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Antecedents and Consequences of Perceived Coolness in Tourism Destinations

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Abstract

The field of tourism has become one of the centers of attention of every country, because recently we have seen its increasing growth in the world. For this reason, every developing country will have promising opportunities for its development in that sector. A literature review on perceived coolness is a new concept in creative tourism. Perceived coolness is the consumer's perception of high quality, freshness, and achieving goals creatively. Previous research has shown that whenever the desired experience is supported by an emotional feeling such as a 'cool' feeling, which is creatively made, this will lead to satisfaction and continuity in the use of the tourist destination. The purpose of this article is to determine four antecedents of perceived coolness (perceived value, uniqueness, identification, and attractiveness) and four consequences of perceived coolness (destination loyalty, place attachment, revisit intention, and authentic pride) of tourists in tourism destinations. The results of this research were obtained from a total of 217 Iranian tourists who visited selected cities in Iran (Yazd, Shiraz, Esfahan, and Mashhad). In this research, partial least square 3 (PLS 3) structural approach was used to analyze 217 valid responses. The results of this research proved that identification and attractiveness are the antecedents of perceived coolness that have a positive effect on perceived coolness, and perceived coolness has a positive effect on destination loyalty, place attachment, revisit intention, and authentic pride.

Keywords: destination loyalty, identification, perceived coolness, perceived value, place attachment.

1. Introduction

In the 21st century, the advancement of technology makes people's time more accessible and spend more time in their free time. This century should be called the era of the tourism industry. Tourism can develop the economy in destinations by creating income and employment. Economists have called the tourism industry an "invisible export" because today, this industry plays a special role in the economic and social development of countries. Tourism is one of the industries that has expanded rapidly in recent years and has become one of the largest sources of income in the world. One of the new concepts in creative tourism is the review of literature on perceived coolness (Chen & Chou, 2019). In marketing, the term coolness is often used to attract young consumers. Perceived coolness is the consumer's perception of high quality, freshness, and achieving goals creatively. Previous research has shown that whenever the desired experience is supported by an emotional feeling such as a 'cool' feeling, is creatively made, this will lead to satisfaction and continuity in the use of the tourist destination. Probably because

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traveling to "cool" cities creates a good image on travelers' social media profiles, tourists love "cool" cities and wish to visit them. Existing management tools do not have a comprehensive ability to explain the pull that cool destinations create in tourists. Research has shown that tourists, students, employees, and companies tend to stay in cool destinations (Kock, 2021).

Tourism for Iran, which is heavily dependent on oil revenues, can be a way to eliminate dependence on oil revenues and exit from a single-product economy. Regarding tourist attractions, Iran is among the top ten countries in the world and has great potential for international tourism. Therefore, the growth of the tourism industry is significant. The field of tourism is one of the most vulnerable sectors of Iran's economy, which unfortunately needs more attention and creative policies and strategies due to the global crisis of the Covid-19 virus in recent years. Despite Even though the importance of the tourism industry is not hidden in the world and especially in our country, Iran still does not have a place in the global ranking in the tourism industry that is commensurate with its potential. Therefore, related organizations are always trying to improve the tourism situation and Implement forward-looking policies in this area. Iran is a country with four seasons and a civilization that is several thousand years old, which has diverse and unique historical, religious, cultural, natural, etc. attractions. However, it still has not been able to gain its natural place in the world. The results of previous researches in Iran show that hotel and restaurant activities, food industries, clothing and leather industries, handicrafts, and domestic transportation industries have received the most significant impact and the largest share of production, income, and employment created as a result of tourist's spending. Shiraz, Mashhad, Isfahan, and Yazd are among the tourist destinations of Iran in the field of attracting domestic tourists due to the presence of various historical, cultural, religious, and environmental tourist attractions. Therefore; they have been selected for the tourist destinations studied in this research. Unfortunately, despite the great importance of the coolness of destinations in the tourism industry and its impact on tourist's decisions in choosing destinations, there is no research in this field in Iran. The main issue is how to create such a feeling in tourist destination. Despite the importance of this issue, there is still no convincing answer to it. Also the review of the research background shows that a single definition of this concept has not been provided so far. Due to the intuitive yet intangible nature of this concept, the lack of tourism research is somewhat understandable.

