

Multisensory Experiential Tourism Strategies in Guangxi, China

Quan Na*, Elda Nurmalinda, Rianto, Sundring Pantja Djati, Myrza Rahmanita

Institut Parivisata Trisakti

**qna866294@gmail.com*

Abstract

Analyzing the affecting factors of experiential tourism, the study aims to explore the innovational strategies for multisensory experiential tourism. The adopted research methods are qualitative research and case study, which make a comparison between the boom of ice-snow tourism in Harbin city, northeast China, and its interactive partner, Guangxi, southwest China, in Jan. 2024. Analyzing the innovational tourism phenomena of the 33 pieces of related news online in China Daily, the data is collected and a framework of multisensory experiential tourism strategies was drawn up. With the influential factors of multisensory experiential tourism, such as sight, hearing, smell, taste, and touch, ice and snow tourism in Harbin made a hit. In conclusion, by building up sustainable smart destinations, experiencing the different lifestyle, and highlighting study tour activities, it is hoped to put forward a framework of multisensory experiential tourism strategies for Guangxi, based on its unique leisure tourism resources.

Keywords: tourism strategy, multisensory experiential, innovation, Harbin, Guangxi

A. Introduction

Tourism is reviving during the post-pandemic era. Every country tries to create a favorable atmosphere for the development of tourism, which helps the economy. The stakeholders, such as government, management, tour agency, community, and institute, try to explore the creative factors to attract tourists. In China, according to statistics from the National Immigration Administration (Jan. 2024), a total of 5.179 million people entering and exiting during this New Year's Day holiday, with an average of 1.726 million people per day, an increase of 4.7 times compared with the New Year's Day holiday in 2023, and has returned to the level of the same period in 2019. Among them, 2.51 million people entered the country. There were 2.669 million outbound trips; 203,000 inbound and outbound transportation vehicles (vessels, trains, and vehicles) were inspected, an increase of 1.5 times compared with the New Year's Day holiday in 2023.

Surprisingly, Harbin winter tourism became a hit at the beginning of 2024. Harbin, Famous for winter tourism, Harbin, the capital city of Northeast China's Heilongjiang province, was honored to be one of "China Top 10 Ice and Snow Tourism Cities" in 2021. Harbin the world's largest ice and snow festival is from December 20, 2023 to early March, 2024, which is the first season of ice and snow tourism after the pandemic. Harbin welcomed nearly 3.05 million visitors, raking in 5.91 billion yuan (about 832.39 million US dollars) of tourism revenue, during the first three-day New Year holiday in 2024. Data from the city's commerce department shows a significant growth of 129.4 percent in the accommodation and catering sectors during the period. The hit of ice and snow tourism in Harbin is quite outstanding, compared with the development in other cities of China.

It is quite different from the usual, because in the winter, more Chinese tourists would like to go to south China to enjoy the warm (around 20C), rather than going to north China to enjoy the cold (about -20C). Many tourists from southern China traveled to Harbin to enjoy ice and snow tourism. Interestingly, because the figure size is not as tall as northern people, tourists from the south got the nickname "Southern Little Potatoes". During the hit of Harbin, 11 kids from Guangxi, southwest China, experienced their educational tour in Harbin, which caught the whole nation's attention. Eleven kids dressed in bright orange, which is the same color as tangerine, a well-known fruit in Guangxi, hence the name "Little Tangerines". Afterward, Harbin and Guangxi have a series of interactions in tourism. It is of significance to focus on the case study of ice and snow tourism in Harbin. It is hoped to draw up some successful lessons and to figure out some strategies for the plateau of tourism development in other tourism destinations, especially for Guangxi, which has interaction with Harbin in this event.

B. Literature Review

Experiential Tourism

Experiential tourism is a new trend of sustainable tourism. The research revealed insight into the importance of the experiential qualities of heritage tourism—specifically those aligned to the natural environment—and a desire to achieve an emotive and sensual engagement with key signifiers of both tangible and intangible cultural heritage through potential leisure experiences (Manley et al., 2023). For example, a business tour is a distinctive component of an experiential tourism offering that helps consumers better understand the food production process while respecting environmental and social values (Badia et al., 2023).

Regarding the scope of experiential tourism, tangible and intangible cultural heritage should be covered. BiNgöl (2023) figured out the main attractions, such as architecture, cultural heritage, art, pedestrian orientation, trust in locals, flavor varieties, transportation, nightlife, events, ethnic districts, low-cost opportunities, shopping markets, lively/vibrant atmosphere, and freer districts emerged as attractions that transform travelers' experiences into memorable travel experiences. These attractions also may transform urban experiences into memorable travel experiences for all visitor groups.

