

**T.C.
MUGLA SITKI KOCMAN UNIVERSITY
GRADUATE SCHOOL OF SOCIAL SCIENCES
DEPARTMENT OF TOURISM MANAGEMENT**

**SENSORY MARKETING APPLICATIONS IN 5-STAR HOTELS:
THE CASE OF BODRUM**

MASTER'S THESIS

**PREPARED BY
NİSAN YOZUKMAZ**

**ADVISOR
ASSOC. PROF. DR. CAFER TOPALOĞLU**

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MUĞLA SITKI KOÇMAN ÜNİVERSİTESİ

SOSYAL BİLİMLER ENSTİTÜSÜ

TURİZM İŞLETMECİLİĞİ ANABİLİM DALI

SENSORY MARKETING APPLICATIONS IN 5-STAR HOTELS:
THE CASE OF BODRUM

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Sosyal Bilimler Enstitüsünde

“Yüksek Lisans”

Diploması Verilmesi İçin Kabul Edilen Tezdir.

Tezin Enstitüye Verildiği Tarih : 26/01/2016

Tezin Sözlü Savunma Tarihi : 11/01/2016

Tez Danışmanı : Doç. Dr. Cafer TOPALOĞLU

Jüri Üyesi : Prof. Dr. Atilla AKBABA

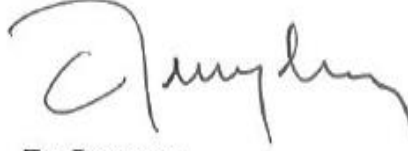
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Enstitü Müdürü : Prof. Dr. Mehmet MARANGOZ

TUTANAK

Muğla Sıtkı Koçman Üniversitesi Sosyal Bilimler Enstitüsü'nün 09/12/2015 tarih ve 709/2 sayılı toplantısında oluşturulan jüri, Lisansüstü Eğitim-Öğretim Yönetmeliği'nin 24/6 maddesine göre, Turizm İşletmeciliği Anabilim Dalı Yüksek lisans öğrencisi Nisan YOZUKMAZ'ın "Sensory Marketing Applications in 5-Star Hotels: The Case of Bodrum" adlı tezini incelemiş ve aday 11/01/2016 tarihinde saat 13.30'da jüri önünde tez savunmasına alınmıştır.

Adayın kişisel çalışmaya dayanan tezini savunmasından sonra 45' dakikalık süre içinde gerek tez konusu, gerekse tezin dayanağı olan anabilim dallarından sorulan sorulara verdiği cevaplar değerlendirilerek tezin kabul edildiğine ~~gönderildiği~~ ile karar verildi.

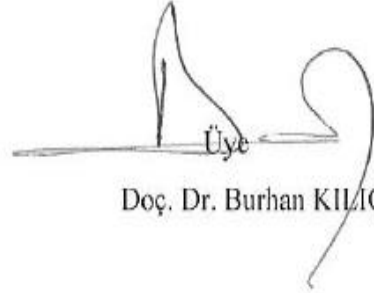


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YEMİN

Yüksek lisans tezi olarak sunduğum “**Sensory Marketing Applications in 5-Star Hotels: The Case of Bodrum**” adlı çalışmanın, tarafımdan bilimsel ahlak ve geleneklere aykırı düşecek bir yardıma başvurulmaksızın yazıldığını ve yararlandığım eserlerin Kaynakça’da gösterilenlerden oluştuğunu, bunlara atıf yapılarak yararlanmış olduğumu belirtir ve bunu onurumla doğrularım.

26/01/2016

NİSAN YOZUKMAZ



YÜKSEKÖĞRETİM KURULU DOKÜMANTASYON MERKEZİ
TEZ VERİ GİRİŞ FORMU

YAZARIN

MERKEZİMİZCE DOLDURULACAKTIR.

Soyadı : YOZUKMAZ

Adı : NİSAN

Kayıt No:

TEZİN ADI

Türkçe : BEŞ YILDIZLI OTELLERDE DUYUSAL PAZARLAMA UYGULAMALARI: BODRUM
ÖRNEĞİ

Y. Dil : SENSORY MARKETING APPLICATIONS IN 5-STAR HOTELS: THE CASE OF BODRUM

TEZİN TÜRÜ: Yüksek Lisans

Doktora

Sanatta Yeterlilik

TEZİN KABUL EDİLDİĞİ

Üniversite : MUĞLA SITKI KOÇMAN ÜNİVERSİTESİ

Fakülte :

Enstitü : SOSYAL BİLİMLER ENSTİTÜSÜ

Diğer Kuruluşlar :

Tarih :

TEZ YAYINLANMIŞSA

Yayımlayan :

Basım Yeri :

Basım Tarihi :

ISBN :

TEZ YÖNETİCİSİNİN

Soyadı, Adı : TOPALOĞLU, CAFER

Ünvanı : DOÇ. DR.

TEZİN YAZILDIĞI DİL : İNGİLİZCE

TEZİN SAYFA SAYISI: 116

TEZİN KONULARI:

1. DUYUSAL PAZARLAMA
2. BEŞ YILDIZLI OTELLERDE PAZARLAMA

TÜRKÇE ANAHTAR KELİMELER:

1. PAZARLAMA
2. DUYUSAL PAZARLAMA
3. BODRUM
4. BEŞ YILDIZLI OTELLER

İNGİLİZCE ANAHTAR KELİMELER:

1. MARKETING
2. SENSORY MARKETING
3. BODRUM
4. FIVE STAR HOTELS

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Yazarın İmzası : 

Tarih : 26/01/2016

ABSTRACT

Today the competition has increased in tourism industry as in many industries. Specifically, accommodation facilities have to develop their marketing applications primarily in order to survive in this competition and continue their operations by using different strategies. Marketing is now not a need but a must. Therefore, businesses need to adopt modern marketing approaches rather than traditional marketing approaches. Sensory marketing is one of the modern marketing approaches. Used in various sectors for a long time, sensory marketing has been applied in tourism industry, too, especially in destination and hotel marketing. On the other hand, hospitality sector is very appropriate for sensory marketing applications, even though the fact that there are not many hotels which use this approach in their marketing policies.

The purpose of this study is to explore and reveal sensory marketing applications in 5-Star hotels operating in Bodrum, Mugla. With the method of complete sampling, all the hotels were included in this study. Among 28 hotels, the researcher contacted with 22 and 2 of them were considered as pilot study. The managers of the rest of the hotels, 6 in total, did not accept to make an interview. In this qualitative study, the methods applied for data collection were interview, observation and document review. The data were collected via question form for interviews, field notes and photos taken through observations at the hotels and analyzed with a qualitative analysis software program called NVivo 11 for Windows. As a result of this study, it was determined that sensory marketing applications appealing to guests' senses were being used at the hotels in Bodrum; visual marketing was the one which was used mostly at the hotels among other sensory marketing types; though the majority of the hotels did not apply these sensory practices strategically, the rest of them using this marketing approach in a strategic and planned way spent a lot of money on those practices.

Key Words: Marketing, Sensory Marketing, Bodrum, Five Star Hotels.

ÖZET

BEŞ YILDIZLI OTELLERDE DUYUSAL PAZARLAMA UYGULAMALARI: BODRUM ÖRNEĞİ

Günümüzde birçok sektörde olduğu gibi turizm sektöründe de büyük bir rekabet yaşanmaktadır. Özellikle konaklama işletmeleri bu rekabette ayakta kalabilmek ve farklılaşma stratejileri kullanarak faaliyetlerine devam edebilmek için öncelikle pazarlama uygulamalarını geliştirmek durumundadır. Pazarlama artık ihtiyaç olmaktan da çıkmış, bir zorunluluk haline gelmiştir. Bu nedenle geleneksel pazarlama türleri yerine güncel pazarlama yaklaşımlarına başvurmak gerekmektedir. Duyusal pazarlama yaklaşımı da güncel pazarlama yaklaşımlarından biridir. Farklı sektörlerde uzun yıllardır kullanılan bu yaklaşım turizm sektöründe de kullanılmaktadır. Ancak beş yıldızlı oteller gibi konaklama işletmeleri duyusal pazarlama uygulamalarına oldukça müsait işletmeler olsalar da, stratejik olarak pazarlama politikalarına bu yaklaşıma da yer veren çok sayıda konaklama işletmesi olmadığı görülmektedir.

Bu çalışmada Muğla ili Bodrum ilçesinde yer alan beş yıldızlı Bakanlık belgeli otellerin duyusal pazarlama uygulamalarının keşfedilmesi amaçlanmaktadır. Tam örnekleme yöntemiyle tüm oteller araştırmaya dahil edilmiş, 28 otelden 22 tanesiyle görüşülmüş, bunlardan 2 tanesi pilot uygulama olarak kabul edilmiştir. Diğer 6 otelden randevu alınamamıştır. Nitel araştırma yöntemlerinin uygulandığı bu çalışmada veri toplamak için başvurulan yöntemler görüşme, gözlem ve doküman incelemesi yöntemleridir. Görüşme formu, gözlem sonucu tutulan alan notu ve çekilen fotoğraflar aracılığıyla toplanan veriler NVivo 11 for Windows nitel analiz programında analiz edilmiştir. Çalışmanın sonucunda, Bodrum'daki otellerde misafirlerin duyularına hitap eden uygulamalara başvurulduğu, en çok kullanılan duyusal pazarlama çeşidinin görsel pazarlama olduğu, birçok otelin bunu stratejik anlamda uygulamadığı ancak stratejik olarak uygulayan otellerin bu pazarlama çeşidi için önemli ölçüde bütçe ayırdığı görülmüştür.

Anahtar Kelimeler: Pazarlama, Duyusal Pazarlama, Bodrum, Beş Yıldızlı Oteller

PREFACE

I am grateful for having an advisor like Assoc. Prof. Dr. Cafer TOPALOGLU who always supports me and a mentor like Assoc. Prof. Dr. Burhan KILIC both of whom I am proud of being their student. Also, I appreciate my family for supporting and motivating me during this challenging process as always. I especially thank my colleagues, my dear friends at school. I am also grateful to Egem ZAGRALI who is my cousin and sister and lastly my husband Aykut YOZUKMAZ for his endless patience, love and support.



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INTRODUCTION

Since consumers can reach products so easily, marketing has become a very important issue. Many businesses especially the ones operating in service industry like hotels or restaurants have to differentiate themselves from their competitors and make a difference within the industry in such a competitive environment because of globalization and recent technological advancements. With regard to its share in employment rate and economy in recent years, service industry has developed at a distinguishable rate among other industries. Especially for the last 30 years, it has shown a fast progress (İçöz, 2005; Kılıç and Eleren, 2010: 120). These kind of businesses can reflect their differences primarily on their marketing strategies. As there is a fast increase in consumption today, marketing strategies to be used for influencing upon the perceptions, preferences and attitudes of consumers have to be different and modern, too. Thus, businesses operating in service industry can be in harmony with today's world. In consequence, sensory marketing that is considered as a branding method and a part of experiential marketing has become more important.

Accommodation facilities are one of the most appropriate places where sensory marketing strategies can be applied, because the substantial factor in hospitality sector now is to make guests feel special and different and to keep them as loyal customers. Therefore, one of the approaches that can be used for this aim is sensory marketing whose theory is rich (Love, 2010: 10) and application is easy.

Although sensory marketing approach is applied intensely in a strategic way in different sectors, there are not many examples in tourism literature and that is one of the reasons why this study is done. As there is not any study on sensory marketing in tourism literature, it is considered appropriate to study on a small sample like Bodrum at first. However, sensory marketing is a topic which, if expanded, can be researchable within the scope of destinations.

The purpose of this study is to explore and reveal sensory marketing applications in the licensed 5-Star hotels and the opinions of hotel/department managers about sensory marketing. This study is comprised of three parts. The first part explains the concept of marketing, the development process of marketing and

modern marketing approach. The second part presents the research problem, the method of this study, process of data collection, data analysis and the findings revealed after analyses. In the third part, implications with regard to the findings are discussed and some suggestions are asserted both for the managers of accommodation facilities and tourism researchers.



1. MARKETING AND SENSORY MARKETING

This chapter presents some basic information about fundamentals of marketing, academic definitions of marketing, the historical development process of marketing, modern marketing approaches and the concept of sensory marketing.

1.1. THE CONCEPT OF MARKETING

Marketing is an inseparable part of modern life. In our daily lives, we all go to the grocery, watch commercials, compare the prices of products, bargain with the sellers, communicate with sales representatives, choose between different goods and buy what we like the most. Accordingly, as consumers we are all affected by marketing activities and continue to be within a grand system called market (Altunışık, Özdemir and Torlak, 2001: 1). Marketing can be considered as an important management philosophy or culture, a systematic thought process and a series of integrated techniques. A pioneering and leading function for consumers as much as for businesses, marketing is an operational function required to respond to target markets in an ever changing business environment, also to affect and understand them (Rızaoğlu, 2007: 1). On the other hand, marketing efforts of businesses target to sell manufactured goods to customers under the most appropriate conditions (İçöz, 1996: 1).

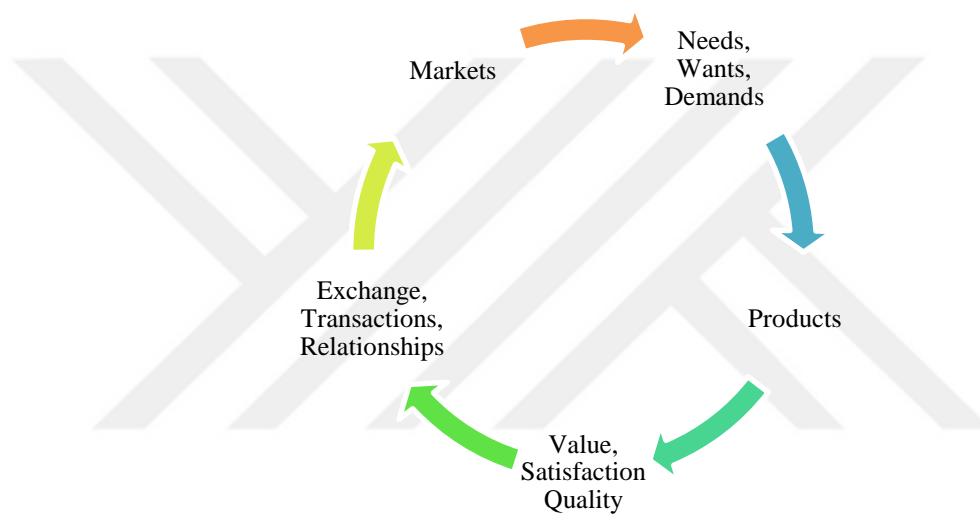
As a significant figure in marketing literature, Kotler (2013: IX) thinks that marketing is the answer to how businesses compete with one another in terms of factors other than price. Due to overcapacity, marketing has become more important than ever and also turned into a department of customer production in a business.

1.1.1. Fundamentals of Marketing

Marketing activities occur within a marketing system called market composed of various elements. In the working of this system, there are three actors: producers, consumers and intermediaries. The first actors of marketing system, producers are the ones who produce or introduce products that a market needs by bringing production factors together and whose only purpose is to make profit. Consumers are the second actors of marketing system and involve in marketing system for satisfying their various needs, wants and desires. The third actors of marketing system is intermediaries referring to wholesalers, retailers, sellers and marketers who establish a connection

between consumers and producers (Altunışık et al., 2001: 1-2). A market is a resource on which businesses feed and for a business to feed on a market, it has to present appropriate goods to a market in an appropriate time and with an appropriate price. A market is also comprised of customers, consumers and buyers. Consumers are natural persons or legal identities who buy goods for their own needs. Customers are natural persons or legal identities who buy goods of a business perpetually or shop from a business consistently. Buyers are the ones who buy goods in the name of other persons or legal identities (Tekin, 2006: 24).

Figure-1: The Principals of Marketing



Source: Kotler, P., Bowen, J. T. and Makens, J. C. (2006). *Marketing for Hospitality and Tourism* (4th ed.). USA: Pearson, Prentice Hall.

As it can be seen in Figure-1, all these notions such as needs, wants, demands, products, value, satisfaction, quality, transaction and markets are connected to each other and should be learnt for understanding the concept and definition of marketing in general (Kotler, Bowen and Makens, 2006: 13).

Need is a state of stress created by nonexistence of anything (Korkmaz, Eser, Öztürk and Işın, 2009: 24), want means things that individuals desire to have or obtain among available options in order to meet a human need (Altunışık, Özdemir and Torlak, 2011: 4). While wants supported by purchasing power turn into demands, product refers to anything presented for satisfying a need or a want (Kotler et al., 2006: 14-15).

Value refers to tangible and intangible advantages perceived by consumers and product costs (Korkmaz et al., 2009: 26; Mucuk, 2010: 5). Customer value refers to the difference between price a customer gives to obtain a product or service and benefits he or she gains by using or obtaining that product or service (Kotler et al., 2006: 16). Customer satisfaction is defined as a feeling of content derived by a customer from the output after consumption (Oliver, 1999: 34). In other words, satisfaction is the product evaluation of consumers after the purchase of products (Topaloğlu and Akbulut, 2012). Quality is recognized as a factor in direct proportion to measurable and evaluable customer satisfaction, appropriateness to needs and expectations of customers, constant success and complete and impeccable service (Murat and Çelik, 2007: 2).

Exchange is to obtain a desired object by offering something in return. If exchange is considered as the core concept of marketing, transaction is the unit of measurement of marketing (Kotler et al., 2006: 20-21). The relationships between a business and its customers, employees, suppliers, distributors, dealers and retailers are very important. Any misfortune in these relationships is harmful to the performance of this business (Kotler, 2013: 54). Markets is a whole formed by real or potential buyers who want to make transaction with sellers (Kotler et al., 2006: 20-21).

Another notion of marketing, brand is defined as presentation coming from a known source. A brand name like McDonald's includes many associations such as burger, fun, children, fast food and ease. All these associations constitute brand image (Korkmaz et al., 2009: 26).

Marketing mix is the most significant components determining product demand of a business (Kurt, 2009: 24). These components are product, place, price and promotion, known as 4P in marketing literature. In addition to 4P, people, physical evidence and processes are now added to marketing mix and called as 7P (Altunışık et al., 2011: 12).

1.1.2. The Definition of Marketing

During its progress, the concept of marketing has been defined in various ways. For example, in 1950s businesses used to have troubles in transporting the products to consumers. For this reason, as physical distribution was perceived as primary

marketing activity, distribution notion used to gain importance within the definition of marketing. However, the definition of marketing has changed with altered market conditions. Nonetheless, the definition introduced by American Marketing Association has been the one which is mostly recognized by academic circles (Altunışık et al., 2001: 6- 22). AMA defined marketing in 1985 as a planning and application process of development, pricing, promotion and distribution of goods and ideas (Altunışık et al., 2001: 7). AMA has updated the definition as “the activities of institutions and processes providing supplies which are valuable for customers, clients, partners, stakeholders and society at large to be created, transmitted, distributed and exchanged” (www.ama.org, 2015).

According to the definition by Turkish Language Association, marketing is a whole of activities including the promotion and packaging of goods, the training of personnel, determining and satisfying market needs (www.tdk.gov.tr, 2015). For Kotler and his friends (2006: 13), marketing means the social and managerial process in which individuals satisfy their needs and wants with creation and exchange of products and value.

Tek (1998) defines marketing as the a to z of the activities which give the result of satisfaction to both sides by looking after benefits of both parties in every shopping, relationship and exchanges including ideas, friendship and love.

İçöz (1996: 1) admits that marketing covers all the activities of a business to supply and sell its goods to potential consumers. Pride and Fetrell (2009: 3) add 4P into the definition of marketing and describe the notion as “the process of development, pricing, promotion and distribution of products in order to ease satisfying exchange relationships with customers and to improve and maintain the relationships with stakeholders in a dynamic space.”

Today marketing is not just a business function, it is a philosophy, a way of thinking and configuration of a thought with business. Marketing is much more than a new advertisement campaign. The task of marketing is not deceiving the customer and jeopardizing the image of business. It is to present real value to targeted customers, to convince them to buy and to satisfy the needs of consumers (Kotler et al., 2006: 6).

1.1.3. Historical Development of Marketing

Marketing emerged in USA in the beginning of the 20th century (Altunışık et al., 2001: 22). Since then, it has gone through many phases. These phases are divided as production orientation era, product orientation era, sales orientation era, marketing or modern marketing orientation era, social marketing era and holistic marketing era (Yükselen, 2008: 9-10; Korkmaz et al., 2009: 29-38; Mucuk, 2010: 7). The basic factors of these phases of marketing are thought as the development of technology, globalisation, the increase in global competition and increase in education and information levels (Alabay, 2010: 213).

With the development of consumer markets, technology and globalization changed with the increase in education and communication levels of consumers, some changes have occurred in marketing concept. When these changes are compared to new marketing approach, the approach which had existed since the birth of classical marketing is qualified as traditional marketing (Alabay, 2010: 214). While production orientation came into question in the beginning period of Industrial Revolution, after product orientation and sales orientation phases, there came modern marketing orientation phase in the 1960s (Kozak, 2010: 4).

The production orientation era covers a period when consumer wants were ignored; supply could not meet demand and there were not any marketing departments in businesses. In this era, businesses used to produce a product and expect customers to buy those products. Any information about customers were not evaluated and businesses did not make any effort to sell products to customers. Due to the conditions of that era, even if businesses had produced some products which were poor quality and did not meet consumer needs completely, they could sell those products (Alabay, 2010: 215). The main purpose of production orientation focused on production of goods depending upon purchasing power of consumers (Yükselen, 2003: 7).