Based on the collected research, it has been determined that to receive an emotional experience from the tourist, the selected tourist destination must have a different experience from other similar destinations, which can be achieved by creating a creative destination for the tourist (Ridhani & Roostika, 2020). Creative destinations increase the ability to attract tourists and increase their number. Tourists are attracted by creative destinations and feel "cool" to visit the destination. Previous research has proven that greater satisfaction and attachment to a place can be created by feeling cool. Tourist's sense of attachment to the place gives them more chances to be loyal to a particular destination. In addition; they have shown that 'perceived coolness' is influenced by some factors such as uniqueness, identification, and attractiveness (Kock, 2021). The main reason why tourists seek favorable experiences is the attractive destination that is cool enough to make tourists develop emotional experiences (Ridhani & Roostika, 2020).

The purpose of this article is to determine four antecedents of perceived coolness (perceived value, uniqueness, identification, and attractiveness) and four consequences of perceived coolness (destination loyalty, place attachment, revisit intention, and authentic pride) of tourists in tourism destinations. In this research, we are trying to answer the following question: What are the antecedents and consequences of perceived coolness in tourism destinations?

2. Theoretical Basics

2-1. Perceived Coolness

Today, the characteristics of products are determined through The term "Coolness" (Ridhani & Roostika,2020). According to previous research, a cool product or service is said to be unique, attractive, innovative, stylish, and authentic (Runyan, et al, 2013). There is also research on the effect of perceived coolness on brand preference

(Warren & Campbell, 2014), tourist satisfaction (Chen & Chou, 2019), perceived value (Im, et al, 2015), and customer satisfaction (Liu & Mattila, 2019). The purpose of the tourism destination is to attract and provide a good experience that has been successful in this field in recent years. Therefore, perceived coolness can play a critical role in the tourist's satisfaction.

2-2. Antecedents of Perceived Coolness

Due to the previous research, the antecedents of perceived coolness include: perceived value, uniqueness, identification, and attractiveness (Chen & Chou, 2019; Im, et al, 2015; Kim, et al, 2015). These antecedents have also been studied in other research to show how they relate to coolness products (Runyan, et al, 2013; Sundar, et al, 2014, Rahman, 2013).

2-2-1. Perceived value

Perceived value is a subjective construct that varies between customers, between cultures, and at different times (Sánchez, et al, 2006). The concept of perceived value has been used to gain the success of companies, especially in the intense market competition (Huber, et al, 2001). Unfortunately despite research in recent decades, a single definition and concept for this issue have not been determined yet. Previous research has proven that the concept of customer-perceived value increases customer satisfaction and also has a significant effect on the willingness to repurchase and customer loyalty. More benefits of the product or service offered to the customer will increase his satisfaction, giving him more chances of positive behavior (Lin, et al, 2005). In recent years, the perceived value of the customer has been researched and examined a lot in the field of tourism and hospitality industry. According to studies conducted on perceived coolness, researchers found a good relation among perceived value and perceived coolness (Im, et al, 2015; Kim, et al, 2015; Kim & Park, 2019). Therefore, the hypothesis in this study as follows:

H₁. The perceived value of the destination positively affects the perceived coolness of tourists.

2-2-2. Uniqueness

Due to research conducted in the tourism industry, one of the ways to attract visitors is to create a unique destination. Tourist's expectation of visiting a unique destination is met by providing this feeling in the tourism industry (Pechlaner, et al, 2011). Unique tourist destinations gain more value and increase the probability of tourist's loyalty to the destination (Mostafavi Shirazi & Mat Som, 2013). Tourist destinations can be popular because of several aspects of culture, unique landscape, infrastructure, history, and local products (Wibowo & Roostika, 2019). Tourists tend to consider a destination with unique characteristics as beautiful and attractive (Al Salmi, et al, 2016). Creative tourists prefer to have unique experiences (Ali, et al, 2016). According to the research conducted in the creative tourism industry, the unique culture or characteristics of the tourist destination help to attract tourists through the uniqueness of the destination. To be successful in the tourism industry, customers must have enough reasons to choose a tour. This is possible by having a unique tourist destination that can compete or have a unique selling point. The more unique the type of tourism and culture offered is, the higher the ability to attract tourists (Anshori, et al, 2020). Research literature has shown that uniqueness is strongly related to coolness dimensions (Runyan, et al, 2013). Researchers have stated that uniqueness is associated with "coolness" (Sundar, et al, 2014). Researchers have found that one of the factors that increase the level of perceived coolness is the uniqueness of the destination (Chen & Chou, 2019). Therefore, the following hypothesis is proposed.

H₂. The uniqueness of destinations positively influences the perceived coolness of tourists.

