# Experiential Marketing Strategies to Enhance the Competitive Edge of X Leisure Farm

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**Abstract**

The research objectives were 1) to investigate the key factors that shape the competitive landscape of X Leisure Farm within the leisure industry, 2) to identify the experiential elements and features of X Leisure Farm that appeal to its target audience and contribute to customer satisfaction, and 3) to develop experiential marketing strategies to enhance the competitive edge of X Leisure Farm. This study employed a qualitative approach, with data collected through document analysis, observation, and in-depth interviews. The key informants included 2 farm managers, 6 frontline staff, 14 regular customers and 18 potential customers in the vicinity of X Leisure Farm. Data were analyzed using thematic analysis. The findings revealed that: 1) X Leisure Farm's market positioning was significantly influenced by its advantageous geographical location, convenient transportation, and abundant natural resources, which shaped the competitive environment and created market opportunities by enhancing tourist accessibility and driving development 2) the farm effectively applied experiential marketing, leveraging its unique natural scenery, interactive activities, reasonable pricing and thoughtful service to build a strong brand image. These elements attracted many tourists, differentiated the farm in a competitive market, and played a key role in customer retention and 3) innovative experiential marketing strategies, including customized services, themed events, and interactive marketing, greatly enhanced the farm's market appeal and customer loyalty, contributing to its competitive advantage. These findings offered actionable insights for improving X Leisure Farm’s marketing strategies and advanced the understanding of experiential marketing in leisure agriculture.

**Keywords:** Leisure farm; experience marketing; competitive advantage

## 1. Introduction

In the last decades, the tourist market has been characterized by an unequivocal shift from consumption tourism towards more participatory, sense-making and emotional experiences. The contemporary tourist is not satisfied just to be in places but seeks to feel connected to them, to have meaningful memories and to experience being part of them (Wong et al., 2022). This changing demand has given rise to the popularity of rural tourism, particularly through leisure farms and agritourism experiences, which offer visitors a chance to slow down, connect with nature, and participate in local traditions (Saad, 2022). These settings provide more than just a scenic escape: they create opportunities for learning, cultural exchange, and personal enrichment.

In such a rapidly evolving scenario, X Leisure Farm, located in Henan, China, stands tall as a window into what rural tourism can practically be in modern times. Set in the soulful landscape of the countryside, the farm combines natural allure, with rich culture and environmentally friendly practices to offer an all-around pleasant living experience. Its target customers are a varied mix, including families, eco-tourists, and city folk looking for a calm weekend away: for instance, from the interactive farmworks and craft sessions to nature walks and joint family fun events. Most such tourism establishments are designed to provide a series of immersive multidimensional experiences so as to evoke a feeling of belonging, create emotional memories, and therefore garner repeat visits based on heavy word-of-mouth reviews (Abdrakhmanova et al., 2023).

What really makes X Leisure Farm stand out is how much it focuses on personal touches, being eco-friendly, and sharing stories. These are the key parts of what people look for today in experiences (Pine & Gilmore, 2011). In today's competitive travel scene, places need to go beyond offering facilities. They need to create emotional connections and memorable moments for visitors. The aptitude for doing with X Leisure Farm indicates that the farm could stay contemporary, engender client loyalty, and continue to exist in a rapidly-growing experience-oriented competitive environment. By combining its natural, cultural, and technological resources uniquely, the farm can most effectively meet the expectations of today's travelers and at the same time ensure sustainable development in the longer run. Nonetheless, a great number of people being interested in experience tourism in rural areas means that leisure farms must find constant ways to innovate and differentiate themselves in the marketplace (Streifeneder et al., 2023). The expectations of tourists continue to change: digital convenience, environmental awareness and the yearning for deeper experiences set

these changes. To keep their competitive edge, rural enclaves like the X Leisure Farm should work out means of combining immersive experiences with strong service delivery and targeted marketing initiatives that also cater for the increasingly diversified needs of their clientele.

Even though X Leisure Farm offers a bunch of different services and experiences, people don't really understand how its competitive environment, unique experiences and marketing efforts all come together to boost customer satisfaction and help the farm stay competitive over the long run. Most of what's out there about rural tourism tends to focus either on how happy visitors are or on specific marketing techniques, but they rarely look at how these things all connect like how the competitive environment influences experience design and marketing strategies (Chen et al., 2023; Mohamed Al Matris, 2023). Without getting a clear picture of how everything fits together, X Leisure Farm might find it hard to make smart decisions about improving services, engaging visitors, or building a strong long-term brand in the increasingly crowded leisure tourism scene.

While a lot of research has pointed out how important destination branding (Horner & Swarbrooke, 2012), rural tourism experiences (Chang, 2022) and experiential marketing (Parise et al., 2016; Bolton et al., 2018) are, not many studies have looked at how these pieces actually come together in the setting of a rural leisure farm. Specifically, we don't really have much data on how factors like competition, the experiences offered and marketing tactics all play off each other to influence visitor satisfaction and give the farm a competitive edge. Figuring this out is super important if we want to help rural destinations come up with smarter, more integrated strategies, especially since they're facing more visitors and tougher competition these days. This study aims to answer some key questions: What are the main factors that shape how X Leisure Farm stacks up against others in the leisure scene? What parts of the experience at X Leisure Farm really catch the attention of visitors and make them happy? And what kind of marketing strategies could help X Leisure Farm stand out even more?

