



Mansoura University
Faculty of Tourism and Hotels

**THE IMPORTANCE OF USING MULTI-SENSORY IN
TOURISM MARKETING:
A CASE STUDY OF THE DEAD SEA, JORDAN**

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**RESEARCH JOURNAL OF THE FACULTY OF TOURISM AND HOTELS
MANSOURA UNIVERSITY
ISSUE NO. 14, DECEMBER. 2023**

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The Importance of Using Multi-Sensory in Tourism Marketing: A Case Study of the Dead Sea, Jordan

Abstract

Purpose: The study aims to introduce multi-sensory marketing and its patterns. It sheds light on the applications of multi-sensory marketing in the tourism services sector and assesses the effect of multi-sensory marketing on the tourist's behavior as a consumer.

Design, methodology, approach: The researcher relied on the descriptive approach "the survey method." The researcher designed and distributed the survey form to the study sample comprising (446) individuals. To determine the extent to which tourism institutions apply multi-sensory marketing mechanisms and their impact on tourist behavior.

Findings: The results of the study showed that many tourism projects do not realize the impact of sensory activities and do not effectively use them. The study showed the sense of sight was one of the most stimulating sensory influences on the behavior of the tourist, but that each of the five senses has a special effect in creating a pleasant mood that attracts customers to the product. Therefore, the owners of tourist establishments should open the marketing of their products to more than one sense. However, they should attract all senses, because multi-sensory marketing is the future of advertising and branding for tourist establishments.

Research limitations and implications: This study presents variables to assess the impact of multi-sensory

marketing on the tourist consumer's behavior that can be applied to a variety of economic businesses. However, the limited sample size increases the issue of generalization, which should be addressed in future research.

Practical Implications: Multi-sensory research in tourism and hospitality is still in its intelligence, although there are many opportunities for its application. Many of the previous studies did not measure each of the five human senses but instead sought respondents' opinions on how those senses affect their behaviors.

The researcher suggests others should take the opportunity to take advantage of multi-sensory research to measure the impact of other people's feelings on our senses and behaviour. One should also assume that each sense has a different weight. Each sense needs more time to be absorbed. The researcher believes that applying the five senses should be considered, measured, and applied when needed.

Originality, value: This research provides valuable information that all enterprises can benefit from because it reveals a new marketing pattern.

Keywords: Marketing; Multi-Sensory; Tourism; Dead Sea, Jordan.

Introduction

Multi-sensory marketing is one of the modern approaches and trends in marketing communications in the tourism industry (Balasubramanian et al., 2022). This pattern has aroused the interest of marketers today, as the senses greatly influence the feelings of tourists when making a purchase decision for a product (Spence, 2022).

Previous studies focused on the use of one sense (vision) to market tourism services and products (Dora,

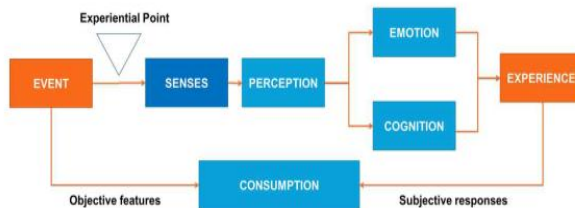
2012). Nowadays, it is no longer influential because each of the five senses has a vital role in shaping the customer's perception of products and services (Spence, 2022). The current research advocates a holistic approach to the senses (Dora, 2012) because distinguishing products, based on their characteristics, has become more difficult at present (Meacci and Liberatore, 2018). Therefore, the marketing man needs new means to convince all the senses of the consumer to influence his or her buying behavior (Mihail and Andreea, 2014). In addition, multi-sensory marketing gives a competitive advantage to the product by stimulating the unconscious feelings of customers (Volo, 2009).

