



Turizm Akademik Dergisi

Tourism Academic Journal

www.turizmakademik.com



Sensory Studies as a Multidisciplinary Research Field and Its Use in Tourism Research: A Bibliometric Analysis on Tourism Literature*

Özgür SARIBAŞ^{a**}, Cengiz DEMİR^b

^a İzmir Katip Çelebi University, Faculty of Tourism, İzmir, TURKEY, E-posta: ozgur.saribas@ikcu.edu.tr, ORCID: 0000-0003-0567-3039

^b İzmir Katip Çelebi University, Faculty of Tourism, İzmir, TURKEY, E-posta: cengiz.demir@ikcu.edu.tr, ORCID: 0000-0003-0753-1448

Abstract

The vast majority of researchers who have shaped history have brought different disciplines together and presented creative results. This paper has been written with the aim of conducting research on the use of the senses used in various fields in tourism research by following this perspective and approach. First, a detailed survey of the use of senses in different disciplines such as Sociology, Anthropology, History, Psychology, and Philosophy has been carried out. Following the understanding of the relationship between senses and different disciplines, a literature review was conducted to determine the place of senses in tourism research. In this study, a Bibliometric Analysis Technique was employed to identify research areas where senses are used in different fields in tourism. The main result of the research revealed that senses are not used in tourism, except marketing. In addition to this finding, concepts such as sensory marketing, sensory branding and sensory tourist experience with the use of senses in tourism have begun to be used and new approaches have been developed.

Keywords: Tourism, Marketing, Multidisciplinary Research, Sensory Studies.

JEL CODE: L83 Z33 Z39

Article History:

Received : August 26, 2019

Revised : November 28, 2019

Accepted : June 8, 2020

Article Type : Research Article

Sarıbaşı, Ö. & Demir, C. (2020). Sensory Studies as a Multidisciplinary Research Field and Its Use in Tourism Research: A Bibliometric Analysis on Tourism Literature, *Turizm Akademik Dergisi*, 7 (1), 269-283.

* This article is extracted from doctorate dissertation named "A Research on Sensory Branding of Tourism and Impact on Tourist Experience: Case of İzmir".

** Sorumlu yazar e-posta: ozgur.saribas@ikcu.edu.tr

INTRODUCTION

“You must learn to heed your senses. Humans use but a tiny percentage of theirs. They barely look, they rarely listen, they never smell...But they talk, oh, do they talk.” (Scott, 2007: 149).

The development of our senses starts from the mother's womb. With birth, sensory organs and their function develop, as seeing, hearing, smelling and touching. Mother's milk is the first taste that is taken. Subsequently, senses have been an ongoing field of interest since early ages and understanding senses continued throughout history. Over time, it has attracted the attention of many researchers. In the twentieth century, with the development of new sciences, sensory researches have spread various disciplines (Meacci & Liberatore, 2015). According to Howes (1991, 2003), the senses have expanded to include a range of approaches to psychology and perception, including social sciences and humanities. The disciplines such as anthropology, history, sociology, geography, design, religion, and cultural studies etc. joined together to reveal the extent to which the senses were constructed and experienced in different cultures, subcultures and historical periods (as cited in, Malefyt, 2015). Attention to senses has spread to different branches of science, and many areas of science have begun to examine senses. Numerous scientific researches that have been done have revealed the link between other disciplines and senses. Some of the research areas in social sciences about senses include; sociology, anthropology, history, psychology, philosophy, marketing, media studies, geography, architecture, urban studies, design and tourism studies (such as Howes, 2013; Erlmann, 2004; Schwarz, 2012; Krishna, 2012; Agapito et al., 2013). Considering the multidisciplinary structure of the senses, the related scientific research areas were examined below.

CONCEPTUAL FRAMEWORK

Senses and Sociology

One of the most intense fields of study related to the senses is sociology. For example, Howes (2013) asked *“How can the sociologist investigate the senses when perception is so private?”* Mentioning the relationship between senses and sociology in his work, he emphasized that sensory research should be investigated in sociology. Relationship between social life and senses are examined in terms of sociological perspective by Low (2012). Low (2012) also mentioned sensory studies in sociology, anthropology, history, and geography, where senses were discussed in a social construct. He also mentioned that studies in sociology and anthropology have increased over the past few

years. Pink (2007) associated senses with sociology and investigated sensory elements of a slow living relationship. Veijola & Jokinen (1994) investigated the connection between senses and sociology in his work entitled *“Body in Tourism”*. Hockey (2015) examined sensory activities felt by two runners in his study. According to Gabrys (2007), senses are associated with digital transmitters and discusses the use of environmental sensors, wireless networks, and mobile media as technologies of sensation in the city, which are some of the communicating tools for social life. The study of Loxham (2014) shows how sociology can be applied to the sensory process and how to select and apply appropriate theories in this field. Masterson (2017) presents an approach for how the sense of place perspective can contribute to social-ecological systems. As it is seen, the senses are discussed and used in different fields of sociology.

Senses and Anthropology

Senses are also studied in the field of anthropology. In her study titled *“The future of sensory anthropology/ the anthropology of the senses”*, Pink (2010) says that focusing on the senses has become an important issue in contemporary anthropology and anthropology of the senses. Howes (2011) begins with a review of recent developments in neuropsychological research on brain multisensory organization in his research. And the research continues to criticize in terms of sense anthropology. Classen (1997) underlies the concept of *“sensory anthropology”* and says that sensory predisposition is as physical as a cultural one. In other words, sight, hearing, taste, smell, and touch are not only physical phenomena but also ways of conveying cultural values. Erlmann (2004) talked about the senses with a wide range of problems that societies faced, and focused on the relationship between anthropology, sound, and other senses. According to Malefyt (2015), in the last two decades, anthropologists have focussed their attention on human sensorium as a cultural category of research. Anthropological research of senses shows how culture-specific concepts and sensory experience practice shape people's daily interactions. Levi-Strauss (1966), an important pioneer of the anthropology of the senses, introduced the term *“science of the concrete”*. According to the *“Savage Mind”*, as it depicts the sensory properties and contradictions of objects for the construction of a regular universe (as cited in Sperber, 2008). Ferrarini (2017) referred to a part of a debate that has arisen from the so-called *“sensory turn”* in anthropology, which has given special attention to the importance of sensory predisposition for human experience since the late 1980s. According to MacPhee, (1992), although rarely seen in America, the sense of smell clearly

defines cultural boundaries. It reflects cultural data and thus an anthropological relationship. Malefyt (2015) emphasized that anthropology is an area of interaction with the senses. As it is seen, the relationship between senses and anthropology is discussed in many different dimensions and a tight relationship is observed.

Senses and History

Another area of interaction with the senses is history. According to Smith (2007), sensory history is also known as the history of senses, sensate history, and sensuous history among historians. Corbin (2005) emphasized the cultural history of the senses in his study. Reinartz & Schwarz (2012), explained senses in historical perspective and mentioned about the historians' work on the senses. Constance et al. (1994) were interested in perfumes and other social areas, such as gyms, markets, and cultural contextual temples and examine scent and history together. Dugan (2015) summarises the work "*Historical Perspectives on Smell*" written by Jonathan Reinartz. According to the study, Reinartz offers a historiography of smell from ancient to modern times. While both the history of senses and the senses of history are described, these two disciplines are considered together. The Journal of American Historical Review published a special issue dealing with the relationship between senses and history. In this issue, while Jay (2011) researched the history of all senses, Rosenfeld (2011) examines the history of hearing, Riskin (2011) examines history of sight, Harvey (2011) examines the history of touch, Ferguson (2011) examines the history of taste and Jenner (2011) examines the history of smell separately. These studies with different perspectives show the relationship between senses and history. Senses are related to history both in relation to their own history, and with different perspectives as above researches.

