



# Memorable Sensory Experience in Restaurant: A State-Of-The-Art Review

Dora Rašan<sup>1</sup>   
Karmela Višković<sup>2</sup>  
Denis Prevošek<sup>3</sup>

Received: June 18, 2022  
Revised: November 26, 2022  
Accepted: December 28, 2022  
Published: December 30, 2022

## Keywords:

Experience economy;  
Memorable restaurant  
experience;  
Sensory perception;  
Systematic quantitative  
approach



Creative Commons Non  
Commercial CC BY-NC: This  
article is distributed under the terms of  
the Creative Commons Attribution-Non-  
Commercial 4.0 License (<https://creativecommons.org/licenses/by-nc/4.0/>) which  
permits non-commercial use, reproduc-  
tion and distribution of the work without  
further permission.

**Abstract:** *The restaurant industry is no longer expected to provide only high food and service quality but to stimulate the senses that will contribute to creating a memorable experience for restaurant guests. Thus, sensory senses play an increasingly important role for restaurateurs, especially in the context of nurturing long-term relationships with guests. Therefore, the main purpose of this research is to identify and evaluate studies that dealt with a memorable sensory experience of restaurant guests. The findings of this study indicate that the largest number of studies was published in 2019 (24%) in Asia (36%). Furthermore, scientific experts included all five sensory components in only 32% of the studies examining guests about their memorable restaurant experiences. The contribution of this research is reflected in determining the presence of sensory perception in the literature related to gastronomy. The results of this research enable the awareness of restaurateurs and scientific experts about the importance of examining the sensory perception of restaurant guests.*

## 1. INTRODUCTION

Every restaurant strives to create a memorable guest experience in order to build a long-term relationship. In doing so, the restaurant must take into consideration that the experience for each guest is individual, more precisely it differs from person to person. In other words, it exists in the mind of the individual, engaged on an emotional, physical, intellectual, or even spiritual level (Pine & Gilmore, 1998). So, a memorable experience represents an event of sufficient importance to be stored in the long-term memory (Larsen, 2007) of the restaurant guest. Memory is an indispensable role because it allows an individual to relive an event that happened in the past (Neumann, 1992).

Often reliving a positive event in the mind, is a predictor of the guest's return to the restaurant (Servidio & Ruffolo, 2016). Such a restaurant experience can be characterized as episodes, a chunk of time that one went through with sights and sounds, feelings and thoughts, motives and actions closely knitted together, stored in memory, labeled, relieved, and communicated to others (Hassenzahl et al., 2013). It is no longer enough to provide high food and service quality, it is necessary to stimulate the strengthening of the guest's senses in experiencing restaurant products, services and the physical environment. Thus, it is essential to use sensory aspects to develop the concept to enhance the overall restaurant experience (Schifferstein, 2006). Sensory perception is perceived as the way one notices things with the senses of smell, hearing, sight, sound, and touch, or how one thinks about something and his/her idea of what it is like (Qiong, 2017). Thus, sensory perception encompasses all five human senses - vision, smell, taste, touch, and sound (Hultén, 2015). In the restaurant industry, sensory stimulation is most often achieved through ambient smell and taste.

<sup>1</sup> University of Rijeka, Faculty of Tourism and Hospitality Management, Primorska 42, Opatija, Croatia  
<sup>2</sup> University of Rijeka, Faculty of Tourism and Hospitality Management, Primorska 42, Opatija, Croatia  
<sup>3</sup> University of Rijeka, Faculty of Tourism and Hospitality Management, Primorska 42, Opatija, Croatia

The main purpose of this research is to use a systematic quantitative approach to analyze in detail the studies that deal with the memorable sensory experience of guests who visited the restaurant. The specific objectives of the research are to analyze selected studies according to (1) year of publication, (2) geographical area and (3) components of memorable sensory experience in the restaurant. Starting from the set goal, the following research question was formulated: “What are the most common components of memorable sensory experience in the restaurant?”. Through the conducted research, scientific experts will gain insight into the representation of sensory components in previous research. This review article is structured in such a way that the introduction is followed by the methodology, results, conclusion and references.

