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Integrating Fashion Shows and the Hospitality Industry in Event-Based Tourism Development: A Literature Review

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ABSTRACT

Fashion shows offer opportunities to connect creative expression with hospitality services and destination experiences. However, evidence concerning their integration with the hotel industry remains fragmented across fashion tourism, accommodation, and event management research. This study aims to examine the conceptual mechanisms and empirical evidence linking fashion–hotel integration with event-based tourism development. An initial integrative synthesis draws on 12 relevant publications published between 2016 and 2025, comprising six empirical investigations, five review or conceptual contributions, and one editorial synthesis. The publications are compared according to research context, experiential mechanisms, reported outcomes, and evidential limitations. The synthesis identifies organizational coordination, experience co-creation, cultural authenticity, and destination responses as interconnected dimensions. Empirical evidence includes a survey of 301 Paris fashion-week visitors associating fashion experiences with city brand equity, electronic word of mouth, and revisit intention. Research involving 508 tourists in Jaipur identifies authenticity and atmosphere as predictors of perceived co-creation and transformative experiences, while a study of 320 cultural tourists examines engagement, cultural contact, memorable experiences, and destination loyalty. These findings support complementary experiential mechanisms but do not establish quantified effects of integrated partnerships on hotel occupancy, revenue, or community income. The review concludes that fashion–hotel integration provides a promising framework for coordinating creative attractions and hospitality experiences. Nevertheless, its commercial and sustainable development outcomes require direct empirical testing, and the preliminary corpus requires finalized eligibility verification and quality appraisal.

Keywords : Fashion Shows; Hotel Industry; Event-Based Tourism; Experience Co-Creation; Destination Development.

INTRODUCTION

Event-based tourism presents opportunities to connect cultural expression, visitor experiences, and hospitality services. Getz and Page (2016) position planned events within a broader tourism system, emphasizing their relationships with destination development and visitor demand. Meanwhile, Richards (2018) documents the expanding scope of cultural tourism, encompassing creative practices and contemporary cultural consumption. These perspectives provide a foundation for examining fashion shows as tourism experiences through which clothing, performance, and place identity intersect. Their integration with hotels, however, requires an explanation of how creative attractions and hospitality resources collectively produce value.

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The central research problem concerns the mechanisms connecting fashion-event appeal with hospitality experiences and sustained destination benefits. Drawing on Lemon and Verhoef's (2016) customer-journey perspective, visitors encounter multiple interconnected touchpoints before, during, and after consumption. Applied to this study, fragmented booking, accommodation, event access, and cultural interpretation may undermine an otherwise attractive fashion experience. Hotels could coordinate these encounters, but their contribution should be examined beyond venue rental or overnight accommodation. Whether such coordination improves visitor engagement, commercial performance, and local participation remains an empirical question.

Developmental value also requires scrutiny. Mair and Smith (2021) argue that making individual events more sustainable is insufficient without considering their contribution to sustainable development. Niinimäki et al. (2020) identify substantial environmental pressures within fashion production and consumption, while Niñerola et al. (2019) demonstrate the breadth of sustainability research in tourism. Accordingly, fashion–hotel integration warrants evaluation through economic, cultural, social, and environmental dimensions, rather than attendance or promotional visibility alone.

Service-dominant logic offers a theoretical foundation for understanding integration. Vargo and Lusch (2016) explain value co-creation through resource integration coordinated by institutions and institutional arrangements. From this perspective, designers, hotel employees, organizers, tourists, and cultural communities contribute complementary resources. Campos et al. (2018) further emphasize active participation and interaction in co-created tourism experiences. Within Indonesian scholarship, Kurniawan et al. (2020) review the antecedents and outcomes of tourism co-creation, providing a relevant national reference for examining collaborative experience development.

Empirical research supports several components of this argument. Across three experiments, Sugathan and Ranjan (2019) examine how co-creation shapes tourism experiences and return intentions. Harkison (2018), drawing on interviews with 81 participants across six luxury accommodation properties in New Zealand, investigates co-creation within accommodation experiences. These studies support examining interaction as a source of experiential value, although neither establishes the effects of integrating fashion shows with hotel operations. Their relevance lies in explaining potential mechanisms that require context-specific investigation.

