

An Analysis of the Impact of Experiential Marketing in the Tourism Industry: A Bibliometric Literature Review

Khayrul Alam ^{a++*}

^a *Department of Business Administration, University of Brahmanbaria, Brahmanbaria-3400, Bangladesh.*

Author's contribution

The sole author designed, analysed, interpreted, prepared, read and approved the final manuscript.

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ABSTRACT

Introducing and implementing experiential marketing in tourism has the potential to enhance the overall tourist experience, increase its economic benefits, and foster its growth. Experiential marketing is a marketing strategy that engages the consumer and creates real-life experience that will be remembered. This type of marketing focuses on getting consumers to experience the brand. Several empirical studies have investigated the relationship between experiential marketing and tourism practices, as well as their impact on the tourism industry. Bibliometric studies that organize production in this field, however, are still scarce. The goal of the study is to identify the most recent research on experiential marketing practices in tourism industry related to marketing by examining the articles available on the SCOPUS platform and determining the state of the art, trends, and

⁺⁺ Senior Lecturer;

*Corresponding author: E-mail: Khayrul.du@gmail.com;

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other indicators. We obtained a sample of 110 materials from the SCOPUS database, covering the period from 2004 to May 11, 2024, in the subject area. The researcher processed the data and used the VO Sviewer software to graphically illustrate the results. The study looked at how many publications appeared at the same time each year, keyword trends, co-citations, bibliographic coupling, and analysis of co-authorship, countries, and institutions. It shows that the body of literature on experiential marketing and tourism issues in the tourism industry is growing very quickly. The study results show that the USA, Spain, China, Turkey, Taiwan, Italy, and Australia are the most productive countries in the field of research output on experiential marketing and the tourism industry. The top six journals account for 1078 citations, as do several prolific authors. The investigation also reveals that the International Journal of Contemporary Hospitality Management is the top source title on the topic, and the most frequently used keyword is experiential marketing. The largest subject area is "Business, Management, and Accounting," with 89 associated articles, accounting for 43.8% of the total. On this topic, the USA is the leading country. This research study provides insight about the state of the art and research opportunities in the experiential marketing and tourism industries to academicians, researchers, and policymakers who are searching for answers to the topic.

Keywords: Experiential marketing; marketing; tourism; customer experience; tourist behavior; customer satisfaction; tourism market and tourist experience.

1. INTRODUCTION

Businesses operate in an experienced economy, benefiting consumers through experiences that enhance happiness, with tourism, dining, and sports being key experiential categories [1]. The tourism industry should adopt experiential marketing theory to foster customer loyalty through experience dimensions and experiential value [2]. Experiential marketing, including sensing, emotion, thinking, actions, and relational experiences, significantly influences behavioural intention in the festival tourism industry. Chen (2014) classified experiential marketing into four categories: sensory experience, emotional experience, thinking experience, action experience, relational experience, and other dimensions [3]. Tourism marketing utilizes social media and e-marketing to cater to the growing consumer interest in experiencing experiences and experiential marketing [4]. Pine and Gilmore (1998) studied the theme "Experiential Tourism and Experiential Marketing" and developed "The Four Realms of an Experience" constructs with several dimensions that resulted in different marketing areas [5]. Experiential marketing has revolutionized marketing, hospitality, and tourism, with terms like "memorable," "extraordinary," "special," and "peak" referring to diverse experiences, despite their problematic meanings and characteristics [6]. Experiential marketing is a key strategy in tourism, focusing on creating memorable and extraordinary customer experiences that consider individual outcomes, emotions, and meanings [7]. Experiential marketing enhances customer

satisfaction by promoting emotional and functional values like feel perception, think perception, and service quality [8]. Incorporating experiential marketing into tourism and implementing it effectively can enhance the overall tourism experience, boost its economic benefits, and foster its growth [9]. Over the past two decades, the experience economy has significantly impacted the tourism industry, enhancing our understanding of event tourists' experiences by analyzing expos based on different demographic groups [10]. The experience economy has sparked interest from academia and industry managers in creating memorable customer experiences and applying experiential marketing to the tourism industry [11]. The study highlights the significant connection between experiential marketing strategies and the growth of a destination with both tangible and intangible heritage, while also examining the unique implications of emerging tourism networks [12]. Tourism factories blend manufacturing, culture, history, tourism, and recreation, offering experiential marketing activities to enhance tourists' perception of products and corporate image [13]. Cultural organisations use the experiential approach and/or experiential marketing to retain and develop their audience base [14]. Relationship quality measures a customer's lifetime value, based on satisfaction, trust, and commitment, ensuring a positive customer experience [15]. The travel agency sector employs a multichannel approach, both in-agency and online, to investigate the impact of traveler's cognitive and affective/sensory predispositions on customer

experience [16]. Culinary tourism emphasizes delivering food-based experiences to travelers, aiming to generate positive impact in individuals' lives and improve marketing results [17]. Globally, cultural and experiential tourism is thriving, reviving traditional food markets and creating jobs and new business opportunities. Garcia (2018) identified a growing group of tourists seeking unique experiences and local activities in renovated urban historical centers, eager to explore their developed experiential leisure offerings [18]. Small businesses can utilize assets to transform urban spaces into attractive tourist destinations through organization, social collaboration, and marketing based on traditions and cultural heritage [19]. The tourism industry is increasingly recognizing the importance of managing the on-board servicescape, recognizing the physical environment as a key competitive advantage for delivering a memorable tourism experience [20]. Food and wine events use festivalscapes to gauge participants' emotions, satisfaction, and future behavior, thereby enhancing visitors' behavioural intentions [21]. The study assessed the tourism potential of public museums in a country using six criteria: cultural, physical, product, experiential, marketing, and leadership [22]. The study suggests that experiential offerings in rural communities can generate economic benefits through consumption, especially in relation to rural heritage sites, considering both emotional and cognitive aspects [23]. The industry uses communication strategies, emotional and experiential marketing, and advertising speeches to create sensibilities, conditions, attitudes, and modes of purchase in a niche economy [24]. Experiential marketing effectively influences tourists through positive emotions, relying on their imagery processing, which is a mental system involved in processing experiential stimuli [25]. Experiential marketing is utilized by tourists to enhance their interest in nature tourism destinations by targeting variables such as sense, act, relate, feel, and think [26]. Destination branding, experiential marketing, and tourism products all have a significant impact on tourism word of mouth and revisit intention [27]. Environmental concerns, escapism, countryside lifestyle, entertainment, and spillovers from international travel are important drivers for tourists' revisit intentions [28]. Experience encounter elements have significant influences on attractiveness perception via the mediating effects of experience value in the context of tourism and hospitality [29]. Emotions are key

drivers of consumption in the tourism and hospitality sectors. Le et al. (2020) analyze consumer appraisals, emotions, and behavioral intentions in four conditions: two marketing visual formats (poster vs. video) and two delivery channels (advertising vs. e-word-of-mouth) [30].

