

The approach of the Economy of Experience for the rural Tourism: A systematic review of the literature

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Abstract— The objective of the present study is to analyze the application of the concepts that involve the theory of economy of experience in rural tourism in the international literature. To this end, a systematic literature review was performed, seeking to draw from international databases studies already presented on this subject. The databases consulted were Web of Science and Scopus, with research in scientific articles. The number of papers selected was thirteen articles, which somehow address the theme presented here, which demonstrate field research conducted in countries such as Portugal, Austria and Germany on the experiences of visitors and visitors, in the light of the theory of economics of experience. Of these selected articles, only two are theoretical works. The results show that there is still little research worldwide that contemplates the theory of the economy of experience in the context of rural tourism, both in applied research and in theoretical research.

Keywords— Systematic review; Economics of experience; Rural tourism.

Resumen— El objetivo que permea el presente estudio es de analizar la aplicación de los conceptos que envuelven la teoría de la economía de la experiencia en el turismo rural en la literatura internacional. Para esto, se realizó una revisión sistemática de literatura, buscando levantar en bases de datos internacionales estudios ya presentados sobre esa temática. Las bases de datos consultadas fueron Web of Science y Scopus, con investigación en los artículos científicos. El número de trabajos seleccionados era de trece artículos, que incluyen alguna manera el problema que aquí se presenta, que muestran las investigaciones de campo llevado a cabo en países como Portugal, Austria y Alemania en las experiencias entre visitantes y visitados, a la luz de la teoría de la economía de la experiencia. De estos artículos seleccionados, sólo dos son trabajos teóricos. Los resultados demuestran que aún son escasas las investigaciones a nivel mundial que contemplan la teoría de la economía de la experiencia en el contexto del turismo rural tanto en investigaciones aplicadas como en investigaciones teóricas.

Palabras clave— Revisión sistemática; Economía de la experiencia; Turismo rural.

I. INTRODUCTION

The development of scientific production and research techniques has enabled new approaches to the history and future of the economy and, as a consequence, of humanity. Post-industrial economic theory was followed by the economics of experience and its approach to concepts related to co-creation (Rotariu, 2009). Demonstrating that the experiences of consumption of goods and services may be linked not only to economic and rational factors, but to behavioral factors, linked to

customer attitudes and feelings

In reference to international databases, it was observed that the term economics of experience arose from the late 1990s, until then when researching the term, only studies in the sense of economic theory and economic development related to certain markets and countries.

Early studies on the economics of experience were prepared by authors such as Joseph B. Pine, James H. Gilmore, and Rolf Jensen in the late 1990s, and the concepts presented by these authors broaden the idea that

people would be willing to devote much of their earnings to enjoy good life experiences. Their desire for emotional experiences would be linked to the consumption of creative products and services that should be specific and differentiated.

In the conception of the economy of experience, it isn't enough to provide only quality services, it's necessary to create economic value, because at the moment when a person pays for a certain service, he also buys a series of activities that will be linked to that service. In the case of experience, the customer, consumer, user, tourist / visitor acquires a series of memorable events that will affect him in a particular way (Kale & Poulsson, 2004).

An experience can be seen as a real offering of any service or good. In today's service-based economy, many organizations try to link experiences to their products as a kind of way to increase sales. The big difference with buying a product or hiring a service is the level of involvement that the experience demands, as well as the focus on personal needs. These differences are partly linked to what experience can offer (Kamel & Souza, 2012).

This experience can be experienced in various service activities, such as those related to tourism and, more specifically, rural tourism. Rural tourism is expanding (Silva, 2015), worldwide and in Brazil (mainly in the three southern states - Paraná, Santa Catarina and Rio Grande do Sul), standing out as a non-agricultural activity, but which uses it as an attraction, with the potential to promote local development, favoring the social and economic dynamization of rural areas. Rural tourism can also be useful as an instrument for the conservation of cultural and environmental heritage (Silva, 2015).

However, although Brazil is an agriculturally based country and the practice of rural tourism has been expanding significantly in its different regions, in consultation with the Brazilian databases Ibt (Instituto Brasileiro de Informação em Ciência e Tecnologia, nomeadamente na Biblioteca Digital Brasileira de Teses e Dissertações), Spell and Capes, no studies were found in the country relating the economics of experience to rural tourism.

