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Construction of Multi Media to Add Value to Nostalgic Tourism for Aging Clients

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Abstract

This research was to construct multimedia to add value to nostalgic tourism for aging clients. The researcher showed the constructed media in the form of a 6-minute nostalgic tourism video for the target group of tourists aged 50+ years at Don Wai Floating Market, Nakhon Pathom Province, Thailand. One hundred respondents were 45 males and 55 females, in the age range of 50-55 years = 35, 60-65 years = 42, and 70+ years = 23. The created nostalgic tourism video was of the Thai cultural identity on (1) language, costume and respect expression, (2) the local community in its historical past and Thai traditional lifestyle, and (3) local products as nostalgic souvenirs. The results of the study pointed to the aging tourists' positive perception toward the video contents and preference for nostalgic tourism that enhanced the value of the country's traditions and wisdom in cultural performances, activities, products and services.

Keywords: *Construction of multimedia, added value, nostalgic tourism, aging clients*

1. Introduction

The word "nostalgia" refers to the feeling of longing to the past. Nostalgic tourism satisfies tourists' need of "longing for the past" and "bringing back to the happy past experience." The trend of nostalgic tourism is currently becoming very popular with new attractions arising from the development of places with an interesting story in history, architecture, or way of life. Nostalgic tourism which has supported a culture of yearning for the past and revitalized old cities, especially via social media is conducive to spreading those impressive photographs. People in the online world can see each other quickly in the trend of merging the past with the present. It can be said that it is one type of sustainable tourism that enables parents and families to spend time together on vacation. The aging can bring the family members to revisit their golden places and enjoy the past experience together. As of now, there has been a steady increase in tourist attractions with nostalgic activities. One of the major concerns of the host communities or tourism business operators has its focus on how to disseminate information on nostalgic tourism regarding traditional performances, activities, products and services to the target groups. Considering issues in the nostalgic tourism trend, the researchers would like to propose the use of multimedia to add value to nostalgic tourism for aging clients.

2. Literature Review

This section will review literature related to nostalgic tourism in terms of justification of the study.

Demands for Nostalgic Tourism

As for demands for nostalgic tourism, Baker & Kennedy (1994) described the "past" as not only a sense of emotion sparked by experiences with the past. It refers to a feeling of remembrance or bitter sweet emotions that comes from the yearning for *experiences, products or services* of the past. People and society are yearning for or wanting to go back in time to experience the past for its charm and imagination. The past in various ways is inserted into the way of life of individuals and the cultural way of society. This creates a selling point to meet the needs of tourists who desire nostalgic experience by conveying the way of life of the past, the Thai identity, a local image, or history. Nostalgic tourism clients are demanding time-traveling attractions, personal satisfaction, and curiosity for their status in the order of the target society. For some people, it could be from the need to escape from the repetitive daily routines. In addition, tourists sometimes join the rare old local lifestyles that include traditional costumes, folk dances, traditional arts and crafts performances, or historical glory with museums, palaces, old churches, cathedrals, temples, and archeological sites. Light and sound events are usually part of historical glory enjoyed by tourists. The behavior of tourists who want to go back into the past has resulted in a new marketing strategy to meet the needs of target tourists.

Nostalgic Tourism and Retro Marketing

The cultural way of life in a society generally represents an attraction to visitors or tourists. In this light, marketers have created a selling point on the idea of yearning for the past of people in society. The concept of *retrospective marketing* has brought a new way of incorporating meaningful past recollections into the current lifestyle by creating linkage for consumers to relive the past, and it is important to connect it with what's causing happiness for consumers. The adoption of a new retrospective marketing mix focuses on popular and unique dimensions of the past as prototypes for production of goods and services. Such products and services are to convey the essence of what they represent with added value and emotional features for today's consumers. Goods or services of nostalgic tourism can reach consumers through advertising and marketing activities (Nantaporn et al., 2010; Zhao et al., 2014).

