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## Arts in Development of Tourist Experiences

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# Arts in Development of Tourist Experiences

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## Abstract

The paper presents theoretical and practical aspects of the impact of arts on tourist experiences. The paper will analyse both theoretical and practical aspects of experience marketing of art's events on tourist experiences. In empirical research, the paper will present results about the segmentation of target groups of tourists who choose a tourist destination on the basis of arts events, as well as their satisfaction with arts events, exhibitions, concerts, theatres events, literary events at the time happened in the chosen destination. Results of research about tourist's satisfaction would be important for further research on the development of a tourist destination as a brand. Social media, blog, post have an impact on the development of tourist experiences, based on art experiences.

**Keywords:** Tourism, arts, culture, experience marketing, holistic marketing, marketing strategies.

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## Introduction

The subject of the paper is a theoretical and practical approach in the development of tourist experiences by art events and arts environment. Experience marketing in tourism is a new field of marketing research in academic institutions and scientific marketing associations. The goal of the paper is to develop tourist experiences, based on culture, arts, media and arts environment. A specific goal of the paper is to enlighten strategies of experience marketing in the development of tourist experiences, based on arts and arts environment. The paper gives an overview of all experience marketing approaches, experiential marketing tools, holistic marketing elements, internal marketing, integrated marketing, socially responsible marketing and relationship marketing in tourism. The key hypothesis of the paper is that implementation of holistic marketing strategies in the development of destination brand on the global market place, based on tourist experiences, culture and arts, is a modern platform for development economy of one country. Good examples of implementation of culture and arts in the development of the destination brand, based on tourist experiences on the global market place, are given in the paper.

The research in the paper is based on case studies of good examples of experience marketing in the development of tourist experiences, by arts. The research, in the second part, is based on the focus group realized with tourism organizations in the cities, described in case studies. The focus group has been done with managers of tourism organizations. The research is based on qualitative tools.

The structure of the paper is consists of a theoretical review of research into the topic of arts in the development of tourist experiences, based on literature in this field. A special focus of the theoretical approach is on experience marketing, experiential tools and holistic marketing approach in the development of tourism, based on arts. The second part of the paper gives good examples from the practice of development of tourism based on arts experiences. The paper describes examples of "Budva Theatre City" in Budva, Montenegro, "Split Arts City", in Split, Croatia and exhibition "500 years of genius - Leonardo de Vinci", in Athens, Greece. The third part of the paper presents the results of the focus group made by managers of tourism organizations in these cities. Focus groups, as a qualitative method of research, gave results which are described in the third part of the paper. Conclusion of the paper presents an overview of theoretical and empirical research and further steps of research in the fields of the impact of arts on the development of tourism and tourist experiences.

## Literature review

Artistic projects and artistic environment have an impact on the development of tourist experiences and tourism in one city. History facts prove that arts increase visits of tourists. Modern society needs cultural and arts content when they visit some city (Ćorović & Janičić, 2018).

Cultural organizations face a double challenge: on the one hand, they are responsible for preserving, protecting, promoting and enhancing the heritage of an immensely precious past, a 'legacy' from which to learn and which the largest number of people must be allowed to enjoy, according to the 'heritage' concept; on the other, cultural organizations must turn this industry into an economic asset to all intents and purposes, integrated in territorial marketing logics (Battaglia et al., 2017).

Holistic marketing approach has a challenge in improving the planning process of tourism. All parts of holistic marketing approaches are important, internal marketing, integrated marketing, relationship marketing and socially responsible marketing.

Internal marketing strategies improve tourism organizational structures and communications with team workers. Strategies of integrated marketing improve consistency of tourist services storytelling. The socially responsible approach is a base for all tourist services. Strategies of relationship marketing make platforms for clear and direct communications with target audiences of tourist services. In all these ways holistic marketing approach is the base platform for the realization of tourism development (Kotler & Keler, 2016).

Holistic marketing approach has integrated marketing communication with target audiences of tourist services, which present opportunities for research needs and wants of tourists. Integrated marketing communications must have consistent storytelling with target audiences of tourist services (Pelsmacker et al., 2007).

Strategies of relationship marketing develop and improve communications between tourism institutions and their target groups. The socially responsible approach gives a platform for the development of tourism, as well as a purpose and message to target groups. Strategies of relationship marketing have a specific impact on leading tourism development. They give opportunities for interactive communications with the public, through traditional ways of communication and modern, social media. Two-way communications give opportunities for listening to wants and needs of the public, that shows ways for further tourism development. (Kotler & Keler, 2008).

