Exploration of Experience-Based Marketing Strategies in Building Customer Engagement and Improving Retention: A Case Study in the Tourism and Travel Industry

Gatot Wijayanto[1], Ana Fitriyatul Bilgies[2], Yutiandry Rivai[3], Rovanita Rama[4], Arini Novandalina[5]

[1] Universitas Riau, Riau, Indonesia, gatot.wijayanto@lecturer.unri.ac.id

[2] Universitas Islam Darul Ulum Lamongan, Lamongan, Indonesia, anafitriyatulbilgies@unisda.ac.id

[3] Institut Bisnis dan Teknologi Pelita Indonesia, Pekanbaru, Indonesia, yutiandri.rivai@lecturer.pelitaindonesia.ac.id

[4] Universitas Riau, Riau, Indonesia, rovanita1970@gmail.com

[5] Sekolah Tinggi Ilmu Ekonomi Semarang, Semarang, Indonesia, arini.novandalina@gmail.com

Corresponding Author: gatot.wijayanto@lecturer.unri.ac.id

Abstract: This article explores the efficacy of experience-based marketing strategies in enhancing customer engagement and retention within the dynamic landscape of the tourism and travel industry. Drawing upon a comprehensive case study analysis, this research delves into the nuanced mechanisms through which experiential marketing initiatives impact consumer behavior and loyalty. By examining diverse experiential tactics such as immersive storytelling, interactive technology integration, and personalized service offerings, this study uncovers the pivotal role of memorable experiences in fostering emotional connections and long-term relationships with customers. The findings underscore the significance of crafting unique, sensory-rich encounters that resonate with travelers' aspirations, preferences, and values. Moreover, this research elucidates the strategic implications of leveraging experiential marketing to differentiate brands, drive word-of-mouth advocacy, and sustain competitive advantage in an increasingly crowded marketplace. Insights from this study offer actionable recommendations for tourism and travel businesses to design and implement effective experience-based marketing campaigns that cultivate deep-seated connections with their target audience, engender brand loyalty, and ultimately drive business growth.

Keywords: Experience-Based Marketing, Customer Engagement, Retention, Tourism and Travel Industry.

INTRODUCTION

The tourism and travel industry has witnessed a paradigm shift in recent years, driven by evolving consumer expectations and preferences for personalized, experiential interactions (Rosário & Dias, 2024; García-Madurga & Grilló-Méndez, 2023). Traditional marketing approaches centered on product attributes and price competitiveness are increasingly being

complemented, if not replaced, by experience-based marketing strategies that prioritize creating memorable and meaningful experiences for travelers (Urdea & Constantin, 2021). This shift is fueled by the recognition that modern consumers, especially millennials and Gen Z, value experiences over material possessions and seek authentic, immersive encounters during their journeys (Rus et al., 2023). As a result, tourism businesses are embracing innovative experiential marketing techniques to engage customers on a deeper emotional level and foster long-lasting relationships (Yeh et al., 2019).

Experience-based marketing encompasses a spectrum of strategies aimed at creating holistic experiences that transcend mere consumption transactions (Kaur et al., 2022). These strategies often involve the integration of sensory elements, storytelling narratives, and interactive technologies to captivate and enchant customers. For instance, hotels and resorts may design immersive themed environments, while tour operators may offer experiential tours that immerse travelers in local culture and heritage (Khazami & Lakner, 2021). Such initiatives not only differentiate brands in a competitive marketplace but also create emotional bonds that drive repeat visits and positive word-of-mouth recommendations.

Furthermore, the advent of digital technologies has revolutionized the way experience-based marketing is conceptualized and executed in the tourism sector (Xanthakis et al., 2024; Giotis & Papadionysiou, 2022). From virtual reality (VR) experiences that allow customers to preview destinations before booking to personalized mobile apps that enhance on-site experiences, technology has become integral to delivering seamless and immersive travel experiences (Ouerghemmi et al., 2023). This intersection of digital innovation and experiential marketing opens new avenues for businesses to engage with tech-savvy travelers and create hyper-personalized experiences that resonate with individual preferences and lifestyles.