2-2-3. Identification

Researchers have found that Perceived coolness makes the relationship between oneself and a product (or brand) salient for consumers (Kumar & Kaushik, 2017). They argued that 'consumers purchase and consume products that align with their self-concepts because they seek to strengthen a sense of self and connect with others'. Similarly brand identity refers to how close people perceive a brand to their concept (Runyan, et al, 2013; Escalas & Bettman,

2003). According to research, one of the factors that increase the level of perceived coolness is identification (Chen & Chou, 2019). Therefore the following hypothesis is proposed.

H₃. The identification of a destination positively influences the perceived coolness of tourists.

2-2-4. Attractiveness

According to research conducted in the tourism industry, a destination is attractive from the point of view of tourists when they feel that it can satisfy them in terms of meeting their specific vacation needs (Hu & Ritchie, 1993). The more attractive the tourist destination is, the more tourists it attracts to visit the destinations. They have found that the attractiveness of the destination means the resources of the destination because they have an essential effect on attracting tourists to a particular destination. According to the conducted research, the tourism destination is no longer considered to be only one of the cultural or environmental resources. However, nowadays, it has become an attractive general accessible product and can be purchased for consumers situated in a specific region (Buhalis, 2000). If a tourist destination is attractive and offers a combination of services and products, it will become an attractive product bundle. Tourists; feel more attraction and memorable experiences through this bundle (Cracolici, et al, 2008). Researchers have found that an unforgettable adventure is created by pursuing the attractiveness of destinations that can cause tourist's certain feelings, particularly perceived coolness (Chen & Chou, 2019). Therefore, the hypothesis in this research as follows:

H₄. The attractiveness of the destination positively influences the perceived coolness of tourists.

2-3. Consequences of Perceived Coolness

In line with past research that has investigated the consequences of perceived coolness after visiting a destination, Destination loyalty, Place attachment, Tourist satisfaction, Revisit intention, and Authentic pride is five well-known behaviors that can be related to perceived coolness (Chen & Chou, 2019; Blanco & Loureiro, 2020).

2-3-1. Destination Loyalty

One of the most important ways to create a sustainable destination is Destination Loyalty (Yasouri, et al, 2015; Chen & Phou, 2013). Maintaining a competitive strategy helps to have a thriving tourist destination. This strategy is implemented using activities that lead to the loyalty of visitors to the destination (Mostafavi Shirazi & Mat Som, 2013). According to the researchers, Destination Loyalty is the point of view that tourists get after visiting a destination (Chen & Gursoy, 2001). The conducted research has shown that loyalty is separated into two sights: behavioral loyalty and attitudinal loyalty (Chen & Chou, 2019). Behavioral loyalty returns to the revisit destination, and attitudinal loyalty returns to favorite tourist sensations (Chen & Phou, 2013; Chen & Myagmarsuren, 2010). The previous study has proven that one of the basic factors that direct to Destination Loyalty is the tourist's enjoyable experience of the destination. They showed that one of the determining factors for Destination Loyalty is the satisfaction of tourists visiting the destination, which also affects Destination Loyalty (Chen & Phou, 2013; Do Valle, et al, 2006; Sangpikul, 2017). Additionally they proved that raising the perceived coolness of tourists will result in a higher level of satisfaction, place attachment, and further positive behavioral intention such as revisiting and willingness to recommend (Chen & Chou, 2019). The previous study showed that destination loyalty is a consequence of destination consumption through the effect of tourist experience by visiting destinations (Chen, et al, 2016). Therefore the hypothesis in this research as follows:

H₅. The perceived coolness of the destination positively affects tourists' Destination Loyalty.

2-3-2. Place Attachment

Attachment theory claims that attachment 'targets a particular feeling or bond that develops between a person and another person or object' (Brocato, et al, 2015). Accordingly they showed that place Attachment returns to the individual's cumulative experiences with the place in terms of its physical and social sights. Emotional bonds to a place can be created through the experience of a tourist. Hence place Attachment is a logic used to evaluate

significant aspects related to a place (Chen, et al, 2016). In addition, according to previous research, a vital factor influencing destination loyalty is place attachment (Lee, et al, 2012). Researchers have stated that place attachment may emerge after a feeling is received between the tourist's perceptions and the specific destination (Kerstetter & Bricker, 2009). Previous literature has shown that one of the influencing factors on destination loyalty is place attachment (Do Valle, et al, 2006; Sangpikul, 2017; Patwardhan, et al, 2019). Researchers have shown that the coolness perceived by the visitor has a direct relationship with the level of attachment to the tourist place. As it increases, the level of attachment to the touristic place also increases (Chen & chou, 2019). Therefore the hypothesis in this research as follows:

H₆. Perceived coolness of the destination positively influences the place attachment of tourists.

