

2017

Sensory Perceptions of Asian Destinations: An Exploratory Study

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Recommended Citation

Lau, Virginia M.C. (2017) "Sensory Perceptions of Asian Destinations: An Exploratory Study," *Critical Tourism Studies Proceedings*: Vol. 2017 , Article 70.

Available at: <http://digitalcommons.library.tru.ca/cts-proceedings/vol2017/iss1/70>

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Title: Sensory Perceptions of Asian Destinations: An Exploratory Study

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Session Type: Presentation

Abstract:

In today's experience-oriented environment, tourist destinations are expected to engage and provide total experience to their visitors. Whilst experience is a multi-faceted construct based on motivation, process, and satisfaction, this paper focuses on the affective emotions and feelings of travelers towards different Asian destinations through perceived sensory stimuli of sight, sound, touch, smell, and taste. A Structural Equation Modeling (SEM) technique is utilized in an attempt to establish a relationship model between the five senses of experience and the destination image of the travelers, as well as their behavioral intention to visit the destination. Results of the data analysis show that, while sight, touch, and taste have significant positive influence on destination image, only touch and taste have significant positive influence on behavioral intention. In addition, destination image has a significant positive influence on behavioral intention. Finally, managerial implications are outlined for marketers in regard to the promotion of their destination image through the five senses.