2. LITERATURE REVIEW

2.1 Experiential Marketing and Tourism: A Theoretical Framework

Philosophy enhances experiential marketing by integrating experience and authenticity concepts with independence, attrition, and perception, demonstrating the fruitfulness of philosophy in promoting marketing effectiveness [31]. New generations are embracing phygital, a hybrid world that merges digital and physical spaces, offering unique value to the tourism industry through increased consumer interactivity [32]. Innovative marketing strategies enable organisations to communicate with their customer base in ways that enhance the customer experience. Fernandes (2023) introduced a new framework for festival customer experience, incorporating event design, social environment, and digital environment as interrelated concepts. Fernandes and Krolikowska (2023) apply a theory adaptation design to customize a customer experience framework for festival experiences, leveraging literature on experiential marketing in events, festivals, tourism, and leisure [33].

The model utilizes 360° VR videos for creating immersive tourism and hospitality tours, aiming to enhance affective, attitudinal, behavioral, and cognitive dimensions in hotel environments and tourist zones [34]. Sahin and Guzel (2020) identified experiential destination components including localness, activities, hospitality, infrastructure, novelty, service quality, superstructure, gastronomy, value for money, and affection [35]. Tourism and hotel companies aim to adapt to a global, evolving, and hypercompetitive environment by focusing on innovation, design, art, and new leisure options [36]. The co-creation experience enriches the tourism experience and provides insights into the industry's experiential marketing. Deng (2024) introduced a systematic assessment scale for co-creative tourism experiences, identifying variables like entertainment, immersion, achievement, novelty, authenticity, uniqueness, education, and interaction [37].

2.2 Innovation and Experiential Marketing

Innovation is a way in which destinations can improve their marketing strategies by focusing on the offering of experiences centered on the sale of products or services through the application of an experiential marketing approach to marketing innovations [38]. Innovative experience design is crucial for tourism and hospitality firms, leading to value creation in the sector by going beyond service excellence and focusing on experiential marketing [39]. Technology has revolutionized experiential design, products, and services to cater to consumer needs and motivations [40]. Businesses use innovative approaches in experiential marketing, like customisation, service diversification, and cultural assimilation, to strengthen customer relationships and foster business growth and development. Billore (2021) identified some factors related to experience, such as lifestyle, soft skills, landscapes, traditions, professions, history, and nature. [41]. Visitors from diverse nationalities exhibit significant differences in behavior in the experience economy, tourism experience, and experiential satisfaction, influenced by diverse experiential and cultural motivations [42]. Creative tourism, a form of cultural tourism, relies heavily on marketing to promote local handicrafts and establish a marketing link with the tourism destination [43]. The Internet's real-time interactivity offers online customer experiences, promoting brand services like website-based services and experiential marketing for tourists [44]. Digital innovation and virtual environments, like social media, help museums gain a competitive advantage by attracting new visitors through experiential marketing in exhibitions and art galleries [45]. Cuisine is crucial for economic and social life globally, with haute cuisine gastronomic experiences involving the senses and generating unique, innovative experiences for customers [46]. ICT and tourism applications are vital for the sustainability of World Cultural Heritage Sites, meeting stakeholder expectations, especially for senior tourists, a significant generation in cultural tourism [47].

2.3 Customer Experience and Engagement in Tourism

The concept of customer experience is gaining traction in the hospitality industry, with a strong correlation between desired customer behaviors and perceived dimensions [48]. Customer satisfaction is a critical variable in tourism, where travel experiences focus on electronic word-of-

mouth (eWOM) for future visitors. Mcneely (2020) found that perceptions of novelty, value, conservation focus, authentic cultural experience, and freedom of exploration are drivers of customer satisfaction [49]. Customer engagement, experience, and behavioral intent significantly influence age in tourism, with affective and behavioral engagement impacting all age groups [50]. The customer experience is a multidimensional concept comprising five dimensions: hedonic pleasure, personal progression, social interaction, efficiency, and surreal feeling [51]. Leri's 2021 Big Five personality traits, agreeableness, neuroticism, extraversion, and conscientiousness, significantly influence visitor experience constructs, emotional responses, and intention to return in experiential marketing contexts [52]. Companies must invest in employee training and development to effectively implement marketing experiences, as they serve as the link between the internal and external worlds [53]. The theory of stakeholders and sustainable university strategies provide insight into students' perspectives on international experiences, emphasizing emotions and connection to host universities' tourism destinations [54]. Customer experience management (CEM) encompasses various aspects such as total customer experience, transcendent experience, transformational experience, authentic experience, and experience co-creation [55]. The Customer Experiential Knowledge Management (CEKM) approach connects customer knowledge management theory to customer service experience, enhancing organizational absorptive capacity and innovative performance [56]. Schmitt's five dimensions of customer experience (cognitive, affective, sensory, behavioral, and social) significantly influence service provider loyalty [57]. Customers prioritize cognitive, affective, and sensory attributes when choosing a hotel, including price, service, food quality, and national brand, when selecting a hotel [58]. Value appraisals precede satisfaction, establishing a relationship between customer satisfaction with each destination service or encounter and overall customer value [59]. Experiential marketing is a successful strategy for enhancing hedonic tourism and hospitality experiences by fostering imagination and positive emotions among tourists [60]. Experience is the core of experiential marketing, transforming tourism products and gaining prominence among businesses in the industry [61]. Experiential marketing and price are influenced by customer trust, with price playing a crucial role in shaping

perceptions and providing valuable insights for effective customer relationship management [62]. Garcia (2018) defines food markets as tourist resources that should provide an experiential experience for a growing, demanding market niche [18].

2.4 Experiential Marketing and Branding of Tourism

Chen (2022) study reveals that visitors' emotions, thoughts, and actions significantly influence their experiences, with brand image and satisfaction mediating the relationship between experiences and loyalty [63]. Integrated resorts gain popularity in tourism due to customer perception, brand reputation, experience, attitude, and behavioral intention, leading to favorable experiences and revisit intentions [64]. Resort service businesses utilize integrated experiential marketing and quality function development to create competitive brands from consumer and firm perspectives [65]. Experiential marketing enhances brand perception, providing a comprehensive and interactive experience, thereby providing a competitive advantage for event organizers in the tourism industry [66]. Events significantly impact public perception of a brand or organization through their experiences and opportunities to interact through various channels and tools [67]. Emotional experiences in mega-events and citizens' ecological orientation enhance city brand attitude, enhancing perceived quality of life through city brand consolidation [68]. McKercher (2004) identified five key attribute categories for a place's popularity: product, experiential, marketing, cultural, and leadership, which are essential for branding a specific location [69]. To enhance a city's tourism development, enhance residents' quality of life through experiential strategies that stimulate emotions and green strategies that link green actions to the event [70]. Sports event tourism experiences mediate event attitude and sportswear sponsors' brand equity. Chun's 2013 study identified four experiential components in sports event tourism: "sense," "feel," "think," and "relate," which influence positive event attitudes and brand equity [71]. Understanding the experiential aspects of tourist activities at historic sites and museums is crucial for tourism operators to cater to diverse tourist needs. DeVellis (2003) identified 17 items in five dimensions: entertainment, culture, identity-seeking, education, relationship development, and escapism [72]. Scent marketing in hotels

