



**REPUBLIC OF TURKEY
İZMİR KÂTİP ÇELEBİ UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES
DEPARTMENT OF TOURISM MANAGEMENT
TOURISM MANAGEMENT PROGRAM**

**A RESEARCH ON SENSORY BRANDING OF
HOTELS AND ITS IMPACTS ON TOURIST
EXPERIENCE: CASE OF İZMİR**

Doctoral Thesis

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İZMİR-2020

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İZMİR-2020

AUTHOR’S DECLARATION

*“I hereby declare that this master’s thesis titled **A Research on Sensory Branding of Hotels and Its Impacts on Tourist Experience: Case of Izmir** has been written by myself in accordance with the academic rules and ethical conduct. I also declare that all materials benefited in this thesis consist of the mentioned resources in the reference list. I verify all these with my honor.”*

21/12/2020

Özgür SARIBAŞ



ABSTRACT

Doctoral Thesis

A RESEARCH ON SENSORY BRANDING OF HOTELS AND IMPACT ON TOURIST EXPERIENCE CASE OF IZMIR

Özgür SARIBAŞ

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Nowadays, companies try to distinguish themselves from their opponents by using senses (“*sight, sound, smell, taste and touch*”) in their brands. This practice is known as sensory branding in literature. Recently, it has been concluded that studies on sensory branding have been conducted in tourism research, and these studies have mostly focused on marketing, branding and experience researches. In this study, the process of transformation of sensory characteristics provided by hotels to experience, and the impacts of sensory branding in hotels on tourist experience are examined.

The scope of the research consists of 5-star hotels in Izmir and it is aimed to examine the impacts of sensory branding on tourist experience. For this purpose, firstly, an intensive literature search was performed to reveal the originality of the research and the research fields of sensory studies in tourism literature were tried to be determined by using the “*bibliometric analysis technique*”, which is one of the “*quantitative research methods*”. Afterward, interviews were conducted with 25 managers who work in 5-star hotels in Izmir by using an “*interview technique*” and evaluated with “*content analysis*”, which is one of the “*qualitative research methods*”. With “*content analysis*”, managers' opinions about sensory branding and data on sensory characteristics of hotels were obtained. Finally, the impacts of sensory branding practices on 5-star hotels on tourist experiences were tried to be revealed, and 413 questionnaires were obtained from tourists staying in 5-star hotels in Izmir by using “*survey technique*”, which is one of the “*quantitative research methods*”. Collected data were analyzed by SPSS 24 “*(Statistical Package for the Social Sciences)*” and AMOS 23 “*(Analysis of Moment Structures)*” package programs.

With these analyses, sensory branding was examined extensively, the statements of hotel managers were compared with the tourist experiences, and the findings related to the impacts of sensory branding studies on tourist experiences were revealed. One of the critical conclusions obtained from the research is the lack of sensory studies in tourism and a gap in the tourism field about sensory studies. Results of the study show that hotel managers do not have detailed information about sensory branding and sensory branding is not performed consciously in 5-star hotels in Izmir. In addition, it is found that hotels do not use the 5 dimensions of sensory branding, but concentrate mostly on sight and smell senses to create a tourist experience. It can be interpreted that the sensory aspects of the hotels are used as a marketing activity. Still, this usage is not evaluated within the concept of sensory branding by companies. Another finding obtained from this study is that sensory branding practices in hotels have significant impacts on tourist experiences. In the research, comments and evaluations were made on these findings, and the results were shared.

This research is a unique study with the research path it pursues. A three-step study was conducted to interpret the results correctly. Firstly, the gap on the subject was determined and then quantitative and qualitative research steps were followed. It is also a study that sheds light on other researches with a two-way perspective on the subject.

Keywords: *Sensory Branding, Tourist Experience, Tourism Management, Gastronomy, Senses, Hotels, Interdisciplinary Tourism Research*

ÖZET

Doktora Tezi

OTELLERİN DUYUSAL MARKALAŞMASI VE TURİST DENEYİMİNE ETKİLERİ ÜZERİNE BİR ARAŞTIRMA İZMİR ÖRNEĞİ

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Günümüzde şirketler, markalarında duyuları (“görme, ses, koku, tat ve dokunma”) kullanarak kendilerini rakiplerinden ayırmaya çalışıyorlar. Bu uygulama, literatürde duyuşal markalaşma olarak bilinmektedir. Son zamanlarda, turizm araştırmalarında duyuşal markalaşma ile ilgili çalışmaların yapıldığı ve bu çalışmaların daha çok pazarlama, markalaşma ve deneyim araştırmalarına odaklandığı sonucuna varılmıştır. Bu çalışmada, oteller tarafından sağlanan duyuşal özelliklerin deneyime dönüşme süreci ve otellerde duyuşal markalaşmanın turist deneyimi üzerindeki etkileri incelenmektedir.

Araştırmanın kapsamı İzmir'deki 5 yıldızlı otellerden oluşmaktadır ve duyuşal markalaşmanın turizm deneyimi üzerindeki etkilerinin incelenmesi amaçlanmıştır. Bu amaçla ilk olarak araştırmanın özgünlüğünü ortaya koymak için yoğun bir literatür araştırması yapılmış ve turizm literatüründeki duyuşal çalışmaların araştırma alanları “*bibliometrik analiz tekniği*” kullanılarak belirlenmeye çalışılmıştır. Daha sonra İzmir'deki 5 yıldızlı otellerde çalışan 25 yönetici ile “*görüşme*” tekniği kullanılarak görüşmeler yapılmış ve nitel araştırma yöntemlerinden biri olan “*içerik analizi*” ile değerlendirilmiştir. “*İçerik analizi*” ile yöneticilerin duyuşal markalaşma ve otellerin duyuşal özellikleri hakkındaki veriler elde edilmiştir. Son olarak, duyuşal markalaşma uygulamalarının 5 yıldızlı oteller üzerindeki turist deneyimleri üzerindeki etkileri ortaya çıkarılmaya çalışılmış ve İzmir'deki 5 yıldızlı otellerde kalan turistlerden “*nicel araştırma yöntemlerinden*” faydalanılarak toplanan veriler SPSS 24 “*(Statistical Package for the Social Sciences)*” ve AMOS 23 “*(Analysis of Moment Structures)*” paket programları ile analiz edilmiştir.

Bu analizlerle duyuşal markalaşma kapsamlı bir şekilde incelenmiş, otel yöneticilerinin ifadeleri turist deneyimleri ile karşılaştırılmış ve duyuşal markalaşma çalışmalarının turist deneyimleri üzerindeki etkilerine ilişkin bulgular ortaya konulmuştur. Araştırmadan elde edilen kritik sonuçlardan biri, turizmde duyuşal çalışmaların yeteri kadar olmaması ve turizm alanında duyuşal çalışmalarla ilgili oluşan boşluktur. Çalışmanın sonuçları, İzmir'deki 5 yıldızlı otellerde otel yöneticilerinin duyuşal markalaşma ve duyuşal markalama hakkında bilinçli bir şekilde yapılmadığını göstermektedir. Buna ek olarak, otellerin duyuşal markalamanın 5 boyutunu kullanmadığı, ancak bir turist deneyimi yaratmak için çoğunlukla görsel ve koku duyularına yoğunlaştığı bulunmuştur. Otellerin duyuşal yönlerinin bir pazarlama faaliyeti olarak kullanıldığı şeklinde bir yorum yapılabilir ancak bu kullanım şirketler tarafından duyuşal markalaşma kavramı içinde değerlendirilmemektedir. Bu çalışmadan elde edilen bir diğer bulgu, otellerdeki duyuşal markalama uygulamalarının turist deneyimleri üzerinde önemli etkileri olduğu yönündedir. Araştırmada bu bulgular üzerine yorumlar ve değerlendirmeler yapılmış ve sonuçlar paylaşılmıştır.

Bu araştırma izlediği araştırma yolu ile benzersiz bir çalışmadır. Sonuçları doğru yorumlamak için üç adımlı bir araştırma gerçekleştirilmiştir. Öncelikle konu ile ilgili boşluk tespit edilmiş ve sonrasında nicel ve nitel araştırma adımları izlenmiştir. Aynı zamanda konuya iki yönlü bakış açısı ile diğer araştırmalara ışık tutucu nitelikte bir araştırmadır.

Keywords: *Duyuşal Markalaşma, Turist Deneyimi, Turizm İşletmeciliği, Gastronomi, Duyular, Konaklama İşletmeleri, Disiplinlerarası Turizm Araştırmaları*

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LIST OF ABBREVIATIONS

AGFI	: Adjusted Goodness of Fit Index
AMA	: American Marketing Association
AMOS	: Analysis of Moment Structures
APP.	: Appendix
BC	: Before Christ
CFA	: Confirmatory Factor Analysis
CFI	: Comparative Fit Index
DM	: Decision Making
etc.	: et cetera
et al.	: and others
EFA	: Exploratory Factor Analysis
MMC	: Mail Media Centre
NFI	: Normalized Goodness of Fit Index
i.e.	: id est
RMSEA	: The Root Mean Square Error of Approximation
RI	: Re-Visit Intention
SB	: Sensory Branding
SEM	: Structural Equation Modeling
SF	: Satisfaction
SPSS	: Statistical Package for the Social Sciences
TE	: Tourist Experience
Std.	: Standard Deviation
Std. Error	: Standard Errors

INTRODUCTION

Tourism research should be examined in an interdisciplinary dimension. When most of the scientists who shape the world are considered, it is seen that each one has brought different disciplines together. For example, Greek philosopher Aristotle (BC 384-322) studied in many different disciplines such as physics, biology, metaphysics, aesthetics, logic, poetry, psychology, theater, and linguistics. Italian scientist Galileo Galilei (1564-1642) was not only an astronomer, but also a physicist, mathematician, philosopher, and engineer. Greek philosopher Democritus (BC 460-370) was a philosopher in the fields of mathematics, philosophy, anthropology, art, biology, medicine, cosmology, physics, and life sciences. In the same way, Persian scholar Muhammad ibn Musa al-Khwarizmi (780-850) worked in the fields of mathematics, geography, medicine, and astronomy while Khayyam (1048 - 1131) combined science and art. As seen in the examples above, most of the well-known and successful scientists were interested in more than one field and exhibited their creativity in multi-fields throughout history. Today, interdisciplinary studies and creative findings are also beneficial in tourism literature as well as in many other fields where the relationship between tourism and science is discussed.

In an increasingly competitive business environment, it became challenging to compete with old-fashioned methods in the tourism industry. Over time, both the definition of the customer changed and the products offered varied. Various researches have been carried out on the presentation, marketing, and reintroduction of the products in memory. The fact that a touristic product takes place in human memory and becomes a brand is directly related to the tourist experience. Moreover, human senses play an active role in providing tourist experience. The sense is a kind of mechanism that includes seeing, smelling, hearing, touching, and tasting activities. Nowadays, companies are working for differentiating their products or services from their competitors by using five senses in their brands. This practice can be defined as sensory branding that helps companies distinguish brands from competitors. In this study, the impact of sensory branding on tourist experience in 5-star hotels in İzmir is researched.

Firstly, the concepts of senses and experience were emphasized in this study. Afterward, sociology, anthropology, history, psychology, and philosophy studies that have a direct relation with senses were evaluated, and the importance of sensory studies in tourism literature was researched. Then, the tourist experience and the sensory dimensions of the tourist experience were evaluated. Finally, information about sensory factors in hospitality experience was presented.

After that, the concepts of branding, branding models, and sensory branding were emphasized. Later, sensory branding in hotels examined with all its dimensions. In this section, sub-components of sensory branding such as visual (visual, lighting, color, etc.), smell, hearing (music, noise, etc.), taste, and touch were also investigated separately, which are used in hotels sensory branding activities.

In the last part of the study, firstly, 5-star hotel managers' level of awareness about sensory branding and their hotels' applications of sensory branding has been researched. Then, the impact of sensory branding applications in 5-star hotels on tourist experiences has tried to be revealed. In this context, first of all, a bibliometric analysis technique was used to see the gap in the field and to reveal the originality of the research. With this analysis research fields of sensory studies in tourism was tried to be determined. Afterward, interviews were conducted with 5-star hotel managers, and findings were analyzed with content analysis, which is one of the “*qualitative research methods*.” In interviews, questions were asked about sensory branding, and information was acquired about the practices of hotels in Izmir. At the same time, the study also reached important information about the impacts of sensory branding on tourist experience. Finally, the data obtained from the tourists staying in 5-star hotels in Izmir by using the “*survey technique*”, which is one of the “*quantitative research methods*”, was analyzed. The relationships between the demographic data and the dimensions were analyzed, the impact of sensory branding on the tourist experience was revealed, and hypotheses related to the research model were explained in this study.

CHAPTER – I

SENSES AND TOURIST EXPERIENCE

There is a correlation between increased numbers of international tourists and tourism activities. This leads to a competition among tourism providers (tourism service providers/tourism industries/tourism establishments). This competitive environment allows different methods to be developed. Identifying senses of the place may be considered as one of these methods, and it can be regarded as an important competitive factor in the tourism industry.

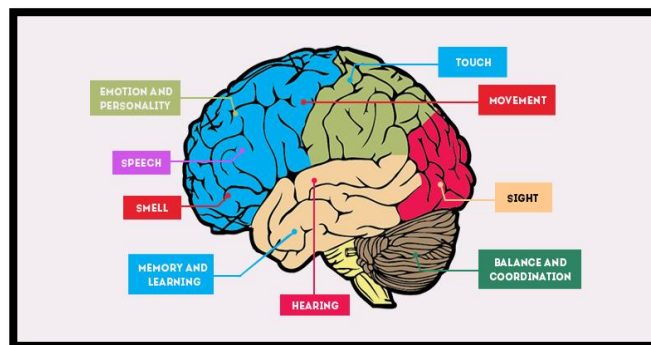
It is assumed that each place has its own unique senses as “*sights (visual), sounds (auditory), smells (olfactory), touch (tactile), and tastes (gustatory).*” These senses can be regarded as perceptions that places have, and they create a structure that guides tourists and remains in their minds. Every taste, smell, touch, sight, and sound sends some signs to the brain. These signs were considered sensory data in the human mind and create some experiences. The data obtained by the senses are about what is seen, heard, smelt, touched and tasted. These are things that your brain recalls, and these require the steps of experience, influence, coding, and remembering. When considered in terms of tourists and accommodation operations, this may be interpreted in terms of sensory experience and sensory hotel branding. However, before examining these concepts, the concepts of sense and experience should be emphasized. The process of transforming the data obtained from the senses into an experience is a time-consuming and multi-step structure. In order to understand this structure, the main building block, the senses, and the process of transformation into perception should be known.

1.1. Senses: Definition and Classification

It is hard to understand the senses without clarifying the role of the “brain” and “nerves.” According to the study of Renvoise and Morin (2007), the brain is a small body of 1500 cubic centimeters and 6 kilograms. The brain is made up of more than 100 billion living cells and neurons and contains 1 million kilometers of the fiber connection. This small organ is the manager of body with its structure. Even in the

slightest detail, that affects our lives without making a decision, there is an effect of what the brain does and how it works (Renvoise and Morin, 2007: 9). According to the definition of Longman Lexicon of Contemporary English written by McArthur (1999: 42), “*brain*” is “*the organ of the body in the upper part of the head which controls thought and feeling: the brain is the center of higher nervous activity.*” Brain activities are directly related to neural activities. According to the definition of Longman Lexicon of Contemporary English written by McArthur (1999: 40), “*nerve*” is “*one of the threadlike pieces of material or bands of these in the body which carry messages to and from the brain so that sensation can be felt and movement made in each part of the body.*” Nerve terminals send signals to early signs of premature sensory sight, hearing, somatic sensations, taste, and smell to the limited entry points on the brain (Damásio, 1994: 91). Shortly, the nervous system receives warnings from the outside, transmits them, and provides integrity among various parts of the body. The brain has the largest part of the central nervous system and is responsible for innumerable sensory, motor, and integrative functions that underlie perception, thought, motivation, and behavior (Groves and Schlesinger, 1982: 219).

Figure 1.1. Nervous System of the Brain



Source: <http://haaswellnesscenters.com>

According to Kumlehn (2011), the brain is the basis of the mind. Intelligence emerges as the causes of brain activities, and it resolves problems. The brain makes sense of the world with emotions, feelings, instincts, and memorable experiences. Emotions are manifests with both basic emotions (love/anger) and complex emotions (empathy/hate) (Kumlehn, 2011: 4) and controlled by the senses. According to Baars and Gage (2010), psychologists have been studying sensory processes since the early 1800s. People experience and sense the world through their senses: The senses

represent an interaction between the physical world and the brain (Baars and Gage, 2010: 26).

A commonly accepted definition of “sense” is known as “*any system that consists of a group of sensory cell types that respond to a specific physical phenomenon*” (Takyi, 2016: 1). According to the definition of Longman Lexicon of Contemporary English written by McArthur (1999: 237), the sense is “*to feel especially through the senses, often without clear reason*” and sensation is “*the power of feeling in the body.*” According to the “*Merriam Webster*” online dictionary, the sense is a “*specialized function or mechanism (such as sight, hearing, smell, taste, or touch).*” A sense is the capacity of organisms that provide a kind of data, which is a physiological factor that provides data for us to perceive what is around us (Robinson and Clark, 2017: 231).

1.1.1. Five “Traditional” Senses

Classifications related to senses are handled in different ways from past to present. However, all of these classifications include the five basic senses first expressed by Aristotle. Aristotle classified the five senses as “*hearing, sight, smell, tasting, and touch*” (Robinson and Clark, 2017: 231; Takyi, 2016: 1). Brief descriptions of Takyi (2016:1) about each of these senses, which are classified by Aristotle, are given below:

- Seeing/sight
- Tasting/taste
- Touching/touch
- Hearing/sound
- Smelling/smell

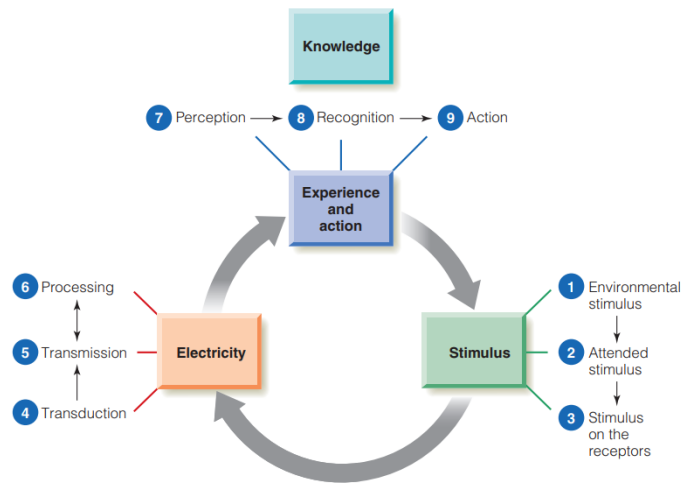
1.1.2. From Senses to Perception

According to Gleitman et al. (2011: 134), the study of sensory experience arises from an old question: “*where does human knowledge come from?*” The knowledge directly comes from the world in our circle, and we obtain this information through our senses (eyes, ears, tongue, etc.). The advocates of

philosophical thought, known as empiricism, argued that our senses were passive, as previously described, but some philosophers have argued the exact opposite direction (Gleitman et al., 2011: 135). While senses are handled in different dimensions by different researchers, one of the issues mentioned is the perception. According to Bourezak and Nouri (2017), perception is about how you interpret the world around you and how you perceive it in your brain. You do this with different stimuli that affect your senses (vision, hearing, touch, smell, and taste) (Bourezak and Nouri, 2017: 90). According to Goldstein (2010: 11), there are physiological and psychophysical approaches to perception. The physiological processes are related to electrical responses in the nervous system and involve anatomy and chemical studies. The psychophysical approach requires quantitative methods to understand between stimuli (physics) and perception (psycho). On the other hand, according to Porteous (1996), many senses (vision, hearing, smell, and touch) are used in the perception of the environment. These factors influence the perception, as well as the individual's experiences, social and cultural factors. It is important to consider the perception as an active structure other than a physiological phenomenon linked to the human sensory system (as cited in, Güç, 2013: 146). Thus, perception can be associated with the field of social sciences.

Sensory characteristics/attributes and sensory perception are directly related to each other (Roozen and Raedts, 2018: 975). According to Zurawiki (2010) and Kumlehn (2011), the brain produces both physical and chemical responses that translate into knowledge, interpretations, thoughts, and behaviors. The sensation is an extremely complicated process, depending on the external phenomenon as well as the previous experience of a particular individual. The perception from the neurophysiological perspective includes not only sensory organs but also related sensory cortexes. Five senses: receptors specialized in hearing (1), seeing (2), smelling (3), tasting (4), and touching (5) function, transmitting environmental information. These receptors transmit external stimuli to the brain, where electrical signals are filtered and transformed into an internal representation (Zurawiki, 2010: 12; Kumlehn, 2011: 5).

Figure 1.2. The Perceptual Process



Source: Goldstein, 2010: 6

Figure 1.2 shows that the perceptual process consists of 9 steps and four components. Perception is the 7th step. After the process of stimulus, electricity, experience, and action, all accumulated information is transformed into knowledge. The senses are in the first step, i.e., in the stimulants. The senses transform into perception after transduction, transmission, and processing.

According to Stoffregen and Bardy (2001), people have powerful sensory capacities that make sense of the smells, scents, sounds, and tastes surrounding us. We perceive light energy with our eyes and sound waves with our ears. We perceive hot and cold with our skin. Our tongue reacts to the molecules of the food we eat, and our noses detect the smells in the air (Stoffregen and Bardy, 2001: 197). Perception depends on our brain's interpretation of the information coming from these senses (Atkinson et al., 1999: 39). Senses are a kind of indication of daily life, and when used, needs and desires are fulfilled (Bourezak and Nouri, 2017: 90). As scientists develop a deeper perceiving of how human senses work, marketers gain a finer understanding of how consumers respond to different feelings of satisfaction or dissatisfaction (Zurawiki, 2010: 12; Kumlehn, 2011: 5).

1.1.3. Senses: As a Multidisciplinary Structure

According to Meacci and Liberatore (2015), the development of the senses starts from the mother's womb. With birth, sensory organs develop, and their

function increases as seeing, hearing, smelling, and touching. Mother's milk is the first taste that is taken. Therefore, senses have been an ongoing experience since early ages, and understanding senses continued throughout history. Over time, it has attracted the attention of many researchers. Sensory researches have spread too many disciplines with the development of new sciences in the twentieth century (Meacci and Liberatore, 2015: 2).

According to Howes (1991, 2003), the senses have expanded to include a range of approaches to psychology and perception, including humanities and also social sciences. Sociology, anthropology, geography, history, religion, design, and cultural studies, etc. the disciplines came together to demonstrate the degree to which the senses were built and experienced in different cultures, subcultures, and historical periods (as cited in, Malefyt, 2015: 6). Attention to senses has spread to different branches of science. Some of the research areas in social sciences about senses are; sociology, anthropology, history, psychology, philosophy, marketing, media studies, geography, architecture, urban studies, design and tourism studies (Pink, 2007; Malefyt, 2015; Dugan, 2015; Morris et al., 2015; Mattens, 2017; Binder, 2008; Pan and Ryan, 2009).

1.1.3.1. The Senses and Sociology

One of the most intense fields of study related to the senses is sociology. For example, Howes (2013: 4) asked that *“How can the sociologist investigate the senses when perception is so private?”* Mentioning the relationship between senses and sociology in his work, he emphasized that sensory research should be investigated in sociology. Low (2012: 271) examines the relationship between social life and senses in terms of the sociological perspective. Low (2012: 271) also mentioned sensory studies in sociology, anthropology, history, and geography, where senses were discussed in a social construct. He also mentioned that studies in sociology and anthropology have increased over the past few years. Pink (2007: 59) associates senses with sociology and investigates sensory elements of a slow living relationship. Veijola and Jokinen (1994: 125) investigated the connection between senses and sociology in his work entitled *“Body in Tourism.”* Hockey (2015: 183) examines sensory activities felt by two runners in his study. According to Gabrys (2007: 189),

senses are associated with digital transmitters, and he/she discusses the use of peripheral sensors and mobile environments as sensory technologies in the city, which are some of the communicating tools for social life. The study of Loxham (2014) indicates that sociology can be adapted to the “*sensory process*” and how to select and perform appropriate theories in this field. Masterson et al. (2017: 1) provides an approach to how the perspective of ground perception can contribute to social-ecological systems. As can be seen, the senses are discussed and used in different fields of studies on sociology.

1.1.3.2. The Senses and Anthropology

Another area where the senses are studied is anthropology. In her/his study titled “*the future of sensory anthropology/the anthropology of the senses*” Pink (2010: 331) says that focusing on the sense has become an important issue in contemporary “*anthropology*” and “*anthropology of the senses.*” Howes (2011: 161) begins with a review of recent developments in neuropsychological research on brain multisensory organization in his research. The research continues to criticize in terms of sense anthropology. Classen (1997: 87) underlies the concept of “*sensory anthropology*” and says that sensory predisposition is as physical as a cultural one. In other words, sight, hear, taste, smell, and touch are not only physical phenomena but also the ways of conveying cultural values. Erlmann (2004: 1) talked about the senses with a wide range of problems that societies faced and focused on the relationship between anthropology, sound, and senses. According to Malefyt (2015: 5), in the last 20 years, anthropologists have focused on human senses as a cultural research category. Anthropological research of senses shows how culture-specific concepts and the application of sensory experience form people's daily interactions. Levi-Strauss (1966) is a prominent pioneer of the anthropology of the senses, and he introduced the term “science of the concrete” according to the “*Savage Mind*” as it depicts the sensory properties and contradictions of objects for the construction of a regular universe (as cited in Sperber, 2008: 309). Ferrarini (2017: 1) referred to a part of a debate that has arisen from the so-called “*sensory turn*” in anthropology, which has given special attention to the importance of sensory predisposition for human experience since the late 1980s. According to MacPhee (1992: 89), although rarely

seen in America, the sense of smell clearly defines cultural boundaries. It reflects cultural data and, thus, an anthropological relationship. Malefyt (2015: 7) emphasized that anthropology is an area of interaction with the senses. As it is seen in the relationship between the senses and anthropology is discussed in many different dimensions and a tight relationship is observed.

1.1.3.3. The Senses and History

Another area of interaction with the senses is history. According to Smith (2007: 841), sensory history is known as the history of senses, sensate history, and sensuous history among historians. Corbin (2005: 128) emphasizes the cultural history of the senses in his study. Reinartz and Schwarz (2012: 465), explained senses in historical perspective and mentioned about the historians' work on the senses. Constance et al. (1994) was interested in both perfumes and other social areas, such as gyms, markets, and cultural contextual temples, and emphasised scent and history together. Dugan (2015: 567) summarizes the work "*Historical Perspectives on Smell*" written by Jonathan Reinartz. According to his study, Reinartz offers a historiography of smell from ancient to modern times. While both the history of the senses and the senses of history are described, these two disciplines are considered together. The Journal of American Historical Review published a special issue that deals with the relationship between senses and history. In this issue, Jay (2011: 307) researched the history of all senses and says that the senses filter the world with the previous cultural meanings that we dived into. Rosenfeld (2011: 316) emphasizes the history of hearing, Riskin (2011: 352) emphasizes the history of sight, Harvey (2011: 385) emphasizes the history of touch, Ferguson (2011: 371) emphasizes the history of taste and Jenner (2011: 335) discuss the history of smell separately. These studies with different perspectives shows and emphasises the relationship between the senses and the history.

1.1.3.4. The Senses and Psychology

Psychology is another area that can be emphasized in relation to senses. According to Brown and Herrnstein (1975), sensory psychology is one of psychology's oldest fields of specialization, and sensory psychology has more of the

feel of the natural sciences than other fields. Krishna (2010: 2012) mentioned about the relationship between psychology and senses. Krishna (2012: 332), defined “senses” with such issues; perception, judgment, behavior that is related to psychology. Agapito et al. (2013: 62) mention the concepts of sensory psychology and perceptual psychology. Davis and Palladino (2000); Zimbardo et al., (2011) and Goldstein (2010) mentioned about psychologists’ approach to human senses. According to them, psychologists assume that the critical aspects of an individual's experience and behavior are closer to human senses. Morris et al. (2015: 246) investigated the link between emotions and memory in psychology. Siedlecki (2015: 306) studied the relationship between autobiographical memories and visual perspectives in psychology. Irvine (2011: 159) investigated the effects of rich experiences on sensory memory by using visual experiences. Other researches that examine the relationship of senses to psychology are; Gleitman, 1996; Groves and Schlesinger 1982; Brown and Herrnstein 1975; Wright and Ward 2013). Psychology includes human senses in terms of structure and content as it is understood from the researches above, and senses are an area frequently used in psychology.

1.1.3.5. The Senses and Philosophy

Agapito et al., (2013: 62) says that; according to Aristotle (2001) and Plato (2003), the beneficence of senses to human expertise or knowledge and intelligence have been reflective statement since the earliest days of philosophy. According to Gibson (1996), along with changes because of psychological research, studies on human perception have provided innovations about the importance of senses in making sense of the world (as cited in, Agapito et al., 2013: 62). Magrin (2015: 867) investigated philosophers and senses with the thought of Plotinus. Mattens (2017: 688) relates the philosophy of human and touch. His/her article is a cross - sectional review of tactile forces that reveal the interaction between sensing and touching. Agapito et al. (2013: 63) mentioned that to understand senses, examining the philosophical background is one of the most important ways that followed until now. According to Mattens (2017: 688), the role of the five senses appears to inform about the objects around us. Since the early ages, philosophers have used this role to describe each of our senses. Noë (2002: 57) mentioned about sensory contingency

and the nature of sensory modalities. As seen, there are many studies in the field of philosophy, and so on. This situation shows that one of the areas where the senses are used extensively is philosophy.

1.1.3.6. The Senses and Tourism

The use of senses in tourism was included in studies carried out about tourism marketing (Williams, 2006; Isacsson et al. 2009; Nagarjuna and Sudhakar, 2015; Ghosh and Sarkar, 2016; Kłopotowska, 2017; Pawaskar and Goel, 2014; Gretzel and Fesenmaier, 2003). The senses were also discussed in relation to tourist experiences (Goossens, 2000; Williams, 2006; Agapito et al., 2013; Meacci and Liberatore, 2015; Kim and Fesenmaier, 2015; Mateiro, 2018). Some of the other studies in which the senses are related to tourism studies as follows: “*Dann and Jacobsen, 2003; Binder, 2008; Pan and Ryan, 2009; Buda et al., 2014; Xiong et al., 2015; Barnes, 2017.*” Besides all this, when the works of researchers combined with senses and tourism are examined, it can be seen that they focus on the following topics.

According to Kim and Fesenmaier (2015: 1), sensory experiences mediate the correlation between space/place and meaning. Perceiving the process may create a unique design of tourism experience that may be important. Mateiro (2018: 137) examines the importance of the five senses in elaborating the tourist experience Pan and Ryan (2009: 625) emphasized the relationship among senses and destination awareness, and mentioned that senses and destinations were not distinct from each other. When tourists travel to the countryside, it is the silence or sound of the environment/nature that helps stimulate the auditory senses (Pan and Ryan, 2009: 631). Some researchers conducted research on a single sensation. Guillet et al. (2017: 1) investigated the influence of the sense of smell in the marketing of hotels and examines the emotional states aroused by various hotel fragrances in a hotel establishment that uses fragrance in its facilities. Schwarz (2013: 382) conducted research to determine the sensory preferences of Israeli tourists for nature and studied to understand the variety of sonic preferences. Pawaskar and Goel (2014: 255) had completed research on how to use the senses to develop destiny branding for destinations. Gretzel and Fesenmaier (2003: 49) conducted research on included information about the colors, smells, and sounds that tourists expect during their

holiday and associate the findings with internet-based marketing. Kłopotowska (2017: 226) is defining the concept of holistic marketing in his research and the ways to influence people's senses in the sales process of consumer goods, and he gives some examples from the tourism services sector. Agapito et al. (2012: 7) discuss the contribution of a sensory marketing approach to tourism experience. He/she also discusses the results of an experimental study of the role of senses on tourist experience in rural areas. Williams (2006: 482) aims to answer a question that experiential marketing can offer to marketers in tourism and hospitality disciplines. Goossens (2000: 301) mentions that mental image is a visionary and encouraging force that arbitrates emotional experiences, sensory assessments, and consequently behavioral intentions.

1.1.3.7. The Senses and Marketing / Branding

Sense related studies are frequently used in marketing studies and generally associated with the concept of "*sensory marketing*." It is defined as "*marketing that motivates the consumers' senses and affects their behavior*" and "*marketing that engages the consumer's senses and affects their perceptions, judgments and behavior*" by Krishna (2010: 2). Rimkute et al., (2016: 24) stated that marketing communication is generally designed to attract consumers' sense of seeing/sight and sense of hearing/sound. However, the consumer's decision-making is also affected by other sensory data/information. According to Shabgou and Daryani (2014: 574), seeing, tasting, touching, hearing, and smelling a product plays an important role for market designers. Perceiving these roles provides a market advantage today. These feelings are the image of daily life, and we meet our needs and desires using them. By placing the five senses at the center of marketing, a more intimate relationship can be established with the customer. Senses record in the brain of a person and create an image in terms of mental concepts and mental imagery (Pawaskar and Goel, 2014: 258).

Sidali et al., (2013: 2452) found that there are very few studies attempting to define consumer groups according to their sensory preferences. However, findings in the study showed that it is meaningful to create a consumer typology based on both sensory preferences as well as lifestyle variables related to food. And Alkilani et al.

(2013: 262) found that experiences related to feelings and emotions have a positive impact on consumer satisfaction and consumer loyalty. According to Stăncioiu et al. (2014: 43), in terms of tourists, sensory marketing strategies can lead to a positive target image over time. According to Shaed et al. (2015: 37), “*sensory marketing is one of the marketing tools which can help in promoting the product brands.*” Some of the other studies in which the senses are related to marketing studies as follows: Lindstrom, 2005; Krishna, 2012; Schmitt, 1999; Pawaskar and Goel, 2014; Teller and Dennis, 2012; Hultén et al. 2009; Randhir et al., 2016; Razi and Lajevardi, 2016.

The senses are closely related to many disciplines outside the above-mentioned areas. Some of these areas are; media studies (MacLuhan, 1994; Golec, 2009), geography (Rodaway, 1994; Casey, 1996; Crouch, 2000; Tuan, 1977), architecture and urban studies (Atılğan, 2006; Adams and Guy, 2007; Pallasmaa, 2008; Degen, 2008; Al-Ibrashy and Gaber, 2010; Griffiths and Mack, 2010; Liapi et al., 2012; Erkartal and Ökem, 2015; Zaredar, 2015; Cowan and Steward, 2016) and design (Bonapace, 2002; Lopez, 2010).

1.2. Tourist Experience

According to Rızaoğlu (2012), the experience is the storage of memory that is acquired in daily life. It is used when it is necessary. In other words, it is the knowledge, skill, and attitude that people gain through their direct perceptions and activities (Rızaoğlu, 2012: 177). Experience covers “*all kind of things that a person has passed through, regardless of their mental, emotional or other relevance*” (Aho, 2001: 33) and has become an important and evolving case for both the companies and the clients (Addis and Holbrook, 2001; Ponsonby-McCabe and Boyle, 2006; Schmitt, 1999; Schmitt, 2003). Experience is a fundamental issue in tourism (Aho, 2001: 33) and experiences are the elements that enrich the tourism product. (Knutson et al., 2007: 32).

1.2.1. The Concept of Tourist Experience in Literature

Tourist experience studies began to develop in the 1960s (Uriely, 2005: 199) and became one of the popular subjects of social sciences in the 1970s (Quan and

Wang 2004: 197). At that time, the experience was the research subject of writers such as MacCannell (1973), who was interested in originality, and as Cohen (1979), who researched experience in terms of phenomenology (Zátori, 2014: 29). With the increasing importance of the concept in time, it has become a more widespread research topic in the latest years (Vittersø et al., 2000: 432).

Experience-related studies have focused on different topics over time. In addition to research on different types of experience, conceptual studies are also encountered continuously. For example, the study of Cohen (1979: 179) started with the words as “*contemporary studies of tourism see the tourist experience as either something essentially spurious and superficial, an extension of an alienated world, or as a serious search for authenticity, an effort to escape from an alienated world.*” Oh et al. (2007: 119) focused on the experience economy and tourism and studied the tourist experiences of bed and breakfast owners and guests. Cutler and Carmichael (2010: 3) focused on the dimensions of the tourist experience; Larsen (2007) studied the psychology of the tourist experience. Uriely (2005: 199) focused on conceptual developments of the tourist experience, and he revealed the four conceptual developments that attract attention in the study of the tourist experience, and Wang (1999: 349) emphasized the conceptual explanation of the meaning of authenticity in tourism experiences. Lengkeek (2001: 173) exhibited a different approach and studied on leisure experience and imagination. He/she expressed his/her approach with the following words: “*The role imagination can play in free time experiences are that it can provide a new synthesis between the self and the environment.*” Quan and Wang (2004: 297) emphasized two lines of vision in the studies of the tourism experience. First one is about social science literature on the tourist experience, which is studied by “*MacCannell, 1973, 1976; Cohen, 1979; Lee & Crompton, 1992; Urry, 1990.*” These researchers focused on the peak touristic experience. Second one was about marketing and management literature on the tourist experience studied by Swarbrooke and Horner, 1999; Moutinho, 1987; Woodside et al., 2000. Their researches were all about consumer experiences.