In the product orientation era, it was thought that consumers preferred high quality, high performance and innovative products. This phase is based upon the idea that good products sell themselves (Korkmaz et al., 2009: 31).

The sales orientation era covers the period when it was understood that selling was harder than producing and when businesses started to make efforts for sales

increase through some deceiving advertisements (Alabay, 2010: 215-216). In this era lasting between 1930 and 1950, production abounded and consumption increased. Sales orientation phase was based on some thoughts that consumers resisted against buying things they did not necessarily need and could be convinced to buy through various sales development tools and that businesses should establish a sales oriented organization in order to attract and keep new consumers (Tek, 1991: 10).

The era of marketing or modern marketing orientation covers a period when supply was more than demand; competition increased; it was realized that products could not be sold with some advertising and sales efforts; marketing departments started to exist in businesses; the purpose of businesses was to provide satisfaction and value appropriate to targeted consumer's wants and needs after determining what they were and all the business management and personnel participated in marketing efforts (Alabay, 2010: 216). The starting point of this era which is called also as market orientation era is wants and needs of consumers. According to this approach, the emphasized point is to determine wants and needs of target markets and to create a more effective and sufficient customer satisfaction than competitors (Yükselen, 2008: 10). In other words, the understanding of "produce and sell" was replaced with "determine wants and respond" (Korkmaz et al., 2009: 32).

Modern marketing approach and other marketing approaches emerged after it are explained under the next title.

1.1.4. The Concept of Modern Marketing

Modern marketing approach is defined as a management philosophy including that for the purpose of determining and satisfying customer wants and needs, all the departments of a business operate in a coordinated way (Günay, Kesken and Akgüngör, 1999: 69). Three principals of modern marketing approach are being market oriented/ customer oriented, integrated/coordinated marketing activities and long term profitability (Mucuk, 2010: 10).

Another approach emerged after modern marketing approach is social marketing approach. According to social marketing approach, while a business determine consumer wants and needs and offer satisfying goods more effectively to a

market, it should consider welfare of a society and regulate its activities in a useful way for all stakeholders (Altunışık et al., 2011: 10).

In parallel to recent changes, marketing and modern marketing approach is needed to reinterpret and accordingly as a next phase, holistic marketing approach has emerged. Holistic marketing is based on the idea that everything is related to marketing and an integrated approach is needed. It comprises of relationship marketing, integrated marketing, internal marketing and social responsibility marketing (Korkmaz et al., 2009: 32). Relationship marketing is a dimension of holistic marketing approach engaging with strong, economic, technical and social bonds between the parties by providing right relationships for right parties; integrated marketing is another dimension of marketing approach in which different marketing strategies are used for presenting and conveying value and these strategies are arranged for highlighting successive effects; internal marketing refers to the marketing efforts in order to arrange business operations in a way for providing satisfaction for both internal and external customers; lastly, social responsibility marketing means discussion and understanding of ethical, environmental, legal and social features of marketing strategies (Korkmaz et al., 2009: 32).

1.1.5. Contemporary Marketing Approaches

Marketing is not limited with just a department that creates advertisements, chooses channels, sends direct e-mails and responds customer problems. Marketing is a long process for understanding systematically what to produce, how to present products to customer attention and easy access and how to make customers to buy more (Kotler, 2013: XII). After 1960s, some changes have been made in organization of businesses in terms of market needs and opportunities (Erdil, 1994: 22) and marketing specialists have started to search new exit ways in the face of competition within the market increased by the changing customer needs and expectations. All these reasons are among the significant aspects forcing marketing strategies for a change (Torlak, 2010: 2).

The changes in consumer markets and developments in technology have forced businesses to search for new practices. Due to the increase in education level of consumers and accordingly their tendency towards obtaining more information about

goods, their limited time for shopping, decrease in brand addiction and in the effect of mass media like TV commercials on consumers, businesses have begun responding to consumption market in a more effective way. Contemporary marketing approaches have added new dimensions to the changing and developing marketing activities (Varinli, 2006: v; Kozak, 2010: 7).

Especially since the 1990s, new marketing approaches such as green marketing, postmodern marketing, niche marketing, relationship marketing and mobile marketing have been used in many sectors (Varinli, 2006: v). Sensory marketing is one of these contemporary marketing approaches. Krishna (2013) admits that even though sensory marketing belongs to the modern marketing era, efforts have been made to influence people with practices appealing to human senses; and she also states that the only thing which has changed today is the awareness of sensory marketing concept rather than its applications.

1.2. SENSORY MARKETING

As a strategic viewpoint of which effect and power is increasing day by day in the field of marketing, sensory marketing is a strategically planned approach used often by marketers and advertisers (Çakır, 2010: 40). So as to understand the concept of sensory marketing, one should learn more about senses, sensory processes and sensory systems.

1.2.1. Senses

In his book called “The Critique of Pure Reason”, famous German philosopher Immanuel Kant states that external world is real and objective, but perceptual world is subjective. Kant means that people perceive the world through their senses indirectly (Koç, 2015: 98). When the taste of Oreo, the visuals in advertisements of Obsession perfume and the music of Offspring are thought for a second, it is realized that we live in a world full of signs appealing to our senses. Like barking of a dog, the reflections of evening sun and mesmerizing smell of a rose bouquet, some notes of this symphony occur in a natural way. Other notes are created by people like pink hair, bright yellow trousers or intense perfume smell of a girl sitting next to you in the classroom (Solomon, 2007: 48).

Almost everything known about the world are experienced by human senses. Senses are the only connection with the memory and they are the ones which turn it into emotions. A sunny and fresh spring day has a unique smell. Producers try to bottle this feeling of life renewal. Then marketing experts use this emotional bond between people and spring to sell products such as detergents, shampoo, soaps etc. (Lindstrom, 2005: 85).

Millward Brown, an international research institute accomplished a qualitative and quantitative research project in 13 countries for 18 months with its 600 researchers. After this research, very interesting results were obtained. One of them was that % 99 of brand communication focused on two senses: sense of sight and sense of hearing (Lindstrom, 2005: 85).

1.2.1.1. The Definition of Sense and Sensation

Senses warn people about the dangers they can face in the world and provide them with the information they need. These raw materials required for working of a mind are obtained through our senses. Every one of sense organs perceives the right stimuli and makes us feel the color, voice, smell or fabric of the objects around us (Elmasoğlu, 2013: 3). According to Oxford English Dictionary, sense is the ability of sight, hearing, smelling, tasting and touching which provide humans and animals to perceive stimuli coming inside or outside of their bodies (Amorntatkul and Pahome, 2011: 5). Human beings obtain information about the world through two levels: sensations and perceptions. A human being gains or feels information with his sense organs, then perceives it. If sensations are considered as raw materials, perceptions can be defined as the cultivation of these raw materials. For example, through sense of touch, people can feel the heat and then perceive that heat may disturb their bodies (İslamoğlu and Altunışık, 2013: 96). During the process of perceiving and interpreting the environment, sensations and reactions towards these sensations are really important. The stimuli appealing to five senses have a higher effect on the formation of emotional reactions and attitudes and on the realization of learning (Çakır, 2010: 40). Sense organs are definitely the factors connecting people with the world. Besides, the communication with the mind can happen with the help of our senses. Thinking,

understanding, interpreting, researching and feeling occur always through the sensations (Bati, 2013: 178).

Sensation is the immediate reaction of sensory receivers (eyes, ears, nose, mouth and fingers) towards basic stimuli such as light, color, sound or texture (Solomon, 2007: 49). Hulten (2011: 264) thinks that sensation is an emotion or a feeling bonding human mind with human senses and the aim of sensations is to show and define the identity and values of a business in a different and sensorial way. With regard to marketing, products, packaging, brand names, logos, pamphlets and TV commercials can be given as examples of sensory stimuli.

Being sensorial means that five senses are constantly on the alert for new textures, tempting smells and tastes, a wonderful music and hypnotizing images. Our senses are in cooperation so as to warn us, get us in a good mood and carry our mind elsewhere. If they are stimulated at the same time, the results can be unforgettable. The world is experienced by senses and therefore individuals can save memories (Roberts, 2010: 16).

1.2.1.2. The Definition of Perception

Perception refers to the process of choosing, organizing and interpreting the sensations. Perception studies are about what is added to raw sensations for giving meaning to them (Solomon, 2007: 49). According to another definition, perception is the organization and interpretation of information in a meaningful way by the mind. In other words, perception refers to an individual's acceptance of an emotion or a thought and attributing a meaning to it with memories or feelings (psychlopedia.wikispaces.com, 2015). Tollington (1998: 181) admits that perceptions are created by five human senses through the information obtained from environment.

The process of perceiving environmental stimuli and revealing a reaction by defining these stimuli is one of brain functions. Brain ensures people that they are attracted to what happens around them. Thus, people show interest to stimuli or stimulus in question and perceive environmental factors via the process of data in the brain and transmission between nerves. After this process, people attribute a meaning to the stimulus they are exposed and come to a conclusion (Çakır, 2010: 40).

Sensation and perception are the phases of sense process. Sensation refers to the influence of stimuli upon sensors of a sense organ and naturally it is a biochemical and neurological process. Perception is the realization and understanding of sensorial information. It is called “perceptio” or “percipio” in Latin and means “cognition through mind or senses” (Krishna, 2012: 334).

Senses of hearing, sight, smell and touch have a substantial influence upon us. Psychological research have recently started to explain physical, cognitive, social and emotional effects. Sensory stimuli can impact upon the environment, improve shopping experience and change the nature of behaviors with the methods beyond our conscious. People perceive the world through their senses at the same time, so the more sensorial an experience is, the more effective it is. If right sensory stimuli are used properly, they can calm down or relax a consumer, decrease his or her stress level, give energy, affect his or her decisions and accordingly increase his or her desire to spend more money (Soars, 2009: 286).

How consumers perceive a market environment, the stimuli and the messages in that environment and how they choose between stimuli depend on how they organize the stimuli. Accordingly, the perception phenomenon has a significant role in understanding of consumer behavior and in formation of successful marketing strategies and policies (İslamoğlu and Altunışık, 2013: 95).

1.2.2. Sensory Processes

In order to understand sense systems and sensory processes better, the concepts of sensors, absolute threshold and difference threshold should be learnt.

1.2.2.1. Sensors

One of the characteristics of a living organism is its response to a stimulus. Sensory systems of human beings are well developed and for this reason, they can process a thousand messages at the same time. This complication lets an individual realize his or her environment and take appropriate actions. In short, sensors are the branches of sense neurons responsible for recognizing certain stimuli (www.cliffsnotes.com, 2015).

Sensors are communicational tools which obtain information through materials or employees and convey sensory messages to customers through sensations. The purpose of sensors is to transmit sensory factors and sensations which strengthen multi-sensory brand experience for customers (Hulten, 2011: 264).

1.2.2.2. Absolute Threshold

The lowest intensity of a stimulus on a sensory channel depends on the threshold determined for that sensor. Absolute threshold refers to the minimum amount of stimuli determined on a sensory channel. For example, the voice of a barking dog is high for humans to hear, therefore this stimulus is way beyond our auditory absolute threshold (Solomon, 2007: 61). According to İslamoglu and Altunışık (2013: 97) absolute threshold is the lowest stimulus intensity which can be distinguished by a sense organ. For example, dogs are 400 times more sensitive than humans in smelling and so their smelling threshold is low.

Absolute threshold for hearing is the lowest volume distinguishable by normal hearing when there is not any intervening voice. Absolute threshold for sight is the lowest light level distinguishable by humans. In terms of smelling, absolute threshold refers to the concentration at lowest intensity which an individual can smell (The Psychology Dictionary, 2015).

Absolute threshold is very important in design of marketing stimuli. An advertisement sign on a highway may have the most intelligent running text but if the font size is too small to be read by drivers or passengers, the ad sign is bound to be ignored (Solomon, 2007: 61).

1.2.2.3. Difference Threshold

Difference threshold refers to the minimum difference distinguishable between two similar stimuli (D'Souza, 2007). According to another definition, it means the ability of a sensory system to determine differences and changes between two or more stimuli. Whether consumers pay attention to the difference between two stimuli or when they do it become a topic for many marketing studies. Sometimes marketing experts want change to be observable when stores or businesses make a discount. The ability of a consumer to determine between two stimuli is also changeable. While whispering cannot be heard in a crowded street, it can be considered loud in a library

(Solomon, 2007: 61). İslamoğlu and Altunışık (2013: 97) define difference threshold as the lowest difference perceivable between two stimuli. Namely, difference level required for a certain stimulus to be perceived different is difference threshold. This topic is very important to marketing. For example, for a discount to draw consumers' attention, it has to be over difference threshold. Thus, if the stimulus is not recognized by a consumer, perception cannot be possible because drawing attention which is the first level of perception process do not occur.

The concepts of absolute threshold and difference threshold are used also for the analysis of a product or the consumer using that product (www.yorku.ca, 2015). The difference between these two concepts is that difference threshold is a relative issue. While absolute threshold is about whether a stimulus is perceived or not, difference threshold is about the intense difference needed between two stimuli before a consumer recognizes that two stimuli are different than each other (Kasden, 2010).

When a stimulus is stable, the sensorial adaptation occurs which means that people get used to the stimulus. For example, a doctor may be disturbed by the smell of a hospital where he or she just starts to work but after a while he or she gets used to that smell (www.felsefedersligi.com, 2015).

1.2.3. Sensory Systems

Everyday thousands of information particles come to our sense organs. Marketing experts try to draw consumers' attention firstly and then to convince them by using sensory systems in the best way (İslamoğlu and Altunışık, 2013: 111). External stimuli or sensory inputs can be accepted through multiple channels. An individual can see an advertisement sign, hear a jingle, feel the softness of a cashmere sweater, taste a vanilla ice cream and smell a leather jacket. Inputs determined by five sense organs are raw data starting the perception process. For example, when a song a young man listens reminds him of his first dance or his girlfriend's perfume, sensory data from external environment can trigger internal sensory experiences (Solomon, 2007: 49).

1.2.3.1. The Sense of Sight

Lindstrom (2007: 29) and Batı (2013: 182) claim that the most effective sense is the sense of sight. Usually it outdistances other senses and has the power of making

people believe even something insensible. The function of visual system is to process light patterns and turn them into useful information for an organism. Visual sharpness out of the focus point in visual area is strikingly weak. People may not recognize this, but the focus of a look is directed to what people want to look. Light enters from pupil and lenses focus image on retina which is a thin layer formed by nerve tissues behind the eyeball. In the first layers of retina, there are photoreceptors (light perceivers) which include chemicals absorbing light. Coming signals pass through the first layer and reach ganglion cells which send the signal coming from eyes to the brain via optic nerves. The signal turns into image there. As a result of this, people see differently than each other. While someone calls an object orange, someone else can call it scarlet. Image is in the eye of the beholder (Lindstrom, 2007: 31). For example, if someone wanders around at home with his or her eyes closed, he or she can feel how limited the sense of touch is. The sense of sight is very special and occurs faster than hearing. The sight is developed before the skill of speech, therefore, before words (Bati, 2013: 182).

1.2.3.2. The Sense of Hearing

As other sense organs, ears have an extremely good design. Ears have two important purposes: to provide hearing and standing in balance for an individual (Lindstrom, 2007: 32). When compared to the sense of sight, hearing is secondarily important and auditory system, in other words, ears have the skill of choosing various information resources and transmitting them to the brain (Pentz and Gerber, 2013: 3).

Sound emerges as a result of the movement or vibration of objects. This movement transmits vibrations or sound waves through the air like water waves expanding on the surface of a lake. These vibrations led by external ear into auditory canal advance towards eardrum by undergoing a process like Morse alphabet. This starts with a vibration chain. Eardrum passes sounds through an oval window and sends them to a labyrinth of meandering passages by vibrating mutually with the smallest three bones of the body. In front of this labyrinth there is a spiral tube similar to a snail shell. There are 25000 receptors in this tube and these receptors choose incoming signals and sends them into the brain. At the end, hearing occurs. Balance control is provided at the end of this labyrinth (Lindstrom, 2007: 32).

Sound is a familiar sense. Especially, it is known as an auxiliary sense in marketing industry. Sound is the media creator and acts as an indicator. While brain treats visual images, the background voice works as a supplementary (Batu, 2013: 187). Hulten (2011: 259) admits that sense of hearing can be related to feelings and in this way, can affect brand experience and interpretation.

1.2.3.3. The Sense of Touch

As tactile system do not depend on only one part of the body, it is different than sight system and auditory system, because people touch with any part of their body and can “feel” (Pentz and Gerber, 2013: 3). The biggest part of the body, the skin is the tactile organ. The sense particles connected to derma provide humans to feel and perceive a touch, pressure, heat, cold or pain (İslamoğlu and Altunışık, 2013: 135).

Tactile system is the first sense system beginning in mother’s womb and the last which we lose as we grow older. Even before birth, a baby responds to a touch and starts to touch himself. In a mother’s womb, senses are developed in this order: touch, smell, taste, hearing and sight. Touch let human embryo learn its place within the womb and find itself. The sense of touch firstly develops around the mouth and then continues to develop from head to toe (Krishna, 2012: 336).

Skin is the broadest organ of the body. Elements forming skin are represented in brain cortex widely. People react immediately to cold, hot, pain or pressure. It is estimated that there are 50.000 receptors related to nerves each one of which involves 640.000 micro receptors in our skin. As we grow older, this number decreases and the sensitivity of our hands begins to diminish. However, the need to touch does not decrease; it continues its existence beyond the need of exploring a danger (Lindstrom, 2007: 38).

1.2.3.4. The Sense of Smell

The sense of smell is one of the most important senses and has a place in the part of human brain which affects emotions, memory and creativity. The sense of smell works 24 hours and can never be shut down. It is the first and the most supplementary trial mechanism; it can evaluate whether a place is good or bad. The sense of smell in humans affects 75 % of daily feelings and plays a significant role in memory. Humans can distinguish over 10.000 smell molecules from each other. These smell molecules

enter into the nose through breathing and interact with smell sensors. Smell sensors transmit this information to the smelling center in our limbic system. Besides controlling memory and emotions, limbic system is also related to pituitary gland and hypothalamus area which control hormone release influencing concentration, stress level, body heat, nerve system and appetite. As the sense of smell occurs within the brain, it is closely related to memory, mood, stress and concentration (www.brandessence.com, 2015). Smell can cause changes in people's moods. For example, when a person smells a nice odor, especially if this smell reminds him or her of a good memory, the mood of that person gets better at the rate of forty percent (Lindstrom, 2007: 104).

People can shut their eyes, cover their ears, prefer not to touch or taste, but it is impossible for them not to smell any odor blended into the air they breathe. Smelling is a sense that cannot be deactivated. Smelling occurs with every breath we take. Nobody needs to participate in a cultural activity to improve his or her sense of smell. There are not any smell galleries, concerts or special smell menus. Nonetheless, it is the most direct and basic sense (Lindstrom, 2007: 35).

Smell is processed by the most primitive part of the brain, limbic system in which sudden emotions are experienced. According to a research, the fragrance of fresh cinnamon causes sexual stimulation in a sample consisting of male students (Wilkie, 1995; Solomon, 2007: 56).

The communication of feelings happens with smells. There are some claims that smells affect moods, memory, feelings, and the choice of a partner, immune system and hormones. Smell produces a mood confirming consumer demands and therefore it is effective. A fragrance is a chemical found as dissolved at the lowest concentration in the air and perceived by the sense of smell (www.brandessence.com, 2015).

A research carried out by Sense of Smell Institute shows that while the participants' reminiscence rate of visual images drops almost 50 % after three months, they can remember the smells during a year with 65 % precision rate. Similarly, a research performed by Rockefeller University reveals that people can remember 1 %

of what they touch, 2 % of what they hear, 5 % of what they see, 15 % of what they taste and lastly 35 % of what they smell (Alankin, 2011).

1.2.3.5. The Sense of Taste

Smell and taste, two of the five senses described by Aristotle are called as “chemical senses” and sometimes they are evaluated as one sense rather than two separate senses. Almost 80 % of tastes are shaped by our sense of smell. If it were not for sense of smell, we would perceive only five tastes: sweet, salty, sour, bitter and spicy. To change the smell of a food without changing its taste is enough to change its flavor. Indeed, the sense of smell is more powerful in case of hunger (www.brandessence.com, 2015).

Taste is perceived by special structures called taste bubbles. It is believed that girls are more sensitive to tastes than boys. That is true because taste bubbles of girls are much more than boys. There are 10.000 taste bubbles in total the majority of which is on the tongue; some of them are back of throat and palate. Everybody has a different sense of taste. As we grow older, our sense of taste changes. The tastes we find too sharp when we are children can be nice when we are old. There are four kinds of taste bubbles sensitive to sweet, salty, sour and bitter chemicals. Different taste areas on the tongue are more successful in detecting some flavors than other, because very one of these kinds are gathered in certain areas on the tongue. The tip of tongue perceives sweet better; the sides of tongue perceive sour better; the back of tongue perceives bitter better and other parts perceive salty better. Taste is comprised of these basic elements. Various flavors can be distinguished by different compositions and a more refined sense of smell (Lindstrom, 2007: 40).

