

“SENSING” THE DESTINATION: ASSESSING MULTISENSORY EXPERIENCES IN OUTDOOR TOURISM



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Abstract

This study aims to understand the impact of multisensory experiences on place attachment, visitors' involvement, and revisit intention of outdoor tourism locations. A quantitative approach was chosen by distributing questionnaires to visitors of outdoor destinations in Yogyakarta and surrounding areas. The PLS-SEM technique was used to statistically analyze data from 418 valid respondents. The results showed that multisensory experiences positively influenced place attachment, visitor involvement, and intention to revisit. In addition, place attachment and visitor involvement were also found to have an impact on revisit intentions. By visiting outdoor destinations such as parks, gardens, mountains, temples, and beaches, visitors expect to find a state of relaxation and happiness, as all five senses receive stimulation from pleasant environments. This study complements previous research and broadens the scope of marketing and tourism research by analyzing multisensory experience variables so that destinations can play a greater role in people's mental health. This study also offers valuable new alternatives for the development of tourism marketing and tourism structuring strategies in the future, especially promoting tourism that cares about mental health.

Keywords: Multisensory Experience, Place Attachment, Visitors' Involvement, Revisit Intention

INTRODUCTION

Every year, millions of people visit outdoor destinations such as parks, gardens, beaches, temples, and mountains, generating significant revenue for the local tourism industry. With the heavier burden of life and work, traveling has become an increasingly important necessity, especially for urban residents. Today's urban residents show a growing desire to find respite by visiting natural environments to reduce the stress and pressure of daily life. In modern times, these natural-based destinations are increasingly recognized as important factors in supporting a balance of physical and mental health (Jang et al., 2020). Previous research shows that city inhabitants tend to prefer visiting natural environments in the mountains, countryside, and beaches to find a refreshing atmosphere (Marselle et al., 2013). Regions with agritourism industries are also taking initiatives to incorporate agro-healing experiences, such as the construction of urban parks with flowers, and suburbs with orchards and aromatic plants, which can provide a calming experience for visitors. With various income capabilities, travel to find a cool comfortable atmosphere does not have to go far from home or away from the city, but it still can be optimized by visiting nearby city parks that at least provide opportunities to interact with nature and open spaces.

Existing research suggests that there are restorative potentials from natural environments where people can benefit from (Bonnell & Littenberg 2022; Zhou et al., 2023). However, the logic by which outdoor tourism activities influence the health benefits perceived by visitors remains little explored. Previous studies have shown that visiting outdoor tourism areas can improve ongoing mental health (Puhakka et al., 2017). The experience of the COVID-19 pandemic has strengthened many of us to be more health-conscious and choose destinations that provide more physical and mental health benefits, which is why outdoor destinations are increasingly popular (Qiu et al., 2021). With this phenomenon, tourism managers and governments need to increase their tourism potential for the benefit of achieving more affordable and equitable health.

Some multidisciplinary studies have also identified the impact of natural environments on their ability to improve mental health, positive behavioral intentions, and strengthen the sense of place (Qiu et al., 2021). The objective of this study is to investigate the role of multisensory experiences in enhancing visitors' involvement, place attachment,

and revisit intentions in the context of outdoor tourism in urban areas and the surrounding parks. In relation to the research objectives, the proposed research question is “How does the role of multisensory experiences impact visitors’ involvement, place attachment, and revisit intention?”. This study is expected to make a contribution, particularly to the fields of marketing and tourism, which include. **First**, visits to tourist destinations will provide visitors with travel experiences that are related to the sensory stimuli they receive from the natural environment. This sensory experience needs to be given attention in marketing and tourism research to better understand visitor behavior (Liu et al., 2018). **Second**, by empirically testing through a quantitative approach, this research enriches the understanding of outdoor tourist behavior related to the influence of multisensory experiences on place attachment, visitors’ involvement, and revisit intention. Additionally, managers can also benefit from optimizing the multisensory role in tourism activities that consider the utilization of natural potential. **Third**, this research will be even more beneficial if it can be synergized with other disciplines such as medicine, psychology, sociology, architecture, and urban planning.

