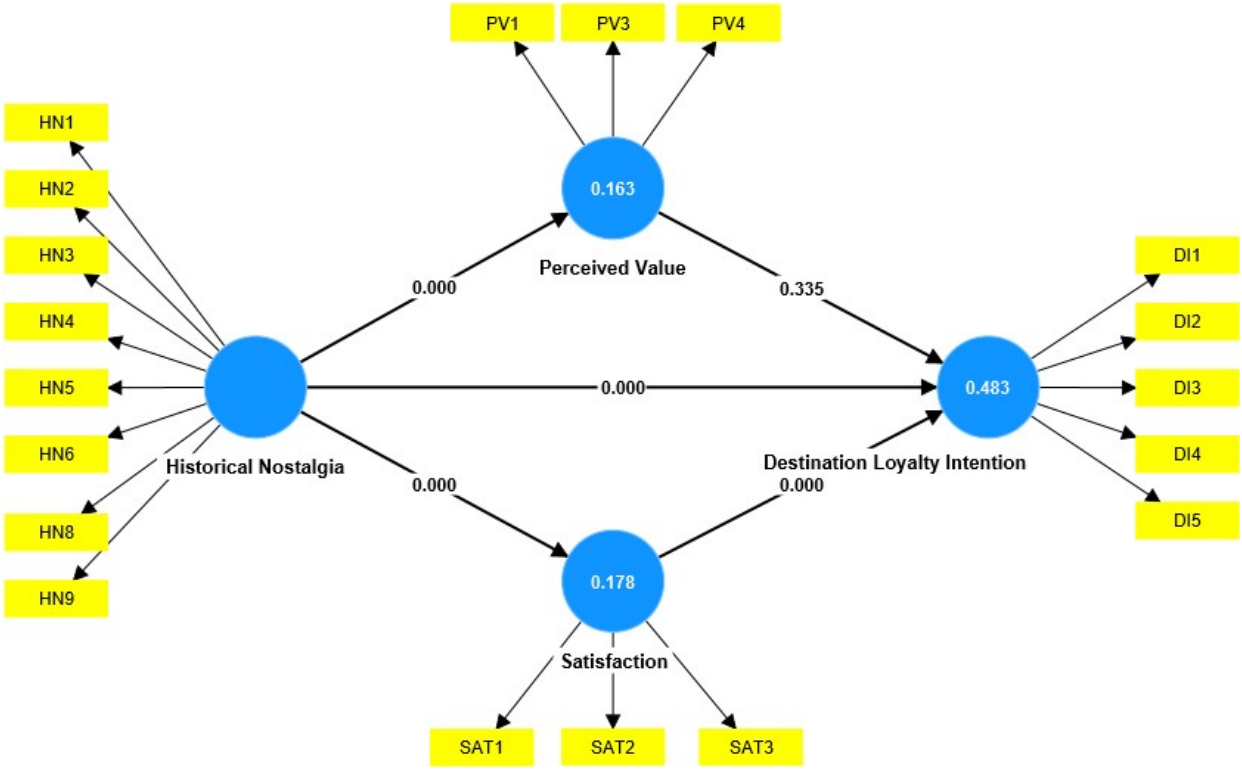
Structural Model

The structural Model has been used to test the hypotheses. This paper has tested the multicollinearity assumptions before evaluating the hypotheses. The Variance Inflation Factor (VIF) values are all less than 5. Therefore, Smart-PLS Construct is used to test the structural model.

Figure 2

Structural Model (Direct Hypotheses)

ISSN 2350-863
Volume VII | Issue 2 | December 2023



The structural model shows the relationship (paths) between the constructs in the proposed models. The results showed that HN has a significant effect on PV (β= 0.404, t= 6.680, p<0.05). Hence, H1 is supported. Table 3 shows the direct relationship between HN and PV. Further, the paper examines whether HN positively affects SAT of the heritage tourists. The results found that HN has a significant effect on SAT (β=0.422, t= 8.190, p< 0.05). Hence, H2 is supported. Next, the paper looked into whether the HN of the heritage tourists positively influences their DLI and found that HN has a significant effect on DI (β= 0.204, t=3.819, p< 0.05). Next, it examines whether PV positively impacts the DLI of heritage tourists. The result displayed that PV has no significant effect on DLI (β= 0.080, t=0.963, p>0.05). Hence, H4 is not supported. Finally, the paper examined whether the SAT of heritage tourists positively affects the DLI. The result showed that SAT has a significant effect on DLI (β= 0.528, t=7.785, p<0.05). Hence H5 is supported.