## **2. THEORETICAL FRAMEWORK**

The smell is one of the strongest human senses, which influences his/her emotions, motivation and memories with extreme intensity (Herz, 2011). Different olfactory signs or signals can evoke memories that are usually even more intense than those elicited by auditory, tactile, visual, or verbal signs (Morrin, 2011). Over the years, ambient fragrances have been increasingly used in restaurants (Lukander, 2021). The reason for this is that smell help to improve the atmosphere in space by having an indirect impact on guest behavior (Kotler, 1973). Specifically, the use of ambient scents (smell) can affect the positive mood of the guest which can ultimately increase the revenue of the facility (Morrin, 2011).

The taste of food is realized through taste buds that are found all over the tongue and in the back of the mouth (Lukander, 2021). People recognize only six primary flavors, and these are sweet, sour, salty, bitter, umami (Schiffman, 2000) and fatty (Keast & Costanzo, 2015). It is the expectations about food quality that affect our perception of taste (Krishna, 2013), and it is up to the restaurant facility to exceed the expectations of its guests. Given the cultural differences, there are really different combinations of dishes that mix flavors sweet and salty, salty and bitter, etc. So, the possibilities are endless and only imagination is the limit when coming up with new, innovative ideas to stimulate the senses through food (Lukander, 2021). Therefore, it is extremely important how to recognize and use taste in creating a memorable restaurant experience for restaurant guests.

The sense of sight has a great effect on the guest’s perception of various restaurant components, such as the physical environment of the interior and exterior (Carins et al., 2020; Horng & Hsu, 2020, 2021; Wardono et al., 2012; Marković et al, 2021a), the food aesthetic (Marković et al, 2021a, 2021b; Oh & Kim, 2020; Ouyang et al., 2018; Tsaur et al., 2020) and aesthetic labor (Marković et al, 2021a, 2021b; Hanks & Line, 2018; Horng et al., 2013; Horng & Hsu, 2020, 2021). In the literature, most research is devoted to the visual aspect of the restaurant experience (Hussein, 2018; Liu & Tse, 2018; Richardson et al., 2019). It is therefore not surprising that sensory marketing is most focused on the sense of sight (Lukander, 2021). Visual media, such as social media, influence the recognizable and memorable sensory signature of a hospitality company (Krishna, 2013). The visual aspect is especially noticeable through the guest’s perception of the use of colors in the restaurant, whether it is the physical environment (Horng & Hsu, 2021) or the appearance of food and beverage (Paakki et al., 2019).

Music is one aspect of a restaurant’s sensory experience and as such can be the slower or faster tempo and quieter or louder. Slow-tempo music is associated by the customer, in this case, the guest, with a more relaxed atmosphere, quiet space and soothing effect (Meyers-Levy et al., 2011). Although there are no differences in the level of customer satisfaction in stores with regard to the volume of music,

it was found that customers spend less time in stores where the music was louder compared to places where the music was quieter (Fulker, 2019). In addition to the impact of music volume on guest consumption (Piqueras-Fiszman & Spence, 2014), it also has an impact on their overall experience. Of course, music has a significant impact on the time spent in a restaurant. Proof of this lies in the fact that regardless of the tempo of the music, the guests ate the same amount of food, but consumed larger amounts of beverages (Milliman, 1986). In other words, revenue from beverages increased by 41% in the case of playing faster-paced music in a restaurant (Milliman, 1986).

Although in the literature on restaurants, touch is the least researched topic, as sensory stimulation is equally important for guests. Touch is called the proximal sense, which can be used to detect objects, shapes and sizes (Peck, 2011). Thus, touch is a close sense in which contact is required to perceive an object (Klatzky, 2011). Aristotle believed that touch transmits all the senses of perception, making it the strongest sense (Siegel, 1975). With the help of touch, the consumer obtains information and makes the final decision with the important goal of purchase (Lukander, 2021). According to the above, for a person, the hands are the first contact with different surfaces on the basis of which he creates the first impression of the product (Lukander, 2021). Therefore, in some cases, providers of hospitality products and services concentrate on encouraging the touch of guests by using different materials and surfaces in the restaurant environment.

