

The experience economy for creating memorable tourism experience in tourism village

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Abstract

The experience economy emphasizes the importance of creating meaningful and memorable experiences for visitors beyond the delivery of products or services. In the context of tourism villages, this concept is increasingly relevant due to their cultural uniqueness and community-based activities. This study analyzes the application of the experience economy in Alamendah Tourism Village, Indonesia. Using a qualitative case study, data were collected through observations, interviews, and documentation with village managers, local guides, and domestic tourists. The findings reveal that the four realms of the experience economy, entertainment, education, esthetics, and escapism, significantly shape memorable tourism experiences in Alamendah. Entertainment based activities such as cultural performances (*jaipong*, *karinding*, *calung*, and *wayang golek*) create emotional engagement and novelty. Educational experiences, including coffee trips, strawberry farming, and cooking demonstrations, enhance knowledge and cultural appreciation through hands-on participation. Esthetic elements such as mountain landscapes, cool air, and agricultural scenery provide strong sensory and emotional pleasure. Escapism emerges through homestays, nature-based activities, and rural immersion, allowing tourists to disconnect from urban routines. Together, these experiential dimensions contribute to strong emotional connections and strengthen the village's potential as a memorable and competitive tourism destination.

Keywords: Experience economy, Memorable tourism experiences, Tourism village, Marketing, Alamendah.

Introduction

Tourism has been highlighted as a driver of economic activity in numerous countries (Holik, 2016; Phan et al., 2024). In Indonesia, tourism has become a key sector with a significant economic impact on national income (Mun'im, 2021; Santi et al., 2013; Sutono et al., 2024). Tourism villages continue to develop as an increasingly popular alternative form of tourism built on a community-based concept (Saragi, 2022). Adopted from the rural tourism model, tourism villages attract travelers seeking authentic experiences that differ from their regular routines (Wilson et al., 2001; Villanueva-Álvaro, 2017). Moreover, tourism villages are capable of providing outstanding experiences due to their unique culture, customs, and natural beauty (Han et al., 2015). In this context, the experience economy framework is particularly relevant. Pine and Gilmore (1998) introduced this concept to emphasize the significance of creating deep, personal, and emotional experiences, rather than simply delivering products or services.

In terms of the experience economy, tourism activities in tourism villages are expected to not only entertain, but also educate, provide opportunities for escapism, and be aesthetically satisfying. For example, tourists do not just stay in the tourism village, but are also invited to participate in the daily activities of the residents, such as farming, making handicrafts, or participating in traditional ceremonies. This authentic experience provides an opportunity for tourists to be directly and deeply involved with local culture and life, creating deep and memorable experiences.

Tourism villages differ from mass tourism destinations as their experiences are embedded in everyday rural life, community engagement, and cultural authenticity. The Experience Economy framework is therefore well suited to this context, as it emphasizes co-created experiences between visitors and local communities rather than commercially staged consumption. In tourism villages, experiential value is primarily generated through participatory activities, cultural practices, and social interaction. Although all four experience realms are evident, educational and escapist dimensions are more prominent due to the focus on experiential learning, cultural immersion, and escape from urban routines.

Tourism villages are created to showcase the possibilities of a community, including its society, landscape, and culture, as an appealing tourist destination (Sudibya, 2018). In the management of a tourism village, it is important to involve stakeholders from various sectors, including the local communities (Safari, 2023; Edison and Kartika, 2023). Because of their distinctiveness and diversity, villages can be leveraged as a means of increasing Indonesia's tourism offerings through the establishment of tourism villages (Atmoko, 2014). Alamendah Village is one of the tourism villages in this instance that has the potential to develop into a popular tourist destination.

Literature Review

Tourism Village Concept

Tourism villages, also known as *desa wisata* in Indonesia, are rural regions dedicated to welcoming and promoting tourism. The essence of a tourism village is its distinct

cultural, social, and environmental traits, which attract travelers seeking authentic experiences. According to Zebua (2016), two main components make up a tourism village's constituent parts. The first comes from the perspective of lodging, which is a place where travelers stay. Tourism villages typically make use of the homes of locals as well as the space created in the neighborhood. The second is the attractions for tourists, which include the daily life of the locals and the characteristic rural setting that let visitors take part in local activities.

The Indonesian government, particularly through the Ministry of Tourism and Creative Economy of the Republic Indonesia, defines tourism villages as: "Rural areas that offer a comprehensive tourism experience, combining natural beauty, cultural richness, and community engagement" (Ministry of Tourism and Creative Economy Republic Indonesia, 2020).

The development of tourism villages aligns with national tourism policy priorities for promoting sustainable tourism, inclusive economic development, and the preservation of local wisdom. According to Nuryanti (1996), tourism villages embody a cultural tourism model that preserves authenticity while integrating tourism into rural life. Tourism villages in Indonesia are shaped by several foundational elements that determine their attractiveness and viability as tourism destinations. Hadiwijoyo (2012) explains that accessibility plays a central role, as destinations that are easy to reach tend to attract more visitors. Beyond accessibility, the uniqueness of natural, cultural, and social attractions such as local arts, legends, culinary traditions, and rural landscapes strengthens the experiential value for tourists.

Currently, based on data from the Indonesian Ministry of Tourism and Creative Economy (Jadesta, 2024), there are approximately 6,023 tourism villages spread across four categories: pioneering (4,682), developing (995), advanced (315), and independent (31). This figure reflects a yearly increase broadly proportionate to the growing benefits received by local communities.

