

Exploring the Multi-Sensory Based Memorable Tourism Experiences: A Study of Adam&Eve Hotel in Turkey

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Received: 8 February 2016 / Revised: 14 July 2016 / Accepted: 29 July 2016/ Published online: 6 October 2016

ABSTRACT

Tourism business executives should discover critical ways to create a memorable experience by appealing to consumers' multi-sensory organs emotionally and rationally. From this point of view determining the most successful multi-sensory brand experience concept, which the customers find most satisfying, is becoming a critical marketing strategy. So this study aims to find the sensory based memorable tourism experiences, attributes/specific elements of the hotel business. With this aim, Adam&Eve Hotel, a themed hotel in Antalya, was chosen as the study sample. In this exploratory research, comments which were made electronically on Tripadvisor.com, known as the world's most visited online social travel information channel about the holiday experience, constituted the search data and the data was subjected to content analysis via Nvivo Software and the critical multi-sensory organs that create memorable tourism experiences were defined. The analysis of the results has been performed on the basis of five sensory stimuli: 1) tactile, 2) gustatory, 3) olfactory, 4) visual, and 5) auditory. The findings also revealed that nearly 70 percent of the recalled emotions and feelings from sensations related to visual stimuli which were detailed with the components like decor, interior/exterior design, etc.

JEL classification: M30, M31, M39

Keywords: Sensory Marketing (SM), Memorable Tourism Experiences (MTE), multi-sensory brand strategies, Nvivo, Turkey.

INTRODUCTION

The businesses, in the midst of change in competitive/dynamic market place, direct their activities from traditional marketing that reveals the nature and benefits of the product through the competitive activities emphasizing the emotions and feelings that will create value for customers. As creating value for customers requires a new way, Tung and Ritchie (2011) offer the concept of the tourism experience which should be created and managed by companies to differentiate their offers (Kotler and Armstrong, 2014). This fact is more intensely perceived in tourism and

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hospitality industry because people visit the tourist destinations in order to satisfy their particular needs including social, emotional, psychological, etc. and the tourism experiences are formed by these visits and environment (Volo, 2010; Chhetri et al., 2004). While the destination experiences, identified by Oh et al. (2007) as enjoyable, engaging, and memorable encounters, are highly idiosyncratic, tourism businesses have to give attention to the realization of memorable tourism experiences for travelers (Tung and Ritchie, 2011; Kim et al., 2010). For instance, Bharwani and Jauhari (2013) stressed the co-creation of memorable customer experience and discussed the role of frontline employees. In the context of destination experiences, this paper will be organized to highlight sensory marketing.

Sensory marketing is one of the main issues of memorable experiences. Businesses that activate multi-sensory bases create memorable experiences for the customer; strengthen the emotional connection between the customers and the business/brand; influence the value perception of product quality/brand value/economic. As Krishna and Schwarz (2014) state, in recent years, the role of sensory experiences in judgment and decision making has increased and there has been seen a surge of interest in marketing as well as psychology, and as Tung and Ritchie (2011) declared, while academic studies are increasingly examining tourism as a function of memorable experiences (ME), more research must be done to uncover the essence of what exactly makes certain experiences special, spectacular, and memorable. From this point of view, determining the most successful multi-sensory brand experience concepts which the customers find most satisfying has become a critical marketing strategy for ME. Sensory research in consumer psychology has produced a rich body of observations that bear on how sensory attributes of products, advertisements, and retail spaces influence consumers' thoughts, feelings, and decisions (Krishna and Schwarz, 2014). The themed hotels increasing their consumption capacities are the best examples of the tourism business focusing on sensory marketing contents and use them most effectively. In this context, the starting point of this research is to discover the determinants of MTEs based on the multi-sensory organs for the marketing strategies in hotel business.

