

6 Sustainability in Experiential Tourism: Marketing Eco-Friendly Experiences

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The objectives of this chapter are to:

- ☐ Understand experiential tourism,
- ☐ Relate sustainability and experiential tourism activities,
- ☐ Discuss experiential marketing to promote eco-friendly tourism experiences.

Introduction

In tourism activities, tourists are offered various services and products for consumption. Tourism products, destinations, natural beauty, quality of transportation and accommodation, entertainment services, etc., are all to create an experience. Experience can be seen as the key to making a difference in tourism activities. Due to its subjective nature, experience is not easy to define (Coelho et al., 2018). Experience is intrinsically connected to tourism and travel because of finding or passing through life (Schmitt, 1999). In the marketing framework, an ideal experience is 'memorable' and allows this consumer to use all his senses (Grundey, 2008). Experiential consumption has its roots in the development of services, where the product purchased by the contemporary consumer is an experience rather than a material object (Addis & Holbrook, 2001). There is a transformation from owning goods to experiencing and living exceptional encounters by the consumers (Frochot, 2021).

Experiential tourism, which is one of the ten main subjects that will affect global tourism in the future, first came to the agenda in America and was founded with the experience economy approach (Akkus, 2021). From the late 1990s to the turn of the millennium, the concept of experiential tourism began to appear in the literature of tourism practitioners globally (Smith, 2006). It has become necessary