

THEMING DISCOURSE IN VILLAGE DEVELOPMENT

Ingrida Kazlauskienė¹, Phd. stud.; Vilma Atkociuniene², Prof. dr.
^{1,2}Vytautas Magnus University

Abstract. The scientific bases do not create opportunities to understand what it is village theming and what are the opportunities for theming to influence village area development. In order to analyse the phenomenon of village theming and its impact on the development of the village area, the analysis, comparison and synthesis of scientific literature was carried out. It has been investigated that theming in scientific literature is presented as an experience and sensory marketing strategy, which incorporates marketing decisions and actions that focus on the needs of postmodern society. Postmodern society acquire not only a product or service but also new experiences and senses. The results of the study show that village theming is a marketing strategy of turning the village into a tourist attraction. It combines a theme-driven set of visitors' senses and experiences with local products and services. This strategy is being used by village communities and other stakeholders to transform their village into a unique, attractive area for locals and visitors. A village theming marketing strategy contributes to the economic, environmental and social development of the area today and in the future.

Key words: thematic village, theming, village area development.

JEL code: Q010, R000, R110

Introduction

In the 21st Century the villages are going through a period of change. Village communities are looking for new ways to ensure the social, economic and environmental development of their village. Scientific literature has argued that one of the ways to promote long-term development in village areas is through village theming. The creation of a theme village enables the local community to generate revenue from tourism and to strengthen the local economy (Frenkel S. & Walton J., 2000; Dombrowicz M., 2013; Szczesna J. & Welosowska M., 2015 etc.). Thematic villages promote the entrepreneurship of local people and increase the economic competitiveness of the area (Vazonis V. & Ciutaite D., 2010). Villages theming brings not only economic value but also and social value to local people through cooperation, self-realization, identity (Kloczko-Gajewska A., 2013; 2014). Theming creates an opportunity for competition and increases the communality of the villages inhabitants (Wachter M. & Wytrzens K. H., 2016). The establishment of a thematic village is a strategic breakthrough for village development (Atkociuniene A. & Vaiksnaite R., 2012), theming can be seen as an adapted vision of village development (Idziak W., Majewski J. & Zmyslony P., 2015) and it is one of the most promising ways to increase village vitality (Vidickiene D., Gedminaite-Raudone Z. & Vilke R., 2016). Village theming strategy is a tool to manage territorial development and increase its value (Atkociuniene A. & Kaminaite G., 2017), village theming is village development strategy that helps to restore social capital in village areas (Kloczko-Gajewska A., 2018). On the basis of the analysed scientific literature about thematic villages results, it is assumed that the theming is used by village communities, who seeking to make the village area attractive to tourists and themselves, thereby ensuring the economic, environmental and social development of the village area in the present and future.

There is a debate in the scientific community about the phenomenon of theming it's links with the development of the village area. Therefore, it is assumed that the link between the effects of village theming and the village area development is a relevant subject for research. However, only separated dimensions of village development are linked to theming in analysed scientific literature. There is no

¹ Phd student Ingrida Kazlauskienė, Vytautas Magnus University, Kaunas, Lithuania, e-mail: ingrida.kazlauskienė@vdu.lt

² Prof. dr. Vilma Atkociuniene, Vytautas Magnus University, Kaunas, Lithuania, ORCID: 0000-0001-6908-9339, e-mail: vilma.atkociuniene@vdu.lt

detailed discussion in the scientific literature of what village theming is and what influence it has on village area development. The existing scientific bases do not provide an opportunity to assess the potential influence of village theming on village area development. Therefore, this study is aimed at a broader understanding of the phenomenon of village theming and its influence on village area development. **The research hypothesis:** village theming is a strategy that influences development of village area. **Limitations of the research:** this study is theoretical and includes analysis of the scientific literature. An empirical study of the village theming influence on village area development is planned in the future. **The purpose of the research** is to determine what village theming is and how it may influence village area development. **Research tasks:** 1) to analyse the phenomenon of theming; 2) to analyse the phenomenon of village theming; 3) to identify the potential influence of village theming on the development of the village area.