By looking into these questions, we're trying to get a better sense of how experiential value and strategic marketing boost X Leisure Farm's success and connect with visitors. The insights we discover will be useful not just for X Leisure Farm, but also for other similar leisure spots that want to stand out more in the rural tourism scene.

## 2. Objectives

1) To investigate the key factors that shape the competitive landscape of X Leisure Farm within the leisure industry.

2) To identify the experiential elements and features of X Leisure Farm that appeal to its target audience and contribute to customer satisfaction.

3) To develop experiential marketing strategies to enhance the competitive edge of X Leisure Farm.

## 3. Literature Review

### 3.1 Competitive Environment in the Leisure Industry

Getting a good handle on what your competition is doing is super important if you're trying to keep an edge in the leisure business. Things like where you're located and how easy it is for visitors to get there really make a difference they affect how many people show up and how far your reach goes. Murray & Kline (2018) point out that being close to big cities, having solid transport links and connecting easily with different regions really play a big role in where travelers decide to go. Lee & Peng (2021) also mention that beautiful countryside areas, especially those full of natural beauty and rich culture, tend to catch more attention and stand out from the crowd. Honestly, where you're located isn't the only thing that matters. What really counts is having awesome facilities and a good mix of activities.

Chon (2012) points out that places with a cozy vibe, fun things to do and real cultural experiences are the ones people love to visit again and tell their friends about. It's also all about the experience-things like friendly staff, cleanliness and great service can really set you apart in a crowded market. Buijs et al. (2006) mention that building an emotional connection through personal touches and reliable service can really boost loyalty.

Pricing is a big deal, too. According to Tribe (2020), having clear, flexible pricing options along with added-value services can really boost how happy and loyal your customers feel especially when everyone's getting competitive. And don't forget about branding. A strong, consistent brand image and how people see you whether through online reviews or your digital vibe are pretty much what makes you stand out and helps folks choose your place over others, as Horner & Swarbrooke (2012) point out.

### 3.2 Experiential Elements and Features that Drive Customer Satisfaction

The move away from transactional toward experiential tourism constitutes a paradigmatic shift in consumption demand in the way that subjective meaning and affective

bonding take precedence over service delivery. A lot of this argument is based on Pine & Gilmore's (2011) groundbreaking monograph on the experience economy that contends customers are deriving value from more experiential, denser consumption that addresses them at intellectual, bodily and affective levels.

In rural and agritourism settings, experiential value is often generated through direct experience with the environment, culture and residents. Chang (2022) emphasizes hands-on activities like farming, cooking and crafting as key to developing perceived authenticity and attachment. Participatory experiences are not merely enriching culturally but also facilitate multisensory experience, which contributes to greater satisfaction and post-visit attachment. This is consistent with Pine & Gilmore's (2011) recommendation that transformational experiences leave lasting impressions by exciting all experiential dimensions.

Also, the role of social and family-oriented factors is highlighted consistently across the literature. Getz & Page (2016) stress the character of inclusive, intergenerational events such as seasonal festivities and recreational games that address the evolving desire for shared meaningful leisure beyond individual pleasure. This emphasizes the idea of communitas a temporary atmosphere of community due to common experience enhancing affective bonds to the destination.

However, in Butler (2017), this is different since it is argued that over curation of experiences can lead to perceptions of inauthenticity, especially where activities are too staged for the use of tourists. This tension between designed experience and natural interaction suggests that there has to be balance. Tourist experiences must be structured enough to produce value, but loose and genuine enough to retain local identity.

There is also more recent literature placing environmental sustainability within the experiential element. Organic farming, waste reduction and composting for example are not only business concerns but also constituent parts of the visitor experience as proposed by Vetrivel et al. (2025). If sustainability is practiced openly and communicated, it enhances the perceived moral value of the visit, particularly for environmentally conscious consumers. This concurs with Fu (2025), Who found that tourists are now aligning sustainable engagement with experiential richness.

From synthesizing the literature, three thematic pillars seem to be at the center of customer satisfaction in experiential tourism development: participatory engagement authenticity, social interaction sharing and embedded sustainability. They fill out the underlying principles of the experience economy and offer a coherent framework for designing

tourism products with resonance to existing visitor values. The vast majority of authors meet on the importance of these determinants, but the point of disagreement is commerciality and authenticity balance a factor that needs more empirical studies.

**3.3 Experiential Marketing Strategies to Build Competitive Advantage**

Experience marketing is evermore an anchor strategy for recreation destinations aiming to become differentiated in an increasingly competitive tourism environment. Pine & Gilmore (2011) experience economy maxim that experience marketing prioritizes creating unique, emotional experiences beyond utilitarian value. The idea is that value is jointly created by participation, immersion, and customization, which together build brand loyalty and long-term competitive success.