enhances customer emotional responses by triggering memories and emotions through the use of scent [73]. The literature on hospitality and tourism, particularly in the attractions industry, emphasizes factors like image, service quality, price fairness, and customer loyalty [74]. Tourism experiences significantly influence modern tourists' behavior, shaping their role in tourism, accommodation marketing, and branding, all within the context of experiential marketing and management issues in the tourism industry [75]. Branding tourism destinations enhances consumer value by focusing on excellent service quality and the unique setting and surroundings of each visitor [76]. Küçükkambak (2022) plans to attract tourists to a holiday destination annually through brand management, experiential marketing, unique attraction showcases, and long-term consumer associations [77]. Tourism destinations are enhancing their competitive advantage by providing experiential services, as per a 2020 report [78]. Destination branding is crucial for international audiences, requiring the creation and communication of a distinctive, positive, and recognizable identity [79]. Ecotourism is a nature-focused tourism approach that enhances spiritual and living experiences by promoting cultural customs and the natural landscape through experiential marketing and experience value [80].

3. METHODOLOGY

This study is an attempt to analyze the trends in scientific research on experiential marketing and the tourism industry. The bibliometric methodology encapsulates the application of quantitative techniques (i.e., bibliometric analysis—e.g., citation analysis) on bibliometric data (e.g., units of publications and citations). Bibliometrics is the statistical analysis of books, articles, or other publications. We use analyses to monitor the output and impact of authors or researchers. We also use it to calculate journal impact factors. Scholars use bibliometric analysis for a variety of reasons, such as to uncover emerging trends in article and journal performance, collaboration patterns, and research constituents, as well as to explore the intellectual structure of a specific domain in the existing literature. VOSviewer is a software tool for creating maps based on network data, as well as visualising and exploring these maps. We collected data in May 2024 from SCOPUS, one of the most important bibliographic databases. The Scopus databases are the most used,

reliable, trustworthy, indexing, and citation databases. The primary search terms for the research were "Experiential Marketing AND Tourism Industry", with the sub-search terms "Experiential Marketing" AND "Tourism" OR "Engagement Marketing", yielding a total of 110 results. In SCOPUS subject areas, we selected business, management and accounting, social science, "economics, econometrics, and finance," "computer science," "environmental science," "decision science," "energy," the arts and humanities, and engineering. In terms of document type, we selected articles, conference papers, books, and book chapters. We can also visualise bibliometrics data to gain insight into publication relationships. On May 11, 2024, we retrieved a total of 110 articles from the SCOPUS database, covering the period from 2004 to 2024. The research study used simultaneous occurrence of publications by year, country productivity, organisation publications, keyword trends, citations, bibliographic coupling, document sources, subject areas, and analysis of author and co-author on the topic of experiential marketing and the tourism industry. The importance of analysis and graphic representation lies in their ability to provide academics and professionals with a deeper understanding of experiential marketing research, including results related to the tourism industry and a mapping of key trends in the field. Co-authorship analysis examines the interactions among scholars in a research field. Since co-authorship is a formal form of intellectual collaboration among scholars, Co-word analysis is a technique that examines the publication's actual content. Co-word analysis often derives its words from the "author keywords." The author utilised VOSviewer software to analyse the collected data and arrive at relevant conclusions. A bibliometric literature review summarises large quantity of bibliometric data to present the state of the intellectual structure and emerging trends in the experiential marketing and tourism industries or related fields.

4. DATA ANALYSIS AND INTERPRETATION

4.1 Publications by Year

The Journal of Annals of Tourism Research published the first article on experiential marketing and tourism, "Attributes of Popular Cultural Attractions in Hong Kong," in 2004. But the number of publications has increased gradually (shown in Table 1). From 2019 to 2023, the tourism industry and experiential marketing

saw the highest number of published articles. Ten articles were published in 2019. 2020 saw the highest number of articles published, totaling 17. We published 12 articles in 2021, 13 articles in 2022, 10 articles in 2023, and by May 2024, we had published 2 articles on this topic.

Table 1. Year-Wise Publications

SL. No.	Years	Publications
1.	2024	2
2.	2023	10
3.	2022	13
4.	2021	12
5.	2020	17
6.	2019	10
7.	2018	7
8.	2017	8
9.	2016	3
10.	2015	3
11.	2014	6
12.	2013	6
13.	2012	4
14.	2011	3
15.	2010	1
16.	2009	0
17.	2008	2
18.	2007	1
19.	2006	1
20.	2005	0
21.	2004	1

Fig. 1 illustrates the annual trend of publications on experiential marketing and tourism, generated from the SCOPUS data of 110 articles. The number of publications has grown substantially from 2017 to 2023. The number of publications reached a peak in 2020, with 17 published articles on this topic. The data collection took place on May 11, 2024.

4.2 Publications by Subject Area

Table 2 divides the 110 articles into thirteen subject areas. The subject area "Business, Management, and Accounting" is the most salient subject area, with 89 published articles, equivalent to 43.8% of the total. The second major subject area is "Social Science," with 36 publications, equivalent to 17.7% of the total. "Economics, Econometrics, and Finance," with 19 publications (9.4%), is the third influential subject area in the experiential marketing and tourism industries. "Computer Science" is the fourth significant subject area on this topic, with 16 publications (7.9%). Then comes "Environmental Science" with 10 publications

(4.9%), "Decision Science" with 9 publications (4.4%), "Energy" with 6 publications (3%), "Engineering" and "Mathematics" with 5 publications (2.5%), and "Arts and Humanities" with 3 publications (1.5%), rounding out the total. The remaining subject areas each contribute 2.5% to the total.

Fig. 2 illustrates, based on statistical calculations, the number of publications on experiential marketing and the tourism industry within the subject area. This graphical presentation represents the subject area's vivid position on the topic.

4.3 Publications by Journal

The analysis reveals that 87 journals published articles on experiential marketing and the tourism industry. Table 3 outlines the top 10 core journals in the study's research field. "International Journal of Contemporary Hospitality Management" and "Journal of Hospitality and Tourism Research" both published the highest number of articles, with five. The "Journal of Travel and Tourism Marketing," "Sustainability

(Switzerland)," and "Smart Innovation, Systems, and Technologies" published the second-highest number of articles, each with four. "International Journal of Hospitality Management" secured the third position with three articles. "Journal of Travel Research," "Annals of Tourism Research," "Current Issues in Tourism," and "Tourism Review," each with two publications, came next.

