2017

Sensory Perceptions of Asian Destinations: An Exploratory Study

Virginia M.C. Lau
Institution for Tourism Studies, virginia@ift.edu.mo

Follow this and additional works at: http://digitalcommons.library.tru.ca/cts-proceedings
Part of the Tourism and Travel Commons

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

This Abstract is brought to you for free and open access by Digital Commons @ TRU Library. It has been accepted for inclusion in Critical Tourism Studies Proceedings by an authorized editor of Digital Commons @ TRU Library. For more information, please contact kgaynor@tru.ca.
Title: Sensory Perceptions of Asian Destinations: An Exploratory Study  
Author: Virginia Lau  
Affiliation: Institute for Tourism Studies, Macao  
Contact: virginia@ift.edu.mo  
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.