



A Conceptual Paper on Experiential Dining Experience / *Deneyimsel Yemek Deneyimi Üzerine Kavramsal Bir Makale*

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Abstract

The experience economy paradigm, in which consumers value the experiences offered by some brands or enterprises more than the utility or usability of product or services, is a rapidly spreading trend in global markets. In this context, the restaurant industry has undergone a substantial transformation, progressing from the provision of conventional food services to the conception of experiential dining concepts. These concepts integrate multisensory design, narrative construction, cultural symbolism, and digital technologies. These developments have positioned dining experiences as complex psychological and cultural processes rather than static service encounters. The primary objective of this conceptual study is to develop a comprehensive understanding of experiential dining by positioning Stimulus–Organism–Response (S–O–R) model as a unifying theoretical framework through which gastronomic experiences can be systematically explained. The present study is predicated on an extensive review and synthesis of the experiential dining, gastronomy, hospitality, and multisensory perception literature. The study conceptualizes experiential dining as a processual phenomenon in which designed experiential stimuli such as sensory cues, spatial design, narrative–cultural elements, social interaction, technology–augmented inputs are psychologically processed by diners and transformed into experiential, behavioural, and transformative outcomes. By expanding the response dimension of the S–O–R model to encompass transformative experiential outcomes, such as memorability, emotional attachment, identity reinforcement, and cultural connection, this study offers a comprehensive framework for understanding the impact of experiences on consumer behaviour. The findings contribute to experiential dining theory by demonstrating how experiential value is co-created and internalized within immersive dining environments. The proposed framework provides a theoretical foundation for future empirical research and offers practical insights for restaurant practitioners seeking to design immersive and culturally meaningful dining experiences, particularly in heritage-based and design-focused contexts.

Keywords: *experiential dining, SOR model, multisensory dining, restaurant, digital gastronomy*

Öz

Deneyim ekonomisi paradigması, tüketicilerin ürün ve hizmetlerin işlevsel faydasından ziyade markalar veya işletmeler tarafından sunulan deneyimlere daha fazla değer atfettiği bir yaklaşım olarak küresel pazarlarda hızla yaygınlaşmaktadır. Bu bağlamda restoran endüstrisi, geleneksel yiyecek sunumuna dayalı hizmet anlayışının ötesine geçerek, çok duyulu tasarım, anlatsal kurgu, kültürel sembolizm ve dijital teknolojilerin bütünleştiği deneyimsel yemek (experiential dining) kavramına doğru önemli bir dönüşüm geçirmiştir. Bu gelişmeler, yemek deneyimlerini statik hizmet karşılaşmaları olmaktan çıkararak, psikolojik ve kültürel boyutları olan karmaşık süreçler hâline getirmiştir. Bu kavramsal çalışmanın temel amacı, deneyimsel yemeği açıklamak üzere Uyarıcı–Organizma–Tepki (S–O–R) modelini bütünleştirici bir kuramsal çerçeve olarak konumlandırmak ve gastronomik deneyimlerin sistematik biçimde nasıl oluştuğunu ortaya koymaktır. Çalışma, deneyimsel yemek, gastronomi, ağırlama, turizm ve çok duyulu algı literatürünün kapsamlı bir sentezine dayanmaktadır. Bu çerçevede deneyimsel yemek; duysal ipuçları, mekânsal tasarım, anlatsal–kültürel unsurlar, sosyal etkileşim ve teknoloji destekli girdiler gibi tasarlanmış deneyimsel uyarıcıların, bireyler tarafından psikolojik olarak yorumlanması ve deneyimsel, davranışsal ve dönüştürücü çıktılara dönüştürülmesi süreci olarak kavramsallaştırılmaktadır. Çalışma, S–O–R modelinin tepki boyutunu memnuniyet ve davranışsal niyetlerin ötesine taşıyarak; hatırlanabilirlik, duysal bağlanma, kimlik pekiştirme ve kültürel bağ kurma gibi dönüştürücü deneyim çıktılarıyla genişletmektedir. Bu yönüyle araştırma, deneyimsel yemeğin tüketici davranışları üzerindeki etkisini açıklayan bütüncül bir kuramsal çerçeve sunmakta; gelecekte yapılacak ampirik çalışmalar için sağlam bir teorik temel ve özellikle miras temelli ve tasarım odaklı restoranlar için yönetsel çıkarımlar sağlamaktadır.

Anahtar kelimeler: *deneyimsel yemek, SOR model, çoklu duyulu yemek, restoran, dijital gastronomi*

INTRODUCTION

As one of the most competitive industries, the restaurant industry has been a catalyst for the development of innovative dining experiences, which integrate the realms of gastronomy, culinary arts, science and digital technology (Yemsi-Paillissé, 2024). Beyond its classification as a leisure service sector, the restaurant industry constitutes a distinctive experiential environment in which value creation increasingly relies on differentiation through experience design rather than solely on food quality or service efficiency (Kleinhans et al., 2016). In response to this experiential turn, the role of chefs has undergone a fundamental transformation, extending beyond the creation of individual dishes toward the conceptualization of gastronomic projects that orchestrate space, narrative, sensory stimuli, and technological elements as part of a holistic experience (Spence & Piqueras-Fiszman, 2014; Spence & Youssef, 2018). Such projects involve the design of multidimensional and multisensory dining experiences (Perullo, 2023), characterized by the interaction of diverse disciplines including gastronomy, design, science, and digital media (Mestre et al., 2022). This shift in gastronomic practice was further accelerated by the emergence of Ferran Adrià's molecular gastronomy, which introduced scientific principles into culinary creation by transforming food textures while preserving aroma and taste compounds, thereby redefining the boundaries of contemporary gastronomy (Del Moral, 2020).

The dining environment is a multifaceted phenomenon that engages all of the senses, thereby creating an immersive emotional experience. Gastronomy serves not only to provide sustenance but also to offer experiences that are economically valuable. These experiences are designed to be multisensorial, engaging multiple senses and emotions (Youssef & Spence, 2023). As dining experiences become more experiential and integrated into everyday consumption practices, consumer motivations for eating out have also shifted. According to Masa (2017), the practice of dining out has emerged as a prominent trend, with individuals seeking out restaurants that offer superior service at optimal prices, rather than for special occasions. This shift is particularly evident among younger generations, who display a strong preference for novel, stimulating, and experience-oriented culinary encounters (Gusain & Khan, 2020).