More directly, Cho and Ko (2025) surveyed 301 tourists who had visited Paris during fashion week. Their findings associated fashion destination experiences with city brand equity, electronic word of mouth, and revisit intention. However, perceived quality did not significantly influence revisit intention within their model, indicating that the proposed relationships are not uniformly supported. Complementing this evidence, Kabra and Singh (2025) analyzed data from 508 tourists in Jaipur. Interactive authenticity, emotional authenticity, and a novel atmosphere predicted perceived value co-creation and transformative experiences in boutique hotels. Together, these studies establish adjacent empirical foundations for connecting fashion experiences and hospitality environments.

Research also connects visitor experiences to broader destination processes. Chen and Rahman (2018) examine engagement, cultural contact, memorable experiences, and destination loyalty, while Kim (2018) investigates destination image and satisfaction as mediators between memorable experiences and loyalty behaviors. Richards (2020) adds a creative-placemaking perspective emphasizing contextual sensitivity, participation, and coherent narratives. At the organizational level, Buhalis and Leung (2018) conceptualize interconnected hospitality ecosystems, and Ziakas and Getz (2021) examine coordinated event portfolios. Collectively, these contributions support investigating fashion–hotel partnerships as relationships spanning visitors, organizations, and destinations.

The literature reviewed here reveals an integration gap. Fashion-week research provides evidence concerning destination branding and behavioral intentions, whereas hospitality research explains service interactions and accommodation-based experiences. These findings do not yet establish how specific partnership arrangements joint programming, coordinated booking, shared interpretation, or collaborative promotion connect fashion shows with hotel and destination outcomes. The relevant gap therefore concerns explanatory connections across research streams, rather than an asserted absence of fashion-tourism or hospitality studies.

A second gap concerns measurement and inference. Favorable visitor perceptions cannot automatically demonstrate additional room nights, longer stays, or increased local expenditure. Hosany et al. (2022) identify geographical bias, reliance on self-report surveys, limited attention to negative experiences, and insufficient

integration of suppliers' perspectives in memorable-tourism-experience research. Applied to fashion–hotel integration, these limitations suggest a need to distinguish reported intentions from observed behavior and to incorporate organizational and community evidence alongside visitor assessments.

A third gap concerns contextual transferability and the distribution of benefits. Findings from Paris fashion week or Jaipur boutique hotels cannot be assumed to apply uniformly across destinations with different hospitality capacities, cultural traditions, and governance arrangements. For Indonesian destinations, the review must consider how proposed partnerships accommodate local designers, textile artisans, smaller hospitality enterprises, and residents. Commercial collaboration alone does not establish equitable participation or cultural value. These considerations require a framework that makes contextual conditions and competing stakeholder interests explicit.

This literature review aims to synthesize conceptual and empirical knowledge concerning the integration of fashion shows and the hotel industry in event-based tourism development. Specifically, it examines partnership forms, identifies mechanisms linking resource coordination to visitor experiences, evaluates the outcomes supported by existing evidence, and develops priorities for subsequent empirical research. The guiding question is: Under what organizational, experiential, and contextual conditions can fashion–hotel integration contribute to destination development?

The proposed novelty is a multilevel framework connecting partnership arrangements, visitor experiences, and destination outcomes. It brings service-dominant logic, customer-journey thinking, creative placemaking, and event-portfolio perspectives into a focused analytical relationship. Hotel participation is examined through its potential coordinating role across accommodation, event programming, cultural interpretation, and visitor services. The framework also distinguishes hypothesized benefits from demonstrated findings and incorporates authenticity, stakeholder participation, and environmental responsibility as conditions requiring assessment. This contribution is conceptual and integrative; its explanatory relationships remain open to empirical testing.

Fashion shows and hotels offer complementary resources for developing distinctive event-based tourism experiences. Their developmental contribution depends on how those resources are coordinated, experienced, and evaluated across stakeholder groups. By connecting fragmented evidence and identifying the limits of existing findings, this review seeks to provide a defensible foundation for research and practice. Its central contribution is to clarify how fashion–hospitality partnerships might create meaningful visitor experiences while supporting locally grounded and accountable destination development.

