



## The Impact of Multi-Sensory Marketing on Destination Branding as Applied to Aswan City, Egypt.

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### Keywords

Multi-Sensory Marketing  
Destination Branding  
Destination, Aswan

### Abstract

Multi-sensory marketing has a great impact on the tourist destination, this is evident in creating a sensory brand for the destination and enhances the emotional connection between tourists and destination, This research aims to investigate the impact of multi-sensory marketing on destination branding as applied to Aswan in Egypt. To achieve the aim and objectives of this research, a quantitative approach was used through a questionnaire. About 600 forms were distributed to the sample of tourists (foreigners and Egyptians) in Aswan, but about 588 forms were returned and were valid to analyze. The results of this research revealed that there is a very high positive correlation between multi-sensory marketing (MSM) and destination branding (DB); a high positive correlation between (MSM) and destination selection (DS); and a very high positive correlation between (DB) and (DS). These correlations support the positive effects of multi-sensory marketing on destination branding. Finally, this research presented some recommendations to expand the use of multi-sensory marketing in the tourism sector.

Printed ISSN 2357-0652

Online ISSN 2735-4741

## 1. Introduction

Multi-sensory marketing is a modern idea that was initially based in the field of expertise in the field of marketing and retail, and later in the field of tourism (Lončarić, 2023; Ghosh & Sarkar, 2016). People perceive the world through their senses and because of this sensory information and the accompanying subjective experiences play a key role in human action and cognition, even in domains that seem abstract and far removed from immediate sensory inputs (Krishna & Schwarz, 2014; Rajain & Rathee, 2017). Also, sensory marketing has important impact on building a brand by targeted stimulation of the consumer's senses, in addition to The consumer's value doesn't appear in the products they buy, or in the brand chosen, nor the object possessed, but rather in the experience of consumption derived from it (Pollak et al., 2021). The study of Hussain (2018) & Ditoiu et al., (2014) argued that the multi-sensory branding is very important for destination, it is a new method in the field of marketing in which marketers stimulate the human five senses and create an emotional level of attachment in the tourist mindset towards the brand in addition to destinations can be considered a predominantly experiential tourism product in the context of multisensory marketing, which would be the best instrument for creating, communicating and delivering the experiential values of the tourism product, and for developing the multisensory brand of a destination.

Destinations can be considered a predominantly experiential tourism product in the context of multisensory marketing, which would be the best instrument for creating, communicating and delivering the experiential values of the tourism product, and for developing the multisensory brand of a destination (Ditoiu et al., 2014). Moreover, Aswan contains many the attractions of tourist resources such as beautiful monuments, scenic beauty, animals and plants, therapeutic resources , transportation services, good hotels accommodation, polite and kind people (Abdo, 2020). The importance of this research comes through reach a result that the use of the five human senses in the marketing of the Egyptian tourist destination creating a unique experience for the tourist, where the sense of hearing can be stimulated through music and Nubian songs. Stimulate the sense of sight through the light and colors and logos the natural places, high dam, Nile museum, Nubia museum and Plant Island. Sense of touch through softness, hardness, Weight and warmth such as handmade products and sand, the sense of smell, like the smells of food, Incense, and smell of the silt of the Nile, tastes like Egyptian food and drinks. Marketers are aware of the application of sensory-based marketing. Travelers now look for sensory experiences that evoke strong feelings in them about the place they are visiting, which gives the destination brand a competitive edge (Rathee & Rajain, 2017). Sensory marketing is one of the important dimensions in the tourist experience (Lončarić, 2023).

Therefore, this research aims to investigate the impact of multi-sensory marketing on destination branding in Aswan.the objectives of this research are:

- 1- Identifying the importance of Multi-Sensory Marketing in tourist destinations.
- 2- Highlighting The Use of Multi-Sensory Marketing in Tourism Sector
- 3- Determining the relationship between multi-sensory marketing (MSM) and destination branding of Aswan.
- 4- Investigating the impact of multi-sensory marketing in destination branding of Aswan.

## **2. Literature Review**

### **2.1. Definition of Multi-Sensory Marketing**

Multi-sensory marketing is defined as by American Marketing Association (AMA) as 'marketing techniques that will drive customers' feelings in order to influence customers' behavior and emotions (Valenti & Riviere, 2008; Sharafat, 2021 & Samer et al., 2023). It is also defined as "marketing approaches that try to entice the consumer by influencing the consumer's feelings and behaviors via the use of senses" (Shehata & Alaswadi, 2022). The study of Sharafat (2021) indicated that the multi-sensory marketing is marketing Style, associated with humans' five senses, and is used in strengthening tourism products. Rathee & Rajain (2017) referred to the sensory marketing is marketing that engages the consumers senses and affects their perception and behavior. Erenkol (2015) said that multi-Sensory marketing is to communicate with consumers through five senses". (Costa et al., 2012; Moreir, 2017) agreed that sensory marketing means persuading consumers to perceive a brand's unique and unmistakable value, giving them memorable experiences and encouraging them to repeat and disseminate descriptions of their experiences. Thus multi-sensory interplay, as a concept, refers to the interaction between two or more of the ability of human senses to recognize sensory cues and gives us humans a broader awareness of the surrounding environment (Marks, 2014).