In parallel with these changing consumption patterns, the quality of restaurant experiences has become closely linked to the effective management of service standards aimed at meeting and exceeding customer expectations. In the restaurant context, experiential value is also shaped by the alignment of people, processes, and service delivery systems, as conceptualized in foundational service quality models emphasizing the role of service design in meeting and exceeding customer expectations (Parasuraman et al., 1988). Recent technological advancements, particularly in extended reality (XR) applications, have further transformed food and dining experiences by enhancing sensory engagement and experiential immersion (Gu et al., 2023; Spence & Velasco, 2025a). Beyond adapting to shifts in taste perception, these developments contribute to the creation of extraordinary, authentic, and memorable dining experiences through evolving cognitive and sensory processing mechanisms (Kim et al., 2021). Collectively, these changes reflect not only a transformation in gastronomy but also a broader evolution in experiential marketing strategies within the restaurant industry.

In the realm of gastronomy, the increasing integration of production and consumption into a collaborative process of co-creation has facilitated the emergence of complex and multifaceted dining experiences (Richards, 2021). This shift signifies that the marketing of experiential dining is no longer predicated on value derived from individual transactions, but rather on relational value emerging from interactions among producers, consumers, and the experiential environment itself (Andersson & Mossberg, 2004). From an experience economy perspective,

such relational value prioritizes emotion, meaning, and engagement over purely cognitive evaluations, thereby redirecting marketing focus from supply-oriented logics toward consumer-centered and experience-driven frameworks (Natrah Jamaludin & Nik Hashim, 2025).

Within this broader transformation, the field of marketing has undergone a discernible paradigm shift in recent decades, marked by the increasing prominence of experiential forms of engagement involving consumers, media, and influencers (Youssef & Spence, 2023). This experiential turn provides a critical theoretical context for analyzing contemporary gastronomic experiences, as it foregrounds the role of designed environments, multisensory stimulation, and symbolic interaction in value creation. In parallel, recent advancements in restaurant practices, gastronomy, and culinary arts have been shaped not only by technological progress but also by the strategic actions of restaurants seeking to differentiate themselves through experiential innovation.

Despite the growing body of literature on experiential dining, existing studies remain fragmented across sensory, technological, cultural, and spatial perspectives, often lacking an integrative theoretical structure that explains how these dimensions jointly shape dining experiences (Spence, 2015; Mossberg & Eide, 2018; Gu et al., 2023; Youssef & Spence, 2023). While the Stimulus–Organism–Response (S–O–R) model has been widely applied in hospitality and gastronomy research to examine environmental cues, atmospherics, and consumer responses (Mehrabian & Russell, 1974; Bitner, 1992; Jun & Yoon, 2024), it is predominantly employed as an analytical framework rather than being conceptually expanded to capture the multidimensional complexity of contemporary experiential dining environments. The present conceptual paper proposes an extended S–O–R framework that reconceptualizes experiential dining as a multidimensional stimulus system encompassing sensory, spatial, narrative–cultural, social, and technology-augmented domains. The present study contributes to the existing body of knowledge by offering a process-oriented understanding of experiential dining and providing a unifying conceptual model to the gastronomy and hospitality literature.

Accordingly, the objective of this conceptual study is to develop a comprehensive understanding of experiential dining by positioning the Stimulus–Organism–Response (S–O–R) model as a unifying theoretical lens. The present study draws on an extensive synthesis of the experiential dining, gastronomy, hospitality, and multisensory perception literature, to conceptualize experiential dining as a dynamic psychological and cultural process. In this conceptualization, designed experiential stimuli are interpreted by diners and transformed into experiential, behavioural, and transformative outcomes.

Experiential Value and Experiential Dining

Rising income levels and increasing economic prosperity have led to profound changes in individual lifestyles, prompting consumers to move beyond the consumption of goods and services that merely satisfy basic needs toward offerings that align with personal aspirations and self-expression. This transformation has resulted in a paradigmatic shift in consumer behavior, wherein experiences have emerged as the dominant source of value creation (Pine & Gilmore, 2011). Within this framework, value is no longer embedded solely in products or services but is increasingly derived from experiential encounters formed through direct or indirect interactions, which play a decisive role in shaping consumer choice (Mathwick et al., 2001). The experience economy model conceptualizes experiential value through four fundamental dimensions: entertainment, education, escapism, and aesthetics. This provides a foundational lens for understanding experience-driven consumption (Pine & Gilmore, 2011).

The experiential approach, in this sense, provides a methodology for constructing and transforming meanings associated with gastronomic experiences. The evolution of economic propositions has been broadening, with a shift from material goods to services and ultimately to experiences. This paradigm shift led to the emergence of gastronomy as a pivotal domain within the experience economy, where consumers increasingly seek engaging and emotionally resonant encounters (Oh et al., 2007). Consequently, visitor experience has become a central component of hospitality and tourism marketing strategies (Lashley, 2009). Concurrently, the relationship between gastronomy and tourism has undergone a substantial transformation, shifting from a marginal consideration within destination development to a pivotal motivator for tourist visitation.

In the context of this experiential turn, gastronomy has undergone a series of distinct stages of experiential development. According to Richards (2015), this evolution conceptualized through three generations of gastronomic experiences. The first generation is characterized by the production of themed experiences designed by producers for consumers, reflecting a predominantly supply-oriented logic. The second generation places significant emphasis on the co-creation of experiences between producers and consumers, prioritizing interaction and participation. The third generation advances toward the notion of foodscapes, wherein gastronomy becomes embedded within broader social, cultural, and spatial contexts, fostering community formation and relational value. Subsequent work by Richards' (2021) expanded this framework by complementing rational information-processing approaches with a focus on emotional, hedonic, and relational dimensions. This underscores the pivotal role of co-creation in modern gastronomic encounters.

At the micro-experiential level, scholarly attention has increasingly turned toward the experiential and sensory foundations of food consumption. Batat (2019) introduced the concept of the *experiential pleasure of food* as a paradigm that promotes epicurean consumption while emphasizing the role of food in enhancing wellbeing and optimal health. This approach emphasizes a variety of factors, including but not limited to determinants food aestheticism, socialization, sharing, storytelling, memory and nostalgia, symbolism, and sensory experience. These determinants collectively influence experiential pleasure. It is imperative to acknowledge the distinction between experiential and visceral food pleasure. The former is characterized by its reflective, volitional, and meaning-oriented nature, which sets it apart from the latter. This distinguishes it from visceral pleasure and links consumption to differentiated aesthetic, social, sensory, and symbolic experiences.