Senses and Psychology

Psychology is another area that has direct relation to senses. According to Brown & Herrnstein, (1975), sensory psychology is one of psychology's oldest fields of specialization and sensory psychology has more of the feel of the natural sciences than other fields. Krishna (2010) mentioned about the relationship between psychology and senses. Krishna (2012); defined "senses" with such issues as perception, judgment, behavior, all of which are related to psychology. Agapito et al. (2013) mention the concepts of sensory psychology and perceptual psychology. Davis & Palladino (2000), Goldstein (2010) & Zimbardo et al., (2011) mentioned about psychologists' approach to human senses. According to them, psychologists assume that the important aspects of an individual's experience and behavior are closer to human senses. Morris et al.

(2015) investigated the relationship between emotions and memory in psychology. Siedlecki (2015) studied the relationship between autobiographical memories and visual perspective in psychology. Irvine (2011) investigated the effects of rich experiences on sensory memory by using visual experiences. Other researches that examine the relationship of senses to psychology are; Gleitman, 1996; Groves & Schlesinger 1982; Brown & Herrnstein 1975; Wright & Ward 2013). Psychology includes human senses in terms of structure and content and as it is understood from the researches above; the study of senses is a field of keen interest in psychology.

Senses and Philosophy

According to Aristotle and Plato, the contribution of senses to human knowledge has been reflective since the earliest days of philosophy. According to Gibson (1996), along with changes on the basis of psychological research, studies on human perception have provided innovations about the importance of senses in making sense of the world (as cited in, Agapito et al., 2013). Magrin (2015) investigated philosophers and senses with the thought of Plotinus. Mattens (2016) relates the philosophy of human and the sense of touch. This article is a cross-sectional review of tactile forces that reveal the interaction between sensing and touching. Agapito et al. (2013) mentioned that to understand senses, examining the philosophical background is one of the most important ways that has since been followed. According to Mattens (2017), it is understood that the role of the five senses informs us about the objects in our circle. Since antiquity, philosophers have used this role to describe each of our senses. Noë (2002) mentions sensory contingency and nature of sensory modalities. There are many studies related to senses in the field of philosophy and it shows that one of the areas where senses are used extensively is philosophy.

Senses and Tourism

The use of senses in tourism studies have mostly been carried out in the field of tourism marketing (Williams, 2006; Isacson et al. 2009; Nagarjuna & Sudhakar, 2015; Ghosh & Sarkar, 2016; Kłopotowska, 2017). Senses were also examined in relation to tourist experiences (Goossens, 2000; Williams, 2006; Agapito et al., 2013; Meacci & Liberatore, 2015; Mateiro, 2018). Some of the other studies in which the senses are related to tourism studies as follows: Binder, 2008; Pan & Ryan, 2009; Barnes, 2017; Buda et al., 2014; Xiong et al., 2015; Dann & Jacobsen, 2003. Besides all this when the works of researchers combined with senses and tourism is examined, it can be seen that they focus on the following topics:

According to Kim & Fesenmaier (2015), sensory experiences mediate the relationship between place and meaning. Understanding this process can create an important tourist experience design. Mateiro (2018) examines the importance of the five senses in elaborating the tourist experience. Pan & Ryan (2009) examined the relationship between senses and destination awareness, and say that senses and destinations are not distinct from each other. When tourists travel to the countryside, it is the sound (or silence) of nature that helps activate aural senses (Pan & Ryan, 2009). Some researchers have done research on a single sensation. Guillet et al. (2017) investigated the influence of the sense of smell in the marketing of hotels and examine the emotional states aroused by various hotel fragrances in a hotel establishment that uses fragrance in its facilities. Schwarz (2013) conducted research to determine the sensory preferences of Israeli tourists for nature and studied to understand the variety of sonic preferences. Pawaskar & Goel (2014) had completed research on how to use the senses to develop destiny branding for destinations. Gretzel & Fesenmaier (2003: 49) had done research on included information about the colors, smells and sounds that tourists expect during their holiday and associated the findings with internet-based marketing. Kłopotowska (2017) is defining the concept of holistic marketing in his research and also the ways of influencing people's senses in the sales process of consumer goods, and he gives some examples from tourism establishments. Agapito et al., (2012) present the main contributions of literature to a sensory marketing approach to tourist experience and discuss the preliminary results of an experimental study on the role of human senses in tourist experiences in rural areas. Williams (2006) aims to answer the question that experiential marketing can offer to marketers in tourism and hospitality disciplines. Goossens (2002) suggested that mental imagery is a predictive and motivating force that mediates emotional experiences, evaluations and behavioral intentions.

Senses are associated with even more disciplines than the fields mentioned above. Some of these are; media studies (MacLuhan, 1994; Golec, 2009), geography (Casey, 1996; Crouch, 2000; Rodaway, 1994; Tuan, 1977), architecture and urban studies (Adams & Guy, 2007; Pallasmaa, 2008; Degen, 2008; Al-Ibrashy & Gaber, 2010; Liapi et al., 2012; Cowan & Steward, 2016) and design (Bonapace, 2002; Lopez, 2010).

As it is seen, senses are related to many research areas. As mentioned above, one of these areas is tourism and tourism-related issues. The tourist experience is one of the sub-headings related to the senses, as it is included in this research. From this point of view,

senses can be said to shape experiences. It means that tourists have some experience with sensory factors. The concept of tourist experience takes place in this chapter before moving to the sensory dimension of tourist experience.

METHODOLOGY

Bibliometric analysis technique, one of the quantitative research methods, was applied in this study. The bibliometric analysis aims to make inferences about the current state of publications in a given area (Yolal, 2016: 89). According to Pritchard's definition; bibliometric analysis is the application of statistical and mathematical methods to scientific communication environments (Pritchard, 1969). Bibliometric analysis is a method used to determine how scientific communication tools are used and publications or documents are examined in terms of their specific characteristics. It also includes findings related to scientific communication (Hotamışlı & Efe, 2015: 104). Bibliometric analysis is a method that deals with the quantitative analysis of the characteristics of the document, works or publications such as author, subject, publication information and cited sources. With this method, published studies in an academic field are examined within the framework of different bibliometric features (subject, year, contributing institution, used keywords, number of authors of works, citations, common citations, etc.) and some findings related to scientific communication are obtained (Çiçek & Kozak, 2012: 736; Yalçın, 2010: 206; Yozgat & Kartaltepe, 2009: 150).