### **2.2. Importance of Multi-Sensory Marketing**

Multi-sensory marketing tries to fill traditional marketing's weaknesses (Rodrigues et al., 2019). Also the studies of Rehman et al., (2021) and Rupini & Nandagopal (2015) show that multi-sensory marketing has the influence on tourists' behavior, and therefore attract the emotional tourist, not the rational besides, the study of Fernando & Mulyono (2023) stated that tourist emotions have an effect on destination selection and revisit intention. Thus, multi-sensory marketing is a mechanism of strong tourist retention, which transforms a tourist into a loyal tourist. In addition, it is an essential tool to increase the profitability of tourism industry, improves sales, enhances reputation, and brand image (Rajput & Dhillonn, 2013; Cui & Zhong, 2019; Sharafat, 2021).

### **2.3. The Use of Multi-Sensory Marketing in Tourism Sector**

Tryon (2015) made reference to the hotel's "trade dress," which consists of its decor, attire, audio-specific music, calming noises, plush bedding, attractive lighting, and fragrances. As a result, the travel sector has started utilizing this marketing strategy in lodging facilities, spas, and vacation spots (Hazzeh, 2017). There are some examples of multi-sensory marketing in tourism such as Singapore Airlines introduced Stefan Floridian Waters which is an aroma that has been specifically designed as part of Singapore Airlines (Shehata & Alaswadi, 2022). Le Méridien Hotel use a scent of old books, old paper, leather, this signature fragrance for the hotel was made by Le Labo a perfume designer (Kumar, 2013). United Airlines introduced scent of orange peel and figs in airport lounges in customs areas and car parks (Madzharov, 2022), also it adopted the music "Phapsody in Blue" by the American composer George Gershwin and made it its signature and the French travel agency

Havas partially reproduces the atmosphere of future vacation destination in the firm offices, giving the smell of sea sand and tropical tangle and thus making a unforgettable experience on the client, (Evtushenko, 2017).

## **2.4. Multi-Sensory Branding**

Chakravarty (2017, p. 1533) defined multi-sensory branding as “an approach through which marketers create better experience of brands”. Also, multi-sensory branding is recognized as the way to connect consumers with brands connect with consumers' memory and emotions by appealing to the five senses (Rehman et al., 2021; Upadhyaya, 2017). The brand strategy that focuses on building a brand based on one or more emotions is critical to brand success (Su & Pathak, 2020). Besides, multi-sensory branding plays a vital role in exerting a powerful influence on the tourist decisions by integrating the sensory stimulations in to the brand communications (Biswas et al., 2019). Moreover, tourists prefer brands that reflect their identities over other brands in general, and these impressions affect how tourists feel about brands of destination since people are more loyal to products or services they feel linked to, attached to, and love (Hwang & Kandampully, 2012).

Melewar et al., (2019) referred to some attention has been paid to multi-sensory branding of places. For example, Borer (2013) described cities as sensory environments and areas of habitation that generate their own distinctive sounds and smells, and are full of tactile and visual stimuli filled with symbolic meanings. In addition, when a place is branded based on its distinguishing and discernible characteristics the mental perception of its target peoples towards the place (i.e. brand image) will be stronger and more positive (Melewar et al., 2019). According to Rodrigues et al., (2019), place brand experiences occur when people interact with a particular place in its several touch points and ascribe an emotional meaning to it as a result of pleasurable experiences. Moreover, tourism and hospitality sector involves a blend of both tangible and intangible products/services, which constitutes a tourist attraction (hotels, restaurants, shops, visitor centers) and offering a range of services (guided tours, interpretation, education, etc.); this whole package of tangible and intangible products is perceived by the tourist as an experience, and represents the core of the tourism product (Meyabe et al., 2024).

## **2.5. Aswan as a Tourist Destination**

Aswan is the center of African culture and one of Egypt's most popular travel destinations. The city is well-known for being a fantastic travel destination due to its great tourism features (Belal, 2022). Aswan has historically been the Southern Frontier Governorate of Egypt (Humphreys, 2009). Moreover, the majority of people living in Aswan and the north of Sudan are Nubians (Hopkines and Mehanna, 2010). Additionally, Aswan has a wealth of tourism attractions, including stunning landmarks, breathtaking scenery, flora and fauna, medicinal resources, transportation services, high-quality hotel accommodations, and courteous and kind locals (Abdo, 2020).