This perspective is further substantiated by research in multisensory perception and gastrophysics, which demonstrated that flavour perception constitutes a complex multisensory phenomenon shaped by the integration of sight, sound, touch, and taste (Auvray & Spence, 2008; Spence, 2015). Contemporary consumers demonstrate an increasing sensitivity to sensory marketing practices, with individual sensory cues exerting distinct influences on perception and behaviour (Spence et al., 2014). Empirical studies further illustrate how auditory stimuli, such as music, can shape decision-making during wine tasting (Spence, 2019), while immersive dining experiences—such as the *Sound of the Sea* course at The Fat Duck—demonstrate how curated sensory environments evoke emotional and symbolic associations (Spence, 2017). In a recent study, Youssef and Spence (2023) demonstrated that multi-course, multisensory dining experiences incorporating emotive visual content significantly enhance emotional engagement and experiential immersion.

The extant body of literature on the subject indicates that experiential dining emerges at the intersection of experience economy theory, gastronomic experience evolution, and multisensory consumption research. These perspectives collectively underscore the necessity

for integrative theoretical frameworks capable of elucidating the design, perception, and transformation of experiential value within contemporary dining environments. The present study addresses this research gap by employing the Stimulus–Organism–Response (S–O–R) model.

Stimulus – Organism – Response Framework in Experiential Dining

The Stimulus–Organism–Response (S–O–R) model, initially proposed by Mehrabian and Russell (1974), explicates the dynamic interplay and correlation between environmental stimuli and individuals' internal physiological states, which subsequently shape behavioural responses. This seminal model offers a framework for understanding the intricate relationship between environmental elements and individual emotional responses, thereby providing a foundation for further research in the consumer behaviour field. In summary, the S–O–R theory posits that environmental stimuli (S) exert influence on an individual's internal and organismic states (O), thereby prompting a behavioural response characterized by approach or avoidance (R) (Jun & Yoon, 2024). The conventional S–O–R model predominantly centred on affective starts, encompassing concepts such as pleasure, arousal, and dominance, within the three – dimensional psychological framework (Mehrabian & Russell, 1974). Subsequent studies advanced the theoretical framework by categorizing environmental factors into three distinct categories: social, design and ambient factors (Baker, 1986). According to Bitner (1992), environmental attributes are defined as factors affecting the five senses, either as a layout dimension such as furniture, equipment or as explicit and implicit signals such as signs, symbols or artifacts). Recognizing the limitations of affect-only explanations, later research integrated cognitive components into the S–O–R framework to better account for consumers' evaluative and interpretive processes underlying approach and avoidance behaviors (Eroglu et al., 2001). This theoretical expansion is particularly relevant to experiential dining contexts, where consumption involves not only emotional reactions but also meaning-making, interpretation, and symbolic engagement. Accordingly, the S–O–R model provides a flexible and extensible foundation for conceptualizing experiential dining as a complex psychological process rather than a simple stimulus–response mechanism.

Stimuli (experiential dining domains): In the context of experiential dining, stimuli are defined as environmental and designed factors that influence diners' internal states and initiate affective, cognitive, and embodied reactions (Choi & Kandampully, 2019; Lin, 2022). Rather than functioning in isolation, these stimuli operate simultaneously and interactively, thereby creating a multisensory and symbolic environment that frames diners' perceptions, expectations, and interpretations. As emphasized in gastrophysics research, experiential dining is fundamentally grounded in multisensorial environments that orchestrate sensory cues to shape perception and emotion (Spence, 2017).

The occurrence of *synaesthesia*, referring to cross-modal sensory interactions, has served as a significant source of inspiration across disciplines such as art, design, marketing, and culinary practice, motivating the development of multisensory dining concepts (Spence & Youssef, 2019). Building on this interdisciplinary foundation, a comprehensive review of the literature suggests that the stimulus component of experiential dining can be conceptualized as a layered system comprising sensory, spatial–environmental, narrative–cultural, social interactional, and technology-augmented domains.

The sensory layer encompasses multisensory attributes that directly influence flavor perception and emotional arousal, including visual aesthetics, olfactory cues, mouthfeel, texture, and temperature contrasts (Spence et al., 2014; Spence & Piqueras-Fiszman, 2014). Cross-modal research demonstrates that the temporal resolution of visual stimuli can be

enhanced or diminished by concurrent auditory inputs, depending on their temporal alignment (Shams et al., 2004). In the context of dining, auditory cues encompass not only ambient sounds but also those generated by the consumption of food and haptic feedback derived from cutlery, tableware, or interactive surfaces. These various forms of auditory and physical stimuli collectively contribute to the sensory integration experienced during mealtimes.

A comprehensive review of the extant literature reveals that the experiential dining stimulation component can encompass layers defined as sensory, spatial, environmental, narrative, cultural, social interaction, and technological augmented inputs. The sensory layer is defined as the set of multisensory attributes that exert a direct influence on flavor perception and emotional arousal. These attributes include visual aesthetics elements, olfactory signals, mouthfeel, texture, and temperature contrasts (Spence et al., 2014; Spence & Piqueras-Fiszman, 2014). The temporal resolution of visual stimuli can be enhanced or diminished by concurrent auditory stimuli, contingent on the temporal relationship between the visual and auditory stimuli (Shams et al., 2004). The following are examples of auditory cues: the sounds made by food, the sounds made by the environment, and haptic feedback derived from cutlery, tableware, or interactive surfaces.

The spatial environmental layer encompasses the ambient and atmospheric attributes that establish the contextual frame of dining experience (Leong et al., 2023; Rathnasiri et al., 2025). This layer is primarily concerned with the interior design of restaurants' dining areas, encompassing elements such as layout, lighting, colour, and spatial configuration. These factors serve as contextual stimuli, exerting a significant influence on mood, comfort, and the extent of user immersion (Ariffin et al., 2017; Heung & Gu, 2012). Beyond functional considerations, spatial design conveys symbolic meanings ranging tradition to futurism that reinforce narrative coherence and guide cognitive interpretation (Song et al., 2022; Yin, 2025).

The narrative-cultural layer functions as a symbolic stimulus embedding dining experiences within systems of meaning, memory, and identity (Jang et al., 2011; Moreira Kares, 2021; Smith, 2015). Narrative cues such as ingredient provenance, terroir-based storytelling, heritage recipes, chef narratives, and cultural symbols expressed through plating or menu language facilitate both emotional and cognitive processing by linking sensory experiences to culturally embedded schemas (Mihalache, 2016; Mossberg & Eide, 2018; Geary, 2022). The social interaction layer consists of interpersonal stimuli arising from human engagement throughout the dining experience. Host-guest communication, chef-guest interaction, shared dining rituals, communal table arrangements, and participatory or performative elements shape emotional tone, perceived authenticity, and trust (Chen et al., 2024). Social stimuli have been shown to mediate the interpretation of experiential cues, amplifying emotional engagement and fostering a sense of belonging.