For satisfying the tourist's needs and improving the quality of experiential tourism, some novel ways are introduced into tourism. Virtual reality is currently used to enhance travelers' experience, providing destinations, attractions, and businesses with additional marketing tools, reshaping consumer experiences, and generating a new model of tourism (Calisto & Sarkar, 2024). Digital immersion offers opportunities for people to travel in time, supporting users to experience virtually ancient encounters, space explorations or dangerous natural phenomena, such as volcano eruptions (Buhalis et al., 2023). Additionally, evaluation and feedback from tourists are vital. For instance, the research focuses on the experience evaluation of peer-to-peer (P2P) tour/activity. Tourists highlighted their personal feelings during interactions, sensory experience, and achievements derived from the customized experience in their storytelling approach of the reviews. Tourists highly valued hosts' personality and expertise, as well as the learning experience and comfortability of the tours (X. Zhang et al., 2023).

Government media promotion is another affecting factor. Tourism experience positively moderated the relationship between media promotion and city image and positively mediated the relationship between media promotion and travel intention. Local government-hosted media promotion has become an increasingly significant issue influencing tourists' tourism decisions. Content and instrument of media promotion play a pivotal role in promoting a city's image and travel intention (Zhou & He, 2024).

Multisensory Experiential Tourism

Multisensory experiential tourism is favored by tourists nowadays, which leaves a long memory. Melo et al. (2023) showed the positive impact of multisensory stimuli in promoting tourism destinations and enhancing the potential consumer's experience. This is surprising as tourism is inextricably linked to visuals.(Calisto & Sarkar, 2024). On the aspects of multisensory experiential tourism, the researchers discussed respectively. Pohjanheimo et al., (2024) showed that the surrounding plays an important role in well-being and affects behaviour. The experience of the environment is multisensory, we perceive different visual, auditory, olfactory, and somatosensory cues. Carmer et al., (2024) pointed out that sensory experience normally involves the usage of the five senses (smell, taste, sight, feel and hearing).Bender et al., (2024) pointed considering the visitors' sensory impressions, the aspects contributing to designing meaningful tourism experiences, such as external stimuli, environmental associations, and memory, were identified. Likewise, it was possible to classify the dimensions of sensory experiences in heritage contexts. Lv et al., (2024) demonstrated the effectiveness of destination positioning based on sensory preference. For tourists with a particular dominant sensory preference (e.g. taste or smell), promotion of the corresponding type of sensory experience is effective in destination marketing.

It can be concluded from the research above that the development of experiential tourism with innovation is a new trend of tourism, while the multisensory experiential tourism stimulates the tourists' more enjoyable experience on the spot and memory afterwards. Multisensory experiential tourism shows its power with the case study of Harbin ice and snow tourism in 2024. If the framework can be concluded by the tourism phenomena, other tourist destinations can design their own multisensory experiential activities with its characteristics, especially for developing Guangxi, whose economy is significantly lower than the national figure, according to data from the National Bureau of Statistics, the per capita GDP of the Guangxi in 2022 ranks 29th in the country (34 provincial-level administrative regions). But if multisensory experiential tourism develops greatly in Guangxi, tourism will help the economy.

C. Research Methods

The research employed the qualitative research, case study of Harbin tourism' boom. Since Harbin ice and snow tourism prepared from the middle of Dec. 2023, and Harbin tourism's hit happened in the first three days in the New Year of 2024, Focusing on the case study, 33 pieces of news released the innovational phenomena were analyzed. Based on 33 pieces of news about the phenomena of Harbin tourism's boom from China Daily (an English-language

daily newspaper owned by the Central Propaganda Department of the Chinese Communist Party.) from 18th Dec. 2023 to 8th Jan. 2024.