Despite the growing recognition of the importance of experience-based marketing in the tourism and travel industry, there remains a gap in understanding the specific strategies and practices that lead to enhanced customer engagement and retention (Wang, 2022). This gap presents an opportunity for empirical research to delve into real-world case studies and identify the key success factors and challenges associated with implementing experiential marketing initiatives in diverse tourism contexts. By conducting a comprehensive analysis of such cases, this study aims to contribute valuable insights and practical recommendations for tourism businesses seeking to leverage experience-based marketing to drive customer loyalty and business growth in an increasingly competitive and experience-driven market environment.

METHOD

This article employs a literature review methodology to explore experience-based marketing strategies in the tourism and travel industry, with a focus on publications from 2019 onwards. The literature review encompasses scholarly articles, books, and industry reports that discuss various aspects of experiential marketing, customer engagement, and retention within the tourism context.

The search strategy involves accessing academic databases such as Google Scholar, Scopus, and Web of Science using keywords like "experience-based marketing," "customer engagement," "retention," "tourism," and "travel industry." Filters are applied to include publications from 2019 onwards to ensure relevance and currency of the literature. Additionally, citations within relevant articles are examined to identify seminal works and key concepts in the field of experience-based marketing.

Selected literature is critically analyzed and synthesized to identify common themes, theoretical frameworks, and empirical findings related to the efficacy of experience-based marketing strategies in building customer engagement and improving retention in the tourism sector. Key factors influencing the success of experiential marketing initiatives, such as

sensory stimulation, storytelling techniques, technology integration, and personalization, are examined in depth.

The methodology also includes a comparative analysis of case studies and best practices from leading tourism and travel companies that have successfully implemented experience-based marketing strategies. By evaluating real-world examples, this study aims to extract actionable insights and lessons learned that can inform strategic decision-making and marketing practices in the tourism industry.

The literature review methodology is chosen for its ability to provide a comprehensive overview of existing knowledge, identify gaps in the literature, and offer theoretical and practical implications for further research and managerial applications in the realm of experience-based marketing in tourism.

RESULTS AND DISCUSSION
Impact of Experiential Marketing on Customer Engagement

The impact of experiential marketing on customer engagement within the tourism and travel industry is profound, as evidenced by various studies. Engaging experiences, such as immersive storytelling, personalized services, and interactive technology, have been shown to enhance emotional connections with customers. Vrtana & Krizanova (2023) emphasizes the role of emotions in consumer experiences, highlighting how positive emotional responses can lead to increased engagement and loyalty. Hamacher et al., (2022) further support this notion by arguing that experiences that stimulate all five senses create lasting impressions and foster stronger relationships with customers. Additionally, Zeng et al., (2023) note that interactive technologies, such as virtual reality and augmented reality, can significantly enhance the immersive nature of experiences, further deepening customer engagement.

Moreover, the literature underscores the importance of creating memorable experiences that resonate with customers' aspirations and preferences. By leveraging narratives to create profound experiences, experiential marketing accompanied by storytelling can form meaningful relationships with customers, enhance loyalty, and inspire action (Diantaris, 2024). Monteiro et al., (2023) discuss the significance of creating emotional connections in building customer loyalty, emphasizing the role of experiential marketing in delivering memorable and meaningful experiences. Similarly, Albarq (2023) highlight the impact of personalized services in enhancing customer satisfaction and fostering long-term relationships. These findings collectively highlight the transformative power of experiential marketing in driving customer engagement and loyalty within the tourism sector.

Furthermore, experiential marketing strategies not only enhance customer engagement but also generate positive word-of-mouth recommendations, contributing to brand advocacy and reputation. Customers who have immersive and memorable experiences are more likely to share their positive experiences with others, leading to organic growth in customer base and brand awareness. Siddiqui et al., (2021) discuss the role of word-of-mouth in influencing consumer behavior, highlighting the importance of creating experiences that inspire customers to become brand advocates.

Role of Emotional Appeals in Building Customer Relationships

Emotional appeals are indeed pivotal in fostering enduring customer relationships, especially within the tourism sector, as highlighted in several studies. Jeon et al., (2020) emphasize that experiential marketing initiatives that evoke positive emotions such as joy, excitement, and nostalgia contribute significantly to creating memorable experiences for travelers. These emotional experiences not only resonate with customers but also form the basis for building stronger emotional bonds with the brand, leading to increased loyalty and repeat visits.