The technological-augmented layer introduces digitally mediated stimuli that extend and intensify experiential design (Ali et al., 2025; Suryana et al., 2025). The integration of artificial intelligence (AI) with experiential design elements, such as personalized menus, ambient lighting, soundscapes, and pacing, has emerged as a significant trend (Öztürk et al., 2024). This integration involves the use of projection mapping on various surfaces, including tables, walls, and food surfaces, to create immersive environments. Additionally, the incorporation of augmented reality (AR) and virtual reality (VR) into multisensory experiences, along with smart tableware, olfactory technologies, and robotic or conversational AI service agents, serves to augment the experiential aspects of these environments (Baratta et al., 2022; Yıldırım & Yıldırım, 2023). When aligned with sensory and narrative intentions, technological stimuli enhance immersion, personalization, and symbolic richness (Spence & Velasco, 2025a, Spence & Velasco, 2025b). Emerging research on future dining experiences further suggests that

digitally extended environments, including virtual and hybrid experiential layers, are likely to play a significant role in shaping immersive and personalized gastronomic experiences (Velasco et al., 2025)

Organism (Internal Experiential Dining Processing): The organism component signifies the internal psychological and physiological states of diners, precipitated by experiential stimuli. This stage involves the integration and interpretation of multisensory, spatial, social, cultural, and technological inputs through affective, cognitive, and embodied processes (Baek & Choe, 2025). Affective responses encompass a range of emotions, including pleasure, excitement, surprise, nostalgia, awe, and comfort (Natrah Jamaludin & Nik Hashim, 2024; 2025). Cognitive responses encompass the interpretation of narratives, the perception of authenticity, the assessment of value, the allocation of attention, and the process of meaning-making (Wang et al., 2024). Sensory and embodied responses are manifestations of cross-modal sensory integration and physiological engagement with the dining environment (Yuan et al., 2023). The internal states to which these subjects are exposed are shaped by an array of factors, including individual characteristics, prior experiences, cultural background, and expectations. These internal states, in turn, mediate the relationship between external stimuli and experiential outcomes.

Response (Outcomes in Experiential Dining): The response component is indicative of the outcomes that emerge from organism-level processing (Baek & Choe, 2025). These responses may be classified as behavioural, emotional, cognitive, or transformative in nature. The behavioural responses manifest in various forms, including loyalty intentions, a propensity to pay a premium, positive word-of-mouth, and cultural appreciation (Malik et al., 2025). In experiential dining contexts, such behavioural responses are not limited to immediate satisfaction or revisit intentions but also encompass value-driven behaviours such as willingness to pay a premium, experiential loyalty, and positive word-of-mouth, which are shaped by the depth of experiential engagement and perceived experiential value (Lin, 2022). The emotional responses encompass a range of elements, including immersion, attachment, satisfaction, and memorability (Batat, 2022; Stone et al., 2022). Cognitive responses encompass learning, reflection, and enhanced understanding of culinary heritage or narratives. Beyond immediate reactions, experiential dining has the potential to generate transformative outcomes, including identity reinforcement, cultural reconnection, mindfulness, and long-term memory formation (Alves, 2022). The concept of experiential dining attains its optimal value when stimulus configurations elicit profound organism-level engagement, thereby culminating in enduring psychological, emotional, or symbolic transformation.

Experiential Dining Restaurants as Illustrations of the Extended S-O-R Framework

Dinner in the Sky: The concept of “Dinner in the Sky” was first introduced in 2006 in Belgium as an innovative product offering distinctive experience that extends beyond the conventional dining setting, functioning also as a novel medium communication tool (Dinner in the Sky, n.d.). Dinner in the Sky is a culinary establishment that provides guests with a three-star dinner experience at an altitude of 46 meters above ground level.

Dinner in the Sky is an experiential dining concept that is primarily driven by spatial and environmental stimuli, rather than technological or narrative complexity. Within the S-O-R framework, the elevation of diners to significant heights functions as a powerful spatial stimulus that reconfigures bodily perception, risk awareness, and environmental engagement. The absence of sophisticated technological augmentation redirects experiential emphasis toward embodied sensations such as vertigo, vulnerability, and exhilaration, thereby emphasizing spatial design as a pivotal experiential driver.

At the organism level, these extreme spatial conditions elicit heightened emotional arousal and physiological awareness, intensifying affective responses such as excitement, fear, and awe. Cognitive processing is initiated concurrently as consumers interpret the experience through the lenses of novelty, trust, and personal challenge. From a response perspective, Dinner in the Sky exemplifies how spatial extremity alone can engender strong memorability and symbolic distinction, thereby reinforcing the argument that transformative experiential outcomes can emerge from environmental displacement and embodied engagement, even in the absence of complex multisensory or technological orchestration.

Ice Hotel Restaurant: The IceHotel is characterized by a perpetual cycle that commences in winter and culminates in spring, aligning with the natural cycle. The hotel's main dining establishment has garnered a reputation for its culinary offerings, which are presented on plates that are chilled using ice sourced from the Torne River, which borders Sweden and Finland. The hotel is not only a structure; it is an amalgamation of art and architecture, a distinctive edifice that metamorphoses annually (ICEHOTEL, n.d.).

In contradistinction to technology-intensive experiential dining environments, the Icehotel exemplifies an extreme form of environmentally driven experiential design, wherein sensory and spatial stimuli are derived primarily from natural and climatic conditions as opposed to digital augmentation. The Icehotel, constructed entirely from ice and snow, offers dining experiences characterized by sub-zero temperatures, tactile coldness, visual translucency, and acoustic dampening. These characteristics combine to create a highly distinctive multisensory environment. Within the S-O-R framework, environmental stimuli exert a strong influence on organism-level processing by eliciting heightened bodily awareness, emotional arousal, and cognitive appraisal related to novelty, endurance, and authenticity. The Icehotel's narrative-cultural dimension further amplifies these organism-level responses by embedding the dining experience within the context of Arctic heritage, seasonal temporality, and the symbolic meanings of ephemerality and impermanence.

From a response perspective, the Icehotel serves as a paradigm of experiential dining, demonstrating its potential to engender transformative outcomes, encompassing intense memorability, identity-related meaning-making, and a heightened sense of place attachment. The Icehotel exemplifies this paradigm, demonstrating that immersive experiential dining need not rely on advanced digital technologies. Instead, it can be achieved through the deliberate orchestration of sensory, spatial, and narrative stimuli rooted in environmental extremity.

