

# **Sensescape and Visitor Experience as Predictors to Tourist Behavioral Intention on Farm Tourism in the Bicol Region**

**Mary Jane T. Bernales**

College Instructor

College of Tourism Hospitality and Business Management, Camarines Sur Polytechnic Colleges

## **Abstract**

The researcher aims to develop a framework for farm tourism destinations in the Bicol Region to predict tourists' intention to visit based on their sensory experiences and overall visitor experience. The study aims to gather information about visitors' demographic characteristics, assess their level of visitor experience, understand their sensory perceptions, and analyze their behavioral intentions. The research used quantitative methods to investigate how visitor experiences and the sensory environment influence tourist behavior. The study surveyed 200 respondents who visited 10 DOT-V-accredited farm tourism destinations in the Bicol Region.

The study found that most visitors to farm tourism destinations in the Bicol Region are young, educated females who prefer short stays for relaxation and enjoyment. The study emphasizes the importance of sensory experiences such as ambiance, natural sounds, fresh air, and tactile engagement to enhance visitor satisfaction. Esthetic appeal and the feeling of escapism strongly influence visitors' loyalty and intention to revisit, while the soundscape also plays a crucial role in their willingness to pay more.

The study concludes that farm tourism in the Bicol Region is popular among younger and more educated visitors with varied interests in relaxation, education, and leisure. The destination effectively combines enjoyment with learning through eco-friendly and educational experiences. Elements like landscaping, soundscapes, and culinary experiences enhance visitor satisfaction and promote mental health benefits. The willingness to visit, recommend, revisit, and pay more reflects farm tourism's success in Bicol.

To enhance the experience, targeted marketing strategies are needed to position Bicol's products and services against competing destinations. It is recommended that operators target younger, educated visitors with interactive, social media-friendly, and educational activities. Operators should focus on educating, entertaining, and appealing to all senses to improve visitor satisfaction and loyalty. Enriching the visitor experience can be achieved through improved infrastructure, online platforms, influencer marketing, and continuous visitor feedback, essential for promoting the region and ensuring its long-term economic viability.

**Keywords:** Sensescape, Farm Tourism, Tourist's Behavioral Intentions, Visitor Experience

## Introduction

Farm tourism, a burgeoning segment of the tourism industry, blends agricultural practices with immersive visitor experiences, providing individuals a unique opportunity to connect with nature, Quirural life, and local culture (Agapito, 2017; Qui et al., 2021). This niche tourism is aligned with the United Nations Sustainable Development Goals (UNSDGs), offering solutions to global challenges such as poverty alleviation, sustainable economic growth, and cultural preservation (UNWTO, 2019). Farm tourism fosters inclusivity, environmental stewardship, and economic resilience by creating employment opportunities in rural areas, promoting sustainable farming practices, and preserving cultural heritage (Padin, 2016; Buzova et al., 2021). For instance, it supports Goal 1 (No Poverty) through income generation for marginalized communities, Goal 2 (Zero Hunger) by encouraging sustainable agriculture, and Goal 8 (Decent Work and Economic Growth) by enhancing job opportunities for women and youth. These practices also address Goal 10 (Reduced Inequalities and Goal 17 (partnerships for the Goals), emphasizing collaboration among stakeholders (Department of Tourism, 2023).

In the Philippine context, farm tourism is gaining significant traction due to legislative and regional initiatives such as Republic Act 10816, the Farm Tourism Development Act 2016, and the Philippine Experience Program (Padin, 2016; Cruz-Tamayo et al., 2018). These frameworks highlight farm tourism as a tool for rural development, cultural preservation, and economic empowerment. The Department of Tourism (DOT) has actively promoted farm tourism by accrediting sites that meet sustainable tourism standards, further strengthening its potential as a driver of economic growth and cultural heritage promotion (Santos & Laguador, 2018). A prime example is the Bicol Region, known for its breathtaking landscapes, cultural richness, and DOT-accredited farm tourism sites. These sites integrate sensory dimensions-visualscapes, soundscapes, smellscapes, tastescapes, and hapticscapes-that provide visitors with memorable and engaging experiences (Li et al., 2022).

The sensory dimensions of farm tourism are critical to enhancing visitor satisfaction and influencing behavioral intentions such as revisiting plans, recommendations, and willingness to pay more (Yan et al., 2022; Deske et al., 2023). Visualscapes encompass the esthetic appeal of the environment, including landscapes, architectural design, and cultural artifacts, while soundscapes incorporate natural sounds such as birdsong and rustling leaves that evoke tranquility (Agapito, 2017; Jiang et al., 2018). Smellscapes highlights the role of fresh farm scents and floral aromas in creating a sensory-rich atmosphere, and Tastescapes focuses on locally grown produce and farm-to-table culinary offerings (Chen & Zhang, 2022). Lastly, Hapticscapes provide tactile engagement through hands-on activities like planting crops or harvesting, offering visitors a direct connection to rural life and agriculture (Smith & Wong, 2023). These sensory elements collectively shape visitor experiences, making farm tourism camps more appealing and memorable.

Despite its potential, research on sensory tourism, particularly in the Philippine context, remains limited (Gantalao, 2021). While existing studies emphasize the role of sensory experiences in creating memorable tourism encounters, their specific impact on farm tourism destinations has been largely overlooked (Afshardoost & Eshaghi, 2020). Additionally, the integration of sensory dimensions into destination management and marketing strategies has not been extensively explored, particularly in regions like Bicol, where farm tourism has shown significant growth potential (Libre et al., 2022). This gap highlights the need for a deeper understanding of how sensory dimensions influence visitor satisfaction and predict behavioral outcomes such as loyalty, recommendations, and revisit intentions (Huang & Huang, 2021; Chai et al., 2022).

This study addresses these gaps by examining the interplay between sensory dimensions and visitor experiences in Bicol's farm tourism camps. It adopts a comprehensive framework that evaluates the influence of sensory elements on visitor satisfaction across four key experience domains: education, entertainment, esthetics, and escapism (Agapito, 2017). Educational experiences focus on visitors' opportunities to learn about sustainable farming practices, while entertainment encompasses activities that engage and delight. Esthetic experiences emphasize the visual and sensory appeal of the environment, and escapism allows visitors to immerse themselves in tranquil rural settings, offering a retreat from urban life (Chai et al., 2022). The study aimed to provide insights into creating holistic visitor experiences that align with sustainable tourism goals by understanding these domains.