Table 4 shows the highest citation source title, Tourism Management, with 290 citations. The Journal of Travel Research, with 240 citations, is the second-highest citation source. Annals of Tourism Research occupies the third position with 203 citations. The Journal of Marketing (120 citations) and the Journal of Consumer Research (119 citations) hold the fourth and fifth positions, respectively. The Journal of Business Research holds the sixth position with 106 citations. The citations for the next four journals range from 104 to 77. Three sources—Tourism Management, Journal of Travel Research, and Annals of Tourism Research—achieved the optimum citation total of 733.

Table 2. Publications by subject area

SL. No.	Subject	Publications	% of Total
1.	Business, Management and Accounting	89	43.8
2.	Social Science	36	17.7
3.	Economics, Econometrics and Finance	19	9.4
4.	Computer Science	16	7.9
5.	Environmental Science	10	4.9
6.	Decision Science	9	4.4
7.	Energy	6	3.0
8.	Engineering	5	2.5
9.	Mathematics	5	2.5
10.	Arts and Humanities	3	1.5
11.	Agricultural and Biological Science	2	1.0
12.	Earth and Planetary Science	2	1.0
13.	Psychology	1	0.5

Table 3. Number of publications by journal

Sl.No.	Journal	Publications	% of 110
1.	International Journal of Contemporary Hospitality Management	5	4.545
2.	Journal of Hospitality and Tourism Research	5	4.545
3.	Journal of Travel and Tourism Marketing	4	3.636
4.	Sustainability (Switzerland)	4	3.636
5.	Smart Innovation, Systems and Technologies	4	3.636
6.	International Journal of Hospitality Management	3	2.727
7.	Journal of Travel Research	2	1.818
8.	Annals of Tourism Research	2	1.818
9.	Current Issues in Tourism	2	1.818
10.	Tourism Review	2	1.818

Documents by year

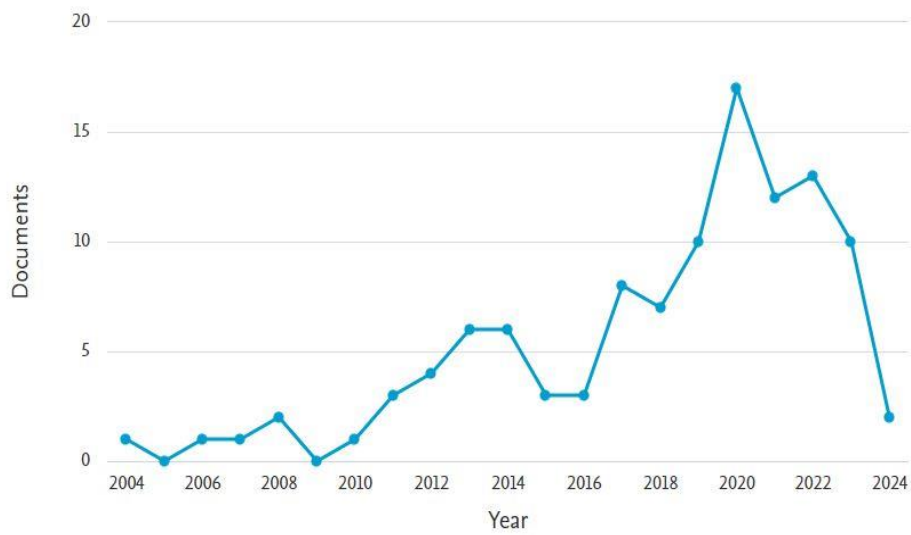


Fig. 1. Publications by Year (2004-2024)

Documents by subject area

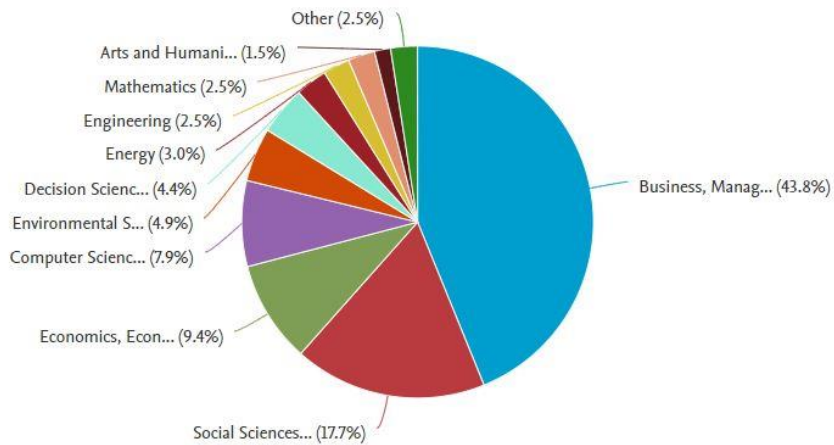


Fig. 2. Publications by subject area

Table 4. Number of citations by journal

Sl.No.	Source	Citations
1.	Tourism Management	290
2.	Journal of Travel Research	240
3.	Annals of Tourism Research	203
4.	Journal of Marketing	120
5.	Journal of Consumer Research	119
6.	Journal of Business Research	106
7.	Journal of Travel & Tourism Marketing	104
8.	International Journal of Contemporary Hospitality Management	96
9.	International Journal of Hospitality Management	88
10.	Journal of Retailing	77

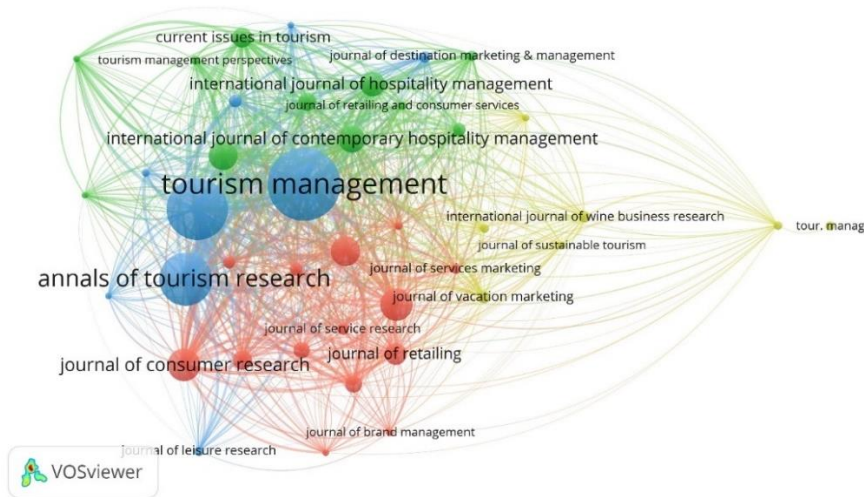


Fig. 3. Journal citations network

4.4 Keywords Analysis

A total of 573 keywords initially appeared in the study on experiential marketing and the tourism industry. The researcher then carried out keyword filtering by limiting the occurrences in the SCOPUS database to a minimum of three times. After filtering, 36 keywords meet the thresholds. Table 5 lists the keywords that appear most frequently. We notice that the most influential keyword, "experiential marketing," has appeared 61 times. The second most influential keyword is "marketing," with 32 occurrences. "Tourism," with 22 occurrences across all keywords, secures the third position. "Commerce" holds the fourth rank, appearing 14 times. "Customer experience" ranks fourth with 8 occurrences, followed by "tourism behaviour," "customer satisfaction," "tourism market," with 6 occurrences, and "tourist experience" with 5 occurrences, among the 110 articles published between 2004 and May 2024. The most influential keywords in the study's research fields are experiential marketing, marketing, tourism, commerce, and customer experience.