Sensory marketing in the tourism and hospitality industry creates an ideal perspective for developing experiences and transforming services into something tangible (Meacci and Liberatore, 2018). In addition, in the hospitality industry, there is a need to integrate the sensory dimensions of the product. Therefore, marketing needs to present the destination as a set of products as a unifying experience in every sensory dimension. The goal is to create a strong and unique bond between tourists (Spence, 2022). (Mihail and Andreea, 2014) suggested the necessity of developing sensory, visual, auditory, olfactory, gustatory, and tactile experiences through destination management and marketing that deal with tourism facilities. While Meacci and Liberatore (2018) suggested that, the sensory dimensions of tourism experiences reveal their central influence on improving visitor management in tourism. According to Volo (2009), a tourist's experience is not treated as a product or an object but rather as a consumption process in which an event becomes.

(Meacci and Liberatore, 2018) indicated that the tourism experience goes through the following stages:

- The sensory process represents the first stage. It begins when the physical stimuli resulting from the event collide with the receptor cells of the sensory organ of the tourist.
- Perception is the next stage selectively based on the interpretation and understanding of information, which influences both feelings and emotions.
- The final stage becomes an experience in which the tourist creates and absorbs his or her own experience.

Figure (1): The Experience Process in Tourism



(Meacci & Liberatore, 2018) :Source

Through these stages, we conclude that the senses have a decisive stimulating role, being the first gateway in the experience process. It is also essential to take advantage of sensory stimuli to create a unique and unforgettable experience. Therefore, this study came to evaluate the means used by tourist establishments in the Dead Sea region to market their services through multi-sensory

marketing. These instruments can contribute to persuade all of the consumer's senses to influence his purchasing behavior.

The importance of this study lies in its connection with the following elements:

- Few previous studies.
- This study is a simple contribution to the field of science and knowledge.
- The significant correlation between the multi-sensory marketing of tourism products and services and the purchasing behavior of the consumer.

This study attempts to know the impact of multi-sensory marketing on tourism services by answering the following questions:

- What are the most important sensory influences that tourist facilities rely on to attract?
- What are the sensory influences that most affect the behavior of a tourist?
- What is the awareness of workers in tourist facilities about multi-sensory marketing?

Multi-Sensory Marketing

The American Marketing Association defines multi-sensory marketing as "marketing techniques that move customers' emotions to influence their behavior" (Guzel and Dortyol, 2015; Machała, 2014; Sharafat, 2021). According to (Sharafat, 2021), multi-sensory marketing is a marketing style, associated with humans' five senses, and is used in promoting tourism products. It is also defined as "marketing that engages the senses of tourists in the

strategies of the tourist facility or destination. And thus, it affects their perception, behavior, and judgment of the offered tourism product or service" (Yozukmaz and Topaloğlu, 2016, P. 53 ; Sharafat, 2021, P. 3).

In the field of tourism activity, multi-sensory marketing is used to express the consumer's feelings and perceptions of his or her tourism experience (Krishna, 2011; Miranda, 2017). A study by (Shao and Lin, 2021) indicated that the sensory experience is the main source that travelers enjoy through tourism. It also has a positive and important impact on the quality of their tourism experience.

(Miranda, 2017; Agapito, Valle and Mendes, 2014) conducted a study to stress the need for sensory marketing to support decision-makers and create consumer values to help enhance the tourism experience. Besides, the sensory stimuli affect the tourists' behaviors regarding the evaluation of their experience, the length of stay in the tourist destination, and the increase in spending (Kumar, 2013). This contributes to increasing sales (Sharafat, 2021).

Sight Marketing

For several decades, the sense of sight has been used as a traditionally effective marketing and advertising instrument by drawing an attractive logo, colorful label, and elegant cover (Guzel and Dortyol, 2015). Then, it evolved to use electronic media, such as making virtual tours through panoramic photography that allows vision from all directions (Sharafat, 2021). (Guzel and Dortyol, 2015) suggested that calm colors, lighting, location, and nature are among the most important visual elements that affect tourists' behaviors. The five most exciting senses are sight and hearing, which can be observed through the large

amount of visual noise that we experience in our daily lives (Miranda, 2015). Vision has a close association between visual stimuli and emotions (Guzel, and Dortyol, 2010). It is also considered the most motivating in the marketing communication process (Miranda, 2017).