Research methods

In order to analyse the phenomenon of village theming and its influence on the development of the village area, the analysis, comparison and synthesis of scientific literature was carried out. From various databases, scientific publications on the theming itself and its impact on the development of the thematic object and its area were selected. The research analysed scientific articles on various thematic objects: thematic locations, services, products, cities, villages, cruises, tourist routes, parks, restaurants, hotels.

Research results and discussion

Theming is linked to the economic, cultural and social phenomenon of consumerism, competitive exclusivity, differentiation and the development of the thematic object and its area. Recently, researchers are discussing that theming not only promotes tourism, but it also drives demand for thematic products, services, cultures, places, spaces, landscapes and other products or public goods. Likewise, theming influences the development of the theming object and the area in which it is located.

Thematic objects are developed to meet the needs of consumers, as determined by analysing the decisions making process of thematic restaurant customers in the context of theory of Planned Behavior. The theme is used as an effective marketing strategy that differentiates restaurants from other competitors (Meng B. & Choi K., 2018). The authors argue that associating objects with a theme is a trend in modern society. Theming is a management method that enables to create a value for consumers through the using of a theme (Stromberg P., 2015). Value is the added benefit that consumers gain from providing services. Thus, theming creates added value for consumers, gives the thematic object a competitive distinctiveness and promotes the consumption of services or goods. Theming is a market phenomenon of authenticity and exclusivity that helps attract customers to restaurants (Sinha N., Chaudhuri H. R., Fowler J. G. & Mazumdar S., 2018).

A study of tourist expectations for themed religious hotels found that, as competition in the hotel market intensified, theming was the best choice. Theming is useful when it comes to improving business performance and gaining a competitive advantage (Hung K., Wang S. & Tang Ch., 2015). Theming is a strategy of differentiating between identical and non-distinctive places and products (Bryman A., 2004). Theming is a marketing strategy, by using it, service providers seek to attract consumers and gain a competitive advantage in the market (Dale C. & Robinson N., 2001). Marketing focuses all activities of an organization on meeting current and potential consumer needs to achieve

business goals. A proper marketing strategy helps meet consumers' needs, meet their expectations and gain their trust (Piliutyte J., 2005).

Theming is a way of developing a consumer-based cultural service system. Thematic spaces in theme parks provide services and goods for sale in ways appropriate to the themes. Theming - like a never-ending movie, with scenery, storyline, actors and viewers, it helps mimic original places, take advantage of them and obscure reality (Lukas S., 2007). All these methods, according to the author, are intended to meet the needs of consumers, to encourage purchase and to create exclusivity. Theming is a process that combines entertainment and narrative with a theme, creating an authentic environment designed to stimulate consumption (Milman A., 2013).

Theming is not only about creating competitive exclusivity and authenticity, but also about addressing the economic and other problems of the thematic object and its area. Theming promotes the harmonious development of an area. The analysis of Leavenworth, a USA based Bavarian town, showed, that theming gives opportunities for small towns facing resource scarcity to adopt a new commercial strategy, to boost local economic development (Frenkel S. & Walton J., 2000). Theming aim is to attract tourists to the thematic objects and increase the competitiveness of the area (Milman A., Okumus F. & Dickson D., 2010). These researchers emphasize that theming is a marketing strategy that enables the thematic object to develop.

Stromberg P. (2015) proposes to understand theming in the context of the capitalism dilemma. Gottdiener M. (1997) calls the capitalism dilemma "the problem of realization". The capitalism dilemma arises when products and services can be sold but without profit. In today's capitalist world, producing products or providing services on a large scale is not difficult. Problems arise when it comes to sell products profitably. According to the authors, today's excess of homogenization and standardization of products and services has made widespread use of theming as strategy of competition and differentiation. Typically, theming is used in a commercial context, it helps to sell products and services - this is one of the goals of a marketing strategy.