With the tool of excel, analyzing the attractive elements of Harbin tourism's boom in the news are divided into five categories, namely, vision, hearing, smell, taste, and touch, based on the categories of multisensory experience. The researchers have to clarify the preferences of the tourists into five categories. Based on the five different categories, the study offers suggestions for multisensory experiential tourism in Guangxi. After the data, the preferences of the tourists of Harbin's tourism hit, were collected, they were divided into five categories. The detailed information is following:

Firstly, for better visual effects, the creative practice is favorable by tourists. *Example 1*, in front of Saint Sophia Cathedral, a landmark building in Harbin, an artificial moon and black horses equipped with wings were arranged by the management to satisfy the hope of visitors taking pictures in a fairy-tale scene of European style. *Example 2*, the best spot for enjoying the colorful world is the night scene of the Harbin Ice-Snow World, a landmark ice-and-snow theme park. As the country's top snow and ice tourism site, crafting sculptures such as ice lantern, castles and towers, are illuminated by colorful lights, Moreover, a giant Ferris wheel in the shape of a snowflake has been built to provide a unique experience in the dazzling world after dark. Harbin Ice and Snow World carries out New Year's Eve live performances, fireworks shows, star parachuting, puppet parades and other activities to create an atmospheric New Year's Eve of ice and snow. All makes it a fairy-tale world, like the movie Frozen. It was recognized by Guinness World Records as the world's largest ice-snow park, with an area of 816,682.5 square meters, in Jan. 2024.

Example 3, innovative plays present in concerts and museums. Professional academies carry out special performances. Harbin Art Center, libraries, and museums hold cultural exhibition activities such as the "Spring Comes to Ten Thousand Households" series of reading promotions, the creation of original "Ice and Snow Themed" intangible cultural heritage works, and the handwriting of cultural celebrities. Tourists and citizens take part in the cultural activities during festivals. *Example 4*, the Oroqen ethnic people, one of the smallest ethnic groups living in northeastern China, were regarded as rare as panda in 55 ethnic people. They were invited to Central Street to perform their traditional costumes, dance and handicrafts. Visitors can watch and learn the unique tangible and intangible cultural heritage. *Example 5*, Siberian tiger and Arctic animals, like penguins watching is also fun for southern people.

Secondly, regarding touch, sports tourism is a good example, about which the southern youth is obsessive, because there is only few chance to snow in Southern China. *Example 1*, most youth will try skiing when traveling in North China. Skiing is popular with young generation, but it is not easy to master the

skills of skiing. Traditionally, there are coaches giving lessons to tourists. What is surprising, there is a creative way of skiing for beginners. That is skiing with the coach, on the arms, back and under the legs, which is brand new way for beginners to experience skiing. *Example 2*, Harbin Ice-Snow World offers more than 20 amusement activities including ice-kart racing, snowmobile racing, snow drifting and snow yo-yo. Visitors enjoy the thrill of the upgraded super ice slide at the Harbin Ice-Snow World. The latest enhancement to the Harbin Ice-Snow World features an expansion from 8 to 14 ice slides, with the longest slide measuring an impressive 521 meters. The upgraded attraction has drawn tourists from various regions, eager to indulge in the winter wonderland experience. *Example 3*, in Harbin, there are still other sports activities, like winter swimming, dog sledding and snowmobiling, offering unforgettable memory for the tourists.

Thirdly, taste also lists at a very important place for experiential tourism. *Example 1*, frozen pear is a special product in Northeast China. The frozen pears are sweet and juicy, cool and refreshing. Because of the cold weather in Northeast China in winter, there is a way to eat frozen pear. When eating, soak the frozen pears in cold water, and then fish them out for food. Frozen pear is the ordinary white pear frozen into black, hard, hit the ground, there will be no damage. As long as your teeth can stand the cold, you can eat them after washing. The hardness of frozen pear makes you feel that it is so hard to eat. You can only nibble at it one bite at a time. The pure white and sweet pear meat and the cool portion make people frown, and their teeth tremble with cold. They shiver from the heart. To solve the difficulty of having tasty frozen pear, frozen pear platter comes into being.

Example 2, there are some gaps of customs between Southern China and Northern China. Diet is one of them. For the southern people, something sweet or bland is favorable. However, the northern people would like heavy taste. To meet southern tourists' taste, the savory jellied bean curd was turned to taste sweet with white sugar. *Example 3*, Stewed Goose in Iron Pot is still on the top of the must-do list, and 10 thousand pieces of popsicle Modern were sold in the first three days of New Year's Day. *Example 4*, besides sports activities, bathing in public house is most challenging for southern tourists. In the north, the culture of scrubbing baths can be traced back to ancient bathing customs. At that time, people would hire specialized bath masters to serve them, when bathing in public. Over time, this custom gradually evolved into the modern bathing culture. Scrubbing can effectively remove dirt and dead skin cells from the surface of the body, thereby promoting blood circulation and metabolism of the skin. In addition, scrubbing can also help people relax and relieve fatigue and tension. In the South, due to historical reasons and geographical restrictions, people pay more attention to their privacy and

independence, so they are more inclined to perform simple rinses and massages by themselves. But to try something new and different, southern people tend to try scrubbing.