Sound Marketing

Sound is a powerful instrument to evoke emotions, influence the purchasing behavior of customers, and enhance the overall atmosphere of a place (Kumar, 2013). Audio marketing is a powerful way to connect customers with a brand (Nguyen et al., 2022). The sound plays an important role in attracting the tourists' attention through the sound level, the different music types, and the musical-piece size (Spence, 2022).

Smell Marketing

The surrounding smell in the tourist destination arouses the tourists' interest in the brand presented (Miranda, 2017). In the same context (Nguyen et al., 2022) considered those stimuli related to the sense of smell affect the length of stay of customers in the tourist destination. (Guzel and Dortyol, 2015) conducted a study to show the external smell of a tourist destination can attract customers to enter. (Miranda, 2017) suggested that the pleasant smells surrounding the place do not have the desired effect unless they match the consumers' expectations and preferences regarding the place. The sense of smell reminds people of things 100 times more than any other senses (Guzel and Dortyol, 2015). Besides, the smell contributes to increased competition for the product (Pawaskar and Goelb, 2014). It also creates a pleasant mood (Annica, Leena, and Asta, 2009). Therefore, the tourism industry started using this

marketing method in hotels, health clubs, and tourist resorts (Nguyen et al., 2022).

Taste Marketing

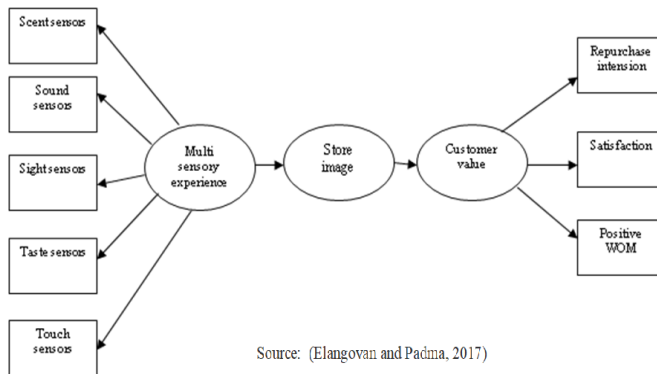
There are various opinions about the applicability of Taste Marketing in the tourism industry; some indicate that it is difficult to apply. Others see the possibility of using it in the food and beverage industry (Nguyen et al., 2022). (Latasha, Tooraiven, Monishan, and Randhir, 2016) indicated that the sense of taste is closely related to the sense of smell. (Krishna, 2010) indicated that each taste is a combination of all our five senses: eyesight, hearing, taste, touch, and smell. (Miranda, 2017) indicated that advertising, that focuses on multiple sensations, results in a better perception of taste than does focusing on the taste sense alone.

Touch Marketing

The sense of touch is the least used by marketers (Aryani, 2019; Kumar, 2013) indicated that the sense of touch is a more influential area for the customer and improves his or her experiences. The customer's touch of the door of the place and the flow of his or her movement give an impression of the quality of the product. In the tourism sector (Balasubramanian et al., 2022) indicated that the strong kinship between the tourist and the tour guide affects the customer's level of awareness of the service provided (Pawaskar and Goelb, 2014). Some museums provide counterfeit copies of the exhibits to arouse the tourists' interest and encourage them to visit museums (Kumar, 2013). Besides, restaurants near the sea allow tourists to touch the fish before choosing and cooking it

(Aryani, 2019). In this context (Kumar, 2013) indicated that the tourism business sector should not ignore stimuli related to the sense of touch, to make the tourism experience different and more realistic.

