

18 Conclusion

Metin Kozak and Antonia Correia

As frequently emphasized in the book, experiential marketing aims to provide brands with memorable and unexpected interactions to establish human-based connections with consumers, make them to feel like a part of the community and remind how they are valued (Belhaj & Lehman, 2024; Kozak & Correia, 2025). In tourism, as in many other industries, experiential marketing increases tourist satisfaction and loyalty on the demand side by the implementation of applications such as theme-based events, personalized services and sensory encounters (Correia et al., 2019). On the supply side, it provides a competitive advantage by offering memorable experiences due to the simultaneous production and consumption of services and the interaction with nature and/or culture (Kozak & Baloglu, 2011). Therefore, the book explores tourism experiential marketing concepts and contexts, emphasizing its evolution, theoretical grounds and applications. This book follows an interdisciplinary approach (Correia et al., 2016), where marketing, technology, culture and community-based tourism are explored.

The evolution and theoretical foundations of experiential marketing

Experiential marketing has grown from traditional promotion to a sensorial, emotional and participative customer-centric approach (Kozak & Correia, 2025). The theoretical fundamentals, engrained in the experience economy, hedonic consumption, and service-dominant logic, demonstrate how tourism marketing highlights value co-creation amid businesses and tourists. As travelers search for meaningful and immersive activities, marketing must enhance consumer experiences and destination appeal rooted in its theoretical underpinnings (Kozak & Andreu, 2006). The book supports this debate through a multidimensional context mixing emotional, sensory, and technological elements into experience design.

Storytelling, branding, and smart technologies in immersive tourism

This book recognizes storytelling as critical to destination marketing. Stories create emotional bonds and contribute to creating a sense of place and identity (Correia & Kozak, 2016). Branding strategies include experiential dimensions to guarantee that destinations echo with tourists. Augmented reality, virtual reality and AI-driven personalization have additionally changed tourism marketing by