Example 5, Kang, a heatable brick bed, is a very traditional way of room facilities in North China, which is quite different from the bed in South China. Southern tourists would never miss Kang, which makes you sleep sound in so cold weather. Moreover, Kang is the inheritance of traditional etiquette. In the Northeast, when guests come to a house, they are always moved to the Kang. The seniors should be seated at the position at the head of Kang, which is considered etiquette, respect, and filial piety. By experiencing Kang, southern tourists will have a better understanding of the life and culture in the North.

Fourthly, hearing, an essential part of experiential tourism, which input of the story telling of the scenic spot, speaking tone and greetings, will inspire friendliness in communication and understanding. *Example 1*, there is a debate about the origin of the reindeer performance founder between the Ewenki ethnic people, the characteristics of the hunting, and Elunchun ethnic people, living in the mountain. With the cultural and historical story sharing, the founder is Ewenki ethnic people, but both ethnic people are heroes of China. In the middle and late Qing Dynasty, Tsarist Russia once attempted to annex China in the Battle of Yaksa. In this war, the heroic ethnic people showed no fear in the face of the menacing army. They drove Russian soldiers back behind the border, protecting the integrity of the country's territory and defeating the Russians. Patriotic education is part of experiential tourism.

Example 2, speaking tone is one of the differences between south and north, which also embodies in tourism. In south, people would like to speak in a lower and quiet tone. However northern people usually speak at a louder tone because of the warmth of personality. To create a secure atmosphere for southern tourists, northern people would try their best to change their tone to lower tone, which satisfies the tourists psychological safety.

Fifthly, about the smell, it is difficult to find there is any activity related with it except for food. The possible reason is the extremely cold weather in Harbin, and the environment is harsh. At this point, southern tourism can full use of the colorful natural resources for leisure tourism. With the data of Harbin' tourism hit from China Daily, all the creative tourism setting is to meet the tourists' needs. The stakeholders, like government, management, tour agency, community, institution, work with joint efforts to optimize the potential of experiential tourism and to follow the successive refinement of user mindset.

From the above analysis of multisensory experiential tourism, it is clear that vision was outlined by the government, management, and community because social media is popular in people's life. During the tour, visitors would share the memorable experience with family members, friends, and colleagues.

Taste and touch come to the second place, then hearing. The above mentioned made something innovational and creative with the development of technology, tangible and intangible cultural heritage.