Figure (2) The relationship between the five senses and consumer behavior



Brand Relationship with Tourist’s Behavior

Global competition in a variety of industries demonstrated applying brand technology, to countries and locations (Kotler and Gertner, 2012), attracts tourists, businesses, and investors. This implies that countries adopt conscious brands to gain global competence (Miranda, 2017) and contribute to the retention and enhancement of resources (Kotler and Gertner, 2012).

The development of a multi-sensory brand for the tourist destination helps the tourist form a mental image in the pre-purchase stage and then influences the decision-making process (Spence, 2022). It is therefore important to choose an appropriate stimulus in forming a positive mental image experienced within the tourist destination to excite

the tourists' senses (El Nagar, 2017). This appropriate stimulus reminds them of an unforgettable tourist experience, leading to a repeat visit (Balasubramanian et al., 2022). Although the multi-sensory brand marketing strategy is an alternative to the traditional marketing strategy, it is still a compliment (Meacci, and Liberatore, 2018).

Literature Review

(Shao and Lin, 2021) showed that the visual and auditory senses make the largest contribution to the quality of the tourist experience. However, the olfactory experience makes the least contribution to the quality of the tourist experience and does not have a significant impact on it. The study also confirmed that a single sensory experience for tourists to achieve satisfaction was not enough.

(Aryani, 2019) conducted a study, entitled "Application of Multi-Sensory Marketing in Shops of Antiquities and Tourist Goods in Egypt." The study results showed the existence of a relationship between applying multi-sensory marketing in shops of antiquities and tourist goods and stimulating the purchasing behavior of the tourist consumer.

(Miranda, 2017) showed that sensory information positively affects the individual's intended feelings and that the relationship between sensory information and the intended emotion is positively affected.

(Khirothur, 2016) conducted a study, entitled "Analysis of the Effect of Sensory Marketing on Consumers." It showed that the sense of smell is most closely related to our emotional life.

(Hoang, and Tučková, 2021) clarified the role of

the human senses in daily human life and their importance in hospitality venues. Besides, incorporating sensory marketing into the hospitality industry can refine the services to a high quality.

(Kim and Fesenmaier, 2015) showed that human senses are the main component of human interaction with environments and finding meaning from these interactions. Besides, the human senses create more meaningful tourist experiences.

Study Hypotheses

- (H.0.1): There is no statistically significant effect at the level ($\alpha \leq 0.05$) of the Sense of Sight and tourism marketing.
- (H.0.2): There is no statistically significant effect at the level ($\alpha \leq 0.05$) of the Sense of Sound and tourism marketing.
- (H.0.3): There is no statistically significant effect at the level ($\alpha \leq 0.05$) of the Sense of Smell and tourism marketing.
- (H.0.4): There is no statistically significant effect at the level ($\alpha \leq 0.05$) of the Sense of taste and tourism marketing.
- (H.0.5): There is no statistically significant effect at the level ($\alpha \leq 0.05$) of the Sense of touch and tourism marketing.

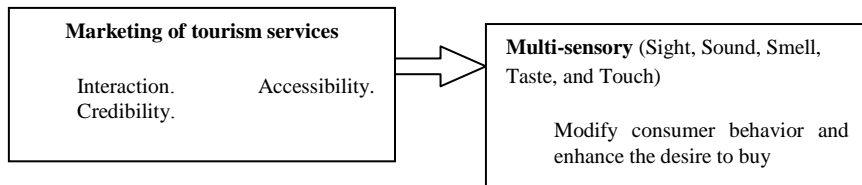


Figure (3) Study Model (Source: developed by the authors)

Materials and Methods

This study followed the descriptive approach based on data collection, classification, organization, and analysis, to study the importance of multi-sensory marketing provided by tourist establishments in the Dead Sea area.

Study population and sample: The study population comprises the establishments that provide tourist services in the Dead Sea area. The study sample comprises (tourists who visited the Dead Sea area and workers in the tourist facilities in the Dead Sea). The researcher distributed 146 questionnaires to the staff of tourist facilities in the Dead Sea. Tourist institutions rely on sensory influences to attract tourists and their awareness level regarding the multi-sensory marketing method. Besides, the researcher distributed 300 questionnaires to the tourists of the study to discuss the sensory influences that affect their behaviors.