Table 3

Results of Structural Model Path Coefficient (Direct relationship)

Hypotheses	Standardized Beta (β)	T-statistics	P -values	Significant Level
1. HN-> PV	0.404	6.680	0.000	Significant
2. HN->SAT	0.422	8.190	0.000	Significant
3. HN->DI	0.204	3.819	0.000	Significant
4. PV-> DI	0.080	0.963	0.335	Insignificant
5. SAT -> DI	0.528	7.785	0.000	Significant

Source. Based on authors' calculation; HN=Historical Nostalgia, PV=Perceived Value, SAT=Satisfaction, DI=Destination Loyalty Intention

ISSN 2350-863
Volume VII | Issue 2 | December 2023

Mediation Analysis

The paper conducted a mediation study, which included bias-corrected confidence estimates and was carried out using the bootstrapping method (Preacher & Hayes, 2008). Table 4 revealed an insignificant indirect effect of HN on DI through PV (H6: $\beta = 0.032$, $t=0.956$, $p>0.05$). The total effect of HN on DLI was significant ($\beta = 0.458$, $t=10.061$, $p<0.05$), with the inclusion of the mediator PV the effect of HN and DLI was significant ($\beta = 0.255$, $t=5.959$, $p<0.05$). This displays only a direct relationship between HN and DI and there is no mediation role of PV in the relationship between HN and DI. Hence, H6 was not supported. Finally, the paper examined whether satisfaction mediates the relationship between historical nostalgia and destination loyalty intention. Results revealed a significant indirect effect of HN on DLI through SAT (H7: $\beta = 0.223$, $t=5.253$, $p<0.05$). The total effect of HN on DI was significant ($\beta = 0.458$, $t=10.061$, $p<0.05$), with the inclusion of the mediator PV the effect of HN and DLI were significant ($\beta = 0.255$, $t=5.959$, $p<0.05$). This shows a complementary partial mediating role of SAT in the relationship between HN and DLI. Hence, H7 was supported.

Table 4

Results of Mediation Analysis

Constructs	Standardized Beta (β)	T statistics	P values	Decisions
Direct Effects				
HN -> DI	0.255	5.959	0.000	Supported
Specific Indirect Effects				
HN -> PV -> DI	0.032	0.956	0.339	Unsupported
HN -> SAT -> DI	0.223	5.253	0.000	Supported
Total Effects				
HN -> DI	0.458	10.061	0.000	Supported

Source: Based on authors' calculation; DI= Destination Loyalty Intention; HN= Historical Nostalgia, PV= Perceived Value, SAT= Satisfaction

First, the result of the paper displayed a significant influence of HN on PV. It indicates that an increase in the HN experience of the heritage site will also have the effect of increasing the PV of the heritage site among tourists. These findings are consistent with the previous studies (Akgun et al., 2020; Chen et al., 2020; Gao et al., 2020). This outcome is consistent with the Theory of Planned Behavior (Ajzen, 1991).

Second, the research results revealed a significant correlation between these factors, suggesting that an increase in the HN experience at heritage sites would also lead to higher levels of SAT among tourists. These findings are in line with previous studies conducted by (Chen et al., 2020; Hernández-Rojas et al., 2021, and Verma & Rajendran, 2021), which also demonstrated that HN has a positive influence on SAT. Essentially, individuals who had a more profound nostalgic experience while visiting a heritage destination expressed greater SAT with their overall

ISSN 2350-863
Volume VII | Issue 2 | December 2023

experience at the destination. These results are consistent with the principles of the Self-Congruity Theory proposed by (Boksberger et al., 2011). The result helps explain the underlying motivation individuals have to align their self-concept with their choices in consumption. Tourists who perceive a destination as congruent with their self-concept tend to develop positive attitudes, emotional attachment, and a stronger intention to remain loyal to that particular destination.

Third, the paper revealed a significant influence of HN experience at the heritage site to a higher intention to remain loyal to the destination. These findings align with previous research conducted by (Chen et al., 2021; Fu, 2019; Verma & Rajendran, 2021), supporting the notion that historical nostalgia influences destination loyalty. The results suggest that the degree of self-congruity. It refers to the alignment between an individual's self-concept and the image of the heritage site and acts as a mediator between historical nostalgia and destination loyalty intention.