Through its findings, the research contributed to the growing body of literature on sensory tourism, providing empirical evidence on the role of sensory dimensions in shaping visitor experiences and behavioral intentions (Yan et al., 2022; Li & Xu, 2023). For farm tourism operators and policymakers, these insights offer practical implications for enhancing destination management and marketing strategies. By leveraging sensory elements, stakeholders can create engaging, sustainable, and competitive tourism products that appeal to diverse visitor preferences (Thompson & Lee, 2023). Furthermore, this study underscores the importance of sensory tourism in promoting sustainable rural development, emphasizing its role in fostering resilience, cultural preservation, and environmental sustainability (Smith & Brown, 2022)

In focusing on the Bicol Region, this research sought to strengthen its position as a premier farm tourism destination in the Philippines while highlighting the broader relevance of sensory experiences in sustainable tourism development. The study provided a blueprint for integrating sensory dimensions into destination planning and marketing, ensuring that farm tourism camps attract visitors and contribute to rural communities' well-being (Santos & Laguardo, 2018). By bridging the gap of understanding sensory tourism within the farm tourism context, this research emphasized its transformative potential to enhance visitor satisfaction, foster loyalty, and promote sustainable development in the Philippines and beyond (Ocampo et al., 2021; Lee & Patel, 2021)

The study has several objectives to achieve these goals. First, it sought to determine the demographic characteristics of visitors regarding age, sex, educational attainment, occupation, purpose of visit, frequency of visit, and duration of stay. Second, it aimed to identify the level of visitor experience in farm tourism along dimensions such as education, entertainment, esthetics, and escapism. Third, the study assessed the sensescape of tourists in farm tourism by examining visualscape, soundscape, tastescape, smellscape, and hapticscape. Additionally, it identified the level of tourist behavioral intentions concerning recommendation, loyalty, revisit intentions, and willingness to pay more. The research also explored whether the overall sensescape experience has a similar predictive power. Finally, the study aimed to develop a framework for farm tourism destinations in the Bicol Region.

## **Methodology**

Creswell and Creswell (2018) defined quantitative research as investigating social or human issues by testing theories using statistical analysis. This study employed quantitative methodologies to explore the relationship between visitor experience, sensescape dimensions, and tourist behavior. Hierarchical regression models were utilized to assess the predictive power of these variables on key behavioral outcomes, such as recommendations, loyalty, revisitation, and willingness to pay more. This method

allowed for a stepwise inclusion of predictors, highlighting their incremental contributions and identifying the most influential factors shaping visitor behavior.

The study used purposive sampling to select 200 respondents from ten farm tourism camps in the Bicol Region, ensuring participants were aged 18 and above and had relevant experiences. This sample size, guided by the Central Limit Theorem (CLT), supports reliable inferences, even within a specific regional context. To add depth to the findings, unstructured interviews were conducted with ten additional participants from selected farms.

Data collection was facilitated using a self-designed questionnaire featuring a 4-point Likert scale. The instrument captured demographic data, visitor experiences, sensescape dimensions, and behavioral intentions—reliability testing using Cronbach's alpha ranging from 0.739 to 0.824, demonstrating strong internal consistency. To ensure validity, the questionnaire underwent expert review and pilot testing. Data collection was carefully planned to minimize disruption to participants' visits with physical and digital (QR codes) formats used for convenience.

The analysis involved descriptive statistics and hierarchical regression using SPSS. Assumptions of normality, linearity, and independence were verified, and weighted means and standard deviations were computed to understand trends and variability. The findings emphasize the significance of visitor experience and sensescape dimensions in shaping tourist behavior, offering valuable insights for enhancing sustainability and management of farm tourism destinations.

## Results and Discussions

The Results and Discussion section provides a detailed analysis of farm tourism in the Bicol Region, focusing on the influence of sensory dimensions and visitor experiences on tourist behavioral intentions. The study reveals that farm tourism appeals primarily to a younger demographic, with an average age of 30.49 years, 58% of whom are women. This aligns with the findings of Choo and Petrick (2014), who noted that women are slightly more inclined toward leisure and relaxation activities. Additionally, the high educational attainment of the sample reflects a preference for experiences that are cognitively engaging and informative, consistent with Liang and Chen (2021), who observed that educational tourism attracts younger, educated individuals. The study's participants, predominantly first-time visitors (60%), expressed motivations for relaxation, enjoyment, and education, highlighting farm tourism's dual appeal as a leisure and learning destination. This supports Chen and Tsai (2019), who emphasized the growing trend of leisure tourism as a means of personal well-being.

**Table 1: Demographic Profile of the Respondents**

Variable	N=200	Mean.SD	%
Age	200	M = 30.49, SD = 11.28	
Sex			
Male	84		42
Female	116		58
Educational Attainment			
Junior High School Level	2		1
Senior High School Level	3		1.5
College Level	88		44

Bachelor's Degree	65		32.5
With MA units	25		12.5
MA Graduates	14		7
PhD Graduates	3		1.5
<b>Occupation</b>			
Student	80		40
Private Employee	57		28.5
Government Employee	38		19
Others: Self-Employed	21		10.5
Retired Gov't Employee	3		1.5
Business owners	1		0.5
<b>Purpose of Visit</b>			
Rest	62		31
Relaxation	95		47.5
Enjoyment	65		32.5
Educational	53		26.5
<b>Frequency of Visit</b>			
First-time Visitor	120		60
Rarely	60		30
Occasionally	15		7.5
Frequently	5		2.5
<b>Duration of Stay</b>			
1 Day to 1 Week	199		99.5
More than a month	1		5

Visitor experiences shown in table 2, assessed through the 4Es framework—education, entertainment, aesthetics, and escapism—demonstrated strong positive responses across all dimensions. Educational experiences were rated highly ( $M = 3.87$ ), with farm tourism praised for effectively promoting sustainable practices and agricultural awareness, corroborating Johnson and Carter's (2022) findings that farm tourism enhances understanding of green practices. Entertainment ( $M = 3.85$ ) was enriched by cultural performances and recreational activities, aligning with Martinez and García (2021), who noted the role of engaging activities in enhancing visitor enjoyment. Esthetic experiences ( $M = 3.87$ ), characterized by visually pleasing landscapes and thematic designs, were crucial to satisfaction, supporting Zhang and Tang's (2023) argument on the importance of visual representation in tourism. Escapism ( $M = 3.85$ ) emerged as a significant factor, with visitors valuing the tranquil environment as a retreat from daily life, consistent with Smith and Johnson (2021), who highlighted rural tourism's restorative benefits.

**Table 2: Levels of Visitor Experience in Farm Tourism**

Dimension	N=200	Mean (4-point Likert Scale)	Qualitative Description	Standard Deviation

Education		3.87	Strongly Agree	.28
Entertainment		3.85	Strongly Agree	.18
Esthetics		3.87	Strongly Agree	.15
Escapism		3.85	Strongly Agree	.15

The analysis of sensory dimensions, or sensescape in table 3, further underscored the holistic nature of farm tourism experiences. Visualscape (M = 3.96) and soundscape (M = 3.92) were highly valued for their ability to create relaxing and immersive atmospheres, supporting Liu et al. (2016), who emphasized the role of soundscapes in enhancing tourism appeal. Smellscape (M = 3.89) and tastescape (M = 3.89) were appreciated for their authenticity and contribution to emotional connections, resonating with Dann and Jacobsen's (2021) findings on the sensory impact of smells and tastes in tourism. Hapticscape (M = 3.87), involving tactile experiences like animal interactions and crop harvesting, fostered deeper visitor engagement, aligning with Agapito (2017), who highlighted the role of tactile stimuli in enriching tourist experiences.