Study instrument: The study relied on the questionnaire as an instrument only in data collection, and it consists of a number of questions divided into five groups:

- The first group comprises (9) questions to measure the dimensions of marketing tourism services using the

sense of sight. (Balasubramanian et al., 202; Pawaskar, and Goelb, 2014) used a scale.

- The second group comprises (4) questions to measure the dimensions of marketing tourism services using the sense of hearing. (Pawaskar, and Goelb, 2014) used a scale.
- The third group comprises (3) questions to measure the dimensions of marketing tourism services using the sense of smell. (Aryani, 2019) used a scale.
- The fourth group consisted of (2) questions to measure the dimensions of marketing tourism services using the sense of taste. A scale was used (Shao and Lin, 2021).
- The fifth group consisted of (3) questions to measure the dimensions of marketing tourism services using the sense of touch. A scale was used (Sharafat, 2020 and Shao and Lin, 2021).

Data Analysis Instruments: The researcher used percentages, mean, standard deviation, F-test, and gradual regression to test the study questions and hypotheses.

Study Results

Hypothesis Testing

(H.0.1): There is no statistically significant effect at the level ($\alpha \leq 0.05$) of the sense of sight and tourism marketing.

To test the hypothesis, a stepwise regression test was used. It turned out that the relationship between the overall dimensions of marketing tourism services using the Sight sense was strong ($R = 0.425$). The value of the coefficient of determination was ($R^2 = 0.478$). This means that (57.6%) of the changes in buying desire were due to Sight marketing. The value of "F" was (21.56) at the

significant level (Sig = 0.000). This indicates that the regression curve is good because the "B" value was (0.447) at (Sig = 0.000). Thus, the researcher rejects the null hypothesis. However, the researcher accepts the alternative hypothesis: There is a statistically significant relationship between the overall dimensions of marketing tourism services using sight sense. Table (1) shows the impact of the dimensions of sight marketing on the purchasing behavior of the tourist.

Table (1): Stepwise Regression Analysis
to show the impact of the dimensions of sight marketing on the
purchasing behavior of tourists (Source: Developed by the authors)

Variable	Average	Standard Deviation	B	T	Sig
marketing methods <ul style="list-style-type: none"> • Interaction • Accessibility. • Credibility. 	4.36	.45646	0.447	24.105	0.000*

R= (0.425); R2 (0.478); F= (21.56); Sig level of P≤0.05

(H.0.2): There is no statistically significant effect at the level ($\alpha \leq 0.05$) of the sense of sound and tourism marketing.

To test the hypothesis, a stepwise regression test was used. It turned out that the relationship between the overall dimensions of marketing tourism services using the Sound sense was strong (R = 0. 352). The value of the coefficient of determination was (R2 = 0. 367). This means that (37.8%) of the changes in buying desire were due to Sound marketing. The value of "F" was (20.97) at the significant level (Sig = 0.000). This indicates that the regression curve is good because the "B" value was (0. 389) at (Sig = 0.000). Thus, the researcher rejects the null

hypothesis. However, the researcher accepts the alternative hypothesis: There is a statistically significant relationship between the overall dimensions of marketing tourism services using the Sound sense. Table (2) shows the impact of the dimensions of Sound marketing on the purchasing behavior of the tourist.

Table (2): Stepwise Regression Analysis
to show the impact of the dimensions of sound marketing on the purchasing behavior of tourists (Source: Developed by the authors)

Variable	Average	Standard Deviation	B	T	Sig
marketing methods					
• Interaction	4.25	.39584	0.389	23.510	0.000*
• Accessibility.					
• Credibility.					

R= (0.352); R2 (0.367); F= (20.97); Sig level of $P \leq 0.05$

(H.0.3): There is no statistically significant effect at the level ($\alpha \leq 0.05$) of the sense of smell and tourism marketing.