METHODS

This study is designed as an integrative literature review examining how fashion shows and the hotel industry can contribute jointly to event-based tourism development. This approach enables the critical integration of conceptual arguments and empirical findings across fashion, hospitality, and tourism research. Following Snyder (2019) and Torraco (2016), the review will prioritize analytical synthesis over descriptive summarization. The intended corpus comprises 12 substantive journal articles; methodological references will be treated separately. The corpus remains provisional until eligibility assessment confirms its composition.

Literature searches will cover publications from January 2016 through December 2025, representing ten complete publication years. Scopus and Web of Science will be searched where institutional access permits, alongside GARUDA and supplementary Google Scholar searches. SINTA will support verification of Indonesian journal accreditation. Search combinations will include "fashion show," "fashion week," "fashion tourism," "hotel," "hospitality," "event tourism," and "destination development," together with Indonesian equivalents. Separate searches will connect fashion with tourism, fashion with hospitality, and hospitality with event development. Search dates, fields, filters, and complete strings will be recorded, following Rethlefsen et al. (2021).

Eligible publications must be peer-reviewed journal articles, available in full text, written in English or Indonesian, and substantively address relationships between at least two focal domains. Both empirical and conceptual studies will be considered. Promotional materials, conference abstracts, duplicate publications, and studies without relevant tourism or hospitality implications will be excluded. Following Xiao and Watson (2019), screening will proceed through title, abstract, and full-text assessment. Two reviewers will independently assess eligibility and resolve disagreements through discussion. Selection decisions and exclusion reasons will be documented using applicable PRISMA 2020 reporting items (Page et al., 2021),

supported by the decision-transparency principles of Paul et al. (2021). The eligible set will not be reduced arbitrarily to achieve 12 articles.

Data extraction will record authorship, publication year, setting, theoretical perspective, research design, sample characteristics, partnership arrangements, outcome measures, principal findings, and limitations. Empirical studies will undergo design-appropriate appraisal using the Mixed Methods Appraisal Tool, with criterion-level judgments rather than an aggregate numerical score (Hong et al., 2018). Conceptual studies will be assessed separately for theoretical clarity, argumentative coherence, and contribution, informed by Jaakkola (2020). Appraisal findings will guide interpretation and the weight assigned to individual claims.

Analysis will combine descriptive mapping with reflexive thematic analysis, informed by Braun and Clarke (2019). Iterative reading, coding, and theme development will examine resource coordination, experience co-creation, cultural representation, commercial outcomes, and sustainability. These concepts will provide sensitizing directions while allowing unexpected patterns and contradictory evidence to emerge. Following Paul and Criado (2020), synthesis will connect convergent findings, contextual differences, and unresolved theoretical relationships. Direct evidence of fashion–hotel integration will be distinguished from insights transferred from adjacent settings. Reported intentions will remain analytically separate from observed bookings, expenditure, or destination outcomes. Statistical pooling is not planned because the review seeks conceptual integration across potentially heterogeneous evidence. An extraction matrix and decision log will make the synthesis traceable, while acknowledging publication, language, and access-related limitations.

RESULTS AND DISCUSSION

Result

Characteristics of the Evidence Base

The preliminary synthesis brings together 12 publications addressing fashion tourism, hospitality experiences, event development, cultural tourism, and sustainability. The publications span 2016–2025 and comprise six empirical investigations, five review or conceptual contributions, and one editorial synthesis. This distinction is important because empirical findings, theoretical explanations, and editorial arguments provide different forms of evidence.

The most directly relevant empirical contributions concern fashion-week experiences and creative tourism within boutique hotels. Other publications provide complementary evidence concerning experience co-creation, cultural engagement, destination loyalty, hospitality coordination, and event governance. Accordingly, the synthesis distinguishes findings established within their original research settings from propositions concerning fashion hotel integration.

Table 1. Characteristics and contributions of the 12 publications used in the preliminary synthesis

Publication and journal	Evidence type and context	Principal contribution	Relevance to the present review
Getz and Page (2016), *Tourism Management*	Review of event-tourism research	Positions planned events within tourism development, destination management, and visitor-demand systems.	Provides the overarching event-tourism perspective.
Richards (2018), *Journal of Hospitality and Tourism Management*	Review of cultural-tourism research	Documents the diversification of cultural tourism and its connections with creativity and contemporary cultural practices.	Supports examining fashion as a cultural and creative tourism resource.
Harkison (2018), *International Journal of Hospitality Management*	Qualitative research involving 81 participants across six luxury accommodation properties in New Zealand	Examines co-creation within luxury accommodation experiences.	Provides empirical grounding for the hotel's role in facilitating experiential value.
Chen and Rahman (2018), *Tourism*	Empirical research involving 320 previous	Examines engagement, cultural contact, memorable tourism	Informs analysis of cultural interaction within fashion-related experiences.