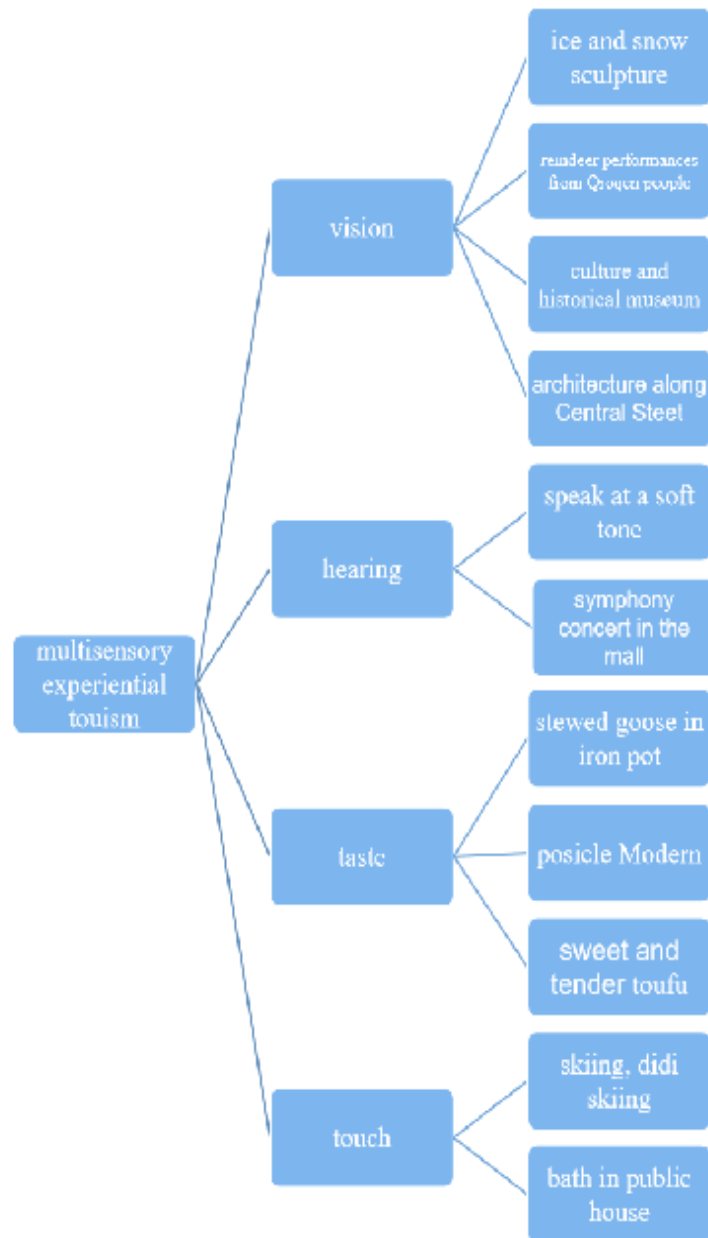


Figure 1: Framework of multisensory experiential tourism in Harbin's tourism boom

Source: The researcher analyzed innovational tourism phenomena in China Daily news

D. Result and Discussion

With the analysis of innovational tourism phenomena in China Daily news, the study draws a framework of multisensory experiential tourism in Harbin’s tourism boom. It is no wonder that Gen Z contributes. The tourist preferences of Gen Z make tourism more fashionable. The younger generation has entered both sides of supply and demand in tourism at the same time, jointly creating more and more new activities and popularity. “Sunlight on the golden mountain”, “climbing high” and “New Year’s Eve concert” become hot search keywords, when travel motivations that pursue a sense of ritual such as “climbing high to welcome the first rays of sunshine in the New Year”. For this case, for satisfying the new needs for tourism, the theme tour routes should be designed in the perspective of multisensory experiential tourism.



Figure 2. Multisensory experiential tourism strategies for Guangxi
 Source: the researcher analyzed Guangxi’s tourism resources

It is necessary to get a new insight into multisensory experiential tourism with the color tourism resources in Guangxi. According to Guangxi people’s government (2022), there are five categories tours. They are landscape tour, leisure and wellbeing tour, cultural heritage tour, marine tour and geological wonder tour. Following are detailed information. Firstly, for landscape tour, with Guilin Karst World Natural Heritage Site and Huanjiang Karst World Natural Heritage Site as the core, it is important to develop complex landscape tourism products such as natural landscape sightseeing, landscape cultural experience, landscape leisure vacation, and natural ecological health care, and protect the mountains and waters of Guangxi. Secondly, for leisure and wellbeing tour, with Bama Yao Autonomous County, Leye County, Pubei County, Shanglin County and other longevity towns in the world, the Hengzhou City, “Jasmine Capital of the World”, Guangxi Medicinal Botanical

Garden, “the largest medicinal botanical garden in the world” as the core, it is hoped to develop ethnic health tourism products such as specialty medical treatment, hot spring recuperation, and forest health recuperation have launched the brand of “Longevity Guangxi” to show the world the beauty of Guangxi’s health paradise and longevity blessing.

Thirdly, for the cultural heritage tour, with the World Cultural Heritage Zuojiang Huashan Rock Painting Cultural Landscape, the World Irrigation Engineering Heritage Xing’an Lingqu Canal, and the Global Important Agricultural Cultural Heritage Longsheng Longji Rice Terraces as the core, it is necessary to develop ethnic village tours, custom experience, cultural performances, festivals, and gourmet shopping and other special tourism products, create the brands of “Liu Sanjie Balla” and “Zhuang Singing Festival”, create a red tourist attraction, and show the world the beauty of Guangxi’s rich history and humanity, unique ethnic customs, and colorful culture.

Fourthly, for marine tour, with Beihai Silver Beach and Weizhou Island, “China’s largest and youngest volcanic island” as the core, it is advisable to develop special tourism products such as seaside island sightseeing, seaside leisure vacations, historical and cultural experiences and transnational cruise routes, and promote Maritime Silk Road culture, create the “romantic Beibu Gulf” brand, and show the beauty of Guangxi’s mountains and seas, islands and bays, and beautiful scenery.