Worldwide, studies have sought to address this theme (Kastenholz, Carneiro, Marques & Loureiro, 2018; Kastenholz, Eusebio & Carneiro, 2016; Carneiro, Lima & Silva, 2015; Sidali, Kastenholz & Bianchi, 2015; Loureiro, 2014; Agapito, Valle & Mendes, 2014; Kastenholz, Carneiro, Marques & Lima, 2012), highlighting Portugal as one of the countries that investigates the theme.

From the above, the following question is defined as a research problem that will guide the present study: What is the application of the concepts of the economy of experience in rural tourism in the world? To answer this question, the main objective is to analyze the application of the concepts that involve the theory of the economics of experience in rural tourism, through a systematic review of the international literature.

Given this, in theoretical context, the relevance of this study is justified by the need to increase the number of research conducted worldwide, and especially in Brazil, on the economy of experience and its approach in the context of rural tourism. This demonstrates the contributions of studies on this subject, so that it 's possible to survey in the scientific databases what has been studied about the economy of experience and its application in activities involving rural tourism in other countries.

The presentation of this work is divided into five sections, the first one, in which an initial presentation is made about the researched subject. The second section contemplates theoretical research, raising concepts and definitions on the economics of experience and rural tourism. The third section deals with the methodological procedures used and the fourth section presents the results of the study, obtained through a systematic literature review. The fifth and last section presents the final considerations of the study and its main contributions.

II. REFERENTIAL THEORETICAL

Rural tourism

The pursuit of sustainability has guided tourism activity planners and organizers towards establishing guidelines and principles for tourism, including harmonious integration between peoples and communities and environmental sustainability (Neiman & Rabinovici, 2010). According to the authors, sustainability can be "taken as a reference and opportunity for the resizing of spaces, landscapes, cultures and economies that generate benefits" (Neiman & Rabinovici, 2010: 30).

In this sense, the sustainability and preservation of the natural and cultural environment, as well as the multifunctionality of agriculture, some tourism typologies meet these principles, such as rural tourism.

In a simplistic definition, rural tourism could be seen as tourism that occurs in rural areas (Souza & Elesbão, 2011). According to the authors, rural tourism must meet the following criteria: be located in rural areas; be functionally rural; be rural in scale (preferably small scale); be traditional in character and be controlled by local people. Types of rural tourism are associated with the

specific characteristics of each destination, region or rural property.

In terms of sustainable development, rural tourism can make an important contribution as it improves the exploitation of rural areas and local natural conditions, conserves rural heritage and traditions, creates opportunities for income complementation through the various activities that can be traditional cuisine with specific products and menus based on local recipes, strengthening local and / or regional customs and culture. In addition, other reasons justifying the implementation of tourism initiatives in rural areas would be to increase the permanence of young people in the countryside and the efficiency of the local economy (Leonte, Chiran & Miron, 2016).

The development of tourism in rural areas did not happen automatically, it resulted from the needs of farmers, who lived and still often live with a low valuation of work in the countryside. Thus, farmers gradually adapted to the new conditions of production and work, thus shaping the characteristics of rurality or the so-called new rural (Tonini, 2013).

According to the Brasil Rural Institute (2018), rural tourism uses as a vital element the cultural resources of the rural territory, which takes the trip to the environmental, historical and living universe, and also allows the integration with the daily life of the farm and the read from the field. Rural tourism has fundamental principles such as territorial enhancement, preservation of rural roots, authenticity of the product, environmental sustainability, and local and regional identity and community involvement. A region will only be able to establish itself in the rural tourism scenario, if there is cooperation between members of the entrepreneurial community, spreading a local and regional entrepreneurial culture.

The practice of rural tourism has been expanding significantly, standing out as a non-agricultural activity, but using it as an attractive one, with potential to promote local development, favoring the social and economic dynamization of rural areas. It may also be useful as an instrument for the conservation of cultural and environmental heritage (Silva, 2015).

Rural tourism can be developed regardless of the size of the property, hence the notion of rural tourism in family farming, defined as a tourism activity that occurs in the production unit of family farmers who maintain typical family farming activities, willing to value, respect and share their way of life, cultural and natural heritage, offering quality products and services and providing well-being to those involved (Zen, 2005).

