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## A Conceptual Model: Multisensory Marketing and Destination Branding

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### Abstract

The present study conceptualizes a model based on Multisensory Marketing and how it can be used to enhance Destination Branding. The model illustrates the influence of the paradigm shift of mass marketing to personal marketing in the tourism industry. It integrates key sequential steps of Multisensory Marketing, Tourism Sectors, Customer satisfaction as a result of experience to the final outcome: Enhanced Destination Image. The paper also, discusses the relationship between customer experience, customer satisfaction and customer delight. The Destination branding model is a result of synthesis of literature from the fields of general branding, marketing, psychology and consumer behaviour

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## **1. Introduction**

Awareness of a destination is essential to the success of tourism and places strive to draw favorable attention to them in an intensely competitive marketplace. The global choice of destinations is growing and certain of these possess similar resources, giving rise to a situation where one can be replaced by another as the notion of destination choice sets implies (Goodall, B. 1991), so differentiation through promotion is vital. A destination is a place that attracts visitors for a temporary stay, including continents, countries, states, cities, villages and purpose-built resort areas ( Pike, 2004 ), and thus is an amalgam of all the tourism services and experiences offered to consumers (Buhalis, 2000 ).

The subject of our paper is how to do destination branding and to study its usefulness in the marketing of tourism. We have focused on Goa for the purpose of our analysis. Situated on the Malabar Coast, Goa is a tourist destination, known for its Gothic churches, heritage forts, palm-fringed beaches, coconut groves, ferry rides, and bubbly folk music! With its 131-km-long coastline Goa is an important locale in every tourist's itinerary in India and the world. Sun, sand and sea being the major attractions, Goa is a perfect haven for those who need and want relaxation. In 2011, Goa attracted 4, 45,935 foreign tourists and 22, 25,002 domestic tourists (tourism statistic, department of tourism 2012).

Goa has a huge potential for attracting tourists and the development of its marketing strategy and techniques to develop tourism is important for the state and its people. The tourism industry of Goa is a major engine for the economic growth of the state, it is imperative to market it to withstand the competition from upcoming tourist destinations.

## **2. Growing Competition in the Tourism Industry: Strategic approach based on Destination Marketing**

A close competitor for Goa, on the south west coast of India is Kerala. Due to their geographic locations they share similar environment with attractions like beaches and beautiful landscapes. For several years they shared the same market and had similar products to offer. In the recent past Kerala has developed its medical tourism which has created new markets and differentiated it from its neighboring states. This additional service has attracted more tourists as they can get several benefits through one trip. Every destination needs to create for itself a unique identity to sustain competition. A review of the literature covering place and destination marketing indicates that brand image and identity play an important role in differentiating between objectively similar alternatives. A destination lies at the very heart of the travel and tourism system, representing as it does an amalgam of products that collectively provide a tourism experience to consumers. Indeed, the array of components that make up the destination product, the complexity of the relationships that exist between them and the strengthening of this complexity due to the tendency for a large number of different stakeholders to be involved is such that a destination is widely acknowledged to be one of the most difficult products to manage and market (Ramona, G 2009).

The concept of promotion plays a vital role in enhancing the sale-ability of a product or service. For a product, its functionality makes it easier to promote it as compared to a service. In the service sector the intangibility factor needs to be well defined to attract and convince the customer to purchase. This hitch makes services marketing more complex and multifaceted, encouraging newer and more convincing techniques.

Tourism is one such industry that is largely service oriented and customer satisfaction plays a pivotal role in its sustenance. The intangibility of its products and services makes trials impossible and therefore, ensuring that the experience of a customer in the destination is good and will favourably influence post-visitation behaviours becomes more important. Fan (2005), however, warns of the dangers of treating place brands like commercial brands as there are fundamental differences between the two. He cites, for example, that products can be altered, re-launched, replaced or withdrawn from the market, whereas places cannot; product brands have a single owner with legal rights, whereas a place is owned by any organization that chooses to exploit the image of the place; and the audiences for place brands are diverse and hard to find, unlike product brands that have targeted segments. Furthermore, while it is widely acknowledged that marketing contributes greatly to destination development (Howie, 2003 ;Prideaux and Cooper, 2002), the process is not always straightforward or well understood and is a particularly challenging form of the marketing art (Bennett, 1999). These challenges are a function of the complexity of the tourism product and the number of stakeholders involved in destination marketing.