To test the hypothesis, a stepwise regression test was used. It turned out that the relationship between the overall dimensions of marketing tourism services using the Smell sense was strong (R = 0.371). The value of the coefficient of determination was (R2 = 0.328). This means that (46.1%) of the changes in buying desire were due to Smell marketing. The value of "F" was (20.78) at the significant level (Sig = 0.000). This indicates that the regression curve is good because the "B" value was (0.365) at (Sig = 0.000). Thus, the researcher rejects the null hypothesis. However, the researcher accepts the alternative hypothesis: There is a statistically significant relationship between the overall dimensions of marketing tourism

services using the Smell sense. Table (3) shows the impact of the dimensions of smell marketing on the purchasing behavior of the tourist.

Table (3): Stepwise Regression Analysis
 to show the impact of the dimensions of smell marketing on the
 purchasing behavior of tourists (Source: Developed by the authors)

Variable	Average	Standard Deviation	B	T	Sig
marketing methods <ul style="list-style-type: none"> • Interaction • Accessibility. • Credibility. 	4.25	.40162	0.365	23.246	0.000*

R= (0.371); R2 (0.328); F= (20.78); Sig level of $P \leq 0.05$

(H.0.4): There is no statistically significant effect at the level ($\alpha \leq 0.05$) of the sense of taste and tourism marketing.

To test the hypothesis, a stepwise regression test was used. It turned out that the relationship between the overall dimensions of marketing tourism services using the taste sense was strong ($R = 0.409$). The value of the coefficient of determination was ($R^2 = 0.407$). This means that (54.9%) of the changes in buying desire were due to taste marketing. The value of “F” was (21.08) at the significant level ($Sig = 0.000$). This indicates that the regression curve is good because the “B” value was (0.431) at ($Sig = 0.000$). Thus, the researcher rejects the null hypothesis. However, the researcher accepts the alternative hypothesis: There is a statistically significant relationship between the overall dimensions of marketing tourism services using the taste sense. Table (4) shows the impact of the dimensions of taste marketing on the purchasing behavior of the tourist.

**Table (4): Stepwise Regression Analysis
to show the impact of the dimensions of taste marketing on the
purchasing behavior of tourists (Source: Developed by the authors)**

Variable	Average	Standard Deviation	B	T	Sig
marketing methods <ul style="list-style-type: none"> • Interaction • Accessibility. • Credibility. 	4.49	.47837	0.431	24.004	0.000*

R= (0.409); R2 (0.407); F= (21.08); Sig level of $P \leq 0.05$

(H.0.5): There is no statistically significant effect at the level ($\alpha \leq 0.05$) of the sense of touch and tourism marketing.

To test the hypothesis, a stepwise regression test was used. It turned out that the relationship between the overall dimensions of marketing tourism services using the touch sense was strong ($R = 0.399$). The value of the coefficient of determination was ($R^2 = 0.387$). This means that (47.3%) of the changes in buying desire were due to touch marketing. The value of "F" was (21.08) at the significant level ($Sig = 0.000$). This indicates that the regression curve is good because the "B" value was (0.397) at ($Sig = 0.000$). Thus, the researcher rejects the null hypothesis. However, the researcher accepts the alternative hypothesis: There is a statistically significant relationship between the overall dimensions of marketing tourism services using the touch sense. Table (5) shows the impact of the dimensions of touch marketing on the purchasing behavior of the tourist.