After exploring the potential of wine tourism to provide tourist experience, it was found that theming is used when there are difficulties to adapt areas and objects to tourism and to develop packages of tourism products and services (Pikkemaat B., Peters M., Boksberger P. & Secco M., 2009). A marketing strategy based on the theming is tailored to attract customers, and to promote the use of products and services. Chang T. C. (2010), who analysed the thematic development of the Little India Historic District asserts, that theming is used to strengthen provinces and cities, and to promote tourism. Theming creates exclusive, innovative, imaginative offers for a wide range of audiences: investors, tourists, residents, entrepreneurs. Theming helps to attract income and investment to thematic sites (Chang T. C., 2010).

Researchers emphasize the links between theming and the promotion of consumerism, theory of Consumerism. Theming is identified as a marketing strategy for a postmodern consumer society (Stronberg P., 2015; Meng B. & Choi K., 2018). Modern society has postmodern elements, especially consumerism. Postmodern society, through consumption, seeks to create its own identity, to fulfil the needs of socialization and community. Also, they need experiences and sensations. These users are characterized by the pursuit of hedonism, pleasure, and experience through consumption (Raksnys A. V. & Guogis A. 2015). Thematic objects offer products, services for leisure, entertainment and other activities, experiences and sensations within a certain theme. Theming provides an opportunity to engage and attract consumers interested in a theme. Theming enables

consumers to take interest in their favourite theme, understand it in a related environment, learn new things and thus express themselves and find like-minded people.

Most of the researchers who have analysed the phenomenon of theming (Meng B. & Choi K., 2018; Sinha N., Chaudhuri H. R., Fowler J. G., & Mazumdar S., 2018; Astrom J. K., 2017; Hung K., Wang S. & Tang Ch., 2015; Stronberg, P., 2015) state that a theme gives clients thematic experiences and makes them feel as if they are in another world, another culture, another place, another time or even a fantasy. According to the pioneer of the marketing concept for experience, experience is private events that respond to certain stimuli (which can be used as marketing tools). Experiences are the result of direct observation or involvement in events. Experience-creating events can be real, coveted, or virtual (Schmitt B. H. & Rogers D. L., 2008). Customer experiences: these are all consumer experiences that occur before consumption when a consumer hears an advertisement, becomes aware of a product brand, product packaging, communication tools, company staff, other users and so on; user experience gained through contact with the organization, its physical environment, when the user interacts with product vendors, interaction with service personnel, interaction with other buyers or consumers; post-consumer experiences that evoke feelings, emotions, behaviours for the user. Therefore, marketers need to create environments and relationships that can lead to consumer experiences. In thematic objects, the theme is revealed through the following elements: the environment, interior and exterior, narratives, symbols, service and speaking behaviour, scenography, brand and name, staff clothing, cooking and other theme expression characteristics. These theme expression characteristics are used to make thematic objects attractive to consumers. Since the mid-1990s, when adventure tourism, eco-tourism, heritage tourism and cultural events have become more and more popular, a whole new field of experience tourism has emerged (Frenkel S. & Walton J., 2000). This type of tourism is a result of the post-industrial economy, during which the importance of cultural or symbolic capital in tourism has increased. The users of experience tourism services identify themselves by their choice of trips and consume the landscape and culture.

The purpose of cruise theming is to create an unforgettable impression on clients (Astrom J. K., 2017). Over the last decade, tourism services have been increasingly focused on creating experiences for tourists, but not just on selling goods and providing services to tourists. This change is mainly due to the publication of Pine B. J. & Gilmore J. H. (2006) significant book "Economics of Experience". It challenged suppliers to sell their commercial offerings as an experience to customers, but not simply as products and services. From this came experience as a concept and an independent paradigm in marketing and management theory. In the scientific literature service quality, emotions, loyalty, satisfaction and engagement are the heart of customer experience. The author observes that the components of the theme act and as sensory marketing, providing stimuli of varying degrees of subtlety.