4.5 Geographical Analysis of Publications

Using VOSviewer software to analyze the co-authorship and citations of countries, it becomes clear that this research topic is global, given the distribution of the 110 sample articles across 36 countries. The researcher carried out the filtering of the author's country affiliation by limiting the publications in the SCOPUS database to a minimum of five articles about each country. After filtering, 10 countries meet the thresholds. These 10 countries have produced the most

academic papers in this area of research. According to the data, the USA is the country with the highest number of publications (15 articles), equivalent to 13.636% of the total. Spain is the country with the most published articles, equivalent to 12.727% of the total. China, with 13 published articles (11.818% of the total), holds the third position in terms of country-wise publication. Turkey has the fourth highest publication rate on experiential marketing and the tourism industry, with 10 articles (9.091% of the total). Together, these four countries published 52 articles, or 47.27% of total publications, indicating a greater contribution and research interest in this area. Taiwan occupies fifth place in terms of the number of publications, followed by Italy, Australia, South Korea, Indonesia, and Portugal. These 10 countries account for 86.36% of all published articles.

Table 7 demonstrates the country-wise citation of research work on experiential marketing and the tourism industry. Citations confirm that the researchers are conducting proper research work, and they give credit to the author of the sources used in the research. A higher citation, on the other hand, indicates a higher contribution and greater research concentration in this area. Out of all published articles, the top 10 countries account for 3082 citations. Through the citation analysis using VOSviewer software, it is clear to us that the United States of America holds the top-most position (1205 citations). Australia holds the second-highest position with 349 citations. Italy secures the third-highest position with 337 citations. South Korea, Spain, Taiwan, China, Turkey, Portugal, and Indonesia follow, in that order.

Table 5. Number of keywords occurrence

Sl. No.	Keyword	Occurrences
1.	Experiential Marketing	61
2.	Marketing	32
3.	Tourism	22
4.	Commerce	14
5.	Customer Experience	8
6.	Tourist Behavior	7
7.	Behavioral Intention	6
8.	Customer Satisfaction	6
9.	Tourism Market	6
10.	Wine Tourism	6
11.	Cultural Tourism	5

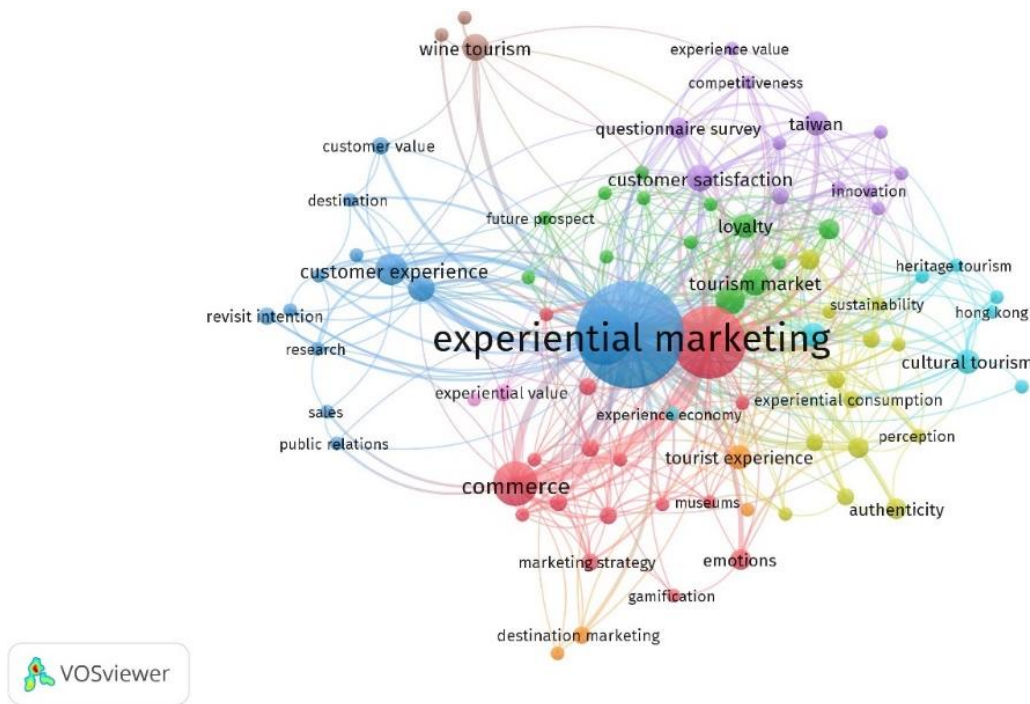


Fig. 4. Keyword trends (2004-2024)

Table 6. Number of Publications by Country

SL. No.	Country	Publications	% of 110
1	USA	15	13.636
2.	Spain	14	12.727
3.	Chaina	13	11.818
4.	Turky	10	9.091
5.	Taiwan	9	8.182
6.	Italy	9	8.182
7.	Australia	8	7.273
8.	South Korea	6	5.454
9.	Indonesia	6	5.454
10.	Portugal	5	4.545
	Total	95	86.363

Table 7. Number of citations by Country

Sl. No.	Country	Citations
1.	United States	1205
2.	Australia	349
3.	Italy	337
4.	South Korea	307
5.	Spain	265
6.	Taiwan	208
7.	China	185
8.	Turkey	170
9.	Portugal	48
10.	Indonesia	8
Total		3082