Characteristics of Tourism Villages in Indonesia

Tourism villages in Indonesia embody a set of interconnected cultural, natural, and managerial attributes that collectively shape their development trajectories and experiential value. Their core identity is grounded in distinctive cultural expressions—ranging from traditional crafts and rituals to communal lifestyles that provide visitors with authentic encounters typically absent in urban destinations (Rasyidah and Zamzamy, 2023). This cultural foundation is strengthened by diverse natural landscapes, including agricultural fields, forested areas, hills, and waterfalls, which broaden the range of nature-based activities and contribute to a stronger sense of place. Community participation remains a defining feature, as local residents frequently assume roles as hosts, guides, performers, and producers, ensuring that tourism benefits circulate locally and remain aligned with community priorities (Nugroho et al., 2023).

Infrastructure and amenities further influence visitor comfort and accessibility, shaping how tourism villages balance rural authenticity with service quality. Recent developments indicate a growing emphasis on sustainability, particularly in conserving environmental resources and safeguarding cultural heritage as part of long-term destination management strategies. At the experiential level, activities such as

workshops, cooking classes, and agricultural engagement foster deeper visitor involvement and generate additional income streams for local communities.

Taken together, these characteristics illustrate how tourism villages operate as integrated socio-cultural and ecological systems capable of delivering immersive, engaging, and sustainable tourism experiences while simultaneously supporting local economic development and cultural preservation.

Understanding the Experience Economy

Experience has become a central element of the tourism industry, as destinations increasingly compete by offering distinctive experiential value rather than merely products or services (Juliana et al., 2022). The experience economy differs from the agricultural, industrial, and service economies by emphasizing personally engaging events that create meaningful impressions. Pine and Gilmore's (1998) four dimensions: education, entertainment, escapism, and aesthetics—frame how experiences are staged and consumed. These experiential components enhance passion, strengthen memorable rural tourism experiences, and significantly influence revisit intention and tourist behavior (Zhao et al., 2022; Mahdzar, 2022).

The experience economy refers to a change in consumer behavior away from tangible products and toward seeking memorable experiences. Pine and Gilmore (1998) introduced this economic model in their essay and book "Welcome to the Experience Economy". Moreover, Marciszewska and Wanagos (2024) argue that the experience economy has evolved beyond its original formulation, particularly as tourism products increasingly emphasize co-creation, personalization, and multidimensional value. According to them, tourism experiences today are designed not only around the four realms entertainment, education, escapism, and aesthetics but also around the integration of emotional, social, and transformational components that influence how visitors interpret and internalize their experiences.

The Importance of Experience Economy for Tourism Sector

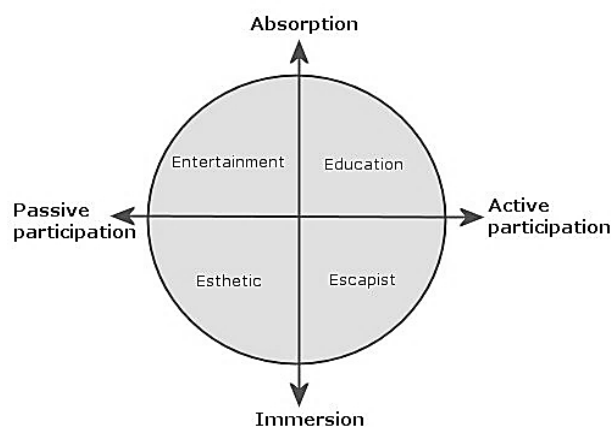
The Experience Economy concept, as introduced by Pine and Gilmore (1998) represents a major transformation in how value is created, placing greater emphasis on delivering memorable and immersive experiences rather than simply offering products or services. This viewpoint has become increasingly significant in the tourism sector since contemporary tourists are not content with only visiting locations. They seek experiences that are genuine, customized, and enriching (Binkhorst and Dekker, 2009).

Experience-driven tourism supports economic sustainability and enhances visitor satisfaction. Alongside promoting community participation and safeguarding cultural heritage, destinations can achieve differentiation in a competitive market through a strong focus on unique local culture, historical identity, and nature-centered experiences (Richards, 2011). This is especially crucial in the age of sustainable tourism, when social and environmental responsibility must coexist with the creation of unforgettable experiences (Neuhofer and Buhalis, 2014).

Pine and Gilmore's (1998) Four Realms of Experience entertainment, education, escapism, and aesthetics provide a foundational framework for understanding how

memorable tourism experiences are constructed within tourism villages. The entertainment realm emerges through elements such as local performances, storytelling traditions, and cultural festivals that evoke enjoyment and emotional engagement among visitors. The educational dimension is reflected in hands-on activities, including workshops on traditional crafts, cooking practices, or agricultural skills, which enable tourists to acquire new knowledge and competencies that enhance the depth and memorability of their visit. Escapism is experienced when tourists participate in immersive and often physically engaging activities, such as nature walks, adventure-based recreation, or direct involvement in community rituals, allowing them to temporarily disengage from their daily routines. Meanwhile, the aesthetic realm is shaped by the village's physical environment, including its scenic landscapes, traditional architectural forms, and overall visual harmony, all of which contribute to a strong sense of place and visual memorability. Together, these four realms illustrate how tourism villages can design and stage holistic experiential offerings that resonate emotionally, cognitively, physically, and sensorially with visitors, thereby strengthening the formation of memorable tourism experiences. The concept of experience economy is illustrated as follows:

Figure 1: The experience realms



Source: Pine and Gilmore, 1998

The concepts and models of the so-called experience economy (Pine and Gilmore, 1998; Schmitt, 2011) have received a lot of attention, especially in the tourism field, where consumers seek appealing, sensory-rich, emotionally engaging, unique, and memorable experiences more than in other contexts of consumption. Furthermore, Maslova (2017) introduces a novel psychological and social perspective on the concept of experiential economics, thereby enriching the scholarly discourse with a more integrated and comprehensive understanding of its characteristics.