The sense of taste is an important factor in reminding of environment, events or people. This sense affects body chemistry of people and triggers special secretions which stimulate memory centers. That is how the reminiscence process occurs. This process stirs a mechanism which can be called as electrochemical through neurons. It can be seen that electrical signals transmitted by neurons trigger chemical reactions and this reactions affect related glands. The secretions stir electrical stimuli at the end and there comes memory. As a result of this process certain messages are subtracted

to conscious threshold through neurological nets. This is called reminiscence. It refers to a sensory surface occurring involuntarily (Bati, 2013: 218).

There is a close relationship between taste and smell. It is not wrong to say that something includes taste smells more than taste. For example, when our noses do not smell because of flu, our sense of taste loses 80 % of its power. It is rarely seen that without losing the sense of smell, only the sense of taste is lost. Perceiving food through the senses is only possible with its image, heat and texture. Definitive terms and words for smells are always related to food. It is estimated that smell is 10000 times more sensitive than taste and this makes the sense of taste the weakest among other five senses (Lindstrom, 2007: 41).

It is a common situation that marketing communication specialists use visual and auditory tools to convince individuals. There are visual and auditory advertisement messages placed for convincing individuals on TV, in newspapers, magazines, in shopping malls, markets, buildings, highways, on Internet, Facebook etc. It is without doubt that visual and auditory elements are still the primary tools used in marketing. Packaging, logo, advertisements, TV commercials, jingles are used in an effective way in brand communication. The point in sensory brands is that these two senses are not sufficient. To produce goods only for sight and hearing is not enough for people who has a higher perception level (Bati, 2013: 171).

1.3. SENSORY MARKETING APPROACH

Each one of the senses can stimulate powerful memories and emotions that can change simple or grand decisions. The more senses one business appeals in a positive way, the more chances it creates in selling the products (Boyle-Brayfield, 2008). For this reason, more and more businesses use stimuli like fragrances, music or textures in order to establish stronger bonds with customers (Dixon, Stone and Zednickova, 2013: 1). Sensory stimuli contribute to the experience and the theme of a business. Thus, the experience can be stronger and unforgettable. For example, in a shoe store in which only leather shoes are sold, if customers feel the smell of leather and sit on leather couches, their experience in that store will be stronger because more than one of their senses are stimulated (Bati, 2013: 53).

Unlike traditional marketing, sensory marketing adds customer experiences and emotions into marketing process. Not just functional, there are sensory, cognitive, emotional, behavioral and sensible dimensions of these experiences. The aim of this marketing approach is to provide sufficiency of products with their designs and packaging and then to assess them in a commercial place in order to make them look attractive. In turn, customers act on their instincts and feelings instead of their reason (Valenti and Riviere, 2008: 8-9).

The application of senses in marketing strategies has changed in time. In the 1950s, brands mostly used to work on colors, product design and printed advertisements. Then with the emergence of televisions, TV commercials and jingles were added. Today almost every TV commercial has a distinctive background music. The first blind tests were made to learn how product tasting make customers feel like in the 1970s. The usage of smells were added to marketing strategies in the 1990s and since that date, smells have been used very often. Today marketing experts know that if more senses are appealed, the message will be stronger (Valenti and Riviere, 2008: 9-10). On the other hand, Hulten (2011) thinks that though businesses have been aware of the effect of human senses on consumer behaviors, the senses had not been included in marketing strategies and ignored for a long time.

Considered as the pioneer of sensory marketing concept, Krishna (2012: 332) defines the concept as a marketing type which appeals to customer senses and affects their perceptions, judgments and behaviors. She claims that in terms of a managerial viewpoint, sensory marketing can be used for creating subconscious impulses qualifying the perception of a customer towards tangibles of a product; in terms of research, sensory marketing refers to the understanding and treatment of sensations and perceptions with regard to customer behaviors (Krishna, 2012: 333).

According to Soars (2009) sensory marketing is a marketing approach that focuses on consumer perceptions, starts from stimuli affecting consumer senses, works on how consumers understand, interpret and react to these stimuli.

The sensory marketing approach covers the activities towards trying to influence upon thoughts about a product or purchase decisions of a consumer by affecting his or her senses. Today's trend is sophisticated efforts in sense architecture

and its effect on a brand. One of the most striking studies belongs to Unilever brand. According to a research done for Dove, the soap brand of Unilever, the effect of product's fragrance on the sales in North America are 63 million dollars; touch has a 34 million dollar effect on sales and the image of the product has a 14 million dollar effect on its sales. As a result of this research, the fragrance of Dove makes users feel relaxed, valuable and calm (Yüzbaşıoğlu, 2013).

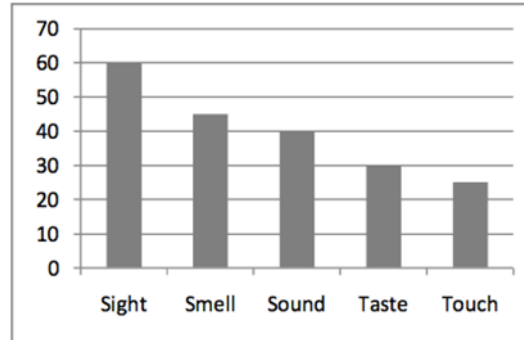
The purpose of sensory marketing strategies is to differentiate and express the identity of a product, service or a business in terms of human mind and sense. If a marketing strategy appeals to a certain sense or senses on a customer's mind, this strategy can be defined as sensorial. The reason for a business to develop sensory marketing strategies is to separate its brand from its competitors especially in case of the equality between price and quality. Therefore, sensory marketing strategies are based on emotional and psychological attributes rather than functional attributes in determining the identity and values of a brand. Another purpose of sensory marketing strategies is to facilitate multisensory brand experience conceived by sensors, sensations and sensory statements related to five sense organs (Hulten, 2011: 263).

Sensory marketing approach increases the effect of a brand on purchase behavior to a large extent and builds a strong consumer loyalty. Senses have a powerful influence upon gaining trust towards a brand, because senses are initiators of occurrence of strong sensory reactions and this situation occurs as a result of strong effect of the brand on customer's life. This situation occurring in memory creates the bond between a brand and consumers. Memory and emotions affect the development of positive or negative attitudes towards brands. Marketing through senses protects consumers' feelings from information attack irrelevant to target market with filters against stimuli coming from market environment and provides sensory factors of a brand with a place within the memory. Senses have a great influence upon memory, because consumers trust in their senses instinctively (Molitor, 2007: 34-35).

Sensory marketing will continue to exist, because senses can always affect the promotion of products in many ways. For example, senses can be used as symbols (e.g. blue bag of Tiffany), initiate stimulation towards a product (e.g. artificial odors used in pizza or cookie shops) and manage imagination. Sensory attributes of products

affect us to such an extent that we cannot imagine. People react to sensory inputs like smell of baking cookies more positively than brand name (Krishna, 2011: 4).

Figure-2: The Importance of Senses in Marketing



Source: Lindstrom, Martin. (2007). *Duyular ve Marka, 5 Duyuyla Güçlü Markalar Yaratmak*. Ümit Şensoy (Tran.). İstanbul: Optimist Yayınları.

Figure-2 presents the order of senses with regard to their importance in marketing. The most important sense is sight (58 %) followed respectively by smell (45 %), sound (41 %), taste (31 %) and touch (25 %) (Lindstrom, 2007: 81).

To sum up, sensory marketing is a field studying on the understanding of the place of sensations and perceptions in marketing (Krishna, 2012: 334). When consumers are affected by sensory stimuli, their loyalty to a business increases, their relationships with the business strengthens and the bond between a consumer and a business tightens (Suhonen and Tengvall, 2009: 22).

1.3.1. Visual Marketing

Sight is the strongest sense among other senses and is the sense on which brand creators and marketing specialists traditionally focus the most (Lindstrom, 2007: 95). Sight is the most applied sense in marketing as its stimulation by environment is more often than others. Colors, shapes or drafts are important factors determining the success of a marketing strategy (Valenti and Riviere, 2008: 10). Among the factors affecting a business, there are logos, designs, colors and lighting (Suhonen and Tengvall, 2009: 20). According to İslamoğlu and Altunışık (2013: 114), in terms of marketing and consumer behavior, visual marketing includes the shapes, designs, images, packaging, colors, logos, symbols, font and font size of products.

Marketing specialists depend upon visual factors in advertisements, store design and packaging. They try to convey meanings through a visual channel with the

color, size and style of a product. For example, Philips tried to add some young style into electronic products by producing them thinner and more colorful (Solomon, 2007: 51).

Since the last century, marketing world have addressed to our sense of sight in a way guaranteeing optimum visual satisfaction. People all have become visually sophisticated and understood that things they can always obtain have not been the things they have seen before. Despite this truth, the package or a TV commercial of a product still take place near the top in drawing attention (Lindstrom, 2005: 84).

As of colors which can affect emotions directly and are the most important factors in sense of sight (Solomon, 2007: 51), their place in marketing is grand. In addition that colors and shapes are the first way of description and differentiation (Valenti and Riviere, 2008: 10), they can affect the perceptions of customers towards a business and can highlight the most important attributes or identifications related to a product or a brand (Suhonen and Tengvall, 2009: 21). Gobe (2001) admits that if colors are chosen properly, they can be used for a brand to strengthen and transmit its desired image strategically. Except colors, lighting in a store can be designed for the purpose of strengthening a brand's identity and reflecting the values a brand represents. The usage of lighting change the atmosphere of a purchase point (Suhonen and Tengvall, 2009: 21). For example, while colors like red cause appetite, other colors like blue are more relaxing (Solomon, 2007: 51). Table-1 presents the effect of colors on consumer behaviors.

Table-1: Colors and Their Effects on Consumer Behaviors

Color	Attributes	Identification	Effect	Who prefers most	Mostly used in
Red	Exciting, brave, dynamic, sexy, intense, instinctive, active, aggressive, passionate	Blood, fire, competition, heat, emotion, optimism, life, violence, Valentine's Day, communism, love	Stimulation, increase in heartbeat and breathing; appetize	Successful people, active women, economically consistent and self-confident people	Automobiles, cosmetic, underwear, restaurants and bars
Orange	Striking, lively, calm	Outgoing, adventure, celebration, friendship	Stimulation, safety	Influential people, teenagers and children	Restaurants or safe places
Yellow	Hot, warm, cheerful and happy	Sunlight, creativity, imagination, optimism, futurist, spiritual, innovation, low price	Heartwarming, brightness	Children	The stores of household products, cafes and bakeries
Green	Fresh, clean, peaceful	Ecology, nature, balance, fertility, spring, health	Stability, nutritious, healer, refreshing	Influential people, opinion leaders, trendsetters	Technological devices, bedroom materials, natural food
Blue	Calm, silent, sacred, water, sky, protection, peace, purity, loyalty, patience, hope, future	Trust, consistency, relaxation	Cleansing, purification	Americans	Casual and formal clothes, dining rooms, water bottles
Purple	Exciting, mysterious, complicated, intriguing	Passion, spirituality, art, creativity, sensitivity, intelligence, mood, superiority, nobility, richness.	Inspiration, suggestion, polarization	People at the age of 18-29, artists	Not inside buildings, mostly in war eras
Pink	Calm, cheerful, simple, emotional	Romanticism, sweetness, sensitivity, kindness, femininity, innocence	Pressure, flattery	Women, young girls	Toys and dresses of girls, candy packs and stores
Black	Mysterious, elegant, sophisticated, sexy, powerful	Simplicity, death and mourning, bad luck, night, power, evil, quality, seriousness	Strengthening	Intellectuals, rebels, people in fashion industry	Formal clothes and daily clothes, expensive products
White	Clean, fresh, pure, modern, proper	Purity, cleanliness, calmness, marriage	Visual fatigue, headache, drawing attention	Intellectuals, modern people	Summer dresses, bridal gowns, fat-free food, kitchens, plates, table cloths
Grey	Safe, trustworthy, practical, loyal, elegant	Neutrality, attraction, safety, conservative	Confident, boring	Creative people, visual artists	Men suits

Source: Paul, Pamela. (2002). Color by Numbers. <http://7adage.com/article/american-demographics/color-numbers/43815> (Feb, 1, 2002); Eiseman, Leatrice. (2000). Impact of colors on consumer purchase behavior. Retail Systems (Apr, 17, 2000); Valenti, Cyril and Riviere, Joseph. (2008). The Concept of Sensory Marketing. Marketing Dissertation. Höskolan i Halmstad.

The reactions against colors are caused by learned identifications. For example, while black is accepted as the mourning color in Western societies, the mourning color is white in some Eastern societies, especially in Japan (Solomon, 2007: 52).

Another reason for reactions against colors is biological and cultural differences. Women are more interested in bright tones, shadows and patterns. Age is also one of the determinants in the reactions against colors. Colors seem paler to old people, that's why they prefer bright and light colors like white. This explains why old consumers usually choose white automobiles. Lexus company which sells more to this market segment produces 60 % of its automobiles in white (Solomon, 2007: 52).

When Coca Cola brand is examined in terms of visual marketing, it can be said that this brand has a sharp color sense. Wherever there is Coca Cola, there is absolutely red and white there. Coca Cola is really serious about color issue. Until Coca Cola started to use red in its promotions in the 1950s, Santa Claus had been wearing green. But now in all the shopping malls in the Western world, Santa Claus wears Coca Cola color. The consistent usage of the color, dynamic fonts, printing characters and its logo place a clear image into the memories of people who have met the brand. Coca Cola has become a brand that can draw attention of anyone who sees it (Lindstrom, 2007: 31).

While the products exhibited on a blue background are liked more than the products on a red background in advertisements, an intercultural research shows that people living in Hong Kong and in Canada have a consistent loyalty to blue (Solomon, 2007: 51). When it is proved that blue stimulates positive feelings towards future, American Express chooses to name its new credit card as Blue. The advertising agent of the company claims that as people relates blue with sky and water and therefore this color gives the feeling of infinity and peace, blue is the color of new millennium (Bryant, 1999: 55; Solomon, 2007: 51).

Yellow takes place at the middle of wave lengths that human eye can recognize. For this reason, it is the brightest color and draws attention. Yellow Pages are yellow in order to raise the attention level of bored telephone operators (Gobe, 2001; Solomon, 2007: 52).

Another research shows that the advertisement messages on which the combination of black and white is used are remembered more easily at the rate of 78 % by people (Valenti and Riviere, 2008: 10).

Some colors and color combinations are identified with a business in such a strong way that colors become formal clothes of the business and at the end, that business obtains the right to use these color more (Solomon, 2007: 55). For this reason, many brands uses one color and is identified with it, then gains a place within the customers' minds. Thus, after a certain period of time, even if brand name is not seen, consumers deduce which brand it is just from its color (Valenti and Riviere, 2008: 10).

As a result, the sense of sight is the most irresistible and tempting sense, therefore it is the sense which brands use the most. Visual hints affect consumer behaviors to a large extent. On the other hand, sound creates or changes moods by creating emotions (Isacsson, Alakoski and Back, 2009: 171).

1.3.2. Auditory Marketing

Consumers buy voice records which are worth millions of dollars every year; jingles create brand awareness and background music forms the desired mood (Tom, 1990; Solomon, 2007: 57).

The most of marketing communication is auditory by nature. Consumers unavoidably hear the messages within TV or radio commercials, jingles, songs played in hotels, restaurants, planes or stores and the voices integrated with a brand (Krishna, 2012: 340). The opening sound of Apple computers or Nokia ringtone can be given as examples for this situation.

Voices like music played in hotels, restaurants, stores or supermarkets affect consumer behaviors and perception of time spent in a place (Krishna, 2012: 341). Gobe (2001) thinks that music is a powerful tool for waking memories or feelings and listening to music creates the feeling of pleasure by providing endorphin egestion (Suhonen and Tengvall, 2009: 21). If consumers like background music, they perceive the less of time they actually spend in a store and think that they shop less. If they do not like it, even though they spend a little time in that store, they claim that they stay longer (Krishna, 2012: 341). Music is generally used to put customers into a mood appropriate to the products sold in a store. For example, if rock music is played in a guitar store, a customer can imagine himself or herself playing the guitar he or she would buy. Thus, if music is identified with a product, it will affect the purchase behavior of a customer. A study shows that loud music in a bar increases alcohol consumption of customers (Smith, 2008). Milliman (1986: 286-289) comes to the conclusion in his study that fast rhythm music played at a restaurant causes customers to eat faster and slow music causes customers to spend more money on drinks at a bar. Music offers many opportunities to marketing specialists in creating an appropriate sales environment and affecting consumer behavior (Valenti and Riviere, 2008: 12).

At some Walmart stores hosting a McDonald's restaurant inside, while customers are driving their shopping carts, they continue to hear messages about new products or new discounts of that fast food restaurant (Solomon, 2007: 57). This can make a lot of people feel the need of eating after shopping.

According to another case study, the passengers usually travelling via British Airways recognize someday that the music playing in the planes is not the BA music they are familiar with. They cannot identify new music with BA which receives so many complaints that previous music welcoming passengers on the plane is brought back and customers never complain about music after then (Dixon et al., 2013: 6).

How a brand sounds should not be underestimated, because it can be a determinant in consumer preferences. More than 40 % of consumers think that ringtone of a mobile phone is more important than its design (Lindstrom, 2007: 84).

Automotive industry is one of the most developed industries which use sounds as sensory stimuli. In this industry, marketing experts value every detail which has the ability to differentiate a brand from others such as the voice of an engine or the sound heard when a car door is closed (Suhonen and Tengvall, 2009: 21).

Sound plays an important role in the perception of a place and enhances what the sense of sight perceives. Gobe (2001) gives the example of Abercrombie & Fitch stores. This company employs DJs in its stores. DJs choose the music carefully which customers like and is in harmony with the identity and attitude of the brand. Sounds are the supplementary of the sense of sight in the perception of a place and can increase spatial awareness where eyes cannot see. Therefore sounds expand spatial experience of customers (Song, 2010: 1362).

1.3.3. Tactile Marketing

The sense of touch bears a couple of meanings in terms of businesses, products and also values added by materials used in their environmental design. The messages about quality, price or performance of a product can be transmitted via the sense of touch. Also, the type of materials used in institutional architecture as a visual identity factor can give an idea about the identity of a brand (Çakır, 2010: 60).

Even though there is not many studies on the effects of tactile stimuli on consumer behaviors, it can be considered as an important concept based on observations. Sensations that touch the skin can determine mood of a person. A study shows that customers who touch hands or arms of waiters leave bigger tips (Solomon, 2007: 57). Touch meets conscious or subconscious expectations of consumers in a cognitive dimension and makes the product more acceptable. Tactile factors also make a product unique. A brand which can satisfy its customers in a tactile way, creates customer value, too (Bati, 2013: 213).

Tactile senses balance the relationship between product experience and judgment. In other words, when a person touches a product, he or she is always more sure of what he or she perceives towards the product, and this idea is a general judgment (Solomon, 2007: 58).

People identify the textures of clothes and other surfaces with product qualifications. Therefore, some marketing experts research how the sense of touch can be used in order to increase customers' interest. It is observed that when people touch new plastic boxes used in packaging of cosmetic products, they feel a soft but a sweet itchy feeling and want to touch the products again (Solomon, 2007: 59).

According to Suhonen and Tengvall (2009: 20), touching a product is a quality ensuring method and it is more important when encountered with an unfamiliar product. When people touch a product, they are attached to it and become more enthusiastic about buying it.

Consumers identify perceived wealth or the quality of a material used in a cloth or upholstery with the "feeling" that material gives. For example, silk is identified with luxury and denim is identified with comfort and firmness. Clothes made by rare materials or produced after long processes to be softer are usually expensive and thought to be appealing to upper class. Similarly, feathery and sensitive clothes are considered feminine (Solomon, 2007: 59).

Carlsberg has produced an innovative glass bottle for special sports events for two years and has proved how important texture is in marketing. The bottles sold in Switzerland during World Championship, in Portugal, Turkey, Iceland and the Canary

Islands during European Championship have been produced as covered with synthetic turf (www.feveravenue.com, 2015).

When a potential customer gets in an automobile, how he feels himself on driver seat and how he feels when he reaches out to steering wheel or other control elements play a role at the rate of 49 % in his choice of an automobile (Lindstrom, 2007: 99).

The supermarket chains like Tesco or Carrefour try to turn the sense of touch into an economic advantage. It can be seen that one sample of some products such as toilet papers or napkins is taken out and exhibited on the shelves of these brands. It is said that this method has a very good effect on sales. On the other hand, this practice creates consumer advantage, because a consumer has the chance of comparing products by touching them (Bati, 2013: 212).

1.3.4. Olfactory Marketing

Scents can stir emotions and create a relaxing feeling. They can remind of memories and decrease stress level. According to a research, customers who have looked advertisements of flowers or chocolate or have been exposed to odors of flowers or chocolate spend more time on product information and try different options in every product category (Solomon, 2007: 55).

The three attributes of a scent are important: its presence (or absence), its pleasantness and its compatibility with the object. Smells affect consumers by changing their intimacy/abstention behaviors, moods and drawing attention (Bone and Ellen, 1999: 244).

Although olfactory marketing is not applied in packaging as much as tactile and visual stimuli, it is one of the most significant components of a successful sensory marketing campaign. Like texture, smells are used by businesses for many purposes. For years, perfume companies have been applying olfactory marketing for product sampling. For example, Procter & Gamble has carried this concept into the oral care category and provided more information about new and fresh tastes for potential customers by using scented price tags (Genuario, 2007).

Some reactions towards scents are caused by old identifications reminding of positive or negative emotions. This explains why businesses research on the relationship between scents, memory and mood. According to a study, a smell of coffee reminds many people of the moments in which their mothers was preparing breakfast for them when they were children; in other words flavor of coffee recalls home (Solomon, 2007: 55).