Parise et al. (2016) define experiential marketing as a multi-faceted method of engaging consumers on an emotional, cognitive and behavioral level. Emotional connection is the key result of immersive marketing tactics within their conception. In line with such a perspective, X Leisure Farm's adoption of immersive technologies such as augmented and virtual reality represent perfect examples of applying sensory stimulation as a part of a concerted effort for customer immersion and brand recall. These technologies not only entertain but assist in building a hybrid space where learning, play and connectedness meet.

Personalization has been explored in the literature as well. Bolton et al. (2018) argue that the application of customer data to build experiences evokes attachment and satisfaction. In tourism, with travelers seeking increasing meaning and purpose, customized travels sustainably designed based on demographics, interests, and behavioral insight may be a true differentiation builder. This follows the observation of Pantano et al. (2022) that digital touchpoints like smart guides and real-time feedback systems allow companies to create dynamic and personalized contacts, and thereby produce perceived value and co-creation.

However, although personalization and interactivity are in universal esteem, others caution against excessive use of technology. Chen et al. (2021), for example, flag fear that over-digitization blurs the essence of rural experiences to lead to disengagement of customers. This suggests a cautionary tension in the literature: just as technology raises engagement, it must be brought in with care so as not to overshadow cultural or natural authenticity especially where experience is impossibly bound to place, for example in agritourism.

Contrary to emotionally charged strategies, Yuan & Wu (2008) refer to the poorly remembered value of operational excellence in ensuring experiential quality. Service consistency, process standardization and feedback loops are seen to be crucial in establishing

customer trust and satisfaction over the long term. This position complements but even adds a practical flavor to the more abstract principles of immersion and personalization by highlighting the fact that competitive advantage is not only driven by innovation but also through disciplined execution.

Synthesizing these perspectives, three interdependent strategic pillars exist in the literature: 1) immersive technological engagement, using interactive media to optimize sensory and emotional engagement, 2) data-driven personalization and personalization based on actual-time behavioral data and 3) operational consistency and flexibility and consistency with flexibility to suit changing customer expectations.

Together, these pillars form an intersection of emotional, technological and managerial competencies that enable effective experiential marketing. While much of the literature confirms their collective influence on competitive advantage, there are tensions regarding how authenticity and technology and customization and scalability interface. These concerns provide provocative prospects for future empirical research.

**3.4 Conceptual Framework**

The theoretical framework of this research is supported by the dynamic interaction between the competitive environment in X Leisure Farm in the leisure industry, the distinctive elements and traits that attract its targeted customers and help with overall customer satisfaction and designing experiential marketing initiatives to make it have additional competitive leverage as outlined in Figure 1.

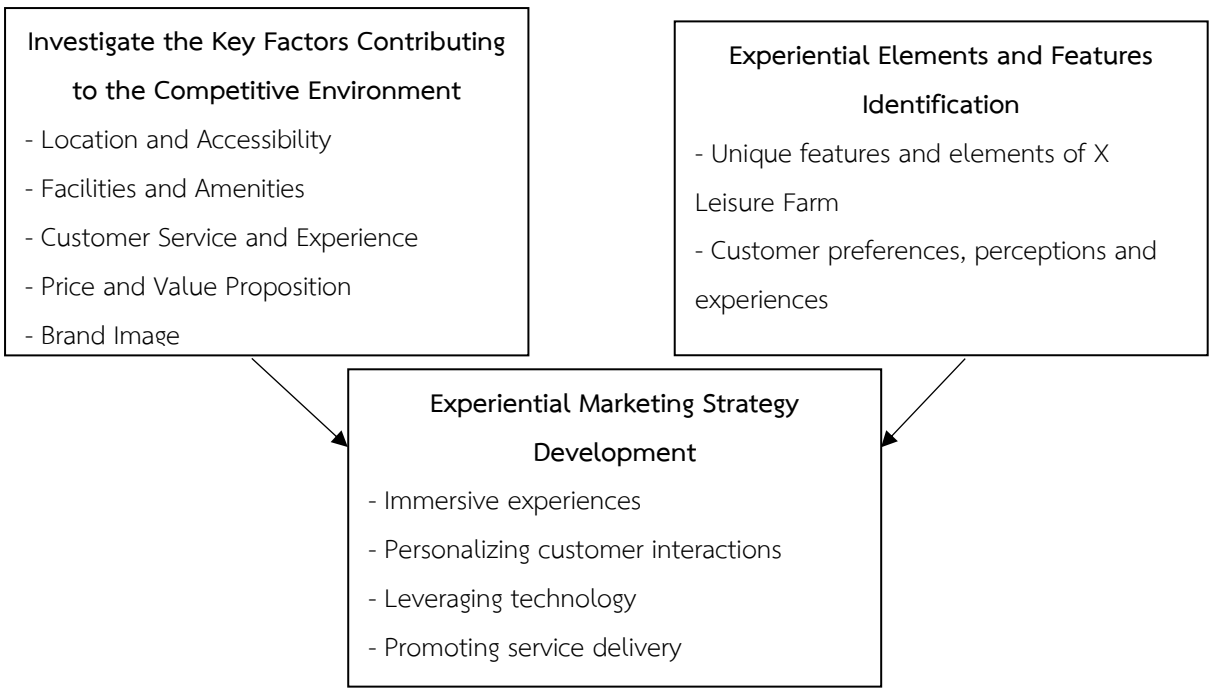



Figure 1 Conceptual framework

To explore the main forces behind X Leisure Farm's competitive landscape, the research follows a multidimensional approach based on location, accessibility, amenities, customer experience, price and image (Buijs et al., 2006; Chon, 2012; Horner & Swarbrooke, 2012; Murray & Kline, 2018; Tribe, 2020; Lee & Peng, 2021). These components collectively establish visitor attractiveness, satisfaction and market position.