In today's hyper competitive marketplace, the sheer variety and quality of offerings vying for consumers' attention have forced arts organizations to invest in other aspects of the customer experience. For example, the success of the Tessitura database illustrates how arts and cultural organizations can improve the customer experience and build a stronger relationship with consumers. The development of new audiences also relies on a deeper understanding of their expectations and behaviours (Colbert & Dantas, 2019).

The experiences are regarded as key concepts in marketing today. There are different views and interpretations about the content of terms. There are two connected concepts of experience and experiential marketing.

Based on the literature review, the authors found that experience marketing is a strategic and broader term than experiential marketing. Definition of experience marketing is that it is strategic and holistic marketing of relevant and meaningful experiences, and experiential marketing is as a tactical tool that helps to do marketing experientially (Experience Marketing Association, 2011).

Consumers create meaning for all perceived. Experience represents a meaningful relationship between a person's perception activity and a life situation, and is of particular significance to the person (Same & Larimo, 2012).

When the customer experiences something to be important, these forms of life situations consisting of everything are in a meaningful relationship (Same & Larimo, 2012).

Experiential marketing is a marketing technique that creates experiences between brands and consumers. Experiential campaigns use an activation (for example product sampling, immersive experiences, stunts, events, etc.) to bring brands to life and interact directly with the target audience (Experience Marketing Association, 2011).

Prior experiential marketing research suggests that extraordinary consumption experiences take place within structural frames, outside the realms of everyday life.

The Primavera Sound music festival in Barcelona attendees perceive their experiences to be extraordinary, despite these occurring within 'everyday' structural frames. Consumers' extraordinary experiences unfold through their negotiation of a series of structural and structural marketplace tensions, including commercialism/authenticity, ordinary/escapist, and immersion/communing (Skandalis et al., 2019).

Experiential marketing is effective in influencing tourist behaviour because pleasure tourists travel in pursuit of fantasies and positive emotions. The influences of experiential marketing on tourist behaviour depends on tourist imagery processing (Le et al., 2019).

Digital technologies may potentially stimulate positive feelings and emotions in visitors. Particularly, the storytelling of digital personalization of cultural heritage sites can effectively personalize visitors' experience and uplifts the visit toward an authentic and unique experience (Rialti et al., 2016).

Museum play a cultural and important role in collecting, protecting and managing social and cultural wealth. Cultural collections belong to society, and are not intended to satisfy the interests of individuals or specific social groups. Museums are entrusted with the mission and purpose of collecting and maintaining important objects of art, science and history. More importantly, they have a major role in providing access to humanities, art, history, collections and education (Huang, 2019).

## Case studies analysis

### *Budva, Montenegro*

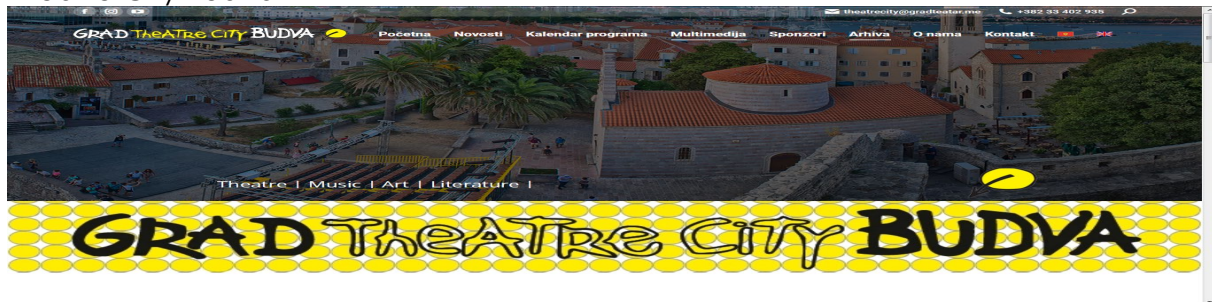
The good example of implementation of the development of tourist experiences, based on arts is "Budva Theatre City". Every night in the centre of the city of Budva in Montenegro, during summer nights, tourists have opportunity to enjoy some artistic presentation in "Budva Theatre City", such as theatre events, music events, literary events, exhibitions and philosophical discussions.