## **3. Methodology**

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This research aims to investigate the impact of multi-sensory marketing on destination branding in Aswan. To achieve this aim, a quantitative method is used by a questionnaire. This questionnaire was designed and developed according to the research problem and aim, the questionnaire directed to a sample of tourists who visited Aswan. Aswan was chosen for this research because it is a distinguished tourist destination; it enjoys beautiful monuments, beautiful landscapes, diverse flora and fauna, good hotels, polite and friendly people, and a beautiful folk heritage (Thomas, 2011). The first part of questionnaire consists of demographic data, the second part is concerned with the scales of multi-sensory marketing and destination selection (Shehata and Alaswadi, 2022; Agapito et al., 2012), and the third part is concerned with the scales of destination branding (Gao and Lan, 2020). The five-point Likert scale was used (1=strongly disagree; 2= disagree; 3 = neutral; 4=agree; 5=strongly agree). This research uses the questionnaire as a quantitative approach to collect data from the tourists (foreigners and Egyptians) in Aswan governorate. The sample type is a random simple sample. Since statistics on the total number of tourists in 2023 in Aswan are not available, the size of the population is considered to be unlimited. Therefore, the following statistical equation is used to calculate the sample size.

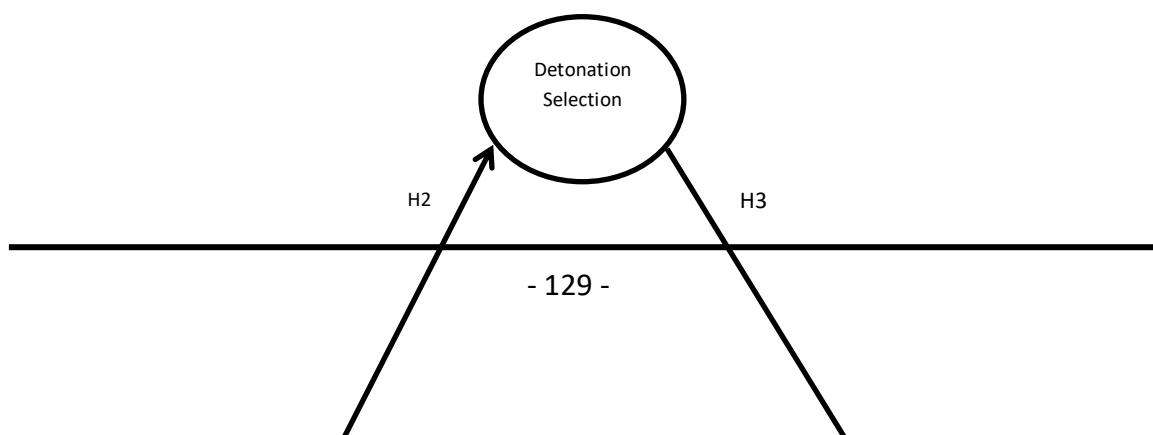
$$n = \frac{Z^2 \times \hat{P} (1 - \hat{P})}{\varepsilon^2} = \frac{1.96^2 \times 0.5 (1 - 0.5)}{0.05^2} = 384.16 \approx 385$$

**Where:**

- $\hat{P}$  = Probability of achieving the studied characteristic in the population (0.5)
- z = Confidence Level of 95 % (1.96)
- $\varepsilon$  = Error Proportion (0.05)
- n = Sample Size (385)

This means 385 or more questionnaires are needed to have a confidence level of 95% that the real value is within  $\pm 5\%$  of the measured/surveyed value. The questionnaire was distributed online through Google forms in the period from October to June 2024. The researcher got 600 questionnaires and the valid are 588 forms. According to the main aim, this research tests the following hypotheses as shown in figure (1):

- **H1:** There is a significant correlation between multi-sensory marketing (MSM) and destination branding (DB).
- **H2:** There is a significant correlation between multi-sensory marketing (MSM) and destination selection (DS).
- **H3:** There is a significant correlation between destination branding (DB) and destination selection (DS).



H1

**Figure 1: Conceptual Model of Research**

To test the validity and reliability of research variables, Factor analysis and Cronbach Alpha test can be used as shown in table (1) and table (2).

**Table (1): Data Reliability Using Cronbach Alpha Test**

No	Variables	Items	Cronbach Alpha Value	Validity Coefficient*
1	Multi-Sensory Marketing Level	16	0.934	0.966
2	Destination Selection	4	0.844	0.919
3	Destination Branding	12	0.953	0.976
<b>Total</b>		32	0.910	0.954

\* Validity Coefficient =  $\sqrt{\text{Reliability Coefficient}}$

According to table (1), to guarantee measurement consistency and stability among questionnaires and to maintain trust in the instrument's results over time, a reliability test employing Cronbach alpha score is an essential research step. Cronbach alpha values showed that the scales' internal reliability is satisfactory, ranging from 0.844 to 0.953. Furthermore, a key component in determining the research's dependability is the validity coefficient, which is sometimes referred to as squared multiple correlations or commonalities. The results revealed that the common factors accounts for approximately 91.0 % of the variance in each variable with validity coefficients of 0.954 for all components.

