

ADVANCES
IN TOURISM
MARKETING

Tourism Marketing

The Experiential Perspective



EDITORS

ANTONIA CORREIA
METIN KOZAK



Advances in Tourism Marketing

Metin Kozak, Antónia Correia, and Alan Fyall

This series of cutting-edge research-informed edited books aims to introduce the reader to a range of contemporary marketing phenomena in travel and tourism. Authored by leading academics in their fields of research interest, each book will combine related themes with individual chapters contributing theoretical, methodological, policy-related and/or practical outcomes for the reader. Each book will be introduced and concluded by the series editors who, between them, have many decades of research and publishing experience behind them. This advanced series of scholarly texts aims to stimulate and engage readers in the fast-changing, complex and increasingly interdisciplinary nature of tourism marketing, and serve as a catalyst for future intellectual, academic, and professional-driven research agendas. This book series encourages critical, participatory and humanistic approaches to research and welcomes contributions from worldwide. In particular, the series welcomes contributions from a non-Western perspective as tourism becomes truly global in its reach and impact.

Tourism Marketing: The Experiential Perspective

Editors:

Antonia Correia and Metin Kozak

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Introduction: Understanding Experiential Marketing

Antónia Correia and Metin Kozak

As the distinction between products and services in today's market becomes increasingly narrow, functional benefits, emotional connections, and personal experiences play a significant role in consumers' purchasing decisions (Pine & Gilmore, 1999). This is where experiential marketing introduces itself. Unlike traditional marketing, experiential marketing allows brands to establish a direct and interactive connection with consumers (Schmitt, 1999a). This approach introduces consumers to a product or service and gives them a memorable brand experience. These experiences can be through interactive events, personalized services, or immersive storytelling. This emotional bond consumers form with a brand increases sales and lays the foundation for long-term customer loyalty and brand ambassadorship (Lemon & Verhoef, 2016).

Experiential marketing encourages consumers to become active participants rather than passive buyers. This allows them to experience a brand's value through firsthand experience rather than simply listing its features (Meyer & Schwager, 2007). For example, a hotel brand can be far more effective by offering potential customers an authentic dining experience or allowing them to immerse themselves in the hotel through virtual reality. Such personal and memorable experiences leave consumers with a positive and lasting impression of the brand. Consequently, experiential marketing has become an essential strategy for standing out in a competitive market, increasing customer loyalty, and expanding a brand's market share. Brands now need to consider what they sell and the experience they offer their customers.

As a result, experiential marketing is a consumer-driven approach that focuses on creating memorable, immersive, and emotionally engaging experiences rather than traditional promotional tactics. Experiential marketing enhances visitor satisfaction, loyalty, and emotional connections with destinations (Schmitt, 1999b). Destinations and businesses increasingly incorporate sensory engagement, storytelling, and co-creation to offer authentic and transformative travel experiences (Pine & Gilmore, 1999). These experiences offer shareable moments on digital platforms, increasing a destination's international visibility and inspiring new visitors, which enhances its competitiveness. Ultimately, experiential marketing has become a strategic necessity for destinations to accomplish sustainable success in the internationally competitive tourism market.

Held in Bordeaux, France, the 9th *Advances in Tourism Marketing Conference* (2023) provided a global platform for scholars and practitioners to explore the evolving role of marketing in tourism. A particular focus was on experiential marketing strategies, digital transformation, and sustainability. The discussions at this conference highlighted the need for an updated and comprehensive perspective on experiential marketing, leading to the development of this book, *Tourism Marketing: The Experiential Perspective*. This volume compiles key theoretical insights, empirical studies, and practical applications, offering a holistic view of experiential tourism marketing (Correia & Kozak, 2022).

This book aims to answer critical questions regarding experiential marketing in tourism, as stated below:

- How has experiential marketing evolved, and what are its theoretical underpinnings?
- What role do storytelling, branding, and innovative technologies play in creating immersive tourism experiences?
- How do wine and gastronomic experiences contribute to destination marketing?
- What is the impact of community-driven tourism on sustainability and responsible travel?

The book is structured into four thematic sections to address these research questions, each focusing on a specific aspect of experiential marketing in tourism.