As a result, many studies have been conducted on tourist experience. In addition to these researches, many conferences about experience have been done since the 2000s, such as; “*Extraordinary Experiences Conference*” in 2007; “*Tourist*

Experiences: Meanings, Motivations, Behaviors” in 2009 (Zátori, 2014: 29); “*Visitor Experience Conference*” in 2018; “*Customer Experience Exchange for Travel & Hospitality*” in 2018 and “*Future Travel Experience Global*” in 2018. As it is seen, the subject has been emphasized quite a lot, and the subject has been researched with an importance.

1.2.2. Definitions of Tourist Experience

There are studies that contribute to the nature of the experience as the study of “*Schmitt, 1999; McArthur, 1999; Cohen 2000; LaSalle and Britton, 2003; Schmitt, 2010.*” However, before clarifying the nature of the concept of tourist experience, its philosophy should be understood. For example, the Danish philosopher Søren Kierkegaard associated senses and experiences with each other (Schmitt, 2010: 60). Husserl (1931) and Brentano (1874/1973), philosophers and psychologists of the phenomenological tradition, argue that experience is “*of*” or “*about*” something. They claimed that experiences are not usually produced on their own; many things affect them. Following phenomenological considerations, marketing experts not just focused on the internal consumer processes but also on the psychology of consumer experience and paid attention to stimuli that stimulate consumer experiences (as cited in Schmitt, 2010: 61).

An experience is defined as the inner state of the individual, which is personally encountered and created by something that has been experienced (Cohen 2000: 251). Experience is personal and expresses the customer’s engagement at different levels as sensorial, rational, spiritual, emotional, and physical (Schmitt, 1999; LaSalle and Britton, 2003). According to the definition of Longman Lexicon of Contemporary English written by McArthur (1999: 237), the experience is simply described with the words “*feel, have, or know.*” According to the Encyclopedia of Tourism, the word of experience etymologically defined as “*the word experiment, implying that there is a qualitative gap between what something is and what one makes of it.*” (Gnoth, 2016: 337). In other words, the experience is the knowledge, skills, and attitudes that people gain after the events or activities. In a sense, people's daily life is stored in memory and used when it is needed (Rızaoğlu, 2012: 177). As mentioned earlier, experience has been seen as a marketing element since the times

when the competitive factors increased, and it has been used as an alternative marketing technique. It is very important that experiences should be treated as a separate economic activity because experiences are not as a stand-alone marketing practice that engages customers and creates memories for them (Gilmore and Pine, 2002b: 3).

Tourist experiences are more than just the duration of daily life, physically influencing people, and leaving them with the perception that we are involved in something extraordinary (O'Dell, 2007: 41). Understanding the tourist experience is a serious step towards increasing the value of a target because such a process will provide feedback on target management and performance (Oh et al., 2007: 122). In economic terms, *“the tourist experience is a service created by the tourist and the destination, including the industry and other stakeholders facilitating the sojourn.”* The desire of tourists to travel and experience in different environments helps to facilitate the components of the tourism industry, gives an opportunity to offer value propositions, and creates new experiences (Gnoth, 2016: 338). For a better understanding of notions, table of definitions related to experience and tourist experience concepts are listed below in Table 1.1.

Table 1.1. Summary of Experience and Tourist Experience Definitions

Authors	Theme	Definitions
Hirschman & Holbrook (1982: 92)	"Experience"	Experience relates to the sensory, emotional, and imaginative approach of the consumer to the product.
Stein & Lee (1995: 53)	"Experience"	In leisure studies, <i>"the desired psychological result which motivates a person to participate in a recreational engagement."</i>
Boatenga et al. (2008: 107)	"Experience"	<i>"Developed and felt by encountering images and entering into a particular context associated with what is being experienced."</i>
Chen et al. (2017: 2)	"Experience"	In psychology, <i>"experience is a characteristic of consciousness that is ever-present in human life."</i>
Mossberg (2007: 61)	"Experience"	<i>"A blend of many elements coming together and involve the consumer emotionally, physically, intellectually and spiritually."</i>
Larsen, (2003: 15)	"Tourist Experience"	The psychological perspective suggests that <i>"a tourist experience is a past personal travel-related event strong enough to have entered long-term memory."</i>
Uriely (2005: 2009)	"Tourist Experience"	<i>"Currently depicted as an obscure and diverse phenomenon, which is mostly constituted by the individual consumer."</i>
Jennings & Nickerson (2006: 73).	"Travel Experience"	<i>"The tourist experience is temporally, historically as well as socially and culturally bounded. It is constituted of a multiplicity of interactions some of which may be managed but others which may well not be."</i>
Andersson (2007: 46)	"Tourist Experience"	<i>"Proposed as the moment when tourism consumption and tourism production meet."</i>
Larsen (2007: 15)	"Tourist Experience"	<i>"A past personal travel-related event strong enough to have entered long-term memory."</i>
O'Dell (2007: 41)	"Tourist Experience"	<i>"Intimately linked to the consumer experience, and to our perceptions of how our homes should be organized."</i>
Tussyadiah & Fesenmaier (2009: 24)	"Tourist Experience"	<i>"A socially constructed term, whereby the meaning of the tourist experience is associated with multiple interpretations from social, environmental, and activity components of the overall experience."</i>
Wearing & Foley (2017: 104)	"Tourist Experience"	<i>"About relating to the cultural, built and natural environment in such a way that a tourist heightens their emotional, physical, intellectual and even spiritual senses."</i>
Bojanic (2018: 62)	"Travel Experience"	<i>"Consists of a chain of products and services starting at the time of purchase and ending upon returning from the trip."</i>
Lee et al. (2018: 101)	"Tourist Experience"	<i>"Providing endemic attractions that enable tourists to actively participate in the practice process."</i>
Otto & Ritchie (1996: 166)	"Tourism Experience"	<i>"The experience of tourism can be described as the subjective mental state felt by participants."</i>

Source: Collected by Author

As understood from Table 1.1., studies related to experience are distributed to various fields. Some researchers associate sensations and feelings with experience, while some focus on leisure. While some of the definitions are based on memory, some are based on emotional, physical, intellectual, and spiritual events. Some researchers focus on social dimension while others focus on perceptions and consciousness. So, the concept of the tourist experience is handled in different ways in different study fields. Such explanations regarding the experience of tourists include some stages and dimensions.

1.2.3. Stages and Dimensions of Tourist Experience

Boyer (1972: 134) explained tourist experiences in three stages as a dreamed trip, lived trip, and extended trip. According to Boyer (1972), the first stage is dreamed trip: In this stage, the more having a chance of adventure/ recreation in the trip increases, the more the scope and richness of the dreams established before the trip developed. While some of these dreams become real, the dreamt environment can be very different from the actual they travel to (Boyer, 1972: 134). The second stage lived trip: This stage involves traveling to places where tourists want to see and real experiences; he/she lives there (Boyer, 1972: 134). The third stage, extended trip: This stage is the step of remembrance and exhibition of trip memories after the journey (Doğan, 2004: 69-70). With a more explicit expression, expectations occur during the first stage (dreamed trip) of the touristic experience. At this stage, people are influenced both by knowledge and by prejudice about the region and by the benefits expected from the journey as a whole. The second phase is the “*lived trip.*” In this phase, experiences will be realized, and the tourists will compare these experiences with their expectations. Tourists who seek to experience the destination are under the influence of many factors. External factors, social and cultural factors, natural factors, the role of place, and the personalities are essential dimensions in the tourist experience (Tan et al., 2013: 153). The last stage is the “*extended trip.*” At this stage, the memories of the trip are remembered and exhibited. This stage aims to make the experience memorable. The taken photographs and the purchased souvenirs contribute to the cultural capital and cognitive structure of people (Doğan, 2004: 69-70).

As reported by Quan and Wang (2004: 300), the tourist experience consists of two dimensions; “*peak touristic experience*” and “*supportive touristic experience.*” Experiences of tourists in a host community can create a “peak” or “supportive” touristic experience. While original and different experiences are examples of a “peak experience.” ordinary and daily experiences are among “supportive experiences.” For example, Okumuş et al. (2007: 253) say that consumption of food and beverages can be a primary or supportive attraction for tourists and that tourists should not hesitate to spend money on them. In their research, it is emphasized that tourists can have a unique experience with a menu consisting of local cuisine. According to another example, if a diving area is perceived as a great attraction for tourists, traveling to a diving destination can be an intense experience. On the other hand, if this experience disappoints participants, high-quality support services such as accommodation, food can completely compensate for this lack (Mossberg, 2007: 64).

Based on the existing literature, the (“*experiential*”) components considered as dimensions of customer experience are as follows (Gentile et al., 2007: 398):

- “*Sensorial (sight, hearing, touch, taste and smell experience and how they arouse aesthetic pleasure, excitement, satisfaction and a sense of beauty)*”
- “*Emotional (moods, feelings and emotional experiences that create an affective relation with the company, its brands and products)*”
- “*Cognitive (experiences related to thinking and conscious mental process to get customers to use their creativity or problem solving so that they revise assumptions about a product)*”
- “*Pragmatic (Experiences resulting from practical act of doing something and usability)*”
- “*Lifestyle (experiences resulting from the affirmation of values and personal beliefs)*”
- “*Relational (experiences, emerging from social contexts and relationship, that occur during common consumption as part of a real or imagined community or to affirm social identity)*”

This findings show that individual experiences can be compensated or influenced by each other as a whole. In this process, experience plays an effective role in factors such as satisfaction (Iglesias et al., 2019; Sing and Mehraj, 2018), Decision-Making (Fodness and Murray 1997) and Revisit Intention (Chang and Backman 2012) which are detailed below.

1.2.4. Tourist Experience and Satisfaction & Decision-Making & Revisit Intention

According to Rızaoğlu (2012), tourism experience is a total of pre-trip, on-trip, and post-trip experiences. These experiences shape people's tourism awareness and behavior. At the same time, the satisfaction level of people becomes clear, and their experiences lead to new travel desires and motivation to travel (Rızaoğlu, 2012: 177-178). According to Oliver (1977), satisfaction occurs because of the evaluation of a number of characteristics determined by the tourist. If the perceived performance (quality of the tourist service) is better than it's expected, it is confirmed, and the tourist is satisfied. If quality cannot meet the expectations, frustration, and uncertainty arise. Expectations arise from the person's knowledge, previous experiences, experiences of other people, and marketing activities (as cited in Chang et al., 2011: 309). Recalled touristic satisfaction after travel is important for travelers. Therefore, travelers purchase many items and take photographs as evidence of travel. This evidence is used to remember the journey and to arouse respect in friends and relatives (Doğan, 2004: 29).

If experience and expectations match, satisfaction is achieved, which in turn affects the tourist's intention to visit again (Al-Kwafi, 2015: 188). In the literature, revisiting intention is also one of the important factors affected by the tourist experience (Chang and Backman, 2012) and Chen and Funk (2010: 255) mentioned that positive destination experience affects the rate of revisiting and according to Ekin and Akbulut (2015: 60) tourism destinations are an important component of global tourism. According to the result of the study of Qu (2017: 50), experience determines the reason for revisiting. The relationship between the experience of tourists and the intention of re-visit has been explored by many studies (Oh et al., 2007; Huang and Hsu, 2009; Cole and Chancellor, 2009; Chen and Funk, 2010;

Chang and Backman 2012; Julaimi and Talib, 2016; Qu, 2017). As seen in the studies conducted, experience has a significant impact on the intention to visit again as well as on satisfaction.

Another concept that is closely related to experience is decision making. According to Reisinger and Turner (2003), tourists, who are satisfied with the destination they have experienced, tend to recommend the destination they visit, intend to revisit, and give positive feedback. However, tourists who experience negative experiences may take the opposite approach. They do not recommend, have no intention of revisiting, and give negative feedback (as cited in Chen and Chen, 2010: 31). In other words, past experiences are one of the factors used for travel decisions (Fodness and Murray 1997: 505). Oppewal et al. (2015: 467-) conducted a research on whether the type of experience has an impact on consumers' choice of vacation and talked about the importance of sequential influences in shaping tourism consumption preferences. In this context, they emphasized the effect of the experience on the holiday choice decision. There are many more studies in the literature pointing to the relationship between experience and decision making (Perdue, 1985; Mazursky, 1989; Fodness and Murray 1997; Sönmez and Graefe, 1998; Kozak and Rimmington, 2000; Dwityas and Briandana, 2017). As can be seen, the tourist experience has a definite and proven effect by the researches in the literature on satisfaction, decision making and intention to visit again. In this respect, the relationship between tourist experience and satisfaction, decision making and revisiting is important and is also included in the hypotheses of this research.

1.2.5. Experiential Marketing and Its Modules

Although understanding consumer experience is a fundamental requirement for consumer research, experience-related consumer and marketing research is still a new and evolving field of study (Schmitt, 2010: 56). The word experience is used in different meanings. Some studies classify experience in two ways. While the first classification related to experiences, the second signifies ongoing perceptions and emotions, and direct observations (Gilmore and Pine, 2002a; Schmitt, 2010). Gilmore and Pine (2002a: 5), one of the pioneers of experience marketing, used the following statements about the experience; *“the aim of marketing is to make selling*

superfluous and the aim of experiences is to make marketing superfluous.” This view clearly expresses the role of experience in marketing. Some of the use of experience in marketing means accumulated information. Another use is directly related to observation (Schmitt, 2010: 60).

Understanding the experience is also principally crucial for the tourism industry because the experience of tourists is exposed to the growing interest of travelers (Neuhofer and Buhalis 2012: 2). According to Walls (et al., 2011) as the economy offers more products and services, touristic companies also look for ways to separate from their competitors. One way to manage this is to focus on designing and presenting products and experiences to improve loyalty and satisfaction (Walls et al., 2011: 10). Thus, in addition to the functional benefits of products and services, the concept of experiential marketing focused on the process of creating emotional meanings and experiences for the consumer has emerged. This concept draws attention to new marketing strategies (Ercan, 2014: 99). Walls et al. (2011) indicate in their study that the theoretical origins of the consumer experience can range from various fields of expertise to behavioral science. These include cultural industry systems, aesthetics, psycho-oriented emotional response, fantasy in psychology, and images and multi-sensory features (Walls et al., 2011: 10).

In contrast to the classical economic theory, the experiential marketing flow refers to the existence of non-material elements that are dependent on the sensory value perceived by the customers (Gentile et al., 2007: 395-396). It is a known fact that there are some differences between experiential and traditional marketing approaches (Frochot and Batat: 2013: 21; Schmitt, 1999: 58). Table 1.2 shows “*traditional*” versus “*experiential*” marketing.

Table 1.2. Traditional Marketing versus Experiential Marketing

	Traditional marketing	Experiential marketing
Focus	Focus on functional features and benefits	Focus on customer experiences
Products	Product category and competition are narrowly defined	Consumption is a holistic experience
Customers	Customers are viewed as rational decision makers	Customers are irrational and emotional animals
Methods	Methods and tools are analytical, quantitative and verbal	Methods and tools are eclectic

Source: Frochot and Batat: 2013: 21; Schmitt, 1999: 58

Rather than the classical approach, experiential marketing focuses on customer satisfaction and is identified as any customer-oriented marketing activity that connects with customers (Schmitt, 2010: 60). Customers are approached rationally as well as emotionally, because the consumption experience is more concerned with pursuing dreams, feelings, and fun in experiential marketing (Holbrook and Hirschman, 1982: 132). In other words, experiential marketing is about transforming marketing promotions into a more sensory state by adding images, movements, smells, and sounds (Gilmore and Pine, 2002a: 5). According to Alemdar (2012), in experiential marketing, sensory stimuli is considered holistically. The senses of touch, smell, and taste are also considered to address the five senses instead of just visual or auditory stimuli. It is aimed to create sensory attractiveness for products and services in experiential marketing. For this reason, with the senses of seeing, hearing, tasting, touching, smelling, it is ensured that multiple stimulations create attraction towards the products and services and the sensory effect is increased (Alemdar, 2012: 227). For example, some products offer innovative designs and promise superior functionality to their users, but focusing only on the features of these products is insufficient to understand the story. Some brands such as Mini Cooper, Jet Blue, or Abercrombie & Fitch's stores are well-known examples that use experiential marketing (Schmitt, 2010: 56).

“The Modules of Experiential Marketing”

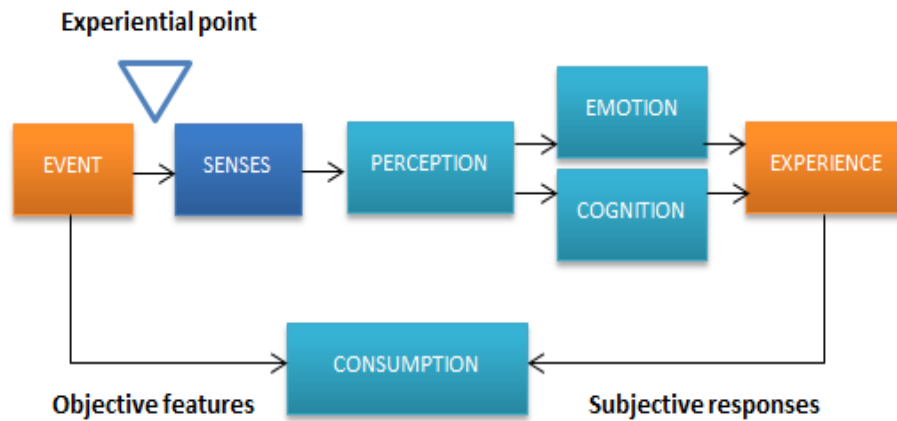
As stated in the research of Schmitt (1999), the module that the managers use to form different strategic experiences is named as “*strategic experiential modules.*” He/she emphasized that the structure of these modules varies and has different processes. These modules are “*sensory experiences (SENSE), affective experiences (FEEL), creative cognitive experiences (THINK), physical experiences, behaviors, and lifestyles (ACT)*” and they are among the “*experiential modules*” of “*experiential marketing*” (Schmitt, 1999: 60). Schmitt, (2010: 68) has been similarly expressed types of “*experience marketing approaches*”, referred to as “strategic experiential modules”: “*sense*”, “*feel*”, “*think*”, “*act*” and “*relate*” According to Schmitt (2010: 73-74), “*sense marketing*” addresses to consumers’ senses (“*sight, sound, touch, taste, and smell*”). “*Feel marketing*” addresses customers’ emotions

and inner feelings, changing from gently positive feelings/moods based on a brand. (“e.g., for a non-involving, nondurable grocery brand or service or industrial product”) to the intense feeling of joy and pride (“e.g., for a consumer durables, technology, or social marketing campaign”). “Think Marketing” addresses the mind of providing cognitive experiences that are creative to customers. “Act marketing” intends lifestyles, interactions, and physical behaviors. Lastly, “relate marketing” generates experiences that take into account the desire of individuals to be a part of the social context. Five experiential modules supporting the strategic infrastructure of experiential marketing consist of senses, feelings, thoughts, actions, and relationships (Schmitt, 1999: 74). According to Schmitt (2010: 74), at each of these stages, there are contact points among the consumers, company, products, and services that can result in inexperience.

1.3. Sensory Experiences and Tourism

According to Meacci and Liberatore (2015), the role of the senses in human life and human experience has been studied since the first days of philosophy. With the development of new sciences, sensory researches have spread to many disciplines in the twentieth century (Meacci and Liberatore, 2015: 2). The sensory dimension has introduced as the critical factor in understanding, planning, and marketing tourism experiences by the latest tourism literature (Agapito et al., 2013: 224; Agapito et al., 2014: 62). Each of these concerns the impact of experience on the customer and experience marketing. The role of “*sensory experiences in decision-making*” and consumption processes has begun to be applied in marketing in recent years (Krishna and Schwarz, 2014: 159). Senses, perception, emotion, and cognition are parts of the experience process. The sense is a neurological and biochemical condition in nature, and perception is the reception of data, recognition, and understanding of sensory information (Krishna, 2012: 334). As shown in Figure 1.3, senses and perception take the first steps in the process of experience. They affect emotions and cognition, turn in to the experience, and play a role in consumption.

Figure 1.3. The Experience Process



Source: Meacci and Liberatore, 2015:4

A general “*sensors, sensations and sensory expressions*” are given in Table 1.3. While “*smell, sound, sight, taste and touch*” are given as sensory factors, “*atmospheric, auditory, visual, gastronomic and tactile*” are given as sensations. Furthermore, expressions are given in the third part of the table, and it points to sensory experiences.

Table 1.3. “Sensors”, “Sensations” and “Sensory Expressions”

Sensors	Sensations	Sensory Expressions
Smell sensors	Atmospheric	<i>“Product congruence, intensity and sex atmosphere, advertency and theme scent brand and signature scent”</i>
Sound sensors	Auditory	<i>“Jingle, voice and music atmosphere, attentiveness and theme signature sound and sound brand”</i>
Sight sensors	Visual	<i>“Design, packaging and style color, light and theme graphic, exterior and interior”</i>
Taste sensors	Gastronomic	<i>“Interplay, symbiosis and synergies name, presentation and environment knowledge, lifestyle and delight”</i>
Touch sensors	Tactile	<i>“Material and surface temperature and weight form and steadiness”</i>

Source: Hultén et al. 2009; Hultén, 2011: 264

As seen in Table 1.3, “*sensors*”, “*sensations*” and “*sensory expressions*” reveal some experiences. The data gathered from the external world by the sensory organs in every moment of life and creates communication between people and the external world. According to Porteous (1996) senses are factors that influence the individual's experiences, social and cultural factors (as cited in Güç, 2013: 146). In order to make communication interesting and valuable, it is necessary to bring

together the senses of “*taste, seeing, hearing, smell and touch.*” Activation of multiple senses is claimed to increase the feeling of originality and experience (Isacsson et al., 2009: 167). In the study of Pan and Ryan (2009), it is examined the relationship between senses and destination awareness, and stated that senses and destinations are not distinct from each other. The senses are perceived and transmitted as a message, and such a message helps to better identify and define the destination or a place (Pan and Ryan, 2009: 625).

The concept of experience is also essential for the tourism industry because the experience of today’s tourists is exposed to the growing interest of travelers (Neuhofner and Buhalis 2012: 2). The marketer reflects the image identity and improves the touchpoints, so that, with the implementation of appropriate stimuli, the tourist has an unforgettable sensory experience in the following stages of consumption and travel (Dițoiu et al., 2014: 37). This reminds us that human senses must be accepted as the basis of how people interact with the environment, and they need to make sense of these interactions (Kim and Fesenmaier, 2015: 3).

Briefly, the senses gather information and provide knowledge; after that, these turn into attitudes, behaviors, and memories. Sensory experiences mediate the connection between place and meaning. Following and comprehend this process can reveal an essential sensory tourist experience design (Tuan, 1977; as cited in Kim and Fesenmaier, 2015: 1). The determination of the senses of a touristic product has an impact on decision-making and development of touristic activity (Dițoiu et al., 2014: 49). In other words, the sensory experiences during travels give rise to certain feelings, stayed in memory, and affect the next travel decision (McCabe and Foster, 2006: 194).

1.3.1. Senses and Memorable Tourism Experience

Three successive stages are observed in memory. Firstly, the information is entered into memory and coded. Secondly, the information is stored and the third stage is to remember or retrieve it. This process creates long, and short-term memory (Moutinho, 2000: 46). According to another explanation, memory is the place where knowledge is learned throughout life. It is a mental function that takes place in the form of hiding in the brain the information gained by sensations and perceptions

(Ministry of Education Health Services, 2017). It is generally defined as mental time travel (Kandel, 2006: 1) and allows information about the past to be kept in mind (Boyer, 2012; trans. by Dalar, 2015: 5). Gleitman (1996) says that memory saves the past for future use. It is hard to think of a human who does not have memory capacity. Without memory, there will be no remembering, no recall the names or the faces, no past days or even hours (Gleitman, 1996: 191).

Sensory details are essential for memories (Rupini and Nandagopal, 2015: 1). A study at Haifa University found that emotions, which are perceived by the senses, are not the product of brain processing only knowledge, but also directly affected the learning and memorizing processes in the brain. Shlomo Wagner, Department of Neurobiology at the Haifa University, says: It seems that; different emotions cause the brain to concentrate at different frequencies and work differently (haifa.ac.il). Based on the above information, it may be argued that sense, perception, memory, and experience are a whole part. According to Lang (1989), perception occurs in a different shape as a sensory process based on senses, and a mental process based on knowledge. The sensory process is defined as the process by which we interpret the information and data that are transmitted through our senses. Moreover, the mental process is the process that conceptualize in minds, which is accordance with experiences in the past and the environmental knowledge that have not to notice with senses. This process is for remembering past experiences and requires a longer spatial experience (as cited in Güç, 2013: 146-147).

Considering the memorable experience in tourism, tourists travel to distinct regions and communicating with people from different countries (Tussyadiah and Fesenmaier, 2009: 24). These experiences stored in memory, or they may be forgotten over time. Information gathered by the senses and stored gives an idea of a region or place. For this reason, the senses are essential for a destination, an area, or a place to be permanent in memory and create a memorable experience (Dițoiu et al., 2014: 49; Stăncioiu et al., 2014: 45).

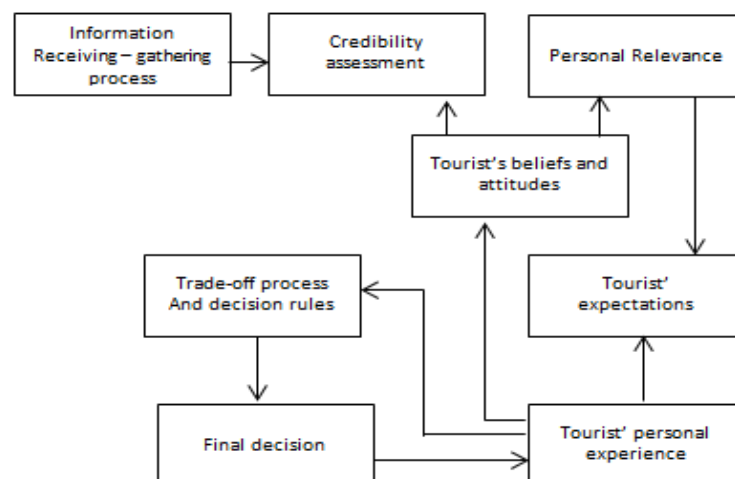
1.3.2. Sensory Experience and Satisfaction & Decision Making & Revisit Intention

According to Moutinho (2000: 48), customers use alternative routes to make decisions, taking into account personal experience and expectations. Five different methods are used to make decisions:

1. *“to evaluate in making a choice”*
2. *“to reinforce past choices as a rationalization process”*
3. *“to resolve the conflict between buying and postponing”*
4. *“to remind them when to buy”*
5. *“to acquire knowledge for epistemic purpose”*

Considering these methods, the impact of the senses on experiences should not be ignored. Senses are considered as the first step in the formation of customer attitude (Alemdar, 2012: 209). The sensory experiences, such as some visual, smell, or taste, give an idea of the quality of a product, and customers are often attracted to a brand with their sensory experiences (Sayadi et al., 2005: 100). For example, the Danish philosopher Søren Kierkegaard linked that senses to experience (Schmitt, 2010: 60) and in current marketing research, senses are taking into account as a significant experience that guides the consumer decision-making process (Tan, 2010: 2914, Rupini and Nandagopal, 2015: 1).

Figure 1.4. Relationship between Information Received, Experience and Action



Source: Moutinho, 2000: 48

The “*decision-making process*” is shown in Figure 1.4. The first step is receiving or gathering information as in the figure. People obtain information with the help of their sense organs. The information collected by sensory organs is transmitted to the brain, evaluated (credibility assessment), converted into action (Kumlehn, 2011: 4), and associated with the relevance of the tourist. Therefore, the transformation of our senses into perception, expectations, and experiences affects decision-making. Perception is the cognitive process in which an individual chooses and properly clarifies stimuli. The perception of the alert includes exposure and acceptance of information. The sensory system is responsive to the different methods of external stimuli, and at this point, five senses come out (Moutinho, 2000: 45) that are effective in the decision making process.

The tourist decision making process proposed by Mathieson and Wall (1982) consists of five stages: “*1-the need or desire for travel, 2-information gathering and evaluation, 3-travel decisions, 4-travel preparations, and travel experiences, 5-travel satisfaction assessment*” (Dwityas and Briandana, 2017: 196). People are pleased with the holiday they experience with the effect of the factors that motivate them to go on vacation, positively affect the behavior of the post-holiday, and prefer to choose the same destination or business again or suggest to people around them (Kozak and Rimmington, 2000: 261).

Tourists' expectations and experiences also create different results in travel satisfaction. Tourists intend to compare their experiences with their initial expectations. Regarding this, the following conclusions appear (Özdemir, 2007: 69):

- Expectations are negative, but if perceptions are positive, there is a situation where tourist satisfaction is the highest.
- Satisfaction is moderate when both expectations and perceptions are positive.
- If the expectation and perception are negative, the level of satisfaction is low.
- If the expectations are positive, but the perception is negative, the satisfaction of the tourists is at the lowest level.

By evaluating these statements, it is evident that the sensory experiences of a tourist have a significant influence in terms of satisfaction and decision-making of tourist and post-travel feedback. Satisfaction during the experience will determine the perception of the product. According to researches, sensory input is one of the

methods that will make the experience the most extreme (Krishna and Schwarz, 2014: 159; Sayadi et al., 2005: 100).

There are studies on the relationship between sensory experiences and *revisiting* (Galande, 2019; Agapito et al., 2017; Li, 2018; Lin, 2013). Galande (2019: 47) states that sensory experiences have an impact on the intention to revisit. Li (2018) investigated the effects of “*sensory experience, affective experience, behavioral experience and intellectual experience*” on the intention to visit again. He/she states that sensory experiences have a motivating effect on the intention to revisit. Based on Barnes et al. (2016: 286), tourism managers should therefore seek to develop new, multi-faceted experiences to guide their future revisit intentions. As can be seen, sensory experience has an effect on satisfaction, decision-making and revisit intention, which is supported by the literature.

1.4. Use of Senses in Hospitality Experience

Tourism organizations concentrate on the needs and personal preferences of the consumers and thus try to create unforgettable, sophisticated experiences (Buhalis and O'Connor, 2005: 11). The idea that a character of an unforgettable product can be given by sensory experiences that appeal to visitors has become increasingly widespread (Agapito et al. 2014: 224; Walls et al., 2011: 10). Sensory attributes and features are frequently connected to the sensory perceptions of the customer (Roozen and Raedts 2018: 975), and an emotional connection with tourists is needed to provide unforgettable tourism experiences (Martins et al. 2007: 103). Researches show that consumers prefer experiences that are not merely a product, but a combination of products, services, and emotions (Kara and Temiz, 2018: 458). Pine and Gilmore (1999: 6) suggest that customers' senses that they have experienced rather than the benefits of products and services have become demand factors in the experience phase. In the literature, it is often mentioned that Disneyland sends guests visual, verbal, auditory, tactile, and sensational stimuli as if they are in a tale and create an experience that can take to their homes (Fisk, 2006: 328). Moreover, Hotel businesses are one of the leading examples of experience marketing since it offers many products and services such as accommodation, leisure activities, food-beverage, and souvenirs (Mossberg, 2007: 64). For this reason, a hotel business

needs to create a unique experience by taking into account all experiences that tourists may have experienced in the past (Kara and Temiz, 2018: 458; Morgan et al., 2009: 207).

Considering that, the hospitality companies in the tourism industry are trying to provide consumers with unforgettable experiences in order to make a difference in the competition. Accommodation businesses are now seen not only as a shelter but also as a place that hosts different experiences with their image, design, comfort, and quality. For example, Sorrisniva Igloo Hotel, located in Norway, is built on an area of 2000 square meters with snow and ice, giving its customers an unforgettable experience (Konuk, 2014: 56). Themed hotels that have emerged in recent times also aim to offer different and unforgettable experiences to their customers. Land of Legends, Turkey; Orange Country, Turkey; Hotel de Glace, Quebec, Canada; Arctic Resort Kakslauttanen, Finland; Palacio de Sal, Bolivia and Longitude 131, Uluru, Australia (zodiac-luxury.com;thelandoflegendsthemepark.com; orangecounty.com.tr; valcartier.com) are some of the examples of themed hotels in the world.

Figure 1.5. Views from Kakslauttanen Arctic Resort in Finland



Source: kakslauttanen.fi

Some of these hotels refer to unusual experiences as follows (zodiac-luxury.com):

- *“Sleep in an igloo in Lapland”*
- *“Rest easy in a palace made of salt in Bolivia”*
- *“Go glamping under Uluru in Australia”*
- *“Sun yourself on your desert island in Zanzibar”*
- *“Watch lions from your bathtub in South Africa”*

Manta Resort, Zanzibar: *“Book the Underwater Room and sleep with the fishes as oversized windows line your bed below the surface.”*

Londolozzi Tree Camp, South Africa: *“The private granite suites offer morning bathtubs perched beside streams where elephants like to roam.”*

The Snow Hotel and Glass Igloos, Lapland: *“Beneath the brilliant blaze of the gold and green northern lights, The Snow Hotel invites guests to wrap up and embrace the awe-inspiring force of nature.”*

As it is understood from the literature and given examples, the senses are the subject, and sensory experiences take place in the memory of customers. When the sensory study in the tourism and hospitality industry is explored, it is seen that the studies are mostly about tourism marketing and branding (Gretzel and Fesenmaier, 2003; Isacsson et al. 2009; Pawaskar and Goel, 2014; Meacci and Liberatore, 2015).

CHAPTER - II

BRANDING AND SENSORY BRANDING IN HOTELS

Customers' needs and expectations are continually changing. Similar changes can be observed when considering the tourists and tourism market. This has led to a competition among tourism providers (tourism service providers, tourism industries, tourism establishments). These competitive environments allow different methods to be developed. Identifying the senses of place like a hotel or a restaurant is considered one of these methods, and it is regarded as an important competitive factor in the tourism industry.

Every taste, smell, touch, sight, and sound send some signs to the brain. These signs can be considered as sensory data in the human mind. Sense data is about what is seen, heard, smelled, touched and tasted. These require the steps of experience, influence, coding, and remembering. In terms of tourists and hospitality facilities, this is associated with tourism experience and hotel branding. In this respect, headings such as branding, models of branding, and sensory branding are included the research to create sense in the model of the study. Then, the hotel atmosphere and sensory branding of hotels are processed to clarify the research question of the study.

2.1. Branding

In ancient times, names were written on products to indicate the person who made it. In the middle ages, the artisans used trademarks to provide confidence and legal protection to products (Aaker, 2007: 25). Over the years, different approaches to the concept of the brand have been introduced. It has been a long process from the branding of products to the branding of services.

The brand is *“a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors”* (ama.org). According to Dinnie (2011: 15), the brand is *“both a lens through which information is viewed and a decision criterion.”* A brand is a promise to offer certain features, advantages and services consistently to the customer (Kotler, 2002: 188) and a distinctive name or symbol

that identifies the goods or services of a group of merchants and differentiates these goods or services from their competitors (Aaker, 2007: 25). According to Kotler and Keller (2012: 241), the brand is “*a product or service whose dimensions differentiate it in some way from other products or services designed to satisfy the same need.*” The role of the brand is to manipulate the perceived differences among the brands. These differences may be related to product qualities or some non-tangible assessments (Keller, 2013: 8). Therefore, it can be said that the brand has a multidimensional aspect (Baydaş and Aydın, 2017: 64).

Branding involves the brand-building process, and it creates a mental structure. According to Al-Zyoudi (2018: 104), branding is “*the way a company or business enterprise is personalized in the consumers’ minds.*” Consumers consider a brand as a critical part of a product that adds value to it (Kotler et al., 1999: 570). Nevertheless, Kotler et al. (1999: 572) argue that the brand is a complex symbol. If a company considers the brand as just a name, it will miss the branding point. According to Odabaşı (1995), the brand has multiple dimensions, the first of which comes to mind is its physical and psychological dimensions. The physical size includes elements such as logo, packaging, design, color, and shape. The psychological dimension includes elements such as feelings, beliefs, and values. With these aspects, the brand helps consumers in the process of recalling and differentiates them from other products (as cited in Çevik, 2017: 12).

2.1.1. Advantages of Branding

The historical development of the brand has shown that the brand provides differentiation and consistency of qualifications among competitors, and it is also providing legal protection against copyright infringement (Tuominen, 1999: 65). Businesses that provide branded goods and services may create positive impact on staff by exhibiting a more professional management approach (Selvi and Demir, 2007: 390). Similar to the efforts to create a product brand, efforts to manage corporate brands are also very important in terms of differentiation and being preferred for employees alongside customers (Öksüz, 2012: 17). According to Karafakioğlu (2012; 184-185):

- The brand facilitates shopping and makes it safer.
- If the consumer is pleased with a product previously purchased, they tend to buy the product again from the same brand.
- The brand is an indicator and guarantee of quality.
- One of the advantages of the manufacturer is its ease of segmentation of the market.
- Registered trademarks are protected by law, and their imitation is prevented.
- Companies can earn significant revenues by selling strong brands and needless advertising.

Kozak (2012: 151) compiles the benefits of the brand to the tourism enterprises, consumers, and intermediaries by compiling the study of Witt and Bennett (1996) and Yükselen (2003):

The benefits of the brand to tourism enterprises;

1. The brand makes possible the recognition of tourism products.
2. Brand strengthens certain tourism products.
3. The brand not only creates images but also creates demand.
4. The brand allows consumers to make a price comparison.
5. Having a brand creates safety and respect for the tourism product.
6. The brand ensures that the customer will face less risk.
7. The brand has a facilitating effect on market segmentation.
8. A robust brand facilitates the control of distribution channels.
9. The brand facilitates the sale of other products that depend on it.
10. The brand empowers consumers to relate to a tourism product.