Management Perspectives	visitors to cultural destinations	experiences, and destination loyalty.	
Kim (2018), *Journal of Travel Research*	Empirical modeling of memorable tourism experiences and behavioral intentions	Reports direct and indirect relationships between memorable experiences and behavioral intentions through destination image and satisfaction.	Explains potential experiential pathways to destination loyalty.
Buhalis and Leung (2018), *International Journal of Hospitality Management*	Conceptual synthesis of smart hospitality	Develops an ecosystem perspective emphasizing interconnectivity and interoperability.	Informs coordination between hospitality services and event-related systems.
Sugathan and Ranjan (2019), *Journal of Business Research*	Three independent experiments in tourism-service contexts	Provides evidence connecting co-creation, customer experience, and return intentions.	Supports the experiential mechanism underlying participatory tourism services.
Kurniawan et al. (2020), *Profit: Jurnal Administrasi Bisnis*	Literature review of tourism co-creation	Reviews antecedents and outcomes of co-created tourism experiences.	Contributes an Indonesian scholarly perspective on collaborative experience development.
Ziakas and Getz (2021), *Tourism Management*	Conceptual review of event-portfolio management	Explains relationships among multiple events, stakeholder coordination, and destination-level objectives.	Supports examining fashion events within a broader destination calendar.
Mair and Smith (2021), *Journal of Sustainable Tourism*	Editorial and conceptual synthesis	Distinguishes sustainable event operations from the wider contribution of events to sustainable development.	Broadens evaluation beyond attendance and commercial outcomes.
Cho and Ko (2025), *Tourism Review*	Survey of 301 tourists who visited Paris during fashion week; structural equation modeling	Reports positive relationships between fashion destination experiences, city brand equity, electronic word of mouth, and revisit intention.	Provides direct evidence linking fashion events with destination-related visitor responses.
Kabra and Singh (2025), *Tourism Recreation Research*	Survey of 508 tourists in Jaipur; structural equation modeling	Identifies interactive authenticity, emotional authenticity, and novel atmosphere as predictors of perceived co-creation and transformative experiences.	Provides direct evidence concerning hotels as settings for creative tourism.

Sources for entries 1–4: Getz and Page (2016), Richards (2018), Harkison (2018), and Chen and Rahman (2018).
Sources for entries 5–8: Kim (2018), Buhalis and Leung (2018), Sugathan and Ranjan (2019), and Kurniawan et al. (2020).
Sources for entries 9–12: Ziakas and Getz (2021), Mair and Smith (2021), Cho and Ko (2025), and Kabra and Singh (2025).

The twelve publications do not constitute twelve direct tests of fashion–hotel partnerships. Instead, they provide evidence across related domains. Consequently, the findings support an integrated conceptual explanation while offering more limited evidence of the commercial effects of specific partnership arrangements.

Empirical Findings on Experiences and Visitor Responses

The clearest fashion-specific evidence concerns destination perceptions and behavioral intentions. Cho and Ko (2025) found that fashion destination experiences among 301 Paris fashion-week visitors were positively associated with city brand equity, electronic word of mouth, and revisit intention. Nevertheless, perceived quality did not significantly influence revisit intention within their model. This result indicates that favorable visitor responses cannot be reduced to a single quality dimension. It also concerns intentions and perceptions, rather than verified repeat visits or hotel bookings.

Hotel-specific evidence demonstrates the importance of experiential attributes. Kabra and Singh (2025), using data from 508 tourists in Jaipur, identified interactive authenticity, emotional authenticity, and novel atmosphere as significant predictors of perceived value co-creation and transformative experiences. Their findings establish hotels as relevant environments for creative participation. However, the study does not demonstrate that hosting a fashion show independently increases hotel occupancy or revenue.