1. LITERATURE REVIEW

Experiences, expressing the flows of consumption through fantasy, emotion and entertainment, change people who enter and experience a real, imagined or virtual event (Schmitt, 1999; Holbrook and Hirschman, 1982). Businesses, while creating a consumption environment in the atmosphere designed by sensory stimuli, change emotions of the customers (Güzel, 2013). At this point, memorable experiences could be defined as the changing of behavioral, emotional, sensory, cognitive, relational and functional values, and these experiences take place in the neurological brain areas as a mixture of sensations and emotions evoked by the physical performance (Güzel, 2013; Kim, 2010; Lindstorm, 2007; Shaw, 2007; Schmitt, 1999). Memorable experiences are constructed by travelers based on their individual assessment of subjective experiences (Kim, 2010) as the recollection of pleasurable memories during the holiday and as being emotional, these experiences have a significant relationship with behavioral intentions, which is mediated by satisfaction (Prayag et al., 2013). Therefore, it is vital to contribute to the conceptualization of human senses, which play important roles in consumers' memorable experiences.

The tourism sector is the main sector in which memorable experiences could be created by provoking the customers' feelings and emotions by fun and joy and the behavior of the customers could be changed. As tourism establishments get more profit from experiences (Pine and Gilmore; 1999), Hulten (2011) advises tourism establishments to focus on the sensory systems to maximize their profit by producing their own brand experience. At this point, multi-sensory marketing (MSM) is established as a critical marketing strategy (Güzel, 2014). Krishna and Schwarz (2014) define the SM as "marketing that engages the consumers' senses and affects their perception,

judgment, and behavior” and focuses on the senses, as well. American Marketing Association (AMA) focuses mostly on feelings and emotions, on the sensory marketing’s identification, as it defines SM as “marketing techniques that will drive customers’ feelings in order to influence customers’ behavior and emotions” (Valenti and Riviere, 2008).

In tourism marketing, multi-sensory dimensions were discussed by many researchers, with varied methodologies. Accordingly, the role of human senses, as part of sensory information and sensory marketing, in designing and enriching tourist experiences and marketing communications (Pan and Ryan, 2009; Agapito et al., 2012), advertisement effectiveness (Krishna et al., 2016) and innovative product design (Raz et al., 2008), was investigated. Apart from this literature, the present paper aims to find the sensations heavily contributing to memorable tourism experiences. Therefore, it will be proper to review sensation marketing literature deeply.

The visual (eyesight) component has often been the focus of the empirical research on tourist experiences (Agapito et al., 2013). That literature indicates that natural and muted colors increase good feelings, intense and artificial lights affect the customer’s dynamism and powerful lighting creates a live/warm and friendly environment (Güzel, 2013; Ballantyne et al., 2011; Valenti and Riviere, 2008; Heide and Grønhaug, 2006).

Based on the research related with the auditory sensory stimuli, the easiest/cheapest/strongest factor of creating emotions and feelings, it has been found that specific music evokes memories and emotions, increases sales and time spent in the shopping areas, affects what places customers like; slow music creates positively loaded emotions (Güzel, 2013; Hulten et al., 2009; Valenti and Riviere, 2008; Lindstrom, 2007; Shaw, 2007; Turley and Chebat, 2002; North and Hargreaves, 1996; Yalch and Spangenberg, 1990; Millman, 1986).

Findings on the olfactory stimuli suggest that pleasing aromas make customers spend more time at the shopping areas and make them feel good (Slatten et al., 2011; Bowie and Buttle, 2009; Hulten et al., 2009; Lindstrom, 2007; Shaw, 2007; Hirsch, 1995).

The presentation and taste of food and beverages is another sensory content that strengthens the experience, attracts customers’ attention and persuades the customers (Hulten et al., 2009; Valenti and Riviere, 2008). The disappointing experiences related to gustatory stimuli have negative consequences, as well. Son and Pearce (2005) stressed that, as being an important part of total sensory experience, food should be mentioned clearly by marketing strategies.

Also, businesses/brands going beyond the product should not ignore the tactile stimuli in order to make the products more realistic and different (Lindstrom, 2007). As the emotions are set in the center of the consumptions, Lasalle and Britton (2003) claim that customers’ emotional needs are the hardest to satisfy. Within this realm, all the sensory contents have many positive effects if they are used in an effective way. Consequently, Ditoiu et al. (2012) highlight that the way to create a link between the identity elements of a destination and a tourist’s feelings and to gain a place in his mind is designing experiences by stimulating the consumer from a sensory point of view.