The benefits of the brand to consumers;

1. Allows the consumer to easily recognize the tourism product
2. Gives confidence to consumers in terms of quality
3. Provides information to the consumer about the product
4. Contributes to consumer protection

Benefits of the brand to intermediaries;

1. Identifies the business or region in which the brand is offered for sale
2. Allows intermediary institutions to supervise marketing activities
3. It allows setting a special price in the tourism business or tourism region

In short, the brand is a name, a symbol that serves to support goods or services and to differentiate them from their products. Thus, the brand markers a product to the customer and protects both the customer and the manufacturer from the competitors who are trying to produce similar products (Aaker, 2007: 25).

2.1.2. Functions of Branding

The only factor that provides the importance of the brand is not the benefits it provides, but also its functions. The functions of the brand are given in different ways in different sources. According to Baş (2015: 46-47);

- The brand carries information about the product and distinguishes it from the substitutes. Thanks to the brand, you have a privilege, but also a universal language. In these aspects, **the brand is a reference.**
- The brand is personalized and aimed to establish a relationship with the target consumer and is seen as the easiest way to reflect on all segments of society. With this aspect, it can be said that the **brand is a personality.**
- Some brands gain a divine status and appear to contribute to the identity of the individual. They have an iconic structure in the minds of customers, so the **brand is an icon.**

According to Vatansever (2010: 6), the brand has three different functions. These are referencing, guaranteeing and advertising. According to Aydoğan (2013: 33), the main function of the brand is to distinguish the goods or services, to give a guarantee to the consumer about the source and quality of the goods or services. Another source indicates the functions of the brand as specifying the origin of the commodity, distinguishing it from advertising and guarantee (Ülgen et al., 2015: 456).

2.1.3. Brand Image

Image plays a significant role for target marketers to differentiate their goals in highly competitive market (Yılmaz, et al., 2009: 473). “*The brand image*” expresses the perception of the brand as a reflection of the brand connotations in the minds of the consumers (Keller, 2003: 66). The brand image is the whole of the emotions of a

person or group of people, as well as the emotions of rational connections, in other words, the emotions and thoughts that the product evokes to a person (Peltekoğlu, 2001: 369). In creating the brand image, all marketing activities such as product development, market research, advertising, and promotion applications and distribution have an effect (Pitta and Katsanis, 1995: 56). Brand image can lead to high-low perceptions of a product or service in the minds of our customers (Baydaş and Aydın, 2017: 66). The positive image of brands causes them to consolidate their positions, differentiate them in competition, and take a special place in the brand category (Pitta and Katsanis, 1995: 55). In light of information, it can be achieved that the image is one of the factors that cause the customer to remain loyal to a specific product and service. It can also be said that it plays a crucial role in keeping existing customers and the acquisition of new customers.

2.1.4. Brand Identity

The concept of brand identity has taken its place in the literature of marketing since the 1950s with the contributions of various researchers as David Aaker, Kevin Lane Keller, Jennifer Lynn Aaker, Jean Kapferer and Lynn Upshaw (Baş, 2015: 51). Identity refers to the answers to questions such as the value of the brand, its posture, how it is perceived, what it wants to be recognized, the relationship and communication, which are important (Uztuğ, 1999: 139). Brand identity is a tool used by businesses to differentiate themselves from their target groups (Nandan, 2004: 265). In this respect, it would not be wrong to say that brand identity is the embodiment of the message that the businesses want to give to customers and other stakeholders through their brands (Alemdar, 2012: 223). Considering the relationship between identity and image, there are some requirements to create an accurate and successful brand identity (Elitok, 2003: 45-48). Issues such as the consumer objective, required things for the brand, the consumer identity profile, and the identity of the consumer profile should be determined (Alemdar, 2012: 223).

2.1.5. Brand Value

An enterprise investing in the brand not only increases the probability of purchasing a product but also increases the value of the business, which is called brand value, which increases the market value of the enterprise (Yükselen, 2008: 245). In order to maintain their assets, companies spend large sums of money on such as brand image, brand personality and brand preference. The reason for this is to increase the perceived brand value of consumers (Baş, 2015: 87). Brand value is the brand name, the symbol, the value of the brand's connotations and reputation. In other words, it is the value-added to the product (Craig-Lees, 1998; as cited in Baş, 2015: 87).

2.2. Models of Branding

The expectations of each of the citizens, tourists, and public/private sector institutions are different (Dinnie, 2011: 15). It shows the difficulty in creating branding strategies. Diversification and different models related to branding have been emerging at this stage. When the branding models are listed in the study, it is applied to the study of Holt (2004: 14).

According to Holt (2004), since the 1970s, managers have focused on the “*cognitive model of branding*,” which is also known as mind-share branding. Some researchers have expanded the mind-sharing model, which is thought to ignore the emotional and relational orientation of the brand in the 1990s. These researches have been interested in an emotional model of branding, which is a new model rather than an extension of mind sharing. In emotional branding, the assumption of basic mind-share still holds (Holt, 2004: 13-21). In the world where technology and the internet have developed and cannot be ignored, another model has become popular: which is called viral branding (Holt, 2004: 13). These models are still a research field today, and the comparison of the main features of these models is given in Table 2.1.

Table 2.1. Comparison of Four Branding Models

	Cultural Branding	Mind-Share Branding	Emotional Branding	Viral Branding
Key Words	Cultural icons, iconic brands	DNA, brand essence, genetic code, USP benefits, onion model	Brand personality, experiential branding, brand religion, experience economy	Stealth marketing, cool hunt, meme, grass roots, seeding, infections, seeding contagion, buzz
Brand Definition	Performer of, and container for, an identity myth	A set of abstract associations	A relationship partner	A communication unit
Branding Definition	Performing myths	Owning associations	Interacting with and building relationships with customers	Spreading viruses via lead customers
Required for a Successful Brand	Performing a myth that addresses an acute contradiction in society	Consistent expression of associations	Deep interpersonal connection	Broad circulation of the virus
Most Appropriate Applications	Identity categories	Functional categories, low-involvement categories, complicated products	Services, retailers, specialty goods	New fashion, new technology
Company's Role	Author	Steward: consistent expression of DNA in all activities over time	Good friend	Hidden puppet master: motivate the right consumers to advocate for the brand
Source of Customer Value	Buttressing identity	Simplifying decisions	Relationship with the brand	Being cool, fashionable
Consumers' Role	<ul style="list-style-type: none"> • Personalising the brand's myth to fit individual biography • Ritual action to experience the myth when using product 	<ul style="list-style-type: none"> • Ensuring that benefits become salient through repetition • Perceiving benefits when buying and using product 	<ul style="list-style-type: none"> • Interaction with brand • Building a personal relationship 	<ul style="list-style-type: none"> • "Discovering" brand as their own, DIY • Word of mouth

Source: Holt, (2004: 14)

According to Table 2.1., branding models are listed as “*Cultural Branding; Emotional Branding; Mind-Share Branding and Viral Branding.*” The Table includes keywords about the models, brand and branding definition, company's role, required for a successful brand, source of customer value, most appropriate applications and consumers' role. Moreover, the concept of sensory branding, which has some examples in the late 1990s (Lindstrom, 2005b: 85), has been added to these models. Branding models that are examined extensively are explained below.

2.2.1. Cultural Branding

In “*cultural branding*,” legends and experiences play a more central role than the classical forms of branding? Consumers buy products to experience the legend they contain. The product is just a channel for storytelling. An effective cultural strategy provides products with stories that customers experience with their identity myths (Holt, 2004: 24). A cultural brand is a structure that brings together the needs and demands of entertainment, business and society in a competitive environment (Evans, 2003: 428). According to Holt and Cameron (2010), the theory of “*cultural branding*” suggests that the power of a brand originates from the use of brands and cultural values of consumers to design and communicate their identities (as cited in Smith and Speed, 2011: 1307). “*Cultural branding*” involves more cultural expression than the structural features of the product. Product identity and cultural background have gained importance. Therefore, the concept of “*cultural branding*” has begun to emerge. “*Cultural branding*” directs products of brands with cultural icons. For example, some managers are called cultural brands as “*Martin Luther King, Ronald Reagan, Nelson Mandela, and Hugo Chavez.*” (Holt and Cameron, 2010: cited in Smith and Speed, 2011: 1309). The Smith and Speed research aims to promote and explore “*cultural branding*” as a factor in achieving political stability (Smith and Speed, 2011: 1306) and O'Reilly (2005) says that a discursive-analytical approach to “*cultural branding*” can provide useful information (O'Reilly, 2005: 586). Further realization of the relationship between cultural traditions and agreements and the production and expenditure of brands helps to position and understand branding as a global representation system (Schroeder, 2009: 125).

2.2.2. Cognitive Branding

Branding strategies heavily influence the minds of people. The aim of “*cognitive branding*” is to position a product in the mind of the consumer (Elden, 2007: 71). According to the study of Qu et al. (2011: 467), “*Cognitive evaluation refers to beliefs and knowledge about an object,*” and the cognitive image is more effective than the general image.

According to Thellefsena et al., (2013), “*cognitive branding*” is a theory of the effects of brand manufacturers on brand perception and development and how brands affect people's perceptions and minds. Cognition embraces three dimensions: “(1) *creating meaning for branding and interpretation*; (2) *the distribution of memory functions*; and (3) *attention activation, or more precisely, how brands draw attention with their emotional forms*” (Thellefsena et al., 2013: 561). “*Cognitive branding*” (the mind-sharing model), defines the distinctive constellation of these abstract concepts in the mind of the consumer. To be successful in “*cognitive branding*,” brand managers should be sure that they adapt a / their brand consistently in each activity that sustains the brand mark and remains consistent over time (Holt, 2004: 16).

2.2.3. Emotional Branding

Emotional marketing is seen as one of the leading marketing successes (Thompson, 2006: 50) and emotional branding associated with consumer loyalty, friendship and love (Rossiter and Bellman, 2012: 291). Emotional branding is a process that involves a deep and intimate emotional bond with the brand, creating a trust-based relationship to have an overall emotional experience that is beyond consumer-based satisfaction (Morrison and Crane, 2007). Emotional contact between consumers and the brand results in satisfaction, loyalty, and willingness to repurchase (Bagozzi et al., 1999; Ersoy and Çalık, 2010; Grisaffe and Nguyen 2011). Marketers see emotional branding as a way of touching the emotional aspects of customers and trying to create a channel between the brand and the intention to buy and often used by competitive brands trying to increase performance advantages to hit an emotional chord with the heart of their customers (Jamwal and Soodan, 2014: 25).

2.2.4. Viral Branding

Making information accessible and presentable is as important as access to information in a competitive environment. Access to information has become important for the private sector, public institutions and organizations. The

development of information technology and the increased use of the internet have made it possible to reach more customers. The internet, which finds a quick response to changing human habits, has taken its place in areas such as promotion and marketing and has accelerated communication by removing obstacles in the interaction among countries and communities (Güler et al., 2018: 745). These developments on the Internet have led to the emergence of viral marketing. A strategy for achieving technological goals is viral marketing, which appears to be the correct term to express the pattern spread by internet companies using customer referrals. Viral marketing can be understood as “*a communication and distribution concept that relies on customers to transmit digital products via electronic mail to other potential customers*” (Helm, 2000: 158). Viral marketing is a message about a business, brand or product, and is usually communicated via social media or described as electronic word of mouth (Kaplan and Haenlein, 2011: 255). “*Viral branding*” is similarly described as the image or perception created by the product through information technology. “*Viral branding*” does not just point to the fact that marketing is done with the data and promotions provided by marketers. The main concern here is the direction of the customers; in other words, it is “focuses on the path of public influence.” In the “*viral branding*,” consumers are more active in the creation and recognition of brands, rather than producers and the main factor that brings value to the brand is the consumers. Customers discover the market themselves without expecting any impact from the mass marketers (Holt, 2004: 28-29).

2.2.5. Sensory Branding

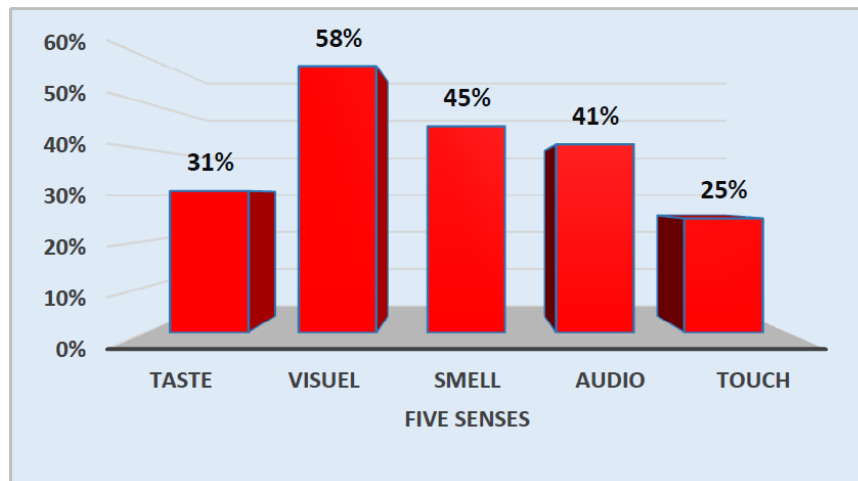
It is necessary to know the concept of “*sensory marketing*” before explaining the concept of “*sensory branding*”. “*Sensory marketing*” is “*the marketing that engages the consumers’ senses and affects their perception, judgment, and behavior*” (Krishna, 2010: 2). The aim of “*sensory marketing*” is to forward a message to the right hemisphere of the brain, to warn the senses of prospective consumers, and to connect the customer and the product and encourage them to buy it (Costa et al., 2012: 165). “*Sensory marketing*” involves the consumer's senses and affects their perceptions, decision-making processes, and their behavior towards the product

(Krishna, 2012: 333). According to Hill (2003), establishing a sensory and rational connection with consumers may be attractive to them, making marketing plans much more effective (as cited in Yoon and Park, 2012: 1534).

“Sensory Branding”

Most companies have used audio and visual items to differentiate their brands from competitors in the past. This phenomenon is known as sensory branding that gives companies the advantage to distinguish themselves from other companies. The purpose of “*sensory branding*” is to use senses to form a five dimensional experience for consumers (Upadhyaya, 2017: 352; Krishna, 2010: 2; Hussain, 2014: 47). “*Sensory branding*” is one of the types of marketing that appeals to the senses (Randhir et al., 2016: 278). Sensory branding is “*based on the idea that consumers are most likely to form, retain and revisit memory when their all five senses are engaged during the process of buying products or services*” and this marketing strategy appeals to many senses and creates strong brands with lasting consumer connections (Hussain, 2014: 47). According to Thomson (2016: 313), “*sensory branding*” is “*an important practical tool in modern branding, packaging and product development.*” It is about how a brand uses senses to create a “brand identity” and place the brand in an individual position (Hultén, 2017: 4). “*Sensory branding*” is also explained as “*a pleasant way of creating an attractive brand experience in a complex market where even advertisements have failed to create a solid brand image*” (Upadhyaya, 2017: 352). Furthermore, it is also an important area of research, which is concerned with understanding and explaining why people do and what they do, for brands are strong and determine human behavior (Thomson, 2016: 313).

Figure 2.1. The Relative Importance of the Senses in the Relationship with Brands

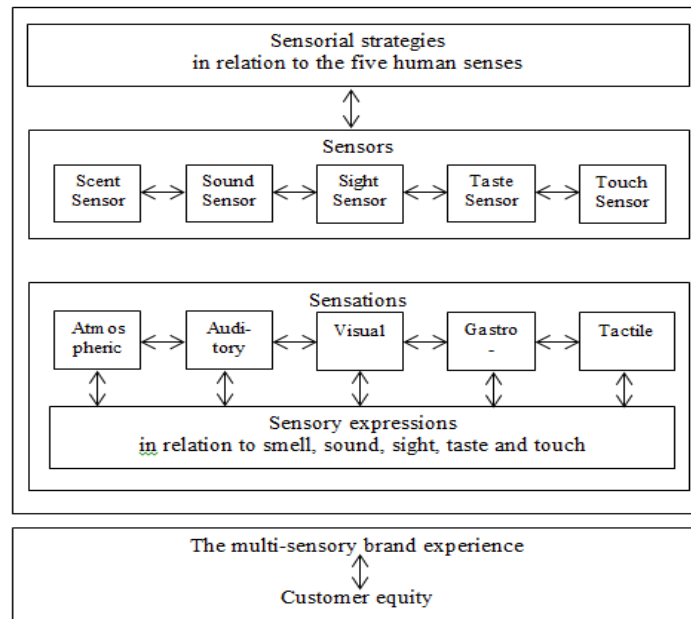


Source: MMC (Mail Media Centre 12)

Figure 2.1 points out the proportional distribution of the effects of the senses on the branding. According to the figure, it is seen that the most effective sense of branding is sight, followed by smell, hearing, taste, and touch, respectively.

Some brand managers add more sensory features to their brands. For example, Singapore Airlines, Kellogg's and Ford emphasize their brands as sensory experiences (Lindstrom, 2005b: 87). According to Lindstrom (2005), Singapore Airlines had ignored sensory experiences at first. After that, they started to work on sensory experiences and developed some sensory strategies. Singapore Airlines was in the peak of sensory branding at the end of the 1990s. First, a new brand toolkit was created and introduced. Special uniforms for the staff were made compatible with the interior design of the plane. The hostesses were offered two colors to match the interior design of the plane and were made to use these colors for their makeup. Moreover, a special odor was designed for Singapore Airlines. The flight attendants used this smell, and this smell permeated the entire plane. This odor has since become representative of that brand and has become synonymous with the Singapore Airlines (Lindstrom, 2005b: 85, Lindstrom, 2005a: 15). Researches have argued that products appealing to multiple senses have an impact on the desire for purchase (Krishna, 2010: 2; Costa et al., 2012: 165; Krishna, 2012: 333).

Figure 2.2. Sensorial Strategies and the Five Human Senses



Source: Hulten et al. 2009; Hulten, 2011

According to Hulten (2011: 263-264), sensory strategies aim to ease a multisensory brand experience that expresses sensory marketing through “*sensors*”, “*sensations*” and “*sensory expressions*” related to the senses as it is seen in Figure 2.2. The reason for a firm's desire to develop its sensory strategies is to separate brands from competitors in situations where price and quality are similar. For this reason, sensory strategies are depend on psychological & emotional elements rather than functional features to explain the identity and values of a brand (Hultén, 2011: 263).

“Role of Senses in Branding”

In recent years, senses are taking place among marketing and branding strategies and increase their importance. Marketers pay more attention to the senses to gain an advantage (thesis.topco-global.com) because senses affect human behavior (Morrin and Ratneshwar, 2000: 158). Sensory advertising has become important in marketing efforts over the last few years. Such a marketing strategy may increase consumers' motivation to purchase a product (Yun and Yazdanifard, 2013: 12). The relations between retail dealers and consumers can be enhanced by created sensory images (Davies et al., 2003: 611).

The senses mentioned; “*sights (visual), sounds (auditory), tastes (gustatory), smells (olfactory) and touch (tactile).*” The senses are important for the promotion of a product and its storage in human memory. Many marketing planners use senses in their marketing plans. The senses are utilized for advertising, promoting and marketing, and also used for remembrance. For instance, the sense of smell is associated to the limbic system that provides permanent memory. For this reason, senses are related to the behavior of customers and the product evaluation process of customers (Davies et al., 2003: 619). The smell of flowers may remind a lotion or a romantic situation. A brand's appearance, smell, taste, voice, or touch may invoke memory. This situation is valid for a single place as a product, and the examples can be adapted to hotels. The natural flower scent spread throughout the hotel reminds a person of a romantic or beautiful moment belonging to that area. The situation may be just the opposite (Yun and Yazdanifard, 2013: 13). Thus, the memories created by the senses indicate a peculiar and distinct memory system (Zucco, 2003: 77).

2.2.5.1. Visual (seeing)

“*As vision is the dominant sense*” (Hultén, 2017: 285), and the process of seeing is quite sophisticated and has been tried to define throughout the centuries. Ramsøy (2015: 62) expresses this process in the following way: “*Rods and cones, as they are called, capture light that travel through the lens and hit the back wall of the eye.*” The visual system allows exploring modifications and differences when seeing a new style/design, a different packaging shape, or a new market. Vision is usually considered as the strongest and the most attractive sense (Hultén et al., 2009: 1). Different colors and shapes can affect feelings, thoughts that can enhance and remind the brand identity. Those visual inputs quickly reach the brain and 80% of the commerce transactions are performed with sight. (Jayakrishnan, 2013: 224). The Hakuhodo advertising company in Japan (2006)'s research shows that 60% of customers are attracted by “sight (visual)” while 40% of them are attracted by other senses than sight (visual) (hakuhodo.jp).

The senses most commonly used in marketing are known as visual features. The decision of shape and color, planning of sales point, and the introduction of a promotional campaign is considered as the main factors of success or failure by

marketers. The color and the shape of a product is the first way of describing and differentiating; red is the color of Coca-Cola; yellow is the color of Kodak and red and white. It is the color of KFC. These companies are recognized even if the customer does not know their names (Randhir et al., 2016: 279).

2.2.5.2. Auditory (Hearing)

The sense of hearing has a close connection with the brain. Voice notes conveyed by the brain can directly affect human behavior. Sometimes a sudden voice can remind of a city visited many years ago, and sometimes it can bring bad memories. Sound is reached to the human ear by passing through an elastic medium such as air, soil or water. Sound has the strength to influence moods and buying habits (Soars, 2009: 293; Justin and Vastfjall, 2008: 564).

In order to relieve or stimulate consumers, some of the functional music's are played in stores, shopping centers and offices (Bourezak and Nouri, 2017: 91). One of the studies shows that music may be efficient in increasing sales in the store (Matilla and Wirtz, 2001: 289). According to Hultén et al. (2009: 67), "*sound affects our mood and psychological state, alerts us to danger, and promotes peace of mind for the soul.*" Today, many companies have realized that sound has a positive effect on the product image and improves the identity and image of a brand (Sayadi et al., 2005: 100). Sound is influential in our decisions and interpretations of products and services that we want to buy. It affects behavior and buying habits and has an effect on satisfaction and dissatisfaction (Lindstrom, 2006: 7; Schwarz, 2013: 383).

Every moment of life is exposed to external voices. Even at the most silent nights, you almost hear the silence. Some days, when you wake up, there is peace of mind between the sounds of birds, and on some days, you can open your eyes between the sounds of construction. A song or music you hear in advertisements may affect you a lot, and you may find yourself repeating those words during the day. Some sounds as music can push you towards a product, while others can cause you to move away from it. The majority of studies on the effects of sound on the decision-making process are made on industrial products or the atmosphere of a restaurant or store (Ferreiraa and Oliveira-Castro, 2011; Hultén, 2015; Santos and Freire, 2013).

2.2.5.3. Gustatory (taste)

The feeling of taste has great importance in a social, physical and emotional sense. Perceptions of taste sensations may vary according to regions and people, for example, it varies by culture (Bourezak and Nouri, 2017: 93). According to Lindstrom (2005), The taste has a 31% share of brand creating (Lindstrom, 2005a: 69). Using the intuitive expression of good taste in competition plays an essential role in the purchasing behavior of these customers (Sayadi et al., 2005: 102). In this way, brands can create their own identity. For instance, Coca-Cola is an example that creates an identity and differentiating from other brands by using its taste (Jayakrishnan, 2013: 227).

Researches on taste are usually focused on the taste of a product. Drinks and special foods are frequently studied to determine the location of taste in sensory memory (Brumfield et al., 1993; Mueller et al., 2011; Pentz and Gerber, 2013). According to Rattoni (2004: 209), *“one of the most important forms of memory is taste recognition memory.”* As mentioned in other senses, tasting sense can be directly related to memory. Not many researches have been done on the fact of taste on memory, but it is known to be long-lasting and often brings back memories of emotional things (Yang, 2015: 2). The information conveyed to the brain through the way of tasting gets their place in time, and they stay in remembrance even after many years. When people think of foods and drinks, they have experienced before, and these products revive in their memory. If the experience is positive, they can decide to travel (Mueller et al., 2011: 224). On the other hand, the feeling of taste is also influenced by the feeling of sight during the travel decision. Memories are also revived in people who see photographs or images of taste they have experiences in different destinations before. This is explained by sensory experience (Mueller et al., 2011: 227).

2.2.5.4. Olfactory (smell)

Eyes or ears can be closed with hands, but you cannot restrain smell so easily because it is a piece taken from the air (Lindstrom, 2005a: 24). According to the researches, smell/odor is contained in 45% of the communication with the brand

(Lindstrom, 2005a: 69). Neuroanatomical evidence suggests that the memories aroused by the smells are emotionally stronger than the remembrances evoked by other senses (Herz and Engen, 1996: 307). The study of Krishna, Lwin, and Morrin (2010), shows that, the smell increase memory for relevant information. Besides, the study of Morrin, Krishna, and Lwin (2011: 57) shows that memory is indeed prone to backward intervention, and some of the knowledge lost is renovated using a recall based on smell.

Smells stimulate parts of the brain that contain emotions and memory. The human nose has the capacity to detect and remember 10,000 odors. The smell is the only sense that has a direct connection to the brain within the five senses (Randhir et al., 2016: 279). The smell, which is directly related to brain and memory, is important in the decision - making process. According to Bane and Ellen (1999), smell has a positive effect on customer behavior, and it is very close to customer feelings. It is sometimes helping to remember some visuals as well as emotional experiences and can create an image of the product (as cited in Sayadi et al., 2005: 101). Rolls-Royce spent a considerable amount to reproduce the distinct smell of the 1965 Silver Cloud. Ford, Chrysler, and Cadillac each have their unique smells designed for their vehicles. So, they try to make an impact on the customer's sensory evaluation and create a competitive advantage (Lindstrom, 2006: 7). The smell can be used to awaken the senses during shopping and direct them to buying behavior. For example, in casinos, odors are used to help customers spend more money. It also finds out that customer spent 14% more when citrus scent used in Montreal shopping mall (Soars, 2009: 294).

2.2.5.5. Tactile (touch)

The senses develop in a particular order during pregnancy. This ranking is sorted as touching, smelling, tasting, hearing and seeing. The first place in the ranking is the feeling of touch, and the tactile sensation develops around the mouth, and then these feeling spreads from top to bottom (Krishna, 2012: 335-336). Touch is the body's greatest sense organ and the physical contact of the skin. People's sense of touch plays a vital role in “*decision-making*” and “*customer behavior*” (Soars, 2009: 294). The behavior of customers and their attitudes towards shopping are positively

influenced by the touch (Peck and Wiggins, 2006: 56). According to Sayadi et al. (2005: 102), touching a product increases confidence in that product and desire for purchase. For example, touching a silky soft pillow can create a sense of comfort that provides comfortable and peaceful sleep. According to Lindstrom (2005a: 90), approximately 59% of the customers prefer to drink cola in a glass cup instead of a plastic cup. It is also related to shape marketing, and it suggested that the shape of a product and the feeling it gives when touched is important in buying behavior and *“it’s essential for a brand to let customers touch and explore it”* (Hultén, et al., 2009: 147).

Touch is different from other senses. According to Millar (1999: 748), the sense of touch only takes place in memory when it is perceived with other senses. The sense of touch alone is only triggering the experience. There is extensive evidence that a touch is an act of intention and that it can take place in memory for a short time and is usually handled with other senses (Millar, 1999: 748; Gadelha, 2013: 132).

2.3. Sensory Branding of Hotels

Travel has existed since primitive times, and people have come a long way in search of clothing, food, survival, and play. Throughout history, people have traveled because of economic reasons, faith, trade, migration, entertainment, and other challenging impulses. During the Roman period, mercenary aristocrats and dignitary government officials traveled for enjoyment and entertainment. Except for the Dark Ages, travel sustained to increase, and throughout history, it played an essential role in the improvement of civilizations (Theobald, 2005: 5).

One of the most basic needs during travel is the need for accommodation. Overnight stay is one of the most important points contained in the concept of tourism and tourist. In the description of the concept of tourist, there is an expression as *“the person who stays at least 1 night”* (Çetin, 2017: 31). Tourism is defined as; *“activities in which people move outside of their work and residence, the facilities they stay and the activities that their needs fulfill during their travel and accommodation”* (Mathieson and Wall, 1982: 1). According to Atay (2003: 154), destination is defined as *“a geographical place or area which has various touristic*

values and characteristics that can provide all or some of the touristic products that are demanded, purchased and consumed during the travel and accommodation of tourists.” In both definitions, accommodation establishments are one of the most basic parts of the tourism industry and touristic destinations.

The accommodation industry had experienced a long period of development and progress from the time when British inns became the basis of European hospitality (Maviş, 2006: 4-5). Moreover, the need to spend the night in a place was held in different accommodations throughout the ages. Hotels are one of the accommodation facilities that meet the overnight needs of tourists (Çetin, 2017: 31). Hotel is conceptually formed as *“an organization of collective tourist accommodation facility that provides accommodation and services required to meet the benefits.”* Furthermore, the sale of a product depends on not only hotel staff, but also on the interior quality of the hotel, as the appearance of the hotel, level of service quality, and the comfort offered by the hotel (Goryushkina et al., 2016: 208), which also points to the hotel atmosphere and the sensory characteristics of the hotels.

2.3.1. Atmosphere

The atmosphere is defined as *“the set of factors that shape the perceptions of a customer when they enter a certain place”* by Kotler (2002: 257). It means the atmosphere is air or surrounding environment, which is influencing people (tdk.org.tr). According to another definition, the atmosphere is a bunch of stimulants (atmospheric variables) that affect the senses affecting the total experience of individuals at a particular place (Milliman and Fugate, 1993: 68). As it is understood from the definitions, there may be mention of the atmosphere of a region or a place as a building, a shop, a hotel or a restaurant.

According to Kotler (1974: 51), the atmosphere mainly serves as a vision, hearing, smell, and touch (smooth, softness, warmth) senses. Lin (2004: 167-168) listed the important elements of the atmosphere as follows:

- Visual signs: color, light, place, staff, artworks, design and arrangements.
- Auditory signs: music and noise.

- Odor, environment and ambiance signs.
- Emotional reaction.
- Cognitive reaction.
- Behavioral reaction.

Therefore, spaces that are not a physical but a phenomenon that we perceive with all of our bodies come into existence with the combination of the aesthetic and sensory characteristics of all the members of their scope (Çiçek and Karaburun, 2014: 6). In other words, the atmosphere is defined as the sum of physical properties that cause sensory and emotional effects on consumers. This concept has started to be seen as a factor that makes a difference in competition over time. The atmosphere affects consumers both physically and psychologically and is effective in decision making process. In this context, it is known that stimulants such as music, smell, color, and light create vitality, confidence, and happiness in consumers, prolong the time spent in the store and increase the desire to buy (Tosun, 2003: 92).

2.3.2. Hotel Atmosphere and the Senses

Tourism companies produce and offer services in general terms. The concept of service does not only express an intangible structure but is expressed in a physical environment. In this context, it is necessary to think not only as of the areas owned by the hotel but also about the departments of the hotels that provide service in the broader sense. This can be called “*architectural space*.” The architectural space consists of reflecting the qualities that provide functionality, comfort, and aesthetics such as form, proportion, scale, texture, material, light, and sound to meet the psychological, physical, and social needs of consumers (Aydmıç, 2009: 51). All of these properties are also related to the atmosphere formed in an area, and it is observed that the atmosphere is affected by many elements that are intangible, invisible, but also recognized, physical and non-physical. The atmosphere is affected by physical and non-physical elements; on the other hand, it affects the people in the service business with its presence. Hotel businesses within the service sector also benefit from the atmosphere deliberately or in deliberately to satisfy the customers who have difficulty in evaluating the service provided (Akkuş, 2009: 168).

Considering the aforementioned atmosphere definitions, the concept of atmosphere for hotel businesses can be defined as “factors affecting the perception of customers about the hotel, such as the internal and external appearance of the hotel, its arrangement, and its employees” (Aksu, 2012: 8). While explaining the atmosphere in the study of Sulek and Hensley (2004: 236), it is explained along with concepts such as “*decor, noise level, temperature, cleanliness, smell, lighting, color, and music.*” It is mentioned in the studies conducted in the related field that the atmosphere participates in a critical role in customer satisfaction evaluations (Hoffman and Turley, 2002; Sulek and Hensley, 2004; Heide and Gronhaug, 2006). Also, it is also a fact that the atmosphere affects employees and customers (Akkuş, 2009: 165) and has an effect on the purchasing behavior of the customers (Ransley and Ingram, 2001: 79).

2.3.3. Branding and Creating Brand Value in Hotels

The hotels were initially in response to the need for accommodation, and in time they have become a match for many needs. Hotels and rooms consisting of beds have had the opportunity to develop themselves along with the changes in consumer wishes and desires. In addition to the need for accommodation, they started to respond to various requirements such as eating, drinking and having fun. Nowadays, a consumer profile has emerged, which is not enough to respond to these needs, and the wishes and needs of people have been diversified even more. The necessity of meeting the basic needs of consumers as well as their physical, social and psychological needs has become important issues for businesses (Çiçek and Karaburun, 2014: 9).

Branding is the basic condition of being constant in the service sector and ensuring a competitive advantage. Branding is also vital for accommodation businesses in the service sector (Yıldız, 2013: 137). Because production is synchronous with consumption, there is no opportunity for consumers to try the product offered in advance. It is also challenging to set a single quality standard due to the abstract nature of the services. Due to all these factors, the brand is emerging as a tool that represents quality for consumers. Hotel businesses can partially eliminate the challenges posed by the unique features of services through branding

(Selvi and Temeloğlu, 2008: 115). According to a study conducted in 2003, 70% of hotels in America, 40% in Canada, and 25% in Europe have been a trademark (Forgacs, 2003: 340). It is an inevitable fact that these rates increase with time. Branding by Prasad and Dev (2000: 23) is a quick way to identify customers and distinguish accommodation businesses in their minds. According to the findings of the research conducted by Selvi and Temeloğlu (2008: 116), branding in hotel businesses positively affects consumer-purchasing behavior and contributes to attracting qualified customers with a high-quality service approach and a more professional management philosophy.

Together with the increase in hotel demand and supply, hotel businesses need to create the most suitable options to meet the expectations of consumers. This situation leads to the need for hotel businesses to brand themselves and to present the brand they create as a value element. Hotel businesses aim to have their customers in this way (Çetin, 2017: 104). Doyle (2003: 22) lists some of the reasons for brand development in hotel businesses as follows: “*Information Revolution*”, “*Globalization of Markets*”, “*Change of Industrial Structures*” and “*Increase in Consumer Expectations.*” In short, the increase in knowledge and developments in access to information, global markets emerging from the mobility in transportation and communication systems, changes in industrial structure, and differences in consumer expectations make it essential to create branding and brand value for hotels.

2.3.4. Hotel Atmosphere and Sensory Branding in Hotels

The studies that emphasize the sensory characteristics of hotels are studied in terms of the hotel atmosphere, the image displayed by the hotel, the impact on the consumer and the brand value it creates. The hotel's exterior and interior features are extremely significant in terms of the hotel's image and brand value in the hotel's perception of the atmosphere. The perception of the hotel as lighting, music, color, and the non-crowded environment is one of the essential elements that relax the customers (Arslan, 2004: 66). In the study conducted by Akkuş (2009: 165), sensory factors such as lighting, music, and color are evaluated under the title of “*Composing Service Atmosphere in Hotels: A Conceptual Study.*” Countryman and Jang (2006:

534) have explored the effect of light, color, and style on the atmosphere-forming of the physical environment elements of hotel lobbies, and found that color is the most important factor. According to Lin (2004: 24), a customer sitting in the lobby is not only in contact with the furniture and employees in the lobby, but also in relation to the heat of the lobby, the music in the lobby, the smell in the lobby, the receptionists, and many other items that can be considered in the context of physical evidence. According to Kozak (2012: 241-242),—physical environment stimulators are expressed as follows:

- Visual stimulants: Dark-light / Color-single color
- Voice-based stimuli: Volume, type of sound
- Odor based stimulants: Fresh, bad odor
- Taste based stimulants: bitter, sweet, hot, cold
- Touch-based stimulators: Soft, hard, hot, cold

These items as visuals, voices, tastes, touches, and odors are components of sensory characteristics of a place or hotel; also, take part in sensory branding framework (Hulten, 2017:1) and multi-sensory communication (Floor, 2006: 273). Sensory branding in hotels has been implemented consciously or unconsciously for years. Many hotels use sensory stimuli to express themselves to their customers. Each of the studies mentioned above includes sensory stimuli and is examined under different titles. These reflect the sensory characteristics of a hotel as a place, or as a venue, by becoming a whole. The fact that this situation is carried out deliberately and used in the promotion and marketing stages of the senses leads to the concept of sensory branding in hotel enterprises. All this requires hotel businesses to begin to explore the sensory map of the guest; in other words, to identify the types of sensory stimuli that the guest can respond more sensitively. Thus, the hotel businesses will be aware of the impact of the product they offer and will be able to create a logical and valuable path that we call “*serialization of the hotel product and service*” (Curruz, 2016).

The enterprises are trying to create unique experiences that will enable differentiation in response to the inadequacy of services and the consumer's search for innovation (Atay and Çeti, 2018: 556). In addition to the structural features of the hotels following the mentioned developments, features such as the general

atmosphere, colors used and odor, the music playing, the food and drink presentations, the quality of the items used and the comfort became one of the differentiation strategies. Therefore, it is essential for businesses operating in the service sector to consider the concept of sensory marking in their brand and marketing strategies (Kara and Temiz, 2018: 464).