2-3-3. Revisit intention

Previous literature has shown that Passion and love are emotions (Richins, 1994). Some excitement researchers, assume love to be a fundamental excitement but others believe that it is a human emotion that originates from happiness and faith (Oatley, et al, 2011; Plutchik, 2001). Therefore the intention appears as a dimension of love for a brand, an idea, or an object, or things. They suggest that humans can have a natural sense of love to an object and conceptualizes the love impression as having two dimensions: the real and the desired integration (Ahuvia, 2005). In the context of tourism, a strong intention to revisit can be considered as a level of intention to revisit and feeling passionate about a tourist destination (Loureiro, 2018; Batra, et al, 2012; Bagozzi, et al, 2017). Previous research has shown that a visitor who positively evaluates the museum and finds it cool, has a solid intention to revisit it and feel a sense of belonging (Blanco & Loureiro, 2020). Therefore the hypothesis in this research as follows:

H₇. Perceived coolness of destination positively influences the Revisit intention of tourists.

2-3-4. Authentic Pride

In the psychology, literature, pride emerges as having two facets: hubristic and authentic (Tracy & Robins, 2007; Lazarus, 1991). In the tourism industry, researchers have stated, that when tourists visit tourist destinations, local people can be proud of their city or country, which can cause positive feelings in themselves and society (Vogt, 2007; Tovar & Lockwood, 2008). They have also shown that authentic pride can be sensed with cruise ships and museums (Loureiro, 2019; Warren, et al, 2019). According to previous literature, when visitors visit a tourist destination (where they may be in contact with a country's history, different civilizations, gaining new information and knowledge, and a sense of identity), they can feel a sense of accomplishment and positive emotions (Loureiro, 2019). Therefore visitors who find a particular destination to be cool, feel positive and success (Authentic pride) (Blanco & Loureiro, 2020). Visiting a destination perceived as cool may be a goal achieved by visitors that creates a feeling of self-confidence (authentic pride) in them. Therefore, the hypothesis in this research as follows:

H₈. Perceived coolness of the destination positively influences the Authentic pride of tourists.

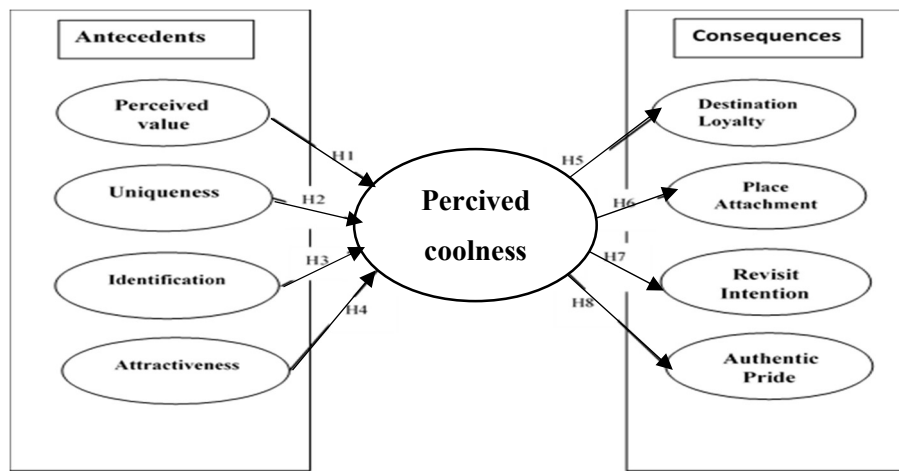


Figure 1. Conceptual Framework

3. Methodology

The current research was carried out in the paradigm of positivism with a quantitative approach and a survey strategy, and in terms of purpose, it is practical and descriptive. Data was used in this research by distributing online and offline-based questionnaires. In this questionnaire, a five-point Likert scale was used as a rating scale, which includes the range of completely agree to completely disagree. The questions used in this questionnaire are closed type. Non-probability sampling with a convenience method was taken to access Domestic tourists who have experiences visiting Yazd, Mashhad, Shiraz, and Esfahan. In general, in the structural equation modeling methodology, the sample size can be determined between 5 and 15 observations for each measured variable. Based on this, 220 questionnaires were distributed in this research and finally, 217 questionnaires were valid for further statistical analysis with PLS-SEM. The questionnaires were adapted from Previous research to measure perceived value, uniqueness, identification, attractiveness, destination loyalty, place attachment, revisit intention, and authentic pride (Chen & chou, 2019; Kim & Park, 2019; Anshori, et al, 2020, Blanco & Loureiro, 2020; Ashfaq, et al, 2021). To assess the research model developed in Figure 2 and 3, Smart PLS3 was used to analyze the data collected. This included path modeling and then bootstrapping.