REVIEW OF LITERATURE

Theory of Grounded Cognition

This research chooses the grounded cognition theory as the appropriate reference to develop a model of the influence of multisensory experiences on visitor behavior. This theory emphasizes the importance of the human multisensory ability to capture the restorative benefits provided by the open nature (Barsalou 2008; Agapito et al., 2013). What has been captured by human senses will be translated into an interesting experience of a calming environment and can even aid in self-reflection. When humans are exposed to natural environments, (Leitan & Murray 2014) identify that the brain will actively receive and process these pieces of information, whether from sight, smell, or others, which will provide a unique interpretation according to the visitor's condition. The grounded cognition theory explains that sensory input and perception represent two sequential stages in explaining the process of stimuli in the environment (Barsalou, 2008). First, sensory input, which consists of human-nature interaction is argued to be the basis for transforming low-level stimuli into higher-level information. In the second stage, people will build perceptions derived from the

integration of various sensory inputs, previous experiences, and memories (Agapito et al., 2013). Therefore, for managers, information from multisensory experiences is critical in helping to interpret, understand, plan, and market tourist attractions that offer comfort and health benefits.

Multisensory Experience

Humans inherently have an innate need and strong drive to connect, affiliate, and return to the natural environment around them (Liu et al., 2018). After the pandemic, where people are more concerned with health, academicians have increased attention to the sensory dimension of the tourism experience (Agapito et al., 2013, Jensen et al., 2015). Sensory marketing is a marketing approach that engages all five human senses such as eye-sight, ear-hearing, nose-smell, tongue-taste, and skin-touch, to establish a positive emotional connection with a brand, product, or service (Krishna & Schwarz 2014). Grounded cognition theory explains that people understand the world through their sensory perceptions. Therefore, how a person values mental health benefits after their visit and interactions with nature are related to how people perceive the natural environment through their senses (Franco, et al, 2017). Exposure to natural environments is widely believed to accelerate recovery from stress compared to urban environments. This is because the natural environments possess beauty and richer restorative potential. For example, the sounds of nature can calm and increase tolerance between individuals in parks, gardens, or other open natural spaces. The colors of butterflies provide a sensation of color that complements the visual beauty and fragrance of flowers. The sounds of birds bring a joyful atmosphere. Although the theoretical understanding of sensory perception has been fairly well developed in the disciplines of psychology and health, there is still limited empirical research analyzing multisensory experiences in the areas of marketing and tourism (Cohen & Cohen, 2019). Previous studies have mostly used descriptive and qualitative methods to investigate multisensory experiences in tourism contexts (Agapito et al., 2017). These studies concluded that the multisensory experience dimension emerges due to the appeal of environmental stimuli to the five senses. In addition, existing research is also limited to examining the role of the human senses in their ability to make a person feel healthier, more valued, and more prosperous (quality of life). Exploration of the multisensory aspects of travel experiences in

outdoor environments near (around) cities may induce positive behaviors and impact on people's mental health, so that it can be further packaged into a healthy and attractive outdoor destination to visit regularly.

In marketing literature, multisensory experiences are recognized as capable of building positive consumer responses, including affective, cognitive, and behavioral aspects (Moreira, et al., 2017). This is affirmed in the context of tourism, where it was found that the more one's senses are involved in the tourism experience, the more meaningful the travel experience (Kastenholz et al., 2020). This can be concluded that there is a close relationship between sensory stimulation and positive emotional responses. Research by Qiu et al. (2021) found an influence of multisensory experiences on visitors' positive emotions. The research was conducted at open tourist sites, historical buildings, national parks, and on religious tourism tours. From the visits, it was found that tourists greatly appreciated the freshness of the trees with green leaves, the fragrance of flowers and leaves from the surrounding plants, including tasting the flavors of the available fruits. This multisensory experience can be described as a synergistic simulation of various senses that can motivate visitors to return because they find pleasure and benefits from their visit (Qiu et al., 2021; Kastenholz et al., 2020).

Multisensory Experiences and Place Attachment

Place attachment is a concept where a person feels an emotional bond with the places they visit. Theoretically, place attachment is divided into two dimensions, namely place identity and place dependence. Place identity explains things related to emotional attachment. In this case, someone emphasizes finding a symbol from the visited place to achieve a closer emotional connection. Place dependence refers more to how a place is able to fulfill someone's needs and desires. If a person's functional needs are met by a place, a sense of attachment will grow.