Family farmers may have in rural tourism a form of income supplementation, as the livelihoods of farmers, according to Padilha, Souza, Vasconcelos Neto & Wittmann (2017), can become economically fragile by relying on a single activity, which may be insufficient to keep families in rural areas.

The Ministry of Agrarian Development through the Rural Tourism in Family Farming Program (2004/2007) says that rural tourism in family farming is characterized by the use of the productive activities of the property as the main tourist attraction in the form of demonstrations, explanations and experience of techniques, in which tourists can interact as part of the process (Brasil, 2016).

Some activities that can be developed in the rural tourism in the properties, in addition to the more traditional and known as horseback riding, wagon rides and hiking trails, can be cited the production of food. The food produced can be consumed during the visit or stay of the tourist on the property, or commercialized, thereby improving the connection or reconnection between producer and consumer.

In this context, is in line with the study carried out by Melzer & Meyer-Cech (2014), on the quality of the experience in rural tourism, pointing out that it is in a location that is destined to the rural tourism, it can be included in the premises for the purposes of accommodation, food and drink, traffic, and leisure-time activities. As for the accommodation, we consider the cellars to store wines and other beverages, companies with activities of milk derivatives, pumpkin seed oil and others.

In this sense, Loureiro (2014) points out in his studies related to the application of the theory of economy of experience in rural tourism and highlights its importance for rural areas, which must innovate and offer activities to attract a demanding and differentiated public, without losing the characteristics of the rural environment. The author points out that the activities go beyond accommodation, observing landscapes, fairs, historical sites, it is enabling the visitor to insert themselves in the process of elaboration of certain activities and activities of the field, such as: reap the fruits, make and taste the wine. Learning to make cheese and crafts, feeling the difficulties and needs of each place becomes a different experience for each visitor.

Parallel to the expansion of rural tourism activities and the new perception of the rural environment is a more reflective urban society, concerned with the quality of life, environmental preservation, health, leisure and food safety. Consumers are increasingly seeking awareness of the food production system, although their

perceptions of agricultural production are often inaccurate. Therefore, practices that provide the connection or reconnection between producers and consumers are important strategies to enable greater awareness about food production (Silva, Schinaider, Dorneles & Silva, 2017).

Also for the authors cited, local resources exploited through rural tourism generate additional income to producers, and tourism is a possible promoter of the valorization of local products. This direct marketing between visitors / consumers and producers establishes bonds of trust and creates new market opportunities for producers.

It is also important to highlight, in the context of the direct relationship between visitors and producers / visited, the experiences lived at the moments of the service meeting, when it is possible to taste the flavors of the food in the place where they were produced, involving the local customs and culture, can make those moments memorable. It's the return of the link once lost between man and the land, the landscape, the flavors, the rural space, with all its riches and specificities.

The economy of experience

Pine and Gilmore (1999), in their work *The Experience Economy*, on the economy of experience, use metaphors that relate to a play during which actors perform their work. Actors mean in this case all the people who will participate in some way in the experience that will be experienced, and the stage can then be an organization, a city, a place.

From an economic perspective, the economy of experience could be viewed as a natural progression in the value chain of the creative economy. In the economy of experience, business can make subtle differences according to cultural diversity, each individual's experiences, memories, desires. This also applies in areas such as arts, culture, architecture, tourism (Brazil, 2010).

In the conception of the economy of experience, it isn't enough to provide only quality services, it's necessary to create economic value, because at the moment when a person pays for a certain service, he also buys a series of activities that will be performed linked to that service. In the case of experience, the customer, consumer, user, tourist / visitor acquires a series of memorable events that will affect him in a particular way (Kale & Poulsson, 2004).

In business, organization, viewed from the concept of the economy of experience, is a staging sensation, as it not only provides goods and services, but also the resulting emotion, the sensations it causes in the customer. All economic activities are outside the buyer, while the

sensations are eminently personal. They actually occur within anyone who has been involved emotionally, physically, intellectually or even spiritually. Each experience takes place in the interaction of the event, situation or staged moment and the previous state of mind that experienced it (Pine & Gilmore, 1999). Within the economy of experience, the process of planning the production of goods and services aims to meet the needs, expectations and wants of the consumer, user or customer, making the consumption experience memorable.