4. Findings

4.1. Data Analysis

After completing data collection from online and offline questionnaires, the respondent’s identity can be summarized as follows: 62.2% of the respondents were females, and 37.8% were male respondents; the majority (i.e., 47%) of the respondents were from the age category of 20-29 years old; 69 respondents or 31.8% of the respondents hold a Master's degree or higher; 129 respondents or 59.4% of the respondents are single. 9.7% of the respondents have chosen Yazd, 14.7% of the respondents have chosen Esfahan, 27.6% of the respondents have chosen Mashhad, and 47.9% of the respondents have chosen Shiraz.

4.2. Reliability and Validity Analysis

A PLS model is analyzed and interpreted. The adequacy of the measures is evaluated (measurement model) through the reliability of the individual measures, the convergent validity, and the discriminant validity of the constructs. Regarding; the measurement model, Table 1 shows that all item loadings are higher than 0.5 all T statistics are above 1.96. Therefore, their significance is confirmed at the confidence level of 95%, and a probability value (P) is lower than 0.05, so all data are non-normal.

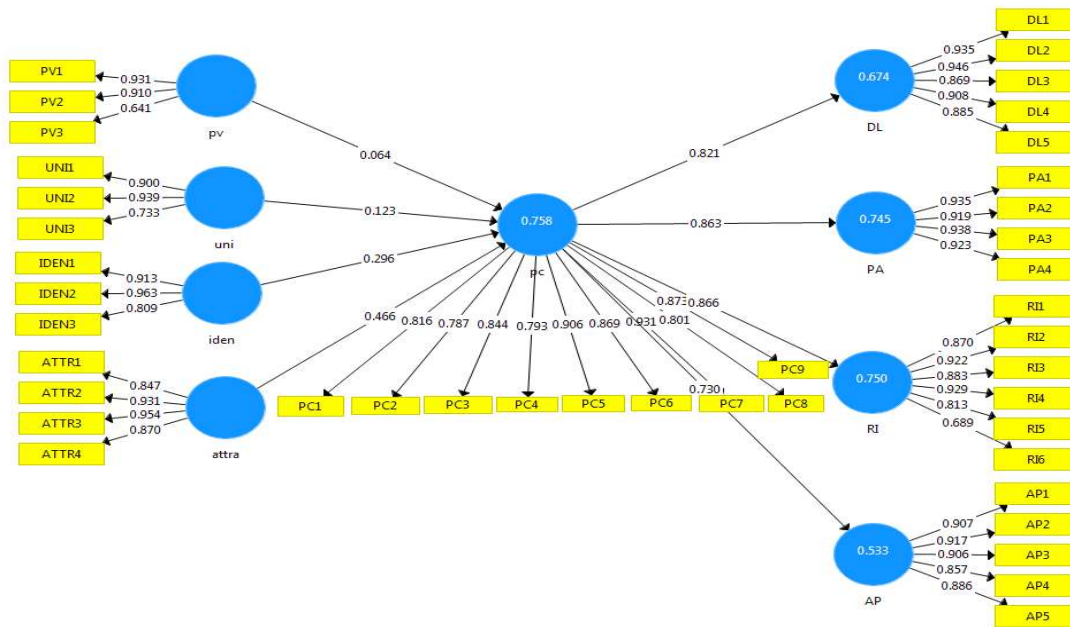


Figure 2. The effectiveness of indicators

Table 1. Outer loading - item loading

Construct	Item sentence	Item loading	T statistics	P values
Perceived Value	PV1	0.931	59.59	0.000
	PV2	0.910	52.869	0.000
	PV3	0.641	10.340	0.000
Uniqueness	Uni1	0.900	52.510	0.000
	Uni2	0.939	72.621	0.000
	Uni3	0.733	12.233	0.000
Identification	Iden1	0.913	61.960	0.000
	Iden2	0.963	156.310	0.000
	Iden3	0.809	17.680	0.000
Attractiveness	Attr1	0.847	25.889	0.000
	Attr2	0.931	44.538	0.000
	Attr3	0.954	80.397	0.000
	Attr4	0.870	28.326	0.000
Perceived Coolness	PC1	0.816	15.974	0.000
	PC2	0.787	16.150	0.000
	PC3	0.844	20.784	0.000
	PC4	0.793	15.994	0.000
	PC5	0.906	45.839	0.000
	PC6	0.869	28.596	0.000
	PC7	0.931	68.820	0.000
	PC8	0.801	17.164	0.000
	PC9	0.873	33.201	0.000
Destination Loyalty	DL1	0.935	57.097	0.000
	DL2	0.946	61.736	0.000
	DL3	0.869	25.941	0.000
	DL4	0.908	40.898	0.000
	DL5	0.885	34.630	0.000

Construct	Item sentence	Item loading	T statistics	P values
Place Attachment	PA1	0.935	47.344	0.000
	PA2	0.919	43.439	0.000
	PA3	0.938	60.875	0.000
	PA4	0.923	53.796	0.000
Revisit Intention	RI1	0.870	30.059	0.000
	RI2	0.922	66.316	0.000
	RI3	0.883	34.166	0.000
	RI4	0.929	51.901	0.000
	RI5	0.813	19.199	0.000
	RI6	0.689	9.860	0.000
Authentic Pride	AP1	0.907	39.134	0.000
	AP2	0.917	43.752	0.000
	AP3	0.906	39.894	0.000