**Table (2): Data Validity Using Factor Analysis**

Variables	Items	Initial	Extraction	Variables	Items	Initial	Extraction
Multi-Sensory Marketing Level (MSML)	MSML1	1.000	0.738	Destination Branding (DB)	DB1	1.000	0.429
	MSML2	1.000	0.479		DB2	1.000	0.606
	MSML3	1.000	0.808		DB3	1.000	0.652
	MSML4	1.000	0.599		<b>Volume</b>	1.000	<b>0.562</b>
	<b>Sight</b>	<b>1.000</b>	<b>0.656</b>		DB4	1.000	0.694
	MSML5	1.000	0.665		DB5	1.000	0.731
	MSML6	1.000	0.706		DB6	1.000	0.756
	MSML7	1.000	0.709		DB7	1.000	0.756
	<b>Smell</b>	<b>1.000</b>	<b>0.693</b>		<b>Uniqueness</b>	1.000	<b>0.734</b>
	MSML8	1.000	0.845		DB8	1.000	0.682
MSML9	1.000	0.813	DB9	1.000	0.736		

	MSML10	1.000	0.775	Destination Selection (DS)	DB10	1.000	0.746
	<b>Sound</b>	<b>1.000</b>	<b>0.811</b>		DB11	1.000	0.600
	MSML11	1.000	0.642		DB12	1.000	0.622
	MSML12	1.000	0.726		<b>Consistency</b>	1.000	<b>0.677</b>
	MSML13	1.000	0.630		<b>Mean of DB</b>	1.000	<b>0.668</b>
	<b>Taste</b>	<b>1.000</b>	<b>0.666</b>		DS1	1.000	0.744
	MSML14	1.000	0.763		DS2	1.000	0.657
	MSML15	1.000	0.749		DS3	1.000	0.680
	MSML16	1.000	0.504		DS4	1.000	0.649
	<b>Touch</b>	1.000	<b>0.672</b>		<b>Mean of DS</b>	1.000	<b>0.683</b>
	<b>Mean of MSML</b>	<b>1.000</b>	<b>0.697</b>				

Exploratory validity is achieved in this research by factor analysis, which is a useful step in improving the research's components. All variables and dimensions have extraction values that are stated to be higher than the suggested threshold of more than 0.40. This demonstrated the statistical validity of the latent variables obtained from the component analysis and their significant contribution to the comprehension of the research's constructs as shown in table (2).

#### 4. Data Analysis and Results Discussion

This section explains the result of the questionnaire. It used the SPSS software (V. 25) to analyze the questionnaire data.

About 600 questionnaire forms were distributed to the tourists in Aswan city in Egypt; about 588 questionnaire forms were valid for analysis. By analyzing the research data, the results came as follows; table (3) displays the frequency of respondents.

**Table (3): The Frequency of Respondents**

No.	Factors	Items	Frequency	Percent
1	Nationality	Egyptian	70	11.9
		Saudi	72	12.2
		Emirati	81	13.8
		Kuwaiti	77	13.1
		Jordanian	65	11.1
		American	33	5.6
		Spanish	38	6.5
		German	52	8.8

		Chinese	57	9.7
		Russian	43	7.3
2	Age	Less than 20	119	20.2
		21 - 40	238	40.5
		41 – 60	133	22.6
		More than 60	98	16.7
3	Gender	Male	399	67.9
		Female	189	32.1
4	Education Status	High Secondary School	56	9.5
		Bachelor	147	25.0
		Master	231	39.3
		Ph.D.	84	14.3
		Other	70	11.9
5	Occupation	Government Employed	126	21.4
		Private Employed	203	34.5
		Unemployed	161	27.4
		Student	77	13.1
		Other	21	3.6

Table (3) shows the frequency of research demographic data. It turns out that most of the respondents are Emirati (13.8 %) and Kuwaiti (13.1 %). Chamber of Tourism Companies (2023) refer to that the atmosphere of Aswan is very similar to that of the Gulf countries, which is why Arab tourists flock to it in large numbers. It was found that most of the respondents (40.5 %) were between 21 – 40 years, According to Abdel-Menem et al., (2018), tourists in this age stage are interested in identifying the religious beliefs, ancient Egyptian civilization, monumental tourism, and religious tourism. It demonstrated that the percentage of gender is 67.9 % male and 32.1 % female, Abdel-Menem et al., (2018) stated that males are the most important category in tourism because they care about the positive reputation of the tourist areas and identifying the habits, traditions, and religious beliefs of the original local inhabitants besides the recreational activities. Also it was found that most of the respondents have a master degree (39.3 %), and private employed (34.5 %).