While scientists make research on the effects of smell on behaviors, marketing specialists try to find genius ways for using this relationships. A 90 million dollar field, olfactory marketing makes progress as producers try to find new ways for adding special scents into some products such as suits, underwear, detergents or planes. For example, Cadillac puts a smell named Nuance into its leather seats. This smell has been chosen by focus groups in order to convey the scent of expensive upholstery to customers in the best way (Solomon, 2007: 57). Similarly, Rolls Royce also spends thousands of dollars for reproducing the special smell of its 1965 model Silver Cloud. When the company starts receiving complaints about its new models, the managers realize that the only difference between old and new models is their smell. While interior of old models smells like wood, leather and wool, instead of these materials, foam and rubber are used in new models. But after complaints, the smell in 1965 model Silver Cloud is analyzed and it is found that this smell includes 800 different elements in total. Based on this result, a new fragrance is produced and this perfume is sprayed under seats before each Rolls Royce automobile comes out of the factory (Lindstrom, 2007: 106).

Smells involve mystery, sensory and intimacy. They ensure to set the closest ties between people, because they stay on skin, clothes, children and lovers. Tastes and smells are powerful triggers of desires, demands and dreams. While developing a scent, it is important to create passion by facilitating these strong human desires. Smells can turn us into our self, our basic instincts. They have the power of recreating incidents that happened a long time ago. Sometimes when we meet a new person, their perfume can influence our perceptions towards him or her (Roberts, 2010: 96).

There are some research on the effects of olfactory marketing. One of them is the study on Nike. Same two pair of Nike sneakers are tested in different places. A

special and attractive perfume is sprayed into a room, other room does not have any smell. As a result of this research, it is revealed that more participants prefer the sneakers in the scented room and they can pay more for these sneakers (Bati, 2013: 295).

While people in the USA prefer sweet scents like vanilla or cinnamon, people in Scandinavia prefer natural odors like coffee, woods or grass. This shows the importance of adapting a smell into different target markets and finding an appropriate smell which can create desired reactions and identifications (Suhonen and Tengvall, 2009: 18).

McDonnell (2002) reveals after a study done on olfactory marketing that putting smell into the air increases service evaluation of customers, relieves the anger of a customer in a stressful moment and makes customers accept to wait more for service.

In terms of food and beverage industry, the most common application of olfactory marketing in food and beverage industry is to use artificial smells for attracting customers in the street or a supermarket (Valenti and Riviere, 2008: 13).

1.3.5. Gustative Marketing

Taste buds contribute to product experience of consumers. While Coca Cola and PepsiCo use tongues of subjects for testing the quality of corn syrup, Bristol-Myers Squibb and Roche use a different mechanism for designing sweeter medicines (Miller, 1956; Solomon, 2007: 59).

Cultural changes play a big part in determining desired tastes. For example, as consumers like different ethnic food, demand for spicy food increases and accordingly the sales of hot sauces increase, too (Solomon, 2007: 59).

In the promotional studies, businesses apply gustative marketing in order to convince customers by blind tests or direct sampling (Valenti and Riviere, 2008: 14). As an example to that, product tasting stalls set in the supermarkets for product promotion can be given.

Businesses try to create a new world by adding some tastes into the experiences of their customers. Some tastes have basic perceptions within the brain and businesses

use these perceptions in order to create new identities for themselves. Businesses take an action via the sense of taste in their products, packages, promotional materials, marketing materials and sales point applications (Çakır, 2010: 57).

Each one of tastes from milk to chocolate, wine or ham is a combination of five senses from smell (e.g. how a food smells) to touch (e.g. the warmth of a dish), from sight (e.g. how a dish on a plate is presented) to hearing (e.g. the sound of potato chips) (Krishna, 2012: 342).

For facilitating emotions, all the senses must be included. Therefore, the things that create all this difference are not only about just beautiful images but also about creating experiences with voices, scents and touch. For example, a Bentley sales representative states that at the moment a customer sits on driver seat and smells the fragrance of the automobile, the sales process ends in a positive way (Roberts, 2010: 232).

Finally, Gobe (2001) thinks that the majority of consumers are not aware of sensory stimuli around them, but businesses have to know and understand the effects of the stimuli they offer their customers (Suhonen and Tengvall, 2009: 23).

1.4. SENSORY MARKETING IN TOURISM

In a lot of ways, senses are the biggest and deepest suitcases of people. The senses of touch, smell, sight, hearing and taste are the five magical tools happening suddenly and creating a memory. With senses, the most precious moments of travels or experiences are saved. This happens in a totally natural way. For example, the smell of jasmine reminds people of a spa they have been to; the voice of a drum reminds of a festival; white and soft linens remind of a 5-Star hotel and the taste of cardamom reminds of a cup of tea people drink at an exotic cafe (Mendiratta, 2010: 3-4).

How important marketing is to be successful in tourism industry has been understood better in recent years. As an income is generated by customer flow in tourism businesses, they have to provide a regular flow of customers. This requires businesses to follow markets and consumer groups closely. As tourism focuses on arbitrary consumption, the importance of marketing increases day by day for tourism industry (Kılıç and Öter, 2015: III) and for this reason, tourism businesses start to tend towards different marketing approaches in this modern world. As a result, tourism

businesses and destinations have begun applying sensory marketing practices in natural and artificial ways.

Sensory marketing has become a popular marketing technique applied in strengthening customer experience (Pentz and Gerber, 2013: 1) and especially accommodation, travel and food and beverage sectors are one of the first ones using the opportunities created by sensory marketing. This is because of customer interaction which helps the formation of a coordinated, consistent and multi-sensory brand experience which is a significant part of service industry (Genuario, 2007). Today sensory marketing is applied in service industry. Businesses like hotels and restaurants perform marketing activities through customer senses such as playing music, giving off bread smell, highlighting the color of their logos, offering appetizers or using softer clothes in order to create a better service performance and to affect their customers (Amornatukul and Pahome, 2011: 1). The concept of tourist experience is multi-sensory and tangible. Therefore, tourism businesses have to be careful about sensory content of promotional messages sent to potential tourists for the purpose of providing enriched experiences for them (Pan and Ryan, 2009: 625). According to Dann and Jaconsen (2003) tourist experience covers multiple senses and as a successful tourism business has to attract customers with more than visual stimuli and appeal to all their senses, it needs to constitute a multi-sensory business portfolio (Pan and Ryan, 2009: 626).

The biggest challenge a tourism manager may face is to determine sensory details which can ease for a business to gain a positive place in its customers' minds. Managers should create sensory urges specific to their own businesses like the fundamentals of travel experience they would like to offer. For example, they can add a specific spice into dishes they offer to tourists like the Tahitians who put vanilla in their seafood dishes; they can use flowers at some points like red carnations which are placed at the most aesthetic points in Red Carnation Hotels; they can use a certain clothing or pattern in uniforms of employees or in upholstery like women employees in Taj Hotels who wear sari; they can play certain music like the song played by Emirates Airlines when their passengers get on the plane; they can use a unique fragrance in different places of their business like ylang ylang scented candles used in

spas in Bali. Because even the smallest details can cause a profound effect (Mendiratta, 2010: 5).

Amorntatkul and Pahome (2011: 16) states that colors are the most important factor of visual marketing in service industry, because colors can affect moods and emotions of customers. People may be affected by pink because it is a romantic color, by green because it symbolizes nature, by yellow because it is attracting or by purple because it is associated with luxury. The application of smells in service industry affects service perception and reaction towards employees and creates specific emotions in customers.

Pan and Ryan (2009: 627) admits that mass tourism operators are able to satisfy their customers by taking them to the places presented previously through emphasizing visual images, because visual images can be transmitted to tourists more easily than other senses.

As an example of sensory destination marketing, Vienna pamphlet can be shown. In the tourist brochure prepared for the promotion of Vienna, there is a title of "Vienna... A Journey through Time for All the Senses." On the cover of this pamphlet there is a young and modern Viennese woman in front of Ferris wheel. She wears a red training suit, not a local dress. She is not blonde or made-up. Her dark hair is short and messy. One of her hands is on her waist, the other one is on her face making her seem like she is thinking a nice thought. Under this photo, there are four different visual images. In the first one, there is a crown; in the next there is St. Stephen Cathedral; in the third one there is a portrait of Mozart and in the last one there is text of "Vienna waits for you." The emphasizing point of all these images is the message that Vienna has many attractions appealing to every sense and every age group (Howes, 2004).

When we think about Las Vegas in which many movies are filmed and is an irreplaceable attraction for tourists from all over the world, it is realized that this city known by many people from movies or magazines is an example of sensory destination marketing. Each one of the hotels operating in the city makes efforts for differentiating itself from the others and makes investments hugely in visual marketing.

The concept of Dans Le Noir which means Dining in Dark can be given as an example of sensory marketing applied by food and beverage businesses. This concept offers an experience of sensory dining in pitch black. Waiters welcoming guests at the restaurant lead them to their tables on which they are surprised by tastes, smells and textures and they also help them rediscover the senses they are familiar with. Diminishing the dominant sense of sight, this concept offers its customers the opportunity of reevaluating their senses of taste and smell. As a gastronomic and suspenseful process, it presents an experience other than just eating. This concept has been so successful that the business has opened new restaurants in Paris, London, Barcelona, New York and Saint Petersburg (www.thebank.co.uk, 2015).

As an example from travel industry, Singapore Airlines which rank as the first among leading sensory brands of the world (Lindstrom, 2007: 224) can be given. This airlines company has become the master of this concept and one of the best examples of sensory marketing practices. Customers travelling with this company can experience the senses of smell, sight, touch, hearing and taste in harmony. While the printed advertisements or posters of the company prepare customers for visual elements like local clothes of stewardesses, as soon as customers take a step inside the plane, they can smell the perfume on them, too. During their travel, all the customers' senses are appealed with many factors such as Singapore pilaf with chicken meat, warm towels and a light duvet (Dixon et al., 2013: 8).

Lindstrom (2007: 22- 23) tells a story about the place of senses within destination marketing that he has experienced himself. On a windy winter day, he enters in one of the stores selling swimming suits, surfboards, tanning oil and exotic drinks for buying a present to a friend of his in Bondi, Sydney. When he realizes that he is looking swimming suits and there are five months until summer, he asks the store owner the secret of this low season attraction. The store owner shows a fragrance device spraying a light coconut odor into the store. Even if the author do not buy the swimming suit, he makes a reservation in Bondi for the next summer.

One of the best examples of olfactory marketing is the production of cities' fragrances. For example, there is an Istanbul perfume right now. There are also perfumes of Vienna, Budapest, Frankfurt and Munich. A special fragrance is produced

in the exhibition of “The Scent of Departure”. Designed by Gerald Ghislain, the bottles, fragrances and boxes of perfumes are designed for revealing the identity of İstanbul. Factors like the smell of Grand Bazaar, spices, sea, Turkish delight, Topkapı Palace and Sultanahmet Mosque are the inspiration for the perfume. The odors of grapefruit, bergamot, resin, sweet spices, sandalwood, cinnamon and musk are blended for İstanbul perfume (Bati, 2013: 206).

The example of Starbucks which has become a leading brand among food and beverage businesses can be examined in terms of the concept of sensory marketing. Starbucks cafe chain welcomes its guests with a multi-sensory equipment which creates an unforgettable experience. Howard Schultz’s idea of moving cafe bar culture in Milan to Seattle has created its own culture with 7000 stores from Beijing to Santiago. The aim of Starbucks is to create a special and romantic atmosphere which is arranged in a way to differentiate the brand from others with every aspect of experiences. While chairs and floor coverings seem a little too patterned, it gives the feeling of a comfortable home unlike other cafes full of stainless steel. The open image of the bench exhibits a spacious and nice visuality. Music playing background caresses customers’ ears softly and lightly. The smell of the coffee, of course, surrounds the whole place by recalling a taste of an enriched flavor (Lindstrom, 2007: 174).

There are many examples of sensory marketing practices in tourism businesses and destinations which aim to offer customers a positive consumption experience. Fish spas known as Doctor Fish Spas are not just for pedicure but also they supply a sensory experience. In this spas, customers put their foot into water tanks like aquarium full of hundreds of fish and those fish eat slough on their foot. At the same time, customers get a foot massage, too. In Brazil, Sao Paulo Turismo has originated a “sensory map” with a pioneering project. On this map, attraction centers are described by their sensory and emotional attributes. These attraction centers have been determined by a research of reviews of locals and visitors. This map encourages visitors to have sensory experiences and to look this city from a different angle. This project is sometimes updated in parallel to new reviews. The website of the project offers an opportunity of discovering Sao Paulo senses with an audio book. Thus for example visitors can understand smells, colors, textures, sounds and gastronomic attributes of local market (Agapito, Valle and Mendes, 2012: 11).

1.4.1. Hospitality Sector and Sensory Marketing

Today's hotels not only reflect how people live in cities, travel the world, work, integrate with nature, but also improve their imaginations. Modern hotels do not only refer to a place to sleep; they offer escape for their guests with their design, view or other opportunities. Staying at a hotel does not mean booking a clean and comfortable room. Hotels represent more than that. Staying at a hotel is an experience, an event or an organization of itself. These do not mean that customers do not look for a good service and quality. On the contrary, they consent to pay more for the pleasure of accommodating at a nice hotel. Now hotels become destinations and their purpose is to make their guests have an ultimate hotel experience (Klumbis, 2002: 58).

Five senses can be used as reference points and there are many factors stirring sensory stimulation. Visual stimulation occurs through factors like lighting, art works, decoration and presentation. Olfactory stimulation occurs through smells, food, freshness, cleanliness and flavors. Sound, music, silence, background music or conversations among people are the parts of auditory stimulation. Gustative stimulation happens through ingredients of dishes and flavors (Klumbis, 2002: 60). Hotels and restaurants try to create a certain atmosphere in each one of sensory spaces and to affect customer senses. If stimulating factor is equal to or higher than customer expectations, customers leave the place in a satisfied way. Every place needs a balance and harmony. For this aim, while every place can be supplementary to another, it can be the complete opposite of it. To obtain customer satisfaction, these places need to be arranged properly. This task is one of the biggest challenges of hotel managers because it is not easy to create a sensory customer experience (Klumbis, 2002: 61).

In their study, Agapito et al. (2012: 9) emphasize the importance of sensory relationship between tourists and destinations and state that sensory marketing can be used in design, communication, branding and reviving tourist experiences and at the end tourists' loyalty can be provided with customer satisfaction. They also admit with the managerial point that despite being a personal and internal notion, experience can be designed and created by visitors and managers and accordingly experiences gain so much value that managers will be satisfied, too.

1.4.2. Examples of Sensory Marketing Applications in Hospitality Sector

To understand sensory stimulation in the places where people accommodate is very important to design of interiors. Senses have a significant role in creating human experiences, memories and emotions (Song, 2010: 1358), therefore especially accommodation facilities care about sensory approach as they are the interiors at which tourists accommodate.

Hotels are outstanding among other types of accommodation facilities and regarded as a more specialist type of accommodation facilities. A customer starts to think about hotel quality, prices and products as soon as he or she sees a hotel (Aksu and Bozok, 2012: 297). Tourism businesses generate physical spaces to attract customers' attention by taking service evaluations into consideration. Service evaluations are carried out with regard to physical spaces and tangible hints. For example, physical conditions are very important to choice of accommodation facilities like hotels or holiday villages. By keeping this in mind, hotels take a step towards quality service by making physical conditions attractive. The first thing that comes to mind about physical conditions of a hotel is the appearance. While entering a hotel, a tourist starts to evaluate many factors such as parking area, landscaping, location, floor plan, lobby, equipment quality, temperature, ventilation, lighting (Kaya, 2006: 308).

Since the 1990s, a lot of hotels have determined their main values as expressivity, design and experience. This movement is parallel to ideological ideas claiming that hotels are the symbols of a city, they are a part of renovation strategies and also important assets of destination tourism (Strannegard and Strannegard, 2012: 1998).

Sensory attributes like music or lighting are used for the creation of an atmosphere and in this way they affect the evaluations, stimulations, choices and purchase intentions of customers (Kim and Perdue, 2013: 247). For example, Mandarin Oriental group uses a signature song playing on its website, in hotel limousines, call systems, reception benches and even in some rooms (Genuario, 2007). One of the hotel chains focusing on senses, Ritz Carlton continues to use its lion shaped logo on door knockers, soaps, slippers and cakes (Lindsrom, 2007: 219).

Westin Hotel Chain has a program called “Sensory Welcome” which they apply at every hotel in the chain and aims to create a comfortable place in common areas at hotels. This program matches music playing at common areas, perfumes sprayed in lobbies and proper visual images with customers’ moods they create. The smell of White Tea at the hotels is appreciated by guests so much that the product is now being sold separately. The hotel chain works on the sense of touch, too. The products of Heavenly Bed and Heavenly Bath are put up for sale on the catalogues in the rooms, on its website and in the stores of Nordstrom (Dixon et al., 2013: 8).

Bellagio Hotel & Casino operating Las Vegas is one of the first hotels which recognize the effect of sound power. The noise of slot machines and clink of coins draw the attention of managers. While these voices sound so good to winners, they are annoying for losers. Hotel managers decide to replace these noisy machines with the silent ones, but they realize that the profit from slot machines decrease dramatically after a short time. A silent slot machine does not attract customers. Then hotel managers bring the old machines back (Lindstrom, 2007: 85).

Marriott Hotel chain begins the application of multi-sensory hotel rooms which are developed in experimental, sensorial and technological ways. In these rooms, touch, hearing, interior decor and practicability are together (Isacsson et al., 2009: 173).

Strannegard and Strannegard (2012: 2002) use the aesthetic concept for describing sensory experiences in their study. They give aesthetic attributes as examples of sensory marketing practices. They study on Nordic Light Hotel in Stockholm which is one of the design hotels applying sensory marketing. Although the hotel is situated in a busy street, the silence prevails inside the hotel. Nordic Light Hotel which is more expensive than other hotels in the city and has 175 rooms, has a high ceiling, striking lighting and bright floors. In the statement of the hotel in which all the employees dress in white, the importance of senses are emphasized and the managers admit that their methods are accessibility, design and care and creation of experiences for all senses.

The highlighted attributes of hotels that combine sensory marketing practices with their structure are their design and concepts. These kind of hotels are classified

under such names as funky hotels or hip hotels. One of the best examples of these funky hotels which are defined as cool and different and care more about design and lifestyle rather than functionality is The Pelican located in Miami. This hotel welcomes its guests with a crowded restaurant and bar before reception. This experience shows that The Pelican has not got a traditional style and focus on entertainment more (Klumbis, 2002: 65).

Hotel group Six Senses makes senses and sensory marketing a business philosophy. The point group cares about most is to appeal to customer senses. Hotels within the group aim at creating customer experiences which can stimulate human soul, give energy and give them spirit. The group describes itself as a business desiring to address people who search for different experiences by creating niches within the market. Located in Thailand, Vietnam, Maldives, China, Portugal etc., the hotels offer a holistic customer experience appealing to all the senses. The hotels constitute a harmony among everything seen, touched, tasted, heard and smelled (www.sixsenses.com, 2015).

Some studies on hotel choice (Callan and Bowman, 2000; Juwaheer, 2004) examine sensory attributes like the attractiveness of interior and exterior design, the cleanliness of facilities, the comfort of beds and noise with perceptual attributes. For example, Callan and Bowman (2000) determine 38 hotel choice factors among which there are sensory attributes such as the comfort of bedrooms, the lighting of bedroom, hotel ambiance, decoration of common areas and rooms. Dube and Renaghan (2000) and Juwaheer (2004) claim that room design and exteriors of a hotel are important factors during accommodation at a hotel, because these perceptions affect repurchase behavior and preference intention. For example, when hotel managers realize that the most important thing for business travelers is a good night sleep, they decide that the comfort of a bed and pillows should be the highest quality and sensory attributes should be determinants in hotel choice (Kim and Perdue, 2013: 247).

As a conclusion, due to the increase in competition and technological developments, businesses especially the ones operating in service industry need to manage the marketing of their products with other applications except traditional methods. Therefore, many businesses try to differentiate themselves with human

senses and sensory marketing practices. In the past couple of years, the inclusion of five senses in marketing has become a popular concept. Previously, businesses have focused only on the senses of sight and hearing, ignored others, but now they try to include all the senses in their marketing activities (Khanna and Mishra, 2013: 113). Although sensory marketing which has a lot of examples in tourism industry is a new concept, has been a phenomenon used since ancient civilizations unintentionally (Krishna, 2013). Even today there are many businesses which apply the concept unintentionally. Indeed accommodation facilities among these businesses are the businesses which appeal to five senses at most, because spatially they are the places in which people stay, sleep, eat, enjoy and relax. In other words, they necessarily offer things appealing to all human senses.

To sum up, it can be deduced that the purpose of sensory marketing practices like a special fragrance inside automobiles or a song playing at a hotel lobby is to contact with customers, create customer loyalty and differentiate a business from its competitors (Dixon et al., 2013: 9). To be more effective, tourism industry, marketing experts or researchers should not ignore the effect or the place of senses on marketing and sales (Isacsson et al., 2009: 168).

2. RESEARCH METHODOLOGY AND FINDINGS

In the second part, the study on sensory marketing practices of the 5-Star hotels operating in Bodrum and the opinions of hotel/department managers towards sensory marketing concept is explained. Within this context, firstly the problem, purpose and importance of the research are indicated, then the method, data collection and data analysis processes of this research are explained and lastly the findings obtained via analyses are revealed.