The second component consists of determining the experiential factors of the farm that make it unique and appeal to its target market, such as interactive cultural activities and family-friendly facilities (Chang, 2022). The results obtained from interviewing visitors reveal the determinants of satisfaction and emotional attachment.

From these research findings, the third building block focuses on developing experiential marketing strategies. These include immersive technologies, customized interactions, tech-enabled services, and ongoing service excellence—aligning with evolving customer expectations (Parise et al., 2016; Bolton et al., 2018; Pantano et al., 2022; Antony & Kannan, 2024). All three interconnected building blocks together form a complete framework for enhancing X Leisure Farm's competitive advantage via experience-oriented, customer-driven strategies.

## 4. Research Methodology

This study adopted a qualitative research approach to gain an in-depth understanding of the competitive environment, customer preferences, and experiential marketing strategies of X Leisure Farm. A qualitative design was appropriate for exploring the complex and context specific factors that shaped visitor experiences and influenced strategic decisions at the farm (Åstrøm, 2018; Gittins et al., 2025). This approach enabled the collection of rich, descriptive insights from individuals closely involved with or familiar with the farm's operations and offerings.

### 4.1 Key Informant

The key informants of the research were sampled from four main groups, which included farm managers, frontline staff, frequent visitors, and potential visitors. A purposeful sampling method was employed to ensure that every participant was in a position to offer quality and relevant information (Kastenholz & Lima, 2011; Yanti et al., 2023). Two farm managers were selected because of their strategic position and general understanding of the competitive positioning of the farm. Six front-line personnel, primarily those dealing directly with visitors, were selected for their firsthand understanding of the customers' interests and

tendencies. Fourteen repeat visitors were asked to comment on the basis of their multiple visits to the farm, while eighteen potential visitors were asked to shed fresh light on expectations, interests and what influences their leisure choices. 40 people participated as key informants in all. This diverse range helped to form a well-rounded picture of the farm's strengths, customer appeal and potential for improvement.

**4.2 Data Collection**

For data gathering, the research employed a combination of three qualitative methods: observation, in-depth interviews and document analysis. In-depth interviews constituted the main data gathering using semi-structured guides for both participant groups. The interviews covered questions of competitive advantage of the farm, customer satisfaction and experiential marketing improvement.

Observation was again utilized to examine the farm environment, visitor interaction, and temperament. Field notes were utilized to record material context and immaterial issues, i. e. , atmosphere and customer interaction. Moreover, relevant documentation— e. g. , consumer complaints, customer complaint files, and company reports were utilized in an effort to enhance and triangulate findings.

The data collection process synthesized these methods to create a rich, multi-dimensional image of X Leisure Farm. Interviews captured personal experience and knowledge, observations validated true behavior and interactions in the moment, and documents provided corroborative evidence and background information ( Lim, 2024) . Synthesized, the methods allowed the researcher to listen to commonalities and unique points of view.

**4.3 Data Analysis**

In data analysis, thematic analysis was employed within the research to organize and make sense of the qualitative data. Interview transcripts, field notes from observations, and document extracts were coded meticulously to identify patterns and emerging themes that resonated with the purposes of the research. This iterative and reflexive approach allowed themes to be crafted as new learning unfolded (Campbell et al., 2021). In ensuring credibility purposes, the study also utilized data triangulation where the information was matched from sources to ensure verification of findings and to elicit different viewpoints (Meydan & Akkaş, 2024). This was used to increase the reliability of findings and allow for increased interpretative observation on the data.

Ultimately, the rigorous and systematic analysis of multiple data sources provided a clear and comprehensive picture of the factors shaped X Leisure Farm's competitiveness and potential marketing opportunities. The findings offered valuable guidance for developing effective experiential marketing strategies that align with customer expectations and enhance the farm's appeal.

## 5. Research Finding

### 5.1 Key Factors Shaping the Competitive Landscape of X Leisure Farm

Key factors of X Leisure Farm's competitive landscape tabulated in Table 1. X Leisure Farm's position in the leisure industry is affected by certain determinants, which make it competitively suited. One of its most powerful features is its rural countryside setting, which pulls people in terms of natural landscape beauty and isolation from urban life. This position, coupled with the fact that it is near other important tourist attractions, has a synergistic effect which works to attract a steady stream of tourists.