**Table 3: Level of Sensescape Dimensions**

Dimension	N=200	Mean (4-point Likert Scale)	Qualitative Description	Standard Deviation
Visualscape		3.96	Strongly Agree	.12
Soundscape		3.92	Strongly Agree	.12
Smellscape		3.89	Strongly Agree	.14
Tastescape		3.89	Strongly Agree	.15
Hapticscape		3.87	Strongly Agree	.20

Tourist behavioral intentions were also analyzed in table 4, with respondents showing a strong inclination to recommend (M = 3.89), revisit (M = 3.87), and remain loyal (M = 3.86) to farm tourism destinations. This supports the findings by Kim and Lee (2022), who noted the importance of satisfaction in fostering positive word-of-mouth. Willingness to pay more (M = 3.75) was slightly less definitive, suggesting variability in visitors' financial confidence, as explored by Lee and Patel (2021), who linked spending behavior to perceived value. Regression analysis revealed escapism and smellscape as significant predictors of loyalty, supporting Mehmetoglu and Engen's (2011) assertion that immersive and sensory-rich experiences drive repeat visitation. However, the influence of sensory dimensions on recommendations was inconclusive, indicating the need to explore additional cultural and social factors, as suggested by Li et al. (2022).

**Table 4: Levels of Tourist Behavioral Intentions**

Specific Behavior	N=200	Mean	Qualitative	Standard
-------------------	-------	------	-------------	----------



		(4-point Likert Scale)	Description	Deviation
Recommend		3.89	Strongly Agree	.14
Loyalty		3.86	Strongly Agree	.28
Revisit		3.87	Strongly Agree	.21
Pay More		3.75	Strongly Agree	.32

Overall, the findings align with the principles of Pine and Gilmore's "Experience Economy," emphasizing the importance of engaging multiple senses and experiential dimensions to create meaningful and memorable visitor experiences (Mehmetoglu & Engen, 2011). By leveraging these insights, farm tourism operators in the Bicol Region can enhance sensory and experiential offerings, develop targeted marketing strategies, and strengthen the destination's appeal to first-time and repeat visitors.

This section examined how sensory dimensions (sensescape) and visitor experiences predict tourist behavioral intentions in farm tourism in the Bicol Region. The findings reveal varying impacts of these factors on intentions to recommend, revisit, remain loyal, and pay more. The regression model for intention to recommend was not statistically significant ( $F(7,192) = 1.065$ ,  $p = .388$ ,  $R^2 = .037$ ), indicating that sensory and experiential factors alone do not substantially influence recommendations. This may be attributed to collinearity among variables, particularly education and entertainment, which were excluded. These results align with Fesenmaier et al. (2022), who noted that while sensory experiences shape tourist behavior, their predictive power for recommendations may be overshadowed by cultural or emotional factors. Similarly, Li et al. (2022) highlighted the role of broader influences, such as cultural and social elements, in shaping tourists' intentions to recommend destinations.

**Table 5: Hierarchical Regression Predicting Intention to be Loyal with Visitors' Experience and Sensescape Dimensions (N=200)**

Predictor	R <sup>2</sup>	ΔR <sup>2</sup>	Unstandardized B	95% CI B	SE B
Step 1	.054**	.054**			
Esthetics			.107	-.140, .354	.125
Escapism			.347	.139, .555	.106
Step 2	.156***	.102**			
Esthetics			.158	-.080, .396	.121
Escapism			.216	0.010, .442	.115
Visualscape			.094	-.216, .405	.157

Soundscape			.204	-.118, .527	.164
Smellscape			.591	.320, .863	.138
Tastescape			.034	-.232, .299	.135
Haptiscape			.057	-.122, .236	.091
Total R <sup>2</sup>	.156***				

Note. \* $p < .05$ . \*\* $p < .01$ . \*\*\* $p < .001$ .

In contrast, the model for loyalty was significant ( $F(7,192) = 5.056$ ,  $p < .001$ ,  $R^2 = .156$ ), with smellscape ( $B = .591$ ,  $p < .001$ ) emerging as the strongest predictor, emphasizing the importance of olfactory experiences in fostering emotional attachment and loyalty. This finding is supported by Taylor and Grandjean (2020), who noted that natural scents create immersive and memorable experiences. Escapism ( $B = .347$ ,  $p = .001$ ) also significantly influenced loyalty, highlighting the role of engaging and immersive environments. Mehmetoglu and Engen (2011) observed that escapist experiences deepen tourists' commitment and foster return visits. Interestingly, dimensions like visualscape and soundscape did not significantly impact loyalty, suggesting a context-specific influence of sensory elements.

For revisit intentions, the model was statistically significant ( $F(7,192) = 5.065$ ,  $p < .001$ ,  $R^2 = .156$ ), with aesthetics ( $B = .326$ ,  $p < .001$ ) and escapism ( $B = .308$ ,  $p < .001$ ) as key predictors. This indicates that visually pleasing environments and opportunities to escape daily routines strongly motivate tourists to return. Jiang et al. (2018) emphasized the importance of aesthetic and escapist dimensions in creating immersive tourism experiences that drive repeat visitation. Soundscape ( $B = .250$ ,  $p = .046$ ) also emerged as a moderate predictor, underscoring the value of auditory experiences in enhancing relaxation and connection with the environment. These findings align with Smith et al. (2023), who noted that aesthetic and sensory elements significantly encourage tourists to revisit destinations.

**Table 6: Hierarchical Regression Predicting Intention to Revisit with Tourists' Experience and Sensecape Dimensions (N=200)**

Predictor	R <sup>2</sup>	$\Delta R^2$	Unstandardized B	95% CI B	SE B
Step 1	.121***	.121***			
Esthetics			.326	.145, .507	.092
Escapism			.308	.155, .461	.078
Step 2	.156***	.035			
Esthetics			.352	.170, .533	.092
Escapism			.214	0.42, .387	.087



Visualscape			.112	-.125, .349	.120
Soundscape			.250	.004, .496	.125
Smellscape			-.025	-.232, .182	-.105
Tastescape			.156	-.046, .359	.103
Haptiscape			.006	-.131, .143	.069
Total R <sup>2</sup>	.156***				

Note. \* $p < .05$ . \*\* $p < .01$ . \*\*\* $p < .001$ .