**Table (5): Stepwise Regression Analysis
 to show the impact of the dimensions of touch marketing on
 the purchasing behavior of tourists (Source: Developed by the authors)**

Variable	Average	Standard Deviation	B	T	Sig
marketing methods <ul style="list-style-type: none"> • Interaction • Accessibility. • Credibility. 	4.27	.45927	0.397	23.892	0.000*

R= (0.399); R2 (0.387); F= (20.85); Sig level of P≤0.05

Study Questions

Table (6) answers the first question, “What are the most sensory influences that tourist facilities rely on to attract?” It shows that the sense of sight is one of the most important sensory influences that tourist facilities rely on to attract tourists, represented by (42.5%). This is consistent with what was indicated by (Latasha et al., 2016) regarding sight. It is the dominant sense in attracting tourists and shaping their tourism experience. The sense of touch (23.3%) came next and then came the sense of taste (17.8%). Finally, the sense of sound ranked last at (7.5%).

Table (6) the Sensory Influences That Tourist Resorts
 Rely on to Attract Tourists (Source: Developed by the authors)

Sensory Effects	Frequency	Percentage	Arrangement
Sense of Sight	62	42.5%	1
Sense of Sound	11	7.5%	5
Sense of Smell	13	8.9%	4
Sense of Taste	26	17.8%	3
Sense of Touch	34	23.3%	2
Total	146	100%	

Table (7) answers the second question “What are the sensory influences that most affect the behavior of a tourist?” It shows that the sense of sight is one of the most important sensory influences that affect the tourist's behavior, which got a mean of (2.50). This result is consistent with what (Latasha, et. al., 2016) indicated that sight is the dominant sense in attracting tourists and shaping their tourism experience. The senses of taste and touch came next, with an average of (2.32). This result is consistent with what (Spence, 2022) indicated that many customers collect information about products by touching or tasting them. However, it does not agree with what (Balasubramanian et al., 202) suggested that the sense of touch is the least used by marketers. Then, the sense of sound got an arithmetic mean (2.1). This result is consistent with (Latasha's, et al., 2016) study. The study results indicated that the use of a musical background in restaurants or other sales places is a vital element that affects the mood of the tourist consumer. The sense of smell ranked last with an arithmetic mean of (1.98). This result is consistent with what (Pawaskar and Goelb, 2014) indicated that there is a positive relationship between scent use and increasing sales.

Table (7): Sensory influences that affect
The tourist's behavior (Source: Developed by the authors)

multi-sensory marketing	Average	Variation Coefficient	Arrangement
Sense of Sight	2.50	28.38%	1
Sense of Sound	2.1	39.09%	3
Sense of Smell	1.98	37.52%	4
Sense of Taste	2.32	35.63%	2
Sense of Touch	2.32	35.70%	2

Table (8) answers the third question, “What is the awareness of workers in tourist facilities about multi-sensory marketing?” It shows that (61.3%) of the sample members (staff of tourist facilities) are not aware of the term multi-sensory marketing, with an average of (2.85) and a variation coefficient (of 27.95%). This result agrees with what (Hoang and Tučková, 2021; Sharafat, 2020) mentioned that many projects do not realize the impact of sensory activities and cannot effectively use them. However, only (13.4%) of the staff of tourist facilities in the Dead Sea region explained their awareness of the term multi-sensory marketing. The study also showed that (25.3%) of the sample members understood the intended meaning of the term multi-sensory marketing but with other names. This result is consistent with what was indicated by (Larsen, 2007; Miranda, 2017; Latasha, et al., 2016; Balasubramanian et al., 202). They showed that sensory marketing was not a recent or new concept. The tourist institutions were not ignorant of the sensory features in the past. The difference is not in the implementation but in their awareness and performance levels. This is because, at present, tourist institutions provide benefits, including unique sensory attributes for new and existing products.