Destination marketing can influence positive brand image of a place and a branded destination can be more easily marketed. A brand is a 'name, term, sign, symbol, design or combination of these elements, intended to identify the goods or services of a seller and differentiate them from those of the competitors' and branding aims to raise awareness and create positive perceptions which lead ultimately to purchase (Kotler, Bowen, and Makens 1999). Brand associations (Hankinson, 2005) can be categorised into functional, related to tangible qualities and symbolic experiential, which together decide overall attitudes to brands.

Blain (2005) suggests a comprehensive definition of destination branding as a , 'set of marketing activities that (1) Support the creation of a name, symbol, logo, word mark or other graphic that readily identifies and differentiates a destination; that (2) Consistently convey the expectations of a memorable travel experience that is uniquely associated with the destination; that (3) Serve to consolidate and reinforce the emotional connection between the visitor and the destination and that (4) Reduce consumer search cost and perceived risk. Collectively, these activities serve to create a destination image and positively influence consumer destination choice.

Services branding entails the experiential quotient for brand building and therefore, gives paramount importance to the customer's period of stay. Several techniques like critical success factors (Michael B. 2007), differentiation and cost advantage (Ramona, G. 2009), destination marketing systems (Youcheng W. 2006), etc. have been studied and adopted by many destinations for branding. Our study focuses on multisensory marketing techniques and their

application to destination branding for a tourist location in general and building brand Goa in particular.

### **3. Contemporary Marketing Practices: A Study of Multisensory Marketing Techniques**

Harsh global conditions make it necessary for every firm to try to penetrate the crowds and noise of brands, by coming closer to its customers (Bertil H., 2009). With the markets overflowing with products and services, traditional forms of marketing like mass marketing and relationship marketing are not enough. For years, sight has dominated the marketing practices. The other vital senses- Smell, Sound, Touch and Taste have been largely neglected, despite the fact that a customer uses every sense before making a decision about a brand.

According to researchers, Sensory Marketing recognizes the importance of crossing the barriers of mass marketing. It reaches out to customers in a more personal and intimate way by putting the human brain, with its five senses, at the center of marketing. The brain of an individual registers a brand, and an image is created in terms of mental conceptions and mental images. This image is a result of the experiences an individual has with a firm or a brand. Each individual has a subjective experience that is called “experience logic”. It is a result of how the individual’s five human senses perceive and interpret an experience, either singly or together (Hulten, Broweus and Van, 2008). Vision is the most important and persuasive sense with smell being the second most important one, followed by hearing, taste and touch (Lindstrom and Kotler , 2005). Sight is thus traditionally perceived as the most seductive sense and the most obvious one used by brands. Sound on the other hand can help us generate moods by creating feelings and emotions. Taste and smell are closely connected, although smell is 10,000 times more sensitive as it taps right into our memory (Kennedy 2008).

Singapore Airlines, for example, matches the aroma in the cabin (smell) with the interior color scheme and the uniforms worn by flight attendants (sight) to create a unique sensorial experience for their customers (Joshua G. 2008). Bellagio hotel and casino in Las Vegas replaced its new cashless models (minus satisfactory clank of falling coins) with the original slot machines, because they lost customers.

By going beyond the traditional marketing media of sight and sound, brands can establish a stronger and long lasting emotional connection with customers. There are studies showing that odoured areas increase the usage of slot-machines (Hirsch 1995), that ambient scent has a positive effect on social interactions (Zemke and Shoemaker, 2006), that queuing is perceived less stressful in scented areas (Mc Donnell, 2002) etc. There are also studies that show a positive correlation between the usage of scent and the increase of sales (Sprangenberg et. al., 1996; Morrin and Chebat, 2005).

