

A Theoretical Examination of Experiential Dining in Theme Restaurants

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Abstract: *Theme restaurants have gained popularity in recent years as they offer unique and immersive dining experiences to customers. This conceptual paper aims to explore the concept of experiential dining in theme restaurants, focusing on the various elements that contribute to creating memorable and immersive dining experiences. By analyzing existing literature and incorporating real-world examples, this paper aims to provide insights into the key components that make theme restaurants successful in delivering unforgettable dining experiences. The paper also discusses the impact of experiential dining on customer satisfaction and loyalty.*

Keywords: Experiential dining, theme restaurants, customer experience, immersive dining, customer satisfaction, loyalty

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