Alchemist: The restaurant Alchemist was established by chef and restaurateur Rasmus Munk in 2015 (Brønnum & Munk, 2019). The Alchemist, in its 2019 iteration, represents an augmentation of the inaugural Alchemist restaurant. This expansive establishment, spanning 27,000 square meters, is meticulously compartmentalized into five distinct areas. The primary chamber boasts a 360° curved ceiling, evocative of a celestial vault, and is endowed with state-of-the-art digital sound and image technologies (Kaya et al., 2025). The Alchemist has consolidated its operations, encompassing the restaurant, The Alchemist Studio, the design department, The Alchemist Test-Kitchen, the kitchen department, and the R&D department, within a unified facility. The Alchemist offers approximately 40 dishes over the course of 5–6 hours. The Alchemist utilizes a technological apparatus primarily comprising sounds, music, and theater in five distinct spaces: the Installation Room, the Lounge, the Dome Room, the Playground, and the Balcony (Yemsi-Paillissé, 2024; 2025).

In contrast to experiential settings driven by environmental factors, such as the Icehotel, Alchemist showcases a highly orchestrated, technology- and narrative-intensive experiential dining environment. In this environment, sensory, spatial, cultural, and digital stimuli are

meticulously synchronized to create a deliberate and multifaceted experience. Within the S–O–R framework, Alchemist functions as a multidimensional stimulus system, integrating immersive audiovisual design, performative service encounters, symbolic narratives, and technologically augmented environments to influence diners' psychological processing. The stimulus configuration at Alchemist extends beyond the plate, encompassing spatial transitions between rooms, curated soundscapes, projection mapping, and ethically charged storytelling. Collectively, these elements frame diners' expectations and interpretations.

At the organism level, these stimuli provoke profound affective and cognitive processing, encompassing emotions such as awe, surprise, discomfort, and reflection, along with heightened attention and meaning-making processes related to sustainability, identity, and societal values. The prolonged temporal structure of the dining experience has been shown to further deepen embodied engagement, allowing diners to internalize sensory and narrative cues through sustained immersion rather than momentary stimulation.

From a response perspective, Alchemist illustrates how experiential dining can generate transformative outcomes, including long-term memorability, identity reinforcement, ethical awareness, and cultural reflection. This illustrates the expanded response dimension of the S–O–R model. This case demonstrates that experiential dining environments grounded in technological mediation and narrative complexity can function as platforms for psychological and symbolic transformation, reinforcing the argument that experiential value emerges from the coherent orchestration of stimuli across multiple experiential layers, rather than from isolated sensory novelty.

Le Petit Chef: Le Petit Chef, a culinary creation that has been described as "the smallest chef in the world," offers a sophisticated three-dimensional cinematic experience that is presented directly on one's plate, accompanied by exquisite gastronomy (Le Petit Chef, n.d.). Prior to, during, and following the meal, the young chef regales guests with a variety of performances and audio-visual presentations. As soon as the food is served, the performance transitions into the background, and the curtain rises to reveal a selection of international delicacies. The dinner theatre has been known to inspire whole families around the world (Çafa et al., 2024).

Le Petit Chef is an exemplar of an experiential dining format, in which narrative and augmented stimuli, both cultural and technological, are employed to enhance accessibility, playfulness, and emotional engagement. Within the S–O–R framework, the technique of animated projection mapping directly onto the dining surface functions as a narrative stimulus that guides attention, structures meaning, and frames sensory interpretation. The integration of storytelling with food presentation transforms each dish into a narrative episode, thereby embedding culinary consumption within a coherent symbolic framework. At the organism level, these narrative and visual stimuli elicit positive affective responses, such as amusement, curiosity, and emotional warmth. Concurrently, these stimuli facilitate cognitive engagement through story comprehension and anticipation. The approachable and performative nature of the experience has been demonstrated to lower cognitive barriers and broaden experiential appeal across diverse demographic groups. From a response perspective, Le Petit Chef exemplifies how narrative coherence and gentle technological mediation can engender memorability, emotional attachment, and shared social enjoyment, thereby underscoring the capacity of experiential dining to generate meaningful outcomes without reliance on extreme sensory intensity or environmental displacement.

Ultraviolet: Ultraviolet has been identified as a pioneering establishment in this regard, having opened in 2012. Its distinctive table d'hôte layout, which can accommodate up to 12 guests at a time, is a testament to the innovative thinking of its founder, Paul Pairet (Yemsi-Paillissé,

2020). Paul Pairet is the proprietor of four restaurants in the Chinese capital: Polux, M. and Mrs. Bund, Charbon, and Ultraviolet Pairet (Yemsi-Paillissé, 2024). Ultraviolet is capable of displaying a maximum of 22 courses within a time frame of less than 3 hours (Bergman, 2012). This venue boasts a sophisticated technological infrastructure, consolidated into a singular and self-contained environment. Its technological components include dry scent projectors, stage lighting, 360-degree wall projections, table projectors, beam loudspeakers, and a multi-channel speaker system (Yemsi-Paillissé, 2024).

Ultraviolet is a paradigm of a technologically advanced, multisensory dining environment, meticulously designed to provide a high degree of sensory congruence through synchronized experiential stimuli. Within the S–O–R framework, Ultraviolet functions as a closed experiential system that integrates projection mapping, scent diffusion, sound design, lighting control, and temperature modulation to orchestrate diners' perceptual and emotional responses. In contrast to environments that depend on spatial novelty or performative excess, Ultraviolet places emphasis on precision and temporal alignment across sensory channels, thereby reinforcing perceptual coherence.

At the organism level, this synchronized multisensory orchestration facilitates profound affective immersion and focused cognitive engagement, as diners process sensory cues within an environment devoid of distractions. The controlled sensory envelope serves to minimize external stimuli, thereby enabling heightened attentional focus and embodied engagement with the dining narrative. From a response perspective, Ultraviolet demonstrates how technologically mediated sensory congruence can generate enduring memorability and emotional attachment. This illustrates the transformative potential of experiential dining when multisensory stimuli are coherently aligned within the S–O–R framework.

Sublimotion: The restaurant known as Sublimotion was inaugurated in 2014 on the Spanish island of Ibiza (Çitak, 2023). It is widely regarded as one of the world's most surreal, futuristic, and thought-provoking dining experiences. The Sublimotion restaurant employs avant-garde, non-traditional three-dimensional gastronomy technology to create a distinctive experience. The restaurant integrates gastronomy with virtual reality technology, offering diners a distinctive experience. The utilization of virtual reality glasses enables guests to observe the preparation of their food in advance and acquire knowledge about its nutritional value prior to placing an order. A notable feature of the restaurant is the substitution of walls in the dining area for screens.