2.3.5. Role of Senses in Hotel Branding and Tourist Experience

There are big differences among using senses on concrete products and making them a marketing strategy and using them in the service sector. Hotels that are part of the service sector also strive to create an effective promotion by addressing the senses of their customers. Serving environments such as cities, destinations, hotels, casinos, restaurants, retail outlets, and tourist attractions cater to the senses of customers (Krishna, 2013).

At this stage, five basic senses mentioned before come forward. The first one of these, the visual sensory strategy is the visual expression and determines the distinctive characteristics of the brand. This sense is one of the most widely used sense strategies, and advertisements are expressed in different designs and visuals. The auditory sensory strategy is related to the expression of the identity of a brand. While creating a distinctive identity in business, elements such as different sounds and music are used and it is aimed to gather the interest of the customer. In the Olfactory sensory strategy, the odor component is considered as a part of the brand identity. When expressing a brand, the atmospheric environment created by a particular smell is utilized. The tactile sensory strategy focuses on the role of touch in sensory experience creation. Taste sensory strategy is about creating an unforgettable sensory experience while expressing a brand identity as gastronomic/aesthetic (Hultén, 2017: 3).

These senses have similar effects in the branding process of hotels. Sensors can be used as a reference point in the branding of hotels. In this context, many factors that stimulate sensory stimulation (Yozukmaz and Topaloğlu, 2016: 54).

2.3.5.1. Visual (Lighting, Color, etc.)

Sensory strategies and stimuli play an important role to create an exciting and memorable multi-sensory experience. Vision, for example, is a dominant sense and it can be said that visual stimuli such as color, lighting, graphics and interior design influence the product choices and consumption of the customers (Hultén, 2017: 5, 10). It is emerged by factors such as visual stimulation, lighting, artworks, decoration and presentation (Yozukmaz and Topaloğlu, 2016: 54). Getting intention to a hotel, it is important to produce visual stimuli with products and services offered by the hotel. The color of the flower arrangements in the common areas and rooms of the hotel, the foam in the Jacuzzi, the lights in the rooms, and the uniform of the masseur in the spa are examples of how hotel products and services can be transformed into visual stimuli (Curruz, 2016).

Figure 2.3. An Exterior View of a Hotel and Hotel Room



Source: thelandoflegendsthemepark.com

Hotels from the first establishment up to the present day have overcome the possibility of being a place to meet the need for accommodation and eating. For this reason, new marketing strategies have been derived, and it has been tried to increase its attractiveness with different visuals. Colorful and gigantic rooms or a simple and small room, a simple view or a flamboyant architecture, thick columns, a hotel entrance covered with arches, a gilded reception desk, an authentic-looking corridor, each one appeals to different tastes. Each of these visuals affects the consumer during both the hotel selection period and the time spent at the facility. Images on web pages also act an important role in the promotion of hotels and the decision of

consumers. As a touristic product, the promotion and marketing of hotels are of vital importance. Failed promotions lead to high financial losses. Websites offer the opportunity to provide success in this regard (Mills et al., 2007: 245). In general, websites provide direct communication between marketers and consumers (Bodkina and Perry, 2004: 19). In this respect, it is not possible to ignore the role of images presented in the human mind in satisfaction, decision making and re-visiting.

2.3.5.2. Olfactory Sensory Strategy

The odor is one of the most effective sensations for purchasing decisions and brand loyalty among consumers due to its impact on the limbic cortex system (Jayakrishnan, 2013: 226). In hotels and restaurants, smells are used to attract the attention of customers, to revive their emotions and to create a more favorable environment. As mentioned earlier, customers are exposed to different odors in the hotel lobby, corridors, restaurant and many areas of the hotel. Some hotel businesses use some special scents to carry out promotional activities and ensure brand loyalty. For Hotel Indigo locations, facilities can choose a signature scents from 4 recommended odors. For example, past winter scents include “*Cranberry Apple Marmalade*” (tarts of cranberries and spicy apples) and “*Christmas*” (hot spices and balsam firs mixed with citrus top notes) (tambourine.com). The Westin Hotels Group places a special fragrance in the pencils left in the rooms and adopts this as a low-budgeting strategy that can create brand awareness. If the pen is used only in that hotel room, it does not become an unforgettable experience, but it reminds us of the experiences of the hotel if the pen is taken by the customers and re-used after the holiday experience. If the fragrance creates a positive image for the customers, it creates the possibility of making reservations in the same hotel again in the future (Krishna, 2013: 97). The Westin Hotel has a “*signature smell of white tea*”, along with “*geranium and Freesia*” (Krishna, 2012: 334). The Four Seasons Hotel in Buenos Aires welcomes in the lobby with their signature fragrance, “*Bayo*,” reflects the ecosystem diversity in Argentina. Mandarin Oriental group has its own smells that vary according to location and identity. Hotels such as “*Oberoi Grand in Kolkata, Westin hotels, Ritz Carlton, Hotel Costes in Paris, Gramercy Park Hotel, Hotel Vermont, Park Hyatt Vendome and Langham hotels*” all have their signature

fragrances to create an endless sensory experience for consumers. All companies use different flavors to create a memorable and unforgettable environment that will remain in the minds of consumers (Nair, 2013: 226).

2.3.5.3. Sound (Music, Noise, etc.) / Audio Branding

Music and ambient sounds playing in accommodation establishments, restaurants, and retail stores can affect the consumer atmosphere. In other words, the sound can affect the real-time spent on the place, the perception of the time spent and the actual expenditure (Krishna, 2012: 341). Interested in Experiential Hospitality and Neurohospitality, Curruz (2016) said that hotels are a large stage full of voices to be recognized, cataloged, integrated and defined by the guests. Sounds will be processed into the minds of the guests in their environments; the comparison process with other sounds will start to take place in their memory and will be in a position to affect the behavior and decision-making process. For example, the music played during a dinner to take place in the hotel can create a long-lasting effect on the customer and can make a difference in the memories of the guests and act in different ways with their feelings and experiences.

Opinions about sound sense can be handled in different ways. Disturbing noises such as noise from a hotel can have a negative impact. Nobody wants to stay in a room with thin walls penetrated by sounds easily. Hearing the television sound coming from the next room during the night can mean that your own voice can be heard from the next room. This may be a disturbing situation (hotelbusiness.com). Karlheinz Illner matches the relationship between sound and brand with elements such as *“sound logo, brand's song, sound icons, brand score, brand hook line, brand sound and even sound recordings.”* These should express the importance and character of a brand in sonic dimensions and separate a brand from the rivalry acoustically (sixiemeson.com). Not only sounds in the environment but also voices, words, music, and introductions in the advertisements, which are heard and stored in the memory, create differences in the choice of hotels and brand value. Advertising usually enters the brain through the sound. For example, the statement of the Motel 6's *“I'm Tom Bodett and we'll leave the light on for you”* is a memorable, long-lasting and retained brand slogan and has become a signature with the hotel. Hard

Rock Hotels asks its guests to fill out a questionnaire on what their favorite songs are. Then it is aimed to create a happy and nostalgic environment by playing that music in the customers' room (tambourine.com). As can be observed, the sound is a sensory feature that should be considered in the process of branding of hotels and it can take place in the concept of sensory branding.

2.3.5.4. Gustatory

The sense of taste has been used for many years in branding and marketing studies. In the 1980s, the Doubletree by Hilton offered hot and chocolate cookies for every guest upon check-in. In this way, it has addressed both customers' tasting sense and aimed to eliminate the idea of providing privileged advantages only for VIP guests. At the same time, they have committed to providing flavor guarantees to their customers by using the same recipes in all hotels (tambourine.com). According to Nagarjuna and Sudhakar (2015: 123), “*Signature dish*” belonging to the hotel can be obtained, and even hotels can receive patents for these meals. The sensation of tasting is an important sensory branding study for hotels as well as seeing, hearing and smelling. This effort also benefits the creation of signature dishes or special tastes over time. Together with the orientation of more and more people today towards the food, drink, and different tastes that became the basic travel motivation, the hotel businesses give more importance to different tastes and flavors to attract new customers, to compete and to ensure that the current customers come again. Thus, the sense of taste also keeps an active role in the branding procedure of hotels.

The sense of taste has importance in the life of humankind in physical, social and emotional sense. Flavor senses vary between cultures and even between people in the same culture (Bourezak and Nouri, 2017: 84). Studies indicate that there is a link between optional and perceived food quality and buying intentions. Therefore, it is very important to estimate and meet the expectations of consumers. Consumers have different eating-drinking motivations. They evaluate their experiences by comparing them with their expectations and satisfaction. This may lead to satisfaction or dissatisfaction. In another study, it was found that all consumers have favorite dishes and are prone to associate these dishes with beautiful memories from the past. When hotels or restaurants begin to offer these dishes, their dining

experience becomes a part of the customer's memories thanks to these evocations (Rupini and Nandagopal, 2015: 4). This creates an unforgettable experience and creates lasting value in the mind.

2.3.5.5. Tactile

The feeling/touch of a product is also effective in sales. The clothing industry is based on this fact. People do not prefer online-shopping because they feel they need to touch the fabric. Psychology researches show that consumers feel a small sense of ownership (belongingness) and are more likely to purchase the products they touch after they feel the product (Rupini and Nandagopal, 2015: 4). The tactile strategy is felt more strongly in industrial and consumer products because people like to feel it by touching the product or making contact with the skin. However, the importance of touch in the five-star hotel segment and service sector cannot be ignored. Consumers can reach the feeling of touch through furniture, equipment, and facilities in hotels. A nice and comfortable bed, sofa, towel and so on will provide guests with an unforgettable stay experience and give importance (Jamaluddin et. al, 2013: 775). Singapore Airlines has started to make branding efforts by using the effect of the sense of touch on customers, through the “*Singapore Girl*” flight attendants who were tasked with wearing fine silk uniforms, which combine silk decor elements (Lindstrom, 2005a: 14).

Hotels have a matchless opportunity for people to feel the luxury or comfort by using the sense of touch correctly. Creating this feeling can attract people to experience your hotel, or even affect people even before they arrive. It is possible to see how effective the touch sensor can be with the narratives uploaded to the materials. In the explanations below, see just how active the feeling of touch is with materials and fabrics (tambourine.com):

- “*Beautiful headboards vs. Floor-to-ceiling velvet and leather headboard.*”
- “*Kitchenette with all appliances vs Kitchenette with sleek marble countertops and stainless-steel appliances.*”
- “*Comfortable bedding vs Plush, 1200-thread counts Egyptian cotton sheets and silk duvets.*”

The sense of touch, like the other senses as seeing, smelling, tasting and hearing, which has an intensive effect on sensory branding and tourist experience, is a feeling that takes place in the minds of people and is effective in decision-making processes (Sing and Mehraj, 2018; Verma and Mishra, 2017; Iglesias et al., 2019).

As seen above, each of the senses mentioned in the literature is effective and has an importance in hotel branding. While the sensory branding process is carried out in hotels, it is necessary to benefit from all senses. In the third part of this research, the use of the senses in hotel branding and its effect on the tourist experience was concluded and research was conducted on both hotel managers and tourists.

CHAPTER - III

A RESEARCH ON SENSORY BRANDING OF HOTELS AND ITS IMPACT ON TOURIST EXPERIENCE

Each brand grows with the experiences it offers to its consumers. Creating unique experiences that determine the meaning and value of the brand for the target audience is at the core of branding efforts (Alemdar, 2012: 226). The idea of experiential marketing is based on how the brand adds meaning to the lives of consumers rather than realizing the sale of a brand (Keller, 2003: 231-233). Experiential marketing enables the development of a relationship at the behavioral level between brands and customers. It increases the chances of competition for businesses with the emotional impact it creates (Whelan and Wohlfeil, 2006: 314).

This perspective points to the relationship between branding and experience. One of the important research field in this regard is sensory branding and tourist experience. This also points to the effects of sensory branding on the tourist experience. There are few studies on the impacts of sensory branding on guest experiences in accommodation establishments. In this research, the gap in the field is revealed and studies that contribute to the field and create value are carried out.

3.1. Research Aim and Importance

The sensory characteristics of a hotel affect the perspective towards the service provided. This study aims to examine the effects of sensory branding on tourist experience and to emphasize its importance. The tourist experience in the research is related to sensory tourist experience, which is also included in the experience literature. For this purpose, the relationships among sensory branding, tourist experience, satisfaction, decision-making, and revisit intention were also examined as the related topics with experience. This study also aims to compare consumer and executive perspectives on sensory branding. In addition to the tourism literature, it is thought that the findings obtained after the research will be beneficial in providing a competitive advantage for accommodation establishments and keeping up with the developing technologies and innovations. At the same time, it will be a light-

shielding and value-adding research to the gap in the research area. Another important contribution of the research is that the research points to an interdisciplinary perspective and makes evaluations on the subject based on this perspective. Thus, it has expressed a side and opinion on the place and importance of interdisciplinary research in the field of tourism.

3.2. Research Scope and Limitations

This research consists of the guests staying in 5-star hotels in Izmir and manager or executive level employees working in 5-year hotels in Izmir, Turkey. The research field of the study was limited to İzmir for the following reasons; inadequacy of research on the subject in the province of Izmir, as throughout the country, high cost of researching across the country, and a limited time period. Moreover, the inadequacy of academic studies on the use of senses in tourism research is among the constraints of the research along with the originality of the research. One of the most important limitations of this study is that although sources from different disciplines were examined, it was not conducted with interdisciplinary researchers. This research, by its very nature, brings together different branches of science, and the inclusion of researchers from different fields can produce more creative results.

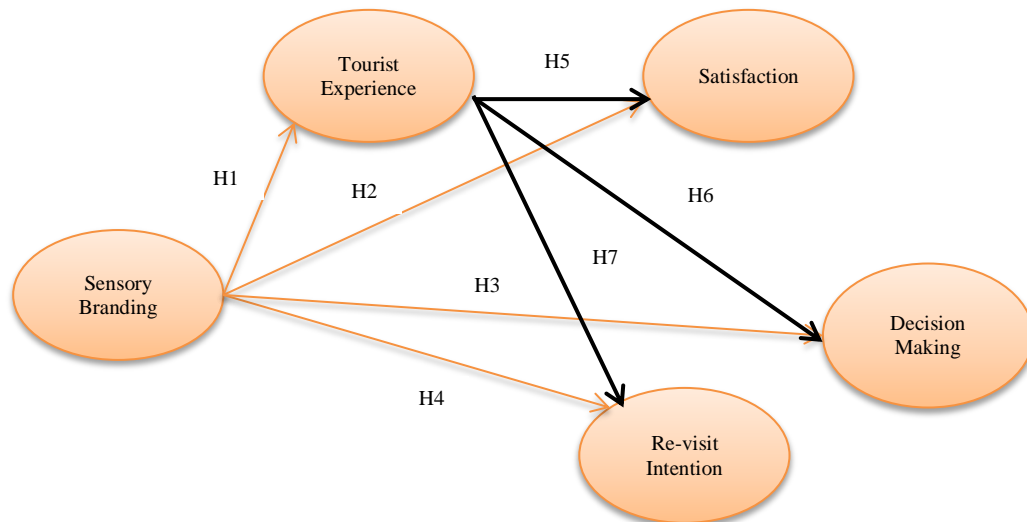
3.3. Research Question and Model of the Research

The focus of this study is to present the impacts of sensory branding tools on buyers' experiences in hotel businesses. Following this purpose, the main research question formulated as follows: *“Does the sensory branding efforts of hotels impact the tourist experience?”* The answer to this question has been tried to be resolved with different research methods. First, bibliometric analysis was applied to determine the frequency and usage of sensory branding studies in tourism literature. Afterward, interviews were conducted with hotel managers to examine sensory branding knowledge and practices in Izmir hotels. Then finally, hypotheses were created to determine the impact of sensory branding on the tourist experience, and analyzes

were applied using the quantitative research method. In other words, a three-step research has been designed to achieve the research objectives.

The sample of the research consists of managers working in 5-star hotels in Izmir and those who have experience of staying in 5-star hotels in Izmir. While conducting the research analysis, after bibliometric analysis, interviews were done with the managers to measure the knowledge levels and perspectives of hotels to sensory branding, and to reveal the sensory scapes of the hotels in Izmir. Then, a questionnaire was applied to the hotel customers to analyze the model. The research model, which was formed by considering the purpose of the study and the variables determined, is shown in Figure 3.1.

Figure 3.1. Conceptual Model of the Research



The model of the study consists of five factors, such as “*Sensory Branding, Tourist Experience, Satisfaction, Decision Making, and Re-Visiting Intention.*” While the basic steps of the research are “*Sensory Branding and Tourist Experience*”; “*satisfaction, decision-making and re-visit intention*” are directly related variables with experience and affect each other (Abdullah and Lui, 2018:1; Ko and Chiu, 2008: 89; Miller, 2019: 518) and it has a relationship with post-brand experience. The hypotheses of the quantitative research method derived from the research model are given below.

H1. “*Sensory branding has a positive and significant impact on tourist experience.*”

H2. “*Sensory branding has a positive and significant impact on satisfaction.*”

- H3. “Sensory branding has a positive and significant impact on decision-making.”
- H4. “Sensory branding has a positive and significant impact on re-visit intention.”
- H5. “Tourist experience has a positive and significant impact on satisfaction.”
- H6. “Tourist experience has a positive and significant impact on decision-making.”
- H7. “Tourist experience has a positive and significant impact on re-visit intention.”

3.4. Research Methodology

At first, the bibliometric analysis technique was applied, which is one of the “*quantitative research methods*” to identify the use of sensory branding studies in tourism. Thus, it was tried to determine the areas in which the studies about senses were concentrated in the tourism literature, and the originality of the study was aimed to be revealed. After that, to examine the concept of sensory branding in hotels, the content analysis, which is one of the “*qualitative research methods*”, is performed in this study. For this purpose, questions were asked to the managers working in 5-Star hotels in Izmir such as: “Do you have information about sensory branding? Are there sensory branding applications used in 5-Star hotels operating in Izmir?” and “How important are the sensory properties in 5-Star hotels?” In light of the questions posed, it is aimed to reach the following information in the direction of qualitative research:

- Findings of sensory brand information of managers
- Findings of sensory branding practices in hotels
- The importance of sensory branding for hotels
- Findings of the sensescapes / sensory characteristics of hotels
- Findings on the impact of sensory branding in hotels on satisfaction, decision making and revisiting

In this context, a “*semi-structured interview*” form consisting of nine questions was formed, and forms were obtained by interviewing 25 managers. Then, to determine the impacts of sensory branding on tourist experience at 5-star hotels in Izmir, the survey, which is one of the “*quantitative research methods*”, was used. With the survey conducted, the guests who have stayed / staying in 5-star hotels in İzmir province were reached. In this context, 413 questionnaires were obtained. Detailed information about the methods used in the research is presented below.

3.4.1. Bibliometric Analysis and Data Collection

At first, a “*bibliometric analysis technique*,” one of the “*quantitative research methods*,” was applied in this study. The bibliometric analysis aims to make inferences about the current state of publications in a given area (Yolal, 2016: 89). According to Pritchard's definition, bibliometric analysis is “*the application of statistical and mathematical methods to scientific communication environments*” (Pritchard, 1969). The bibliometric analysis is a method used to determine how scientific communication tools are used and publications or documents are examined in terms of their specific characteristics. It also includes findings related to scientific communication (Hotamışlı and Efe, 2015: 104). Bibliometric analysis is a method that deals with the quantitative analysis of the characteristics of the document, works, or publications such as author, subject, publication information, and cited sources. With this method, published studies in an academic field are studied within the framework of different bibliometric features (subject, year, contributing institution, used keywords, number of authors of works, citations, common citations, etc.) and some findings related to scientific communication are obtained (Çiçek and Kozak, 2012: 736; Yalçın, 2010: 206; Yozgat and Kartaltepe, 2009: 150).

With the bibliometric analysis method, research areas where senses are used in different scientific fields are examined in this study. The concept of sensory studies has been investigated among the articles accessible from academic databases such as Elsevier, Taylor & Francis, Google Scholar, Web of Science (WOS) and open-access databases. Some articles that were not accessible in the research could not be examined. In this study, the bibliometric analysis was conducted to determine the distribution of studies related to senses within academic studies. The primary purpose is to examine the use of senses in the field of tourism literature and to determine the frequency. Within the scope of this study, 171 academic articles related to tourism researches are analyzed according to the framework of bibliometric properties among the more than 1000 studies on senses in social sciences. And in the analysis, the data up to the first half of 2020 are evaluated. This study is important for the evaluation and comparison of sensory studies in the field of tourism research and useful for indicating the originality of the study. It also points to the gap in hospitality research regarding sensory studies. With this aim, the *key*

bibliometrics indicates of this research are selected as; “*the number of articles, distribution of studies by years, authors’ productivity, journals’ productivity, state of research in national and international literature and themes around the senses in the dataset*”.

3.4.2. Content Analysis and Data Collection

After bibliometric analysis, the study has focused on “*content analysis*”, which is one of the “*qualitative research methodologies*”, to reach the sensory aspect of 5-Star hotels, sensory branding knowledge of hotel managers and to determine the importance of sensory branding in hotels. With 14 questions, five of them are demographic; a “*face-to-face interview*” was conducted by the leading researcher in the 5-star hotels in Izmir, Turkey. In addition to “*face-to-face interviews*”, due to the difficulties in accessing some employees, the interview form was collected through online methods too. Turkish was used as the language in the interviews, and the responses received from the participants were translated into English in their closest meaning. The respondents were chosen by following the rule of “*purposive sampling*” because the study aimed to reach managers working in 5-star hotels. A semi-structured interview technique is performed in the research. The reason why this technique is selected is to allow additional questions to be asked following with the new information, even if the questions are predetermined so that more information that is detailed can be obtained from the participants (Kozak, 2014: 90). The list of questions was formed from sensory marketing and sensory branding researches and adapted into the context of tourism research. The research, except for five demographic questions (gender, age, educational status, current position, and managing level), has included nine questions, namely:

Table 3.1. Questions in the Interview Form

Questions		Codes
1	Do you have information about sensory branding? Can you give me brief information?	Level of knowledge of sensory branding
2	Does your hotel use the senses to create a unique accommodation experience? What sense is used more?	Usage of senses in hotels for creating unique experiences
3	Does your hotel use the senses to help customers distinguish your brand from others? Can you give examples?	Usage of senses in hotels to distinguish brand
4	Does your hotel care about sensory branding? If yes, how?	Importance of sensory branding for hotels
5.	Do you think that other hotels in Izmir pay attention to sensory	The tendency of competing hotels to

	branding? (think about music, smell, color, light, taste, touch, etc.).	consider sensory branding
6	What do you think about the most dominant sensory characteristics of your hotel (music, smell, colors and visuals, light, taste, touch, etc.)? What are the first three visuals, sounds, tastes, smells, and touches that come to your mind when you think about your hotel?	Sensory characteristics of hotels
7	Do you think that senses affect customer satisfaction in hotels? How? Can you explain briefly?	Senses and customer satisfaction relationship
8	Do you think that the sensory characteristics of hotels affect the decision-making process of tourists/customers? How? Can you explain briefly?	Senses and decision-making relationship
9	Do you think that the sensory characteristics of hotels affect the intention of tourists to visit again? How? Can you explain briefly?	Senses and re-visit intention relationship

After each question; some of the descriptive questions asked as “*can you give an example?*”, “*what do you do about it in your hotel?*” or “*can you express your views on the subject in more depth?*” to get in-depth information from the participants.

In this context, depth interviews were held with 25 hotel managers from 5-star hotels in Izmir using the “purposive sampling” technique. Because the study aims to reach people who play an active role in hotel management and strategy determination, and each interview took between 25 and 35 minutes. This research has been carried out in six months from Marc to August 2019. Interviews were conducted in İzmir Katip Çelebi University, working areas of authorized persons and online methods. The obtained data collected from interviews interpreted by “*content analysis.*” Two independent scholars were selected to measure the validity and reliability of this study, and content validity was used in the research (Bilgin, 2006: 13). They were asked to create codes, which were obtained from interviews and lists under the themes. Codes and themes’ percentages, which were found by the researcher, were compared between independent scholars’ findings. Differences reflected in the consensus of the findings. Reached codes and themes were examined by the literature of the “sensory details” phenomenon, whether associated or not.

3.4.3. Survey Research and Data Collection

Finally, the “*survey technique*”, which is one of the “*quantitative research methods*”, was applied as a data collection tool to explain the “*impacts of sensory branding*” perceptions on customers' experiences. With 48 questions, a “*face-to-face*

survey” was conducted by the leading researcher to the participants who stays at 5-star hotels in Izmir, Turkey. The respondents were chosen by “*purposive sampling*” because the study aimed to reach those people who had sensory experience in 5-star hotels. The sample selection was targeted to those staying in 5-star hotels in Izmir, and these participants were selected by “*a simple random sampling technique.*”

The questionnaire form includes two parts. The first part of the form includes eight demographic questions. In the second part, there are 40 questions to examine the relationship between “*sensory branding, tourist experiences, satisfaction, decision making, and re-visit intention.*” The questions were adapted to the context of the research. The list of questions was formed from the researches of “*Saffer Uddin (2011), Yoo and Donthu (2000), Zarantonello and Pauwels-Delassus (2016), Sthapit (2013), Song et al. (2015), Tosun, Dedeoğlu and Fyall (2015)*” and has been made suitable for the research. 5-point Likert was used in the scale. Likert steps are determined as “*Strongly Disagree, Disagree, Neither Agree nor Agree, Agree, and Strongly Agree.*”

Face to face questionnaire technique was used, and each questionnaire took between 5 and 7 minutes. Some of the questionnaires were handed over to hotels due to the difficulty of conducting the survey at the hotel any time and were received at a later date. The survey has been carried out in four months from May to August 2019. Questionnaires were conducted to the 5-star hotel’s guests who stay at least one night in Izmir. The obtained data collected from questionnaires interpreted by “*Statistical Package for the Social Sciences 24 (SPSS)*” and AMOS 23. In other words, statistical analysis of the data was analyzed by using the “*Statistical Package for Social Sciences (SPSS) and Structural Equation Modeling*” was analyzed by using AMOS. Then the results were revealed, and suggestions were created in the light of the findings obtained from the research.

3.5. Analysis and Findings

Firstly, the information and findings related to the bibliometric analysis performed in the research were given. Afterward, data obtained from the content analysis were given, and evaluations were made. Finally, the findings obtained from the questionnaires were included in the study.

3.5.1. Findings of Bibliometric Analysis

The “*bibliometric analysis technique*” was used to examine the study areas where senses were used in tourism. The use of this research method is important to obtain data on the use of senses in tourism and hospitality establishments. The data obtained from the quantitative research method were given and the evaluations were made. Finally, the findings were interpreted below.

More than 1000 articles, which are related to the subject of the study, on sensory research in social sciences, were examined. It was found that 171 of these articles were related to tourism studies. These 171 articles are evaluated in **APP.2**. The results are given in APP.2 under the title of the author's name, date of publication, the name of articles, the name of the journal, keywords, and the research field.

When the findings of the bibliometric analysis (**as shown in APP.2**) are examined, it is observed that the beginning of the sensory studies in the tourism literature is done by Adler in 1989 with the article named “*Origins of sightseeing.*” In his/her study, Adler mentioned the history of the senses and the role of the senses on the travel experience. The sensory studies have started to take place more frequently in tourism research since the 2000s.

According to the results of the analysis carried out (**as shown in APP.3**), only 2 studies addressing sensory research and tourism context before 2000 are included. This rate constitutes 1,16% of the total number of studies conducted. It is seen that a total of 36 studies (%21,05) were carried out in 13 years between 2000 and 2012. Most of the work was carried out in 2013 and the years that followed. The ratio of the studies conducted between 2013 and 2020 in the total research is 77.79%. The years in which the most research was conducted are seen as 2017 (%15,79) and 2019 (%15,79). The studies carried out in these years constitute 31.58% of the studies performed in total. It is seen that 8 studies were carried out in 2020, but these studies cover only the first half of 2020.

Agapito and Mendes are the most creative researchers in the tourism and senses field, followed by Dițoiu. When the Turkish tourism literature is analyzed, it seems that there is not much interest (only seven articles) in sensory studies. When the

contents of the studies are analyzed, it can be concluded that the studies are carried out on accommodation establishments and are mainly studied in the marketing field in Turkish tourism literature. When the journals in which sensory studies are published in tourism are analyzed (as shown in APP.4), it is seen that “*Annals of Tourism Research* (5.29%), *Tourism Management*(5.29%), *Tourism Geographies* (4.71%) and *Tourist Studies* (4.12%)” journals have a vast number of publications on senses and tourism. When the research topics of the publications are analyzed, it is seen that almost all of the studies are conducted in the field of marketing and related themes such as “*consumer behavior, tourist experience, tourist perception, consumer attitude, destination marketing, destination branding, destination image, destination identity and destination loyalty.*” Considering the distribution of subjects in general (as shown in APP.5), 99 research field are specified under headings such as; “*accessibility, authenticity, behavior, branding, communication, experience, gastronomy, food and beverage, hospitality, landscape, marketing, places, recreation, sports, geography, urbanism and technology.*” Although most of the studies have chosen the research field as tourist destinations, some researches are being conducted on different tourist products such as airports, hotels, cruise ship, urban tourism destinations, rural tourism destinations, virtual thematic tourism applications, mountain destinations, food & beverage businesses, and cultural heritage attractions.

The bibliometric data expressed also indicate that this research was carried out in an area where tourism literature has just to take place. It also shows that there is no study conducted with a similar research model. This shows that this research has unique in its field and very few research has been done on the hospitality industry. In the Turkish tourism literature, it is seen that there is very little research (only 3 articles on the hospitality industry) on the subject and there is no similar research setup and method. With these perspectives, it can be said that the work is original and unique and helps to fill the gap in the field.

3.5.2. Findings of Content Analysis

In this section, findings related to “*content analysis*”, one of the “*qualitative research methods*” are given. The interview contained five demographic questions as

“gender, educational status, age, department, and level of the manager” (as for the detailed information about the demographic profiles of respondents see Table 3.2) and nine interview questions.

Table 3.2. Demographic Profile of Respondents

Gender	N	%	Age Group	N	%
Male	17	68	18 or younger	-	-
Female	8	32	18-24	-	-
Department	N	%	25-34	9	36
Housekeeping	1	4	35-44	10	40
F&B	4	16	45-54	4	16
HRM	5	20	55 or over	2	8
Front Office	5	20	Educational Status	N	%
Quality management	1	4	Primary school	-	-
Sales and Marketing	8	32	High school	4	16
Finance	1	4	Associate degree program	3	12
Level of the Manager	N	%	Bachelor degree	11	44
Assist. Manager, Chef, Supervisor	8	32	Master or doctoral degree	7	28
Department Manager	17	68			

It is seen in Table 3.2 that 68% (n= 17) of the participants were male and 32% (n= 8) were female. It is seen that the vast majority (40%; n= 10) of the participants were between 35-44 years of age. Only 8% (n= 2) of the participants represent 55 years of age and over. The proportion of 25-34-year-olds were 36% (n= 9). The vast majority (44%; n= 11) were a bachelor's degree. While the ratio of Ph.D. graduates was 28% (n= 7), the ratio of high school graduates was 16 % (n= 4). Considering their current position, it is found that 68% (n= 17) of the participants were department managers, and 32% (n= 8) of them were middle-level managers, chefs, or supervisors. 20% (n= 5) of the participants were front office department managers, and 32% (n= 8) were sales and marketing department managers. Only 4% of the participants were from the housekeeping department.

The Findings of Sensory Branding Information’s of the Managers; Sensory Branding Applications in the Hotels and Importance of Sensory Branding for the Hotels (“Code 1, Code 2, Code 3, Code 4, Code 5”)

Code 1. Level of Knowledge of Sensory Branding

The vast majority of the participants stated that they knew about what sensory branding is. The number of those who say they did not know about sensory branding

is nine (n= 9). Some of the information received from participants about sensory branding is as follows;

- *Interview (22) - “Instead of traditional visualization, which is only visually oriented, it is the inclusion of multiple sensory stimuli such as smell, sound, and texture.”*
- *Interview (3) - “I think it is about the presentation of products that appeal to people's senses. It is a situation in which the products are brought to the forefront during sales and marketing activities, and they turn into purchasing behavior by creating an impact on people.”*
- *Interview (24) - “It is the use of the emotional part of the brain more than the rational part in people's decision-making.”*
- *Interview (23) - “Sensory branding is the connection of a brand with any sense organ.”*

It was found that the majority of the participants had information about sensory branding. When -considering the scope and content of sensory branding, findings indicate that some of the participants are partially aware of sensory branding. Furthermore, the general information of managers about sensory branding was limited. It was observed that managers' knowledge about sensory branding was not sufficient. In general, participants could not provide detailed information about sensory branding, and none of the participants did not mention all the five senses that should be in a holistic sensory branding process.

Code 2. Usage of Senses in Hotels for Creating Unique Experience

Most of the participants stated that sensory aspects are used in their hotels to create a unique experience. In general, they mentioned about the presence of features that appeal to the visuals and the sense of smell. All of the managers stated that they had sensory features in their hotels, but no manager emphasized all of the five senses. It was found that the majority of the statements were related to the visual 76% (n = 19) and the scent aspects 72% (n = 18). Only 4% of the managers mentioned that the sense of touch is used to create a unique experience. Statistical data regarding the responses of the participants are given in Table 3.3.

Table 3.3. Sensory Aspects of Hotels

Sensory Perceptions	N	%
Visual	19	76
Sound	9	36
Smell	18	72
Taste	11	44
Touch	1	4

Some of the participants express the senses they use in their hotels as follows:

- *Interview (5) - “We exhibit visuals and paintings of our hotel. The hotel has structurally different interior design. The exterior can reflect a classic 5-star hotel, but the interior design is very crucial to us. Also, the smell of spring flowers is constantly used in our hotel and we are said to be famous for our unique tastes. In our restaurants and the lobby, we have a continuous music concert. We try to serve our customers in the best way and to satisfy them.”*

Some of the participants mentioned that there are features that appeal to the senses of the people in their hotels, but they are not realized consciously. The statements regarding this assessment are given below.

- *Interview (12) - “There are features that appeal to the senses mentioned in our hotel. If you ask if we use it consciously, our answer will be no. While designing the hotel, of course, a visually impressive and memorable structure was designed. The colors, shaped columns, recesses, and projections used are all custom designed. All this creates a unique look and experience. I think the most important aspect of our hotel and the most important aspect that appeals to the senses are visuals.”*
- *Interview (16) – “We use many things that appeal to the senses of our guests. However, we have never used the concept of sensory branding when using it. We appeal to many senses with our visual, the smell of our hotel; our music played both indoors and outdoors, and the unique tastes of our famous chef. I think we are mostly addressing the senses of hearing, seeing, and tasting.”*

When a general evaluation is made, it is found that hotels use sensory aspects that appeal to the human senses for creating unique experiences, but most of them are not use these sensory aspects consciously in the sense of sensory branding. Also, none of the hotels use all the 5 senses to create a unique sensory experience.

Code 3. Usage of Senses in Hotels to Create Brand Awareness

In light of the information obtained from the interviews with the managers, it is concluded that hotels use sensory aspects to create brand awareness. Among the responses, it is seen that visual aspects are used most frequently in creating brand awareness. Visual aspects are followed by sensory aspects related to smell and taste, respectively. In addition to these findings, there is a small number of interpretations regarding the sense of hearing, while there is no interpretation that touch is used to create brand awareness. Some of the findings from the participants are as follows:

- *Interview (18) – “I think we made a difference with the colors used in the hotel and the colors in the logo. Even if people see the colors in our logo in a different place, they remember our hotel. This is very effective in creating brand awareness.”*
- *Interview (23) – “We use the same smell in the reception and in the rooms, which is a black tea smell and is unique to our hotel.”*
- *Interview (5) – “Our hotel has features that appeal to people's senses, and our hotel's sensory features allow us to distinguish from other hotels. We have our unique visuals and tastes and we use them to give our customers a positive experience. These are becoming distinctive features over time, but I do not think our features that appeal to other senses are used to distinguish them from other brands.”*

Similar to the previous expressions, there are opinions that the applications on brand awareness related to sensory aspects have not been made consciously. The response to this finding is given below.

- *Interview (16) - “We do not use the sensory aspects to create brand awareness consciously, but our logo and images are catchy and distinctive.”*

Besides, one of the participants stated that sensory aspects are not used in the process of creating brand awareness in their hotels. As can be seen from the answers given, although the view that sensory aspects are used for brand awareness is dominant, there is no opinion that addresses all 5 senses as in previous codes. It is also difficult to conclude that the use of sensory aspects in creating brand awareness is fully conscious.

Code 4. Importance of Sensory Branding for Hotels

The vast majority of the participants said that their hotels care about sensory branding, and sensory branding is essential for hotels. However, they emphasized that they need to make more professional applications about sensory branding in their hotels. Here are some of the responses from managers about the importance of sensory branding for hotels:

- *Interview (5) – “Of course, we care about sensory branding. I think addressing people's senses creates a permanent structure in mind and has an effect on the re-visit of our guests. Sensory branding is a productive issue in many areas such as customer satisfaction, re-visits, and online comments. An issue should be considered for these reasons. We care, but I think we need to know more about it.”*
- *Interview (16) – “Yes, we do, but I think we apply it differently, not as sensory branding, but that is exactly what we do. We want to make a good impression on people and get a place in their memories. We do something about it. But we do not call it sensory branding. There are probably many more applications under the concept of sensory branding. If we think and evaluate this way, I think maybe we can do more effective works now.”*

Two of the participants stated that sensory branding is not considered in their hotels. There were also expressions that sensory branding does not care enough in their hotels because it is not fully understood.