The Experience Economy provides a framework for the tourism sector to innovate and provide value beyond its usual services. It allows venues to connect emotionally with tourists, encourage repeat visits, and promote sustainable growth through authentic and immersive experience design.

The Concept of Memorable Tourism Experience (MTE)

Experience has become a central concern in the managerial sector over the past decade. Experience is at the heart of consumption, referring to what consumers desire in life and the time spent creating long-lasting pleasure and memories (Pine and Gilmore, 1998). Several studies show that MTE in several research locus contexts has an impact on behavioral intentions, including revisiting (Kim and Tung, 2010; Tran, 2021; Hu and Xu, 2022; Kartika and Edison, 2023). According to MTE, a favorable tourism experience can have a significant impact on consumer behavior (You and Jeon, 2016), and local culture, involvement, and knowledge have a significant direct or indirect influence on tourists' behavioral intentions toward a place (Rasoolimanesh et al., 2022).

According to Kim (2010), memorable tourism experiences are shaped by seven interconnected dimensions that influence how visitors perceive and recall their travel encounters. Hedonism refers to the pleasure, enjoyment, and emotional excitement experienced during travel, which significantly enhances satisfaction and strengthens memory retention. Refreshment reflects the restorative quality of tourism, where a sense of relaxation and relief from daily pressures deepens visitors' emotional connection to the destination. Novelty arises from encounters with unique, unfamiliar, or unexpected experiences that distinguish memorable trips from routine ones and strongly influence revisit intentions. Cultural engagement highlights the role of meaningful interactions with local communities, traditions, and heritage, which foster deeper social and emotional bonds. Meaningfulness captures the personal significance tourists derive from their experiences, contributing to a lasting sense of attachment. Involvement emphasizes active participation rather than passive observation, as higher engagement levels typically lead to more vivid and enduring recollections. Finally, knowledge refers to the cognitive enrichment gained from visiting a destination, where new learning and insights enhance both the experiential depth and the memorability of the trip. Together, these dimensions provide a comprehensive understanding of how tourism experiences become memorable across different destination contexts, including tourism villages.

Experience Economy and Memorable Tourism Experience (MTE)

The Experience Economy's intrinsic qualities are perfectly aligned with the dynamics of the tourism industry, making it well suited to thrive in this sector. Tourists go for experiences that are significant, emotionally charged, and life-changing, not just places to see. Oh et al. (2007) assert that the experience economy paradigm can be applied to comprehend and create emotionally compelling and memorable travel experiences.

Memorable tourism experiences shaped through the principles of the experience economy contribute to the advancement of sustainable tourism through fostering emotional connections, stimulating repeat visitation, generating word-of-mouth promotion, and enhancing appreciation for local culture (Pine and Gilmore, 1999).

In this study, MTE is defined as a tourism experience that remains positively remembered due to its emotional, cognitive, and participatory attributes (Kim, 2010). MTE goes beyond pleasure, emerging from affective engagement, meaningful learning, identity reinforcement, and novelty. The Experience Economy dimensions contribute to memorability through distinct pathways, entertainment evokes emotions, education fosters learning, escapism enables immersion, and esthetics enhance sensory and place

attachment, making them especially relevant in tourism village settings where experiences are closely linked to community life.

Despite the growing body of literature on the Experience Economy and MTE, empirical studies integrating these two frameworks within tourism village or rural tourism contexts remain limited, particularly in developing countries. Most existing studies focus on urban attractions, festivals, or hospitality settings, offering limited insights into community-based tourism environments. Furthermore, few studies qualitatively explore how experiential dimensions are interpreted and internalized by tourists through cultural norms and rural lifestyles. This study addresses these gaps by examining how the Experience Economy dimensions shape MTE in an Indonesian tourism village, thereby extending experiential tourism theory into a non-Western, community-based context.

Methodology

Research Design

This research adopted a qualitative design, case study approach to investigate and gain a deep understanding of the personal experiences from the experience economy perspective. Qualitative research involves analyzing natural objects and textual data (Sekaran and Bougie, 2020). The study emphasizes how the core dimensions of the experience economy (entertainment, education, aesthetics, and escapism) which shape tourists' perceptions and contribute to the formation of memorable tourism experiences. This approach is considered appropriate for this study as it enables a thorough exploration of participants' individual experiences, meanings, and emotional connections, which are essential to comprehending the nature of memorable tourism experiences (Creswell and Poth, 2016).

Data Collection

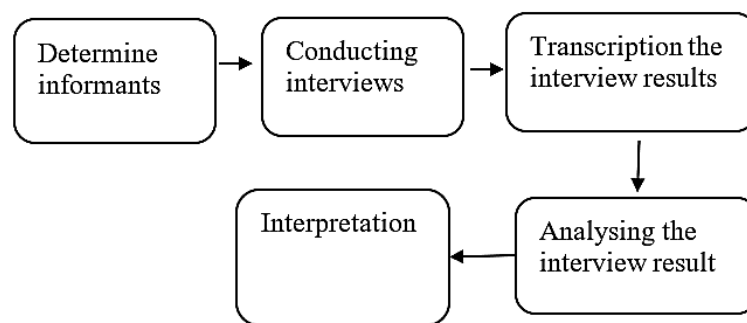
The qualitative data in this study were gathered through semi-structured, in-depth interviews conducted from October to December 2023 in Tourism Village Alamendah. A total of seven informants were purposively selected to reflect diverse yet relevant perspectives. These included one tourism manager, responsible for planning and managing visitor experiences, one local tour guide who facilitates on-site tourist activities, and five domestic tourists who had participated in village-based tourism programs.