Complementary tourism research clarifies the mechanisms through which participation may matter. Sugathan and Ranjan (2019) used three experiments to examine the relationships among co-creation,

customer experience, and return intentions. Chen and Rahman (2018) investigated cultural engagement and contact among 320 cultural tourists, while Kim (2018) reported that memorable experiences influenced behavioral intentions both directly and indirectly through destination image and satisfaction. These findings support examining experience formation as an intermediate process between event participation and subsequent visitor responses.

Table 2. Empirical evidence and the boundaries of interpretation

Empirical domain	Verified evidence	Interpretation supported by the source	Interpretation not established
Fashion events and destination branding	Cho and Ko (2025): 301 respondents; structural equation modeling	Fashion destination experiences are associated with city brand equity, electronic word of mouth, and revisit intention.	Additional hotel room nights or increased destination revenue attributable to a fashion–hotel partnership.
Creative experiences in hotels	Kabra and Singh (2025): 508 respondents; structural equation modeling	Authenticity and atmosphere contribute to perceived co-creation and transformative experiences.	The independent commercial effect of a hotel-hosted fashion show.
Luxury accommodation co-creation	Harkison (2018): 81 participants across six properties	Co-creation can be examined as part of accommodation experience development.	A quantified increase in hotel performance caused by fashion programming.
Cultural engagement	Chen and Rahman (2018): 320 participants	Cultural contact and engagement are relevant to memorable experiences and destination loyalty.	Equivalent effects across all fashion events or cultural settings.
Participatory tourism services	Sugathan and Ranjan (2019): three experiments	Co-creation contributes to customer experience and its relationship with return intentions.	Observed repeat bookings arising from a real-world fashion–hotel package.
Memorable experiences and loyalty	Kim (2018): empirical behavioral-intention model	Destination image and satisfaction help explain relationships between memorable experiences and behavioral intentions.	A universal effect size applicable to integrated fashion and hotel services.

Note. The table reports study-level evidence rather than pooled estimates. Sample sizes are not added together because the studies examine different populations, settings, and constructs. Numerical path coefficients, confidence intervals, and significance values are not reproduced where they have not been verified from the full statistical results.

Conceptual Findings on Fashion–Hotel Integration

The conceptual synthesis identifies three connected analytical levels: organizational coordination, visitor experience, and destination outcomes. At the organizational level, integration involves relationships among event organizers, designers, hotels, cultural contributors, and destination stakeholders. Buhalis and Leung (2018) provide a basis for examining interconnected service systems, while Ziakas and Getz (2021) explain how coordination across events can support broader destination objectives. These contributions suggest that the relevant unit of analysis extends beyond an individual fashion show or hotel property.

At the experiential level, the evidence directs attention toward interaction, authenticity, atmosphere, and memorable participation. At the destination level, the reviewed publications emphasize branding, visitor responses, coordinated event development, and sustainability. The connections between these levels constitute the present review's analytical synthesis; they should not be interpreted as a model already validated by all twelve publications.

Table 3. Integrated conceptual structure derived from the evidence

Analytical level	Main constructs	Proposed relationship within fashion–hotel integration	Evidence status
Organizational coordination	Partnership roles, complementary resources, service information, event scheduling	Coordination may connect fashion programming with accommodation and visitor services.	Conceptually supported; direct partnership effects require testing.
Visitor participation	Interaction, cultural contact, co-creation	Opportunities for meaningful participation may strengthen experiential value.	Empirically supported in adjacent tourism and hospitality settings.

Experience quality	Authenticity, atmosphere, memorability, satisfaction	Experiential attributes may explain visitor evaluations of integrated offerings.	Supported by hotel and tourism studies; transfer to fashion–hotel packages remains conditional.
Destination responses	Brand equity, destination image, electronic word of mouth, revisit intention	Favorable experiences may contribute to destination-related responses.	Supported in fashion-week and broader tourism contexts.
Commercial outcomes	Room nights, occupancy, average daily rate, visitor expenditure	Integrated offerings may generate additional commercial value.	No verified quantitative estimate is established by this synthesis.
Sustainable development	Cultural participation, benefit distribution, environmental responsibility	Partnership evaluation should consider outcomes beyond commercial performance.	Primarily conceptual and normative within the selected evidence.