- *Interview (19) – “Our marketing activities are usually done through social media. I do not think that there is a lot of work on sensory branding in our company. I also do not think that it is given too much attention to sensory branding activities because there is not much information about it.”*
- *Interview (12) – “There is no sensory branding in our hotel, so I cannot say that it is very important because I think that there is not enough awareness. However, in fact, we have works that appeal to the senses of customers. For example, our building structure, visuals, colors, food, special drinks are quite impressive. We are doing things without even realizing it.”*

As can be seen from the answers given, besides the notion that sensory branding is important for hotels, there are still deficiencies in sensory branding

applications. There are also opinions that sensory branding is not taken into consideration because it is not fully understood. All these indicate that the sensory branding phenomenon for hotels is not fully established and its importance is not fully understood.

Code 5. The Tendency of Competing Hotels to Consider Sensory Branding

According to the findings obtained from the interviews, while the majority of the participants mentioned that there are no sensory branding practices, some said that sensory branding was not used except for chain hotels and corporate hotels in Izmir. They also stated that there are some sensory practices in the hotels, but these practices are not mostly done under the name of sensory branding.

- *Interview (21) - "As international chain hotels, there are some implementations as a result of the global decisions made by the institutions. I think that there are hotels in Çeşme and Alsancak, which give importance to sensory branding. I think these are related to some luxury segment. Apart from this, I think it is given in several corporate hotels."*
- *Interview (5) - "Every hotel has sensory features, but I'm not sure they are being used under the name of sensory branding. I think many hotels want to influence people's senses, but they do not care about sensory branding. Some of the characteristic features of the hotels appeal to the human senses, but I think this is insufficient for a lasting guest experience or hotels do not use these features to create a lasting experience for guests. I think that what is done in hotels carries direct commercial concern."*
- *Interview (3) - "Each hotel has its characteristics, which are perceived by the human senses and turned into experience, but I do not think there are too many hotels that do this under the name of sensory branding."*

In addition to these expressions, while 3 of the participants emphasized that they did not know whether sensory branding is used in Izmir hotels or not, 8 of the participants stated that sensory branding practices are used in Izmir hotels. As can be seen from the answers given, a common view could not be met. At the same time, it is observed that there are contradictions regarding sensory branding. In other words, it can be said that there is a dilemma regarding sensory applications and the concept of sensory branding.

The Findings of Sensescapes of the Hotels (Code 6)

Code 6. Sensory Characteristics of Hotels

In this section, the participants were first asked to express “*the first colors that come to their minds when they think about their hotels.*” In line with the answers, the colorscape of Izmir hotels is shown in Table 3.4.

Table 3.4. Colorscape of the Hotels

Colors	N	%	Colors	N	%
Blue	16	64	Orange	4	16
Yellow	7	28	Turquoise	4	16
Green	13	52	Red	2	8
Grey	6	24	Cream	1	4
Brown	6	24	Purple	1	4
White	12	48	Black	2	8
Claret Red	1	4			

*Number of participants: 25

As it is shown in Table 3.4, the vast majority of the participants mentioned that the colors that come to their minds about their hotels were blue (64%; n= 16), green (52%; n= 13), and white (48%; n= 12). These findings may be described by the fact that İzmir is located on the coasts of the Aegean region and its proximity to the sea and nature. The answers of participants who expressed their hotels in colors were also yellow, brown, gray, turquoise, orange, red, black, cream, purple, and claret red.

Following the determination of the colorscales, questions about sensescapes related to visual, sound, taste, and smell were asked to participants. When the findings were obtained, the sense of touch was excluded from the assessment because the data related to the sense of touch could not be obtained clearly and could not be fully understood by the participants. Similar results were obtained in different academic studies, and data on touch sense had to be removed from the analysis.

Other senses are expressed as follows:

- ✓ Visualscape of the hotels
- ✓ Soundscape of the hotels
- ✓ Smellscape of the hotel
- ✓ Tastescape of the hotels

Considering the responses of the participants, the sensescapes of Izmir hotels are expressed as follows;

Table 3.5. Sensescapes of the 5 Star Hotels in Izmir

Sensory Perceptions			
<i>Visualscape of hotels</i>	Landscape and Natural Beauties - Park - Sky - Sea - Forest - Green area - Trees - Beaches - Garden Interior Design and Hotel Facilities - Swimming pool - Furniture	- Slides - Tennis Table - Telescope - DJ Set up - Wall Paintings - Sitting group - Lobby - Lighting - Rooms - Luxury Items - Diversity of colors - Decorative pillows - Sculptures - Terrace	- Children's playground - Restaurant - Food Buffets - Hotel pier Brand Features - Logo - Front type of brand Others - The building structure of the hotel - Night view of the hotel - Physical appearance
<i>Soundscape of hotels</i>	Natural Sounds - Birdsong - Winder - Sea - Crickets - Sea - The sound of nature - Bird - Wave - Nature - Silence - Animals - Farm animals - Wind	- Tree leaves - Tree sound - Sound of water - The sound of seagull Specific Hotel Sounds - Wave Pool - Local tunes - Hotel Music's - Pool - Live, paced music - Club dance music - Restaurant music - Siren sound	- Relaxing music - Classic music - Indoor and outdoor music - Forks & Spoons in Breakfast - Lobby music - Opening music on the TV in the room - Elevator music Others - The sounds of cheerful people - Sounds of children
<i>Smellscape of hotel</i>	Natural Smells - Flower fragrances - Sea - Grass - Pine tree - Garden Scents - Spring - Forest smell - Scent of citrus - Jasmine	Smell of Hotels - Scent of lavender - Cleaning - The special smell of the hotel - The smell of the room used in the lobby - Essential fragrance - Soap - Special odors in the toilets, lobby and rooms	Smell of Food and Beverages - Bread - Donut smell - Eat - Appetizer, - Sahlep - Olive oil - The smell of bread oven - hot boyoz-simit odor - Coffee - Waffle - Black tea - Mandarin
<i>Tastescape of hotels</i>	- The fish - Olive oil - Dishes with olive oil - Breakfast - Rotary - Local food - Black eyed peas - Pancake - Grilled salmon - Lamb's shank	- Trump red pepper soup - Waffle - Sour and bitter - Natural and authentic flavors - Hotel catering and special meals - Fresh fruits - Mandarin - Strawberry - Open buffet - Cocktails	- Coffee - Filter coffee - Black tea - Desserts - Scramble egg - Chocolate - Suffle - Sorbet - Semolina dessert - Pumpkin dessert

Table 3.5 was created by asking questions to the managers about visuals, sounds, tastes, and smells that come to their minds first. According to the data obtained in the interviews, it is found that the data related to the visuals differ in the maximum number. This finding is followed by data on sounds, tastes, and smells respectively. When the visuals that come to mind in İzmir hotels are analyzed, it is found that they are generally related to landscape and natural beauties (sea, sky, park, green areas, forest, nature, etc.). Findings of landscapes and natural beauties are followed by data related to interior design (Slides, Tennis Table, Telescope, DJ Set Up, Decorative Pillows, Tables, Sitting Group, Scaffolding, Furnishings).

When the soundscapes of the hotels are analyzed, it is seen that the findings are mostly related to the sounds of nature like birdsong, wind, sea, crickets, animals, and tree leaves sounds. Findings of the sounds of nature are followed by the answers related to the specific hotel sounds such as classical music, club dance music, restaurant music, the sound of wave pool siren, brisk music, local melodies, lobby music and elevator music.

When the smellscapes of hotels are analyzed, it is found that the most common answers are also the odors provided by nature (flower, sea, grass, garden, pine tree, spring, and forest fragrances). The smell of food and beverages served at the hotel is also often mentioned, such as bread, pastry, olive oil, appetizer, sahlep, boyoz, bagel, coffee, waffle, black tea, and mandarin. In addition to all these data, the participants also mention the unique or distinctive smells provided by the hotel like the scent of lavender, cleaning smell, essential fragrances, and odors used in the toilets, lobby, and rooms.

When the tastescapes of the hotels are analyzed, it is seen that there are many responses, especially for olive oil, fish, and desserts. There are also other findings for tastes such as waffles, sorbet, doner, natural and authentic flavors, garden fruits, mandarin, black-eyed peas, cocktails, grilled salmon, lamb shank, embers red pepper soup, pancake, and local dishes.

When an overall assessment is made about Code 6, hotel managers mentioned that visuals of natural beauties, natural sounds, and natural scents are used more frequently in their hotels. At the same time, the hotels that take advantage of the geographical location give importance to olive oil and fish tastes. As mentioned

before, the answers can be related to the natural structure, proximity to the sea, and climate conditions of the province of İzmir, which is located in the Aegean region.

The findings of the relationship between sensory branding of hotels and “satisfaction, decision-making process and the re-visit intention” (Code 7, Code 8, Code 9)

Code 7. Relationship of Sensory Branding and Customer Satisfaction

Code 8. Relationship of Sensory Branding and Decision Making

Code 9. Relationship of Sensory Branding and Re-Visit Intention

Satisfaction, decision-making, and intention to visit again are directly related variables and affect each other (Abdullah and Lui, 2018:1; Ko and Chiu, 2008: 89; Miller, 2019: 518). The participants gave answers by establishing a relationship between these three variables stated in their evaluations. All participants agree that sensory branding is effective in customer satisfaction, decision-making, and revisit intention.

The participants expressed their opinions about customer satisfaction as follows;

- *Interview (5) - “Factors addressing the human senses, whether positive or negative, take place in the memory for a long time. Of course, positive or negative memories in memory affect customer satisfaction.”*
- *Interview (20) - “Yes, the senses directly affect customer satisfaction. In contrast, nobody wants to go to a facility that is not sensually satisfied or where expectations are not met. However, the facility that addresses the common expectations of customers with its smell, color, sound, visuals, and tastes will always be preferred. Satisfied customers will prefer the facility.”*

According to the evaluations of the managers, sensory dimensions have a significant impact on customer satisfaction. There are other studies supporting the impact of branding on customer satisfaction as the study of Sing and Mehraj (2018: 9), Verma and Mishra (2017: 1883), and Iglesias et al. (2019: 343).

The participants expressed their opinions about decision making as follows;

- *Interview (12) - “The senses, of course, affect the decision-making process. The beautiful memories that come to mind when choosing the next hotel to affect the preferences directly. ”*
- *Interview (21) - “The cleanliness, abundance, and layout of the breakfast buffet appeal to the sense of sight, while the appetizing odor inside of restaurant affects the guest's satisfaction with the breakfast service. A clean, tidy, and ventilated room increases guest satisfaction. It is unacceptable to have a sewer smell in a suite that is beautifully decorated, clean, and has a beautiful view, and never satisfies the customer. The bad smell that prevents all the elements constituting the service decreases the value of other services. An overall sensible atmosphere should be provided at every stage of the service. Rising above the limits to stand out in service provides plus points in a competitive environment. In the decision-making process, all these processes come to the mind of the customer and the customers prefer the hotels that come to the fore with their sensory characteristics.*

Sensory branding of hotels is useful in the “*decision-making process*” of the customers as seen in the data obtained from the hotel managers, and there are other studies supporting “*the impact of branding on decision-making*” as the study of Suhonen and Tengvall (2009: 54), Moreira et al. (2017: 70) and Tasanic (2017: 109). Kim and Perdue (2013: 246) suggest that sensory hotel attributes influence consumers’ choices.

The participants expressed their opinions about re-visit intention as follows;

- *Interview (3) - “It certainly affects. For example, I can talk about our hotel, which has a black tea odor. While the guest is telling the memories to a friend about our hotel, he/she feels as if the smell is coming to his/her nose. Alternatively, when the customer smells the odor of black tea, our hotel comes to mind. So when he/she has time for a holiday again, our hotel will be the first option that the guest will think about.”*
- *Interview (5) - “Of course, people would like to visit a hotel which they have good memories and experiences. A hotel that smells good, offers tasty and unique food and visually satisfying, primarily provides people a happy, peaceful holiday. And after the holiday, sensory experiences remain in mind. The sensory*

experiences of the guest are effective in this respect. Having a pleasant experience is positive in terms of the intention to revisit a place.”

Sensory branding of hotels and provided the sensory experience is effective in the re-visit intention of the customers, as seen in the data obtained from the hotel managers. There are studies supporting “*the impact of branding on re-visit intention*” as the study of Li (2018: 536) and Galande (2019: 47).

According to the answers obtained from the interviews with the hotel managers, sensory branding has a positive impact on satisfaction, decision-making, and re-visit intention of the customers. The positive sensory experiences positively affect the choice of the next holiday destination or hotel. In order to determine the situation in Izmir hotels and to measure this interaction in-depth, a survey was applied to the guests staying in hotels by using a quantitative research method. Another reason for applying a survey to hotel guests is to observe the differences between the responses of hotel managers and the responses received from customers. The findings of the survey technique are given in the next section.

3.5.3. Findings of Quantitative Analysis (Survey Research and Structural Equation Model)

Statistical evaluation of the surveys was performed by “*SPSS (Statistical Package for Social Sciences - Version 24)*” and “*AMOS (Analysis of Moment Structures - Version 23)*”. Firstly, “*frequency analysis*” was applied to demographic data. Afterward, “*factor analysis*” and “*reliability tests*” were applied to determine the degree of reliability of the scales and to determine the dimensions. Then, “*t-test and variance analysis*” were used to examine the differentiation of the dimensions according to demographic questions. Finally, the “*research model and hypotheses*” were analyzed using “*Structural Equation Modeling (SEM)*.”

3.5.3.1. “Socio-Demographic Profile” of Respondents

Firstly, “*frequency analysis*” was performed to determine the demographic profiles of the participants. The findings are shown in Table 3.6 below.

Table 3.6. Demographic Features of Respondents

Gender	N	%	Age Group	N	%
Female	204	49.4	18 or younger	32	7.7
Male	209	50.6	18-24	75	18.2
Educational Status	N	%	25-34	84	20.3
Primary school	5	1.2	35-44	81	19.6
Secondary School	30	7.3	45-54	70	16.6
Vocational Education	32	7.7	55-64	41	9.9
Bachelor Degree	246	59.6	65 or over	30	7.3
Master or Doctoral Degree	100	24.2	Who paid for the travel expenses?	N	%
Accommodation Cost	N	%	by myself	207	50.1
< ₺1.000	91	22.0	by family and relatives	119	28.8
₺ 1.001 – 2.500	152	36.8	by company	87	21.1
₺2,501 – 5.000	102	24.7	What's your purpose of visit?	N	%
₺5.001 – 7.500	44	10.7	Pleasure & Relaxing	208	50.4
> ₺7501	22	5.8	Visiting friends and relatives (VFR)	63	15.3
How often do you stay in a five-star hotel in a year?	N	%	Business	142	34.4
Less than ones	115	27.8	Type of accommodation?	N	%
1 or 2 times	209	52.6	Resort Hotel	238	57.6
3 or 4 times	46	11.1	City Hotel	155	37.5
More than 4 times	43	10.4	Others	20	4.8

Note: TRY;₺ (Turkish Lira) is the currency of Turkey.

\$1=₺5.70 / 1€ 6.30 (approximately) at time of data collection in 2019

It is seen in Table 3.6 that, 50.6 % (n= 209) of the participants were male and 49.4 % (n= 204) were female. The vast majority (25.7%; n = 106) of the participants were between 25-34 years of age. Only 1.2 % of the participants represent 18 years old or younger. The proportion of 64-year-olds or over was 3.6 %. It is seen that the majority (59.6 %; n= 246) of the participants had a Bachelor's Degree. While the ratio of the Master or Doctoral Degree was 24.2 % (n = 100), the ratio of primary school graduates was 1.2 % (n = 5). The vast majority of the participants (57.6%; n= 238) were found to be staying in resort hotels and spending between ₺1.001 - ₺2.500 (36.8%; n= 152). Travel expenses were generally paid by themselves (50.1%; n= 207). It was also found that the majority of the participants were staying in a 5-star hotel for less than three times (1 -2 times) a year (52.6% / n= 209). The vast majority of participants travel with the purpose of pleasure and resting (50.4%: n= 208). These findings were followed by visiting friends and relatives (VFR) (15.3%: n= 63) and business purposes (34.4 %; n= 143).

3.5.3.2. Reliability Test and Exploratory Factor Analysis

Different scales, including sensory branding, tourist experience, satisfaction, decision-making, and revisit intention, were used as data collection tools. Firstly, “*validity and reliability tests*” were performed, and then “*Exploratory factor analysis*” was used to determine the dimensions of the scales. While performing these analyses, exploratory factor analysis was applied to each of the scales used in the study, and variance explanation rates were determined.

Reliability Test of Each Factor

“*The reliability factor is valued between 0 and 1*”, and when it approaches up to 1, its reliability increases (Pelit and Güçer, 2007:40). In this study, the reliability test was applied to determine the degree of reliability. Before the findings of the “*reliability test*” are given, generally accepted values for reliability ratios are given below.

- ✓ “*0.00 < α < 0.40 scale is not reliable.*”
- ✓ “*0.40 < α < 0.60 reliability of the scale is low.*”
- ✓ “*0.60 < α < 0.80 scale is highly reliable.*”
- ✓ “*0.80 < α < 1.00 scale is extremely reliable.*”

The data obtained after the reliability analysis for the scales are given below:

- Sensory Branding (“*Cronbach’s Alpha*” =0.953)
- Tourist Experience (“*Cronbach’s Alpha*” =0.924)
- Satisfaction (“*Cronbach’s Alpha*” =0.935)
- Decision Making (“*Cronbach’s Alpha*” =0.860)
- Revisit Intention (“*Cronbach’s Alpha*” =0.925)

“*Cronbach’s alpha value*” applied in this research was calculated between 0.860 and 0.953 (“*as seen in the Table 3.7, Table 3.8, Table 3.9, Table 3.10 and Table 3.11*”). This value is within an extremely reliable range and as a result, it is concluded that the scales used in the research are reliable (Hair et al., 1998: 118). After reliability analysis, factor analysis was applied to the research. The expressions in the scales and the numbers representing those expressions are given in **APP.6**.

Exploratory Factor Analysis

In this part of the study, “*exploratory factor analysis*” was applied for each of the scales in this study, and variance explanation rates were determined. Before the analysis, information about the tests used in the analysis are given.

The “*Kaiser-Mayer-Olkin Sampling (KMO)*” test, which is called the “*measurement of sampling adequacy*”, is considered as one of the tests that give a view about the suitability of factor analysis. If the KMO value near 1, the significance level of the analysis increases. There are different opinions about the adequacy of KMO value in the conducted studies. In many studies, it is stated that the KMO value above 0.50 is sufficient. However, Malhotra (1996) states that the most valid ratio for the KMO value is more than 0.70. In this part of the study, “*Kaiser-Mayer-Olkin Sampling (KMO), Barlett's Sphericity Test (Barlett), and Factor Analysis*” were performed for each scale expression. In the scope of the research, “*exploratory factor analysis*” was applied to the expressions directed to the participants to measure sensory branding perceptions. Varimax rotation method was applied to for maximizing variances in the analysis. Furthermore, it is not possible to reach factor score coefficients without Varimax (Nakip, 2003: 413).

According to the findings of “*exploratory factor analysis of sensory branding scale*” (Table 3.7), the result of the KMO test was 0.958, and this value is within an acceptable range according to the literature, as mentioned before. According to Barlett's Sphericity Test (Barlett) results, “*there is a high correlation between the variables forming the factors*” (ChiSquare: 4207.091, sig. 0.00<0.05). These values indicate that the data set is appropriate and valid for factor analysis.

Table 3.7. Exploratory Factor Analysis of Sensory Branding Scale

Dimensions and Expressions		Factor Ratio	Total Variance Explanation Rate
Sensory Branding	q13	.851	64.366
	q11	.847	
	q12	.830	
	q5	.823	
	q2	.821	
	q7	.812	
	q6	.804	
	q8	.797	
	q4	.795	
	q3	.795	
	q1	.766	
	q10	.749	
q9	.729		
KMO	"Bartlett's Test of Sphericity"		"Cronbach's Alpha"
0.958	App.Chi-Square 4207.091	P 0.000**	0.953

"* $p < 0.05$; ** $p < 0.01$ "

According to exploratory factor analysis results in the Table 3.7, the data collected under one factor. The total variance explanation ratio of the factors was found 64.366%, which is above the acceptable threshold value (Nakip, 2003: 412). The "*Cronbach's alpha value*" (0.953) calculated for the internal consistency of the factor shows that the scale is reliable (Hair et al., 1998: 118).

In the scope of the research, exploratory factor analysis with Varimax rotation method was applied to expressions aimed at measuring tourist experience and the findings are shown in Table 3.8. According to the findings, the result of the KMO test was 0.885, and this value is within an acceptable range according to the literature, as mentioned before. According to Bartlett's Sphericity Test (Bartlett) results, "*there is a high correlation between the variables forming the factors*" (ChiSquare: 2897.972, sig. 0.000 <0.05). These values show that the data set is appropriate and valid for factor analysis.

Table 3.8. Exploratory Factor Analysis of Tourist Experience Scale

Dimensions and Expressions		Factor Ratio	Total Variance Explanation Rate
Tourist Experience	q17	.832	59.624
	q15	.826	
	q16	.819	
	q19	.795	
	q23	.785	
	q18	.769	
	q14	.756	
	q22	.712	
	q20	.709	
	q21	.706	
KMO	“Bartlett’s Test of Sphericity”		“Cronbach’s Alpha”
0.885	App.Chi-Square 2897.972	P 0.00**	0.924

“* $p < 0.05$; ** $p < 0.01$ ”

As can be seen from Table 3.8, expressions were collected under one factor. The “total variance explanation rate” of the scale was found to be 59.624 %, and it was concluded that it could be expressed under one factor as the variance explanation ratio is quite good. As mentioned, the total variance explanation ratio of the factors was found 64.366%, which is above the acceptable threshold value (Nakip, 2003: 412). “Cronbach’s alpha value” (0.924) calculated for the internal consistency of the factor shows that the scale is reliable (Hair et al., 1998: 118).

In the scope of the research, “exploratory factor analysis” with the Varimax rotation method was applied to expressions aimed at measuring the satisfaction of the participants (Table 3.9). According to the findings, the result of the KMO test was 0.886, and this value is within an acceptable range according to the literature, as mentioned before. According to “Barlett’s Sphericity Test (Barlett)” results, “there is a high correlation between the variables forming the factors” (ChiSquare: 1719.828, sig. 0.000 <0.05). These values indicate that the data set is appropriate and valid for factor analysis.

Table 3.9. Exploratory Factor Analysis of Satisfaction Scale

Dimensions and Expressions		Factor Ratio	Total Variance Explanation Rate
Satisfaction	q26	.908	79.267
	q25	.895	
	q27	.884	
	q24	.883	
	q28	.881	
KMO	“Bartlett’s Test of Sphericity”		“Cronbach’s Alpha”
0.886	App.Chi-Square 1719.828	P 0.00**	

“* $p < 0.05$; ** $p < 0.01$ ”

According to Table 3.9, one (1)-factor dimensions were obtained. The total variance explanation ratio of the factors was found 79.267%, which is above the acceptable threshold value (Nakip, 2003: 412). The “Cronbach’s alpha value” (0.935) calculated for the internal consistency of the factor shows that the scale is reliable (Hair et al., 1998: 118).

In the scope of the research, “*exploratory factor analysis*” with the Varimax rotation method was applied to expressions aimed at measuring the satisfaction of the participants (Table 3.10). According to the findings, the result of the KMO test was 0.867 and this value is within an acceptable range according to the literature, as mentioned before. According to Barlett’s Sphericity Test (Barlett) results, “*there is a high correlation between the variables forming the factors*” (ChiSquare: 1308.540, sig. 0.000 < 0.05). These values indicate that the data set is appropriate and valid for factor analysis.

Table 3.10. Exploratory Factor Analysis of Decision-Making Scale

Dimensions and Expressions		Factor Ratio	Total Variance Explanation Rate
Decision Making	q31	.96	50.942
	q35	.767	
	q29	.762	
	q30	.758	
	q32	.704	
	q33	.694	
	q36	.618	
	q34	.583	
KMO	“Bartlett’s Test of Sphericity”		“Cronbach’s Alpha”
0.867	App.Chi-Square 1308.540	P 0.00**	

“* $p < 0.05$; ** $p < 0.01$ ”

According to Table 3.10, expressions were collected under one factor. The total variance explanation ratio of the obtained factors was found 50.942%, which is above the acceptable threshold value (Nakip, 2003: 412). The “*Cronbach's alpha value*” (0.860) calculated for the internal consistency of the factor shows that the scale is reliable (Hair et al. 1998: 118).

In the scope of the research, “*exploratory factor analyses*” with the Varimax rotation method was applied to expressions aimed at measuring the re-visit intention of the participants. According to the findings (Table 3.11), the result of the KMO test was 0.849 and this value is within an acceptable range according to the literature, as mentioned before. According to “*Barlett's Sphericity Test (Barlett)*” results, “*there is a high correlation between the variables forming the factors*” (ChiSquare: 1301.12391, sig. 0.000 <0.05). These values indicate that the data set is appropriate and valid for factor analysis.

Table 3.11. Exploratory Factor Analysis of Re-Visit Intention Scale

Dimensions and Expressions		Factor Ratio	Total Variance Explanation Rate
Re-Intention	q38	.938	81.791
	q39	.903	
	q40	.895	
	q37	.880	
KMO	“Bartlett’s Test of Sphericity”		“Cronbach’s Alpha”
0.849	App. Chi-Square 1301.123917	P 0.00**	0.925

“* $p < 0.05$; ** $p < 0.01$ ”

In Table 3.11., expressions were collected under one factor. The total variance explanation ratio of the obtained factors was found 81.791%, which is above the acceptable threshold value according to the literature (Nakip, 2003: 412). The “*Cronbach's alpha value*” (0.925) calculated for the internal consistency of the factor shows that the scale is reliable (Hair et al., 1998: 118).

The structure of the scale formed after “*Exploratory Factor Analysis*” is given in Table 3.12.

Table 3.12. Expressions According to Dimensions

Main Dimensions	Expressions	Cronbach Alpha	Total Variance Explanation Rate
Sensory Branding	13	0.953	64.366
Tourist Experience	10	0.924	59.624
Satisfaction	5	0.935	79.267
Decision Making	8	0.860	50.942
Re-Visit Intention	4	0.925	81.791
Total Number of Items	40		

According to the results of the “*exploratory factor analysis*”, each of the variables was gathered under one dimension and had sufficient variance explanation ratios which are ranging between 50.942 and 81.791. “*Cronbach's Alpha*” ranges from 0.860 to 0.953, which is a very reliable range.

3.5.3.3. “T-Test and Variance (ANOVA) Analysis”

The t-test was used to “*determine whether there is a significant difference between the two variables or not*”. The significance between three or more variables was determined by using “*Variance Analysis (ANOVA)*” in the research. (Altunışık et al., 2012: 182). In this context, first, “*Independent Sample t-Test*” was used to examine the participants' approaches to the dimensions determined by gender, and the results are shown in Table 3.13.

Table 3.13. According to Gender

Expression	Mean		t	p
	Female	Male		
Sensory Branding	3.51	3.17	3.71	0.00**
Tourist Experience	3.41	3.27	1.70	0.08
Satisfaction	3.56	3.29	2.96	0.00**
Decision Making	3.84	3.67	2.43	0.01*
Revisit Intention	3.49	3.22	2.81	0.00**

“* $p < 0.05$; ** $p < 0.01$ ”

It is clear from Table 3.13 that “*there was a significant difference between the perceptions of male and female participants in four (4) dimensions*” (sensory branding, satisfaction, decision-making and revisit intention) at 0.01 and 0.05 level of significance. According to the means of the participants, it is seen that females were more positive in sensory branding perceptions, tourist experience, satisfaction, decision making, and re-visit intention than men.

Another analysis performed to determine the differences between the variables is “*Analysis of variance (ANOVA).*” In this context, firstly, it was examined whether “*there is a significant difference between age groups and sensory branding dimensions or not*” (factors) (Table 3.14).

Table 3.14. According to Age Groups

Expressions	Age Groups	N	Mean	F	p
Branding Perception	Less than 18	32	3.31	11.678	0.00**
	18- 24	75	3.63		
	25 – 34	84	3.54		
	35 – 44	81	3.46		
	45 - 54	70	3.18		
	55 – 64	41	3.30		
	Above 64	30	2.15		
Tourist Experience	Less than 18	32	3.25	6.406	0.00**
	18- 24	75	3.59		
	25 – 34	84	3.41		
	35 – 44	81	3.37		
	45 - 54	70	3.28		
	55 – 64	41	3.42		
	Above 64	30	2.56		
Satisfaction	Less than 18	32	3.35	4.733	0.00**
	18- 24	75	3.64		
	25 – 34	84	3.50		
	35 – 44	81	3.46		
	45 - 54	70	3.37		
	55 – 64	41	3.53		
	Above 64	30	2.64		
Decision Making	Less than 18	32	3.83	1.899	0.08
	18- 24	75	3.84		
	25 – 34	84	3.73		
	35 – 44	81	3.76		
	45 - 54	70	3.85		
	55 – 64	41	3.71		
	Above 64	30	3.38		
Revisit Intention	Less than 18	32	3.26	4.146	0.00**
	18- 24	75	3.59		
	25 – 34	84	3.46		
	35 – 44	81	3.41		
	45 - 54	70	3.27		
	55 – 64	41	3.40		
	Above 64	30	2.60		

“* $p < 0.05$; ** $p < 0.01$ ”

Table 3.14 shows that “*there was a significant difference between age and responses to four (4) dimensions.*” These dimensions are; sensory branding perception ($F= 11.678$; $p= 0.00 < \alpha= 0.05$), tourist experience ($F= 6.406$; $p= 0.00 < \alpha= 0.05$), satisfaction ($F= 4.733$; $p= 0.00 < \alpha= 0.05$), and revisit intention ($F= 4.146$; $p= 0.00 < \alpha= 0.05$). It is seen from Table 3.14 that the responses of the participants between the ages of 18-24 were more positive than the others. It is also found that the responses of the participants aged 64 and over were more negative than the others. Perceptions of sensory branding, experience, satisfaction, re-visit intention, and

decision-making cannot be said to have deteriorated with age, but it can be evaluated that older people have more negative opinions than others do in general. This situation may be directly proportional to the perspective of older people. Because biological, physiological changes experienced by the person with aging may cause negative changes in his / her mental processes (Ekşioğlu Ahad, 2016: 15). The result may also be associated with experiences and high expectations in proportion to income.

“ANOVA” was used to determine whether “*there is a significant difference in the participants' responses to the dimensions according to their educational background or not,*” and the results are shown in Table 3.15. According to the Table 3.15, it was found that there was a significant difference in sensory branding perception ($F= 7.926$; $p= 0.00 < \alpha= 0.05$), tourist experience ($F= 4.445$; $p= 0.00 < \alpha= 0.05$), satisfaction ($F= 2.804$; $p= 0.02 < \alpha =0.05$) and revisit intention ($F= 3.380$; $p=0.01 < \alpha= 0.05$) dimensions according to the educational status. When the answers given to the dimensions were discussed in detail, it is seen that the answers given by the university graduates were more positive than the others. Another conclusion that can be drawn from Table 3.15 is that the answers of high school graduates were more negative than the others.

Table 3.15. According to Educational Level

Expression	Education	N	Mean	F	p
Branding Perception	“Primary School”	5	2.97	7.926	0.000**
	“High School”	30	2.69		
	“Associate Degree”	32	2.90		
	“Bachelor Degree”	246	3.51		
	“Master's or PhD”	100	3.28		
Tourist Experience	“Primary School”	5	3.38	4.445	0.002**
	“High School”	30	2.93		
	“Associate Degree”	32	2.99		
	“Bachelor Degree”	246	3.45		
	“Master's or PhD”	100	3.33		
Satisfaction	“Primary School”	5	3.48	2.804	0.026**
	“High School”	30	3.04		
	“Associate Degree”	32	3.11		
	“Bachelor Degree”	246	3.51		
	“Master's or PhD”	100	3.44		
Decision Making	“Primary School”	5	3.72	0.721	0.578
	“High School”	30	3.63		
	“Associate Degr”	32	3.74		
	“Bachelor Degree”	246	3.81		
	“Master's or PhD”	100	3.70		
Revisit Intention	“Primary School”	5	3.50	3.380	0.010**
	“High School”	30	2.80		
	“Associate Degree”	32	3.13		
	“Bachelor Degree”	246	3.44		
	“Master's or PhD”	100	3.39		

“* $p < 0.05$; ** $p < 0.01$ ”

When the responses (means) seen in the Table 16, it is seen that “*there was no direct or inverse relationship between education level and the dimensions*” determined in the research. The findings are not indicating a positive/negative increase or decrease between participants' responses depending on the level of education.

Table 3.16. According to Accommodation Cost

Expressions	Cost	N	Mean	F	p
Sensory Branding Perception	₺ 1.000	91	3.33	1.723	0.144
	₺ 1.001 – 2.500	152	3.30		
	₺2.501 – 5.000	102	3.24		
	₺5.001 – 7.500	44	3.66		
	>₺7501	24	3.49		
Tourist Experience	< ₺ 1.000	91	3.26	1.723	0.144
	₺ 1.001 - 2.500	152	3.33		
	₺2.501 - 5.000	102	3.29		
	₺5.001 - 7.500	44	3.61		
	>₺7501	24	3.49		
Satisfaction	< ₺ 1.000	91	3.44	0.327	0.860
	₺ 1.001 - 2.500	152	3.41		
	₺2.501 - 5.000	102	3.38		
	₺5.001 - 7.500	44	3.56		
	>₺7501	24	3.47		
Decision Making	< ₺ 1.000	91	3.69	1.191	0.314
	₺ 1.001 - 2.500	152	3.77		
	₺2.501 - 5.000	102	3.87		
	₺5.001 - 7.500	44	3.71		
	>₺7501	24	3.59		
Revisit Intention	< ₺ 1.000	91	3.36	1.451	0.216
	₺ 1.001 - 2.500	152	3.30		
	₺2.501 - 5.000	102	3.28		
	₺5.001 - 7.500	44	3.61		
	>₺7501	24	3.62		

“* $p < 0.05$; ** $p < 0.01$ ”

The analysis of variance was used to determine whether “*there is a significant difference in the dimensions determined in the research according to the cost of accommodation or not.*” It is clear from Table 3.16 that “*no significant difference was found in the responses to the dimensions according to the cost of accommodation*”. When the responses (means) of the participants were analyzed, it is seen that those who pay ₺5.001 or more gave more positive answers in terms of sensory branding perception, sensory tourist experience, satisfaction, and revisit intention. When the answers given to the decision-making dimensions were analyzed, it is seen that the average scores of those who pay between 1.001 and ₺ 5.000 were more positive than the others.

Analysis of variance was used to determine “*whether there was a difference in the responses of the participants to the dimensions according to their payment status.*” The results are given in Table 3.17.

Table 3.2. According to Payment

Expression	N	Mean	F	p	
Sensory Branding	by myself	207	3.46	4.819	0.009**
	by family and relatives	119	3.33		
	by company	87	3.08		
Tourist Experience	by myself	207	3.42	2.042	0.131
	by family and relatives	119	3.30		
	by company	87	3.22		
Satisfaction	by myself	207	3.54	5.004	0.007**
	by family and relatives	119	3.42		
	by company	87	3.17		
Decision Making	by myself	207	3.74	0.281	0.755
	by family and relatives	119	3.80		
	by company	87	3.75		
Revisit Intention	by myself	207	3.54	7.736	0.001**
	by family and relatives	119	3.24		
	by company	87	3.09		

“* $p < 0.05$; ** $p < 0.01$ ”

It was found that “*there was a significant difference in the three dimensions according to the payment methods of the participants*” in the Table 3.17. These are sensory branding ($F= 4.819$; $p = 0.00 < \alpha= 0.05$), satisfaction ($F= 5.004$; $p= 0.00 < \alpha= 0.05$) and revisit intention ($F= 7.736$; $p= 0.00 < \alpha= 0.05$). When the means given in the Table were analyzed, it was found that the responses of the people who pay the accommodation fees themselves were more positive than the others. The only dimension to which this situation differs was “decision-making”. When the answers given to dimensions were analyzed, it can be concluded that the responses of the family or relatives who pay accommodation fees were more positive than the others.