### **4. Application of Multi Sensory Marketing Strategies to a Tourism Destination and to Goa per se**

The paper draws on the findings that traditional tourism marketing methods are not sufficient to create awareness and motivation among travelers to travel to a particular place, given the clutter of budding destinations. With the advent and popularity of the digital media, potential travelers and tourists are exposed to a plethora of options. The gigantic number of tourist destinations lead to tougher competition and cluttering, resulting in advertisement

avoidance. Thus, to gain an edge over competitors, new and innovative marketing strategies must be developed by marketers and brand managers. To keep up with the demands and expectations of the customers, the tourism industry needs a paradigm shift from 2-D (sight and sound) to 5-D marketing. In order to create feelings of authenticity and experience among customers and users, an inter-medial mix of sound, sight, smell, touch and taste should be stimulated with tourism marketing.

The link between multi-sensory marketing and tourism is simple, yet in many cases elusive: experiences inform our senses, the senses being linked to our memory and memories tap right into our emotional make ups. Thus, the tourism manager who is able to develop relevant and targeted sensorial experiences is able to tap into tourists' emotions, creating positive and long-lasting memories which visitors can later retrieve to create positive-word-of-mouth about the service and destination, with families and friends.

Multisensory marketing is relatively a new trend in the tourism industry however; its true potential is yet to be harnessed by tourism marketers. Various studies have been conducted in the past to understand sensory marketing and its application in the tourism industry. However, no comprehensive model has been developed as yet, that suggests multisensory marketing be used by the different sectors of the tourism industry to enhance customer experience which would lead to stronger brand recognition and brand image in the long term.

The objectives of our study are:

1. To study the use of sensory marketing to promote tourism so as to involve each of the senses to create a holistic tourist experience.
2. To identify unique features from Goan traditions, culture and society and enhance their use through sensory marketing practices, that can stimulate the senses of the tourist to create an unforgettable tourist experience.
3. To develop a model for 'enhanced destination image' centered on use of multisensory marketing through providers of tourism destination services.

When the human senses are influenced the experience of the action or event is termed memorable. Our study proposes a model to illustrate how multisensory marketing can be used for branding a tourism destination and thereby result in creating an 'Enhanced Destination Image'. The case of tourism in Goa is used to relate the processes of branding by marketing Goa through sensorial strategies.

## **5. Sight or Visual Marketing**

Sight has been an effective tool in marketing and advertising for decades. Be it a catchy logo, a colourful poster or a stylish cover, sight has dominated over all other senses in customer's decision making process. Sight is generally perceived to be the most powerful of the human senses, and it is also the most seductive.

The strategy of sight has been into action in the tourism industry ever since its inception and of course, the first one to be targeted by the brand managers. Visualization is used as an effective strategy in tourism marketing and

communication before a tourist makes the decision to visit the destination. Apart from traditional visualization strategies like advertising, visual and verbal identity, design and style, tourism marketers can also express aesthetic elements through electronic media. A huge number of hotels, restaurants, travel agents, for example, give a virtual tour of their onsite locations by giving a 360degree panoramic view on their website.

Goa has a number of visual attractions that can add to its image. The cultural evolution of Goa has been the result of historical interface, due to the rule by different peoples in Goa, Aryans, Mauryans and other Hindu rulers, down to the Muslims and finally the Portuguese. The last rulers of Goa, the Portuguese, left a strong mark on Goan culture and society which to date is indelible. Goa is denoted as the west of the east and the Goans are known for their warm and welcoming hospitality. All the rulers including the Portuguese (who ruled the longest for 450 years) have left behind their imprint in the form of architecture and attractions. The Portuguese style restaurants decorated with antiques of that era like chandeliers, posters etc can be a perfect example of marketing Goa through its visual attractions.

For example the world renowned cartoonist Mario Miranda was a Goan and his work depicted Goan people and their lifestyle\*. Walls of airport lounges, restaurants, art galleries, tourist buses can be painted with his art which will create a sense of the 'Goan stay' in the minds of the tourists!

A sight strategy rests upon a number of visual sight expressions, each of which alone or together, can commoditise goods and services as well as the service landscape.

## **6. Smell or Olfactory Marketing**

Smell can be harnessed by managers to add longevity to otherwise short-term expensive marketing campaigns. Nose as a receiver of stimuli is important. Scents are found to strengthen communication and bonding.