It is an open-air theatre, surrounded by old stone houses and in the centre is a stage where visitors can enjoy arts, brilliant actor's roles, stories from all over the world. Every night, theatres from around the world present their theatre projects, literary events, music events, exhibitions, movies and philosophical discussions. Some projects are traditional, but some other projects are interactive, so visitors can take part in the events. The city of Budva bases destination brand on this open-air theatre, with another tourist, historical, gastronomy, hospitality and cultural contents the city of Budva offers.

Tourists have the opportunity to enjoy tourist services in the city, as well as to enjoy theatre events. Visitors have the opportunity to see the beautiful theatre, literary and music events. Especially touching are theatre events with life stories of historical persons, music nights with brilliant musicians, writers, painters, photographers, as shown in Figure 1.

After projections, visitors can write comments in the yellow book in theatre, or online, on the theatre's web-site, on Instagram, Facebook or Twitter pages. The general comment is that visitors enjoy beautiful artistic events. The theatre events enjoy the attention of media, televisions, radio stations, as well as social media. The theatre events bring artistic experience to visitors. Tourist visits in the Budva rise every year. It is proved that cultural and arts events have an impact on the development of tourism in the global market place.

Figure 1  
Theatre City Budva



Source: gradteatar.me

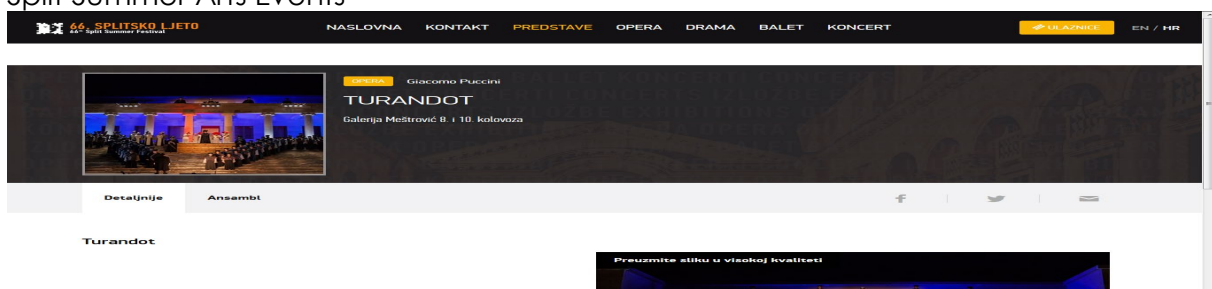
It would be significant to create a unique strategy for the Montenegro tourism development, which, with precise identification of the opportunities, challenges, advantages, and disadvantages of sport and tourism products and services on the Montenegrin market, would enable better networking of tourism entities and encourage their joint action towards the development of this form of tourism (Markus et al., 2019).

Therefore, the establishment of closer links between the organizers of sports events, tourist workers, and local self-government is one of the main challenges in the future development of sport tourism in Montenegro. To provide more social and economic benefits at the local level and provide a satisfactory service to visitors to a sports event, they need to be better coordinated and integrated (Stanovčić et al., 2018).

### Split, Croatia

A good example of implementation of experience marketing of arts in the development of tourist experiences and development of tourism of one country, as a destination brand is Split, in Croatia. Split has deep historical and artistic stories, brilliant hospitality, gastronomy and tradition. Tourists adore to walk around the streets of the old centre of Split, to feel the sea, mountains and kindness of people. In the centre of the city is the Croatian National Theatre, a place where tourists can enjoy the arts of theatre. Music, movie, literature and dance festival follow the summer-time spirit. Tourists enjoy the atmosphere of arts and culture in beautiful Split, full of arts and culture, as shown in Figure 2. Gastronomy, arts events, history, tradition, hospitality, all these give great touristic experiences and develop Split as a destination brand.

Figure 2  
Split Summer Arts Events



Source: splitsko-ljeto.hr

### Athens, Greece

A good example of the implementation of experience marketing of arts in the development of tourism in European cities in the exhibition "Leonardo da Vinci - 500 years of genius" (Figure 3). The exhibition was present in London, Rome, Venice, Paris and Athens. At that time, many tourists came to the chosen city to enjoy the life of the city and visit the exhibition.