The concept of *retrospective marketing* or *time reversal marketing* draws a feeling or postmodern consumer behavior that craves for traditional lifestyles and the past story; it is applied to business planning to reach the consumer as much as possible. Nantaporn et al (2010) clearly explained that marketers use the method to bring popular products in the past to mimic the originals or combine them with modern technology. The products still retain the aura of the past reminiscing. Marketing segmentation strategies come in with the products reminiscent of the past by reusing old products or creating imitations. The aura of the product or service blends in the atmosphere, culture, and traditions, life.

A common nostalgic travel strategy tends to lie in the principles of marketing for nostalgic tourism. The result could be a marketing model that appeals to consumer emotions. Using memories of the atmosphere and objects of the past—be it lifestyle, fashion or culture, the marketer can connect with consumers to create a feeling of reliving their joys of childhood

or adolescent years. Interpolation of products with tourism services makes it possible for retrospective marketing to direct tourists persuasively to the trend of nostalgic tourism like the Western Concept that has attracted tourists to the pioneering lives of the early settlers and cowboys in North America. This concept was an award winner of the National Quality Award Office in 2015 by measuring customer-focus on satisfaction and loyalty, and marketing achievement. The components of sustainable tourism marketing achievement was assessed at three levels of customer loyalty: (1) Satisfaction with the brand component, (2) Feeling of satisfaction with the product, and (3) Determination to buy everything about the product.

Such a concept was further developed into the principles of *retro nova marketing* that describes a nostalgic travel strategy in three steps:

(1) *Build Linkage* to connect the present era with the past and encourage consumers to remember the old days they have happily experienced in the past. In addition, business operators of *retro-nova* first look at things that were very popular in the past with distinctive and unique characteristics to be used as models in creating the target products. For example, Yamaha Motor Company adopted the vespa scooter as a prototype for a Fino motorcycle. In the past, Vespa was very popular and featured with small and lightweight wheels. Yamaha then took all those characteristics of bright colors with rounded shapes of Vespa and put them into Fino as a big hit among consumers.

(2) *Build Value* to create value for consumers through research and development. It is important to identify the needs of today's consumers and use new technology for products in the past for current use. Retro-nova products are with functional and emotional benefits relevant to today's consumers.

(3) *Build Awareness* for consumers to recognize products or services that business operators have created. Retro nova marketing focuses on consumers' awareness of past experience to recognize products or services that capture the feeling of remembrance of the old days. To consumers, their long-gone experience has become a new experience by using the product connected with the past experience. As known, virtual representation of the recreated product or activity draws emotions and feelings upon re-experiencing past events or traditions (Nantaporn et al., 2010; Chen, Yeh, & Huan, 2014).

3. Research Objectives

This research was to construct multimedia to add value to nostalgic tourism for aging clients. It was expected that the responses from the senior tourists participating in the study could shed more light onto the value added aspects in multimedia for aging nostalgic tourism clients.

4. Research Methodology

This section reports the participants and the research instrument used in the study.

4.1 The Participants

The researchers solicited opinions from the target group of 100 voluntary tourists aged 50+ years at Don Wai Floating Market, Nakhon Pathom Province, Thailand. The respondents were 45 males and 55 females and 47 males, in the age range of 50 - 55 = 35, 60 - 65 = 42, and 70+ = 23. They were asked to give feedback about the created nostalgic tourism video contents

featuring the Thai cultural identity on (1) language, costume and respect expression, (2) the local community in its historical past and Thai traditional lifestyle, and (3) local products as nostalgic souvenirs.

4.2 Research Instrument

The researchers constructed multimedia in the form of a 6-minute nostalgic tourism video to obtain feedback from the target group of senior tourists aged 50+ years at Don Wai Floating Market, Nakhon Pathom Province, Thailand. The steps in constructing media in the form of a 6-minute nostalgic tourism video are shown below.

4.2.1 Step 1: Drafting

In drafting the multimedia contents, the researcher explored documentary search for issues on products and services in nostalgic tourism, such as past lifestyles and nostalgic travel itineraries regarding (1) uniqueness of the Thai identity in language, costume and respect expression, (2) characteristics of local community lifestyles shown in history, traditions, activities, play or beliefs, artistry and aesthetics of people in the community, and (3) representative products in the past based on Thai wisdom as souvenirs or OTOP (one-tambon- one-product) for tourists.