With the bibliometric analysis method, research areas where senses are used in different scientific fields are examined in this study. The concept of sensory studies has been examined among the articles accessible from academic databases such as Elsevier, Taylor & Frenches, Google Scholar and open-access databases. Some articles that were not accessible in the research could not be examined. In this study, the bibliometric analysis was conducted to determine the distribution of studies related to senses within academic studies. The main purpose is to examine the use of senses in the field of tourism literature and to determine the frequency. Within the scope of this study, a total of 85 academic articles related to tourism researches are analyzed according to the framework of bibliometric properties among the more than 500 studies on senses. This study is important for the evaluation and comparison of sensory studies in the field of tourism research and also useful for demonstrating the originality of the research.

Analysis and Findings

As mentioned before, the bibliometric analysis technique was used in order to examine the study areas where senses were used in tourism. The use of this research method is important to obtain data on the use of senses in tourism and hospitality establishments. The data obtained from the quantitative research method were given and the evaluations were made. Finally, the findings were interpreted below.

More than 500 articles, which may be related to the subject of the study, on sensory research in social sciences were examined. It was found that 85 of these articles were related to tourism studies. These 85 articles are evaluated in Table 1. The results are given in Table 1. under the title of the author's name, date of publication, the name of articles and the name of the journal.

When the findings of the bibliometric analysis are examined, it is observed that the beginning of the sensory studies in the tourism literature is done by Adler in 1989 with the article named "Origines of sightseeing". In his study, Adler (1989) mentioned the history of the senses and the role of the senses on the travel experience. The sensory studies have started to take place more frequently in tourism research since the 2000s. Especially after 2014, a significant increase has been observed in sensory studies and the vast majority of academic studies have been made in 2017. Agapito & Mendes are the most creative researchers in the tourism and senses field, followed by Dițoiu. When the Turkish tourism literature is examined, it is seen that there is not much interest in sensory studies. When the contents of the studies are examined, it can be concluded that the studies are carried out on accommodation establishments and are mainly studied in the marketing field in Turkish tourism literature. When the journals in which sensory studies are published in tourism are examined, it is seen that *Annals of Tourism Research*, *Tourism Management and Theoretical and Applied Economics* journals have the vast number of publications on senses and tourism. When the research topics of the publications are examined, it is seen that almost all of the studies are conducted in the field of marketing. The majority of the studies are related to the sub-research topics of marketing such as; consumer behavior, tourist experience, tourist perception, consumer attitude, destination marketing, destination branding, destination image, destination identity, destination loyalty, and communication. Although most of the studies have chosen the research field as tourist destinations and hotels, some researches are being conducted on different tourist products such as airports, urban tourism destinations, rural tourism

destinations, virtual thematic tourism applications, mountain destinations, food and beverage businesses, and cultural heritage attractions. Also, when Table 3.2 is examined, it is seen that sensory studies have entered into accessible tourism field in tourism literature.

RESULT AND DISCUSSION

When the history of scientists who shaped the world is examined, it is seen that each one has brought together different disciplines. For example, Greek philosopher Aristotle (BC 384-322) worked on many different disciplines such as physics, biology, metaphysics, aesthetics, logic, poetry, psychology, theater and linguistics. Italian astronomer Galileo Galilei (1564-1642) was not only a physicist but also an astronomer, mathematician, philosopher, and engineer. Greek philosopher Democritus (BC 460-370) was a philosopher in the fields of mathematics, philosophy, anthropology, artistic perspective, biology, medicine, cosmology, physics, and life sciences. In the same way, Persian scholar Muhammad ibn Musa al-Khwarizmi (780-850) worked in the fields of mathematics, astronomy, geography, and medicine, while Khayyam (1048 - 1131) moved in a structure combining science and art. Throughout history, the well-known and successful scientists and philosophers who guided the course of the world were interested in more than one field and exhibited their creativity in this way. Today, interdisciplinary studies and creative findings will be beneficial in tourism literature as well as in many other areas where the relationship between tourism and science is discussed and questioned.

Multidisciplinary studies require multidisciplinary fields of research and literature review. It requires the acquisition of information from different disciplines. When a tourism researcher examines the senses, it should also provide access to resources from different fields such as health sciences, psychology, philosophy, and anthropology to better understand the senses and reflect on tourism research. This research focuses on the use of senses, which are frequently studied in health sciences, psychology, philosophy, anthropology, history, and in tourism research. At this stage, many disciplines in which senses are the subject of research have been examined in this research, thus senses were tried to be understood more clearly and in a multidimensional way. Then, the place and perspectives in tourism researches were tried to be determined. It has been found that the senses are generally associated with marketing and branding issues in tourism researches.

Table 1: The Use of Senses in Tourism Studies

Author and Year of Publication	Title	Journal	Keywords
"Adler, J. (1989)"	"Origins of Sightseeing"	"Annals of Tourism Research"	"Tourism history, history of the senses, natural philosophy, experimental philosophy, curiosity cabinets, virtuosi; romantic travel"
"Goossens, C. (2000)"	"Tourism information and pleasure motivation"	"Annals of Tourism Research"	"Promotional information, hedonic response, mental imagery, emotion motivation."
"Jutla, R. S. (2000)"	"Visual image of the city: tourists' versus residents' perception of Simla, a hill station in northern India"	"Tourism Geographies"	"City image, urban tourism, urban design, tourism planning and development, environmental perception, Indian cities"
"Pizam, A. i Reichel, A. and Uriely, N (2001)"	"Sensation Seeking and Tourist Behavior"	"Journal of Hospitality & Leisure Marketing"	"Sensation seeking, Zuckerman's sensation seeking scale, extreme sports, FIT travelers"
"Crouch, D. and Desforjes, L. (2003)"	"The sensuous in the tourist encounter"	"Tourist Studies"	"Dwelling, encounter, identity, individuality; performance, politic, sensuality, subjectivity, technology, the body."
"Dann, G, and Jacobsen, S. (2003)"	"Tourism smellscape"	"Tourism Geographies"	"Smellscapes, travel writing, aromatic valence, countryside scents, city odors"
"Feighey, W. (2003)"	"Negative image? Developing the visual in tourism research"	"Current Issues in Tourism"	-
"Gretzel, U. and Fesenmaier, D.R. (2003)"	"Experience-based internet marketing: an exploratory study of sensory experiences associated with pleasure travel to the Midwest United States"	"Information of Communication Technologies in Tourism"	"Tourism experience; embodied cognition; sensory information; Internet marketing"
"Son, A., and Pearce, P. (2005)."	"Multi-Faceted Image Assessment: International Students' Views of Australia as a Tourist Destination"	"Journal of Travel & Tourism Marketing"	". Destination images, international students, Australia"
"Williams, A. (2006)"	"Tourism and hospitality marketing: fantasy feeling and fun"	"International Journal of Contemporary Hospitality Management"	"Marketing, tourism, hospitality management, postmodernism, consumer behavior, brands."
"Greco, J. (2007)"	Scent branding	"HSMIAI Marketing Review"	
"Xu, J.B. and Chan, A. (2008)"	"A conceptual framework of hotel experience and customer-based brand equity"	"International Journal of Contemporary Hospitality Management"	"Brand equity, quality, perception, advertising, service levels, hotels"
"Everett, S. (2009)"	"Beyond the visual gaze? The pursuit of an embodied experience through food tourism"	"Tourist Studies"	"Embodied experience, food tourism, multisensory, postmodern, consumption, Scotland, tourist gaze"
"Isacsson, A., Alakoski, L. and Back, A. (2009)"	"Using multiple senses in tourism marketing: The Helsinki exper, tieckero line and linnanmaki amusement park cases"	"TOURISMOS: An International Multidisciplinary Journal of Tourism"	"Multiple senses, marketing communication, tourism marketing"
"Pan, S. and Ryan, C. (2009)"	"Tourism sense-making: the role of the senses and travel journalism"	"Journal of Travel & Tourism Marketing"	"Sensory experiences; tourist experience; travelogues; correspondence analysis"