The exhibition gave the whole view of Leonardo da Vinci's work, life and thoughts. The first room presented Leonardo's machine works. The second room presented Leonardo's medical research on the human body. The third room presented different views on Leonardo's most famous painting "Mona Lisa". Families with children, young people, middle-aged people and retired people were the visitors. They enjoyed the look at Leonardo's paintings. A special room presented Leonardo's painting "The Last Supper". In the middle of the exhibition was a room that presented the artist's multimedia work, with his philosophical thoughts, such as "Nothing can be loved or hated unless it is first understood", "In time and with water, everything changes", "Water is the driving force in nature". Comments on social media was that exhibition was brilliant as Leonardo da Vinci deserves. Especially young people were interested in his work, thoughts and life. Many young tourists come to London, Paris, Rome and Athens. The whole exhibition was a sophisticate, and, also, strong experience, according to visitors comments, is what inspired tourists around the world to come and visit the exhibition.

Figure 3  
World Exhibition "500 Years of Genius"



Source: whyathens.com

### Qualitative survey results

The author of this paper had the opportunity to make a focus group with tourism managers in the tourism organization of Budva, Split and Athens.

Managers of these organizations concluded that culture and arts have an impact on the development of tourism in Budva, Split and Athens. They emphasized that all aspects of a holistic marketing approach are important, internal marketing, integrated marketing, relationship marketing, based on socially responsible approach, in the development of tourism, through culture and arts. Interestingly that they enlighten the role of care about tourists, in the way that people, visitors feel that tourist institutions and organizations, hotels, hostels, restaurants, cafe bars, as well as cultural and arts institutions care about them and their experiences. All these institutions care about history, tradition, and in that way give brilliant experiences to tourists. They emphasized that in implementation of marketing in the development of tourism, based on arts and culture, it is important to be passionate about tourism, be kind in hospitality, respectful and sophisticated with tourists.

Members of the focus group, managers of tourist destination Budva, Split and Athens, emphasized that it is important that offline and online media write in a good way about society, people, hospitality, nature, culture, history and arts in Montenegro, Croatia and Greece. They concluded that media contents about tourism, culture and arts events have an impact on the development of destination brand.

Every year people come to Budva, Split and Athens to visit historical places, to visit National Theatres, exhibitions, museums. Media in these countries enlighten all aspects of history, arts and culture. People on social media shared pictures of Budva, Split and Athens and their experiences. Tourists write comments on social media, like Facebook, Twitter, especially Instagram about their visits. On the other hand, managers of tourist organizations emphasized that it is important to open the Instagram profile of tourist organizations to call tourists to send their pictures, as well as for managers to invite artists, photographers, painters to send their works, so all pages focus on the cities.

## Conclusion

The paper presents a theoretical and empirical approach to experience marketing and the impact of arts on the development of tourist experiences. In that way, countries could build a destination brand. The paper presents case studies, as good examples of the impact of arts on the development of tourist experiences. The research in the paper was done by the focus group with managers in tourist organizations. The research is qualitative. Results of focus group emphasized the most important experiential tools for developing tourist experiences and building destination brand. In the focus group, tourist managers emphasized that in implementation of marketing in tourism, it is important to be passionate about arts, culture, hospitality, respectful and sophisticated, and include culture and arts in the development of tourist experiences to build destination brand. Arts open hearts and it is a way to connect people and share messages.

Theoretical analysis, comparative analysis, examples from practice and a focus group with managers in tourist organizations about the implementation of culture and arts in the development of tourist experiences give a conclusion that it is necessary to innovate marketing strategies in the field of tourism. Interestingly, they enlighten the role of care about tourists, in the way that tourists, visitors feel that touristic managers and art's institutions care about them and their experience. Media contents about tourism, culture and arts events have an impact on the development of the brand destination. Social media gives opportunities to share experience about the destination, to write comments and create groups to describe the beloved destination brand. Media have a role to improve destination as a brand. Specialized journals for tourism write about tourist important facts, but it is also important that daily newspapers write about ordinary tourist information, cultural and arts events, about the lifestyle of local people, tradition, music, history. Interestingly that even movies have an impact on the development of a destination brand. Literature has an impact on destination brand, by giving stories on cities, describing the flow of the book in a city. Social media have the most important impact because many vloggers have stories about experience in some city. They describe experiences, feelings, gastronomy, history, culture and arts of some city. The synergy of all these elements impacts the development of a destination brand.

The future research should be focused on the development of theoretical and practical papers and books in the field of holistic marketing approach in the improvement of tourism and tourist experiences based on arts. The qualitative



research, by the focus group, will be improved with quantitative research, which will give information about ways of development of holistic marketing approach in the development of tourism and tourist experiences, based on arts. Limitation in writing the paper was lower interest of the public audience for quantitative research, which will be future tasks for work on this topic.

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