### 3. METHODOLOGY

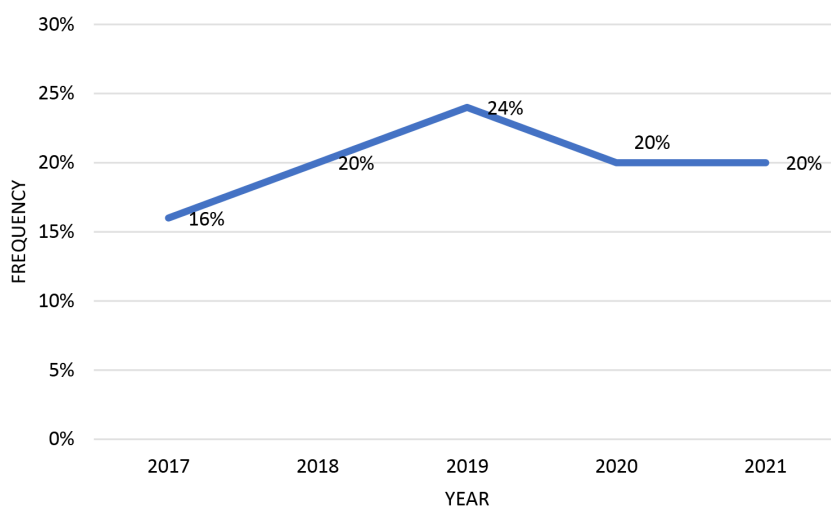
In this study, secondary data were taken, and in their analysis, mapping and synthesis, a systematic quantitative literature review was used (Khoo-Lattimore et al., 2019), which consists of the following stages:

- establishing the review objectives;
- identifying search keywords, databases and literature selection criteria;
- searching databases, screening search outcomes against the criteria identified prior and fine-tuning the exclusion and inclusion criteria;
- presentation of graphical and tabular research results;
- analyzing summary tables.

The intention of this research was to get comprehensive picture of the components of sensory perception of restaurant guests, in order to determine their representation in research on a memorable restaurant experience based on the collected and analyzed data. In the global Google Scholar database, the relevant scientific literature was searched by the keywords “memorable sensory experience in restaurant”, “memorable restaurant experience”, “memorable dining experience” and “memorable gastronomic experience”. After the papers dealing with this topic were found in the mentioned databases, they were stored in the Mendeley reference management software (available for free at: <https://mendeley.en.softonic.com/> ). Given that there were a large number of papers, 46 to be precise, the following elimination criteria were selected in the selection of papers to be included in the final sample: (a) the papers must be written in English; (b) papers must be published from 2017; (c) the papers must deal with the topic of the memorable sensory experience of restaurant guests as a main concept or as part of the examining instrument of research on memorable restaurant experience. According to the above criteria, 25 studies were finally selected in the sample and analyzed according to the year of publication, geographical coverage and research components. Descriptive statistics were used in data processing for the first two analyzes, and the obtained results were presented by graphical method. In addition to the previous quantitative part, content analysis was applied for the qualitative part of the research (Table 1).

#### 4. RESEARCH RESULTS

In this chapter, the results of a literature review of a memorable sensory experience of restaurant guests are presented. The reviewed and selected papers are analyzed according to predetermined parameters, namely: (1) year of publication, (2) geographical coverage and (3) review of models used in examining the memorable sensory experience of restaurant guests.

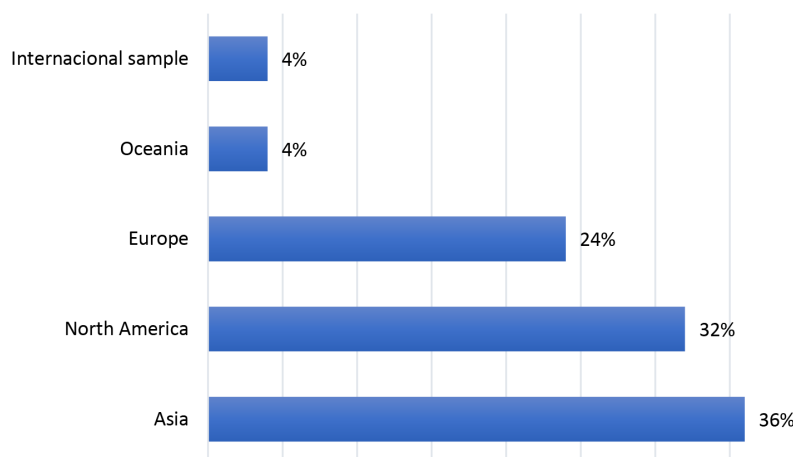


**Figure 1.** Articles analysis by year (2017 – 2021)

Source: authors' research

The frequency analysis was aimed at determining the number of articles on a memorable sensory experience in a restaurant, considering the year in which the articles were published. The analysis includes articles for the period from 2017 to 2021, more precisely the last five years. As shown in the graphic, the largest number of papers was published in 2019 (24%), while in the next two years, there was a decline in the number of papers. Due to the appearance of the COVID-19 pandemic, restaurant facilities were closed, which also affected the reduction in the number of papers on the researched topic.