Moreover, Balaskas et al., (2023) discuss how emotional appeals in experiential marketing play a crucial role in influencing consumer behavior and decision-making. Positive emotional experiences create a sense of connection and attachment to the brand, encouraging customers to return for future experiences. Additionally, Yousef et al., (2021) highlight the impact of emotional appeals in driving customer engagement and advocacy. Customers who have positive emotional experiences are more likely to share their experiences with others, leading to positive word-of-mouth recommendations and enhancing the brand's reputation.

Furthermore, the role of nostalgia in experiential marketing cannot be understated. Nostalgic experiences evoke strong emotional responses and create a sense of familiarity and comfort for customers. By tapping into nostalgia, businesses can create meaningful and memorable experiences that resonate with customers on a deeper emotional level, fostering long-lasting relationships and brand loyalty. Overall, emotional appeals serve as a powerful tool in building customer relationships and enhancing the overall customer experience within the tourism and travel industry.

Importance of Personalization and Customization

The significance of personalization and customization in experiential marketing is well-established, as highlighted by various scholars in the field. Wibowo et al., (2023) emphasize that tailoring experiences to individual preferences, interests, and demographics is crucial for enhancing customer engagement and retention. Personalized experiences create a sense of exclusivity and relevance, making customers feel valued and understood, which in turn leads to higher levels of satisfaction and loyalty.

Moreover, Yan & Chiou (2020) discuss the role of customization in delivering unique and memorable experiences that resonate with customers. Customized experiences allow businesses to cater to specific needs and preferences, creating a more personalized and meaningful interaction with the brand. This level of customization enhances the perceived value of the experience, increasing customer satisfaction and likelihood of repeat business.

Additionally, Pech & Vrchota (2022) highlight the importance of leveraging technology to enable personalization and customization in experiential marketing. Advances in technology, such as data analytics and artificial intelligence, provide businesses with the tools to gather customer insights and deliver personalized experiences at scale. By harnessing these technological capabilities, businesses can create tailored experiences that align with individual preferences, driving higher levels of engagement and loyalty.

Overall, personalization and customization play a critical role in enhancing the overall customer experience and building long-lasting relationships with customers in the context of experiential marketing within the tourism and travel industry.

Integration of Technology for Enhanced Experiences

The integration of digital technologies plays a pivotal role in enhancing experiences and amplifying the impact of experience-based marketing strategies within the tourism and travel industry, as supported by various studies. Iqbal & Campbell (2023) highlight the transformative potential of technologies such as virtual reality (VR), augmented reality (AR), mobile apps, and social media platforms in creating interactive and immersive experiences for customers. These technologies enable businesses to deliver seamless and memorable experiences that cater to the evolving preferences of modern travelers.

One of the key benefits of integrating technology into experiential marketing is the ability to offer personalized and customized experiences at scale. Stalidis et al., (2023) discuss how technology-enabled solutions allow businesses to gather customer data, preferences, and behavior, enabling them to tailor experiences to individual needs. For example, mobile apps can provide real-time recommendations, interactive maps, and personalized content, enhancing the overall customer experience and driving engagement.

Furthermore, technology-enabled experiences offer convenience and accessibility, catering to customers' desire for seamless interactions and instant gratification. VR and AR technologies allow customers to preview destinations, accommodations, and activities before booking, providing a virtual experience that mirrors real-world interactions (Godovykh et al., 2023). Social media platforms also play a crucial role in amplifying the reach and impact of experiential marketing campaigns, as customers share their experiences, reviews, and recommendations with their social networks, influencing purchase decisions and brand perception.

Overall, the integration of technology into experience-based marketing strategies enhances the overall customer experience by providing interactive, immersive, and convenient solutions that align with modern travelers' expectations. By leveraging these technologies effectively, businesses can differentiate themselves, drive engagement, and foster long-lasting relationships with customers in the competitive tourism and travel industry.

Role of Storytelling in Creating Authentic Experiences

Storytelling plays a crucial role in creating authentic and immersive experiences within the tourism industry, as emphasized by several researchers. Mantzou et al., (2023) highlight the power of compelling narratives in showcasing local culture, heritage, and unique selling propositions (USPs) to travelers. These narratives not only educate and inform but also evoke emotions and create a sense of connection with the destination, leading to increased engagement and loyalty among tourists.