Table 3.18 reflects the findings on whether “*there is a significant difference in the participants' responses to the dimensions according to the frequency of accommodation or not.*”

Table 3.3. According to Accommodation Frequency

Expression		N	Mean	F	p
Sensory Branding	"Less than ones"	115	3.40	0.605	0.612
	"1 - 2 times"	209	3.29		
	"3 - 4 times"	46	3.31		
	"More than 4 times"	43	3.47		
Tourist Experience	"Less than ones"	115	3.40	0.513	0.673
	"1 - 2 times"	209	3.29		
	"3 - 4 times"	46	3.31		
	"More than 4 times"	43	3.47		
Satisfaction	"Less than ones"	115	3.55	1.091	0.353
	"1 - 2 times"	209	3.41		
	"3 - 4 times"	46	3.36		
	"More than 4 times"	43	3.29		
Decision Making	"Less than ones"	115	3.64	1.491	0.216
	"1 - 2 times"	209	3.80		
	"3 - 4 times"	46	3.83		
	"More than 4 times"	43	3.81		
Revisit Intention	"Less than ones"	115	3.42	0.717	0.542
	"1 - 2 times"	209	3.29		
	"3 - 4 times"	46	3.43		
	"More than 4 times"	43	3.46		

"* $p < 0.05$; ** $p < 0.01$ "

According to the analysis results stated in Table 3.18, "*no significant difference was found between the frequency of accommodation and responses to dimensions.*" When each of the answers given was examined individually at the level of dimensions, it was found that the answers given by those who stay in 5-star hotels four (4) or more times a year were more positive than the others for the first two dimensions sensory branding and tourist experience. A similar situation arises in terms of the revisit intention. Accordingly, it is seen that those who stay four (4) or more times in 5-star hotels within one year were more likely to visit again. When sensory experiences were evaluated, it is concluded that the opinions of those who stay in 5-star hotels one or fewer times a year were more positive. In terms of sensory information and decision-making, it is seen that those who stay in 5-star hotels three-four (3-4) times during a year were more positive.

Table 3.4. According to the Purpose of Visit

Expressions	Purpose of visit	N	Mean	F	p
Sensory Branding	Pleasure/ Relaxing	208	3.50	10.158	0.000**
	VFR	63	3.47		
	Business	142	3.06		
Tourist Experience	Pleasure/ Relaxing	208	3.43	4.800	0.009**
	VFR	63	3.45		
	Business	142	3.17		
Satisfaction	Pleasure/ Relaxing	208	3.53	7.419	0.001**
	VFR	63	3.63		
	Business	142	3.19		
Decision Making	Pleasure/ Relaxing	208	3.81	2.094	0.125
	VFR	63	3.83		
	Business	142	3.66		
Revisit Intention	Pleasure/ Relaxing	208	3.44	9.209	0.000**
	VFR	63	3.69		
	Business	142	3.10		

“* $p < 0.05$; ** $p < 0.01$ ”

Table 3.19 shows the statistical data about the responses of the participants to the dimensions according to the purpose of the visit. It is clear from the table that “*there was a significant difference between the purpose of the visit of the participants and sensory branding, tourist experience, satisfaction and revisit intention dimensions.*” When the answers were examined in detail, it was found that the participants who came to enjoy and relax were more positive in terms of the “Sensory Branding” dimension. The participants who came to visit family and relatives were more positive in terms of the other dimension as a tourist experience, satisfaction, decision making, and revisit intention. When the responses of the participants who came for business purposes were analyzed, it is seen that the answers given to all dimensions were more negative than other respondents.

Table 3.20. According to Accommodation Type

Expression	Type of accommodation	N	Mean	F	p
Sensory Branding	Resort Hotel	238	3.46	4.600	0.011*
	City Hotel	155	3.16		
	Others	20	3.39		
Tourist Experience	Resort Hotel	238	3.42	4.404	0.013*
	City Hotel	155	3.20		
	Others	20	3.57		
Satisfaction	Resort Hotel	238	3.50	4.307	0.014
	City Hotel	155	3.27		
	Others	20	3.76		
Decision Making	Resort Hotel	238	3.79	0.764	0.453
	City Hotel	155	3.71		
	Others	20	3.87		
Revisit Intention	Resort Hotel	238	3.45	7.611	0.001**
	City Hotel	155	3.15		
	Others	20	3.91		

“* $p < 0.05$; ** $p < 0.01$ ”

Table 3.20 shows the statistical findings regarding the responses of the participants to the accommodation types and research dimensions. According to the findings, “*there was a significant difference between accommodation type and sensory branding, tourist experience and revisit intention dimensions.*” When the answers were examined in detail, it was found that the respondents who stayed “resort hotels” and “others” gave more positive answers than the ones staying in the “city hotel.” This can be attributed to the fact that the purpose of going to resort hotels is to have fun and relax. This can be explained by the fact that the purpose of staying at resort hotels is to have fun and relax. Business travelers generally prefer city hotels. This finding supports each other with the responses of the participants to the dimensions according to their purpose.

3.5.3.4. Confirmatory Factor Analysis

Firstly, the “*Exploratory factor analysis*” was applied to the variables in the model. Afterward, “*confirmatory factor analysis (CFA)*” was performed in this section to confirm the validity of the dimensions. CFA is an analysis in which a predefined and constrained structure is verified as a model. In other words, the CFA is not used to explore factor structures; it checks whether the measurement models are appropriate to the observed data or not (MacCallum and Austin: 2000: 208; Çokluk et al., 2018: 275). This method is mostly used in scale development and validity analysis to confirm a predetermined structure (Karagöz and Ağbekaş, 2016: 279).

Researchers use a large number of good-of-fit indicators to evaluate a model. Some of the commonly used goodness of fit criteria in “*Confirmatory Factor Analysis (CFA) & Structural Equation Model (SEM)*” applications in the literature are; “*Chi-square fit test χ^2/df , Goodness of fit index (GFI), Adjusted goodness of fit index (AGFI), normalized goodness of fit index (NFI), comparative fit index (CFI) and root mean square error of approximation (RMSEA), The normed fit index (NFI), Incremental fit index (IFI), Non-normed fit index (NNFI, also known as TLI), Standardized root mean square residual (SRMR)*” (Schreiber et al., 2006: 327; Meydan and Şeşen, 2015: 37; Karagöz and Ağbekaş, 2016: 280). These criteria were also considered as goodness of fit criteria in this study.

After the model is set up and tested in the confirmatory factor analysis, the program in which the model is tested may offer some corrections to the researcher. These corrections are made to improve the model the researcher has established. In this research, modifications were applied to increase the compatibility values of the model that was constructed and tested. At this stage, the proposed fit modification was made to optimize the model. The results of the “*confirmatory factor analysis*” performed within the scope of this study are shown in the Table 3.21 below.

Table 3.21. Model Fit Statistics of the Research

Goodness of Fit Criteria	Acceptable Values	Results
Chi-Square Fit Test χ^2/df	“ $\chi^2/df \leq 5$ ”	2.596
GFI	“ $0.85 \leq GFI \leq 0.90$ ”	0.859
RMSEA	“ $0.05 \leq RMSEA \leq 0.08$ ”	0.054
AGFI	“ $0.80 \leq AGFI \leq 0.90$ ”	0.831
CFI	“ $0.90 \leq CFI \leq 0.97$ ”	0.942
NFI	“ $0.90 \leq NFI \leq 0.95$ ”	0.900
IFI	“ $0.90 \leq IFI \leq 0.95$ ”	0.943
TLI	“ $0.90 \leq TLI \leq 0.95$ ”	0.935
SRMR	“ $SRMR \leq 0.08$ ”	0.05

Source: Kline, 2005; Hooper et al. 2008; Schumacker and Lomax, 2016; Şimşek, 2007; Özdamar, 2016; Wang, 2011; Meydan and Şeşen, 2015

As in the Table 3.21., the values of the scale used in the research are within the acceptable fit range (“ $GFI= 0.859$; $RMSEA= 0.054$; $AGFI= 0.831$; $CFI= 0.942$; $NFI= 0.900$; $IFI= 0.943$; $TLI= 0.935$; $RMR = 0.05$ ”). These fit indexes indicated that the model has a good fit and this shows that the model is suitable for research.

3.5.3.5. “*Structural Equation Modeling (SEM)*” on the Impact of Sensory Branding on Tourist Experience

“*Structural Equation Modelling (SEM)*” was used to test the hypotheses developed for the model whose “*validity and reliability*” were confirmed and “*exploratory*” and “*confirmatory factor analysis*” performed within the scope of the research. It has two essential features in SEM. The process studied involves a series of structures, and these structural equations are illustrated visually for an easier understanding of the hypotheses (Meydan and Şeşen, 2015: 5). SEM is the statistical method performed to test the relationship between observed and latent variables (Yilmaz, 2004: 79). This study examines the “*impact of sensory branding on tourist*

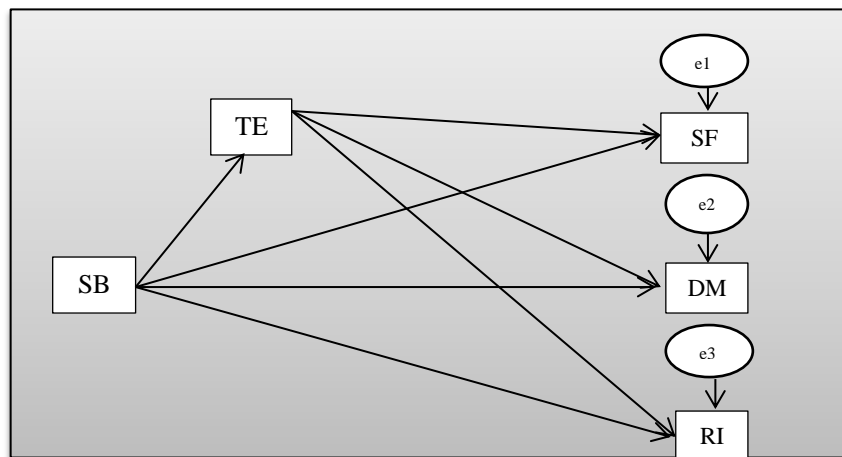
experience, and the relationship between satisfaction, decision-making and revisits intentions” that emerging after the tourist experience.

The research hypotheses put forward by using the theoretical model are given below to remind before analysis.

- H1. “Sensory branding has a positive and significant impact on tourist experience.”
- H2. “Sensory branding has a positive and significant impact on satisfaction.”
- H3. “Sensory branding has a positive and significant impact on decision-making.”
- H4. “Sensory branding has a positive and significant impact on re-visit intention.”
- H5. “Tourist experience has a positive and significant impact on satisfaction.”
- H6. “Tourist experience has a positive and significant impact on decision-making.”
- H7. “Tourist experience has a positive and significant impact on re-visit intention.”

The above path diagram shows the impact between the dimensions.

Figure 3.2. Path Diagram for the Research



*SB: Sensory Branding; TE: Tourist Experience; SF: Satisfaction; DM: Decision Making; RI: Re-Visit Intention

Testing of Hypotheses

The results of SEM for the impact of sensory branding on tourist experience are shown in Table 3.22. To strengthen the model, other variables such as “satisfaction” - “decision-making” and “re-visit intention” which are related to the literature, are analyzed. For the purpose, the results related to the impact of sensory branding on the other variables determined. Afterward, results are shown to determine the impact of tourist experience on other variables.

Table 3.22. Results of Structural Equation Model (SEM)

		β	Std.	t	p	R ²	Hypothesis Results	
Sensory Branding	➔	Tourist Experience	0.852	0.058	14.514	0.00**	0.7259	Supported
Sensory Branding	➔	Satisfaction	-0.030	0.109	0.924	0.81	0.0009	Rejected
Sensory Branding	➔	Decision Making	-0.262	0.147	-1.319	0.12	0.0686	Rejected
Sensory Branding	➔	Re-Visit Intention	0.261	0.118	2.740	0.05*	0.0681	Supported
Tourist Experience	➔	Satisfaction	1.129	0.128	7.737	0.00**	1.2746	Supported
Tourist Experience	➔	Decision Making	0.836	0.163	4.449	0.00**	0.6988	Supported
Tourist Experience	➔	Re-Visit Intention	0.689	0.130	4.673	0.00**	0.4747	Supported

“* $p < 0.05$; ** $p < 0.01$ ”

The results of SEM answer the central question of the research, “*the impact of sensory branding on tourist experience.*” It is clear from Table 3.22 that “**sensory branding** has a positive and significant impact on **tourist experience** ($\beta = 0.852$; $p < 0.05$).”

H1. “*Sensory branding has a positive and significant impact on tourist experience.*” was supported.

The value of R² shows that 72% of the tourist experience is explained by sensory branding. The remaining 28% is explained by different variables. This value represents a very high rate of explanation and answers the central question of the research. In short, the analysis shows that sensory branding has an impact on tourist experience and that sensory branding largely explains the positive tourist experience.

When the relationship between “*tourist experience*” and “*satisfaction*” - “*decision-making*” and “*re-visit intention*” is examined, the following findings are reached;

“**Sensory branding** has not a positive and significant impact on **satisfaction** ($\beta = -0.030$; $p = 0.81$).”

H2. “*Sensory branding has a positive and significant impact on satisfaction.*” was rejected.

“**Sensory branding** has not a positive and significant impact on **decision-making** behavior ($\beta = -0.262$; $p = 0.12$).”

H3. “*Sensory branding has a positive and significant impact on decision making.*” was rejected.

“**Sensory branding** has a positive and significant impact on **re-visit intention** ($\beta = 0.261$; $p < 0.05$).”

H4. “Sensory branding has a positive and significant impact on re-visit intention.” was supported.

The value of R^2 shows that 06% of the re-visit intention is explained by the tourist experience.

In short, “sensory branding has no direct impact on satisfaction and decision-making.” The rate of explaining the revisit variable remained at 6%. After examining the effects of sensory branding, other interactions in the model were examined.

At this stage, “the impact of tourist experience on satisfaction, decision-making and re-visit was analyzed.” According to the results, “**tourist experience has a positive and significant impact on satisfaction** ($\beta= 1.129$; $p= 0.00$).”

H5. “Tourist experience has a positive and significant impact on satisfaction.” was supported.

“The **tourist experience has a positive and significant impact on decision-making behavior** ($\beta= 0.836$; $p< 0.05$).”

H6. “Tourist experience has a positive and significant impact on decision making.” was supported.

“The **tourist experience has a positive and significant impact on re-visit intention**” ($\beta= 0.689$; $p< 0.05$).”

H7. “Tourist experience has a positive and significant impact on re-visit intention.” was supported.

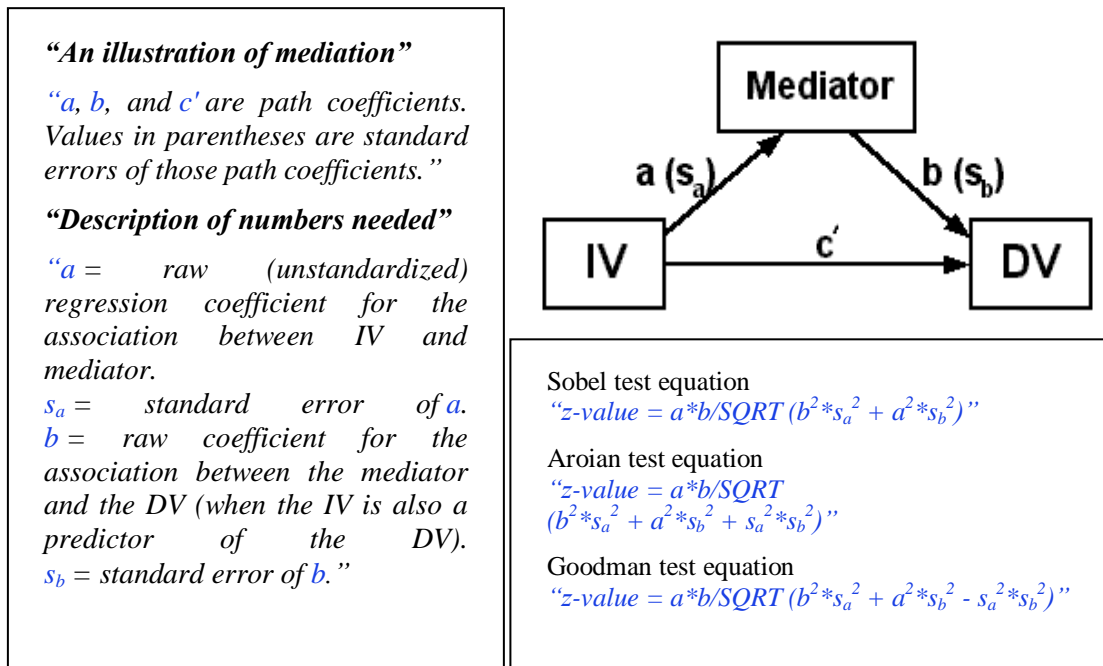
The value of R^2 shows that 127% of the satisfaction was explained by the tourist experience, 0.69% of the decision-making was explained by the tourist experience, and 47% of the re-visit intention was explained by the tourist experience.

Based on the data obtained from the hypothesis tests of the study, it was found that sensory branding had no direct impact on satisfaction and decision-making. At this stage, it is investigated whether the experience of the tourist after sensory branding has a mediating role in satisfaction and decision-making or not. Based on this question, two research hypotheses were developed, and mediation impact was tried to be measured. Additional hypotheses generated are as follows:

H8. “The tourist experience has a positive and meaningful mediating role in the impact of sensory branding on satisfaction.”

H9. “The tourist experience has a positive and meaningful mediating role in the impact of sensory branding on decision-making.”

The mediator variable helps explain “the impact of the independent variable on the dependent variable” (Gürbüz and Şahin, 2016: 81). In this part of the research, sensory branding is considered as an independent variable, and decision-making and satisfaction are considered as a dependent variable. The significance of the mediating impact of tourist experience between sensory branding and satisfaction was analyzed through the Sobel Test. The basic/ underlying logic of the Sobel test is to test the significance of the change in the regression coefficient, taking into account the standard errors of the regression weights of the variables in the model and the relationships between the variables (Preacher and Hayes, 2004: 718; Preacher and Leonardelli, 2001; Meydan and Şeşen, 2015: 133).



Source: Preacher and Leonardelli, 2001

In this part of the research, the model of Hypothesis 8 is shown below and then the Table 3.23 about the test results is given.

Figure 3.3. Path Diagram of Mediation Model (H8)

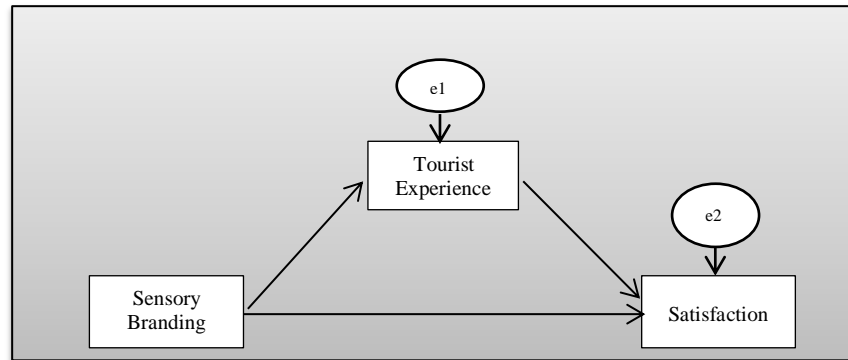


Table 3.23. “Impact of Sensory Branding on Satisfaction” with the Mediating Role of Tourist Experience

	Test Statistic	Std. Error	p
Sobel Test	7.56187457	0.12720497	0.00
Aroin Test	7.54902882	0.12742142	0.00
Goodman Test	7.57478612	0.12698814	0.00

It is observed in Table 3.23 that tourist experience has a significant mediating impact between sensory branding and satisfaction ($p < 0.05$). In other words, according to the Sobel Test results, “*the tourist experience has a positive and meaningful mediating role.*”

H8. “*The tourist experience has a positive and meaningful mediating role in the impact of sensory branding on satisfaction.*” is supported.

The model of Hypothesis 9 is shown below, and then the table about the test results is given.

Figure 3.4. Path Diagram of Mediation Model (H9)

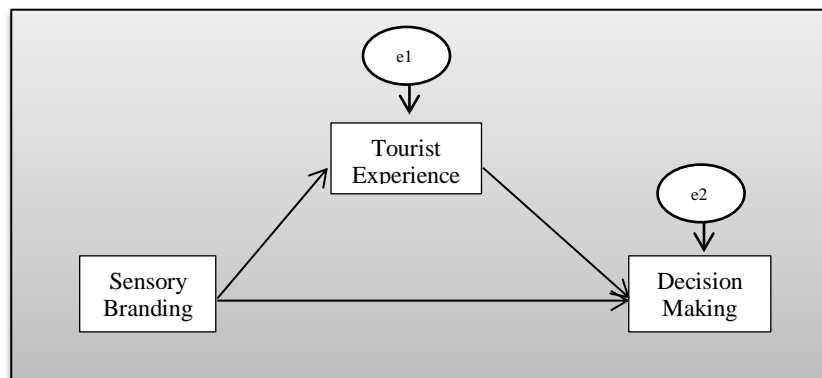


Table 3.24. “Impact of Sensory Branding on Decision-Making” with the Mediating Role of Tourist Experience

Tests	Test Statistic	Std. Error	p
Sobel Test	4.84218114	0.14709735	0.00000128
Aroin Test	4.83221127	0.14740084	0.00000135
Goodman Test	4.85221298	0.14679323	0.00000122

It is observed in Table 3.24. that tourist experience has a significant mediating impact between sensory branding and decision-making ($p < 0.05$). In other words, according to the results of the Sobel Test, “*the tourist experience has a positive and meaningful mediating role.*”

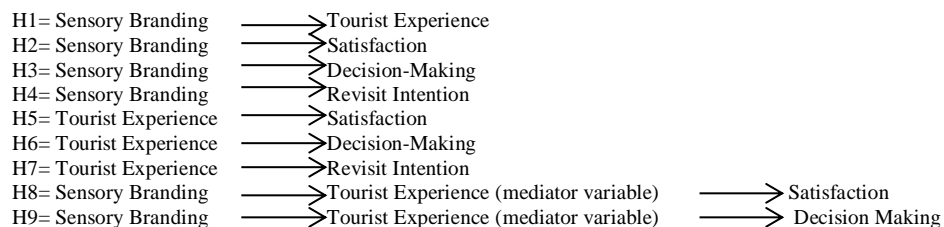
H9. “*The tourist experience has a positive and meaningful mediating role in the impact of sensory branding on decision making.*” is supported.

After the completion of the hypothesis tests, overall results related to the hypotheses are given in Table 3.25.

Table 3.25. General Information on Hypothesis Results

Hypothesis	Supported?
“H1. Sensory branding has a positive and significant impact on tourist experience.”	Yes
“H2. Sensory branding has a positive and significant impact on satisfaction.”	No
“H3. Sensory branding has a positive and significant impact on decision-making.”	No
“H4. Sensory branding has a positive and significant impact on re-visit intention.”	Yes
“H5. Tourist experience has a positive and significant impact on satisfaction.”	Yes
“H6. Tourist experience has a positive and significant impact on decision-making.”	Yes
“H7. Tourist experience has a positive and significant impact on re-visit intention.”	Yes
“H8. Tourist experience has a positive and meaningful mediating role in the impact of sensory branding on satisfaction.”	Yes
“H9. Tourist experience has a positive and meaningful mediating role in the impact of sensory branding on decision-making.”	Yes

Short description



It is seen that hypotheses other than H2 and H3 are supported. As a result, “*sensory branding had a positive and significant impact on tourist experience.*” This finding is supported by the supporting findings in the model. According to the results, “*sensory branding has a direct impact on tourist experience and customers’*

intention to visit again.” It was concluded that there is no direct impact on the “*satisfaction and decision-making processes*” of the customers. “*The tourist experience has a positive and meaningful impact on customers’ satisfaction, re-visit intention and decision-making.*”

After finding that “*sensory branding*” has no direct impact on “*satisfaction*” and “*decision-making*” variables, analyses been conducted on the mediating role of “*tourist experience.*” As a result, it is concluded that “*tourist experience*” has a mediator role in “*sensory branding*” on “*satisfaction*” and “*decision-making.*” In other words, “*sensory branding does not have a direct impact on satisfaction and decision-making*” variables but has a significant impact on the mediation role of the “*tourist experience*” variable. This finding is one of the most important contributions of the study.

DISCUSSION OF FINDINGS

Multidisciplinary studies require multidisciplinary fields of research and literature review. Tourism researchers who interest in sensory studies should provide access to resources from different fields such as health sciences, psychology, philosophy, and anthropology, to better understand the senses and reflect senses on tourism research. Many different disciplines which are related to sensory studies have been examined in this research. The reason for investigating sensory studies in different disciplines is to understand the roles of senses more clearly and in a multidimensional way. Then, the role of senses in tourism research was tried to be determined. After the extensive literature review, it was concluded that although sensory studies do not take place much in tourism literature, these studies are important research fields of marketing and branding. In the study, the relationship between “*sensory branding*” and “*sensory tourist experience*” was analyzed using a different perspective and research model.

It is challenging for companies to maintain competitiveness by using old-fashioned methods in an increasingly competitive environment in the tourism sector. This need for innovation in competition reflected in academic tourism research over time and some research fields related to the use of senses in tourism researches such as sensory marketing, experiential marketing, sensory branding, and sensory tourism experience emerged. These research fields deal with the effects and memories of a product on the human mind that appeal to the human senses. Data acquired through sensory organs and transformed into perceptions become an experience. Sensory experiences take place in the human mind and then form a perspective/image/or value for the product offered. In other words, the fact that a touristic product takes place in memory and becomes a brand is directly related to the experience. Besides, human senses play an active role in creating a tourist experience. The sense is a kind of mechanism that includes seeing, smelling, hearing, touching, and tasting activities. Nowadays, companies make an effort to differentiate their brands from their competitors by using “*five senses (sight - taste - smell - touch and sound)*.” This effort is known as sensory branding that helps companies distinguish brands or products from competitors.

With the emergence of the importance of the senses for the consumer, sensory studies have gained importance and began to take place in tourism research. With the increase and development of interdisciplinary scientific studies, the sensory studies will have greater importance in tourism research.

In this study, sensory branding in hotels and the experience it creates evaluated. The reason why the research field is selected as hotels is that hotels are an area where sensory studies are quite limited in the academic literature. Within the scope of the research, firstly, the literature was reviewed, and the scales related to the variables used in the research were determined. For this purpose, three different research techniques were used. Firstly, the bibliometric analysis technique was used to determine the importance and originality of the research in the literature. A total of 171 academic articles about sensory tourism research were analyzed within the framework of bibliometric properties. It was concluded that the more frequent use of sensory studies in tourism research dates back to the 2000s. Especially after 2014, a significant increase was observed in sensory studies, and it was determined that the vast majority of the academic studies were conducted in 2017. Also, according to bibliometric analysis findings, Agapito, Mendes, and Diçoiu come into prominence among the researchers who make sensory studies in tourism. When Turkish tourism literature was evaluated, it was observed that there is not much interest in sensory evaluated. When the contents of the sensory studies in Turkish tourism literature were examined, it is seen that the studies are commonly focused on the field of marketing. When the journals in which sensory studies are published in tourism were examined, it is found that “*Annals of Tourism Research*”, “*Tourism Management*” and “*Theoretical and Applied Economics*” journals have a vast number of publications on senses and tourism. When the research subjects were examined, the majority of the studies were conducted in the fields of consumer behavior, tourist experience, tourist perception, consumer attitude, target marketing, target branding, target image, target identity, target loyalty, and communication, which are the sub-research topics of marketing. The most critical finding obtained by bibliometric analysis is the lack of sensory studies in tourism and a gap in the tourism field about sensory studies. This finding reveals the originality and importance of the study. The research has a unique character both in terms of its content and research

methodology. This research also may fill a significant deficiency in the field of tourism.

Another research technique performed in the study is content analysis, which is one of the **qualitative** research methods. In this research, the level of awareness of the managers working in 5-star hotels in İzmir on sensory branding, sensory branding practices in hotels, and the importance of sensory branding for hotels were analyzed. According to the findings obtained from interviews, it was found that the managers have information about sensory branding, but the information they have is insufficient. When asked about the senses that hotels use in sensory branding, managers' responses are mostly visual and olfactory senses related applications. This finding is identical to the findings of Lindstrom (2005a). According to Lindstrom (2005a), *“the most important sense is addressed in marketing is the sight (58%), which is followed by smell (45%), hearing (41%), taste (31%), and touch (25%).”* The answers to the question about the importance of sensory branding were generally positive. In other words, the managers said that sensory branding is important for their hotels. However, it was observed that the practices about sensory branding in hotels are insufficient. None of the hotel managers mentioned the five senses while they explained the sensory aspects of their hotels. On the other hand, there was only one manager who mentioned the sense of touch. It was also found that the sensory aspects that hotels use to create awareness are generally visuals. There was no response to the sense of touch in creating brand awareness. Applications in hotels show that there is no branding effort appealing to all five senses. At the same time, there is no conscious and effort to match the sensory aspects of the hotel with the dimensions of sensory branding. When another research about determining sensory marketing applications in 5-Star Hotels is evaluated, it is found that the findings obtained by Yozukmaz and Topaloğlu (2016: 51) have similar results. According to the findings of this study, researchers mentioned that hotels tend to appeal to visual senses. At the same time, it is emphasized that the majority of hotels do not implement sensory practices strategically, and the companies applying the sensory marketing approach in a strategic and planned manner receive positive feedback. In a study conducted by Kara and Temiz (2018), it was found that the hotel, which is the subject of the research, appealed mostly to visual senses. The sense of vision is

followed by the senses of touch, sound, taste, and smell, respectively. While the findings that address the sense of touch in our study are very few, it is observed that sense of touch is evaluated as the second most important sense, according to the research findings of Kara and Temiz (2018). The difference in the sample selection in the two studies clarifies the different findings. The sample of research conducted by Kara and Temiz (2018) is thermal hotels. In thermal hotels, it is necessary to present a more tactile, and sensual product with hot water resources and applications in these resources.

In short, it can be interpreted that the sensory aspects of the hotels are used as a marketing activity, but this usage is not evaluated within the concept of sensory branding by companies. This finding shows that the level of knowledge about concepts such as sensory branding and sensory marketing is not sufficient. Therefore, applications in sensory aspects' presentation are limited to visual, odor, and taste. However, the senses mentioned in sensory branding studies address the use of all five senses of people and include visual, smell, taste elements, as well as sound and touch senses.

Another finding obtained from the content analysis is related to the sensescapes of the hotels. The data obtained from the participants about the colors, visuals, tastes, sounds, and smells are compiled and formed into the concept of sensescapes. Sensescapes are evaluated as colorscape, visualscape, tastescape, smellscape, and soundscape in this research. Although colors are included in the visuals, colors and visuals are examined separately in order to include more detailed findings. The sense of touch was excluded from the assessment because the data related to the sense of touch could not be obtained clearly and could not be fully understood by the participants.

When the colorscales of 5-star hotels in Izmir are analyzed, it was found that the most frequently used colors were blue, green, and white. This finding is similar to the findings obtained by Yozukmaz and Topaloğlu (2016) in the study conducted in Bodrum, Muğla. According to this research, it is found that white, blue, turquoise and green colors are used mostly in the hotels of Bodrum, which is also located in The Aegean region as Izmir Valenti and Riviere (2008: 11) were associated with colors with consumer perceptions in their study. According to their research findings,

blue is associated with “*sea and sky calmness, trust and serenity*”; green is associated with “*refreshment and nature,*” and white is associated with “*purity, cleanness and coolness.*” The colors frequently used in hotels are in harmony with the colors used in some efforts for the branding of Izmir. It is known that blue and white colors are used in the evil eye, which is the symbol of Izmir province, and they have similar meanings with the color associations above. According to the findings of visualscape, smellscape and soundscape, it was observed that the responses from the managers are generally not the things created by the hotels, but the things that exist in nature. In visualscape, it was found that the answers of participants are generally related to landscape and natural beauties such as a sea, sky, park, green areas, forest, nature, etc. In smellscape, the most common answers were the odors provided by nature, such as flower, sea, grass, garden, pine tree, spring, and forest fragrance. According to the study of Kang et al. (2017), some “*hotels have used distinct fragrances in their lobby to create welcoming warmth and generate homely feelings. For example, botanical fragrances such as jasmine may help guests relax after their long trips.*” The findings of their study point out that hotel brands should be aware of the impact of matchless fragrances on guest experiences. In soundscape, the findings were mostly related to the sounds of nature like birdsong, wind, sea, crickets, animals, and tree leaves sounds. When the tastescapes of the hotels were analyzed, it is found that the flavors of the Aegean region, such as meals with olive oil and fish tastes, are mentioned frequently.

Other findings of the research are “*the impact of sensory branding on the tourist experience and its relationship with satisfaction, decision making and re-visit intention*” from the point of view of hotel managers. According to the managers' responses, sensory branding that is performed correctly in hotels is quite useful for tourists to have a unique experience. These experiences affect tourist satisfaction, decision making on hotel selection and re-visit intention. There are also other studies dealing with the relationship between branding and experience, decision making, re-visit intention. Sing and Mehraj (2018: 9) mentioned in their study that the factors about the sensory dimension of brand experience have a positive impact on tourists' satisfaction. Many other previous studies support these findings as to the study of Verma and Mishra (2017: 1883) and Iglesias et al. (2019: 343). According to the

study of Suhonen and Tengvall (2009: 54), sensory stimulus generates brand preference, and according to Moreira et al. (2017: 70), human senses strongly influence creating images. Other studies support these findings (Tasanic, 2017: 109; Rupini and Nandagopal, 2015: 1; Erenkol and Ak, 2015: 1). According to Camilleri (2018), sensory tourist experience is important for tourists for both re-visit intention and positive word of mouth. Many other studies support the finding of sensory branding and re-visit intention relationship (Li, 2018: 536; Galande, 2019: 47).

The third method used in this study is the “*survey technique*,” which is one of the “*quantitative research methods*” to determine “*the impact of sensory branding on the tourist experience*.” While determining this impact, supportive variables such as satisfaction, re-visit intention, and consumer decision-making was added to the model. SPSS 24 and AMOS 23 programs were used in performing these analyses. The hypotheses formed for the aims of the research were analyzed by structural equation modeling.

It is found that the age distribution of females and males was almost equal to each other; the participants were generally between 25 and 44 years of age and had a bachelor's degree. It was found that the majority of the participants paid the accommodation fees by themselves. Accommodation costs generally varied between 1000£ and 2500£. 52.6% of the participants stayed at the 5-star hotel once or twice a year. When the reasons for the visit were examined, it was found that the majority of the visitors came for pleasure and relaxing purposes. Approximately 57% of the participants stayed in resort hotels, while 37% preferred city hotels.

The “*reliability and validity tests*” were performed, and “*exploratory factor analysis*” was conducted to determine the dimensions of the scales in the study. The results obtained from the analyses showed that the scale included in the study was valid and reliable. Each of the scale dimensions included in the study was tested by factor analysis, and variance explanation ratios were determined. The dimensions obtained from these researches were named sensory branding, tourist experience, satisfaction, decision making, and revisit intention. Afterward, “*confirmatory factor analysis (CFA)*” was performed to confirm the validity of the dimensions and to verify the model. According to the CFA, the scale is used within the acceptable range, and the model has a good fit.

After factor analysis, “*t-test*” and “*ANOVA*” were performed to determine the relationship between the questions about demographics features and factor dimensions. The most remarkable finding among these analyses was the lack of a direct relationship between “*demographic questions*” and “*decision-making*.” It means that there is no significant relationship between “*demographic characteristics*” (“*gender, educational status, accommodation cost, age group, how often do you stay in a five-star hotel in a year? What is your purpose of visit? Type of accommodation? Who paid for the travel expenses?*”) and the “*decision-making process*” of participants. There are several studies indicating that demographic characteristics such as “*age, gender, and educational background*” affect customer decision making as the study of Crow et al. (1991), De Acedo Lizárraga et al. (2007), Vilčeková and Sabo (2013). The finding of research contributes to the literature by introducing a different result from other studies. At the same time, this finding reveals that the results may change with the field of study and the target audience.

After these analyses mentioned above, the hypotheses generated for the purpose of the research were analyzed with the “*Structural Equation Model (SEM)*.” In order to strengthen the model, other variables such as “*satisfaction, decision-making and re-visit intention*,” which are related to the literature, were analyzed and the effect of sensory branding on these variables was examined. In accordance with the research model, “*the relationship between tourist experience and satisfaction, decision-making and re-visit intention*” was also examined. The results of SEM analysis answered the central question of the research, and it is clear that “*sensory branding has a positive and significant impact on sensory tourist experience*.” Similar to the research finding, according to Agapito et al. (2012: 7), “*sensory stimulation enhances tourist experiences*.” There are other studies on the relationship between senses and experience as the research of Randhir et al. (2016). According to his/her study, the five senses, as “*smell, touch, taste, vision and sound*,” have an important impact on consumers' experiencing products, services, and brands (Randhir et al., 2016: 289). Moreover, according to the study of Acevedo and Lopes (2017), sensory marketing has an important impact on consumer experience. This finding is supported by other studies as the study of Schmitt 1999; Gretzel and Fesenmaier, 2003; Govers et al., 2007; Pan and Ryan, 2009; Hultén 2011; Moreira et al., 2017.

Sensory branding also has a significant impact on the re-visit intention. There are other studies to support this finding. For example, Galande (2019: 47) states that consumers are likely to re-visit when they are engaged with all five senses in the purchasing process. According to Li (2018: 563), sensory behavior, and intellectual brand experience can motivate the revisit intention of consumers.

On the other hand, it was found that sensory branding had no direct impact on “*satisfaction*” and “*decision-making*.” If we consider sensory branding as a sub-dimension of sensory marketing, this finding differs from the findings of Valenti and Riviere (2008), Shabgou and Daryani (2004), Sing and Mehraj (2018). In the study of Valenti and Riviere (2008: 31), participants stated that addressing “*five senses through marketing is an important factor for customer satisfaction*.” According to Shabgou and Daryani (2004: 574), sensory marketing “*seeks to create the perfect sensory stimuli and achieve the greatest impact on the consumer's buying behavior*,” which is related to the “*decision-making process*” of customers. Based on their study, five senses affect 21.4% of consumer behavior. Moreover, Sing and Mehraj (2018: 9) mentioned in their study that the factors about the sensory dimension of brand experience have a positive impact on tourists’ satisfaction. Compared to these studies, the result of the research differs. It may be explained by the difficulties in the process of the transformation of sensory branding into perception. When the perception process is taken into consideration, the concept of experience becomes very important. Along with this awareness, the tourist experience was considered as a mediator factor, and new hypotheses were created and analyzed.