The following is a geographical analysis of papers on a memorable sensory experience in a restaurant.



**Figure 2.** Geographical articles analysis

Source: authors' research

**Table 1.** Content analysis of previous memorable sensory experience in restaurant research

Author and year	Constructs and/ or dimensions
Ouyang et al. (2017)	Constructs: food aromas, emotion, impression of food and restaurant
Sthapit (2017)	Dimensions: local specialties and food attributes (taste), authenticity, novelty, togetherness and social interaction, hospitality, servicescape, food, souvenirs
Bekar (2017)	Constructs: aesthetic value components, customer aesthetic experiences, behavioral intentions Dimensions of construct aesthetic value components: interior visual appeal, exterior visual appeal, sensory appeal
Ding & Lee (2017)	Dimensions: entertainment, food culture, nostalgia, stress relief, healthy diet education.
Yoon & Chung (2018)	Dimensions: perceived risks, perceived benefits, attitudes, purchasing intention
Liu & Tse (2018)	Constructs: restaurant attributes, satisfaction, behavioral intentions Dimensions of restaurant attributes construct: food, service, price and value, convenience, atmosphere
Hussein (2018)	Dimensions: food aspects, interaction quality, physical environment and service outcome.
Stone et al (2018)	Dimensions: food / drink, location / setting, companions, occasion, touristic elements
Hanks & Line (2018)	Constructs: social servicescape, attitude to restaurant, experience satisfaction, cognitive loyalty Dimensions of social Servicescape construct: employee Servicescape (Perceived Similarity, Physical Appearance, Suitable Behavior) and customer Servicescape (Perceived Similarity, Physical Appearance, Suitable Behavior) Dimensions of cognitive loyalty construct: return intention, WOM intention, EWOM
Richardson et al (2019)	Constructs: dining experience attributes, satisfaction, behavioral intentions Dimensions of dining experience construct: food quality, service quality, ambience, convenience
Sthapit et al (2019)	Constructs: Novelty seeking, Experience co-creation, Servicescape, Choice overload, Experience intensification Memorable local food experience, Hedonic well-being
Cao et al (2019)	Constructs: sensory, behavioral, affect, social, overall experience
Liao & Fang (2019)	Constructs: attitude, subjective norm, perceived behavioral, landscape perception and preference, behavioral intention
Paakki et al (2019)	Dimensions: aesthetics in food, colors in food, green color in the eating surroundings
Zhang et al (2019)	Constructs: cafe experience, value for money, consumer satisfaction, loyalty intentions Dimensions of cafe experience: food quality, coffee quality, beverage quality, service quality, ambience
Horng & Hsu (2020)	Constructs: physical environment, product and service, employee's aesthetic traits, other customer's aesthetic traits
Wen et al (2020)	Constructs: Music Enjoyment, Music Congruency, Perceived Authenticity. Satisfaction, Behavioral Intention
Kala (2020)	Variables: Restaurant Location, Hygiene & Cleanliness, Decoration, Restaurant Atmosphere, Physical Environment Experience, Traditional Food Preparation, Authentic Local Food, Attractive Food Presentation, Healthy Food & Ingredients, Food Quality, Service Quality, Service Employee Attributes, Human Interaction Experience
Moon et al (2020)	Constructs: Inter-table distance, Exclusive use, Place dependence, Place identity, Uncomfortable gazes from others, Perceived territoriality, Solo dining satisfaction, Revisit intention to dine alone, Desire for gastronomy, Desire for convenience
Tsaur & Lo (2020)	Dimensions: excellent service behavior, exquisite and delicious cuisine, amazing physical environment and unique atmosphere, high perceived value
Horng et al (2021)	Constructs: aesthetic guest experience (dining environment), pleasantness, memorable experience, behavioral intentions Dimensions of aesthetic guest experience construct: physical environment, product and service, employee's aesthetic traits, other customer's aesthetic traits
Marković et al (2021b)	Constructs: functional, mechanic and humanic Dimensions of construct functional: food and beverage Dimension of construct mechanic: facility Dimensions of construct humanic: service and experience
Marković et al (2021a)	Constructs: physical environment, food aesthetics and aesthetic labor Dimensions of physical environment construct: interior, exterior and ambience
Chen et al (2021)	Constructs: motivation, CoE (expectations), MTE, satisfaction, WOM, revisit intentions Dimensions of MTE construct: refreshment, involvement, hedonism, local culture, knowledge, novelty, meaningfulness
Park et al (2021)	Dimensions: food, service, atmosphere, value, green attributes, overall restaurant experience evaluation, behavioural intentions