Moreover, Stoica et al., (2022) discuss how storytelling can differentiate brands and destinations by highlighting their authenticity and offering unique perspectives. Travelers today are increasingly seeking authentic and meaningful encounters that go beyond superficial attractions, and storytelling allows businesses to convey the essence of their offerings in a compelling and memorable way.

Additionally, storytelling enables businesses to create memorable experiences that resonate with travelers long after their visit. By weaving narratives that evoke emotions and spark curiosity, businesses can leave a lasting impression on customers, leading to positive word-of-mouth recommendations and repeat visits (Leite et al., 2024).

Overall, storytelling serves as a powerful tool for creating authentic and immersive experiences within the tourism industry, driving engagement, loyalty, and positive brand perception among travelers. By harnessing the power of storytelling, businesses can connect with customers on a deeper level, differentiate themselves in a competitive market, and foster long-lasting relationships with their target audience.

Measuring and Evaluating Experiential Marketing Success

Measuring and evaluating the success of experiential marketing initiatives is a critical aspect highlighted in the literature, with various scholars emphasizing the importance of using key performance indicators (KPIs) to assess effectiveness and inform strategic decision-making. Rodrigues et al., (2021) discuss how KPIs such as customer satisfaction scores, Net Promoter Score (NPS), and repeat visitation rates provide valuable insights into the impact of experience-based marketing campaigns on customer perceptions and behaviors.

Customer satisfaction scores serve as a direct indicator of how well experiential marketing initiatives meet customer expectations and deliver on promised experiences. A high customer satisfaction score indicates that customers are pleased with their experiences, leading to positive word-of-mouth and repeat business (Yum & Yoo, 2023).

Net Promoter Score (NPS) measures customer loyalty and advocacy by asking customers how likely they are to recommend the brand or destination to others. A high NPS

indicates that customers are satisfied with their experiences and are willing to endorse the brand, contributing to organic growth and brand reputation (Baquero, 2022).

Repeat visitation rates are another crucial KPI in evaluating the success of experiential marketing. A high percentage of repeat visitors indicates that customers find the experiences compelling and are motivated to return, showcasing the effectiveness of experiential marketing strategies in fostering customer loyalty and retention (Urdea et al., 2021).

Furthermore, social media engagement metrics such as likes, shares, comments, and mentions provide insights into the reach and impact of experiential marketing campaigns. Positive engagement metrics indicate that customers are actively engaging with the brand and sharing their experiences, leading to increased brand visibility and influence (Szakal et al., 2024).

In conclusion, using KPIs such as customer satisfaction scores, NPS, repeat visitation rates, and social media engagement metrics is crucial in measuring and evaluating the success of experiential marketing initiatives. These metrics not only provide actionable insights but also help businesses make informed decisions to optimize their marketing strategies and enhance customer experiences within the tourism and travel industry.

Challenges and Opportunities in Implementing Experiential Marketing

Implementing experiential marketing strategies in the tourism sector presents both challenges and opportunities, as discussed in the literature. One of the primary challenges is resource allocation, as creating immersive and memorable experiences often requires significant investments in personnel, technology, and infrastructure (Kamruzzaman et al., 2023). Additionally, the complexities of integrating technology into experiential marketing initiatives can pose challenges, including technical issues, data privacy concerns, and compatibility issues with existing systems (Alojail et al., 2023).

Furthermore, ensuring consistency across touchpoints, such as physical locations, online platforms, and customer interactions, can be challenging but crucial for delivering a seamless and cohesive brand experience (Gerea et al., 2021). Inconsistencies in messaging, branding, or service delivery can lead to confusion and dissatisfaction among customers, impacting overall brand perception and loyalty.

However, despite these challenges, implementing experiential marketing strategies also presents significant opportunities for innovation, collaboration, and differentiation within the tourism sector. Businesses that successfully navigate these challenges can create unique and memorable experiences that differentiate them from competitors and drive competitive advantage (Farida et al., 2022). Innovative use of technology, collaboration with local communities and stakeholders, and a focus on delivering authentic and meaningful experiences can position businesses as industry leaders and attract a loyal customer base.

Moreover, experiential marketing opens doors for collaboration and partnerships with other businesses, influencers, and organizations to co-create immersive experiences and reach new audiences (Szakal et al., 2024). Collaborative efforts can leverage resources, expertise, and networks to enhance the overall customer experience and create lasting impressions.