As pointed out by Kamel & Souza (2012), an experience is a real offering of any service, good or commodity. In today's service-based economy, many organizations simply try to tie experiences to their products as a kind of way to increase sales. The big difference with buying a product or hiring a service is the level of involvement that the experience demands, as well as the focus on personal needs. These differences are partly linked to what experience can offer.

Customer feelings and involvement in the experiences of buying a product and service may differ in some ways. Service experience occurs during consumption, that is, at the moment when the customer receives the service they have purchased. According to Blackwell, Miniard & Engel (2005), feelings and sensations occur in different ways during the consumption experience. They can be positive (arousal, pleasure, joy, etc.) or negative (anger, annoyance, guilt, etc.).

The economics of experience has spread in several segments. This spread also occurs in tourism, specifically in some of its various typologies. However, it's noted that in rural tourism there are still few studies that address the assumptions or principles of the economy of experience.

In this context, the economy of experience and tourism, encouraging the visitor to participate more actively in the tourist activities of the places visited can facilitate the construction of meanings about the product and the service, thus generating a greater number of unforgettable experiences and moments that favor visitor / tourist satisfaction (Tonini, 2013). The positive feelings and emotions felt when the visitor is consuming a tourism product or service are ways to add value to it.

III. METHODOLOGICAL ASPECTS

In order to identify possible answers to the problem raised, the methodological procedure used was a systematic literature review, which seeks to raise in databases, studies on the theme of the study.

Systematic reviews provide the researcher with a comprehensive and robust view of what has already been studied on a particular topic or area. Research results can

be better interpreted on the basis of the literature framework and may contrast or complement previous research findings (Dresch, Lacerda & Antunes Junior, 2015). For the authors, systematic literature reviews “are secondary studies used to map, find, critically evaluate, consolidate, and aggregate the results of relevant primary studies on a specific research question or topic [...]” (Dresch, Lacerda & Antunes Junior, 2015: 142).

Through systematic literature reviews, it's possible to have access to a wide range of material already prepared, that is, research that contemplates the proposed theme, assisting researchers in the raising of theories, empirical and exploratory studies, among others, thus allowing the identification of gaps not yet studied.

The databases consulted for this systematic review were the *Web of Science* and *Scopus*. The types of works selected were scientific articles. The initial search was done using keywords and the second filter used was the summary. As keywords were used, as follows, the English terms: *economy of experience and tourism*; *economy of experience and rural tourism*. These terms served as the basis for research on the *Web of Science* and *Scopus*. The *Web of Science* found 781 articles using the terms *economy of experience and tourism* and 110 articles

on the search using the terms *economy of experience and rural tourism*. Through the second filter, which was the reading of the abstracts of the works, only six studies were selected, which presented some kind of relationship between the experience economy and rural tourism.

At *Scopus*, in relation to the first filter, using the terms *economy of experience and tourism*, 823 works were found, and with the terms *economy of experience and rural tourism*, the result was 125 works and, of these, only seven works were selected after the second filter, which was the reading of the abstracts. In view of this, the total of works that deal with the theme of economy of experience and its application in rural tourism, in the two selected databases, were thirteen works.

Then, after the selection of the scientific articles that were directly associated with the theme and which would be analyzed, the objectives, methodology and results of each selected study were verified, so that it was possible to identify their contributions, as well as the gaps, which allow further investigations or studies complementary to what has already been investigated.

The frame 1 presents the steps used to gather information in the databases searched.

Frame 1: Steps for Gathering Information

Sequence of steps	Raised information
Stage 1	Search the databases using the following keywords: <i>economy of experience and tourism</i> ; <i>economy of experience and rural tourism</i> .
Stage 2	Reading the abstracts of the works, as a second filter, to verify if they dealt with the theme in question.
Stage 3	Exclusion of works that did not specifically address the topic in question.
Stage 4	Selection of the thirteen papers used for the review.
Stage 5	Reading of the introduction, results and conclusions and analysis of the main contributions of the work to the proposed theme.

Source: Prepared by the authors

Through systematic literature review it was possible to survey the studies already carried out on the research theme proposed here, selecting the works that served as the basis for presentation and analysis of data on the proposed theme.