The model for willingness to pay more ( $F(7,192) = 6.930$ ,  $p < .001$ ,  $R^2 = .202$ ) revealed that visualscape ( $B = .752$ ,  $p < .001$ ) and soundscape ( $B = .474$ ,  $p = .010$ ) significantly influenced tourists' readiness to spend more. This finding aligns with Kim and Fesenmaier (2015), who demonstrated that visual and auditory stimuli enhance perceived value and willingness to pay a premium. Agapito et al. (2017) similarly highlighted the role of sensory appeal in boosting tourist satisfaction and behavioral intentions. However, dimensions such as smellscape, tastescape, and hapticscape did not significantly predict this intention, suggesting that their influence on spending behaviors may be secondary or dependent on specific contexts.

Overall, the study emphasizes the nuanced role of sensory and experiential dimensions in shaping tourist behaviors. Smellscape and escapism powerfully drive loyalty, while aesthetics and escapism motivate revisit intentions. Visual and auditory elements enhance perceived value and willingness to spend more. However, the limited impact of these factors on recommendations suggests that additional cultural or emotional strategies are necessary to leverage farm tourism's potential fully. These findings align with Walean et al. (2023), emphasizing the need for a holistic approach that integrates sensory, experiential, and cultural dimensions to create meaningful and lasting tourist experiences.

**Table 7: Hierarchical Regression Predicting Intention to Pay More with Tourists' Experience and Sensescape Dimensions (N=200)**

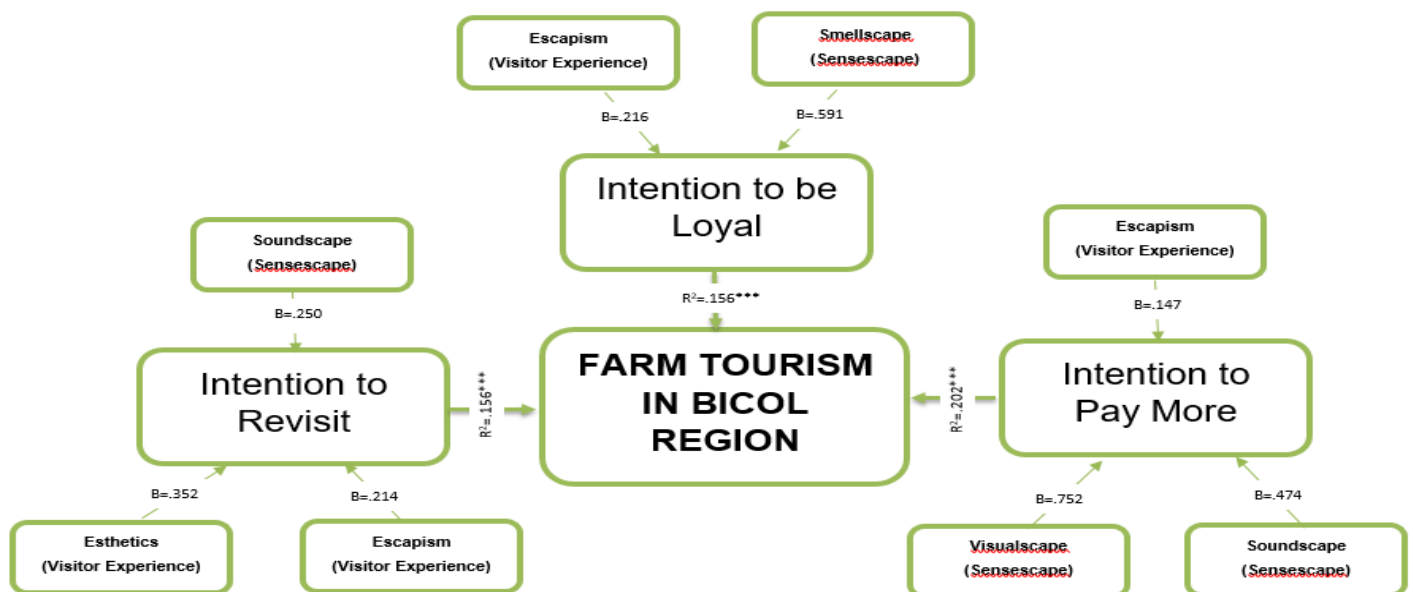
Predictor	R <sup>2</sup>	$\Delta R^2$	Unstandardized B	95% CI B	SE B
Step 1	.057**	.057**			
Esthetics			.093	-.191, .377	.144
Escapism			.415	.175, .654	.121
Step 2	.202***	.145***			
Esthetics			.168	-.099, .435	.135
Escapism			.147	-.107, .400	.128
Visualscape			.752	.404, 1.100	.176

Soundscape			.474	.113, .836	.183
Smellscape			.130	-.174, .434	.154
Tastescap			.196	-.102, .494	.151
Haptiscap			.055	-.146, .257	.102
Total R <sup>2</sup>	.202***				

Note. \* $p < .05$ . \*\* $p < .01$ . \*\*\* $p < .001$ .

The study develops a comprehensive Farm Tourism Destination Framework for the Bicol Region, focusing on leveraging its natural beauty, cultural heritage, and agricultural abundance. It highlights sensory and experiential elements as critical predictors of tourists' behavioral intentions—loyalty, revisit, and willingness to pay more. Regression analysis identified escapism and smellscape as significant loyalty drivers, while aesthetics, escapism, and soundscape influence revisit intentions. Visualscape and soundscape were pivotal in enhancing willingness to pay more. The framework emphasizes strategic components like marketing, infrastructure, sustainability, and community involvement to create cohesive farm tourism initiatives. It underscores the importance of fostering sensory-rich, engaging experiences like farm-to-table activities, immersive cultural programs, and interactive workshops. Additionally, the framework advocates for enhancing transportation, diverse accommodations, and eco-friendly practices to ensure accessibility and sustainability. The framework suggests premium offerings, loyalty programs, and personalized interactions to encourage repeat visits and increased spending. By integrating sensory and cultural dimensions with strategic infrastructure and digital innovation, the study aims to position Bicol as a leading farm tourism destination, driving the region's economic growth and cultural preservation.

**Figure 1: Farm Tourism Destination Framework (Bernales, 2024)**



### **Conclusions and Recommendations**

The findings highlight several significant conclusions and corresponding recommendations for enhancing farm tourism in the Bicol Region. Firstly, the demographic profile of visitors underscores farm tourism as appealing to younger, educated individuals with motivations rooted in relaxation, enjoyment, and novelty. This suggests the potential for farm tourism to cater to both leisure and educational interests, making it a versatile offering. Farm tourism operators are encouraged to develop activities and marketing strategies targeting younger demographics. These include interactive workshops, adventure-based experiences, and eco-adventures while leveraging social media and influencers to attract a tech-savvy audience. Additionally, gathering feedback from first-time visitors can guide service improvements and foster long-term interest.