2. METHODOLOGY

The present study aims to explore the following research questions:

RQ1 – Which sensation is further used to express the memorable tourism experiences of a themed hotel visit?

RQ2 – What are the detailed sub-dimensions of each sensory stimulus that contributed to memorable tourism experiences?

In order to find answers to these questions, a qualitative approach was preferred. Content analysis, a qualitative approach, was chosen to explore the multi-sensory based memorable tourism experiences. The data was taken from Tripadvisor.com, which is a popular online social travel site. TripAdvisor, the world’s largest travel site, has reached 340 million individual monthly

visitors, enables travelers to plan and book a perfect trip with 350 million reviews and opinions covering more than 6.5 million accommodations, restaurants and attractions. TripAdvisor offers advice from millions of travelers and a wide variety of travel choices and planning features with seamless links to booking tools that check hundreds of websites to find the best hotel prices (www.tripadvisor.com, 24.05.2016). From this travel community, the Adam&Eve Hotel was chosen as the sample hotel which has a special class category with designing awards such as Turkey's Leading Honeymoon Hotel, Europe's most Romantic Hotel, Europe's Leading Design Hotel, World's Luxury Hotel Awards Winner, World's Leading Design Hotel, Europe's Leading Couples Resort. The 299 travelers' – all English and Turkish – comments dated from 30th May 2007 to 23rd May 2014 were analyzed. Other languages such as French, German, etc. were eliminated because of the limitation of the language. Some descriptive results were gathered to mine more detailed explorative inferences related to emotions and feelings. 299 reviews were investigated based on five sensations and all coded sensual contents were assigned to the categories (sensations) to which they belong. As a result of the analysis, the contents were gathered on five sensory stimuli (tactile, gustatory, olfactory, visual, and auditory), the number of emotions and feels remembered was presented and some examples of the reviews were displayed. All the consumer reviews were imported to and analyzed by QSR NVIVO 10, software used to analyze unstructured large data sets.

3. FINDINGS

In the present study, a qualitative study has been performed to explore the sensory based memorable tourism experiences attributes. The analysis of the results was based on five stimuli categories: 1) tactile, 2) gustatory, 3) olfactory, 4) visual, and 5) auditory. Nearly 70 percent of the recalled emotions and feelings from visual stimuli were detailed with the components like decor, interior/exterior design, etc. The other ranges are shown in Table 1.

Table 1
The Sensory Stimuli Distribution

Sensory stimuli	The Recalled Emotions and Feelings
Tactile	9
Visual	209
Gustatory	65
Auditory	14
Olfactory	2

In the next Tables from 2 to 6, all the themes gathered from the reviews will be illustrated in five sensory categories.

Table 2
The Recalled Emotions and Feelings vs. Tactile Stimuli

Sensory Contents	The Recalled Emotions and Feelings	Emotion and Feeling Statements	Memory Based Customer E-reviews
Tactile	9	amazing freshening, relaxing, fantastic	<p>(1) "The room is amazing and very comfortable"</p> <p>(2) "It also has comfortable lounge chairs in the pool which help keeping you fresh on a very warm sunny day"</p> <p>(3) "If you like the sea you can also relax on the pontoon in very comfortable beds"</p> <p>(4) "The room was so very comfortable, a fantastic memory of foam bed"</p>

The memories related to tactile stimuli focused on the components of the room. Mostly mentioned statements frequently described the emotions associated with the comfortableness of the bed, chairs etc. A review says:

“The room was so very comfortable, a fantastic memory of foam bed”

The reviews clearly revealed that if a tactile based memorable experience is targeted, the room and its components should reflect the sense of comfort.

Next, the sensation that influences creating memories most, as it was mentioned in 209 reviews, namely *visual stimuli*, is addressed. The feeling statements range from some soft expressions like *romantic, love, happiness* to some extreme like *phenomenal, wow, just to die for* as shown in Table 3.