IV. RESULTS AND DISCUSSIONS

Search result

The thirteen papers selected in the systematic review were prepared by researchers from various

countries, and some of these works had their field research carried out in the countries of origin of their authors, among which Portugal, country in which more studies were conducted on aspects related to the economy of experience and its application in the field of rural tourism, in relation to the other countries (Frame 2).

Frame 2: Overview of selected papers, considering country, authors and year of publication

COUNTRY WHERE THE STUDY WAS CONDUCTED	AUTHORS PER ARTICLE	YEAR
Portugal	Kastenholz, E., Carneiro, M. J., Marques, C.P., Loureiro, S. M. C.	2018
	Kastenholz, E.; Eusebio, C.; Carneiro, M. J.	2016
	Carneiro, M. J.; Lima, J., Silva, A.L.	2015
	Sidali, K. L.; Kastenholz, E.; Bianchi, R.	2015
	Loureiro, S. M. C.	2014
	Agapito, .; Valle, P.; Mendes, J.	2014
	Kastenholz, E.; Carneiro, M.J.; Marques, C.; Lima, J.	2012
Poland	Idziak, W.; Majewski, J.; Zmyslony, P.	2015
Austria / Germany	Melzer, V., Meyer-Cech, K.	2012
USA	Quadri-Felitti, D.; Fiore, A. M.	2016
	Quadri-Felitti, D.; Fiore, A. M.	2012
	Smith, W. L.	2006
China	Huang, B. W.; Yang, Y., C.	2011

Source: Prepared by the authors

Two papers presented in the frame above don't contemplate applied or field research. The works by Sidali, Kastenholz & Bianchi (2015) and Quadri-Felitti & Fiore (2012), according to nature, are basic research or theoretical studies.

In the following frame, we sought to present contiguous works that have some similarity, according to

the objectives proposed in each one. To this end, the works were grouped considering five sets of constructs related to the economy of experience and rural tourism, namely: Rural tourism clients and suppliers; Memories, emotions and lived experiences; Marketing and quality of experience; Community, heritage and landscape; Segmentation. These sets are shown in Figure 1.

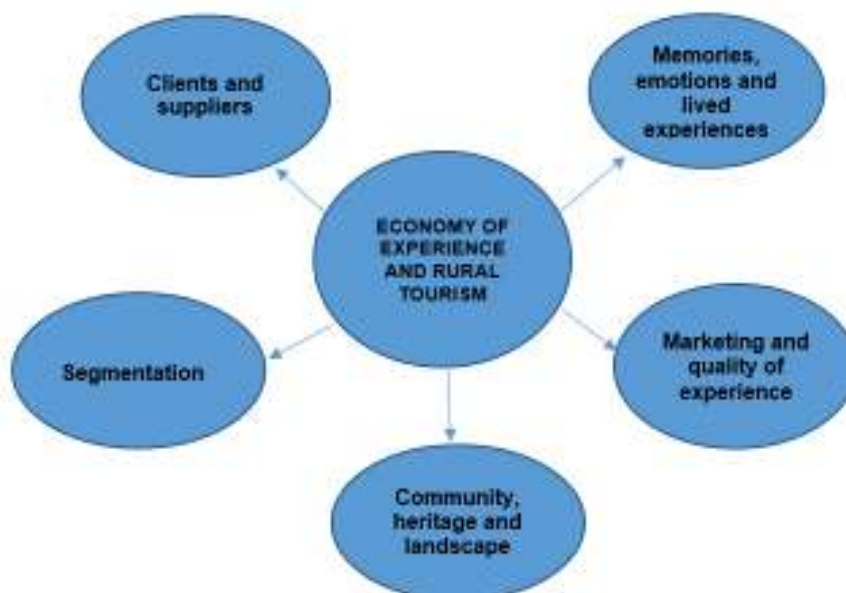


Fig.1: Construct Sets

Source: Prepared by the authors

Of the researched articles, two deal with the tourist experience in the perception of rural tourism providers and tourists. The work of Kastenholz, Eusebio and Carneiro (2016) seeks to analyze the impact of the

tourist experience on the decision to buy local products and the expenses incurred by visitors, based on research data on rural tourists in Portugal. The article by Quadri-Felitti and Fiore (2016) investigates the alignment of the

design economy priorities and perceptions of the experience of rural tourism providers (ie winery owners, restaurant retailers, lodging providers, tourist attractions) with the experiences perceived by the tourists. Another

Quadri-Felitti and Fiore article on wine tourism (travel motivated by the appreciation of wines), which was published in 2012, is contemplated in frame 3.