This purposive sampling strategy follows the guidance of Patton (2002), emphasizing the selection of information-rich cases that contribute to a deeper understanding of the research. The study aims to capture in-depth experiential insights rather than statistical generalization. The selected informants represent key stakeholders who actively shape and experience tourism activities in the village. Nevertheless, the findings are context-specific and should be interpreted with caution when applied to other tourism villages with different socio-cultural or developmental characteristics.

Creswell and Poth (2016) state that qualitative case study research typically involves between 5 and 10 participants, as long as they are strategically chosen to represent key

perspectives related to the case. In addition, Guest, Bunce, and Johnson (2006) argue that thematic saturation can often be achieved within 6 to 12 interviews, particularly when the research topic is focused and the participant group shares similar characteristics. Based on these methodological guidelines, the involvement of seven well-positioned informants in this study is deemed sufficient to ensure data adequacy, thematic saturation, and analytical depth. In other words, saturation is proving that enough information has been gathered (Hiram et al., 2023). The results of the informant's responses were transcribed, and then the researcher attempted to identify key points. To facilitate data analysis and interpretation, all of the questions were included in the interview matrix (Table 1). The following are the steps of data collection for the interview session procedure:

Figure 2: Interview session procedure



Interview Metric for Experience Economy

To explore the implementation of the Experience Economy in Tourism Village Alamendah, an interview matrix was developed as a guiding framework for collecting qualitative data from key informants. The matrix follows the framework of the four realms of experience introduced through the work of Pine and Gilmore (1998), which include Entertainment, Educational, Esthetic, and Escapist dimensions.

The interview matrix (Table 1) serves as a flexible guideline to ensure that each dimension of the Experience Economy is thoroughly explored during the data collection process. It allows researchers to systematically investigate how each type of experience is delivered, perceived, and managed within the tourism village. At the same time, it supports a semi-structured interview approach, enabling open-ended and adaptive questioning based on the informant's role, expertise, and lived experience. During the interview process, the metrics functioned as a flexible reference rather than a strict framework. In practice, the questions were allowed to adapt naturally, creating a more comfortable environment for informants and minimizing any sense of pressure or restriction. Each question aimed to encourage in-depth responses, which could then be examined to uncover patterns and themes associated with the development of memorable tourism experiences.

Table 1: Interview matrix

Experience Economy Realms	Questions
Entertainment Experience	What kind of entertaining experiences did you encounter during your visit or tourism activity in

Experience Economy Realms	Questions
	Alamendah? How did these influence your overall impression?
Education Experiences	Did you learn anything new during your visit (e.g., about local culture, environment, or farming)? Can you describe how that learning took place?
Aesthetic Experiences	How would you describe the physical setting or natural beauty of Alamendah? How did it affect your emotional or sensory experience?
Escapism Experiences	Did you feel a sense of escape from your daily routine while visiting Alamendah? What activities made you feel immersed or disconnected from your everyday life?

Data Analysis

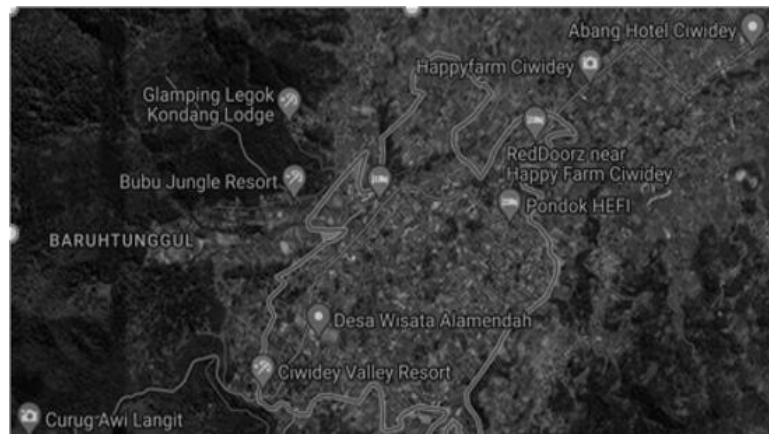
Thematic analysis was carried out manually, starting from the transcription of interview recordings, followed by open coding, grouping of codes into categories, and interpretation of key themes. The process adhered to the conceptual foundation of the experience economy (Pine and Gilmore, 1999) and the MTE model developed through the work of Kim et al. (2012). Central themes were carefully identified to explore how different aspects of staged tourism experiences influence tourists' emotional engagement and the creation of meaningful memories. The collected data were carefully translated from Bahasa Indonesia into English to ensure accuracy and preserve the original meaning conveyed by the informants. Manual techniques were selected to ensure deeper interaction with the data and to retain the richness of contextual insights. This approach led to a comprehensive understanding of the ways tourism experiences in Alamendah Village fosters lasting impressions.