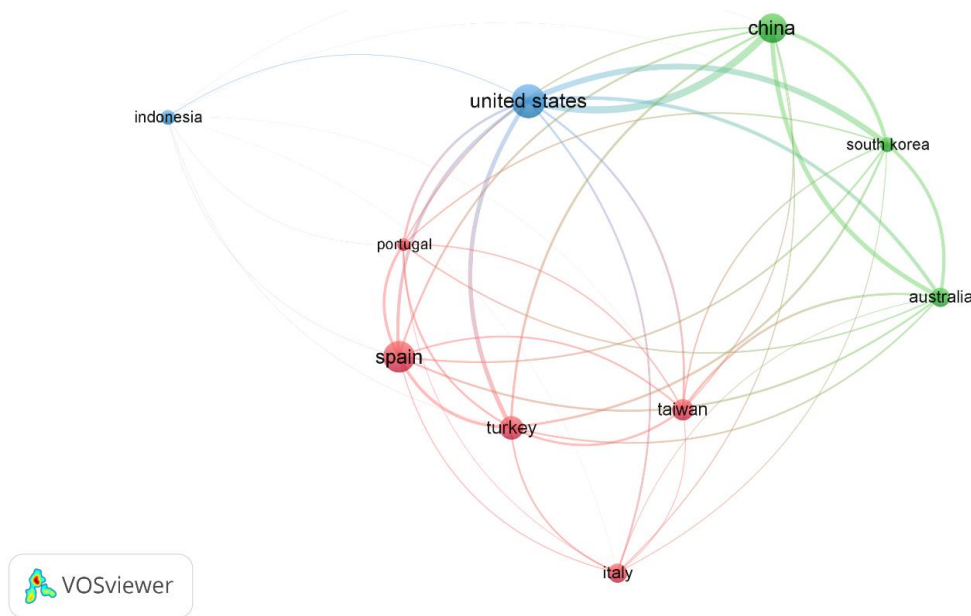


Fig. 5. Citations by Country

4.6 Analysis of Publications by Organizations

The top seven universities are responsible for publishing 110 articles with optimal citations. They are San Francisco State University, the University of Central Florida, the International Business School, the University of Udine, Texas Tech University, the University of Otago, and the Central University of Kashmir. Table 8 displays the optimal citations of organizations in research on experiential marketing and the tourism industry. San Francisco State University ranks first, tied with the University of Central Florida, with 352 citations. International Business School occupies the second position with 296 citations, while the University of Udine ranks third, tied with Texas Tech University, with 278 citations of

publications. Citations for the following four organizations range from 241 to 156.

Table 9 presents the top 10 organizations that have generated the highest number of academic papers within the study's research area. Among them, three organisations responsible for the publication of articles are Vinuniversity, the University of the Sunshine Coast, and the University of Pisa. Vinuniversity ranks first, tied with the University of the Sunshine Coast and the University of Pisa, with two publications, equivalent to 1.82% of the total. San Francisco State University, the University of Central Florida, the International Business School, the University of Udine, Texas Tech University, and the University of Otago follow, each contributing one publication, accounting for 0.91% of the total.

Table 8. Organization-wise citations

Sl.No.	Organization	Citations
1.	San Francisco State University	352
2.	University of Central Florida	352
3.	International Business School,	296
4.	University of Udine,	278
5.	Texas Tech University,	278
6.	University of Otago, Dunedin	241
7.	Central University of Kashmir	203
8.	State University	156
9.	Department of Management, Hallym University	156

Table 9. Number of publications by organizations

Sl.No.	Organization	Publications	% of 110
1.	Vinuniversity	2	1.818
2.	University of The Sunshine Coast	2	1.818
3.	University of Pisa,	2	1.818
4.	San Francisco State University	1	0.909
5.	University of Central Florida, United States	1	0.909
6.	International Business School	1	0.909
7.	University of Udine,	1	0.909
8.	Hospitality, And Retailing, Texas Tech University	1	0.909
9.	Department of Statistics, University of Padua,	1	0.909
10.	Department of Marketing, University of Otago,	1	0.909

4.7 Analysis of Citations

Citation analysis is the examination of documents' citation frequency, patterns, and graphs. It utilizes the directed graph of citations—links connecting one document to another—to unveil the characteristics of the documents. The basic aim is to identify the most important documents in a collection. The analysis of article citations is the most widely used method of assessing the impact of authors, journals, and articles; hence, it identifies the key papers in the research area. Table 10 analyses the structure of citations in the relevant area of research. The article "An epistemological view of consumer experiences," which has a total of 352 citations in the "International Journal of Hospitality Management," is the most cited in this field.

Scholars can identify the core material to support their studies by understanding the most cited documents, articles, and journals, both historically and annually. A citation is an official document or speech that praises a person for something brave or special they have done. When two documents reference the same document, they produce a citation. We use this approach for documents, authors, and journals to

illustrate a document's relevance to a specific topic. It is possible to identify the author's document citation network by analyzing the figure. The most cited document is Walls A.R.9 (2011), which appears in the red clusters. Williams A. (2006) appears in the blue cluster with 296 citations. Mason M.C. (2012), Yuan Y.-H., Wu C. (2008), Knobloch U. (2017), with 241 citations, and Rather R.A. (2020a), with 203 citations, follow closely behind with 278 citations.

4.8 Analysis by Author

Initially, 262 authors appeared in the SCOPUS database using VOSviewer software during the period of publication from 2004 to May 2024. However, we carried out citation filtering by restricting an author's document to at least two of the 262 authors in the SCOPUS database. After filtering, 18 authors meet the thresholds. Table 11 demonstrates the top 10 prolific authors with the highest publications. Rathor has achieved first rank in terms of publications, tied with Le, Dung, and Scott, with 3 of 110 publications, equivalent to 2.717% of the total. Aitken, Rob, Knobloch, Robertson, and Hollebeek trail behind with 2 publications, accounting for 1.818% of the total.

Table 10. Citations by articles

Title	Author	Journal	Year	Citations
An epistemological view of consumer experiences	Walls A.R.; Okumus F.; Wang Y.R.; Kwun D.J.W.	International Journal of Hospitality Management	2011	352
Tourism and hospitality marketing: Fantasy, feeling and fun	Williams A.	International Journal of Contemporary Hospitality Management	2006	296
Investigating the role of festivalscape in culinary tourism: The case of food and wine events	Mason M.C.; Paggiaro A.	Tourism Management	2012	278
Relationships Among Experiential Marketing, Experiential Value, and Customer Satisfaction	Yuan Y.-H.; Wu C.	Journal of Hospitality and Tourism Research	2008	278
Experience, Emotion, and Eudaimonia: A Consideration of Tourist Experiences and Well-being	Knobloch U.; Robertson K.; Aitken R.	Journal of Travel Research	2017	241
Customer experience and engagement in tourism destinations: the experiential marketing perspective	Rather R.A.	Journal of Travel and Tourism Marketing	2020	203
The effects of cognitive, affective, and sensory attributes on hotel choice	Kim D.; Perdue R.R.	International Journal of Hospitality Management	2013	156
Customers' service-related engagement, experience, and behavioral intent: Moderating role of age	Rather R.A.; Hollebeek L.D.	Journal of Retailing and Consumer Services	2021	155
A critical review of research on customer experience management: Theoretical, methodological and cultural perspectives	Hwang J.; Seo S.	International Journal of Contemporary Hospitality Management	2016	136
Influence of customer experience on loyalty and word-of-mouth in hospitality operations	Cetin G.; Dincer F.I.	Anatolia	2014	124
Relationship Quality with a Travel Agency: The Influence of the Postpurchase Perceived Value of a Tourism Package	Moliner M.A.	Tourism and Hospitality Research	2007	122