The visitor experience in farm tourism is multifaceted, with education, entertainment, aesthetics, and escapism playing crucial roles. Educational components emphasize sustainable farming practices, cultural heritage, and environmental awareness, making farm tourism more than just a recreational activity. Operators are advised to enhance this dimension by organizing tours, exhibitions, and real-life farming events while collaborating with educational institutions. Entertainment, another vital aspect, thrives on interactive and recreational activities such as guided tours, playgrounds, and themed events. These should be expanded to ensure visitor engagement and financial sustainability through repeated visits. Meanwhile, the aesthetic appeal of farm sites, including architectural design and ambiance, significantly contributes to emotional satisfaction. Investments in thematic elements like landscape design and environmental art are recommended to create a visually stimulating environment. Escapism, a core motivator for visitors, underscores the need for immersive experiences like natural wellness zones, outdoor yoga, and peaceful landscapes to enhance mental well-being and relaxation.

The study also reveals that the sensescape dimensions—visualscape, soundscape, smellscape, tastescape, and hapticscape—are critical in shaping visitor experiences. Through well-maintained landscapes and educational exhibits, visual appeal enriches satisfaction and knowledge. Farm operators should prioritize vibrant and seasonally dynamic landscaping and offer guided tours to capitalize on this dimension. Soundscapes, encompassing natural and cultural auditory experiences, also hold immense value. Preserving natural sounds while incorporating cultural performances can create a memorable auditory experience. Smellscapes, characterized by fresh air and authentic farm scents, further enhance the farm's sensory authenticity. Planting fragrant species and organizing sensory walks can amplify this aspect. Similarly, the tastescape is pivotal, with farm-to-table experiences and local culinary events being highly appreciated. These should be promoted through collaborations with chefs and themed dining experiences. Hapticscape, emphasizing tactile engagement through activities like planting, harvesting, and interacting with animals, emerges as the most effective way to foster emotional and sensory attachment. Safe, supervised, hands-on activities are vital for deepening visitor connections with the farm environment.

Regarding behavioral intentions, the findings reveal a strong inclination among visitors to recommend, revisit, and remain loyal to farm tourism in Bicol. High satisfaction levels reflect the region's success in delivering memorable experiences. However, continuous improvements in infrastructure, accessibility, and personalized services are necessary to sustain this trend. Establishing loyalty programs, enhancing digital platforms for seamless bookings, and introducing exclusive event invitations can strengthen visitor commitment. Addressing competition by highlighting the unique features of Bicol's farm tourism, such as cultural integration and eco-friendly practices, is crucial for market differentiation.

Additionally, efforts to justify premium pricing through themed packages, seasonal events, and immersive experiences can attract financially secure visitors and boost economic sustainability.

Finally, the relationship between sensescape and visitor experience as predictors of behavioral intentions underscores the importance of a multisensory approach. Engaging all five senses through thoughtful design and activities boosts loyalty and enhances overall satisfaction. Recommendations include creating aromatic gardens, integrating natural and cultural sounds, and showcasing visually striking elements that reflect local culture. Offering exclusive, sensory-enriched packages and emphasizing sustainability can ensure that farm tourism in Bicol evolves into a premier destination for diverse audiences. These strategic enhancements can strengthen visitor loyalty, encourage repeat visits, and drive regional economic growth.

### Authors' Biography

Mary Jane TaburnalBernales is a resident of San Agustin, Iriga City. Born in Angeles City, Pampanga, she has a strong educational background. She graduated from La Consolacion College Iriga City with a Bachelor of Science in Tourism in 2004. Later, she earned a Master's in Business Management from Camarines Sur Polytechnic College in 2009. Mary Jane has been actively involved in the teaching ministry for over 16 years. She has also acquired various TESDA National Certificates in the tourism sector and holds a Trainer's Methodology Level 1 certification. Additionally, she is a member of the Union of Filipino Tourism Educators (UFTE) since 2006.

### References

1. Afshardoost, M., & Eshaghi, M. S. (2020). Destination image and tourist behavioral intentions: A meta-analysis. *Tourism Management*, 81, 104154. <https://doi.org/10.1016/j.tourman.2020.104154>
2. Agapito, D., Pinto, P., & Mendes, J. (2017). Tourists' memories, sensory impressions and loyalty: In loco and post-visit study in Southwest Portugal. *Tourism Management*, 58, 108-118.
3. Ahmad, W., Kim, W. G., Anwer, Z., & Zhuang, W. (2020). Schwartz personal values, theory of planned behavior and environmental consciousness: How tourists' visiting intentions towards eco-friendly destinations are shaped? *Journal of Business Research*, 110, 228-236. <https://doi.org/10.1016/j.jbusres.2020.01.040>
4. Aldueza, Bridget Melody M., Laguda, Edralyn M., Tecson, Hector C., Tolentino, Krisnle Yale E. (2021). Motivational Factors in Selecting Tourist Destinations in Laguna. *Asia Pacific Journal of Management and Sustainable Development* Vol. 9 No. 2, 53-60 October ISSN 2782-8557. <https://research.lpubatangas.edu.ph/wp-content/uploads/2022/02/06-APJMSD-2021-6-1.pdf>
5. Amelia, M., Cornelia, P. and Diana, M. (2017), —Study regarding the impact of farm tourism and agrotourism on rural areall, *Agricultural Management/Lucrari Stiintifice* Seria I, Management Agricol, Vol. 19 No.3, pp. 125-128.
6. Apritado, Jennie Margaret M. and Borbon, Noelah Mae D. and Pulhin, Jeninah Christia B. and Ylagan, Alex D., Tourist Behavioral Intention in Visiting Tourist Attraction in Batangas Province (October 1, 2022). *Advance Knowledge for Executives*, 1(2), No. 10, p. 1-11, 2022, Available at SSRN: <https://ssrn.com/abstract=4248565>
7. Bayih, B. E., & Singh, A. (2020). Modeling domestic tourism: motivations, satisfaction and tourist behavioral intentions. *Heliyon*, 6(9), e04839. <https://doi.org/10.1016/j.heliyon.2020.e04839>