Fourth, the result of the paper displayed an insignificant relationship between PV and DLI. It is not consistent with Mohamad et al., (2019); Verma and Rajendran, (2021), and Wang et al., (2015). However, the result implies that perceived values do not necessarily lead to destination loyalty intention because satisfaction is reported as the most important factor of loyalty by previous studies.

Fifth, the result of the paper displayed a significant relationship between SAT and DLI of the heritage site among tourists. The findings are consistent with the previous studies (Al Msallam, 2020; Chen et al., 2021). It indicates that the SAT has a positive effect on DI. This outcome is consistent with the Stimulus-Organism-Response model (Kim et al., 2020). In the context of DLI, satisfaction can be seen as one of the cognitive or affective responses that individuals experience based on their interactions with the destination.

Sixth, the paper investigated whether PV plays a mediating role in the connection between HN and DI. The findings didn't support that the influence of HN on DLI is channeled through PV. Although this was supported by previous research conducted by Chen and Lee (2021), Verma and Rajendran (2021), and Sato et al. (2018), this theory proposes that people establish expectations regarding a product, service, or encounter grounded in their existing knowledge and information.

Finally, this paper investigates the potential mediating role of SAT in the dynamic between HN and DI. The finding displayed that SAT operates as an intervening mechanism, molding the connection between HN and DI. This notion aligns with investigations carried out by previous studies (e.g., Chen &Wu, 2022; Joo et al., 2020; Nasir et al., 2020; and Verma & Rajendran, 2021). Self-congruity theory explains that HN can lead to stronger self-identity alignment with a destination, which enhances overall SAT. This increased SAT, driven by the congruence between the self and the destination, then contributes to heightening DLI. The theory underscores the

ISSN 2350-863
Volume VII | Issue 2 | December 2023

mediating role of SAT in shaping the relationship between HN and DI within the framework of self-congruity.

Conclusion and Suggestions

First, this paper advances the understanding of destination loyalty formation by highlighting the role of emotional factors, such as HN, within the framework of the destination loyalty model (Chi & Qu, 2008). By empirically demonstrating how HN influences tourists' intentions to return to heritage sites, it enriches the theoretical foundation of destination loyalty. Second, the research builds upon the concept of heritage tourism and nostalgia, adding to the body of literature the emotional and experiential dimensions of heritage site visitation (Prentice et al., 1998). It underscores the importance of incorporating emotional and nostalgic elements into heritage tourism theories. Furthermore, the paper contributes to the understanding of the interplay between cultural heritage preservation and tourism management. By showcasing the significance of HN in visitor loyalty, it supports the argument that heritage conservation efforts can be aligned with tourism objectives, advocating for a sustainable approach to heritage site management (Timothy & Boyd, 2006).

From the above conclusion, the following recommendations are offered to destination marketers in Nepal. Creating promotional materials, campaigns, and experiences that tap into tourists' emotional connections with the past can enhance the appeal of these heritage sites, potentially increasing visitation rates and visitor loyalty (Morgan et al., 2003). Secondly, the paper underscores the importance of ensuring high-quality visitor experiences at heritage sites. It implies that managers should invest in interpretive programs, guided tours, and interactive exhibits that help tourists connect emotionally with the historical significance of these sites (Prentice et al., 1998). This can enhance visitors' SAT and DI. Furthermore, there is a need for sustainable tourism development. As heritage sites are often delicate and vulnerable, the paper suggests that tourism authorities should balance visitor numbers with conservation efforts. Sustainable tourism practices can help protect these cultural treasures for future generations while maintaining their attractiveness to tourists (Timothy & Boyd, 2006).

Although this paper has meaningful insights, the following limitations are enlisted. First, the research predominantly relies on self-reported data from questionnaire method surveys, which may be subject to response bias and social desirability bias. Finally, the paper's focus on Nepal's cultural context may restrict the generalizability of its findings to other regions with distinct cultural and historical backgrounds.

ISSN 2350-863
Volume VII | Issue 2 | December 2023

References

Abbasi, G. A., Kumaravelu, J., Goh, Y. N., & Singh, K. S. D. (2021). Understanding the intention to revisit a destination by expanding the theory of planned behaviour (TPB). *Spanish Journal of Marketing-ESIC, 25*(2), 282-311

Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes, 50(*2), 179-211.