4.2.2 Step 2: Creating Nostalgic Travel Multimedia

The researchers created a video with the following specifications:

- (1) the length of six minutes with characters wearing traditional costumes,
- (2) games in the past, such as playing a circle called Ree-Ree-Khao-San, monk robing, clothing and activities like walking or cultural tours, sightseeing for temples with painted murals, and history telling of major incidents,
- (3) eating and lifestyles of Thai people in the past, traditional menus, cooking methods, Thai dish ingredients, and prominent royal recipes,
- (4) scenes on respect shown to the aging, politeness, and Thai smiles shown in connected images, displays, events and actions, and cultural activities—all reflecting trading and goods production in the community, kindness, and smiles to the members of the community and visitors, and
- (5) selection of a representative nostalgic image for retrospective marketing.

The drafted version of the instrument was trialed in a pilot with 15 senior tourists who were not part of the participating group. The researchers used the obtained feedback for improvement and revision for the final version of the video.

5. Data Collection and Analysis

The researchers approached senior tourists on the site of Don Wai Floating Market and asked for their voluntary help in responding to the 6-minute nostalgic video on Don Wai Community. After viewing the video, they gave opinion on whether they felt positive, neutral or negative to the presented video as an attractive or effective means for retrospective marketing for senior tourists. The responses were noted and recorded with consent from the respondents. As for data analysis, the obtained data were counted for frequency and percentage. Suggestions or additional comments, if any, were also noted by the researchers.

6. Results of the Study

The results of the study are in two parts on the respondents' variables and their feedback to the presented 6-minute video on nostalgic tourism.

6. 1 The Respondents' Variables

One hundred respondents were 45 males and 55 females, in the age range of 50 - 55 years = 35, 60 - 65 years = 42, and 70+ years = 23. They were senior tourists at Don Wai Floating Market, Nakhon Pathom Province, Thailand. They were shown the created 6-minute nostalgic tourism video of the Thai cultural identity on (1) language, costume and respect expression, (2) the local community in its historical past and Thai traditional lifestyle, and (3) local products as nostalgic souvenirs. They were asked at the end of video viewing whether they felt positive, neutral or negative about the video in presenting the nostalgic past of Don Wai Community.

6. 2 The Respondents' Feedback to the Nostalgic Tourism Video

After viewing the 6-minute nostalgic tourism video of the Thai cultural identity as reported under 6.1, the respondents were asked by the researchers whether they felt positive, neutral or negative about the video in presenting the nostalgic past of Don Wai Community. Their feedback responses were noted and recorded with consent from the participating tourists. The researchers then summarized the results that pointed to the senior tourists' positive perception toward the video contents and preference for nostalgic tourism that enhanced the value of the country's traditions and wisdom in cultural performances, activities and products. Most respondents (more than 80%) liked the three aspects of the created video and complimented that it gave good and comprehensive picture of the attractive nostalgic past of Don Wai Community to current and potential tourists. This reaction was taken as a positive perception toward the nostalgic multimedia as attractive and effective tool for retrospective marketing for the aging clients

7. Discussion and Conclusion

As seen in the results of the study, the senior tourists liked media that convey the Thai identity in the past—an era without information technology to disseminate tourism information. They enjoyed uniqueness of the Thai language and costumes, history of the community, the way of life of Thai people in the past, traditions, and products or souvenirs reflecting Thai craftsmanship and wisdom. They said remembering the past made them want to go back to good old days. Senior clients' yearning for the past in nostalgic tourism was reported earlier in the work of Ononiwu (2013) who studied the role of music, media, song and spirituality in wellbeing in one's attempt to cope with aging life adjustments. Ononiwu examined the role of media, music, song and spirituality in wellbeing of aging people and determined their roles from an observational and testimonial data gathering perspectives. To the aging, media provide opportunities to do things together, gain information, tickle the brain and stimulate imaginative memories; music and song likewise give access to group exercises, relish fond memories, boost self-esteem and reinvigorate passions amidst a dwindling mental and bodily physiology. Spirituality is an aspect of wellbeing that is a well-established component of needs as enumerated by service users in voicing themselves on positive impacts and coping skills.