The coding system used in this study assigns the labels T for Tourist, O for Tourism Village Operator, and G for Guide to distinguish the source of each data segment during analysis. Meanwhile, the thematic codes used in this study are as follows: EN = Entertainment, ED = Education, AE = Aesthetic Experience, ES = Escapism. These codes represent key dimensions of the Experience Economy framework and the elements that contribute to the formation of memorable tourism experiences.

The Study Area

The study area was tourism village Alamendah, located in Bandung Regency, West Java, Indonesia. Alamendah was designated as a Tourism Village through the Decree of the Regent of Bandung No. 556.42/kep.71-DISBUDPAR/2011 on February 2, 2011. At the beginning of its establishment, Alamendah Tourism Village did not have any tourism products or packages that could be offered to tourists. However, with the community's and other stakeholders' commitment, Alamendah Tourism Village has grown over time, and the number of visitors has increased accordingly. Alamendah Village is one of the most advanced agronomic villages in Rancabali District, where the majority of the population's livelihoods are farmers and traders. In addition, Alamendah is known for its nature tourism, religious tourism, and agrotourism.

Figure 3: Location of Alamendah Tourism Village



Source: Report of Community Service, STIEPAR (2024)

Based on the assessment of the Ministry of Tourism and Creative Economy of the Republic of Indonesia, Alamendah Tourism Village is included in the advanced category. This can be interpreted as the village has an active role in the economic development of the village residents and its surroundings.

Geographically, Alamendah Village is located at 70 6'0" - 70 11'0" South Latitude and 1070 23'0" - 1070 27'0" East Longitude. Alamendah Village is located on a plateau with an altitude of between 1300 - 2350 meters above sea level (Bappeda Bandung Regency 2008) and consists of five hamlets and 30 RW. Alamendah Village has an area of approximately 500 ha, bordering Panundaan Village, Ciwidey District to the North, Sugihmurti Village, Pasirjambu District to the East, Patengan Village, Rancabali District to the South, and Lebak Muncang Village, Ciwidey District to the West.

Figure 4: Coffee trip (Education activity in Alamendah Tourism Village)



Source: Documentation of Researcher (2023)

Alamendah Tourism Village is one of the villages blessed with extraordinary natural beauty. Its natural potential includes forests, rivers, waterfalls, and rich biodiversity.

Several attractions have been developed into tourism destinations within the Alamendah Tourism Village area, such as: Arboretum Park (Curug Awi Langit), Patuha Pinus Land, Punceling Pass, Padjajaran Waterfall (Curug Padjajaran), Ciwidey Valley, Emte Highland, Cigadog Lestari, and Patuha Bike Park. For more detailed information regarding the tourism potential of Alamendah Tourism Village, see Table 2.

Table 2: Tourism Potential in Alamendah

Aspect	Tourism Potential
Nature	Waterfall (<i>Munding, Bentang Padjajaran, awi alit</i>), farming area of coffee, strawberry
Culture	Alamendah Village has various traditional arts that are tourist attractions, ranging from dance, music, and martial arts. Traditional arts in Alamendah include pencak silat, jaipong dance, reog, karinding, calung, kecapi suling, and others.
Physical environment	The landscape of Alamendah Village primarily consists of dry farmland used for cultivating various vegetable and fruit crops, such as spring onions, strawberries, garlic, carrots, celery, asparagus, and several other agricultural products. With all the potential in the agricultural sector, Alamendah tourism village prioritizes agrotourism activities.
Amenities	There are places of worship (mosques and prayer rooms), gas stations, restaurants, and accommodations (homestays, hotels, guesthouses, villas, camping grounds, etc.).
Accessibility	Public transportation from Leuwi Panjang-Bandung terminal uses an Elf (small bus) to Ciwidey and gets off at Ciwidey terminal. Public transportation is available in adequate numbers; however, it lacks passenger comfort, as each Elf vehicle designed for 12 passengers often carries up to 16 to 18 people, leading to overcrowding.

Source: Observation data (2023)

Results

Demographic Characteristics of Informants

The study included seven informants chosen using purposive sampling based on their relevance and expertise with tourist operations in Tourism Village Alamendah. The informants include one tourism operator, one local tour guide, and five domestic tourists who have visited the destination. The incorporation of various stakeholder views aimed to provide a thorough knowledge of memorable tourism experiences as shaped by the experience economy.

Table 3: Informants' profile

Informant Code	Role	Gender	Age	Place of Residence	Visit Frequency	Special Characteristics
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O	Tourism Operator	Male	35	Alamendah Village	Daily	Local community leader; manages tourism operations, has deep understanding of tourism village development and visitor management.
G	Tour Guide	Male	23	Alamendah Village	Daily	Local youth; certified local guide, active in environmental education and storytelling for tourists.
T1	Tourist	Female	34	Jakarta	First-time visitor	Enthusiastic about nature activities and agrotourism.
T2	Tourist	Male	45	Bandung Regency	Second visit	Enjoys learning and nostalgic rural experiences.
T3	Tourist	Female	29	Bekasi	First-time visitor	Curious about coffee, nature, and immersive rural life.
T4	Tourist	Male	39	Yogyakarta	First-time visitor	Seeks fun, entertainment, and bonding with peers through activities.
T5	Tourist	Female	31	Surabaya	First-time visitor	Curious about coffee, nature, and immersive rural life.

The findings of this study address the research question: How do the four dimensions of the experience economy (entertainment, education, esthetics, and escapism) contribute to the creation of memorable tourism experiences for different stakeholders in Alamendah Tourism Village.