Author and Year of Publication	Title	Journal	Keywords
"Lee, W., Gretzel, U. and Law, R. (2010)"	"Quasi-trial experiences through sensory information on destination web sites"	"Journal of Travel Research"	"Sensory information, destination marketing, mental imagery, virtual presence, product trial"
"Gibson, C. (2010)"	"Geographies of tourism: (un)ethical encounters"	"Progress in Human Geography"	"Encounter, embodiment, ethical tourism, ethics, sensory geographies"
"Hoven, B. (2011)"	"Multi-sensory tourism in the great bear rainforest"	"Landabréfið"	"Multi-sensory experiences, tourism, great bear rainforest, first nations, qualitative research"
"Ye, H., and Tussyadiah, I. P. (2011)"	"Destination visual image and expectation of experiences"	"Journal of Travel & Tourism Marketing"	"Visual image, experience, expectation, travel destination"
"Agapito, D., Valle, P.O.D. and Mendes, J.D.C. (2012)"	"Sensory marketing and tourist experiences"	"Spatial and Organizational Dynamics"	"Sensory marketing, five senses, Tourist experiences, experiential paradigm."
"Dițoiu, M.C., Stăncioiu, A.F. and Teodorescu, N. (2012)"	"Sensory Dimensions of the Destination Bucharest from the Point of View of Young People"	"Revista Economică - Marketing, Commerce and Tourism and a New Paradigm of Change"	"sensory dimensions, destination, forms of tourism, sensogram"
"Small, J., Darcy, S. and Packer, T. (2012)"	"The embodied tourist experiences of people with vision impairment: Management implications beyond the visual gaze"	"Tourism Management"	"Vision impairment, blind, Sensory, embodiment, disability, tourist experience, management, accessible tourism"
"Güzel, F. Ö. (2013)"	"The effects of sensory based positive emotions and feelings on post-purchasing behavior: a research on German tourists"	"Anatolia: Journal of Tourism Research"	"Sensory marketing, emotion based marketing; feeling based marketing, post-purchasing behavior"
"Agapito, D., Mendes, J., and Valle, P. (2013)"	"Exploring the conceptualization of the sensory dimension of tourist experiences"	"Journal of Destination Marketing & Management"	"Sensory experience, Tourist experience, Experiential paradigm, Sensescape, Destination marketing"
"Güzel, F.Ö. (2013)"	"The Effects of Sensory Based Positive Emotions and Feelings on Post-Purchasing Behavior: A Research on German Tourists"	"Anatolia: Turizm Araştırmaları Dergisi"	"Sensory marketing, Emotion based marketing, Feeling based marketing, Post-purchasing behavior"
"Kim, D. and Perdue, R.R. (2013)"	"The effects of cognitive, affective, and sensory attributes on hotel choice"	"International Journal of Hospitality Management"	"Experiential marketing, hotel choice, bayesian d-optimal design, random parameter logit modeling"
"Kumar, P. (2013)"	"Multisensory Marketing: Creating New Sustainability Perspective in Hospitality Sector"	"Atna - Journal of Tourism Studies"	"Sensory marketing, Technology, Multisensory marketing, Hospitality, Experiential marketing"
"Mateucci, X. (2013)"	"Photo elicitation: Exploring tourist experiences with researcher-found images"	"Tourism Management"	"Qualitative research Photo elicitation Researcher-found images Tourist experience Body and senses"
"Michaelidou, N. S. (2013)"	"Do marketers use visual representations of destinations that tourist's value? Comparing visitors image of a destination with marketer controlled images online"	"Journal of Travel Research"	"destination image, Taiwan, online visitor-generated photography, online visual representations"

Author and Year of Publication	Title	Journal	Keywords
"Schwarz, O. (2013)"	"What should nature sound like? Techniques of engagement with nature sites and sonic preferences of Israeli visitors."	"Annals of Tourism Research"	"Nature, quiet, music, social identity, tourist experience, senses"
"Ali, F., Hussain, K. and Ragavan, N.A. (2014)"	"Memorable Customer Experience: Examining the Effects of Customers Experience on Memories and Loyalty in Malaysian Resort Hotels"	"Procedia – Social and Behavioral Sciences"	"Customers Experience, Memories, Loyalty, Malaysia, Resort Hotels"
"Agapito, D., Valle, P. and Mendes, J. (2014)"	"The sensory dimension of tourist experiences: Capturing meaningful sensory-informed themes in Southwest Portugal"	"Tourism Management"	"Theme, sensory tourist experience, multiple correspondence analyses, segmentation"
"Campelo, A., Aitken, R., Thyne, M. and Gnoth, J. (2014)"	"Sense of Place: The Importance for Destination Branding"	"Journal of Travel Research"	"Sense of place, destination brand, place brand, habitus"
"Dițoiu, M.C., Stăncioiu, A.F., Teodorescu, N., Onișor, L.F. and Radu, A.C. (2014)"	"Sensory experience – between the tourist and the marketer"	"Theoretical and Applied Economics"	"Experience, sensory experience, contact points, sensory dimensions, destination."
"Dițoiu, M.C., Stăncioiu, A.F., Teodorescu, N., Onișor, L.F. and Botoș, A. (2014)"	"The sensory brand of the destination. Case study: Transylvania"	"Theoretical and Applied Economics"	"Identity, image, sensory brand of the destination, sensory marketing"
"Dițoiu, M.C. and Căruntu, A.L. (2014)"	"Sensory experiences regarding five-dimensional brand destination"	"Procedia - Social and Behavioral Sciences"	"Sensory dimensions, experiences, destination, sensory profile"
"Kim, J. and Kerstetter, D.L. (2014)"	"Multisensory Processing Impacts on Destination Image and Willingness to Visit"	"International Journal of Tourism Research"	"Communication, experimental design, tourism, empathy"
"Pawaskara, P. and Goelb, M. (2014)"	"A conceptual model: multisensory marketing and destination branding"	"Procedia Economics and Finance"	"Tourist industry, multisensory, customer satisfaction, destination branding"
"Prazeres, L., and Donohoe, H. (2014)"	"The visitor sensescape in Kluane National Park and Reserve, Canada"	"Journal of Unconventional Parks, Tourism & Recreation Research"	-
"Stăncioiu, A.F., Dițoiu, M.C., Teodorescu, N., Onișor, L. F. and Pârgaru, I. (2014)"	"Sensory marketing strategies. Case study: Oltenia"	"Theoretical and Applied Economics"	"Sensory marketing strategies, sensory signatures, sensory dimensions, sensory brand of the destination"
"Amsteus, M., Helena, H. and Paulsson, R. (2015)"	"The scent of a successful venue: (in) congruent scent and consumer attitude towards a café"	"International Journal of Business and Social Science"	"Incongruent scent, congruent scent, attitude, sensory marketing, café, gender"
"Berg, P.O. and Guje Sevón, G. (2015)"	"Food-branding places – A sensory perspective"	"Place Branding and Public Diplomacy"	"City branding, sensory experiences, food"