Frame 3: Rural Tourism Customers and Suppliers

Authors	Objectives of the studies
Kastenholz, E.; Eusebio, C.; Carneiro, M. J.	1 - Analyze the impact of the tourist experience on the decision to buy local products and the expenses incurred by visitors, based on research data on rural tourists in Portugal.
Quadri-Felitti, .; Fiore, A. M.	2 - Investigate the alignment of the design economy priorities and perceptions of the economy of experience of rural tourism providers (that is winery owners, restaurant retailers, lodging providers, tour operators) with the experiences perceived by tourists.

Source: Research Data

The frame shows that the studies carried out by the authors were, first, with a focus on tourist decisions when buying local products, and the second was based on the perception of the economics designs of the experience of rural tourism providers.

Also found two articles that present a relationship between the economy of experience and some behaviors of tourists, such as emotions, memories, excitement and satisfaction. Loureiro's (2014) article empirically explores

the effect of experience economics in place of attachment and behavioral intentions through emotions and memories in the context of rural tourism. This survey was conducted in the Alentejo region of Portugal, with tourists visiting rural properties. This first study was the basis for a second article by Kastenholz, Carneiro, Marques and Loureiro (2018), which validated a scale of tourist experience and analyzed the relationship between experience, excitement, memory and satisfaction.

Frame 4: Memories, emotions and lived experiences

Authors	Objectives of the studies
Loureiro, S. M. C.	3 - Empirically explore the effect of economy of experience in place of attachment and behavioral intentions through emotions and memory in the context of rural tourism.
Kastenholz, E.; Carneiro, M.J.; Marques, C.P.; Loureiro, S.M.C.	4 - Validate, in the context of rural tourism, a scale of tourism experience previously proposed and analyze the relationships between experience, excitement, memory and satisfaction.

Source: Research Data

Regarding articles 3 and 4, the authors' proposal was to analyze the behavior, memory, emotions and satisfaction in relation to the experiences of tourists in rural areas. The papers address scales to measure, through the evaluation of some attributes or variables, the relationship between the economy of experience and rural tourism. This scale may be used in new studies that intend to analyze the experiences lived by visitors in activities related to rural tourism.

In the systematic search, also found an article about marketing and an article about quality. Sidali,

Kastenholz and Bianchi (2015) present a theoretical framework for niche marketing in food specialties in rural tourism, combining two different consumer behavior theories, the "economy of experience" and the "model of intimacy", representing a reorientation of Classic marketing thinking. Already, the work of Melzer and Meyer-Cech (2014) identifies how rural tourism initiatives highlight their regional characteristics and which quality components contribute to a high quality tourism experience.

Frame 5: Marketing and Quality of Experience

Authors	Objectives of the studies
Sidali, K. L.; Kastenholz, E.; Bianchi, R.	5 - Present a theoretical framework for niche marketing in food specialties in rural tourism, combining two different consumer behavioral theories, the "economy of experience" and the "model of intimacy", representing a reorientation of classical marketing thinking.
Melzer, V.; Meyer-Cech, K.	6 - Identify how rural tourism initiatives highlight their regional characteristics and which quality components contribute to a high quality tourism experience.

Source: Research Data

Frame 5 shows a work that deals with niche marketing associated with food in rural tourism, analyzing consumer behavior through two theories, the economy of experience and the "model of intimacy", bringing new reflections on marketing (Sidali; Kastenholz; Bianchi, 2015). The article by Melzer and Meyer-Cech (2012) seeks to demonstrate the relationship between quality and tourism experience by identifying rural tourism initiatives that use regional characteristics and quality components to enhance the rural tourism experience.

The article by Carneiro, Lima e Silva (2015) focuses on tourists' perceptions of the rural landscapes used in two villages in Portugal, while these tourists were still in the villages experienced in the experience. In this sense, another article published by Kastenholz, Carneiro, Marques and Lima (2012), analyzes a rural tourism experience by a small village in central Portugal, which uses its heritage and traditions to offer such experiences. To this end, the resources of the destination were analyzed, a tourist experience lived by tourists and by tourism service providers or tourism offer.