Table 3

The Recalled Emotions and Feelings vs. Visual Stimuli

Sensory Contents	The Recalled Emotions and Feelings	Emotion and Feeling Statements	Memory Based Customer E-reviews
Visual	209	romantic, amazing, fantastic, nice, interesting, sexy, fabulous, love, wonderful, refreshing, pleasing, happiness, impressive, fascinating, superb, great, phenomenal, unique, magnificent, special, chic, pleasure, relaxing, impressive, lovely, just to die for, joyful, fun, perfect	<p>(1) “Full jacuzzi bath in the bedroom and three beds for ‘sleeping’ including one on the balcony, added to the impression that this hotel was really designed for one purpose and that the people most likely to appreciate its surreal attributes are those on honeymoon or other ‘romantic’ reasons”</p> <p>(2) “The room is amazing and very comfortable, it has a Jacuzzi and near it there is a bed on which you can lay even if you are wet, one meter away there is the actual bed which is very spacious and comfortable”</p> <p>(3) “The room was so very comfortable, a fantastic memory of foam bed, with another ergonomic day bed and a full-size double day bed on the balcony. In the room there is a Jacuzzi bath, and a flat screen TV on the wall.”</p> <p>(4) “Concept of the hotel is very interesting and geared towards the party scene”</p> <p>(5) “The rooms are definitely sexy”</p> <p>(6) “As I stepped in this fabulous hotel I felt like I walked into heaven. From floor to ceiling, it looks spectacular”</p> <p>(7) “There were mirrors everywhere, we loved it”</p> <p>(8) “...somewhere so aesthetically pleasing”</p> <p>(9) “It’s not just mirrors, it’s lights, and furniture, and the way it’s organized that makes it so amazing.”</p> <p>(10) “The rooms are spacious and big where you’ll be happy to even spend some time therein”</p> <p>(11) “It is the single most impressive modern interior space I’ve ever seen.”</p> <p>(12) “The Adam and Eve Hotel has a special design that fascinated me from the first moment”</p> <p>(13) “Hotel concept is great and you always see this design that makes you special”</p> <p>(14) “What attracted us to the hotel is its stellar design. We love it”</p> <p>(15) “It is definitively a magnificent design-wise place.”</p> <p>(16) “... great design that you may not have experienced yet”</p> <p>(17) “...chic contemporary architecture as well as a romantic atmosphere.”</p> <p>(18) “A resort designed for pleasure”</p> <p>(19) “Lovely pools...”</p> <p>(20) “A relaxing pool which is just to die for”</p>

Sensory Contents	The Recalled Emotions and Feelings	Emotion and Feeling Statements	Memory Based Customer E-reviews
			<p>(21) <i>“The room also offers the possibility of changing the color of the light to which color you may like and it really helps to create a romantic, relaxing and joyful atmosphere”</i></p> <p>(22) <i>“The rooms are very sexy, with... cool lighting features”</i></p> <p>(23) <i>“It gave me so much refreshing feeling that made me about to cry when we were checking out, mirrors are all over the room and the lighting system is so much of fun”</i></p> <p>(24) <i>“The white and mirrored theme was impressive and certainly has a wow factor”</i></p> <p>(25) <i>“...sea facing large rooms does have fantastic scene of Mediterranean”</i></p> <p>(26) <i>“everything is white and all the walls are mirrors; nice concept”</i></p>

All reviews related to visual stimuli were arranged in seven subgroups: (1) decor, (2) interior design, (3) exterior design, (4) pool, (5) lighting, (6) color and (7) view. Generally, decor and interior design generate some romantic emotions and feelings all together as a review reveals:

“Full jacuzzi bath in the bedroom and three beds for ‘sleeping’ including one on the balcony added to the impression that this hotel was really designed for one purpose and that the people most likely to appreciate its surreal attributes are those on honeymoon or other ‘romantic’ reasons”

Some components of interior and exterior design like mirrors and color, as the distinctive features of the hotel, were emphasized positively. They can be seen as the main highlight of the review, alone:

“There were mirrors everywhere, we loved it”

“The room also offers the possibility of changing the color of the light to which color you may like and it really helps to create a romantic, relaxing and joyful atmosphere”

or guests remembered the multi-visual stimulus, also mentioning their memorable emotions:

“It’s not just mirrors, it’s lights, and furniture, and the way it’s organized that makes it so amazing.”