Table 1: Key factors shaping the competitive landscape of X Leisure Farm

| Category | Key Factors |
|---|---|
| Location & Accessibility | - Scenic countryside location attracts nature-seeking tourists<br>- Proximity to other attractions increases visitor flow<br>- Good transport links and parking facilities<br>- Clear signage improves navigation and visitor experience |
| Resource Conditions | - Rich natural landscapes and cultural heritage<br>- Supportive local policies and infrastructure<br>- Efficient supply chain management |
| Facilities & Amenities | - Unique leisure cabins blending rustic charm with modern comfort<br>- Diverse recreational activities (e.g., parent-child, themed events)<br>- Emphasis on cleanliness and maintenance for visitor satisfaction |
| Customer Experience | - Cultural immersion through planting, handicrafts, etc.<br>- Personalized services and family-friendly atmosphere<br>- Emotionally engaging environment<br>- Well-trained, committed staff |
| Innovation & Technology | - Technological adaptations to meet evolving leisure market needs<br>- Innovative tools used to improve service and engagement |
| Pricing Strategies | - Flexible and affordable pricing models<br>- Customized packages for different segments<br>- Promotional campaigns to boost value perception and visitor loyalty |

| Category | Key Factors |
|---|---|
| Brand Image & Promotion | - Strong brand story tied to heritage and location |
| | - Professional branding and consistent service quality |
| | - Active social media presence for outreach and reputation building |

Accessibility is also important: convenient transport facilities, broad parking lots, and good signage all come together to provide a smooth and enjoyable arrival experience for the visitors. Other than location, the farm is endowed with plenty of natural resources and rich culture, which are supported by good policies and stable local supply chain—factors that together make it even more desirable overall.

The farm campus and facilities are a strong supporting element in its competitiveness. Thoroughly designed recreational cabins that harmonize rural ambiance and contemporary comfort impart visitors an intriguing and cozy experience. Rich recreational activities such as parent-child interactive programs and theme events give participants first-hand experience of substance that immerses visitors with local heritage and farm life. Maintenance and cleanliness are always accorded priority at all times, showcasing the concern of the farm for quality and how this contributes to satisfaction of the guests. Guest response is normally based on the desire for facilities that are well maintained and an environment that is favorable in ensuring repeat visitation.

Equally important is customer service standards and overall visitor experience. X Leisure Farm offers interactive cultural learning activities, such as growing vegetables and doing traditional crafts, to increase appreciation for farm life among visitors. The farm operates a very personalized service style with special attention paid to the small touches that make the environment relaxing and family-friendly. Ongoing training of staff is carried out to deliver uninterrupted, quality service to allow guests to have valuable and memorable experience. Understanding that customers' needs keep evolving, innovation and technology such as E-ticketing, interactive farm maps and smart agriculture displays are embraced by the farm to facilitate visitor experience. Besides delivering operational efficiency such innovations offer experience and tailored experiences that allow the farm to remain current and competitive within the modern tourism environment.

Pricing is also a strategic area where the farm is successful. Dynamic pricing plans, including tailored packages and regular specials, allow the farm to cater to different market niches without compromising value. By maintaining a connection with customer requirements and perceived worth, X Leisure Farm gets the right balance between price and quality.

Customer testimonials often note that such a balance of cost and experience is an important sign of customer satisfaction and loyalty. Innovative pricing practices also help differentiate the farm from others.

Finally, at the heart of X Leisure Farm's ongoing success is the strength of its brand. The farm has developed a strong brand identity based on cultural heritage, natural environment, and commitment to quality. This narrative is also confirmed visually through great branding and through great levels of service. Its social media footprint not only increases visibility but also increases engagement to current and prospective visitors. Positive brand image generates loyalty for the long term and ensures steady growth. All these combined make X Leisure Farm the top performer in the leisure sector, set for success and growth in the coming years.

**5.2 Experiential Elements and Features of X Leisure Farm**

Experiential elements and features of X Leisure Farm that appeal to its target audience and enhance customer satisfaction as shown in Table 2.

Table 2 Experiential elements and features of X Leisure Farm

| Category | Experiential Elements & Features |
|---|---|
| Natural Setting | - Scenic landscapes including orchards and rice fields<br>- Peaceful atmosphere ideal for relaxation and escape from urban life |
| Cultural & Educational Activities | - Traditional farming and crafting workshops<br>- Authentic local food tasting<br>- Educational programs led by experienced farmers on traditional and sustainable practices |
| Environmental Sustainability | - Composting systems and natural pest control<br>- Eco-friendly farming practices<br>- Hiking trails for exploring nature |
| Family-Friendly Activities | - Parent-child bonding events and outdoor adventures<br>- Recreational options like horseback riding, fishing, and camping |
| Facility Quality & Service | - Clean, well-maintained infrastructure<br>- High service quality supported by staff training<br>- Friendly and knowledgeable staff assist in activities and eco-practices |
| Community & Educational Engagement | - Partnerships with schools and local businesses<br>- Community involvement in conservation efforts like waste sorting |
| Appeal to Customer Preferences | - Combines tranquility, interactive experiences, and connection to nature<br>- Meets diverse visitor expectations, enhancing satisfaction and loyalty |

X Leisure Farm possesses several unique features and experiential products that make it strongly appealing to its target segment and are central to customer satisfaction. The farm is nestled in a scenic natural environment and is a serene getaway with views of flowering orchards and lush green rice fields, offering the perfect respite from the tensions of city life. Visitors are invited to discover the cultural heritage of the farm through experiences involving traditional farming, local crafts, and tasting local genuine food. This is done in order to promote a better understanding and appreciation of rural life and rural heritage. Among the activities are the farm workshops, where experienced farmers teach their guests about traditional and modern sustainable farming, which is both enjoyable and educational for the visitors.