The relationship between people and the places they visit or reside in has long been an interesting subject of study across various disciplines, including psychology, consumer behavior, tourism, and sociology. Previous studies on the relationship between human senses and places have largely supported the finding that multisensory experiences play a significant role in building emotional strength between a person and the place (Kastenholz et al., 2020;

Yang, et al., 2021; Zhou et al., 2024). Lv and Wu's (2021) study also concluded the same, that a sense of place attachment can be built through a person's multisensory experiences. Logically, people will find it difficult to become attached to a place if they have never visited it. However, at least visiting once can also evoke a sense of fondness and attachment.

Observation utilizing multisensory experiences in marketing and tourism research in Indonesia, particularly in urban outdoor locations, is still very limited. The factors that determine how a sense of attachment to a place is formed are still being explored and debated (Hosany et al., 2017; Kastenholtz et al., 2020). With the existing research gap on how someone becomes attached to a place and how positive emotions can be created, the researcher proposes the role of multisensory experiences and formulates the following first hypothesis:

H1: Multisensory experiences have a significant positive influence on place attachment.

Multisensory Experiences and Revisit Intention

Revisit intention refers to the likelihood of tourists returning to a destination in the future. Several tourism marketing studies have identified various predictors of revisit intention, including travel motivations, satisfaction, destination image, quality of experiences, destination attachment, and trust. In addition to these predictors, multisensory experiences also play an important role in driving positive and memorable experiences, thus enhancing visitors' behavioral intention to revisit. Research has shown that sensory stimuli, encompassing visual (eye), auditory (ear), olfactory (nose), tactile (touch), and gustatory (taste) elements, have a positive impact on visitors' recommendation intention and revisit intention, in the context of fruit orchard tourism. Additionally, sensory impressions provide additional motivational effects for loyalty, and multisensory experiences can create more lasting memories. It can be said that with multisensory experiences, a relationship between long-term memory and visitor loyalty to the destination will be formed. Existing research also indicates that sensory impressions have a positive effect on visitors' revisit intention, particularly for those who have frequently or for a long time visited a specific location. Visits to resource-rich rural areas are also known to offer multisensory stimuli that can provide visitors with an impressive and profound experience. Therefore, we formulate the following hypothesis H2:

H2: Multisensory experiences have a significant positive influence on revisit intention.

Visitor Involvement, Place Attachment, and Revisit Intention

Tourist/visitor involvement is defined as a psychological condition in which individuals develop an interest and attachment to the environment they visit (Xu et al., 2018). Someone curious will definitely be more active in asking questions, more active in searching, and more active in exploring the things they are looking for. A tourist who has an interest in a place will be proactive in wanting to always engage with the various activities and interesting potential that the place has. Tourists who have a special affinity for a location are more likely to engage in various activities offered by the management (San Martin et al., 2013). Tourists who fall into the high involvement category tend to have a higher emotional attachment compared to others, so their decision to visit a location also serves as a means to achieve a restorative feeling (Roostika & Mumpuni, 2023). Previous studies have identified that the degree of visitor involvement with available tourism activities actually reflects the emotional condition to become physically attached to the place, including interacting more closely with the local community (Zhou et al., 2024).

Quite a few studies in the field of psychology have delved into the role of tourist involvement in their motivation and active participation in activities at outdoor destination locations. The field of marketing, with a focus on consumer behavior, also pays attention to the level of active involvement of individuals with the services offered at tourist locations, ranging from light activities to those that are physically difficult and challenging to perform. It was found that visitor involvement correlates with an increase in self-identity. The influence of visitor involvement in outdoor tourism activities, particularly on mental health impacts, needs to be further tested in empirical research. Therefore, this study proposes the following hypotheses:

H3: Multisensory experiences have a significant positive influence on visitor involvement.

H4: Place attachment has a significant positive influence on revisit intention.

H5: Visitor involvement has a significantly positive impact on the revisit intention.