“The room also offers the possibility of changing the color of the light to which color you may like and it really helps to create a romantic, relaxing and joyful atmosphere”

“It gave me so much refreshing feeling that made me about to cry when we were checking out, mirrors are all over the room and the lighting system is so much of fun”

“The white and mirrored theme was impressive and certainly has a wow factor”

By that, the hotel management seems to have achieved the goal. One review totally reflects the concept of the hotel by using the heaven metaphor:

“As I stepped in this fabulous hotel I felt like I walked into heaven. From floor to ceiling, it looks spectacular”

While some of the others highlight the speciality of the design:

“The Adam and Eve Hotel has a special design that fascinated me from the first moment”

“Hotel concept is great and you always see this design that makes you special”

“What attracted us to the hotel is its stellar design. We love it”

“It is definitively a magnificent design-wise place.”

In these reviews, it is understood that people create positive memories, mostly through the visual sensory stimuli. According to this research, finding some distinctive specialties and associating them with visual components may make the customers pay attention and take interest in some facts shaping their memories which are recalled more easily.

The gustatory stimulus is the second most mentioned sensory stimulus that makes customers recall positive emotions and feelings. The reviews concerned the flavors of food & drinks and buffet as well.

Table 4

The Recalled Emotions and Feelings vs. Gustatory Stimuli

Sensory Contents	The Recalled Emotions and Feelings	Emotion and Feeling Statements	Memory Based Customer E-reviews
Gustatory	65	relaxing, nice, gorgeous, fantastic, amazing, fabulous, wonderful, funny, awe, inspiring, excellent, perfect, extraordinary, enjoy, impressive	<p>(1) "...relaxing on one of the bed cubes with a nice cup of herbal tea."</p> <p>(2) "...freshly squeezed orange is gorgeous"</p> <p>(3) "...The blind restaurant was a fantastic experience."</p> <p>(4) "Drinks are also still amazing, fabulous cocktails, frozen ice drinks and delicious fresh coffee".</p> <p>(5) "...the wonderful and varied dining options."</p> <p>(6) "The one restaurant that I will actually mention is the 'Blind' restaurant in which you can eat in absolute dark... very funny!"</p> <p>(7) "The food buffet in the main restaurant was awe inspiring"</p> <p>(8) "We tried the Turkish and seafood restaurants and the food and service were excellent."</p> <p>(9) "...food and drinks perfect"</p> <p>(10) "...foods are extraordinary"</p> <p>(11) "The buffet was of relatively good quality and we enjoyed most of the food choices"</p> <p>(12) "...the buffet was impressive but I would recommend paying the extra 10 euros service charge and eating in the A la carte restaurants which were very nice"</p>

As in the reviews below, hotel guests mention the quality and flavor of the foods & drinks mostly and the assessments were made in a more utilitarian context.

"Drinks are also still amazing, fabulous cocktails, frozen ice drinks and delicious fresh coffee".

"The food buffet in the main restaurant was awe inspiring"

"The buffet was of relatively good quality and we enjoyed most of the food choices"

The way the meals were served to the guests also seems to lead to the hedonistic experiences.

"...The blind restaurant was a fantastic experience."

"The one restaurant that I will actually mention is the "Blind" restaurant in which you can eat in absolute dark... very funny!"

As in these examples, the blind restaurant experience was qualified as fantastic and funny. The customers' eyes are closed to create a dark atmosphere and to make them focus only on the food's flavor. That is why it is called blind restaurant. This was, for instance, a strategy for hotels to enhance the utilitarian feature of food and drinks by adding some hedonist patterns.

Table 5

The Recalled Emotions and Feelings vs. Auditory Stimuli

Sensory Contents	The Recalled Emotions and Feelings	Emotion and Feeling Statements	Memory Based Customer E-reviews
Auditory	14	enjoy, cool, fantastic, just to die for, perfect, fun, peaceful, amazing, attractive	(1) <i>“The night shows and parties are very enjoyable.”</i> (2) <i>“The parties were cool”</i> (3) <i>“And the shows are also fantastic.”</i> (4) <i>“And yet I haven’t told you about the party itself which was just to die for. The food, the show, the music, everything was perfect and overall it was such a fun night”</i> (5) <i>“Noise isolation is perfect. You will have a quiet room and a peaceful sleep at all times.”</i> (6) <i>“...but there were lots of people around and amazing music, parties, and entertainment”</i> (7) <i>“Night shows at the bar are attractive usually”</i>

Auditory stimuli clues were also mentioned by a certain number of guests. In this theme, guests mostly came up with items related to entertainment. In this case, night shows, party music were primary elements. The comments below describe the impact of auditory stimuli on entertainment.