Author and Year of Publication	Title	Journal	Keywords
"Chatterjee, S. (2015)"	"Olfactory branding: a new trend for defining brands through smell - a case of ITC Sonar Hotel in Kolkata, India"	"International Journal of Trade and Global Markets"	"Scent; fragrance; olfactory branding; smell; India; retail stores; ambience; consumer awareness; sensory stimulus; global markets; hotels"
"Jensen, M.T., Scarles, C. and Cohen, S.A. (2015)"	"A multisensory phenomenology of interrail mobilities"	"Annals of Tourism Research"	"Non-representational, rhythms sound, temperatures, audio-visual methods, interrail"
"Nagarjuna, K. and Sudhakar, B. D. (2015)"	"Refine the services by touching the customer senses sensorial marketing strategy for hospitality industry"	"International Journal of Interdisciplinary and Multidisciplinary Studies"	"Hospitality industry, sensorial marketing strategy, refining the services, experience"
"Shaed, M.M., Chik, C.T., Aini, N. and Nongchik, N. (2015)"	"The influence of sound and vision in sensory marketing towards customer purchasing behaviors in institutional foodservice"	"Journal of Tourism, Hospitality & Culinary Arts"	"Senses, sound, vision, sensory marketing"
"Xiong, J., Hashima, N. H. and Murphy, J. (2015)"	"Multisensory image as a component of destination image"	"Tourism Management Perspectives"	"Destination image, multisensory image, ancient town tourism, China"
"Abd Rahman, N.H., Khalifah, Z. and Ismail, H.N. (2016)"	"The role of sensory experiences in appreciating the cultural heritage attractions"	"Tourism, Leisure and Global Change"	"Cultural heritage attractions, sensory experience, tourist experience, Melaka and Penang UNESCO World Heritage Site, multisensory"
"Agapito, D., Mendes, J., Pinto, P. and de Almeida, H. (2016)"	"The sensory dimension of consumer experiences in rural tourist destinations"	"TOURISMOS: An international multidisciplinary journal of tourism"	"Sensory tourist experience, rural tourist experience, theme, five senses, destination marketing"
"Dzhandzhugazova, E.A, Blinova, E.A., Orlova, L.N. and Romanova, M.M. (2016)"	"Innovations in Hospitality Industry"	"International Journal of Environmental & Science Education"	"Hotel industry, hospitality, innovation, innovative hotel marketing mix, sensory marketing"
"Ghosh, T. and Sarkar, A. (2016)"	"To feel a place of heaven examining the role of sensory reference cues and capacity for imagination in destination marketing"	"Journal of Travel & Tourism Marketing"	"Sensory reference cues, destination emotion, individual capacity for imagination, word-of mouth recommendation, visit intention"
"Güzel, Ö. and Dörtüol, T. (2016)"	"Exploring the Multi-Sensory Based Memorable Tourism Experiences: A Study of Adam & Eve Hotel in Turkey"	"Journal of Marketing and Consumer Behavior in Emerging Markets"	"Sensory Marketing (SM), Memorable Tourism Experiences (MTE), multi-sensory brand strategies, Nvivo, Turkey"
"Kim, H.C., Chua, B., Lee, S., Boo, H. and Han, H. (2016)"	"Understanding airline travelers' perceptions of well-being: the role of cognition, emotion, and sensory experiences in airline lounges."	"Journal of Travel & Tourism Marketing"	"Experiential marketing, airline lounge, well-being perception"
"Rogowski M., and Mickiewicz A. (2016)"	"The Multi-Sensory Landscape as an inspiration in the creation of a tourism product"	"Tourism"	"Multi-sensory landscape; landscape perception; tourism product"

Author and Year of Publication	Title	Journal	Keywords
"Şandru, C. and Nechita, F. (2016)"	"Multisensory Experiences of Italian Tourists in Rural Transylvania, Symphonia"	"Emerging Issues in Management"	"Global Tourism; Rural Tourism; Intangible Heritage; Tourist Experience; Multisensory Experience; Transylvania; Fagaras Land; Italian Tourists; Destination Marketing"
"Yozukmaz, N. and Topaloğlu, C. (2016)"	"Senses in hospitality: how do hotels appeal to them?"	"Journal of Tourism and Hospitality Management"	"Marketing, sensory marketing, hospitality sector, five star hotels"
"Abd Rahman, N.H. Khalifah, Z. and Ismail, H.N. (2017)"	"Addressing the importance of the sensory aspect in tourism studies - A literature review"	"Journal of Computational and Theoretical Nanoscience"	"Sensory experience, sensory marketing, sensuous geography, tourism geographies, tourism marketing"
"Agapito, D., Pinto, P. and Mendes, J. (2017)"	"Tourists' memories, sensory impressions and loyalty: In loco and post-visit study in Southwest Portugal"	"Tourism Management"	"Sensory tourist experiences, sensescapes, long-term memory, destination loyalty, southwest Portugal"
"Aslan, H., Topaloğlu, C., Burhan Kiliç, B. and Yozukmaz, N. (2017)"	"Sensory marketing practices in food and beverages companies"	"Journal of Tourism and Gastronomy Studies"	"Sensory marketing, five senses, food and beverage enterprises, Muğla"
"Baptista, J.A. (2017)"	"FEEL IT: moral cosmopolitans and the politics of the sensed in tourism"	"Tourism Recreation Research"	"Morality, sensory, cosmopolitan, embodiment, community development"
"Barnes, J. (2017)"	"Out with the old -perception and in with the new - five senses research in tourism and hospitality studies"	"AU-GSB e-Journal"	"Experiential marketing, five senses research, sensorial marketing strategy, perception studies"
"Bruttomessoa, E. and Vicb, J. (2017)"	"Intentional camera movement: a multisensory and mobile photographic technique to investigate the urban tourism experience"	"Journal of Research and Didactics in Geography"	"Intentional camera movement, tourist photos, mobile methods, Barcelona, Venice"
"Guillet, B. D., Kozak, M. and Küçükusta, D. (2017)"	"It's in the air: aroma marketing and affective response in the hotel world"	"International Journal of Hospitality & Tourism Administration"	"Ambient scent, experiential marketing, hotel management, hotel scent"
"Kang, J., Manthiou, A., Sumarjan, N. and Tang, L.R. (2017)"	"An Investigation of Brand Experience on Brand Attachment, Knowledge, and Trust in the Lodging Industry"	"Journal of Hospitality Marketing & Management"	"Attachment; brand knowledge; experience; hotel brands; trust"
"Kłopotowska, S.K. (2017)"	"Sensory marketing as a new tool of supporting the marketing communication process in tourism services sector"	"Handel Wewnętrzny"	"Sensory marketing, marketing communication, tourism services"
"Lau, V. (2017)"	"Sensory perceptions of Asian destinations: An exploratory study"	"Critical Tourism Studies Proceedings"	"Five senses, sensory marketing, destination image, Asian destinations, sensoryscape"
"Martins, J., Gonçalves, R., Branco, F., Barbosa, L., Miguel Melo, M. and Bessa, M. (2017)"	"A multisensory virtual experience model for thematic tourism: A Port wine tourism application proposal"	"Journal of Destination Marketing & Management"	"Virtual reality, virtual thematic tourism, multisensory virtual wine tourism, port wine tourism"