This structure reveals an important distinction between experiential integration and commercial integration. The former has identifiable support in the reviewed evidence, particularly through co-creation and visitor-response research. The latter requires direct observation of bookings, expenditure, costs, and attributable business performance.

Sustainability and Contextual Conditions

The review also identifies sustainability as a condition for evaluating integration. Mair and Smith (2021) emphasize that improving event operations does not automatically demonstrate a contribution to sustainable development. Applied to fashion–hotel partnerships, this distinction requires attention to who participates, who receives benefits, and how cultural and environmental responsibilities are addressed. Richards (2018) provides additional context for understanding fashion-related experiences within broader cultural-tourism development.

However, the present evidence does not establish measured improvements in artisan income, equitable benefit distribution, waste reduction, or carbon performance arising from fashion–hotel collaboration. These remain relevant evaluation dimensions rather than demonstrated outcomes. Likewise, findings from Paris, Jaipur, and New Zealand require contextual assessment before application to Indonesian destinations with different market structures and institutional capacities.

Overall Synthesis

The principal finding is that fashion shows and hotels have complementary experiential functions: fashion events provide creative content and destination associations, while hotels offer environments in which service interactions and participatory experiences can occur. Existing empirical research supports several components of this relationship, especially co-creation, authenticity, memorable experiences, destination perceptions, and behavioral intentions.

The evidence is less conclusive regarding the integrated partnership itself. The reviewed publications do not establish a common causal estimate for hotel occupancy, revenue, length of stay, or community benefits. Accordingly, the contribution of this preliminary synthesis is an evidence-informed explanation of potential integration mechanisms, accompanied by explicit boundaries on what can currently be concluded. A finalized systematic review will require confirmation of article eligibility, complete extraction of study findings, and documented quality appraisal.

Discussion

The preliminary synthesis indicates that integrating fashion shows with the hotel industry offers a plausible pathway for developing event-based tourism through complementary resources and coordinated visitor experiences. However, the evidence supports individual components of this relationship more strongly than the integrated partnership itself. Getz and Page (2016) situate events within destination development and tourism systems, while Richards (2018) explains the growing intersection between cultural tourism and creative practices. Together, these perspectives suggest that fashion events acquire tourism significance when their creative content connects with accommodation, cultural interpretation, and destination experiences. The contribution of integration therefore depends on relationships extending beyond the runway.

Service-dominant logic clarifies how these relationships might generate value. Vargo and Lusch (2016) conceptualize value co-creation through resource integration supported by institutional arrangements. Within fashion–hotel partnerships, designers contribute creative knowledge, hotels provide service capabilities, and

visitors participate through interpretation and interaction. Kurniawan et al. (2020) similarly identify tourism co-creation as a process involving antecedents and experiential outcomes. These perspectives imply that physical proximity between a fashion show and a hotel is insufficient to establish meaningful integration. Shared objectives, complementary responsibilities, and opportunities for visitor participation are necessary analytical considerations, although their effectiveness requires direct empirical assessment.

The fashion-specific findings strengthen the argument that events can influence destination-related responses. Cho and Ko (2025), examining 301 tourists who visited Paris during fashion week, associated fashion destination experiences with city brand equity, electronic word of mouth, and revisit intention. Nevertheless, perceived quality did not significantly predict revisit intention within their model. This qualification suggests that visitor responses involve multiple experiential and symbolic dimensions. For hotel partnerships, attractive facilities alone may therefore be insufficient to generate destination loyalty. More fundamentally, the findings concern perceptions and intentions; they do not establish additional room nights, realized repeat visits, or attributable hotel revenue.

Hospitality research provides complementary support for the experiential role of hotels. Kabra and Singh (2025), using data from 508 tourists in Jaipur, identified interactive authenticity, emotional authenticity, and novel atmosphere as predictors of perceived co-creation and transformative experiences. Harkison's (2018) qualitative investigation involving 81 participants across six luxury accommodation properties likewise positions co-creation within accommodation experiences. Read together, these findings support examining hotels as environments for cultural interaction and creative participation. Activities such as designer conversations or textile demonstrations represent possible applications of this interpretation, rather than interventions whose effectiveness was established by the reviewed studies.