2.1. RESEARCH PROBLEM

The research problem is determined as “Are there any sensory marketing applications used on purpose and strategically or unintentionally in 5-Star hotels operating in Bodrum which have tourism operation licenses? If there are, what kind of sensory marketing activities are being carried out?” In parallel to this main problem, secondary questions are developed as follows:

- What are the opinions of hotel/department managers about sensory marketing?
- What kind of sensory marketing applications are being preferred?

2.2. THE PURPOSE AND IMPORTANCE OF THE RESEARCH

The purpose of this study is to explore and reveal different techniques and applications used in hospitality sector appealing to consumer senses. In other words, the purpose is to discover whether managers of 5-Star hotels operating in Bodrum with tourism operation licenses know about sensory marketing or not, if they know, how they facilitate this marketing approach, if they do not, whether they use this marketing approach unintentionally. For this purpose, sensory marketing approach is addressed in this study from the viewpoints of hotel/department managers within the frame of accommodation facilities.

Since this research helps reveal to what extent 5-Star hotels apply sensory marketing for differentiating themselves in Bodrum, an important tourism destination where competition between hotels is fierce, it is significant for tourism industry. Also, as there are not many studies about sensory marketing applications used in tourism and accommodation facilities (Isacsson et al., 2009: 168), this study is expected to fill

this gap within the literature. These two aspects increase the importance of the research.

2.3. THE RESEARCH METHOD

In accordance with the purpose, a qualitative research is conducted. A qualitative research is a method which examines the research topic or topics in their natural environment in a long, sophisticated and deep way, forces a researcher to go into the effort for interpretation of the phenomenon and the data obtained from subjects of the research (Ekiz, 2009; Saban, 2007).

After a long term literature review, it is concluded that a qualitative approach is more appropriate to this research because the studies on relevant topics are not found sufficient to answer the problem and questions of this research. Qualitative research provide deep knowledge by applying multiple viewpoints and also an understanding of how and why of phenomenon and experiences related to tourism by emphasizing emphatic approach (Jennings, 2012: 309). The purpose of qualitative research is to scrutinize a certain content in a deep and detailed way (Yıldırım and Şimşek, 2011: 57). For this reason, it is considered more appropriate to apply a qualitative research in order to obtain more detailed data on the topic and to provide an understanding of sensory marketing in terms of tourism industry.

The majority of marketing principles, models and theories which have been developed since the mid-20th century emerged as the results of positivist research and aimed at determining acceptable measures and rules towards comprehensive strategies in the field of marketing (Hunt, 1983; Chung and Algaratnam, 2001; Kapoulas and Mitic, 2012). However after the second half of 20th century, an idea came out claiming that marketing research should have questioned which world views were affecting marketing thoughts and should have added diversity and flexibility into the approaches in order to reflect needs and wants changing constantly in modern consumption societies (Chung and Algaratnam, 2001: 225). At the end of 20th century, subjective and interpretive approaches were adapted for describing new concepts and understanding new phenomena in marketing and therefore researchers started to apply qualitative studies for analyzing modern marketing approaches (Hunt, 1994; Hanson and Grimmer, 2007; Kapoulas and Mitic, 2012).

The fundamentals of qualitative research are sensitivity towards natural environment, the participant role of researcher, holistic approach, revealing perceptions, flexibility in research design, inductive analysis and qualitative data (Patton, 1990; Yıldırım and Şimşek, 2011: 41). Also, while quantitative research gives superficial but generalizable results, qualitative research brings a deep and explanatory understanding (Yıldırım and Şimşek, 2011: 55). The processes of data collection, data analysis and theory generation in qualitative research are more cohesive and related to each other more than quantitative research (Glaser and Strauss, 1967). The point in qualitative research is that relevant topic is explained by providing attributions and diversity of views (Aslan, 2011: 148).

Qualitative research is usually conducted with the purpose of examining incidents that have happened under various conditions and drawing attention to a certain incident that has caused something to occur. The scope of topics in qualitative research is limitless (Lindof and Taylor, 2011).

Applying a qualitative approach in a research helps a marketing researcher measure a small sample of opinions of customers or businesses and examine motivations, emotions, purchase behavior of customers thoroughly (Valenti and Riviere, 2008). It is observed by Kapoulas and Mitic (2012: 359) that the most important reasons for applying qualitative methods in marketing research are related to the deep examination of researched phenomenon, discovery of experiences and sense-making.

Due to all these reasons, it is decided that a qualitative research is more appropriate for the problem of this study. After this decision, the type of research should be determined. Yin (1993) thinks that a research methodology starts with the description of specific research types and these research types can be categorized under three titles: Exploratory, Explanatory and Descriptive. This research is an exploratory study in terms of its purpose. Exploratory research is an important part of marketing and business science. The focus point is the discovery of ideas, thoughts and predictions rather than gathering statistically true data (Penwarden, 2014). According to Sekaran (2003: 119), exploratory research is applied when there is not much information about the researched topic and at its core the purpose of this kind of

research is to understand the research question better. The purpose of this study is to determine and explore sensory marketing applications of hotels. For this reason, the incident is examined in its natural environment, and so it can be qualified as a field study.

2.4. THE SAMPLE OF THE RESEARCH

In a qualitative research, the method of nonprobability sampling is applied. Qualitative research is not about a certain number of people or incidents; it is about aimed research including respondents or other empiric materials related to the focus of a research and this type of sampling is called purposive sampling. The choice of respondents depends on some factors such as size, structure and accessibility of the population (Jennings, 2010). Although some researchers suggest a specific number of respondents for qualitative research different than each other, there is not any standard number (Jennings, 2012: 316).

In this research, complete sampling method was applied which refers to including all the units in a research population into the research (Ergin, 1991: 116).

The sample of this study is the hotel/department managers of 5-Star hotels which have tourism operation licenses in Bodrum. As in qualitative research generalization is out of the question, this sample has just got a guidance value. According to the Regulations of Characteristics and Certification of Tourism Facilities (2005), five star hotels are the hotels with at least 120 rooms, 25 % of whose personnel consist of educated employees and these hotels have superior characteristics in terms of settlement plan, structure, installment, equipment, and decoration and service standards.

The reason why 5-Star hotels are chosen as the sample of this study is that they have “superior” characteristics than hotels belonging to other classifications and they offer customers more than the service of food and beverage and accommodation. The other reasons for choice of this sample are as follows; 5-Star hotels with tourism operation licenses are usually large-scale businesses bound to corporate companies and their marketing or entertainment departments are more corporate than the ones at other types of hotels.

Table-2: Hotels with Tourism Operation Licenses Operating in Bodrum

Hotel Name	Number of Rooms	Number of Beds	Situated in
Voyage Bodrum	150	300	Gümbet
Azka Hotel	128	262	Bardakçı Bay
Diamond of Bodrum	214	468	Kumbahçe
Mandarin Resort Hotel	150	300	İçmeler
Yelken SPA& Wellness Hotel	232	468	Turgutreis
Yasmin Bodrum Resort Hotel	466	932	Turgutreis
La Blanche Hotel	358	1002	Turgutreis
Vera Aegean Dream Resort	183	396	Turgutreis
Xanadu Paradise Island Resort	222	608	Akyarlar
Kefaluka Resort Hotel	384	796	Akyarlar
Magic Life Der Club Bodrum	377	964	Bağla
Kempinski Barbaros Bay Resort	209	532	Yalıçiftlik
Bodrum Park Resort	288	746	Yalıçiftlik
Hilton Bodrum Türkbükü	500	1098	Yalıçiftlik
Rixos Hotel	451	918	Torba
Samara Hotel	250	510	Torba
İşıl Club Bodrum	290	591	Torba
Royal Arena Resort Spa Hotel	114	228	Gümbet
Royal Asarlık Beach	349	698	Gümbet
Club İsis	374	748	Gümbet
World Of Wonders Bodrum	540	1080	Gümbet
Doria Hotel Bodrum	92	184	Bitez
Ramada Resort Bodrum	129	268	Bitez
Hotel Baia	220	460	Gündoğan
Green Beach Resort Hotel	477	1022	Gündoğan
Bodrum Delta Beach Club	207	460	Yalıkavak
Mandarin Oriental Bodrum	120	324	Göltürkbükü
The Marmara Bodrum	97	194	Yokuşbaşı

Source: The Current Number of Facilities in Mugla, Retrieved on 12.12.2014 from <http://www.muglakulturizm.gov.tr/TR,138728/muglada-mevcut-tesislerin-sayilari.html>.

There are 28 five star hotels operating in Bodrum, Mugla. The process of getting an appointment from hotel managers and demanding an interview was really challenging. For this reason, 22 hotel/department managers were interviewed, but the first two interviews were considered as pilot study and were not included in the analyses. At the beginning of this research, the purpose was to interview all the managers, but 6 managers did not accept the interview and also the responses of respondents became similar and repetitive through the end of the research, therefore the number of respondents remained as 20. This number is considered to be sufficient because the purpose in qualitative research is not generalization and also the beginning of repetitions of concepts or notions which can be the answer of research problem means that the research has reached its saturation point and there is not any need to continue further (Glaser and Strauss, 1967). Sekaran and Bougie (2009: 298) share the

same thought and state that as the aim is not generalization, the process of data collection needs to continue until researcher do not obtain new information or until responses of respondents start to become similar to each other.

2.5. THE RESEARCH LIMITATIONS

A researcher who has chosen to conduct a qualitative research decides that the most appropriate approach is qualitative research in order to study his or her research topic, therefore there is not any limitations of his or her research. There are not any limitations but because of research nature, there are some limits such as time, material sources or labor force. A researcher who conducts a qualitative research, explains the limited structure of his or her study to readers and stakeholders. A qualitative research does not try to seem more than what it is. A qualitative research focuses on presenting a part of life and multiple viewpoints but never claims that there is an absolute truth for everyone (Jennings, 2012: 318). At the beginning of this study, it was planned that all the five star hotels with tourism operation licenses in Mugla and some guests staying at those hotels would be included in the sample. However only the hotels in Bodrum and the managers of these hotels could be included in the sample due to some limitations about time and cost.

2.6. THE COLLECTION OF DATA

After defining the problem, forming the conceptual framework and choosing the sample in qualitative research, the process of data collection starts. In this research, before data collection, methods of data collection were identified and then data collection tools were developed to apply these methods.

2.6.1. The Methods of Data Collection

So as to gather empiric material required for a qualitative research, there are a lot of methods. These are field study, document analysis covering the examination of diaries, magazines and field notes, observation, interview, focus groups, documentary or archive analysis and computer mediated methods (Jennings, 2010). In this study, firstly a literature review was made and then data collection method was chosen. For collecting data, the methods of interview, observation and document analysis were applied in this study.

Applying the method of interview for data collection in research began in anthropology and sociology at first (Seidman, 2006) and have continued to be a method used in different disciplines of social sciences for years (McGehee, 2012). The most important point in the application of interview method is the necessity of personal or communicational data in the content or structure of a research. It is because of the necessity of detailed and accurate answers which cannot be obtained via a standard questionnaire form and the need of more sensitive information (Bilim, 2007). As interview method is relatively more flexible (Valenti and Riviere, 2008), there are many ways to ask the questions. As well as it is a method providing researchers with the experiences and perceptions of respondents, it helps respondents express their opinions, ideas and experiences with their own words (McGehee, 2012: 365).

The reason why interview method is used in this research is that there is not any other useful method for understanding what sensory marketing means to hotel/department managers and that it is possible to feel the necessity of explaining the respondents what sensory marketing is during the interviews because it is a new term in tourism. In this way, the reactions of respondents can be observed and their answers can be heard at the moment.

In addition to interview, observation is also a method of data collection in qualitative research. Observation is a method used for describing a behavior in a detailed way. If a researcher wants to obtain a detailed and extensive picture of a behavior, he or she can use the method of observation (Bailey, 1982).

Before or after the interviews of this study, the researcher made observations related to sensory marketing and took down some notes which is the method used usually in the studies based on observation (Yıldırım and Şimşek, 2011: 183). This falls into the category of structured observation in natural environment (Bailey, 1982: 252). Another method of data collection applied in this study was document analysis. Within the scope of document analysis, the photos and notes taken down during observations and websites of the hotels were analyzed. According to Yıldırım and Şimşek (2011: 187), document analysis covers the analyses of written and visual materials related to research subject or phenomenon. The document analysis was made in this research for the purpose of supporting other data.

2.6.2. Data Collection Tools

Interview is divided into three categories as structured, semi structured and unstructured interviews. While in the structured interview, the “elbowroom” assigned to the researcher is at lowest level, in the unstructured interview the evaluation of data is rather challenging. In the semi structured interview the outline of an interview is determined but some questions can be skipped or new questions can be added during the interview (Yüksel and Yüksel, 2004: 157; Mil, 2007). For this reason, as a data collection tool a semi structured interview form was developed for this study.

The interview form was developed by taking some studies as references specified after literature review. These references helping the formation of the interview form were the studies of Valenti and Riviere (2008), Krishna (2012) and Lindstrom (2007). In the semi structured interview form, open-ended questions were asked (See Appendix 1). According to Armstrong et al. (2015:120), open-ended questions provide respondents with the opportunity of replying with their own words. As well as they supply more information to be revealed, open-ended questions do not limit the answers of respondents. They are more useful in especially exploratory studies because a researcher tries to reveal what respondent think, not how many respondents think in the same way in exploratory studies.

2.6.3. Pilot Study

After determining the sample and preparing the interview form, the researcher went to a hotel with tourism operation license operating in Bodrum for a pilot study in April, 2015. The reason why she went to that hotel was that she could access hotel manager and get an appointment in an easy way. As she went to the field for the first time for this study, during all the time she was there (3-4 hours), she took down many notes about both the research topic and the things she needed to do. During pilot study, general manager showed her almost everywhere at the hotel and talked about sensory marketing and other marketing activities during the tour. Then the researcher ate lunch with general manager and after lunch a short interview was made in order to make a test of voice recording although general manager had answered all the questions without being asked during the tour and lunch. This interview lasted for almost 15 minutes, because all the questions on the form had been answered by the respondent

before and the researcher recorded the answers of these questions by taking notes. According to the result of the first pilot study, the researcher should have made the interview before the hotel tour and after the interview she could have asked for a tour with the respondent. Thanks to this pilot study, the other interviews lasted longer and more detailed information could be obtained from the respondents. Another result of the first pilot study was that before starting to ask questions about sensory marketing, some warm up questions should have been asked and therefore the question of “First of all, can you tell me about your hotel and yourself please?” was added into the interview form.

The respondent of the first pilot study helped the researcher get an appointment from another hotel manager to make a second pilot study. Accordingly, a second pilot study was carried out in April with another department manager of a hotel with a tourism operation license. In the second pilot study, firstly the researcher asked the respondent to introduce himself and his hotel, because the questions in the beginning of an interview should be encouraging and relaxing questions in order to make the respondent feel enthusiastic about answering the questions. The content of these warm up questions can be topics everyone has an idea about and can make the respondent more sincere towards the researcher (Yüksel and Yüksel, 2004: 160). After the second pilot study, it was understood that the changes made by the researcher produced more useful and positive results. Therefore, it was deduced that there was not any need to make another pilot study and two pilot studies were sufficient to start the data collection from the sample.

2.6.4. The Process of Data Collection

The process of data collection lasted between May 2015 and September 2015. The reason for choosing this period of time is that the majority of hotels in Bodrum operate between April and October and stay closed in other months.

The researcher got appointments from managers by phone calls and then went to the hotels to make interviews. The interviews were recorded via a voice recorder. The interviews lasted almost 30-45 minutes, but if the researcher went on a hotel tour with the manager after an interview, total conversation time lasted for 2-3 hours. Interviews were made in the offices of managers or at cafes or bars in the hotels for

making respondents feel comfortable and for protecting voice recordings from the noise in other places like lobby. When the researcher went to the hotels for interviews, she made observations, too. During these observations, she took some notes and some photos if the respondent allowed her. All these data were added into the process of data analyses, too. The interviews and analyses were made in Turkish and then the findings were translated into English.

2.7. THE PROCESS OF DATA ANALYSES

Data analysis is the process of analyzing data in a way to develop solutions for the research problem conceptually or practically (Karasar, 2013: 197). According to Gummesson (2005), the most sensitive process of qualitative research made in the field of marketing is the process of data analysis, because the term “analysis” is not very appropriate to qualitative research; formulas, processes and patterns are not limited accurately and properly in qualitative research. Hanson and Grimmer (2007) state that technological tools used in the analysis of qualitative research can add accuracy and objectivity into new marketing ideas. For this reason, a qualitative data analysis software program, NVivo 11 for Windows was used in this research.

2.7.1. The Recognition of Data

Semi structured interviews, field notes and photographs were examined a couple of times. The voice recordings were transcribed after listening on the same day with the interviews. Field notes were also explained in detail in another file in case of forgetting the details.

All the interviews were recorded. Transcription of recorded interviews became a part of the analysis process. Interview texts transcribed into a Microsoft Office Word file by listening to the voice recordings were read again and then transferred to NVivo 11 software.

2.7.2. The Coding of Data

Codes are labels used for attaching a meaning to descriptive or estimated data gathered during a research (Miles and Huberman, 1994: 56). Developing codes is the first phase of data analysis of interviews (DeCuir-Gunby, Marshall and McCulloch, 2011: 137). In order to create meaningful labels, data pieces related to some specific

content such as some paragraphs, sentences or terms are assigned to codes (Miles and Huberman, 1994). Codes can be developed from existing theories or concepts, raw data or purposes and questions of a specific project research (DeCuir-Gunby et al., 2011: 137). As a part of data analysis, coding refers to establishing bonds between data, decreasing and simplifying a lot of complicated data in order to create new concepts or ideas (Corbin and Strauss, 1990; DeCuir-Gunby et al., 2011; Aslan, 2011). Coding is the classification of text parts like a page, a paragraph, a sentence or a word in a certain way. Codes are more about the context of the coded text than words or sentences within a text (Miles and Huberman, 1994: 56, Aslan, 2011).

In this research, NVivo 11 was applied for coding the data. Having specific tools for categorizing, grading and arranging of data, NVivo 11 helps a researcher manage and organize the data and offers data analysis, determination of themes, creation of ideas and deductions. NVivo requires the researcher to code the data and create themes or categories. This feature of the program makes data analysis subjective and allocates more responsibility to the researcher (Sotiriadou, Brouwers and Le, 2014: 220). NVivo qualitative data analysis program helps researchers examine interviews, questionnaire, field notes, websites, auditory or visual materials and journal articles thoroughly and provides usage of a lot of methods (library.columbia.edu, 2015).

For data analysis, Word files of interview documents and field notes were loaded into the program. Then each one of the files were analyzed. During this process, codes were determined and relevant text pieces were assigned to these codes. Firstly, open coding was applied. Open coding is one of the techniques used for labelling, describing and grouping notions and applied for the analysis of text content (Khandkar, 2009). During open coding, all the texts such as interview documents and field notes was coded line by line. After this process, it was determined how the findings would be revealed. The findings were determined and explained with regard to codes.

2.8. RESEARCH FINDINGS

In this section, findings that came out after the analyses are explained. Research data are summarized by arranging within the scope of dimensions determined while preparing interview questions. As interviews were made by

accessing respondents directly, interviews were not interfered; only an assessment and interpretation were made. Firstly, demographic information about respondents like their titles, ages, genders and education is explained in this section.

The researcher asked to respondents if she could use their names or hotel names in the thesis, but none of the respondents accepted this request. As they did not accept their names or hotel names to be stated or included in this research, numbers were assigned to them in order with the dates of the interviews.

Table-3: The Respondents of the Research

Hotel No	Title	Age	Gender	Education
1	Executive Assistant Manager	37	Female	Undergraduate
2	Front Office Manager	33	Female	Undergraduate
3	Financial Affairs Manager	28	Male	Undergraduate
4	Marketing and Sales Manager	35	Male	Undergraduate
5	Front Office Manager	38	Male	Undergraduate
6	Marketing and Sales Manager	37	Male	Undergraduate
7	Marketing and Sales Manager	35	Female	Undergraduate
8	General Manager	45	Male	Undergraduate
9	Front Office Manager	38	Male	Undergraduate
10	General Manager	35	Male	Undergraduate
11	Human Resources Manager	40	Male	Undergraduate
12	Front Office Manager	35	Female	Undergraduate
13	General Manager	45	Male	Undergraduate
14	Marketing and Sales Manager	35	Female	Undergraduate
15	General Manager	50	Male	Undergraduate
16	General Manager	43	Male	Undergraduate
17	General Manager	45	Male	Undergraduate
18	General Manager	45	Male	Undergraduate
19	Food and Beverage Manager	45	Male	Undergraduate
20	Front Office Manager	35	Female	Undergraduate

Table 3 shows the education levels, genders, ages and professional titles of the respondents. As it can be seen, all the respondents were undergraduate, most of them were male and between the ages of 30-40.

