Abstract

The phenomenon of Tourist Shopping Villages (TSVs) with the theme of nostalgia has become a popular leisure attraction in Thailand. Plearn Wan—a combination of a newly erected vintage market with dynamic activities ranging from shopping, public services, salons, to retro classic houses—has become an icon of Thailand Tourist Shopping Villages since 2009.

This study aims to: describe Plearn Wan's nostalgic elements appealing to tourists; and, to investigate the importance and performance of nostalgic concepts, and the extent to which they influence tourist behavior towards tourists' satisfaction. Four hundred sets of questionnaires were distributed to domestic tourists at the site of Plearn Wan shopping village, Hua Hin City, Thailand.

The finding of this research reveals that 1) the majority of tourists are satisfied with all destination attributes; 2) There is a positive relationship between the destination attributes (Tangible Attributes, Intangible Attributes, and Activities) and tourists' satisfaction on exhibitions, physical shopping evidence, and dining; and, 3) The overall mean of attributes performance is lower than the overall mean of attributes importance. As result, this study suggests Plearn Wan and other Tourist Shopping Villages in Thailand to adopt appropriate marketing plans and resource development within the cultural context for their further success.

Keywords: destination attributes, nostalgia, tourists' satisfaction, Tourist Shopping Villages (TSVs)