Sensory marketing is the pursuit of sensory experiences that enable organizations to differentiate themselves, to motivate consumers and to increase their value. Sensory marketing is accomplished by stimulating the senses of customers, providing pleasure, excitement or satisfaction with aesthetics. The theme expression characteristics create experiences and sensations for clients, thus motivating them to visit thematic objects. They increase the value and competitiveness of the products and services that consumers receive at thematic objects. Thus, theming adds value to consumers through experience, encourages suppliers to meet their expectations and requirements, and promotes consumerism (Bryman A., 2004). Theming is the construct of the entertainment and

experience economy. Therefore, consumers not only buy a product or service, but also buy experience, sensories and entertainment at the same time.

Table 1

Sensory and experiential marketing links to village theming marketing strategy

The goals of Sensory marketing →	The goals of Theming strategy ↔	The goals of Experience marketing ←
The goal is to use senses and to create sensory experiences that enable organizations to differentiate themselves or products, to motivate consumers and to increase the value they receive. It is implemented by stimulating the senses of the consumers, providing pleasure, excitement or satisfaction with the aesthetics.	Theme expression tools create experiences, senses and feelings for consumers and motivate them to visit thematic objects. Theming provides experiences that allow consumers to feel as if they are in another world, another culture, another place, another time or even a fantasy. The goal is to increase the consumption of homogenized and standardized products and services, and to sell them profitably, by reinforcing the competitiveness of the thematic object.	Consumers experience is based on quality of service, emotions, loyalty, satisfaction and direct involvement in real, coveted or virtual events. The goal is to create an environment and relationships that can create experiences for consumers that arise before, during and after usage. The focus is not only on the product or service, but also on the stimuli associated with the offer.
The goals of Theming marketing strategy Combines the sensory, experience, and theming marketing features and enables to create a unique offer for consumers with theme-inspired experiences and sensations. The aim is to create a competitive, exclusive offer that meets the needs of postmodern consumers.		
The goals of Village theming marketing strategy The theme of the village is revealed through certain sets of elements: environment, interior and exterior, narratives and narratives, symbols, service and speaking manner, scenography, village sign and name, staff clothing, culinary, educational, activities and other means of expression. These theme expressive tools create opportunities for theme-based experience and sensory suggestions for thematic village visitors. The goal is to enhance the village exclusivity and competitive position through the Theming marketing strategy. Village theming marketing strategy is realised through the development of thematic stimuli, experiences, sensory and other user experiences, providing unique, user engagement with services or products that promote real, coveted, or virtual events. Village theming marketing strategy is applied, when there are needs ato solve social, economic, resource lack and other village development problems.		

Source: prepared based on results of the authors survey

In the light of the researcher's views discussed above, it can be argued that theming combines experiences and sensories marketing strategy features (Table 1). Theming encompasses marketing decisions and actions that focus on the needs of post-modernistic consumers need to acquire not only the product or service, but also the experiences associated with it. Theming implements a theme that provides customers experiences and sensories through exclusivity and identity that are created through the thematic environment, services, products, activities, communication and other elements. This marketing strategy involves the creation, development and management of a thematic object that focuses on customers emotional, sensory, social and other experiences within the scope of the theme. The goal of Theming marketing strategy is to create mutual value, both for the users and the for actors of the thematic object. Theming marketing strategy creates opportunities for the thematic object and its area to become competitive and to promote its economic, social and environmental development.

Competitive struggle in the market involves not only entrepreneurs and organizations, but areas also. Area marketing provides an opportunity for the areas to strengthen its competitive position at various levels. It helps local actors to answer to the question how the area can become more attractive to residents, investors and tourists. Area marketing - a marketing activity that aims to

promote or create a positive view of an area or region (Atkociuniene V. & Pocevičiute D., 2010). It has been identified that experiential and sensory marketing is a marketing strategy that creates exclusivity, it can be assumed that village theming can enhance the identity of the village area, enhance its distinctiveness and competitiveness, and create demand and attractiveness for the locals and visitors to the area.