Fifthly, for the geological wonder tour, with the Leye-Fengshan Global Geopark, Leye Dashiwei tiankeng group, the “world’s largest Tiankeng group” and the Detian Waterfall, “world’s fourth largest transnational waterfall” as the core, develops sightseeing exploration and popular science research, mountain sports, sports and leisure and other special tourism products, showing the beauty of Guangxi’s natural masterpieces and magical secrets.

Based on the tourism resources in Guangxi, there are three strategies made to meet the needs for multisensory experiential tourism; (1) Building sustainable smart destinations; (2) Experiencing the different lifestyle; (4) Highlighting study tour activities. For the following section, three strategies are discussed individually.

Building up Sustainable Smart Destinations

The smart destination can be defined as a destination that deploys information communications technologies (ICTs) and other technological tools for interactive/participative engagement with prospective visitors. The rationale is to enhance the residents’ quality of life as well as the tourists’ experiences of the destinations they visit (Prakash et al., 2024). It is hoped that, tourists can download the “Tourist Assistant” platform, according to the URL on the text

message. The platform is divided into nine major sections such as information, tour routes, scenic spots, navigation, leisure, catering, shopping, transportation, and hotels. Tourists are easy to get the information about event, self-driving tour lines, merchant promotion activities, real-time road conditions, train tickets and others. After installation, it can be implemented according to personal needs -online query, booking and other services.

Taking Li River, Guilin as a case study, the cruise of Li River is at the top of must-do list, which takes 4 hours on the boat. However, in the last 2 hours, there is free time for tourists, because the scenery at that time is not as special as the first 2 hours along the Li River. The suggestions for the last 2 hours of the cruise are the followings. Firstly, for vision and hearing, AR games can help tourists get immersive experience of the formation of destinations, to meet young generation's curiosity and competitive mentality. The cabin of the cruise boat can be set in the style of cave.

Experiencing the different lifestyle

In today's China, rapid urbanization and continued internationalization have contributed to the introduction of Western lifestyle tourism. Some foreign lifestyle travelers and lifestyle entrepreneurs have come to China and been gradually imitated by Chinese citizens, especially those in the emerging middle class (H. Zhang et al., 2021). Western lifestyle is different from Chinese lifestyle. The lifestyle in South China is sometimes different from North, which is at a slower speed. In south China, large portions of Guangxi are hilly and mountainous, and also home to several river systems. Thanks to wonderful geography, Guangxi enjoys colorful natural tourism resources. People would live a leisure life in Guangxi to enjoy the nature. Located in South China, subtropical area, the climate in Guangxi is humid and warm, which is quite different from North China, which is dry and cold. On the arrival of Guangxi, the fresh air welcomes the tourists. Tourists can do a lot of outdoor activities for a long day. Tour agencies can design some outdoor activities.

Example 1, doing morning exercises is recommendable. A special lesson of Taiji, a kind of Chinese Gongfu, which plays at a slower speed, will make the tourists enjoy the fresh air and reflect themselves. *Example 2*, experiencing the leisure and wellbeing tour is amazing for tourists at all age. For senior tourists, they can have a lesson of traditional Chinese medicine, enjoy the hot spring, and share the ways of staying healthy. For young tourists would like to try cycling along the country road, picking up the fruits, like strawberry, tangerine, pomelo in the orchard, bamboo raft drifting along the river, body or foot massage after a long day walking.

Example 3, for northern tourists, marine tour will never be missed, which can help tourists know nature and life better. Besides swimming and

sunbathing, marine tour offers water spots such as jet-skiing, boating beach volleyball, soccer, golf, and camel riding and horse riding. Aquatic creatures watching, like dolphin, seahorse, sea star, will give the tourists different experience. *Example 4*, in the post pandemic, people get out of the pressure from work and join in the tourism again to seek being happiness. When designing the innovational tour route, it is suggested to combine some new factors with the former one.

When it comes to cultural heritage tour, Guangxi boasts 11 inhabited ethnic groups. Ethnic minorities in Guangxi have rich and colorful cultures and traditions. For example, the Zhuang people are famous for their songs and dances, and the Miao people's festivals such as the Miao New Year and the Lusheng Festival are also very distinctive. The Dong people's big songs and drum towers are their representative cultural symbols, and the Yao people's Panwang Festival and Changgu drum dance are also very famous. In addition, various ethnic minorities in Guangxi have their own traditional festivals and activities, such as the Torch Festival of the Yi people, the Duan Festival of the Shui people, and the Heaven Sacrifice Festival of the Gelao people. According to the specialty of ethnic groups, the suggestions for the intangible cultural heritage tour are as follows. What is worthy mentioned, it is encourageable to make the festival into a daily event, so that the tourists have the chance to get an authentic experience, from the costumes, dance, singing, and food to handicrafts.