4.2. Analysis of Multi-Sensory Marketing Level:

**Table (4): Descriptive Statistics of Multi-Sensory Marketing Level**

No	Statements	Mean		Std. Deviation	Level
		Statistic	Std. Error		
1	The colors of the tourist destination (Aswan) are pleasing to your eyes.	3.89	0.014	0.346	High
2	The interior tourist destination (Aswan) design is balanced (Tourist establishments).	3.88	0.013	0.324	High
3	The interior tourist destination (Aswan) decor is appealing (Tourist establishments).	3.89	0.014	0.346	High
4	The tourist establishment relies on uniforms for employees.	4.11	0.038	0.914	High
<b>Mean of Sight</b>		<b>3.94</b>	<b>0.015</b>	<b>0.350</b>	<b>High</b>
5	The smell of the tourist destination (Aswan) fits atmosphere.	4.12	0.037	0.893	High
6	I love the smell of the tourist destination (Aswan).	4.14	0.036	0.876	High
7	The smell of the tourist destination (Aswan) makes me soothes.	4.20	0.035	0.857	Very High
<b>Mean of Smell</b>		<b>4.16</b>	<b>0.034</b>	<b>0.818</b>	<b>High</b>
8	I love the Egyptian folk music in the tourist destination (Aswan).	4.36	0.034	0.827	Very High
9	The Egyptian folk music at the tourist destination (Aswan) makes me feel pleasure.	4.32	0.034	0.820	Very High
10	The Egyptian folk music volume in the tourist destination is adequate.	4.05	0.038	0.912	High
<b>Mean of Sound</b>		<b>4.24</b>	<b>0.03</b>	<b>0.766</b>	<b>Very High</b>
11	Delicious food and drink in the tourist destination (Aswan)	4.32	0.034	0.834	Very High
12	There are many types of foods and	4.26	0.039	0.941	Very

	beverages in the tourist destination (Aswan)				High
13	The establishment offers a sample of “foods or drinks” characteristic of Aswan as symbolic gifts to a visitor; dates, hibiscus, and all kinds of spices.	4.32	0.034	0.820	Very High
<b>Mean of Taste</b>		<b>4.30</b>	<b>0.03</b>	<b>0.74</b>	<b>Very High</b>
14	The tourist destination(Aswan) is clean	4.18	0.035	0.848	High
15	The air conditioning in the tourist destination (Aswan) is appropriate.	4.29	0.035	0.854	Very High
16	The furniture in the tourist destination (Aswan) is comfortable.	4.49	0.027	0.664	Very High
<b>Mean of Touch</b>		<b>4.32</b>	<b>0.028</b>	<b>0.69</b>	<b>Very High</b>
<b>Mean</b>		<b>4.19</b>	<b>0.02</b>	<b>0.57</b>	<b>High</b>

Table (4) shows the descriptive statistics for the level of multi-sensory marketing in Aswan. The average is 4.19 out of 5 (Std. 0.024), this is considered a high level of mean. This research agreed with the studies of (Evtushenko, 2017; Tuominen & Heikkinen, 2014; Ali & Ahmed, 2019), which they stated that there are widespread of using sensory marketing among the restaurants, companies and hotels and has a significant positive outcome create better performance of service. While it disagreed with Rybowska and Dawidowska (2024) said that the application of multi-sensory marketing by tourism companies has not yet been optimal, and that they rarely use sensory stimuli in their marketing operations, which is reflected in the decline in sales.

Aswan makes high notable use of multi-sensory marketing, as seen by visual marketing (colors, design, decor and uniforms for employees in tourist establishments); auditory marketing (the Egyptian folk music and its volume in the tourist destination); olfactory marketing (the smell of the tourist destination); gustative marketing (types of foods and beverages in the tourist destination); and tactile marketing (the comfortable furniture, air conditioning and cleanliness of the tourist destination). According to Marks (2014) that multi-sensory interplay gives us humans a broader awareness of the surrounding environment, According to (Sharafat, 2021); multi-sensory marketing is marketing style, associated with humans’ five senses, and is used in strengthening tourism products. In addition, Krishna (2010) affirms that multi-Sensory marketing is very important because it engages the consumers’ senses and affects their perception, judgment and behavior.

The multi-sensory marketing greatly affects the tourists’ behavioral intention in Aswan Increasing to satisfaction and loyalty of tourist. This study agreed with Hussain

(2018) that multi-sensory marketing increasing to loyalty of consumer (4.251). According to Mandal (2022), there is a strong positive correlation among multi-sensory marketing and satisfaction and arousal of customer. Multi-sensory marketing makes tourist visits Aswan again and again, according to (Fernando & Mulyono, 2023) that multi-sensory marketing has an effect on customer emotions; customer emotions have an effect on revisit intention. Multi-sensory marketing also strengthens the brand identity of the tourist destination Aswan, Melewar et al., (2019) stated that brand image will be stronger and more positive when using multi-sensory marketing. It helps in making the decision to travel to Aswan, Sharafat (2018) stated that multi-sensory marketing effects on buyers behavior and decision making process, strengthening the market position of the sensory brand, and improving sensory brand image.