Family time is also on the agenda on the farm with parent-child sport days and nature walks that bring children together and unite them. There are children of all ages and personalities provided for in a variety of recreational pursuits horse riding, fishing and camping just to begin with. Training of staff members is a key feature and attention to detail, which translates to high quality service and clean, well- maintained facilities. Warm, friendly personnel greet individuals and are some of those who provide the warm, friendly atmosphere, inviting guests not only for leisure but also for sustainability.

Apart from leisure, X Leisure Farm also adopts the go-green culture. The farm promotes organic farming, composting, and integrated pest management, and engages the public in conservation efforts like waste separation. Collaboration with the neighboring businesses and schools also serves to increase the reach and relevance of the farm to the community. By blending peace, nature, culture, and quality service, X Leisure Farm has met the needs of its visitors—proving to be a great place for quality, nature-based recreation.

**5.3 Experiential Marketing Strategies to Enhance the Competitive Edge of X Leisure Farm**

Experiential marketing strategies utilized by X Leisure Farm in positioning itself competitively as illustrated in Table 3. X Leisure Farm utilizes several experiential marketing tactics in positioning itself competitively and in ensuring maximum customer satisfaction. Its Immersive Experiences Strategy is the central tactic and it utilizes the application of virtual reality (VR) and augmented reality (AR) in its delivery of engaging environments coupled with the farm's unique personality. They then use these web characteristics with strong brand stories that create emotional bonds with viewers of the website. Additionally, to create interactivity, the farm incorporates games and interactive tests that demand action so that viewers of the website can create a more personal brand connection. Consistency across

channels offline and online also generates brand loyalty and trust, delivering visitors an even, consistent experience.

Table 3 Experiential Marketing Strategies to Enhance the Competitive Edge of X Leisure Farm

| Strategy | Key Features | Purpose/Impact |
|---|---|---|
| **Immersive Experiences Strategy** | - Use of VR and AR to create engaging brand-related environments<br>- Interactive games and challenges<br>- Storytelling to build emotional connections | Enhances engagement and deepens brand identity through immersive and memorable experiences |
| **Personalizing Customer Interactions** | - Tailored activities based on visitor preferences<br>- Family-friendly events like “Happy Family Day”<br>- Cultural festivals and local food tastings<br>- Adventure activities for youth | Builds emotional connections, encourages family bonding, and meets the needs of different visitor groups |
| **Leveraging Technology Strategy** | - Smart guide systems for interactive learning<br>- Online booking and mobile apps<br>- Big data analytics to customize themed experiences<br>- Real-time feedback tools | Improves service efficiency, personalizes visitor experience, and fosters loyalty through convenience |
| **Promoting Service Delivery Strategy** | - Standardized service processes<br>- Attention to service detail<br>- Continuous improvement through customer feedback | Ensures consistent service quality and responsiveness to customer needs |

Personalization of Customer Experiences is yet another important approach, for example, creating experiences based on individual needs and interests. Experiences such as "Happy Family Day" attempt to bring the family together through fruit picking and handicraft. More active experiences, including archery and rock climbing, are attractive to young travelers, while cultural events—regional festivals and tastings of local traditional food allow emotional connection and cultural appreciation. The farm also augments its promotion with the Leveraging Technology Strategy that improves the quality of services and operational efficiency.

These comprise the utilization of intelligent guide systems for interactive on-site learning and a user-friendly online booking system that makes the planning process easier for the visitor. Big data analytics also allow the farm to create personalized, theme-related activities according to visitor interests, which translates to a better and more memorable experience. Mobile apps play a supporting role by spreading important information in real-time and collecting valuable feedback for driving further improvements.

Lastly, the Promoting Service Delivery Strategy seeks to deliver excellent service on a continuous basis. Processes are formalized for serving each guest in the same manner and in the same style, and formalized service standards and feedback systems provide for instant fine-tuning and continuous improvement. Such thoughtful considerations have a way of nipping potential trouble areas in the bud and result in ever more sophisticated and sensitive visitor interactions.

Cumulatively, these experiential marketing initiatives not only render X Leisure Farm more competitive but also elevate the general level of guest experience. Through the integration of emotional engagement, personalization, intelligent technology, and keen attention to service quality, the farm remains an attraction to a wide range of tourists and establish itself as an upper-bracket destination in the leisure sector.