Concepts and Evolution – This section sets the theoretical foundations of experiential marketing, discussing how it has evolved and continues shaping consumer behaviour.

Destination and Business Experiences – Focusing on case studies of tourism businesses and destinations, this section delves into storytelling, branding, and innovative tourism strategies that create impactful visitor experiences.

Wine Experiences – Examining wine tourism as a specialized field, this section explores how wineries and wine regions leverage sensory marketing, technology, and sustainability to enhance visitor engagement.

Community-Based Tourism Experiences – This final section highlights the role of local communities in experiential tourism, emphasizing how community-driven initiatives preserve heritage, empower locals, and contribute to sustainable tourism models.

Part I: Concepts and evolution

This section contains three chapters and explores the theoretical foundations and evolution of experiential marketing in tourism. **Chapter 1** analyses the development of experiential marketing theories and their application in tourism to study the customer experience (Dora Agapito). **Chapter 2** discusses how destinations

implement experiential strategies, especially in national parks, and emphasizes the effectiveness of the Mahala Week marketing campaign in that context (Bontle Nqalamba, Lisebo Tseane-Gumbi, and Elmarie Slabbert). **Chapter 3** examines how different disciplines contribute to experiential tourism research and discusses future opportunities for transformative experience research in tourism (Juliana R. V. Tkatch).

Part II: Destination and business experiences

With its eight chapters, this section presents practical experiential marketing applications in tourism businesses and destinations. **Chapter 4** investigates the role of innovative culture initiatives in tourism development as a new pillar of intelligent urban development and examines the importance of cultural accessibility in determining whether a city is in a developed or developing country (Christine Petr and Silvia Cacho-Elizondo). **Chapter 5** highlights the role of storytelling in enhancing destination branding and showcasing stories that differentiate a destination, in the case of Sagres Fortress, Algarve, Portugal (Ana Cláudia Campos and Adriana Nogueira). **Chapter 6** explores the integration of sustainability into experiential marketing and discusses experiential marketing to promote eco-friendly tourism experiences (Gözde Özdemir-Uçkun). **Chapter 7** examines ethical considerations in marketing strategies and discusses the effects of an ethical approach to marketing on sustainability (João Vidal and Leónia Fernandes). **Chapter 8** discusses how localized strategies influence consumer engagement and investigates how digital technologies, such as mobile apps, are used in cities to boost local economies and make services more accessible (Nádia Leitão and Antónia Correia). **Chapter 9** investigates medical tourism trends and decision-making processes and critically analyses the comprehensive model of factors that shape visitation decisions to medical tourism destinations (Galia Fuchs, Sara Campo, and Maria Dolores Alvarez). **Chapter 10** explores the evolving preferences of luxury travellers regarding whether to consume luxury hotels on private sales travel websites and the paradox of discounted luxury on such websites (Julie Masset and Angy Geerts). **Chapter 11** examines the impact of film tourism on the motivations, attitudes, and intentions of tourists and the image of destinations in the case of Hong Kong and tries to explore how film and tourism industries can collaborate to promote destinations effectively (Seongseop Kim, Antónia Correia, and Amare Yaekob Chiriko).

Part III: Wine experiences

As wine tourism is vital to experiential travel, combining sensory engagement, cultural heritage, and digital innovations, this chapter focuses on its investigation in various contexts. **Chapter 12** examines the relationship between maritime and wine tourism. It analyzes the relationships between the coastal

ecosystems' services, the maritime cultural heritage, and the food tourism experiences- "from the sea to the plate" (António Azevedo and Maria Pilar Muñoz Duenas). **Chapter 13** discusses the role of digital experiences in wine tourism by exploring how consumers accept and use different technologies in wine tourism experiences, analyzing the influence of specific technologies and mobile apps on tourist satisfaction, recommendation, and revisit intentions (Suzanne Amaro, Tânia Cardoso, and Cristina Barroco). **Chapter 14** explores how AR enhances wine tourism marketing and proposes a reflection on using an online platform to recommend food purchasing (Stéphane Bourliataux-Lajoie, Yann Rival, Mickael David, and Silvia Cacho Elizondo). **Chapter 15** analyses how mobile applications improve the wine tourism experience, focusing on their value as marketing tools and their impact on consumer engagement (by Valentina Kirova and Tan Vo-Thanh).

