

The Application of Sensory Marketing in the Tourism Industry

Organized by

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The importance of sense expressions such as scent, music, design, taste, and texture has not received sufficient attention for a long time not only in the general marketing literature, but also in tourism studies, despite the well-recognised significance of the five human senses for clarifying brand identity and image and their impact on human behaviour (Hulten et al., 2009). Sensory marketing called by other names, such as experiential marketing or experience marketing, is defined as a more individualised and personal marketing approach where "... the human brain, with its five senses, [is] at the centre of marketing" (Hulten et al., 2009: 6).

We invite contributions that adopt an interdisciplinary perspective on sensory marketing with a special focus on the emerging issues and challenges related to it, to advance knowledge about good practices, as well as to stimulate discussion and exchange new ideas. The special session will seek papers that attempt to present research which is both case study oriented and theoretical and address the following key issues, including (but not limited to) the following themes:

- Sensory marketing: theoretical and empirical grounds
- Conceptual foundations, definitions and operationalisation of sensory marketing
- Application of sensory marketing in various tourism settings
- Place sensory marketing
- Place sensory branding
- Influence of sense stimuli on tourism experience
- Sensory marketing and consumer behaviour
- Future trends in sensory marketing

Abstracts of no more than 300 words should be submitted electronically by **15/05/2018** to Dr Elitza Iordanova (e-mail: Elitza.Iordanova@uwl.ac.uk). For further enquiries regarding conference fees and program, recommended accommodation, and registration form, please visit the following website: <http://iatour.org>