“The night shows and parties are very enjoyable.”

“And yet I haven’t told you about the party itself which was just to die for. The food, the show, the music, everything was perfect and overall it was such a fun night”

“...but there were lots of people around and amazing music, parties, and entertainment”

Apart from the hedonistic aspect of the sense of sound, silence is another important issue for a calming holiday experience. But given the fact that only 1 guest mentioned the noise isolation, it can certainly be said that the hedonistic effect of sound is by far more vigorous than its utilitarian effect.

“Noise isolation is perfect. You will have a quiet room and a peaceful sleep at all times.”

Table 6

The Recalled Emotions and Feelings vs. Olfactory Stimuli

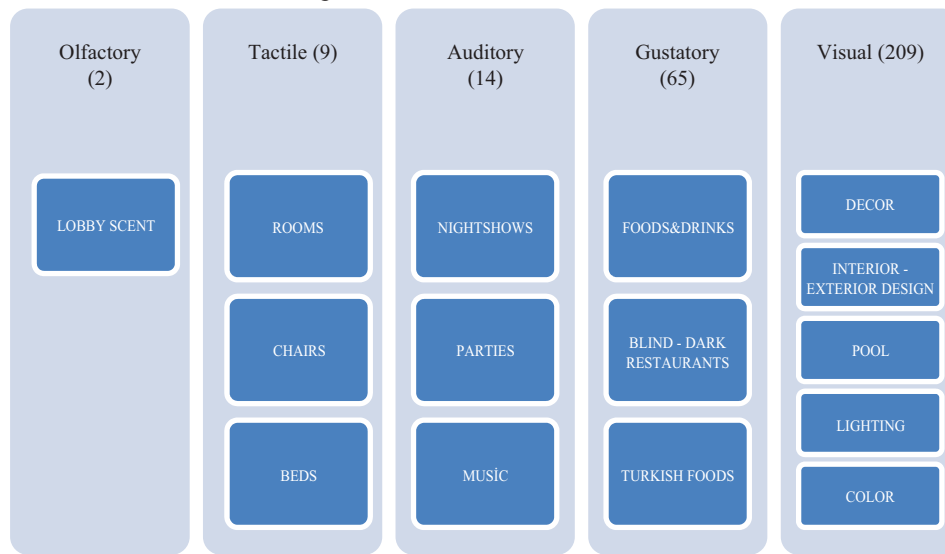
Sensory Contents	The Recalled Emotions and Feelings	Emotion and Feeling Statements	Memory Based Customer E-reviews
Olfactory	2	nice, marvelous	(1) <i>“...nice, very well scented, everywhere”</i> (2) <i>“..the marvelous apple scent at the entrance of the hotel effaces everything”</i>

The findings surprisingly reveal that guests did not value the sense of smell as an essential part of their experience, although the hotel in question has some arrangements appealing to this sense, namely the smell that welcomes guests in the lobby. Only in one review, the effect of smell on experience was commented.

“..the marvelous apple scent at the entrance of the hotel effaces everything”

Finally, the results of the content analysis show that the sensations of the tourists were used to express their tourism experiences and the detailed sub-dimensions of each sensation contributed to these memorable experiences. The response scores of each sensation and the sub-dimensions are presented in Figure 1. As seen in Figure 1, of the total 299 reviews the sense of sight came forward as the most frequently mentioned sensation, while the sense of smell as the least.