Table (8): Awareness of workers in tourist facilities

With the term multi-sensory marketing (Source: Developed by the authors)

Awareness	Frequency	Percentage	Average	Variation Coefficient
Understand	18	12.3%	2.58	28.59 %
Understand but with other names	40	27.4%		
Not Understand	88	60.3%		
Total	146	100%		

DISCUSSION

The study showed that the sense of sight was one of the most sensory influences that affected the behavior of the tourists. This result is consistent with what (Latasha, et al., 2016) indicated that sight is the dominant sense in attracting tourists and shaping their tourist experience. It also agrees with what (Miranda, 2017; Guzel and Dortyol, 2015) indicated that vision is the most exciting sense which has a close relationship between visual stimuli and emotions. It is the most stimulating in the marketing communication process (Miranda, 2017). Besides, the study agrees with what (Hoang and Tučková, 2021) indicated that many customers collect information about products by touching them. Besides, touching the product can lead to positive feelings about it and help customers evaluate it. On the contrary, if it is not allowed to touch the products, it causes the tourists to feel uncomfortable and have negative feelings about the product. Moreover, the current study also

agrees with what (Krishna, 2010) indicated that each taste is a mixture of all our five senses regarding eyesight, hearing, taste, touch, and smell. The sense of taste is also closely related to the sense of smell (Latasha et al., 2016). This result is consistent with what (Miranda, 2017) indicated that advertising, that focuses on multiple sensations, results in better perception than focusing on taste alone. Kumar, (2013) indicated that the sound is considered an enhancer of the general atmosphere of the place. Besides, it is a powerful instrument for arousing the customers' feelings. Audio marketing is also a powerful way to connect customers with a brand (Sharafat, 2020). It is a vital element that affects the mood, purchasing behavior, and preferences of the tourist consumer (Latasha, et al., 2016). While Miranda, (2017) and Guzel, (2015) indicated that the pleasant smell surrounding the tourist destination arouses the tourist's interest in the brand. It creates a pleasant mood that attracts customers to enter. Pleasant smells also contribute to increasing sales and product competition (Pawaskar and Goelb, 2014).

Recommendation

The study confirms the importance of multi-sensory marketing and its role in consumer behavior in tourist destinations. It leads to more attention and takes into account more focus in this kind of marketing program. On the other hand, multi-sensory marketing on the tourist consumer's behavior can be applied to various economic businesses. The businesses exemplify services, insurance, banking, etc. Besides, the study suggests that others should take the opportunity to take advantage of multi-sensory

research to measure the impact of other people's feelings on our senses and behavior. One should also assume that each sense has a different weight. Each sense needs more time to be absorbed. The researcher believes in applying the five senses. They should be considered, measured, and applied when needed. On the other hand, to increase the relationship between the tourist and destination and keep positive memories, many procedures can be activated by giving gifts to tourists (souvenirs, traditional carvings, and traditional costumes). Besides, the senses motivate the tourist to experience new senses, such as touching, tasting, and smelling. This can be done through offering traditional food and drinks in tourism exhibitions; and conducting training courses about multi-sensory marketing for staff and how to apply them at the workplace.

For future research, there is a need for more studies in this domain to improve the accuracy of the information available. They are to create awareness and motivate the tourist's behavior in the future. The owners of tourist facilities should not only market their products with visuals, but also attract all the senses of the consumer (smell, sound, touch, taste, and sight). Thus, marketing is seen as valuable and interesting. The activation of multiple senses enhances the feelings of authenticity and experience if they are combined and if other consumers participate. Tourism marketing can claim to be future-oriented and attractive.

CONCLUSION

Across cultures, civilizations, and religions, the senses are mentioned in all ancient texts and scriptures with a detailed mention of the five senses called indri (Mamidi and Gupta, 2018). In Hindu religious scriptures, Buddhism also focuses on the power of the five senses (Machała, 2014). In the ancient Greek civilization and the Maya civilization, the senses were mentioned in their texts as a communication form with the outside world (Khirodhur et al., 2016). Despite this, there are few studies about the effective use of multi-sensory marketing, at least not within the tourism sector or various media channels. However, multi-sensory marketing is the future of advertising and branding (Lindstrom, 2015). (Miranda, 2017) indicated that sensory information can have a positive effect on promoting a destination. This study indicated the importance of Multi-Sensory in Tourism Marketing to increase and create the tourists' motives to visit the destination, and finally success in getting tourist satisfaction.

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