Source: authors' research



Based on the processed data shown in Figure 2, it can be seen that the largest number of studies on the researched issues was conducted in Asia (36%) in countries such as Taiwan (44.45%), China (11.11%), Indonesia (11.11%), India (11.11%), Korea (11.11%) and Vietnam (11.11%). Asia is followed by North America (32%) and Europe (24%). In Europe, studies were conducted in Finland (50%), Croatia (33.33%) and Turkey (16.67%). A 4% research was conducted on the continent of Oceania in New Zealand. Only one study had an international sample (4%).

Table 1 chronologically presents research on a memorable sensory experience in a restaurant from 2017 to 2021.

As shown in Table 1, only 36% of studies contain all sensory components in examining the memorable experience of restaurant guests (Bekar, 2017; Cao et al., 2019; Kala, 2020; Liu & Tse, 2018; Marković et al., 2021a; Park et al., 2021; Richardson et al., 2019; Tsaur & Lo, 2020; Zhang et al., 2019). The previously mentioned components appear as dimensions and/or sub-dimensions called atmosphere, ambience and sensory experience, while in the remaining research sensory components such as sight and taste predominate. Taste and smell as representatives of sensory components are the focus of research by Ouyang et al. (2017) in the context of food aromas. On the other hand, Sthapit (2017) uses the dimension of local specialties and food attributes in examining the perception of restaurant guests about the taste of local specialties they tasted in a restaurant facility. Although in most studies the sound element was examined for restaurant guests through a single variable, in the Wen et al. (2020) study music is the main backbone of observation. Touch is the least represented as a subject of research on memorable experience of restaurant guests and does not appear as a separate construct, dimension, or subdimension but is mainly tested through one variable of the examining instrument in the table of the mentioned research. Also, based on the content analysis it was evident that the restaurant sensory component has a causal relationship with constructs “satisfaction” and “loyalty”. More precisely, restaurant guest satisfaction is mentioned in 28% of studies, while “loyalty” (behavioural, attitudinal, and composite) is used in as many as 40% of studies included in the sample.

## 5. CONCLUSION

In the restaurant industry, sensory stimulation is crucial in achieving a memorable experience for restaurant guests. Given that restaurateurs are struggling to achieve the greatest possible competitive advantage in the tourism market, this review article will provide holders of this form of tourism with insight into the important factors for achieving a memorable experience for restaurant guests. The analysis found that the largest number of studies on this topic was conducted in Asia (36%) in 2019 (24%). Based on the content analysis, it was identified that in slightly more than one-third of the studies, all sensory factors were included in the examination of a memorable sensory experience in a restaurant. Also, a relationship between various constructs involved in 25 studies of the memorable sensory experience of restaurant guests was investigated, on the basis of which the following causal constructs of memorable sensory experience were identified: satisfaction and loyalty of restaurant guests.

Like any research, this one has also certain limitations. One of the limitations is the consideration of articles exclusively in English, so in the future research should focus on covering articles written in other languages as well. Also, in this study, the sample included articles only for the period from 2017 to 2021, consequently future research in the sample should cover a wider period of time. In the search of studies that dealt with the observed topic, only the world database Google

Scholar was used. For this reason, it is suggested that future researchers use other bases, such as Emerald insight and ScienceDirect. Given the scarce sample (N = 25), the proposal for future research is to include a larger number of articles in order to achieve better representativeness of the results. In order to accomplish the most detailed insight, it would be desirable to conduct analyzes according to the name of the journal and keywords cluster analysis. The contribution of this research is not only crucial for scientific experts but also has a great contribution for restaurateurs because based on the analyzed data they can get a more detailed insight into the tools used so far in examining the memorable experience of restaurant guests. Since the emphasis in this research is on sensory experiences, restaurateurs can use this to obtain relevant data with which they will be able to determine their strengths and weaknesses in the current business.