As the topic was related to marketing, at first the researcher wanted to interview Sales and Marketing Managers of hotels, however in some cases they could not accept the appointment because they were busy, so the interviews were made with other department managers like Food and Beverage Manager. The department managers other than Sales and Marketing Managers were briefed about sensory marketing before or during an interview and asked if they knew the hotel well enough to give some detailed information about it. The department managers other than Sales

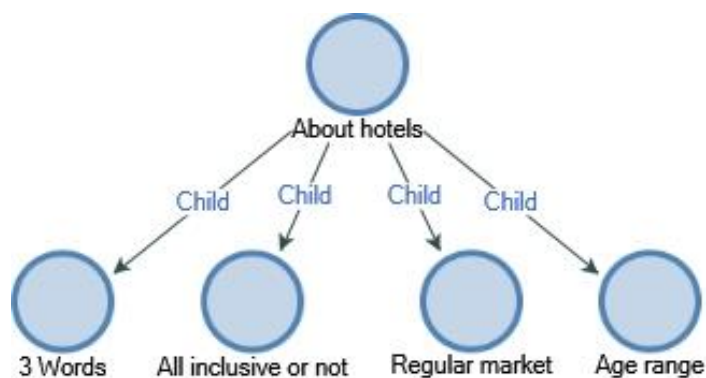
and Marketing Managers claimed that they knew about the topic and their hotels well enough to be interviewed. In some interviews, there were more than one department manager. For example, during the interview with Food and Beverage Manager at Hotel No. 19, Sales and Marketing Manager also joined the interview for a while.

Interview texts and field notes were coded under same nodes in separate files. Some nodes were the terms assigned by the researcher, and some were the words or terms used by the respondents. The nodes identified during coding of texts and notes were as follows: visual, auditory, olfactory, gustative, tactile and about hotels. After these mother nodes, child nodes were also determined. These mother and child nodes were grouped and shown with figures at first in order to make explanations of findings more comprehensible and easy-reading.

2.8.1. The Findings about the Hotels

There were questions of “First of all, can you please tell me about yourself and this hotel?” and “Can you describe your hotel with 3 words?” in order to reach these findings. The purpose of the first question, in other words, the warm-up question, was to make respondents feel comfortable and relieve their excitement. The purpose of other question was the possibility that the answers might include some words which could be evaluated within sensory marketing concept.

Figure-3: The Modelling of Findings about the Hotels (Project Map)



How to examine the findings about the hotels was determined by child nodes shown in Figure-4. The child nodes of about hotels were 3 words, all-inclusive or not, regular market and age range. In explaining these findings, child nodes like all-inclusive or not, regular market, age range were treated under the title of general attributes.

2.8.1.1. General Attributes

When asked to give some information about the hotels, the respondents talked more about how many rooms and beds the hotel had; when the hotel was established; if it was a part of a chain, the characteristics of the chain, their regular market and guest profile.

In parallel to the answers of the respondents, a table was generated. Table-4 shows the number of rooms, their pension types, their target countries, their operation periods and the age range of their guests.

Table-4: Findings about General Attributes of the Hotels

Hotel No	Pension Type	Regular Market	Age Range	Operation Period	Number of Rooms
1	HB	-	Above 40	Whole year	209
2	AI	Dutch, Belgian	-	April-October	237
3	HB	Turkish, European, American	30-35	Whole year	92
4	AI	British, Turkish, Belgian	All ages	April-October	220
5	AI	Dutch, British, Turkish	Young people	April-October	349
6	AI	Turkish, British, Iranian	Young people	April-October	114
7	HB	Turkish, Dutch, Belgian	Above middle age	Whole year	128
8	AI	Dutch, Belgian, Polish	35-40 and above	Whole year	214
9	AI	Domestic Market		April-October	288
10	HB	Arabian, Russian, Turkish	Middle age	Whole year	120
11	AI	Turkish	Family with children	April-September	451
12	AI	Belgian, French, Dutch	All ages	April-October	250
13	HB	Chinese, Turkish, American	Above 40	Whole year	129
14	AI	Belgian, Dutch, German	All age groups	April-October	290
15	HB	British, French German	40-55	Whole year	97
16	AI	Turkish, British, Iranian	Family with children	April-October	466
17	AI	Polish, Turkish, Dutch	35-40	April-October	232
18	AI	Dutch, British, Belgian	All ages esp. family with children	April-October	358
19	AI	Russian, Azerbaijani, Turkish	Above 35	Whole year	500
20	AI	Dutch, British, Belgian	All ages esp. families with children	April-October	384

As Table-4 shows, the majority of the hotels had almost 200-300 rooms, rendered all-inclusive service. Just the 6 of hotels operated in half board system. Some part of the hotels appealed to the families with children, the other part appealed to the individuals at the age of 35-40. Although most of the hotels seemed like operating for a season, the respondents stated that they try to be open for 12 months. Even though all the hotels were located in Bodrum, their regular markets were different than each other. However according to Word Query analysis of NVivo 11, Holland and Belgium were the mostly used words by the respondents.

2.8.1.2. Three Words

After general attributes of hotels, the answers of respondents to the questions “Can you describe your hotel with three words?” and “Why guests should prefer this hotel?” were analyzed. As these questions were very important to this research, the answers of respondents were examined one by one. The word used at most among the words qualifying the hotels was “service” as can be seen in Table-5.

“... We offer much more quality service than abroad. We have younger, more beautiful hotels, I mean, I am one of the examples living this myself, so we are thinking how can we offer more quality service, not what can we give more... Our guests should prefer our hotel for our service quality.” (8th Respondent)

* * *

“Our prices are way higher for Bodrum. So we think that if a guest can pay this price, he/she should be offered a good quality service. And we are trying to do that.” (10th Respondent)

* * *

“... We aren't very modern but we are offering still the best quality; we are very ambitious about this.” (11th Respondent)

* * *

“We hoped to set a comfortable space for everyone and to present this by crowning with comfort and good quality... One of the factors our hotel offers to guests is good quality. We are assertive about this.” (13th Respondent)

* * *

“The thing that separates our hotel from others is the consistency and continuity of service. For attracting tourists, we are rendering same quality with the same consistency for 12 months.” (15th Respondent)

* * *

“Our difference is our service quality. We care about guests, I mean, they are important to us. Fortunately, we haven't caught the classic disease;

fortunately, we are not in the mood of ‘Oh! No! They came again.’” (19th Respondent)

Table-5: ‘Three Words’ Word Tree

Service	Perfect	Favor	Comfort	Wide	Quality	Hotel
		Sun	Close	Sight	Bodrum	Sincere
Sea	Pretty	Safety	Ideal	Feel	Joyfull	Cool
			Kids	Location	Compact	Home
	Family	Happy	Taste	Love	Flavor	Now
		Guest	Natural	Stability	Human	Holiday
Peace	Fun					

The other words highlighted than ‘service’ were also significant for this study. These were the words ‘sea’ and ‘peace’. They were expressed in the responses of the respondents:

“Our hotel offers peace, perfection and comfort.” (4th Respondent)

* * *

“Our sea is beautiful, beach is very beautiful, and it is one of the special beaches in Bodrum. The sea doesn’t deepen at once; it is very suitable for kids. No waves. I mean, there are never any waves in front of the hotel. That’s why it is very advantageous.” (16th Respondent)

* * *

“I think our hotel is peaceful, cool because of this area and pleasant.” (17th Respondent)

* * *

“As our sea isn’t deep, our hotel is preferred more by families with kids.” (18th Respondent)

* * *

“We have a blue flag, our sea is perfect... A wonderful bay, taste in mouth and peace. They should come to our hotel because of these.” (19th Respondent)

There were not found any specific words related to sensory marketing among the words used for the description of hotels.

2.8.2. The Findings about Sensory Marketing Knowledge of Hotel/Department Managers

After warm up questions, the respondents were asked about the research topic. The first question was “Do you know what sensory marketing means? If you know, can you please explain?” “Have you ever heard the term? Do you have any idea about what it would be?”

Only one of the respondents claimed to know sensory marketing as a marketing term. The rest admitted that they did not know by this name. The researcher explained the concept for the ones who did not know at all. Some of the respondents did not understand the question or mistook the term for emotional marketing because in Turkish the two words sounded similar (‘duyusal’ and ‘duygusal’). Besides them, while some of them tried to define or give an opinion about the term, some of them requested the researcher to explain what sensory marketing was. The responses of hotel and department managers were exemplified below. Firstly, the statements of respondents who did not know the term but tried to put forward an opinion about it were shown as:

“As far as I know, it is about the reasons of buying something; I think it is about preference of products because of their color, boxes or smell or something like that. I don’t know if I know right... For example buying a pack of cigarettes because of its package or buying candy because of the sound of its box.” (9th Respondent)

* * *

“I know it as marketing strategies appealing to human senses like seeing, smelling or touching.” (11th Respondent)

* * *

“There was nothing as a written text I read or I know but when you say the term, what does it bring to my mind? It feels like something we call gossip; the marketing of something which someone tells his satisfaction with it to others.” (12th Respondent)

* * *

“When I think about sensory marketing, based on senses I think it is a marketing method addressing to five senses, not just sight of course. Except for this, I can say it is a specific, I mean it is a new concept.” (14th Respondent)

* * *

“No, I haven’t heard about it but from the word meaning, I guess that it is a marketing method including five senses.”(16th Respondent)

Some respondents stated that they knew about this concept and they used some practices of this marketing concept:

“At the end, we are hosting people from different countries. We have to make ourselves remembered in their minds. That’s why, sensory marketing is very important to us. We are doing some studies on guests about this in our business... For both Turkish guests and European guests, we are trying to leave an impression on them with this sensory marketing.” (3th Respondent)

* * *

“I haven’t seen usage of this term for this concept. But actually in all the works we are doing we refer to this. Especially architects, interior architects and people responsible for operation are doing this in the phase of investment planning. It is a mutual work improving with these people’s knowledge and skills.” (15th Respondent)

* * *

A respondent confessed that he did not know the concept at all:

“I’ve just heard this for the first time in my life from you. I will be glad if you can give me some information about it.” (10th Respondent)

* * *

Food and Beverage Manager of Hotel No. 19 answered this question as follows:

“Although I don’t have a full knowledge of sensory marketing as a term, but when I think about it, it is totally related to our job. We are, I am one of the people at the head of a department appealing to five senses.” (19th Respondent)

It was understood after the analysis of answers that there was only one hotel which had been applying sensory marketing in a strategical and conscious way. This hotel No. 15 belonged to a chain hotel group and was qualified as “*design hotel*” by the respondent. While making the interview, one of the guests staying at the hotel came towards the respondent who was the general manager and stated that the hotel seemed like an art gallery and she was very affected by decoration and the ambiance. The

respondent expressed that the hotel group would considerably care about art and artists.

There were sensory marketing applications used by other hotels, too. However, as 12th Respondent stated, the most of them did not apply these in a conscious way:

“We are applying a marketing of something that we don’t know. How true is that, right? I wonder how my answers will be according to your question.”
(12th Respondent)

One of the respondents admitted that for applying sensory marketing strategically, the hotel would be a facility hosting less number of guests like boutique hotels. Stating that sensory marketing applications were special practices, the respondent said that it was challenging to concentrate on these kinds of strategies in all-inclusive hotels.

“This is an all-inclusive facility. Now, usually boutique hotels have some applications to make guests feel special. As we operate in all-inclusive system, we have fixed applications. When a honeymoon room is booked, all the honeymoon rooms are serviced in the same way... But now we don’t have any special thing. Because our hotel is all-inclusive.” (2nd Respondent)

* * *

“But we can’t make things appealing to five senses unfortunately,” said the 7th Respondent and explained its reason as economical concerns and the sufficiency of bringing guests into the hotel.

While another respondent pointed out that sensory marketing applications were in the details, marketing strategies applied before guests came to the hotel were more substantial like social media marketing.

“Perception is not just what you do in a hotel, it is how you seem outside, what you do or how you share the color, the color of your brand...Here perception management turns into online, and nobody makes something printed anymore. Women used to read magazines in the past while they were having their hair done, but now they look on their tablets or phones. Or according to the research we have made, 70 % of reservations comes from mobile devices. The 40 % of this happens on the first page. This is a curious competition, I mean if you are on booking.com, you should be on the first page. Because 40 % complete their reservations and don’t continue to the second page. He completes his work and leaves. Whatever you do, how you manage the perceptions, now there is another side of this job.” (13th Respondent)

One respondent gave some information which were not told by any of other

respondents and claimed that sensory marketing was a phenomenon increasing the cost and for example in their hotel, cost was the only aspect taken into consideration in color choices for rooms:

“I mean the method chosen by a lot of hotel owners, managers, and operators was chosen. Colors in harmony with many colors or furnishings, armchairs or carpets try to be preferred. Of course they should be in harmony but the cost should be decreased too. Because if you choose a striking color, anything you change will not be in harmony with it. Yes, you should create its own harmony. Because in your renovations, you change armchairs, you change curtains and you can't make a general renovation within the room. You can only change certain things because of cost.” (12th Respondent)

As mentioned above, Hotel No. 15 was described as “design hotel.”

“You walk in a place, you hear a lot these words; you walk in a place or a hotel and say ‘everything looks good but it is cold somehow’ or ‘how warm this hotel is’. We can describe this hotel as a warm place in terms of the choices made in rooms. This is a totally design hotel.” (15th Respondent)

Same respondent gave important information about how sensory marketing could be applied at hotels:

“We are making some rooms that we call Mockup. In this Mockup thing we are making the simulation of what we really want to do and then we experience it. I mean we go and sleep in that room. Let's see how is the room at night or in the evening? How do you feel when you wake up? Or how do you feel when you touch the clothing? What happens when you touch with your hands? Is there any lack of visual harmony in the room? We have the opportunity to test all these things and so we have been actually doing this kind of things in hospitality sector for a decade. And I know that some of the architecture firms abroad work with sociologists and psychologists but what kind of studies they are doing exactly, that I don't know. But for example we have a Singaporean architecture firm and I am informed about the person in the firm is supported by universities about this topic.” (15th Respondent)

Even though the 19th Respondent did not know about sensory marketing as a concept, after hearing the definition, he admitted that this concept was completely associated with his own department which was Food and Beverage Department. By giving examples, he provided another viewpoint for sensory marketing:

“We can eat at this table too but in the evening at 8.30 if you eat at a white table adorned with paperflowers under moonlight and candle light on a beach, the pleasure you feel won't be the same. That's why of course we apply sensory marketing... At that moment a guest can forget everything because this is what people desire. Everyone can eat anywhere but if you want to pay a price for this and feel special, there come the five senses in this kind of facilities and it

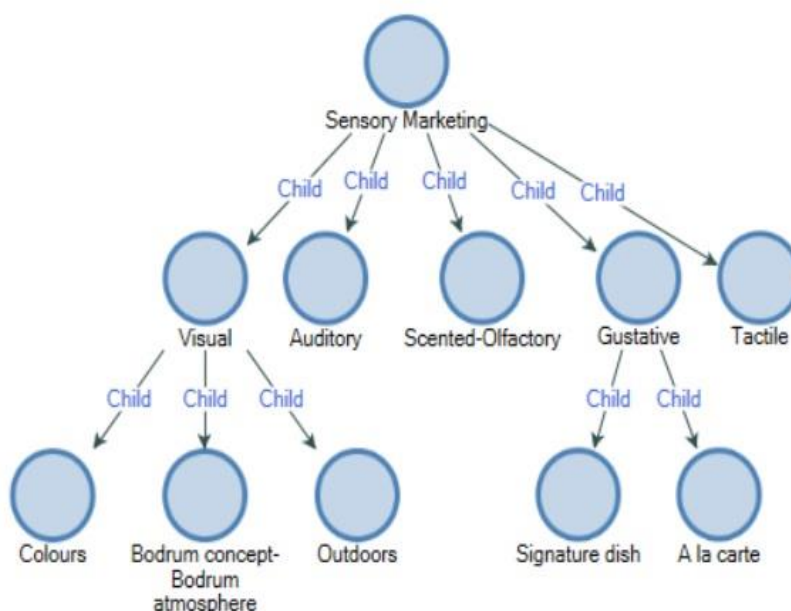
is our job... Miss Leyla shares 'The room was wonderful' takes a photo and says 'They gave me an amazing pillow,' and then 'I went to the beach and just as I was sleeping they brought a magnificent Turkish coffee with gum specific to the Aegean region and I liked it.' All these are privileges and differences.' (19th Respondent)

In the next section, the colors, smells, tastes, textures and music chosen for application in the hotels are evaluated within the marketing concept. To reveal all these factors, during interviews, the respondents were not asked which sensory marketing applications they used directly. Instead, the senses were treated one by one and the results were obtained from the details.

2.8.3. The Findings about Sensory Marketing Applications in the Hotels

For revealing these findings, the model below was used. Even though child nodes in the model like colors generated via project map tool in NVivo 11 program were not examined under separate titles, the model helped researcher code the data and reveal findings in a meaningful way.

Figure-4: A Modelling for the Findings about Sensory Marketing Applications



According to the modelling seen in Figure-4, the concept of sensory marketing were divided into subgroups, child nodes as visual, auditory, olfactory, gustative and tactile marketing. Visual marketing and gustative marketing were divided into another

child nodes. While there were colors, Bodrum concept/ Bodrum atmosphere and outdoors under visual marketing node, there were signature dish and a la carte under gustative marketing node.

2.8.3.1. The Findings about Visual Marketing

For the purpose of discovering applications that could be evaluated under visual marketing, the questions “What kind of applications do you have for appealing to guests visually? How do you market your hotel visually?” were asked to the respondents and some tips were given to the respondents like the question, “What kinds of colors do you prefer in the rooms?”

Majority of the respondents emphasized that visual aspects in the hotels were very significant and admitted that visual marketing was the application used at most in their hotels. A respondent answered this question as follows:

“Visual means decoration, hotel architecture and ambiance... when there is a visual harmony, it doesn't offend guests' eyes. When they come to the hotel, they feel positive about you.” (1st Respondent)

First of all, the photos on the website of hotels were mentioned as significant for a guest visually. One of the respondents expressed this as follows:

“We can affect guests at first with photos or videos of the hotel on the website. I am talking about the first level before they come to the hotel. That's why professional photographs are taken. You can guess. They are used. At first the influence is made in this way.” (6th Respondent)

It was observed that in the Hotel No. 1 there was an application of “Lady in Red” which referred to a woman guest relations employee in red suit welcoming and giving guests a tour after they checked in the hotel. It was also observed that in the Hotel No. 6 there was a red carpet on which guests had to walk before they checked in the hotel.

The respondents stated that they attached importance to the colors of rooms in terms of visual marketing. Although same colors were used in all kinds of rooms at some hotels, some dominant colors attracted more attention during the analyses. These dominant colors could be seen in Table-6 below:

Table-6: Dominant Colors Used in the Hotels

Hotel No	Logo Color	Main Colors In Rooms	Outer Color Of Hotel
1	Black And White	Beige, White, Light Blue	White
2	Yellow	Dark Brown, Beige, Gray Turquoise	White
3	Blue And Green	Beige, Turquoise, White	White
4	Brown	Light Purple, White, Black	White
5	Gold	Brown, Beige, Blue, White	White
6	Gold	White, Brown	White
7	Gold	White, Beige, Cream, Gold	White
8	Dark Blue And Yellow	Pastel (Gray-Blue)	Stone Color, White
9	Green	Turquoise, White, Beige, Cream	Stone Color
10	Brown	Brown, Gray, Beige	Stone Color, Brown
11	Gold	Gold, Purple, Turquoise, Claret Red	White, Brown
12	Black And White	Turquoise, Gray, White, Beige, Cream	White
13	Red And White	Claret Red, Cream, Beige, White	White, Stone Color
14	Yellow And Turquoise	White, Turquoise, Purple, Light Purple	Beige, Brown, White
15	Yellow And Turquoise	Beige, Champagne, Black, White	Stone Color
16	Blue And Red	Brown, Beige, Turquoise	Green, White
17	Blue And Yellow	Turquoise, Orange, Dark Blue, White	White, Orange
18	Blue And White	Broken White, Purple, Damson, Beige	White
19	Gray And White	Brown, Beige, Champagne	White
20	Dark Blue And White	Light Blue, Purple, Damson	Orange, White

Table-6 was generated as a result of observations and document analysis. In order to understand this table better, Hotel No. 17 could be given as example for this.

As it could be seen, there was orange among dominant colors of this hotel. According to observations, besides interiors, orange was densely used on beach umbrellas as well.

The respondent responded to the question why orange was the dominant color in his hotel as follows:

“We address to Holland market. Therefore orange is dominant in our hotel. Now we are known as the orange hotel in Turkey by that market.” (17th Respondent)

Another example could be given from Hotel No. 9. It was observed that all the employees were wearing white and red uniform. The respondent explained the reason for choosing these colors as the majority of guests they hosted were Turkish people and the hotel appealed to domestic market, therefore they used the colors of Turkish flag because seeing these colors made guests happy.

It could also be said as a result of observations that hotels appealing to upper or luxury segment used soft and pastel colors, but other hotels used darker colors.

Except colors, there were other visual aspects determined by hotels and used in their brands. For example, Hotel No. 11 expressed with a precious stone in its logo

that it was a luxury hotel and appealed to upper segment guests. Another respondent said that they tried to stick in the minds of guests with their hotel logo and to do it by putting this logo everywhere guests could see:

“We highlight our logo. For example there is one in the entrance. There is another one when you look from this side. Also you can see one from the front. Also we emphasize logo more to stick in mind.” (7th Respondent)

The respondent in Hotel No. 15 stated that their hotel chain tried to constitute an art lover image for guests by using various works of art and to attract upper class guests.

“You have just said something about visual aspects. For example one of the most important things for our group is supporting art. That’s why in all our hotels there is absolutely something related to art.” (15th Respondent)

In some hotels, special design rooms were mentioned. While some rooms at Hotel No. 18 were pretty normal and simple, suite rooms were designed with Ottoman concept and the most remarkable feature of these rooms was the Ottoman style pomp. The aim of the hotel with these rooms was hosting upper class guests in them.