The scientific literature that discusses thematic villages confirms this assumption. The purpose of developing the American small city of Leavenworth was to promote the economic development of an unattractive area to tourists through the creation of an exceptional tourist attraction. So theming is part of a small city marketing strategy (Frenkel S. & Walton J., 2000).

Thematic villages are community-based enterprises that don't require large investments but promote the entrepreneurship of local people and increase the economic competitiveness of the area (Vaznonis V. & Ciuitaitė D., 2010). The creation of a thematic village enables the local community to generate revenue from tourism and to strengthen the local economy and other developing areas (Dombrowicz M., 2013). These research findings are also supported by Idziak, W., Majewski, J. & Zmyslony P. (2015), who further add that theming functions as a means of village renewal, enabling even small villages to thrive in the age of globalization. According to the authors, village theming should be treated as an adapted vision of village development. Thematic villages are visitors' attractions created and developed by local communities that provide visitors experiences and create value for communities through participation and increased opportunities for village development.

Researchers Szczęsna, J. & Welosowska, M. (2015) notice village theming strategy as one of the most appropriate ways to promote village tourism development, which provides opportunities to solve economic, unemployment, emigration problems. The authors have identified thematic villages as interesting regional tourism attractions that present local customs and events, daily and holiday rituals, traditional and other crafts, and help preserve village history. According to the authors, theming gives the local communities opportunities to learn, develop their business and raise awareness of the village area.

According to Kloczko-Gajewska A. (2013), a thematic village researcher, one of the ways to revitalize village areas and generate income is village theming strategies that help to orient the attitudes and activities of village development actors on a particular topic: local food, crafts, history or other ideas. The author notes that thematic villages are villages whose inhabitants have jointly decided to develop their surrounding environment according to the theme that makes them recognizable. They attract tourists with their unique culture, nature and social heritage. Thus, theming creates opportunities for the rural area to be unique and competitive and promotes its development. Thematic villages are also the social innovations that help to solve the social village problems (Kloczko-Gajewska A., 2014). And thematic village creation is a village development strategy that helps to rebuild social capital in the village, to learn, to disseminate knowledge, to fight with unemployment and demographic decline, and to improve the village environment and infrastructure (Kloczko-Gajewska A., 2018).

The establishment of a thematic village provides a strategic breakthrough in the development of the area through a positive impact on local culture. Village theming enhances cooperation, solidarity and responsibility of local people and encourages innovative decision-making (Atkociuniene V. & Vaiksnoraite R., 2012). Authors Wachter M. & Wytrzens K. H. (2016), also argue that theming enhances communality and activism among villagers. Village theming strategy is a tool to manage the development of the village and develop its value by creating and selling goods, services and

integrated activities. It also generates public benefits, enhances the vitality of the villages, integrates economic and social activities, and enhances the image of the village (Atkociuniene V. & Kaminiate G., 2017). From a marketing point of view, a theme village is a product with a strong brand name that arouses interest and is more attractive to customers than other villages. The main task of village theming marketing is to provide a unique sales proposition. Community marketing knowledge is the key to the success of a thematic village. It is not enough to create an interesting theme and apply it, you need to be able to use it as a marketing strategy (Idziak W., Majewski J. & Zmyslony P., 2015).

This scientific discussion suggests that village theming has features of experience and sensory marketing strategy (Table 1). The village theming creates the uniqueness and competitiveness of the village, creates conditions for attracting visitors to the village and giving them new experiences and sensations within the scope of the theme. Visitors stimulate economic and social activities in village areas and contribute to solving village development problems. Village theming marketing strategy is chosen when the village community seeks to increase village development issues.