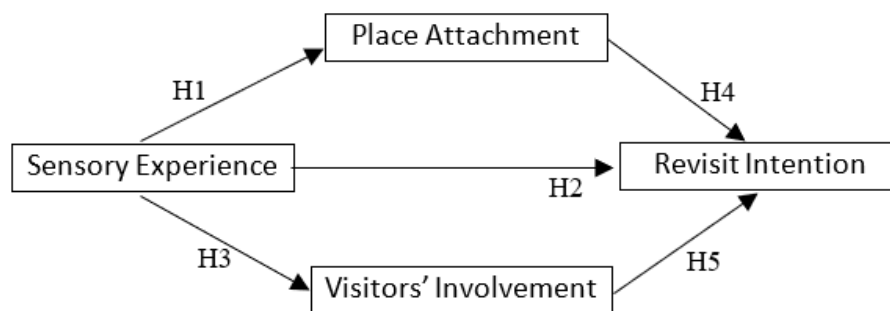


Figure 1.
Research Model

RESEARCH METHOD

Development of The Measurement Instruments

This research uses a quantitative approach by distributing questionnaires to respondents living in DI Yogyakarta and its surroundings. Respondents were asked to provide their opinions on their experiences after visiting outdoor natural destinations, including city parks, temples, mountains, forests, and beaches. The measurement instrument was developed from several previous studies and translated into Indonesian, which was tested on 50 respondents as part of the pilot study. The measurement of the multisensory experience construct was adopted from Zong et al., (2023). Place attachment and visitor engagement are adopted from Zhou et al., (2024). The revisit intention is adopted from Lu et al., (2022). Respondents rated these statements by selecting options using a Likert scale ranging from 1 (one) to 7 (seven), with higher scores indicating stronger positive sentiment. For model testing, descriptive analysis was tested with SPSS and PLS-SEM was used to assess validity and reliability.

Data Collection

The survey distribution was conducted via Google Forms using the purposive sampling method. The respondents are those who have visited outdoor destinations more than twice in the past year. As many as 418 respondents data were considered complete and valid for testing using PLS (Partial Least Squares). Regarding the demographic data of the respondents, the final sample consisted of 196 male respondents and 222 female respondents. Demographic information, including the distribution of respondents' ages, education, monthly expenses, and current active employment, is presented in Table 1.

Table 1.
Demographic Data of Respondents

Classification		Frequency	Percentage
Gender	Man	196	46.9%
	Woman	222	53.1%
Age	Less than 20 years old	215	51.4%
	20 - 29 Years	95	22.7%
	30 – 39 Years	69	16.5%
	Above 40 Years	39	9.4%
Education	Secondary school	225	53.8%
	Diploma – Sarjana S1	114	27.3%
	Master	79	18.9%
Expense Monthly	Less than IDR 2,000,000	172	41.2%
	IDR 2,000,000,- IDR 5,000,000,-	134	32.1%
	IDR 5,000,000,- IDR 10,000,000,-	57	13.5%
Work	Above IDR 10,000,000	55	13.2%
	High School students	215	51.2%
	College students	109	26.1%
	Private employee	57	13.6%
	Self-employed	31	7.4%
	Other	7	1.7%
		Total Responden: 418	

Sources: Data Processing Results SPSS 2024

RESULTS AND DISCUSSION

Measurement Model

The measurement model is the first stage in PLS to examine the reliability and validity of the data. To assess reliability, Cronbach's alpha and composite reliability were used. The Cronbach's alpha result from the processed data needs to yield a value greater than 0.6 (Churchill 1979), and for composite reliability, the data must show a value above 0.7 (Fornell & Larcker 1981). The fulfillment of Cronbach's alpha and composite reliability values reflects that the reliability of the data has been met. Table 2 shows the values of Cronbach's alpha and composite reliability values for all key constructs examined in this study, and the results all meet the specified thresholds.

After the reliability test, the next stage in the measurement model is to test convergent and discriminant validity. Convergent validity in PLS-SEM can be found in the extracted average variance (AVE) value and the factor loading of all items in the construct (Fornell & Larcker, 1981; Sarstedt et al., 2021). Table 3 outlines the factor loading of all items that passed the test, and Table 2 outlines the AVE of the key variables studied. Factor loading appears to be in the range of 0.614 to 0.811, which, according to Bagozzi et al., (1991), can be interpreted as "exceeding the specified threshold of 0.5," meaning it meets the satisfactory level for convergent validity (Bagozzi et al., 1991).

According to Table 3, the factor loadings range from 0.691 to 0.910, and all are statistically significant at the $p = 0.001$ level. Discriminant validity can also be checked in Table 4. All variables were met. The square root of the AVE for each construct is greater than the values in the corresponding rows and columns (Fornell & Larcker, 1981). In addition, it is equally important that there are no HTMT values exceeding 0.9, as presented in Table 4.

