



## Retrospective Sensory Experiences of Touristic Atmospheres of Istanbul

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### Abstract

Retrospective experience allows a variety of discoveries and investigations. Cognitive processes come into play when experiencing a location, sensory perception and experience, which is the initial component of perception and recall, gives access to all the participant's thoughts about the place and access to the participant's mind. It is possible to determine how people perceive space and what sensory experience sticks in their memories the best by examining previous experiences. Understanding sensory perception, design elements, decision-making processes, and what makes an experience memorable is therefore beneficial. Retrospective interviewing and laddering procedures were used in this study, which involved ten individuals at one-year periods, to obtain in-depth sensory impressions through comparison data analysis and contextual analysis of the experience. Through interviews, the sensory experiences of the participants who visited the Spice Bazaar both immediately after and approximately a year later were examined once more. Despite a year having passed, the olfactory sensory experience proved to be the most helpful for the participants in their retrospective sensory experiences, according to the analysis of the data. This research may enable a comparison of the effects of both approaches in the sensory experience research of an environment, as well as further the development of the design aspects of the bazaars and multidisciplinary design literature and also contribute cultural heritage. It is additionally aimed to provide a prediction for future studies by comprehending the retrospective experience, which forms a prospective viewpoint on the environment, tourist experience and sensory experiences.

**Keywords:** Cultural Heritage, Heritage Tourism, Tourism and hospitality, Tourist Experience