In conclusion, while implementing experiential marketing strategies in the tourism sector may pose challenges such as resource allocation, technology integration, and consistency, these challenges also present opportunities for innovation, collaboration, and differentiation. By embracing these opportunities and addressing challenges strategically, businesses can create unique and memorable experiences that drive competitive advantage, attract loyal customers, and enhance brand reputation within the dynamic tourism industry.

CONCLUSION

The exploration of experience-based marketing strategies in the tourism and travel industry through a comprehensive literature review reveals several key insights and

implications. Firstly, it is evident that experiential marketing plays a significant role in enhancing customer engagement by creating memorable and emotionally resonant experiences. These experiences not only foster strong relationships with customers but also lead to positive word-of-mouth and repeat business.

Secondly, the integration of technology, personalized services, and storytelling techniques emerges as critical factors in the success of experiential marketing initiatives. The use of digital tools such as VR, AR, mobile apps, and social media enhances the immersive nature of experiences and allows for greater personalization, catering to the diverse preferences of modern travelers.

Moreover, the emphasis on measuring and evaluating the success of experiential marketing campaigns underscores the importance of data-driven decision-making and continuous improvement. Key performance indicators provide valuable insights into customer satisfaction, loyalty, and overall campaign effectiveness, enabling businesses to optimize their strategies and investments.

Despite the challenges associated with implementing experiential marketing, such as resource constraints and technological complexities, there are significant opportunities for innovation and differentiation. Businesses that successfully leverage experience-based marketing stand to gain a competitive advantage by creating unique, authentic, and memorable experiences that resonate with their target audience.

In conclusion, this article highlights the transformative impact of experience-based marketing on customer engagement and retention in the tourism and travel industry. By understanding and leveraging the principles of experiential marketing, businesses can create meaningful connections with customers, drive loyalty and advocacy, and ultimately achieve sustainable growth in an increasingly competitive and experience-driven market environment.

REFERENCE

Albarq, A. N. (2023). The Impact of CKM and Customer Satisfaction on Customer Loyalty in Saudi Banking Sector: The Mediating Role of Customer Trust. *Administrative Sciences,* 13(3), 90. https://doi.org/10.3390/admsci13030090

Alojail, M., Alshehri, J., & Khan, S. B. (2023). Critical Success Factors and Challenges in Adopting Digital Transformation in the Saudi Ministry of Education. *Sustainability,* 15(21), 15492. https://doi.org/10.3390/su152115492

Balaskas, S., Panagiotarou, A., & Rigou, M. (2023). Impact of Environmental Concern, Emotional Appeals, and Attitude toward the Advertisement on the Intention to Buy Green Products: The Case of Younger Consumer Audiences. *Sustainability,* 15(17), 13204. https://doi.org/10.3390/su151713204

Baquero, A. (2022). Net Promoter Score (NPS) and Customer Satisfaction: Relationship and Efficient Management. *Sustainability,* 14(4), 2011. https://doi.org/10.3390/su14042011

Diantaris, M. T. A. (2024, March 12). The Storytelling Revolution: How Experiential Marketing Transforms Customer Engagement. *The Jurnals*. Retrieved from https://jurnals.net/the-storytelling-revolution-how-experiential-marketing-transforms-customer-engagement/

Farida, I., & Setiawan, D. (2022). Business Strategies and Competitive Advantage: The Role of Performance and Innovation. *Journal of Open Innovation: Technology, Market, and Complexity,* 8(3), 163. https://doi.org/10.3390/joitmc8030163

García-Madurga, M-Á., & Grilló-Méndez, A-J. (2023). Artificial Intelligence in the Tourism Industry: An Overview of Reviews. *Administrative Sciences*, 13(8), 172. https://doi.org/10.3390/admsci13080172

Gerea, C., Gonzalez-Lopez, F., & Herskovic, V. (2021). Omnichannel Customer Experience and Management: An Integrative Review and Research Agenda. *Sustainability,* 13(5), 2824. https://doi.org/10.3390/su13052824

Giotis, G., & Papadionysiou, E. (2022). The Role of Managerial and Technological Innovations in the Tourism Industry: A Review of the Empirical Literature. *Sustainability,* 14(9), 5182. https://doi.org/10.3390/su14095182