The findings show that although “*sensory branding does not have a direct impact on satisfaction and decision-making, it has an impact on satisfaction and decision making with the mediating role of the sensory tourist experience*.” This result suggests that sensory tourist experience is significant in the perception of sensory branding. One of the most important contributions of the results of the study to the literature is the findings after the mediator role of the sensory tourist experience.

Another finding is the impact of sensory tourist experience on satisfaction. Results show that “*there is a significant and positive impact of sensory tourist experience on satisfaction*.” There are other studies with similar findings. For

example, according to research findings of Iglesias et al. (2019: 343), “*sensory brand experience has a positive impact on brand value through customer satisfaction and customer emotional commitment.*” There are also other similar findings as to the study of Verma and Mishra (2017) and Sing and Mehraj (2018).

Another hypothesis of this research is related to “*the impact of sensory experiences on decision-making.*” Research findings show that “*sensory tourist experience has a positive and significant impact on decision-making.*” This finding is supported by different studies, such as the study of Suhonen and Tengvall (2009).

Finally, the research focused on “*the impact of sensory tourist experience on re-visit intention.*” According to the findings, “*sensory tourist experience has a positive and significant impact on re-visit intention.*” There are also different studies supporting this finding. Barnes et al. (2014) emphasised sensory brand experience in the context of tourism and found that sensory brand experience positively influenced the re-visit intention. Moreover, according to Camilleri (2018), sensory tourist experience is important for tourists both for re-visit intention and for positive word of mouth. There are also similar findings in the studies of Li (2018) and Galande (2019).

CONCLUSION & RECOMMEDATIONS

Hospitality enterprises are offering sensory experience to people, and it provide benefits. So recently, the senses began to gain importance in hospitality enterprises and took an important place in the branding of hospitality enterprises. So it is very important for companies to have more detailed information about sensory branding and to make conscious applications about sensory branding to make customers have an unforgettable sensory experience. According to the findings, positive experiences directly affect satisfaction and revisit intention. Sensory branding efforts in the hospitality industry will be useful in creating a lasting sensory experience for businesses.

This research was carried out from this point of view, but was viewed from a different perspective. First of all, the gap regarding sensory branding researches was tried to be determined in the accommodation establishments. After that, in order to measure the effects of sensory branding, first of all, it is tried to reveal how sensory branding is conceptually known and how sensory branding efforts are applied. Afterwards, the effects of sensory branding on tourist experience were investigated. All of these have been tried to be obtained by using different research methods and it has been tried to contribute to the literature both in terms of the research path and the results obtained.

Findings related to the importance of sensory branding and its place in tourism researches were revealed in this research. First, the opinions of 5-star hotel managers about sensory branding were given, and the approaches of tourists were examined. As a result, it was found that sensory branding has a direct or indirect impact on tourist experience, satisfaction, re-visit, and decision-making variables and is important for both hotel managers and the guests. Although hotel managers stated that emphasis was placed on sensory branding, it was observed that there were no planned sensory branding efforts in all dimensions in hotels. When the averages of the answers about the sensory branding and sensory experiences of the hotel guests are examined, it was found that the responses were slightly above average. This finding indicated that sensory branding efforts in the 5-star hotels in Izmir were not correctly affecting customers. It is very important for marketing and branding

strategies to have an unforgettable experience by addressing people's senses. For this reason, the sensory branding efforts in the hotels to create a unique tourist experience are significant for the satisfaction of the customers, their effectiveness in the choice of their next stay, and their re-visit intention. In this respect, the recommendations developed for the tourism sector, especially hotel businesses and tourism literature, in line with the results of the research are as follows:

- ✓ The findings obtained from managers show that 5-star hotels' efforts towards marketing are mostly applications of the classical marketing approach. Many methods are performed to create a brand in a competitive business environment. Sensory branding is one of these methods. Research findings show that the concept of sensory branding is not fully understood. The application of a phenomenon that people have insufficient knowledge is complicated. For this reason, the level of knowledge about the concept of sensory branding should be increased. Further academic studies should be conducted to develop knowledge about sensory branding, and the results of these studies should be shared with the sector. Also, sensory branding and sensory tourist experience should be taken into consideration in order to create an unforgettable experience and brand awareness.
- ✓ In the research conducted, the hotel managers were asked about the sensecapes of their hotels. According to the findings, it is observed that the hotels do not have a sensory differentiating feature. Having more creative and differentiating features by using five senses will be beneficial for branding efforts of hotels.
- ✓ One of the findings obtained from the literature is that the hotels where sensory branding applications are performed also take into consideration the characteristics of the geographical region where they are located. Thus, the sensory aspects created are matched with the geographic area, and meaningful experience is created. This method can be useful in the process of creating a brand by addressing the human senses and should be considered in the process of creating a sensory brand.

✓ According to the findings of the bibliometric analysis, it is found that there are few studies on sensory branding in Turkish tourism literature. One of the activities to raise awareness and to draw attention to sensory branding is to provide academic support to the field. In this respect, the increase in sensory research will contribute to tourism literature.

✓ The experience created by brands that appeal to the human senses is effective on many variables. One of these variables is satisfaction. A unique sensory tourist experience has an impact on customer satisfaction. The importance of sensory branding in creating customer satisfaction, which is very important for the service sector, should be considered, and researches should be conducted in this concept.

✓ Sensory branding also has an impact on the re-visit intention of tourists. A positive sensory tourist experience results in a desire to revisit, along with satisfaction. In this respect, research on sensory branding and intention to revisit should be emphasized.

✓ Another finding obtained in this research is related to the interaction between sensory branding and decision-making. According to the research findings, sensory branding does not directly affect decision-making. This finding can be examined in more detail, and researches can be expanded. It is an important finding in terms of contribution to the literature.

On the other hand, this study has a unique structure with its scope and research method. The research not only expresses the sensory construction of a city's accommodation establishments and their presentations in the field of sensory branding, but also measures the sensory branding perceptions of tourists. This situation is tried to be measured by three different methods (bibliometric analysis, content analysis and survey method). It differs from other researches with its research path and perspective. First of all, this research expresses the gap in the literature on sensory branding in hospitality businesses. After that, findings such as not knowing exactly what sensory branding means for hospitality businesses and

unconscious existence of sensory branding process are very important in terms of contributing to the literature. In other words, contrary to the studies carried out regarding the importance of senses in human experience and sensory branding is important, it is concluded that sensory branding is not fully understood and a conscious sensory branding path is not followed. This is reflected in the sensory impressions and experiences of the guests. In short, this research contributes to the tourism literature and the scientific world with its research path, participant profile and perspective different from other researches.

In future studies, it should be researched whether sensory branding efforts to be applied in different fields are correctly understood or not. The implementation process should also be controlled. It is very important whether there are managers who have the consciousness to manage the sensory branding process or not. After all these processes are taken into account, the effects of sensory branding will appear more accurately and clearly. It is also expected that findings of this research will draw attention to the importance of sensory branding in hotels and contribute to the increase of similar studies. It is considered that the studies to be conducted with larger samples will be beneficial to both the enterprises and the literature in terms of developing and applying the sensory branding approach in the hotels. The results of this study can be useful to develop a new research idea and model in the field of sensory branding for further research.

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APPENDICES

APP. 1. Research Questions in the Interview Form

Questions		Codes
1.	Do you have information about sensory branding? Can you give me brief information?	Level of knowledge of sensory branding.
2.	Does your hotel use the senses to create a unique accommodation experience? What sense is used more?	Usage of senses in hotels for creating unique experiences.
3.	Does your hotel use the senses to help customers distinguish your brand from others? Can you give examples?	Usage of senses in hotels to distinguish brand.
4	Does your hotel care about sensory branding? If yes, how?	Importance of sensory branding for hotels.
5.	Do you think that other hotels in Izmir pay attention to sensory branding? (think about music, smell, color, light, taste, touch, etc.).	The tendency of competing hotels to consider sensory branding
6.	What do you think about the most dominant sensory characteristics of your hotel (music, smell, colors and visuals, light, taste, touch, etc.)? What are the first three visuals, sounds, tastes, smells, and touches that come to your mind when you think about your hotel?	Sensory characteristics of hotels
7.	Do you think that senses affect customer satisfaction in hotels? How? Can you explain briefly?	Senses and customer satisfaction relationship
8.	Do you think that the sensory characteristics of hotels affect the decision-making process of tourists/customers? How? Can you explain briefly?	Senses and decision-making relationship
9.	Do you think that the sensory characteristics of hotels affect the intention of tourists to visit again? How? Can you explain briefly?	Senses and re-visit intention relationship

APP. 2. The Use of Senses in Tourism Studies

Author and Year of Publication	Title	Journal	Keywords	Content and Research Area
"Adler, J. (1989)"	"Origins of Sightseeing"	"Annals of Tourism Research"	"Tourism History, History of The Senses, Natural Philosophy, Experimental Philosophy, Curiosity Cabinets, Virtuosi; Romantic Travel"	History, Travel Experience
"Pearce, P. L., & Fagence, M. (1996)"	"The legacy of Kevin Lynch: Research implications"	"Annals of Tourism Research"	"Tourism Planning, Regional Analysis, Cognitive Maps Imagery, Environmental Management"	Management, Planning
"Goossens, C. (2000)"	"Tourism information and pleasure motivation"	"Annals of Tourism Research"	"Promotional Information, Hedonic Response, Mental Imagery, Emotion Motivation"	Consumer Behavior, Marketing
"Jutla, R. S. (2000)"	"Visual image of the city: tourists' versus residents' perception of Simla, a hill station in northern India"	"Tourism Geographies"	"City Image, Urban Tourism, Urban Design, Tourism Planning and Development, Environmental Perception, Indian Cities"	Destination Planning, Destination Image
"Pizam, A. i Reichel, A. and Uriely, N (2001)"	"Sensation Seeking and Tourist Behavior"	"Journal of Hospitality & Leisure Marketing"	"Sensation Seeking, Zuckerman's Sensation Seeking Scale, Extreme Sports, FIT Travelers"	Tourist Behavior
"Crouch, D. & Desforges, L. (2003)"	"The sensuous in the tourist encounter"	"Tourist Studies"	"Dwelling, Encounter, Identity, Individuality; Performance, Politic, Sensuality, Subjectivity, Technology, The Body"	Tourist Behaviour, Technology
"Dann, G, and Jacobsen, S. (2003)"	"Tourism smellscape"	"Tourism Geographies"	"Smellscapes, Travel Writing, Aromatic Valence, Countryside Scents, City Odors"	Destinations Marketing, Experience
"Feighey, W. (2003)"	"Negative image? Developing the visual in tourism research"	"Current Issues in Tourism"	-	Tourism Research
"Gretzel, U. & Fesenmaier, D.R. (2003)"	"Experience-based internet marketing: an exploratory study of sensory experiences associated with pleasure travel to the Midwest United States"	"Information of Communication Technologies in Tourism"	"Tourism Experience; Embodied Cognition; Sensory Information; Internet Marketing"	Experience, Destination Marketing
"Chhetri, P., Arrowsmith, C., & Jackson, M. (2004)"	"Determining hiking experiences in nature-based tourist destinations"	"Tourism Management"	"Hiking Experiences, Natural Landscapes, Multidimensional Scaling, Principal Components Analysis, Visitor Satisfaction"	Tourist Experience, Tourist Destinations
"Son, A., & Pearce, P. (2005)."	"Multi-Faceted Image Assessment: International Students' Views of Australia as a Tourist Destination"	"Journal of Travel & Tourism Marketing"	"Destination Images, International Students, Australia"	Destination Images,
"Chronis, A. (2006)"	"Heritage of the senses: Collective remembering as an embodied praxis"	"Tourist Studies"	"Byzantine Heritage, Collective Memory, Embodiment, Heritage of the Senses, Performance"	History, Experience, Construction of Places
"Williams, A. (2006)"	"Tourism and hospitality marketing: fantasy feeling and fun"	"International Journal of Contemporary Hospitality Management"	"Marketing, Tourism, Hospitality Management, Postmodernism, Consumer Behavior, Brands."	Experiential Marketing, Hospitality
"Lea, J. (2006)"	"Experiencing festival bodies: Connecting massage and wellness"	"Tourism Recreation Research"	"Massage, Wellness, Non-Representational Theory, Experiential Consumption, Embodiment, Music Festivals, Sensory Engagement"	Experience, Construction of Places, Festival
"Gibson, C. & Connell, J. (2007)"	"Music, Tourism and the Transformation of Memphis"	"Tourism Geographies"	"Music Tourism, Racialization, African-American Tourism, Sensory Geography, The Tourist Ear, Cultural Economy, Memphis"	History, Experience, Tourist Destinations
"Greco, J. (2007)"	"Scent branding"	"HSMIA Marketing Review"		Branding
"Xu, J.B. & Chan, A. (2008)"	"A conceptual framework of hotel experience and customer-based brand equity"	"International Journal of Contemporary Hospitality Management"	"Brand Equity, Quality, Perception, Advertising, Service Levels, Hotels"	Branding, Hotel Experience, Hospitality
"Everett, S. (2008)"	"Beyond the visual gaze? The pursuit of an embodied experience through food tourism"	"Tourist Studies"	"Embodied Experience, Food Tourism, Multisensory, Postmodern, Consumption, Scotland, Tourist Gaze"	Marketing, Consumer Experience, Food Tourism

"Isacsson, A., Alakoski, L. & Back, A. (2009)"	"Using multiple senses in tourism marketing: The Helsinki exper, tieckero line and linnanmaki amusement park cases"	"TOURISMOS: An International Multidisciplinary Journal of Tourism"	"Multiple Senses, Marketing Communication, Tourism Marketing"	Marketing, Communication
"Pan, S. & Ryan, C. (2009)"	"Tourism sense-making: the role of the senses and travel journalism"	"Journal of Travel & Tourism Marketing"	"Sensory Experiences; Tourist Experience; Travelogues; Correspondence Analysis"	Marketing, Tourist Experience
"Rickly-Boyd, J. M. (2009)"	"The tourist narrative"	"Tourist Studies"	"Landscape, Memory, Narrative, Place, Tourism, Experience"	Experience, Destination
"Kim, Y. G., Eves, A., & Scarles, C. (2009)"	"Building a model of local food consumption on trips and holidays: A grounded theory approach"	"International Journal of Hospitality Management"	"Local Food, Food Consumption, Food Tourism, Culinary Tourism, Motivation, Grounded Theory"	Experience, Food Consumption
"Fennell, D. A. (2009)"	"The nature of pleasure in pleasure travel"	"Tourism Recreation Research"	"Tourism, Pleasure, Sensory, Aesthetic, Enjoyment, Satisfaction"	Experience
"Lee, W., Gretzel, U. & Law, R.(2010)"	"Quasi-trial experiences through sensory Information on destination web sites"	"Journal of Travel Research"	"Sensory Information, Destination Marketing, Mental Imagery, Virtual Presence, Product Trial"	Marketing, Destinations, Technology
"Gibson, C. (2010)"	"Geographies of tourism: (un) ethical encounters"	"Progress in Human Geography"	"Encounter, Embodiment, Ethical Tourism, Ethics, Sensory Geographies"	Tourism Geographies, Ethical Tourism
"Osterlund-Potzsch, S. (2010)"	"Pedestrian art: The tourist gait as tactic and performance"	"Ethnologia Europaea"	"Walking Practices, Performance, Everyday Life, Tourism, Flaneire"	Experience
"Su, X. (2010)"	"The imagination of place and tourism consumption: A case study of Lijiang ancient town, China"	"Tourism Geographies"	"Imagination, Consumption, Socio Spatial, Connections, Landscape, Lijiang"	Experience, Tourism Consumption
"Hoven, B. (2011)"	"Multi-sensory tourism in the great bear rainforest"	"Landabréfð"	"Multi-Sensory Experiences, Tourism, Great Bear Rainforest, First Nations, Qualitative Research"	Experience, Tourist Performances
"Ye, H., & Tussyadiah, I. P. (2011)"	"Destination visual image and expectation of experiences"	"Journal of Travel & Tourism Marketing"	"Visual Image, Experience, Expectation, Travel Destination"	Destination Image, Tourist Experience
"Ballantyne, R., Packer, J., & Sutherland, L. A. (2011)"	"Visitors memories of wildlife tourism: Implications for the design of powerful interpretive experiences"	"Tourism Management"	"Wildlife Tourism, Visitor Experiences, Tourist Behavior, Environmental Behavior, Environmental Interpretation, Memories Emotion"	Experience, Tourist Behavior
"Şahin, A., Zehir, C. & Kitapçı, H. (2011)"	"The Effects of Brand Experiences, Trust and Satisfaction on Building Brand Loyalty; An Empirical Research on Global Brands"	"Procedia Social and Behavioral Sciences"	"Brand Experience, Brand Trust, Brand Satisfaction, Brand Loyalty"	Brand Experience, Marketing
"Kim, Y. G., & Eves, A. (2012)"	"Construction and validation of a scale to measure tourist motivation to consume local food"	"Tourism Management"	"Scale Development, Motivation, Food Consumption, Local Food, Tourism Marketing"	Motivation & Experience, Scale Development, Destination, Local Food
"Agapito, D., Valle, P.O.D. & Mendes, J.D.C. (2012)"	"Sensory marketing and tourist experiences"	"Spatial and Organizational Dynamics"	"Sensory Marketing, Five Senses, Tourist Experiences, Experiential Paradigm."	Marketing, Tourist Experience
"Dann, E., & Dann, G. M. S. (2012)"	"Sightseeing for the Sightless and Soundless: Tourism Experiences of the Deafblind"	"Tourism, Culture & Communication"	"Deafblind Tourists, Hearing, Reflexivity; Smell, Taste, Touch"	Tourism Experiences, Accessible Tourism
"Dişoîu, M.C., Stăncioiu, A.F. & Teodorescu, N. (2012)"	"Sensory Dimensions of the Destination Bucharest from the Point of View of Young People"	"Revista Economică Marketing, Commerce and Tourism and a New Paradigm of Change"	"Sensory Dimensions, Destination, Forms of Tourism, Sensogram"	Destination Branding
"Small, J., Darcy, S. & Packer, T. (2012)"	"The embodied tourist experiences of people with vision impairment: Management implications beyond the visual gaze"	"Tourism Management"	"Vision Impairment, Blind, Sensory, Embodiment, Disability, Tourist Experience, Management, Accessible Tourism"	Accessible Tourism, Tourist Experience
"Hays, C.M. (2012)"	"Placing Nature(s) on Safari"	"Tourist Studies"	"Imbrication of Place, Mobilities, Natures, Ngorongoro, Safari, Tanzania"	Travel Experience, Destinations

"Rakić, T., & Chambers, D. (2012)"	"Rethinking the consumption of places"	"Annals of Tourism Research"	"Consumption, Construction, Place, Embodiment, Performance, Acropolis"	Experience, Consumption of Places
"Agapito, D., Mendes, J., & Valle, P. (2013)"	"Exploring the conceptualization of the sensory dimension of tourist experiences"	"Journal of Destination Marketing & Management"	"Sensory Experience, Tourist Experience, Experiential Paradigm, Sensescape, Destination Marketing"	Tourist Experience, Marketing
"Güzel, F.Ö. (2013)"	"The Effects of Sensory Based Positive Emotions and Feelings on Post-Purchasing Behavior: A Research on German Tourists"	"Anatolia: Turizm Araştırmaları Dergisi"	"Sensory Marketing, Emotion Based Marketing, Feeling Based Marketing, Post-Purchasing Behavior"	Marketing, Tourist Behavior
"Kim, D. & Perdue, R.R. (2013)"	"The effects of cognitive, affective, and sensory attributes on hotel choice"	"International Journal of Hospitality Management"	"Experiential Marketing, Hotel Choice, Bayesian D-Optimal Design, Random Parameter Logit Modeling"	Marketing, Hotel Choice
"Kumar, P. (2013)"	"Multisensory Marketing: Creating New Sustainability Perspective in Hospitality Sector"	"Atna - Journal of Tourism Studies"	"Sensory Marketing, Technology, Multisensory Marketing, Hospitality, Experiential Marketing"	Marketing, Experience, Hospitality
"Mateucci, X. (2013)"	"Photo elicitation: Exploring tourist experiences with researcher-found images"	"Tourism Management"	"Qualitative Research Photo Elicitation Researcher-Found Images Tourist Experience Body and Senses"	Tourist Experience
"Michaelidou, N. S. (2013)"	"Do marketers use visual representations of destinations that tourist's value? Comparing visitors image of a destination with marketer controlled images online"	"Journal of Travel Research"	"Destination Image, Taiwan, Online Visitor-Generated Photography, Online Visual Representations"	Destination Marketing, Destination Image
"Schwarz, O. (2013)"	"What should nature sound like? Techniques of engagement with nature sites and sonic preferences of Israeli visitors."	"Annals of Tourism Research"	"Nature, Quiet, Music, Social Identity, Tourist Experience, Senses"	Marketing, Tourist Experience, Consumer Behavior
"Son, A., & Xu, H. (2013)"	"Religious food as a tourism attraction: The roles of Buddhist temple food in western tourist experience"	"Journal of Heritage Tourism"	"Buddhist Temple Food, Dining Motivation, Religious Food, Tourist Culinary Experience, Traditional Food"	Food Experience, Tourist Experience, Motivation
"Edensor, T. (2013)"	"Reconnecting with darkness: gloomy landscapes, lightless places"	"Social & Cultural Geography"	"Darkness, Illumination, Perception, Sensation, Landscape, Space"	Experience, Perception
"Pearce, P. L., Wu, M., De Carlo, M., & Rossi, A. (2013)"	"Contemporary experiences of Chinese tourists in Italy: An on-site analysis in Milan"	"Tourism Management Perspectives"	"Chinese tourists, Milan Expo 2015, Experience economy, On-site Experiences, Group Tourists, Independent Tourists"	Experience, Destination
"Pearce, P. L., Wu, M., & Osmond, A. (2013)"	"Puzzles in understanding Chinese tourist behaviour: Towards a triple-C gaze"	"Tourism Recreation Research"	"Chinese Outbound Tourists, Tourist Behaviour, Broader Cultural Forces, Triple-C Gaze"	Experience, Behaviour
"Ryan, J. C. (2013)"	"Botanical memory: Exploring emotional recollections of native flora in the southwest of Western Australia"	"Emotion, Space and Society"	"Memory, Emotions, Plants, Embodiment, Multisensoriality, Ethnography, Australia"	Experience, Destinations
"Kim, Y. G., Eves, A., & Scarles, C. (2013)"	"Empirical verification of a conceptual model of local food consumption at a tourist destination"	"International Journal of Hospitality Management"	"Empirical Verification, Local Food, Food Consumption, Food Tourism"	Tourism Experience, Local Food, Scale development
"Kljenak, M., Kurdija, S., Polič, M., & Golobič, M. (2013)"	"Experiencing Dalmatia: What Constitutes the Sensory Landscape Identity of the Dalmatia Region?"	"Drustvena Istrazivanja"	"Landscape; Environmental Perception; Senses; Sensory Landscape Identity; Dalmatia"	Experience, Destinations
"Mak, A. H. N., Lumbers, M., Eves, A., & Chang, R. C. Y. (2013)"	"An application of the repertory grid method and generalised procrustes analysis to investigate the motivational factors of tourist food consumption"	"International Journal of Hospitality Management"	"Tourist food consumption, Motivational factors, Repertory grid method, Generalised Procrustes analysis, Triadic elicitation technique"	Food Experience, Motivation

"Agapito, D., Valle, P. & Mendes, J. (2014)"	"The sensory dimension of tourist experiences: Capturing meaningful sensory-informed themes in Southwest Portugal"	"Tourism Management"	"Theme, Sensory Tourist Experience, Multiple Correspondence Analyses, Segmentation"	Marketing, Tourist Experience
"Ali, F., Hussain, K. & Ragavan, N.A. (2014)"	"Memorable Customer Experience: Examining the Effects of Customers Experience on Memories and Loyalty in Malaysian Resort Hotels"	"Procedia – Social and Behavioral Sciences"	"Customers Experience, Memories, Loyalty, Malaysia, Resort Hotels"	Experience, Hospitality
"Campelo, A., Aitken, R., Thyne, M. & Gnoth, J. (2014)"	"Sense of Place: The Importance for Destination Branding"	"Journal of Travel Research"	"Sense Of Place, Destination Brand, Place Brand, Habitus"	Marketing, Destination Branding
"Dițoiu, M.C., Stăncioiu, A.F., Teodorescu, N., Onișor, L.F. & Radu, A.C. (2014)"	"Sensory experience – between the tourist and the marketer"	"Theoretical and Applied Economics"	"Experience, Sensory Experience, Contact Points, Sensory Dimensions, Destination"	Marketing, Tourist Experience
"Dițoiu, M.C., Stăncioiu, A.F., Teodorescu, N., Onișor, L.F. & Botoș, A. (2014)"	"The sensory brand of the destination. Case study: Transylvania"	"Theoretical and Applied Economics"	"Identity, Image, Sensory Brand of The Destination, Sensory Marketing"	Marketing, Destination Branding
"Dițoiu, M.C. & Căruntu, A.L. (2014)"	"Sensory experiences regarding five-dimensional brand destination"	"Procedia - Social and Behavioral Sciences"	"Sensory Dimensions, Experiences, Destination, Sensory Profile"	Marketing, Tourist Experience, Destination Branding
"Kim, J. & Kerstetter, D.L. (2014)"	"Multisensory Processing Impacts on Destination Image and Willingness to Visit"	"International Journal of Tourism Research"	"Communication, Experimental Design, Tourism, Empathy"	Destination Image, Experimental Design
"Pawaskara, P. & Goelb, M. (2014)"	"A conceptual model: multisensory marketing and destination branding"	"Procedia Economics and Finance"	"Tourist Industry, Multisensory, Customer Satisfaction, Destination Branding"	Marketing, Destination Branding
"Prazeres, L., & Donohoe, H. (2014)"	"The visitor sensescape in Kluane National Park and Reserve, Canada"	"Journal of Unconventional Parks, Tourism & Recreation Research"	-	Sensory Experience, Destinations
"Stăncioiu, A.F., Dițoiu, M.C., Teodorescu, N., Onișor, L.F. & Pârgaru, I. (2014)"	"Sensory marketing strategies. Case study: Oltenia"	"Theoretical and Applied Economics"	"Sensory Marketing Strategies, Sensory Signatures, Sensory Dimensions, Sensory Brand of the Destination"	Marketing, Destination Identity
"Edensor, T. & Falconer, E. (2014)"	"Dans Le Noir? Eating in the dark: sensation and conviviality in a lightless place"	"Cultural Geographies"	"Alterity, Conviviality, Darkness, Dining Eating, Gastro Tourism, Sensation, Space, Taste"	Food Experience, Place
"Hill, J., Curtin, S., & Gough, G. (2014)"	"Understanding tourist encounters with nature: a thematic framework"	"Tourism Geographies"	"Wildlife, Rainforest, Embodiment, Performativity, Mobilities, Australia, Spain, Mexico"	Experience
"Barnes, S. J., Mattsson, J., & Sorensen, F. (2014)"	"Destination brand experience and visitor behavior: Testing a scale in the tourism context"	"Annals of Tourism Research"	"Destination Brand Experience, PLS Path Modeling, Satisfaction, Loyalty"	Destination Brand, Experience, Tourist Behavior, Scale Testing
"Chen, P., Kung, R., Pei, L., & Shih, Y. (2014)"	"A study of the effect of experiential marketing on behavioral intention in festival: Take the Taiwan lantern festival as an example"	"Energy Education Science and Technology Part A: Energy Science and Research"	"Behavioral Intention, Experiential Marketing, Festival"	Experiential Marketing, Behavioral Intention, Festival
"Amsteus, M., Helena, H. & Paulsson, R. (2015)"	"The scent of a successful venue: (in) congruent scent and consumer attitude towards a café"	"International Journal of Business and Social Science"	"Incongruent Scent, Congruent Scent, Attitude, Sensory Marketing, Café, Gender"	Marketing, Consumer Attitude
"Berg, P.O. & Guje Sevón, G. (2015)"	"Food-branding places – A sensory perspective"	"Place Branding and Public Diplomacy"	"City Branding, Sensory Experiences, Food"	Marketing, Destination Branding, Food Experience
"Chatterjee, S. (2015)"	"Olfactory branding: a new trend for defining brands through smell - a case of ITC Sonar Hotel in Kolkata, India"	"International Journal of Trade and Global Markets"	"Scent; Fragrance; Olfactory Branding; Smell; India; Retail Stores; Ambience; Consumer Awareness; Sensory Stimulus; Global Markets; Hotels"	Branding, Marketing, Hotels
"Jensen, M.T., Scarles, C. & Cohen, S.A. (2015)"	"A multisensory phenomenology of interrail mobilities"	"Annals of Tourism Research"	"Non-Representational, Rhythms Sound, Temperatures, Audio-Visual Methods, Interrail"	Marketing, Touristic Product, Branding

"Nagarjuna, K. & Sudhakar, B. D. (2015)"	"Refine the services by touching the customer senses sensorial marketing strategy for hospitality industry"	"International Journal of Interdisciplinary and Multidisciplinary Studies"	"Hospitality Industry, Sensorial Marketing Strategy, Refining The Services, Experience"	Marketing, Tourist Experience, Hospitality
"Shaed, M.M., Chik, C.T., Aini, N. & Nongchik, N. (2015)"	"The influence of sound and vision in sensory marketing towards customer purchasing behaviors in institutional foodservice"	"Journal of Tourism, Hospitality & Culinary Arts"	"Senses, Sound, Vision, Sensory Marketing"	Marketing, Consumer Behavior, Foodservice
"Xiong, J., Hashima, N. H. & Murphy, J. (2015)"	"Multisensory image as a component of destination image"	"Tourism Management Perspectives"	"Destination Image, Multisensory Image, Ancient Town Tourism, China"	Marketing, Destination Image
"Osmond, A. M., Chen, T., & Pearce, P. L. (2015)"	"Examining experience economy approaches to tourists' anticipated experiences: Mainland Chinese travellers consider Australia"	"European Journal of Tourism Research"	"Experience Economy; Experience Analysis; Chinese Tourists; Anticipation; Australia; Comparative Systems"	Experience
"Mackellar, J., & Derrett, R. (2015)"	"Standing stones, festival, and the Celtic diaspora"	"Tourism, Culture and Communication"	"Celtic, Diaspora, Festival, Heritage, Identity, Ritual"	Experience, Festivals
"Lin, L., & Mao, P. (2015)"	"Food for memories and culture - a content analysis study of food specialties and souvenirs"	"Journal of Hospitality and Tourism Management"	"Food Specialty, Tourism Souvenir, Content Analysis, Food Tourism"	Food Experiences, Destination Marketing
"Abd Rahman, N.H., Khalifah, Z. & Ismail, H.N. (2016)"	"The role of sensory experiences in appreciating the cultural heritage attractions"	"Tourism, Leisure and Global Change"	"Cultural Heritage Attractions, Sensory Experience, Tourist Experience, Melaka and Penang UNESCO World Heritage Site, Multisensory"	Marketing, Tourist Experience, Cultural Heritage
"Agapito, D., Mendes, J., Pinto, P. & de Almeida, H. (2016)"	"The sensory dimension of consumer experiences in rural tourist destinations"	"TOURISMOS: An international multidisciplinary journal of tourism"	"Sensory Tourist Experience, Rural Tourist Experience, Theme, Five Senses, Destination Marketing"	Marketing, Tourist Experience, Rural Tourism, Destinations
"Dzhandzhugazova, E.A., Blinova, E.A., Orlova, L.N. & Romanova, M.M. (2016)"	"Innovations in Hospitality Industry"	"International Journal of Environmental & Science Education"	"Hotel Industry, Hospitality, Innovation, Innovative Hotel Marketing Mix, Sensory Marketing"	Marketing, Tourist Experience, Hospitality
"Ghosh, T. & Sarkar, A. (2016)"	"To feel a place of heaven examining the role of sensory reference cues and capacity for imagination in destination marketing"	"Journal of Travel & Tourism Marketing"	"Sensory Reference Cues, Destination Emotion, Individual Capacity For Imagination, Word-Of Mouth Recommendation, Visit Intention"	Destination Marketing, Tourist Imagination & Experience
"Güzel, Ö. & Dörtyol, T. (2016)"	"Exploring the Multi-Sensory Based Memorable Tourism Experiences: A Study of Adam & Eve Hotel in Turkey"	"Journal of Marketing and Consumer Behavior in Emerging Markets"	"Sensory Marketing (SM), Memorable Tourism Experiences (MTE), Multi-Sensory Brand Strategies, Nvivo, Turkey"	Marketing, Tourist Experience, Hotels
"Kim, H.C., Chua, B., Lee, S., Boo, H. & Han, H. (2016)"	"Understanding airline travelers' perceptions of well-being: the role of cognition, emotion, and sensory experiences in airline lounges."	"Journal of Travel & Tourism Marketing"	"Experiential Marketing, Airline Lounge, Well-Being Perception"	Marketing, Tourist Perception, Airline Experience
"Rogowski M., & Mickiewicz A. (2016)"	"The Multi-Sensory Landscape as an inspiration in the creation of a tourism product"	"Tourism"	"Multi-Sensory Landscape, Landscape Perception, Tourism Product"	Marketing, Tourism product
"Şandru, C. & Nechita, F. (2016)"	"Multisensory Experiences of Italian Tourists in Rural Transylvania, Symphonya"	"Emerging Issues in Management"	"Global Tourism, Rural Tourism; Intangible Heritage, Tourist Experience, Multisensory Experience, Transylvania, Fagaras Land, Italian Tourists, Destination Marketing"	Marketing, Tourist Experience, Rural Destination
"Yozukmaz, N. & Topaloğlu, C. (2016)"	"Senses in hospitality: how do hotels appeal to them?"	"Journal of Tourism and Hospitality Management"	"Marketing, Sensory Marketing, Hospitality Sector, Five Star Hotels"	Marketing, Hospitality
"Bodker, M. (2016)"	"Getting Lost in the Field"	"Tourism Analysis"	"Embodiment, Technologies, Walking"	Experience
"Manthiou, A., Kang, J., Sumarjan, N., & Tang, L. (2016)"	"The incorporation of consumer experience into the branding process: An investigation of name-brand hotels"	"International Journal of Tourism Research"	"Brand Experience, Knowledge, Loyalty, Name-Brand Hotels"	Experience, Branding, Destination Marketing