	AP4	0.857	19.122	0.000
	AP5	0.886	33.045	0.000

According to Table 2, All Cronbach’s alpha and composite reliability values are above 0.7. The measures demonstrate convergent validity as the average variance of manifest variables extracted by constructs (average variance extracted (AVE) is above 0.5, indicating that most of the variance of each indicator is explained by its construct (Hair, et al, 2017). Average; variance extracted (AVE) shows that the correlations between each first-order construct and the second-order construct (value above 0.5) reveal that they have more than half of their variance in common, as expected.

Table2. Fornell-Larcker Index

	Perceived value	Uniqueness	Identification	Attractiveness	Perceived Coolness	Destination Loyalty	Place Attachment	Revisit Intention	Authentic Pride
Perceived value	0.838								
Uniqueness	0.697	0.862							
Identification	0.728	0.783	0.897						
Attractiveness	0.745	0.735	0.764	0.902					
Perceived Coolness	0.712	0.742	0.794	0.830	0.848				
Destination Loyalty	0.712	0.747	0.833	0.782	0.821	0.909			
Place Attachment	0.701	0.767	0.804	0.712	0.863	0.899	0.929		
Revisit Intention	0.713	0.783	0.838	0.798	0.866	0.922	0.908	0.855	
Authentic Pride	0.582	0.758	0.653	0.604	0.730	0.737	0.751	0.782	0.895

Table3. Internal consistency reliability

Construct	Cronbach’s alpha	Composite reliability	Average variance extracted (AVE)
Perceived Value	0.779	0.873	0.702
Uniqueness	0.825	0.896	0.744
Identification	0.877	0.925	0.805
Attractiveness	0.922	0.945	0.813
Perceived Coolness	0.951	0.958	0.719
Destination Loyalty	0.947	0.960	0.827
Place Attachment	0.947	0.962	0.863
Revisit Intention	0.924	0.942	0.731
Authentic Pride	0.938	0.953	0.801

4.3. The Goodness of Fit Measurements

To evaluate the general fit of the primary model, the GOF criterion is used as follows (Schermelleh-Engel, et al, 2003).

$$GOF = \sqrt{\text{communality} \times R^2}$$

Obtaining 0.737 for GOF shows the overall solid fit of the present study model.

4.3. Hypothesis Testing

his research employed seven variables, namely perceived value (PV), uniqueness (Uni), identification (Iden), attractiveness (Attr), perceived coolness (PC), destination loyalty (DL), place attachment (PA), revisit intention (RI) and authentic pride (AP) with the total indicator of 44 indicators. Table 3 provides a summary of all the hypotheses testing results. T-Values should be above 1.96 to be considered significant, that support the hypothesis. The sign of the path coefficient shows the effect of the hypotheses.