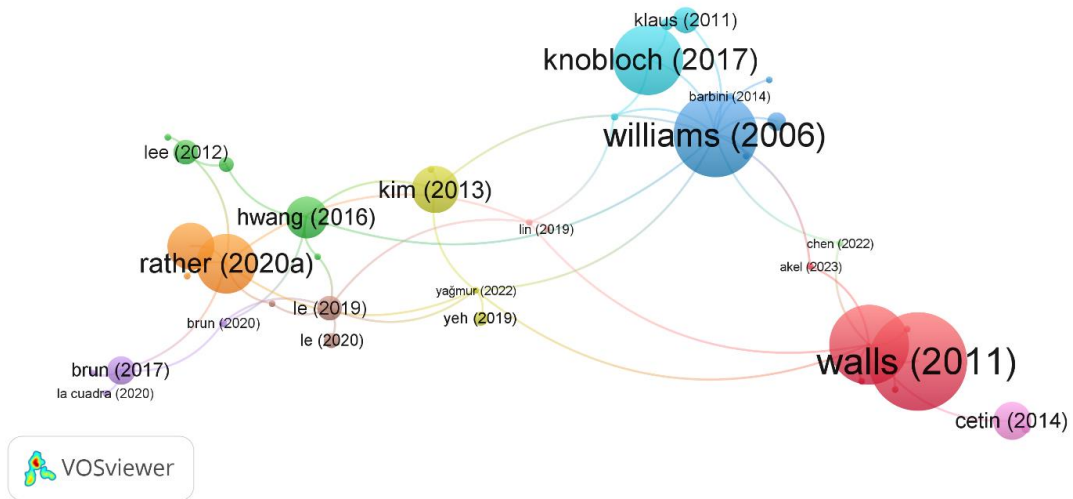


Fig. 6. Document citations network

Table 11. Publications by author

Sl.No.	Author	Publications	% of 110
1.	Rather, Raouf Ahmad	3	2.727%
2.	Le, Dung	3	2.727%
3.	Scott, Noel	3	2.727%
4.	Aitken, Rob	2	1.818%
5.	Knobloch, Uli	2	1.818%
6.	Robertson, Kirsten	2	1.818%
7.	Hollebeek, Linda D.	2	1.818%
8.	Lohmann, Gui	2	1.818%
9.	Brun, Isabelle	2	1,818%
10.	Rajaobelina, Lova	2	1.818%

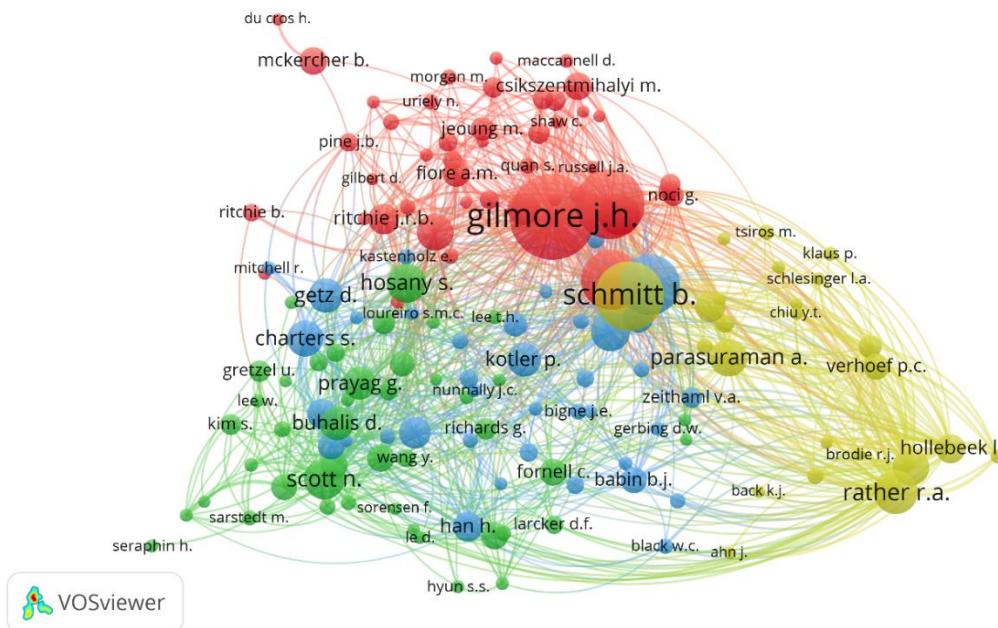


Fig. 7. Author citations network

Table 12. Number of citations by author

SL. No.	Author	Citations
1.	Rather, Raouf Ahmad	402
2.	Aitken, Rob	275
3.	Knobloch, Uli	275
4.	Robertson, Kirsten	275
5.	Hollebeek, Linda D.	199
6.	Le, Dung	140
7.	Scott, Noel	140
8.	Lohmann, Gui	121
9.	Brun, Isabelle	113
10.	Rajaobelina, Lova	113

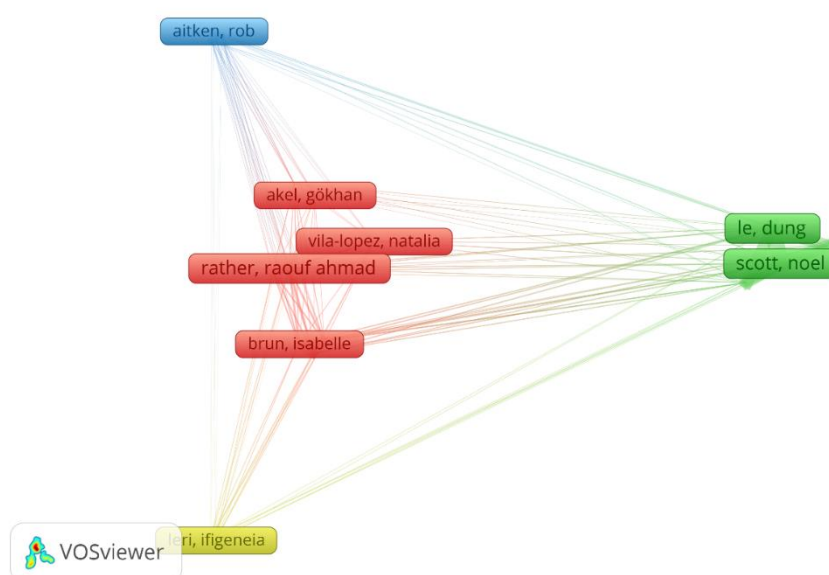


Fig. 8. Bibliographic coupling of authors

Table 12 displays the author-wise citations in the research work on the experiential marketing and tourism industry. The highest number of citations indicated the highest contribution to this research area. We found that, rather, Raouf Ahmed holds the top position in terms of citations (402 citations). Aitken ranks in the second-highest position, tied with Knobloch and Robertson with 275 citations. Hollebeek, with 199 citations, secures the third place. Le, Scott, Lohmann, Brun, and Rajaobelina follow with citation counts ranging from 140 to 113.