Godovykh, M., Baker, C., & Fyall, A. (2022). VR in Tourism: A New Call for Virtual Tourism Experience amid and after the COVID-19 Pandemic. *Tourism and Hospitality*, 3(1), 265-275. https://doi.org/10.3390/tourhosp3010018

Hamacher, K., & Buchkremer, R. (2022). Measuring Online Sensory Consumer Experience: Introducing the Online Sensory Marketing Index (OSMI) as a Structural Modeling Approach. *Journal of Theoretical and Applied Electronic Commerce Research*, 17(2), 751-772. https://doi.org/10.3390/jtaer17020039

Iqbal, M. Z., & Campbell, A. G. (2023). Metaverse as Tech for Good: Current Progress and Emerging Opportunities. *Virtual Worlds*, 2(4), 326-342. https://doi.org/10.3390/virtualworlds2040019

Jeon, H. M., Yoo, S. R., & Kim, S. H. (2020). The Relationships among Experience, Delight, and Recollection for Revisit Intention in Chocolate Exposition. *Sustainability,* 12(20), 8644. https://doi.org/10.3390/su12208644

Kamruzzaman, M. M., Alanazi, S., Alruwaili, M., Alshammari, N., Elaiwat, S., Abu-Zanona, M., ... & Ahmed Alanazi, B. (2023). AI- and IoT-Assisted Sustainable Education Systems during Pandemics, such as COVID-19, for Smart Cities. *Sustainability,* 15(10), 8354. https://doi.org/10.3390/su15108354

Kaur, R., Singh, R., Gehlot, A., Priyadarshi, N., & Twala, B. (2022). Marketing Strategies 4.0: Recent Trends and Technologies in Marketing. *Sustainability,* 14(24), 16356. https://doi.org/10.3390/su142416356

Khazami, N., & Lakner, Z. (2021). Influence of Experiential Consumption and Social Environment of Local Tourists on the Intention to Revisit Tunisian Guesthouses: Mediating Role of Involvement in the Experience. *Sustainability,* 13(12), 6584. https://doi.org/10.3390/su13126584

Leite, Â., Rodrigues, A., & Lopes, S. (2024). Customer Connections: A Cross-Cultural Investigation of Brand Experience and Brand Love in the Retail Landscape. *Administrative Sciences*, 14(1), 11. https://doi.org/10.3390/admsci14010011

Mantzou, P., Bitsikas, X., & Floros, A. (2023). Enriching Cultural Heritage through the Integration of Art and Digital Technologies. *Social Sciences*, 12(11), 594. https://doi.org/10.3390/socsci12110594

Monteiro, C., Franco, M., Meneses, R., & Castanho, R. A. (2023). Customer Co-Creation on Revisiting Intentions: A Focus on the Tourism Sector. *Sustainability,* 15(21), 15261. https://doi.org/10.3390/su152115261

Ouerghemmi, C., Ertz, M., Bouslama, N., & Tandon, U. (2023). The Impact of Virtual Reality (VR) Tour Experience on Tourists' Intention to Visit. *Information*, 14(10), 546. https://doi.org/10.3390/info14100546

Pech, M., & Vrchota, J. (2022). The Product Customization Process in Relation to Industry 4.0 and Digitalization. *Processes*, 10(3), 539. https://doi.org/10.3390/pr10030539

Rodrigues, D., Godina, R., & da Cruz, P. E. (2021). Key Performance Indicators Selection through an Analytic Network Process Model for Tooling and Die Industry. *Sustainability,* 13(24), 13777. https://doi.org/10.3390/su132413777

Rosário, A. T., & Dias, J. C. (2024). Exploring the Landscape of Smart Tourism: A Systematic Bibliometric Review of the Literature of the Internet of Things. *Administrative Sciences*, 14(2), 22. https://doi.org/10.3390/admsci14020022

Rus, K. A., Dezsi, Ș., & Ciascai, O. R. (2023). Transformative Experiences in Cycling Tourism: A Conceptual Framework. *Sustainability,* 15(20), 15124. https://doi.org/10.3390/su152015124