Highlighting Study Tour Activities

In Guangxi, there are rich culture tour. It is advisable to design the study tour activities. Hutson & Hutson, (2024) explores the design and implementation of immersive story maps, which combine narrative elements with interactive experiences to deepen visitors' connection to cultural heritage. With the high-quality designed activities, tourists can learn the knowledge in depth. *Example 1*, traditional Chinese painting lesson is recommendable on Li River cruise. With the dreamy mirage of the landscape around, it is pleasant for tourists to draw memorable pictures with poems. The tutor gives the basic knowledge of traditional Chinese painting, and then the tourists learn the basic skills of drawing traditional Chinese painting, which is a good way to experience the traditional Chinese culture. Another example, making handicrafts are memorable experience, on the basis of practical usage.

Example 2, making a handbag with brocade, the traditional woven textile artistry created by the Zhuang people, tourists only take part in a simple part of craftsmanship. With tourists own creativity, making a handbag with the brocade, become a unique experience.

Collaboration to Improve Tourism Image

Based on its own tourism resources, the tourism image of Guangxi can be concluded as following sentences. The warmth of ethnic minorities, the charm of the natural landscape, the richness of subtropical fruits, and the challenge of the marine, make the tourists an enjoyable tour. To improve the destination image, the stakeholders have to work with a joint effort. The government should strive to effectively adjust and guide tourism flow in an orderly manner so that it can form a virtuous cycle in Guangxi, produce a radiation effect, and promote benefits to the entire region. Based on the good situation across the nation and passenger flow expectations, municipal (regional) governments must strengthen the guidance, standardization, and supervision of the healthy tourism market further. The management should strive to focus on five major theme tours. Based on multisensory experiential tourism, the tour agency and the institute have to work jointly to design the new projects or elements with the former one. Tour agency can provide some innovative programs for the students in local institutes. In return, the institutes cultivate the students to satisfy the need for tourism. Also, the community is encouraged to be kind to the tourists to ensure that tourists feel at ease, comfortable, and happy. Place attachment will be part of destination promotion.

Utilizing Social Media Platforms

Social media affordances (SMAs) can cultivate and promote a positive image of their destination tourist destination image. (Liu et al., 2024) With well-planned tourism promotion, social media platforms can transform the city into a bustling holiday destination. For example, the Guangxi government welcomed hosts and hostesses of East Buy Holding Limited, a famous e-commerce platform in China on New Year's Eve. With the elegant copywriting design of the tourist destination promotion of Guangxi, Chinese people know Guangxi well. After the hit of Harbin tourism, the kids, nicknamed as "Little Siberian Tiger" from North China will visit Guangxi to continue to boost Chinese tourism.

E. Conclusion

The study did a literature review of the concept, content, and recent development of multisensory experiential tourism. It is clear to figure out that multisensory experiential tourism boosts the sustainable development of tourism with the case study of Harbin tourism's boom. With the analysis of the case study, the affecting factors of multisensory experiential tourism did work. Finally, reasonable advice was concluded from perspective of the stakeholder, which is hoped to be helpful to sustainable tourism.

The research is focused on the Harbin tourism boom, happened in Jan. 2024, which is an important event in sustainable tourism after the pandemic. The innovative activities and high-quality service impress people all around the world. Analyzing the affecting elements of a successful case study, it is concluded that multisensory experiential tourism is favored by tourists. Finally, the study provides sustainable suggestions for Guangxi, based on the advantages of its rich tourism resources. Hopefully, with the help of creative activities, the multisensory experiential tourism in Guangxi will get a promotion, meanwhile triggering the boost of agriculture.

The study is not free from limitations. Firstly, the research method is qualitative research, a case study of the Harbin ice and snow tourism hit. Since the subject of the research is 33 pieces of news, the research scope is limited. Harbin' ice and snow tourism planned to be held from the end of Dec. 2023 to Mar. 2024. The research only focused on the very beginning of it, so there are still many tourism phenomena that need to be considered into account. Secondly, paying more attention to the multisensory experience on tourism, but for sustainable tourism, the researchers should have discussed the topic in a more compressive way. In other words, there is still room for further study on the topic.