This is because the average human is 100 times more likely to remember a scent over something seen, heard or touched. For example, scent can be applied to the exterior of a facility to lure customers to enter the facility (e.g. example given of the gas stations that place fresh brewed coffee scent at the pumps to lure pay-and-go customers to stay) or simply to create a pleasant environment outside the store. There are approximately about 100 000 different scents in the world out of which 1000 scents are primaries and the rest of the scents are combinations (Lindstrom, 2005).

Odours' can be interconnected with a product, to a theme, a comfortable environment or product brand, and the user recalls the product through its smell. Scents probe the brain for impulse purchases. A scent also differentiates the product from its competitors and has been proved to increase sales. (Russell 2008)

The tourism industry has also started using this for marketing style. Hotels, spas, casinos and resorts use

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\*[http://en.wikipedia.org/wiki/Mario\\_Miranda](http://en.wikipedia.org/wiki/Mario_Miranda)

environmental scent-branding for their properties. When guests have a delightful experience and later smell the same blend of scents, they immediately think of the hotel or property they connect to and want to relive the experience. Some famous examples of this are, The Park Hyatt Washington, D.C., which pumps a scent into the lobby using atomizers. The new official fragrance of the American hospitality group, Omni Hotels is a blend of lemongrass and green tea for its brand recall.

Goa has many popular hotel chains operating its hospitality industry. The scenting of environment can be effectively adopted by these hotels to develop brand recall. The state of Goa has legal permission to operate off-shore casinos in India. It is a great attraction for tourist and a lush revenue generator. Scents can actually be used to excite visitors to casinos and make their experience exciting and memorable.

Sensory bond with the smell of sea and ocean offers a natural advantage to a coastal region like Goa, with its long length of lovely, clean beaches.

### **7. Sound or Auditory Marketing**

A sound strategy takes into account that the customer reacts with feeling when music and voice is present. The Sound expressions such as jingles, voice and music offer possibilities to create a sound experience. When sound is used consciously, a firm has great opportunities to create signature sound that characterizes its brand. The retail industry largely depends on this form of advertising for recall in the present clutter of products. Tempo aside, companies choose music to pronounce their brand identity. Abercrombie and Fitch<sup>TM</sup> use loud upbeat music with a heavy bass and eliminate gaps between tracks, creating a youthful nightclub-like atmosphere in its teen focused clothing shops (Hulten2009). Victoria's Secret<sup>TM</sup>, on the other hand, plays classical music to evoke a sense of upscale exclusivity for its brand (Martin Lindstrom, 2005). Brands spend millions of dollars on their products to improve their brand value, towards the end of the 1990s, Daimler Chrysler created a 10-engineer department whose sole task was to create the ideal sound for the opening and closing of a car door (Martin Lindstrom, 2005).

In the tourism industry, sound strategy can be a powerful tool to create supreme sensory experience and boost recall. The sound of bagpipers, for example, reminds us of Scotland. For restaurants more concerned with increasing the spend-per-customer ratio, slower music creates longer dining times, leading to a 29 percent increase in the average bill according to one experiment (Martin Lindstrom, 2005).

Goa has its unique folklore which is backed by traditional music and dance. This music and beat is distinct and can be strongly associated with the Goan tradition and culture. For a holistic experience Goan music can be played in the background by service providers whether in a restaurant, or in tour vehicles, in casinos or shopping arcades. In fact, even at airports and railway stations music can be used to develop the Goan experience.

### **8. Taste or Gustative Marketing**

The sensorial strategy of taste is hard to introduce in the tourism industry because of its tangible characteristics. Although it holds a huge significance in the Food and beverage industry, it can be utilized by the other sectors of

tourism as well. Taste experiences of different kinds can contribute to creating an image of a brand. It does not matter whether a firm or a brand naturally attracts with its products. (Bertil H., 2009).

Goa is known for its distinct cuisines, famous for its fresh seafood and recipes like ‘Vindaloo’. Taste-buds are stimulated by recall for anyone who has had an earlier experience as the pungent flavours are difficult to forget. Also, Goa is famous for its brewing of various beverages like wine and cashew Feni, which are usually taken as souvenirs by the tourists. This can be an opportunity for the marketers to sell their product by providing sampling of the beverage to stimulate taste buds, encouraging their sales and creating an experience.

