



## The Impact of Sensory Branding on Tourist Experience\*\*

\* Özgür SARIBAŞ<sup>a</sup> , Cengiz DEMİR<sup>b</sup> 

<sup>a</sup> Izmir Katip Celebi University, Faculty of Tourism, Department of Gastronomy and Culinary Arts, Izmir/Turkey

<sup>b</sup> Izmir Katip Celebi University, Faculty of Tourism, Department of Tourism Management, Izmir/Turkey

### Article History

Received: 23.08.2022

Accepted: 16.12.2022

### Keywords

Hospitality

Senses

Sensory branding

Tourist experience

Tourism marketing

### Abstract

The aim of this study is to examine the impact of sensory branding on the tourist experience in the hospitality industry and emphasize its importance. The scope of the research consists of 5-star hotels in Izmir, Turkey. In the study, 413 questionnaires were obtained and the data were analyzed with quantitative research methods. The experience in the research is related to the sensory tourist experience. For this purpose, the relationships among sensory branding, tourist experience, satisfaction, decision-making, and revisit intention were also examined as related topics with experience. According to the basic finding of the research, sensory branding affects the tourist experience under some conditions and mediating variables. This research includes the adaptation of sensory research, which has a multidisciplinary field of use, to the field of tourism. The inadequacy of academic studies on the use of senses in tourism research is among the limitations of the research. According to the main result of the study, sensory branding has a positive and significant impact on sensory tourist experience. In addition to the contribution of tourism literature, the findings will be beneficial in providing a competitive advantage for accommodation establishments and keeping up with developing technologies and innovations. At the same time, it will be a research that sheds light on the gap in the sensory branding literature in tourism.

### Article Type

Research Article

\* Corresponding Author

E-mail: ozgur.saribas@ikc.edu.tr (Ö. Saribaş)

DOI: 10.21325/jotags.2022.1118

\*\* This study is extracted from a doctorate dissertation titled "A Research on Sensory Branding of Tourism and Impact on Tourist Experience: Case of Izmir"