Author and Year of Publication	Title	Journal	Keywords
"Mateiro, B., Kastenholz, E. and Breda, Z. (2017)"	"The sensory dimension of the tourist experience in mountain destinations: The case of Serra da Estrela Natural Park"	"Revista Turismo & Desenvolvimento"	"Mountain tourism, tourist experience, sensory dimension, sensory marketing, Serra Daestrela Natural Park"
"Saribaş, Ö., Kömürçü, S. and Güler, M.E. (2017)"	"Visual sense of the cities and the impact on tourism: Case of Izmir"	"International Journal of Social Sciences and Humanity Studies"	"Visual image, tourism, destinations, Izmir"
"Tanasic, B.R. (2017)"	"Impact of sensory branding on the decision-making process of tourism product purchase"	"International Journal of Research in Engineering and Innovation"	"Tourism promotion, marketing, advertising, EEG, neuro-marketing, scanning"
"Cantero, K.N.G. (2018)"	"Theoretical Analysis on the Foundations of Sensory-Based Tourism for the Blind"	"Journal of American Academic Research"	"Blind Tourism; Sensory-based Tourism, Multi-sensory Tourism"
"Jarratt, D., Phelan, C., Wain, J. and Dale, S. (2018)"	"Developing a sense of place toolkit: Identifying destination uniqueness"	"Tourism and Hospitality Research"	"Place; Sense of Place; Sense of Place Toolkit; Destination Marketing; Place Branding; Place Identity; Morecambe Bay; Rural Tourism; Tourism; Local Distinctiveness"
"Kara, M. and Temiz, S. (2018)"	"The importance of sensory branding in accommodation sector: A five-star hotel case"	"Manas Journal of Social Research"	"Service sector, hospitality, sensory branding, sensagram, loyalty impact score"
"Liu, A., Wang, X. L., Liu, F., Yao, C., and Deng, Z. (2018)"	"Soundscape and its influence on tourist satisfaction"	"The Service Industries Journal"	"Soundscape, tourist satisfaction, tourist sensory experience, tourist sensory satisfaction, Chinese tourists"
"Mateiro, B. (2018)"	"Marketing sensorial: na otimização da experiência turística"	"Revista Turismo & Desenvolvimento"	"Sensory marketing, touristic experience, eco-parque sensorial pia do urso, sensory dimension"
"Meacci, L. and Liberatore, G. (2018)"	"A senses-based model for experiential tourism"	"Tourism & Management Studies"	"Experiential tourism, destination management organization (dmo) design, sensory model"
"Ong, C.H., Lee, H.W. and Ramayah, T. (2018)"	"Impact of Brand Experience on Loyalty"	"Journal of Hospitality Marketing & Management"	"Brand experience; customer's brand loyalty; word of mouth; willingness to pay more; repurchase intentions; restaurant Industry"
"Qiu, M., Zhang, J., Zhang, H., and Zheng, C. (2018)"	"Is looking always more important than listening in tourist experience?"	"Journal of Travel & Tourism Marketing"	"Tourist experience; soundscape; visualscape; cognition-emotion model; tourist overall satisfaction; Jiuzhai Valley National Park; soundscape emotion; visualscape emotion; soundscape disconfirmation; visualscape disconfirmation"
"Roosen, I. and Readts, M. (2018)"	"The effects of online customer reviews and managerial responses on travelers' decision-making processes"	"Journal of Hospitality Marketing & Management"	"Online hotel reviews; booking intentions; sensory attributes; managerial responses"
"Trang, N.T. and Lee, G. (2018)"	"Senses in leisure tourism: Scale development and its relationship with emotions"	"International Journal of Tourism and Hospitality Research"	"Scale, Sense, Sensory marketing, Emotions, Tourism"

Author and Year of Publication	Title	Journal	Keywords
"Ana Brochado, A., Stoleriu, O. and Lupu, C. (2019)"	"Wine tourism: a multisensory experience"	"Current Issues in Tourism"	"Wine tourism; Web review; content analysis; five senses; Douro valley"
"Jiménez Barreto, J., Rubio, N., and Campo Martínez, S. (2019)"	"The online destination brand experience: Development of a sensorial-cognitive-conative model"	"International Journal of Tourism Research"	"destination brand, intention to visit, official destination website, online brand experience, website quality"
"Lee, M., Lee, S. and Koh, Y. (2019)"	"Multisensory experience for enhancing hotel guest experience: Empirical evidence from big data analytics"	"International Journal of Contemporary Hospitality Management"	"Service Innovation; customer satisfaction, business intelligence; big data analytics; multisensory experience"
"Santos, V., Caldeira, A., Santos, E., Oliveira, S., and Ramos, P. (2019)."	"Wine Tourism Experience in the Tejo Region: The influence of sensory impressions on post-visit behavior intentions"	"International Journal of Marketing, Communication and New Media"	"wine tourism experience; sensory impressions; behavioral intentions; recommendation; loyalty; structural equation modelling"
"Daniela Buzova, D., Cervera-Taulet, A. and Sanz-Blas, S. (2020)"	"Exploring multisensory place experiences through cruise blog analysis"	"Psychol Marketing"	"Blogs, eWOM, Leximancer, place branding, sensory marketing"

It has become very difficult to maintain competitiveness using old-fashioned methods in tourism, where competition is continuously increasing. Over time, needs and requirements of the customer changed and the products offered have been diversified. A lot of research has been carried out in order to provide the products to be presented, marketing and to be able to have a place in the human brain. These researches require innovative and creative methods. Thus, the use of senses in tourism, which is a creative and motivating area and a multidisciplinary field of study, is gaining importance. Some concepts have emerged along with the use of senses in tourism research such as sensory marketing, experiential marketing, sensory branding and sensory tourist experience. These concepts can be defined as the effect and remembrance that a product has on the human mind that addresses human senses. The data obtained through the sense organs and transformed into specific perceptions result in experiences. Sensory experiences take place in the human mind and then a point of view towards the product is formed. Awareness is raised against that product and the product in the brain with specific codes becomes a brand image. In other words, it affects the customer experiences directly with the perceptions that the products reflect and create aspects that address the human senses.

This research considers the use of senses in tourism as a creative and innovative approach. The aim of this study is to provide information about the place and direction of the senses mentioned in tourism researches and to emphasize its importance in the field of beneficiary research such as sensory marketing, experiential marketing, and neuromarketing. Along with this awareness, senses have gained importance in the process of tourism marketing, creating an unforgettable tourism experience and creating a brand in tourism and have started to take place in tourism research. For these reasons, the studies on the senses are focused on these issues, which are mentioned the most in tourism research. However, in the period when interdisciplinary information flow accelerates and becomes more efficient, the senses will have a greater importance in tourism research and will further increase the impact of tourism research.