## 6. Conclusion and Discussion

### 6.1 Conclusion

**1) Key Factors that Shape the Competitive Landscape of X Leisure Farm within the Leisure Industry**

The competitiveness of X Leisure Farm is molded by a synergistic combination of dynamic factors that cumulatively add to its reputation in the leisure sector. The scenic rural landscape, convenient accessibility and close proximity to other tourist spots render it an appealing getaway for tourists who revel in nature. The natural and cultural richness of the farm, coupled with conducive local government policies and an efficient supply chain, add substance and genuineness to the tourists' experience. Quality amenities, considerate service, and engaging recreation activities address varied interests, while attention to detail and cleanliness attest to its passion for excellence. No less significant is the friendly, personalized service of well-trained personnel that touches hearts and leaves lasting impressions. With its embracing of innovation and technology, X Leisure Farm remains attuned to evolving customer needs, while its flexible pricing plans provide value without sacrificing quality. It also

has a solid brand narrative based on reliability of service and interactive online experience, contributing to reputation and loyalty too. Combined, these render X Leisure Farm not just a viable operator, but a model of sustainable and experiential rural tourism.

Key informants' perceptions revealed convergences and divergences regarding these factors. Visitors invariably praised the natural scenery, staff hospitality and interactive entertainment programs. Farm workers and managers placed innovation, technological advancement, and service quality as strategic imperatives. Local governments stressed policy support and regional tourism coordination. While all groups profited from scenery and tailored service, there was divergence in prioritizing technology uptake and supply chain efficiency. Guests ranked more experiential services ahead of back-office functions, whereas managers believed operations and technology were most important for long-term competitiveness. These differing perceptions point to the multidimensionality of rural tourism and the need for integrated strategic planning.

**2) Experiential Elements and Features of X Leisure Farm that Appeal to Its Target Audience and Contribute to Customer Satisfaction**

X Leisure Farm's experiential attributes and characteristics are well designed to meet the interest and expectation of its target market and contribute significantly to visitor satisfaction. The farm, situated in the middle of serene, rural landscape, is a respite from the stress of city life, and its interactive cultural and educational activities traditional farming, handicraft, and local cuisine—provide interesting connections with country living. Family Fun activities, as well as diverse recreation activities such as horseback riding, fishing, and camping, keep all guests of every age busy and engaged. The uncompromising quality commitment of the farm, evident in its immaculate facilities and personal service, is a hallmark of tireless commitment to the guest.

Moreover, X Leisure Farm's dedication to the conservation of nature and collaboration with schools and local communities not only add to the experience but also make it a socially responsible destination. All of these together provide the setting not only to be calming and educational but also emotionally fulfilling—making X Leisure Farm a great choice for anyone looking for a worthwhile and unforgettable leisure experience.

**3) Experiential Marketing Strategies to Enhance the Competitive Edge of X Leisure Farm**

Experiential marketing initiatives undertaken by X Leisure Farm are central to building and enhancing its competitive advantage and customer experience. Through immersive

technologies such as virtual and augmented reality, interactive narratives, and engagement-focused activities, the farm designs memorable experiences that bring about emotional connections with the visitors. The personalization focus is on making guests of diverse ages and backgrounds feel special and appreciated— whether that is through family-friendly activities, cultural activities or action-sport activities designed for a youth market.

By leveraging technology at every step of the visitor experience—from intelligent guide systems and seamless web booking through to data-driven personalization and real-time commentary— the farm maximizes quality of service and operational efficiency. Meanwhile, standardization of service delivery and focus on ongoing improvement demonstrate a clear intent to be consistent and excellent across all touchpoints. Together, these tactics harmonize to craft an experience that is not just interactive and enjoyable, but also rich and unique. X Leisure Farm's ability to integrate innovation, authenticity and attentiveness enables it to differentiate itself in a competitive marketplace, establish long-term relationships with its guests, and emerge as a flagship site for experiential rural tourism.

**6.2 Discussion**

The findings of the study address X Leisure Farm's pioneering combination of dimensions: location, experience design and marketing innovation in the quest for firm competitive position in leisure tourism. The findings align with recent research emphasizing strategic differentiation and customer experience as the avenue through which to develop long-term competitive power in rural tourism (Lane & Kastenholz, 2015; Yen et al., 2021).

To begin with, X Leisure Farm's competitiveness is highly reliant on natural and cultural resources, proximity, and service quality. Its picturesque rural landscape, coupled with its proximity to other tourist attractions, aligns with Lane (2009) and Komilova et al. (2021), who posits that location is among the factors rural destinations depend on to be appealing. Second, the farm's investment in infrastructure, recreational variety and high level of service throughout the year corroborates evidence that both intangible and tangible service elements are required to increase visitor satisfaction and loyalty (Barbieri et al., 2015). The addition of both culturally local elements and sustainable practices helps enhance the experience's authenticity further, aligning with the resource-based view (RBV) that highlights the use of unique, location-specific resources to generate sustained competitive advantage (Barney, 1991; Meyer et al., 2022).

Second, the experiential attributes and qualities offered by the farm, i.e., authentic farm workshops, family activities, and nature-respectful practices, aim to build deep, long-

lasting experience with emotional significance. This is supported by Pine & Gilmore (2011) framework of the "experience economy," emphasizing that consumers are more and more requiring full-sensory, engaging experiences rather than products or services alone. The participatory and multisensory experiences provided in X Leisure Farm serve several segments of visitors, such as youth, families, and eco-tourists, confirming the contribution of experiential design towards optimal satisfaction and perceived value (Chen et al., 2021).