“For example there are some rooms; our rooms in the Ottoman style. There are 10 of them. In these rooms Ottoman design is used. There are suite rooms adorned with authentic Ottoman design.” (18th Respondent)

The hotels located in the center of Bodrum tried to strengthen their visual aspects with their views and reflected this with some applications like panoramic restaurants.

“Being near the sea, having two beaches and our main restaurant are how we address visual memory. The restaurant is on the sixth floor. I mean you can’t find any other restaurant on the sixth floors. In hotels the restaurants are usually either on the first floor or at the pool side.” (5th Respondent)

A respondent admitted that the hotel employees were also included in visual marketing of the hotels:

“For example, visually we are very careful about the physical characteristics of our employees.” (8th Respondent)

Another important point emphasized by the respondent in terms of visual marketing was Bodrum concept/Bodrum atmosphere. For this reason, this title was analyzed as a child node. Findings about visual marketing showed that the hotels chose their colors, landscape and materials in accordance with Bodrum ambiance. In other

words, it was observed that blue and white which were signature colors of Bodrum houses and known as Bodrum colors and the flowers like paperflowers found in density in Bodrum were used in a lot of places in the hotels. The respondents also stated their ideas about this:

“We are using blue and white colors usually; they are suitable because it is suitable for Bodrum concept... In seafood restaurant, wood is used but blue and white are heavily seen there. Even the runners on the tables are blue, the blue of Bodrum houses... I am aware that white calms down people. The reason why people want Bodrum is that some areas are very peaceful. At certain points, people are having fun. Look they go and enjoy in city center but they always come back to a peaceful place. This is absolutely happening. Because there isn't any apartments there. Because this place is completely white.” (2nd Respondent)

* * *

“The architecture of this facility was designed appropriate to Bodrum atmosphere, I mean Bodrum architecture. White and turquoise are heavily used in this facility. We use also these colors on our logo. As white prevails Bodrum, in our facility, in both our rooms and lobby and also in other parts white and turquoise are dominant in architecture.” (3rd Respondent)

* * *

“We designed our landscapes completely in accordance with the Bitez Valley. We are using Bodrum mandarins, olives and lavender; all the symbols of Bodrum.” (13th Respondent)

* * *

“In common areas and pool sides we prefer white mostly. This is because it is the color of Bodrum.” (17th Respondent)

It was observed that the hotels used Bodrum concept also outdoors and in common areas. For example, in the gardens with palm trees and paperflowers, blue and white were used dominantly in the pool sides and on sunbeds or beach umbrellas around the pools. It was also observed that most of the buildings were stone buildings appropriate to Bodrum and Aegean architecture. Stating that they tried to reflect blue and green of Bodrum in hotel areas, the respondents admitted that they cared about integrating with nature.

“We use colors like beige or brown, we are in the nature anyway. We live in this facility with every hue of green. We have a beautiful garden. There are flowers with various colors in the garden. Fuchsia, white and red... As we are within the nature, we choose colors without withdrawing from nature, especially in common areas of course.” (14th Respondent)

It was seen that in hotel restaurants different colors were used due to various concepts. While a la carte restaurants were colored by their types or concepts, in the main restaurants hotels used usually color combinations such as yellow- dark blue, blue- white, brown-white, grey-brown and orange-white.

2.8.3.2. The Findings about Auditory Marketing

During the interviews, the respondents were asked the questions “Which kinds of applications within the scope of auditory marketing do you have that can affect your guests? For example, what kind of music do you choose to play?” In response to this question, most respondents said that they did not have any special application but DJs in animation crew and entertainment managers decided music style and songs playing on the beaches, pool sides or in the lobbies. They also admitted that there was not any special purpose of these choices and the decisions were made according to hour of the day, the average age of customers and their nationalities. For example, 5th Respondent explained as follows:

“There are some activities in the morning by pool side, the teenagers are having fun there. That’s why more popular music is playing there... If the Polish guests are many in the group, Polish music is playing and if Turkish guests are much more than others, Turkish music is playing.” (5th Respondent)

Nonetheless, in general the statements of respondents were similar to the thought that in a lobby soft and slow music was playing; by a pool side or on a beach more popular and energetic music was playing and in restaurants, music in harmony with concepts of the restaurants was playing.

“A little bit more relaxing music is playing in the lobby and common areas. We are using calming songs. I don’t talk about pool side because animation crew is doing different things there. Different dinner songs are playing during dinner.” (6th Respondent)

In two hotels, the respondents claimed to work with a music styling company for auditory marketing. One of them shared his opinions as follows:

“To tell the truth, this task was assigned to the taste of food and beverage directors before. I know because I have done this for years. It was up to us. A food and beverage director used to say that this kind of music would be playing during breakfast, this during lunch and this during dinner. And then we realized that this isn’t something like that. Yes we may know a thing or two about this task, we may be open to research. But it is something professional to follow new trends or what people like. So we hired consultants. We started

to get support from professional DJs. We also hired private companies doing this job for specifically hotels. For example, the one is a Canadian company operating in London which has a website, musicstyling.com. We learn from their professional knowledge during what hours what kinds of music should be played in our hotels. They are coming to our hotel and we introduce our hotel and guest profile to them. And after these, they send us to a demo and say 'this music is suitable for you' but these people are professional DJs or sound engineers." (15th Respondent)

Some respondents answered this question in a different way than others. For example, 7th Respondent replied as:

"We had a song made for us which describes us. I wrote the lyrics. Yes I wrote about our hotel. We consider playing it while welcoming guests or on our phone calls or on our website." (7th Respondent)

The 10th Respondent expressed that they made a deal with a singer and she composed a special song for playing in the rooms. He also said that the song was found interesting by guests and took place in their reviews on the hotel:

"When you enter the room, you hear the song composed by a singer named Sa Ding Ding. That song is playing in all our rooms. It is specific to our hotel. For example they are asking who the singer is because the song plays constantly and therefore they are asking about the singer. 'Is there any other songs of her? Can we listen to them? Can we find on Youtube? Can we buy her CD?' There are feedbacks like that." (10th Respondent)

Indeed there was another hotel which used a similar application:

"We have a pool side song specific to us but I can't remember the name of the song right now (humming the song) but our repeat guests have been recording for years. They do it to remember their holiday here and to feel the holiday mood for a while." (12th Respondent)

In some hotels within a chain, there was a standard outside broadcast for music applications:

"Within the standards of hotel, there is music given via an outside broadcast. We don't use any other application. The music chosen from the arranged broadcast is spread to all the areas within the hotel at specific hours." (10th Respondent).

Two respondents confessed that their hotels "failed on this issue". They stated that they were having problems about auditory applications:

"We totally fail in this issue. Because I think there is nothing done consciously about it. Some music is playing in some places of the hotel but how appropriate the music is I don't know. They are always the choices of a DJ. Because music

is demanded usually from the DJ. I mean the managers say to the DJ to make some music and they play all day long.” (11th Respondent)

One of the significant matters about auditory marketing was silence. As the city center of Bodrum was usually crowded and noisy, and some hotels were full of families with children usually during high season, hotel managers had to create some quiet areas for some guests. The 17th Respondent made this explanation about silence:

“We have three pools. One of them is in complete silence. I mean the guests can go there if they want to read a book or sleep. But children are not allowed there. And this sometimes creates problems.” (17th Respondent)

As it could be seen, most of the hotels made some efforts for auditory marketing. While some assigned this responsibility to professional companies or people like pop singers, some entrusted this important task to entertainment managers or animation crew.

2.8.3.3. The Findings about Tactile Marketing

For the purpose of discovering which tactile marketing applications the hotels used, the respondents were posed the questions, “Do you have any specific application appealing to haptic senses of your guests? If you do, what are they? For example what kind of upholstery do you use?”

The answers of these questions generally included the cloth of couches or armchairs, curtains and bed linings. The majority of respondents admitted that they used mostly straw material for chairs or tables etc. and the reason for using straw was that the material was associated with Bodrum:

“Rather than hard furnishing or covers we use straw. It feels softer when you touch it or sit on it. We associate it with Aegean. We tried to add softness.” (1st Respondent)

According to the observations, while most hotels used straw material outdoors, there are also many hotels which used leather, velvet or satin in common areas indoors or rooms.

Another application which could be evaluated within the scope of tactile marketing was warm/cool towel service during welcoming guests.

“We are serving scented cool towels to our guests before check-in... In cold days, this is replaced with scented warm towels.” (3rd Respondent)

In some hotels, it was observed that hardwearing materials from which stains could be removed easily were used because of concerns about cost and this thought was confirmed by the respondents.

Even though materials like leather, velvet or satin were associated with luxury at first glance, the observations proved the otherwise. While leather, velvet and satin were used in the all-inclusive hotels of which room prices were lower, linen, straw or cotton were used in the hotels of which room prices were higher.

“Now we are trying not to use leather in common areas. Because there can be some serious problems about sweating... We use cotton upholstery outdoor. For example especially our bed linings are special fabric. One hundred percent cotton. They are not mixed with satin. Beds are important for comfort of guests. When he puts his head on the pillow, he should be comfortable. When he puts his head on the pillow, he should sleep. His bed linings should be clean and not itchy... Of course sense of touch is important too. We use cotton cloth as much as we can.” (8th Respondent)

Another hotel which applied a common tactile marketing strategy with other hotels within the group was Hotel No. 10 which was a member of an international chain hotel. The respondent expressed that wherever a member hotel was, the concept of Far East was still dominant in all the hotels and they used wood and linen very much in Bodrum. This situation was also valid in terms of visual marketing.

The manager of a hotel which settled conscious strategies for tactile marketing stated his opinions as follows:

“One of the things we care about the cloth is that they are all organic materials. We care so much about human health.” (15th Respondent)

The 17th Respondent admitted that a lot of materials were used in the hotel in small amounts:

“For example, suede leather is used in rooms and lobby. We have suite rooms designed in Ottoman style. There is leather and suede in these rooms. In other places, we use cotton or something else.” (18th Respondent)

The respondents gave examples from clothes or materials used within the concept of tactile marketing. As they were situated in Bodrum, which made them resort hotels, their common purpose was to make guests feel comfortable in all aspects.

2.8.3.4. The Findings about Olfactory Marketing

For revealing what kinds of applications used in the hotels that could be evaluated under the title of olfactory marketing, the questions “Is there any olfactory application that attracts the attention of guests? If there is, what is it? For example, is there any special smell you use in rooms?” were posed to the respondents.

It was found out by the responses of respondents that the majority of the hotels did not have any special strategy related to olfactory marketing; they used some air fresheners produced specifically for hotels by big perfume companies and the essence of these fresheners was generally lavender. The reason for “lavender” was explained as making guests feel “fresh”, relaxed and rested.

“We usually work with a special perfume company. We prefer fresh perfumes in hotel areas... We are trying to figure this out by relaxing and soothing smells especially in spas and other common areas.” (8th Respondent)

Some respondents admitted to prefer fragrances with citrus fruit essence as their hotels were located in Bodrum. It was observed that while in the lobbies or other common areas citrus fruit smells were used, lavender perfumes were sprayed into the rooms.

“We are trying to bring local features forward about this issue... at the beginning of the season, in our rooms, mandarin or citrus fruit smells are used because they belong to Bodrum. It is one of the characteristics of Bodrum. That’s why we choose local odors.” (11th Respondent)

* * *

“In common areas we use the smell of Bodrum lemon, not only lemon actually but also citrus fruit. You can call it satsuma. The classical lemon flower of Bodrum. You can feel their smell in our bathrooms especially.” (15th Respondent)

In general, it was observed that flowers were heavily used in the entrances or in the lobbies of hotels. A respondent admitted that the smell of those flowers attracted the attention of guests, too:

“The smell of orange flower, the smell of Bodrum is sprayed from the reception bench. One time as soon as a guest entered, I forgot her name but she said ‘I loved this smell.’ This smell sticks into mind.” (19th Respondent)

* * *

“We are giving orange fragrance in the entrance for its freshness. I don’t know, have you smelled it? It has a timing... We apply either the smell of lemon

flower or orange smell in the lobby. But there isn't any smell application in the rooms.” (20th Respondent)

There were two hotels in which olfactory marketing was applied strategically and the respondents knew about the term. One of these two respondents said that they started to spray jasmine perfume because they tried to create a fragrance associated with their brand and their purpose was to be remembered by guests with this fragrance. She also admitted that they used this fragrance not only in one place but also in all the materials used in the hotel such as soaps, shampoos and cleaning supplies in order to set an integration in olfactory marketing through branding. During the hotel tour after interview, the researcher also smelled the fragrance. The respondent explained this process as follows:

“We want to leave a fragrance associated with us on the nose of the guest so that whenever he smells it, he remembers this hotel... By integrating the brand with this smell, we try to give this perception to them. We started to use jasmine fragrance in all over the hotel and also in soaps, shampoos and cleaning supplies.” (1st Respondent)

The other respondent stated that a special fragrance was given into ventilation system in the hotel:

“We work with various perfume companies and then we include this perfumes into the ventilation. In many hotels, some fragrance is given into air conditioning and ventilation systems... We have lavender kind of odors here. But in common areas we use the smell of Bodrum lemon.” (15th Respondent)

One of the respondents reflected a different viewpoint and said these:

“Of course we have air fresheners for rooms. When people enter in a place, a room, the smell in the air is the first sense giving hints about the cleanliness of that place... We are trying to create a stable situation with different fragrances from lavender to various smells. Of course the sensitive people are important in this issue. We can't use these smells in big amounts. A guest may be allergic to some smells. So, for example a Turkish guest may love the smell of lavender in a room but a foreign guest may say 'Why did you spray this smell without asking me?' So we try to care about this issues and use smells at trace amounts.” (5th Respondent)

About odors in restaurants and bars, a respondent stated that the smell of coffee was highlighted in their hotel:

“When I came here, for example the first thing I did was removing this grinder coffee... I put coffee beans instead, started to try drip coffee for its smell. This is among the tricks of this job.” (13th Respondent)

As the 19th Respondent was the manager of Food and Beverage Department, he responded to this question in a different way and gave some detailed information:

“You know, the kitchen has a unique smell. The perfume of a kitchen is garlic. For example we use it special dinners and special shows. Especially when wine and pepper meets in Italian restaurant, a good odor spreads... We also use coffee beans. Because of grinding phase, the smell of coffee spreads too. We don't use any special odors in restaurants. Because some people may be allergic to some odors, to be honest. We want the smell of dishes to be emitted especially of sauced dishes. There is not a French restaurant but when we make shrimps with butter and garlic in Italian, Seafood or Aegean restaurants, the smell comes through and spreads all over the place. Because we use an amazing flavor.” (19th Respondent)

It could be deduced that olfactory applications were significant issues that the managers cared about and the odors of lavender and orange were used in the hotels.

2.8.3.5. The Findings about Gustative Marketing

In order to explore what kinds of gustative marketing applications used in the hotels, the respondents were asked some questions as “Do you have some applications appealing to sense of taste? If you do, what are they? Have you determined a special flavor?”

Most of the respondents mentioned about their cuisines and a la carte restaurants. But some of them admitted that they offered food and beverages associated with their hotels and they aimed at branding in this way.

While a respondent told about the lemonade that they served guests when they arrived at the hotel and he claimed that one could drink it only in their hotel, another respondent admitted that the most favorite food of the guests was special apple pie of their hotel.

Unlike some specific food like apple pie, most respondents expressed that they cared about Turkish cuisine; they paid attention to offer especially local food of Bodrum or Aegean Region and they would like to stick in guests' minds in this way. On the other hand, considering that their guest profile consisted of various nationalities, they gave place to international cuisines, too.

Some respondents implied that all their food and beverages included a lot of dishes from international cuisines and this application made them different among other hotels:

“I mean I’m sure that in no other open buffet, dishes like lobster, quail meat, rabbit meat or goose meat are served. We have these everyday so we can say that our kitchen is successful. I am sure some guests come again just to eat these.” (7th Respondent)

* * *

“Our kitchen produces international dishes. We prefer to make dishes that can appeal to every taste as much as we can. We create menus appealing to everyone.” (14th Respondent)

The 9th Respondent stated that some special nights were organized in the hotel and for this special days or nights, they served special or authentic food and tried to impress their guests:

“In Turkish nights, the dishes served are mostly from Turkish cuisine. They are special because they are hard to make at home such as stuffed turkey, stuffed lamb ribs or meat doner. I mean the special food for us are being served. Not just Turkish cuisine, we also have for example Italian guests, French and German guests in our guest profile. We also plan menus appealing to their tastes. In this way, Turkish guests would be introduced with their food cultures. They meet foreign guests in special concept nights. Therefore a transculturation occurs.” (9th Respondent)

The 15th Respondent asserted that they cared so much about food and beverages but they mostly preferred to present their guests traditional examples of Turkish cuisine:

“I used to work as food and beverage manager. Now because of this, the food and beverages are especially important to me even if I have become general manager. We attach importance to our traditions, our values. So we try to keep them alive. We describe our hotel as the traditional representative of Turkish cuisine.” (15th Respondent)

Some food and beverages that helped hotels in the way of branding were called as signature dishes by the respondents. One of them defined the term as follows:

“We have a signature dish application that I show you on the menu for reminding guests of us. In our hotel, almost in every outlet some food and some drink become our signature. As signatures are unique, we choose a product by which they can remember us. We want to present the things they can’t see anywhere else in a catchy way.” (1st Respondent)

In the Hotel No. 1, the signature dish was cokertme kebab which meant in English the sliced steak served on a bed of finger fried potatoes. This choice showed that a specific dish of Bodrum was preferred to be the signature dish. In the other hotels choosing special food similar to this one mentioned above, the respondents' responses were as follows:

“Our chef makes wonderful tandoori and cokertme kebab which belong to Mugla cuisine. Our chef has a master’s degree in those dishes.” (8th Respondent)

* * *

“For example I put a lot of modern food among others in the menu but I don’t take out the cokertme kebab of Bodrum. People like to see it and eat it. And it is something special for this region. That’s why we are trying to protect it.” (15th Respondent)

There was a hotel which did not have an application like that but considered to apply signature dish in the future.

“Right now there isn’t any special food in our kitchen but we are planning to add something different. Because we have an authentic stone oven. We are considering something we can make in it. To be honest we are looking for something different. This issue is a part of our business plan for this year. We are thinking about choosing a dish from Ottoman cuisine and promoting it with the name of the hotel.” (3rd Respondent)

Two respondents admitted that they added some characteristic into the products which could be enjoyed by the majority of guests rather than highlighting some local or domestic food and they named the food after hotels' name. Indeed this application could be a successful method if the most of guests were foreigners or were not open to new ideas:

“We have burgers named after our hotel which are specific to us, this may seem simple, though.” (7th Respondent)

* * *

“In all our menus, depending on the hotel standard, there are hamburger, Caesar’s salad and sundae offered with the name of our hotel.” (19th Respondent)

While some of the respondents thought that there was not any need of branding with local food as mentioned above, because producing food appealing to tastes of hotel guests in the best way was more useful, two of them explained why they could not make a sensorial difference:

“No we don’t have anything special in the restaurants. Because you have to appeal to every segment. I don’t think a kebab named after a hotel is attractive. It is very hard to focus on a dish. Everybody has different tastes and there isn’t sufficient resources to appeal all of them in all-inclusive facilities.” (5th Respondent)

* * *

“As the hotel is an all-inclusive facility, we don’t have the opportunity to serve some special food unfortunately. We can say that there isn’t any special food in our hotel.” (6th Respondent)

After interviews and observations, it was seen that a la carte restaurants were similar to each other. For example, almost every one of these hotels had Italian, seafood, Sushi, Greek, Ottoman and Aegean restaurants. In addition to signature dish application seen on the menus of these restaurants, there were some food belonging to chefs in the hotels’ kitchens like Chef’s Salad or Chef’s Sauce.

2.8.4. The Findings about Multi-Sensory Marketing Applications

Although the findings about sensory marketing concept were scrutinized one by one according to the questions in the interview form, sensory attributes were sometimes applied together which meant that two or more senses could be appealed at the same time and this multi-sensory applications could be done more easily in hospitality sector. Accordingly, for example sometimes visual applications were used with auditory applications or tactile applications.

The most important factor that could be examined within the scope of both gustative and visual marketing was the presentation of foods. A respondent emphasized that the presentation had substantial effects on marketing and fulfilling the expectations of guests was the most important point in hospitality:

“Now they are sharing on Instagram and saying ‘I am drinking a wonderful margarita prepared by Bodrum lemon’ and taking many photos... Our aim is to meet their food and beverage needs just like in their dreams.” (19th Respondent)

A respondent admitted that they developed an application of Flambe Show. This was an example of application of both gustative and visual marketing.

“We have a Flambe Show especially it affects foreign tourists. We are trying to affect the guests watching this show visually and also to leave a different taste in their mouth.” (4th Respondent)

One of the most significant examples of multi-sensory marketing applications was spas. It was observed in the spas that the senses of sight, smell and hearing were all addressed there. The glaring visual attributes of the spa in Hotel No. 10 were spa products of the hotel brand (oils, perfumes and creams), flowers on the tables (white orchids and ikebanas) and dim yellow lighting. The place was smelling lavender incense and silence prevailing the spa was remarkable. The respondent told about this issue as follows:

“Our spa is very important to us. Because all of our guests come here and we want them to be really relaxed when they leave. That’s why we use the products produced with the hotel name and sent from the main office. Guests can buy those products if they want. We tried to create a different spa with its smell, visual elements and its quietness.” (10th Respondent)

The 3rd Respondent mentioned about traditional stone oven in the hotel’s main restaurant. This oven was in the restaurant, not in the kitchen and it attracted to attention of guests because of its appearance and the smells coming from it.