The relationship between participation and subsequent visitor responses is further illuminated by adjacent tourism evidence. Sugathan and Ranjan (2019) used three experiments to examine co-creation, customer experience, and return intentions. Chen and Rahman (2018), studying 320 cultural tourists, connected engagement and cultural contact with memorable experiences and destination loyalty. Kim (2018) additionally demonstrated direct and indirect relationships between memorable experiences and behavioral intentions through destination image and satisfaction. These contributions suggest an experiential pathway linking participation to destination responses. Nevertheless, combining their findings does not validate a single causal model of fashion–hotel integration, because their populations, constructs, and research settings differ.

Operational coordination provides another explanation for why integration may succeed or fail. Lemon and Verhoef's (2016) customer-journey perspective emphasizes interconnected encounters across consumption stages, while Buhalis and Leung (2018) conceptualize hospitality through interoperable service ecosystems. Applied to fashion tourism, these perspectives draw attention to booking information, accommodation, event access, transport, and post-event communication. Inconsistency across these encounters could weaken the overall experience despite strong fashion content. Coordinated information and service delivery are therefore reasonable managerial priorities. Their implementation should be evaluated through visitor feedback and operational records rather than assumed to generate commercial benefits automatically.

At the destination level, Ziakas and Getz (2021) provide a basis for considering fashion shows within coordinated event portfolios. Their perspective shifts attention toward relationships among events, stakeholder objectives, and calendar planning. Fashion–hotel partnerships could consequently be examined alongside cultural festivals, exhibitions, and other tourism activities. Such coordination may create opportunities for complementary programming and wider participation. However, the present synthesis cannot confirm reduced seasonality or increased length of stay. These outcomes require longitudinal evidence and comparisons capable of distinguishing partnership effects from existing demand patterns, concurrent events, and changes in destination accessibility.

Sustainability also changes how successful integration should be interpreted. Mair and Smith (2021) distinguish improvements in event sustainability from contributions to sustainable development. Accordingly, commercial visibility should be considered alongside cultural participation, distribution of benefits, and environmental responsibility. In Indonesian destinations, evaluating these dimensions would require evidence concerning local designers, artisans, hospitality enterprises, and communities. Their participation should be examined through actual roles and benefits rather than promotional representation alone. The reviewed evidence establishes sustainability as an essential evaluative perspective, but it does not demonstrate improvements in artisan income, waste reduction, or equitable benefit distribution from fashion–hotel collaboration.

Finally, the evidence limitations determine the strength of the review's contribution. Hosany et al. (2022) identify geographical bias, reliance on self-report measures, and insufficient supplier perspectives in memorable-experience research. These concerns reinforce the need for contextual validation, particularly when transferring findings to Indonesian settings. Future research should combine visitor assessments with hotel records, stakeholder interviews, and environmental indicators. Overall, the synthesis supports an evidence-informed framework connecting coordination, experience formation, and destination responses. Its value lies in clarifying plausible mechanisms and testable relationships while preserving the distinction between demonstrated findings and anticipated benefits.

CONCLUSION

This literature review indicates that integrating fashion shows and the hotel industry offers a conceptual foundation for developing distinctive event-based tourism experiences. The preliminary synthesis of 12 publications identifies organizational coordination, experience co-creation, cultural authenticity, and destination responses as interconnected dimensions. Hotels can potentially connect fashion programming with accommodation and visitor services, although the effectiveness of these partnerships remains context-dependent.

Empirically, a study involving 301 Paris fashion-week visitors associated fashion experiences with city brand equity, electronic word of mouth, and revisit intention. Another study involving 508 tourists in Jaipur identified authenticity and atmosphere as predictors of co-creation and transformative experiences. Research involving 320 cultural tourists additionally supports examining engagement and cultural contact in relation to memorable experiences and destination loyalty. These findings substantiate complementary experiential mechanisms rather than directly demonstrating the commercial effects of fashion–hotel integration.

Consequently, the review does not establish quantified increases in hotel occupancy, revenue, length of stay, or community income. Its principal contribution is an evidence-informed framework linking partnership coordination, visitor experiences, and destination outcomes. Future research should test these relationships using verified hotel records, visitor data, and stakeholder perspectives while evaluating cultural participation, environmental responsibility, and the equitable distribution of benefits among local destination stakeholders.

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