Table 2
Assessment of The Reliability

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Multisensory Experience	0,845	0,860	0,888	0,614
Place Attachment	0,882	0,885	0,911	0,630
Revisit Intention	0,912	0,912	0,938	0,791
Visitors' Involvement	0,883	0,885	0,928	0,811

Tabel 3.
Factor Loading

	Original Sample (O)	T Statistics (O/STDEV)	P Values
PD1 <- Place Attachment	0,787	33,844	0,000
PD2 <- Place Attachment	0,862	53,157	0,000
PD3 <- Place Attachment	0,780	29,808	0,000
PI1 <- Place Attachment	0,818	39,415	0,000
PI2 <- Place Attachment	0,802	33,892	0,000
PI4 <- Place Attachment	0,704	19,301	0,000
RI1 <- Revisit Intention	0,877	56,577	0,000
RI2 <- Revisit Intention	0,889	61,520	0,000

RI3 <- Revisit Intention	0,910	45,772	0,000
RI4 <- Revisit Intention	0,883	44,756	0,000
SensExp1 <- Multisensory Experience	0,804	36,149	0,000
SensExp2 <- Multisensory Experience	0,816	39,735	0,000
SensExp3 <- Multisensory Experience	0,691	17,943	0,000
SensExp4 <- Multisensory Experience	0,763	26,408	0,000
SensExp5 <- Multisensory Experience	0,837	45,850	0,000
TI1 <- Visitors Involvement	0,908	84,762	0,000
TI2 <- Visitors Involvement	0,905	70,104	0,000
TI3 <- Visitors Involvement	0,888	43,925	0,000

Table 4.
Discriminant validity

Fornell and Larcker Criterion				
	Multisensory Experience	Place Attachment	Revisit Intention	Visitors Involvement
Multisensory Experience	0,784			
Place Attachment	0,598	0,794		
Revisit Intention	0,640	0,704	0,890	
Visitors Involvement	0,687	0,731	0,740	0,900
Heterotrait-Monotrait Ratio (HTMT)				
	Multisensory Experience	Place Attachment	Revisit Intention	Visitors Involvement
Multisensory Experience				
Place Attachment	0,680			
Revisit Intention	0,712	0,782		
Visitors Involvement	0,769	0,828	0,823	

Note(s): AVE square roots are written diagonally in bold & italic; ME: Multisensory Experience; PA: Place Attachments; VI: Visitors; Involvements; RI: Revisit Intention.

Structural Model

The results of the structural model analysis show that all five hypotheses proposed in this research model are supported and demonstrate a significant positive effect. Figure 2 illustrates the analysis results, while Table 5 summarizes the hypothesis testing results. Path coefficients, T values, and P values are presented for each tested hypothesis. The hypotheses explaining the impact of multisensory experiences on place attachment, revisit intention, and visitor involvement were all found to have a statistically significant positive effect. Similarly, the direct relationship between place attachment and visitor involvement were also observed and resulted in significant positive findings affecting the intention to revisit. The weakest influence occurs between multisensory experience and revisit intention, indicating the important mediating role of place attachment and visitor engagement. The strongest influence is shown by the relationship between multisensory experience and visitor involvement. This underscores the important role of optimizing sensory experiences in building greater visitor participation in the tourism activities developed at tourist locations. The high R-squared value (0.642) for the intention to revisit indicates that multisensory experiences, place attachment, and visitor involvement are important variables to consider in strategies to enhance the intention to revisit outdoor destinations around urban areas.

Table 5.
Summary of Hypothesis Testing

	Hypothesis	R ²	Original Sample (O)	T Statistics (O/STDEV)	P Values	Decision
ME -> PA	H1	PA=0.357	0,598	15,471	0,000	Supported
ME -> VI	H3	PA=0.472	0,687	19,603	0,000	Supported
ME -> RI	H2	PA=0.624	0,193	3,582	0,000	Supported
PA -> RI	H4		0,311	5,307	0,000	Supported
VI -> RI	H5		0,380	6,328	0,000	Supported

Notes: ME=Multisensory Experience; PA=Place Attachment; VI=Visitors' Involvement; RI= Revisit Intention.