According to Hassan & Mehdi (2016) that the senses are important in creating an unforgettable sensory experience, besides, the senses lead to better brand experiences (Hultén 2011). According to Ditoiu et al., (2014), multi-sensory marketing would be developing the sensory brand of a destination. Dltolu et al. (2014) confirmed that the sight sense has a very high effect. Qiu, et al. (2018) stated that sight is the most influential sense on the tourist. Ali & Wail (2022) stated that more than 80% of the information is obtained through the sight. While, the study of Nicolantonio et al., (2022) confirmed that the sense of smell is the most influential by percentage (50%), Lindstrom (2005) said that “You can close your eyes, cover your ears, refrain from touch and reject taste, but smell is part of the air we breathe”. Besides, Frantisek et al, (2021) stated that 75% of emotions generated during a shopping experience are via smell compared to sight and sound. Promsivapallop and Kannaovakun (2020) said that the sense of taste is the most influential in choosing a tourist destination. Otterbring (2021) has agreed with these findings that the customer feels pleasure due to the attraction of the five senses towards a particular product or brand.

**4.3. Analysis of Destination Selection Level:**

**Table (5): Descriptive Statistics of Destination Selection Level**

No	Statements	Mean		Std. Deviation	Level
		Statistic	Std. Error		
1	Destination multi-sensory marketing makes you knowledgeable about products and services offered by the destination (Aswan).	4.21	0.036	0.875	Very High
2	Compared to other destinations, this destination (Aswan) is a much better one.	4.19	0.034	0.824	High
3	Travel Agents or marketers have facilitated your travel decision for your choice of destination (Aswan).	4.32	0.031	0.759	Very High
4	Destination branding highly pull you towards destination (Aswan).	4.27	0.032	0.778	Very High

<b>Mean</b>	4.25	0.028	0.669	Very High
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Table (5) shows the descriptive statistics for the level of destination selection in Aswan destination. The average is 4.25 out of 5, and standard deviation is 0.669, this is considered a very high level of mean. According to literature review, Belal (2022) referred to Aswan has wonderful touristic attributes that give the city a wide fame as magnificent tourist destination with a remarkable tactile heritage that encompasses rich cultural properties, historical monuments and domestic cities, along with distinctive natural landscapes. The results showed that multi-sensory marketing has a significant impact on destination selection, According to Dash et al., (2022), the senses is seen as having significance in destination selection. Through multi-sensory marketing destinations, it can be considered mainly experience tourist attractions (Ditoiu et al., 2014). This means that tourists strongly prefer to selecting destination (Aswan).

In addition, the statements of destination selection are: multi-sensory marketing makes tourist knowledgeable about products and services offered by the destination (Aswan), thus increasing the number of tourists and thus increasing sales. the important role of travel agents or marketers in marketing and facilitate selection the tourist destination for tourist, according to Dincu et al., (2021) that the travel agency helps tourists very much in making the best decision when choosing their tourist destination. The distinctive brand of the destination attracts the tourist to choose the destination (Aswan). Finally, the use of multi-sensory marketing is considered as a supporting tool for building and hence strengthening destination brand and its value. It compares the tourist destination Aswan with other tourist destinations.

**4.4. Analysis of Destination Branding Level:**

**Table (6): Descriptive Statistics of Destination Branding Level**

No	Statements	Mean		Std. Deviation	Level
		Statistic	Std. Error		
1	This brand (tourist destination of Aswan) mobilizes many of my senses.	3.98	0.036	0.873	High
2	This brand (tourist destination of Aswan) provides me with a lot of sensory stimulation.	4.19	0.033	0.810	High
3	This brand (tourist destination of Aswan) has few sensory elements.	4.38	0.029	0.706	Very High

<b>Mean of Volume</b>		<b>4.18</b>	<b>0.027</b>	<b>0.658</b>	<b>High</b>
4	This brand (tourist destination of Aswan) is different from others in its sensory aspects.	4.33	0.028	0.679	Very High
5	This brand (tourist destination of Aswan) can stand out from other brands based on its sensory aspects.	4.35	0.032	0.780	Very High
6	I think This brand (tourist destination of Aswan) is unique in its sensory aspects.	4.29	0.032	0.766	Very High
7	Based on my sensory experience with This brand (tourist destination of Aswan), it is highly distinguishable from other brands.	4.29	0.032	0.766	Very High
<b>Mean of Uniqueness</b>		<b>4.31</b>	<b>0.028</b>	<b>0.68</b>	<b>Very High</b>
8	The sensory characteristics of This brand (tourist destination of Aswan) are consistent with my consumption objective.	4.24	0.033	0.797	Very High
9	The sensory characteristics of This brand (tourist destination of Aswan) are suitable for this locality.	4.24	0.033	0.797	Very High
10	The sensory characteristics of This brand (tourist destination of Aswan) are consistent with my identity (age, gender, race, social class, etc.).	4.32	0.031	0.743	Very High
11	The sensory characteristics of This brand (tourist destination of Aswan) are consistent with my personality.	4.26	0.031	0.743	Very High
12	The sensory characteristics of This brand (tourist destination	4.39	0.031	0.741	Very

of Aswan) are consistent with my values.				High
<b>Mean of Consistency</b>	<b>4.29</b>	<b>0.027</b>	<b>0.66</b>	<b>Very High</b>
<b>Mean</b>	<b>4.26</b>	<b>0.025</b>	<b>0.62</b>	<b>Very High</b>