Conclusions, proposals, recommendations

- 1) Theming is driven by the postmodern economic, it is for the postmodern society and for hedonistic consumers who seek sensation and experience through consumption. Theming is a marketing strategy to enhance competitive exclusivity and advantages, create a user-friendly object within the scope of the theme. Theming has experience and sensory marketing features because it is implemented through thematic products and services by creating theme-related experiences and sensations for consumers. Theming enables consumers to buy experiences and sensations that are associated with theme, not just products and services.
- 2) Thematic village - a village where a creative, entrepreneurial, collaborative and innovative community, which creates, develops and enhances a unique theme united offer of experiences and senses for visitors through village cultural, heritage, natural, infrastructural and knowledge resources. This offer is presented to visitors in the form of a set of local products and services that can be sold profitably. The thematic village is positioned by visitors through a thematic marketing strategy.
- 3) Village theming marketing strategy allows to select a unique theme that reflects the uniqueness and identity of the area, providing the direct experience and sensation of the visitor through direct involvement in real, coveted or virtual events (through environment, services, products, activities, communication and other elements). This strategy involves the creation, development and management of a thematic village, focusing on customers emotional, sensory, social and other experiences within the scope of the chosen theme and in order to create mutual value for both the users and the actors of the thematic object.
- 4) Implementing a village theming marketing strategy gives the village opportunities to strengthen its competitive position in the markets of tourist destinations, helps communities to find ways to make the village more attractive to residents, investors and tourists. Implementing a village theming marketing strategy has an economic impact on the village area through increased demand for local products and services, involvement in the tourism sector, business opportunities, job growth and revenue. The social impact of theming is felt in in the behaviour of the people involved in thematic village development activities. They become more socially active, interact and collaborate, create, learn new things, increase their self-confidence and sense of community

social identity. The impact of the environmental dimension of village thematic activities manifests through opportunities to improve, beautify and change village infrastructure, landscape and nature, and to conserve resources.