Entertainment for Memorable Tourism Experience

The first research question asked: What kind of entertaining experiences did you encounter during your visit or tourism activity in Alamendah? How did these influence your overall impression? When interviewed the operator (O), he said:

“We always try to provide engaging entertainment for our visitors. Every weekend, we schedule cultural performances such as traditional dances like jaipong, karinding music, pencak silat, and sometimes wayang (puppet) golek performances. Visitors especially enjoy the calming sounds of kecapi suling and the rhythmic beats of calung. We also host cooking demonstrations where tourists can observe or even take part in preparing traditional dishes. In addition, we occasionally organize local festivals and small competitions, like culinary contests that bring both locals and tourists together. These activities

not only entertain but also create a warm, interactive atmosphere that visitors tend to remember.”

Meanwhile, the local guide (G) responded:

“Many tourists enjoy local performing arts such as jaipong and wayang. I often invite both children and adults to participate, and they laugh a lot. It becomes a memorable moment for families.”

From the tourists’ perspective, they provided a variety of responses.

“I really liked the traditional dance show. My kids were invited to come on stage and dance jaipong. They were very happy and we laughed a lot. It became a special memory for our family.” (T1)

“I watched a traditional music performance. There were instruments I had never seen before, like Karinding and Calung. I even got to try playing them. It was fun and made my visit more interesting.” (T2,T4, T5)

“The best part was watching the kids perform a traditional dance. It felt authentic and gave me a sense of connection to the culture. I didn’t expect it but really appreciated it’ (T3)

Education for Memorable Tourism Experience

The question was: Do you learn something new during your visit (e.g., about local culture, environment, or farming)? Can you describe how that learning took place?

“Yes, we always try to provide educational elements in our tour packages. For example, we include farming activities where visitors can learn how to plant vegetables organically. We also offer cooking classes using local ingredients, and there are storytelling sessions about Sundanese traditions. We believe that learning through direct involvement makes the experience more memorable.” (O)

I often explain about the village’s history, local customs, and farming techniques during the tour. Some tourists are very curious and ask questions, so I make it interactive. I think when they get involved, like planting or tasting local food, they remember it better.” (G)

“I really enjoyed learning more about coffee. It wasn’t just about drinking it. I was taught how to plant the coffee trees, pick the beans, and understand the process. It made me appreciate every cup even more” (T1, T5)

“I learned a lot about strawberry planting. I even got to try picking the strawberries myself and was told how to take care of the plants. Besides that, I joined a short bird-watching activity with the guide. I had never done that before,.It was so interesting to learn about local bird species” (T2)

“This time I joined a coffee trip. We walked through the plantation, learned how the beans are harvested, and followed the process all the way to roasting and brewing. I never realized how complex it was until I experienced it myself. Now I see coffee in a different way.” (T3, T4)

Escapism for Memorable Tourism Experience

The question was “ Did you feel a sense of escape from your daily routine while visiting Alamendah? What activities made you feel immersed or disconnected from

your everyday life.

“Many of our visitors come here to get away from the city. That’s why we design the experience to be close to nature and local life. No loud noises, just fresh air, rice fields, and community activities. I think the peaceful surroundings and the chance to live like a local help people feel truly disconnected from their routines.” (O)

“Some tourists tell me that just walking through the forest trails or joining traditional farming makes them forget their stress. I try to guide them slowly, without rush, so they can really feel the atmosphere. It’s not just a tour “(G)

“Yes, definitely. I love the green hills and fresh air. It was so refreshing. My family and I stayed in a homestay. It helped us reconnect and forget work and school for a while.” (T1, T3, T4)

“I took part in the farming activity, where we learned how to prepare the soil, plant vegetables, and even use traditional tools. The farmer explained each step with patience. My hands got dirty, but I didn’t mind. It was relaxing and meaningful.” (T2)

“Staying overnight in a tent surrounded. It is something very natural for me. I could hear the sounds of insects and the river flowing nearby. At night, we gathered around a small bonfire and listened to local stories shared through the guide.” (T5)

Esthetics for Memorable Tourism Experience

The question was: How would you describe the physical setting or natural beauty of Alamendah? How did it affect your emotional or sensory experience?

“Alamendah is located at the foot of Mount Patuha, so it’s naturally. There is green hills, cool air, and terraced rice fields. We make sure to preserve this setting, as it gives visitors a sense of peace and authenticity. The scenery itself becomes a silent host. We love it.” (O)

“Many tourists tell me the first thing they feel is relief—like a weight is lifted. The air is fresh, the view is wide open, and the sound of birds and flowing water is everywhere. As a guide, I always bring them to quiet spots where they can just pause and breathe.” (G)

“The place is beautiful, green fields, mountain views, and so many strawberry farm. My children were excited just to run around. It felt like a different world from the city. I felt calm and happy, just being there.” (T1)

Another said:

“This is my second time here. The view is still beautiful and amazes me. The simplicity of the landscape—no tall buildings, just nature and village life—makes me feel grounded.” (T2)

“The physical environment made the whole experience more meaningful. Just walking along the path between rice fields, hearing the wind move through the trees—that sensory detail stays with you. It’s not just beautiful, it’s healing.” (T3, T4 and T5)

The following is a summary table (see Table 4), the analysis of the experience economy in relation to MTE. Based on thematic analysis, the research identified four major experiential themes aligned with the experience economy model. Tourists reported

strong emotional responses from entertainment-based activities such as cultural performances and interactive village events. Educational experiences were also significant, particularly hands-on workshops related to farming and local culinary practices. The natural aesthetics of Alamendah, including mountain views and traditional architecture, enhanced tourists' emotional and sensory satisfaction. Finally, many visitors expressed a sense of escapism, citing the peaceful environment as a means to disconnect from urban life and daily pressures.