### **9. Touch or Tactile Marketing**

Most firms have not yet realized the significance of stimulating the human senses for sustainable marketing, but brands that contribute to unique touch experiences have good opportunities to create an identity and image around a product in terms of tactile marketing (Sensory Marketing: 2009). Incorporating the sense of touch in branding communications of certain products is not difficult. This can be achieved, for example, by giving customers the encouragement and opportunity to handle products such as in retail environment – rather than putting up ‘DO NOT TOUCH’ signs.

In the tourism industry, tactile marketing opportunities are present even within the service environment. Human contact, such as a firm handshake, can do wonders to the experience and expectations of a customer in a restaurant, or to the client of a tourist guide or operator. For the modern day tourist walking into a museum for the first time, the level of curiosity and expectations is high. Museums do well to invest in replicas of the most interesting and visited exhibits and encourage their visitors to handle these objects – in essence, to interact with the brand at a physical and emotional level. Furthermore, if this sense of touch can be actually ‘packaged’ and the customer allowed to take this away as souvenirs, customers can do their marketing communication by showing the object to families and friends and recounting their experiences.

Goa has recognized the importance of tactile marketing to create authentic experiences and images in a tourist’s mind. Sea-side restaurants allow tourists to see, touch and choose seafood before it goes into the cooking bowl.

The Goan fenny is well known across the country and cashew fenny production units are one of the attractions in many tours. Involving visitors in the preparation process can make the whole experience a memorable one.

Goa is a beach destination and beaches and sea are its main attraction. The feel of being in and around water is the image of Goa. The beach shacks can set up candle lit tables at the shore with the water brushing at your feet as you feast, creating an unforgettable dining experience.

Tourism providers can organize trips to local bakeries which make the famous ‘pav’ or Goan bread where they get to feel and smell the aroma of freshly baked bread.

### **10. Enhanced Destination Image: A Conceptual Model**

The marketer’s job for a destination is to make available sufficient information to the target market about its product

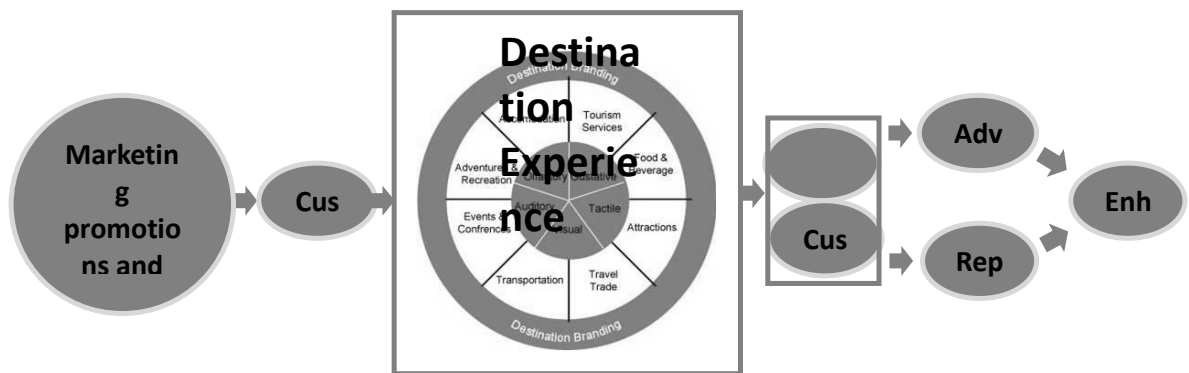


and lure them to experience it. Most tourists gather information before travel through brochures, advertisements, invitations or buzz marketing, and internet promotions. Based on the evaluation of the gathered information an individual chooses a destination and along with it develops expectations which need to be fulfilled post visitation. These expectations are the driving force of an individual to visit a particular holiday spot as a tourist.