Table (6) shows the descriptive statistics for the level of destination branding in Aswan destination. The average is 4.26 out of 5, and standard deviation is 0.622, this is considered a very high level of mean. Additionally, the data is reliable. Moreover, the data distribution is non-normal using the Kolmogorov–Smirnov test. According to (Juarez et al., 2005) sensory brand of destination is very important in choosing the destination and obtaining a sustainable competitive advantage, Shahid et al., (2022) confirmed that multi-sensory marketing create an image and brand identity for exciting and unforgettable experiences. Dissanayake (2023) stated that the sensory brand experience possess a great positive influence on attracting a consumer. While this research differed from the study of Nicolantonio et al., (2022) which referred that tourists feel their choice was influenced more by their own personal experiences of service than brand destination (22%). According to Juarez et al., (2005), sensory brand of destination is very important in choosing the destination and obtaining a sustainable competitive advantage, Shahid et al., (2022) confirmed that multi-sensory marketing create an image and brand identity for exciting and unforgettable experiences. Dissanayake (2023) stated that the sensory brand experience possess a great positive influence on attracting a consumer. While this research differed from the study of Nicolantonio et al., (2022) which referred that tourists feel their choice was influenced more by their own personal experiences of service than brand destination (22%).

**4.5. Test of Hypotheses:**

**Table (7): Correlations between Research Variables**

<b>Independent Variable</b>	<b>Dependent Variable</b>	<b>R</b>	<b>Sig.</b>	<b>Correlation Type</b>
Multi-Sensory Marketing	Destination Selection	0.798**	0.000	High Positive Correlation
Destination Branding	Destination Selection	0.841**	0.000	Very High Positive Correlation
Multi-Sensory Marketing	Destination Branding	0.805**	0.000	

\*\*Correlation is significant at the 0.01 level (2-tailed)

Table (7) shows the correlation between research variables. The results revealed that there is a significant very high positive correlation between multi-sensory

marketing level and destination branding level ( $r = 0.805$ ; sig. 0.000); and between destination branding level and destination selection level ( $r = 0.841$ ; sig. 0.000). This result is consistent with research of Kolencik et al., (2018). In addition, Sarıbaş & Demir (2022) support the idea the sensory brand experience influence on tourist behavior in destination selection. It means that tourism sector also requires five senses that can represent the sensory brand experience (Ghosh and Sarkar, 2016; Seonjeong et al., 2018). Moreover, there is a significant high positive correlation between multi-sensory marketing level and destination selection level ( $r = 0.798$ ; sig. 0.000) at the 0.01 level (2- tailed). Research finding by Dash et al., (2022) support the idea focusing on that multi-sensory marketing improves the tourism industry because it significantly affects the destination's ability to attract tourists. It means that sensory information have a positive effect on promoting a tourist destination (Ababbneh & Khasawneh, 2023). Finally, there is a moderate positive correlation between multi-sensory marketing and customer behavior ( $r = 0.585$ ; sig. 0.000). The tourism establishment management, especially marketing departments requires adopting and applying the dimensions of multi- sensory marketing in order to reach an advanced stage of positively influence customer behavior (Shehata & Alaswadi, 2022).

**Table (8): Regression Analysis Between Research Variables**

No	Variable		R Square	S. Beta	a	b	Sig
	Independent	Dependent					
1	Multi-Sensory Marketing	Destination Branding	0.648	0.805	1.033	0.741	0.000
2	Multi-Sensory Marketing	Destination Selection	0.637	0.798	1.286	0.684	0.000
3	Destination Branding	Destination Selection	0.708	0.841	0.936	0.782	0.000

Table (8) displays the regression analysis for research variables. The results revealed that there is a significant regression between multi-sensory marketing (MSM), and destination branding (DB). In addition, there is a significant regression between multi-sensory marketing (MSM) and destination selection (DS). The regression models can be as follows:

- $DB = 1.033 + 0.741 \times MSM$
- $DS = 1.286 + 0.684 \times MSM$

Finally, this research revealed the following hypotheses:

- **H<sub>1</sub>:** There is a very high positive correlation between multi-sensory marketing (MSM) and destination branding (DB).
- **H<sub>2</sub>:** There is a high positive correlation between multi-sensory marketing (MSM) and destination selection (DS).
- **H<sub>3</sub>:** There is a very high positive correlation between destination branding (DB) and destination selection (DS).