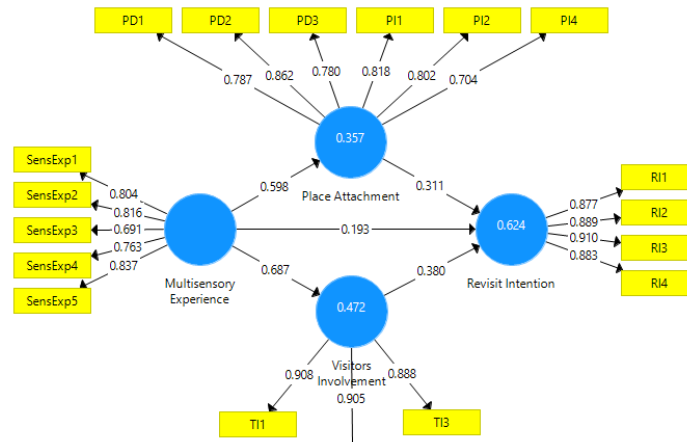


Figure 2.
Research Model

Discussion

This research analyzes the role of multisensory experiences on consumer behavior when visiting outdoor locations around the city as an important factor in marketing strategies to understand the motivation for repeat visits. The findings produced offer interesting insights and support previous research findings (this study supports H1, H2, and H3). Marketing and tourism literature acknowledges that multisensory experiences can shape consumer responses in the affective, cognitive, and behavioral dimensions (Moreira, et al., 2017). The five human senses - sight, smell, hearing, taste, and touch - collectively capture environmental stimuli. For example, a refreshing, calm, and cool environment will be perceived differently from a noisy, crowded, and hot city atmosphere with pollution and unpleasant odors. Previous research has shown a close relationship between sensory stimulation and positive emotional experiences. This research supports previous findings that multisensory experiences can positively influence place attachment, visitor involvement, and revisit intentions. The combination of multisensory stimulation can create a highly enjoyable and beneficial holistic experience for tourists, thereby influencing their intention to revisit the destination (Qiu et al., 2018; Kastenholz et al., 2020; Liu & Minamikawa 2024).

Based on a survey conducted among students and urban residents in Yogyakarta and its surroundings, the respondents also acknowledged the importance of visual stimuli (sight), auditory stimuli (hearing), and olfactory stimuli (smell) as factors contributing to their perception of the naturalness of a location and their motivation to revisit. A restorative

environment does not have to involve traveling at a high cost to famous locations with beautiful natural scenery. Locations that offer attractions worth visiting repeatedly can include well-maintained forests, neatly designed city parks with beautiful and fragrant flora, as well as comprehensive public facilities that are architecturally integrated with natural elements. This study proves that sensory elements built by visiting outdoor locations, such as the eyes being exposed to many shades of green from trees, the ears catching the sound of water flowing, and the nose enjoying the scent of plants, can shape a person's perception that this place is calming and restorative from burdens, making someone want to experience it again at another time. Testing at outdoor destination locations in urban areas can also mean that city parks can still contribute restorative and calming effects. So people don't need to go on expensive trips far away to experience the restorative effects of outdoor destinations.

The structural model test with PLS concluded that H4 and H5 are supported, meaning that place attachment and visitor involvement significantly positively influence revisit intention. These findings support previous research (Zhou et al. 2024; Kastenholz et al. 2020; Yang et al. 2021), indicating that in different locations, place attachments play a role in the decision to revisit a destination. Similarly, visitors' involvement also positively and significantly influences the decision to revisit. The higher the level of engagement someone shows towards the destination and the activities offered, it can be interpreted as the higher the emotional attachment to the destination and the local community living around that outdoor destination.

As previously discussed, the level of involvement reflects the interest and motivation of tourists to participate in a particular environment. For urban residents with busy daily work schedules or students with various task responsibilities, taking time for activities different from their routine will be very appealing. Interacting with the natural environment through activities such as walking, trekking, or leisurely cycling provides a multisensory experience that is different from daily life. Destinations that can meet the sensory health needs of their visitors will be more appreciated and are very likely to influence their decision to visit again.