"Lauria, A. (2016)"	"The florence experience: A multimedia and multisensory guidebook for cultural towns inspired by universal design approach"	"Work"	"Accessibility, Tourism For All: Accessibility Assessment, Barrier-Free Travel Information, Cultural Heritage"	Experience, Accessibility, Destinations
"Lee, K., & Kim, J. (2016)"	"World culture festivals: Their perceived effect on and value to domestic and international tourism"	"Journal of Psychology in Africa"	"World Culture Festival, Domestic Tourists, International Tourists, Perceived Value, Loyalty"	Experience, Festival
"Mesquita, S. & Carneiro, M.J. (2016)"	"Accessibility of European museums to visitors with visual impairments"	"Disability & Society"	"Disability; visitors with visual impairments; museums; constraints; accessibility; accessible tourism"	Accessible Tourism Experience Management
"Abd Rahman, N.H. Khalifah, Z. & Ismail, H.N. (2017)"	"Addressing the importance of the sensory aspect in tourism studies - A literature review"	"Journal of Computational and Theoretical Nanoscience"	"Sensory Experience, Sensory Marketing, Sensuous Geography, Tourism Geographies, Tourism Marketing"	Marketing, Tourist Experience, Tourism Geographies
"Agapito, D., Pinto, P. & Mendes, J., (2017)"	"Tourists' memories, sensory impressions and loyalty: In loco and post-visit study in Southwest Portugal"	"Tourism Management"	"Sensory Tourist Experiences, Sensecapes, Long-Term Memory, Destination Loyalty, Southwest Portugal"	Marketing, Tourist Experience, Destination Loyalty
"Aslan, H., Topaloğlu, C., Burhan Kiliç, B. & Yozukmaz, N. (2017)"	"Sensory marketing practices in food and beverages companies"	"Journal of Tourism and Gastronomy Studies"	"Sensory Marketing, Five Senses, Food And Beverage Enterprises, Muğla"	Marketing, Food and Beverage, Enterprises
"Baptista, J.A. (2017)"	"FEEL IT: moral cosmopolitans and the politics of the sensed in tourism"	"Tourism Recreation Research"	"Morality, Sensory, Cosmopolitan, Embodiment, Community Development"	Marketing, Tourist Experience, Community, Development
"Barnes, J. (2017)"	"Out with the old - perception and in with the new - five senses research in tourism and hospitality studies"	"AU-GSB e-Journal"	"Experiential Marketing, Five Senses Research, Sensorial Marketing Strategy, Perception Studies"	Marketing, Tourist Perception
"Bruttomessoia, E. & Vicb, J. (2017)"	"Intentional camera movement: a multisensory and mobile photographic technique to investigate the urban tourism experience"	"Journal of Research and Didactics in Geography"	"Intentional Camera Movement, Tourist Photos, Mobile Methods, Barcelona, Venice"	Marketing, Tourist Experience, Urban Tourism
"Guillet, B. D., Kozak, M. & Küçükusta, D. (2017)"	"It's in the air: aroma marketing and affective response in the hotel world"	"International Journal of Hospitality & Tourism Administration"	"Ambient Scent, Experiential Marketing, Hotel Management, Hotel Scent"	Marketing, Consumer Behavior, Hotel Management
"Kang, J., Manthiou, A., Sumarjan, N. & Tang, L.R. (2017)"	"An Investigation of Brand Experience on Brand Attachment, Knowledge, and Trust in the Lodging Industry"	"Journal of Hospitality Marketing & Management"	"Attachment, Brand Knowledge, Experience, Hotel Brands, Trust"	Brand Experience, Destination Marketing
"Klopotoska, S.K. (2017)"	"Sensory marketing as a new tool of supporting the marketing communication process in tourism services sector"	"Handel Wewnętrzny"	"Sensory Marketing, Marketing Communication, Tourism Services"	Marketing, Touristic Goods
"Lau, V. (2017)"	"Sensory perceptions of Asian destinations: An exploratory study"	"Critical Tourism Studies Proceedings"	"Five Senses, Sensory Marketing, Destination Image, Asian Destinations, Sensoryscape"	Marketing, Tourist Experience, Destination Image
"Martins, J., Gonçalves, R., Branco, F., Barbosa, L., Miguel Melo, M. & Bessa, M. (2017)"	"A multisensory virtual experience model for thematic tourism: A Port wine tourism application proposal"	"Journal of Destination Marketing & Management"	"Virtual Reality, Virtual Thematic Tourism, Multisensory Virtual Wine Tourism, Port Wine Tourism"	Marketing, Experience, Virtual Thematic, Technology
"Mateiro, B., Kastenholz, E. & Breda, Z. (2017)"	"The sensory dimension of the tourist experience in mountain destinations: The case of Serra da Estrela Natural Park"	"Revista Turismo & Desenvolvimento"	"Mountain Tourism, Tourist Experience, Sensory Dimension, Sensory Marketing, Serra Daestrela Natural Park"	Marketing, Tourist Experience, Destinations
"Saribaş, Ö., Kömürcü, S. & Güler, M.E. (2017)"	"Visual sense of the cities and the impact on tourism: Case of Izmir"	"International Journal of Social Sciences and Humanity Studies"	"Visual Image, Tourism, Destinations, Izmir"	Marketing, Tourist Perception, Destination Image
"Tanasic, B.R. (2017)"	"Impact of sensory branding on the decision-making process of tourism"	"International Journal of Research in Engineering and Innovation"	"Tourism Promotion, Marketing, Advertising, EEG, Neuro-Marketing, Scanning"	Marketing, Branding

	product purchase”			
“Low, K. E. Y. (2017)”	“Concrete memories and sensory pasts: Everyday heritage and the politics of nationhood”	“Pacific Affairs”	“Actor-Network Theory; Concrete Memories; Everyday Heritage; Heritage Trails; Heritagization; Sensory Remembering; Singapore”	Heritage Tourism, Experience, Destinations
“MacLeod, N. (2017)”	“The role of trails in the creation of tourist space”	“Journal of Heritage Tourism”	“Trails, Routes, Theming, Performance Turn, Museumisation, Embodiment”	Experience, Construction of Places
“Wilson, S., & Hannam, K. (2017)”	“The frictions of slow tourism mobilities: Conceptualising campervan travel”	“Annals of Tourism Research”	“Slowness, Materialities, Mobilities, Friction, Campervans”	Experience, Tourism Mobilities, Caravan Travels
“Mak, A. H. N., Lumbers, M., Eves, A., & Chang, R. C. Y. (2017)”	“The effects of food-related personality traits on tourist food consumption motivations”	“Asia Pacific Journal of Tourism Research”	Tourist food consumption, food-related personality traits, food neophobia, variety-seeking, tourist’s paradox, sensory-specific satiety	Food Experience, Motivation
“Rezaei, S., Mazaheri, E., & Azadavar, R. (2017)”	“Determinants of experienced tourists’ satisfaction and actual spending behavior: A PLS path modelling approach”	“International Journal of Culture, Tourism, and Hospitality Research”	“Hospitality Industry, Least Squares Method, Numerical Model, Service Quality, Tourist Attraction, Tourist Behavior, Tourist Destination, Iran”	Experience, Behavior, Destinations, Hospitality
“Jaworska, S. (2017)”	“Metaphors we travel by: A corpus-assisted study of metaphors in promotional tourism discourse”	“Metaphor and Symbol”	-	Destination Marketing
“Manghisi, V. M., Fiorentino, M., Gattullo, M., Boccaccio, A., Bevilacqua, V., Cascella, G. L., ... Uva, A. E. (2017)”	“Experiencing the sights, smells, sounds, and climate of Southern Italy in VR”	“IEEE Computer Graphics and Applications”	“Computer Graphics, Multisensory Virtual Environment, Natural User Interfaces, Gesture Controls, Human-Machine Interface”	Experience, Destination Marketing, Technology
“Bogomazova, I. V., & Stenyushkina, S. G. (2017)”	“Excursion tours and the possibility of using augmented reality technologies for improving the local tourist attractiveness”	“Journal of Environmental Management and Tourism”	“Tourism; Sightseeing Tours; Augmented Reality; Tourism Attractiveness; Region”	Destination Marketing, Technology
“Puhakka, R., Pitkanen, K., & Siikamaki, P. (2017)”	“The health and well-being impacts of protected areas in Finland”	“Journal of Sustainable Tourism”	“Nature-Based Tourism, Protected Areas, National Parks, Health, Well-Being, Finland”	Experience, Health & Well-Being, Destinations
“Country, B., Wright, S., Lloyd, K., Suchet-Pearson, S., Burarrwanga, L., Ganambarr, R., ... Tofa, M. (2017)”	“Meaningful tourist transformations with country at Bawaka, North East Arnhem Land, Northern Australia”	“Tourist Studies”	“Affect, Co-Becoming, Emotions, Indigenous Cultural Tourism, Limits To Transformation, More-Than-Human, Transformative Learning”	Experience, Transformative Learning, Destinations
“Ting, H., Tan, S. R., & John, A. N. (2017)”	“Consumption intention toward ethnic food: Determinants of Dayak food choice by Malaysians”	“Journal of Ethnic Foods”	“Consumption Intention, Dayak, Ethnic Food, Food Choice, Structural Equation Modeling”	Food Experience
“Walter, P. (2017)”	“Culinary tourism as living history: Staging, tourist performance and perceptions of authenticity in a Thai cooking school”	“Journal of Heritage Tourism”	“Culinary Tourism, Tourist Performance, Authenticity, Thailand, Cooking Schools”	Food Experience, Authenticity
“Wijaya, S., King, B., Morrison, A., & Nguyen, T. (2017)”	“Destination encounters with local food: The experience of international visitors in Indonesia”	“Tourism, Culture and Communication”	“Culinary Tourism dining Expectation international Visitors local Indonesian Food”	Food Experience, Destinations
“Cantero, K.N.G. (2018)”	“Theoretical Analysis on the Foundations of Sensory-Based Tourism for the Blind”	“Journal of American Academic Research”	“Blind Tourism; Sensory-Based Tourism, Multi-Sensory Tourism”	Sensory Experience, Sensory-Based Tourism, Accessible Tourism
“Jarratt, D., Phelan, C., Wain, J. & Dale, S. (2018)”	“Developing a sense of place toolkit: Identifying destination uniqueness”	“Tourism and Hospitality Research”	“Place; Sense Of Place; Sense of Place Toolkit; Destination Marketing; Place Branding; Place Identity; Morecambe Bay; Rural Tourism; Tourism; Local Distinctiveness”	Destination Marketing, Place Branding
“Kara, M. & Temiz, S. (2018)”	“The importance of sensory	“Manas Journal of Social Research”	“Service Sector, Hospitality, Sensory Branding, Sensagram, Loyalty Impact	Marketing, Branding,

	branding in accommodation sector: A five-star hotel case”		Score”	Hotels
“Mateiro, B. (2018)”	“Marketing sensorial: na otimização da experiência turística”	“Revista Turismo & Desenvolvimento”	“Sensory Marketing, Touristic Experience, Eco-Parque Sensorial Pia Do Urso, Sensory Dimension”	Marketing, Tourist Experiences
“Meacci, L. & Liberatore, G. (2018)”	“A senses-based model for experiential tourism”	“Tourism & Management Studies”	“Experiential Tourism, Destination Management Organization (Dmo) Design, Sensory Model”	Experience, Experiential Tourism
“Ong, C.H., Lee, H.W. & Ramayah, T. (2018)”	“Impact of Brand Experience on Loyalty”	“Journal of Hospitality Marketing & Management”	“Brand Experience, Customer’s Brand Loyalty, Word of Mouth, Willingness to Pay More, Repurchase Intentions, Restaurant Industry”	Branding, Experience
“Qiu, M., Zhang, J., Zhang, H., & Zheng, C. (2018)”	“Is looking always more important than listening in tourist experience?”	“Journal of Travel & Tourism Marketing”	“Tourist Experience, Soundscape, Visualscape, Cognition–Emotion Model, Tourist Overall Satisfaction, Jiuzhai Valley National Park, Soundscape Emotion; Visualscape Emotion, Soundscape Disconfirmation, Visualscape Disconfirmation”	Tourist Experience
“Roozen, I. & Readts, M. (2018)”	“The effects of online customer reviews and managerial responses on travelers’ decision-making processes”	“Journal of Hospitality Marketing & Management”	“Online Hotel Reviews, Booking Intentions, Sensory Attributes, Managerial Responses”	Marketing, Decision-Making
“Trang, N.T. & Lee, G. (2018)”	“Senses in leisure tourism: Scale development and its relationship with emotions”	“International Journal of Tourism and Hospitality Research”	“Scale, Sense, Sensory Marketing, Emotions, Tourism”	Marketing, Scale Development
“Astrom, J. K. (2018)”	“Exploring theming dimensions in a tourism context”	“European Journal of Tourism Research”	“Theming, Theming Dimensions, Empirical Study”	Theming, Destination Marketing
“Ahn, J., & Back, K. (2018)”	“The structural effects of affective and cognitive elaboration in formation of customer–brand relationship”	“The Service Industries Journal”	“Affective Elaboration, Cognitive Elaboration, Brand Relationship Quality, Integrated Resort Brand Experience”	Brand Experience, Behavioral Intention, Hospitality
“Ioana-Daniela, S., Lee, K., Kim, I., Kang, S., & Hyun, S. S. (2018)”	“Attitude toward luxury cruise, fantasy, and willingness to pay a price premium”	“Asia Pacific Journal of Tourism Research”	“Fantasy Luxury Cruise Tourism, Maximization Sensory Innovativeness, The Functional Theory of Attitudes, Willingness to Pay a Premium Price”	Experience, Decision-Making, Cruise Tourism
“Vannini, P., & Vannini, A. (2018)”	“These boardwalks were made for bushwalking: Disentangling grounds, surfaces, and walking experiences”	“Space and Culture”	“Walking, Nature, Ethnographic Film and Video, Visual Ethnography, Nonrepresentational Theory”	Experience, Recreation, Destinations
Singh, R., & Mehraj, N. (2018)	“Destination brand experience and its relationship with tourists satisfaction and intention to recommend: A conceptual model”	“African Journal of Hospitality, Tourism and Leisure”	“Destination, Brand Experience, Tourist’s Satisfaction, Conceptual Framework”	Experience Satisfaction & Intention Destinations
“Stricklin, M., & Ellis, G. D. (2018)”	“Structuring quality experiences for event participants”	“Event Management”	“Customer Service, Perceived Value, Structured Experience, Subjective Experience, Tailgate, Visitor Experience”	Experience, Events
“Cherifi, B., Smith, A., Maitland, R., & Stevenson, N. (2018)”	“Beyond image: Imagined experiences of a destination”	“International Journal of Tourism Research”	“Destination Image, Destination Marketing, Imagined Experience, Sensory, Tourist Experience”	Experience, Marketing, Destinations
“Liu, A., Wang, X. L., Liu, F., Yao, C., & Deng, Z. (2018)”	“Soundscape and its influence on tourist satisfaction”	“The Service Industries Journal”	“Soundscape, Tourist, Satisfaction, Tourist Sensory, Experience, Tourist Sensory, Satisfaction, Chinese Tourists”	Experience, Satisfaction, Destination Management
“Tasci, A. D. A., Khalilzadeh, J., Pizam, A., & Wang, Y. (2018)”	“Network analysis of the sensory capital of a destination brand”	“Journal of Destination Marketing and Management”	“Destination Brand, Brand Color, Brand Logo, Brand Slogan, Brand Identity”	Branding, Destination Marketing
“Agapito, D. & Chan, C.S. (2019)”	“A multisensory approach to responsible management in community - based tourism: a case study in Hong Kong”	“Journal of Tourism Quarterly”	“Community-Based Tourism, Multisensory Stimuli, Tourist Experience Design, Responsible Management, Sustainable Tourism, Yim Tin Tsai”	Experience, Management, Responsible Tourism, Destinations

"Barreto, J., Rubio, N., & Campo Martínez, S. (2019)"	"The online destination brand experience: Development of a sensorial-cognitive-conative model"	"International Journal of Tourism Research"	"Destination Brand, Intention to Visit, Official Destination Website, Online Brand Experience, Website Quality"	Destination Branding, Intention, Experience, Technology
"Lee, M., Lee, S. and Koh, Y. (2019)"	"Multisensory experience for enhancing hotel guest experience: Empirical evidence from big data analytics"	"International Journal of Contemporary Hospitality Management"	"Service Innovation, Customer Satisfaction, Business Intelligence, Big Data Analytics, Multisensory Experience"	Experience, Satisfaction, Hotels
"Santos, V., Caldeira, A., Santos, E., Oliveira, S., & Ramos, P. (2019)."	"Wine Tourism Experience in the Tejo Region: The influence of sensory impressions on post-visit behavior intentions"	"International Journal of Marketing, Communication and New Media"	"Wine Tourism Experience, Sensory Impressions, Behavioral Intentions, Recommendation, Loyalty, Structural Equation Modelling (SEM)"	Food Experience, Behavior Intention, Destinations
"Finlay, R. (2019)"	"A diasporic right to the city: the production of a Moroccan diaspora space in Granada, Spain"	"Social & Cultural Geography"	"Diaspora, Migration, Urban Space, Right to the City, Orientalism, Granada"	Urbanism, Construction of Places, Immigrants
"Godfrey, J., Wearing, S. L., Schulenkorf, N., & Grabowski, S. (2019)"	"The volunteer tourist gaze: commercial volunteer tourists' interactions with, and perceptions of, the host community in Cusco, Peru"	"Current Issues in Tourism"	"Host Community, Neo-Colonialism, Peru, Tourist Gaze, Tourist Perceptions, Volunteer Tourism"	Volunteer Tourism, Experience
"Jaffe, R., Durr, E., Jones, G. A., Angelini, A., Osbourne, A., & Vodopivec, B. (2019)"	"What does poverty feel like? Urban inequality and the politics of sensation"	"Urban Studies"	"Exclusion, Inequality, Place Branding, Poverty, Sensory Urbanism, Tourism"	Urbanism, Experience
"Jiang, L., & Yu, L. (2019)"	"Consumption of a literary tourism place: Aperspective of embodiment"	"Tourism Geographies"	"Consumer Culture, Embodied Consumption, Tourism Aesthetics, Literary Tourism Place, Liangshan, China"	Literary Tourism, Experience, Brand Marketing, Destinations
"Larsen, J. (2019)"	"Running on sandcastles: Energising the rhythm analyst through non-representational ethnography of a running event"	"Mobilities"	"Running, Rhythmanalysis, Non-Representational Geography, Sensory Sociology, Tourism"	Events & Sports Tourist Studies, Landscape, Sport Geography,
"Carulli, M., Tosin, A., Previtali, F., Ferrise, F., & Bordegoni, M. (2019)"	"Simulating a virtual journey on Italian Alps through a multisensory mixed reality environment"	"Computer-Aided Design and Applications"	"Multisensory Simulation, User Experience, Virtual Prototyping, Virtual Tourism"	Experience, Technology, Destination Marketing
"Flavian, C., Ibanez-Sanchez, S., & Orus, C. (2019)"	"Integrating virtual reality devices into the body: Effects of technological embodiment on customer engagement and behavioral intentions toward the destination"	"Journal of Travel and Tourism Marketing"	"Virtual Reality, Destination Marketing, Tourist Pre-Experiences, Technological, Embodiment, Immersion, Sensory Stimulation, Engagement, Behavioral Intentions, Active Tourism, SOR Model"	Experience, Technology, Destination Marketing
"Gutberlet, M. (2019)"	"Staging the oriental other: Imaginaries and performances of German-speaking cruise tourists"	"Tourist Studies"	"Cruise Tourists, Cultural Brokers, Imaginaries, Oriental Other, Performances, Sultanate of Oman"	Cultural Brokers, Experience, Cruise Tourists
"Ahn, J., & Back, K. (2019)"	"Cruise brand experience: Functional and wellness value creation in tourism business"	"International Journal of Contemporary Hospitality Management"	"Customer Satisfaction, Behavioral Intention, Cruise Brand Experience, Functional Value, Service Expertise, Wellness Value"	Brand Experience, Cruise Industry
"Ahn, J., Back, K., & Boger, C. (2019)"	"Effects of integrated resort experience on customers' hedonic and eudaimonic well-being"	"Journal of Hospitality and Tourism Research"		Brand Experience, Brand Marketing, Resorts / Hospitality
"Henriques, M. H., Canales, M. L., Garcia-Frank, A., & Gomez-Heras, M. (2019)"	"Accessible geoparks in Iberia: A challenge to promote geotourism and education for sustainable development"	"Geoheritage"	"Accessible Tourism, Geotourism, Iberian UNESCO Global Geoparks, Geodivulgar/Science Without Barriers Projects"	Accessibility, Jeotourizm, Geoparks
"Jimenez-Barreto, J., Sihapit, E., Rubio, N., & Campo, S. (2019)"	"Exploring the dimensions of online destination brand experience: Spanish and"	"Tourism Management Perspectives"	"Online Destination Brand Experience, Destination Marketing Organizations, Official Destination"	Experience, Destination Marketing, Destination Branding,

	north American tourists' perspectives"		Platforms, Website, Social Media"	Online Platforms & Social Media
"Kim, S., Park, E., & Lamb, D. (2019)"	"Extraordinary or ordinary? Food tourism motivations of Japanese domestic noodle tourists"	"Tourism Management Perspectives"	"Domestic, Foodies, Japan, Sensory Appeal, Reminiscence, Qualitative"	Motivation, Experience, Food Tourist, Destinations
"Wang, J., Kim, J., & Kang, S. (2019)"	"Antecedents and consequences of brand experiences in a historical and cultural theme park"	"Sustainability"	"Sensory Experience: Behavioral Experience; Affective Experience; Intellectual Experience; Structural Equation Modeling (Sem); China"	Brand Experience, Theme Parks, Destinations
"Sthapit, E. (2019)"	"Memories of gastronomic experiences, savoured positive emotions and savouring processes"	"Scandinavian Journal of Hospitality and Tourism"	"Memory, savouring, local food, positive emotion, gastronomic experience"	Gastronomy, Food Experience
"Suntikul, W., Pratt, S., & Chong, Y. W. J. (2019)"	"Factors that influence Chinese outbound tourists' intention to consume local food"	"Journal of China Tourism Research"	"Local Food, Food Tourism, Gastronomy, Food Experience, Culinary Tourism, Chinese Tourists"	Motivation, Food Experience, Local Food, Destination Marketing
"Yang, L., Lai, B., & Xiao, H. (2019)"	"The metaphor of sadness: Hakka's bean jelly as culture and consumption through tourism"	"Tourism Geographies"	"Ethnic Food, Sensory Ethnography, Food Tourism, Destination Change, China"	Ethnic Culture, Ethnic Food, Construction of Places
"Brochado, A., Stoleriu, O., & Lupu, C. (2019)"	"Wine tourism: A multisensory experience"	"Current Issues in Tourism"	"Wine Tourism, Web Review, Content Analysis, Five Senses, Douro Valley"	Food Experience, Online Platforms & Web Review
"Tan, P. L., Md Noor, S., Rasoolimanesh, S. M., & Mustafa, H. (2019)"	"Communication and visitor factors contributing towards heritage visitors' mindfulness"	"Journal of Heritage Tourism"	"Mindfulness, Communication Factors, Visitor Factors, World Heritage Site, George Town, UNESCO"	Experience, Mindfulness, Communication
"Buhalis, D., Harwood, T., Bogicevic, V., Viglia, G., Beldona, S., & Hofacker, C. (2019)"	"Technological disruptions in services: Lessons from tourism and hospitality"	"Journal of Service Management"	"Co-Creation, Disruption, Sensory Experiences, Personalization, Automation, Tourism and Hospitality"	Experience, Technology, Hospitality
"Cohen, S. A., & Cohen, E. (2019)"	"New directions in the sociology of tourism"	"Current Issues in Tourism"	"Sociology of Tourism, Binaries, Emotions, Sensory Experiences, Materialities, Gender, Ethics, Authentication, Philosophical Groundings"	Experience, Sociology of Tourism
"Lee, T. H., & Jan, F. (2019)"	"The low-carbon tourism experience: A multidimensional scale development"	"Journal of Hospitality and Tourism Research"	"Low-Carbon Tourism Experience, Scale Development, Cross-Validation"	Experience, Scale Development
"Legendre, T.S., Cartier, E.A. & Warnick, R.B. (2019)"	"The impact of brand experience on the memory formation"	"Marketing Intelligence & Planning"	"Involment, Memory, Brand Experience, Revisit Intentio, Meaningfulness"	Brand Experience, Destination Marketing
"Agapito, D. (2020)"	"The senses in tourism design: A bibliometric review"	"Annals of Tourism Research"	"Senses Multisensory, Experience Design, Tourism Experience, Bibliometric Analysis"	Experience, Multisensory Studies
"Daniela Buzova, D., Cervera-Taulet, A. & Sanz-Blas, S. (2020)"	"Exploring multisensory place experiences through cruise blog analysis"	"Psychol Marketing"	"Blogs, Ewom, Leximancer, Place Branding, Sensory Marketing"	Experience, Consumer Behavior, Cruise Travel Blogs
"Kim, W.H., Lee, S.H. & Kim, K.S. (2020)"	"Effects of sensory marketing on customer satisfaction and revisit intention in the hotel industry: the moderating roles of customers' prior experience and gender"	"An International Journal of Tourism and Hospitality Research"	"Sensory Marketing: Customer Experience, Revisit Intentions, Customer Satisfaction, Hotel Industry"	Marketing, Experience, Satisfaction, Revisit Intentions, Hotels
"Kah, J.A., Shin, H.J. & Lee, S.H. (2020)"	"Traveler sensoryscape experiences and the formation of destination identity"	"Tourism Geographies"	"Five Senses, Vision; Sound; Taste; Smell, Touch, Sensoryscape Experience, Sensory Marketing, Destination Identity, Multiple Sensory"	Experience, Destination Loyalty, Destination Identity
"Lv, X., Li, C. & McCabe, S. (2020)"	"Expanding theory of tourists' destination loyalty: The role of sensory impressions"	"Tourism Management"	"Destination Image Sensory, Impressions, Sensory Marketing, Destination Loyalty, Tourist Experience"	Destination Loyalty, Sensory Impressions
"Kamaludin, N., Chick, C. T., Bachok, S., & Sulaiman, S. (2020)"	"How sensory marketing elements attract customer to return to theme restaurant"	"Journal of Tourism, Hospitality & Culinary Arts"	"Sensory Marketing, Sensory Elements, Theme Restaurant, Customer Return"	Marketing, Experience, Re-visit Intention, Foodservice

<p><i>"Mehraliyev, F., Kirilenko, A.P. & Choi, Y. (2020)"</i></p>	<p><i>"From measurement scale to sentiment scale: Examining the effect of sensory experiences on online review rating behavior"</i></p>	<p><i>"Tourism Management"</i></p>	<p><i>"Sensory Experience, Big Data, Sentiment Scale, Social Media, Customer Experience, Online Rating, Online Review, Prospect Theory"</i></p>	<p>Experience, Social Media, Customer Ratings</p>
<p><i>"Nghiem-Ph_u, B. (2020)"</i></p>	<p><i>"Sensory inputs in tourists' nightlife experiences – a study of Bangkok, Kuala Lumpur and Singapore"</i></p>	<p><i>"International Journal of Culture, Tourism and Hospitality Research"</i></p>	<p><i>"Sensory Inputs, Nighttime Economy, Nightlife Culture, Nightlifescape, Servicescape, Tourist Destination"</i></p>	<p>Experience, Marketing, Destinations</p>

APP. 3. Distribution of Studies by Years

Years		n	%	Years	n	%
Studies Before 2000	1989	1	0,58	2010	4	2,34
	1996	1	0,58	2011	4	2,34
	2000	2	1,17	2012	7	4,09
	2001	1	0,58	2013	15	8,77
	2002	-	0	2014	14	8,19
	2003	4	2,34	2015	10	5,85
	2004	1	0,58	2016	14	8,19
	2005	1	0,58	2017	27	15,79
	2006	3	1,76	2018	18	10,53
	2007	2	1,17	2019	27	15,79
	2008	2	1,17	2020	8	4,68
	2009	5	2,93			
Total:	(n) = 171		(%) = 100			

APP. 4. Articles Around the Senses Per Journal

Name of the Journals	n	%	Name of the Journals	n	%
"Annals of Tourism Research"	9	5,25	"International Journal of Interdisciplinary and Multidisciplinary Studies"	1	0,59
"Tourism Management"	9	5,25	"Journal of Hospitality and Tourism Management"	1	0,59
"Tourism Geographies"	8	4,71	"Tourism, Leisure and Global Chang"	1	0,59
"Tourist Studies"	7	4,12	"International Journal of Environmental & Science Education"	1	0,59
"Current Issues in Tourism"	4	2,35	"Journal of Marketing and Consumer Behavior in Emerging Markets"	1	0,59
"Journal of Travel & Tourism Marketing"	4	2,35	"Tourism"	1	0,59
"International Journal of Contemporary Hospitality Management"	4	2,35	"Emerging Issues in Management"	1	0,59
"Tourism Recreation Research"	4	2,35	"Journal of Tourism and Hospitality Management"	1	0,59
"International Journal of Hospitality Management"	4	2,35	"Tourism Analysis"	1	0,59
"Journal of Heritage Tourism"	4	2,35	"Work"	1	0,59
"Tourism Management Perspectives"	4	2,35	"Journal of Psychology in Africa"	1	0,59
"International Journal of Tourism Research"	4	2,35	"Journal of Computational and Theoretical Nanoscience"	1	0,59
"Journal of Travel Research"	3	1,76	"Journal of Tourism and Gastronomy Studies"	1	0,59
"Journal of Destination Marketing & Management"	3	1,76	"AU-GSB e-Journal"	1	0,59
"Procedia – Social and Behavioral Sciences"	3	1,76	"Journal of Research and Didactics in Geography"	1	0,59
"Theoretical and Applied Economics"	3	1,76	"International Journal of Hospitality & Tourism Administratio"	1	0,59
"Journal of Hospitality Marketing & Management"	3	1,76	"Handel Wewnetrzny"	1	0,59
"Journal of Hospitality and Tourism Research"	2	1,18	"Critical Tourism Studies Proceedings"	1	0,59
"TOURISMOS: An International Multidisciplinary Journal of Tourism"	2	1,18	"International Journal of Social Sciences and Humanity Studies"	1	0,59
"Journal of Tourism, Hospitality & Culinary Arts"	2	1,18	"International Journal of Research in Engineering and Innovation"	1	0,59
"European Journal of Tourism Research"	2	1,18	"Pacific Affairs"	1	0,59
"Tourism, Culture and Communication"	2	1,18	"Metaphor and Symbol"	1	0,59
"Social & Cultural Geography "	2	1,18	"IEEE Computer Graphics and Applications"	1	0,59
"The Service Industries Journal"	2	1,18	"Journal of Environmental Management and Tourism"	1	0,59
"Revista Turismo & Desenvolvimento"	2	1,18	"Journal of Sustainable Tourism"	1	0,59
"Asia Pacific Journal of Tourism Research"	2	1,18	"Journal of Ethnic Foods"	1	0,59
"International Journal of Culture, Tourism, and Hospitality Research"	2	1,18	"Journal of American Academic Research"	1	0,59
"Journal of Hospitality & Leisure Marketing"	1	0,59	"Tourism and Hospitality Research"	1	0,59
"Information of Communication Technologies in Tourism"	1	0,59	"Manas Journal of Social Research"	1	0,59
"HSMAI Marketing Review"	1	0,59	"Tourism & Management Studies"	1	0,59
"Journal of Travel & Tourism Marketing"	1	0,59	"International Journal of Tourism and Hospitality Research "	1	0,59
"Progress in Human Geography"	1	0,59	"An International Journal of Tourism and Hospitality Research"	1	0,59
"Eithnologia Europaea"	1	0,59	"Space and Culture"	1	0,59
"Landabréfið"	1	0,59	"African Journal of Hospitality, Tourism and Leisure"	1	0,59
"Procedia Social and Behavioral Sciences"	1	0,59	"Event Management"	1	0,59
"Spatial and Organizational Dynamics"	1	0,59	"Journal of Tourism Quarterly"	1	0,59
"Tourism, Culture & Communication"	1	0,59	"International Journal of Marketing, Communication and New Media"	1	0,59
"Revista Economică Marketing"	1	0,59	"Urban Studies"	1	0,59
"Anatolia: Turizm Araştırmaları Dergisi"	1	0,59	"Mobilities"	1	0,59
"Atina - Journal of Tourism Studies"	1	0,59	"Computer-Aided Design and Applications"	1	0,59
"Emotion, Space and Society"	1	0,59	"Journal of Travel and Tourism Marketing"	1	0,59
"Drustvena Istrazivanja"	1	0,59	"Geoheritage"	1	0,59
"Procedia Economics and Finance"	1	0,59	"Sustainability"	1	0,59
"Journal of Unconventional Parks, Tourism & Recreation Research"	1	0,59	"Scandinavian Journal of Hospitality and Tourism"	1	0,59
"Cultural Geographies"	1	0,59	"Journal of China Tourism Research"	1	0,59
"Energy Education Science and Technology"	1	0,59	"Journal of Service Management"	1	0,59
"International Journal of Business and Social Science"	1	0,59	"Marketing Intelligence & Planning"	1	0,59
"Place Branding and Public Diplomacy"	1	0,59	"Psychol Marketing"	1	0,59
"International Journal of Trade and Global Markets"	1	0,59	"Disability & Society"	1	0,59
Total: 98 Journal – 171 Article					

APP. 5. Themes Around the Senses in The Dataset

Themes / Subjects	Themes / Subjects	Themes / Subjects
Accessibility	Experience	Revisit Intentions
Accessible Tourism	Experiential Marketing	Rural Destination
Airline Experience	Experiential Tourism	Rural Tourism
Authenticity	Experimental Design	Satisfaction
Behavior	Festivals	Scale development
Behavioral Intention	Food and Beverage	Scale Testing
Brand Experience	Food Experience	Sensory Experience
Brand Marketing	Food Tourist	Sensory Impressions
Branding	Foodservice	Sensory-Based Tourism
Caravan Travels	Gastronomy	Social Media
Communication	Geoparks	Sociology of Tourism
Community Development	Health & Well-Being	Sport Geography
Construction of Places	Heritage Tourism	Sports
Consumer Attitude	Hospitality	Technology
Cruise Industry	Hotel Management	Theme Parks
Cruise Tourism	Hotels	Theming
Cruise Tourists	Immigrants	Tourism Experience
Cruise Travel Blogs	Intention	Tourism Geographies
Cultural Brokers	Jeoturizm	Tourism Mobility
Cultural Heritage	Landscape	Tourism Product
Customer Ratings	Literary Tourism	Tourist Behavior
Decision-Making	Local Food	Tourist Experience
Destination Identity	Marketing	Tourist Imagination
Destinations	Mindfulness	Tourist Perception
Destination Branding	Motivation	Tourist Studies
Destination Identity	Multisensory Studies	Touristic Goods
Destination Image	Online Platforms	Touristic Product
Destination Loyalty	Perception	Transformative Learning
Destination Marketing	Place	Urban Tourism
Enterprises	Place Branding	Urbanism
Ethnic Culture	Recreation	Virtual Thematic
Ethnic Food	Resorts	Volunteer Tourism
Events	Responsible Tourism	Web Review

APP. 6. Distribution of Questions According to Scales

Number	Expressions
q1	<i>"I find this brand interesting in a sensory way"</i>
q2	<i>"This brand includes feelings and sentiments"</i>
q3	<i>"I know the sensory characteristics of the hotel brand I have stayed in"</i>
q4	<i>"I can distinguish the sensory characteristics of this hotel from other competing brands"</i>
q5	<i>"The sensory characteristics of the hotel I stay income to my mind immediately"</i>
q6	<i>"This brand has a distinctive quality with visual elements"</i>
q7	<i>"This brand has a distinctive quality with its brand smell"</i>
q8	<i>"This brand has a distinctive quality with its auditory elements"</i>
q9	<i>"This brand has a distinctive quality with the tastes it offers"</i>
q10	<i>"This brand has a distinctive quality with tactile elements"</i>
q11	<i>"This brand makes a strong impression on my senses"</i>
q12	<i>"This brand appeals to my senses"</i>
q13	<i>"Being a customer of this brand gives me an interesting sensory experience"</i>
q14	<i>"I like the overall visually of the hotel"</i>
q15	<i>"The visuals used in the hotel are quite beautiful"</i>
q16	<i>"I like the overall smell/ fragrance of the hotel"</i>
q17	<i>"The scents used in the hotel are quite nice"</i>
q18	<i>"I like the sound of the hotel in general"</i>
q19	<i>"The sounds at the hotel are quite impressive"</i>
q20	<i>"I like to touch the hotel products"</i>
q21	<i>"I like the feeling of touch the things in the hotel"</i>
q22	<i>"I like the flavors offered in the hotel"</i>
q23	<i>"The food served at the hotel is quite delicious"</i>
q24	<i>"The sensory experience in the hotel is better than I expected"</i>
q25	<i>"I am pleased/satisfied with my sensory experience at the hotel"</i>
q26	<i>"I am happy with my whole sensory experiences at the hotel"</i>
q27	<i>"I think that I made the right decision to stay in the hotel"</i>
q28	<i>"My overall sensory experience with the hotel is positive"</i>
q29	<i>"The hotel's sensory features are effective in making decisions"</i>
q30	<i>"The sensory advertising and marketing of hotels affect my decision"</i>
q31	<i>"Being informed about the sensory characteristics of hotels affects my participation"</i>
q32	<i>"The colors and visual structure of the hotel are influential in my decision making"</i>
q33	<i>"The music played at the hotel is effective in my decision making"</i>

q34	<i>"The flavors offering at the hotel are influential in my decision making"</i>
q35	<i>"The overall smells of the hotel is effective in my decision-making"</i>
q36	<i>"The feeling of the hotel touching is effective in my making decisions"</i>
q37	<i>"I would like to revisit the hotel in the near future"</i>
q38	<i>"If had to decide again I would choose the same hotel again"</i>
q39	<i>"I would more frequently visit the hotel"</i>
q40	<i>"The hotel would be my first choice over other hotels"</i>

APP.7. Ethics Approval Certificate

T.C.
İZMİR KÂTİP ÇELEBİ ÜNİVERSİTESİ
SOSYAL ARAŞTIRMALAR ETİK KURULU
ETİK ONAY BELGESİ

ARAŞTIRMANIN BAŞLIĞI	A Research on Sensory Branding of Hotels and Impact on Tourist Experience: Case of Izmir / Otellerin Duyusal Markalaşması ve Turist Deneyimine Etkisi Üzerine Bir Araştırma: İzmir Örneği
SORUMLU ARAŞTIRMACININ ADI SOYADI	Özgür Sarıbaş
ARAŞTIRMANIN YÖNTEMİ KARAR	Bu araştırmanın amacı, konaklama işletmelerinin duysal özelliklerinin turist deneyimi üzerindeki etkisini belirlemek ve markalaşma çalışmalarında kullanıma dair öneriler sunmaktır. Konaklama işletmelerinde gerçekleştirilen duysal markalaşma çalışmaları ile ilgili bilgilere ulaşılmaya, duysal markalaşmanın önemi ve duysal markalaşma konusundaki bilgi düzeyleri belirlenmeye ve pazarlama stratejileri açısından duysal markalaşmanın yeri ve önemi anlaşılmasına çalışılacaktır.
ETİK KURUL KARARI	Yukarıda bilgileri verilen başvuru dosyası ile ilgili belgeler araştırmanın /çalışmanın gereke, amaç, yaklaşım ve yöntemleri dikkate alınarak incelenmiş ve uygun bulunmuş olup, araştırmanın / çalışmanın başvuru dosyasında belirtilen kişilerle gerçekleştirilmesinde etik ve bilimsel sakınca bulunmadığına oy birliği ile karar verilmiştir.

ETİK KURUL ÜYESİNİN ADI SOYADI

İMZA/20.06.2019

1. Prof. Dr. Muhsin AKBAŞ
2. Prof. Dr. Kerem BATIR
3. Prof. Dr. Özer KÜPELİ
4. Prof. Dr. Osman KONUK
5. Prof. Dr. Cengiz DEMİR
6. Prof. Dr. Sinan NARDALI
7. Prof. Dr. Kurtuluş ÖNGEL
8. Doç. Dr. Levent ÇETİN
9. İmge ERCAN DİKÇAM