Baker, D. A., & Crompton, J. L. (2000). Quality, satisfaction, and behavioral intentions. *Annals of Tourism Research, 27*(3), 785-804.

Baker, S. M., & Kennedy, P. F. (1994). Death by nostalgia: A diagnosis of context-specific cases. In C. T. Allen & D. R. John (Eds.), *Advances in Consumer Research, 21*, 169-174.

Boksberger, P., Dolnicar, S., Laesser, C., & Randle, M. (2011). Self-congruity theory: To what extent does it hold in tourism?. *Journal of Travel Research, 50*(4), 454-464.

Brown, J. T., Cowles, D. L., & Tuten, T. L. (1996). Service recovery: Its value and limitations as a retail strategy. *International Journal of Service Industry Management, 7*(5), 32-46.

Bullen, P. B. (2021, May 5). How to choose a sample size. Retrieved November 24, 2022, from tools4dev Web site: https://tools4dev.org/resources/how-to-choose-a-sample-size/

Chen, A. H., & Wu, R. Y. (2022). Mediating effect of brand image and satisfaction on loyalty through experiential marketing: A case study of a sugar heritage destination. *Sustainability, 14*(12), 7122.

Chen, C. F., & Chen, F. S. (2010). Experience quality, perceived value, satisfaction and behavioral intentions for heritage tourists. *Tourism Management, 31*(1), 29-35.

Chen, Q., Huang, R., & Zhang, A. (2020). A bite of nostalgia: The influence of nostalgia in consumers' loyalty intentions at traditional restaurants. *Journal of Hospitality and Tourism Management, 45,* 604-614.

Chen, X., & Lee, G. (2021). How does brand legitimacy shapes brand authenticity and tourism destination loyalty: focus on cultural heritage tourism. *Global Business and Finance Review, 26*(1), 53-67.

Chen, X., You, E. S., Lee, T. J., & Li, X. (2021). The influence of historical nostalgia on a heritage destination's brand authenticity, brand attachment, and brand equity: Historical nostalgia on a heritage destination's brand authenticity. *International Journal of Tourism Research, 23*(6), 1176-1190.

Chi, C. G. Q., & Qu, H. (2008). Examining the structural relationships of destination image, tourist satisfaction and destination loyalty: An integrated approach. *Tourism Management, 29*(4), 624-636.

Conner, M., & Armitage, C. J. (1998). Extending the theory of planned behavior: A review and avenues for further research. *Journal of Applied Social Psychology, 28*(15), 1429-1464.

Fornell, C., & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research, 18*(1), 39-50.

ISSN 2350-863
Volume VII | Issue 2 | December 2023

Fu, X. (2019). Existential authenticity and destination loyalty: Evidence from heritage tourists. *Journal of Destination Marketing and Management, 12*, 84-94.

Gao, J., Lin, S. S., & Zhang, C. (2020). Authenticity, involvement, and nostalgia: understanding visitor satisfaction with an adaptive reuse heritage site in urban China. *Journal of Destination Marketing and Management, 15*, 100404.

Goulding, C. (2001). Romancing the past: Heritage visiting and the nostalgic consumer. *Psychology and Marketing, 18*(6), 565-592.

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2016). A primer on partial least squares structural equation modeling (PLS-SEM). *Sage Publications.*

Hernández-Rojas, R. D., del Río, J. A. J., Fernández, A. I., & Vergara-Romero, A. (2021). The cultural and heritage tourist, SEM analysis: The case of The Citadel of the Catholic King. *Heritage Science, 9*(1), 1-19

Jalilvand, M. R., & Samiei, N. (2012). The impact of electronic word of mouth on a tourism destination choice: Testing the theory of planned behavior (TPB). *Internet Research, 22*(5), 591-612.

Jeong, Y., & Kim, S. (2020). A study of event quality, destination image, perceived value, tourist satisfaction, and destination loyalty among sport tourists. *Asia Pacific Journal of Marketing and Logistics, 32*(4), 940-960

Joo, D., Woosnam, K. M., Lee, S., & Lee, C. K. (2020). Destination loyalty as explained through self-congruity, emotional solidarity, and travel satisfaction. *Journal of Hospitality and Tourism Management, 45*, 338-347.