Table 4. Hypothesis Testing Results

Hypothesis	Variable Relationship	T-Values	Path coefficient	Remarks
H1	PV → PC	0.898	0.064	Not Significant
H2	Uni → PC	1.460	0.123	Not Significant
H3	Iden → PC	2.864	0.296	Significant
H4	Attr → PC	5.089	0.466	Significant
H5	PC → DL	14.744	0.821	Significant
H6	PC → PA	24.897	0.863	Significant
H7	PC → RI	25.338	0.866	Significant
H8	PC → AP	15.212	0.730	Significant

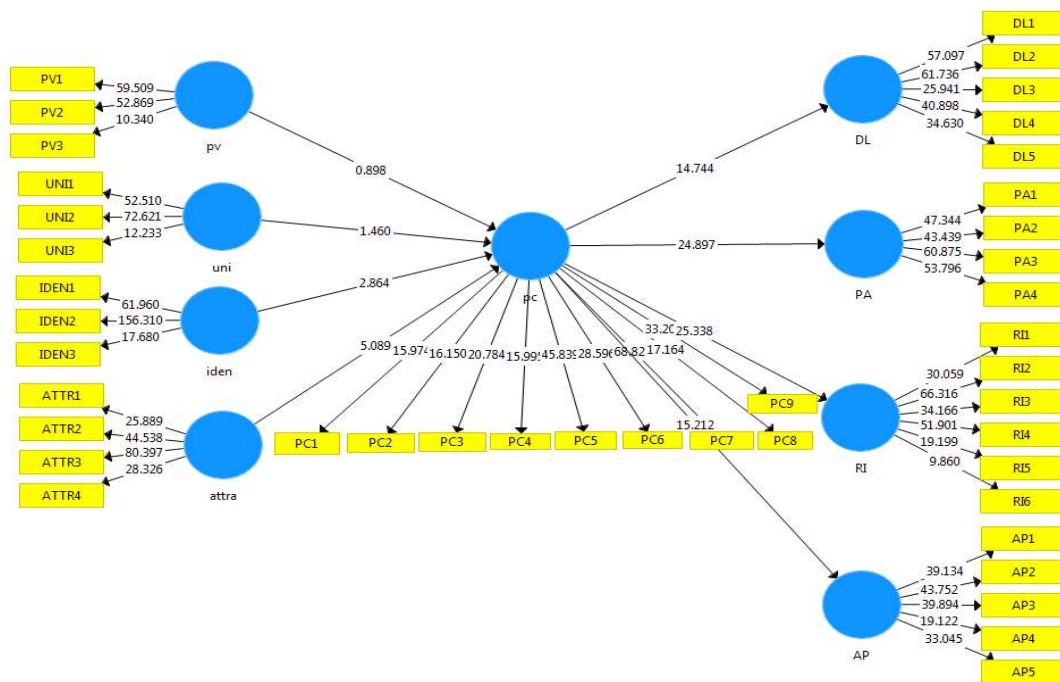


Figure 3. Final Research Model

5. Discussion and Conclusion

The first hypothesis is not supported as the perceived value of destinations did not positively influence the tourists perceived coolness. A previous study investigated the influence of the coolness concept on consumer's adoption of smart speakers through four core perceived values – functional, hedonic, economic, and social value. All perceived values were powerfully influenced by perceived coolness (Ashfaq, et al, 2021). Compared with that study, in the tourism context, the finding from this research represented that Perceived coolness in tourist destinations is not positively related to the perceived values of destinations. This case usually happens in the destination segment due to domestic tourists in Iran ignore the perceived value of tourist destinations because the perceived value is not the priority of visitors in tourist destinations that are known as cool.

The second hypothesis is not supported as the uniqueness of destinations did not positively influence the tourists perceived coolness. Uniqueness can be easily imitated by other competitors therefor, it can be reduced. In comparison, according to Previous research, the uniqueness of the destination positively influences the perceived coolness (Chen & chou, 2019). However; in their research, the level of uniqueness was not as high as attractiveness to affect the perceived coolness of the tourist. According to their findings, uniqueness does not have a high power compared to attractiveness to affect perceived coolness. This strategy can be easily imitated by other competitors in the tourism industry and is no longer unique to a specific destination (Chen & chou, 2019). The finding might occur because of the respondent's background, mostly locals. They might perceive destinations as part of their life and no longer unique objects for them. Consequently; they do not consider the uniqueness of the destinations as something cool.

The third hypothesis represented that the identification of the destination from the tourist positively impressed tourist's perceived coolness. A former study showed that based on the social personality theory, visitors want to show their social personality through identification by the delightful experience of visiting tourist destination (Ekinci, et al, 2013). This research has proven that tourists receive a higher level of the pleasant experience of perceived coolness when their character matches the destination, and they meet people with a same character. The findings in the previous research also confirm this conclusion (Chen & chou, 2019).