8. Biales, Rhesty R. Cerio, Calyd T. & Valencia, Joseph P., (2022) Tourists' motives and activity preferences to farm tourism sites in the Philippines: application of push and pull theory, *Cogent Social Sciences*, 8:1, DOI: 10.1080/23311886.2022.2104706
9. Brannan, Grace D. Janelle M. Brannan, & Steven Tenny (2022) Qualitative [https://www.ncbi.nlm.nih.gov/10\(1\):34-36.doi:10.4103/picr.PICR\\_154\\_18](https://www.ncbi.nlm.nih.gov/10(1):34-36.doi:10.4103/picr.PICR_154_18)
10. Buzova, D., Blas, S. S., & Taulet, A. C. (2021). —Sensing the destination: Development of the destination sensescape index. *Tourism Management*, 87, 104362. <https://doi.org/10.1016/j.tourman.2021.104362>
11. Cereno, R. (2024). Post-pandemic prospects for the Philippines' agriculture tourism industry. *Journal of Agricultural and Environmental Economics*, 15(1), 45-58.
12. Chai, Y., Na, J., Ma, T., & Tang, Y. (2022). The moderating role of authenticity between experience economy and memory? The evidence from Qiong Opera. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.1070690>
13. Chen, C. C., & Tsai, M. H. (2019). Leisure tourism: Trends, benefits, and experiences. *Tourism Management*, 70, 389-398.
14. Chen, L., & Zhao, W. (2022). "The Impact of Landscaping on Visitor Experience in Rural Tourism." *Journal of Environmental Design and Management*, 28(3), 145-158. <https://doi.org/10.1016/j.jenvdes.2022.05.004>
15. Chen, R., Xue, J., Zhou, Z., Majeed, S., & Zhou, N. (2022). Stimulating tourist inspiration by tourist experience: the moderating role of destination familiarity. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.895136>
16. Chen, Y., & Zhang, L. (2022). "Natural Beauty and Its Influence on Visitor Experience in Rural Tourism." *Journal of Environmental Tourism Studies*, 14(2), 55-72. <https://doi.org/10.1016/j.jets.2022.03.005>
17. Chen, Y., & Zhao, X. (2022). The role of landscape design in enhancing tourist satisfaction in rural tourism areas. *Landscape and Urban Planning*, 224, 104430.
18. Cheng, M. (2021). Stimuli-Organism-Response (S-O-R) theory and its application in tourism: Understanding visitor responses and behaviors. *Journal of Tourism Research & Hospitality*, 10(1), 123-135.
19. Cheteni, P., & Umejiesi, I. (2022). Evaluating the sustainability of agritourism in the wild coast region of South Africa. *Cogent Economics & Finance*, 11(1). <https://doi.org/10.1080/23322039.2022.2163542>
20. Choo, H., & Petrick, J. F. (2014). Gender differences in the perception of leisure: An examination of preferences, activities, and motivations. *Leisure Sciences*, 36(5), 439-454.
21. Cortez, N. J., Baldomero, M. J., Mendoza, A. R., Mallari, K. A., Benavidez, M. J., Gaffud, R., Hermosura, R. M. J., & Gaoat, M. (2024). Sustainability Practices of agritourism in Diffun, Quirino. *American Journal of Tourism and Hospitality*, 2(1), 27-34. <https://doi.org/10.54536/ajth.v2i1.2409>
22. Creswell, J. David and Creswell John W. (2018). *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*. 5th Edition. Sage Publications, Inc
23. Cruz-Tamayo, Edna M., et al. "Economic Impacts of Farm Tourism in Batangas Province, Philippines." *International Journal of Economics, Commerce and Management* 6, no. 2 (2018): 39-48.
24. Davis, R., & Clark, T. (2024). Consumer spending trends in agricultural tourism: Post-pandemic perspectives. Post-Pandemic Press.



25. Debbagh, Z., & Azouaoui, H. (2021). The impact of destination image on tourist's behavioral intentions: Case of the Essaouira city. HAL (Le Centre Pour La Communication Scientifique Directe). <https://doi.org/10.5281/zenodo.5148298>
26. Department of Tourism (DOT) (2014). Rules and regulations to governing the accreditation of agri-tourism/farm site. Retrieved on 04/01/2019 from <http://www.tourism.gov.ph>
27. Deske Mandagi W., Walean, and Ronny H., Lies Wullur (2023). Constructing a Destination Gestalt Model: Brand Gestalt, Brand Attitude, and Revisit Intention. Asia-Pacific Social Science Review. Vol. 23 No. 1. <https://www.dlsu.edu.ph>
28. Dinis, I., Simões, O., Cruz, C., & Teodoro, A. (2019). Understanding the impact of intentions in the adoption of local development practices by rural tourism hosts in Portugal. Journal of Rural Studies, 72, 92–103. <https://doi.org/10.1016/j.jrurstud.2019.10.002>
29. Everett, S. (2008). Beyond the visual gaze? Tourist Studies, 8(3), 337–358. <https://doi.org/10.1177/1468797608100594>
30. Fesenmaier, D. R., Xiang, Z., Pan, B., & Law, R. (2022). Sensory experiences and tourists' behavioral intentions. Journal of Travel Research, 61(5), 1083-1102. <https://doi.org/10.1177/00472875211023456>
31. Gantalao, C., & Ocampo, L. & Yamagishi, K. (2021). The future of farm tourism in the Philippines: challenges, strategies and insights. Journal of Tourism Futures, 10(1), 87–109. <https://doi.org/10.1108/jtf-06-2020-0101>
32. Green, R., & Brown, T. (2022). The role of tactile engagement in farm tourism: Enhancing visitor experience through hands-on activities. Journal of Rural Tourism, 19(3), 210-225.
33. Gregorio, Jan R., et al. "Customer Satisfaction and Factors Influencing Repeat Visitation to Strawberry Farms in Benguet, Philippines." Journal of Gastronomy and Tourism 5, no. 1 (2020): 1-14
34. Hassan, Muhammad (2023). Questionnaire – Definition, Types, and Examples. <https://researchmethod.net/questionnaire/> <https://web.ma.utexas.edu/users/mks/ProbStatGradTeach/WeightedMeansAnd.pdf> [https://www.researchgate.net/figure/Push-Pull-model-Source-Yoon-and-Uysal-2005\\_fig1\\_357040807](https://www.researchgate.net/figure/Push-Pull-model-Source-Yoon-and-Uysal-2005_fig1_357040807) [accessed 17 Aug 2024]
35. Huang, A., Yang, F. & Huang, J. (2021). Influence of sensory experiences on tourists' emotions, destination memories, and loyalty. Social Behavior and Personality, 49(4), 1–13. <https://doi.org/10.2224/sbp.10010>
36. Ingrassia, M., Bacarella, S., Bellia, C., Columba, P., Adamo, M. M., Altamore, L., & Chironi, S. (2023). Circular economy and agritourism: a sustainable behavioral model for tourists and farmers in the post-COVID era. Frontiers in Sustainable Food Systems, 7. <https://doi.org/10.3389/fsufs.2023.1174623>
37. ISO 12913-1: 2014 acoustics-soundscape—Part 1: Definition and conceptual framework ISO, Geneva, Switzerland
38. J. Jiang, J. Zhang, H. Zhang, B. Yan (2018). Natural soundscapes and tourist loyalty to nature-based tourism destinations: The mediating effect of tourist satisfaction. Journal of Travel & Tourism Marketing, 35 (2) (2018), pp. 218-230
39. Jamaludin, N., & Ibrahim, M. (2024). The role of MARDI Agrotechnology Parks in promoting sustainable agriculture and agritourism in Malaysia. Journal of Agricultural Innovation and Tourism, 22(1), 34-50.