Siddiqui, M. S., Siddiqui, U. A., Khan, M. A., Alkandi, I. G., Saxena, A. K., & Siddiqui, J. H. (2021). Creating Electronic Word of Mouth Credibility through Social Networking Sites and Determining Its Impact on Brand Image and Online Purchase Intentions in India. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(4), 1008-1024. https://doi.org/10.3390/jtaer16040057

Stalidis, G., Karaveli, I., Diamantaras, K., Delianidi, M., Christantonis, K., Tektonidis, D., ... & Salampasis, M. (2023). Recommendation Systems for e-Shopping: Review of Techniques for Retail and Sustainable Marketing. *Sustainability,* 15(23), 16151. https://doi.org/10.3390/su152316151

Stoica, I. S., Kavaratzis, M., Schwabenland, C., & Haag, M. (2022). Place Brand Co-Creation through Storytelling: Benefits, Risks and Preconditions. *Tourism and Hospitality*, 3(1), 15-30. https://doi.org/10.3390/tourhosp3010002

Szakal, A. C., Brătucu, G., Ciobanu, E., Chițu, I. B., Mocanu, A. A., & Ialomițianu, G. (2024). Exploring Influencing Marketing—Consumer Insights and Creators' Perspectives. *Sustainability,* 16(5), 1845. https://doi.org/10.3390/su16051845

Urdea, A-M., & Constantin, C. P. (2021). Experts' Perspective on the Development of Experiential Marketing Strategy: Implementation Steps, Benefits, and Challenges. *Journal of Risk and Financial Management*, 14(10), 502. https://doi.org/10.3390/jrfm14100502

Urdea, A-M., Constantin, C. P., & Purcaru, I-M. (2021). Implementing Experiential Marketing in the Digital Age for a More Sustainable Customer Relationship. *Sustainability,* 13(4), 1865. https://doi.org/10.3390/su13041865

Vrtana, D., & Krizanova, A. (2023). The Power of Emotional Advertising Appeals: Examining Their Influence on Consumer Purchasing Behavior and Brand–Customer Relationship. *Sustainability,* 15(18), 13337. https://doi.org/10.3390/su151813337

Wang, K-Y. (2022). Sustainable Tourism Development Based upon Visitors' Brand Trust: A Case of "100 Religious Attractions". *Sustainability,* 14(4), 1977. https://doi.org/10.3390/su14041977

Wibowo, A., Chen, S-C., Wiangin, U., Ma, Y., & Ruangkanjanases, A. (2021). Customer Behavior as an Outcome of Social Media Marketing: The Role of Social Media Marketing Activity and Customer Experience. *Sustainability,* 13(1), 189. https://doi.org/10.3390/su13010189

Xanthakis, M., Simatou, A., Antonopoulos, N., Kanavos, A., & Mylonas, N. (2024). Alternative Forms of Tourism: A Comparative Study of Website Effectiveness in Promoting UNESCO Global Geoparks and International Dark Sky Parks. *Sustainability,* 16(2), 864. https://doi.org/10.3390/su16020864

Yan, W-J., & Chiou, S-C. (2020). Dimensions of Customer Value for the Development of Digital Customization in the Clothing Industry. *Sustainability,* 12(11), 4639. https://doi.org/10.3390/su12114639

Yeh, T-M., Chen, S-H., & Chen, T-F. (2019). The Relationships among Experiential Marketing, Service Innovation, and Customer Satisfaction—A Case Study of Tourism Factories in Taiwan. *Sustainability,* 11(4), 1041. https://doi.org/10.3390/su11041041

Yousef, M., Dietrich, T., & Rundle-Thiele, S. (2021). Social Advertising Effectiveness in Driving Action: A Study of Positive, Negative and Coactive Appeals on Social Media. *International Journal of Environmental Research and Public Health*, 18(11), 5954. https://doi.org/10.3390/ijerph18115954

Yum, K., & Yoo, B. (2023). The Impact of Service Quality on Customer Loyalty through Customer Satisfaction in Mobile Social Media. *Sustainability,* 15(14), 11214. https://doi.org/10.3390/su151411214

Zeng, J-Y., Xing, Y., & Jin, C-H. (2023). The Impact of VR/AR-Based Consumers' Brand Experience on Consumer–Brand Relationships. *Sustainability,* 15(9), 7278. https://doi.org/10.3390/su15097278