The fourth hypothesis represented that the attractiveness of destinations positively impressed tourists' perceived coolness. Pleasant experiences can be gained by visiting attractive destinations. Those Pleasant experiences made the tourist feel cool by visiting the destination. Previous research has proven that the destination's attractiveness positively affects the perceived coolness of tourists, so the result obtained in this research is also confirmed (Chen & chou, 2019). Furthermore; they showed that the best way to create a distinctive experience in tourism is to create an attractive destination based on what tourists think is "cool" to do (Tan, et al. 2013).

The fifth hypothesis represented that the perceived coolness of tourists positively impressed tourist's destination loyalty. Previous studies have shown that perceived coolness is positively related to destination loyalty because it is one of the necessary consequences of destination consumption through the tourism experience (Chen & chou, 2019). The findings from this study are in line with their study. Therefore the fifth hypothesis showed that perceived coolness is sufficient to steam up the tourist to be loyal to the destination.

The sixth hypothesis represented that the perceived coolness of tourists positively impressed the tourist place attachment to the destination. It can be seen that after the tourists experience the destination, they develop an emotional sentiment and connect those sentiment with the destination. Previous research has shown that place attachment may appear when a person connects their personal sentiments about an object (Brocato, et al, 2015). Meanwhile researchers found that tourist's experience of visiting a place develops an emotional bond between a destination and a tourist (Chen & chou, 2019). These statements from previous research are in line with the

confirmation of this research, which says that the tourist creates a sense of "coolness" in the destination, which straightly leads to attachment to the place.

The seventh hypothesis represented that the perceived coolness of tourists influenced the tourist's revisit intention to the destination in a positive way. The findings from this research are supported the former study that stated that the desire to revisit the museum is a function of museum coolness (Blanco & Loureiro, 2020; Batra, et al, 2012; Bagozzi, et al, 2017). Therefore, in the tourism industry, a destination that is considered cool has a higher chance of being visited again than a destination without attractive features.

The eighth hypothesis of this research showed that the perceived coolness of tourists positively influenced the authentic pride in the destination. Authentic pride is a remarkable consequence of destination coolness. Research has shown that a cool museum can make visitors feel valued and successful (Tracy & Robins, 2007; Lewis, 2008). Previous research has proven that perceived authenticity is positively relates to authentic pride (Loureiro, 2019). Prior research has already demonstrated that a cool museum has a vital role through the perception of the visitor, who may consider the visit to the museum as a goal to achieve (Blanco & Loureiro, 2020). The finding of this research represented that tourist tends to have a higher level of favorite experience of the perceived coolness when feels a sensation of pride. Thus here one may argue that perceived coolness of tourists positively influenced the authentic pride in the destination.

This research examined the antecedents of perceived coolness (perceived value, uniqueness, identification, and attractiveness) and the consequences of perceived coolness (destination loyalty, place attachment, revisit intention and authentic pride). By analyzing 217 respondents who were domestic visitors of four cities (Mashhad, Shiraz, Yazd, and Esfahan). By testing the data with PLS-SEM software, findings represented that only two antecedents of perceived coolness were significant, namely identification and attractiveness. Whereas; there were four significant consequences of perceived coolness, namely destination loyalty, place attachment, revisit intention, and authentic pride.

In this study, we have examined four cities in Iran. For the academic, firstly, future empirical study in the tourism industry could examine the antecedents and the consequences of perceived coolness within more cities, a country, or in different countries to check the strength and generalizability of our findings. Secondly in the present study, only domestic tourists were surveyed. For; future research, it is suggested to use the opinions of foreign tourists. Third, before this research, no research had been done in Iran's tourism literature about the antecedents and consequences of perceived coolness in tourism destinations. Therefore it is suggested to investigate the antecedents and consequences of perceived coolness. Further exploration of the antecedents will help to understand better what can influence a tourist's perceived coolness. Fourth; future research could examine the consequences associated with perceived coolness more because, the model of this research was limited to the authentic pride of the tourist destination. With further exploration, the consequences of perceived coolness can contribute to the literature in the tourism industry.

For practitioners/managers, the tourism industry in Iran is one of the fields that has a high potential for growth and prosperity. Unfortunately, it has not yet reached its expected position. Because tourism is heavily influenced by innovation, creativity, and the advancement of technology development, tourism providers must seriously manage technology's ability to enhance tourists' emotional feelings towards the destination. The perception of "coolness" should be developed in all the destinations to remain competitive.

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