Frame 6: Community, Heritage and Landscape

Authors	Objectives of the studies
Idziak, W.; Majewski, J.; Zmyslony, P.	7 - To analyze the origins of the concept of thematic villages in the creation of new experiences of rural tourism and to explore issues in the implementation of the concept. Also discuss the role of community involvement in the development of theme villages by probing and testing existing models of local participation in tourism development in the context of five theme villages in Poland.
Carneiro, M.J.; Lima, J., Silva, A.L.	8- Assess visitor perceptions of rural landscapes based on two villages in Portugal while visitors were still in the villages.
Kastenholz, E.; Carneiro, M.J.; Marques, C., Lima, J.	9 - Analyze the experience of rural tourism offered by a small village in central Portugal, which uses its heritage and traditions to offer such experiences.

Source: Research Data

Frame 6 presents two articles dealing with thematic villages (term used by the authors), which can be understood as properties or rural communities. These studies analyze visitors' experiences and perceptions of rural landscapes, heritage and traditions. The article by

Idziak, Majewski and Zmyslony (2015) focused on thematic villages in Poland, analyzing concepts about the term, as well as discussing community involvement in the development of these villages, testing models of local involvement or participation.

Frame 7: Segmentation

Authors	Objectives of the studies
Agapito, D.; Valle, P.; Mendes, J.	10 - This study follows a holistic approach to the five external human senses, aiming at capturing sensorially informed themes suitable for segmenting rural tourists
Quadri-Felitti, D., Fiore, A.M.	11 - The present study proposes the use of relevant constructs of the experience economics model to explain the experiential nature in wine tourism.
Huang, B.-W.; Yang, Y.C.	12 - This study applies the concept of experience savings to analyze the factors that affect <i>value for money</i> valuation.
Smith, W.L.	13 - This paper presents the results of an exploratory study on the perceptions of a group of rural tourism providers in Kansas (USA) for a set of experiential tourism patterns.

Source: Research Data

Frame 7 presents four articles, which deal with the following themes: the first seeks to segment the profile of rural tourists through the human senses, analyzing sensory experiences. The article by Quadri & Fiore (2012) uses constructs of economy of experience (escapism, education, aesthetics, memory, identity ...) to analyze the economic value that is linked to the satisfaction of tourists, presenting a theoretical framework contextualizing the literature on wine tourism, using an experience-based model, based on the theory of economy of experience proposed by Pine and Gilmore (1999). Huan & Yang's (2011) article applies the concepts of economy of experience to analyze factors related to rural tourism providers' perception of value-related experience patterns in the economic sense.

Noteworthy is the article published by Agapito, Valle & Mendes (2014), which follows a holistic approach to the five human senses, aiming to capture sensory impressions regarding the experience of tourists in Southwest Portugal. The study seeks to report the sensory experience of tourists who visited the region, to demonstrate that the five human senses are responsible for a large number of references.

Regarding the thirteenth article, which was a paper by Smith (2006), it presents the results of an exploratory study on the perceptions of a group of rural tourism providers in Kansas (USA) for a set of experiential tourism patterns. This article has taken a small step towards a better understanding of service standards for experiential tourism.

V. DISCUSSION OF RESULTS

From the exposed in the selected works it can be said that, in some way, the attributes contemplated in the theory of experience economics can be applied in the rural tourism segment, mainly in order to know the perceptions of tourists regarding what they experience or experience during rural tourism practices. This interconnection between the two constructs (economy of experience and rural tourism) is shown in Figure 2.

The attributes related to memories, emotions, feelings, satisfaction, etc., are directly linked to the perception that tourists have about the landscape they visit, or the identity of the place and its characteristics, the culture, customs and traditions of suppliers. of activities related to rural tourism, which we call here visited, and visitors to tourists who travel to visit these rural tourism spaces.

According to Barretto (2004), the meetings between visitors and visited occur when they share the spaces, which in this case is the place where activities are focused on rural tourism, is the space of the field and land. And during this sharing experiences occur, which can be memorable to visitors when well planned and organized by those visited.

The purpose of this study was to survey works that applied the concepts of the theory of economics of experience in rural tourism, contemplating the experiences lived by visitors. One of the studies presents a survey with those visited, trying to demonstrate through the perception of visitors what rural tourism providers could improve, both in terms of physical structure as well as the services offered.