Sublimotion exemplifies an advanced form of technology-driven experiential dining, characterized by the convergence of immersive digital environments, performative gastronomy, and multisensory orchestration within a meticulously controlled experiential setting. Within the S–O–R framework, Sublimotion functions as a hyper-stimulated experiential system, integrating projection mapping, virtual and augmented reality elements, dynamic soundscapes, lighting design, and choreographed service performances to continuously reconfigure the dining environment. These rapidly shifting stimulus configurations are deliberately designed to disrupt perceptual expectations and sustain heightened sensory and emotional arousal throughout the dining sequence. At the organism level, the intensity and temporal density of stimuli elicit robust affective and cognitive responses, encompassing awe, excitement, disorientation, and heightened attentional focus. The immersive and performative nature of the experience encourages embodied engagement, as diners must continuously adapt to changing sensory and narrative contexts. Thematic transitions and narrative layering serve to further intensify cognitive processing, thereby prompting reflection on the boundaries between reality, simulation, and culinary performance.

From a response perspective, Sublimotion exemplifies the capacity of experiential dining to generate transformative experiential outcomes, particularly in terms of extreme memorability, symbolic meaning-making, and identity-related distinction. The experience frequently culminates in enduring psychological impressions that extend beyond immediate satisfaction or behavioural intentions. This phenomenon illustrates the expanded response dimension of the S-O-R model. Sublimotion thus demonstrates how technologically saturated dining environments can operate as sites of experiential transformation, reinforcing the argument that experiential value emerges from the orchestrated intensity and coherence of multisensory and narrative stimuli, rather than from technological novelty alone.

CONCLUSION

The present conceptual article contributes to the advancement of the understanding of experiential dining by positioning the S-O-R framework as a unifying theoretical lens through which gastronomic experiences can be systematically explained. The present study conceptualizes experiential dining as a processual phenomenon, thereby demonstrating the experiential stimuli are psychologically interpreted by diners and subsequently transformed into experiential, behavioural and transformative outcomes. This approach is in response to the growing complexity of contemporary dining environments, where sensory design, technology, cultural context, and demographic factors collectively influence the creation of experiential value.

A substantial theoretical contribution of this study is the extension of experiential dining theory beyond traditional outcomes measures such as satisfaction and behavioural intentions to encompass a more comprehensive assessment of consumer experience. The findings of the study conceptualize experiential value as encompassing transformative outcomes, including identity reinforcement, cultural connection, and long-term memorability. By explicitly positioning these outcomes within the response component of the S-O-R model, the study expands the explanatory scope of the framework and highlights experiential dining as a mechanism for emotional attachments and cultural transmission, particularly in heritage and design-oriented dining contexts.

From a theoretical perspective, the proposed framework provides a structured foundation for future empirical research, enabling scholars to operationalize experiential stimuli, organismic states, and responses within a coherent process model. From a managerial perspective, the S-O-R perspective provides practitioners with a strategic tool for designing immersive dining experiences that shape desired consumer responses by harmonizing sensory, narrative, social, and technological elements. In essence, the implementation of the S-O-R framework reorients the conventional conception of experiential dining from a static service encounter to a dynamic psychological and cultural process. This process encompasses the formation, interpretation, and recollection of gastronomic experiences. As dining environments continue to evolve toward greater immersion and technological mediation, the S-O-R model offers a robust and adaptable foundation for understanding the evolving nature of gastronomic experiences.

Limitations of the study

Due to its conceptual nature, this study is subject to several limitations that must be addressed through future empirical studies. Initially, the proposed framework was developed through a synthesis of established theoretical models and conceptual propositions related to experiential dining, rather than being empirically tested. Second, while the model intentionally integrates the domains of gastronomy, food design, culture, and technology in order to capture the multidimensional nature of experiential, this broad scope also constitutes a limitation. Cultural interpretations of sensory, narrative and symbolic cues may vary considerably across regions,

communities, and demographic groups, potentially influencing the way experiential stimuli are perceived and processed.

In addition, the framework was utilized to develop a conceptual model that mapped the diversity of experiential dining practices, with a primary focus on restaurant-based contexts. Accordingly, the framework under consideration does not explicitly account for experiential dining formats beyond restaurants. Moreover, it does not systematically address contextual constraints related to technology. The objective of the present study is to empirically examine consumer perceptions and behavioural responses across a range of experiential dining environments, with particular attention to cross-cultural variations and differing levels of technological integration. This will allow for the testing of boundary conditions and contextual robustness of the proposed framework.

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Genişletilmiş Özet

Deneyim ekonomisi paradigması, tüketicilerin ürün ve hizmetleri yalnızca işlevsel faydaları üzerinden değil, bu ürün ve hizmetlerin sunduğu deneyimsel değerler üzerinden değerlendirdiği bir tüketim anlayışını ifade etmektedir (Pine & Gilmore, 2011). Bu paradigma, özellikle hizmet sektörlerinde değer yaratma süreçlerini köklü biçimde dönüştürmüştür; gastronomi ve restoran endüstrisi bu dönüşümden en yoğun biçimde etkilenen alanlardan biri hâline gelmiştir. Günümüzde restoranlar yalnızca yiyecek ve içecek sunan mekânlar olmaktan çıkarak, çok duyulu tasarım, anlatsal kurgu, kültürel semboller ve dijital teknolojiler aracılığıyla kurgulanan deneyimsel ortamlar hâline gelmiştir (Spence, 2015; Youssef & Spence, 2023). Bu bağlamda yemek deneyimi, statik bir hizmet karşılaşması olmaktan ziyade, psikolojik, duygusal ve kültürel boyutları olan dinamik bir süreç olarak ele alınmaktadır (Mossberg & Eide, 2018). Bu kavramsal çalışmanın temel amacı, deneyimsel yemeği açıklamak üzere Uyarıcı-Organizma-Tepki (Stimulus-Organism-Response, S-O-R) modelini bütünleştirici bir kuramsal çerçeve olarak konumlandırmak ve gastronomik deneyimlerin nasıl tasarlandığını, algılandığını ve dönüştürücü çıktılara evrildiğini sistematik biçimde ortaya koymaktır. Çalışma, deneyimsel yemek, gastronomi, ağırlama, turizm, deneyim ekonomisi ve çok duyulu algı literatürünün kapsamlı bir sentezine dayanan kavramsal bir nitelik taşımaktadır. Bu yönüyle araştırma, ampirik veri toplamaya değil; mevcut kuramsal yaklaşımların eleştirel değerlendirilmesine ve yeni bir bütüncül model önerisine odaklanmaktadır (Mehrabian & Russell, 1974; Jun & Yoon, 2024).