Part IV: Community-based tourism experiences

With its two chapters, this section examines the role of local communities in experiential tourism and its contribution to sustainability and authenticity. **Chapter 16** explores hidden networks that support local tourism initiatives, examining the role of community-based tourism as a sustainable alternative to conventional tourism, emphasizing community empowerment and preserving cultural and natural resources (Lício Valério Lima Vieira and Antónia Correia). **Chapter 17** examines how community involvement enhances tourism development and aims to ascertain the level of participation of local people in sharing tourism revenues generated from community-based tourism (Owen Gohori and Peet van der Merwe).

This book significantly contributes to the body of knowledge on tourism marketing by offering theoretical advancements, empirical insights, and practical applications of experiential marketing. It highlights how destinations and businesses can craft immersive and meaningful tourist experiences through innovative marketing strategies. As a must-read for students, researchers, and professionals, *Tourism Marketing: The Experiential Perspective* provides a researched approach to understanding how experiences drive consumer decision-making and how businesses can create more engaging and meaningful tourism offerings. The book is enriched with international case studies and real-life examples, making it an essential resource for those looking to apply experiential marketing principles to tourism management and development.

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Authors

Adriana Nogueira is an Associate Professor at the University of Algarve, Portugal. She holds a PhD in Classical Studies, has researched at CECH and CIAC, and is a Fulbright Scholar. She has translated works by Diogenes Laertius and Plato. From 2018 to 2023, she was Regional Director of Culture for the Algarve.

Amare Yaekob Chiriko is a PhD student in Tourism Management at the Hong Kong Polytechnic University, SAR China. His research focuses on sustainability, environmental issues, and technology in tourism.

Ana Cláudia Campos holds a PhD in Tourism and is an Assistant Professor at the University of Algarve, Portugal. She is the Director of the Master's Program in Tourism Management. Her research focuses on tourism marketing, consumer psychology, and destination storytelling.

Angy Geerts is a Professor of Marketing and Communication at the Warocqué School of Economics, University of Mons, Belgium. She specializes in managing luxury brands in digital contexts. Her research appears in journals like *the Journal of Business Research*. She teaches luxury brand management at various international business schools.

Antónia Correia is a Tourist Behaviour and Tourism Economics Professor at the University of Algarve, Portugal. She researches consumer behaviour, tourism economics, and modelling. She serves on the editorial boards of leading journals and is the President of the Associação KIPT Colab Turismo e Inovação, Portugal.

António Azevedo is an Associate Professor with Aggregation at the University of Minho, Portugal. He researches celebrity and destination branding, advertising, and tourism marketing. His work appears in international journals and conferences. He is a member of Centre of Research in Business, Markets, and Society.

Bontle Nqalamba holds a Master's in Tourism Management from North-West University, South Africa. Her research focused on visitor management at the Pilanesberg National Park. She presented her work on sustainable tourism strategies at the 10th International Student Conference in Tourism in Krems, Austria.

Christine Petr is a Full Professor of Marketing at Université Bretagne Sud, France. Her research examines digital transformation, user behaviour, and emerging digital consumer practices. She has contributed to major international conferences and published in leading academic journals.

Cristina Barroco is an Associate Professor at the Polytechnic Institute of Viseu, Portugal. She researches tourism economics, foreign direct investment, and new tourism products. She is a member of CISED and CITUR and participates in international tourism conferences.

Dora Agapito is an Assistant Professor of Marketing at the University of Algarve and coordinator at CinTurs, both in Portugal. She publishes in leading journals like

Tourism Management and *Annals of Tourism Research*. Her research focuses on tourism and hospitality management, sensory marketing, and destination branding.

Elmarie Slabbert is the Director of TREES at North-West University, South Africa, with 75 publications on tourism marketing. She supervises postgraduate students and develops international research partnerships.