## REFERENCES

- Bekar, A. (2017). The effects of aesthetic value in food and beverage businesses on the aesthetic experiences and revisit intentions of customers. *The Journal of Academic Social Science Studies*, 1(54), 373–388. <https://doi.org/10.9761/JASSS6915>
- Cao, Y., Li, X. (Robert), DiPietro, R., & So, K. K. F. (2019). The creation of memorable dining experiences: formative index construction. *International Journal of Hospitality Management*, 82, 308–317. <https://doi.org/10.1016/j.ijhm.2018.10.010>
- Carins, J. E., Rundle-Thiele, S. R., & Ong, D. L. (2020). Keep them coming back: The role of variety and aesthetics in institutional food satisfaction. *Food Quality and Preference*, 103832, 1-8. <https://doi.org/10.1016/j.foodqual.2019.103832>
- Chen, L.-H., Wang, M.-J. S., & Morrison, A. M. (2021). Extending the memorable tourism experience model: a study of coffee tourism in Vietnam. *British Food Journal*, 123(6), 2235–2257. <https://doi.org/10.1108/BFJ-08-2020-0748>
- Ding, D., & Lee, H. M. (2017). A measurement scale for food festival visitor experience. *International Journal of Tourism Sciences*, 17(3), 180–197. <https://doi.org/10.1080/15980634.2017.1349069>
- Fulker, M. (2019). How Background Music Can Influence Customer Spend in Retail & Hospitality. [Online] Available at: <https://www.startlemusic.com/blog/how-background-music-can-influencecustomer-spend-retail-hospitality>
- Hanks, L., & Line, N. D. (2018). The restaurant social servicescape: Establishing a nomological framework. *International Journal of Hospitality Management*, 74, 13–21. <https://doi.org/10.1016/j.ijhm.2018.01.022>
- Hassenzahl, M., Eckoldt, K., Diefenbach, S., Laschke, M., Lenz, E., & Kim, J. (2013). Designing moments of meaning and pleasure. Experience design and happiness. *International Journal of Design*, 7(3), 21-31.
- Herz, R. S. (2011). The emotional, cognitive, and biological basics of olfaction: Implications and considerations for scent marketing. In *Sensory Marketing: Research on the Sensuality of Products*, 2, 87-107. <https://doi.org/10.4324/9780203892060-15>
- Hornig, J. S., Chou, S. F., Liu, C. H., & Tsai, C. Y. (2013). Creativity, aesthetics and eco-friendliness: A physical dining environment design synthetic assessment model of innovative restaurants. *Tourism Management*, 36, 15-25. <https://doi.org/10.1016/j.tourman.2012.11.002>
- Hornig, J.-S., & Hsu, H. (2020). A holistic aesthetic experience model: Creating a harmonious dining environment to increase customers' perceived pleasure. *Journal of Hospitality and Tourism Management*, 45, 520–534. <https://doi.org/10.1016/j.jhtm.2020.10.006>
- Hornig, J.-S., & Hsu, H. (2021). Esthetic Dining Experience: The relations among aesthetic stimulation, pleasantness, memorable experience, and behavioral intentions. *Journal of*