Literatürde deneyimsel yemek olgusu; duygusal tasarım, mekânsal düzenleme, teknolojik uygulamalar, kültürel anlatılar ve sosyal etkileşim gibi farklı boyutlar üzerinden ele alınmaktadır (Spence, 2015; Gu et al., 2023; Smith, 2015; Leong et al., 2023). Ancak bu çalışmaların büyük bir bölümü, söz konusu boyutları parçalı biçimde incelemekte ve bu unsurların birlikte nasıl işlediğini açıklayan bütüncül bir teorik yapı sunmakta sınırlı kalmaktadır (Mossberg & Eide, 2018; Youssef & Spence, 2023). Benzer şekilde, S-O-R modeli gastronomi ve restoran araştırmalarında sıklıkla kullanılmasına rağmen, çoğunlukla analitik bir araç olarak ele alınmakta; çağdaş deneyimsel yemek ortamlarının çok katmanlı ve dönüşümsel doğasını açıklayacak şekilde kavramsal olarak genişletilmemektedir (Bitner, 1992; Jun & Yoon, 2024). Bu çalışma, söz konusu boşluktan hareketle S-O-R modelini deneyimsel yemek bağlamında yeniden yorumlamakta ve modeli çok boyutlu bir deneyim sistemi olarak ele almaktadır. Önerilen genişletilmiş çerçevede uyarıcı (stimulus) boyutu, deneyimsel yemeğin tasarım bileşenlerini kapsayan çok katmanlı bir sistem olarak yeniden kavramsallaştırılmaktadır. S-O-R literatüründe çevresel faktörlerin sosyal, tasarım ve ambiyans boyutlarıyla ele alındığı (Baker, 1986) ve hizmet ortamındaki duygusal ve uzamsal unsurların tüketici tepkilerini şekillendirdiği vurgulanmaktadır (Bitner, 1992). Bu çalışmada ise uyarıcı boyutu; duygusal (görsel, işitsel, tatsal, dokunsal, kokusal), mekânsal-çevresel, anlatsal-kültürel, sosyal etkileşimsel ve teknoloji destekli girdilerden oluşan bütünsel bir deneyim tasarım sistemi olarak ele alınmaktadır. Bu uyarıcılar, tekil ve bağımsız unsurlar değil; eş zamanlı ve etkileşimli biçimde çalışarak yemek deneyiminin algısal ve duygusal çerçevesini oluşturmaktadır (Spence et al., 2014; Spence & Velasco et al., 2025a; Spence & Velasco, 2025b). Gastrofizik ve çok duyulu algı literatürünün ortaya koyduğu üzere, lezzet algısı tek bir duyu kanalına indirgenemeyecek ölçüde çok duyulu bir bütünleşmeye dayanmaktadır (Auvray & Spence, 2008). Görsel, işitsel ve dokunsal ipuçları, tüketim anındaki değerlendirmeyi anlamlı biçimde dönüştürmekte; duygusal uyum (sensory congruence) ve duyular arası etkileşim, deneyimsel yoğunluğu ve duygusal daldırımı artıran temel mekanizmalar olarak tanımlanmaktadır (Spence et al., 2014; Youssef & Spence, 2023). Mekânsal ve çevresel uyarıcılar ise aydınlatma, yerleşim, renk, sıcaklık ve atmosfer gibi unsurlar yoluyla konforu, duygu durumunu ve deneyimsel tutarlılığı belirlemekte; bu sayede duygusal yorumlamayı güçlendirmekte ya da zayıflatabilmektedir (Heung & Gu, 2012; Ariffin et al., 2017; Leong et al., 2023).

Anlatsal-kültürel uyarıcılar, deneyimin sembolik düzeyini oluşturarak duygusal girdileri kültürel şemalarla ilişkilendirir. Malzeme kökeni, teruar temelli hikâyeleştirme, miras reçeteleri, şef anlatıları ve ritüel referanslar; yemek deneyimini bellek, kimlik ve anlam sistemleri içine yerleştirir (Mihalache, 2016; Mossberg & Eide, 2018; Geary, 2022). Sosyal etkileşimsel uyarıcılar ise şef-misafir etkileşimi, servis performansı, ortak yeme ritüelleri ve birlikte deneyimleme yoluyla güven, özgünlük ve aidiyet algısını güçlendirmekte; bu durum deneyimin duygusal ve bilişsel işlenmesini yoğunlaştırmaktadır (Andersson & Mossberg, 2004; Chen et al., 2024). Teknoloji destekli uyarıcılar—özellikle projeksiyon ekleme, genişletilmiş gerçeklik (XR), dijital ses-görüntü tasarımı ve yapay zekâ temelli kişiselleştirme araçları—deneyimin daldırma ve anlatsal tutarlılık kapasitesini artırmakta; ancak bu

etkinin sürdürülebilir olması, teknolojinin duyuşsal ve anlatsal niyetle uyumlu biçimde kurgulanmasına bağıdır (Baratta et al., 2022; Gu et al., 2023; Spence & Velasco, 2025a; Spence & Velasco, 2025b).

Organizma (organism) boyutu, bu uyarıcıların bireyler tarafından nasıl içselleştirildiğini açıklayan psikolojik ve fizyolojik süreçleri kapsamaktadır. S-O-R modelinin erken dönem uygulamaları duygulanımsal durumlara (haz, uyarılma, baskınlık) odaklanmış olsa da (Mehrabian & Russell, 1974), sonraki çalışmalar bilişsel değerlendirme süreçlerini de dâhil ederek yaklaşma ve kaçınma davranışlarının ardındaki mekanizmaları genişletmiştir (Eroglu et al., 2001). Deneyimsel yemek bağlamında organizma düzeyi; duyuşsal tepkiler (haz, heyecan, şaşkınlık, nostalji, hayranlık), bilişsel süreçler (anlamlandırma, özgünlük algısı, değer değerlendirme) ve bedensel/duyuşsal etkileşimler yoluyla şekillenmektedir (Batat, 2019; Wang et al., 2024). Bireylerin geçmiş deneyimleri, kültürel arka planları ve beklentileri bu içsel süreçleri etkileyerek aynı uyarıcıların farklı bağlamlarda farklı sonuçlar üretmesine neden olabilmektedir (Geary, 2022).