REFERENCES

- Adams, M. & Guy, S. (2007). Senses and the City, *The Senses and Society*, 2(2), 133-136.
- Agapito, D., Mendes, J. & Valle, P. (2013). Exploring the Conceptualization of the Sensory Dimension of Tourist Experiences, *Journal of Destination Marketing and Management*, 2 (2): 62-73.
- Agapito, D., Valle, P. & Mendes, J. (2012). Sensory Marketing and Tourist Experiences, *Discussion Papers - Spatial and Organizational Dynamics*, 10, 7-9.
- Al-Ibrashy, M. & Gaber, T. (2010). Design With the Senses and For the Senses, An Alternative Teaching Model for Design Studio, *International Journal of Architectural Research*, 4 (2-3), 359-375.
- Barnes, J. (2017). Out with the Old - Perception and in With the New - Five Senses Research in Tourism and Hospitality Studies, *AU-GSB e-Journal*, 10(1), 134-148.
- Binder, R. (2008). Sense of Place in Sustainable Tourism Development, In: 16th Icomos General Assembly and International Symposium: Finding the Spirit of Place - Between the Tangible and the Intangible (pp. 1-10), Quebec, Canada.
- Bonapace, L. (2002). Linking Product Properties to Pleasure: The Sensorial Quality Assessment Method. In: W. S. Green, and P. W. Jordan (Eds.), *Pleasure With Products: Beyond Usability* (pp. 189-217), London: Taylor & Francis.
- Brown, R. & Herrnstein, R. J. (1975). *Psychology*, Boston, Little, Brown.
- Buda, D. M., d'Hauteserre, A. M. & Johnston, L. (2014). Feeling and Tourism Studies, *Annals of Tourism Research*, 46, 102-114.
- Casey, E. (1996). How to get from Space to Place in a Fairly Short Stretch of Time: Phenomenological Prolegomena, In: S. Feld and K. Basso (Eds.), *Senses of Place* (pp. 13-52), Santa Fe: School of American Research Press.
- Classen, C. (1997). Foundations for Anthropology of the Senses, *International Social Science Journal*, 49 (153), 401-412.
- Constance, C., Howes, D. & Synnott, A. (1994). *Aroma: The Cultural History of Smell*, New York, Routledge.
- Cowan, A. & Steward, J. (2016). *The City and the Senses, Urban Culture Since 1500*, New York, Routledge.
- Crouch, D. (2000). Places around us: Embodied Lay Geographies in Leisure and Tourism, *Leisure Studies*, 19 (2), 63-76.
- Corbin, A. (2005). Charting the Cultural History of the Senses. In: D. Howes (Ed.), *Empire of the Senses: The Sensual Culture Reader*, (pp. 128-139), New York: Berg.
- Çiçek, D. & Kozak, N. (2012). Bibliometric Profile of Refereed Articles Published in Anatolia: *Journal of Tourism Research*, *Türk Kütüphaneciliği*, 26 (4), 734-756.
- Dann, G. & Jacobsen, J.K.S. (2003). Tourism Smellscapes, *Tourism Geographies*, 5(1), 3-25.
- Davis, S. F., & Palladino, J. J. (2000). *Psychology* (3rd ed.). Upper Saddle River, N. J., Prentice Hall.
- Degen, M. (2008). *Sensing Cities: Regenerating Public Life in Barcelona and Manchester*. London: Routledge.
- Dugan, H. (2015). Past Scents: Historical Perspectives on Smell by Jonathan Reinartz (review), *Journal of Interdisciplinary History*, 45(4), 567-568.
- Erlmann, V. (2004). But What of the Ethnographic Ear? Anthropology, Sound, and the Senses. In V. Erlmann (Ed.), *Hearing Cultures: Essays on Sound, Listening and Modernity* (pp.1-20), Oxford: Berg.
- Ferguson, P. P. (2011). The Senses of Taste, *The American Historical Review*, 11, 6(2), 371-384.
- Ferrarini, L. (2017). Embodied Representation: Audiovisual Media and Sensory Ethnography, *Anthrovision [Online]*, 5(1), 1-17.
- Gabrys, J. (2007). Automatic Sensation: Environmental Sensors in the Digital City, *The Senses and Society*, 2(2), 189 - 200.
- Ghosh, T. & Sarkar, A. (2016). To Feel a Place of Heaven: Examining the Role of Sensory Reference Cues and Capacity for Imagination in Destination Marketing, *Journal of Travel & Tourism Marketing*, 33 (1), 25-37.
- Gleitman, H. (1996). *Basic Psychology* (4th edition), New York, W.W. Norton & Company.
- Goldstein, E. B. (2010). *Sensation and Perception* (8th edition), USA, Wadsworth.
- Golec, M. J. (2009). Media Aesthetics, Sense Perception, and Andy Warhol's Blue Electric Chair, *The Senses and Society*, 4(1), 23-46.
- Goossens, C. (2000). Tourism Information and Pleasure Motivation, *Annals of Tourism Research*, 27(2), 301-321.
- Gretzel, U. & Fesenmaier, D. R. (2003). Experience-based Internet Marketing: An Exploratory Study of Sensory Experiences Associated with Pleasure Travel to the Midwest United States, *Information and Communication Technologies in Tourism 2003: Proceedings of the International Conference* (pp. 49-57), Helsinki, Finland.
- Groves, P. M. & Schlesinger, K. (1982). *Biological Psychology* (2nd edition), USA, Wm. C. Brown Company Publishers.