The articles investigated highlight some attributes that are fundamental in studies that contemplate the economics of experience and rural tourism, such as memories, emotions, feelings, place identity, local and / or regional characteristics, food specialties, culture and tradition. However, it's noted by the results that these attributes aren't contemplated jointly in the articles surveyed, because each work tries to investigate and evaluate separately only some of these attributes, notably in those who conducted field research.

In the Brazilian bases Ibict, Spell and Capes were found three works that deal with the economics of

experience and tourism, being these master's dissertations. No work was found in the query using the keywords "Economy of experience and rural tourism". In view of this, it is possible to observe that in Brazil there are still incipient research on the theory of economics of experience applied to tourism and especially to rural tourism. This finding paves the way for important investigations in this regard.

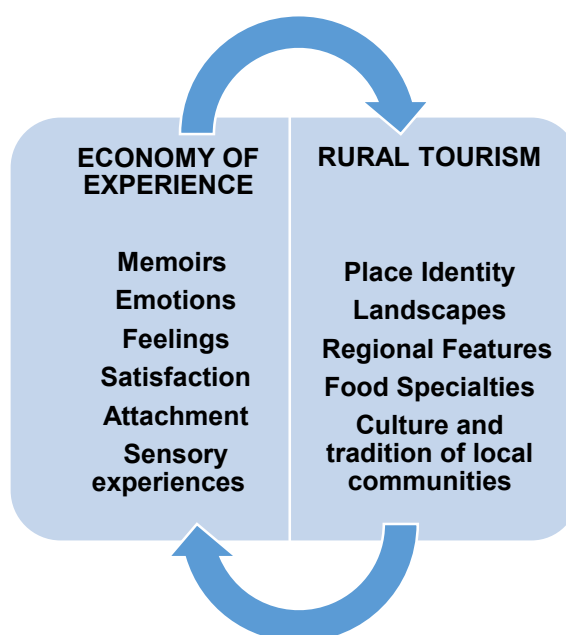


Fig.2: Relationship between attributes of experience economy and rural tourism

Source: Prepared by the authors

VI. FINAL CONSIDERATIONS

The systematic literature review, used in the present study, focused on analyzing published works that refer to the theme related to the concepts of economy of experience applied to the rural tourism segment. The studies began from the publications of the authors Joseph B. Pine, James H. Gilmore and Rolf Jensen, in the late 1990s, which present concepts in which people are willing to live good experiences, as well as enjoy the provision of goods and services offered by different market segments.

From this time to the present, several studies have been done contemplating the theory of the economy of experience in various market segments, especially services. However, it was possible to realize with the results of the present study, that in the segment of tourism services, more specifically rural tourism, there are still scarce researches that seek to relate these two contents, both in applied and theoretical research, worldwide.

Literature review studies are relevant because they contribute to scientific knowledge in a given area. Therefore, this work has an important theoretical contribution, as it demonstrates the level of scientific research within the theory of economics of experience applied to the context of rural tourism.

Thus, it is believed to have achieved the proposed objective and responded to the research problem when, in the results and discussions section, data were raised from the literature review that demonstrate, to some extent, the relationship between the economy of experience and tourism. rural. Through the review it was possible to raise a set of constructs, which will serve as the basis for further studies, or to demonstrate the gaps or gaps on this theme.

In view of this, it is possible to verify that the existing gaps in the economy of experience and its relationship with rural tourism, indicate the viability of future studies that corroborate in order to engender

researches contemplating the presented constructs, such as memories, emotions, feelings, identity of place, among others, jointly, applied to localities or regions that have rural tourism itineraries or, in particular, in each property that develops rural tourism, to know the specificities of tourist experiences.

Another gap is to investigate the economy of experience and its relationship to quality and value creation as a way to improve the products and services offered by family farms that develop rural tourism. Thus, another study suggestion would be to bring together these constructs (economy of experience and rural tourism) value co-creation, to assess whether visitor participation and involvement, as well as dialogue and direct communication with the visitor can improve the experience, favoring new opportunities for value creation. In the meantime, works that address this theme can contribute to improve the experiences of both visitors and visited, as well as provide alternatives for developing a more sustainable tourism typology.

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