Çalışmanın temel kuramsal katkılarından biri, tepki (response) boyutunu geleneksel memnuniyet ve davranışsal niyet göstergelerinin ötesine taşımasıdır. Önerilen çerçevede tepkiler; davranışsal (sadakat, tekrar ziyaret, ağızdan ağıza iletişim), duyuşsal (bağlanma, hatırlanabilirlik), bilişsel (öğrenme, kültürel farkındalık) ve dönüştürücü çıktılar olarak ele alınmaktadır (Stone et al., 2022; Batat, 2022). Dönüştürücü çıktılar; kimlik pekiştirme, kültürel bağ kurma, farkındalık ve uzun süreli anı oluşumu gibi daha derin ve kalıcı etkileri kapsamaktadır (Alves, 2022). Bu yaklaşım, deneyimsel yemeğin yalnızca tüketimle sınırlı olmayan, bireyin kendilik algısı ve kültürel konumlanışı üzerinde etkili bir süreç olduğunu vurgulamaktadır.

Çalışmada önerilen genişletilmiş Uyarıcı-Organizma-Tepki (S-O-R) çerçevesi, çağdaş deneyimsel restoran örnekleri üzerinden kavramsal olarak somutlaştırılmaktadır. Bu örnekler, deneyimsel yemeğin tekil bir tasarım yaklaşımına indirgenemeyeceğini; aksine farklı uyarıcı kombinasyonlarının, organizma düzeyinde farklı psikolojik süreçleri tetikleyerek dönüştürücü deneyim çıktılarını üretebildiğini göstermektedir. Mekânsal aşırılığı merkeze alan *Dinner in the Sky* örneğinde, yükseklik ve fiziksel konum değişimi güçlü bir mekânsal uyarıcı olarak işlev görmektedir; organizma düzeyinde bedensel farkındalık, risk algısı ve yoğun duyuşsal uyarılma yaratmakta; sonuç olarak deneyim yüksek düzeyde hatırlanabilirlik ve sembolik ayrışma üretmektedir. Benzer biçimde, çevresel ve iklimsel uyarıcılara dayalı olarak kurgulanan *Icehotel* deneyimi, düşük sıcaklık, dokunsal soğukluk ve geçici mekânsallık gibi çevresel girdiler aracılığıyla bedensel ve duyuşsal yoğunluğu artırmakta; deneyimi dayanıklılık, özgünlük ve yer duygusu ile ilişkilendirilen dönüştürücü bir anlatıya dönüştürmektedir.

Anlatı ve teknoloji yoğunluğu ile öne çıkan *Alchemist* ve *Sublimotion* örneklerinde ise deneyimsel değer, çok katmanlı uyarıcı sistemlerinin eş zamanlı orkestrasyonu yoluyla üretilmektedir. Bu restoranlarda dijital projeksiyonlar, ses ve ışık tasarımı, mekânsal geçişler ve etik-kültürel hikâyeleştirme unsurları bir arada kullanılarak, organizma düzeyinde yalnızca haz ve şaşkınlık değil; bilişsel refleksiyon, değer sorgulaması ve kimlik temelli anlamlandırma süreçleri tetiklenmektedir. Bu durum, deneyimsel yemeğin yalnızca eğlence veya duyuşsal tatmin değil, aynı zamanda düşünsel ve sembolik dönüşüm potansiyeli taşıdığını ortaya koymaktadır. Duyusal uyum ve kontrollü çok duyulu yaklaşımını benimseyen *Ultraviolet* örneğinde ise deneyim, dışsal uyaranlardan arındırılmış kapalı bir ortamda ses, ışık, koku, sıcaklık ve görsel içeriklerin zamansal olarak senkronize edilmesi yoluyla kurgulanmaktadır. Bu yüksek düzeyde duyuşsal uyum, organizma düzeyinde yoğun dikkat ve duyuşsal daldırma yaratarak deneyimin uzun süreli bellek oluşumuna dönüşmesini kolaylaştırmaktadır.

Anlatı odaklı ve görece daha erişilebilir bir deneyim sunan *Le Petit Chef* örneği ise deneyimsel yemeğin dönüştürücü etkisinin yalnızca aşırı duyuşsal ya da teknolojik yoğunlukla sınırlı olmadığını göstermektedir. Masaya yansıtılan animasyonlar ve hikâyeleştirilmiş sunumlar aracılığıyla oluşturulan anlatsal yapı, organizma düzeyinde merak, eğlence ve duyuşsal yakınlık üretmekte; bu sayede deneyim farklı yaş grupları ve kültürel profiller için anlamlı ve paylaşılabilir hâle gelmektedir. Bu örneklerin birlikte değerlendirilmesi, deneyimsel yemeğin dönüştürücü potansiyelinin tekil bir uyarıcı türüne değil; duyuşsal, mekânsal, anlatsal, sosyal ve teknolojik bileşenlerin amaçlı, tutarlı ve bağlama duyarlı biçimde bir araya getirilmesine dayandığını ortaya koymaktadır. Dolayısıyla bu örnekler, genişletilmiş S-O-R çerçevesinin deneyimsel yemeğin farklı biçimlerini açıklamada esnek, kapsayıcı ve yüksek açıklayıcılığa sahip bir kuramsal araç sunduğunu teyit etmektedir.

Sonuç olarak bu kavramsal çalışma, deneyimsel yemeği statik bir hizmet sunumu olarak değil; tasarlanmış uyarıcılar aracılığıyla şekillenen, bireylerin içsel süreçlerinden geçerek davranışsal, duyuşsal ve kültürel çıktılara dönüşen dinamik bir deneyim süreci olarak ele almaktadır. Genişletilmiş S-O-R modeli, gastronomi ve ağırlama literatürüne bütüncül bir teorik katkı sunmakta; gelecekte gerçekleştirilecek ampirik araştırmalar için deneyimsel uyarıcıların işlevselleştirilmesine, organizma düzeyi aracı mekanizmaların test edilmesine ve dönüştürücü çıktılarının ölçülmesine imkân veren sağlam bir kavramsal zemin oluşturmaktadır. Aynı zamanda çalışma, miras temelli, tasarım odaklı ve teknoloji destekli restoranlar için deneyim tasarımının duyuşsal, mekânsal, anlatsal, sosyal ve teknolojik bileşenler arasında tutarlılık gözetilerek kurgulanması gerektiğine ilişkin önemli yönetsel çıkarımlar sunmaktadır.