- Hospitality Marketing & Management*, 30(4), 419–437. <https://doi.org/10.1080/19368623.2021.1859425>
- Hultén, B. M. L. (2015). The impact of sound experiences on the shopping behaviour of children and their parents. *Marketing Intelligence and Planning*, 33(2), 197-215. <https://doi.org/10.1108/MIP-03-2014-0060>
- Hussein, A. S. (2018). Revisiting the importance of casual dining experience quality: an empirical study. *International Journal of Quality and Service Sciences*, 10(3), 233–252. <https://doi.org/10.1108/IJQSS-04-2017-0041>
- Kala, D. (2020). Dimensions of a memorable food and restaurant experience in mountainous destinations: An interpretive structural modeling approach. *Enlightening tourism. A path-making journal*, 10(2), 206-214. <https://doi.org/10.33776/et.v10i2.5111>
- Keast, R. S., & Costanzo, A. (2015). Is fat the sixth taste primary? Evidence and implications. *Flavour*, 4(1), 1-7. <https://doi.org/10.1186/2044-7248-4-5>
- Khoo-Lattimore, C., Mura, P., & Yung, R. (2019). The time has come: a systematic literature review of mixed methods research in tourism. *Current Issues in Tourism*, 22(13), 1-20. <https://doi.org/10.1080/13683500.2017.1406900>
- Klatzky, R. L. (2011). Touch: A gentle tutorial with implications for marketing. In A. Krishna (Ed.), *Sensory Marketing: Research on the Sensuality of Products* (pp. 63-78). New York: Routledge. <https://doi.org/10.4324/9780203892060-10>
- Kotler, P. (1973). Atmospherics as a marketing tool. *Journal of Retailing*, 49(4), 48-64.
- Krishna, A. (2013). *Customer sense: How the 5 senses influence buying behavior*. Springer. <https://doi.org/10.1057/9781137346056>
- Larsen, S. (2007). Aspects of a psychology of the tourist experience. *Journal of Hospitality and Tourism*, 7(1), 7-18. <https://doi.org/10.1080/15022250701226014>
- Liao, W.-L., & Fang, C.-Y. (2019). Applying an Extended Theory of Planned Behavior for Sustaining a Landscape Restaurant. *Sustainability*, 11(18), 1-13. <https://doi.org/10.3390/su11185100>
- Liu, P., & Tse, E. C.-Y. (2018). Exploring factors on customers' restaurant choice: an analysis of restaurant attributes. *British Food Journal*, 120(10), 2289–2303. <https://doi.org/10.1108/BFJ-10-2017-0561>
- Lukander, A. (2021). Enhancing Customer Experience Through Sensory Perception: Case Restaurant Más. In Bachelor's Thesis. Helsinki. Haaga-Helia University of Applied Sciences.
- Marković, S., Dorčić, J., Rašan, D., Bucić, B., & Blažić, M. (2021a). Aesthetic guest experience in restaurant: a state-of-the-art review. In V. Bevanda (Ed.), *Economics & Management: How to Cope with Disrupted Times - Selected Papers*. Paper presented at 5th International Scientific Conference EMAN 2021, Ljubljana, Slovenia (hybrid), March 18, 2021 (pp. 135 - 148). Belgrade: Association of Economists and Managers of the Balkans. <https://doi.org/10.31410/EMAN.S.P.2021.135>
- Marković, S., Dorčić, J., Rašan, D., Bucić, B., & Blažić, M. (2021b). Content analysis of Michelin restaurants online reviews in Croatia. In V. Bevanda (Ed.), *Economics & Management: How to Cope with Disrupted Times*. Paper presented at 5th International Scientific Conference EMAN 2021, Ljubljana, Slovenia (hybrid), March 18, 2021 (pp. 381 - 392). Belgrade: Association of Economists and Managers of the Balkans. <https://doi.org/10.31410/EMAN.2021.381>
- Meyers-Levy, J., Bublitz, M. G., & Peracchio, L. A. (2011). The sounds of the marketplace: The role of audition in marketing. In A. Krishna (Ed.), *Sensory Marketing: Research on the Sensuality of Products* (pp. 167-186). New York: Routledge. <https://doi.org/10.4324/9780203892060-19>