Bibliographic coupling is the opposite of co-citation. If both publications cite a third publication, they are considered bibliographically coupled (Kessler, 1963). In other words, bibliographic coupling is about the overlap of publications' reference lists. One can apply this approach to various entities, such as papers,

journals, authors, organisations, and countries. The examination of the authors' bibliographic coupling reveals a correlation between articles and authors with numerous citations. The figure depicts the visual landscape of the authors' bibliographic coupling, enabling us to observe and quantify the strength of the connection between them. The map reveals four well-defined clusters (17 items), and the lines draw concomitant citations between them.

5. KEY DISCUSSION

The techniques for bibliometric analysis manifest across two categories: (1) performance analysis and (2) science mapping. In essence, performance analysis accounts for the contributions of research constituents, whereas science mapping focuses on the relationships between research constituents.

5.1 Performance Analysis

Performance analysis examines the contributions of research constituents to a given field.

The most prominent author, Rather, has achieved first rank in terms of publications, tied with Le, Dung, and Scott, with 3 of 110 publications, equivalent to 2.717% of the total. According to the institution's performance, Vinuniversity has achieved first, tied with the University of the Sunshine Coast and the University of Pisa, with two publications, equivalent to 1.82% of the total. San Francisco State University, the University of Central Florida, the International Business School, and the University of Udine have made the greatest contributions to this topic in terms of citations.

In terms of country-wise publications on this topic, the USA, Spain, China, Turkey, and Taiwan have made the most significant contributions. The United States published 15 articles, equivalent to 13.636% of the total on the American continent. In Europe, Spain, Portugal, and Italy have published 28 publications on this topic, equivalent to 25.454% of the total. But in Asia, China, Turkey, Taiwan, South Korea, and Indonesia have collectively published 44 publications, which is equivalent to 40.0% of the total on this topic. Based on country-wise citations, the USA holds the top position in the America Continent, with the highest total of 1205 citations out of 3082. But the Asia continent has secured the second position (South Korea, Taiwan, Turkey, Indonesia, and China) with the highest (878) citations. With 650 citations, Europe has ranked third (Spain, Italy, and Portugal). The Australian continent (Australia) has the fourth-highest citations on experiential marketing and the tourism industry. Among the top ten countries, American and Asian countries have the highest contribution to the citations on this topic.

According to journal-wise publications, "International Journal of Contemporary Hospitality Management" and "Journal of Hospitality and Tourism Research" have published the most articles, with five, equivalent to 4.545% of the total. But "Journal of Travel and Tourism Marketing," "Sustainability (Switzerland)," and "Smart Innovation, Systems, and Technologies" together have published 12 articles, equivalent to 10.908% of the total on this topic. By analysing journal-wise citations, the top three journals—Tourism Management, Journal of

Travel Research, and Annals of Tourism Research—have achieved the highest citations combined (733 citations), equivalent to 50.796% of the total 1443 citations in the research study of experiential marketing and the tourism industry.

5.2 Science Mapping

Science mapping investigates the relationships between research components.

Key-word analysis is a technique that examines the publication's actual content. The key-word analysis assumes that words that frequently appear together have a thematic relationship with one another. Initially, a total of 573 keywords appeared in the study on experiential marketing and the tourism industry using VOSViewer software. The most influential keyword, "experiential marketing," has appeared 61 times. The second most influential keyword is "marketing," with 32 occurrences. The third most influential keyword on this research topic is "tourism," appearing 22 times overall. Keyword analysis can be used by business scholars to elaborate on the content of each thematic cluster.

Among the 262 authors, Rather and Raouf Ahmad rank first (402 citations) on the basis of co-authorship affiliation. Three co-authors (Aitken and Rob; Knobloch and Uli; Robertson and Kirsten) have contributed to the research topic with 825 total citations. Bibliographic coupling is ideal for business scholars who want to uncover a broad spectrum of themes and their latest developments. Through the analysis, the four clusters (9 items) provide a representation of the research study on experiential marketing and the tourism industry.

The number of citations experiential marketing receives determines its significant impact in the tourism industry. The analysis allows for the identification of the most influential publications in a particular research field. The most cited in this area is "An epistemological view of consumer experiences," which has a total of 352 citations in the "International Journal of Hospitality Management." And the second most cited document, "Tourism and hospitality marketing: fantasy, feeling, and fun," has 296 citations in the International Journal of Contemporary Hospitality Management. Finally, we can say that experiential marketing, tourism, and the tourism industry are two of the most

significant issues in the sustainable development of the hospitality sector, which is essential for a country's economic development.

6. CONCLUSION

Experiential marketing, arguably marketing's most contemporary orientation, is strongly involved in tourism and hospitality marketing and promotion. And tourism is one of the most representative social phenomena of our age, not only because it combines economic, symbolic, and relational aspects but, above all, because of the possibilities it offers for the analysis of changes in cultural practices and lifestyles of a very large part of the population. This research study has explored the significant impact of experiential marketing on the tourism industry. The results show that experiential marketing focuses on customer experience and engagement, service innovation, and branding tourism, which have positive effects on customer satisfaction. Tourists exhibit a high level of consciousness regarding the sensual and emotional experiences offered by experiential marketing. Customer experience and engagement, taking into account branding, tourism, and the marketing of tourist destinations, are crucial for further research. Therefore, we can tailor the experiential marketing concept to specific tourism sectors like hotels, parks, cuisine, destinations, and tourist equipment. Simultaneously, the role of stakeholders in experiential marketing research was also identified, seeking to capture the different points of view, the respective involvement, and their relationship with experiential marketing and tourism issues. Today, the new generations are ready to experience a hybrid world known as phygital, which combines digital and physical spaces. This new physical world also provides unique value for the tourism industry in terms of establishing a new channel of interactivity with its consumers [81]. The Internet's real-time interactivity sets it apart from other consumer environments, providing excellent opportunities for online customers' experiences and the development of brand services, ultimately leading to the promotion of customers' and tourists' experiential marketing [44]. Tourism and hospitality managers can use the outcome of this research study to gain an in-depth understanding of customer experiences, develop effective marketing strategies, and further stage the operational environment to maximise customers' perceived experiential value.

The validity of the results from 2024 extends to the month of May, when the data collection took place. In order to provide a complete overview of scientific production in 2024, future research may cover the whole year. Bibliometric analysis relies on technical decisions, such as choosing language and investigation fields, which may exclude relevant papers from the analysis. Another limitation is the exclusive use of the SCOPUS database, despite consulting other databases. A multisource method comparing different databases might give a broad overview of the investigation in this field and a better comprehension of the main differences and implications of using different databases. However, a bibliometric analysis may not fully capture the contexts and motivations underlying citation behavior. A bibliometric approach provides an analysis that is noteworthy and descriptive, but it may lack some content analysis to increase explanation capacity and provide a deeper analysis of the results and implications.

DISCLAIMER (ARTIFICIAL INTELLIGENCE)

I, Khayrul Alam author of this article, hereby declare that NO generative AI technologies such as Large Language Models (ChatGPT, COPILOT, etc) and text-to-image generators have been used during writing or editing of manuscripts.

COMPETING INTERESTS

Author has declared that no competing interests exist.

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