- Guillet, B. D., Kozak, M. & Küçükusta, D. (2017). It's in the Air: Aroma Marketing and Affective Response in the Hotel World, *International Journal of Hospitality & Tourism Administration*, 1 - 14.
- Harvey, E. D. (2011). The Portal of Touch, *The American Historical Review*, 116 (2), 385-400.
- Hockey, J. (2015). Sensing the Run: The Senses and Distance Running, *The Senses and Society*, 1(2), 183-201.
- Hotamışlı, M. & Efe, D. (2015). The Examination of Studies Using Bibliometric Analysis in the Context of Emotional Intelligence and Leadership Relation. *Çukurova Üniversitesi İİBF Dergisi*, 19(1), 101-121.
- Howes, D. (2011). Hearing Scents, Tasting Sights: Toward a Cross-Cultural Multi-Modal Theory of Aesthetics, In F. Bacci and D. Melcher (Eds.), *Art & the Senses* (pp.161-182), New York: Oxford University Press.
- Howes, D. (2013). The Social Life of the Senses, *Ars Vivendi Journal*, 3, 4-23.
- Isacsson, A., Alakoski, L. & Bäck, A. (2009). Using Multiple Senses in Tourism Marketing: The Helsinki Expert, Eckero Line and Linnanmaki Amusement Park Cases, *Tourismos: An International Multidisciplinary Journal of Tourism*, 4 (3), 167-184.
- Irvine, E. (2011). Rich Experience and Sensory Memory, *Philosophical Psychology*, 24(2), 159-176.
- Jay, M. (2011). The Senses in History in the Realm of the Senses: An Introduction. *The American Historical Review*, 116 (2), 307-315.
- Jenner, M.S.R. (2011). Follow Your Nose? Smell, Smelling, and Their Histories, *The American Historical Review*, 116 (2), 335-351.
- Kim, J. J. & Fesenmaier, D. R. (2015). Designing Tourism Places: Understanding the Tourism Experience through Our Senses, *Tourism Travel and Research Association: Advancing Tourism Research Globally*, Retrieved from: http://scholarworks.umass.edu/ttra/ttra2015/Academic_Papers_Oral/19
- Kłopotowska, S. K. (2017). Sensory Marketing as a New Tool of Supporting the Marketing Communication Process in Tourism Services Sector, *Handel Wewnętrzny*, 2(367), 226-235.
- Krishna, A. (2010). *Sensory Marketing: Research on the Sensuality of Products*, New York, Routledge.
- Krishna A. (2012). An Integrative Review of Sensory Marketing: Engaging the Senses to Affect Perception. Judgment and Behavior, *Journal of Consumer Psychology*, 22(3), 332-351.
- Liapi, M., Linaraki, D. & Voradaki, G. (2012). Sensitive Architecture as a Tool to Stimulate the Senses and Alleviate the Psychological Disorders of an Individual, *Cognitive Process*, 13 (1), 233-237.
- Lopez, R. (2010). Sense of Place and Design, *Focus*, 7 (1), 46-52.
- Low, K. E. (2012). The Social Life of the Senses: Charting Directions, *Sociology Compass*, 6(3), 271-282.
- Loxham, A. (2014). Sensory History and Sociology - Offering a Helping Hand?. 19: *Interdisciplinary Studies in the Long Nineteenth Century*, (19), p.None. DOI: <http://doi.org/10.16995/ntn.722>
- MacLuhan, M. (1994). *Understanding Media: The Extensions of Man* (First MIT Press, 1964), USA: Massachusetts Institute of Technology (MIT).
- MacPhee, M. (1992). Deodorized Culture: Anthropology of Smell in America, *Arizona Anthropologist*, 8, 89-102.
- Malefyt, T. W. (2015). The Senses in Anthropological and Marketing Research: Investigating a Consumer-Brand Ritual Holistically, *Journal of Business Anthropology*, 4(1), 5-30.
- Magrin, S. (2015). Plotinus on the Inner Sense, *British Journal for the History of Philosophy*, 23(5), 864 - 887.
- Masterson, V. A., Stedman, R. C., Enqvist, J., Tengö, M., Giusti, M., Wahl, D. & Svedin, U. (2017). The Contribution of Sense of Place to Social-Ecological Systems Research: A Review and Research Agenda, *Ecology and Society*, 22 (1), 49. <https://doi.org/10.5751/ES-08872-220149>
- Mateiro, B. (2018). Marketing Sensorial: na Otimização da Experiência Turística, *Revista Turismo and Desenvolvimento*, 29, 137-149.
- Mattens, F. (2017). The Sense of Touch: From Tactility to Tactual Probing, *Australasian Journal of Philosophy*, 95(4), 688-701.
- Meacci, L. & Liberatore, G. (2015). Towards a Senses-Based Model for Experiential Tourism: The Youtooscan.com Case, 1st International Conference on Experiential Tourism (pp.1-11), Santorini, Greece.
- Morris, J., Woodworth, C., Swier-Vosnos, A., Rossini, E. & Jackson, I. (2015). Relationship of Sensory Modality to Retention of Episodic Memory. *Applied Neuropsychology: Adult*, 22(4), 246-251.
- Nagarjuna, K. & Sudhakar, B. D. (2015). Refine the Services by Touching the Customer Senses Sensorial Marketing Strategy for Hospitality Industry, *International Journal of Interdisciplinary and Multidisciplinary Studies (IJIMS)*, 2(6), 118-126.
- Noë, A. (2002). On What We See, *Pacific Philosophical Quarterly*, 83 (1), 57-80.

- Pallasmaa, J. (2008). *The Eyes of the Skin, Architecture and the Senses*. Chichester, West Sussex: John Wiley & Sons.
- Pan, S. & Ryan, C. (2009). Tourism Sense Making: The Role of the Senses and Travel Journalism, *Journal of Travel & Tourism Marketing*, 26(7), 625-639.
- Pawaskar, P. & Goel, M. (2014). A Conceptual Model: Multisensory Marketing and Destination Branding, *Procedia Economics and Finance*, 11, 255-267.
- Pink, S. (2007). Sensing Cittàslow: Slow Living and the Constitution of the Sensory City, *The Senses and Society*, 2(1), 59-77.
- Pink, S. (2010). The Future of Sensory Anthropology/ the Anthropology of the Senses, *Social Anthropology/Anthropologie Sociale*, 18(3), 331-340.
- Pritchard, A. (1969). Statistical Bibliography or Bibliometrics, *Journal of Documentation*, 25, 348-349.
- Reinartz, J. & Schwarz, L. (2012). The Senses and the Enlightenment: An Introduction, *Journal for Eighteenth-Century Studies*, 35 (4), 465-468.
- Riskin, J. (2011). The Divine Optician, *The American Historical Review*, 116(2), 352-370.
- Rodaway, P. (1994). *Sensuous Geographies: Body, Sense and Place*, London, Routledge.
- Schwarz, O. (2013). What Should Nature Sound Like?: Techniques of Engagement With Nature Sites and Sonic Preferences of Israeli Visitors, *Annals of Tourism Research*, 42, 382-401.
- Scott, M. (2007). *The alchemyst*, New Yor, Delacorte Press
- Siedlecki, K. L. (2015). Visual Perspective in Autobiographical Memories: Reliability, Consistency, and Relationship to Objective Memory Performance, *Memory*, 23(2), 306-316.
- Smith, M. M. (2007). Producing Sense, Consuming Sense, Making Sense: Perils and Prospects for Sensory History, *Journal of Social History*, 40(4), 841-858.
- Sperber, D. (2008). Claude Lévi-Strauss, a precursor?, *European Journal of Sociology*, 49(2), 309-314.
- Tuan, Yi-Fu (1977). *Space and Place: The Respective of Experience*, Minneapolis, University of Minnesota Press.
- Veijola, S. & Jokinen, E. (1994). The Body in Tourism, *Theory, Culture and Society*, 11 (3), 125-151.
- Williams, A. (2006). Tourism and Hospitality Marketing: Fantasy, Feeling and Fun, *International Journal of Contemporary Hospitality Management*, 18(6), 482 - 495.
- Wright, T. & Ward, J. (2013). The Evolution of a Visual-to-Auditory Sensory Substitution Device Using Interactive Genetic Algorithms, *The Quarterly Journal of Experimental Psychology*, 66 (8), 1620-1638.
- Xiong, J., Hashima, N. H. & Murphy, J. (2015). Multisensory Image as a Component of Destination Image, *Tourism Management Perspectives*, 14, 34-41.
- Yolal, M. (2016). *Turizm Araştırmalarında Örnekleme, Bibliyometrik Bir Araştırma*, Ankara, Detay Publishing.
- Yozgat, U. & Kartaltepe, N. (2009). Bibliometrics Profile of Papers in National Management and Organization Congress Proceedings: A Research on Papers of Organizational Theory and Organizational Behavior Tracks, *Journal of Eskişehir Osmangazi Üniversitesi İİBF Dergisi*, 4 (1), 149-165.
- Zimbardo, P., Johnson, R. & Hamilton, V. M. (2011). *Psychology: Coreconcepts (7th edition)*, USA, Pearson.

Support Information:

No support was received from any organization during the conduct of this study.

Conflict of Interest:

There is no conflict of interest in this study.

Ethics committee approval:

This study was carried out in 2019.

Contribution Rate of Researchers:

1st author contribution rate: 50%

2nd author contribution rate: 50%