A tourist destination interacts and impacts with the tourist through multiple products, goods and services, which are presented to him in the destination. Many of these are purchased by him categorically as a consumer of food, accommodation, souvenirs, etc. While a substantial part is the experiences that arise due to the eco-system like security, natural surroundings, information and communication, recreation, for which he often does not pay directly but which are critical in creating the tourists’ satisfaction and thus, determining the perception he takes with him.

The model covers all these tourist products and represents the destination experience which is provided through them. This experience plays a very important role in the minds of the tourists as they gauge the rightness of their decision through it. A destination has to capture every opportunity to make the visit of the tourist memorable. Our paper proposes to use multisensory marketing to enhance the tourist experience in a positive manner. Every experience can be made memorable if it has the capacity to influence one or more senses of an individual. Working on this principle we have attempted to introduce sensorial strategies in executing the tourism services in all of the 8 sectors to satisfy the tourist expectations.

Satisfaction is achieved when ones expectations are fulfilled. When a tourist realizes his imagination, his expectations are satisfied. When an individual experiences more than what he expects his satisfaction turns into delight. This customer delight can be achieved by influencing one’s multiple senses, through various means, and giving the tourist a holistic experience. This feeling of delight is unforgettable and therefore it translates into repeat behaviour or advocacy. A satisfied customer is a products best marketer and therefore this process finally culminates into Enhanced Brand Image.



The model is a complex blend and interaction of the following key elements:

1. Marketing Promotion and Communication
2. Customer Expectations
3. Tourism sectors and Sensory Experiences

4. Customer Satisfaction
5. Advocacy and repeat visitation
6. Enhanced Destination Image

These elements are interconnected as key sequential steps and comprehensively explain the rationale behind a tourist's decision making process through the power of five senses together.

The model attempts to apply the concept of multisensory marketing to the tourism industry, thus establishing emotional linkages to customers by activating all human senses to get closer to a customer's mind and heart. This study however, targets on-site tourists and the usage of multisensory branding to enhance their bonds with a place and deliver a unique experience that exceeds expectations resulting in positive brand image and customer delight, hence increasing the chances of a repeat visit.

The model is based on the assumption that a tourist relies on his perceived perception of the destination brand and expects the destination to deliver its promises post visitation. These expectations are created by marketers using modern and traditional promotional tools, thereby, positioning the destination in a tourist's mind, aligned with his brand awareness and brand knowledge. There are attempts to study how to bridge the gap between the intangibility of tourism services and a potential tourist by stimulating their senses, and thus, increasing the possibility of a visit.

A decade ago the traditional mediums like brochures, advertisements, pamphlets, package tour invites, etc. were the common means to attract a tourist. Researchers have found that at present the traditional concept of servicescapes has been affected by the emergence of the Internet (Zeithaml, Bitner and Gremler, 2006).

Web pages and communities have become a new form of marketing, also known as virtual servicescapes, where the customer can get in contact with any company and explore their services offering without physically visiting it, thus making services more tangible for the customer. For example, travel agencies display their pages as virtual servicescapes, where the customer can preview destinations and also view and take virtual tours of hotels. This 2D experience develops expectations in the mind of the customers based on which they build their travel decision. This perceived expectation before the visit plays a vital role in post visit satisfaction, which determines the likelihood of the tourist's repeat visit. Positive experiences of the tourist strengthen the brand image. Clarke (2000) quoted that "Branding can help offset the effects of intangibility of the tourism product, especially if combined with positive past experience". Therefore, one could also say that a satisfied customer can enhance destination branding with a fulfilled expectation.

The catalyst for a repeat visit or positive word of mouth branding is building emotional connections with the tourist. To establish emotional linkages to customers, a permanent presence is required in the brand consciousness. This can be achieved if all five senses are activated in getting closer to and deeper into a tourist's mind and heart (Ramona, G 2009). The tourism industry is divided into 8 sectors, based on the sectors proposed by Goeldner C., Ritchie B J R., (2007), which broadly cover all the products and services a destination has to offer. To enhance the overall experience of a tourist, a marketer can provide its product and services in a fashion that leaves an impression on one or more of the customer's senses providing him with supreme sensory experiences at every event or activity. When

multisensory, inter-medial marketing communication is effectively combined with ration and need in addition to user co-experiences, only then, can it be future-oriented, engaging and stimulating (Annica Isacson 2009).