REFERENCES

- Badia, F., Galeone, G., & Shini, M. (2023). Sustainable strategies of industrial tourism in the agri-food business: An exploratory approach. *British Food Journal*, 126(1), 327–346. <https://doi.org/10.1108/BFJ-11-2022-1031>
- Bender, A., Guerreiro, M., Agapito, D., Sequeira, B. D., & Mendes, J. (2024). Sensory experiences in heritage contexts: A qualitative approach. *European Journal of Tourism Research*, 36, 3604–3604. <https://doi.org/10.54055/ejtr.v36i.3060>
- BiNgöl, S. (2023). Exploring memorable travel experiences in urban tourism: Insights from five vibrant cities. *Journal of Multidisciplinary Academic Tourism*, 99–112. <https://doi.org/10.31822/jomat.2024-9-2-99>
- Buhalis, D., Leung, D., & Lin, M. (2023). Metaverse as a disruptive technology revolutionising tourism management and marketing. *Tourism Management*, 97, 104724. <https://doi.org/10.1016/j.tourman.2023.104724>
- Calisto, M. de L., & Sarkar, S. (2024). A systematic review of virtual reality in tourism and hospitality: The known and the paths to follow. *International Journal of Hospitality Management*, 116, 103623. <https://doi.org/10.1016/j.ijhm.2023.103623>

- Carmer, A., Kleypas, J., & Orłowski, M. (2024). Wine sensory experience in hospitality education: A systematic review. *British Food Journal*, ahead-of-print(ahead-of-print). <https://doi.org/10.1108/BFJ-01-2023-0075>
- Hutson, J., & Hutson, P. (2024). Inclusivity & Environment. In J. Hutson & P. Hutson (Eds.), *Inclusive Smart Museums: Engaging Neurodiverse Audiences and Enhancing Cultural Heritage* (pp. 85–125). Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-43615-4_3
- Liu, J., Wang, C., & Zhang, T. (Christina). (2024). Exploring social media affordances in tourist destination image formation: A study on China's rural tourism destination. *Tourism Management*, 101, 104843. <https://doi.org/10.1016/j.tourman.2023.104843>
- Ly, X., Zhang, C., & Li, C. (2024). Beyond image attributes: A new approach to destination positioning based on sensory preference. *Tourism Management*, 100, 104819. <https://doi.org/10.1016/j.tourman.2023.104819>
- Manley, A., Silk, M., Chung, C., Wang, Y.-W., & Bailey, R. (2023). Chinese Perceptions of Overseas Cultural Heritage: Emotive Existential Authenticity, Exoticism and Experiential Tourism. *Leisure Sciences*, 45(3), 240–261. <https://doi.org/10.1080/01490400.2020.1817200>
- Melo, M., Gonçalves, G., Jorge, F., Losada, N., Barbosa, L., Teixeira, M. S., & Bessa, M. (2023). The impact of virtual reality and biological sex on the promotion of tourist destinations: Effects on destination image, place attachment, and behavioural intention. *Journal of Hospitality and Tourism Technology*, 15(1), 18–36. <https://doi.org/10.1108/JHTT-01-2023-0015>
- Pohjanheimo, T., Ojansivu, P., & Hopia, A. (2024). Sensory characteristics of a place: The development of the sensory walk questionnaire. *Food Quality and Preference*, 113, 105036. <https://doi.org/10.1016/j.foodqual.2023.105036>
- Prakash, M., Mishra, S., Tiwari, P., & Chowdhary, N. (2024). Smart Destination Marketing in the Digital Age. In M. Anthony Camilleri (Ed.), *Tourism Planning and Destination Marketing, 2nd Edition* (pp. 283–306). Emerald Publishing Limited. <https://doi.org/10.1108/978-1-80455-888-120241014>
- Zhang, H., Lu, L., & Sun, F. (2021). Changing role of lifestyle in tourism entrepreneurship: Case study of Naked Retreats Enterprise. *Tourism Management*, 84, 104259. <https://doi.org/10.1016/j.tourman.2020.104259>
- Zhang, X., Pan, G., Meng, F., & Tang, J. (2023). What tourists seek in peer-to-peer tour experiences? A topic modeling approach of online reviews. *Journal of Vacation Marketing*, 13567667231191502. <https://doi.org/10.1177/13567667231191502>

Zhou, J., & He, W. (2024). Local government media promotion to city image and travel intention: The moderating effect of tourism experience. *International Journal of Tourism Policy*, 14(1), 70–90. <https://doi.org/10.1504/IJTP.2024.135437>