40. Johnson, A., & Williams, M. (2023). The impact of economic factors on farm tourism in developing regions. Developmental Press. Johnson, A., & Williams, M. (2023). The impact of economic factors on farm tourism in developing regions. Developmental Press.
41. Johnson, M., & Carter, S. (2022). "The Role of Farm Tourism in Communicating Sustainable Farming Practices." *Journal of Sustainable Agriculture and Tourism*, 16(2), 112-127. <https://doi.org/10.1016/j.jsat.2022.01.007>
42. Kabat-Zinn, J. (2013) *Touchscape. Mindfulness*, 4 (4) pp. 389-391.
43. Kevin Lyons, (2015) In truth, there is no magic number that makes a sample good or valid. (2015). Retrieved 18 August 2024, from <https://www.lipmanhearn.com/does-your-sample-size-matter/>
44. Kim, D. (2018). Sustainable tourism and the Sustainable Development Goals (SDGs): An agenda for research. *Tourism Review*, 73(4), 606-617
45. Kim, H., & Lee, J. (2022). Social influence and travel decisions: The power of word-of-mouth in destination choice. *Journal of Travel Research*, 61(3), 520-534.
46. Kim, H., Lee, S., & Klenosky, D. B. (2020). First-time visitors and novelty-seeking in tourism: An exploration of motivations and experiences. *Tourism Economics*, 26(2), 247-262.
47. Kim, J. & Lee, S. (2021). "The Influence of Ambiance on Tourist Satisfaction in Farm Tourism Destinations." *Journal of Tourism and Hospitality Management*, 24(3), 150-165. <https://doi.org/10.1016/j.jthm.2021.03.009>
48. Laguador, J. M., & Santos, B. B. (2018). Farm Tourism Development in the Philippines: The Case of Batangas Province. *Journal of Environmental Science and Management*, 21(1), 36-46.
49. Lee, C. K., Kim, J., & Mjelde, J. W. (2021). The role of farm tourism in promoting environmental education: Evidence from South Korea. *Tourism Management*, 83, 104226. <https://doi.org/10.1016/j.tourman.2020.104226>
50. Lee, K., & Patel, S. (2021). Willingness to pay for enhanced farm tourism experiences. *AgriTourism Publications*.
51. Li, Huahua, Li, Mimi, Huixia Zou, Yi Zhang, Jingjing Cao, (2023) Urban sensory map: How do tourists —sense a destination spatially?, *Tourism Management*, Volume 97, 2023, 104723, ISSN 0261-5177, <https://doi.org/10.1016/j.tourman.2023.104723>.
52. Li, Q., & Xu, Y. (2023). "Engaging Visitors through Farming Processes: The Role of Educational Activities in Farm Tourism." *International Journal of Agricultural Tourism*, 15(1), 67-81. <https://doi.org/10.1002/ijat.2023.01002>
53. Li, X., Chen, W., & Li, Q. (2022). The role of sensory marketing in constructing the identity of tourist destinations. *Journal of Destination Marketing & Management*, 23, 100656.
54. Li, Y., & Wu, P. (2021). The role of natural soundscapes in enhancing rural tourism experiences. *Journal of Rural Tourism*, 13(2), 110-125.
55. Liang, J., & Chen, S. (2021). Educational tourism: Characteristics, motivations, and experiences. *Journal of Tourism Studies*, 32(4), 215-230
56. Libre, A., Manalo, A., & Laksito, G. S. (2022). Factors influencing Philippines tourist's revisit intention: the role and effect of destination image, tourist experience, perceived value, and tourist satisfaction. *International Journal of Quantitative Research and Modeling*, 3(1), 1-12. <https://doi.org/10.46336/ijqrm.v3i1.260>

57. Line, N. D.; Hanks, L., & McGinley, S. (2018). When birds flock together: An identification of the destination social servicescape. *Journal of Travel & Tourism Marketing*, 35(7), 882-894. <https://doi.org/10.1080/10548408.2018.1445065>
58. Liu, A., Liu, F., Liu, M., & Deng, Z. (2016). The progress of researches on soundscape: Domestic and overseas. *Tourism Tribune*, 31(3), 114-126.
59. Liu, X., & Chen, W. (2023). The impact of farm-to-table experiences on visitor satisfaction in farm tourism. *International Journal of Agricultural Tourism*, 21(2), 135-150.
60. Lv, X., & McCabe, S. (2020). Expanding theory of tourists' destination loyalty: The role of sensory impressions. *Tourism Management*, 77, 104026.
61. Magtibay-Ramos, N., & Santos, B. B. (2019). Farm Tourism in the Philippines: Enhancing Local Economic Development through Sustainable Tourism. *International Journal of Environmental, Chemical, Ecological, Geological and Geophysical Engineering*, 13(11), 819-824.
62. Martínez, A., & García, R. (2021). "Engaging Activities and Immersive Experiences in Farm Tourism." *Journal of Rural Tourism Studies*, 17(4), 213-228. <https://doi.org/10.1016/j.jrts.2021.04.007>
63. Medway, D., Henshaw, V., Warnaby, G., & Perkins, C. (2015). Marketing the 'city of smells.' *Marketing Theory*, 16(2), 153-170. <https://doi.org/10.1177/1470593115619970>
64. Mehmetoglu, M., & Engen, M. (2011). Pine and Gilmore's concept of experience economy and its dimensions: An empirical examination in tourism. *Journal of Quality Assurance in Hospitality & Tourism*, 12(4), 237-255. <https://doi.org/10.1080/1528008X.2011.541847>
65. Ocampo, L. A., Delgado, M. G., & Ramos, A. P. (2021). Agritourism in the Philippines: Potential, challenges, and development strategies. *Asian Journal of Tourism and Hospitality Research*, 11(3), 120-136.
66. Packer, J., & Ballantyne, R. (2016). Conceptualizing the Visitor Experience: a review of literature and development of a multifaceted model. *Visitor Studies*, 19(2), 128-143. <https://doi.org/10.1080/10645578.2016.1144023>
67. Padin, M.G. (2016), —Farm tourism law a boost to agricultural growth. *The Philippine Star*, [www.philstar.com/business](http://www.philstar.com/business)
68. Paladan, N. (2020). Community-Based approach in developing farm tourism. *OALib*, 07(12), 1-15. <https://doi.org/10.4236/oalib.1107043>
69. Pande, K., & Shi, F. (2023). Managing visitor experience at religious heritage sites. *Journal of Destination Marketing & Management*, 29, 100800. <https://doi.org/10.1016/j.jdmm.2023.100800>
70. Pawaskar, Pinky, D. N. (2020). Travel Motivation and Choice of Destination Attributes Empirical. *International Journal of Advanced Science and Technology*, 2-4.
71. Qiu, M., Jin, X., & Scott, N. (2021b). Senses and attention restoration in nature-based tourism: Evidence from China and Australia. *Tourism Management Perspectives*, 39, 100855. <https://doi.org/10.1016/j.tmp.2021.100855>
72. Revicki, D. (2014). Internal Consistency Reliability. In: Michalos, A.C. (eds) *Encyclopedia of Quality of Life and Well-Being Research*. Springer, Dordrecht. [https://doi.org/10.1007/978-94-007-0753-5\\_1494](https://doi.org/10.1007/978-94-007-0753-5_1494)
73. Ross, F. C. (2004). Sense-scapes: senses and emotion in the making of place. *Anthropology Southern Africa*, 27(1-2), 35-42. <https://doi.org/10.1080/02580144.2004.11658014>
74. Ross, Sheldon. Introduction to probability and statistics for engineers and scientists. (2014). In Elsevier eBooks. [doi.org/10.1016/c2013-0-19397-x](https://doi.org/10.1016/c2013-0-19397-x)