## 5. Conclusion

The main aim of this research is to investigate the impact of multi-sensory marketing on destination branding in Aswan. Consequently, this research highlights the use of multi-sensory marketing, the importance of multi-sensory marketing, destination branding and destination selection for tourists. A questionnaire directed to the tourists to achieve the aims of the research. This research revealed that multi-sensory marketing is one of the most important modern topics that has emerged recently and has captured the attention of academics and marketers. The importance of multi-sensory marketing is attracting tourists, creating an unforgettable sensory experience, making the tourist destination (Aswan) distinctive and creating a competitive advantage. Human senses have a high effect on tourist destination (Aswan) evaluation. In specific, sight is the most influential sense on the tourist, multi-sensory marketing have a high effect on selecting destination (Aswan), and destination branding is very important factor in choosing the destination.

The results showed that the dimensions of multi-sensory marketing are sight, smell, sound, taste and touch. Aswan makes high notable use of multi-sensory marketing. It has a significant impact on destination selection, which it makes tourist knowledgeable about products and services offered by the destination (Aswan). The important role of travel agents or marketers in marketing and facilitate selection the tourist destination for tourist. The distinctive brand of the destination attracts the tourist to choose the destination (Aswan). Destination branding mobilizes and stimulates senses of tourist. The differentiating brands from their main competitors ensuring competitive advantages for destination.

The sensory characteristics of the brand are consistent with of the consumption objective which is suitable for this locality. The sensory characteristics of the brand are consistent with Tourist identity (age, gender, race, social class, etc.). The sensory characteristics of the brand are consistent with Personality and values of tourist. Multi-sensory marketing greatly affects the tourists' behavioral intention, and increasing to satisfaction and loyalty of tourist. In addition, multi-sensory marketing has a positive effect on customer emotions and revisit intention. It strengthens the brand identity of the tourist destination, improving sensory brand image, helps in making the decision to travel to Aswan, and strengthening the market position of the sensory brand.

## **6. Recommendations:**

This research concluded the following recommendations:

### **First: For Ministry of Tourism & Egyptian Tourism Authority:**

1. Increasing the marketing efforts to highlight Aswan as sensory brand destination with especial nature through the international tourism exhibitions.
2. Inviting famous writers and TV celebrities to visit and promoting Aswan's distinct attractions.
3. Focus on promoting the culture and arts festival, as it may become to become an attractive tourism event.



4. Putting on employee training programs in tourist establishments to provide them with the significance of multi-sensory marketing and its application in practice.

**Second: For Tourism Establishments (Companies, Hotels and Tourist Bazaars):**

1. Focus on applying multi-sensory marketing to create a competitive advantage.
2. Stimulating the sense of sight and its effect through attractive art decor and collection of comfortable colors for the psychology of the tourist.
3. Stimulating the sense of taste and its effect through offering the visitor a sample of drink or food.
4. Stimulating the sense of smell by spreading pleasant aromas.
5. Stimulating and exciting the sense of hearing by the Egyptian folk music at the tourist destination to makes tourist feels pleasure.
6. Stimulating the sense of touch it through focus on every detail that the tourist touches when entering the destination from Where the type and quality of the furniture and the cleanliness of the place.
7. Tourism establishment management, especially marketing departments by adopting and applying the dimensions of multi- sensory marketing in order to reach an advanced stage of positively influence customer behavior.

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## الملخص العربي

تأثير التسويق المتعدد الحواس على العلامة التجارية للمقصد السياحي بالتطبيق على مدينة أسوان، مصر.

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## الملخص العربي

إن للتسويق المتعدد الحواس تأثير كبير على المقصد السياحي، وهذا يتجلى في خلق علامة تجارية حسية للوجهة السياحية وتعزيز الارتباط العاطفي بين السائحين والوجهة السياحية، ويهدف هذا البحث إلى دراسة تأثير التسويق المتعدد الحواس على العلامة التجارية للوجهة السياحية بالتطبيق على مدينة أسوان في مصر. ولتحقيق هدف وأغراض هذا البحث، تم استخدام المنهج الكمي من خلال استبيان. تم توزيع حوالي 600 استمارة على عينة من السياح (أجانب ومصريين) في أسوان، وتم إرجاع حوالي 588 استمارة صالحة للتحليل. كشفت نتائج هذا البحث عن وجود ارتباط إيجابي مرتفع للغاية بين التسويق المتعدد الحواس والعلامة التجارية للوجهة السياحية؛ وارتباط إيجابي مرتفع للغاية بين التسويق المتعدد الحواس واختيار الوجهة السياحية؛ وارتباط إيجابي مرتفع للغاية بين العلامة التجارية للوجهة السياحية واختيار الوجهة السياحية. تدعم هذه الارتباطات التأثيرات الإيجابية للتسويق المتعدد الحواس على العلامة التجارية للوجهة. وأخيراً، قدم هذا البحث بعض التوصيات لتوسيع استخدام التسويق المتعدد الحواس في قطاع السياحة.

**الكلمات الدالة:** التسويق المتعدد الحواس، العلامة التجارية للوجهة السياحية، اختيار الوجهة السياحية، أسوان.