Figure 1
The Sensory Stimuli Profile of Tourism Experiences



CONCLUSION

Tourists tend to make biased choices based on their past experiences, as emotional stimuli, including both positive and negative valence, lead to the strong memorability of an event (Kim, 2014). So, business management should discover the ways to be able to appeal to consumers' multi-sensory organs emotionally and rationally by generating a relationship between tourism and psychology. Similarly, Hulten (2011) states that sensory strategies differentiate the brand, approaching the consumer's mind and senses both from a cognitive point of view and from an emotional one. As experiences have become a significant concept of tourism, it is crucial to acknowledge the components of experiences (Çetin and Bilgihan, 2014). As an attempt to answer the research questions, the results of the study show the detailed sub-dimensions of each sensation that contributed to the memorable experiences.

The customers' multi-sensory based memorable tourism experiences revolve around five sensory stimuli: tactile, 2) gustatory, 3) olfactory, 4) visual, and 5) auditory. The sense of sight came forward as the most frequently mentioned sensation in explaining the emotions and feelings in the context of the ME. This result is compatible with the results of Ditoiu and Caruntu (2014). Visual stimuli (design, lighting, mirror theme, white color, etc.) of the sensory experiences were mostly identified with emotions and feelings such as refreshing, relaxing, romantic, sexy, happy, joyful, fun, fascinating. The sight sense is followed by taste content and sensory experiences related to this sensory stimulus were mostly associated with emotions and feelings such as relaxing, fantastic, extraordinary, and fabulous. Hearing content, the third most commonly mentioned stimulus, is linked with the emotions and feelings such as fun and peaceful. And finally, the sense of smell was the least mentioned sensory stimulus, contrary to expectations. As Krishna and Schwarz (2014) emphasize that not all stimulations will exert an influence through the same pathways, in this study sight has been the most dominant sensory content for creating emotions and feelings.

Sensory contents could be referred to the esthetic dimension of the experience economy. In the related literature, a relationship between esthetic dimension and memory has been detected (Ali et al., 2014; Güzel, 2014; Güzel, 2013; Hosany and Witham, 2010; Oh et al., 2007). It has been noticed that guests share their memories with emotions and feelings through sensory experiences. These emotions and feelings could be seen as the antecedent of the post-experience behaviors. Some past research from the tourist experience literature (Ali et al., 2014; Loureiro, 2014;

Prayag et al., 2013; Güzel, 2013; Kastenholtz et al., 2012; Tung and Ritchie, 2011; Hosany and Witham, 2010; Yuksel and Yuksel, 2007; Turley and Milliman, 2000), stressing that emotional reactions affect post-experience behaviors like intention to recommend/buy, satisfaction, loyalty or remembering the experience positively, supports this argument.

Themed resort hotels are increasing in number and paying attention to the customers who are willing to have a unique experience and to collect memories. Ali et al. (2014) state that resort hotels are preferred by the guests who want to escape their daily routine. Creating memorable experiences is the essence of the tourism industry and significant sensory themes may lead to some conclusions for the hotel management to optimize the environment and enhance the profitability of the sensory ambient. In this manner, hotel managements may have a chance to plan, design and differentiate the overall experience of guests and to make this experience more memorable with more qualified sensory channels. Positive memorable experiences should be created with an amazing service area and positive values. This study could offer to managers a suggestion that sight and taste sensory contents should be mostly taken into account. But as emphasized by Ditoiu and Caruntu (2014), alongside the sight sensation, the other sensations also complete the experience and make it more memorable.

Although this study offers a review of the sensory profile of tourism experiences, as being an exploratory study, the results presented could not be generalized. Because of the language limitations, as stated before, only Turkish and English comments were analyzed. For further studies, a big language analysis team may be formed to have a holistic view. The findings should be investigated in different contexts to reach a more general result. Moreover, sensory channels have not only positive outcomes, but also negative ones. This paper takes only the positive aspects of sensations into consideration. As the concept of the tourism experience has become a focal point for current tourism research and management (Tung and Ritchie, 2011), future studies may include negative reviews on sensations to represent the whole picture of sensory based tourism experiences. Moreover, some recommendations could be made on the methodology section like analyzing the data through the experience model (4Es-model – educational, esthetic, entertainment, and escapist) of Pine and Gilmore (1999) or integrating qualitative and quantitative studies to identify the factors that drive consumers' emotional responses.

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