Third, the application of experiential marketing tactics—like immersive technology, one-to-one interaction and data-driven personalization of services—is an innovative practice that caters to customer experience along with brand differentiation. These strategies align with the origins of relationship marketing models focused on establishing long-term emotional connections with consumers (Zinkhan, 2002; Pfajfar et al., 2022). The application of VR and AR technologies in conjunction with consistent digital and physical branding addresses the requirement for multi-platform brand consistency in developing consumer loyalty and trust (Dupont et al., 2023). The use of big data analytics to drive experience personalization also addresses smart tourism trends with strong interest in the value of real-time information to guide reactive and adaptive guest experiences (Li & Wen, 2025).

Compared to other empirical research in the field, this research adds contextual richness by situating experiential marketing within the rural agritourism setting. While current research such as Nowaczyk et al. (2022) and Wan & Li (2024) also emphasizes the role of immersive experiences in tourism satisfaction, this research uniquely demonstrates how the confluence of place based authenticity, technology enhancement and data-driven personalization forge a synergistic platform for competitive differentiation. Contrary to conventional tourism research that has a tendency to isolate environmental, cultural or marketing aspects (Davari et al., 2024). This study supports an integrated framework highlighting the convergence of physical context, customer experience design and digital innovation.

The tactical embracement of immersive storytelling, customized service provision and technology-supported interaction forms the farm's cornerstone as a pacesetter in experiential rural tourism. The above findings suggest that experience design and marketing investment in rural destinations on the basis of authenticity and with the support of digitalization will be well-positioned to compete favorably in an increasing tourism market.

## 7. Application of Research Findings to Enhance Organizational Competitiveness

Both the strategic and practical applications can be used to make X Leisure Farm more competitive in several areas that are most important. Firstly, the identification of the determinants of excellent competition: scenery, service quality, leveraging innovation and technology acts as a reminder to the company of the ongoing upgrading and maintenance of these features for it to remain well-placed in the market.

For instance, digital service innovation (e.g., interactive reservation systems and personalized guest experiences) directly serves differentiation and operational efficiency. Second, key informant findings identify the misalignment of stakeholder priorities, referring to the demand for integrated planning that coordinates front-end experiential services with back-end process innovations and supply chain management. This can direct internal alignment of strategy and training to focus stakeholder expectations on long-term goals.

In addition, the study validates that experiential marketing campaigns that incorporate immersive technologies and customized interactions are key drivers of visitor loyalty and satisfaction. These findings can guide the creation of more targeted marketing promotions and service innovations for the different visitor groups. At a more theoretical level, the study emphasizing community involvement, nature preservation, and conservation of culture presents X Leisure Farm as a paradigm of social responsibility in rural tourism.

This is also in accordance with national policy hopes of rural renewal, cultural tourism, and sustainability. In this way, the study does not only provide strategic positioning contributions to X Leisure Farm but also policy-related contributions to building competitive and sustainable rural tourism structures at the national level.

## 8. Research Recommendations

### 8.1 Practical Recommendation

To further strengthen its competitive position, X Leisure Farm should focus on deepening the integration of technology into its nature-based experiences. By developing a dedicated mobile application featuring augmented reality (AR) elements, the farm can offer interactive self-guided tours that bring its history, agricultural practices, and cultural heritage to life. These digital enhancements, such as virtual storytelling or QR code-based learning stations throughout the property, would appeal especially to tech-savvy and younger visitors, enriching their experience without disrupting the natural charm of the setting.

Personalization is another area where the farm can elevate its visitor experience. Utilizing data from booking systems, visitor feedback, and mobile app interactions, the farm could design customized packages tailored to different types of guests such as families, couples or eco- conscious travelers. Personalized itineraries that align with individual preferences not only enhance satisfaction but also encourage repeat visits. For example, curated experiences like "Family Nature Day" or "Sustainable Living Weekend" would allow guests to engage with the farm in ways that are both meaningful and memorable.

Finally, strengthening the connection with the local community can add authenticity and deepen visitor engagement. X Leisure Farm could expand its partnerships with local schools, artisans, and agricultural experts to co-host seasonal workshops, farmers' markets, and cultural events. These collaborations would not only diversify the visitor experience but also reinforce the farm's role as a socially responsible and community-oriented destination. By promoting local talent and traditions, the farm can offer guests a richer, more immersive glimpse into rural life—while supporting the regional economy in the process.

**8.2 Future Research Recommendation**

As a suggestion for further research, it would be good to study how different kinds of visitors— i. e. , foreign tourists, independent tourists, or elderly visitors— react and feel to experience products at rural recreational farms like X Leisure Farm. To the extent this research sheds light on the influence of experiential marketing, cultural experience, and service quality on visitor satisfaction, even more insightful examination of the extent to which these constructs influence specific psychographic or demographic visitor segments may be even more revealing.

In addition, longitudinal studies tracking visitor behavior and attitudes over a period of years can be employed to investigate long-term success of experiential marketing campaigns. Comparative investigations of similar rural tourist attractions in other destinations or countries can also reveal cultural and contextual factors mediating the success of experiential programs. These research directions would not only contribute towards scholarly understanding of rural tourism processes but also assist rural tourism practitioners in creating more successful and inclusive visitor experiences.

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