- Milliman, R. E. (1986). The Influence of Background Music on the Behavior of Restaurant Patrons. *Journal of Consumer Research*, 13(2), 286-289. <https://doi.org/10.1086/209068>
- Moon, S., Bonn, M. A., & Cho, M. (2020). How can the solo dining experience be enhanced? Focusing on perceived territoriality. *International Journal of Hospitality Management*, 88, 102506. <https://doi.org/10.1016/j.ijhm.2020.102506>
- Morrin, M. (2011). Scent marketing: An overview. *Sensory Marketing*, 105-116. <https://doi.org/10.4324/9780203892060-14>
- Neumann, M. (1992). Investigating subjectivity: Research online and experience. In C. Eillis & M. Flaherty (Eds.), *The trail through experience* (pp. 176–201). Newbury Park: Sage Publications, Inc.
- Oh, M. (Moon), & Kim, S. (Sam). (2020). Dimensionality of ethnic food fine dining experience: An application of semantic network analysis. *Tourism Management Perspectives*, 100719, 1-13. <https://doi.org/10.1016/j.tmp.2020.100719>
- Ouyang, Y., Behnke, C., Almanza, B., & Ghiselli, R. (2017). The Influence of Food Aromas on Restaurant Consumer Emotions, Perceptions, and Purchases. *Journal of Hospitality Marketing and Management*, 27(4), 405–423. <https://doi.org/10.1080/19368623.2017.1374225>
- Paakki, M., Aaltojärvi, I., Sandell, M., & Hopia, A. (2019). The importance of the visual aesthetics of colours in food at a workday lunch. *International Journal of Gastronomy and Food Science*, 16, 100131. <https://doi.org/10.1016/j.ijgfs.2018.12.001>
- Park, E., Kwon, J., Chae, B. (Kevin), & Kim, S.-B. (2021). What Are the Salient and Memorable Green-Restaurant Attributes? Capturing Customer Perceptions From User-Generated Content. *SAGE Open*, 11(3), 215824402110315. <https://doi.org/10.1177/21582440211031546>
- Peck, J. (2011). Does touch matter? Insights from haptic research in marketing. In A. Krishna (Ed.), *Sensory Marketing: Research on the Sensuality of Products* (pp. 17-31). New York: Routledge. <https://doi.org/10.4324/9780203892060-9>
- Pine, B. J., & Gilmore, J. H. (1998). Welcome to the experience economy. *Harvard Business Review*, 98–105.
- Qiong, O. U. (2017). A Brief Introduction to Perception. *Studies in Literature and Language*, 15(4), 18-28.
- Richardson, S., Lefrid, M., Jahani, S., Munyon, M. D., & Rasoolimanesh, S. M. (2019). Effect of dining experience on future intention in quick service restaurants. *British Food Journal*, 121(11), 2620–2636. <https://doi.org/10.1108/BFJ-09-2018-0617>
- Schiffstein, H. N. J. (2006). The perceived importance of sensory modalities in product usage: A study of self-reports. *Acta Psychologica*, 121(1), 41–64. <https://doi.org/10.1016/j.actpsy.2005.06.004>
- Schiffman, S. S. (2000). Taste quality and neural coding: Implications from psychophysics and neurophysiology. *Physiology and Behavior*, 69(1), 147-159. [https://doi.org/10.1016/S0031-9384\(00\)00198-0](https://doi.org/10.1016/S0031-9384(00)00198-0)
- Servidio, R., & Ruffolo, I. (2016). Exploring the relationship between emotions and memorable tourism experiences through narratives. *Tourism Management Perspectives*, 20, 151-160. <https://doi.org/10.1016/j.tmp.2016.07.010>
- Siegel, R.E. (1975). Galen on psychology, psychopathology, and function and diseases of the nervous system. *Medical History*, 19, 99 - 100.
- Piqueras-Fiszman, B., & Spence, C. (2014). *The perfect meal: the multisensory science of food and dining*. John Wiley & Sons. <https://doi.org/10.1002/9781118491003>
- Sthapit, E. (2017). Exploring tourists' memorable food experiences: a study of visitors to Santa's official hometown. *Anatolia*, 28(3), 404–421. <https://doi.org/10.1080/13032917.2017.1328607>

- Sthapit, E., Coudounaris, D. N., & Björk, P. (2019). Extending the memorable tourism experience construct: an investigation of memories of local food experiences. *Scandinavian Journal of Hospitality and Tourism*, 19(4–5), 333–353. <https://doi.org/10.1080/15022250.2019.1689530>
- Stone, M. J., Soulard, J., Migacz, S., & Wolf, E. (2018). Elements of Memorable Food, Drink, and Culinary Tourism Experiences. *Journal of Travel Research*, 57(8), 1121–1132. <https://doi.org/10.1177/0047287517729758>
- Tsaur, S.-H., & Lo, P.-C. (2020). Measuring memorable dining experiences and related emotions in fine dining restaurants. *Journal of Hospitality Marketing & Management*, 29(8), 887–910. <https://doi.org/10.1080/19368623.2020.1748157>
- Wardono, P., Hibino, H., & Koyama, S. (2012). Effects of interior colors, lighting and decors on perceived sociability, emotion and behavior related to social dining. *Procedia-Social and Behavioral Sciences*, 38, 362-372. <https://doi.org/10.1016/j.sbspro.2012.03.358>
- Wen, H., Leung, X., & Pongtornphurt, Y. (2020). Exploring the impact of background music on customers' perceptions of ethnic restaurants: The moderating role of dining companions. *Journal of Hospitality and Tourism Management*, 43, 71–79. <https://doi.org/10.1016/j.jhtm.2020.02.007>
- Yoon, B., & Chung, Y. (2018). Consumer Attitude and Visit Intention toward Food-Trucks: Targeting Millennials. *Journal of Foodservice Business Research*, 21(2), 187–199. <https://doi.org/10.1080/15378020.2017.1368807>
- Zhang, T., Chen, J., & Hu, B. (2019). Authenticity, Quality, and Loyalty: Local Food and Sustainable Tourism Experience. *Sustainability*, 11(12), 1-18. <https://doi.org/10.3390/su11123437>