Bibliography

1. Astrom, J. K. (2017). Theme Factors that Drive the Tourist Customer Experience. *International Journal of Culture, Tourism and Hospitality Research*, Vol. 11, Issue 2, pp. 125-141.
2. Atkociuniene, V., Kaminaite, G. (2017). Lietuvos teminiu kaimu vystymosi varomuosios jėgos stiprinant ju gyvybinguma. *Vadybos mokslas ir studijos*. Vol. 39, Issue 2, pp. 139-147.
3. Atkociuniene, V., Pocevičiute, D. (2010). Kaimo vietoviu rinkodaros komplekso formavimo principai. *Vadyba: mokslo tiriamieji darbai*. Vol. 1, Issue 17, pp. 187-193.
4. Atkociuniene, V., Vaisnoraitė, R. (2012). Kaimiskuju vietoviu vystymo strateginio proverzio salygos. *Zemes ukio mokslai*, Vol. 19, Issue 3, pp. 180-191
5. Bryman, A. (2004). *The Disneyization of Society*. London: Sage.
6. Chang, T.C. (2003). *Theming Cities, Taming Places: Insights from Singapore*. *Geografiska Annaler*. Volume 82, Issue 1, pp. 35-54.
7. Dale, C., Robinson, N. (2001). The Theming of Tourism Education. *International Journal of Contemporary Hospitality Management*, Vol. 13 No. 1, pp. 30-35.
8. Dombrowicz, M. (2013). Chrystkowo - A Thematic Tourist Village, is a New Offer for Tourism. *Journal of Health Sciences*, Vol. 3, Issue 15, pp. 297-301.
9. Frenkel, S., Walton, J. (2000). Bavarian Leavenworth and the Symbolic Economy of a Theme Town. *Geographical Review*, Vol. 90, Issue 4, pp. 559-584.
10. Gottdiener, M. (1997). *The Theming of America*. Colorado. Westview Press.
11. Hung, K., Wang, S., Tang, Ch. (2015). Understanding the Normative Expectations of Customers toward Buddhism-Themed Hotels. *International Journal of Contemporary Hospitality Management*, Vol. 27, Issue 7, pp.1409-1441.
12. Idziak, W., Majewski, J., Zmyslony P. (2015). Community Participation in Sustainable Rural Tourism Experience Creation. *Journal of Sustainable Tourism*, No. 23, Vol. 8, Issue 9, pp. 1341-1362.
13. Kloczko-Gajewska, A. (2013). General Characteristics of Thematic Villages in Poland. *Visegrad Journal on Bioeconomy and Sustainable Development*, Vol. 2, pp. 60-63.
14. Kloczko-Gajewska, A. (2014). Can We Treat Thematic Villages as Social Innovations? *Journal of Central European Green Innovation*, Vol. 2, Issue 3, pp.49-59.
15. Lukas, S. (2007). *The Themed Space: Locating Culture, Nation and the Self*. Latham: Lexington Books.
16. Meng, B., Choi K. (2018). An Investigation on Customer Revisit Intention to Theme Restaurants. *International Journal of Contemporary Hospitality Management*, Vol. 30, Issue 3, pp.1646-1662.
17. Milman, A. (2013). Guests' Perception of Staged Authenticity in a Theme Park. *Tourism Review*, Vol. 68 Issue: 4, pp.71-89.
18. Milman, A., Okumus, F., Dickson, D. (2010). The Contribution of Theme Parks and Attractions to the Social and Economic Sustainability of Destinations. *Worldwide Hospitality and Tourism Themes*, Vol. 2 No. 3, pp. 338-345.
19. Pikkemaat, B., Peters, M., Boksberger, P., Secco, M. (2009). The Staging of Experiences in Wine Tourism. *Journal of Hospitality Marketing and Management*, Vol. 18, Issue 2, pp. 237-253.
20. Pine, B. J., Gilmore, J.H. (2011). *The Experience Economy*. Harvard Business Press, Boston, MA.
21. Piliutyte J. (2005). Theoretical Aspects of Application of Marketing Methods in Urban Development. *Public Policy and Administration*. Vol 1, no 11. ISSN online 2029-2872 / ISSN print 1648-2603
22. Raksnyš A. V., Guogis A. (2015). Postmodernistinis vartotojiskumas kaip gentines rinkodaros formavimosi priežastis ir vystymosi tikslas. *Tiltai*. Vol 70, No 1.
23. Schmitt, B. H., Rogers, D. L. (2008). *Handbook on Brand and Experience Management*. Great Britain: MPG Books
24. Sinha, N., Chaudhuri, H. R., Fowler, J. G., Mazumdar, S. (2018). Marketmediated Authenticity in Culturally Themed Culinary Space. *Qualitative Market Research: An International Journal* Vol. 21, Issue 3, pp.353-374.
25. Stromberg, P. (2015). *Theming*. The Wiley Blackwell Encyclopaedia of Consumption and Consumer Studies, First Edition, JohnWiley and Sons, Ltd.
26. Szczesna, J., Welosowska, M. (2015). Tourism as a Chance for Development of Peripheral Rural Areas. *Barometr Regionalny*, Vol.13, Issue 1, pp. 85-90.
27. Vazonis, V., Ciuitaite, D. (2010). Links between Rural Economic Competitiveness and Local Entrepreneurship. *Management Science and Studies for the Development of Rural Businesses and their Infrastructure*, Vol. 22,
28. Wachter, M., Wytrzens, K. H. (2016). The Impact of a Local Thematic Focus on Community Building Activities in Rural Villages. *Erschienen im Jahrbuch der osterreichischen Gesellschaft fur Agrarokonomie*.
29. Vidickiene D., Gedminaite-Raudone Z. & Vilke R., (2016). Kaimiskuju regionu gyvybingumo veiksniai: Mokslo studija. Vilnius: Lietuvos agrarines ekonomikos institutas. p.p. 99.