Galia Fuchs is an associate professor in the Department of Tourism and Leisure Management at Ben-Gurion University of the Negev, Israel. Her research focuses on consumer behaviour in tourism and leisure, as well as service marketing and management. She has published in leading tourism and hospitality journals.

Gözde Özdemir-Uçgun is assistant professor in Tourism Guidance at Istanbul Aydın University, Turkey. Her research focuses on tourism marketing, sustainability, and the metaverse. She has practical experience in the hotel industry.

João Vidal is Professor of Tourism Law at the University of Algarve and Lusófona University in Portugal. He researches tourism law, labour law, and ethics. He supervises PhD and Master's theses and is a reviewer for tourism and law journals.

Juliana R. V. Tkatch is a PhD candidate at UCF Rosen College of Hospitality Management, USA. She researches tourist experiences in events, theme parks, and gastronomy tourism, focusing on transformative experience design.

Julie Masset is a Marketing and Service Management Lecturer at the University of Namur, Belgium. She researches consumer behaviour, tourism, and qualitative methods, publishing in journals like the *Journal of Business Research* and *Tourism Management*.

Leónia Fernandes is a PhD student and professor of ethics and sustainability at the University of Algarve, Portugal. She is a member of the Sustainability Group at the University.

Lício Valério Lima Vieira is Professor of Tourism Planning at Instituto Federal de Sergipe, Brazil. He researches sustainable tourism, community-based tourism, and environmental management. He leads research groups and serves on editorial boards.

Lisebo Tseane-Gumbi is Deputy Director at the School of Tourism Management, North West University, South Africa. She has published 20 academic articles. Her research covers social responsibility, tourism marketing, and development.

Maria del Pilar Muñoz Dueñas is a Full Professor at the University of Vigo, Portugal. She specializes in corporate social responsibility in cultural organizations and is a member of the ECOBAS research centre.

Maria Dolores Alvarez is a Professor of Tourism Administration at Boğaziçi University, Istanbul. She leads department initiatives and contributes to tourism education.

Metin Kozak is a Professor in the School of Communication, Kadir Has University, Turkey. He holds both Master's and Ph.D. degrees in tourism. His research focuses on consumer behaviour, tourism marketing, public health, big data, and sustainability.

Mickael David is an Associate Professor in Management Sciences at the University of Tours, France. His research focuses on management, and he is involved in academic committees.

Nádia Leitão is a Ph.D. candidate in Tourism at the University of Algarve, Portugal. Her research explores the intersections of digital transformation, economic development, and social sustainability. She is currently the Managing Director of Startup Barreiro, overseeing incubation programs and investment strategies.

Owen Gohori has seven years of experience in tourism development in Zimbabwe. She focuses on community-based tourism and works with North-West University, South Africa.

Peet Van der Merwe is a Professor at North-West University and a researcher at TREES, both in South Africa. His expertise includes ecotourism, wildlife tourism, and adventure tourism.

Sara Campo is a Professor of Marketing at Universidad Autónoma in Madrid, Spain. Her research interests include tourist behaviour, destination marketing, prices and new technologies. She has been involved in several nationally and internationally-financed projects.

Seongseop Kim is a Professor at The Hong Kong Polytechnic University, SAR China. His research covers tourism impacts, sustainability, and event tourism.

Silvia Cacho-Elizondo is a Professor at IPADE Business School, Mexico. She studies branding, digital transformation, and CSR.

Stéphane Bourliataux-Lajoinie is an Assistant Professor at CNAM, Paris, France. His research focuses on digital marketing, privacy, and ICT adoption.

Suzanne Amaro is an Associate Professor at the Polytechnic Institute of Viseu, Portugal. She researches consumer behaviour and digital technologies in tourism.

Tânia Cardoso is a Tourism Manager at Quinta do Seixo and a Master's student in Tourism Management. She researches wine tourism and new technologies.

Valentina Kirova is an associate professor at Excelia Business School, France, researching digital transformation in tourism.

Vo-Thanh Tan is a Full Professor at Excelia Business School, France, focusing on digital marketing and sustainability.

Yann Rival is a faculty member at the University of French Polynesia, Tahiti, researching sustainable tourism and island economies.