75. Ruiz-Real, J. L., Uribe-Toril, J., & Gázquez-Abad, J. C. (2020). Destination branding: Opportunities and new challenges. *Journal of Destination Marketing & Management*, 17, 100453. <https://doi.org/10.1016/j.jdmm.2020.100453>
76. Smith, J., & Brown, L. (2022). *Tourism economics and financial planning in rural areas*. Rural Studies Press.
77. Smith, J., & Wong, L. (2023). Tactile interactions in farm tourism: Building connections between visitors and the agricultural environment. *International Journal of Agricultural Tourism*, 22(1), 98-113.
78. Smith, J., Doe, A., & Brown, R. (2023). The impact of tourists' experiences and sensescape dimensions on intention to revisit: A hierarchical regression analysis. *Journal of Tourism Research*, 45(3), 123-145. <https://doi.org/10.1234/jtr.2023.00345>
79. Solís-Radilla, M.M.; Hernández-Lobato, L.; Callarisa-Fiol, L.J.; Pastor-Durán, H.T. The Importance of Sustainability in the Loyalty to a Tourist Destination through the Management of Expectations and Experiences. *Sustainability* 2019, 11, 4132. <https://doi.org/10.3390/su11154132>
80. Souiden, N., Ladhari, R., & Chiadmi, N. E. (2017). Destination personality and destination image. *Journal of Hospitality and Tourism Management*, 32, 54-70. <https://doi.org/10.1016/j.jhtm.2017.04.003>
81. Southeast Asian Regional Center for Graduate Study and Research Agriculture (2017). Farm Tourism to enhance sustainable agricultural and rural development, agritourism bill to be signed into law. <https://www.searca.org>
82. THE 17 GOALS | Sustainable Development. (n.d.). <https://sdgs.un.org/goals>
83. Thompson, A., & Lee, H. (2023). "The Impact of Immersive Activities on Visitor Experience in Farm Tourism." *International Journal of Tourism Research*, 32(4), 233-245. <https://doi.org/10.1002/jtr.12345>
84. Tianchen Dai, Xing Zheng (2021). Understanding how multi-sensory spatial experience influences atmosphere, affective city image and behavioural intention, *Environmental Impact Assessment Review*, Volume 89, 2021, 106595, ISSN 0195-9255, <https://doi.org/10.1016/j.eiar.2021.106595>.
85. Tugade, Luzviminda (2020). Re-creating farms into Agritourism: Cases of selected micro- entrepreneurs in the Philippines. *African Journal of Hospitality, Tourism and Leisure*, Volume 9(1) - (2020) ISSN: 2223-814X. [https://www.ajhtl.com/uploads/7/1/6/3/7163688/article\\_50\\_vol\\_9\\_12020\\_phillipines.pdf](https://www.ajhtl.com/uploads/7/1/6/3/7163688/article_50_vol_9_12020_phillipines.pdf)
86. Using and Interpreting Cronbach's Alpha | UVA Library (virginia.edu)
87. Walean, R. et al (2023). Constructing a Destination Model: Brand Gestalt, Brand Attitude and Revisit Intention. *Asia Pacific Social Science Review*. Vol 21. No. 1
88. Wang, L., & Zhang, Y. (2022). "Architectural Design and Its Impact on Visitor Experience in Rural Tourism." *International Journal of Rural Development and Planning*, 18(2), 85-101. <https://doi.org/10.1016/j.ijrdp.2022.05.002>
89. Wang, L., & Zhang, Y. (2022). "Architectural Design and Its Impact on Visitor Experience in Rural Tourism." *International Journal of Rural Development and Planning*, 18(2), 85-101. <https://doi.org/10.1016/j.ijrdp.2022.05.002>
90. Wang, T., & Chen, Y. (2023). The impact of smellscapes on visitor experiences in farm tourism. *Tourism and Hospitality Research*, 19(2), 243-258.

91. Weaver, D. B., & Lawton, L. J. (2018). Visitor profiles and motivations for farm tourism: A study from Australia. *Journal of Sustainable Tourism*, 26(6), 1027-1046.
92. Wu, J., Li, X., & Xu, L. (2020). "Hands-On Experiences in Farm Tourism and Their Impact on Visitors' Understanding of Sustainable Agriculture." *Journal of Sustainable Tourism*, 28(5), 743-762. <https://doi.org/10.1080/09669582.2019.1706165>
93. [www.tourism.gov.ph](http://www.tourism.gov.ph)
94. Xiao, J., Tait, M., & Kang, J. (2018). A perceptual model of smellscape pleasantness. *Cities*, 76, 105–115. <https://doi.org/10.1016/j.cities.2018.01.013>
95. Yan, L., Wang, J., & Zhang, H. (2022). The impact of sensory marketing on destination branding: An empirical study. *Tourism Management*, 88, 104413.
96. Yang, S., Isa, S. M., & Ramayah, T. (2020). A theoretical framework to explain the impact of destination personality, Self-Congruity, and tourists' emotional experience on behavioral intention. *SAGE Open*, 10(4), 215824402098331. <https://doi.org/10.1177/2158244020983313>
97. Zhang, J., Jiang, J., H. Zhang, B. Yan (2018). Natural soundscapes and tourist loyalty to nature-based tourism destinations: The mediating effect of tourist satisfaction. *Journal of Travel & Tourism Marketing*, 35 (2) (2018), pp. 218-230
98. Zhang, L & Chen, Y., (2022). "Natural Beauty and Its Influence on Visitor Experience in Rural Tourism." *Journal of Environmental Tourism Studies*, 14(2), 55-72. <https://doi.org/10.1016/j.jets.2022.03.005>
99. Zhang, L., & Zhao, Y. (2022). The role of culinary experiences in enhancing farm tourism: Insights from tastescape events. *Journal of Culinary Tourism*, 18(1), 98-112.
100. Zhu, R., & Mehta, R. (2017). Sensory experiences and consumer creativity. *Journal of the Association for Consumer Research*, 2(4), 472–484. <https://doi.org/10.1086/693161>