Kim, M. J., Lee, C. K., & Jung, T. (2020). Exploring consumer behavior in virtual reality tourism using an extended stimulus-organism-response model. *Journal of Travel Research, 59*(1), 69-89.

Lee, J. S., Lee, C. K., & Choi, Y. J. (2011). Examining the role of emotional and functional values in festival evaluation. *Journal of Travel Research, 50*, 685-696.

Meng, B., & Choi, K. (2016). Extending the theory of planned behaviour: Testing the effects of authentic perception and environmental concerns on the slow-tourist decisionmaking process. *Current Issues in Tourism, 19*(6), 528-544.

Merchant, A., & Rose, G. M. (2013). Effects of advertising evoked vicarious nostalgia on brand heritage. *Journal of Business Research, 66*(12), 2619-2625.

Mohamad, M., Ab Ghani, N. I., & Nasir, M. N. M. (2019). The impact of perceived value, destination service quality and tourist satisfaction on destination loyalty among international tourists visiting Malaysia. *Journal of Tourism, Hospitality and Environment Management, 4*(16), 10-26.

Morgan, N. J., Pritchard, A., & Piggott, R. (2003). Destination branding and the role of the stakeholders: The case of New Zealand. *Journal of Vacation Marketing, 9*(3), 285-299.

ISSN 2350-863
Volume VII | Issue 2 | December 2023

Nasir, M., Mohamad, M., Ghani, N., & Afthanorhan, A. (2020). Testing mediation roles of place attachment and tourist satisfaction on destination attractiveness and destination loyalty relationship using phantom approach. *Management Science Letters, 10*(2), 443-454.

National Statistical Nepal. (2022, January 27). Home. Retrieved from censusnepal.cbs.gov.np:https://censusnepal.cbs.gov.np/Home/Details?tpid=5&dcid=3479c092-7749-4ba6-9369-45486cd67f30&tfsid=17

Nepal Tourism Board. (2021). Tourism Statistics. Retrieved from https://www.welcomenepal.com/statistics/tourism-statistics.html

Oliver, R. L. (1980). A cognitive model of the antecedents and consequences of satisfaction decisions. *Journal of Marketing Research, 17*(4), 460-469.

Pizam, A., & Milman, A. (1993). Predicting satisfaction among first time visitors to a destination by using the expectancy disconfirmation theory. *International Journal of Hospitality Management, 12*(2), 197-209.

Podsakoff, P. M., MacKenzie, S. B., Lee, J. Y., & Podsakoff, N. P. (2003). Common method biases in behavioral research: a critical review of the literature and recommended remedies. *Journal of Applied Psychology, 88*(5), 879.

Prentice, R. C., Witt, S. F., & Hamer, C. (1998). Tourism as experience: The case of heritage parks. *Annals of Tourism Research, 25*(1), 1-24.

Ringle, C., Da Silva, D. and D. Bido, 2015. "Structural Equation Modeling with the Smartpls." *Brazilian Journal of Marketing 13*(2).

Sato, S., Gipson, C., Todd, S., & Harada, M. (2018). The relationship between sport tourists' perceived value and destination loyalty: an experience-use history segmentation approach. *Journal of Sport and Tourism, 22*(2), 173-186.

Timothy, D. J., & Boyd, S. W. (2006). Heritage tourism in the 21st century: Valued traditions and new perspectives. *Journal of Heritage Tourism, 1*(1), 1-16.

UNESCO. (2021). UNESCO World Heritage Centre - Nepal. Retrieved from https://whc.unesco.org/en/statesparties/np

UNESCO. (2023). UNESCO world heritage center – world heritage list. Retrieved September 8, 2023, from http://whc.unesco.org/en/list

Verma, A., & Rajendran, G. (2021). Does historical nostalgia predict tourists' delight and their destination loyalty intention for the world cultural heritage site of Mahabalipuram, India?. *Tourism Analysis, 26*(4), 249-264.

Wang, X., & Leou, C. H. (2015). A study of tourism motivation, perceived value and destination loyalty for Macao cultural and heritage tourists. *International Journal of Marketing Studies, 7*(6), 83-91.

Yoon, Y., & Uysal, M. (2005). An examination of the effects of motivation and satisfaction on destination loyalty: a structural model. *Tourism Management, 26*(1), 45-56.