Table 4: Summary of Experience Economy for MTE

Experience Economy Dimension	Key Words	Themes	MTE Elements	Quotes	Interpretation
Entertainment (EN)	Jaipong, karinding, music, pencak, silat, wayang (Puppet), cooking, festival, culinary,	Cultural entertainment enhances emotional connection	Involvement, Novelty	<i>“Every weekend, we schedule cultural performances such as traditional dances like jaipong, karinding music, pencak silat, and sometimes wayang (puppet) golek performances. Visitors especially enjoy the calming sounds of kecapi suling and the rhythmic beats of calung.” (O)</i> <i>“I really liked the traditional dance show. My kids were invited to come on stage and dance jaipong. They were very happy and we laughed a lot. It became a special memory for our family.” (T1)</i>	Engaging in enjoyable activities allows tourists to develop strong emotional impressions, contributing to the overall memorability of the experience.
Education (ED)	Farming activities, Plant vegetables Traditional cooking, local custom, coffee trip, strawberry planting,	Learning through doing promotes meaningful experiences	Knowledge Enrichment, Cultural Learning	<i>“I really enjoyed learning more about coffee. It wasn’t just about drinking it. I was taught how to plant the coffee trees, pick the beans, and understand the process. It made me appreciate every cup even more.” (T1, T5)</i> <i>“I often explain about the village’s history, local customs, and farming techniques during the tour. Some tourists are very curious and ask questions, so I make it interactive. I think when they get involved, like planting or tasting local food, they remember it better.” (G)</i>	First-hand learning experiences with the local community strengthen tourists’ memory of local cultural values and traditions
Escapism (ES)	Away from city, Homestay, fresh air, no loud noises, rice field,	Immersive activities help disconnect	Authenticity, Personal Involvement	<i>“Many of our visitors come here to get away from the city. That’s why we design the experience to be close to nature and local life. No loud noises, just fresh air, rice fields, and community activities. I think the peaceful</i>	Active involvement in the daily routines of local communities cultivates a profound sense of engagement and enhances

Experience Economy Dimension	Key Words	Themes	MTE Elements	Quotes	Interpretation
Esthetics (AE)	disconnected from routines	from daily routine		<i>surroundings and the chance to live like a local help people feel truly disconnected from their routines.” (O)</i> <i>“I love the green hills and fresh air. It was so refreshing. My family and I stayed in a homestay. It helped us reconnect and forget work and school for a while.” (T1, T3, T4)</i> <i>“The place is beautiful, green fields, mountain views, and so many strawberry farm. My children were excited just to run around. It felt like a different world from the city. I felt calm and happy, just being there.” (T1)</i> <i>“This is my second time here. The view is still beautiful and amazes me. The simplicity of the landscape—no tall buildings, just nature and village life—makes me feel grounded.” (T2)</i> <i>“The physical environment made the whole experience more meaningful. Just walking along the path between rice fields, hearing the wind move through the trees—that sensory detail stays with you. It’s not just beautiful, it’s healing.” (T3, T4 and T5)</i>	the authenticity of the tourism experience.
	Mountain, natural view, green fields, strawberries farm, healing, feel grounded, beautiful, amaze, village life, excited, hearing the wind	Sensory stimulation and harmony with nature	Visual Appeal, Sense of Place		The scenic natural environment and serene atmosphere strengthen tourists’ emotional attachment during their visit to the tourism village

Discussion

The experience economy presents a fresh perspective for enriching tourism experiences in village settings through the creation of immersive, authentic, and lasting impressions for visitors. Incorporating elements such as local culture, educational aspects, escapist sensations, and aesthetic appeal allows tourism villages to deliver greater value and draw increased tourist interest. Based on observational findings, the experience economy framework holds strong potential for implementation in Alamendah tourism to elevate the quality of visitor experiences and establish distinctive and memorable values.

This finding is further supported through insights gathered from interviews with tourism village managers and tourists of Alamendah, who stated that the distinctive rural atmosphere left a lasting impression and inspired a desire to return. This is consistent with the experience economy literature, which holds that the four experiential dimensions collectively build a comprehensive visitor experience, influencing memory formation and subsequent behavioral intentions such as revisiting or recommending the destination (Pine and Gilmore, 1998; Zhao et al., 2022; Mahdzar, 2022).

The findings indicate that educational and escapist experiences play a particularly dominant role in shaping MTE in Alamendah Tourism Village. This dominance reflects the rural tourism context, where hands-on learning, cultural exchange, and immersion in local life are central to visitor engagement. In contrast to commercial tourism destinations where entertainment may be the primary driver of experience, tourism villages rely more heavily on authenticity and participatory encounters. These results support the refinement of the experience economy framework by highlighting contextual variation in the relative strength of experiential dimensions.

This study contributes theoretically by extending the Experience Economy framework to tourism village settings and demonstrating that experiential dominance varies across destination types. Practically, the findings provide insights for tourism village managers and policymakers to prioritize experiential designs that emphasize learning, immersion, and community interaction, while ensuring cultural sustainability and local empowerment.

While prior studies on the experience economy have predominantly been conducted in Western or commercially developed tourism contexts, this study demonstrates that experiential formation in tourism villages follows a different pattern. In contrast to existing literature that often emphasizes entertainment and esthetic experiences as primary drivers of memorability, the findings of this study indicate that educational and escapist experiences play a more dominant role. This difference reflects the community-based and rural nature of tourism villages, where learning, participation, and immersion in everyday local life shape tourist experiences more strongly than staged consumption. Therefore, this study extends the experience economy literature by highlighting contextual variation in the relative salience of experiential dimensions.