Theoretical Implications

From a methodological perspective, previous research on the role of sensory aspects mostly used descriptive and qualitative approaches (Agapito et al., 2017). Moreover,

previous studies largely relied on case studies and theoretical analyses. This research explores an empirical model involving the construct of multisensory experience, which has still been quite limitedly explored in the marketing and tourism industry sectors in Indonesia. By adopting a quantitative approach, this research contributes to the empirical literature by adding observational data on multisensory experiences and their relationship with place attachment, visitor involvement, and revisit intention in urban residents in Indonesia. Additionally, this research also opens up perspectives for further developing studies with sensory variables and other marketing variables to better understand consumer behavior. This is expected to address the research gap in understanding consumer behavior regarding the benefits of outdoor destinations for their visitors.

Practical Implications

This study presents empirical evidence showing that effective management of multisensory experiences can foster positive responses from tourists regarding benefits for themselves and their perceptions of outdoor destinations. For example, managing a variety of flowering plants in the garden, building a pond with the soothing sound of a waterfall, providing open spaces for seating on the green grass, and carefully arranging culinary kiosks can collectively offer various sensory stimuli that create distinctive sensory-based memories for visitors. Enhancing the multisensory experience of tourists can also improve their perception of the uniqueness of a location. For example, certain plants may only thrive in specific areas. Managers can utilize the region's unique plants to create a differentiation effect, which has also been implemented in the form of agro-tourism in several destinations in Indonesia. For example, areas with abundant tea and coffee plantations can package these local plants into trekking tourism, allowing visitors to engage in activities such as harvesting crops and observing the production process, culminating in a culinary experience that offers local tea and coffee. Similarly, several mountain tourist destinations have successfully incorporated aromatic plants into their tourism offerings, such as establishing botanical gardens, aromatic museums, and educational programs about essential plants.

Comprehensive management of sensory elements can enhance tourists' perception of a destination. The creation of distinct memories from a location can foster emotional attachment, increased engagement, and a tendency to revisit. Considering that the majority

of respondents are from the millennial generation, marketing strategies need to be tailored to this demographic group. Culinary tourism destinations, educational experiences focused on spices/herbal plants, or trekking activities that engage the sense of touch through trees, soil, rocks, and water can create positive and meaningful memories. The variety of activities from these destinations not only provides mental health benefits but also physical health benefits for visitors. For destination managers, sensory experiences can be utilized to cultivate a unique and attractive image of the destination.

CONCLUSION

This study examines the influence of visitors' multisensory experiences in outdoor tourist areas around the city on place attachment, visitors' involvement, and revisit intention. A quantitative approach was conducted by distributing surveys to students and residents living in the urban areas of Yogyakarta and its surroundings. This research processes a valid sample of data from 418 respondents, analyzed using SPSS and PLS-SEM. The research results support all the hypotheses formulated, including the influence of multisensory experiences on place attachment, visitors' involvement, and revisit intention. The relationship between place attachment and revisit intention, as well as visitor involvement and revisit intention, are also supported. However, this research has limitations. This empirical research uses a single dimension to measure multisensory experience, whereas the five human senses should be further explored through multidimensional variables of multisensory experience. Future research needs to explore a multidimensional approach to the variable of multisensory experience, building models and expanding to different locations. This can be done by comparing different types of destinations, such as mountains versus beaches or urban versus rural areas, which can provide new insights into the role of sensory perception and different strategies for managers.

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Supplementary Material

Place Attachment (Zhou et al., 2024)

Place Dependence

PD1. This destination has special meaning to me

PD2. This destination is very special to me

PD3. I feel like I am a part of this place when I travel there

Place Identity

PI1. Compared with other destinations, I am more satisfied with this place

PI2. Compared to other destinations, I prefer this place

PI4. This destination gives me the feeling that other places can't give

Tourist Involvement (Zhou et al., 2024)

TI1. Traveling here is very important to me

TI2. I am full of interest in this destination

TI3. Traveling here is a very meaningful activity for me

Revisit Intention (Lu et al., 2022)

RI1 I intend to revisit this place in the near future.

RI2 I plan to revisit this place in the near future.

RI3 I would like to visit this place in the near future.

RI4 I probably will revisit this place in the near future.

Multisensory Experience (Zong et al., 2023)

SE1 This place provides aesthetic and colorful landscapes.

SE2 This place has a cool and refreshing temperature and climate.

SE3 This place offers relaxing local music

SE4 This place offers delicious smells of local culinary

SE5 There are nice smells from flowers, plants, and trees surrounding