“We have a beautiful stone oven. Guests are taking photos in front of it... For now, we can only use it for pastry but in near future we start to make different dishes, too... The smell of pastry while baking is inviting guests to the restaurant.” (3rd Respondent)

Indeed materials which could be evaluated in terms of tactile marketing were important to visual marketing too, because the hotels using wood, linen, straw or iron looked more resort and the hotels using mostly leather, satin or velvet seem like business hotels. On the other hand, for example the visual effect of a velvet chair and the feeling when touched could be considered as an example of multi-sensory marketing applications.

Another factor appealing to more than one sense of guests was animation shows in the hotels. These shows affected both the audience visually and their mood by its music.

It was also observed that in some of the hotels there were strikingly beautiful and fresh flowers in the lobbies. The most of these flowers were either white orchids or fuschia paperflowers. For example in all over the Hotel No. 1 which used a brand jasmine smell there were jasmine flowers. This application was appealing to both the senses of sight and smell of the guests.

2.8.5. The Findings about Other Sensory Marketing Applications

In addition to sensory marketing, it was seen that hotels had different marketing applications which could be evaluated under experiential marketing including sensory attributes. It can be admitted that hotels cared more about the experiences and tried to differentiate and diversify the experiences they offered in order to differentiate themselves from their competitors.

Two respondents stated that they applied natural/organic life style concept offering multi-sensory experiences which had become popular recently.

“We have roosters within our facility. We have chickens and also a botanic garden. We grow some products in this garden like tomato, eggplant, peppers, cucumbers, banya etc. Our guests can pick whatever they want and they wake up with a rooster voice. Especially the guests coming from big cities like İstanbul, Ankara, İzmir and needing to escape from the noise of the city love it. For these people living in big cities, waking up with a rooster voice at 5-6 in the morning makes them happier... 98-99 % of our guests thank us for waking up with rooster voice. That’s why our guests can see our roosters within the facility. We have also squirrels. They can see the squirrels, too. As we combine the elements of nature, entertainment and peace, we set a good example.” (9th Respondent)

* * *

“One of the things we care about is organic materials because we care for human health. For example we have an organic garden. Like I have said just now; we are appealing to the senses of guests. For example, I give baskets to people during breakfast and send them into our garden. They pick tomatoes or peppers and then come back for breakfast. Very impressive. Of course the aim of organic garden is not to save money or something but we try to show our guests that the things they eat are natural. We don’t buy tomatoes from any other place. We use from our garden.” (15th Respondent)

The 13th Respondent told about something traditional and specific to Turkish hospitality which they did in their hotels while bidding farewell to their guests.

“For example while the guests are leaving the hotel, we spill some water behind them. This sticks in their minds. All the Chinese guests have this photo of us. We spill water in a copper plate and tell them about this tradition. So we have a recognition in China. This is a detail.” (13th Respondent)

While the 19th Respondent were mentioning about the “special” cove near which the hotel was located, he described the unique experience appealing to all senses with these words:

“We have many coves belonging to us. For example, Cennet cove which we call turquoise. This cove is the ovulation place of seabream or other local fish. That’s why fishing is not allowed there. All the guests swim with fish and this is an interesting feeling. As there is no waves, it is an ideal cove to swim. This is the biggest aspect of our hotel... You swim with fish in the sea. To see the living creatures under the sea is sufficient for them.” (19th Respondent)

The respondent from Hotel No. 20 admitted that they offered special experiences for a target market:

“We are a preferred hotel for honeymoons. We welcome honeymoon couples with flowers and champagne. Except this, the rooms are ornamented. You know we send gifts like wine... There are also tablets, we write their names and marriage dates on them and a special celebration is made for honeymoon couples. Also we send wine, fruit or chocolate to the rooms of couples who have wedding anniversaries. If the conditions are right for us, we accept all the things and never say no to our guests. All our guests leave the hotel with satisfaction mostly.” (20th Respondent)

In the hotels of the respondents addressing to the families with children, some special factors were observed. For example, in the reception part of Hotel No. 18, there was a colorful children stairs while there was an employee in a Mickey Mouse costume welcoming children in the lobby in Hotel No. 19. These hotels offered different and specific experiences to children.

Some hotels seemed to highlight Bodrum or Aegean concept they used for marketing purposes.

“For example we are trying to use flowers, odors or other factors associated with the Aegean Region.” (1st Respondent)

* * *

“This is a place in which people can have a delighted holiday by utilizing Bodrum, its sea, its air, its bird chirping, its paperflowers, its olives etc... We are a little Aegean lovers. When we present a gift to the couples on the beach for example where they can smell the odor of Aegean breeze, and sea, hear the voice of waves and see the light reflecting with sea sparkle at a lily white table with candle light on which there are pink paperflowers, green olives, we receive very positive feedback.” (19th Respondent)

* * *

“One of the things that we care about most in materials used in rooms is that they should be appropriate to the nature of Bodrum. That’s why stones specific to Bodrum or special weaving are used. In the bathrooms, the floors were paved with terra cotta stones. That’s why this is a unique place. Look you can’t see anything industrial. Everything is tailor-made. It is interesting. Look you can see a traditional dowry chest of Bodrum over there. It is decorative. The

statues and all these are hand made and designed by someone who knows this culture.” (15th Respondent)

The dominant usage of attributes specific to Bodrum and Aegean Region and the presentation of experiences through these attributes which could make guests feel the difference of accommodating or taking a vacation in Bodrum are among the main findings of this research.

As a conclusion, this qualitative research was aimed at the exploration of sensory marketing applications through the interviews made by the managers of hotels with tourism operation licenses operating in Bodrum and also through observations and document analysis. The process of data collection and analyses lasted for 8 months. For data analyses, NVivo 11 software program was used. The findings revealed after this process had the quality to answer the research problem(s). Results derived from the findings are explained in the third part.

3. RESULTS & DISCUSSION AND SUGGESTIONS

3.1. RESULTS AND DISCUSSION

The purpose of this study is to explore sensory marketing applications in five star hotels with tourism licenses operating in Mugla, Bodrum and to learn the opinions of hotel/department managers about this concept. As sensory marketing is a relatively new concept, and there are not enough number of studies on this topic with regard to opinions of hotel/department managers, this study is considered as important for filling the gap within the literature. As well as it is a qualitative research, the methods determined for data collection are interview, observation and document analysis. The reason why it is a qualitative research is that applying quantitative methods for exploratory studies in the field of marketing may fail to be capable and this research should be exploratory as a new topic in tourism marketing is researched.

As in qualitative research the results can not be generalized, the sample of this research consists of 20 hotel/department managers. The interviews last for approximately 30-45 minutes. Also observation is made during the hotel tours after interviews. And field notes are taken, too. All data are analyzed by firstly open coding and then modelling via NVivo 11 qualitative data analysis software program and the results are obtained after interpretation of findings.

First of all, majority of respondents are male, between the ages 35- 40 and work in executive positions. All the respondents are undergraduate. The hotels within the sample have average 200- 300 rooms. Most of the hotels operate in an all-inclusive system. Almost half of them address to families with kids, while the rest address to individuals or couples between the ages of 35- 40. Even though some hotels remain in operation for 4-5 months in a year, all of the hotels try to stay open all year round. As for guest profile, in spite of the fact that all the hotels are located in Bodrum, the nationalities of their guests are different than each other. However after the analyses, Belgium and Holland stand out among the others.

After the analyses carried out on the responses given to the question of “Can you describe your hotel with 3 words?” it is seen that the word “service” prevails among others and the first word is followed by “sea” and “peace.” There is not any word that can be attributed to sensory marketing.

The respondents do not use any term or word of sensory marketing in describing their own hotels and stating their differences from their competitors. This can be interpreted as hotels do not develop sensory marketing applications enough to highlight in order to differentiate from their competitors or they are not ambitious about this topic. Their claims are more about their “service” and service quality. The reason of using “sea” many times is that all the hotels except three are on the beach or seaside; they generally have a cove of their own and hotel/department managers use “sea” for promotional purposes and also within their differentiation strategies. The reason of using “peace” dominantly is that hotels promise potential customers coming for sea-sand-sun vacation to Bodrum to feel peaceful, too.

The opinions of hotel/department managers towards sensory marketing concept are summarized after the analyses. As the respondents in the study of Valenti and Riviere (2008), the respondents of this research claim not to know the term through the word’s meaning but they give their opinions about what it can mean. Some of them ask the researcher to explain the term. After explanation, there are some respondents claiming to apply sensory marketing in a strategic and conscious way, as well as the respondents who admit that they do not apply because it increases cost and is a challenging marketing approach to be used in the all-inclusive hotels with so many rooms. It is observed that the respondents claiming to use it strategically represent a chain hotel. However as in the study of Valenti and Riviere (2008), the respondents accept that appealing to five senses through marketing is a significant factor for general customer satisfaction.

Klumbis (2002) explains that there are many factors affecting sensory stimulation, and visual stimulation occurs through factors like lighting, art works, decoration and presentation; olfactory stimulation occurs through smells, food, freshness, cleanliness and flavors; Sound, music, silence, background music or conversations among people are the parts of auditory stimulation and gustative stimulation happens through content within dishes and flavors. In parallel to this study the sensory marketing attributes of hotels are discovered.

According to responses about visual applications, it is revealed that the type of sensory marketing which is used at most in the hotels is visual marketing. This result

supports the study of Lindstrom (2007: 81) who shows that the most important sense addressed in marketing is the sense of sight (58 %) which is followed by smell (45 %), hearing (41%), taste (31 %) and touch (25%). The respondents express the colors used primarily in their hotels and state that these colors have mostly been chosen by interior architectures. In their studies, Amorntatkul and Pahome (2011) and Agapito et al. (2012) find that the colors are the mostly used elements of visual marketing in service industry. One of the results of this research is that hotels choose colors appropriate to Bodrum which is explained by the respondents as Bodrum concept with their own words. These colors of Bodrum concept are mainly white, blue or turquoise and green. During the observations, it is seen that the colors beige, turquoise and white are used in the rooms while outside of the hotels white and blue are used and hotels arrange their landscapes in harmony with Bodrum which means that they use pink paperflowers and green palm trees to add color into white. Also, the colors and customer profile of hotels are matched according to the table of dominant colors in the hotels. However the comparison between the color table and the colors used dominantly by the hotels will not give the most accurate ideas about hotels. This is because luxury hotels use stone color or blue, white, green, brown specific to nature and Bodrum while the hotels addressing middle class families use more flamboyant colors. As blue refers to calmness and relaxation (Solomon, 2007) and peace; white refers to purity, cleanliness; green refers to nature, the application of these colors heavily by the majority of hotels operating in Bodrum makes sense. It can be said that the hotels using darker colors like dark brown or purple seem more like business or city hotels rather than resort hotels.

According to Valenti and Riviere (2008), a lot of brands are associated with an only color and stick in the minds of customers with that color. After a while, even if the brand name is not seen, the color can remind customers of this brand. Hotel No. 17 proves this claim and shows that by using only one color, they manage to appeal to a certain nationality of people, a target market. Similarly the 9th Respondent admits that they appeal to domestic market by using the colors of Turkish flag on the employees' uniforms. Another example of this strategy can be seen in Taj Hotels in which women employees are wearing sari and displaying a traditional image (Mendiratta, 2010). Hotel No. 15 separating from others within the sample as a design

hotel differentiates itself with works of art and hand made products while the hotels located in the city center demand to become prominent with their views of Bodrum. In restaurants, instead of red claimed as an appetizing color by Solomon (2007: 51) different colors are being used. Accordingly it can be said that in choosing the colors of restaurants, managers want to affect guests in a sensory way but do not act with the idea of sales development.

As indicated by Suhonen and Tengvall (2009) in their study, among the factors affecting a business visually, there are logos, designs, colors and lighting. In this research, some respondents claim that they highlight their logos and for this, they put their logos everywhere guests can see.

Within the scope of auditory marketing, the music used in the hotels changes according to the places. For example, in lobby or in the main restaurant slow or soothing music is playing while by poolside or on the beach more popular and energetic music is chosen. Many respondents admit that music is chosen by DJs within the animation crew about which Gobe (2001) states that employing a DJ is closely related to brand personality and brand attitude. Some respondents claim that music is chosen by executive managers while some respondents admit to work with private music styling companies. Three of the respondents say that they have songs composed for their hotels and they receive positive feedback from the guests about these songs. Unlike this research, in a sensory marketing related study done by Ditoiu, Stancioiu, Bratucu, Onișor and Botoș (2014) the most important auditory aspect is determined as silence.

Within the scope of tactile marketing, data are obtained about bed linings, textures of clothes, the materials used in chairs, armchairs, couches in the lobbies or rooms. In the most of the hotels, straw or wood material are used and in some of them leather, velvet or linen materials are used. The respondents admit that they care so much about the factors affecting sleep quality such as pillows, bed linings or blankets as the guests need to relax and get rest in the hotels they spend their vacation.

One of the results is that despite the fact that clothes like velvet, satin or leather are associated with luxury, as they are resort hotels, luxury hotels choose clothes that are soft, and make a guest feel comfortable rather than flamboyant upholstery. One of

the respondents states that they prefer to use organic clothes at the request of guests. Solomon (2007) thinks that clothes which are made of rare materials or processed to be softer are more expensive and therefore they are considered to be appealing to upper class segment. One of the tactile marketing applications used in two hotels within the sample is cool/warm towel service. A respondent admits that while purchasing new clothes for the hotel, they are tried and experienced by the employees at first. This application is aimed at preventing guests from negative experiences and avoiding negative feedback of guests. It is also deduced that hotels do not spend as much money on tactile marketing as on auditory marketing. Some hotels hire private music engineering companies for music choice in the hotels but do not choose clothes or materials in a special way, they choose them among other products manufactured for every hotel. This proves the idea that hospitality sector does not care about tactile marketing as much as other sensory marketing applications.

With regard to olfactory marketing, the majority of respondents indicate that they do not have a special treatment and they are working with the perfume companies producing perfumes for hospitality sector, but they prefer mostly fresh smells. As well as the respondents who do not know about the type of perfume used in their hotels, there are some respondents who claim to use the perfume of citrus fruit or Bodrum lemon in common areas like the rooms or lobbies. Some of the respondents admit to use lavender perfumes. There are only two respondents who state that they try to make a fragrance brand of their hotels. Only one respondent asserts that some guests may be disturbed or may be allergic to a certain type of fragrance and therefore they do not use any specific application other than air fresheners in the rooms. As for restaurants and bars, a respondent emphasizes the importance of the smell of coffee in parallel to the idea of Solomon (2007) that the smell of coffee reminds people of their childhood and home. Valenti and Riviere (2008) obtain the result in their study on sensory marketing applications in food and beverage facilities that emitting the odor of kitchen towards the street can increase the number of customers. In accordance with this result, in this research a respondent admits that the smell of garlic or pepper coming from kitchen is emitted to common areas.

The most significant one among gustative marketing applications is the application of signature dish. Most of the hotels offer local dishes specific to Bodrum

area as their signature dish. This result supports the study done by Ditoiu et al. (2014) in which the most important aspect in gustative marketing is found as goulash soup, a local dish of Transylvania region. Some respondents state that they utilize mainly international cuisines because of their customer profile and the only thing that matters is to present the food the guests can always eat with a superior quality and for this aim they add some foods appealing to all people like burger or salad with their hotel name.

Another result of this research is that the hotels are very appropriate facilities to the use of multi-sensory marketing applications. It is found through the interviews and observations that there are a lot of examples for this application. The hotels use some aspects like Flambe Show which is appealing to eyes, mouths and noses of all the guests. While some hotels apply these kinds of practices in a strategic way, the others do not apply these consciously.

Another information obtained from this research is that many experiential marketing applications are being used in the hotels. While some hotels use these applications for all their guests like organic gardens, some use them by addressing to one target market like families with children or honeymoon couples. Also it is observed that most of the hotels try to give their guests the feeling of a home in Bodrum. With regard to this result, Çakır (2010) claims that sensory marketing applications including the strong effect of experiences can differentiate the brands from their competitors and present marketing communication message in a multidimensional way.

To sum up, five star hotels operating in Bodrum with tourism licenses apply sensory marketing. The hotels within the sample are appealing to customer senses on purpose or unintentionally in various ways, as found in the study of Valenti and Riviere (2008). The number of hotels applying this approach strategically is limited. As for visual marketing, the colors white, blue, turquoise and beige; as for auditory marketing, the choices of DJ; as for tactile marketing linen clothes in the rooms; as for olfactory marketing orange and lemon perfumes; and as for gustative marketing signature dishes are used dominantly. The location of hotels like Bodrum and their customer profiles have a great influence upon preferences of all these attributes.

For this reason it can be summarized as resort hotels primarily apply to sensory attributes specific to Bodrum. In their study on customers, Kim and Perdue (2013) determine that customers pay attention not only to cognitive attributes like price, service or food and beverage quality, but also to emotional attributes like the feeling of comfort and entertainment and to sensory attributes like room quality and general ambiance and that sensory attributes are not extra accessories but the necessities. As a result of this research, it can be admitted that hotel/department managers care more about the room quality among other sensory attributes.

3.2. SUGGESTIONS

As a result of this study, some suggestions are made for hotel managers and future research.

3.2.1. Suggestions for Hospitality Sector

Accommodation facilities should create multi-sensory marketing strategies in which they can appeal to five senses as much as possible, because the more senses one business appeals in a positive way, the more chances it sticks in the minds of consumers. Consumer loyalty increases and the bond between a business and consumers gets stronger when they are affected by sensory stimuli (Suhonen ve Tengvall, 2009; Hulten, 2011). One of the best examples developing marketing strategies appealing to almost all the senses is Singapore Airlines (Lindstrom, 2005). Travellers choosing this airlines company can experience the senses of smell, sight, touch, hearing and taste in a harmony. While the printed advertisements or posters of the company prepare customers for visual elements like local clothes of stewardesses, as soon as passengers take a step inside the plane, they can smell the perfume on them, too. During their travel, all the customers' senses are appealed with many factors such as Singapore pilaf with chicken meat, warm towels and a light duvet (Dixon et al., 2013: 8).

Accommodation facilities should know customer profile and sociodemographic features of their customers, because for example in Japan the color of mourning is white (Solomon, 2007) and if a Japan guest is hosted in a hotel, employees should be careful about the usage of white color. Also it is believed that

mature customers see the colors dimmer (Solomon, 2007), therefore a hotel appealing to mature tourists should not use dim colors.

The facilities in hospitality sector, especially five star hotels may produce brand perfumes in order to differentiate their product. For example, White Tea in Westin Hotels is a brand product (Dixon et al., 2013). Also Suhonen and Tengvall (2009) admit that while sweet odors like vanilla or cinnamon are more preferred in the USA, in the northern part of Europe people prefer natural odors like coffee, woods or grass. Hotels may use these odors in the rooms according to the nationalities of guests.

Five star hotels may develop some applications like Dans Le Noir (www.thebank.co.uk, 2015) or Doctor Fish Spas (Agapito et al., 2012) in order to present different experiences for their guests. Thus, guests can experience such kinds of experiences within the accommodation facilities. Besides this, hotels may design rooms with different concepts rather than making all the rooms same. The Ottoman style rooms in Hotel No. 18 is a good example of this idea. Other hotels may apply room concepts such as Rock Concept, Pop Concept or Hollywood Concept according to their guest profiles.

3.2.2. Suggestions for Tourism Marketing Literature and Future Research

In this research, only the opinions of hotel/department managers and the application of sensory marketing in five star hotels in Bodrum is tried to be explored. In future research, a qualitative or a quantitative research may be made on hotel guests and their awareness level and opinions of sensory marketing may be learned and also the effects of these sensory applications on their satisfaction or loyalty may be revealed.

On the other hand, tourists perceive a destination as a whole and evaluate their holiday experience as a whole, too (Akbaba, 2012: 12). For this reason, a sensory marketing study on Bodrum destination as a whole may be applied within a project. Sensory attributes of a destination may be found out. Besides these, a map of sensory marketing for Mugla within the scope of destinations may be prepared.

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APPENDIX-1: INTERVIEW QUESTIONS

- 1.** First of all, can you please tell me about yourself and this hotel?
- 2.** Do you know what sensory marketing means? If you know, can you please explain? Have you ever heard the term? Do you have any idea about what it would be?
- 3.** What kind of applications do you have for appealing to guests visually? How do you market your hotel visually?
- 4.** Which kinds of applications within the scope of auditory marketing do you have that can affect your guests? For example, what kind of music do you choose to play?
- 5.** Do you have any specific application appealing to haptic senses of your guests? If you do, what are they? For example, what kind of upholstery do you use?
- 6.** Is there any olfactory application that attracts the attention of guests? If there is, what is it? For example, is there any special smell you use in rooms?
- 7.** Do you have some applications appealing to sense of taste? If you do, what are they? Have you determined a special flavor?
- 8.** Can you describe your hotel with 3 words? Why guests should prefer this hotel?

RESUME

PERSONAL INFORMATION

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High School 2002-2006 : SEMİKLER HIGH SCHOOL- İZMİR, CLASS OF FOREIGN LANGUAGE

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