A sensory experience is the result of the reactions of senses to different elements or triggers. If scent is combined with beautiful landscape, impeccable hospitality, a warm handshake, an aromatic coffee comfortable chairs etc, it will deliver a complete sensory experience and the memory will remain in the tourist's conscience.

The sensory experience should be delivered in a manner such that emotions and feelings seem to have a primacy over logic and rationality in the human brain. The challenge in sensory marketing is to trigger the touch points of the individual through the five senses to satisfy individual needs and wants. The customer's sensory experience leads to "the experience logic" (Hultan B. 2009). The experience logic contributes to forming behavioural, emotional, cognitive, relational, or symbolic values that often can replace the functional values, that goods or a service might offer. In this sense, the experience logic combines emotional and rational elements in the human brain to facilitate the sensory experience of a brand.

Research shows that the supreme sensory experience which is both subjective and personal in nature leads to not only customer satisfaction but also "customer delight". To surprise customers is important because it gets a marketer beyond satisfaction. Satisfaction implies the meeting and fulfilling of expectations, but surprise creates delight.

Customer satisfaction is essential in order to build brand loyalty and create a strong brand image, thus increasing the chances of advocacy and repeat visits. Some authors emphasize an asymmetric relationship between loyalty and satisfaction (Waddell, 1995). Schultz (2000) outlines the importance of satisfying a customer in order to create behavioural loyalty. Thus, a satisfied customer tends to be more loyal to a brand over time than a customer whose purchase is caused by other reasons such as time restrictions and information deficits.

Studies have found support for both increasing and decreasing returns to scale in the effect of customer satisfaction on repurchase intention. (Kamakura 2002). Heskett et al. (1997) suggested that customer loyalty should increase rapidly after customer satisfaction passes a certain threshold—that is, there are increasing returns to scale in the relationship between customer satisfaction and customer loyalty. Consistent with this "threshold" argument, research on the concept of customer delight has found that "tremendously satisfied" or "delighted" customers are much more likely to remain customers of an organization than those who are merely "satisfied" (Oliver, Rust, 1997). We believe that customer satisfaction and/or customer delight should be the biggest driving force for tourism markets which can be achieved through Multisensory marketing, and this will develop a strong bond between customers and a brand. Lindstrom (2005) asserts that the ultimate bond between the customer and the brand derives from our five human senses. The constructs of his theory reside in that the sensory branding stimulates the relationship with the brand and allows emotional response to dominate the rationale thinking. The goal is a strong and positive bond between the brand and the consumer so that the consumer will turn to the brand repeatedly.

If these objectives are met successfully by a destination, it occupies a permanent and place in a tourist's mind, resulting in "Enhanced Destination Image" which lies over above the perceived image of a destination that existed prior to actual visitation. According to Crompton (1979.), "an image may be defined as the sum of beliefs, ideas and

impressions that a person has of a destination". MacKay and Fesenmaier (1997) specified destination image as the visitor's total impression which is formed as a result of the evaluation of various destination elements and attributes. Their definition clearly emphasizes the role of actual experience at the destination in forming the destination image.

## 11. Conclusion

One thing Goa lacks is the uniformity of its image. There are diverse opinions of whether it is a fun place, a place for family holiday or a place for drugs and illicit activities. The people here are warm and welcoming which creates an accommodating environment for visitors but it could also be interpreted as a facilitation to 'break free'. Goa should characterize its brand identity in congruence to its target market and develop a common logo that represents Goa in all its marketing and promotional activities. This image should be then reflected in the services provided along with their hospitality. Commonality can be achieved through introducing workshops for licensed tourist guides, reviving the curriculum of the hotel management institutes, legalizing a brand logo and administering the activities of all associated stakeholders. Along with image building if the power of the five senses is introduced in marketing and advertising Goa can create a competitive market that will leave the customers overwhelmed and delighted. The model could be a basic infrastructure to create a framework for the Goan tourism industry to bring a radical shift in its existing 2-D model to a 5-D model. The idea of our paper is to enhance the demand and to improve the availability of tourism services through new types of marketing communication involving inter medial solutions and multiple senses.

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