It is vitally important to use *research and development* in creating effective media for aging clients in nostalgic tourism. As shown in this study, the researchers initially assumed that senior tourists could be effectively attracted to nostalgic tourism in three aspects; that is, the Thai cultural identity on (1) language, costume and respect expression, (2) the local community in its historical past and Thai traditional lifestyle, and (3) local products as nostalgic souvenirs. The researchers then designed the media contents based on the identified

three aspects and asked senior tourists to respond their positivity, neutrality and negativity toward the target media after viewing. The result on positivity over 80% indicated clearly that business operators should take multimedia seriously as an attractive or effective means in communicating with senior consumers about nostalgic products and services. This communication channel appeared consistent with research findings reported by Chonody & Wang (2013) in connecting older adults to the community through multimedia. Chonody & Wang asserted that *an intergenerational reminiscence program* can be beneficial to older adults; however, benefits may not be exclusively related to reminiscing but to group process. They evaluated the program by using three sources of data: participants' stories, focus groups conducted with group members, and responses from social networking websites along with blog readers. Their findings showed that the participants benefited from the program by having a channel to tell their story and an activity that fulfilled their social needs. In addition, community members benefited from and learned about the participants in utilizing efficient modes of communication and media.

The significance of research and development to determine the channel of communication with senior tourists in nostalgic tourism was also discussed in the work of Chen, Yeh & Huan (2014). Their study dealt with nostalgia becoming a fashion in Taiwan in the past few years. "Nostalgic" restaurants are becoming common in Taiwan. A nostalgic restaurant can be a hot pot restaurant decorated with furnishings related to the origin or earlier use of the "hot pot" in Taiwan. The researchers of the study used SEM to test the hypotheses relating to nostalgia affecting consumption. The results indicated that (1) nostalgia has both direct and indirect impacts on consumption intention; (2) consumption affected by nostalgia varies depending on the individual; and (3) younger customers' predisposition for cheap prices is an important consideration in marketing nostalgia to younger customers. Another group of researchers Zhao et al (2014) also signified importance of research and development in nostalgic tourism in retrospective marketing. The researchers used different experimental priming procedures and advertising treatments across two studies to examine the moderating role of consumers affected by nostalgic and nonnostalgic advertising.

It can be seen that the findings of the present study indicated *consumers' positivity* toward the nostalgic tourism video as an affective state of the respondents who gave feedback to the researchers' data collection. This was consistent with Dryjanska (2015) who emphasized that aging inhabitants' memories can be a valuable source of information about the intangible aspects of cultural heritage of interest to tourists. Practical implications of the research project were obviously related to urban tourism and extended to nostalgic tourism as highlighted by Kim & Kim (2018). Undoubtedly, nostalgia and the development of *film tourism* products and activities play a crucial role not only in stimulating perceived familiarity with certain locations but also in motivating tourists to visit the locations and satisfying on-site experiences in the context of film tourism. Similarly, the role of nostalgia has, until now, not been fully theorized and integrated into related theories on *film tourism*. A good example can be seen in the role of nostalgia in the development of future *film tourism* products and activities in Hong Kong, particularly those that target Korean fans of Hong Kong films produced from the 1970s to the late 1990s. Sentimentality and stronger feelings of nostalgia attract tourists to the filming locations to experience even the fictional experience of those characters they have admired. Nostalgia therefore has now played an important role

in determining the new trend of nostalgic tourism. In light of the theory of social representations and cultural richness of Thailand for instance, it is not perhaps an exaggeration to say that this present research clearly projected the significance of research and development in determining the priority of the use of multimedia to communicate with senior clients in nostalgic tourism.

8. Suggestions for Future Research

Based on the results of the study, the researchers would like to suggest further research into creativity of multimedia used in retro marketing. Besides, it would be worth studying the demand forecast for nostalgic tourism in Thailand, as well as impacts of the family or sponsor on aging clients' choices of nostalgic locations both inbounds and outbounds.

9. The Authors

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