Furthermore, cultural norms and community values play a critical role in shaping experiential outcomes in the tourism village context. Norms related to hospitality,

collective participation, and mutual respect influence how tourists engage with local activities and interpret their experiences. Unlike individualistic tourism settings commonly discussed in Western literature, experiences in tourism villages are embedded within social interactions and shared practices. These culturally grounded interactions enhance emotional attachment and meaning-making processes, thereby strengthening memorability

Limitations and Future Research

This study acknowledges several limitations that should be addressed in future research. The current exploration of the Experience Economy in Alamendah Tourism Village primarily focuses on the conceptual implementation and general potential of experience-based tourism. However, it does not provide an in-depth analysis of specific attractions or the packaging of tourism products that directly influence visitors' engagement across the four realms of experience. Additionally, the study does not fully capture the diverse perspectives of different visitor segments or the long-term impacts of experiential strategies on local stakeholders.

A further limitation concerns gender differences. Although gender was not the primary focus of this study, preliminary observations suggest that male and female tourists may perceive and value experiential dimensions differently, particularly in educational and social interaction activities. From a practitioner perspective, recognizing potential gender-based preferences is important for designing inclusive and engaging tourism village experiences. Future studies are encouraged to further explore gender-sensitive experiential design in community-based tourism settings.

Conclusion

In conclusion, the concept of the Experience Economy can be effectively implemented in Alamendah Tourism Village. Adopting this approach enables the village to provide more than mere scenic landscapes; it facilitates the creation of meaningful and memorable experiences that foster emotional connections with visitors. Focusing on the realms of entertainment, education, esthetics, and escapism will not only enhance the village's attractiveness but also differentiate it from other destinations.

In the long term, adopting the Experience Economy approach can also bring lasting benefits for both visitors and tourism managers. Visitors gain valuable and transformative experiences that leave a lasting impression, often leading to return visits or strong recommendations to others. At the same time, tourism managers and local communities have the opportunity to enhance their services through a deeper understanding of what is genuinely important to visitors, particularly aspects such as authenticity, active involvement, and emotional resonance. This approach contributes not only to improved service quality but also to the long-term sustainability and continued development of Alamendah as a competitive tourism destination.

Practical Implications for Asian Business

The findings of the study undertaken in Alamendah tourism village have significant strategic implications for Asian business development, notably in the tourism, creative, and rural economy sectors. The Experience Economy framework elaborated by Pine and Gilmore (1998) which includes entertainment, education, esthetics, and escapism, provides vital insights into how businesses might shift away from traditional transactional models and toward more immersive and emotional consumer involvement. Some Implications are as follow:

First, Asian travel agencies should prioritize themed and personalized experiences that meet the diverse preferences of travelers. This may involve developing specialty travel packages that highlight the distinctive features of the tourism village, such as adventure trips, gourmet tours, or wellness retreats. A tourism village well-known for its tea plantations, for instance, may offer themed experiences centered around the production, tasting, and rituals of tea.

Secondly, it is important for strengthening local creative industries. The village's tourism activities are built around traditional arts, farming, and storytelling. This emphasizes a bigger point for Asian businesses: the need to recognize and invest in local creative economies. Businesses can collaborate with craftsmen, farmers, and cultural performers to create authentic and economically empowering products and services. Such strategies promote inclusive growth and eliminate economic gaps in rural communities.

Third, businesses should consider reframing their models toward experience-based design. Rather than offering sightseeing alone, businesses should provide opportunities for tourists to learn, form emotional connections with the destination, and temporarily step away from their everyday routines. This immersive approach can be applied across diverse Asian contexts to enhance visitor engagement and perceived value.

Fourth, another strategic recommendation is to leverage digital tools and technologies. Digital tools and technologies may help improve the tourism experience and engage visitors before, during, and after their visit (Lv et al., 2020). Asian tourism companies can use smartphone apps, virtual reality (VR), and augmented reality (AR) to provide interactive and immersive experiences that supplement a physical visit to a tourism village. For example, as tourists navigate the tourism village, AR applications can enrich their experience through the presentation of historical information or local folklore narratives (Schmitt, 2011) as part of an experiential marketing approach.

Within the scope of marketing and promotional strategies, this research offers practical implications for tourism businesses, particularly through the utilization of storytelling as an effective marketing tool. Employing narrative techniques to highlight tourism experiences has the potential to significantly enhance their appeal. Businesses can draw greater interest from potential visitors through compelling stories that convey the destination's history, cultural richness, and distinctive experiences (Schmitt, 2011).

This is consistent with the findings, which underline the significance of generating memorable narratives to engage travelers emotionally (Pine & Gilmore, 1999). Moreover, another related implication is leveraging digital platforms. In today's

increasingly digital environment, businesses should use social media and internet platforms to highlight their unique experiences. Engaging content, such as films and testimonials from prior visitors, can help promote the tourism village's offers and attract a larger audience.

The application of experience economy principles enables tourism-related businesses in Asian village settings to craft memorable visitor experiences that foster repeat visits, build long-term loyalty, and contribute to sustainable economic development. Focusing on cultural authenticity, sensory engagement, emotional connections, community involvement, and feedback-driven continuous improvement will position these firms for success in an increasingly competitive tourism industry.

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